



**Brimbank**  
City Council



**DRAFT**

# Alfrieda Street Master Plan

October 2022

Brimbank City Council respectfully acknowledges and recognises the Kulin Nation, including the Wurundjeri, Bunurong and Boon Wurrung Peoples as the Traditional Owners of this land and waterways and pays respect to their Elders past, present and future. Council also acknowledges local Aboriginal and Torres Strait Islander residents of Brimbank and their Elders for their ongoing contribution to the diverse culture of our community.

For the Traditional Owners, the lands in the City of Brimbank have always been a significant trading and meeting place. Brimbank has a rich physical and cultural Aboriginal heritage. The municipality contains 427 known places of cultural heritage significance that are listed on the Victorian Aboriginal Heritage Register, managed by Aboriginal Victoria and protected through the Aboriginal Heritage Act 2006. These places, objects and landscapes are representative of the complex and changing lifestyles of Aboriginal people over thousands of years.



# Table Of Contents

Acknowledgment Of Country	2
Executive Summary	4
Preamble	5
Part1: Background	6
Part 2: Community Engagement	21
Part 3: Master Plan Objectives & Recommendations	27

## Executive Summary

St Albans Major Activity Centre plays an important local and sub-regional role within Melbourne's west. It is located approximately 16km from the CBD and is part of Sunshine National Employment and Innovation Cluster in Plan Melbourne. The Activity Centre is focused on the train station precinct, and structured around the key connectors of Main Road (East and West), Alfrieda Street and St Albans Road. Alfrieda Street is located at the heart of the activity centre. It is one of the largest traditional strip shopping centres in Brimbank and known for its authentic food, strong arts and culture and annual St Albans Lunar Festival.\*

Alfrieda Street provides a convenient connection to public transport hubs, St Albans Community Centre, local cafés and restaurants, St Albans Library, and Brimbank Aquatic and Wellness Centre.

The Master Plan reimagines Alfrieda Street as a strong backbone for building a resilient and connected city for the St Albans' community.

\* St Albans Activity Centre Precinct Structure Plan 2011 (revised 2015)



## What is a Master Plan?

A master plan is a non-statutory document that outlines a vision to guide growth and development of an area over the next 10-20 years. It provides:

- series of objectives and strategies to manage development and change over time.
- a process that defines what is important about a place and how its character and quality can be conserved, improved and enhanced.

## What is the aim of this Master Plan?

- To create a vision for the future growth of Alfrieda Street as the main street of St Albans
- To guide the design and development of Alfrieda Street
- To assist council for planning capital works as well as aid with advocating for external funding

## Who prepared this Master Plan?

Council's Urban Design team prepared the Master Plan for Alfrieda Street in partnership with the following departments: Engineering Services, Environment, City Planning, City Strategy, Community Projects, Community Strengthening & Social Planning, Leisure & Community Facilities, Community Learning & Participation, and Transforming Brimbank as well as St Albans Place Manager.

In addition, Council sought advice from specialist consultants on matters such as Movement and Place analysis, integrated water management systems and community engagement.

## Who was involved in preparing this Master Plan?

Council engaged with the community, businesses and industry throughout the process, to ensure local issues and community values were considered.

Other government authorities such as Department of Transport (DOT), Department of Environment, Land, Water and Planning (DELWP), Department of Jobs, Precincts and Regions (DJRP), and Melbourne Water were also consulted as key stakeholders.

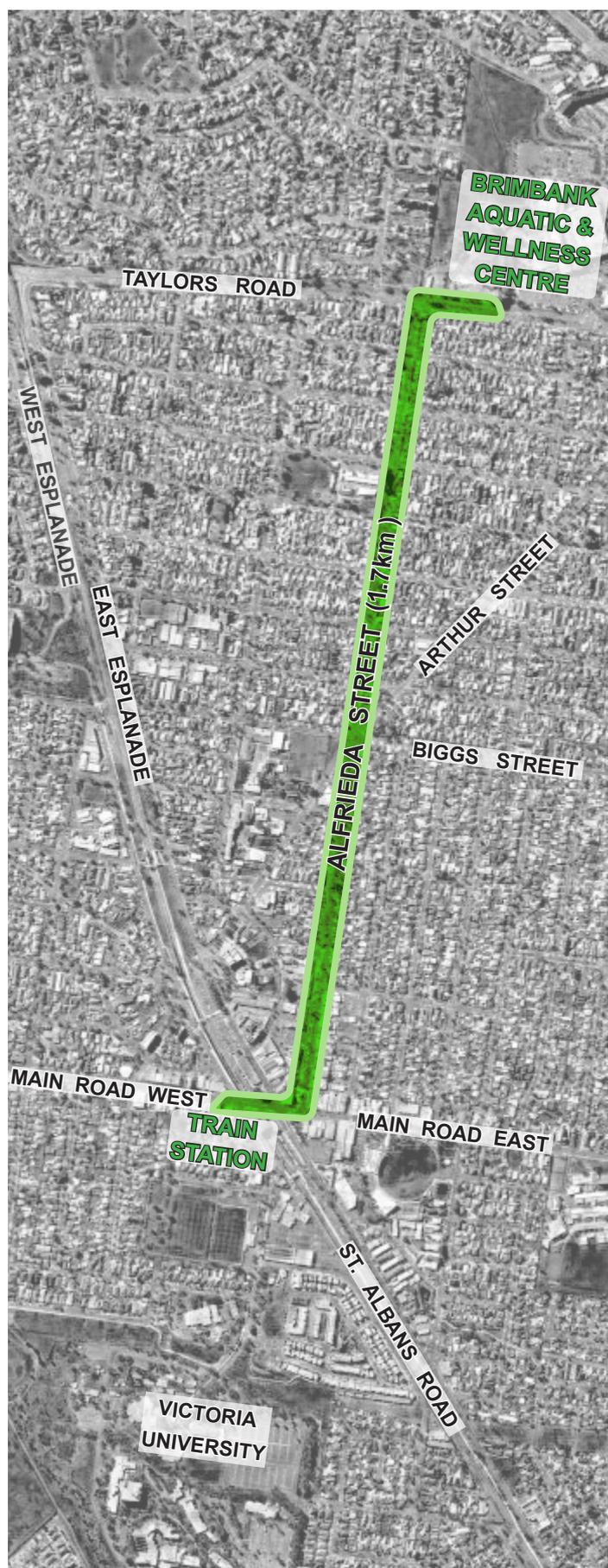


Figure 1: Study Area



## Part1: Background

# Introduction

The suburb of St Albans is located at the heart of City of Brimbank, divided between two wards of Horseshoe Bend and Grasslands, and is bounded by Taylors Road in the north, Sunshine Avenue in the east, the Western Ring Road and Jones Creek in the south and Gladstone Street, Station Road and Kings Road in the west. Alfrieda Street is within the boundary of Horseshoe Bend Ward.

This chapter provides an overview of the strategic context, State Government and Council plans for the future growth of St Albans, site history, socio-demographic status and existing site conditions.

A detailed Background Report is available as a separate document.

St Albans Major Activity Centre is part of Sunshine National Employment and Innovation Cluster in Plan Melbourne. In recent years, Council in conjunction with State Government and other authorities has been upgrading the public realm in and around Alfrieda Street.

Plan Melbourne, the State Government's plan for the future of Melbourne growth, as an overarching guiding principle for future growth of St Albans combined with Council's relevant plans, policies, and strategies informed the Master Plan and ensured that the future design of the street will be aligned with State Government and Council's visions and plans.

The Natural history as well as First Nation People's, and the post colonisation history look at the major environmental, social and physical changes over time. The Master Plan draws on site strengths and reflects the site historic qualities.

The socio-demographic status in conjunction with the Atlas of Health and Education enables the understanding of the complex interactions between community members and their environment.

The gender disaggregated statistics were considered in socio-economic analysis to better cater for the community and create more equitable public spaces.

St Albans, particularly St Albans North, in comparison

to Brimbank, has higher number of people born overseas with English as their second language and difficulties speaking English, in social housing and with no internet access. It has higher number of unemployment and children living in jobless households. It also has higher number of people living with disabilities, diabetes, obesity, psychological distress and poor self assessed physical health. Alfrieda Street Master Plan aims to create a safe and equitable environment that encourages community participation and promotes an active lifestyle.

Analysing the existing site conditions and features, as well as its relationship to the broader context provides a deeper understanding of issues and opportunities.

A desktop study was undertaken to map the existing site features in relation to its surrounding. Existing site conditions were also analysed through multiple site visits and recording of existing issues. The Master Plan responds to the existing site conditions to build a resilient environment for the community.



Proximity of St Albans to Melbourne CBD  
Source: St Albans Activity Centre Precinct Structure Plan

Plan Melbourne (2017-2050), Victorian Government’s vision for Melbourne growth in the next 3 decades, highlights St Albans Major Activity Centre as part of Sunshine National Employment and Innovation Cluster (Sunshine NEIC).

Sunshine NEIC will bring more jobs to where people live, expand public transport capacity and provide better access to range of retail and community services. Plan Melbourne’s main goals are:

- To create a prosperous city
- To provide affordable housing closer to jobs and public transport
- To build a liveable city
- To create safe and welcoming neighbourhoods, supporting active transport and healthy lifestyle
- To develop a sustainable and resilient city with greener and cooler urban areas that are adaptive to climate change and promotes natural habitats and biodiversity

The 20-minute neighbourhood concept is all about ‘living locally’—giving people the ability to meet most of their daily needs within a 20-minute walk from home, with access to safe cycling and local transport options. The principle of 20-minute neighbourhood supports Plan Melbourne’s goal of creating an inclusive and healthy neighbourhoods.

Well connected and walkable neighbourhoods where people can live, work, play, spend their free time and access local services including community hubs are fundamental to a healthy, liveable city.

Since 2018, Brimbank Council has partnered with the State Government to implement 20-minute neighbourhood principles at Glengala Village in Sunshine West.



Figure 4: 20-minute neighbourhood features (20-minute Neighbourhood)

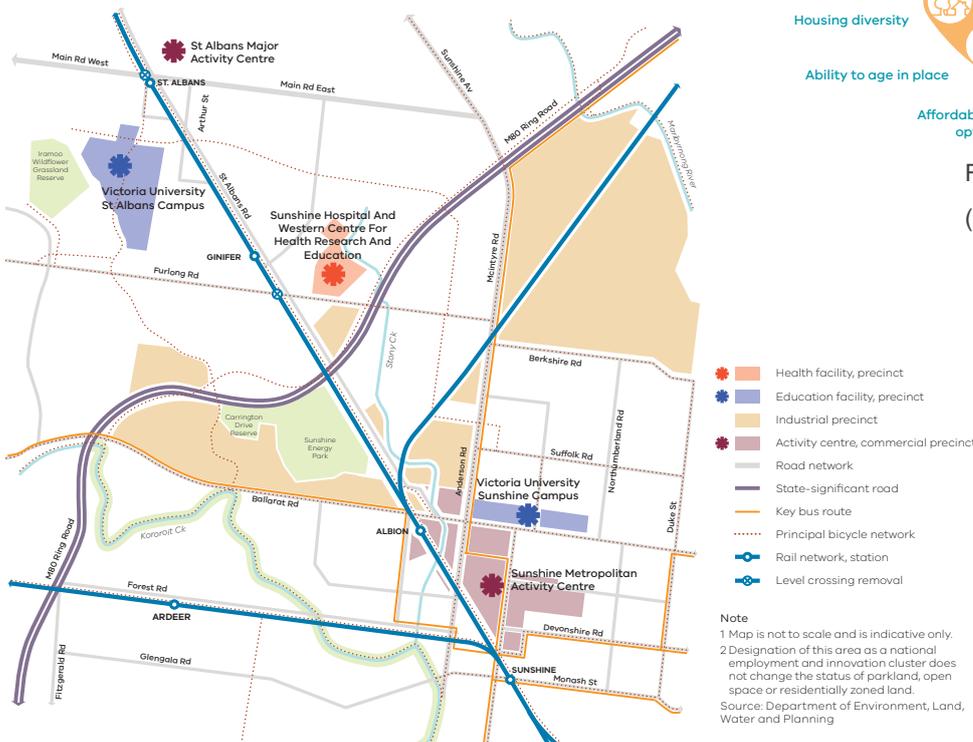


Figure 3: Sunshine National Employment and Innovation Cluster (Plan Melbourne, 2017-2050)

# Summary of Relevant Council Plans, Policies and Strategies

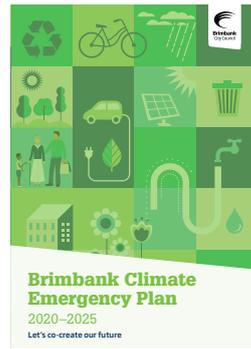


The Master Plan will support Council's vision for Brimbank: "A transformed Brimbank that is beautiful, thriving, healthy and connected" It will be aligned with the strategic direction of "Places and Spaces" to create liveable and connected neighbourhoods that support healthy and sustainable futures.



The community developed a vision for the municipality. The Strategic Direction for Public Spaces would guide the Master Plan.

- Public Spaces showcase quality urban design. They are accessible to all and are clean and well maintained.



The Master Plan aligns with several guiding principles outlined in Brimbank Climate Emergency Plan, these include:

**Resilient Rebuild:** Enabling people to get most of what their need locally

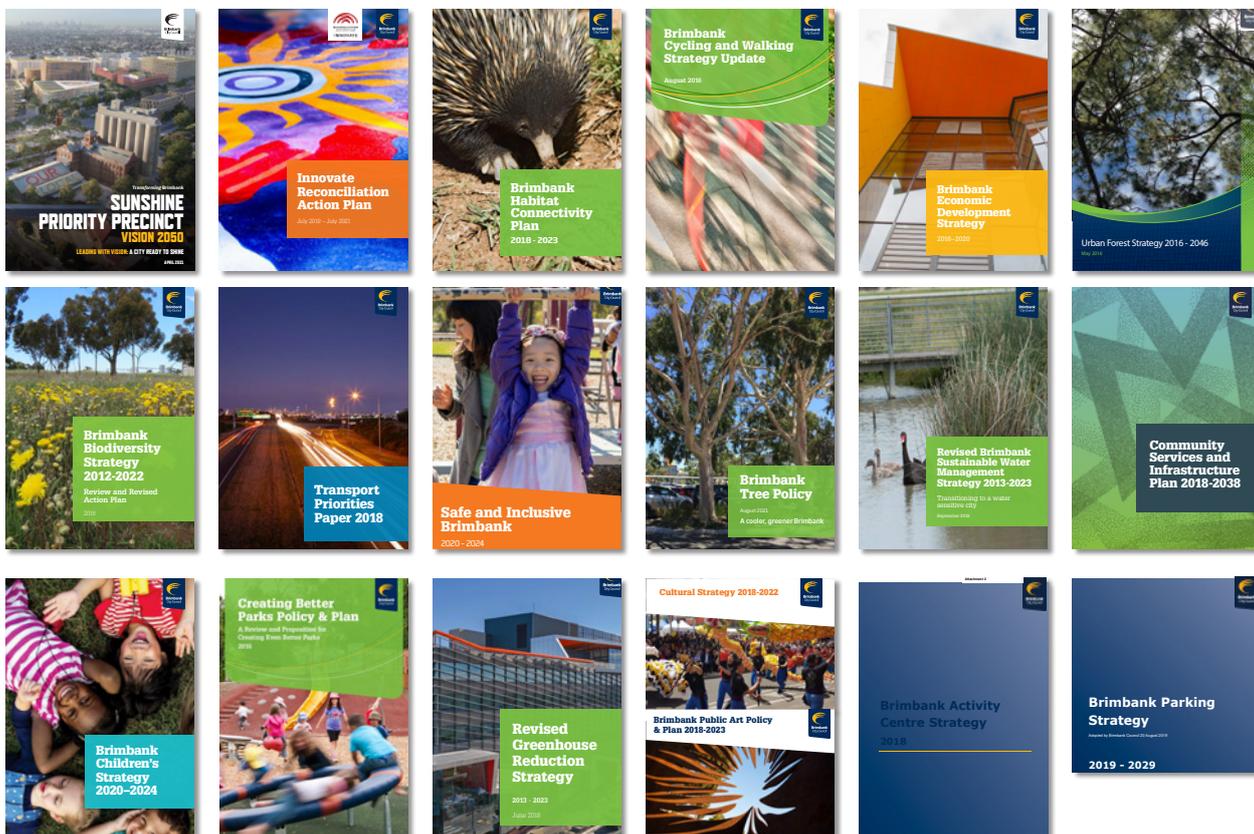
**Green and Cool:** Increase the extent and condition of natural habitat



The action area driving the Master Plan is:

**Thrive:** Significantly improve people's quality of life

- Great public spaces can soften the impact of shocks and stresses on community.



