

## **21.01 MUNICIPAL PROFILE**

29/01/2015  
C152

### **21.01-1 Location and Regional Context**

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The City of Moreland is an established urban municipality in the inner north of Melbourne. The City lies between 4 and 14 kilometres north of central Melbourne. It is bordered by Merri Creek to the east, Moonee Ponds Creek to the west, Park Street to the south and the Western Ring Road to the north.

The City includes the suburbs of Brunswick, Brunswick East and Brunswick West, Coburg and Coburg North, Pascoe Vale and Pascoe Vale South, Fawkner, Hadfield, Oak Park, Glenroy and Gowanbrae. It also includes a small area of Fitzroy North and Tullamarine.

The City covers 50.9 square kilometres and is one of Melbourne's most populous municipalities. Moreland's regional context provides access to Melbourne's Central Business District, major transport routes, the Port of Melbourne and Melbourne and Essendon Airports.

### **21.01-2 The City of Moreland Today – Key Issues**

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Moreland has a steadily growing population, and a high level of cultural and linguistic diversity. Moreland is a community in transition, with population changes accompanied by structural changes in the economy and urban fabric.

The estimated resident population of Moreland was 156,953 in 2012 and is expected to increase to approximately 188,500 by 2031.

The City includes a diversity of land uses, including significant areas of residential, industrial and commercial zoned land.

Key planning issues facing the City into the future are summarised below. The Strategic Framework set out in the Municipal Strategic Statement seeks to address these key issues.

- Population growth and associated needs for housing, infrastructure, community facilities, employment and services.
- Housing supply, choice and affordability. There is a diversity of household sizes with different housing needs, and incomes have not kept pace with rising housing costs. Housing density is increasing, with Moreland having greater proportions of medium density housing stock compared with the Melbourne average. Housing choices are more diverse in the south of the municipality, with more than half the dwelling stock attributed to medium density housing forms. On the other hand, many suburbs in the north have reduced levels of housing diversity with 70-90% single detached dwellings.
- Industry is in transition, reflecting the changing nature of manufacturing and growth in the service economy. The ratio of local jobs to residents in the workforce is low compared to the Melbourne average. The vast majority of Moreland residents in the workforce travel outside the municipality to work in nearby areas. There is a desire to provide greater opportunities for Moreland residents to work locally to reduce travel times to work, reduce congestion and for the sustainability and health benefits of less car reliance.
- Open space is not equally distributed throughout the city and many areas have poor access to open space.
- Adapting and building resilience to climate change and the overall health and wellbeing of the community are important concerns for Council.