



Brimbank
City Council



Alfrieda Street Master Plan

– Consultation Report
Round 1

November 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.



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.

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
Indicative participants	445

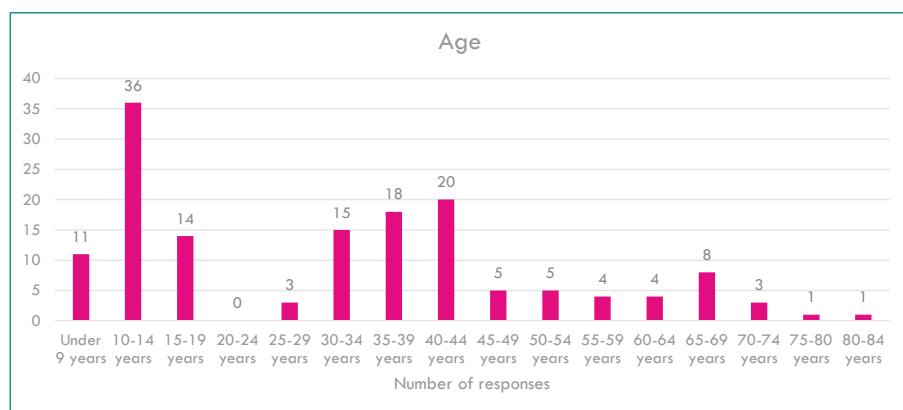
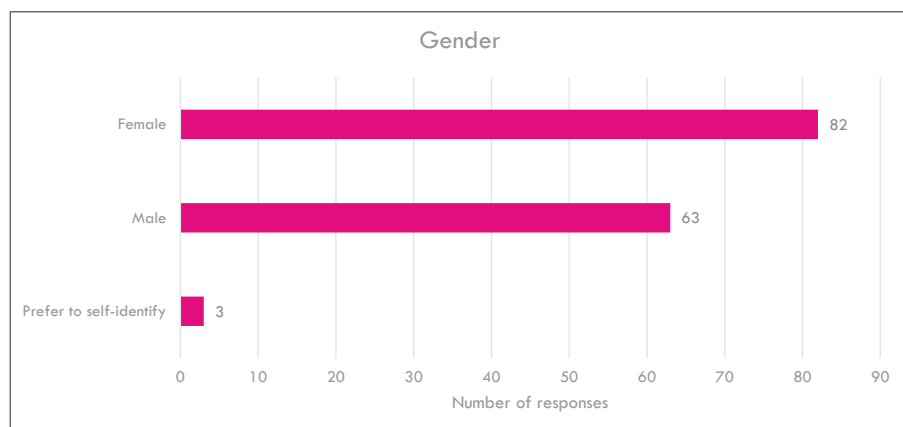
Participation Profile

Unfortunately demographic details were not submitted by all participants. Therefore, the participation profile has been generated based on the characteristics of those who completed hardcopy and online surveys.

