



Brimbank
City Council

Alfrieda Street Public Realm Masterplan

March 2024

Pictured: Drone photography of Alfrieda Street Activity Centre.
Source: Brimbank City Council, 2022



Pictured: Wurundjeri artwork in Brimbank Council Chamber by Thomas (Tom) Day, May 2022
Source: BCC News

Acknowledgement of Country

Brimbank City Council respectfully acknowledges and recognises the Wurundjeri and Bunurong Peoples as the Traditional Custodians of this land and its waterways, and pays respect to their Elders, past, present and future.

We pay our respect to their Elders past, present and emerging. 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.

The City of Brimbank holds great significance as a historical trading and gathering hub for the Traditional Owners.

This region boasts a profound Aboriginal cultural and physical heritage. Within the municipality, there are 427 documented sites of cultural heritage significance, as recorded in the Victorian Aboriginal Heritage Register, under the stewardship of Aboriginal Victoria and the Aboriginal Heritage Act 2006. These places, landscapes, and objects embody the intricate and evolving way of life of Aboriginal peoples over thousands of years.

Contents

Acknowledgement of Country	2
Executive Summary	4
Introduction	5
Vision	8
Design Principles	10
Understanding Alfrieda Street	11
Strategic Alignment	13
Area of Study	15
The Voice of the Community	16
The Activity Centre	20
Civic Walk	22
Residential area	29
Nature Walk	31
Neighbourhood Walk	34
Next Steps	36

Pictured: Street Piano by Tadros Hanna at Alfrieda Street Civic Plaza. Source: Brimbank City Council, 2022



Executive Summary

The Alfrieda Street Public Realm Masterplan sets out the community’s vision for the transformation of Alfrieda Street’s public realm into a greener, safer and better connected urban environment. This strategic document outlines the transformation of Alfrieda Street over the next decade underpinned by sustainability principles and community-focused urban design.

Vision and Objectives

The Masterplan envisions Alfrieda Street as a vibrant community-focused corridor that prioritises pedestrians and active living, enhances public spaces, and fosters ecological resilience. It focuses on improving mobility and safety, fostering social cohesion, and supporting biodiversity.

Community Engagement

Reflecting on two extensive rounds of community consultation, the plan incorporates feedback that emphasises the need for more greenery, safer pedestrian crossings, and better cycling infrastructure, while addressing key community concerns about car parking and support to local businesses.

Key projects



Civic Walk

This commercial heart of Alfrieda Street will see widened footpaths, enhanced public amenities, and increased greening, with a focus on pedestrian zones and outdoor dining.



Nature walk

A green and water sensitive corridor that is friendly for pedestrians, cyclists, and local biodiversity.



Neighbourhood Walk

The residential stretch will be reimagined to encourage walking, with safe and accessible routes to transport and local amenities, as well as increased tree canopy cover.

Section	Project	Improvement linked to consultation feedback	Cost Estimate		Design & Delivery
			Delivery	Annual Upkeep	
Civic Walk	Community Activation Space	-Increased pedestrian and trading space -Increased greening and canopy cover -Increased Public Space and amenities	\$2.1M*	\$65K*	2027-2030
	Footpath Expansion	-Minimal loss of car parks and improved access to Collins Street car park.	\$2.2M*	\$52K*	2028-2032
Nature Walk	Shared User Path	-Increased pedestrian and cycling space -Increased greening and canopy cover	\$450K*	\$9K*	2027-2030
	Suburban Park	-Improved public space amenities	\$1.8M*	\$22K*	2027-2030
Neighbourhood Walk	Shared User Path	-Increased pedestrian and cycling space -Increased greening and canopy cover	\$1.3M*	\$5K*	2027-2030
	Local Park	-Improved public space amenities	\$150K*	\$3.5K*	2029-2030

*Costings based on 2023 prices. All timeframes are subject to Council approval and budget allocation. Additional costs such as traffic management during project implementation are excluded from costs.



Introduction

Shaping the Heart of St Albans

Alfrieda Street is the commercial and cultural hub of St Albans, recognised as one of the largest traditional strip shopping centres in Brimbank, known for its authentic food, strong arts and culture and its annual St Albans Lunar Festival.¹

The Alfrieda Street Public Realm Masterplan (The Masterplan/the Plan) is a strategic document outlining the future direction for one of the most significant Activity Centres in Brimbank. Situated within the Sunshine National Employment and Innovation Cluster (SNEIC), Alfrieda Street is positioned to become a vital community hub, enriched by the diversity and energy of St Albans.

Brimbank City Council (BCC) has prepared this Masterplan with input from local businesses, industry, and residents. The goal is to guide a future of Alfrieda Street that supports local economic growth, enhances public spaces, and makes getting around easier. The Masterplan seeks to make Alfrieda Street a place where people can live, work, shop, dine, recreate and play, underpinned by the principles of accessibility, inclusivity, and environmental sustainability. This Masterplan is a demonstration of how community ideas, combined with best practice urban design and planning can lead to an exciting, vibrant, and well connected precinct.

Encompassing the streetscape from Main Road West to Taylors Road, the plan identifies three distinctive zones: The Civic Walk, covering the shopping strip within the activity centre, and the Nature and Neighbourhood Walks, situated within the residential areas, each possessing a unique typology.

What is the purpose of this Masterplan?

The objective is to deliver a 10-year strategic blueprint for the future of Alfrieda Street. The Masterplan, along with the projects it introduces, will be reassessed in five years to guarantee ongoing relevance and effectiveness. As a non-statutory document, the Masterplan outlines a vision, guiding principles, objectives and strategic opportunities to inform the delivery of public realm capital works, including upgrades to existing footpaths, streets, landscapes, as well as cycling and pedestrian links. All while preserving and enhancing the unique character and lifestyle of Alfrieda Street. The key goals of this plan include:

- Establishing Alfrieda Street as a central hub for the St Albans community, reinforcing its significance in the daily life and cultural fabric of the area.
- Directing the design and development of the street to create a vibrant, safe, and inclusive environment that caters to the diverse needs of residents and visitors.
- Facilitating advocacy and delivery of capital investment and strategic projects that will bring about a tangible transformation, making Alfrieda Street a more appealing and functional space for all.

¹ St Albans Activity Centre Precinct Structure Plan 2011 (Revised 2015)

How to read this document?

This Masterplan has been developed with multiple audiences in mind. For the community of St Albans, it acts as a platform for collective thought and discussion about the future of Alfrieda Street. For landowners and developers, this document offers insight into the potential of Alfrieda Street's transformation underpinned by community aspirations and Council's objectives. For Council, this is an instrument to continue advocating for design excellence in the revitalisation of Alfrieda Street. It serves as a reference point for future public realm upgrades and a benchmark for reviewing new project proposals.

Inside this masterplan:

- **The Vision:** Outlines the long-term aspirations for Alfrieda Street.
- **Historical, Contemporary, and Strategic Context:** Offers background information, setting the stage for the proposed changes.
- **Community Engagement Summary:** A snapshot of the community aspirations and feedback and how they have shaped the Masterplan.
- **Urban Context Analysis:** A look at the current state of Alfrieda Street, considering social, economic, and spatial factors.
- **Strategic opportunities:** Presents a design blueprint for enhancing Alfrieda Street's public realm.

Who was involved in the development of this Plan?

The Alfrieda Street Public Realm Masterplan is the result of a collective effort that began in 2021, led by Council's Urban Design Team and supported by a range of council teams, including: Engineering Services, Environment, City Planning, City Strategy, Community Projects, Community Strengthening & Social Planning, Leisure & Community Facilities, Youth Services, Community Learning & Participation, Transforming Brimbank, as well as the St Albans Place Manager. Specialist consultants also provided expertise in areas like movement and place analysis, integrated water management, placemaking, and community engagement.

Importantly, this document encapsulates the perspectives of St Albans local community, garnered through two extensive phases of public consultation in March-May 2021 and November-December 2022. It also integrates insights from key government authorities such as the Department of Transport and Planning (DTP), Department of Environment, Land, Water and Planning (DELWP), Department of Jobs, Precincts and Regions (DJRP), and Melbourne Water, ensuring a comprehensive approach to the development of Alfrieda Street.



Pictured: Community members during Community Consultation Round 2. Source: Artificial Studios, 2022

What is NOT within the scope of this Masterplan?

The Masterplan does not contain actions or guidelines that influence private land development. These aspects fall under separate regulatory frameworks such as the [St Albans Activity Centre Precinct Structure Plan](#) and are not addressed in this document.

This Public Realm Masterplan identifies and explores a number of key moves and opportunities to enhance the quality of the streetscape within Alfrieda Street. However, its purpose is only to set the stage for future projects and does not provide detailed designs for their delivery. If Council decides to advance in the implementation of the ideas presented here, they would be subject to additional detailed design processes, including possible further rounds of community engagement.

²Mayor's Design Advisory Group, Public London: Creating the best public realm, London, 2016, pp.

What is the Public Realm?

The public realm encompasses openly accessible spaces such as streets, squares, parks, and footpaths. It includes the areas between and within buildings that are freely available to everyone. Beyond its physical presence, the public realm serves as the 'glue' that holds cities together. It is the places where people meet, interact, relax, and engage in community activities.²



Pictured: Hampshire Road Public Realm.
Source: Brimbank City Council

The Journey

Background Study

- Detailed study of existing Plans, Strategies, and Policy
- Analysis of planned works in and around the study area
- Analysis of site conditions, existing issues, and opportunities

Internal Stakeholder Engagement - Round1, March 2021

- Collaboration with various teams and insights from specialised consultants

Community Engagement - Round 1, May 2021

- Gathering information on the strengths and weaknesses of the existing environment
- Identification of key issues, priorities, objectives, goals, and possible actions

Internal Stakeholder Engagement - Round 2

- Review of Draft Master Plan prior to community engagement

Draft Masterplan

- Preparation of Draft Master Plan

Community Engagement - Round 2, November 2022

- Council Meeting Endorsement to Consult.
- Community engagement to obtain feedback on Draft Masterplan

Revised Master Plan for Council Consideration, February 2024

We are here

Next steps

- Targeted engagement with traders (Feb/March 2024)
- Seek adoption at Council meeting (April 2024)

The Vision

For Alfrieda St

Alfrieda Street is established as a vibrant green heart of St Albans, a dynamic and prosperous corridor that promotes active living.

It integrates culture and tradition with emerging technologies, and continues to be a bustling Activity Centre, Alfrieda Street is full of people and vibrancy during the day and night, all year round. It's a place where businesses flourish, and people of all backgrounds feel safe and welcome.

Alfrieda Street is a resilient, nature-focused urban environment where local flora and fauna thrive. It exemplifies modern urban places, blending community well-being, environmental sustainability, and cultural richness into a distinctive and engaging street.





Pictured: Alfrieda Street outdoor trading
Source: Brimbank City Council
Alfrieda Street Public Realm Masterplan | 9

Design Principles

The vision for Alfrieda Street is underpinned by the following principles:

People



Equitable

Ensures public spaces are safe, accessible, and welcoming for everyone.



Prosperous

Creates opportunities for local business growth, encouraging community interaction and support for local commerce.



Active

Encourages the use of walking, cycling, and public transport as primary modes of daily travel.



Culturally Rich

Celebrates St Albans' multicultural heritage, offering spaces for cultural expression and community celebration.

Place



Innovative

Integrates smart technologies for an intelligent urban ecosystem, enhancing quality of life, environmental health, and economic vitality.



