

## Draft Whittlesea Township Strategy 2020

The draft *Whittlesea Township Strategy 2020* (the Strategy) establishes a long-term vision for the Whittlesea Township. It reflects the community's key aspiration for the Township, to protect the significant attributes of the Township that contribute to its distinctive semi-rural character, whilst building upon its opportunities.

The Strategy reflects and responds to the feedback provided by the community in relation to Whittlesea Township. The Strategy will be used to guide and manage future planning and decision making over the next 15-20 years, subject to its adoption by Council.

### Purpose of the Strategy

The Whittlesea Township has a unique rural character and sense of place and managing growth is a key issue for the local community. The Strategy examines how to protect the rural character given the amount of growth occurring in nearby suburbs. It focusses on the issues that matter most to the local community and that impact sense of place, sense of community, character, amenity and the role and function of the Township. It is intended that implementation of the key actions identified in the Strategy will provide greater certainty to the community and provide for more consistent decision making.

## Community Engagement

The preparation of the Strategy has been informed by consultation with the community. The key messages we heard were:

- Retention of the rural character of the Township is highly valued.
- Improvements to services and facilities are needed including places for young people, better public spaces and higher quality public realm.
- Improvements to roads, public transport, walking and cycling infrastructure are required.
- New development needs to be designed to respect the character of the area.
- A need for more overnight accommodation options.
- A greater variety of specialty shops, dining options and tourism related opportunities is needed.
- More diverse housing options are needed to better meet the different needs of the community.
- A defined boundary around the Township to protect farming/agricultural activities is supported.

## Vision for Whittlesea Township

The Strategy establishes a vision for the township and details how this vision might be achieved through six focus areas which align with *Whittlesea 2040: A Place for All*, being the City of Whittlesea's community Plan.



The vision for Whittlesea township focuses on the retention of its rural character whilst supporting the needs of the community; a thriving connected and safe community with well utilised services and facilities; a contained township where growth is appropriately managed; a vibrant local economy; and a strong connection to the natural environment.

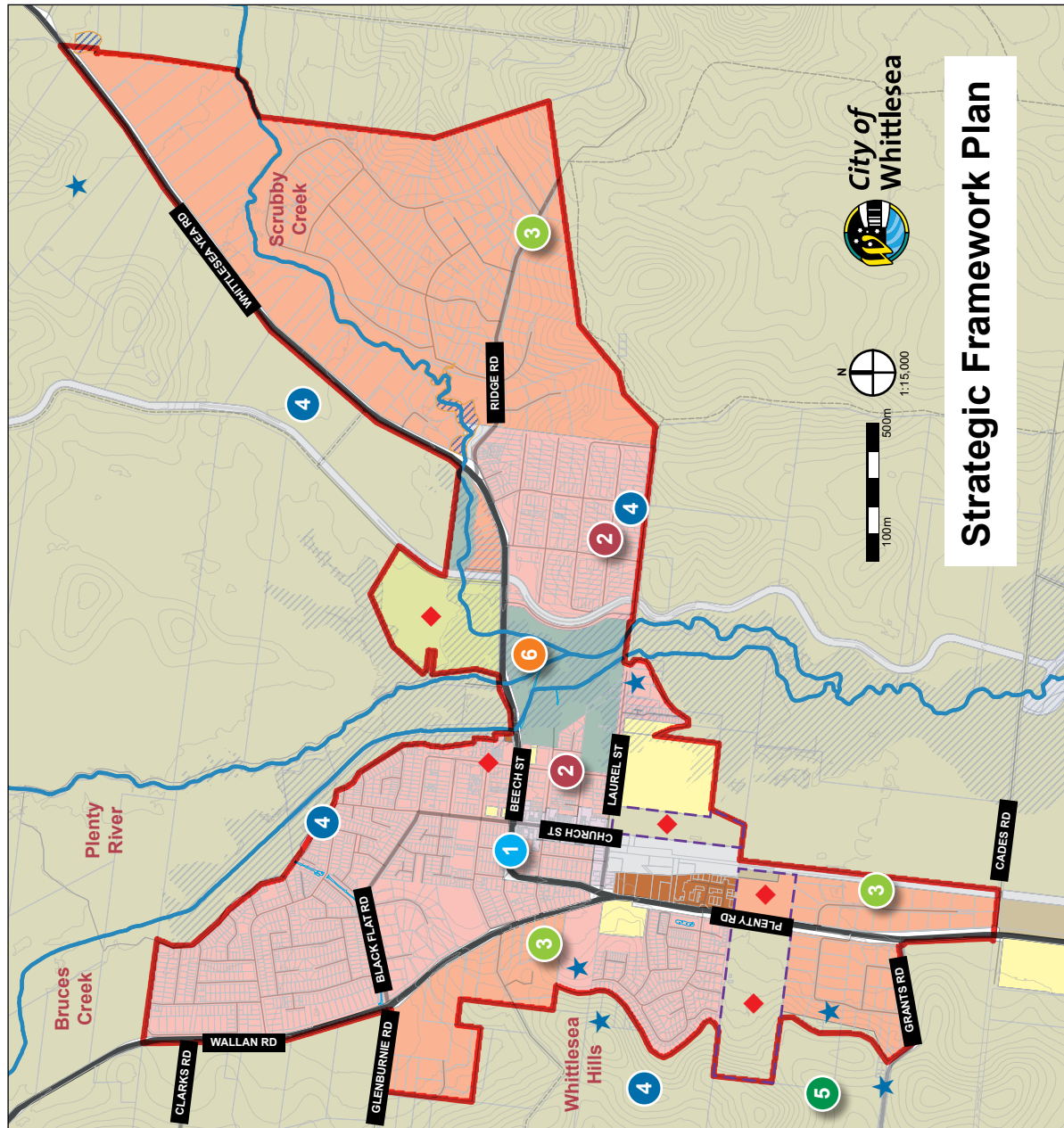
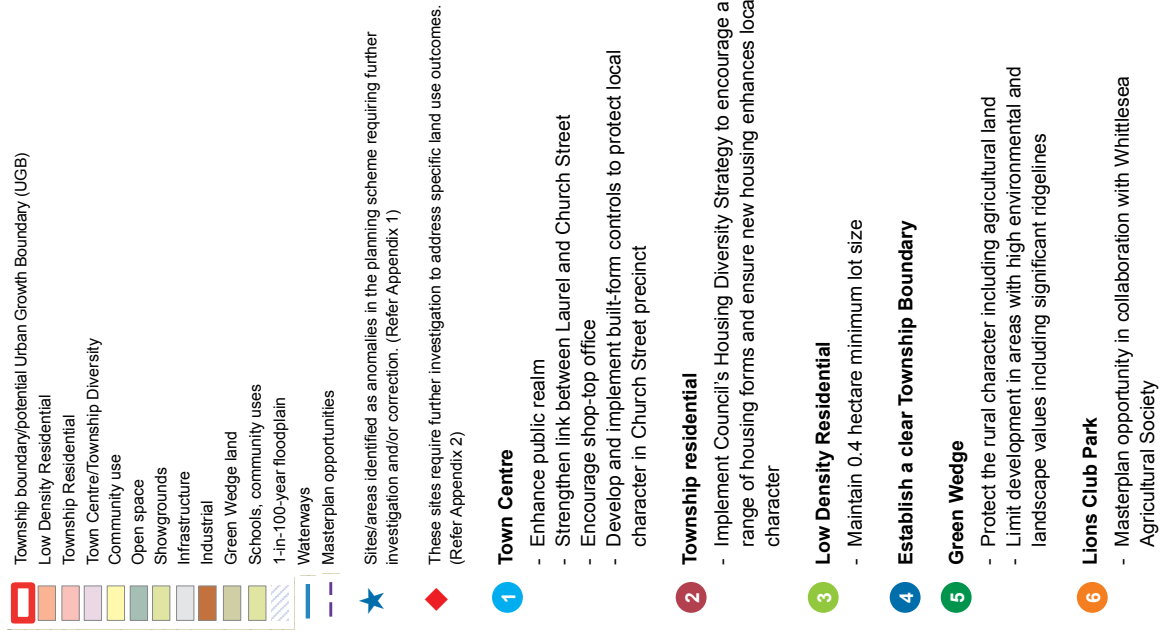
## Key Outcomes for the Township