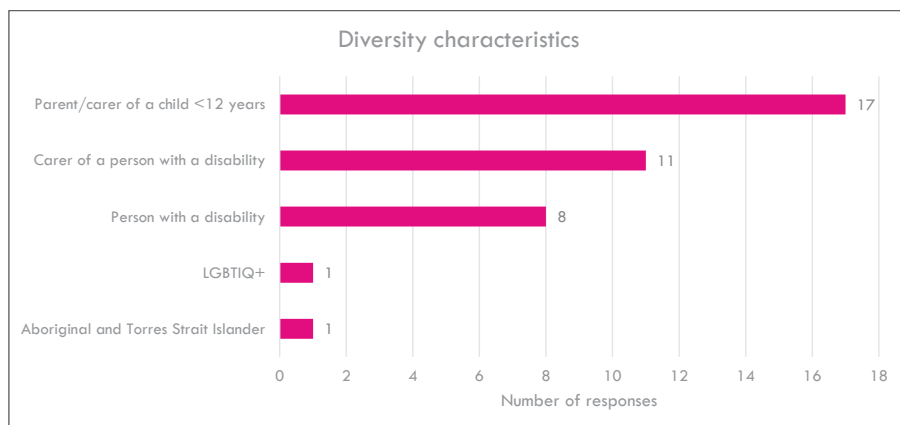
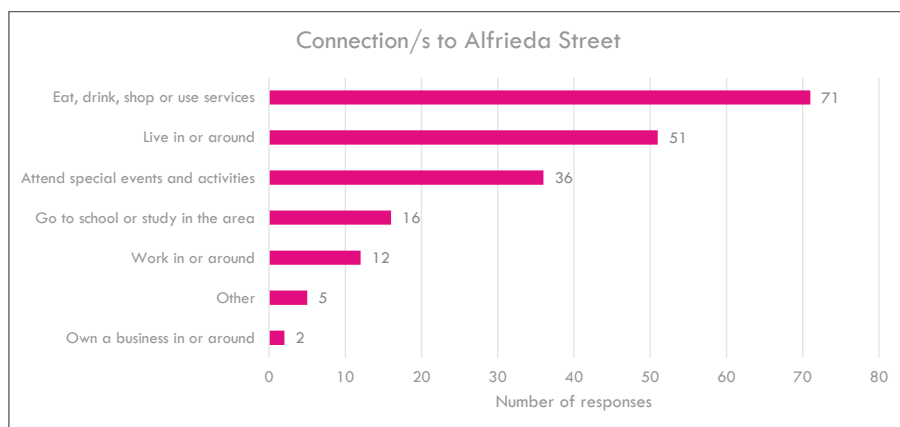
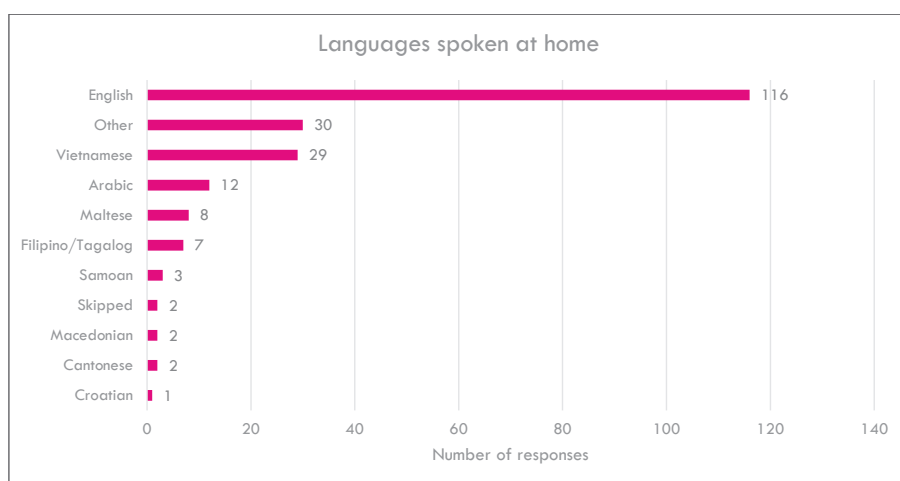
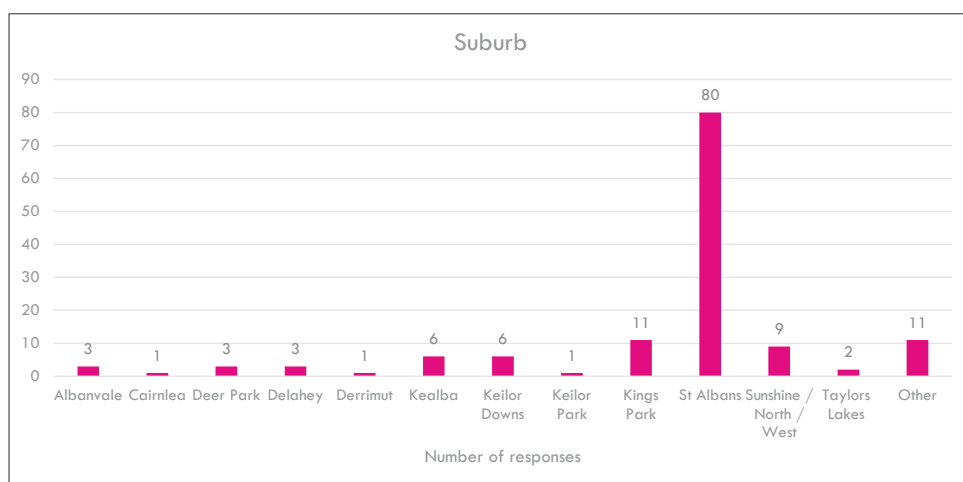
- The majority of respondents identify as female (55.4%)
- Respondents are from a variety of ages: all age grouping were represented with the exception of 20 to 24 years and persons aged 10 to 14 years were particularly engaged (24.3%).
- The majority of respondents live in St. Albans (58.4%): a further 33.6% of respondents reported living in suburbs within the Brimbank municipality
- The majority of survey respondents speak English at home (54.7%) and 13.7% speak Vietnamese
- 18.9% identified as a parent/carer of a child aged

