The MV2040 Strategy (the Strategy) is Council’s long-term plan for improving the health, vibrancy and resilience of our city over the next two decades. It has been prepared to shape the type of city and neighbourhoods we want to live in.

The world is changing rapidly and, to enable us to keep pace, the ideas and concepts presented in the Strategy are designed to be bold, inspirational and transformational.

VISION STATEMENT

MOONEE VALLEY – A HEALTHY CITY

In 2040 Moonee Valley is a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods. Our neighbourhoods allow all people, at all stages of life, to live locally, accessing most of their needs close to their home.

Our neighbourhoods are beautiful, sustainable and hold strong community connections which enable citizens and the environment to be healthy and resilient.

BUILDING BLOCKS FOR A HEALTHY CITY

We all deserve to live in a city where we are not just surviving, we are thriving. These are the building blocks of our healthy city:

- A **fair** city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.
- A **thriving** city with access to jobs, lifelong learning, vibrant and dynamic activity centres.
- A **connected** city of accessible, active and sustainable transport choices.
- A **green** city that is ecologically healthy and environmentally responsible.
- A **beautiful** city that celebrates its identity, heritage and open spaces.
FOCUS ON NEIGHBOURHOODS

Council is moving to a neighbourhood planning approach for our planning and service delivery. This approach will help us create a more inclusive, vibrant and healthy city.

*Plan Melbourne 2017-2050* focuses on improving Melbourne’s health and liveability through the creation of 20-minute neighbourhoods. They must:

- be safe, accessible and well connected for pedestrians and cyclists
- offer high-quality public realm and open space
- provide services and destinations that support living locally
- facilitate access to quality public transport that connects people to jobs and higher-order services
- deliver housing/population at densities that make local services and transport viable
- facilitate thriving local economies.

Based on State Government directions, our city has been mapped into 13 20-minute neighbourhoods. These neighbourhoods are defined by the ability to reach day to day needs and services such as shops, open spaces, schools, community facilities, public transport and some jobs within a 20-minute walk.

Each of our 13 neighbourhoods has a distinctive character and identity, with individual challenges and opportunities for improving liveability. We know that a one size fits all solution does not work, and the benefit of neighbourhood planning is that we can identify local priorities and tailor responses to improve the health and vibrancy of all parts of our city. It means prioritising health and wellbeing outcomes through our planning, and delivering services and infrastructure necessary to foster community pride and connection.

Neighbourhood planning involves a collaborative approach to reinforce community and improve social and health outcomes. It is about making each neighbourhood inclusive, vibrant and connected based on their unique character, community strengths and environment.

Council is focused on activating spaces in your neighbourhood so the community can gather for activities, recreation, events and socialise close to home.

Visit mvcc.vic.gov.au/neighbourhoods to find out about what is happening in Keilor Road/Essendon North.
FAIR STRATEGIC DIRECTION 1: A city that celebrates diversity
🎯 TARGET: Moonee Valley is a ‘Welcome City’ where we celebrate diversity as one of our greatest strengths

STRATEGIC DIRECTION 2: A city with a dynamic network of accessible community facilities and services
🎯 TARGET: Moonee Valley is a city where all residents report being satisfied or very satisfied with the number and the conditions of the community facilities and services in their neighbourhood

STRATEGIC DIRECTION 3: A city where people are healthy and safe
🎯 TARGETS: • Moonee Valley is a city where residents report their health as being very good and know how to access the appropriate services to manage their physical and mental health • Moonee Valley is a city where our community feel very safe walking alone in their neighbourhoods during the day and night

STRATEGIC DIRECTION 4: A city where residents can engage, participate and influence change
🎯 TARGET: Moonee Valley is a city where residents are able to influence decisions about their city and participate in social life

STRATEGIC DIRECTION 5: A city with housing for all
🎯 TARGET: Housing is appropriate across our city for all stages and circumstances of life

THRIVING STRATEGIC DIRECTION 6: A city with opportunities to learn and work
🎯 TARGET: Moonee Valley is a city where residents have equitable access to lifelong learning, development and employment opportunities

STRATEGIC DIRECTION 7: A city that responds to a changing economic landscape
🎯 TARGET: Moonee Valley is a city where our economic environment facilitates thriving activity centres and new and emerging enterprise

STRATEGIC DIRECTION 8: A city with things to see and do
🎯 TARGET: Across Moonee Valley there is increased participation and value placed in the arts, sport, culture and local community-run events

