**KEY CHANGES IN RESPONSE TO FINDINGS**

While there was overall support for the Structure Plan objectives and intent, four changes were made in response to the consultation findings.

1. **Precinct 1 was extended** to include parts of land adjacent to the Broadmeadows Railway line along Railway Crescent. This is in line with State Planning Policy to locate higher density development near public transport and shops and services. Future redevelopment of Railway Crescent, including new housing opportunities, will also capitalise on the improvements being made to the Station and surrounds. This approach will release the pressure on the existing residential areas and help maintain their neighbour character.

2. **The ‘Enterprise Corridor’ along Blair Street and Camp Road** was removed due to the possible and perceived exacerbation of traffic issues. Furthermore, the establishment of an enterprise corridor would be better served if accompanied by design guidelines which can be prepared at a later date.

3. **The ‘Areas for Residential Intensification’ along Blair Street and Camp Road** were removed because of the opposition about perceptions of the visual impact of buildings on the neighbourhood character of Precinct 5a.

4. **In Precincts 3 and 4 a new strategy was inserted** to ensure new development adjacent to operating businesses / industries provides appropriate interface treatment to ensure existing employment uses are not compromised.

**NEXT STEPS**

Hume City Council and DPCD will use the Broadmeadows Activities Area Structure Plan to prepare associated planning controls for inclusion in the Hume Planning Scheme. The following outlines the general intent that will be recommended for Council endorsement and submission to the Minister for Planning for a final decision.

- **Rezone land to Activity Centre Zone** to enable increased job opportunities, more shops and services, a diverse range of housing and the delivery of specific precinct objectives and outcomes.
- **Rezone the old railramp to Public Park and Recreation Zone** to make its transformation into Meadowlink, a shared pedestrian/cycle path contributing to 4.5 hectares of new public open space.
- **Rezone the former Broadmeadows School site in Residental 1 Zone and apply a Development Plan Overlay**. The Victorian Government bought this site to deliver a catalyst housing project. Further consultation on the preparation of a draft masterplan will occur later in the year.

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**“Older people do not want to move out of the area, but there are not many options for older people to downsize, and stay in Broadmeadows near friends and services they are familiar with.”**

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INTRODUCTION

Between 2 November and 9 December 2011, Hume City Council and the Department of Planning and Community Development (DPaC) sought feedback from the community and stakeholders on the Draft Broadmeadows Structure Plan (The Plan).

This phase of community and stakeholder consultation followed two previous phases which has been a three-year process to progress of the Broadmeadows Structure Plan. In summary, the phases include:

- Phase 1 (2009): consultation to understand values and aspirations to be shared in the vision.
- Phase 2 (2010): consultation to test the shared vision with stakeholders.

The following provides a summary of the feedback from the community and stakeholders, the key changes made in response and next steps.

CONSULTATION ACTIVITIES AT A GLANCE

The project team spoke to over 200 people, with approximately 177 individuals or organisations providing formal feedback on the Draft Broadmeadows Structure Plan.

The significant community campaign included community and stakeholders at the consultation program included:

- Distribution of 800 copies of the Summary Documents and Fact Sheets.
- About 2400 letters sent to landowners in Broadmeadows.
- Advertising in three local newspapers.
- Five information days.
- Attendance at the Broadmeadows Fest and Family Fun Day.
- Four permanent public displays in key locations.
- Presentations to community organisations.
- A project website and social media campaign, gaining over 9000 hits.
- Translations of the Summary Document into six languages.
- Publicising information on Hume’s, a multimedia language interpretation service.

Activities to consult individuals and organisations and seek feedback on the Draft Broadmeadows Structure Plan included:

- A Community Survey with 1278 online responses.
- A Business Survey with 65 surveys distributed and 25 returned.
- An online forum hosted via the project website.
- Five information days and workshops with individuals and organisations in Northmeadows and Eastmeadows.
- Informal discussions with prospective developers, service providers, hard-to-reach groups, community organisations and community representatives.
- Presentations to key business and community networks.
- A formal submission process, with 164 submissions received.

The Top 10 Things We Heard

There is a high level of support for the Structure Plan vision and intent for Broadmeadows.

There is community confidence that Broadmeadows is changing for the better.

Over the phases of community consultation, there has been a strong consensus in participants feedback and support for the Structure Plan.

The Meadowlink Project, the proposed upgrade to the Broadmeadows Station surrounds and the GP Super Clinic are strongly supported.

There is a high level of support for housing intensification in Precincts 1, 2, and 3, as long as they are delivered to the community’s design and built with supporting infrastructure.

Residents value their neighbourhoods and want to see sensitive, high quality, environmentally sustainable developments to these areas.

The vision cannot be achieved overnight. Broadmeadows has potential, but a range of factors need to be addressed to enable the vision to occur. In some areas of the Activities Area, this will occur over the medium to longer term.

There is support for a diversity in housing in Broadmeadows, especially on the fringe and there is demand for smaller, more appropriate housing close to transport and services.

There was some concern about increased intensification of housing in established areas and the impact this would have on your neighbourhood character, traffic and congestion.

Connections and accessibility to the Town Centre and between precincts and surrounding areas was considered critical. This includes better access to key community and transport services.

There is enthusiasm for Broadmeadows to become an employment hub with more diverse range of jobs, retail and leisure experiences.

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Feedback on Precincts

FEEDBACK ON PRECINCTS

- Everyone agreed increasing activity and attractiveness in the Town Centre precinct is a good idea including providing better quality shops, more jobs and increasing entertainment options, especially at night.
- New housing opportunities in the Town Centre are supported.
- Upgrading Broadmeadows Station and surrounds is identified as important to improve safety and the appearance of the area.
- There continues to be a high level of support in the independent report of the Town Hall with mixed views about the heritage value of the building.
- Car parking in the Town Centre is felt to be critical. Developing the car parks is generally accepted as long as car parking is no longer provided in closed parking within the precinct.
- There is a high level of support for the creation of more streets and lanes in this precinct to enable more small businesses to move into the Town Centre.

- Improved health facilities, particularly the GP Super Clinic, are seen as important to be supported.
- Improved access to Norgine Institute and the Town Centre and the GP Super Clinic is welcomed.
- Deregulations and a reduction in requirements for future mixed use are supported.
- “The Leisure Centre upgrade is great. Precinct 2 is a good idea and improving accessibility is good.”

- There is support for mixed use and higher density development in Precinct 2 as opposed to intensification of buildings in established residential areas.
- New development should provide local open space in this precinct.
- New development adjacent to operating businesses and industry should provide appropriate noise conditions to ensure existing employment are not compromised.

- “I like the Plan, and particularly the Precincts 2 and 4 regeneration areas because that area is fairly old and rundown.”
- “Local parks are too big, there needs to be smaller localised parks ‘as gathering places’ for the community.”

- Landowners and occupants in this precinct generally support the larger area regeneration of the area while maintaining the current option of continuing their operation.
- Improving connections to surrounding areas and increasing open space and other community infrastructure in the area is important.

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- Residents value their neighbourhoods and want to see sensitive, high quality, environmentally sustainable developments to these areas.
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- There was some concern about increased intensification of housing in established areas and the impact this would have on your neighbourhood character, traffic and congestion.
- Connections and accessibility to the Town Centre and between precincts and surrounding areas was considered critical. This includes better access to key community and transport services.
- There is enthusiasm for Broadmeadows to become an employment hub with more diverse range of jobs, retail and leisure experiences.

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