under 12 years and 12.2% identified as a carer of a person with a disability. A small number of survey respondents identified as a person with a disability, LGBTIQ+ and Aboriginal and Torres Strait Islander.

- The majority of respondents have multiple connections to Alfrieda Street: the majority eat, drink, shop or use services in Alfrieda Street (78.9%) and live in or around Alfrieda Street (56.7%) and 40.0% attend special events and activities in Alfrieda Street
- The respondents were representatives multiple stakeholder groups, agencies, traders and schools.



Note: Online and hard copy surveys captured age using different groupings. Responses have been manually adjusted to reflect the actual participation profile



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 Communities' top priorities for future improvements.

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:

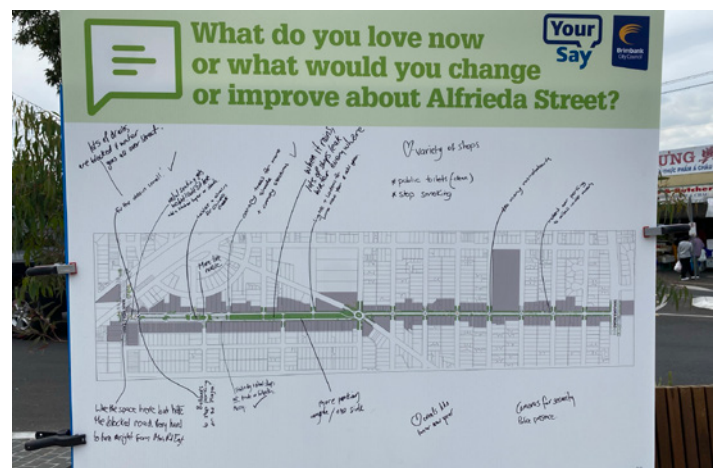
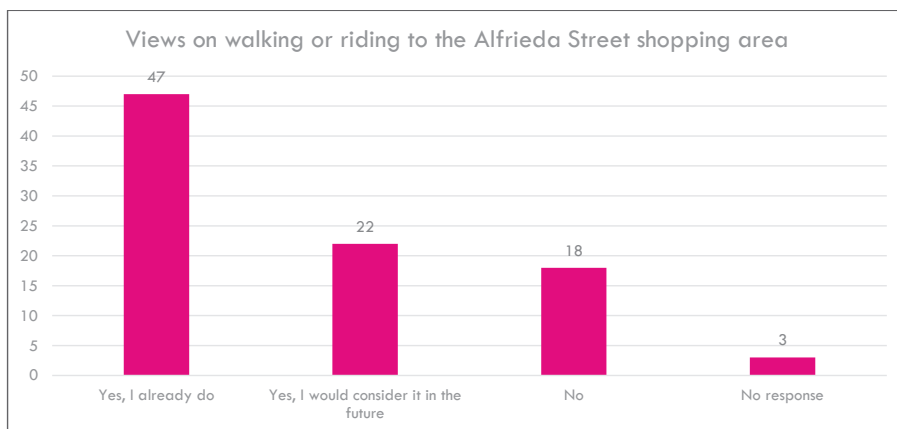
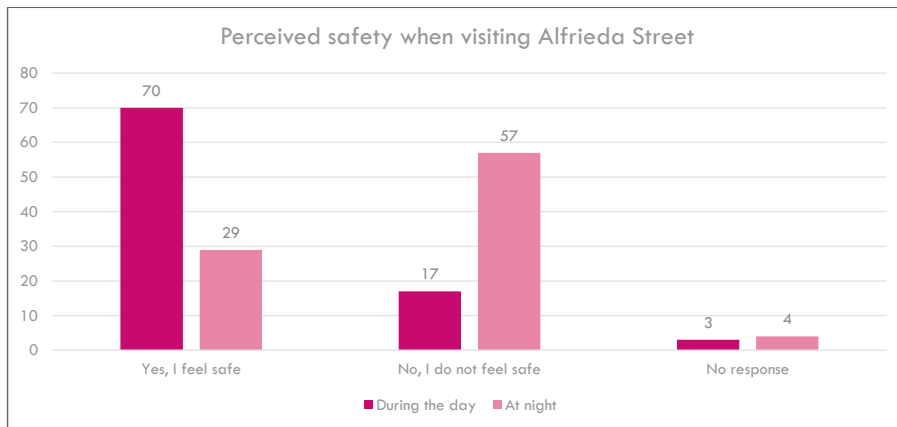
- Movement and accessibility, as well as traffic congestion and parking
- Safety, comfort and cleanliness
- Old and run down structures and lack of activation