STRATEGIC DIRECTION 9: A city that is technology ready
🎯 TARGET: Moonee Valley embraces a technology first approach to creatively meet the challenges we face
STRATEGIC DIRECTION 10: A city where sustainable transport is the easy option

TARGET: Moonee Valley is a city where more than half of our residents travel to work by walking, cycling or public transport

STRATEGIC DIRECTION 11: A city with streets and spaces for people

TARGET: We prioritise our cyclists and pedestrians of all mobilities by achieving a safe network of connected walking and cycling paths

STRATEGIC DIRECTION 12: A city at the forefront of transport technology

TARGET: Moonee Valley embraces a technology first approach to creatively meet the challenges we face

STRATEGIC DIRECTION 13: A city that is low carbon

TARGET: We achieve zero net emissions for our community and reduce emissions from Council’s operations by 95 per cent by 2040

STRATEGIC DIRECTION 14: A city that is green- and water-sensitive

TARGET: We achieve 30 per cent canopy cover by 2040 through enhancing our urban forest

STRATEGIC DIRECTION 15: A city that rethinks waste

TARGET: We divert 90 per cent of household waste and waste from Council operations from landfill by 2040

STRATEGIC DIRECTION 16: A city that is cool and climate-adapted

TARGET: Moonee Valley is a city that achieves climate resilience through supporting the community and planning a built environment that adapts to a changing climate

STRATEGIC DIRECTION 17: A city that fosters local identity

TARGET: We celebrate our rich heritage and the value of our cultural links to Wurundjeri Country

STRATEGIC DIRECTION 18: A city of high-quality design

TARGET: We achieve design excellence in all Council-owned buildings and facilities

STRATEGIC DIRECTION 19: A city with vibrant and safe public spaces

TARGET: Our city is regarded as a beautiful place with a diversity of spaces

STRATEGIC DIRECTION 20: A city in a beautiful landscape setting

TARGET: We achieve a connected network of high-quality open space that is appropriate to the needs of our community
IF MOONEE VALLEY WAS 100 PEOPLE

NEIGHBOURHOOD POPULATIONS
FORECAST ID ESTIMATES FOR 2018
4 would live in Aberfeldie
6 would live in Airport West
9 would live in Ascot Vale
5 would live in Avondale Heights
10 would live in Essendon
12 would live in Flemington
7 would live in Keilor East
9 would live in Keilor Road/Essendon North
10 would live in Milleara
12 would live in Moonee Ponds
7 would live in Niddrie/Essendon West
6 would live in Strathmore
3 would live in Strathmore Heights

COUNTRY OF BIRTH
2016 CENSUS DATA
66 would be born in Australia
4 would be born in Italy
2 would be born in the UK
2 would be born in Vietnam
2 would be born in China
1 would be born in New Zealand
1 would be born in Greece
22 would be born in other (or unstated) countries

LANGUAGE SPOKEN AT HOME
2016 CENSUS DATA
65 would speak English at home
7 would speak Italian at home
3 would speak Greek at home
2 would speak Vietnamese at home
2 would speak Mandarin at home
2 would speak Cantonese at home
2 would speak Arabic at home
1 would speak Spanish at home
16 would speak other/unstated languages at home

AGE GROUPS
FORECAST ID ESTIMATES FOR 2018
29 would be aged 0-24 years
55 would be aged 25-64 years
10 would be aged 65+ years

RELIGION
2016 CENSUS DATA
38 would be Catholic
26 would have no religious affiliation
6 would be Anglican
5 would be Greek Orthodox
3 would be Muslim
3 would be Buddhist
19 would be of other (or unstated) religious affiliations
INDUSTRY OF EMPLOYMENT
2016 CENSUS DATA (EMPLOYED PERSONS 15+ YEARS)

- 11 would work in Health Care and Social Assistance
- 10 would work in Education and Training
- 10 would work in Professional, Scientific and Technical Services
- 10 would work in Retail Trade
- 8 would work in Construction
- 6 would work in Public Administration and Safety
- 6 would work in Accommodation and Food Services
- 6 would work in Transport, Postal and Warehousing
- 6 would work in Manufacturing
- 6 would work in Financial and Insurance Services
- 22 would work in other/unstated industries

TENURE TYPE
2016 CENSUS DATA

- 31 would live in a property that they fully owned
- 34 would live in a property owned with a mortgage
- 28 would live in a property that was rented
- 8 would live in properties of unstated or other tenure types