A Destination

Offers free experiences and activities with a distinctive cultural profile. Visitors choose to stay longer, return, and invest in the area.

Planet



Resilient

Adapts to climate-related stresses and shocks, promoting a sustainable and thriving environment.



Permeable

Implements integrated water management to enhance groundwater quality, reduce flooding, and enrich urban biodiversity.



Nature-Focused

Prioritises nature in design, transforming the street into a park-like environment where nature is considered a stakeholder.

Understanding Alfrieda Street

The Broader Context

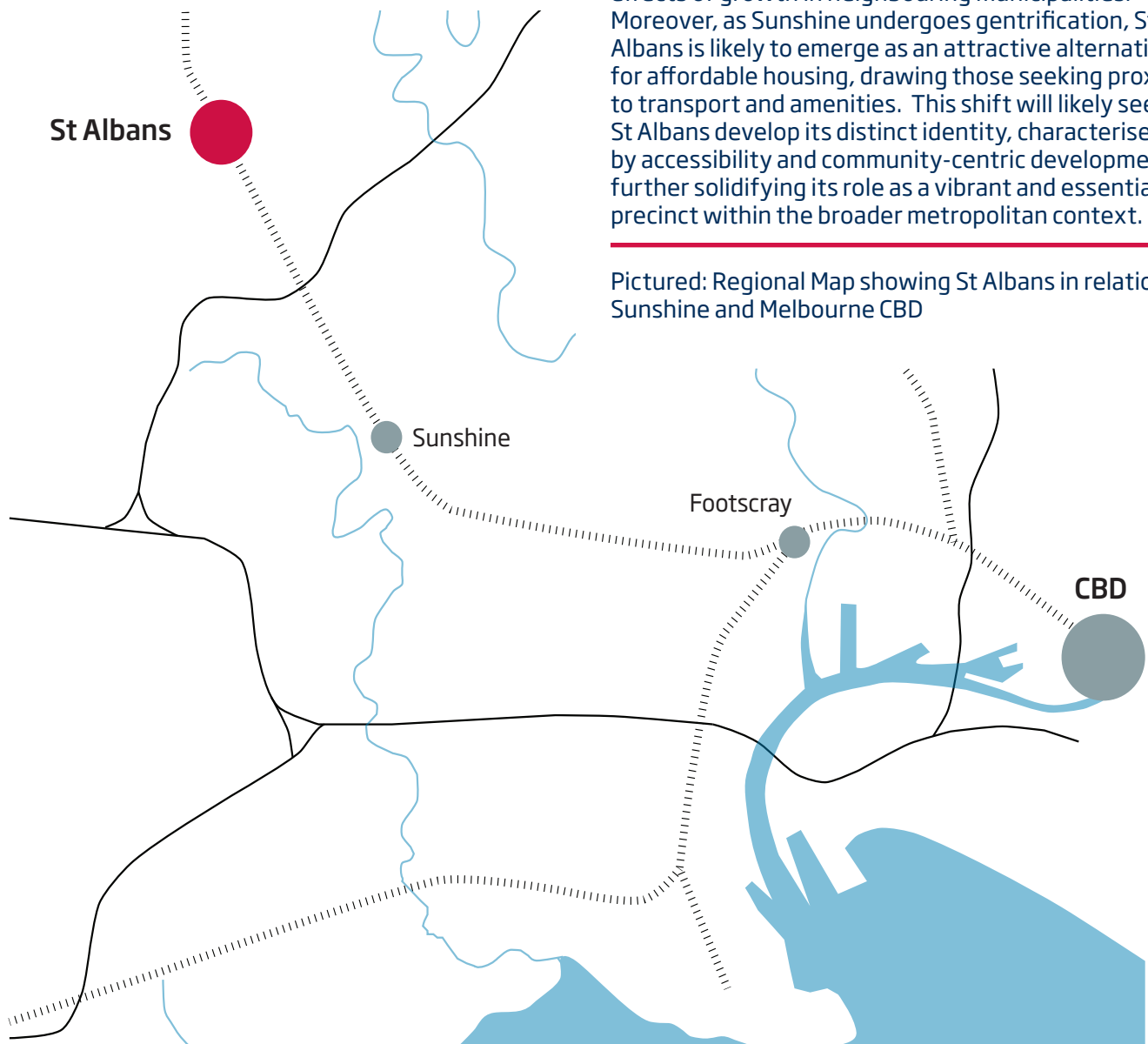
Alfrieda Street sits at the heart of St Albans, a suburb steeped in diversity and activity within the City of Brimbank. Geographically demarcated by Taylors Road to the north and Sunshine Avenue to the east, with the Western Ring Road and Jones Creek drawing the southern boundary, and bordered by Gladstone Street, Station Road, and Kings Road to the west, this area forms an integral part of the Horseshoe Bend Ward.

Approximately 16km from the CBD, St Albans is strategically positioned along the same urban corridor as the Footscray Central Activity District and Sunshine Town Centre, making it an influential local and sub-regional player within Melbourne's west.

At the heart of St Albans is the train station precinct, with Main Road (East and West), Alfrieda Street, and St Albans Road serving as key connectors. These thoroughfares unite at the centre of the activity area, which is envisioned to grow into a high-quality, people-focused hub with a strong local 'feel'. The plan is to develop a network of streets and public spaces surrounded by contextually responsive buildings, all scaled to foster a sense of activity and safety.³

With the western region's growth, Brimbank's infrastructure, including roads and community services, is expected to come under pressure, both from the local increase in population and from the spillover effects of growth in neighbouring municipalities. Moreover, as Sunshine undergoes gentrification, St Albans is likely to emerge as an attractive alternative for affordable housing, drawing those seeking proximity to transport and amenities. This shift will likely see St Albans develop its distinct identity, characterised by accessibility and community-centric development, further solidifying its role as a vibrant and essential precinct within the broader metropolitan context.

Pictured: Regional Map showing St Albans in relation to Sunshine and Melbourne CBD



³ St Albans Activity Centre Precinct Structure Plan 2011 (Revised 2015)

Heritage

The heritage of St Albans, encapsulated by Alfrieda Street, stretches back millennia and continues to evolve, shaped by the diverse communities that call it home.

Indigenous Legacy

The land in and around Brimbank is part of the traditional country of the Wurundjeri and Bunurong peoples of the Kulin Nation. For over 60,000 years before European settlement, this area has been a place of gathering, ceremony, and sustenance, a testament to the enduring relationship between the First Peoples and their land. Sadly, there is little information around Indigenous history in western regions and their ways of living. What's known is that the clans caring for the land in this area quickly disintegrated post European Settlement. However, elements of this indigenous heritage remain etched into the landscape.



Pictured: NAIDOC Smoking Ceremony
Source: Brimbank City Council

Natural History

The natural landscape of St Albans was once dominated by the Plains Grassland Ecological Vegetation Community (EVC), a rich ecosystem that flourished on the area's fertile volcanic soil. Today, Alfrieda Street is built upon this same volcanic foundation, characterised by bluestone and clay. Features that would be important to bring to the surface and integrate as part of a future material palette that helps us maintain the link to the land's ecological past.

European Settlement

The arrival of European settlers in the 1830s introduced a new chapter in the history of St Albans. The fertile volcanic plains attracted pastoralists and farmers, shaping the area's agricultural beginnings. As Melbourne expanded, so did St Albans, evolving from farmland to an "architect-designed" suburb of Brimbank when Cosmopolitan Land & Banking Company moved to the area as the result of the new train station.

Built Heritage

The community hubs were one of the very integral parts 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 the 1930s and became the place for many community fêtes and bazaars. 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.

Post-War Migration

The aftermath of World War II saw a significant influx of European migrants, drawn to St Albans by the promise of employment in nearby industries and affordable land. This period saw St Albans grow into a diverse community with a strong sense of local identity and community spirit.

St Albans Today

In recent decades, St Albans has continued to attract diverse groups, including significant Vietnamese, Indian, and Maltese communities. These communities have contributed immensely to the suburb's identity, bringing with them a rich tapestry of languages, cuisines, and traditions. This has transformed Alfrieda Street into a bustling multicultural hub, renowned for its array of shops, eateries, and annual cultural festivals that celebrate its diversity.



Pictured: Alfrieda Street local shop.
Source: Brimbank City Council 2021

Brimbank City Council, through this Masterplan, acknowledges the importance of respecting and integrating these cultural connections into the future of the precinct. We aim to actively and meaningfully engage with the Traditional Owners to bring their stories of the country into the site and preserve the ecological and cultural narratives that define the area.

The People

St Albans is a suburb well known for its multiculturalism, it is home to residents from various backgrounds being Vietnamese (25.7%), English (7.5%) and Australian (7.9%) the three largest ancestries, according to the 2021 census. Over half of the local population were born overseas with Vietnamese, Indian, Filipino, and Maltese communities being particularly prominent. This cultural diversity is reflected in the languages spoken at home, the variety of cuisines available, and the numerous cultural festivals celebrated throughout the year. However, this diversity also brings challenges such as language barriers and social integration.

Overall, St Albans enjoys a balanced demographic profile. In only a few years, the median age has shifted from a higher proportion of older adults (people over 60) to being a predominantly younger population between the ages of 20 to 39, according to the 2016 and 2021 censuses. This demographic shift aligns with the projected growth for the area; therefore, it is important to provide both accessible and equitable infrastructure for the ageing population and welcoming spaces for the new generations.



Pictured: 'Young St Albans's resident at Community Consultation Round 1
Source: Brimbank City Council 2021

Strategic Alignment

This Masterplan's strategic rationale has been built upon the key learnings and directives from both state and local planning frameworks. It is underpinned by Council's commitment to creating sustainable, accessible, and vibrant neighbourhoods, while reflecting a deep understanding of and response to the community's aspirations and needs. The strategic context outlined below provides a foundation for understanding how this Masterplan is positioned as an important step towards realising "A transformed Brimbank that is beautiful, thriving, healthy and connected".⁴

The Victorian planning framework

Plan Melbourne Plan Melbourne (2017-2050), as the Victorian Government's blueprint for Melbourne's growth over the next three decades, identifies St Albans as a Major Activity Centre and an integral part of the Sunshine National Employment and Innovation Cluster (Sunshine NEIC). This designation not only highlights St Albans' importance but also positions it as a key focal point for strategic urban development and growth in the coming years.

The Alfrieda Street Public Realm Masterplan has been significantly shaped by the 20-minute Neighbourhood principle. Championing the concept of 'living locally,' we aim to create a community environment in St Albans where residents can conveniently meet most of their daily needs within a 20-minute walk from their homes.

In bringing this principle to life in St Albans, the focus is on thoughtful urban design that prioritises active living, green and pedestrian friendly streets, and easy access to local amenities and services.

Drawing upon Brimbank City Council's successful implementation of the 20-Minute Neighbourhood Suburban Revitalisation Program in Glengala Village in Sunshine West, we plan to leverage these valuable insights to create healthy, well-connected, thriving neighbourhoods within the municipality.



Pictured: Hallmarks of the 20-Minute Neighbourhood
Source: Creative a more liveable Melbourne, DTP

⁴ Together We Are Brimbank - Community Vision 2040, Council Plan 2021-2025 and Municipal Public Health and Wellbeing Plan.