# St Albans Activity Centre Precinct Structure Plan (Revised 2015)

The Structure Plan has developed a vision for the future of St Albans through extensive community engagement. The vision for St Albans Activity Centre is that it will be attractive, clean and safe with high quality green public spaces, meeting points and gathering places.

The activity centre will be accessible, welcoming and enjoyable for people of all ages and abilities by giving pedestrians and cyclist priority over traffic.

The Structure Plan recommendations for Afrieda Street are as follows:

- Create informal gathering and central focal points on Alfrieda Street.
- Activate currently under utilised spaces such as

the space outside the Library

- Investigate opportunities for underground power lines on Main Road and Alfrieda Street.
- Integrate new developments and public spaces to create formal and legible pedestrian routes.
- Reduce the impact of traffic and improve bicycle and public transport infrastructure
- Alleviate town centre parking congestion by encouraging public parking provision in new development.
- Enhance the streetscape environment through landscaping / planting, wayfinding signage and lighting.

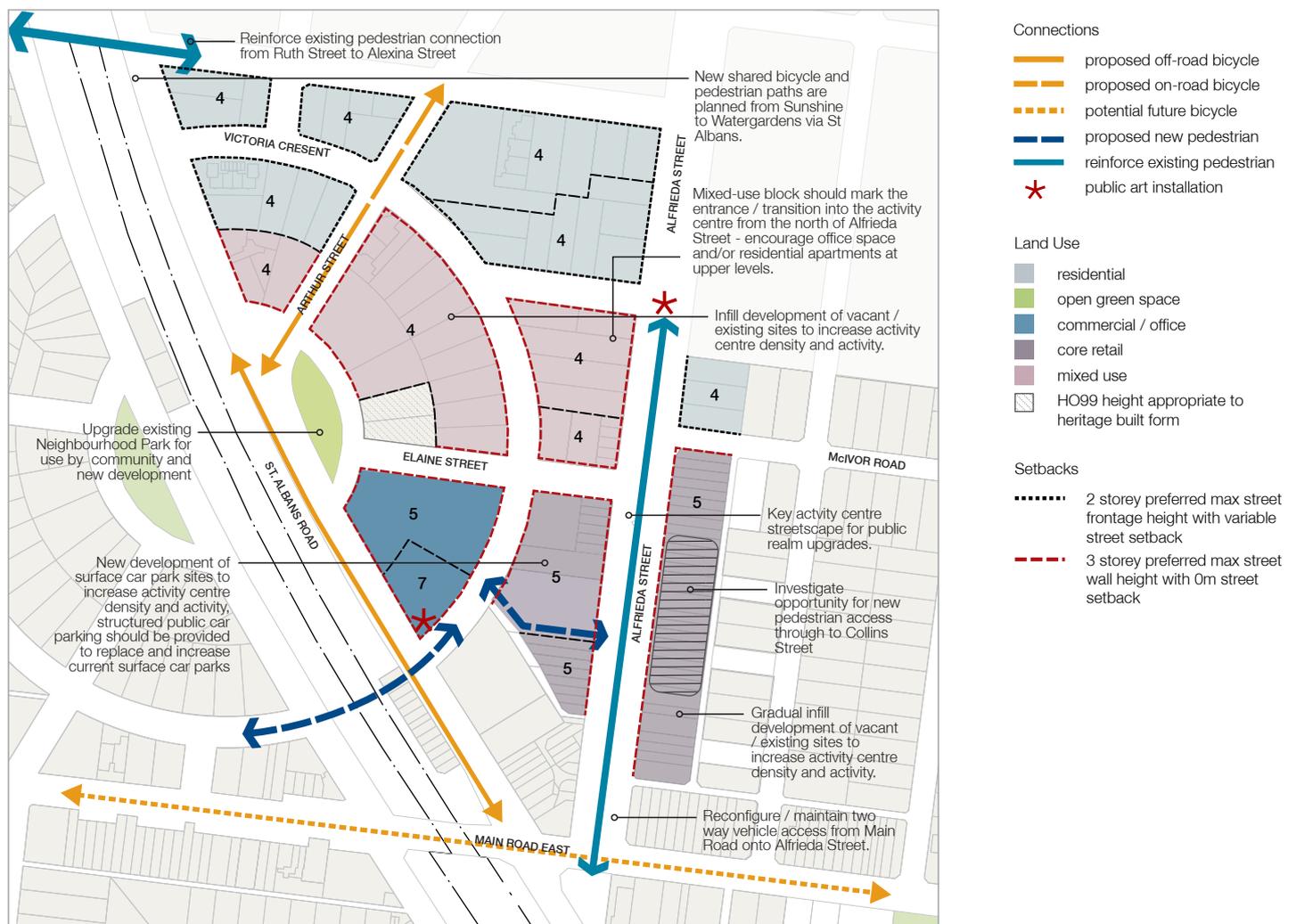


Figure 5: Precinct 05, Alfrieda/ Victoria crescent Precinct (St Albans Activity Centre Structure Plan, 2015)

The Action Plan provides a 'road map' to help guide Council's work program across the centre.

The Action Plan vision is that by 2040, the St Albans Town Centre will be:

- known as a welcoming centre and recognised capital for food, art and culture in Melbourne North West.
- thriving, dynamic, and multicultural, and known across Melbourne as authentic, and distinctive.
- a desirable place to visit, work, run a business, study and live.

The vision will be achieved through delivery of a range of actions, initiatives and improvements.

The Master Plan will be aligned with the following Actions:

- **Operations and Maintenance – A safe and attractive centre:**
  - Explore the opportunity for welcoming features that build identity and promote a sense of place including art, landscaping, banners and other elements at key entrance points including Main Road West, Main Road East, Alfrieda Street (Northern end), St Albans Road and East Esplanade including the central intersection at the Station.
- **Physical Environment – A well designed centre that is walkable and accessible:**
  - Consider preparing a centre wide Streetscape Master Plan to establish the design and preferred connections with an initial focus on Alfrieda Street but also including Main Road East, Main Road West, St Albans Road and selected laneways.
  - Continue progressing Council's ten year capital works program for the Centre.
  - Continue to monitor state and federal funding opportunities to deliver streetscape, lighting, and public art improvements.
  - Consider the installation of landscape

treatments to better define entrances to the Centre.

- Continue to program and deliver cycling and pedestrian improvements in St Albans as identified in the Brimbank Cycling and Walking Strategy.
- **Business and Investment – A growing, dynamic and innovative centre**
  - Engage with State Government agencies such as VicTrack, Development Victoria and the Department of Employment, Land and Planning to identify, encourage and advocate for investment and development on Crown land in St Albans.
- **Community and Culture – The heart of St Albans**
  - Explore further opportunities to integrate performances and activities between St Albans Community Centre (STACC) and the core of the Centre, including activation of open spaces and performances festivals and events.

## Site History

Brimbank contains natural features of national, state, regional and local significance. Plains Grassland Ecological Vegetation Community (EVC) is one of the most significant and endangered vegetation communities in Victoria. Pre 1750 mapping shows that this EVC once covered a vast majority of the Brimbank municipality.

St Albans has many of these characteristics beneath its existing urban form. Alfrieda Street is built over bluestone volcanic rocks and clay soil. It is important to bring these qualities to surface and make them part of the design material palette.

The Wurundjeri and Bunurong people are the custodians of the land in the Port Phillip Bay region, including parts of our current City of Brimbank, for over 60,000 years before European settlement.

The Victorian Aboriginal Heritage Council determined the northern part of Brimbank as Wurundjeri Land and the southern part as Bunurong Land.

Sadly, there is little information around Indigenous

history in western regions and their ways of living. What's known is that the clans caring for the land in this area quickly disintegrated post European Settlement. The western regions were one of the first regions in Victoria to be taken over by the British settlers. The lush grasslands of the basalt plains were very attractive to the pastoralists.

The large number of artefacts and significant sites found within this municipality highlights the area's long and extensive occupation by Aboriginal People before Europeans arrived.

A number of Aboriginal archaeological places are located in Brimbank Park. The park's Information Centre includes an Aboriginal cultural display. It also provides maps of walking trails to help you discover the park's natural and cultural heritage.

The Master Plan aims to actively and meaningfully engage with the traditional owners to bring their stories of the country into the site.



## Site History

In 1830s when the first European settlers arrived they found the land primed for agriculture as it contained very few trees and lush open grasslands. The pastoral settlers occupied the area in 1850s and they were the first migrants of St Albans. However, the clay soil, dry climate, and lack of water made a harsh condition for the farmers.

The gold rush and the Selection Act in 1860s brought more European migrant settlers to the area.

In early 20th century the opening of new factories in Sunshine brought more British settlers to the area.

In 1887, St.Albans became an “architect-designed” suburb of Brimbank when Cosmopolitan Land & Banking Company moved to the area as the result of the new train station.

At the time St.Albans was described as ‘the healthiest suburb in Melbourne, only 22 minutes from Town, with splendid views.

The opening of Western Institute in 1986 in St Albans

was an important development in the educational history of Brimabnk area. St Albans itself had the first Mechanics’ Institute in the area which was established by local people in 1906. The Mechanics’ institute became a popular community venue for many years which held Shakespeare night, concerts and dances.

The community hubs were one of the very integral part of the migrant communities’ life in St Albans. The land of Errington Reserve located opposite the Tin Shed was donated by Alice Errington to the people of St Albans in 1930s and became the place for many community fêtes and bazaars and has been the home for many clubs. Similarly, the ‘Tin Shed’ has been a centre of local sports, arts and social life, with dances, concerts, classes and groups, involving thousands of young people since 1954.

The aim of the Master Plan is to bring back the architecturally designed healthy city.



Alfrieda Street Near Main Road East 1955



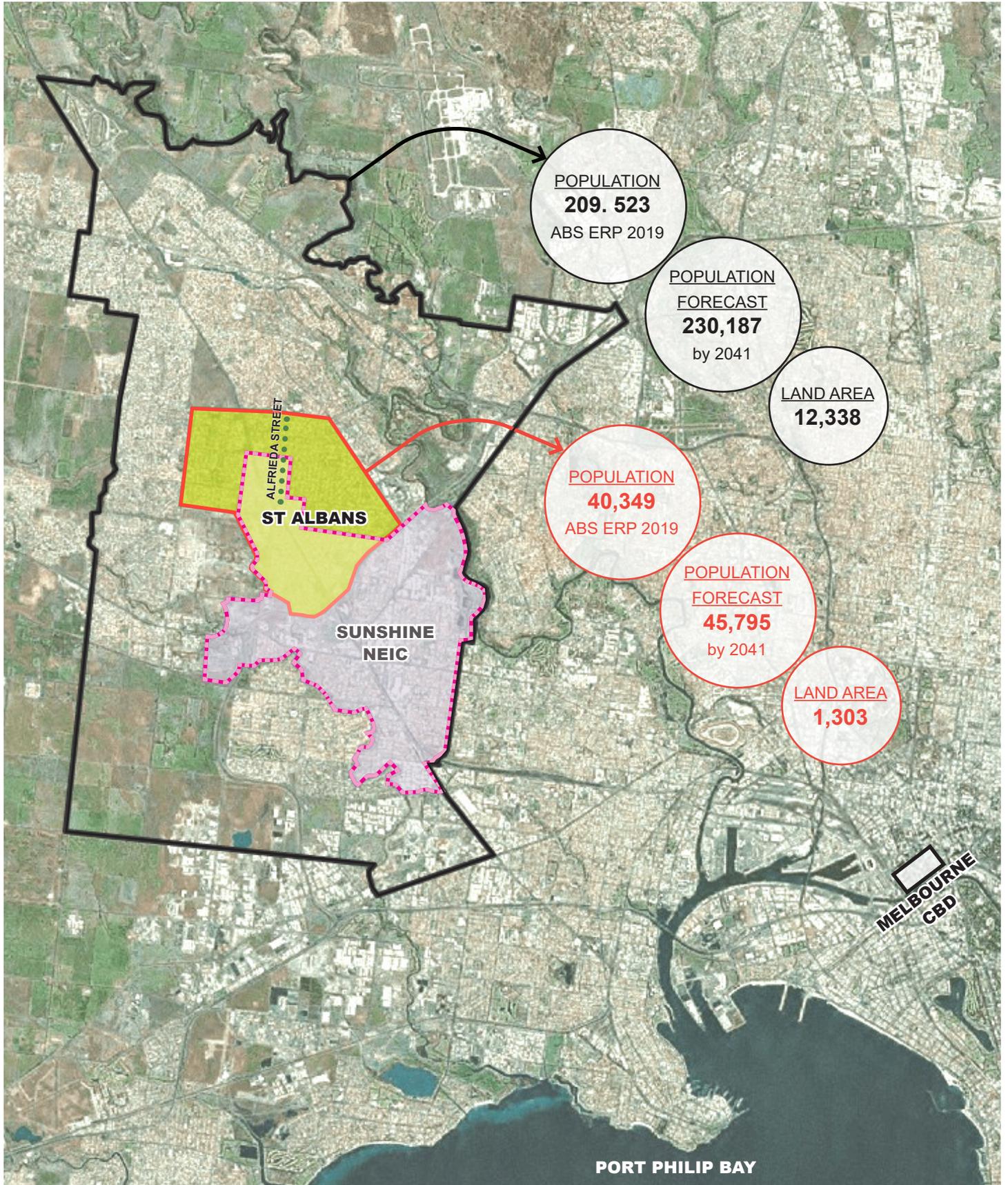
Alfrieda Street Near Craigielea Avenue 1955



St Albans Railway Crossing  
St Albans Rd & Main Rd East Intersection 1969



St Albans Horizon, Vista Along Main Road East 1955



Socio-Demographic Context Source: .id the population experts <https://home.id.com.au/demographic-resources/>



## Age

- In 2016, St Albans had lower proportion of children (under 18) and a higher proportion of persons aged 60 or older compare to City of Brimbank.
- 11.9% of women are over 70 years compared to 9.5% of men. Brimbank average is 8.8%

## Ethnicity

- The three largest ancestries in St Albans in 2016 were Vietnamese (24.6%), English (7.9%) and Australian (7.7%).
- 57.9% of the population were born overseas with Vietnam, India and Malta being the top three birthplaces.
- 69.6% of people spoke a language other than English at home. 22.5% of women have low proficiency in English compared to 15.9% of men. Brimbank rate is 13.4%

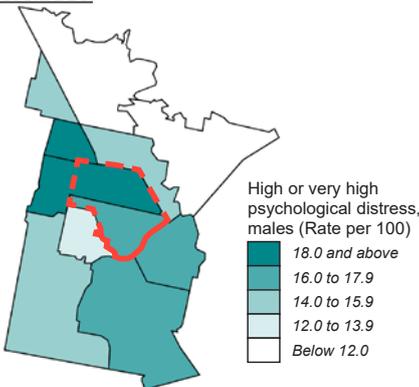
## Education

- In 2016, 54.6% of people in St Albans had no qualifications
- 13.2% had Vocational qualifications
- 2.7% had Bachelor or higher education.
- 48.9% of people aged over 15 years had completed Year 12 schooling (or equivalent)
- 5.8% were attending university.

