

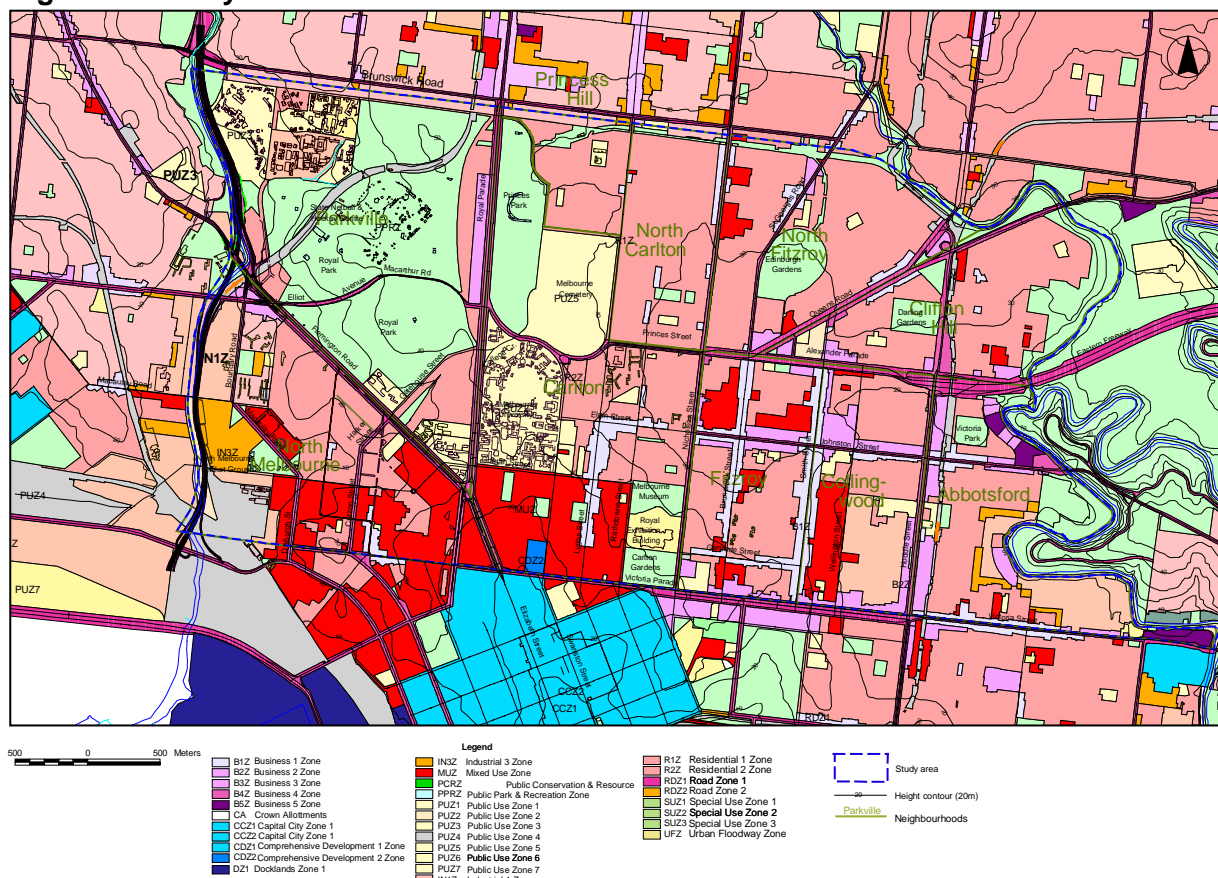
3 Land use and demographics

This Chapter is a summary of the land use and macroeconomics specialist report (Maunsell McIntyre, 2001a).

3.1 Land use patterns

The zoning map in Figure 3.1 illustrates land use in the study area.