Brimbank's Vision

In line with Council's overarching strategic directions, the Alfrieda Street Public Realm Masterplan is designed to transform St Albans into a thriving, interconnected community. This transformative vision is underpinned by two key strategic documents, the St Albans Activity Centre Precinct Structure Plan (Revised 2015) and the Go St Albans Town Centre Action Plan (2019-2024), each playing a significant role in shaping the Masterplan.

St Albans Activity Centre Precinct Structure Plan (Revised 2015)

The Structure Plan lays the foundation for envisioning St Albans as an attractive, safe, and vibrant hub, accentuating the importance of high-quality public spaces. It underscores the need for an accessible and welcoming town centre that prioritises pedestrians and cyclists. In line with this vision, the Masterplan adopts an urban design strategy that encourages a dynamic and interactive urban landscape. The emphasis on pedestrian infrastructure and public realm enhancements directly informs the Masterplan's approach to crafting engaging and functional public areas.

The Alfrieda Street Public Realm Masterplan also aligns to the broader objectives set by a number of Council strategies, plans, and policies. These include enhancing active transportation, effectively managing traffic congestion, providing accessible community facilities, creating vibrant public realms, increasing greenery, and addressing the impacts of climate change. Further detail on the relevant Council strategic framework that has influenced this Masterplan can be found on the Alfrieda Street Master Plan Background Report, 2022.

Go St Albans Town Centre Action Plan (2019-2024)

The Action Plan aspires to establish St Albans Town Centre as a renowned destination for food, art, and culture. It advocates for a thriving, dynamic, and multicultural environment that appeals to residents, businesses, and visitors alike. The Masterplan integrates this vision by supporting the infusion of cultural and artistic elements into the urban fabric of Alfrieda Street, enhancing its unique identity. Additionally, the focus on improving physical connectivity and maintenance within the town centre is echoed in the Masterplan's efforts to upgrade the streetscape and enhance overall connectivity.

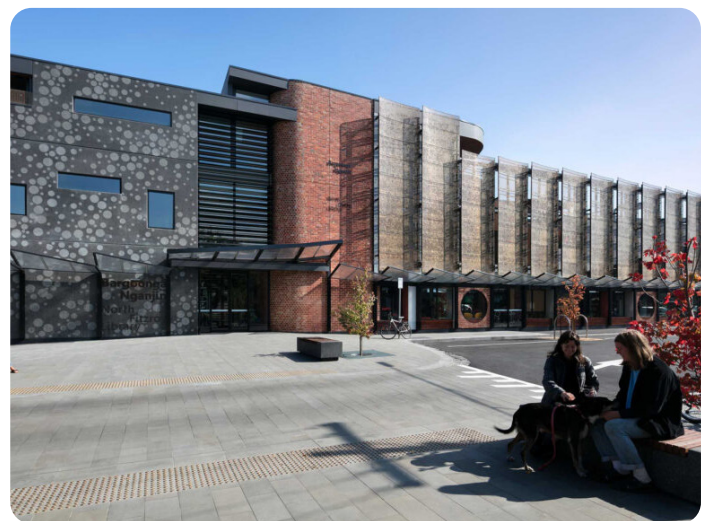


Pictured: Welcome to St Albans Mural by Youth Services Artists.

Source: Cover Page of Go St Albans Town Centre Action Plan 2019-2024.

St Albans Library Redevelopment

The redevelopment of the St Albans Library has been identified as a priority project under investigation in several Council strategic documents. Its significant role as one of St Alban's key community hubs presents a unique opportunity to also improve the public realm around it. Relevant strategic documents include the Brimbank Library Strategy, which emphasises the need for spaces for community to meet, read, and create; the St Albans Library and Deer Park Library Preliminary Study, which highlights the Library's need for expansion and modernisation; the Brimbank Community Services and Infrastructure Plan 2018-2038, that identifies long-term community facility needs; and the Go St Albans Town Centre Action Plan, which advocates for improved public spaces. Collectively, these documents highlight the importance of community-focused spaces, the need for adaptive and accessible facilities, and the library's role in fostering community interactions and wellbeing.



Pictured: North Fitzroy Library Forecourt

Source: Green Magazine

The Area of Study

The area of study of this Masterplan encompasses the public realm within Alfrieda Street, stretching from Main Road East to Taylors Road in St Albans. This area is further segmented into three distinct sections: These include the Civic Walk, situated within St Albans Activity Centre and the Nature and Neighbourhood Walks, both situated along the residential zone of Alfrieda St. The Street links key community landmarks such as St Albans Train Station, St Albans Library and Brimbank Aquatic & Wellness Centre.



Civic Walk

From Main Road East to Linda Street.

This commercial heart of Alfrieda Street will see widened footpaths, enhanced public amenities, and increased greening, with a focus on pedestrian zones and outdoor dining.



Nature Walk

From Linda Street to Biggs Street.

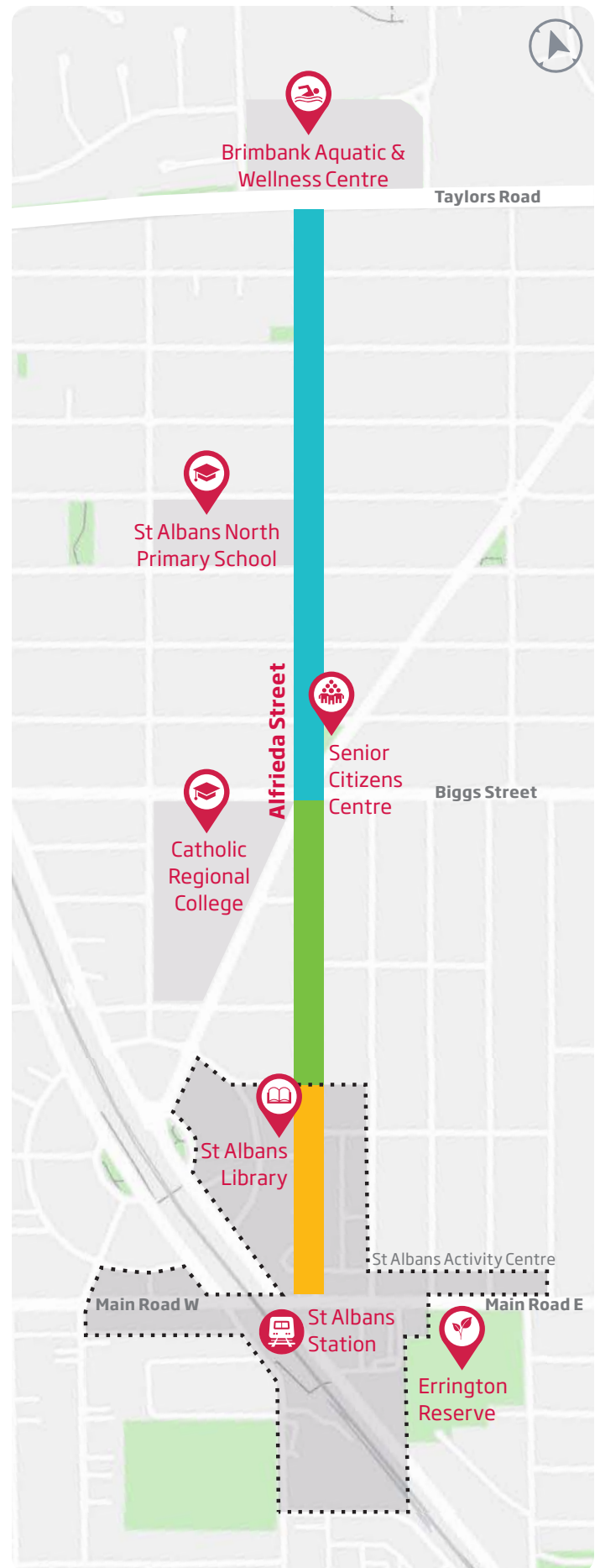
A green and water sensitive corridor that is friendly for pedestrians, cyclists, and local biodiversity.



Neighbourhood Walk

From Biggs Street to Taylors Road.

The residential stretch will be reimagined to encourage walking, with safe and accessible routes to transport and local amenities and increased canopy cover.



The Voice of The Community

To ensure the Masterplan accurately reflects the perspectives, needs, and aspirations of those who live, work, and visit Alfrieda Street, Council conducted two exhaustive rounds of community consultation.

Round 1 - Small and big ideas

(5 March to 9 May 2021)

The First round of w sought to gather initial community input to spark ideas that could inform future upgrades for Alfrieda Street. The community helped us identify the precinct’s key assets, issues, and some changes that could help enhance the overall experience of the street.

The Approach

Engagement was carried out through a variety of engagement methods, including Council’s ‘Your Say’ online platform as well as in-person activities, supported by multilingual communication materials in English, Vietnamese, Arabic, and Punjabi. This phase successfully engaged over 440 participants, who provided valuable insights into Alfrieda Street’s strengths, challenges, and priorities for future improvements.

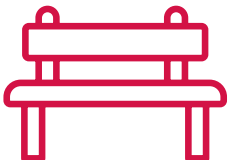
440
Participants

Collateral in
4 Languages



Pictured: Local resident providing feedback at Community Consultation Round 1.
Source: Brimbank City Council

What we love about Alfrieda Street!



The places to sit and relax



The variety of retail and grocery shopping options



The diversity and quality of food and restaurants



The vibrant, busy atmosphere



The library

Our main challenges

- Movement and accessibility, including traffic congestion and parking issues. Many participants typically drive to the area, though there's openness to walking or cycling alternatives.
- Safety and comfort, particularly at night, emerged as significant concerns, despite daytime visits being perceived as generally safe.
- Some areas and structures are viewed as outdated and lacking vibrancy.



Pictured: Alfrieda Street entrance from Main Road East.
Source: Brimbank City Council

The Community's priorities

For the Activity Centre:

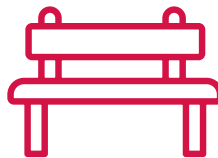
Wider footpaths,
outdoor dining
and trading



Shade trees
and planting



Seating, drinking
fountains,
bins/recycling



Spaces for
community
gatherings/events



Easy access
to car parking



For the Residential Area:

Shade trees
and greenery



Spaces for
community events
and gatherings



Wider footpaths,
outdoor dining
and trading



Connection to
public transport,
safer crossings



Adequate
car parking



Round 2 - Refining the Masterplan

Round 2 took place from 7 November to 2 December 2022 and focused on presenting the Draft Alfrieda Street Master Plan to the community, gathering feedback for refinement. The Draft Master Plan introduced the concept of subdividing the street in three distinctive sections: The Civic Walk, The Nature Walk, and the Neighbourhood Walk, each characterised by its unique use, character, and structure. The Master Plan outlined two options for the Civic Walk section, both designed with the aim of equitable space allocation. The key difference between these options was the positioning of the public realm. In Option 1, the public realm was located on the west side, while in Option 2, it was primarily on the east.



Pictured: Community Consultation Round 2 - Community Event
Source: Brimbank City Council

The Approach

As with consultation Round 1, Council reached out to the local community, businesses and industry through a variety of online and in person engagement methods, these included: listening posts, surveys, drop-in chats, and a series of key stakeholder workshops. In this round, materials were made available in three languages (English, Vietnamese, and Arabic), and a Vietnamese-speaking facilitator was available at on-site workshops.

We gathered the voices of 350 participants, of which 70% were new respondents, bringing fresh perspectives to the table. These new voices provided valuable insights, particularly on some of the strengths and challenges previously identified in Round 1.

