

02.03

--/--/---
Proposed C225brim

02.03-1

--/--/---
Proposed C225brim

STRATEGIC DIRECTIONS**Settlement****Green wedge**

The Brimbank portion of the Sunbury Green Wedge contains a number of environmental assets such as conservation reserves and areas used for recreation, horticulture, tourism and low density residential uses. It also contains heritage sites and significant landscapes. There is pressure to increase residential development and expand existing non-conforming uses within the area.

Maintaining the area's agricultural role is a key State Government objective for Sunbury Green Wedge. Over recent years production has been challenged by a number of factors including water supply, declining soil conditions and incompatible uses. Despite these challenges the fertile soils along the river flats and the area's proximity to urban populations and regional markets provide opportunity to maintain agricultural production in the area.

Strategic directions:

- Limit development within and immediately adjacent to the Sunbury Green Wedge.
- Protect biodiversity, cultural heritage and the scenic landscape.
- Maintain opportunities for extensive and intensive agriculture.
- Protect productive agricultural land from incompatible uses and development.
- Encourage productive, accessible agricultural and eco based tourism compatible with the green wedge.

Activity centres

Brimbank has one Metropolitan Activity Centre (MAC), four Major Activity Centres and a network of 47 other local and neighbourhood centres. Brimbank's metropolitan, major, local and neighbourhood activity centres are shown on the Strategic Framework Plan in Clause 02.04-1.

Sunshine Metropolitan Activity Centre is Brimbank's highest order activity centre. It is strategically positioned as an important centre for Melbourne's growing west and western Victoria, and a vibrant hub for the local community. Delivery of the Melbourne Airport Rail link combined with the existing integrated regional transport hub will further enhance its role.

Sydenham Major Activity Centre is a regionally significant MAC with potential for a higher order classification due to its available vacant land and expected population growth from Brimbank and surrounding municipalities. This centre operates as a key transport and community hub with a mix of retail, bulky goods, entertainment, civic, and residential uses, including aged care. Arterial roads and the rail corridor are major physical barriers for pedestrians and cyclists.

St Albans Major Activity Centre is a location for significant expansion given its strategic location within the Sunshine NEIC, access to public transport, community facilities and Victoria University (St Albans campus).

Brimbank Central Major Activity Centre is a busy, standalone MAC with limited access to public transport. The centre contains a number of opportunities for future development and is adjacent to the Deer Park library, identified for expansion.

Deer Park Major Activity Centre is close to key development sites and Deer Park Station which presents opportunities for renewal and growth, and integration of the fragmented commercial uses. Future use and development should respond to nearby Major Hazard Facilities.

Keilor Downs Neighbourhood Activity Centre is a significant centre that services a large catchment area, established around the Keilor Shopping Centre that serves the general area of Keilor Downs, St Albans and parts of Keilor. The centre contains the Brimbank Aquatic and Wellness Centre that serves a regional recreational role. Moderate growth is expected in the form of variety and choice in housing types in the north and west.

Strategic directions:

- Support use and development that is consistent with the role and functions of the activity centre.
- Encourage a broad and diverse range of regional and sub-regional retail, entertainment, government, office, medical, community service, business and leisure uses in Metropolitan and Major Activity Centres.
- Support the development of an integrated regional transport hub at Sunshine Train Station in the Sunshine MAC.
- Facilitate land use and development in the Sunshine MAC that supports a safe centre that operates 24 hours a day.
- Encourage entertainment uses that support a night time economy in Major Activity Centres.

02.03-2

--/--/---
Proposed C225brim

Environmental and landscape values

Brimbank has a distinct landscape character formed by the Victorian Volcanic Plain Bioregion and contains areas of remnant grasslands, wetlands, woodlands, riparian terrain and escarpment shrubland vegetation that provides habitat for critically endangered species of National and State listed fauna and flora.

Key environmental and landscape values are shown on the map at Clause 02.04.

Brimbank's waterways are important to the character of the municipality and function as habitat corridors, linear recreation parklands and stormwater drainage corridors. They include the Maribyrnong River, Kororoit, Taylors, Jones, Jacksons, Steele and Stony Creeks. Built form encroachment along Brimbank's waterway escarpments and ridgelines needs to be managed.

