



Brimbank
City Council

SUNSHINE

SUPER

HUB

OPK

Transforming Brimbank 2050

Let's build it better, together!

MELBOURNE AIRPORT RAIL PROJECT

ADVOCACY PRIORITIES

CONTENTS

MAYOR'S MESSAGE	3
THE OPPORTUNITY AND THE ADVOCACY CAMPAIGN	4
WHO AND WHERE WE ARE	6
WHAT WE HAVE ACHIEVED	10
SUNSHINE PRIORITY PRECINCT DEVELOPMENT	15
SUNSHINE SUPERHUB	17
A NEW ALBION STATION	19
ALBION QUARTER INVESTMENT	21
REFERENCES	22

MAYOR'S MESSAGE

Let's build it better, together!

Done right, major transport infrastructure investment coming to Brimbank will make our city world class.

We need to focus on community not just commuters and on people as well as places.

This is a once in a generation opportunity to transform our city, to improve lives and livelihoods and create positive lasting change.

Working with the State and Federal Governments, let's build it better, together!

Council has been positioning Sunshine as the economic capital of Melbourne's west, pushing to maximise benefits for Brimbank since the Melbourne Airport Rail was announced in 2017.

We immediately recognised the enormous potential of this mega-project to cement Brimbank as a key cog in Melbourne's and Victoria's transport network.

When Sunshine was announced as the preferred route, it was another step closer to reaching its potential as a city ready to shine.

The State Government's commitment to drive economic development and create a liveable, vibrant and prosperous plan for the future was further enhanced when it declared Sunshine as a Priority Precinct.

We know that the best possible results will be achieved by leveraging the Melbourne Airport Rail. This includes fostering collaborative partnerships, master-planning and additional investment into the Sunshine Priority Precinct, the Sunshine Superhub, Albion Station and the Albion Quarter.

With Brimbank finally on the radar as pivotal to Victoria's sustained success and growth, Council recognised it was critical to have local voices help shape a vision for the area. *Sunshine Priority Precinct 2050 — Leading with Vision: A City Ready to Shine* is the result of working together to achieve more.

Since the Vision was adopted in April 2021, Council has been lobbying hard at both Federal and State Government levels to shift generational disadvantage and to deliver jobs, and education growth to Melbourne's west.

We can deliver cleaner, greener, more beautiful urban design and community spaces — and we can celebrate our unique and diverse culture, to create a tourism and visitation destination easily accessible to the entire world.

We have eight years to capitalise on the Federal and State investment in the Melbourne Airport Rail, to continue to advocate, lobby and campaign for integrated, related and connected parallel works to this mega-project.

Other significant advocacy that Council is undertaking to create a pathway for success for our city includes seeking the Calder Park Drive interchange upgraded to deliver a first class urban freeway environment and a new Calder Park station.

We also want to see the beautiful Sydenham Park becoming a major tourist attraction and we have the lofty but achievable goal of Brimbank City and Community producing zero net emissions.

We have much work to do, but we can do it, together.

Thank you for partnering with us as we build a better Brimbank, together.

Cr Ranka Rasic
Mayor, Brimbank City Council



The **OPPORTUNITY** and the **ADVOCACY** campaign

The Melbourne Airport Rail (MAR) project is a \$10b joint Commonwealth and Victorian State Government transport infrastructure project.

