

21.01 MUNICIPAL PROFILE

16/02/2017
C209 (Part 1)

21.01-1 Municipal profile

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The City of Wyndham is located on the western coastal plain on the western edge of Melbourne, between the metropolitan area and Geelong. It is adjacent to the municipalities of Greater Geelong, Moorabool, Melton, Brimbank and Hobsons Bay. Wyndham covers an area of 542km².

Wyndham has strong industrial and technology districts, major retail precincts, key activity centres, established agricultural lands and important tourist attractions. Werribee South is one of the most significant market garden regions in the State, while Laverton North is a key major industrial area.

Wyndham has a number of significant rivers and waterway corridors, such as Werribee River, Skeleton Creek, the Port Phillip Bay coastline and the habitats and wetlands of Point Cook and the Western Treatment complex.

Wyndham is one of metropolitan Melbourne’s designated growth corridors. The City comprises the suburbs of Werribee, Hoppers Crossing, Point Cook, Laverton, Laverton North, Williams Landing, Truganina, Tarneit and Wyndham Vale, all of which are within the Urban Growth Boundary. Werribee South, Cocoroc, Little River, Mambourin, Quandong, Eynesbury and Mount Cottrell are outside the growth area.

Wyndham was the fastest growing area in the country in 2012 with the population forecast to grow by another 155,000 people by 2031. The Australian Bureau of Statistics indicated that the City had a population of about 166,000 residents in 2012 and it is estimated that by 2040, the City could host 425,000 people in 151,000 dwellings.

Characteristics of the Wyndham community include a relatively high proportion of family households; a high birth rate; a larger average household size than metropolitan Melbourne; growing levels of cultural diversity; a relatively low level of socio-economic disadvantage; relatively lower levels of educational attainment; and growing levels of unaffordable housing.

21.01-2 Key planning influences

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The key planning issues which Council needs to address in the future include:

- Rapid Population Growth.
- Growth Area Planning.
- Housing Diversity.
- Liveability.
- Natural Environment and Landscape.
- Climate Change.
- Infrastructure.
- Transport.
- Major Employment Areas.
- Urban Design and Image.
- Rural Areas.

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Key planning issues

The key planning issues that are identified in the State Planning Policy Framework which Council needs to address in the future include:

Settlement

- Population growth creates the critical mass to support a wider range of businesses, services and jobs.
- Population growth creates heavy demands on all forms of infrastructure and services.
- Residential growth should align with the delivery of key infrastructure items and the delivery of economic and employment growth.
- There will need to be the provision of at least 15 years' land supply, to maintain availability of land.
- Council will need to guide the overall form of growth and its key infrastructure and land use elements.
- Managing the number of development fronts at any one time will assist in the timely provision of infrastructure.
- Major growth will impose significant demands on the environment, infrastructure, urban character and employment.
- Major growth also provides opportunities to build a strong community that creates a platform for the health, wellbeing and safety of residents.

Natural Environment and Landscape

- Future growth will have an impact on the natural environment.
- Wyndham's natural environment and landscape requires protection and enhancement in respect to growth and land use.
- Wyndham's natural and built environment needs to be planned to minimise impacts on climate change.

Built Form and Heritage

- Urban design and streetscape planning will need to enhance community health and safety, especially in the public realm and improve the character of areas.
- Good planning and design outcomes need to be developed for managing dry stone walls to ensure this important aspect of Wyndham's heritage is retained.

Natural Resource Management

- Werribee South market gardens will continue to be of State agricultural significance.
- Rural areas beyond the Urban Growth Boundary will help to protect and restore biodiversity and viable future rural land uses.

Housing

- The rapid growth of the City requires more attention to housing diversity, as well as housing density, to ensure that housing is sustainable and reflects community needs.

Economic Development

- Economic growth and job creation must keep pace with population growth.
- Industrial and commercial areas have significant capacity for expansion to form a corridor for employment activity.

Infrastructure

- Council will need to invest at least \$1.5 billion in infrastructure to service the City's projected growth.
- Infrastructure provision is not keeping pace with levels of growth and has deteriorated with rapid population growth.
- Limits on developer contributions can undermine the capacity to provide essential community and development infrastructure.

Transport

- Both road and rail transport will face increasing capacity constraints as demands increase.

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Strategic vision

City Plan 2013-17 sets out the City's Vision and Mission in the following terms:

Vision: Diverse people, one community, our future.

Mission: We strive to serve the best interests of the Wyndham community by providing quality services; managing growth; and supporting residents to lead healthy, safe, vibrant and productive lives, while protecting our local environment.

Council is committed to a plan of action designed to address these priorities under five strategic themes:

- People;
- Place;
- Services;
- Environment; and
- Organisational excellence.

The *Community Health, Wellbeing and Safety Plan (2013-2017)* is one of Council's key plans dealing with issues that impact on the health and wellbeing of the community. With its rapid growth, the community's health, wellbeing and safety are central to the City's future.

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Strategic framework plan

Council has prepared a Strategic Framework Plan which identifies the major strategic directions for the municipality. Key elements of the Strategic Framework Plan include:

- Focussing future growth on the existing and proposed passenger rail corridors.
- Transport connections including the regional rail link, proposed train stations and proposed rail freight corridor.
- Extensive interfaces between housing and employment areas.
- Areas identified for significant commercial, community and residential growth.
- An employment corridor from Werribee through to Truganina.
- Large protected grassland areas which will avoid development in environmentally sensitive areas.
- The spatial distribution of activity centres.
- The Intensive Agriculture Precinct at Werribee South.

- Identification of the Refuse Disposal Precinct.
- Point Cook Coastal Park, Cheetham Wetlands and other coastal reserves.