This round also included a walk-shop with the St Albans Partnership Group, led by City Strategy. This walk-shop was attended by representatives from St Albans community, local business owners, Victoria University and Victoria Police and focused on an interactive discussion on future practical improvements.

350 
Participants

  **70%**
New voices

 **Vietnamese Facilitator**

The Sentiment

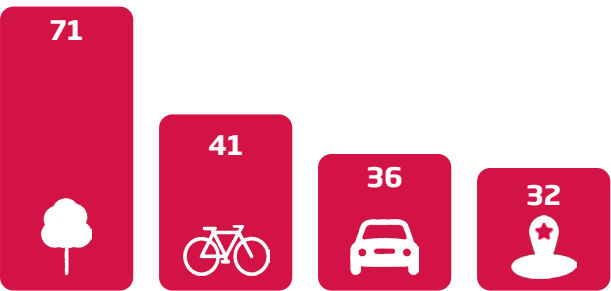
Overall, the feedback on the Draft Masterplan was predominantly positive. About 66% of respondents indicated their approval of the plan. Among the local businesses and the Business Association, there was general support for the overall vision of the Masterplan.

The proposed improvements to the Nature Walk and Neighbourhood Walk areas were particularly well-received, as they were seen to complement the vibrant shopping strip in the Civic Walk area. However, concerns were raised regarding the potential impact of parking arrangement changes, especially within the Activity Centre.



What People Supported

- More greenery, trees and shaded spaces
- Better footpaths and cycling routes
- Less traffic congestion
- Increase of public spaces



A notable development during this round was the receipt of a petition signed by **848 traders**. This petition expressed strong concerns about the reduction of car parking spaces in the Civic Walk area, a sentiment that was consistent across both proposed options of the Master Plan.

During this stage of engagement, two potential quick win opportunities were identified:

- 1. To collaborate with local business owners to accommodate more artistic murals.**
- 2. To continue the shop front façade improvement program to further enhance the attractiveness of businesses on Alfrieda Street.**

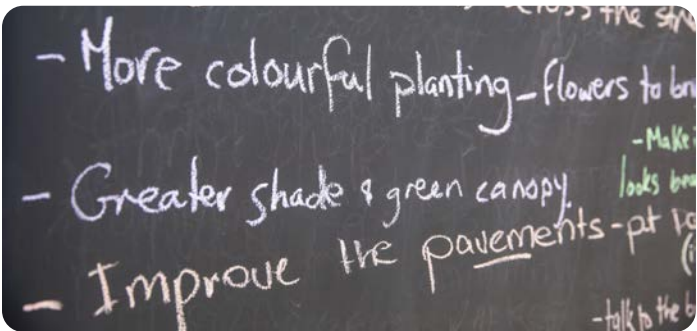
Both the Nature and Neighbourhood Walks were overall well received by the community. Key themes included support for environmental elements and green spaces, a desire for less traffic, and concerns about safety and undesirable activities. A notable submission was Grow Church’s, which requested that any future designs include vehicle access to the church’s main entrance on Alfrieda Street.

Their Main Concerns

- Losing car parking or issues with relocation of car parking spaces
- Potential increase in antisocial behaviour due to more available spaces
- Disruptions to business activities



The feedback and insights gathered during this consultation round highlighted the community’s apprehension about changes that could affect the commercial vitality of the Civic Walk. These concerns were primarily centred around the loss of car parking, which was perceived as crucial for the accessibility and convenience of customers visiting the shops and businesses along Alfrieda Street. The initiatives outlined in this Masterplan have been developed in direct response to these community concerns.



Pictured: Interactive blackboard at Community Consultation Round 2
Source: Brimbank City Council



The Activity Centre

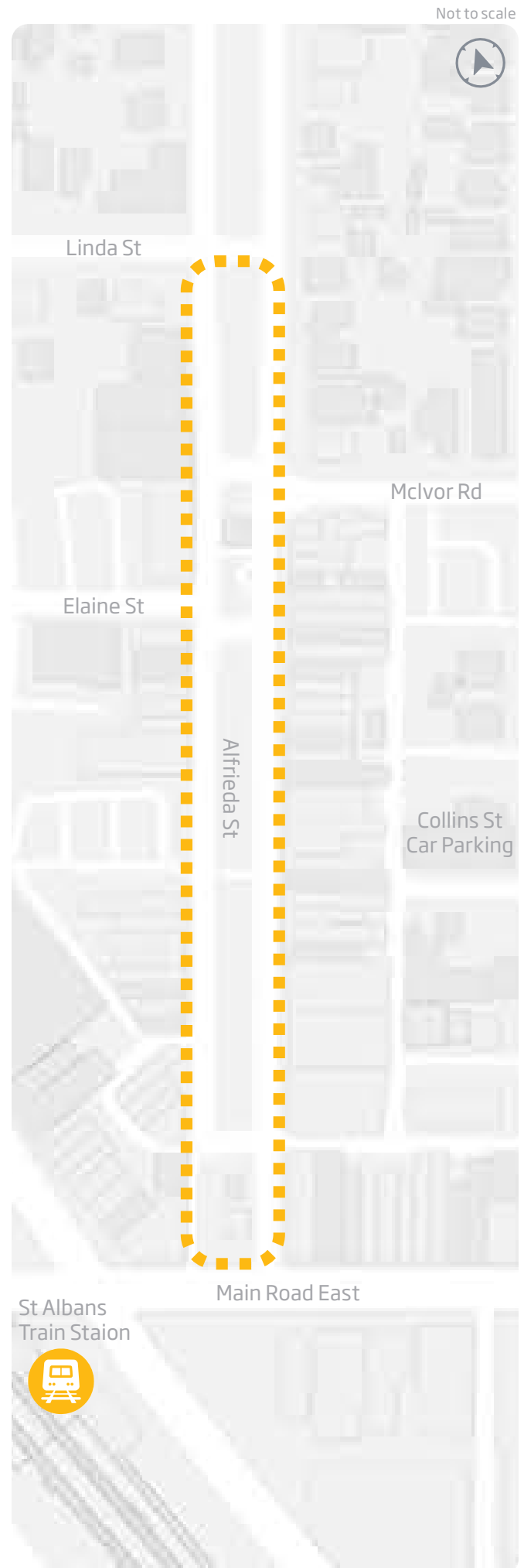
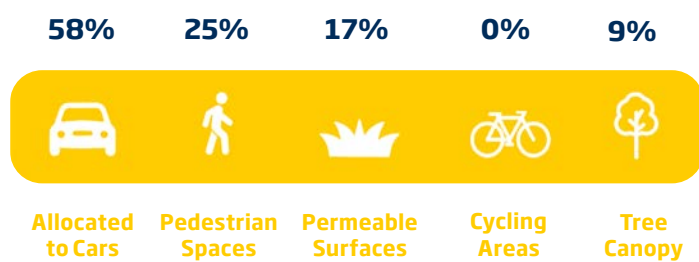
The Civic Walk

The Civic Walk runs along Alfrieda Street from Main Road East to Linda Street, nestled within St Albans Activity Centre. This area is known for its lively and bustling atmosphere, characterised by open stores, vendors selling fresh produce, and eye-catching displays of fruits, vegetables, and seafood that overflow onto the street.

How is the street being used today?

Alfrieda Street, as it stands today, is primarily dominated by car usage. A significant majority of the space is allocated to vehicles (58% for the section within the Activity Centre). Also within the Civic Walk, spaces for pedestrian mobility account for 25% and green spaces only 17%. Notably, there is no dedicated space for cycling, which presently constitutes 0% of the dedicated street's usage. The tree canopy and spaces designated for pedestrian use are markedly low, compared to the municipal average, this imbalance favours vehicular traffic and generates a series of issues that impact the overall experience of place and functionality and movement within the precinct.

Main Rd East to Linda St:



Cycling and pedestrian movement

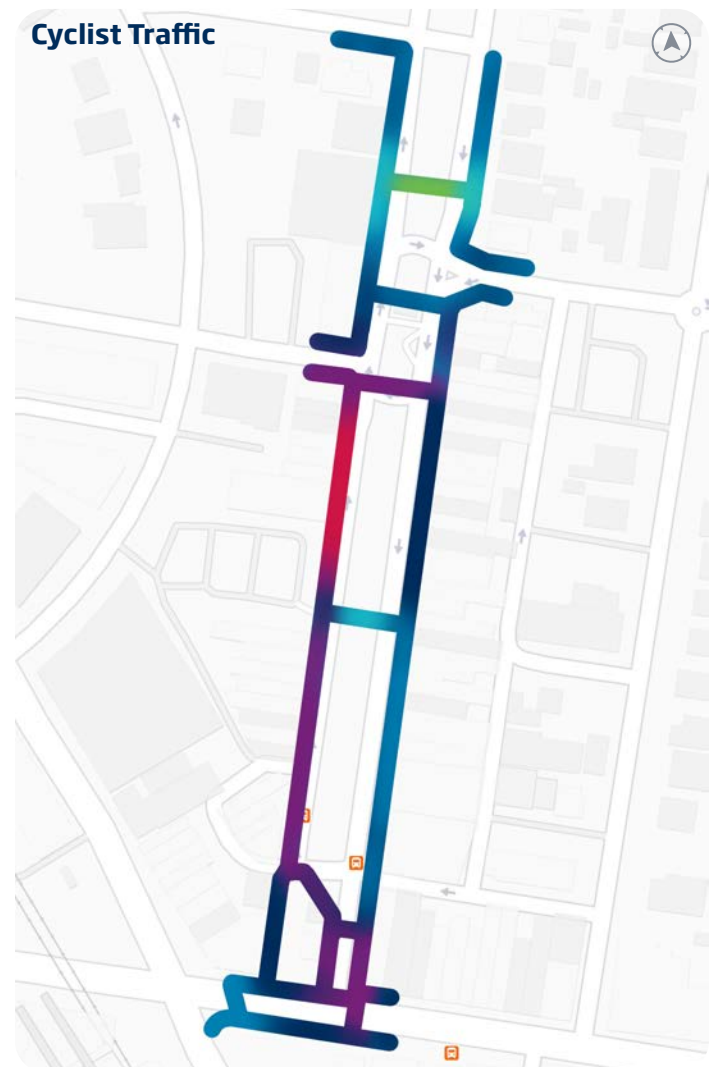
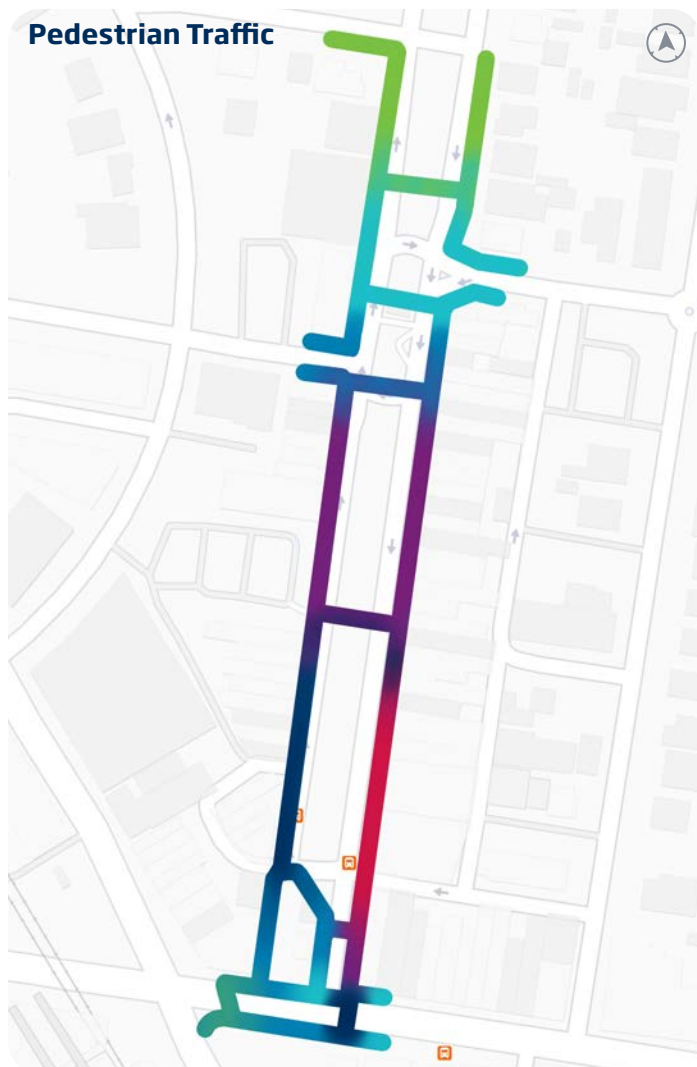
In a study of Alfrieda Street's Activity Centre, pedestrian and cyclist activity was closely monitored over a period of two weeks. Observations were recorded during 12-hour sessions from 7am to 7pm across Wednesdays, Thursdays, Saturdays, and Sundays. The findings painted a detailed picture of movement within the area:

Pedestrian Traffic

The data revealed a significant concentration of pedestrian movement on the east side of the street, particularly at the southern end near the cluster of grocery shops. Notably, the pedestrian count reached its peak in this area, with numbers such as 11,535 indicating high foot traffic.

Cyclist Traffic

Cyclists, on the other hand, showed a preference for the west side of the street. This trend may be attributed to less congestion on the footpaths, providing a more navigable route for bicycles. The cyclist count along various sections of the west side, such as 67 near the southern end, suggests that despite the lower numbers compared to pedestrians, there is a consistent presence of cyclists.



Green:Low activity (Less than 2500 people or 12 bikes)
Red:High activity (More than 25,000 people or 120 bikes)

Pictured: Heatmap diagram showing the results of pedestrian and cyclist movement study. The map shows red in high activity areas and a colour gradient down to green on low activity areas.

Current issues

Currently, a series of challenges impact the quality of urban life and the viability of the Activity Centre. These include:

Pedestrian Accessibility: Wide roads and median parking form considerable barriers, disrupting the flow of pedestrians between the train station and the town centre. This fragmented connectivity hinders the ease of movement that is essential for a pedestrian-friendly environment.

Traffic and Parking: Illegal double parking, coupled with wide traffic lanes, contributes to congestion, complicating the transit experience, and presenting safety risks for all street users.

Lack of Support for Active Transport: The current infrastructure does not adequately support walking and cycling, which are critical components of sustainable urban mobility. Neglecting this aspect would fail to cater to the needs of a community where active transport is rooted in cultural identity and daily routine.

Protection from the Elements: The streetscape offers little protection against the sun, rain, and wind. Without adequate shelter, the street is less accommodating for shoppers and visitors, reducing the overall appeal of the area.

Environmental Challenges: Large expanses of asphalt contribute to a heat island effect, elevating temperatures and causing discomfort.

Waste Management Issues: Illegal dumping of rubbish has been reported, detracting from the street's appeal and creating health and safety concerns.

Underutilised Green Spaces: The existing green spaces are cut off by roads and are not being used to their full potential.

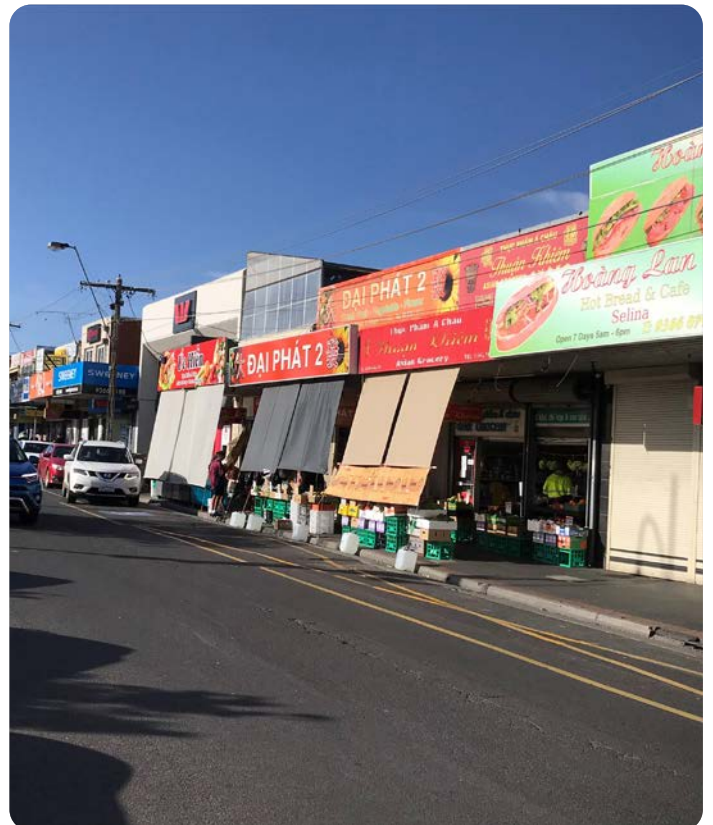
Inadequate Footpaths: The footpaths are found to be narrow and overcrowded, limiting mobility and the opportunity for social interactions. Wider, less cluttered footpaths are necessary to foster a welcoming atmosphere and encourage more walking.

Access to Car Parking: The links to the car parks along Collins Street are perceived as unsafe and difficult to access for pedestrians, generally discouraging people from utilising them as their first parking option, thus congesting the 'higher-value' spots along Alfrieda Street. There is currently a Public Acquisition Overlay in place to enable opportunities for improved pedestrian access through to Collins Street, including:

- Victoria Crescent to Alfrieda Street through new development;
- Alfrieda Street to Collins Street

Pictured from top left to bottom right:

- A car dominated street with illegal double parking.
 - Unappealing, unprotected footpaths.
 - Trucks parked on laneways connecting Collins Street Car parks with Alfrieda Street.
- Source: Brimbank City Council



Objectives for the Civic Walk

Foster a Vibrant Public Space

Create a safe, appealing area for day-to-night dining and trading, supporting lively street culture and community events.



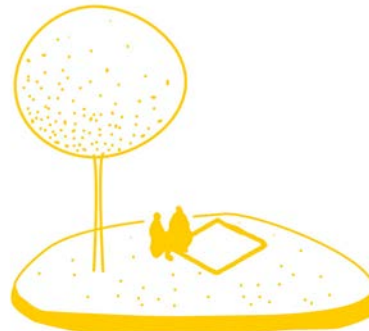
Ease Mobility and Access

Streamline traffic, improve public transport flow, and prioritise pedestrian and cycling routes to enhance connectivity and reduce congestion. “People enjoy priority over traffic, and it is easy to get around.”⁵



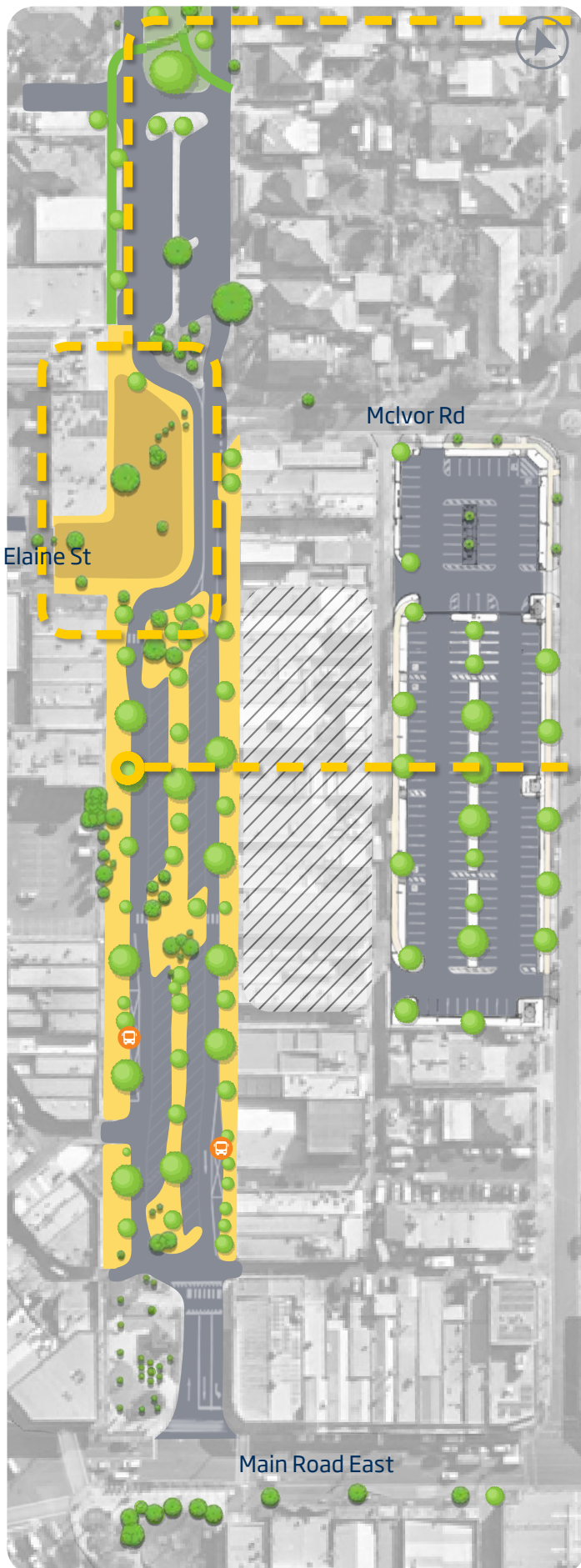
Enhance Environmental and Social Qualities

Increase the tree canopy cover and green spaces to enrich urban comfort and optimise the use of space for community activities without reducing overall parking availability.



⁵St Albans Activity Centre Precinct Structure Plan, 2011.