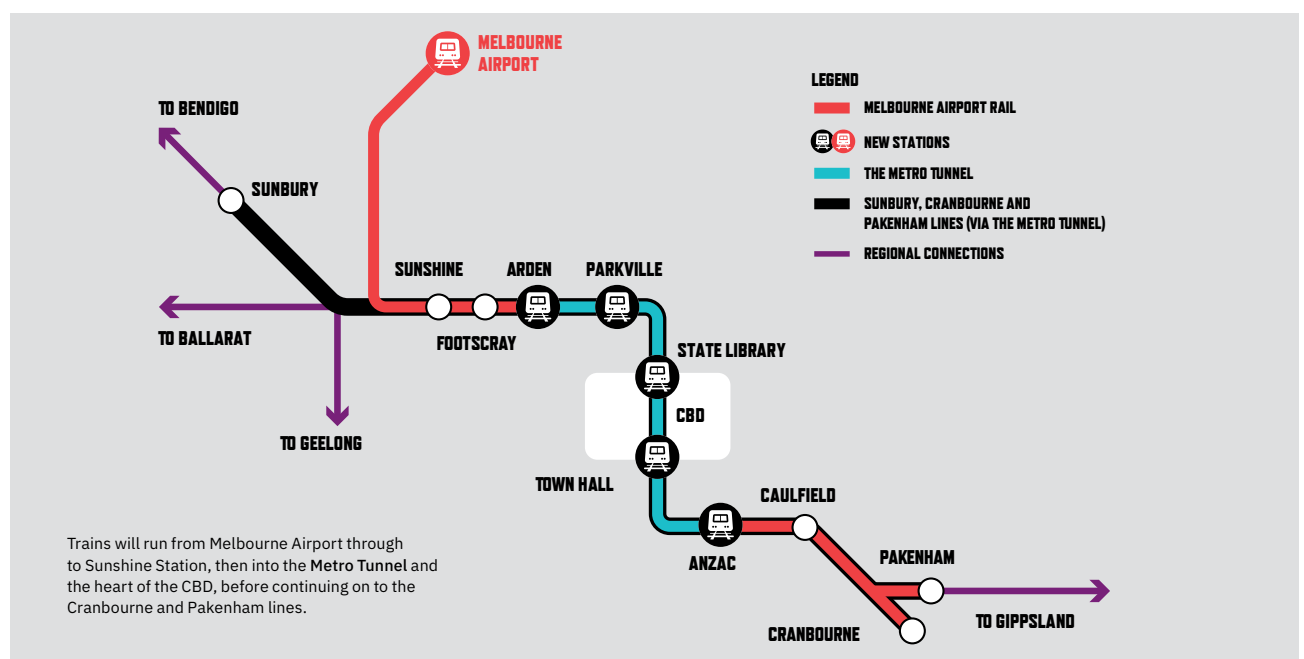
Announced in 2018, construction is scheduled to begin in 2022 and be completed in 2029. The long awaited rail project will connect Victorians to a new premium station at Melbourne Airport.

Sunshine is perfectly positioned to deliver superior passenger movement through an upgraded Sunshine interchange, formally announced as the Sunshine Superhub. Expansion and upgrades to Sunshine Station will increase commuter capacity and improve the overall traveller experience.







The unique opportunity for Brimbank is to leverage this generational project into further public and private sector investment. Investments designed to deliver benefits to the entire community, not just for commuters. Investments to ensure that Sunshine becomes a vibrant destination, not just a way-point.

Off the back of the Melbourne Airport Rail, Brimbank can be transformed as the powerhouse of Melbourne's west. This can be achieved through strategic partnerships, master-planning and investments into city building projects and community building initiatives.




PROPOSED MELBOURNE AIRPORT RAIL ROUTE



Developed in conjunction with the local community and key regional stakeholders, Council's Sunshine Priority Precinct 2050 Vision identifies six community aspirations:

-  inclusive and integrated transport
-  safe and accessible places and services
-  high quality and sustainable development
-  a thriving city
-  a celebration of our cultural identity
-  a green future.

These aspirations are underpinned by three community expectations

-  ongoing conversations — effective processes for consultation and engagement
-  managing change — managing disruption and mitigating impact during construction
-  local benefits — achieving good outcomes for locals.

To achieve these goals, Brimbank is launching a new community advocacy campaign, titled *Transforming Brimbank, Let's Build it Better, Together!*

We are asking for major investments in four critical areas:

1. Sunshine Priority Precinct development (page 15)
2. Sunshine Superhub (page 17)
3. A new Albion Station (page 19)
4. Albion Quarter investment (page 21)

The campaign seeks to extend the existing petition for the State Government to reconsider its plans for an Airport Rail flyover via Sunshine, and adopt a staged approach to delivering MAR by initially utilising existing at-grade tracks, allowing time to properly plan for:

- The redevelopment of Sunshine Station into a regional Superhub
- The reconstruction of Albion Station into a fit-for-purpose public transport interchange that complements and celebrates the heritage value of the Darling Flour Mill
- The integration of both stations into the surrounding precincts in a way that unlocks development opportunities, most notably within the Albion Quarter
- The delivery of long-term rail commitments made in the Western Rail Plan, such as the electrification of the Melton and Wyndham lines.