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.

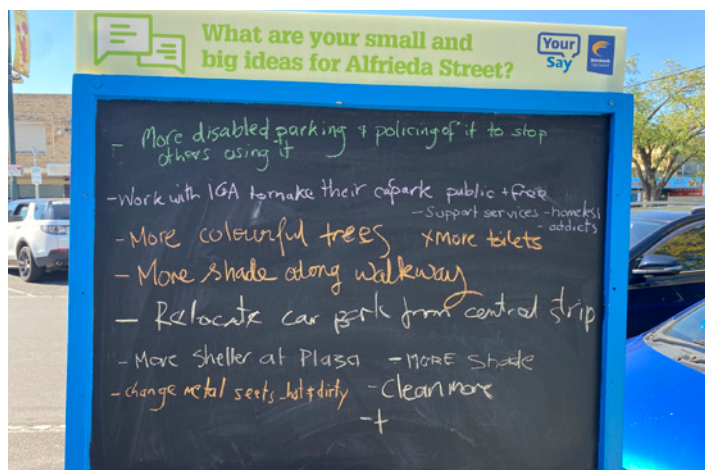
What community love about Alfrieda Street	Number of survey responses
Variety of retail, food and grocery options	77
Restaurants and dining options	27
Looks nice and has a busy, vibrant atmosphere	15
Nothing, not much, not a lot	15
Piano and red chairs, places to sit and relax	12
Library	12
Diverse people, 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 - Strengths and Challenges