Linear trails are encouraged along all Brimbank's waterway corridors. There is opportunity to extend unobstructed linear corridors and provide improvements and connections to parks and other destinations within and outside the municipality

Strategic directions:

- Protect and enhance native vegetation and critical habitat within riparian environments.
- Support the provision of a network of habitat corridors for native flora and fauna.
- Support an open space corridor along the Maribyrnong River to protect its natural landscape character, indigenous values and endangered species habitat, and provide access to recreation opportunities.
- Ensure development along creek corridors, escarpments and ridgelines is sited and sensitively designed so it blends in with its natural landscape context.
- Protect and enhance the water quality of the Maribyrnong River, Kororoit Creek, Taylors Creek, Jones Creek, Steele Creek and Stony Creek waterways.

02.03-3

--/--/---
Proposed C225brim

Environmental risks and amenity

Climate change

Council has declared a Climate Emergency and will seek to address the immediate challenge of climate change by becoming a low-carbon, resilient community.

Strategic directions:

- Encourage development that helps achieve Brimbank's zero net emissions by 2040 target.
- Support localised energy creation such as rooftop solar as part of new development and subdivision.
- Support development that incorporates environmentally sustainable design measures.

- Support the uptake of electric vehicles and associated infrastructure.
- Support integrated water management.
- Support urban greening and cooling.
- Reduce the urban heat island effect by increasing tree planting to assist in achieving a canopy cover of 30 per cent across the municipality.

Contaminated and potentially contaminated land and landfills

Contaminated and potentially contaminated land is an on-going issue in Brimbank resulting from current and historic land management practices and its industrial legacy. On and off-site amenity impacts from contaminated and potentially contaminated land requires sustainable land practices and environmental management.

Brimbank contains a number of known landfill sites. All except one are recognised as closed landfills and require sound onsite management and rehabilitation to mitigate impacts on surrounding areas.

Strategic directions:

- Minimise the risk to the community and environment from landfill sites and land that is contaminated or potentially contaminated.
- Ensure risks associated with contaminated and potentially contaminated land are investigated, identified and addressed when developing or using land.

Noise abatement

Part of the municipality is affected by the Melbourne Airport Environs Overlay (Schedules 1 and 2). Future expansion of Melbourne Airport is likely to change the extent of land that is impacted by aircraft noise.

Noise can impact sensitive uses such as residential and new mixed use developments adjoining freeways, arterial roads, train lines and loading areas in activity centres.

Strategic direction:

- Incorporate noise attenuation measures to protect residential amenity in developments under existing and known future flight paths where the development would be detrimentally affected by aircraft noise.
- Ensure noise attenuation measures are addressed in the design, location and use of buildings to protect the amenity of residential areas.

Non-residential use and development

A wide range of uses are compatible with residential land use. Uses can include medical centres, convenience stores, schools, child care centres and service stations, providing local access to services within residential areas and creating a reinforced sense of community. Non-residential uses in Brimbank need to be managed to ensure the amenity of the residential area is not negatively impacted upon.

Strategic directions:

- Ensure non-residential buildings in residential areas integrate with the streetscape in terms of design, form, massing and setbacks.
- Ensure the days and hours of operation, and location and access to car parking and bicycle facilities, protect the amenity of existing residential land use.

Land use compatibility

Industrial precincts in Brimbank facilitate a wide range of economic and social activities, however managing the relationship between industrial and non-industrial uses is a challenge. This issue is made particularly challenging as some of Brimbank's residential areas border established industrial precincts containing heavy industry. This has resulted in on and off-site amenity impacts from odour, dust, pollutants, noise emissions and contamination.

Strategic direction:

- Minimise off-site amenity impacts from industrial uses on residential uses by encouraging separation distances between industrial use and development and residential use and development.
- Reduce the potential risk from industrial uses on new residential use and development by ensuring risk has been suitably addressed.

Major hazard facilities

Hexion Pty Ltd, manufacturer and supplier of specialty chemical products and Elgas Limited, supplier of LPG gas are the two Major Hazard Facilities (MHF) located within Brimbank. Both facilities are valued for their contribution to the State and local economy. High voltage power lines easements and high pressure gas and aviation fuel pipelines also traverse the municipality.

