



Brimbank
City Council



Alfrieda Street Master Plan

– Background Report

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.



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Chapter 1: Strategic Context

This chapter provides a summary of Plan Melbourne, state government’s plan for the future of Melbourne growth, as an overarching guiding principle for future growth of St Albans.

Further to that, an overview of Council’s relevant plans, policies, and strategies are provided. Each document has been reviewed carefully and a short summary of the relevant sections which would inform The Master Plan have been outlined.

The summation and overview of strategic context provides a framework for Alfrieda Street Master Plan and ensure that the future design of the street will be aligned with State Government and Council’s visions and plans.

St Albans Major Activity Centre is part of Sunshine National Employment and Innovation Cluster in Plan Melbourne.



Figure 1: Proximity of St Albans to Melbourne CBD

Source: St Albans Activity Centre Precinct Structure Plan

Plan Melbourne, 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 and economically productive city
- To provide affordable housing closer to jobs and public transport

- To build a liveable city with high quality public spaces
- To create safe and welcoming neighbourhoods that support healthy lifestyle by prioritising walking, cycling and public transport
- 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.

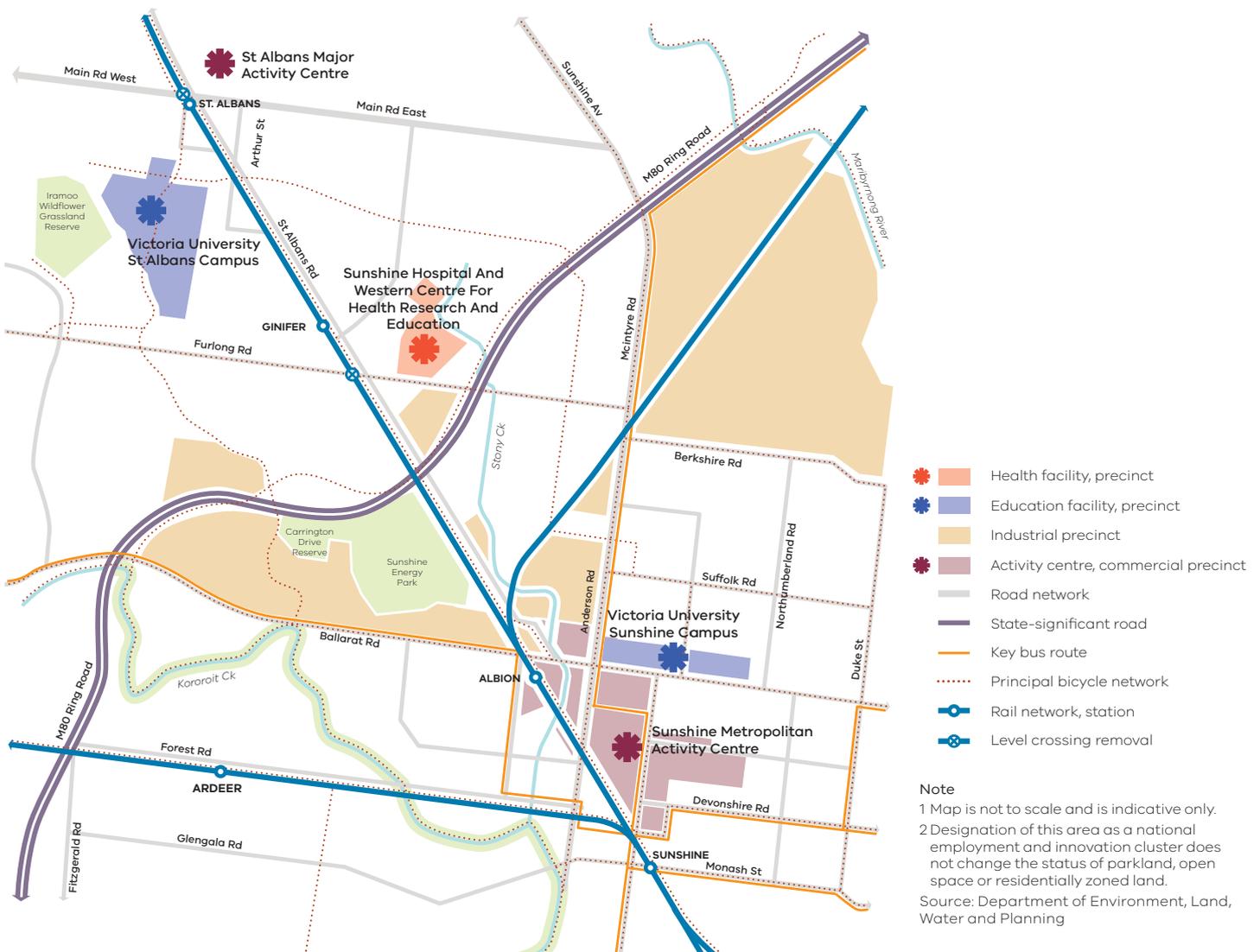


Figure 2: Sunshine National Employment and Innovation Cluster (Plan Melbourne, 2017-2050)

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 the fundamental to healthy, liveable city.

The benefits of Walkable Neighbourhoods are:

- Living within 800m of social infrastructure leads to higher levels of walking and cycling which increase self-reported wellbeing.
- Replacing 50% of short private-vehicle trips by walking, the Victorian economy could save approximately \$165 million a year in congestion, health, infrastructure and environmental cost.
- 15 minutes of walking a day, 5 days a week, the disease burden from physical inactivity would reduce by about 13%. Increasing to 30 minutes

of walk per day, the burden can be reduced by 26%.

- Walkable streets and community spaces promote social cohesion and interaction which enhance the sense of community and belonging.
- Greenery and well designed street features increase passive surveillance, which increases actual and perceived safety.
- Walkable neighbourhoods not only reduce transport costs by 50%, they increase incidental trading by up to 40%.
- Walkability and cyclability reduce driving pollutants by as much as 40% and CO2 emissions by 10%.

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

The Master Plan will use 20-minutes neighbourhood principles and finding of Sunshine West project to plan for a walkable and resilient neighbourhood in the heart of St Albans.

Features of a 20-minute neighbourhood

Plan Melbourne outlines the following features of a 20-minute neighbourhood. These are fundamental to creating liveable places



Figure 3: 20-minute neighbourhood features (20-minute Neighbourhood)



The Master Plan will support council vision for Brimabank:

"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:

- Improve opportunities for active transport and address traffic congestion
- Provide community facilities where people can connect & improve public realm
- Increase the tree canopy cover and greenery to support biodiversity and take action on climate change



This document outlines the vision for the municipality developed by the community. The Strategic Direction for Public Spaces would guide the Master Plan.

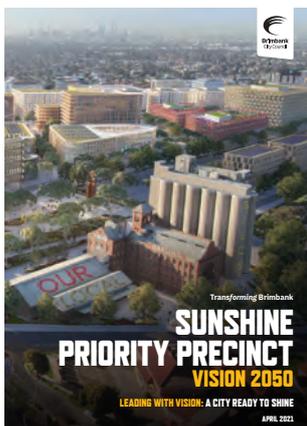
- **Community Aspiration in 2040:** Public Spaces and streetscapes showcase quality urban design. They are accessible to all and are clean and well maintained.



The Reconciliation Action Plan supports Council's vision for reconciliation, and embraces unity and respect between Aboriginal and Torres Strait Islander peoples and other Australians through three strategic direction of Relationship, Respect, and Opportunities.

The Master Plan will:

- Acknowledge and celebrate First Nations cultures, histories and rights
- Provide opportunities to enhance First Nations contribution and transferring cultural knowledge



This document identifies 15 visionary outcomes across Brimbank. The outcome related to the Master Plan is:

Thriving St Albans community:

- High quality pedestrian and cycling paths offer a great experience from the station, to and along Alfrieda St, and to/from the Market/ Bowery Theatre precinct.
- Significant arts and culture continues to be a key destination for visitors.
- Community spaces are welcoming and well connected.



In the Resilient Brimbank Framework, the growing and diverse community is inclusive, connected and is known for its strength and willingness to share with each other. This document highlights the importance of building resilient communities which are socially cohesive and connected.

Brimbank has areas of entrenched social and economic disadvantage which increase the community's vulnerability to shocks and stresses.

Great public spaces can soften the impact of shocks and stresses on community. Action Area "*Thrive: Significantly improve people's quality of life*" will drive The Master Plan.



"Brimbank's population is expected to increase to 206,753 by 2024, and has capacity to accommodate greater population growth through urban renewal in and around Brimbank's town centres."

The Master Plan guiding principles will be:

- **Place development:** A city with the right environment for business and investment. Council is making Brimbank a more vibrant and attractive place for business – a place where people want to do business, visit, shop, study, live and recreate. Through a place-based approach Brimbank is transforming its activity centres.



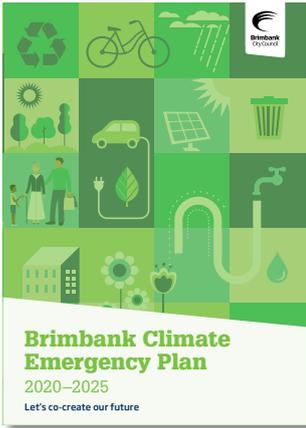
The vision for this document is for Brimbank to be a welcoming and diverse community where people feel safe, included and able to contribute and participate. Council has a key role in ensuring public places are safe, inviting and accessible to the community.

The main priority area that will guide The Master Plan is:

- **Safer streets and public spaces:** Public space improvements can play a large role in improving community confidence in public places. This leads to greater community use of public space; increase passive surveillance and as a result, less opportunity for crime to occur.



The aim of this document is to ensure Brimbank is a great place for our children to grow up. The focus is to improve health and wellbeing of children and families to make them feel that Brimbank is a safe and nurturing place. Involving children and their families to shape and design their physical environment will result in the design of better and safer public spaces. The children will be the environmental ambassadors. The Master Plan will focus in enhancing active travel options that create safe routes for children to travel to school as well as providing incidental play opportunities.



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

Resilient Rebuild Key Concepts

- 20 minute city: enabling people to get most of what they need locally
- Intelligent urban design that integrates our heritage

Green and Cool Key Target:

- Increase the extent and condition of natural habitat across the municipality



This strategy outlines the need to obtain 30% canopy cover to reduce urban heat island effects by 2046.

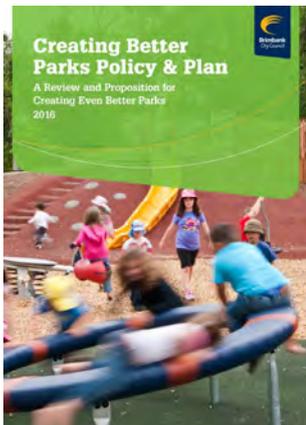
The issues and opportunities identified for St Albans that will inform the Master Plan are:

- Maximise carbon sequestration through green infrastructure
- Decrease the amount of impervious surfaces to reduce urban heat island effects
- Improve water quality through the use of water sensitive urban design



The Brimbank Tree Policy aims to assist in increasing the canopy cover from 8.5% (2018) to 30% in streets and 50% in parks and open spaces by 2046. It provides clear directions for the planting, management and maintenance of trees on public as well as private land across Brimbank.

The Master Plan will be aligned with the Brimbank Tree Policy vision to create a cool, green, healthy and resilient municipality through an extensive urban forest.

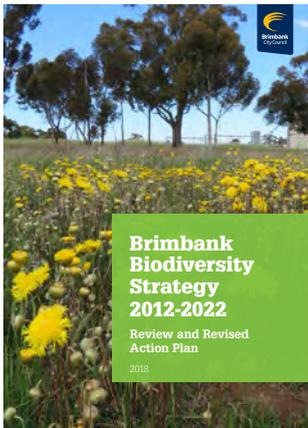


An open space hierarchy is used to guide the use, development standard and level of management for parks across the Municipality. Unfortunately, high quality green open spaces are very limited in St Albans. Alfrieda Street has the potential to provide a high quality linear park and the principles of Creating Better Parks will inform the Master Plan.



The goals of this plan are to have a connected habitat network for native fauna to have genetically diverse communities and connect the community to nature. It outlines the need to increase connectivity and decrease further fragmentation concurrently; 'increase connectivity' means action we take to repair landscape function and structure, and 'decrease further fragmentation' means designers of developments and infrastructure account for how their structures might impede natural processes.

Alfreda Street will contribute to Brimbank Corridor which covers the entire municipality and utilises open spaces, backyards, scattered trees and shrubs and isolated areas of habitat.



This strategy set a vision on how 'to protect existing biodiversity and increase the diversity and sustainability of fauna habitat and remnant vegetation, through best practices available in biodiversity protection, adaptive management techniques and increased connectivity of biodiversity whilst encouraging community awareness, engagement and acceptance of Brimbank's natural environment'.

It outlines the need for sensitive urban design which incorporates natural habitats within our cities to support wildlife conservation and to improve human health and well-being. Alfreda Street provides an opportunity to connect scattered habitat patches and to engage with the local community on the importance of biodiversity.



The vision of this strategy is to transform Brimbank into a water sensitive city with healthy waterways which are resilient, productive, liveable, and connected.

It outlines the need for reducing the reliance on potable water for irrigation, diversifying water supplies, incorporate Water Sensitive Urban Design (WSUD) as a standard component of town centre upgrades.

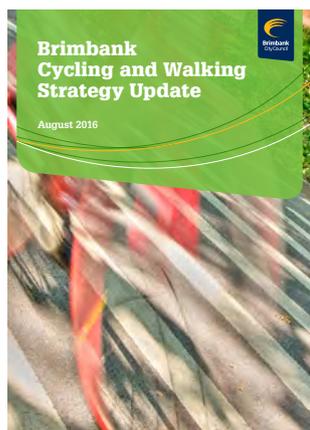
Alfreda Street will have an Integrated Water Management System to capture and reuse surface runoff and reduce the need of using potable water.



This strategy vision is to create a city that is adaptive and resilient to changes in short and long term climatic conditions.

It outlines the need to reduce greenhouse emissions and how this can be done through prioritisation of public and active transport modes and to support the uptake of electric vehicles and associated infrastructure.

Alfreda street will be aligned with this vision by prioritising pedestrians, cyclist and public transport.