Of those renting:
- 4 would live in social housing
- 4 would live in a privately rented dwelling

VARIOUS HEALTH STATS
FROM THE VICTORIAN POPULATION HEALTH SURVEY 2014 (ADULTS)

- 31 / 100 would be very satisfied or satisfied with life (8 as dissatisfied or very dissatisfied and the other unaccounted for in RSE* estimates)
- 52 / 100 would be pre-obese or obese (41 not pre-obese or obese, 7 unaccounted for in RSE* estimates)
- 40 / 100 would report their health status as excellent or very good (another 42 as good and 18 as fair or poor)

DWELLING STRUCTURE
2016 CENSUS DATA

- 64 / 100 would live in a detached dwelling
- 19 / 100 would live in a semi-detached dwelling, row, terraced house or townhouse
- 17 / 100 would live in a flat, or apartment

*Relative Standard Error
Keilor Road/North Essendon is a linear neighbourhood linking the eastern parts of the municipality to the western region. Following the alignment of Keilor Road as it radiates west from the end of Mt Alexander Road, the neighbourhood is well serviced by the tram to Airport West. The commercial activity anchors are located at either end of Keilor Road at Essendon North and Niddrie.

### Did You Know?

- **16,500** vehicles travel on Keilor Road on the average weekday
- **4,588** jobs are supported by local industries
- **20%** of residents’ daily energy consumption exceeds the target of 5kWh
- **35%** of homes have three bedrooms

### Keilor Road/North Essendon

**Dwellings**

- Estimated dwellings (2018): 5,057
- Estimated dwellings (2040): 8,000 to 8,500
- Forecast increase in dwellings (%): 2.6% to 3.1%

**Households**

- Family households (2018): 64%
- Family households (2040): 61%
- Lone person or group households (2018): 36%
- Lone person or group households (2040): 39%
KEILOR ROAD/ESSENDON NORTH | MOONEE VALLEY

EDUCATION
Tertiary qualifications (2016) 37% | 30%
No qualifications (2016) 32% | 36%

WORK
Unemployment rate (2016) 5% | 6%

LANGUAGE
Speaks a language other than English at home (2016) 26% | 30%

TRAVEL
Travel to work by public transport, bike or walk (2016) 23% | 24%
Travel to work by car, as driver (2016) 59% | 57%

POPULATION
Estimated population (2018) 11,238 | 126,690
Estimated population (2040) 16,450 to 17,550 | 168,550 to 179,750
Forecast growth (%) pa (2018 to 2040) 2.1% to 2.6% | 1.5% to 1.9%

PEOPLE
0-24 years (2018) 28% | 29%
25-64 years (2018) 55% | 55%
65+ years (2018) 17% | 16%
0-24 years (2040) 28% | 29%
25-64 years (2040) 55% | 55%
65+ years (2040) 17% | 16%

In the Keilor Road/Essendon North neighbourhood there is a strong presence of medium-density apartments framing the corridor which results in a vibrant neighbourhood of social and community activity. Bordered by the Tullamarine and Calder Freeways in the north and Market Street in the south, the neighbourhood accommodates a consistent garden suburban feel.

Economic activity stretches along the Keilor Road spine from Essendon North through to Hotham Road in the west, attracting visitors from neighbouring areas to the diverse shops and business that call this neighbourhood home. The Doutta Galla sporting and community facility precinct sits just to the north of Essendon North Primary School comprising a tennis and bowls club within Vin Jarvis Reserve, and the Doutta Galla community hall and kindergarten.

The village atmosphere of Essendon North is emphasised by the low scale built form and numerous parks including Woodlands Park, Cliff Allison Reserve and Lincoln Park. At the western end of the neighbourhood in Niddrie, the rich community life is felt in the diversity of shops and opportunities of the retail area and the Niddrie Library.

**WHAT DO WE NEED TO DO TO MANAGE CHANGE AND GROWTH IN KEILOR ROAD/ESSENDON NORTH?**

Dominant groups currently residing in Keilor Road/Essendon North include mature families with older children. By 2040, Keilor Road/Essendon North is forecast to accommodate an increased number of empty nesters, mature families, older lone persons and persons in care accommodation. An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that are loved about our neighbourhoods, while ensuring appropriate housing is available for those who need it.