Land use and development should not undermine the continued operation and development of these facilities.

Strategic directions:

- Protect the on-going operation of MHF, pipelines and existing industrial uses.
- Discourage sensitive uses from locating within identified buffers from existing Major Hazard Facilities.

02.03-4

---/---
Proposed C225brim

Built environment and heritage

Built environment

Throughout the municipality the quality of the built environment, streetscapes and development along our river valleys and escarpments varies. Improving the built form and creating a sense of identity in the municipality by the community is a priority for Council.

Well-designed, sustainable development that contributes to the desired neighbourhood, industrial and commercial character is key to improving the community's sense of pride and will be encouraged.

A proliferation of excessive and poorly designed signage can detract from the appearance of an area. In particular, along freeways, roads and major entrances.

Strategic directions:

- Encourage, innovative built form, configurations and design in areas where a change in character is encouraged.
- Facilitate the delivery of attractive, safe, high amenity neighbourhoods that have a strong sense of identity.
- Enhance the appearance of Industrial and Employment Areas through building form, innovative design treatments and landscaping.
- Ensure signage and associated structures do not detract from the natural or built environment and contribute to the improved appearance of the site and surrounds.

Heritage

A sense of Brimbank's history is reflected in the heritage places that were founded upon the early rural development of the municipality and the later industrial development of Albion and Sunshine. The volcanic plains were one of the earliest areas of post-contact settlement in Victoria and from the early 1800s, they were transformed by large pastoral estates. Keilor is significant for its association with the Bendigo gold diggings. Heritage places dating back to the early 1900s are also located throughout the municipality. The recognition, retention, enhancement and preservation of these historic assets are a priority.

Brimbank also has rich Aboriginal cultural heritage with over 400 known places, objects and landscapes of cultural heritage significance. This includes a distinct natural landscape, including important remnant grasslands and wetlands, rock-faces, basalt escarpments and the incised valleys of the Maribyrnong River and Kororoit Creek.

Strategic direction:

- Manage development within heritage areas to ensure the conservation and protection of heritage buildings and places.

02.03-5

--/--/---
Proposed C225brim

Housing

Residential development

As there are no greenfield development sites remaining in Brimbank, population growth will be accommodated through high and medium density infill development.

Brimbank encourages increased housing diversity, including a range of dwelling types to accommodate changing household demographics and an increasing population. The increased provision of affordable housing, including social housing, is encouraged.

Strategic directions:

- Encourage increased residential development in and around activity centres that are well serviced by public transport, services and community facilities.
- Encourage higher density development in substantial change areas as shown on the Housing map at Clause 02.04, comprising:
 - Sunshine Metropolitan Activity Centre.
 - Sydenham Major Activity Centre.
 - North of Keilor Downs shopping centre.
 - Deer Park Major Activity Centre, except for areas impacted by Major Hazard Facilities.
 - Deer Park railway station, except for areas impacted by Major Hazard Facilities.
 - St Albans Major Activity Centre.
- Encourage medium density development in incremental change areas, which are located around the periphery of Metropolitan and Major Activity Centres as shown on the Housing map at Clause 02.04.

02.03-6

--/--/---
Proposed C225brim

Economic development

Brimbank consistently experiences strong economic growth and investment in the commercial and industrial sectors.

Brimbank has the second largest gross supply of zoned industrial land in the Western region, supporting many employment generating uses that contribute substantially to the local, regional and State economy.

To ensure an appropriate supply of commercial and industrial land is available to meet future demand in addition to designated activity centres, three categories have been identified and are shown on Economic Development map at Clause 02.04.

Key employment areas are also shown on the Economic development map at Clause 02.04 and include the Western State Significant Industrial Precinct; Sunshine National Employment and Innovation Cluster; Sunshine Health, Wellbeing and Education Precinct; and various tertiary education precincts.

Strategic directions:

- Support the development of industrial and employment areas as desirable locations for vibrant and diverse industries and world class businesses.
- Facilitate the development of industrial and employment areas to be highly accessible and connected to public and active transport.

