

# HOMES FOR ALL

Delivering affordable housing in the outer suburbs

323 McDonalds Road, Epping



City of  
Whittlesea

whittlesea  
community  
futures

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The City of Whittlesea recognises the rich Aboriginal heritage of this country and acknowledges the Wurundjeri Willum Clan as the traditional owners of this place.



# About the City of Whittlesea

The City of Whittlesea strongly believes that every person has a right to affordable, adequate and appropriate housing to enable their participation and sense of belonging in community life. Unmet housing need is a significant driver of disadvantage and without stable and affordable housing people lack a foundation to improve their life circumstances.

The City of Whittlesea is one of the fastest and largest growing municipalities in Victoria,<sup>1</sup> welcoming 131 people per week.<sup>2</sup> We celebrate our status as one of the most culturally diverse municipalities in Victoria, with 43 per cent of residents speaking a language other than English at home (compared to 23 per cent for Victoria).<sup>3</sup> We have the fourth largest population of Aboriginal and Torres Strait Islanders in metropolitan Melbourne compared to other municipalities.<sup>4</sup>

Although population growth contributes to community prosperity, rapid growth also presents challenges including fewer local employment opportunities, reduced housing affordability, and lower levels of social participation and cohesion.<sup>5</sup> The City of Whittlesea is ranked 44th (out of 80) on the SEIFA<sup>6</sup> index of disadvantage and includes suburbs experiencing particularly high levels of disadvantage.<sup>7</sup> Sixteen per cent of our households are low-income households (on less than \$600 per week).<sup>8</sup>

All forms of housing - affordable, crisis, respite, supported and social - have been named by residents and community service organisations as significant gaps facing the Whittlesea community. Residents of the City of Whittlesea experience greater levels of rental and mortgage stress (housing costs greater than 30 per cent of income) than across metropolitan Melbourne.<sup>9</sup>

The overarching policy goal of the City of Whittlesea's *Social and Affordable Housing Policy and Strategy* is to encourage and facilitate the growth of affordable, accessible and appropriate housing for very low, low and moderate income households. One of our strategic actions towards this goal is to identify potential social housing development opportunities – this project reflects that strategic action.



# Opportunity

The Director of Public Transport owned site 323 McDonalds Road is located within a designated activity centre, Plenty Valley Town Centre. It is a well serviced site close to public transport, shops, education and recreational facilities.

This site offers a significant opportunity for the State Government to deliver its policy initiative in *Homes for Victorians* on 'Inclusionary housing to increase the supply of social and affordable housing'. There is an opportunity on this site to meaningfully meet social and affordable housing needs of vulnerable Victorians. Targeting households at different life stages and income levels ensures diverse, inclusive and equitable neighbourhoods.

Access to affordable housing, like other social infrastructure such as parks and community centres, is a key contributor to the health and wellbeing of the community. This site is appropriately located for a diverse mix of housing tenure options (social, affordable, private) and dwellings.

This site provides an exciting opportunity for the State Government to lead and support high quality affordable, accessible and adaptable housing developments.

There is scope for the State Government to ensure the development of this site complies with the *Livable Housing Design Guidelines*. The Guidelines ensure that homes are easy to access and more cost effective to adapt when life circumstances change. Houses that reflect the Guidelines are safer and more liveable for families with young children, people who have sustained a temporary injury, people who are ageing and people with disability and their families.



Artist Impression: Development opportunity of 323 McDonalds Road precinct

South Morang Train Station

Wesfield Plenty Valley

Plenty Valley Community Health

CHURCH DRIVE

MCDONALD DRIVE

MCDONALDS ROAD



# Site Context

- **Land owner:** Director of Public Transport
- **Site size:** 2.023Ha
- **Current Zone:** General Residential Zone
- **Current Overlays:** Design and Development Overlay: Schedule 7 and Development Contributions Plan: Schedule 3. DDO7 encourages higher density residential development of up to four storeys
- **Future Zone:** Upon completion/implementation of the Plenty Valley Town Centre Structure Plan the site will be rezoned to the Activity Centre Zone. The Structure Plan proposes an eight storey limit for the site and requires a transition in height on the west boundary to provide a sensitive interface with existing dwellings
- **Adjacent land:** The site is adjacent to a large (1.84Ha) vacant parcel of land at 351-391 McDonalds Road, Epping which has the potential for density residential

— 323 McDonalds Road Epping

# Site Suitability

- The site is located within the Plenty Valley Town Centre, which is a designated activity centre. Council is currently preparing the Plenty Valley Town Centre Structure Plan which will set the future direction for the area.
- The site is well located to access a diverse range of services, including:
  - ◆ South Morang Rail Station. Works are currently underway to extend the South Morang Rail Line to Mernda
  - ◆ 901 Smart Bus services connecting to nearby activity centres, Tullamarine Airport and Frankston
  - ◆ Mill Park Secondary College
  - ◆ Plenty Valley Community Health GP Super Clinic
  - ◆ City of Whittlesea Civic Centre
  - ◆ EDGE Services for Young People
  - ◆ Westfield Plenty Valley shopping centre