This strategy aims to make cycling and walking more attractive throughout the municipality. It outlines the need to create well-integrated strategic network which are corridors developed to improve cycling to and around major activity centres in the municipality.

The Master Plan will be aligned the key vision of this strategy which is the '20 minute neighbourhood'. A neighbourhood structure that provides access to shops, services, schools and public transport at a local level via well connected cycling and walking paths.



This paper outlines the following road safety statistics in Brimbank which point to the need to improve pedestrian safety and increase the walkability of our streets:

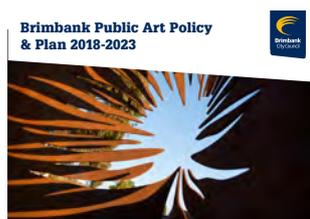
- Between 2015 and 2019, a total of 30 people were killed and a further 487 people were seriously injured while travelling on the road network in Brimbank. Out of the 30 fatalities, 40% were pedestrians and cyclists, despite only accounting for 12.9% of trips within the municipality (Department of Transport, 2020).
- Brimbank suffers from significantly higher rates of Type 2 diabetes and heart diseases when compared to the rest of metropolitan Melbourne.
- Brimbank suffers from lower perceptions of safety when compared to Greater Melbourne. Significantly, women were much more likely to feel unsafe walking alone during night time compared to men.



The Cultural Strategy vision sets Brimbank as a city where artists and the community come together to boldly create a connected, vibrant and creative community.

The following actions will inform the Master Plan:

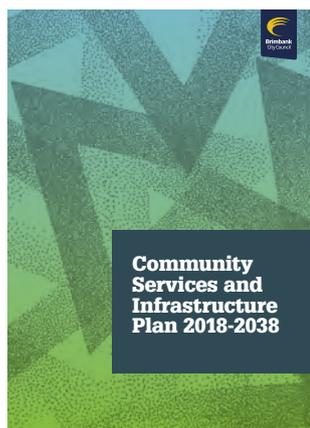
- Promote local artists within Council for potential roles on arts, landscape & streetscape design & other projects.
- Explore appropriate public art and community development projects across Council and work with Urban Design Department to include art design as a component of project management.



The Public Art Policy vision is to enhance public spaces with a diversity of contemporary art forms which encourage reflection on unique heritage, neighbourhoods, and aspirations of the communities.

The statement that aligns with The Master Plan is:

- Public Art will enhance the quality of the public realm, including parks, streets and public open spaces. It contribute to the creation of safe and enjoyable spaces. It creates landmarks for orientation, destination features for gathering, and gateways for civic places.



This plan provides Council with guiding principles and commitments for planning and delivering community services and infrastructure in Brimbank.

The two relevant guiding principles are:

- **Social Justice:** Distributing facilities equitably to address diverse needs
- **Sustainability:** Ensuring maximum and efficient use of community facilities, as well as recognising access and equity by ensuring infrastructure is within close proximity to public transport.

Of particular relevance to the master plan is the proposed upgrade of the St Albans Library which is located on Alfrieda Street.



The two main principle of Brimbank Activity Centre Strategy which are relevant to the Master Plan are:

Principle 2: Activity Centres should be attractive, safe and a focus for the surrounding neighbourhood and community life.

Principle 5: Activity Centres should be accessible, integrated, street based centres that are connected by multiple modes of transport

St Albans Activity centre identified issues and opportunities also will be considered in developing the Master Plan:

- Fragmented centre due to the size and physical barriers such as the railway and major roads
- Localised improvements which doesn't extend across the whole centre.
- Increased pressure on car parking which highlights the need to implement a strategic approach to the provision of car parking and management.
- The poor appearance of buildings and public places reinforce the negative image in relation to safety and security



The parking strategy responds to the diverse needs of the Brimbank community. It enhances connectivity across a wide range of transport modes, encourages a sustainable and healthy environment and improves streetscapes and public amenities. The strategy recognises the important role that car parking plays in providing opportunities for accessibility and connectivity. It also supports the development of a more multi-modal transport system that provides affordable access and reduces transport disadvantage.

The strategy recognises the St Albans Structure Plan's aim to reduce the impact of traffic and car parking on the street environment through consolidated public parking structures, and expansion of pedestrian space on Alfrieda Street and Victoria Crescent.

The Master Plan draws on the parking strategy vision that Parking in Brimbank is managed to improve economic vitality, urban amenity and to support sustainable transport choices through parking options that balance the requirements of residents, special user groups, visitors, business and commuters.



Chapter 2: Existing Plans Overview

This chapter provides a snapshot of existing and future plans specific to St Albans and Alfrieda Street surrounding areas.

In recent years, Council in conjunction with State Government and other authorities has been upgrading the public realm in and around Alfrieda Street.

It is beneficial for the Master Plan to be aware of the works completed to date and any planned works around the site. This information will help guide the design of the Master Plan and will ensure that adequate consideration has been placed in developing the Master Plan.

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.

New community services and facilities will improve the look and feel of the activity centre. Moreover, The activity centre provides variety of opportunities for employment, recreation and entertainment.

The activity Centre is divided into five key precincts with clear objectives and strategies for the future development. These sites are as follows:

- **SP01:** Residential Precincts
- **SP02:** Main Road/Station Precinct
- **SP03:** McKechnie/Kruger Precinct
- **SP04:** Errington Precinct
- **SP05:** Alfreida / Victoria Crescent Precinct

The Precinct Structure Plan recommends preferred building heights between three and seven storeys.

The built form key strategies relevant to The Master Plan are:

- Increase density and activity along the main streets of the activity area, such as Alfreida Street, Main Road East, Main Road West and Victoria Crescent to accommodate expanded retail facilities, office space and residential accommodation.
- Promote higher densities as ‘anchor developments’ to mark the gateways into the activity area, such as the St Albans Market site on St Albans Road and the entries to the activity area on Main Road East and West
- Encourage infill development on surface car park sites to reconnect and enhance the character of the activity area
- Retain human scale frontages to key streets and spaces

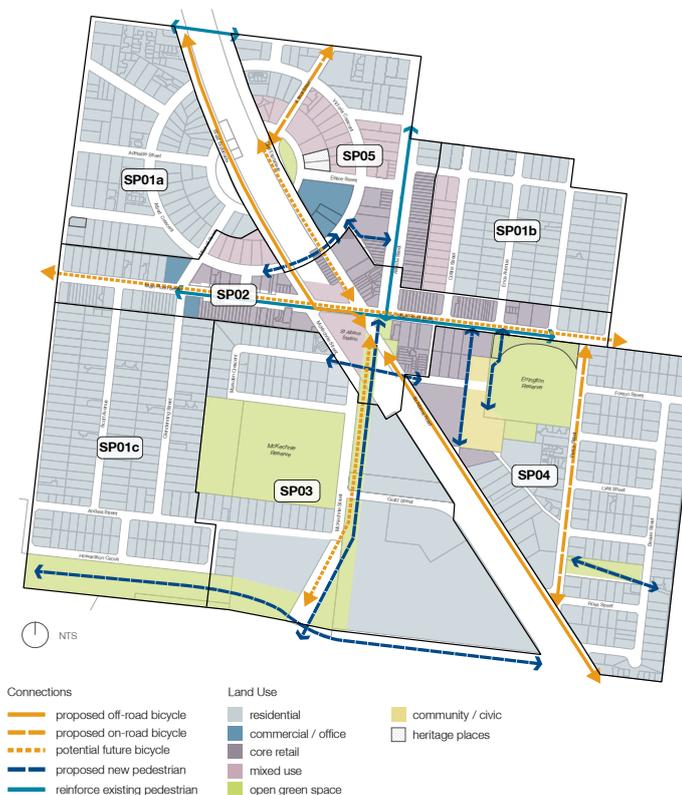


Figure 4: Development Framework Plan (St Albans Activity Centre Structure Plan, 2015)

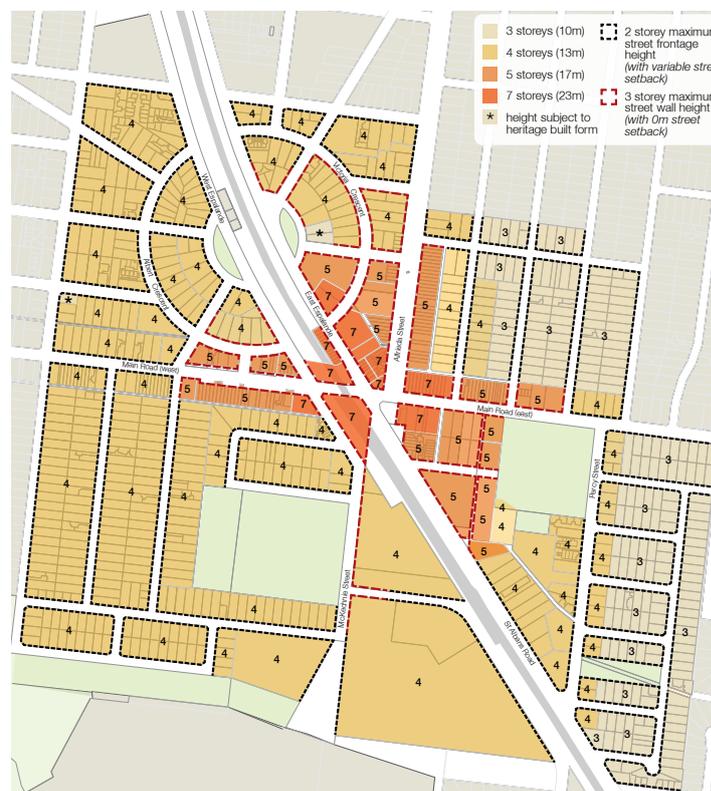


Figure 5: Preferred Height Envelopes (St Albans Activity Centre Structure Plan, 2015)

Although there are opportunities to provide for ‘shop top’ housing along Alfrieda Street, enterprise, retail and business are considered the main activities and land use for Alfrieda Street.

Retail development should continue to be integrated along the established shopping streets of Alfrieda Street and Main Road East. Office development should be predominantly focused within the Alfrieda/Victoria Crescent Precinct to create a commercial hub within the activity area and direct traffic associated with this use away from the main shopping strips of Alfrieda Street and Main Road.

The Structure Plan recommendations for Alfrieda 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.

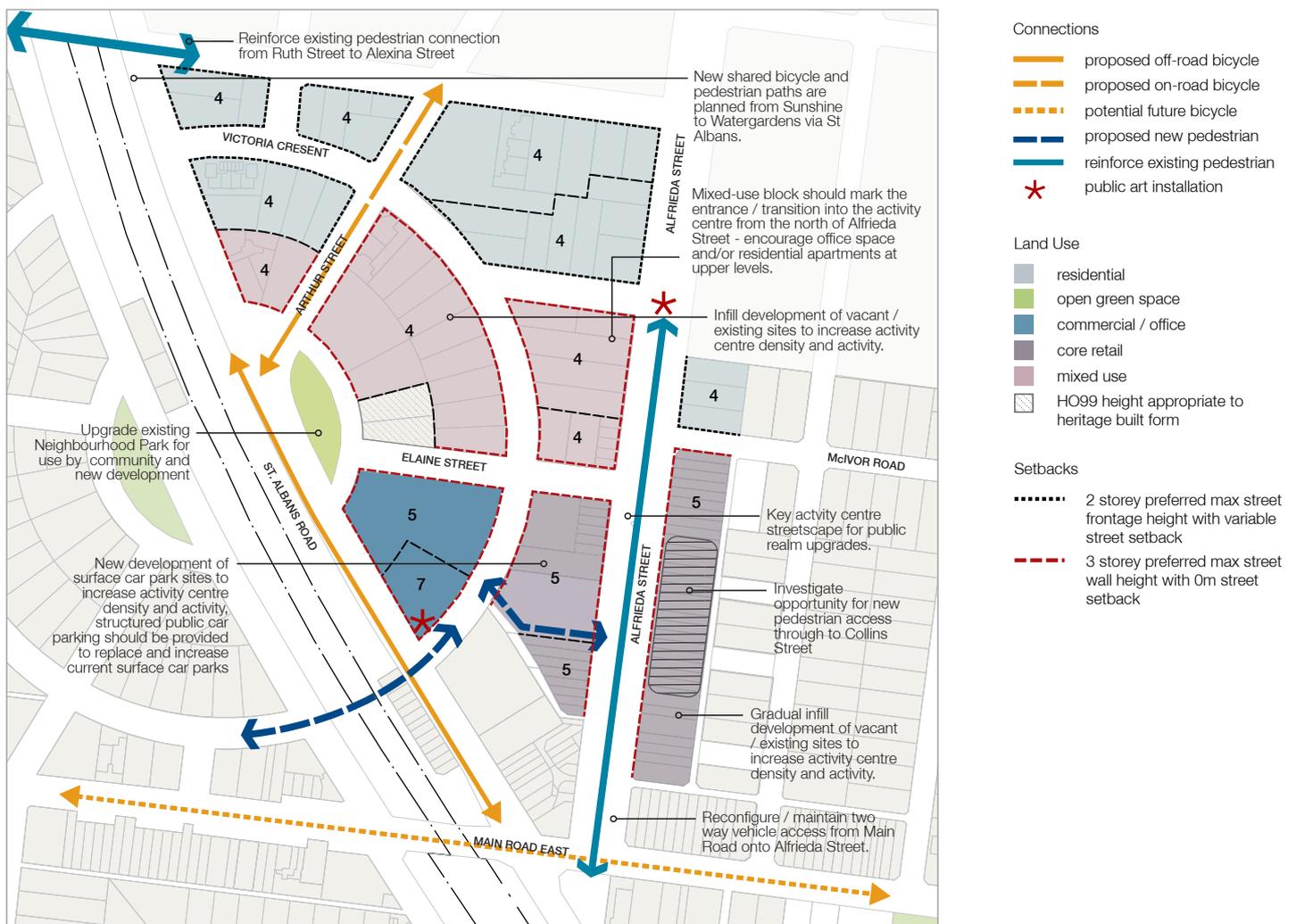


Figure 6: Precinct 05, Alfrieda/ Victoria crescent Precinct (St Albans Activity Centre Structure Plan, 2015)

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 to undertake temporary place-making projects to activate the Pop-Up-Park prior and during its transformation to Alfrieda St Plaza. Note that Alfrieda Street Plaza has been constructed as part of major projects in 2019.