Figure 3.1 Study area land use



Source: Maunsell McIntyre 2001a

The map shows the main land uses in the area as follows:

- **Residential** – about 36% of the area is zoned residential. Most of the housing stock is from the late 19th and early 20th centuries, with some later infill including public housing towers of the 1960s and 1970s. Many of the earlier buildings are being renovated as population characteristics change.
- **Public Uses** – 32% of the area is zoned public and includes major institutions such as Melbourne University, the Museum, the Zoo, Royal Exhibition Building and hospitals, and the large parks (Royal Park, Princes Park, Carlton Gardens) which are concentrated in the western half of the study area.
- **Mixed Use** – about 9% of the area contains mixtures of residential, commercial and industrial land uses, concentrated in the southern part of Carlton, the eastern part of North Melbourne and around Wellington Street in Collingwood. Parts of the mixed-use zones are in transition from industrial to commercial and residential.
- **Business** – business zones cover the retail and commercial uses, about 8% of the study area, including the strip precincts on north-south arterials (Lygon, Brunswick, Smith and

Hoddle Streets, Royal Parade, St Georges Road and Queens Parade), and some east-west routes (Johnston and Gertrude Streets and Victoria Parade).

- **Industrial** – only 5% of the area is zoned industrial, confined to the south-western and south-eastern corners of the study area, remnants of a much larger industrial area that originally stretched from Moonee Ponds Creek to the Yarra River just north of Melbourne CBD.

In addition to the land use zoning in Figure 3.1, overlay controls exist to provide local refinements. These include heritage, design and development controls, special building, environmental audit and land subject to inundation.

3.2 Population and employment

In 1996 the study area housed close to 65,000 people (equivalent to the population of Bendigo, but in a much smaller area) and 79,000 jobs in 1998 (Melbourne CBD has about double this number). Population and employment is growing in the area; this is a recent change because for many years the area has been declining in population as Melbourne's urban growth occurred mainly in outer suburbs. From 1981 to 1991 the population declined by 4,900, but between the last 2 censuses (1991 and 1996) it increased by 2,100. Indications are that this change will be magnified in the current (August 2001) census.

Table 3.1 Population & employment

Area	1996 Population	1998 Employment
Abbotsford	3,600	9,700
Carlton	9,100	13,300
Carlton North/Princes Hill	7,800	2,200
Clifton Hill/Fitzroy North	15,100	5,500
Collingwood	5,100	8,000
Fitzroy	8,900	12,100
North Melbourne	8,500	12,400
Parkville*	6,400	15,900
TOTALS	64,400	79,100

* Includes University of Melbourne

Sources: Sinclair Knight Merz 2001c, Maunsell McIntyre 2001a.

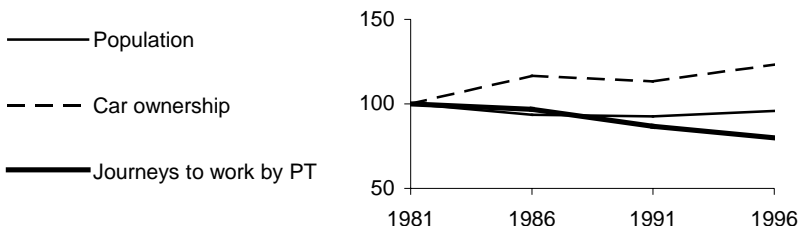
The population's age profile varies considerably across the study area. Carlton and Parkville have particularly high levels of younger people (many are university students). Abbotsford, Fitzroy and North Melbourne have older age profiles than the other suburbs in the study area.

As the population has increased, car ownership has increased and public transport mode share for journeys to work has declined. This echoes similar trends across Melbourne as a whole for the last 15 years at least. Within the inner north, the greatest increases in car ownership (and reductions in public transport mode share for journeys to work) are in Fitzroy and Collingwood, possibly associated with the 'gentrification' of these inner city areas (for example industrial sites being converted to residential/commercial uses).