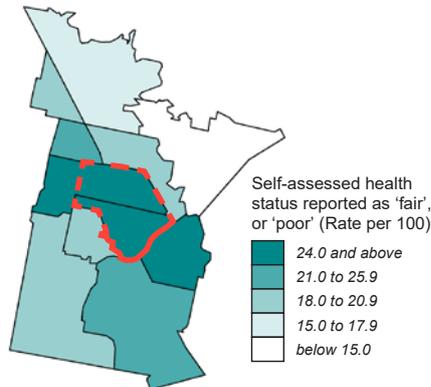
## Employment

- 13.6% of the population were unemployed in 2016. From those who were employed 49% worked full time.
- The total labour force (Participation Rate) was 48.7%.
- 41.4% of women in are in the lowest income group compared to 30.2% of men.

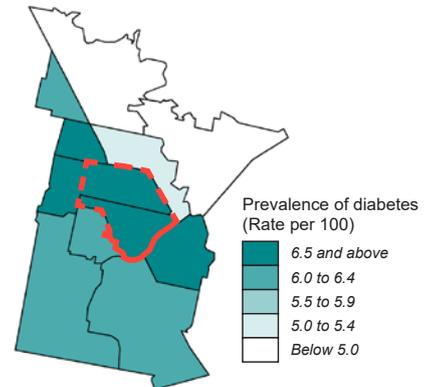
High or Very High Psychological Distress:



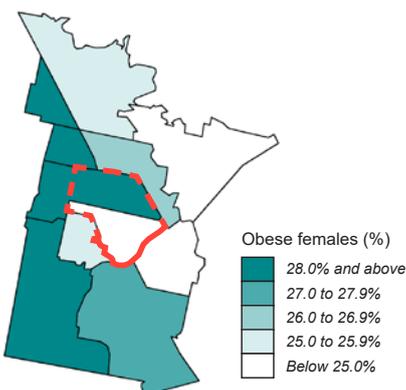
Self Assessed Health Status:



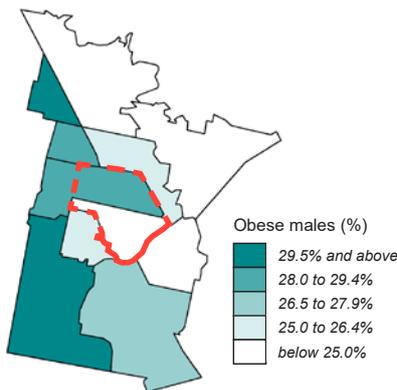
Prevalence of Diabetes Mellitus:



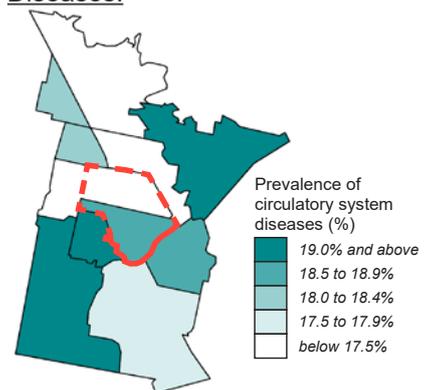
Obesity in Female:

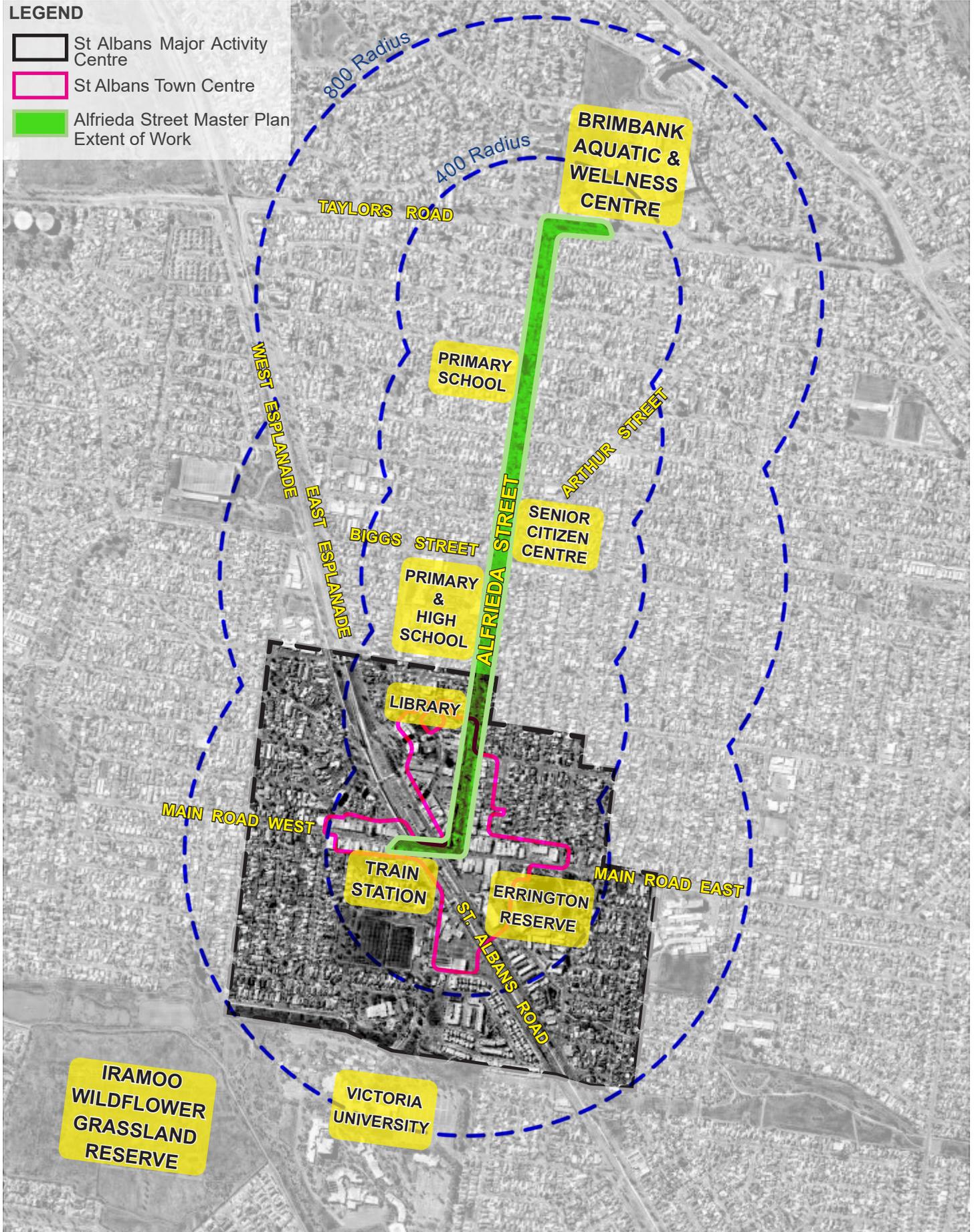


Obesity in Male:



Prevalence of Circulatory System Diseases:





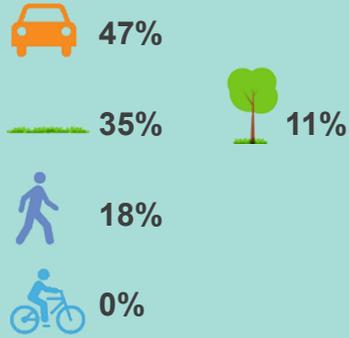
## Issues

- Majority of Alfrieda Street is allocated to cars.
- There is no space allocated for cycling.
- Tree canopy and spaces allocated to pedestrians is very low.

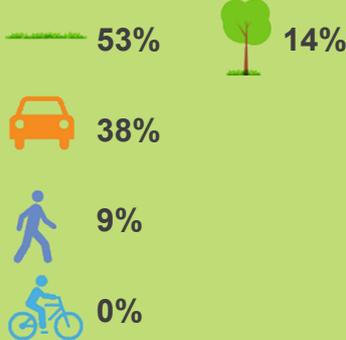
## Opportunities

- Reduce the space allocated to cars by reducing road width and relocating on street car parks to surrounding streets. This will provide space for walking and cycling.
- Increase permeable surfaces and areas for tree planting to achieve Brimbank 30% tree canopy target by 2046.

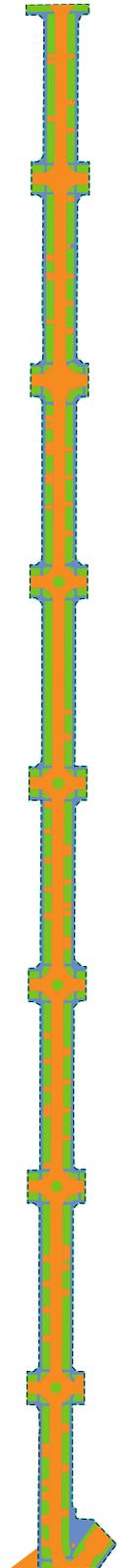
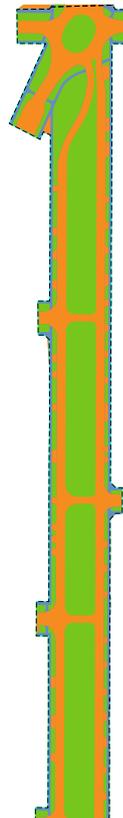
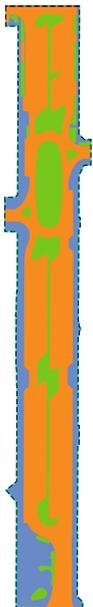
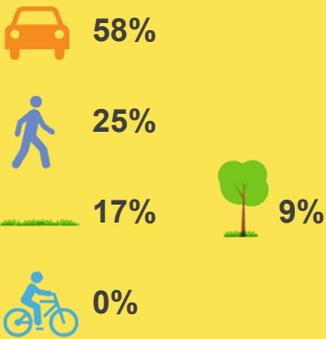
### Biggs St to Taylors Rd:



### Linda St to Biggs St:



### Main Rd East to Linda St:

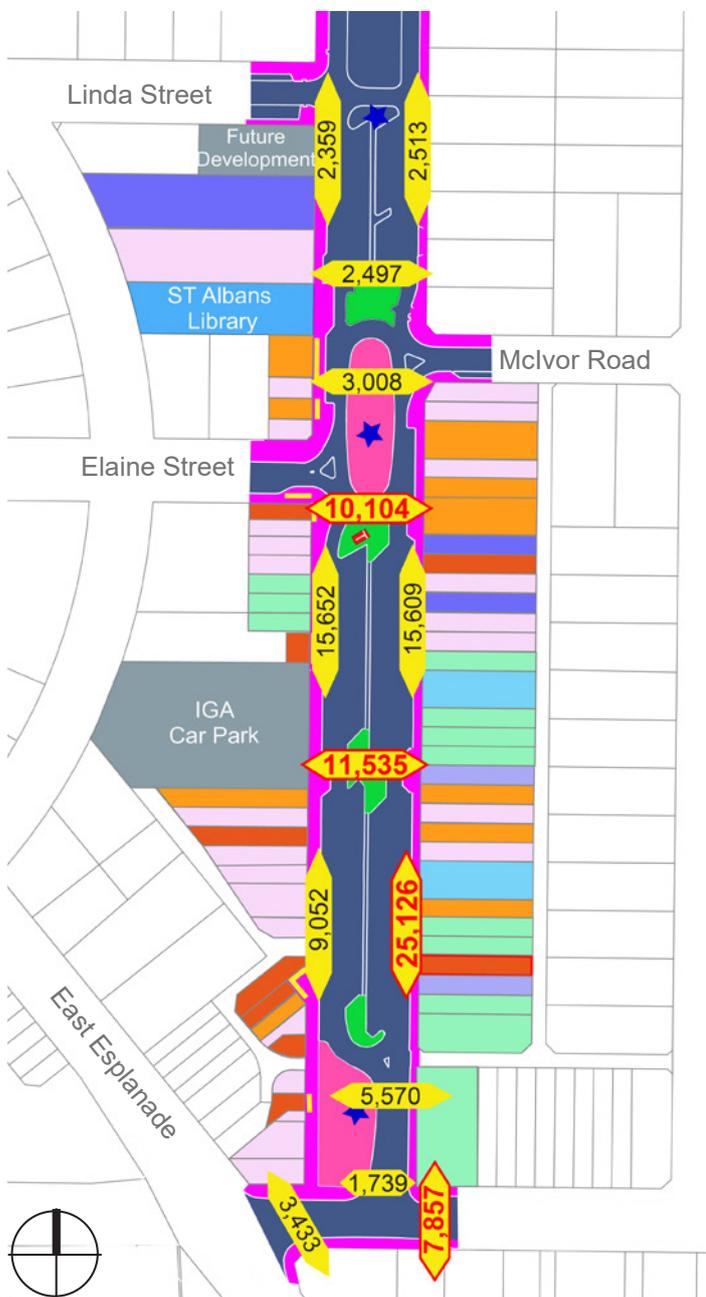


# Activity Center Business Typology and Movement Counts

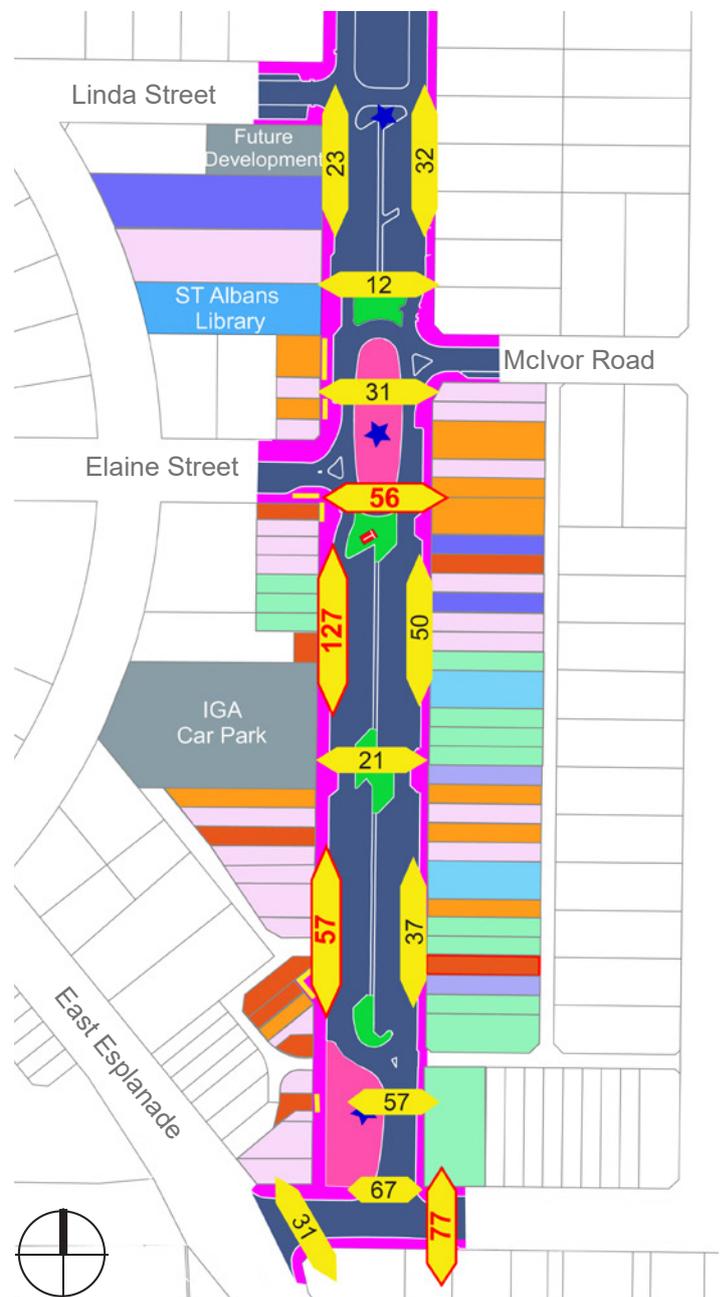
The pedestrian and cyclist survey was conducted over 4 days across two week. Each survey session was 12 hours in duration between 7am and 7pm on Wednesday, Thursday, Saturday and Sunday. Analysis of the data combined with business typology shows that there are higher volume of pedestrian movement on east side of street at the southern end due to concentration of grocery shops. However, the cyclist survey revealed that more cyclist use the west side of the street. This potentially could be due to congested footpaths on east side.

## Legend

- Restaurant
- Café and Take-away
- Supermarket/ Grocery Shop
- Banks
- Medical Centre
- Chemist
- Others, i.e. Hairdresser, Real-estate, Lawyer, Accountant, Retail



Alfrieda Street Activity Centre Pedestrian Count



Alfrieda Street Activity Centre Cyclist Count

## Existing Site Conditions - Town Centre

- Wide roads and median parking are barriers to pedestrian permeability and connectivity between train station and town centre.
- Illegal double parking and wide traffic lanes create congestion.
- Linkage to surrounding car park spaces is unsafe and inaccessible to pedestrians.
- Walking & cycling are not supported.
- Streetscape lacks protection from elements such as sun, rain and wind.

- Large expanses of asphalt creates a hot environment and cause localised flooding.
- Illegal dumping of rubbish makes the space unsafe and uninviting.
- Green open spaces are fragmented by roads and underutilised.
- Footpaths are narrow and crowded and don't provide opportunity for social interaction.



## Existing Site Conditions - Residential Area

- The wide straight roads prioritise vehicles and encourage drivers to travel at inappropriate speeds.
- Multiple roundabouts not ideal for walking and cycling.
- Streetscape lacks shade and protection from elements such as sun, rain and wind and does not encourage cycling and walking.
- Primary school has no presentation to street.
- Unmaintained nature strips, litter and illegal dumping diminish the appeal of the area.
- Narrow and low quality footpaths are uninviting for residents to walk to local shops.
- High potential median green space is fragmented by roads, lacks amenities and underutilised.
- Low tree canopy due to young trees & overhead power lines.





## Part 2: Community Engagement

The purpose of round 1 community engagement was to gather community input to guide and assist Council with the development of the Master Plan.

People who live, work, visit and own businesses in Alfrieda Street were identified as the target population to engage in this public consultation. A range of online and in-person consultation activities took place from 5 March to 9 May, 2021. Council's 'Your Say' online engagement platform was used to support the consultation. An external consultant was engaged for the purpose of community engagement. Project information, invitation letters, posters and

postcards were supplied in four languages (English, Vietnamese, Arabic and Punjabi) to ensure all of the community had an opportunity to participate.

Vietnamese speaking facilitator was available for on site workshops. The communications and engagement activities were effective in engaging over 440 participants.

This chapter provides a summary and the key findings of the community engagement. The detailed community engagement report is available as a separate document.

Engagement Activity	Indicative number of participants
3x Place-based pop-up engagement events (including 26x dotmocracy, 38x chatboard and 81x mapping activities)	170
Survey (online survey-58, hard copy survey-32)	90
Short survey (three questions)	61
2x school workshops (Catholic Regional College, Sacred Heart Catholic Primary school, St Albans Primary School)	47
Online social mapping activity	27
Online workshop – key stakeholders/agencies	16
Online workshop – Council staff	11
On-site workshop – traders	7
On-site Youth walk-shop	16
On-site residents walk-shop	0
Online workshop – community	0
<b>Indicative participants</b>	<b>445</b>

## Key Findings - Strengths and Challenges

Key highlights from the community feedback gathered via survey (online and hard copy), short survey, online social mapping, workshops (online and in-person) and place-based pop-up engagement activities are things the community love about Alfrieda Street, the strengths and challenges facing Alfrieda, and the communities' top priorities for future improvements.

The table below shows what the community love about Alfrieda Street.

The main existing strengths of Alfrieda Street reported by workshop participants are:

- Trees
- Sense of culture
- Arts and public art
- Bus services

The main challenges currently facing Alfrieda Street are:

- Movement and accessibility, as well as traffic congestion and parking
- Safety, comfort and cleanliness
- Old and run down structures and lack of activation

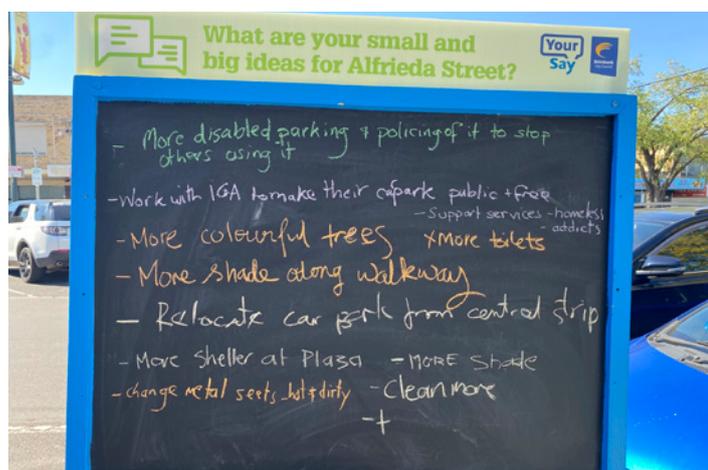
The majority of participants drive, or are driven, to Alfrieda Street shopping area and some are likely to consider walking or riding.

Many participants indicated they feel safe when visiting Alfrieda Street during the day, however the majority do not feel safe when visiting Alfrieda Street at night.

What community love about Alfrieda Street	Number of survey responses
Variety of retail, food and grocery options	77
Restaurants and dining options	27
Looks nice and has a busy, vibrant atmosphere	15
Nothing, not much, not a lot	15
Piano and red chairs, places to sit and relax	12
Library	12
Diverse people, multiculturalism and sense of community	10
Trees, plants and nature	7
Events and activities	5
Proximity to my house	5
Access to public transport and trains	3

## Key Findings - Big and Small Ideas

Participants provided their ideas for future design of Alfrieda Street as well as the areas that need most improvements. Community suggestions are summarized in the following tables.



What community wants to see in the future design of Alfrieda Street	Number of survey responses
More recreation spaces such as a pool, playground and undercover spaces for young people	16
Better car parking arrangements, more parking for seniors and disabled spaces	14
Beautify the area, make it cleaner, greener and add public art or a mural	11
More toilets, safe and clean toilets	6
More shops, more variety in shops and dining	5
Make it more pedestrian and cyclist friendly	4
More signage, anti-littering, wayfinding app or signage	4
More activities and entertainment	3
More open green space, trees and plants	2
More or wider streets for traffic and movement	2
Make it safer, more police	2

## Key Findings - Most Important Features for Future Design

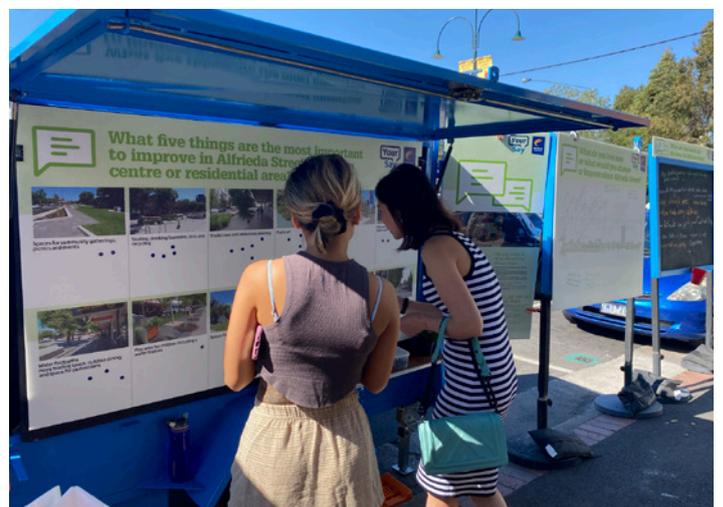
Participants were asked to vote for the most important features to be included in the future design of Alfredia Street.

Top 5 features for the Activity Centre for survey participants (online and hard copy) in the order of importance are:

1. Wider footpaths, outdoor dining and trading
2. Shade trees and planting
3. Seating, drinking fountains, bins / recycling
4. Spaces for community gatherings /picnics /events
5. Car parking

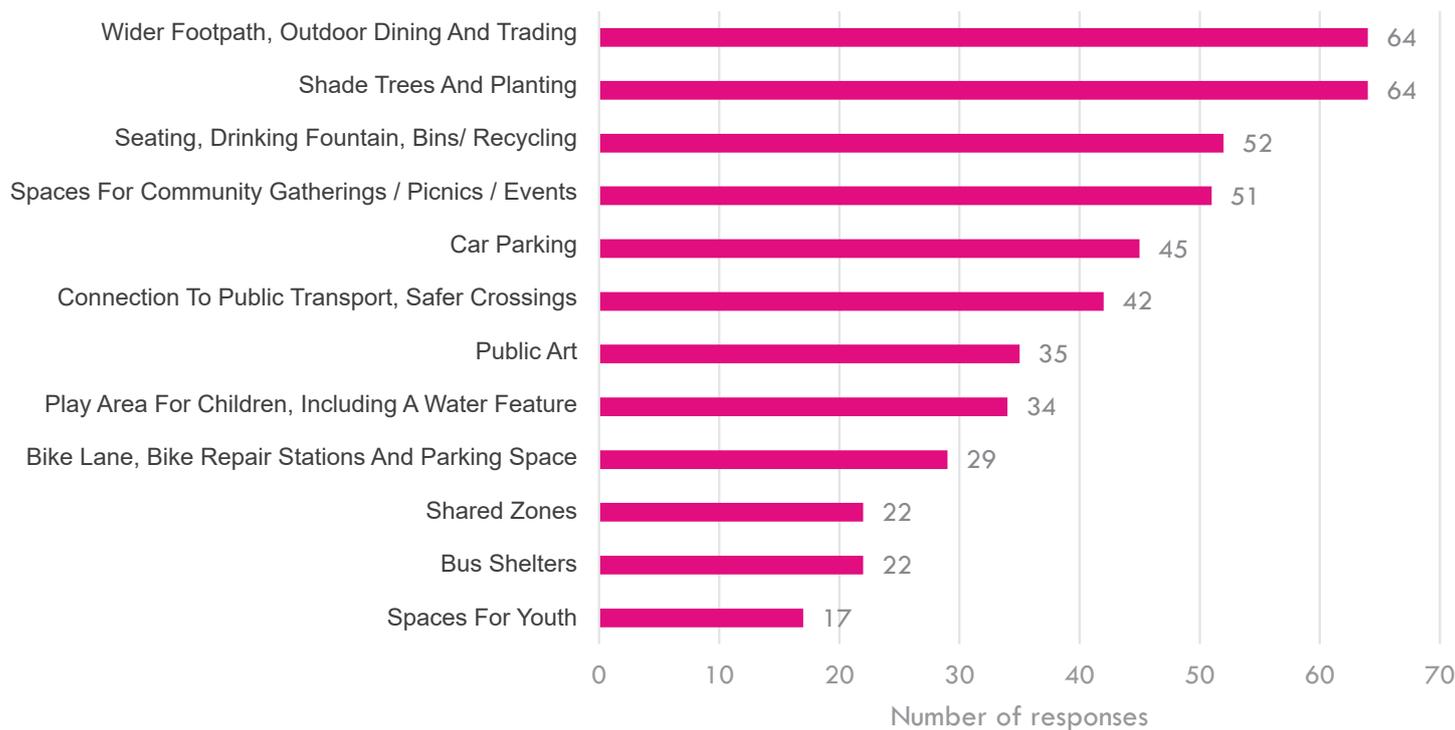
Top 5 features for Residential Area for survey participants (online and hard copy) in the order of importance are:

1. Shade trees and planting
2. Spaces for community gatherings /picnics /events
3. Wider footpaths, outdoor dining and trading
4. Connection to public transport, safer crossings
5. Car parking