The campaign additionally seeks a 'Brimbank Offset Package', which:

- Recognises that Brimbank will experience the brunt of a decade of construction and disruption for the benefit of other communities across the State
- Will be sensitive to any rail construction plans that do not meet community expectations
- Ensures that Melbourne's West is allocated its fair share of infrastructure funding from both the Federal and State Governments.

Brimbank is also amplifying calls for:

- Design of the Melbourne Airport Rail to maximise local community outcomes, not just facilitate commuter and freight movements
- Realisation of the potential of the Sunshine Precinct to become a major international, interstate and regional visitor and investment destination
- The establishment of a 'Business, Jobs, Skills and Procurement Taskforce', which leverages the once in a generation employment and training opportunities associated with MAR.

This is a once in a generation opportunity to transform the City's future and to support the community during COVID-19 recovery.



**SIGN OUR
PETITION**

**SHOW YOUR SUPPORT AND BUILD A BETTER
FUTURE FOR BRIMBANK:
[YOURSAY.BRIMBANK.VIC.GOV.AU/MAR](https://yoursay.brimbank.vic.gov.au/mar)**

WHO *and* WHERE we are

Brimbank is a vibrant, growing community in the heart of Melbourne's west. Brimbank's population is approximately 210,000 and it is the third most populous municipality in Greater Melbourne.

The COVID-19 pandemic has had an immense impact on the area. These impacts include, not only on the health of residents, but on socio-economic challenges with employment, skills and community wellbeing.

BRIMBANK KEY FACTS

209,422

Population

16.22%

Population change
2021-2041

89,620

Local jobs

95,083

Employed residents

**\$10.61B,
2.28%**

Industry GRP Victoria



MELBOURNE'S WEST

KEY FACTS

Sunshine is geographically located in the centre of Melbourne's west. Its land, linkages and location make it a hub for the visitor economy and key spoke to connect the western region.

- The region is particularly important to Victoria's economy when it comes to the manufacturing, transport/warehousing and construction industries.
- The region is home to a large number of residents employed in professional services, but the majority work outside the region. Combined with a heavier reliance of driving to work than greater Melbourne, commute times in the western region are longer than in other areas of Melbourne. Commute times can be up to two hours, and without intervention, this will increase.
- New employment hubs have emerged in Footscray, Sunshine, Werribee and Melton (Cobblebank) primarily focussed on education, health and logistics. Additionally, creative industries are emerging in the municipalities of Maribyrnong, Hobsons Bay and in Brimbank.
- Current estimates indicate an additional 100,000 jobs are needed in the region before 2030 to fully meet the expanding job and skill needs of the rapidly increasing population, over and above naturally occurring job growth.
- The rapidly growing population in Melbourne's west is creating an unprecedented and unmet demand for educational and medical services and facilities.
- The west of Melbourne is a culturally rich and diverse population with over a quarter of the population born overseas.

POPULATION

964,259

- Forecast to reach 1.75 million by 2051 with potential for even greater numbers
- The fastest and largest growing region in Australia
- Melbourne's west will be comparable to the city of Adelaide.

EXTRA JOBS

UP TO 317,000

needed in the west to limit commuting.

- Need more local jobs
- Melbourne's west is under-served with local jobs with less than half the jobs compared to the rest of Melbourne
- Western Melbourne; 243 local jobs per 1,000 local residents
- Rest of Melbourne (including city); 434 local jobs per 1,000 local residents
- Suburban Melbourne; 321 local jobs per 1,000 residents.

INDUSTRY: GROSS REGIONAL PRODUCT (GRP)

Melbourne's west accounts for almost

10% of Victoria's GRP, and has grown more quickly than Victoria's GRP between 2006 and 2018.