- 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 help 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, Places 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 STACC and the core of the Centre, including activation of open spaces and performances festivals and events.

Collins Street Car Park Concept Plan (2019)

Council has developed a car park concept plan for Collins street which provides a total of 180 car park spaces.

There is currently ground level car parks on number 21-23 McIvor Street and number 3, 11 and 17 Collins Street.

Since 2019, Council has been actively purchasing properties in Collins Street for construction of ground level car parking. The proposed car park will be rolled out in stages as the land becomes available.

Currently, there are 109 car park spaces in Collins Street. The proposed design will provide a total of 200 car parks.

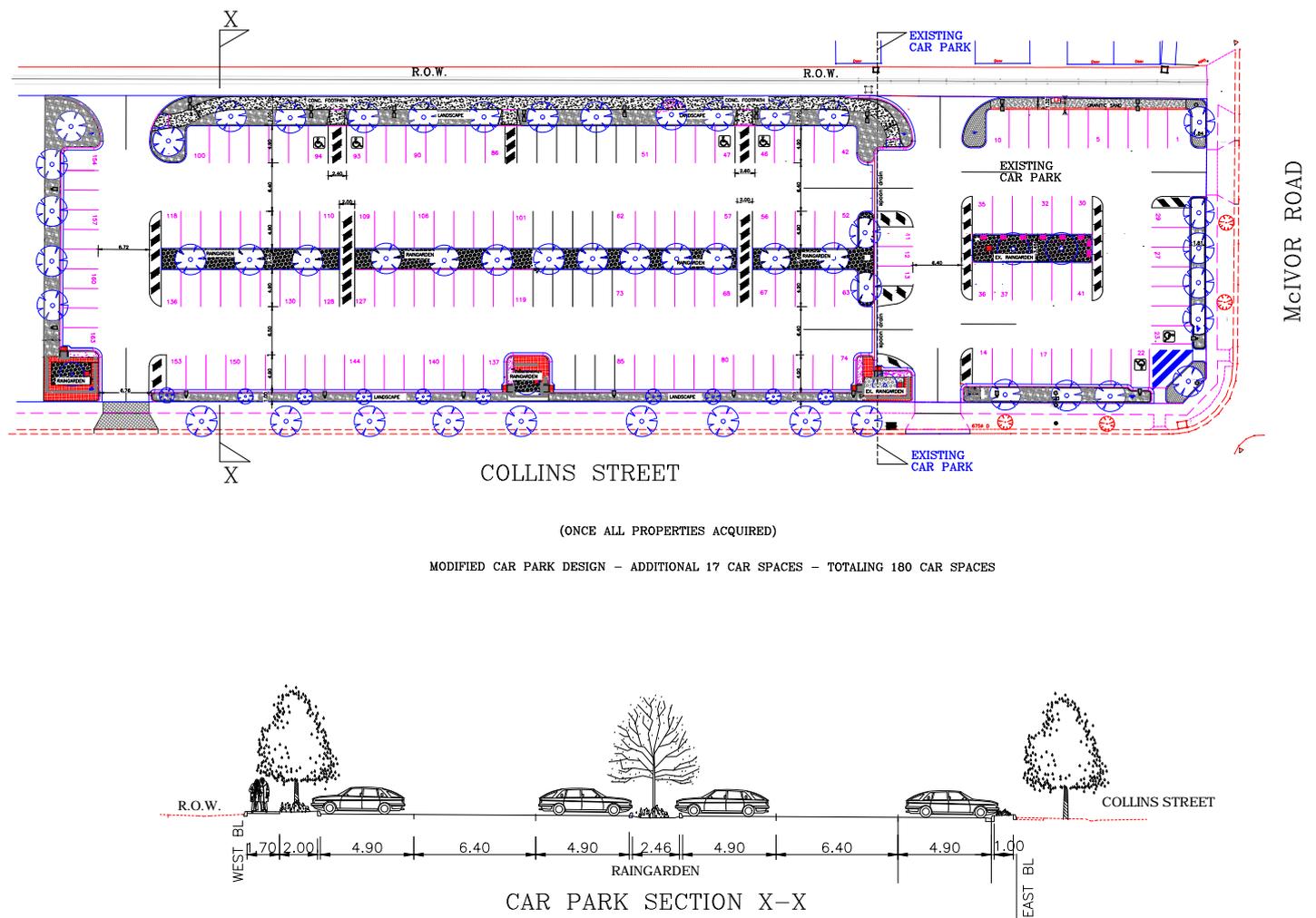


Figure 7: 9-21 Collins Street St Albans Car Park Concept Plan (2019)

St Albans Library and Deer Park Library Preliminary Study (2020)

The St Albans library is expected to transform the local neighbourhood and become a catalyst for social integration and community service provision. The new library will be part of a hub with additional community functions that are still being investigated.

Eight potential sites for redevelopment of the library were studied as part of the preliminary study report. The current site with addition of 16 Victoria Crescent car park was identified as the preferred site for redevelopment of the new library.

The preliminary study suggests for the new library to have a strong connection with the outdoor.

The Master Plan will consider the opportunities to create usable outdoor space at the front of the library. The existing under utilised space in front of the library can be transformed into a forecourt providing additional outdoor space for library visitors.



Figure 8: St Albans Library & Deer Park Library Preliminary Study (2020)

The focus of the Brimbank Oasis concept is to maximise urban greening and urban cooling outcomes as an adaptive and proactive response to climate change. Since Brimbank is one of the hottest and driest municipalities in metropolitan Melbourne, responding to urban heat island issue is critical.

The greening and cooling is to be achieved by supporting healthy vegetation and canopy trees by supplying sustainable water sources such as stormwater and rainwater. Use of these resources substitutes for the use of potable water and reduces stormwater flows and pollution to receiving waterways.

The Brimbank Oasis concept is an urban heat mitigation approach specifically supported as a recommendation and action within Council’s Revised Brimbank Sustainable Water Management Strategy 2013-2023: Transitioning to a water sensitive city

(September 2018). The other key strategic document that has guided this report is Council’s Keilor Downs Urban Design Framework (2018).

Two Schemes were investigated in this study:

Scheme 1 – Harvesting rainwater from the Brimbank Aquatic and Wellness Hub roof and recycling pool backwash, with appropriate water treatment for use in the pool top up and toilet flushing.

Scheme 2 – ‘Option 2a’: Stormwater harvesting from the Melbourne Water Kealba drain and local Keilor Downs Activity Centre (KDAC) council drains to meet a ‘moderate demand’ of the KDAC and surrounding area. Irrigation of planting areas in Alfrieda Street is one of recommended uses of the harvested water.

The Master Plan will consider this recommendation and the future works in that area to ensure the harvested water is being used appropriately.

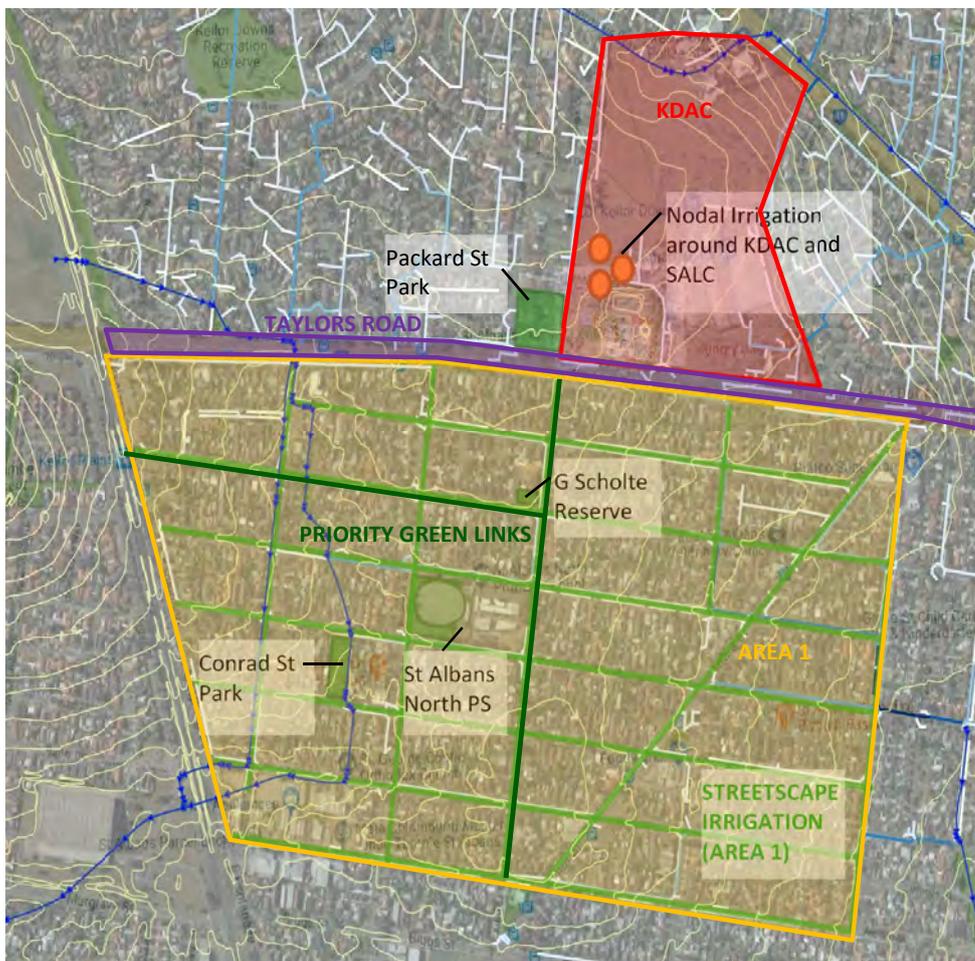


Figure 9: Opportunities for Green Space Irrigation with Stormwater Harvested from Kealba Drain



Chapter 3: Site History

This chapter summaries the site history. This summary includes site Natural History, First Nation People's History and Post Colonisation.

The Natural History looks at site original (pre 1750) ecological vegetation community to understand how the future Master Plan can response to the loss of biodiversity and habitat and aim to bring back some of the ecological qualities. It also looks at the site geology which can inform the future design material palette and form generations.

The First Nation People's history acknowledges the traditional owners of the site, their stories and the ways they used to connect to the site.

Finally, the post colonisation history looks at the major social and physical changes over time, and tries to draw on site strengths and highlights the site historic qualities.

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.

Pre-1750 EVC mapping is a model of the assumed pre-European settlement vegetation types of Victoria and is used to understand the original ecological qualities of an area. Alfrieda Street used to be covered by EVC-132 Plains Grasslands. Plains Grassland Vegetation Community is home to many endangered native flora and fauna such as the Golden Sun Moth,

Blue Banded Bee and Striped Legless Lizard.

Although they are usually referred to as ‘grasslands’ of the Victorian Volcanic Plains, they are by character flowerlands or herblands, because in spring and summer, in their original condition, they would have been carpeted with wildflowers of many colours stretching for miles across the plains.

Some of the fragmented grasslands are scattered in close proximity of Alfrieda Street. It is important for the future design to respond to habitat losses and consider creating connectivity corridors for suitable, targeted fauna species.



Figure 10: Protected Native Vegetation and Grasslands Around Study Area Shown in Dark Green

West Victorian Volcanic Plains features are common in the Brimbank Municipality.

The volcanic plains are characterised by a flat to undulating basaltic plain scattered with features including stony rises, old lava flows, numerous volcanic cones and old eruption points which together create a unique visual landscape.

West Victorian Volcanic Plains are places of big skies, long views with volcanic rises that punctuate

the horizon. The area is dotted with many beautiful lakes and wetlands that are generally broad and shallow and may contain either saline, brackish or fresh water.

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.



Image Credit: Volcano Dreaming - POBBLEBONK Exhibition

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.

The north of Brimbank lies within the area occupied by the Kurung-Jang-Balluk and Marin-Balluk clans of the Wurundjeri people also known as the Woiwurrung language group, who form part of the larger Kulin Nation. Other groups who occupied the land in the area include the Yalukit-Willam and Marpeang-Bulluk clans.

The Wurundjeri People take their name from the Woiwurrung language word 'Wurun' meaning the Manna Gum (*Eucalyptus viminalis*) which is common along 'Birrarrung' (Yarra River), and 'djeri', the grub which is found in or near the tree.

The Bunurong people also known as the Boonwurrung language group, who form part of the larger Kulin Nation.

The way Aboriginal People lived before colonisation is very different to the way they lived after colonisation.

Aboriginal groups chose campsites close to rivers and creeks, traditionally used as travelling routes and sources of food. Canoes were made from bark, carefully removed from trees with a tomahawk and pole. Bark was also used to build shields, containers and temporary shelters. A number of trees in the area still bear marks from bark removal by Aboriginal People.

Fish and eels were a large component of the Aboriginal diet, caught with spears and sophisticated traps made from woven plant fibres and stones. Other commonly hunted animals include kangaroos, possums, bandicoots, wombats, koalas and birds. The tuber of the yam daisy was a staple for Aboriginal People. This plant was found in abundance on grassy plains and the banks of creeks and rivers.

With the onset of European settlement in the 1830s, the clans caring for the land in this area quickly disintegrated.

While the pre-contact population of the Kurung-Jang-Balluk and Marin-Balluk clans is unknown, estimates by Europeans indicate that the population of Aboriginal People in the region declined by 50 per cent in the first four years of European settlement, 1835–1839.

This decline was largely due to:

- Aboriginal People's alienation from traditional hunting grounds
- The degradation of the area's natural resources
- Diseases such as small pox, measles and influenza brought in by Europeans
- Violent conflict with the region's new settlers - Europeans.

As a result of this dramatic decline in the area's Indigenous population, few Aboriginal accounts of the region's past exist. Also, little is known about the specific history of the clans who occupied the area before European settlement.

Therefore, most information about Brimbank's Indigenous landowners is derived from the accounts of the Europeans who first settled in the area.

A total of 440 registered Aboriginal archaeological sites exist within this area with the oldest artefacts found to be over 30,000 years old.

Discovered artefacts include bone remnants, ochre, charcoal and hearth stones. A small number of formal tools were also found, including blades and scrapers. Skeletal remains over 6,500 years old from a gravesite were found in Green Gully.