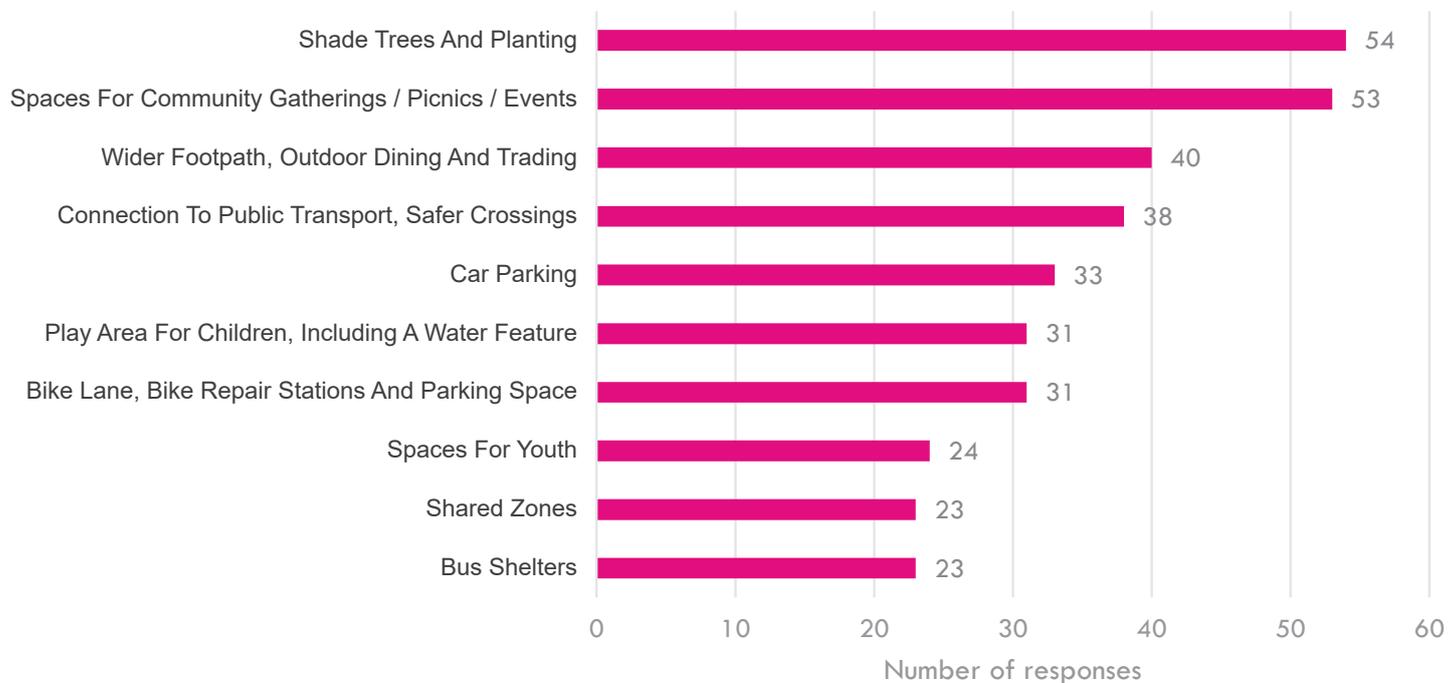


## Key Findings - Most Important Features for Future Design

### Most Important Things for Alfrieda Street Activity Centre in Future



### Most Important Things for Alfrieda Street Residential Area in Future





## Part 3: Master Plan Objectives & Recommendations

This chapter outlines the vision for the future of Alfrieda Street as well as the Master Plan objectives and recommendations. The overarching vision has resulted from a detailed study of Council's policies and strategies, future plans for St Albans, analysis of Alfrieda Street current issues and opportunities, and community feedback.

The future vision for Alfrieda Street is also aligned with United Nation Sustainable Development Goals (2030) and will response to 9 out of 17 goals.

## SUSTAINABLE DEVELOPMENT GOALS



*Alfrieda Street will be a Green Spine connecting major community destinations while promoting active lifestyle and connection to nature.*

*The Green Spine will ensure that St Albans community continues to thrive within a resilient urban environment that supports social interaction, prosperous economy, while adapting to climate challenges.*



**Resilient City** offers new ways to deal with the chronic stresses and acute shocks related to climate change and provides a viable, sustainable, and prosperous environment for the community to thrive no matter what stresses or shocks they encounter.

**Equitable City** provides safe and accessible public spaces for people of all ages, genders, and abilities. Safe, welcoming, and well-lit public spaces with clear signage and accessible pathways create strong and liveable communities.

**Smart City** uses digital technology within the urban landscape to manage assets and resources efficiently. Digital solutions and advanced technology can improve the well-being of the community and the environment, and create a vibrant local economy.

**Prosperous City** provides opportunities for local businesses to grow and thrive. The green and multi-functional activity centre is a destination for the community to meet, interact, spend time, and support local economy to Thrive.

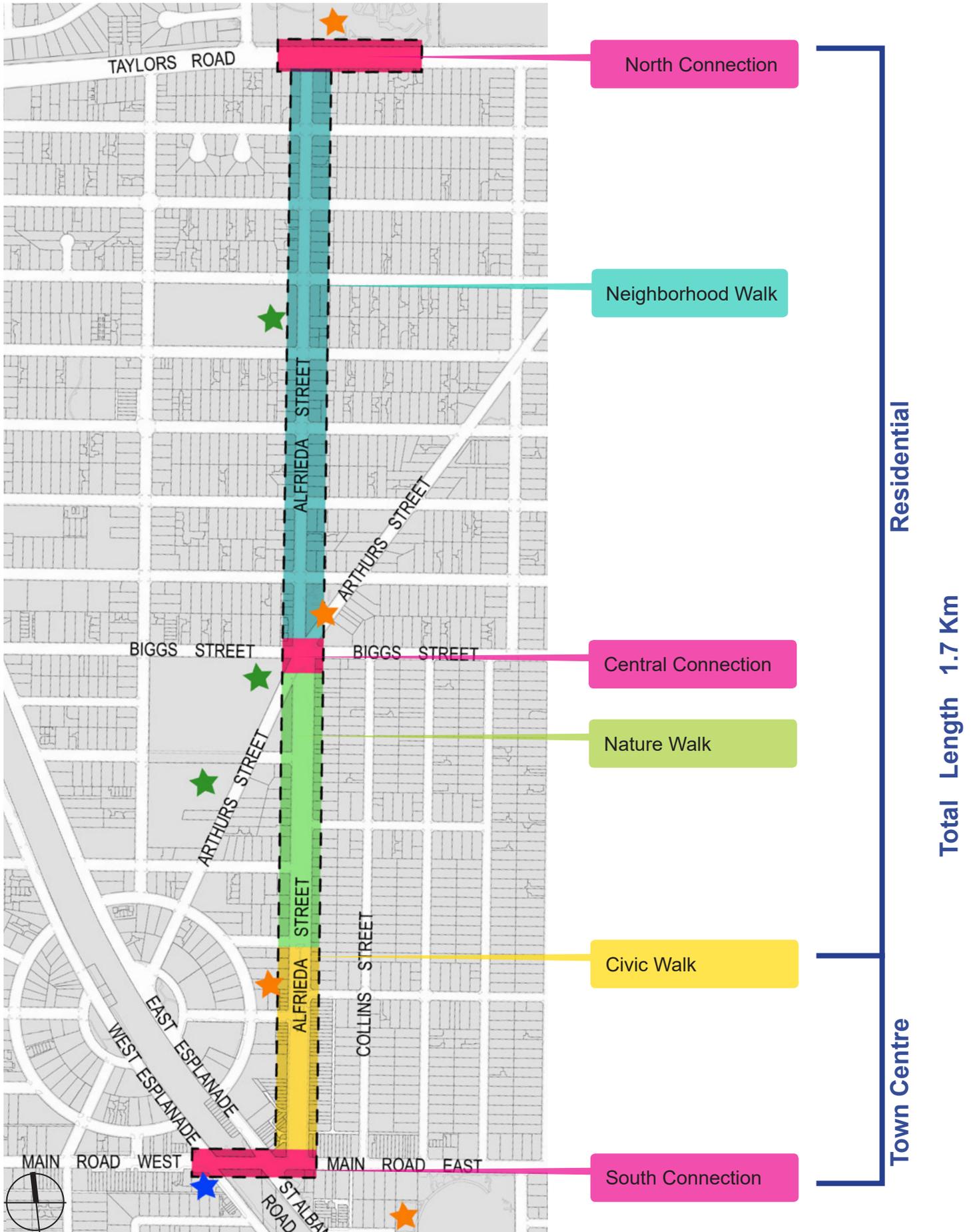
**Destination City** empowers the local economy and elevates the city's profile as a destination of choice for enhanced visitor experiences. The visitors will choose to stay longer, increase their average spending, choose to return, and invest in the area.

**Sponge City** absorbs and infiltrate the rainwater. The sponge city provides cleaner groundwater, reduces flood risks, lowers pressure on drainage systems, provides a greener and healthier urban spaces, and enriches biodiversity.

**Biophilic City** puts nature first in its design, planning, and management of the city. Nature is not just something to be found in a park that residents have to walk to, but rather a biophilic city re-imagines the city as a park.

**Active City** increases communities' mental and physical health and builds equitable and cohesive communities. Accessible, safe, and green public spaces encourage people to choose walking, cycling, and public transport for most of their daily travel.

**Gallery City** celebrates the city's multicultural heritage by providing spaces for cultural festivals, and art installations. Public arts that celebrate the history of the city create a sense of place and belonging. The city becomes a stage for community to express themselves.



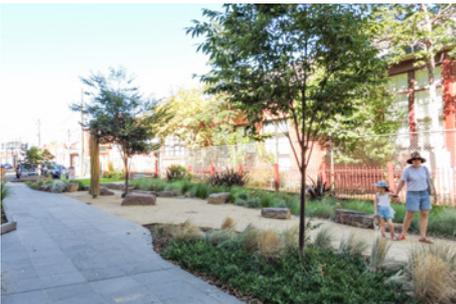
## Precedent Study and Aspirations



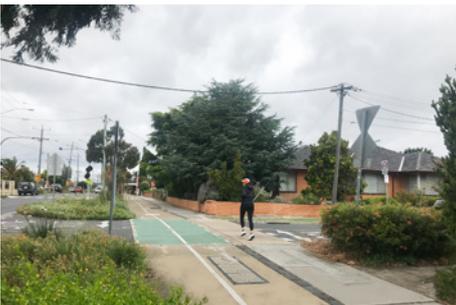
Expansive footpaths with high quality material, buffer planting, and clear delineation of thoroughfares and trading zones.



Spaces to support social interactions, festivals and events.



Amenities to provide opportunities for incidental play and passive recreation.



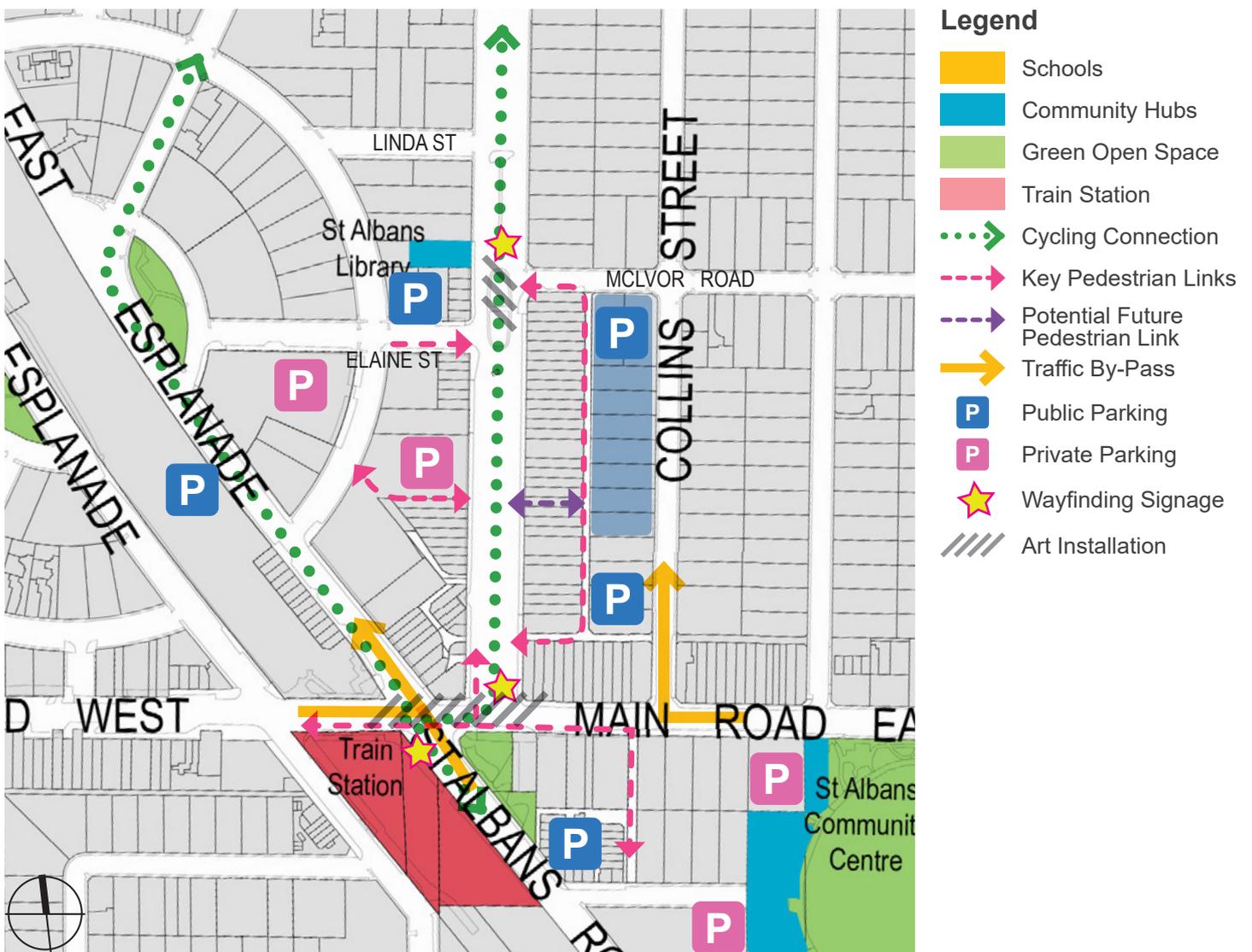
Facilities to prioritise walking and cycling and encourage active life style.



Infrastructure to enhance urban greenery and biodiversity.

## Master Plan Objectives and Framework - Civic Walk

- Provide a safe, welcoming public space that supports day and night-time dining culture
- Increase space for on-street trading
- Increase space for events and activities
- Reduce traffic congestion
- Improve connectivity to public transport, surrounding streets and activity nodes such as St Albans Community Centre
- Prioritise active transport (Walking and Cycling) over through traffic
- Prioritise the movement of public transport
- Increase tree canopy cover and greening
- Relocate on-street car parks to surrounding streets with no net loss of car park



The Plan presents two options for the Civic Walk section. These two options were generated with consideration for the equitable allocation of space. The difference between the two options is the positioning of the public realm. Option 1 has the public realm on the west, and Option 2 has the majority of the public realm on the east.

The location of the public realm and associated transport options (walking, cycling, cars and buses) has a big influence on public safety, amenity and urban comfort. Locating the public realm on the west side (Option 1) ensures that more shade spreads across the whole street making it a cooler place to visit. This option also minimises any conflict between walking, cycling and vehicles as there are no crossovers.