The Keilor Road/Essendon North neighbourhood is expected to undergo significant growth in the period to 2040. Most new dwellings are likely to be in the form of higher-density, apartment-type development along Keilor Road and Mt Alexander Road. Specialised accommodation options, such as retirement living or aged care, may also be developed to cater for the forecast increase in older residents.

**COMMUNITY ANCHOR**

An ‘anchor’ is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.

The western end of Keilor Road and North Essendon have been identified as the anchors for the Keilor Road/Essendon North neighbourhood. The anchors will be a key focus for Council’s neighbourhood planning approach.
A VISION FOR THE KEILOR ROAD/ESSENDON NORTH NEIGHBOURHOOD

We have created a vision for the Keilor Road/Essendon North neighbourhood based on community feedback and Council’s research into trends that will impact the way we live in the future.

In 2040:
- Keilor Road will be a revitalised and inviting centre with a mix of small and large businesses, cafes and restaurants supported by a strong transport network.
- Keilor Road will be home to a vibrant community library hub that is a key destination for the neighbourhood.
- Essendon North will be an accessible centre with a strong village feel and a unique retail and hospitality offering, with the centre catering for the local community while retaining its charm.
- The neighbourhood will feature high-quality architecture and design in all new higher-density development.
- The neighbourhood will boast a diversity of housing options for new and existing residents.
- The neighbourhood will include an excellent network of cycling and walking connections within and to other neighbourhoods.

URBAN DESIGN FOCUS

- Ensure high-quality architecture and design in higher-density developments.
- Encourage diversity of housing types.
- Ensure new built form adjacent to parklands and Steele Creek complements the green setting and maintains the open feel.
- Provide new walking and cycling connections to Steele Creek, Woodlands Park and other neighbourhoods.
- Encourage connection of a habitat corridor along Steele Creek and through the local pocket reserves across the neighbourhood.
- Reinforce Mt Alexander Road as the premier boulevard of the municipality.
- Encourage a mix of uses which contribute to the vibrancy of the day and night time economy along Keilor Road.
- Beautify Keilor Road, and encourage activation and greening.
- Ensure new development respects the heritage values of the commercial streetscape.
- Ensure an attractive and green public realm through consistent urban design.

IMPLEMENTATION INITIATIVES FOR THE FUTURE OF KEILOR ROAD/ESSENDON NORTH

The Strategy identifies implementation initiatives that may take many years to begin and complete. These initiatives are required to achieve fair, thriving, connected, green and beautiful neighbourhoods. They have been developed using ideas received from community consultation. Other immediate or small projects will be included in the four-yearly Council Plans.

The implementation initiatives for Keilor Road/Essendon North are:
- Deliver a vibrant new community hub in Niddrie, including a new library and flexible community spaces. Work with cohealth for co-location services which may include a domestic violence hub.
- Create a new community gathering space in the Essendon North/Lincoln Road activity area.
- Investigate the potential application of the Airport Environs Overlay.
- Proactively plan and advocate for light rail or direct high-frequency bus services.
- Advocate for a new bus route.
- Advocate for improvements to the Keilor Road and Mt Alexander Road intersection.
- Revitalise Steele Creek to create a healthy, biodiverse waterway and connected open space corridor.
- Install the Woodlands Park wetland, stormwater harvesting, treatment and irrigation scheme.
- Beautify the Keilor Road streetscape, improving legibility and the amount of greenery.
- Continue to ensure the attractiveness of the Essendon North streetscape.
- Acquire new land and/or expanded areas of public open space.
- Undertake improvements to open space by implementing the master plan for Woodlands Park.
- Undertake landscape improvements to Cliff Allison Reserve.
- Green the car park at the corner of Matthews Avenue and Keilor Road.
## KEILOR ROAD/ESSENDON NORTH