Key Findings - Big and Small Ideas

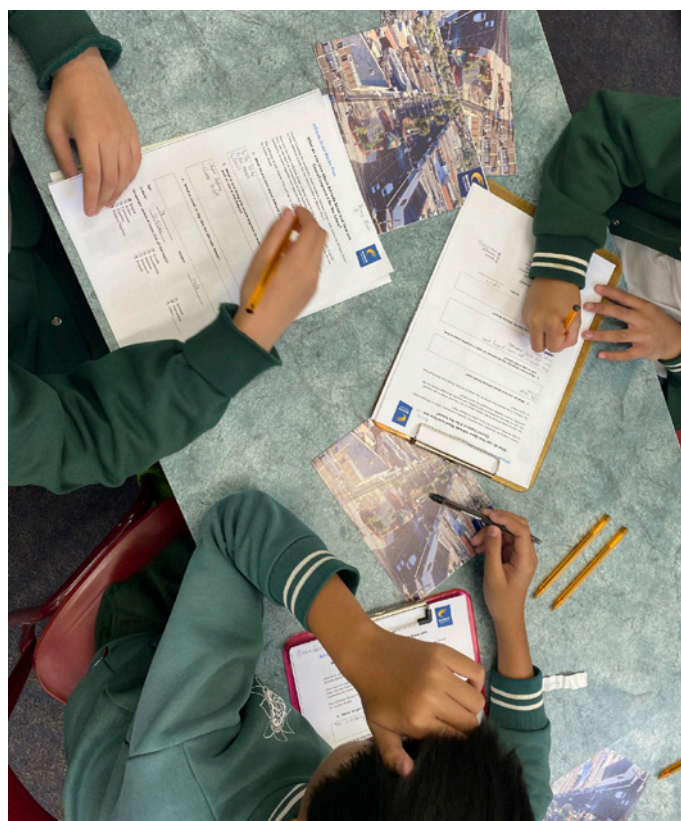
Participants provided their ideas for future design of Alfrieda street as well as the areas that need most improvements. Community suggestions are summarized in the following tables.



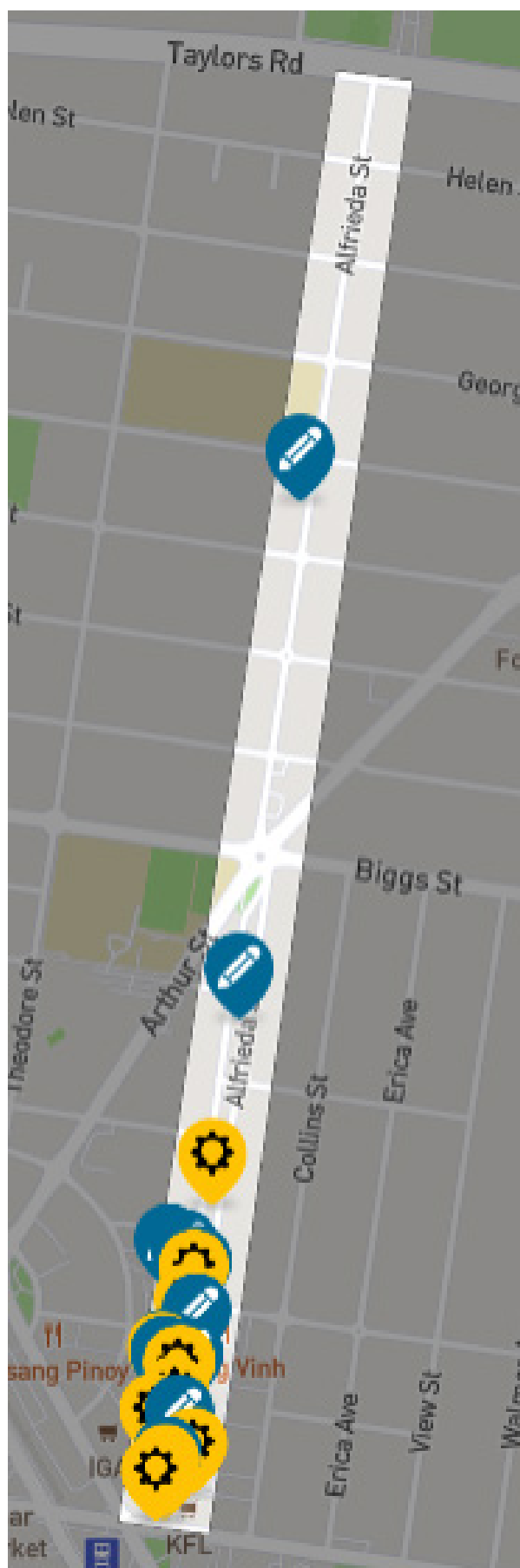
What community wants to see in the future design of Alfrieda Street	Number of survey responses
More recreation spaces such as a pool, playground and undercover spaces for young people	16
Better car parking arrangements, more parking for seniors and disabled spaces	14
Beautify the area, make it cleaner, 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 - Improvement Themes