In addition to numerous stone and bone artefacts, scarred trees and silcrete quarry sites have been found along the Maribyrnong River, Taylors Creek and Steele Creek.

The large number of artefacts and significant sites found within this municipality highlights the area's

The First Nation History

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.



Post Colonisation 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.

Post World War 2 European migrant settled around Sunshine and St Albans due to availability of jobs in industries and cheap land.

In 1880s, Melbourne boomed and the bluestone quarries around the area were the leading source of stone.

The opening of the St Albans railway station in 1887 encouraged the settlement and establishment of St

Albans township.

The opening of Western Institute in 1986 in St Albans was an important development in the educational history of Brimbank 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.



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

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.

The original plan, which today encompasses the St.Albans Activity Centre is very unique in suburban Melbourne. Percy Oakden, a well-known Melbourne architect, designed the plan for the new township. It consists of a perfect circle with two inner circles, divided by the railway line and is central to many symmetrically-radiating residential streets.

Padley, the chairman of the banking company intended to encourage professional people to settle at St.Albans, and travel to the City by train each day.

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

Although, many features of early European settlements of the area are now disappeared, St Albans is still a destination for new migrants. Many community groups are still integral part of the community and the arts and culture is one of the features of the area.

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

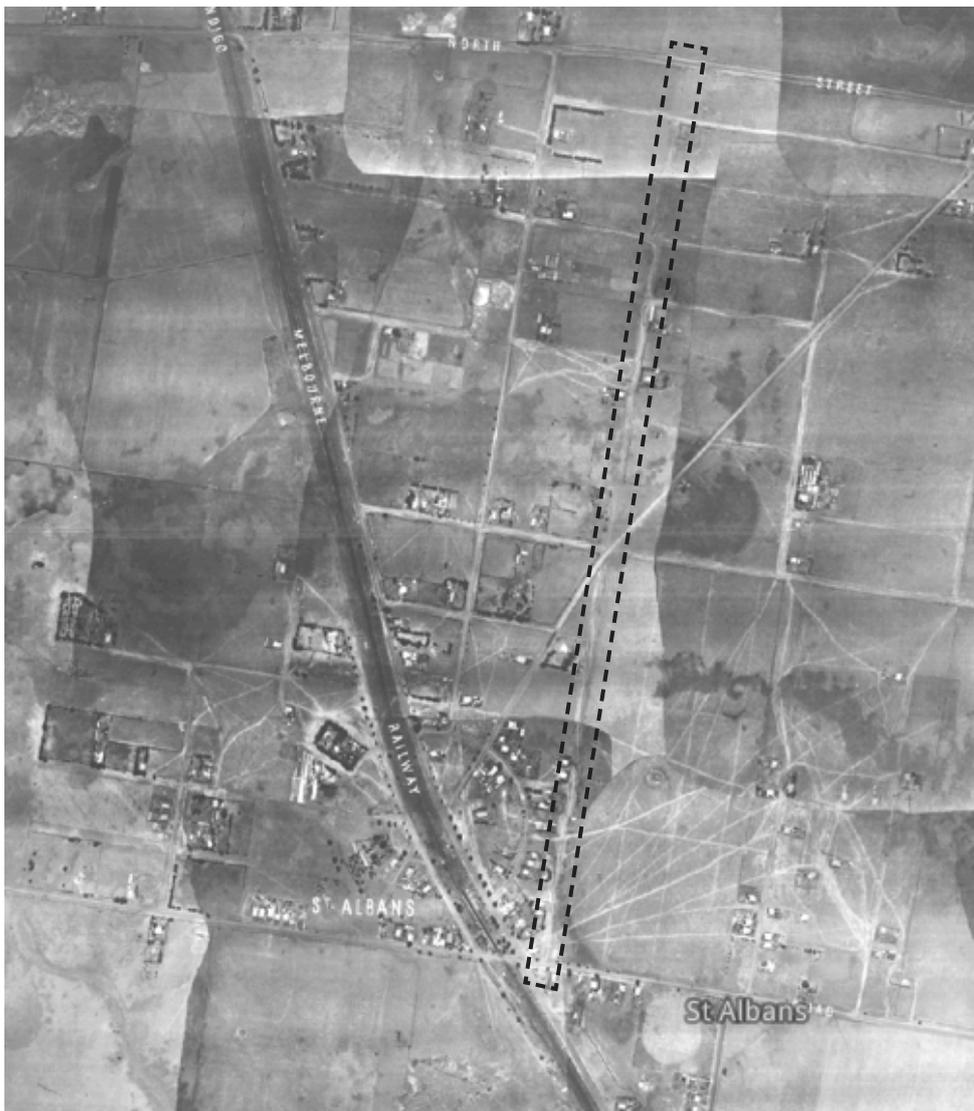


Figure 11: St Albans 1945

Source: Brimbank City Council, Post-contact Cultural Heritage Study, Volume 1, Environmental History, 2000 by Olwen Ford & Gary Vines Melbourne's Living Museum of the West in association with Graeme Butler & Associates & Francine Gilfedder & Associates



Chapter 4: Socio-Demographic & Health Context

The suburb of St Albans is located at the heart of City of Brimbank, divided between two wards of Horseshoebend and Grassland, 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 Horseshoebend Ward.

This chapter takes a closer look at the socio-demographic of St Albans in comparison to Brimbank Municipality and provides a snapshot of the St Albans community's story.

In addition to socio-demographic status, Brimbank Atlas of Health and Education Second Edition (2019) was used to map community health and wellbeing status. In this report Brimbank municipality was divided into the Population Health Areas (PHA). Although, PHA boundaries are slightly different than the suburb boundaries, the information is still relevant to understand the health and wellbeing status of the community within the study area.

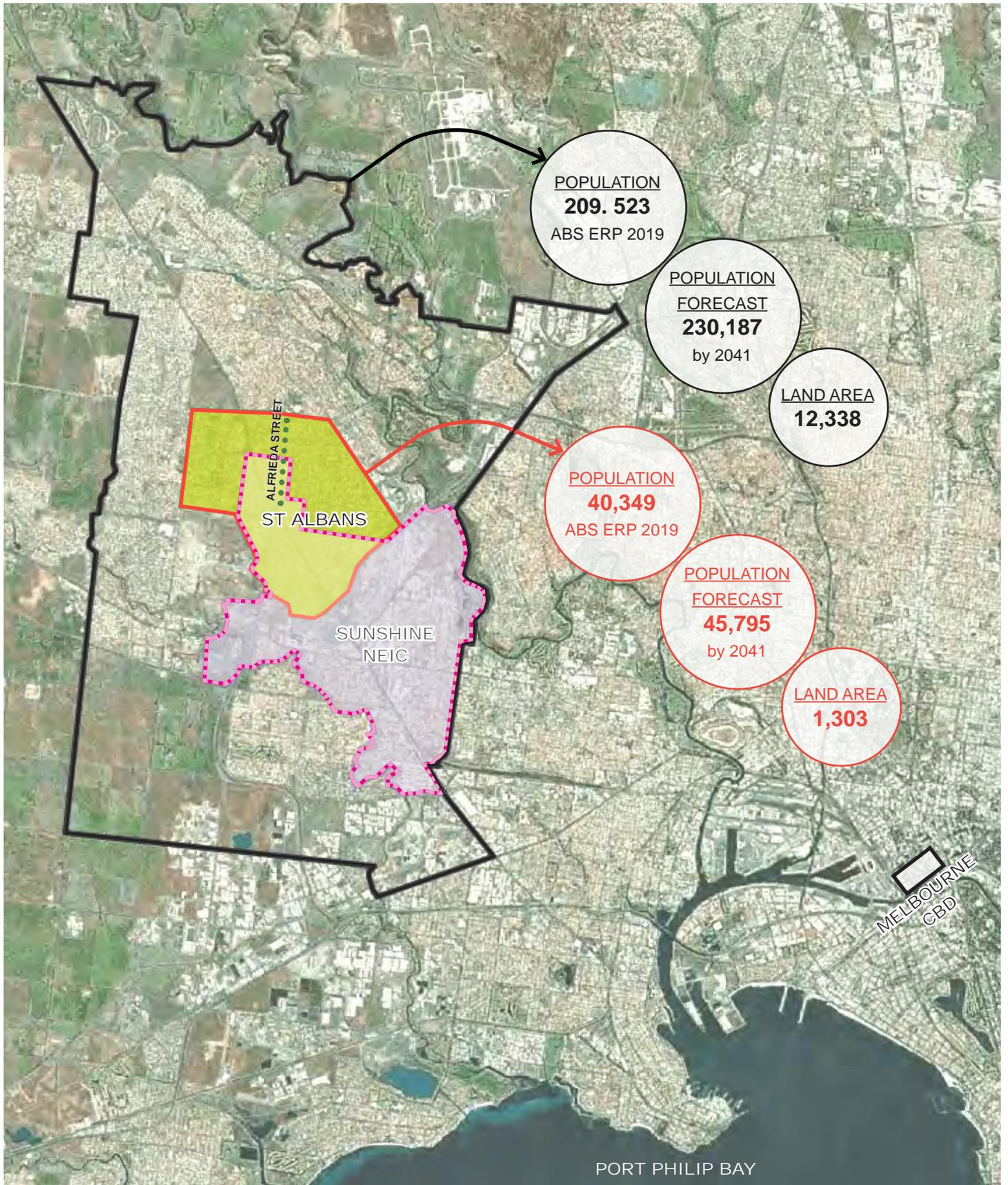
The Physical Activity, Sport, and Health in the City of Brimbank (2014), as well as Brimbank Atlas of Health and Education Second edition (2019) provide a summary of key indicators of participation in physical activity (PA) and sport, together with potentially related key demographic characteristics and indicators of health and education.

Socio-demographic status in conjunction with atlas of health and education enables the understanding of the complex interactions between community members and their environment.

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 active lifestyle.



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



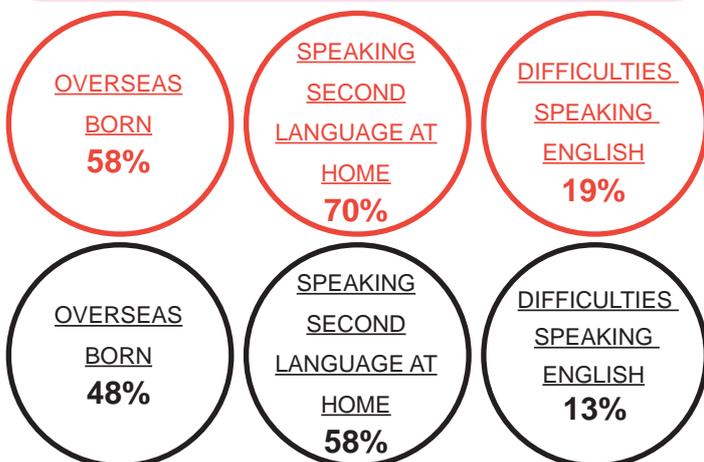
Age

- 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%.



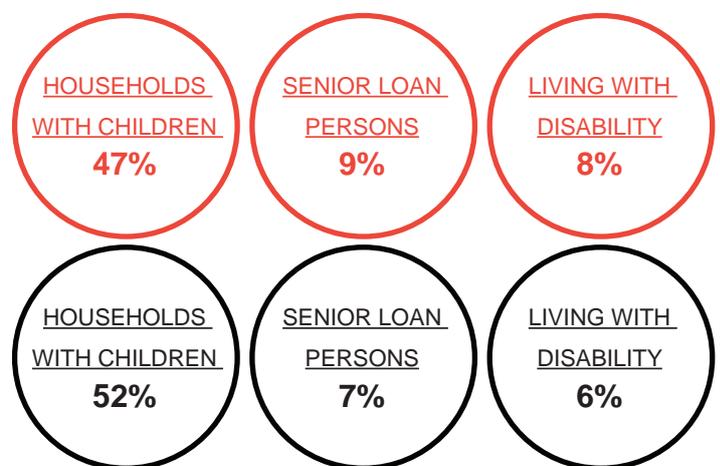
Ethnicity

- 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%



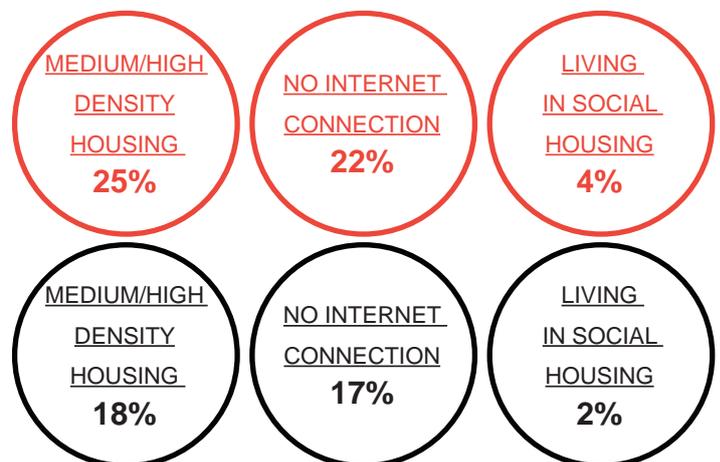
Household

- In 2016, 30.7% of households were made up of couples with children and 16.7% were single parents which made a total of 47.4% households with children.
- 19.5% were Couples without Children and 20% Lone person, 9% of which were senior loan persons.
- 7.6% of the population reported needing help in their day-to-day lives due to disability.



Dwelling

- In 2016, 24.8% of the dwellings were medium or high density. Medium density was the largest changes in the type of dwellings found in St Albans compare to 2011.
- 21.8% of dwellings did not have an internet connection.



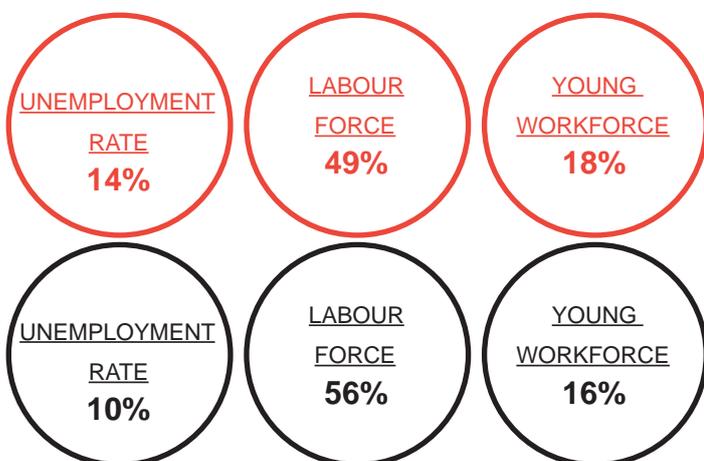
Education

- 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.