Key opportunities



Community Activation Space

- Provide a high-quality paved route that comfortably accommodates both pedestrians and bikes.
- Ensure the area is well lit and promotes a safe environment at night.
- Design green spaces for biodiversity, taking into consideration the needs of non-human species.
- Strategically place amenities like seating and bicycle parking to enhance convenience and comfort.
- Utilise integrated water management practices to optimise the use of road run-offs.
- Subject to detailed traffic impact assessment, consider the closure of Elaine Street to create a larger public community space while reducing the impact on car parking.
- Investigate the implementation of digital parking sign showing available spots in surrounding streets and car parks

Strategic alignment: Cycling and Walking Strategy; St Albans Activity Centre Precinct Structure Plan, 2011

Footpath expansion

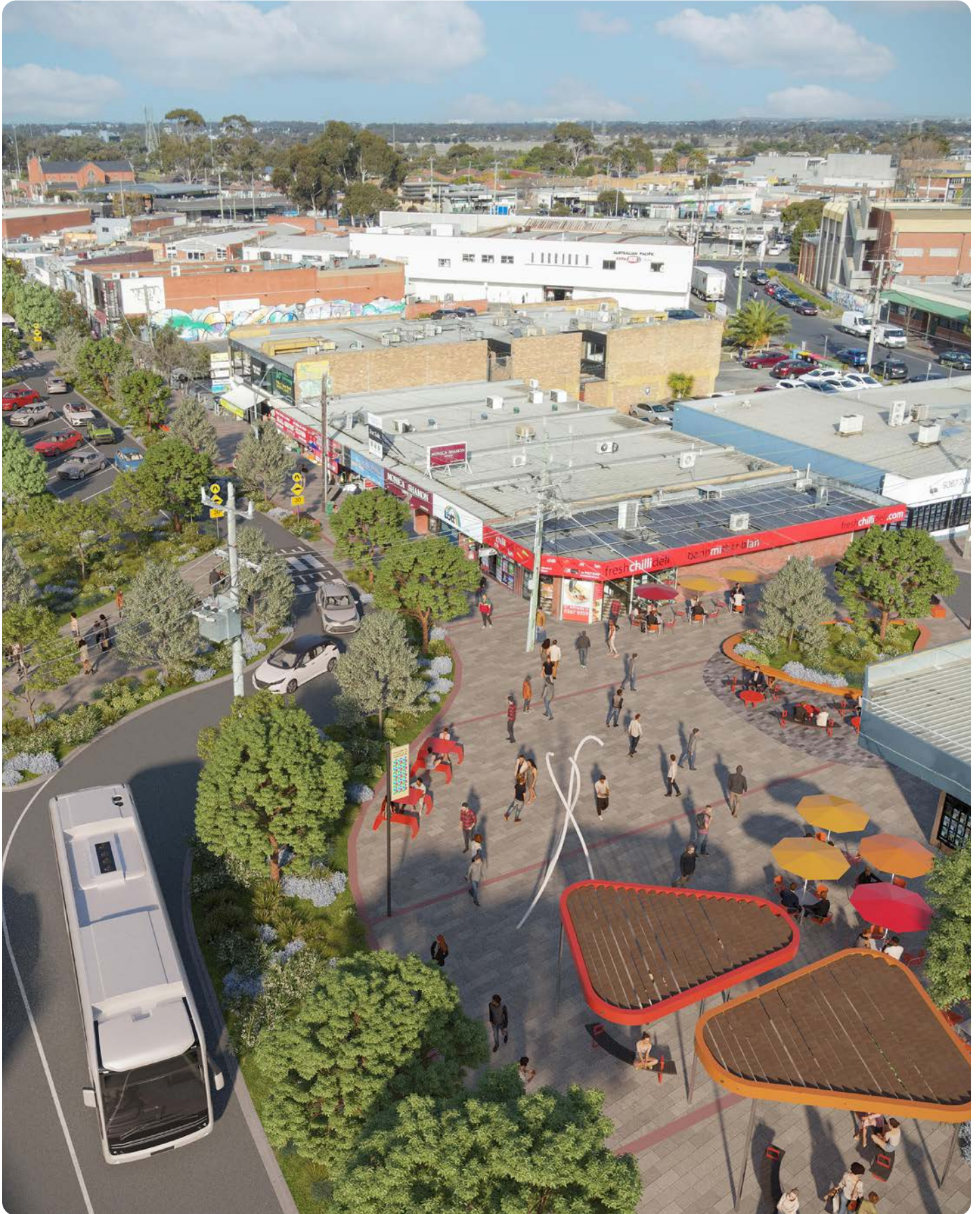
- Increase pedestrian and trading space with dedicated zones for outdoor dining/trading, featuring bluestone paving, shade trees, and structural cells to support healthy tree growth.
- Establish informal meeting and resting areas with suitable all-weather structures, encouraging play and interaction.

Strategic alignment: St Albans Activity Centre Precinct Structure Plan, 2011.

-  Footpath Extension/Improvement
-  Community Activation Space
-  Opportunity for new pedestrian access, St Albans Activity Centre Precinct Structure Plan
-  Existing trees
-  New trees

**Please note that this map is intended solely for illustrative purposes. It does not represent a detailed design nor does it provide specific design outcomes.*

Artist Impression of key opportunities

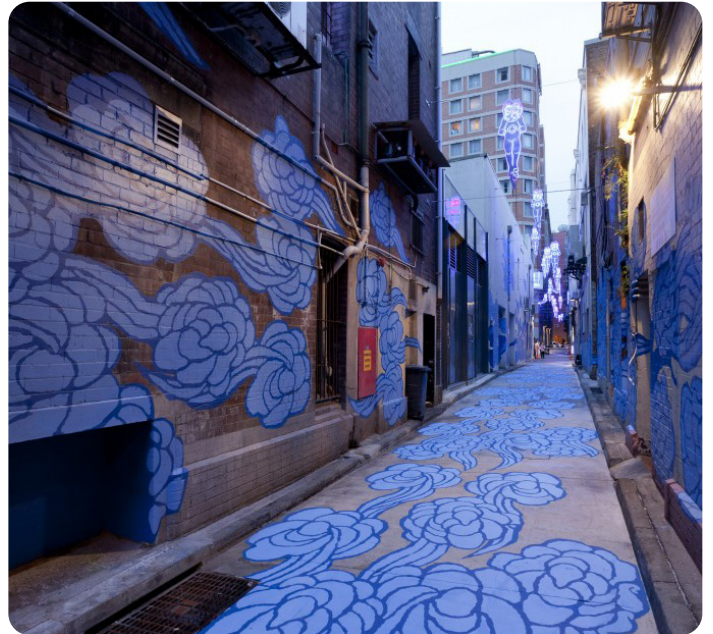


Pictured: Artist impression of revised design for Alfrieda Street including outcomes of community consultation.
Source: WW+P

Other Opportunities

These initiatives have been identified through the consultation and will be further investigated to determine if they can deliver shorter terms outcomes for the community prior to implementation of the Master Plan. These projects will form part of the implementation of the Go St Albans Action Plan and will be subject to budget considerations.

- Activate the laneways between Alfrieda Street and Collins Street to provide a safer and overall better experience for pedestrians and to encourage the utilisation of the Collins Car Park. This includes placemaking and public art interventions i.e. Laneway murals, lighting, etc.
- Develop a wayfinding strategy to improve navigation within the precinct and reinforce the place identity.
- Maximise the use of existing public space through pop-up activations targeted to youth and vulnerable groups. This could include temporary elements in the public realm such as Dance-O-Mats



Pictured: 'In Between Two Worlds' by Jason Wing. Laneway art on Little Hay Street, Sydney. Source: City of Sydney



Pictured: Tarneit Wayfinding trail
Source: Wyndham City Council



Pictured: Dance-O-Mat, Christchurch, New Zealand. Source: Gap Filler/VicHealth Community Activation Program.

...Further on car parking

Council acknowledges that car parking has been a critical concern for the community, made evident during the two rounds of consultation and in conversations with local groups and businesses. In response, this Masterplan has been carefully developed to address this concern and enable St Albans to flourish while causing the least impact to the current number and accessibility of car parking spaces.

The revised plan proposes the removal of 41 car parking spaces along the Civic Walk. To mitigate this, 15 new spaces will be added on Nature Walk, leading to a net loss of 26 spaces.

Council has developed a car park concept plan for Collins street which will provide a total of 180 car park spaces. Parallel to the production of this Masterplan, there have been substantial enhancements to the Collins Car Park. When the first consultation began in 2021, Collins Car Park had 109 available spaces. By the second round of consultation in 2022, ongoing construction work had reduced the number to 106. With the completion of these works, the car park's capacity has expanded to 146 as of 2023. This expansion not only compensates for the spaces set to be removed by the proposal in this Masterplan, but also adds a net gain of 37 spaces since the issue was first raised in consultation round 1.