What needs to be improved to make it easier to get around in future	Number of survey responses
Parking arrangements, better parking, free parking, more car parking spaces (around shops, services, train, community centre) including disabled parking spaces or build a new multi-level car park	24
Make it more pedestrian-friendly and safer. More pedestrian crossings, better pedestrian access or overhead crossing from railway station to Main Road/Alfrieda Street, overhead crossing, clear directions for zebra crossings, more alleyways, better designated walking paths	18
Improve traffic congestion, address double parking and illegal traffic movements	12
Reconsider the traffic flows. Review the traffic lights and junction (St Albans Road / E. Esplanade - Main Rd East - Main Rd West), consider making Alfrieda Street or surrounding streets one-way traffic flow, create more accessible streets connecting the area, remove parking from Alfrieda Street or move it further north of McIvor Avenue	9
Nothing or think it is pretty good at present	9
Less cars and less traffic	8
Make it more cycling-friendly. Create bike lanes on Alfrieda Street, bike path or bike tracks for better cycling connections	8
Trains and train station make it easier to get around	7
Improve the buses, better or more regular bus services or shuttle bus service	6
Fix, clean-up, widen and extend the footpaths for pedestrian movements	6
Community Centre	4
Remove trader displays, street vendors and beggars from footpaths	3
Better or more wayfinding signage, that is easy to understand	3
Provide open green space for people to relax and recreate and increase tree canopy	3
Clean up the area and streets, more police patrols, address the reputation of crime and drugs	2
Bike racks	2



What needs to be improved to make Alfrieda Street feel safer in future.	Number of survey responses
More police or PSOs or security, more police presence, active patrols, mobile police station	25
Better lighting in the areas around Alfrieda Street and more street lighting	23
Stop the crime, addicts, drug dealers, illegal footpath sales and criminal behaviours	18
Address unruly teens, gangs, people drinking alcohol in public, begging and anti-social behaviours	12
Help centre or support for homeless, disadvantaged and vulnerable people	9
Install CCTV, more security cameras, emergency button, particularly in parking areas or anywhere unsafe	8
Extend trading hours and have more activity and people around, particularly at night	8
Less traffic and cars, more pedestrian-friendly	3
Better environment, more inclusive culture	3
Better car park and secure parking	2



<https://yoursay.brimbank.vic.gov.au/alfrieda-st-master-plan>

Selwyn says:



06 March, 2021

Improve connectivity across main road east for pedestrians by installing a crossing point like the one at the Elizabeth and Flinders Street intersection.

Stephen McAteer says:



06 March, 2021

Remove all traffic and parking between Elaine and Main Rd. (Would need to figure out how to redirect traffic and provide alternate parking). Perhaps start by making it one way.

nmnp48 says:



05 April, 2021

Reduce car park spaces, widen footpaths and open up spaces for pop-up stalls on the weekends and special events.

Vincent says:



06 March, 2021

The IGA car park needs to be improved. I understand it's owned by IGA but the council can negotiate with them. Maybe put the carpark underground and turn the area into a community square

Key Findings - Most Important Features for Future Design

Participants showed support for all of the prescribed features, indicating all will be important for the future design of Alfrieda Street.