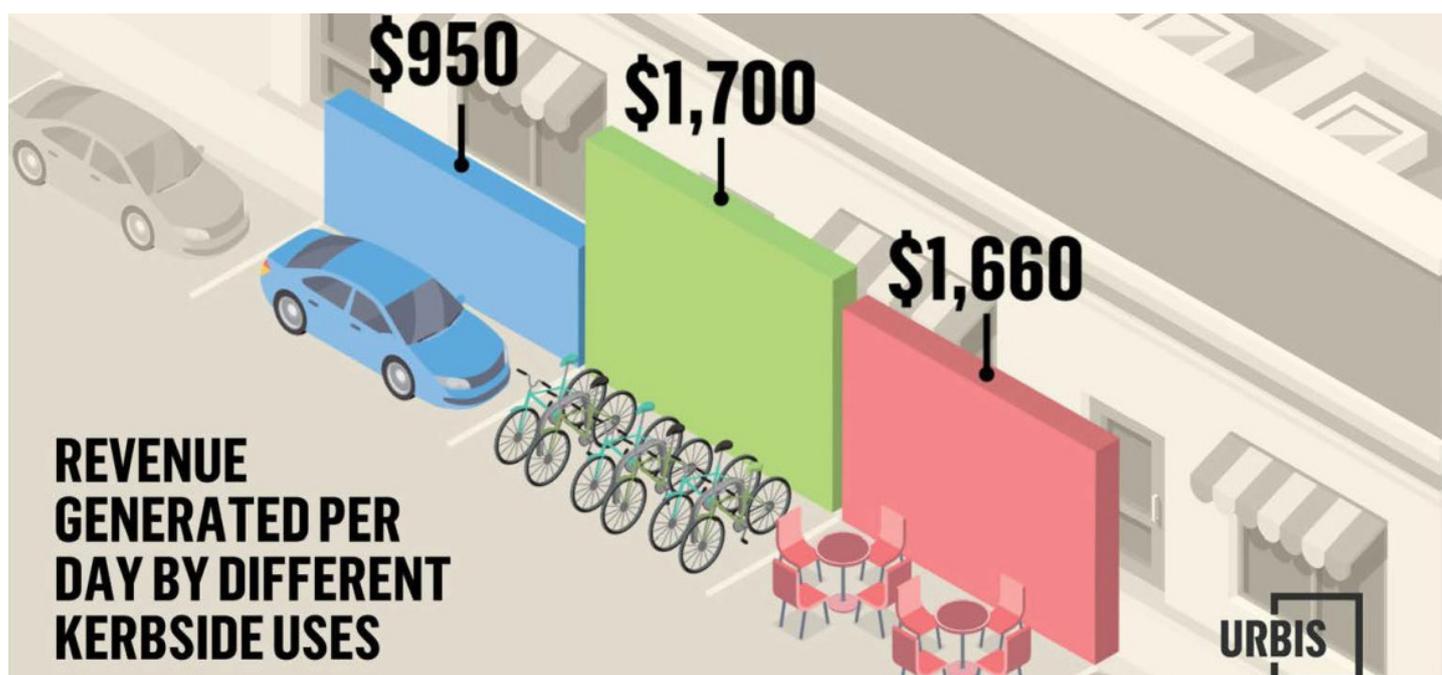
Both options maximise pedestrian movement along shops and for businesses to utilise for outdoor trading

and dining. The public realm area is space to be used for community gatherings, events and markets. The public realm would not be available for individual businesses to set up outdoor trading or dining.

Table 1 details a comparison of both options and how well they align with the objectives of The Plan.

In addition to the above objectives, both options seek to address the current low levels of pedestrian and cycling amenity within the Civic Walk. Allocating more road space to pedestrians and cyclist has been proven to increase business revenue.

The diagram below shows how much revenue can be generated by different kerbside uses. A recent case study outlining the success of this approach is the new Civic Green in Hampshire Road, Sunshine while increasing space for pedestrians in Yarraville have resulted in a thriving street-based shopping precinct.



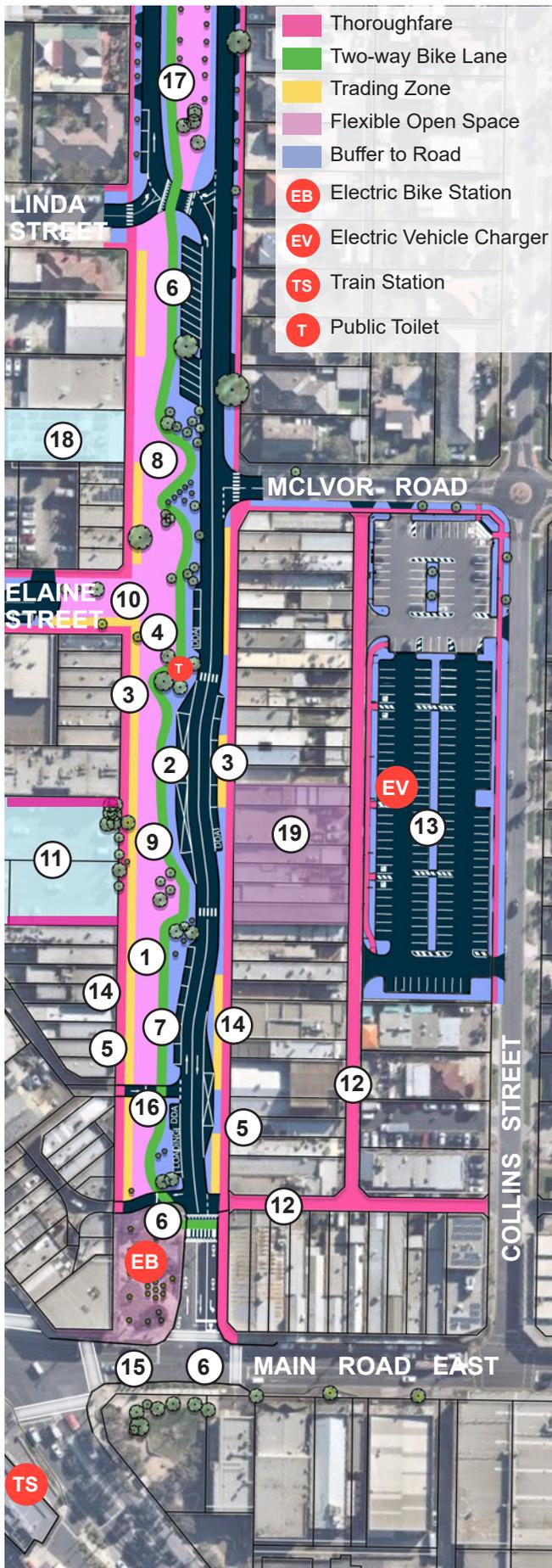
Source: Urbis, 2021

Based on the following sources:

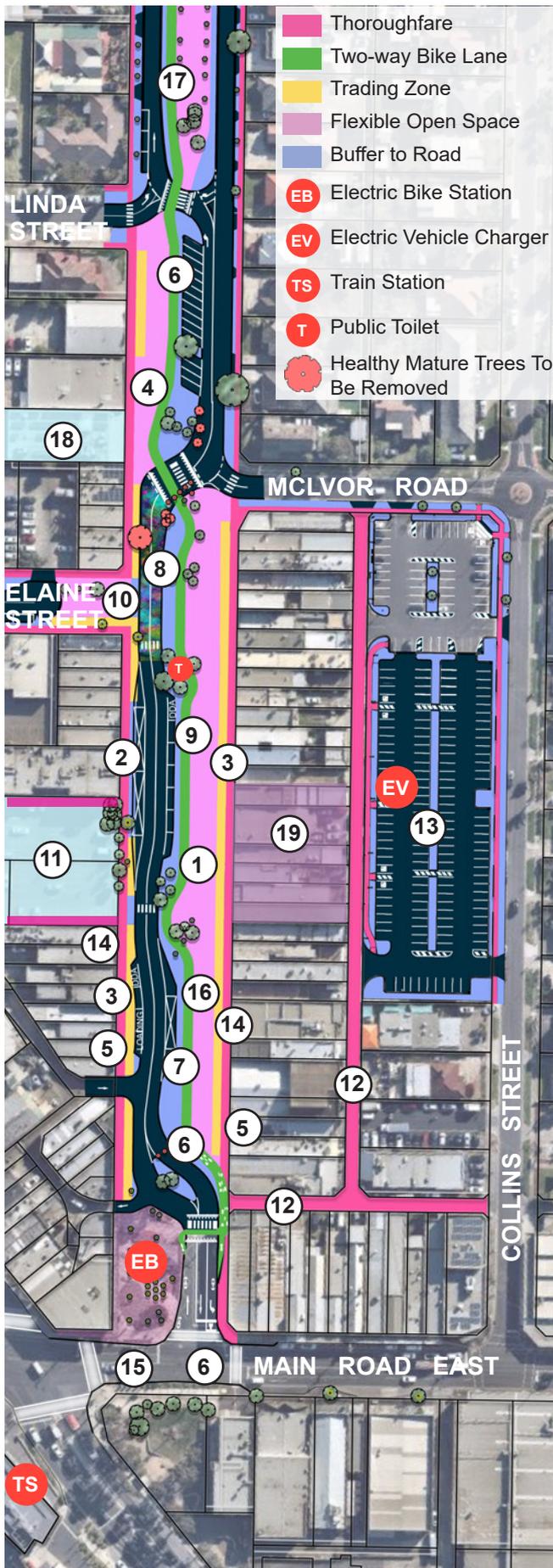
- Dining Parklet occupancy, expenditure and duration of stay based on : Urbis 2021, Extended Outdoor Dining Program Evaluation, for Cities of Melbourne, Yarra and Stonnington
- Bike parking occupancy, expenditure and duration of stay based on: Alison Lee and Alan March (2010) Recognising the economic role of bikes: sharing parking in Lygon Street, Carlton, Australian Planner, 47:2, 85-93, DOI: 10.1080/07293681003767785 (factored into 2021 Australian Dollars)

Assumptions and Notes:

- Occupancy - 6 bike parking spaces, 1 car parking space 2 people per car, 10 seats per dining parklet.
- No of hours per day of occupancy - bike parking 8 hours, car parking 14 hours, dining parklet 8 hours,
- Bike Parking Occupancy 61%, Dining Parklet Occupancy 63%, Car Parking Occupancy 85%



- ① Flexible open space with amenities and greenery providing opportunities for social interaction, events, festivals and weekend markets.
- ② Bus stop with seating supporting public transport. Locate bike lane behind the bus shelters to avoid conflict between cyclists and bus users.
- ③ Dedicated zone for outdoor dining/trading with feature paving and shade trees. Incorporate structural cells for healthy root systems. Retain all existing healthy trees.
- ④ Consider installing underground rainwater tanks to capture road and roof run-offs for the public toilet flushing, planting irrigation and water features.
- ⑤ Wide accessible thoroughfare with bluestone paving representing high quality town centre.
- ⑥ Two-way separated bike lane protected by buffer planting. Bike lane connection to train station to be considered as part of Main Road East bike network.
- ⑦ Where possible redirect road surface run-offs into buffer planting areas preventing flash flooding.
- ⑧ Informal play and meeting area encouraging incidental play and social interaction.
- ⑨ Provide feature lighting supporting night activities.
- ⑩ Close Elaine Street to provided expanded trading zones and continuous public realm.
- ⑪ IGA car park future development Planning Permit consideration: Include adequate setbacks to north and south edge supporting pedestrian connectivity to Victoria Crescent and ground level retail space.
- ⑫ Feature paving, lighting and art installation highlighting the key pedestrian routes to car parks.
- ⑬ Consider Central Resource Recovery Hub to reduce number of bins in laneways and traffic congestion and air pollution caused by rubbish trucks.
- ⑭ Consider relocating overhead electrical lines underground for climate change adaptation to reduce the impact of extreme weather events.
- ⑮ Create a gateway to the Green Spine, install public art, feature lighting and wayfinding signage.
- ⑯ Provide smart city infrastructure such as Free WIFI, mobile charging stations, EV chargers and Ebike stations.
- ⑰ Investigate provision of additional angle parking.
- ⑱ Consider providing visitors underground parking as part of library upgrade.
- ⑲ Encourage future development that supports pedestrian connectivity to Collins Street car park



- ① Flexible open space with amenities and greenery providing opportunities for social interaction, events, festivals and weekend markets.
- ② Bus stop with seating supporting public transport.
- ③ Dedicated zone for outdoor dining/trading with feature paving and shade trees. Incorporate structural cells for healthy root systems. Minimise removal of existing healthy trees where possible.
- ④ Consider installing underground rainwater tanks to capture road and roof run-offs for the public toilet flushing, planting irrigation and water features.
- ⑤ Wide accessible thoroughfare with bluestone paving representing high quality town centre.
- ⑥ Two-way separated bike lane protected by buffer planting. Bike lane connection to train station to be considered as part of Main Road East bike network.
- ⑦ Where possible redirect road surface run-offs into buffer planting areas preventing flash flooding.
- ⑧ Raised crossing and detailing of street pavement to reduce speed and prioritise pedestrian movement.
- ⑨ Provide feature lighting supporting night activities.
- ⑩ Close Elaine Street to provided expanded trading zones.
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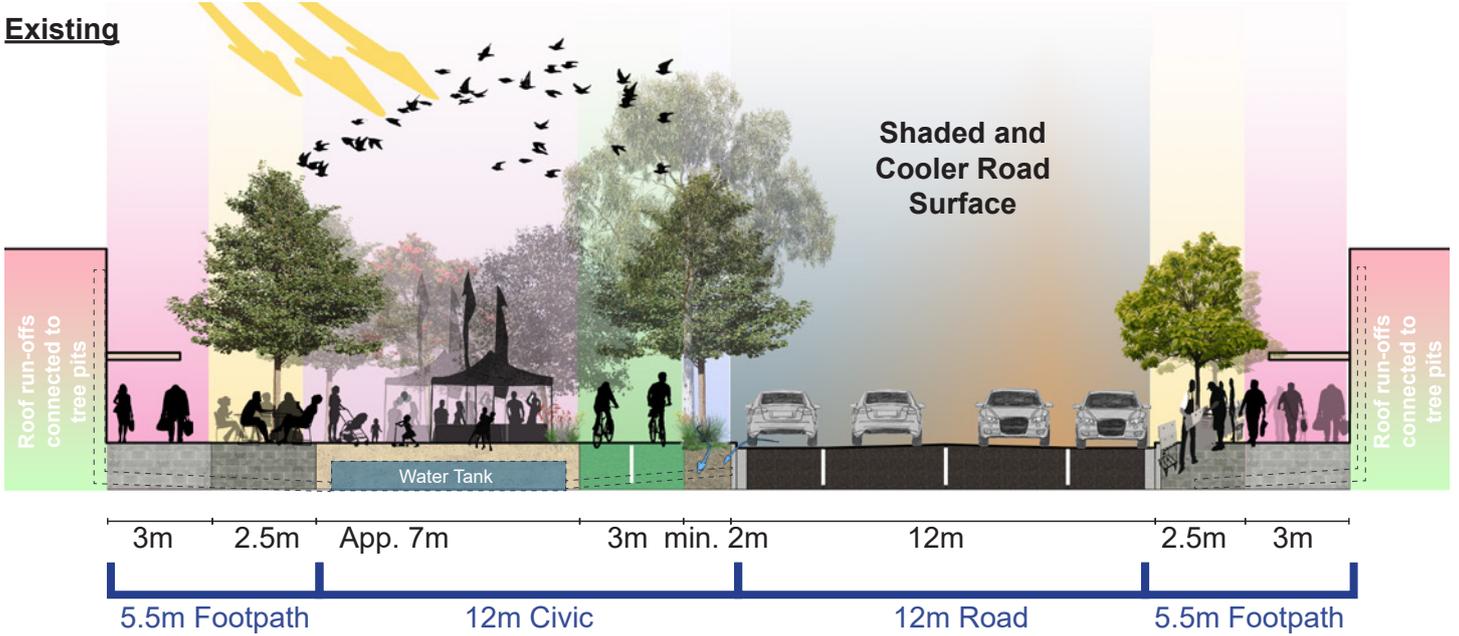
Table 1 - Detailed comparison of both options and how well they align with the objectives of The Plan.