Industry

A number of key industry clusters have developed in sectors of the Brimbank economy. These clusters are important as collectively they provide opportunity for other businesses in the production chain. However, in some instances industry clusters result in amenity impacts such as dust, noise and odour.

The Western State Significant Industrial Precinct accommodates large scale national and international manufacturing, freight, resource recovery and recycling, warehousing, transport and logistics operations.

Transitional Areas are currently zoned for industrial land uses but in the long-term may not be suitable as industrial or employment areas.

Strategic directions:

- Support the sustainable development of industrial precincts so they continue to be an important source of employment and economic opportunity for Brimbank and the western region.
- Retain and protect industrial land within the Western State Significant Industrial Precinct (WSSIP).
- Support the gradual transition of existing industrial zoned land identified in Transitional Areas to higher order uses.

02.03-7

---/---
Proposed C225brim

Transport

Brimbank is well-connected within the Victorian transport network, as shown in the Transport map at Clause 02.04. Multiple transport nodes provide connections to central Melbourne, rural Victoria, the Port of Melbourne and Melbourne Airport. Key freeways including the Calder, Tullamarine West Gate and Hume Freeways also connect Brimbank to the Victorian transport network.

Brimbank is a key hub in Melbourne's west due to existing and planned transport investment including a new rail line for the Melbourne Airport Rail Link, with a key interchange at Sunshine Station.

The public transport network in Brimbank includes the 903 SmartBus, and the Sunbury and Melton railway lines. These are supported by the Geelong, Ballarat and Bendigo regional lines.

The Sunbury line connects the Sunshine Metropolitan Activity Centre to the St Albans and Sydenham Activity Centres.

Brimbank supports a variety of transport modes, however private cars are relied on for access to employment, retail and recreation, and to maintain social connection. Past car parking management approaches have sought to satisfy demand by increasing supply, this approach can incentivise car use and conflict with sustainability aspirations seeking less traffic congestion and more walking,

cycling and public transport use. To address this conflict, sustainable transport options will be prioritised. Existing pressure on the road network is expected to increase as the growth areas of Melton and Wyndham develop.

Strategic directions:

- Support the development of planned rail grade separations along the Melton and Sunbury line.
- Support improvements to the transport network that will increase connectivity, reduce congestion and encourage walking and cycling.
- Encourage the land footprint devoted to parking to reduce over time, as development increases and consolidation occurs.
- Encourage car parking in new development to be allocated and designed so that it does not incentivise car use and supports quality development and urban amenity.

Melbourne Airport

Strategic direction:

- Protect the operations of Melbourne Airport, from development that could constrain the long-term functionality of the airport as a freight and passenger gateway for Melbourne.

02.03-8

---/---/---
Proposed C225brim

Infrastructure

Community infrastructure

Brimbank is committed to providing access to inclusive, well developed social and physical infrastructure. This will contribute to the health and wellbeing of the community and create opportunities to engage in community life.

Strategic direction:

- Provide, renew or adapt social and physical infrastructure to meet the changing needs of the community.

Open space

Open spaces make a significant contribution to the character of Brimbank's neighbourhoods and protect natural environments and cultural heritage. The following three tier approach will guide the future development of Brimbank's open space network:

1. **Flagship Parks** - serve a 3 kilometre walkable catchment, located near a landscape feature, have a sufficient size to accommodate a diverse range of facilities, are irrigated, and located on a principal trail network or main road. Flagship parks have the potential to provide café opportunities.
2. **Suburban Parks** - serve a 1 kilometre walkable catchment, approximate size 0.6 – 1 hectare, irrigated.
3. **Neighbourhood Parks** - 500 metre walkable catchment, approximate size 0.6-1 hectare.

Strategic directions:

- Ensure the use and development for Brimbank's open spaces is consistent with their categorisation.
- Develop and enhance the existing open space network to ensure all residents have equal access to open space within the municipality.
- Encourage the delivery of new open space through infill developments where there is insufficient provision of open space.

02.03-9

Gaming

--/--/---
Proposed C225brim

Council is committed to minimising the impact of gambling on the most vulnerable members of the community.

Strategic direction:

- Direct Electronic Gaming Machines (EGMs) away from locations where the net economic and social impact will be detrimental to the wellbeing of the community.

DRAFT