Means of Travel to Work

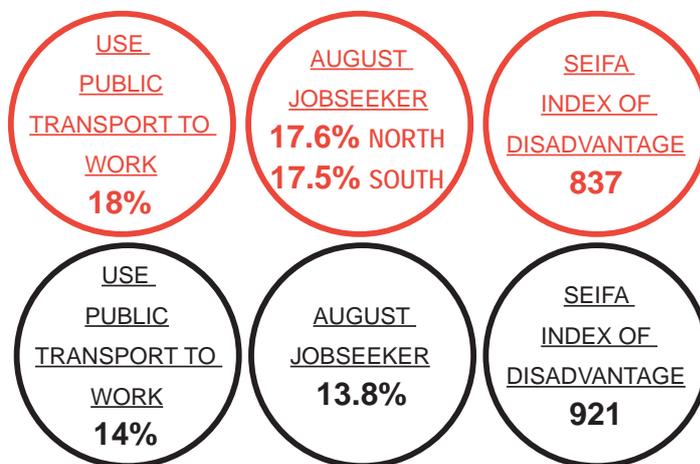
- In 2016, 18% of people working used public transport to work from which 22.7% were women compared to 14% men.

JobSeeker

- In August 2020, 17.6% of St Albans North residents and 17.5% of St Albans South resident were recipient of COVID-19 Jobseeker allowance. The number of residents on Jobseeker allowances in March that year were 9.7% and 9.6% respectively.

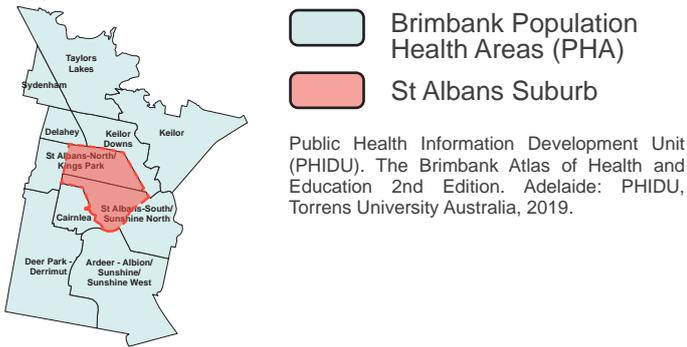
SEIFA Index of Disadvantage

The City of Brimbank Socio-Economic Indexes for Areas (SEIFA) measure the relative level of socio-economic disadvantage and/or advantage based on a range of Census characteristics. SEIFA indexes are a good place to start to get a general view of the relative level of disadvantage in one area compared to others. A higher score on the index means a lower level of disadvantage.

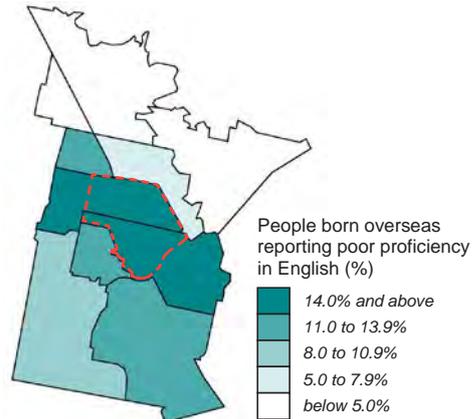


Socio-Demographic Context

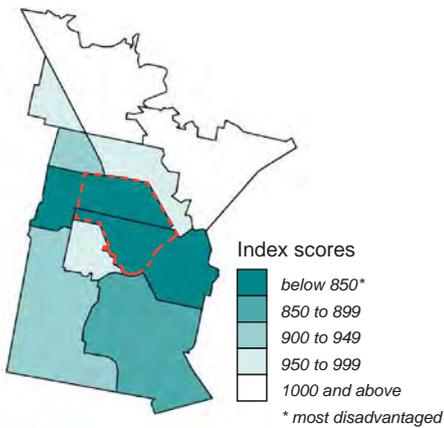
Main disadvantage indicators of St Albans in comparison to other areas of Brimbank in at a glance:



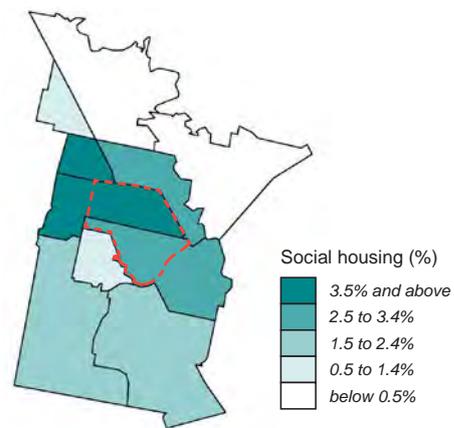
Overseas Born with Poor English Proficiency:



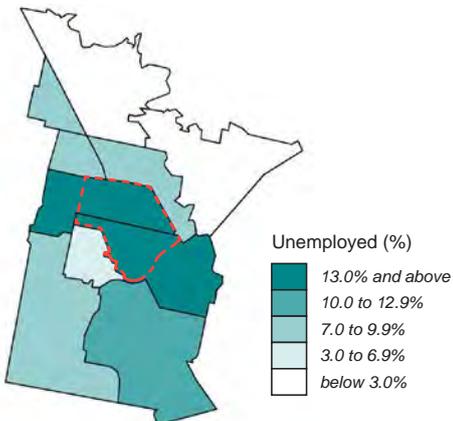
Index of Relative Socio-economic Disadvantage:



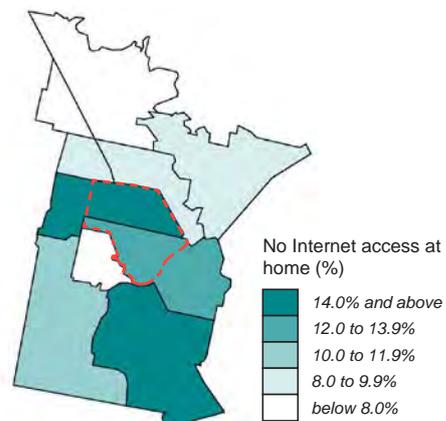
Living in Social Housing:



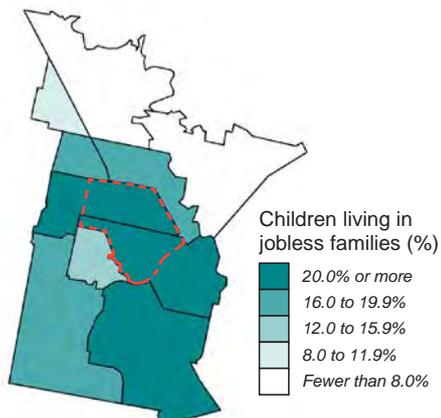
Unemployment:



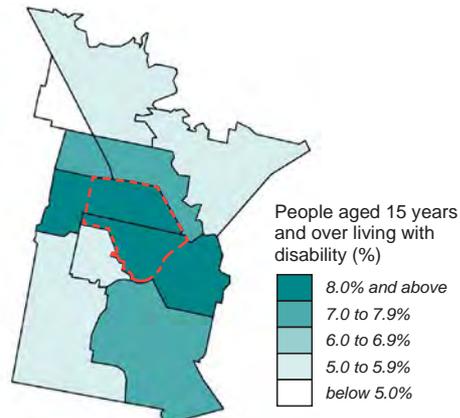
No Internet Access at Home:



Children Living in Jobless Families:



People Living with Disabilities:

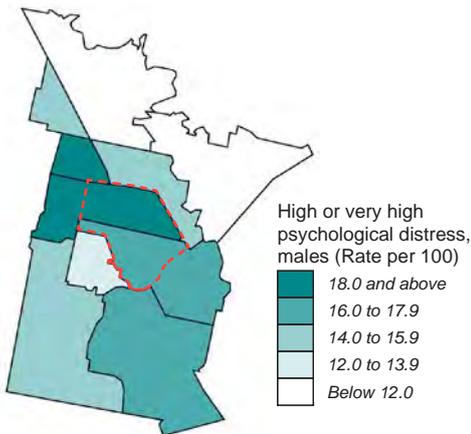


Between 2014-2015, the population reporting their health as fair or poor is highly concentrated in St Albans North and South. The prevalence of Diabetes mellitus in St Albans North was the highest in Brimbank. Those living in St Albans North and South had high or very high psychological distress

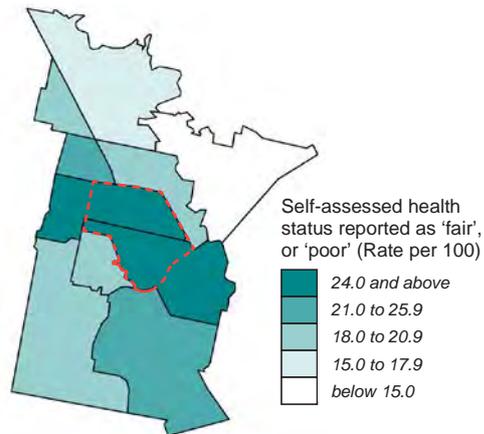
rates which are notably above the Brimbank rate. St Albans North had above Brimbank average rate of obese males and females.

8.5% women in St Albans have a disability compared to 6.8% of men both of which is greater than the Brimbank average of 6.4%.

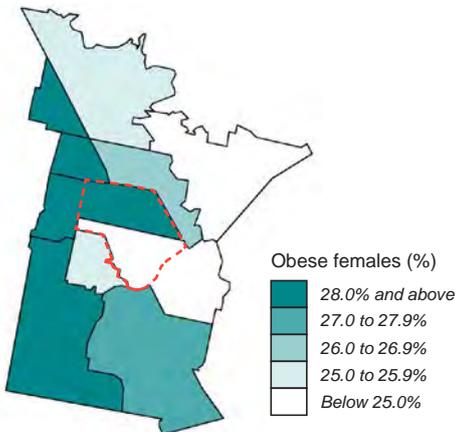
High or Very High Psychological Distress:



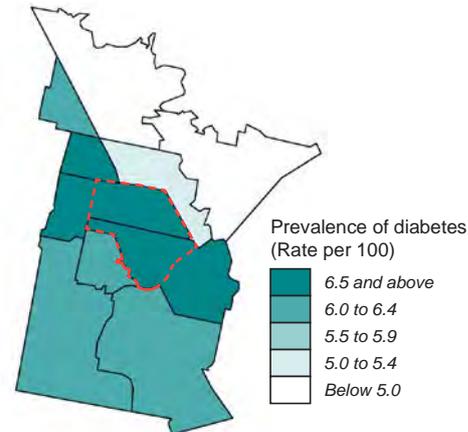
Self Assessed Health Status:



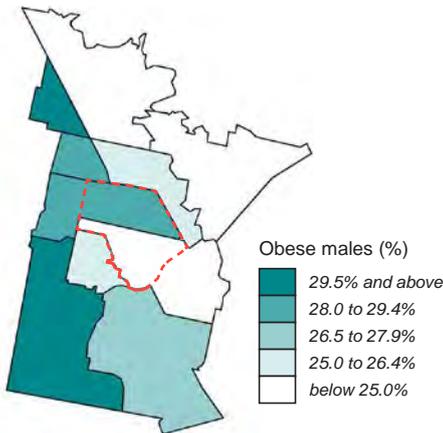
Obesity in Female:



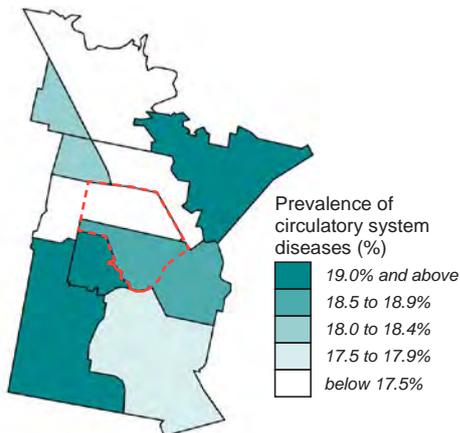
Prevalence of Diabetes Mellitus:



Obesity in Male:



Prevalence of Circulatory System Diseases:



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Chapter 5: Existing Conditions, Issues & Opportunities