<b>The Master Plan Objectives</b>	<b>Option 1</b>	<b>Option 2</b>
<b>Provide a safe, welcoming public space that supports day and night-time dining culture</b>	Large expanses of continuous public realm and space for community gathering and events	Two separate areas of public realm for community gathering and events separated by road crossings
<b>Increase space for on-street trading</b>	No changes to existing footpath trading areas. Additional space would be provided	There would need to be some removal of footpath trading outside #53 Alfrieda Street to allow room for the relocated bus stop
<b>Increase space for events and activities</b>	Continuous public realm that could support large events without the need for the closure of Alfrieda Street. A large space provided in front of the library	There are a number of crossing points to negotiate that will reduce the smooth flow of traffic and potentially create conflict
<b>Reduce traffic congestion</b>	Minimal conflict points between buses and other vehicles as there are minimal crossing points to negotiate	Multiple crossing points reduce the smooth flow of traffic and create conflict points.
<b>Improve connectivity to public transport, surrounding streets and activity nodes such as St Albans Community Centre (STACC)</b>	Good connection to library, St Albans Community Centre and the Alfrieda Street Plaza	The connection to the library requires crossing over Alfrieda Street, the new plaza would require modification
<b>Prioritise active transport (Walking and Cycling) over through traffic</b>	Wide footpaths and separated bike lane	Cyclists and pedestrians have to share the footpath on the southern end and there are conflicts at the crossing points
<b>Prioritise movement of public transport</b>	Buses travel in one straight line	Buses have to negotiate a number of pedestrian crossings
<b>Increase tree canopy cover and greening</b>	All healthy mature trees will be retained in addition to new trees maximising shade, canopy cover and cooling	16 healthy mature trees would be removed and new trees would not shade the road surface reducing cooling
<b>Relocate on-street car parks along Alfrieda Street and Collins Street with no net loss of car park</b>	Zero net loss of car park	Net loss of 8 car parks

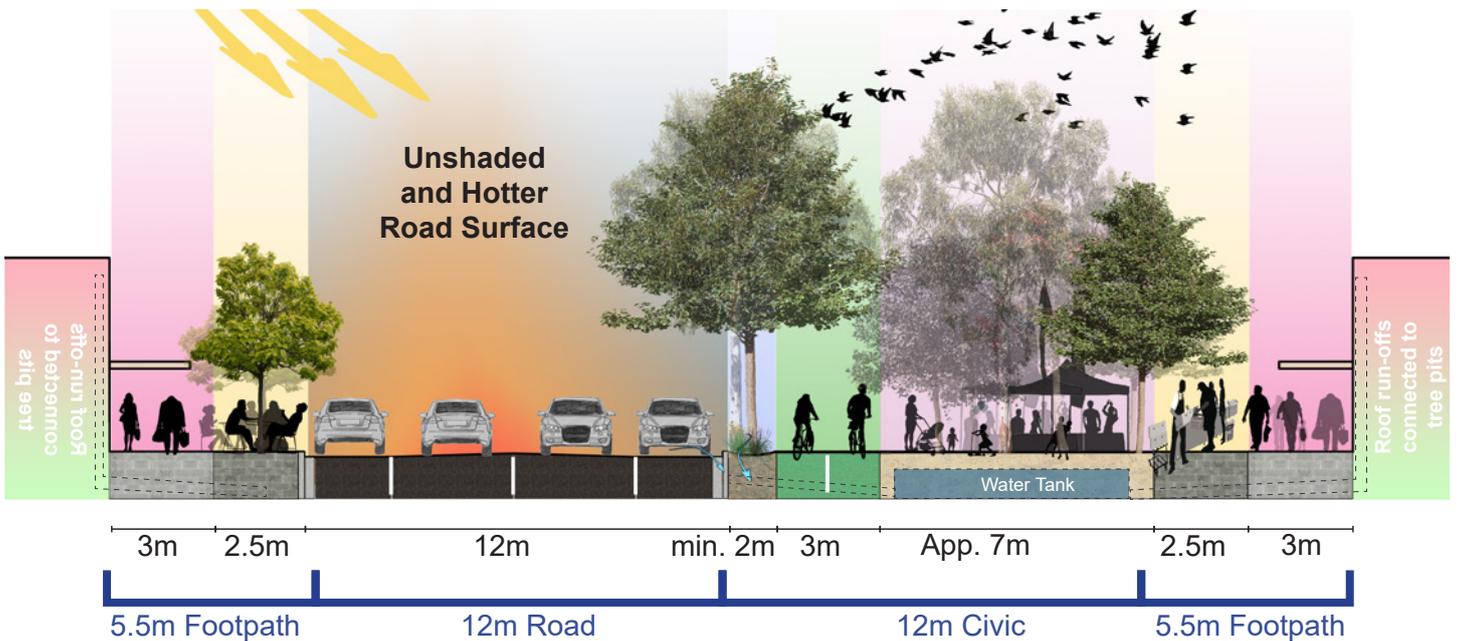
# Indicative Sections and Heat Analysis- Civic Walk



## Existing



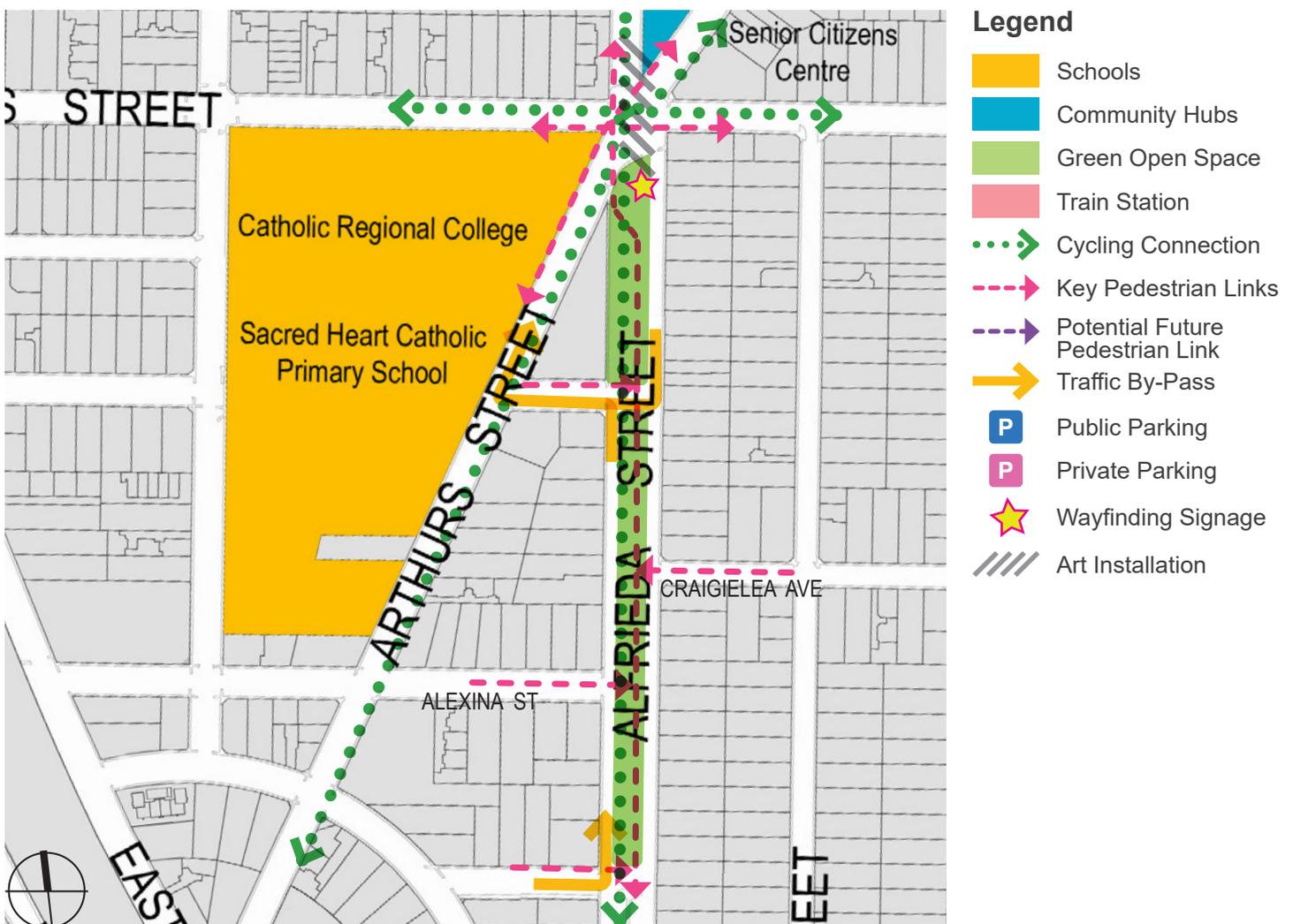
## Proposed - Option 1

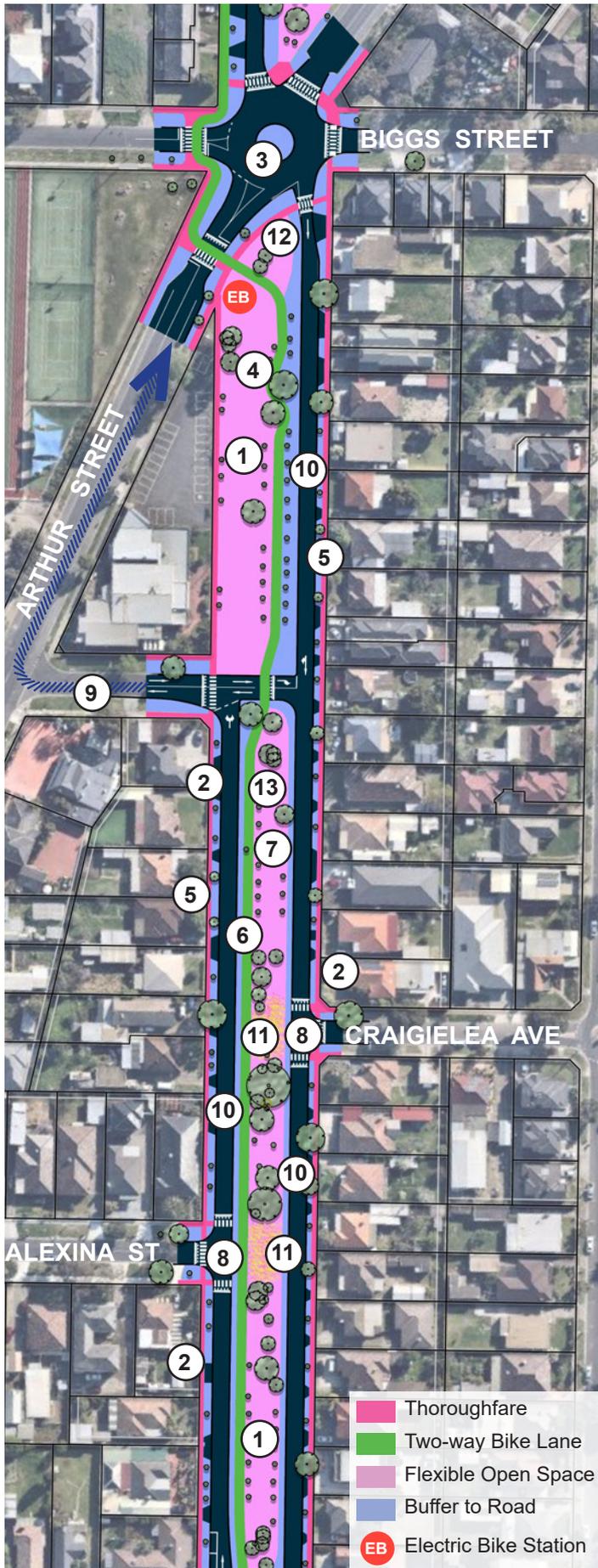


## Proposed - Option 2

# Master Plan Objectives and Framework - Nature Walk

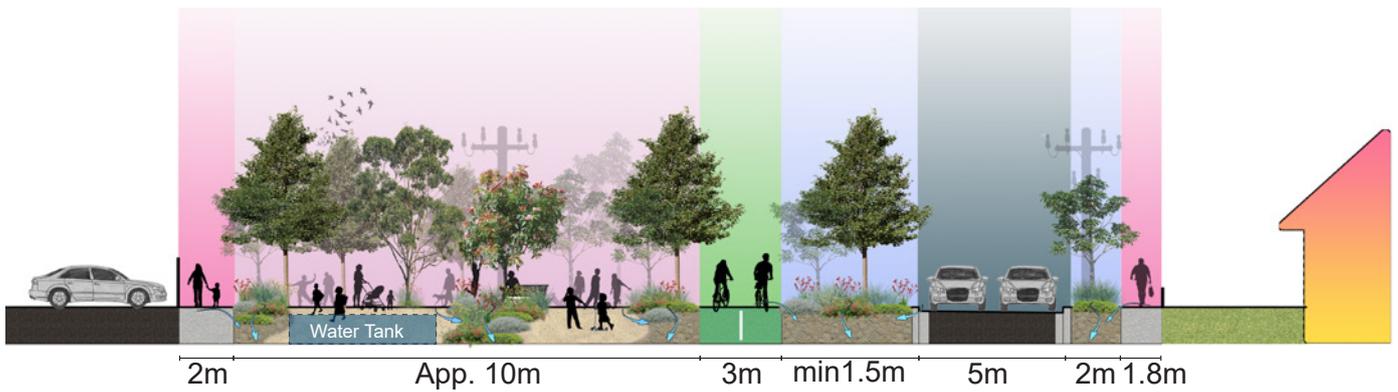
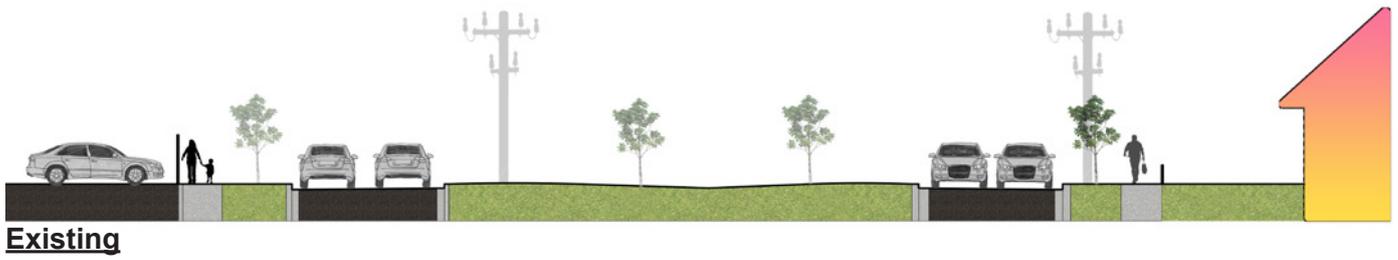
- Increase safety and passive surveillance
- Provide equitable and welcoming space for the community
- Create a destination point between activity centre and Brimbank Aquatic and Wellness Centre
- Provide continuous and appealing experience for pedestrians and cyclists
- Provide a linear green space
- Reduce Urban Heat Island Effect
- Harvest stormwater runoff for re-use to support tree canopy cover
- Increase urban biodiversity and improve ecosystem health