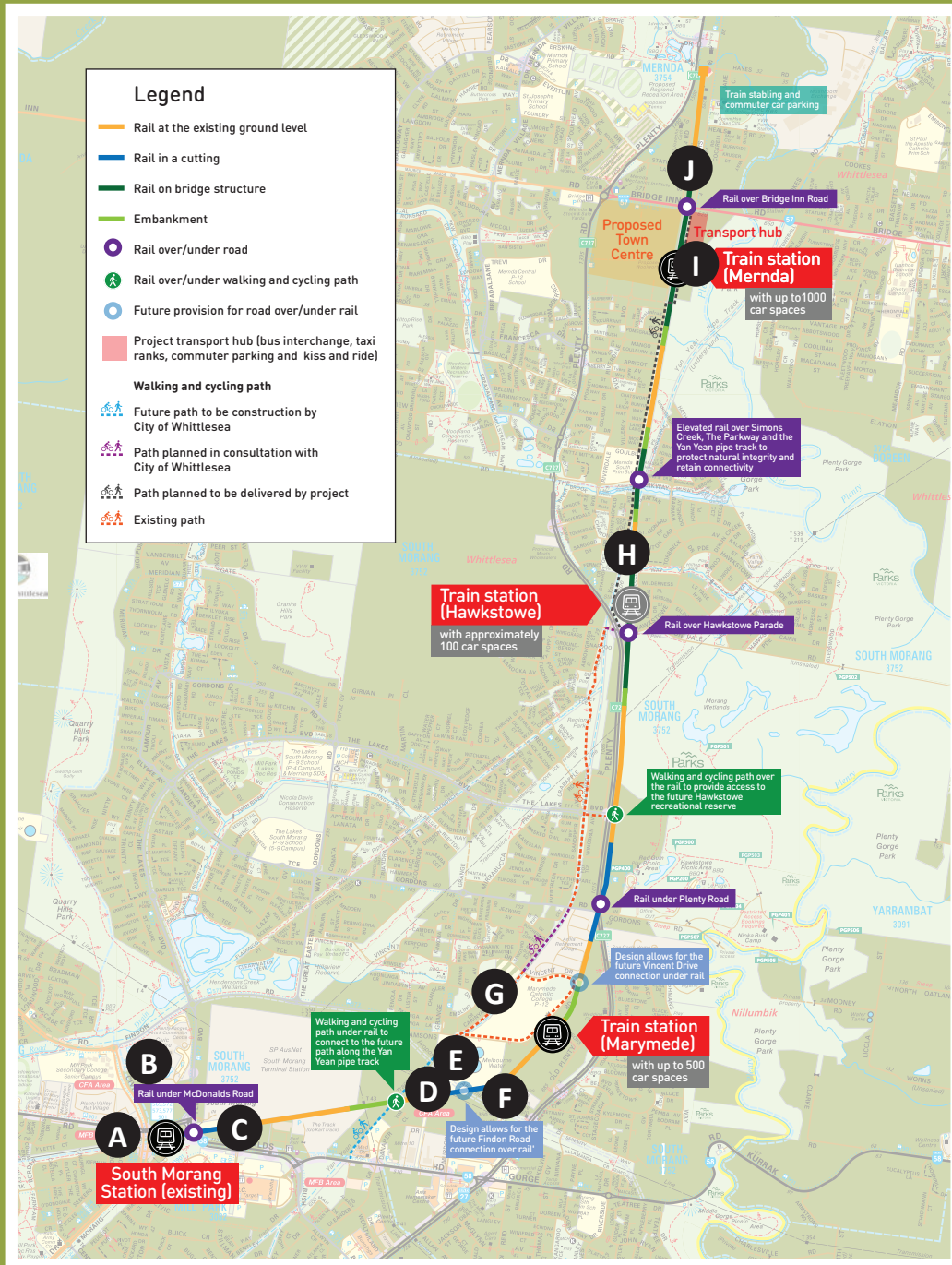


# Mernda Rail State Government Opportunity Sites

323 McDonalds Road is one of many potential opportunity sites for diverse housing developments that include social and affordable housing along the Mernda Rail extension.

The image to the right highlights these opportunities.