Introduction

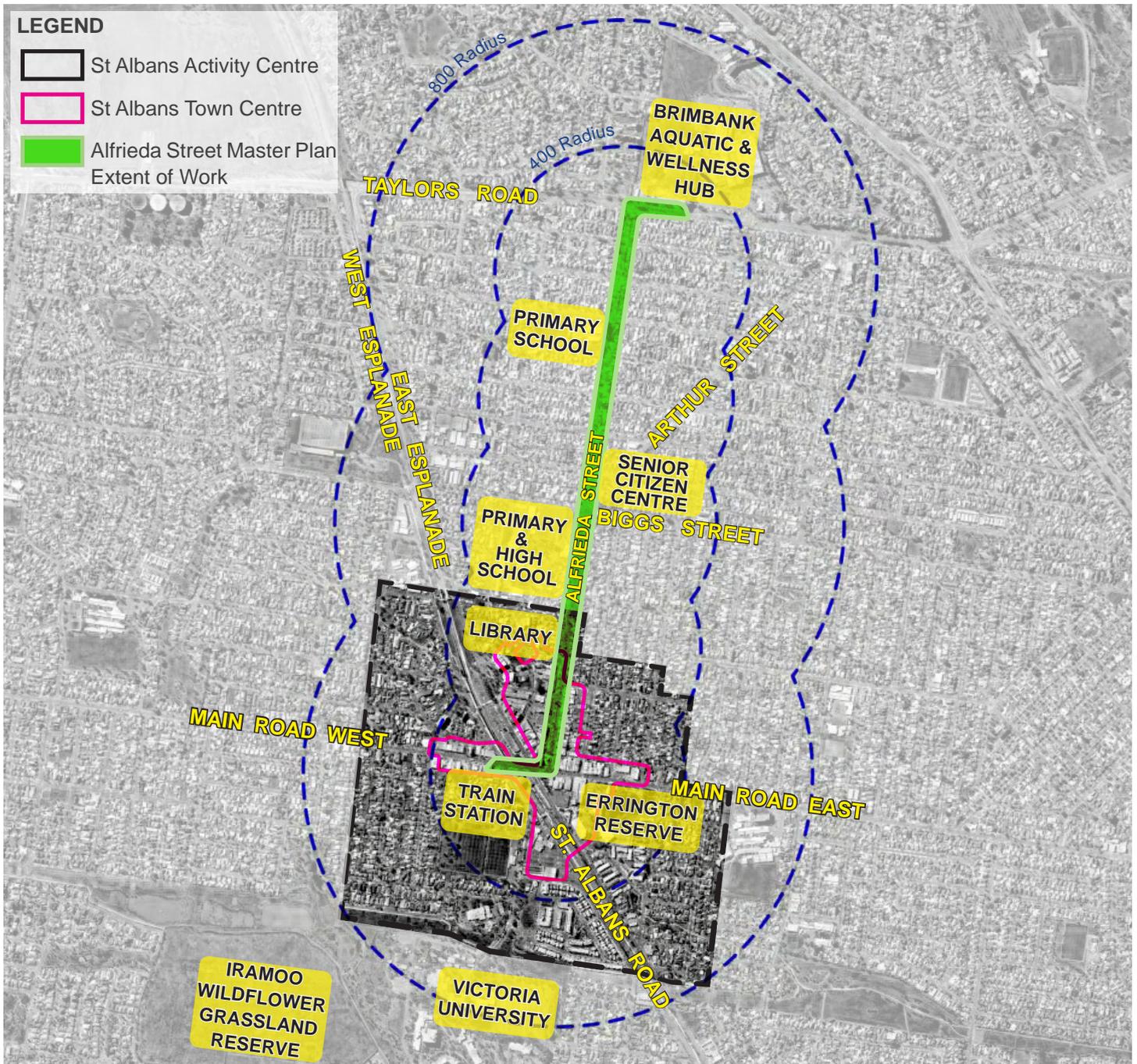
Analysing the site existing conditions and features, as well as its relationship to the broader context provides a deeper understanding of issues and opportunities.

A desktop study was undertaken to map the exiting site features in relation to its surrounding. Site existing conditions was also analysed through multiple site visits and recording of exiting issues.

A detailed movement and place study as well as traffic impact assessment has been undertaken to better understand the roll of the street and opportunities to

redesign the street in a way that aligns with council future visions and plans.

An integrated water management analysis has been completed to better understand the stormwater catchments and future water demands. Although the area is not prone to flooding, due to extensive hard surfaces flash flooding and localised flooding on heavy rain falls are major issues specifically around town centre area.



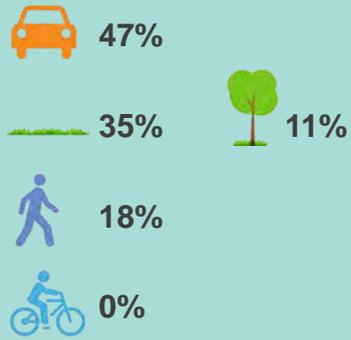
Issues

- 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.

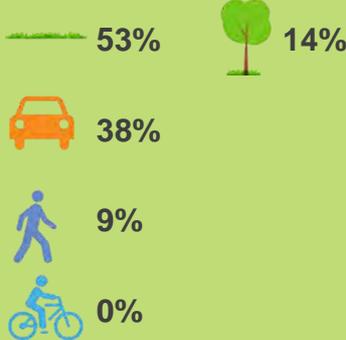
Opportunities

- 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.

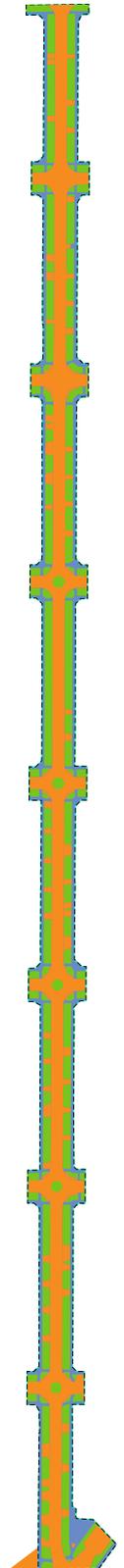
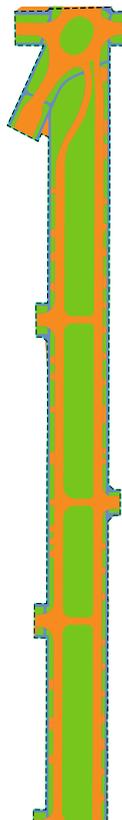
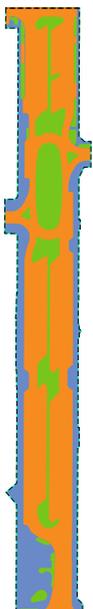
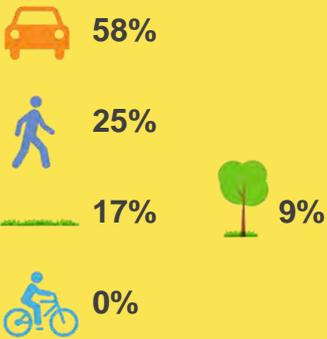
Biggs St to Taylors Rd:



Linda St to Biggs St:



Main Rd East to Linda St:

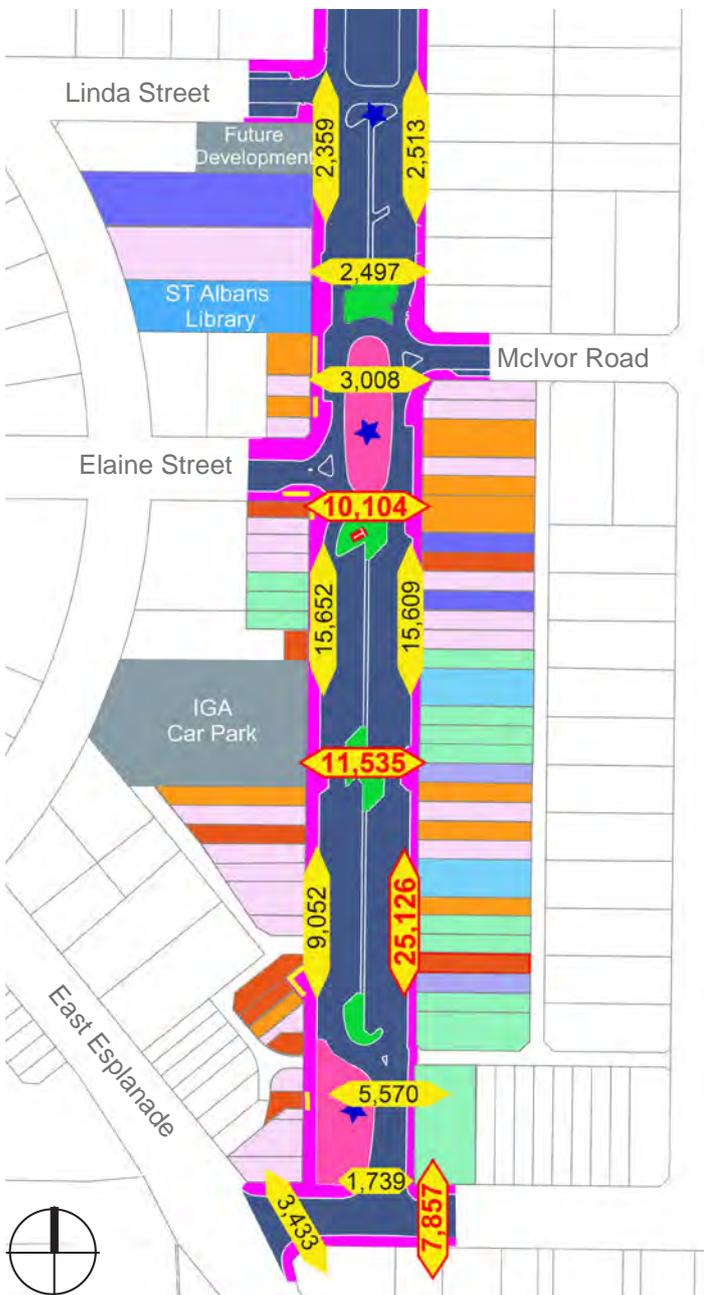


Activity Center Business Typology and Movement Counts

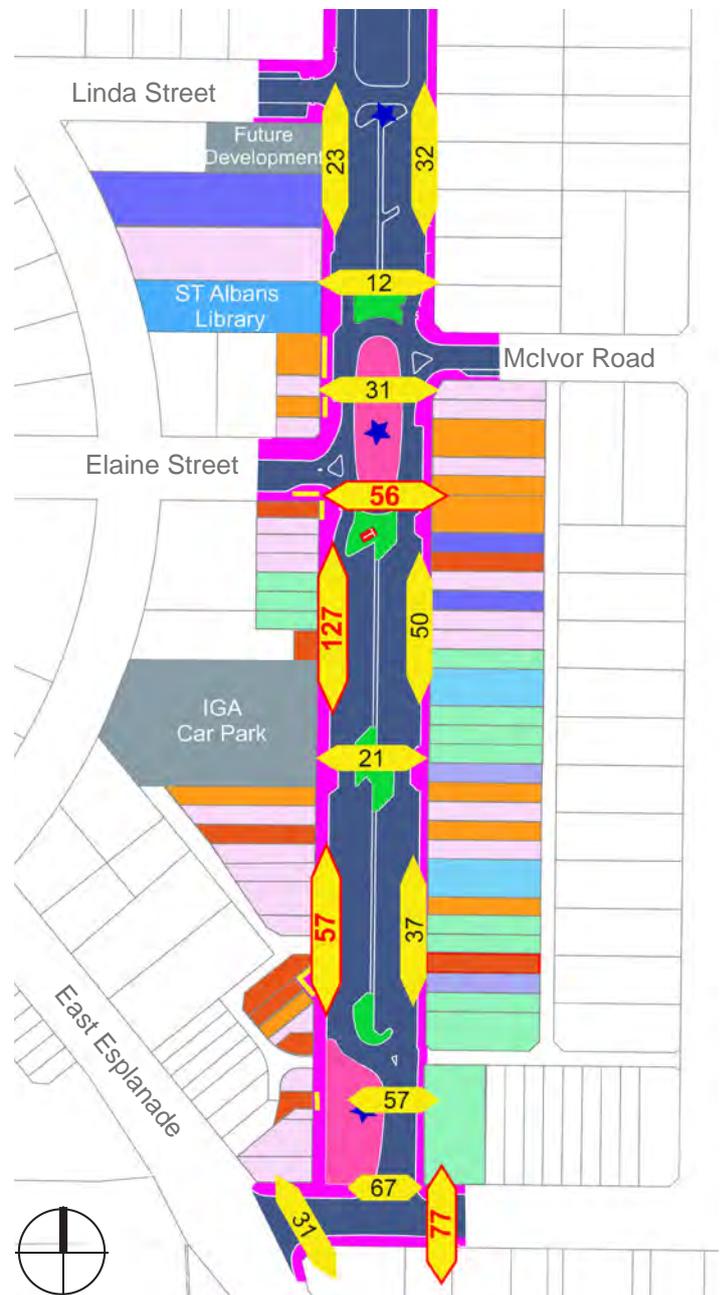
The pedestrian and cyclist survey was conducted over 4 days across two week. Each survey session was 12 hours in duration between 7am and 7pm on Wednesday, Thursday, Saturday and Sunday. Analysis of the data combined with business typology shows that there are higher volume of pedestrian movement on 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

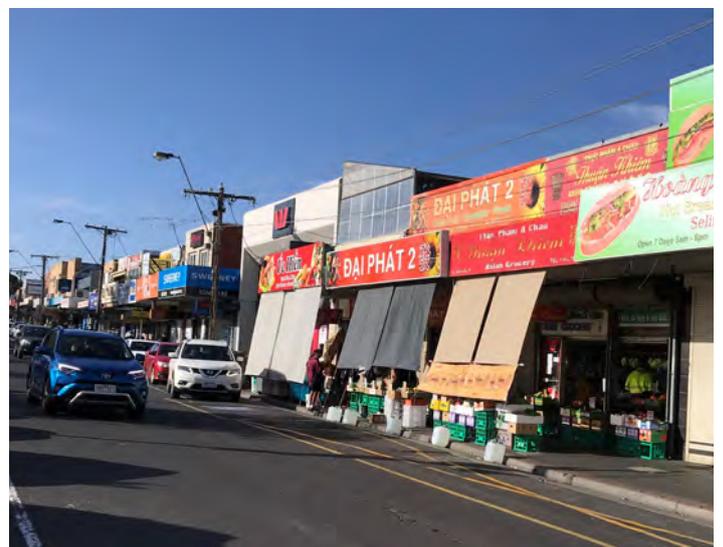


Alfrieda Street Activity Centre Cyclist Count

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.