- ① Flexible open space with amenities, shade trees and greenery providing opportunities for social interaction, incidental play and passive recreation.
- ② Bus shelter with seating supporting public transport.
- ③ Reduce roundabout size and traffic lanes width to reinforce pedestrian priority and slow vehicle movement.
- ④ Consider installing rainwater tanks to capture run-offs for water features and irrigating planting areas.
- ⑤ Widened footpath improving accessibility and walkability.
- ⑥ Two-way Shared User Path supporting active lifestyle.
- ⑦ Shade tree and understory planting supporting habitat for native fauna, increase urban biodiversity and provide buffer to the road.
- ⑧ Raised crossing and detailing of street pavement to reduce speed and prioritise pedestrian movement.
- ⑨ Redirect north-bound traffic to Arthur Street creating a pocket park for local community to meet and socialise.
- ⑩ Redirect stormwater run-offs to central green area. Investigate biofiltration and storage options such as verge soaker and rain gardens.
- ⑪ Meeting nodes with community facilities such as seating and nature play elements.
- ⑫ Create a gateway to the Green Spine, install public art, feature lighting and wayfinding signage.
- ⑬ Enhance street lighting and improve safety

# Indicative Section and Precedents - Nature Walk



St Georges Road, Northcote



Southbank Boulevard, South Melbourne



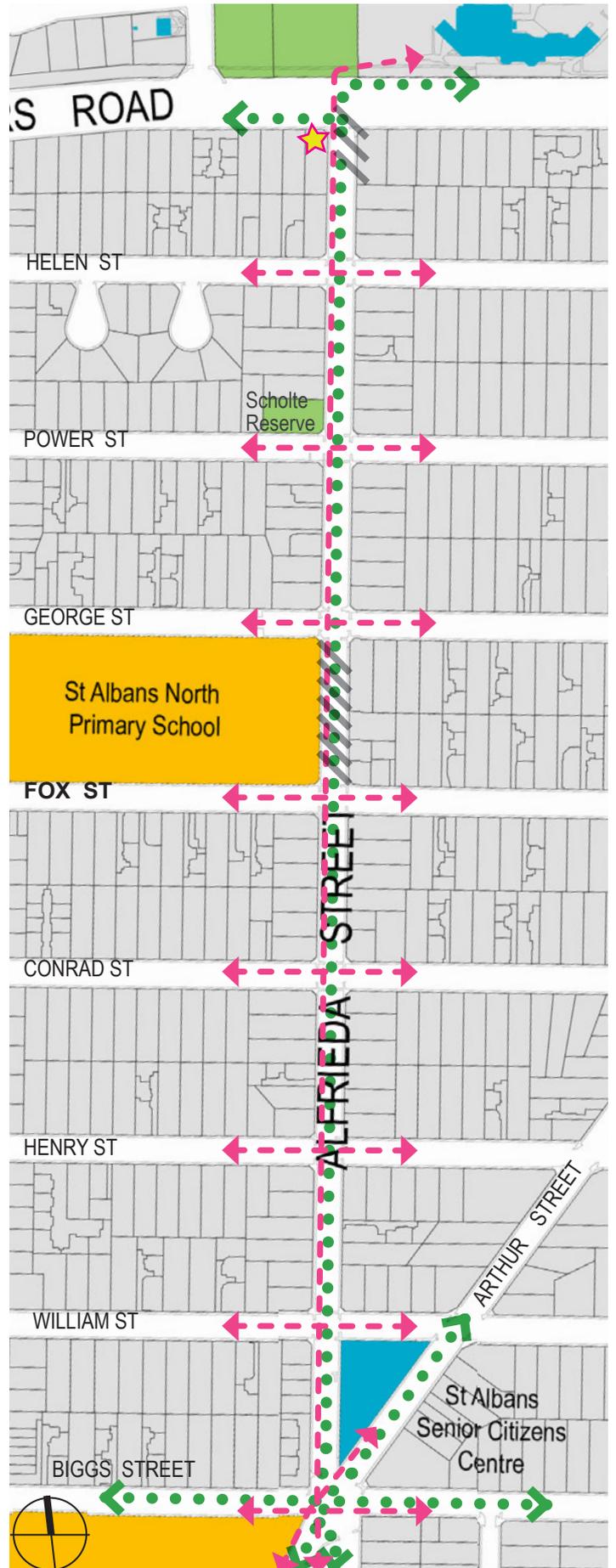
Artist Impression- At Biggs and Arthur Street Intersection Looking South

# Master Plan Objectives and Framework - Neighbourhood Walk

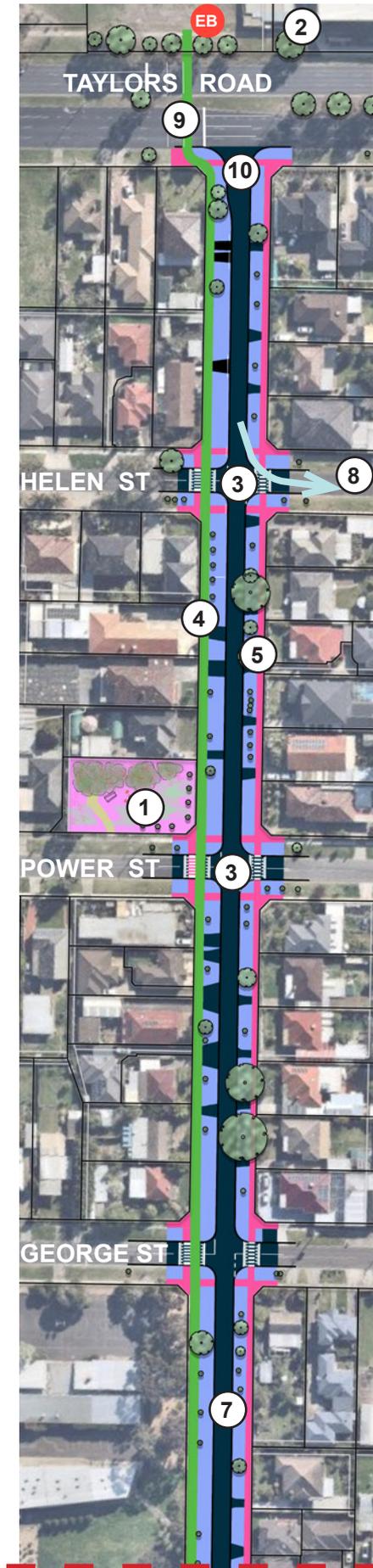
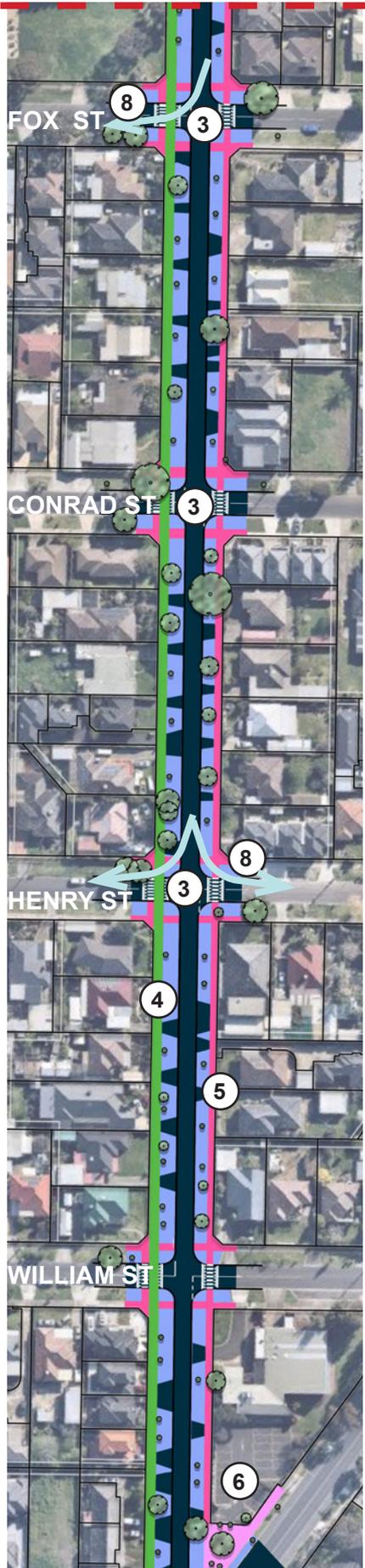
- Provide safe, inviting, and accessible neighbourhood that encourages walking and cycling
- Provide safe and easy connection to shops, community hubs and green spaces
- Increase shade tree canopy and enhance urban biodiversity

## Legend

-  Schools
-  Community Hubs
-  Green Open Space
-  Train Station
-  Cycling Connection
-  Key Pedestrian Links
-  Potential Future Pedestrian Link
-  Traffic By-Pass
-  Public Parking
-  Private Parking
-  Wayfinding Signage
-  Art Installation



Match to Right

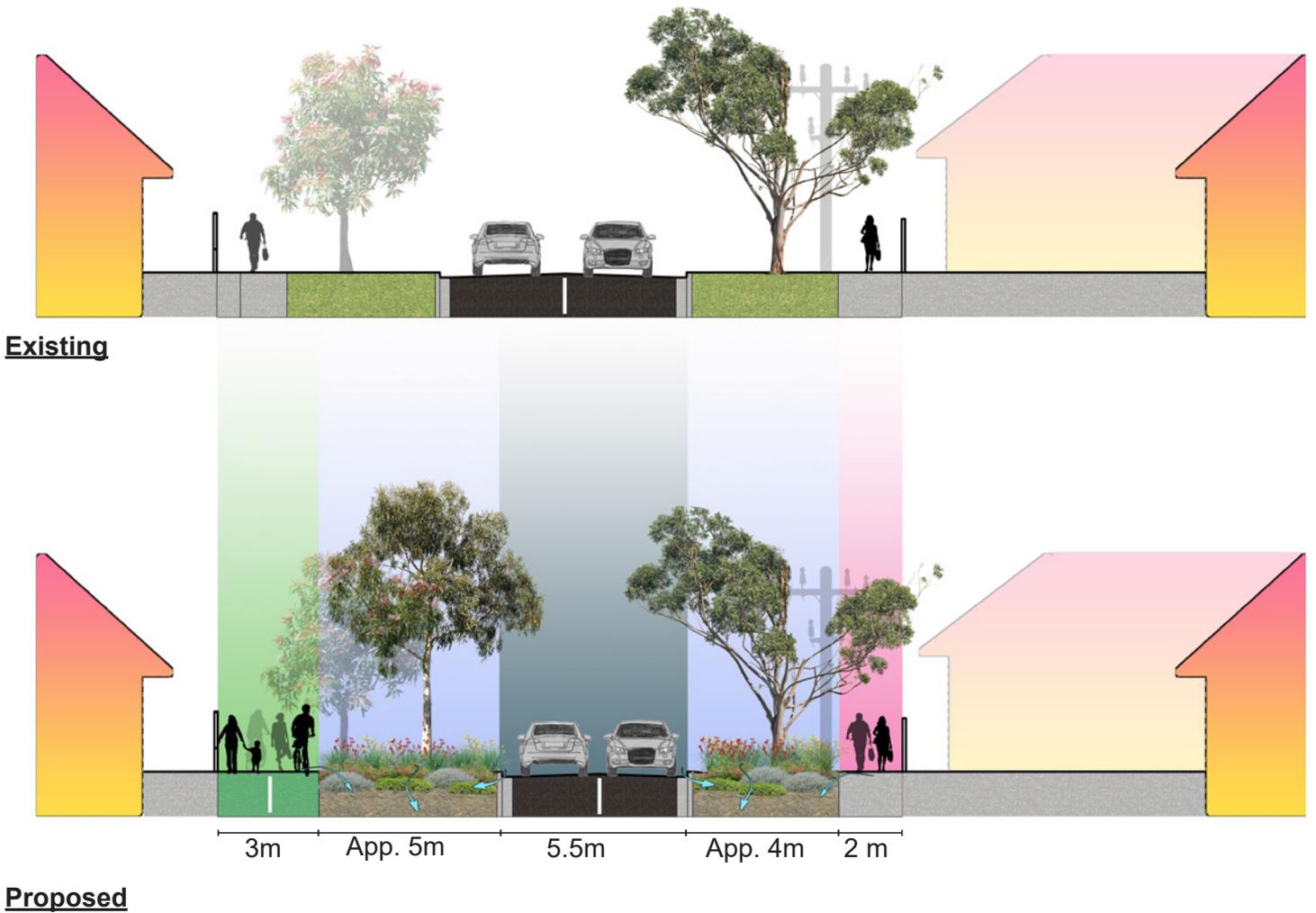


Match to Left

- ① Improve the local Park with nature play area, shade trees and greenery.
- ② Investigate connection to rain water tanks at Brimbank Aquatic and Wellness Centre for irrigation of planting areas.
- ③ Investigate the removal of roundabouts and install raised crossing to reduce speed and prioritise pedestrian movement.
- ④ Two-way Shared User Path supporting active lifestyle.
- ⑤ Widened footpath improving accessibility and walkability.
- ⑥ Remove fencing around Senior Citizen Centre and activate the edge by providing a meeting point for community.
- ⑦ Consider raising road in front of the primary school and incorporate pavement detailing to slow down traffic movement and encourage walking and cycling to school.
- ⑧ Investigate options for capturing stormwater run-offs and redirecting it to east-west streets to reduce urban heat island effect.
- ⑨ Investigate signalised pedestrian crossing providing direct access to Brimbank Aquatic and Wellness Centre.
- ⑩ Create a gateway to the Green Spine, install public art, feature lighting and wayfinding signage.

- Thoroughfare
- Two-way Bike Lane
- Flexible Open Space
- Buffer to Road
- EB Electric Bike Station

# Indicative Section and Precedents - Neighbourhood Walk



Hampshire Road, Sunshine



O'Hea Street, Coburg

# Brimbank City Council

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Email [info@brimbank.vic.gov.au](mailto:info@brimbank.vic.gov.au)

Post PO Box 70, Sunshine, VIC 3020

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