<table>
<thead>
<tr>
<th>Initiative</th>
<th>ONGOING</th>
<th>2018-2021</th>
<th>2022-2025</th>
<th>2026-2030</th>
<th>2031-2040+</th>
<th>COST</th>
</tr>
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<tbody>
<tr>
<td>Deliver a vibrant new community hub in Niddrie, including a new library and flexible community spaces. Work with cohealth for co-location services which may include a domestic violence hub.</td>
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<td>Investigate the potential potential application of the Airport Environs Overlay</td>
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<td>Proactively plan and advocate for light rail or direct high-frequency bus services (Light rail - medium, Bus - short)</td>
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<td>Advocate for a new bus route</td>
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<tr>
<td>Advocate for improvements to the Keilor Road and Mt Alexander Road intersection</td>
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<td>Revitalise Steele Creek to create a healthy, biodiverse waterway and connected open space corridor</td>
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<tr>
<td>Install the Woodlands Park wetland, stormwater harvesting, treatment and irrigation scheme</td>
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<tr>
<td>Beautify the Keilor Road streetscape, improving legibility and the amount of greenery</td>
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<tr>
<td>Continue to ensure the attractiveness of the Essendon North streetscape</td>
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<td>Undertake improvements to open space by implementing the master plan for Woodlands Park</td>
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<td>Green the car park at the corner of Matthews Avenue and Keilor Road</td>
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The implementation initiatives have been mapped against the four-year Council Plan timelines. Note: There are multiple Council Plan cycles in the 2031-2040+ block.
KEILOR ROAD/ESSENDON NORTH BY 2040

BEAUTIFY KEILOR ROAD

Streetscape

New and/or expanded public open space in neighbourhood

Revitalise Steele Creek

Investigate the potential application of the Airport Environ Overlay

Undertake improvements to open space by implementing a master plan

Install the wetland, stormwater harvesting, treatment and irrigation scheme

Create a new community gathering space in the Essendon North / Lincoln Road activity area

Continue to ensure the attractiveness of the Essendon North streetscape

New and/or expanded public open space in neighbourhood

Green car park

Legend

Community anchor
Economic and activity area
Potential habitat corridor (conceptual)
Strategic cycling corridor
Ideal network (conceptual)
Cycling
Shared bicycle-walking path
Major transport projects - potential future
Increase tram reliability and efficiency
Advocate for new bus route
Investigate installation of potential light rail route / direct, high-frequency bus route
Major cycling/walking projects - potential future
Upgrade existing shared cycling-walking path
Improve gaps in network
Implementation initiative theme
Fair
Thriving
Connected
Green
Beautiful

Open space
Watercourse
Waterbody
Tram line
Road
Neighbourhood boundary

0 250 500 metres
WOODLANDS PARK MASTER PLAN

LEGEND
- Existing Trees
- Proposed Trees
- Existing Pathways
- Proposed Pathways
- Existing Drain System
- Proposed Drain System
- Existing Picnic Areas
- Proposed Picnic Areas
- Proposed Solar Panels
- Existing Solar Panels
- Existing Seating Areas
- Proposed Seating Areas

1. Playplace
   Combine two playplace areas together and increase the range of play provision for children of all ages. Include natural play such as dry creeks bed, rock, logs, child friendly plantings and drinking fountains.

2. Vegetation
   Retain and protect all existing trees. Provide more visual interest and urban ecology within the park through increased number and maintenance of garden beds and expanded species selection.

3. Pathways and Access and Lighting
   Increase the accessibility into and within the Park through pathways and improved access points. Light paths as required within the Moonee Valley City Council Sustainable Public Lighting Guidelines. Include seating along paths and consider drainage systems along pathway.

4. Exercise Stations
   A selection of outdoor exercise equipment for people who want to increase their fitness levels in an open and social setting.

5. Lake system and stormwater harvesting
   Improvements to the existing lake system for water quality and to provide a sustainable source of treated water for the Park, Salmon Reserve and local tree watering. The lake will be converted into a wetland system that creates local stormwater using natural processes. Refuge to be provided for birdlife through the inclusion of islands.

6. BBQ and Picnic
   Improve existing picnic areas through increased number of bins, drinking fountains and improved picnic settings. Surfacing and pathway access to be improved to make them accessible for all.

7. Public Toilets
   Increase the capacity of the existing public toilet facility and improve path access and surrounds.

8. Car Parking
   Retain existing car park and provide secure gated access for Woodlands Park Reserve and Settlers Cottage users.

9. Woodlands Park House
   Potential future location for the historic Settlers Cottage which is of historic significance to the Mount Alexander Road precinct. Locate the Cottage adjacent to Woodlands Park House to enable activation and share space and kitchen amenities.

10. Viewing Docks
    Docks that provide viewing and seating for people of all abilities, incorporate interpretive signage about duck feeding.

11. Traffic Flow
    Improved raised pedestrian crossing over Salmon Street for pedestrians to safety cross over Salmon Reserve.

12. Habitat Tree
    Retain existing habitat tree.
## Moonee Valley Language Line

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All other languages 9280 0747
National Relay Service 13 36 77 or relayservice.com.au
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