

# Help us create a vision for Alfrieda Street

Council is preparing a Master Plan for Alfrieda Street, St Albans. The Master Plan will include all of Alfrieda Street from Main Road East to Taylors Road.

The southern end of Alfrieda Street is known for its food and retail businesses, arts and cultural events, St Albans Library and the public transport hub. The northern end of Alfrieda Street includes residences, schools and a senior citizens centre.

The Master Plan will provide direction for Council in ensuring Alfrieda Street is accessible, supports traders and the community in making St Albans a great place to live, work and shop.

The Master Plan we are developing for Alfrieda Street will:

- Create a vision for the future of the street
- Guide the design and future improvements of the street
- Help Council plan works and upgrades and seek grants and funding



**131 450**  
Local call costs apply

# Frequently Asked Questions



## Who is the traditional owners of the area?

Brimbank has a rich Indigenous history, and we acknowledge the Kulin nation of peoples as traditional owners of the land and the Indigenous community's right to self-determination.

Council recognises the Indigenous community's continuing spiritual connection to its land and renew our commitment to respect Indigenous beliefs, values and customs as we learn to share our lives and build a future together.

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

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

## What is the Alfrieda Street Master Plan?

The Alfrieda Street Master Plan will be a document that outlines a vision to guide improvements to the street over the next 10 years. It will include a series of objectives and outcomes to manage any improvements. It will also highlight what is important about Alfrieda Street and how its character and quality can be conserved, improved and enhanced.

## What area is included in the Alfrieda Street Master Plan?

The Alfrieda Street Master Plan will include footpaths and road reserves on Alfrieda Street, between Main Road East and Taylors Road. It will also cover the connections to St Albans Train Station (located to the south of Alfrieda Street), St Albans Health and Wellbeing Hub (located to the north of Alfrieda Street) and car parking spaces on Collins Street.

## What is the Master Plan Process?

- Information gathering through consulting with the traders, community and other stakeholders such as State Government authorities.
- Site analysis to identify issues and opportunities
- Obtaining feedback from the traders, community and stakeholders on the Draft Master Plan
- Present the Final Master Plan to Council for adoption

## Why are we engaging with the community on the Alfrieda Street Master Plan?

Traders, community and stakeholder input can help shape the vision for the future of Alfrieda Street and respond to local needs. Engaging with all users from a very early stage helps to form lasting relationships with community members, and ensure any future improvements will be an addition to the neighbourhood that everyone can be proud of. The engagement process provides opportunity for everyone to discuss their ideas and concerns as well as understand how some of the decisions are being made.

## What will the Master Plan be used for?

The Alfrieda Street Master Plan will identify future works including streetscape upgrades and improved linkage to community hubs. It will also assist Council with seeking and advocating for external funding through State Government and other authorities.

## Why should I participate in this consultation?

This is a great opportunity for you to tell us what you value most about the area and shape the future of the area you work, live and visit.

## Do I have to live in the area to participate?

Anyone with an interest in Alfrieda Street is welcome to participate in the development of the Alfrieda Street Master Plan. Whether you are a resident, trader, employee or a visitor, your ideas are valuable to us.

## How can I get involved?

You can get involved by completing the online survey:

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

Attend one of our pop ups:

### Pop-up event 1\*

📅 Saturday 20 March 11am-2pm

### Youth Only Workshop\*

📅 Monday 29 March 4-5pm

### Women Only Workshop\*

📅 Saturday 3 April 10-11am

### Pop-up event 2\*

📅 14 April (school holidays)  
12noon-3pm

All these events will be held at Alfrieda Street Plaza, corner of Alfrieda Street and Main Road East

### Online Consultation

📅 Thursday 29 April 6-7.30pm

📺 via zoom meeting

<https://brimbankcc.zoom.us/j/97025860634>  
Meeting ID: 970 2586 0634

## Food vouchers will be provided for people who attend.

\* These events may be held online subject to COVID-19 restrictions. For further detail visit <https://yoursay.brimbank.vic.gov.au/alfrieda-st-master-plan>

Contribute to our online discussions

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

## What happens next?

All community feedback and ideas will be used to develop the Draft Alfrieda Street Master Plan. The community will then have another opportunity to provide feedback on the Draft Master Plan in 2022.

For more information contact Council on **9249 4000** or email [alfrieda@brimbank.vic.gov.au](mailto:alfrieda@brimbank.vic.gov.au)