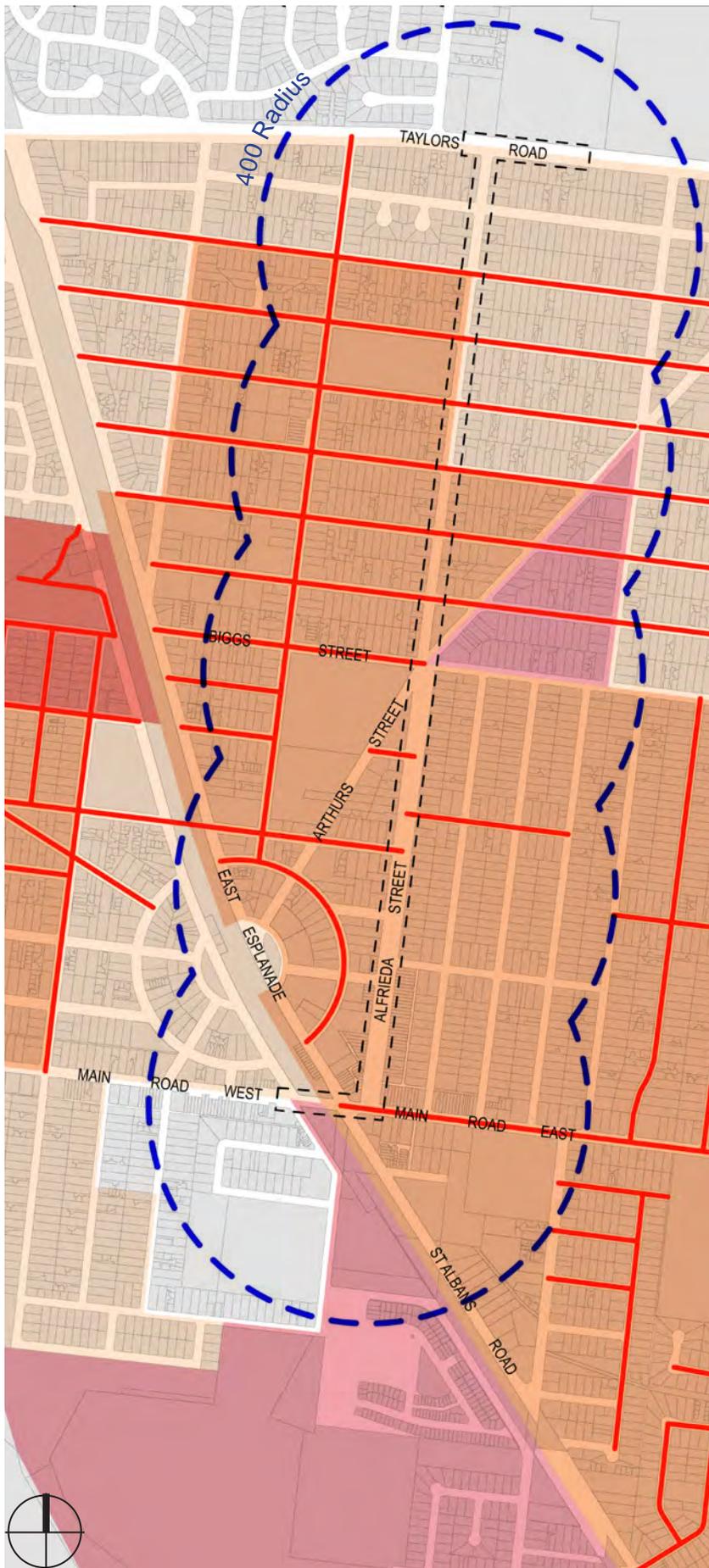
- Green open spaces are fragmented by roads and underutilised.
- Footpaths are narrow and crowded and don't provide opportunity for social interaction.



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, uneven and low quality footpaths are uninviting and unsafe 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.





Legend

-  Master Plan Study Area
-  Hotspot Streets
-  Not Fluent In English
-  Not Fluent In English & Social-Economic Vulnerability
-  Not Fluent In English & Older Lone Person
-  Not Fluent In English & Older Lone Person & Social-Economic Vulnerability

Issues

- Brimbank Heat and Social Vulnerability Mapping (2017) indicates that communities around Alfrieda Street have higher heat vulnerability score and more likely to be impacted by high temperatures.
- High surface temperature, vulnerable sectors of the community and high pedestrian activity areas intersect along Alfrieda Street which gives heat mitigation measures higher priorities.

Opportunities

- Increase canopy cover and urban greenery by utilising the wide nature strips.
- Provide irrigation to garden beds by redirecting and collecting stormwater run-offs.



Legend

-  Master Plan Study Area
-  Activity Centres
-  Schools
-  Community Hubs
-  Retail & Commercial
-  Cafe & Restaurants
-  Supermarkets & Groceries
-  Holding Outdoor Dining Permit

Issues

- Activity centre, school and community hubs are not well connected.
- Wide roads are the barriers to safe pedestrian movement.
- Activity areas are not connected to public transport with a clear and safe path.
- Footpath trading space is limited.
- Lack of wayfinding signage.
- Through traffic has priority over pedestrian and bike movement.
- Currently 8 shops on the west side and 1 shop on the east side have outdoor dining permit.

Opportunities

- Community hubs, schools and train stations can be more accessible by wide and accessible footpath and clear wayfinding signage.
- Active transport can be prioritise by providing separate bike lane and wider footpaths.
- Outdoor dining and trading can be improved by expanding the footpath and increase tree canopy and shade.



Legend

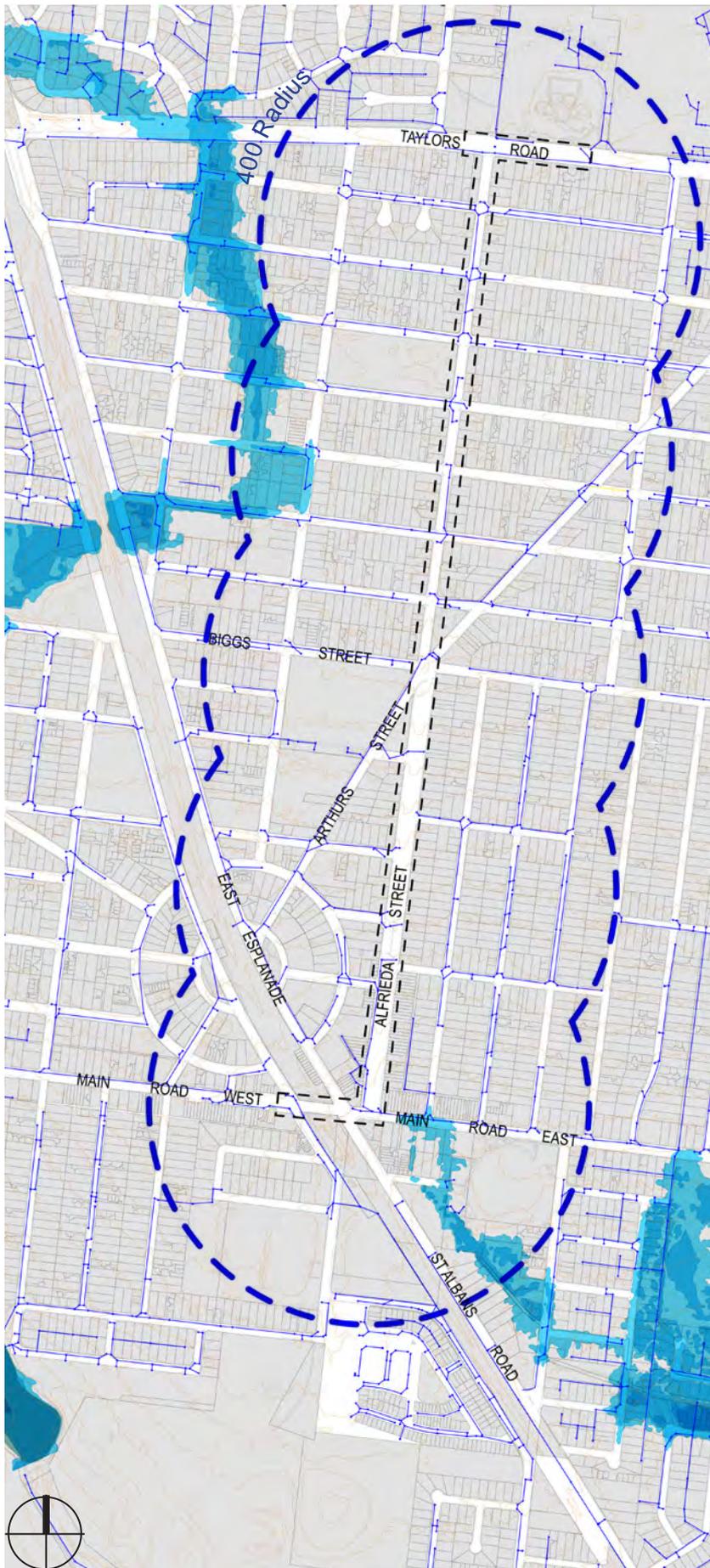
-  Master Plan Study Area
-  Trees on Streets & Open Spaces
-  Tree Canopy-Trees over 3m high
-  Open Space

Issues

- Tree canopies mainly consists of young and recently planted trees and mature canopy trees are disperse.
- Understory planting is very limited which results in low urban biodiversity.
- Overhead power lines restricts the opportunities for planting big shade trees.
- Lack of irrigation results in lower planting success.
- High quality open spaces are not within walking distance specially at the northern section.

Opportunities

- Reducing the road width would provide wider planting areas.
- Rearranging the road and expanding the footpath provide opportunities for planting shade trees as well as increasing the size of tree pits to ensure higher soil volume and healthier root systems.
- Potential to create high quality linear park for local residents to connect with nature.



Legend

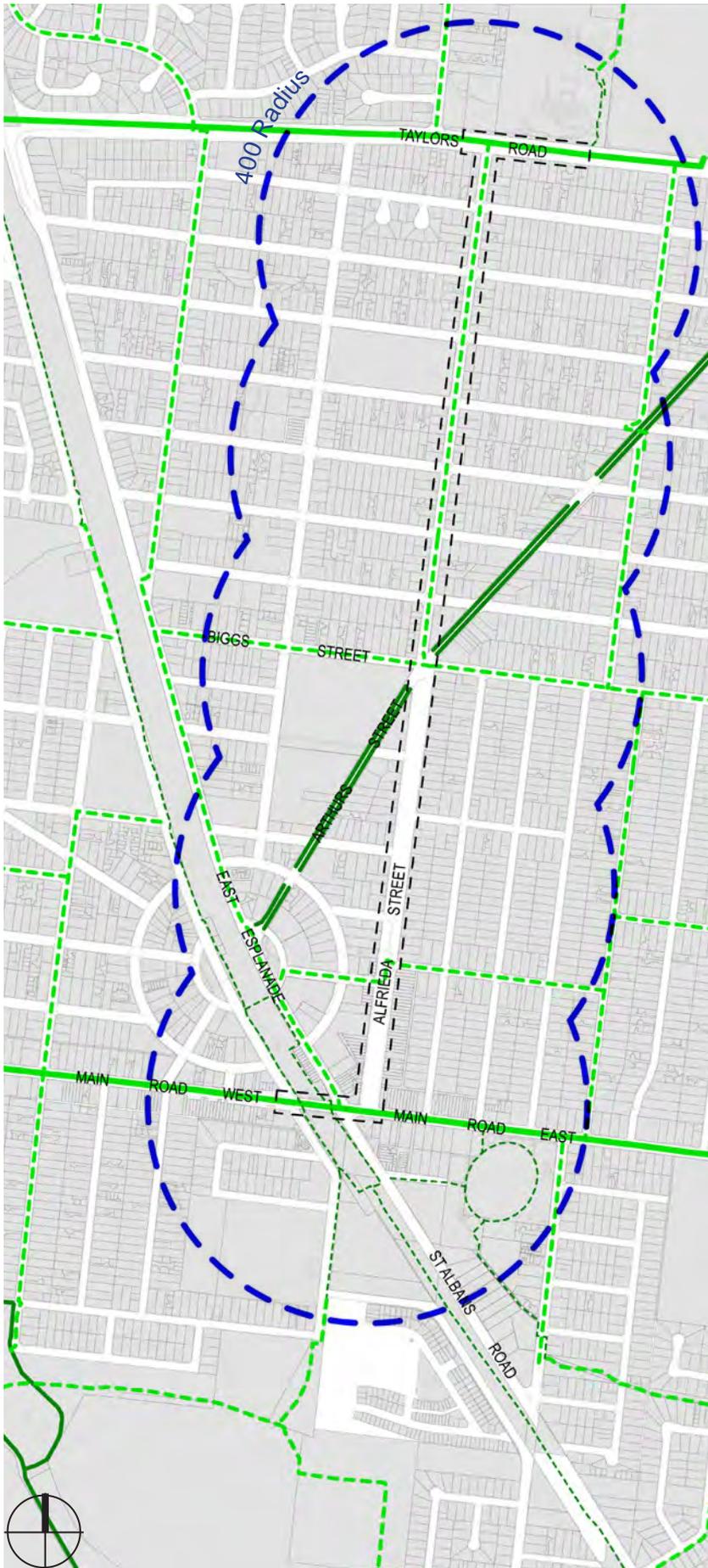
-  Master Plan Study Area
-  Drainage Pits and Pipes
-  Contours
-  Melbourne Water Natural Drainage 1 in 100 Year Flood
-  Melbourne Water Natural Drainage 1 in 10 Year Flood

Issues

- Surface run-off is being directed straight into drainage system taking litter, organic matters and sediments into stormwater system and consecutively into creeks and waterways.
- Southern section of Alfrieda street is prone to flash flooding in heavy downpours due to expansive hard surface areas. This issue will be more problematic in future years with the impacts of climate change and more extreme weather conditions.

Opportunities

- Where possible, raising the road level, altering the streetscape cross section and using permeable surfaces can redirect stormwater run-offs to nature strips, provide passive irrigation to planted areas and support sustainable drainage solution.
- Encouraging residents to install rainwater tanks and utilising the water for garden bed irrigation and toilet flushing reduces the pressure on drainage network.
- Installing rain water tank at Alfrieda street midpoint (Biggs Street roundabout) and southern end (Activity centre) provide opportunity for collecting stormwater run-offs to use for non-potable water for toilet flushing, watering of green walls, trees, and other urban cooling measures such as misters, splash parks etc.