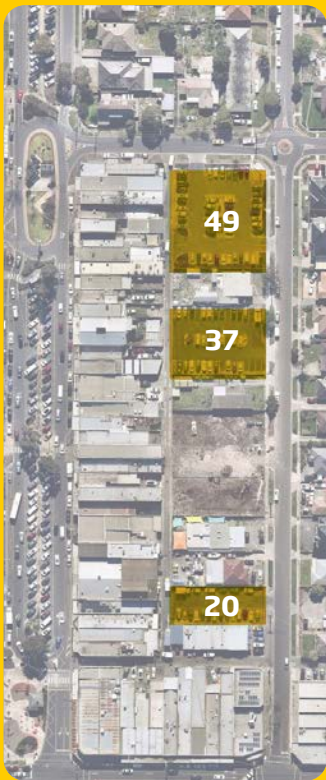
Potential for 15 new car spaces



**2021 - During Consultation
Round 1 - 109 spots**

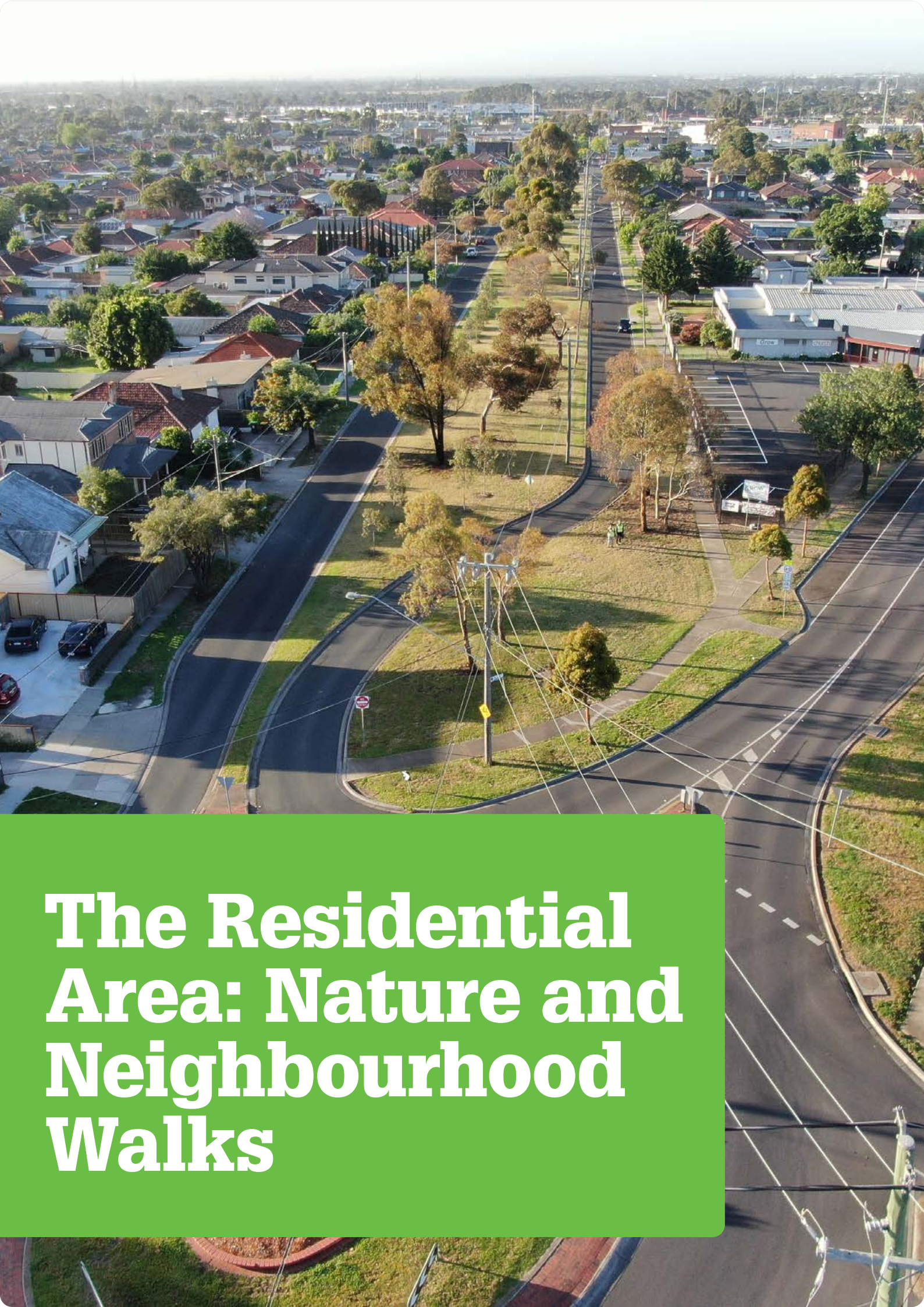


**2022 - During Consultation
Round 2 - 106 spots**



2023 - 146 spots



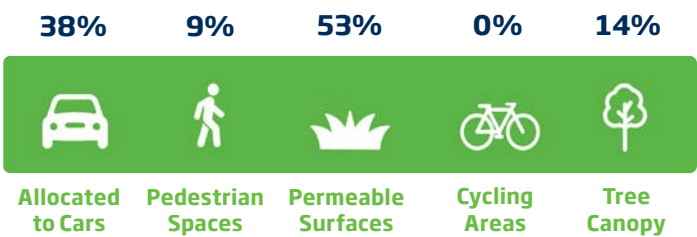


The Residential Area: Nature and Neighbourhood Walks

How is Alfrieda Street being used today?

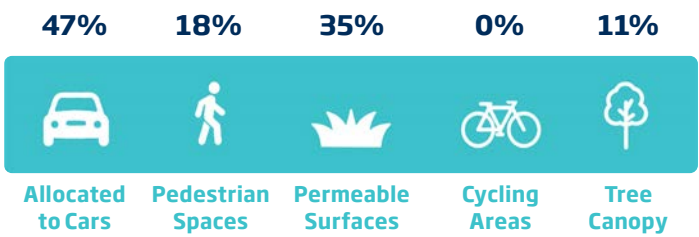
The residential areas of Alfrieda Street, encompassing the Nature Walk and Neighbourhood Walk sections, exhibit a different distribution of space usage compared to the Activity Centre. In these residential sections, the allocation of space reflects a greater emphasis on pedestrian accessibility and greenery.

Linda St to Briggs St:



Notably, the Nature Walk allocates a greater percentage of the street to green spaces (53%) which presents an opportunity for a better biodiversity link and the provision of a greater tree canopy cover.

Briggs St to Taylors Rd:



Current issues

The residential area Alfrieda Street, from Linda Street to Taylors Road, is currently marked by several conditions that pose challenges to creating a people friendly environment:

Vehicle Dominance: The wide, straight roads in the residential area inherently prioritise vehicles, which can lead to inappropriate speeding and compromise the safety and comfort of pedestrians and cyclists.

Lack of Weather Protection: The current streetscape offers minimal shade and protection from the elements, which discourages walking and cycling.

School Street Interface: The primary school in the area lacks a welcoming or visible presence to the street, missing the opportunity to integrate educational spaces with the community actively.

Poorly Maintained Nature Strips: Unmaintained nature strips, litter, and instances of illegal dumping negatively impact the area’s visual appeal, detracting from the quality of the local environment.

Footpath Quality: The existing narrow and ‘low-quality’ footpaths do not encourage residents to walk, even for short distances to local shops, thus affecting the local economy and community interactions.

Underutilised Median Green Spaces: The median strips, although holding high potential, are currently fragmented by roads, lack amenities, and are underused by the community.

Tree Canopy and Overhead Power Lines: The residential area suffers from a low tree canopy, compared to the municipal average, partly due to the prevalence of young trees and the presence of overhead power lines that restrict tree growth.



Pictured (top to bottom):
-Narrow and low-quality footpaths
-Underutilised median strip
-Streetscape lacking shade or weather protection
Source: Brimbank City Council

The Nature Walk

The Nature Walk section runs between Linda Street and Biggs Street on Alfrieda Street. It is envisioned as a tranquil, green oasis that encourages a connection with nature while facilitating calm and leisurely mobility. Lined with trees and landscaping. It is designed to be a pedestrian-prioritised zone that supports local biodiversity.

Objectives for the Nature Walk

Safety and Inclusivity

Establish a safe and welcoming linear park that encourages active community engagement and passive surveillance.



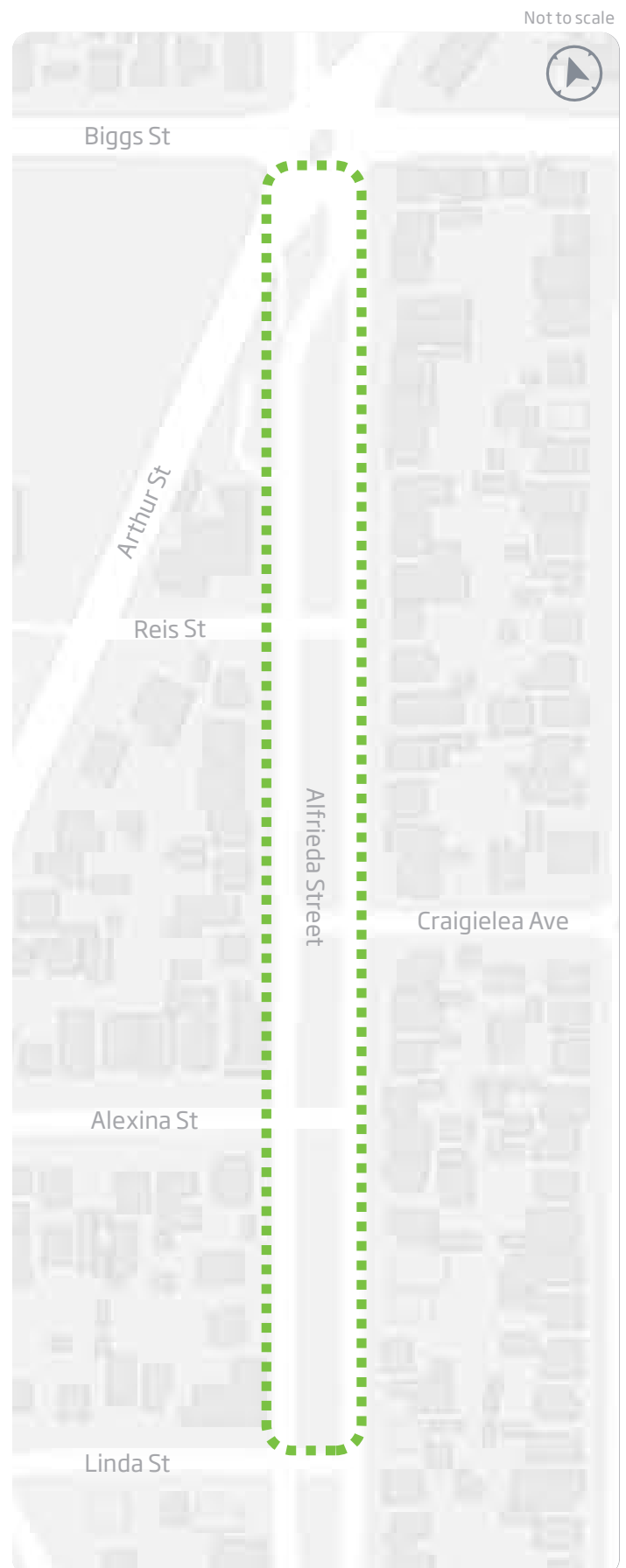
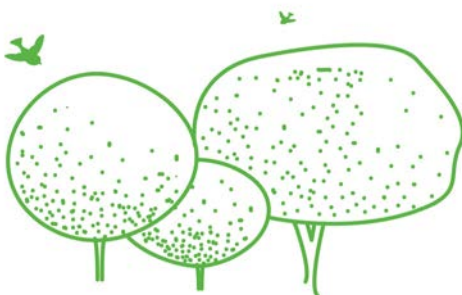
Connective Greenway

Create a cohesive, green corridor that enhances the pedestrian and cyclist experience, linking the Activity Centre with the Brimbank Aquatic and Wellness Centre.



Green infrastructure

Utilise sustainable practices to mitigate the Urban Heat Island Effect and harvest stormwater, supporting a robust tree canopy and increased biodiversity for ecological health.



Key Opportunities



Suburban Park

- Transform the median strip between Reis St and Biggs St roundabout into a high-amenity suburban park that provides flexible open space with amenities, all-weather shade structure, all-ability playground, shade trees and greenery providing opportunities for social interaction, play and passive recreation.

Shared User Path

- Provide a high-quality paved route that comfortably accommodates both pedestrians and bikes.
- Ensure the area is well lit and promotes a safe environment at night.
- Design green spaces for biodiversity, taking into consideration the needs of non-human species.
- Strategically place amenities like seating and bicycle parking to enhance convenience and comfort.
- Utilise integrated water management practices to optimise the use of road run-offs.

Strategic alignment: Cycling and Walking Strategy

- Improved Central Median
- Shared User Path
- Suburban Park
- Additional car parking (15 spots)
- Existing trees
- New trees

**Please note that this map is intended solely for illustrative purposes. It does not represent a detailed design nor does it provide specific design outcomes.*

Suburban Park (\$1.8M) 2027/30

The nearest Suburban Park is on Dalton Street which is located 1.2kms east of Alfrieda Street. To ensure local access to park and fill a gap in the provision of open space:

- Provide Interactive landscape features that promote environmental education and stewardship.
- Continue the walking and cycling paths that interconnect with the shared user path along Alfrieda Street.
- Use of native plant species to create habitats for local wildlife and contribute to the biodiversity of the area.
- Utilise integrated water management practices to optimise the use of road run-offs. Provide a raised crossing and detailing of street pavement to reduce speed and prioritise pedestrian movement.
- Redirect north-bound traffic to Arthur Street via Reis street to accommodate the Suburban Park.

- Investigate the right treatment for the intersection to provide easy right turns for the buses.
- Include meeting nodes with community facilities such as seating, drinking fountains, bike repair stations and nature play elements.
- Enhance street lighting and improve safety
- Provide vehicle access to the Church main entrance.
- Provide an entrance feature at Biggs Street, including regreening of the roundabout.

Note: The feasibility and design of proposed open space assets should be informed by a review of Brimbank's open space network.

Pictured: Artist Impression. Future Alfrieda Street Suburban Park concept sketch.
Source: Brimbank City Council



The Neighbourhood Walk

The Neighbourhood Walk extends from Biggs St to Taylors Road, within the residential stretch of Alfrieda Street. It is reimagined to encourage walking, with safe and accessible routes to transport and local amenities and increased canopy cover.

Objectives for the Neighbourhood Walk

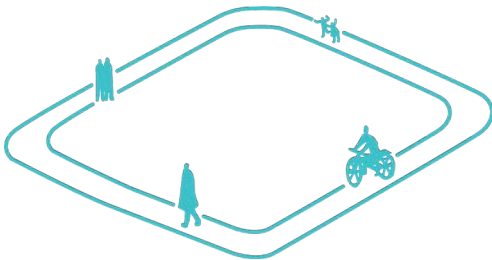
Enhanced Mobility and Safety

Establish a safe and attractive environment that promotes walking and cycling as preferred modes of transport for residents of all ages and abilities.