LOCAL COUNCILS

- Brimbank
- Hobsons Bay
- Hume
- Maribyrnong
- Melton
- Moonee Valley
- Wyndham

VISITOR ATTRACTIONS

- Bowery Theatre
- Brimbank Park
- Calder Park
- Organ Pipes National Park
- Scienceworks
- Werribee Mansion
- Werribee Zoo

MAJOR CENTRES

- **Cobblebank**
- Caroline Springs
- Melton
- **Footscray**
- Altona
- Altona North
- Airport West
- Ascot Vale-Union Rd
- Braybrook Central West
- Flemington-Racecourse Road
- Maribyrnong Highpoint
- Moonee Ponds
- Niddrie-Keilor Road North Essendon
- Williamstown
- **Sunshine CBD**
- Brimbank Central
- Deer Park
- St Albans
- Sydenham — Watergardens
- **Werribee**
- Hoppers Crossing
- Manor Lakes
- Point Cook
- Tarneit
- Werribee Plaza
- Williams Landing



- 01. VICROADS THE HUB @ SUNSHINE**
- 02. VU SUNSHINE SKILLS HUB**
- 03. BRIMBANK COMMUNITY AND CIVIC CENTRE**
- 04. THE VICTORIA UNIVERSITY CONSTRUCTIONS FUTURES TRAINING FACILITY, SUNSHINE CAMPUS**
- 05. SUNSHINE CBD DEVELOPMENT PROPOSALS**
- 06. HAMPSHIRE ROAD AS SUNSHINE'S PREMIER STREET**
- 07. COMMUNITY INFRASTRUCTURE AND CREATING BETTER PARKS**
- 08. SUNSHINE CBD**
- 09. SUNSHINE CBD LIGHT RAIL CONNECTIONS (PROPOSED)**

WHAT *we* HAVE achieved

We are proud to have contributed to:

- Sunshine being identified as the State's first Priority Precinct
- Confirmation of the \$10 billion Melbourne Airport Rail Link via Sunshine
- Establishment of Sunshine Transport Precinct Community Reference Group
- Development of a Sunshine Station Master Plan, to look at future investment and opportunities around Sunshine Station.

We are grateful to the 50+ organisations who have provided their support to the *Sunshine Priority Precinct Vision 2050 Strategy*, including:

- Victoria University
- Western Health
- WoMEDA
- LeadWest
- Victorian Multicultural Commission
- Development Victoria
- West of Melbourne Tourism Board
- Victorian Chamber of Commerce and Industry
- Greater Sunshine Community Alliance
- Albion and Ardeer Community Club

Brimbank is continuing to work with all levels of government and key stakeholders to deliver investment opportunities for the community.



Bold vision for the future

By Tara Murray

The Sunshine Superhub, the Melbourne Airport Rail Link and a redeveloped Alton station are key components to Brimbank council's 'landmark' plan for the future.

At a special council meeting last week to launch the document - *Sunshine Priority Precinct Vision 2050 - Leading with Vision: A City Ready to Shine* - mayor Ranka Rasic said it was a plan to be proud of.

"It's a vision about jobs, skills, innovation, learning, accessibility, improved health, social and economic outcomes for our community and broader region," she said.

"We are proud to have delivered such an ambitious vision for Brimbank, our residents deserve and expect."

The plan is the result of two years of work and community consultation including more than 200 items of community engagement.

Councillor Virginia Tachos said the Sunshine Vision is now more important than ever.

"Brimbank has sadly been at the epicentre of Australia's COVID-19 crisis, in terms of not only the health and wellbeing impacts, but also in terms of the devastating economic impacts."

"As a community which has already experienced significant socio-economic challenges before the pandemic, including high unemployment, and lower than average education and learning outcomes, our community will now need more help than ever to get back on our feet."

As reported by *Star Weekly* last week, the council is concerned by the lack of detail the state and federal governments are releasing in relation to the Sunshine Superhub.

That view was reflected by many councillors at last week's meeting.

Cr Rasic said many of the projects in the vision had been promised to the local community and she wants those commitments honoured.

"Declaring the Sunshine and Alton corridor as one of the newest priority precincts in 2019, the state government recognised Sunshine's potential," she said.

"There is significant concern in our community that the joint state and federal government announcement ... was not what

we were promised and not enough to drive the very best outcome for our local communities in the west."

"The west can't be ignored."

Councillor Victoria Borg said the Sunshine Superhub was a once in a generation project for the area.

"It's a game changer for Brimbank and the western suburbs and beyond," she said.

"It was quite disappointing to see the recent media release. The Sunshine Superhub was overlooked and just referred to as a key station. It's not clear of the government's intention on a number of things."

Cr Tachos highlighted previous mentions of the Superhub in federal Parliament that the rail link was not just about transport, but a key connection point between the city and regional centres.