Legend

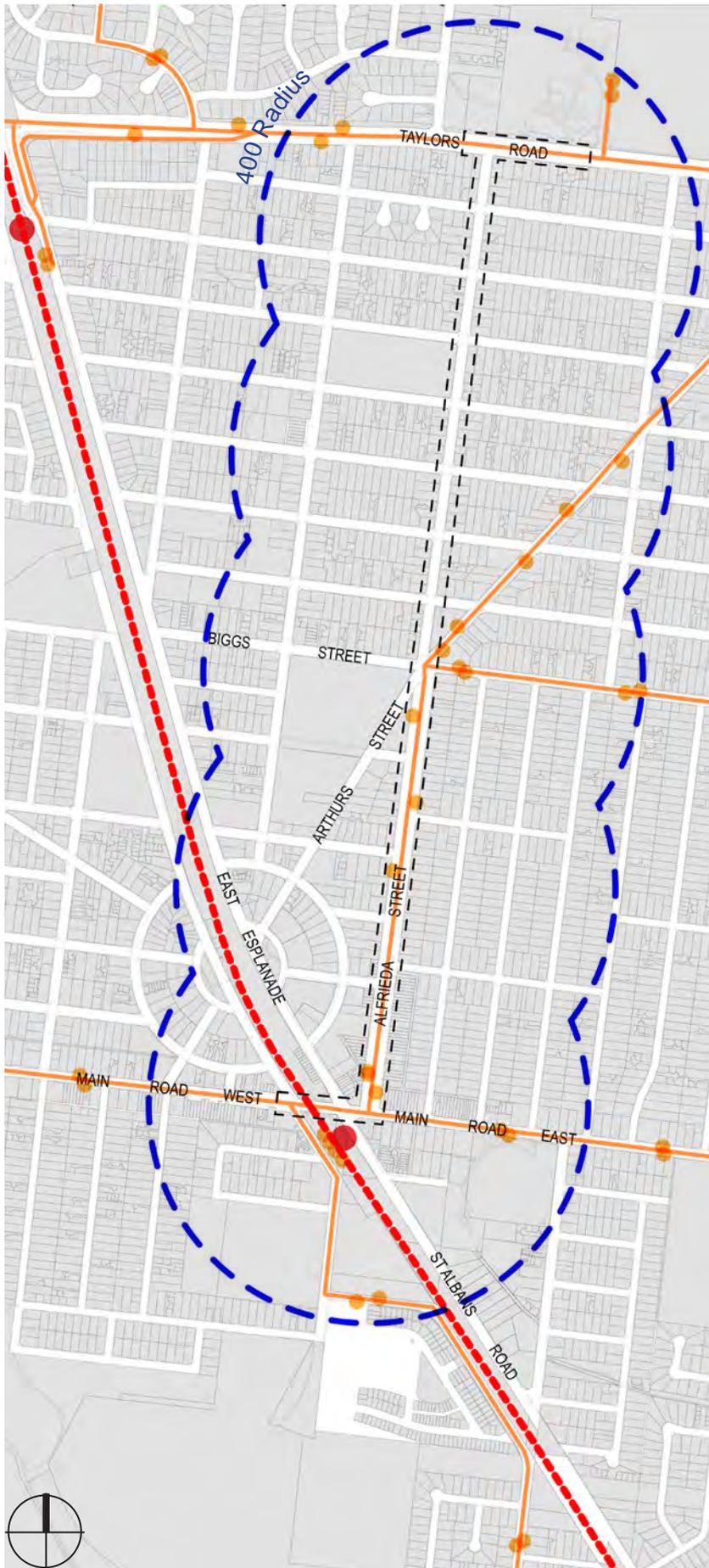
-  Master Plan Study Area
-  Shared Cycling Path
-  On Road Cycling Network
-  Future Local Connectors Routes
-  Future Main Road Routes

Issues

- Car dominated roads are not safe for cyclists.
- There is no separated bike path in Alfrieda Street.
- The southern section of Alfrieda street is missing from the future bike network.
- Excessive number of roundabout at the northern end of Alfrieda Street reduces the cycling accessibility.

Opportunities

- Alfrieda street can provide the local linkage between future northern bike network on Taylors Road and southern bike network on Main Road East and West as well as existing bike paths on Arthur Street.
- Reducing road width and speed limit creates a safer environment for on road cyclist.
- Providing separated bike path encourages local community to use active transport for going to school or accessing local shops.
- Providing shared bike infrastructure such as E-bike stations creates better accessibility between community hubs along Alfrieda Street and support active lifestyle.



Legend

-  Master Plan Study Area
-  Bus Routes
-  Train Lines
-  Bus Stops
-  Train Stations

Issues

- Train station is disconnected from the town centre by wide road and multiple crossing.
- There is a lack of adequate wayfinding and efficient pedestrian paths.
- Traffic congestion and double parking in Alfrieda Street causes delays for buses.
- The northern section of Alfrieda Street is not supported by public transport.

Opportunities

- Providing adequate car park spaces outside of Alfrieda Street with safe pedestrian pathways reduces traffic congestion on Alfrieda Street and better flow of buses.
- Providing amenities such as high quality bus shelter and seating promotes the use of public transport.
- Providing shuttle bus between the train station and Brimbank Aquatic and Wellness Hub brings more visitors to town centre.



Legend

-  Master Plan Study Area
-  Restricted Council Parking Area
-  Private Parking Area
-  VicTrack Parking Area

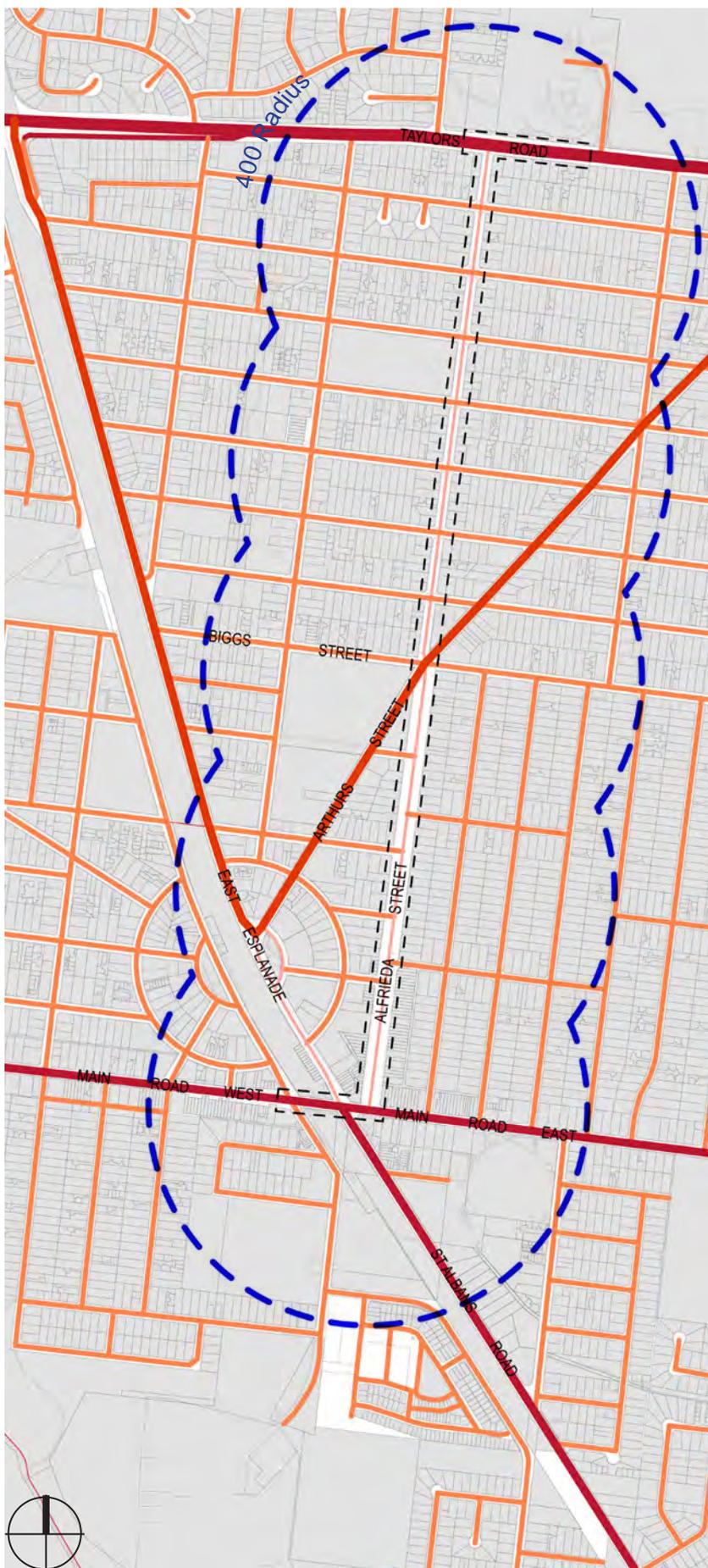
Issues

- Traffic congestion due to double parking.
- Lack of safe and accessible pedestrian access to car park spaces in surrounding areas results in more demand for on street parking in Alfrieda Street.
- Lack of appropriate signage directing visitors to car parking spaces in the surrounding areas results in high traffic congestion in Alfrieda Street.

Opportunities

- Provide limited short term car parking in Alfrieda street to increase turn over.
- Relocate on-street car parks to Collins Street. There are currently Council plans for expanding Collins Street car park.
- Provide accessible, clean and well lit links between Collins Street and Alfrieda Street.
- Redirect visitors to available car parking spaces in surrounding street by using clear signage.
- Provide infrastructure for electric vehicle (EV) charging stations and share ride vehicles in Collins Street car park.
- Reducing air and noise pollution and traffic congestion by reducing car parks in the town centre.

NOTE: Currently there are 140 car spaces on Alfrieda street and 109 car space on Collins Street. The future upgrade of Collins Street carpark will provide additional 91 spaces.



Legend

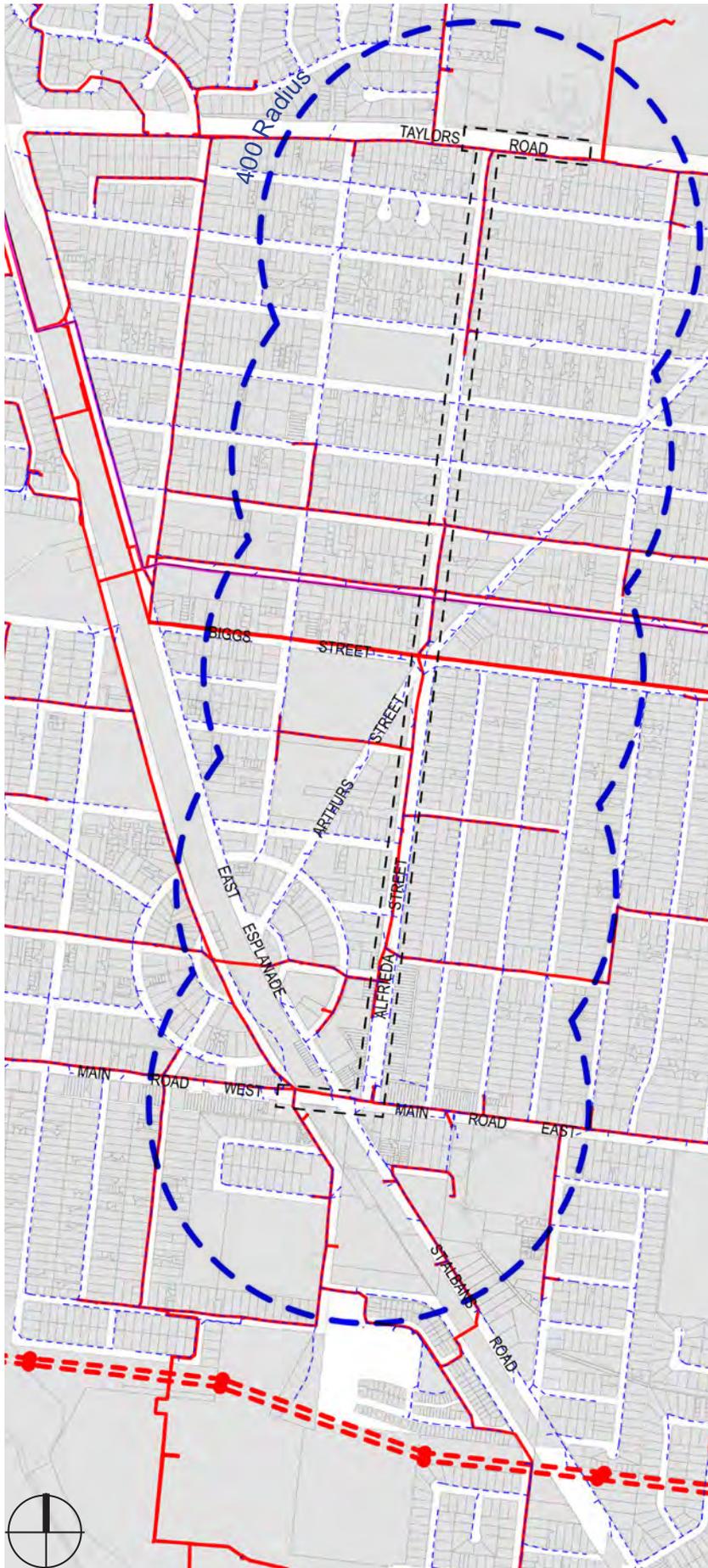
-  Master Plan Study Area
-  Council Road 40K Limit
-  Council Road 50K Limit
-  Council Road 60K Limit
-  VicRoad Road 60K Limit
-  VicRoad Road 70K Limit

Issues

- Major roads disconnect activity hubs and public transport hubs.
- Car dominated roads create a hostile environment for cyclist and pedestrians and reduces the perception of safety.
- Wide and straight roads increases unwanted behaviour such as speeding.
- Current road hierarchies do not match Department of Transport (DoT) movement and Place classifications.

Opportunities

- The southern section of Alfrieda Street has a high place and low movement value. Therefore, pedestrian and cyclist movement should be prioritised by reducing speed limit, providing separated bike lane, and increasing footpath width.
- The northern section of Alfrieda also has high place value due to residential setting and location of schools. Reducing carriage width, removing roundabouts, installing raised crossing and providing green and shady footpaths can reduce vehicle speed and promotes active transport.



Legend

-  Master Plan Study Area
-  Low Voltage
-  High Voltage
-  Transmission Lines

Issues

- Overhead lines add to the clutter and reduce the appeal of the street.
- Tree canopies require constant maintenance and trimming
- Shade tree species with bigger canopy cover are not suitable for planting under electrical lines.
- The future extreme storms and northerly winds caused by climate change has bigger impact on the area with exposed overhead power lines.

Opportunities

- Burying overhead power lines although has a high initial cost, it is one of the effective ways of mitigating the impacts of climate change. It will also provide opportunities for increased canopy cover.
- The ongoing tree maintenance costs as well as repair cost due to weather damages should be considered as part of cost and benefit analysis of undergrounding overhead power lines.
- Collaboration with relative authorities is required for this work.

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