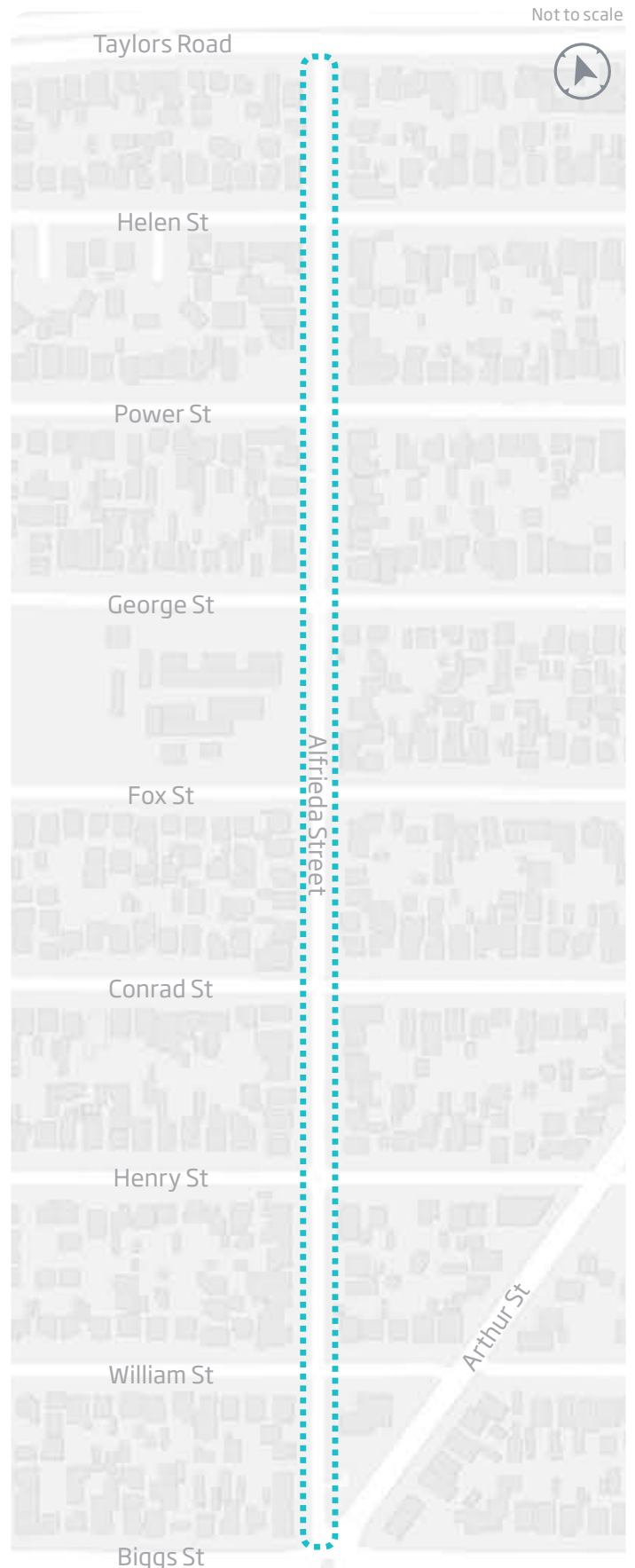
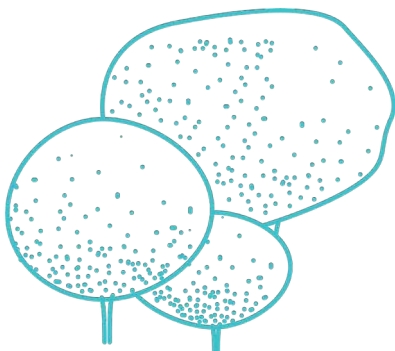
Strengthen Community Connectivity

Develop seamless and safe routes that facilitate easy access to local shops, community hubs, and green spaces.



Expand Green Canopy

Increase the urban tree canopy to provide ample shade, reduce heat, and contribute to the area's biodiversity.



Key Opportunities



Shared User Path (\$1.3M) - 2027/30





- Transform footpaths into a safe and inviting route for the local community that encourages walking and is accessible to people with all abilities.
- Provide safe and easy connection to shops, community hubs and green spaces.
- Enhance street crossings and provide traffic calming measures to prioritise safety.
- Integrate natural elements and landscaping to enrich the local streetscape and biodiversity.
- Work with DTP to establish a safe pedestrian link between Alfrieda Street and the Brimbank Aquatic and Wellness Centre.

Strategic alignment: Cycling and Walking Strategy

Upgraded Local Park (\$250K) 2027/30

- Upgrade the local park on the corner site of Alfrieda Street and Henry Street.
- Include a variety of seating areas to accommodate families and individuals of all ages.
- Consider landscape plantings and trees to increase the area's green footprint and tree canopy cover.
- Through engagement, provide community-led design features that reflect the unique character and needs of the neighbourhood.

Strategic alignment: Creating Better Parks

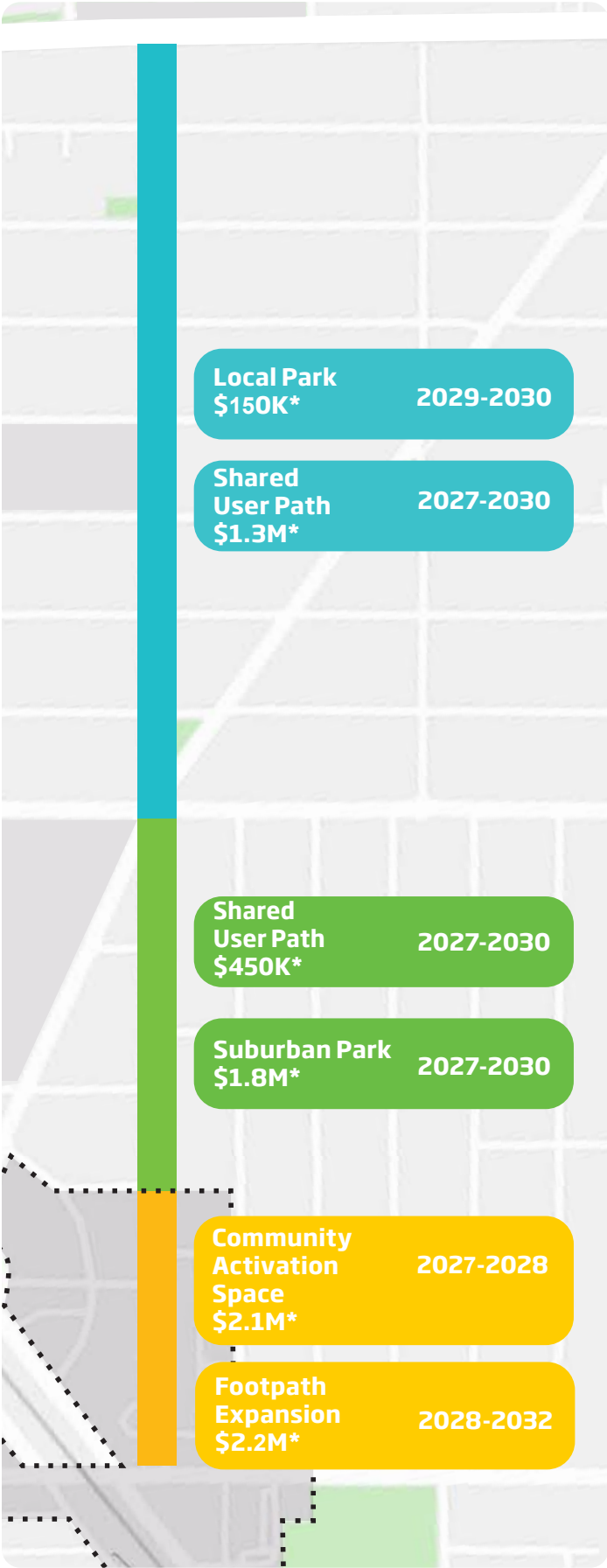
-  Local Park, Sholte Reserve
-  Shared user Path
-  Existing trees
-  New trees

**Please note that this map is intended solely for illustrative purposes. It does not represent a detailed design nor does it provide specific design outcomes.*

Next Steps

- Present at Councilor Briefing 13 February (approval to take to traders)
- Targeted engagement (Feb/March 2024)
- Seek adoption at Council meeting (April 2024)

Projects Staging & Costing



** Costings based on 2023 prices. All time frames are subject to Council approval and budget allocation. Additional costs such as traffic management during project implementation are excluded from costs.*

FAQs

Q: How will the bus services be affected?

A: Council is committed to working closely with the Department of Transport and Planning (DTP) to ensure minimal disruption to bus services. While the Masterplan proposes significant improvements to the public realm, further detailed traffic modelling and feasibility studies will be undertaken in the design stage to fully understand the impacts on bus movements and general traffic.

Q: What streets will be closed as a result of this Masterplan?

A: The Masterplan suggests examining the partial or full closure of Elaine Street and a lane of Alfrieda Street south of Biggs Street. These potential closures aim to enhance pedestrian safety and amenities but will be subject to thorough traffic analysis and detailed design.

Q: Will there be any removal of loading zones?

A: There are no specific changes proposed to existing loading zones in the Masterplan. The maps are conceptual, and further analysis will be done during the detailed design phase of each project.

Q: When will Council start implementing the works?

A: The Masterplan is a strategic guide outlining the community's aspirations. The commencement of works will depend on future budget allocations and is not indicative of immediate start of construction.

Q: How many car parks are being removed?

A: The Masterplan would result in a net loss of 26 car parking spaces. However, since the first round of community consultation, Council has already created 37 new parking spaces along Collins Street.

Q: How do the new active transport paths integrate with existing networks?

A: In the implementation phase, Council will ensure that new active transport paths are well-integrated and do not adversely affect accessibility along arterial roads. This includes enhancing connectivity for pedestrians and cyclists to and from St Albans Station.

Q: What impact will the improvements have on local businesses?

A: The proposed projects aim to support and enhance local businesses. During implementation, measures will be in place to mitigate disruptions. Post-implementation, improved public spaces and accessibility are expected to attract more visitors, potentially increasing patronage for local businesses.

Q: How can the community contribute to the Masterplan's progress?

A: Community feedback is vital for the success of the Masterplan. Residents can participate in public consultations, workshops, and surveys. Council will provide regular updates and opportunities for community input, ensuring that the plan evolves with the needs and aspirations of the community. Further information on the progress of the Masterplan will be available at: <https://yoursay.brimbank.vic.gov.au/alfrieda-st-master-plan>

Brimbank City Council

Telephone 9249 4000

Email info@brimbank.vic.gov.au

Post PO Box 70, Sunshine, VIC 3020

Hearing or speech impaired?

- TTY dial 133 677
- Speak & Listen 1300 555 727
- www.relayservice.gov.au, then enter 03 9249 4000



Find us on Facebook, Twitter and YouTube

 www.facebook.com/brimbankcouncil

 www.twitter.com/brimbankcouncil

 www.youtube.com/brimbankcitycouncil



131 450

Local call costs apply



Brimbank Chat

brimbank.vic.gov.au