Table 3.2 Population, car ownership and public transport use

		Census year (change from previous year in brackets)			
		1981	1986	1991	1996
Population	Inner north	67,200	62,900 (-6%)	62,300 (-1%)	64,400 (+3%)
	Metro Melbourne	2.750M	2.87M (+4%)	3.02M (+5%)	3.14M (+4%)
Cars/person	Inner north	0.30	0.35 (+16%)	0.34 (-3%)	0.37 (+9%)
	Metro Melbourne	0.43	0.49 (+14%)	0.50 (+2%)	0.53 (+6%)
Journeys to work By public transport	Inner north	30%	29% (-3%)	26% (-10%)	24% (-8%)
	Metro Melbourne	20%	18% (-10%)	16% (-11%)	13% (-19%)

Study area trends (1981=100)



Sources: Sinclair Knight Merz 2001c, Maunsell McIntyre 2001a.

3.3 Future growth

3.3.1 Population and employment

Population growth is expected to continue in the inner north in line with recent trends, as more urban consolidation and refurbishment takes place. The report 'From Doughnut City to Café Society' (Department of Infrastructure, 1998) highlights the reasons for inner city growth and the type of people who will live in inner cities in the future. People repopulating the inner city tend to be predominantly 20-29 year olds. They typically come from the eastern suburbs, have fewer children and are highly educated. The traditional 35-40 hour working week is no longer standard, due to growth in entertainment and leisure industries and in 24-hour service (by supermarkets, finance and insurance companies, for example). People are less likely to have a well-charted career, and more work as contractors or consultants, selling their services to make a living. This gives rise to a need for greater mobility, and fewer people are committing to home ownership and raising families.

The 1987 property crash was the result of an oversupply of office space in the CBD; Melbourne is only now emerging from this position. This has made residential use of inner city buildings economically viable, creating a market for office and warehouse conversions to residential use, enabling more people to live close to work, entertainment and cultural facilities.

Future population and employment estimates have been made for the study area, the CBD and its surroundings and the rest of Melbourne (Table 3.3).

Table 3.3 Future population and employment

	Population			Employment		
	1996	2021	% growth	1998	2021	% growth
Abbotsford	3 600	4 600	28%	9 700	10 200	5%
Carlton	9 100	11 600	27%	13 300	16 200	22%
Carlton North/Princes Hill	7 800	7 800	0%	2 200	2 700	23%
Clifton Hill/Fitzroy North	15 100	15 800	5%	5 500	5 700	4%
Collingwood	5 100	5 400	6%	8 000	7 200	-10%
Fitzroy	8 900	9 600	8%	12 100	13 400	11%
North Melbourne	8 500	10 200	20%	12 400	15 400	24%
Parkville*	6 400	6 500	2%	15 900	16 700	5%
Study area total	64 400	71 500	11%	79 100	87 600	11%
CBD and surrounds**	12 100	29 500	244%	210 400	264 600	126%
Metro Melbourne	3 283 300	3 934 300	20%	1 401 500	1 869 800	33%

* Includes University of Melbourne

** CBD, East, West and South Melbourne postcodes.

Source: Estimated from Department of Infrastructure forecasts.

Population growth is forecast to continue, and will be greatest in Abbotsford, Carlton and North Melbourne due to inner city renewal and expansion of the University. The area's population will increase by about 7,000 people (an 11% increase) over the 25 years from 1996 to 2021, slower than the growth for Melbourne as a whole (20%). By contrast, however, the CBD and its surroundings, immediately south of the study area, will see an increase of over 17,000 people over the same period (more than doubling the current population of about 12,000) according to these forecasts.

Employment is expected to increase by 8,500 to over 87,000 by 2021, an 11% increase from 1998. This growth will be greatest in Carlton, Carlton North and North Melbourne, with a slight decline in Collingwood associated with continued 'gentrification' of the area. Again, this growth is overshadowed by the anticipated 50,000 increase in employment in the CBD and surrounding areas immediately south of the area.