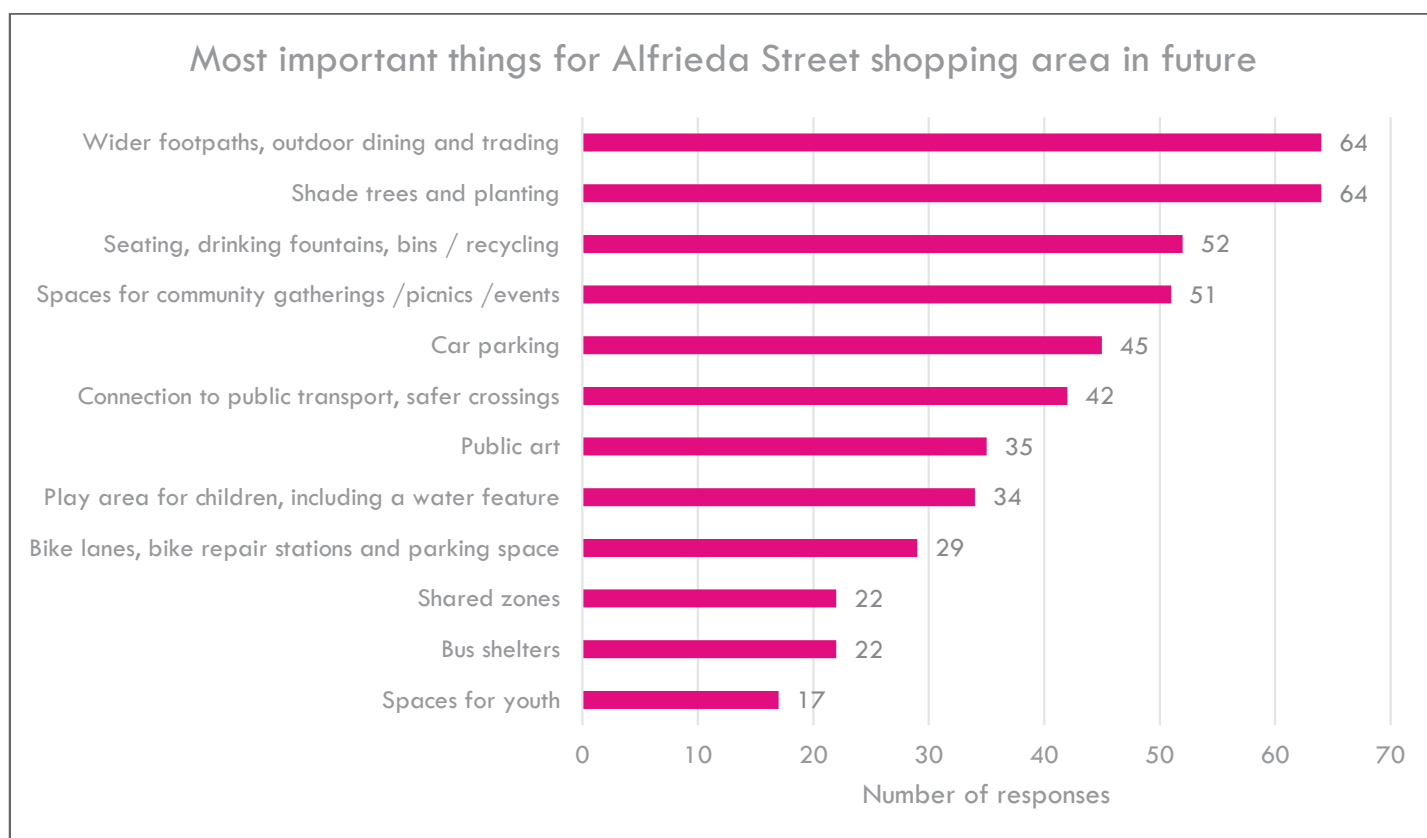
Top 5 features for the shopping area for survey participants (online and hard copy) in the order of importance are:

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

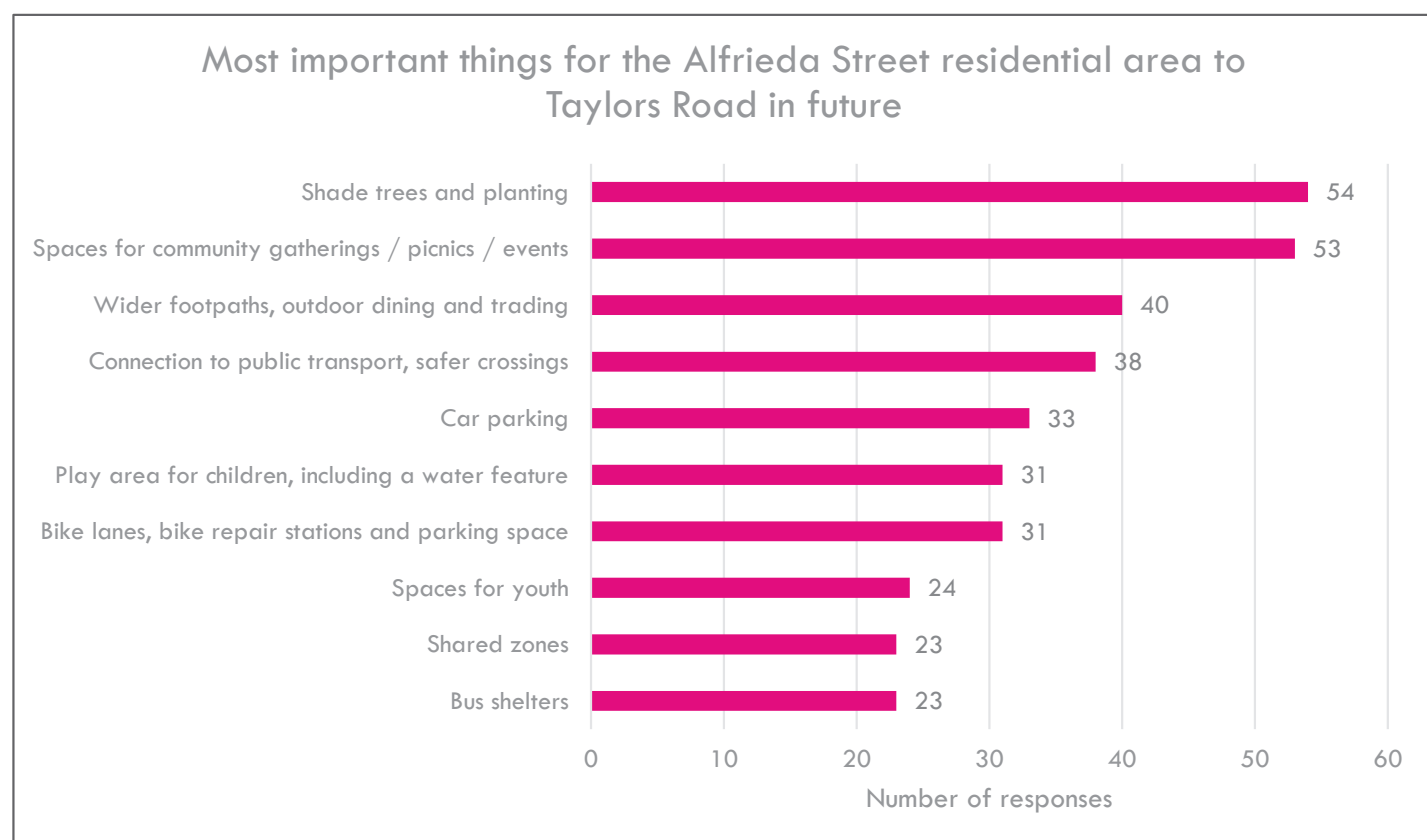
Top 5 features for residential area for survey participants (online and hard copy) in the order of importance are:

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





Online and hard copy survey results for shopping area



Online and hard copy survey results for residential area

Brimbank City Council

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