- A** 323 McDonalds Road, Epping
- B** 300/305V/K McDonalds Road and 26 Civic Drive, Mill Park
- C** 300A McDonalds Road, South Morang
- D** 522 McDonalds Road, South Morang
- E** 95 Williamsons Road, South Morang
- F** 995 Plenty/300 McDonalds Road, South Morang
- G** 110 Vincent Drive, South Morang
- H** 1180P Plenty Road, South Morang
- I** 620 Bridge Inn Road, Mernda
- J** 1510-1560 Plenty Road, Mernda

# Policy Context

A number of Government policies support the provision of social and affordable housing on 323 McDonalds Road Epping:

- **Plan Melbourne 2017-2050** includes a direction to increase the supply of social and affordable housing. Policies include (a) utilising government land to deliver additional social housing through identifying suitable surplus government land; (b) streamlining decision-making processes for social housing proposals; (c) strengthening the role of planning in facilitating and delivering the supply of social and affordable housing; and (d) creating ways to capture and share value uplift from rezonings.<sup>10</sup>
- **The State Planning Policy Framework** supports the provision of social housing and housing affordability with a number of objectives and strategies, including (a) facilitating development that increases the supply of affordable and social housing in suburbs across Melbourne and (b) facilitating the delivery of social housing by identifying surplus government land suitable for housing.<sup>11</sup>
- **Infrastructure Victoria** recently included social and affordable housing as a priority in its 30 year infrastructure strategy.<sup>12</sup>
- **Homes for Victorians** released by the Victorian Government includes a key objective of building and redeveloping more social housing to support vulnerable Victorians as well as to create thousands of extra jobs.<sup>13</sup>
- **In its 2017-18 budget**, the State Government committed to the following service delivery investments relevant to this project:

- ◆ **Social Housing Growth Fund:** A \$1 billion Social Housing Growth fund will be established to deliver an ongoing stream of revenue to support social housing. Over the next five years this fund will support up to 2,200 new social housing places including the construction of new social housing and rental support.
- ◆ **Inclusionary housing on surplus government land pilot:** A pilot program will deliver up to 100 new social housing dwellings on government land in return for developers receiving an appropriate discount on the purchase price of the land. The program will help ensure a mix of social housing in new developments. The funding will support the operating costs of the pilot program.
- ◆ **Inclusionary housing in major developments:** The supply of affordable housing will be increased through reforming the planning scheme and legislation. The updated framework will give developers, the community and local councils certainty around how a voluntary scheme can be applied. Funding has also been provided to streamline the planning and approvals process for the renewal of public housing estates and other government land, and to identify suitable under-utilised and surplus government land to be rezoned through the Fast Track Government Land Service.<sup>14</sup>

**For further information** please contact [Liana Thompson](mailto:Liana.Thompson@whittlesea.vic.gov.au), Director Partnerships and Engagement, City of Whittlesea - [Liana.Thompson@whittlesea.vic.gov.au](mailto:Liana.Thompson@whittlesea.vic.gov.au)



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- <sup>1</sup> “Largest growth” refers to the change in number of residents between June 2014 and June 2015. “Fastest growth” refers to the change in number of residents as a proportion of the population at June 2014.
- <sup>2</sup> forecast.id (2016). *City of Whittlesea Population Forecasts*. Available: [www.forecast.id.com.au/whittlesea](http://www.forecast.id.com.au/whittlesea) [accessed December 2016].
- <sup>3</sup> forecast.id (2016). *City of Whittlesea Population Forecasts*. Available: [www.forecast.id.com.au/whittlesea](http://www.forecast.id.com.au/whittlesea) [accessed December 2016].
- <sup>4</sup> 1profile.id (2016). *City of Whittlesea Community Profile*. Available: [www.profile.id.com.au/whittlesea](http://www.profile.id.com.au/whittlesea) [accessed December 2016].
- <sup>5</sup> Parliament of Victoria Outer Suburban/Interface Services and Development Committee (2012). *Inquiry into liveability options in outer suburban Melbourne Parliamentary paper*. Available: <http://www.parliament.vic.gov.au/57th-parliament/osisdc/article/1348> [accessed January 2017].
- <sup>6</sup> SEIFA: Socio-Economic Indexes for Areas.
- <sup>7</sup> Such as Thomastown, which is ranked 55th for disadvantage among Victoria’s 1516 suburbs.
- <sup>8</sup> forecast.id (2016). *City of Whittlesea Population Forecasts*. Available: [www.forecast.id.com.au/whittlesea](http://www.forecast.id.com.au/whittlesea) [accessed December 2016].
- <sup>9</sup> ABS 2011.
- <sup>10</sup> Plan Melbourne 2017-2050, Metropolitan Planning Strategy, Victoria State Government.
- <sup>11</sup> VPP 11.06-2, Metropolitan Melbourne, Housing Choice. See also VPP 16 – Housing.
- <sup>12</sup> See Need 7 in Victoria’s 30-Year Infrastructure Strategy (December 2016).
- <sup>13</sup> *Homes for Victorians: Affordability, access and choice*, Victoria State Government 2017.
- <sup>14</sup> Victorian Budget 17/18, Budget Paper 3, Service Delivery, p.20.

### Visit us

Opening hours: Monday to Friday, 8.30am-5pm

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Phone: 9217 2170

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Multilingual phone line: If you speak a language other than English, call us on 9679 9880

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### Free Telephone Interpreter Service

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