

Presenter template

About the presenter (short biography)

Name: **Kate Shearer**

Organisation: Moreland City Council

I am the Manager of the “City Strategy and Design Branch” at Moreland City Council. This Branch includes three Units:

- Research and Strategy Unit
- Strategic Planning Unit
- Urban Design Unit

The City Strategy and Design Branch:

- keeps the Moreland Planning Scheme up to date;
- make improvements to the design and appearance of public places in our Activity Centres;
- implements actions to increase the supply of social and affordable housing;
- leads the planning of community infrastructure and;
- leads a research program, which includes population forecasting and supporting the organisation to use evidence in the delivery of services.

I have worked at Moreland for 12 years; I began my career at Moreland as a Strategic Planner and have been supported to become a leader in the Organisation. I have an Arts Degree and a Graduate Diploma in Environment and Planning.

I love my work and feel so lucky to lead a team contributing to how Council responds to population growth, and creating sustainable neighbourhoods.

Name: Kate Shearer
Moreland City Council

Organisation:

Please clearly convey up to 3 key messages and your evidence or rationale in support of those messages/why they are important for this process. Ensure that you do not go over one page.

Your messages must relate directly to the question that the Deliberative Panel will be asked to address.

Message 1	Evidence/rationale/facts & figures
<p>Key Challenge in Planning 1:</p> <p>Maintaining what we love about Moreland and how our neighbourhoods look and feel, whilst also supporting growth, diversity and change</p>	<p>Moreland's population is growing and changing quickly. As Moreland's community changes, Council needs to prepare for changing neighbourhoods. We will need more diverse and affordable housing, and provide access to jobs, shops, facilities and transport options for new and existing residents. We need to factor in a growing population. Council works to strike a balance between serving the community's future needs and its current needs.</p> <p>We must respect the character of our city, while preparing for future growth. The State Government requires us to identify focus areas for our growth – these are our Activity Centres of Coburg Glenroy and Brunswick, as well as our smaller neighbourhood centres. Brunswick is changing most rapidly of all our centres, reflecting the great access to services, jobs and transport in this Centre. This can be difficult for long term residents in these communities who already feel they have taken their fair share of change and growth. Within our suburban areas there is also change, slower but still significant for residents. We need to see this change however to ensure residents can age in place, or transition through the various phases of expansion (as families) and contraction (as singles or couples) and not be priced out – housing diversity helps achieve this. It is also necessary for creating vibrant local neighbourhoods, proven to be increasingly important through the Covid-19 pandemic to provide local services, spaces for interaction and community infrastructure.</p> <p>Link to the Moreland Planning Scheme: Moreland Planning Scheme</p> <p>Relevant Moreland Strategies and Action Plans, aimed at ensuring the sustainable development of our neighbourhoods are listed below:</p> <p>Affordable Housing Action Plan Years: 2018-2021 Link: Affordable Housing Action Plan This Action Plan has 4 Focus Areas: (1) Facilitate the supply of affordable housing in new developments; (2) Develop affordable housing on council land; (3) Advocate for effective policy and increased investment; and (4) Communicate about and build capacity for services supporting community members in housing crisis.</p> <p>Heritage Action Plan Years: 2017-2032 Link: Heritage Action Plan. The Moreland Heritage Action Plan 2017-2032 provides a clear framework for Council and its partners in identifying, managing, protecting and celebrating our city's heritage, under the following four themes: Knowing, Protecting, Supporting, Communicating.</p> <p>Industrial Land Use Strategy Years: 2015-2030 Link: Industrial Land Use Strategy. The Moreland Industrial Land Strategy 2015-2030 (MILS) guides planning decisions about the future of Moreland's industrial land. It will also inform Council's Moreland Economic Development Strategy 2016-2021.</p>

	<p>Neighbourhood Centres Strategy Years: 2017 -</p> <p>Link: Neighbourhood Centres Strategy. This Neighbourhood Centres Strategy sets the detailed planning directions for land use and built form to ensure new development in Neighbourhood Centres contributes to the desired mix of land uses and scale and quality of built form encouraged, commensurate with the level of change and improved amenity expected in Neighbourhood Centres.</p> <p>Brunswick, Glenroy and Coburg Activity Centre Place Action Plans. The Place Action Plans outline Council's budgeted work program over the next 5 years. The works described in the plans are incremental steps towards the achievement of Council's vision for the Centres</p> <p>Link: Brunswick Place Action Plan. Link: Glenroy Place Action Plan Link: Coburg Place Action Plan</p> <p>Shopping Strip Renewal Policy Years: 2015-2025</p> <p>Link: Shopping Strip Renewal Policy. The Shopping Strip Renewal Policy is intended to guide Council's efforts to bring about physical enhancements and improved business performance and to activate the public spaces within its nominated neighbourhood shopping strips in a manner which is equitable and sustainable over the long term.</p>
<p>Message 2</p> <p>Key Challenge in Planning 2:</p> <p>Seeking development to go 'above and beyond' the 'acceptable standards' set by the State Government</p>	<p>Evidence/rationale/facts & figures</p> <p>At Moreland we have taken many steps to try and improve outcomes in development, above and beyond what the State Government requires development to provide. We are leaders in seeking high environmental outcomes, pushing for affordable housing outcomes, developer contributions, design quality, and seeking developers to provide things like paths, awnings and trees to make the environment better for all. We dedicate resources to achieving better outcomes right across Council, such as employing Urban Designers, ESD Officers, a heritage advisor and others who provide expert advice to inform planning application decisions. We are also pioneering the Virtual Moreland program, which will require developers to provide 3D models of developments, to help the community understand what is being proposed by new buildings.</p> <p>Negotiations with developers take time and there is a tension between investing Council resources in negotiating better development outcomes and our obligation to determine applications within a statutory timeframe as a failure to meet these timeframes can see decisions taken out of Council's hands.</p> <p>Relevant weblinks to Moreland City Council Webpages explaining the services offered by Council to seek development to deliver 'above and beyond' acceptable standards are listed below:</p> <ul style="list-style-type: none"> • Design Excellence Scorecard • Environmentally Sustainable Design • Good Design Advice for Planning Applications • Moreland Developer Contributions Plan • Virtual Moreland