"Both state and federal governments made

a commitment to a project that deals with an unprecedented opportunity to make a lasting and positive change which is overdue for our city."

"On the back of this, and the commitment, our council embarked on a bold plan, unlocking the long-lasting benefits to our community, a community that deserves nothing less."

A state government spokesperson said it was making unprecedented investments in Sunshine.

"We're delivering more than \$20 billion in transport infrastructure projects that benefit Sunshine, making it one of the most important transport interchanges in Victoria - we're continuing to look at the wider transport precinct at Sunshine, and we'll have more to say soon about this thriving centre in Melbourne's growing west, and how the community can have their say on the project as it progresses."



Artist impression of the Sunshine Superhub. (Picture: Supplied)

Local priority push for airport rail

By Tate Papworth

Brimbank council has urged the state and federal governments to consider local priorities when making a decision about the controversial Melbourne Airport rail link.

A dedicated tunnel from Sunshine to the city is the sticking point, with the state and federal governments reportedly favouring using existing above-ground tracks.

Trains would enter the CBD via the new Metro Tunnel.

According to *The Age*, private consortium Airrail, which is comprised of Superfund (FM Irrigators, Metro Trains, Southern Cross station and Melbourne Airport) has written to the Prime Minister and Premier offering an extra \$2 billion to build the project.

The additional funding would bring the consortium's total offer to \$7 billion.

The airport rail with a stop at Sunshine is the centerpiece of Brimbank council's bold plan to transform the municipality.

Brimbank mayor Georgia Papadimitou urged decision makers to consider local priorities.

"Brimbank council expects a fast, efficient

and dedicated Melbourne Airport Rail service with a stop between the CBD and airport at the Sunshine Super Hub," Cr Papadimitou said.

"Council is calling on the federal and state governments to consider local as well as regional priorities as part of the final design process for the Melbourne Airport Rail."

"We've been for the governments to make a decision soon on how to deliver this vital project, and that this decision is made with the best interests of the community and the need to build for future growth top of mind."

Cr Papadimitou said a dedicated rail link to the airport is only one piece of the puzzle.

Brimbank is also calling for the development of an integrated transport strategy for Melbourne's work, to complement the Sunshine Super Hub.

"A regional transport strategy that fairly integrates and connects the local community and broader region to the Sunshine Super Hub and Sunshine Priority Precinct, is critical to help ensure fair public transport access, reduce congestion, and to connect the region's job, education, health and social precincts," she said.

Herald Sun Direct air rail link is vital

TRANSFORMATIVE big build infrastructure of state - including services from Geelong, Warrholer and Ballarat.

Councils unite for rail solutions

By Esther Lauaki

"Crugging up" already over-crowded train lines is not the way to improve services west of Melbourne, according to Warrholer council.

The council has urged the Victorian government to a plan for improved train services across the west.

It comes as the state and federal governments finalise plans for the multi-billion-dollar airport rail link which is expected to open the way for high speed trains to Geelong.

Three proposals are being considered for the airport link, with the preferred option using existing railway lines between Melbourne CBD and Sunshine and the new Metro Tunnel.

Geelong mayor Stephanie Adler said the council was a rethink of the proposal.

Cr Adler said adding extra trains to over-crowded existing lines would delay any prospect of fast and frequent services to the western region.

"Fast and frequent rail services to Warrholer and Geelong have the potential to significantly impact the long-term livability of our region, opening up employment and education opportunities and allowing our residents to spend less time on the train," she said.

"The [preferred] proposal for the Melbourne Airport Rail Link ... would get extra trains onto already over-crowded tracks between the CBD and Sunshine."

"This would devastate the prospects of achieving desperately needed faster and more frequent services to Melbourne's west and regional Victoria. Our trains are already slow and overcrowded, and will only get more so without action."

Warrholer mayor John Gilligan has been vocal in advocating for increased train services. "It's astonishing that instead of having more services added, we're clogging up the tracks,"

Cr Gilligan said, "I look at it, both at ..."

• Two at (through) Warrholer and Ballarat

• Inver and Moll

• Dorset

• Geelong

• Warrholer

• A direct

at Alton is the best way to

minimise impacts to existing infrastructure, reduce disruption to road and rail users during construction, and provide reliable travel times for airport and services," she said.