The following table details some of the key priorities and actions coming out of the Strategy. A number of these are reflected on the Strategic Framework Plan on the following page.

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Protect the rural character of the Township</li><li>• No expansion of existing Whittlesea Township residential areas is proposed</li><li>• Enhance the public realm and improve connectivity within the Township</li><li>• Encourage a diversity of housing types including more accommodation for older residents</li><li>• Identify community service and facility gaps</li><li>• Encourage shop-top office use in Town Centre</li></ul> | <ul style="list-style-type: none"><li>• Establish a clear Township Boundary</li><li>• Ongoing protection of agricultural land / farming activities</li><li>• New built form controls to protect existing and preferred character of Town Centre</li><li>• Implement Councils Housing Diversity Strategy to ensure housing is appropriately designed and located</li><li>• Advocate for public transport improvements including bus services</li><li>• Support initiatives which grow businesses and create local jobs and services.</li></ul> |
|--|---|



## LEGEND





## Have your say:

The City of Whittlesea is keen to hear your views on the draft Whittlesea Township Strategy. In particular we want you to tell us:

- Whether you agree with the Vision developed for the Whittlesea Township?
- Whether you agree with the actions contained in the draft Strategy?
- What actions should be prioritised and why?
- Whether you support a more defined boundary around the Township?

Any feedback should be provided in writing to:

### Post:

Manager Strategic Planning & Economic Development  
City of Whittlesea  
Locked Bag 1  
Bundoora MDC VIC 3083

### Email:

[strategic.planning@whittlesea.vic.gov.au](mailto:strategic.planning@whittlesea.vic.gov.au)  
The closing date for submissions is **18 December 2020**.

### Further Information

#### Web

A copy of the draft Whittlesea Township Strategy and FAQs can be viewed at:  
[www.whittlesea.vic.gov.au/haveyoursay](http://www.whittlesea.vic.gov.au/haveyoursay)

#### Phone


For further information or to discuss the draft Strategy in more detail please contact the City of Whittlesea's Strategic Planning and Economic Development Department on Phone: Fiona Ryan, Senior Strategic Planner on 9217 2556

### On-line Drop-in Sessions are scheduled for:

Thursday 19 November 2020 at 1.00pm  
Thursday 19 November 2020 at 5.00pm

Please RSVP with your name, contact email details and preferred session time to [Strategic.Planning@whittlesea.vic.gov.au](mailto:Strategic.Planning@whittlesea.vic.gov.au)

Please note that on-line sessions will be confirmed closer to the date.

Free telephone interpreter service  
 **131 450**