Whilst the anticipated growth in the area is significant (especially as it will reverse the trends of declining population and employment of the last 30-40 years), the expected growth in the CBD and its immediate surroundings will probably have a substantial impact on travel through the area. Travel demand projections in the next stage of the study will help to explore this issue.

3.3.2 *Specific land uses*

If the Commonwealth Games village were built in the north-west corner of Parkville, it would probably be converted to residential use after the Games; the implications of this for transport in the area will need to be examined in the next stage of the study.

A Metropolitan Health Strategy (MHS) is being developed which will, amongst other things, determine the ongoing needs for health facilities in the inner north, which are of major importance to the state as a whole. Emerging themes of relevance include:

- Funding future needs and capacity around projected needs in identified growth areas;
- Better access to services across metropolitan Melbourne; and
- Balanced investment between institutional and community-based services.

The University of Melbourne has strategic plans for future expansion. The western and southern precincts of the University campus are the main areas for growth, but the Master Plan also identifies opportunities to achieve a better balance of open space and low-rise buildings, whilst also enhancing the heritage value of the campus.

3.4 **Opportunities and constraints**

Changes may be appropriate to the anticipated directions for land use in the area as part of a more sustainable future. In the next stage of the study, possible alternative growth scenarios will be developed and assessed.

In terms of strategic planning policy:

- Both the City of Melbourne and City of Yarra are seeking to improve the visual amenity of their municipalities by promoting Alexandra Parade, Royal Parade, Elizabeth Street, Victoria Parade, Punt Road and Flemington Road as boulevards.
- The efficiency of the road network in Alexandra Parade, Hoddle Street/Punt Road and Princes Street could be improved by containing higher density land uses (residential and employment) in areas offering greatest accessibility to public transport and the arterial road network.

- Large areas of public open space should be protected (from fragmentation) to provide a valuable recreational resource and breathing space for the city by restricting the scale of development on its boundaries.
- There is a need to reduce the number of cars and their impact within the study area by improving the convenience of other forms of transport and emphasising the potential of efficient shared parking facilities.
- There is a need to improve access to services and facilities, which will benefit residents, workers and visitors to the study area.

In terms of statutory planning:

- The planning controls which regulate land use within the study area are predominantly focussed on:
 - protecting the heritage values of the built form and natural environment;
 - preserving and enhancing the consistent and intact 19th and early 20th century streetscapes;
 - promoting the area's mix of functions which perform a local, regional and metropolitan cultural, entertainment and specialty function; and
 - protecting and promoting accessibility to the area's major institutional uses which include educational, health, sporting and recreational facilities.

In terms of regional economics:

- The study area is a significant location for economic activity in the metropolitan context. In particular, it contains health and education services of national significance.
- A wide variety of economic activity is undertaken in the study area, including major retail/entertainment areas; significant levels of commercial office activity and home based business; major industry (although this is a declining land use); health, education and community services; tourism facilities; and recreational and sporting venues.
- These key activities generate considerable visitation to the study area. Many of the study area's strip centres attract people from the wider metropolitan area, so any transport initiatives should reduce and manage traffic along these streets to improve their amenity and attraction.

Future growth trends will place increasing pressures on resources in the study area. Greater numbers of people, generate new demands on infrastructure and services. Increased car use is a result of higher populations, especially economically active and mobile adults who use cars most. More people are out on the road selling or delivering goods and services rather than staying in offices or factories all day.

A key concern arising from this is the future growth of commercial vehicles (not just trucks, but smaller commercial vehicles as well) that will accompany ongoing economic growth.

The inner northern suburbs, in common with other built-up areas of Melbourne, face the challenge of redevelopment and re-invention of their role. Balance has to be maintained between encouraging change and retaining the urban character that makes Melbourne such an attractive place to live and work.

“The economic, social and demographic changes occurring in Melbourne today are producing a different type of city – one that is more diverse, more mobile, more uncertain and more compact. It is important that we understand these changes and the new challenges and implications they pose for managing change effectively”

(Doughnut City to Café Society, Department of Infrastructure, 1998).