

City North Structure Plan

2012

PLANNING FOR FUTURE GROWTH

4 Melbourne today is an attractive and liveable place to live and work. It is an international hub for business, retail, education, medicine, arts and industry. Our city has emerged as a popular destination for local, interstate and international visitors, boasting world class events and attractions. Planning is essential to ensure our city maintains its high standards of liveability and that it remains welcoming and accessible for people of all walks of life as it continues to expand.

There is strong evidence that Melbourne will continue to experience sustained growth over the next 20 years, building upon a strong economy and increasing population. The City of Melbourne's draft *Municipal Strategic Statement* identified City North as an urban renewal area that would accommodate a significant part of this growth (see Figure 0.1). Urban renewal is the transition of an existing underutilised area into a sustainable living and working environment. City North is underutilised considering its excellent proximity to the economic, social and cultural amenity of the Central City.

City North displays strong characteristics of a Central City environment, with a diverse mix of uses, including well-established industrial, commercial, retail and residential uses dispersed throughout the area, alongside major health, education and research institutions. The Queen Victoria Market is a major tourist destination and Melbourne icon. These factors further its status within the Central City.

A large proportion of the area is underutilised and exhibits relatively low levels of activity between the existing Central City and the world renowned knowledge precinct in South Parkville.

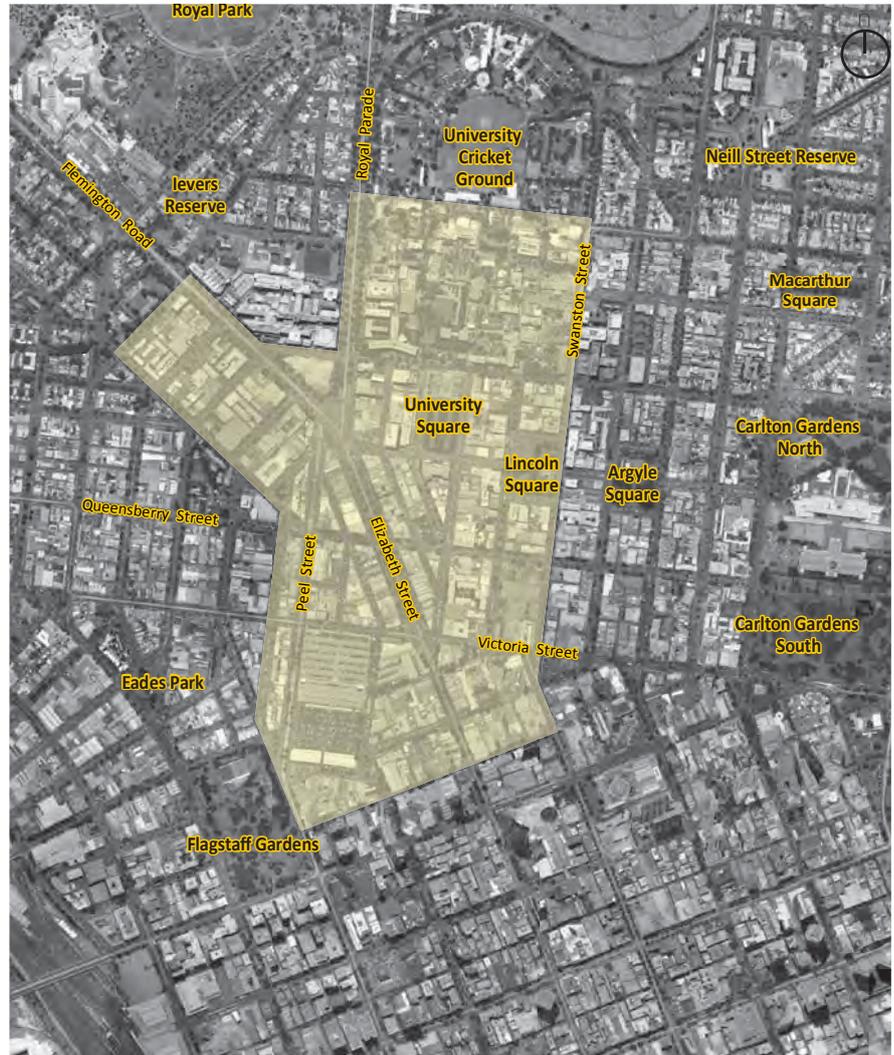


Figure 0.1: aerial view of study area

However, significant change is underway. The University of Melbourne, RMIT University, hospitals and research institutions are investing in significant expansion and renewal of their facilities and the major redevelopment of the former Carlton United Brewery site has begun.

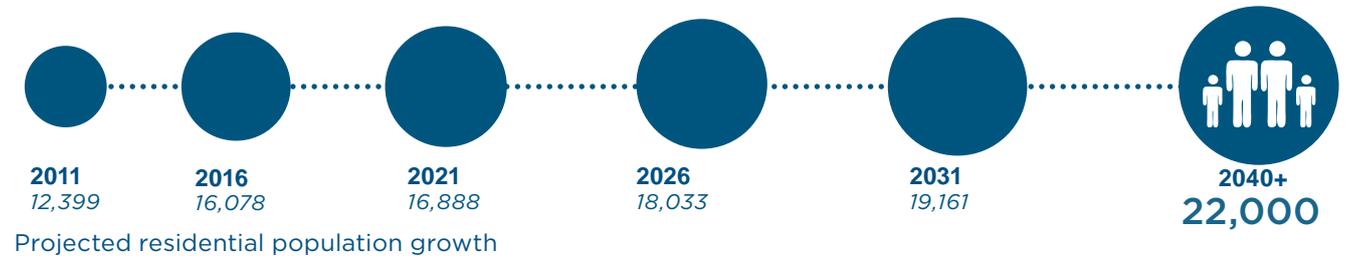
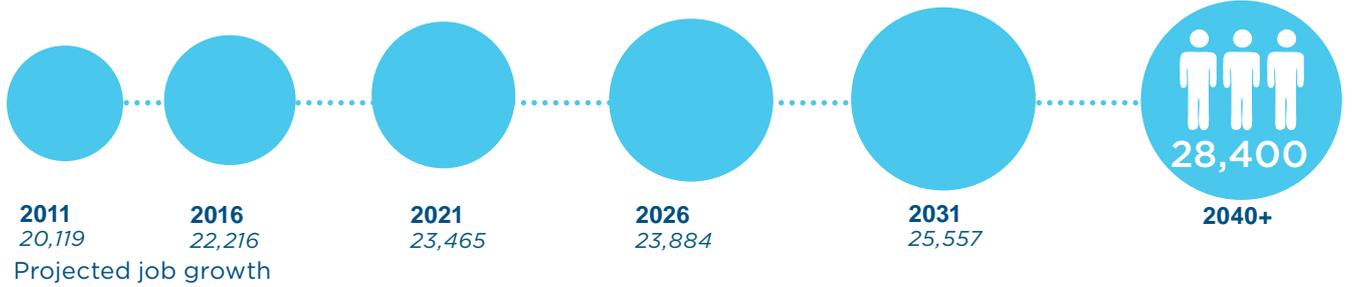
This structure plan provides a framework to guide the renewal of City North and to fulfill the precinct's potential as an extension of the Central City. The strategies and recommendations of the structure plan build on the existing

strengths of the precinct, to ensure that as City North grows, it remains a great place to live, work, do business and visit.

A snapshot of the proposed outcomes of urban renewal for City North is illustrated in figure 0.2.

Urban Renewal of City North: A Snapshot

2011 **2040**



2016-2031 estimated rate of population growth shown. 2040 estimate based on development capacity.



Population densities



Urban Forest (Canopy Cover % and Trees)
Figure 0.2: snapshot of the proposed outcomes of urban renewal in City North