"We're delivering over \$20bn in road and rail upgrades in the west - and Melbourne Airport Rail alongside the Metro Tunnel Project will see Footscray and Sunshine stations both become transport superhubs, ensuring more trains for the west."

Mr Tosi said locals opposed the bridge because it contradicted Brimbank council's Sunshine Priority Precinct Vision 2050, which prioritised upgrading Alton station.

Mr Hind said the community was concerned the planned overpass would threaten development and investment in the precinct below, including the heritage-listed John Darling and Son flour mill.

"It will be there forever, it's really important we get it right now," Mr Hind said.

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Anger at airport 'sky rail'

EXCLUSIVE TESS HODGKINS

A PLAN to run Melbourne's new airport trains on an elevated 'sky rail' in Melbourne's northwest has sparked anger from nearby residents who say they will fight the design.

Community leaders in Alton and Sunshine say they won't be consulted about a flyover that will take trains 30m over Alton station and across Ballarat Road.

The Airport Rail Link, which will cut between 10 and 15 minutes, is to begin construction next year and a flyover is being planned by federal and state governments.

"It will be there forever, it's really important we get it right now," Mr Hind said.

ms.kimmon@news.com.au

Rail plan 'divides' Sunshine

By Tess Hodgkins

As part of the Melbourne Airport rail link project, the state and federal governments are planning to build a new bridge over the Melbourne Airport rail line.

The new bridge will be 350 metres long, 10 metres high and built alongside the existing heritage-listed rail bridge over the Maribyrnong River.

Between Sunshine and the Alton Junction, airport trains will gradually rise to travel on new elevated twin tracks for less than two kilometres, before descending and continuing at ground level alongside the existing freight line.

Mayor Ranka Rasic said the council was concerned that 'airport rail' is being treated and considered as largely a transport infrastructure 'bolt-on' project, with no mention of the Sunshine Super Transport Hub during last week's design consultation.

"Significant investment and development around the Sunshine Priority Precinct and Alton station corridor appear to be relegated to a secondary concern," she said.

Super hub 'overlooked'

By Tara Murray

Brimbank council is concerned the Sunshine Super Transport Hub has been overlooked in the design for Melbourne Airport Rail.

The state and federal government last week unveiled concept plans for a new bridge over the Maribyrnong River and elevated twin tracks between Sunshine and the Alton Junction.

The new bridge will be 350 metres long, 10 metres high and built alongside the existing heritage-listed rail bridge over the Maribyrnong River.

Between Sunshine and the Alton Junction, airport trains will gradually rise to travel on new elevated twin tracks for less than two kilometres, before descending and continuing at ground level alongside the existing freight line.

Mayor Ranka Rasic said the council was concerned that 'airport rail' is being treated and considered as largely a transport infrastructure 'bolt-on' project, with no mention of the Sunshine Super Transport Hub during last week's design consultation.

"Significant investment and development around the Sunshine Priority Precinct and Alton station corridor appear to be relegated to a secondary concern," she said.

"The continued wearing down of Sunshine means only its airport rail assets are tangible and timely benefits from the project may not be seen by the western region for many years to come."

The council has written to Transport Infrastructure Minister Jacinta Allan and asked the state government to ensure the airport rail project includes fast, dedicated and efficient trips via the Sunshine super hub to maximise the investment, value creation and employment potential of the Sunshine Priority Precinct.

It also wants a Sunshine super hub design and master plan that provides for a world class interchange and acts as an international, regional and local centre, the redevelopment of Alton station, and ongoing community consultation about the rail link.

"As the only committed state government project within the Sunshine Priority Precinct, the airport rail must deliver an optimal design outcome which acts as a catalyst for future growth," Cr Rasic said.

It will be led by Brimbank Super Transport Hub and the Alton Junction.

Rail link campaign gains momentum

The Greater Sunshine Community Alliance is continuing to push for the state and federal governments to ensure their plan for the Melbourne Airport Rail Link.

The alliance recently held an online community meeting as part of its Sun Alton station and Sunshine super hub campaign, as it sought greater community feedback on the plan.

The concept plan includes a new bridge over the Maribyrnong River and elevated twin tracks between Sunshine and the Alton Junction.

The group has expressed its concerns about the proposed Alton flyover and membership of the west-hubbers. It also wants Sunshine station to be developed into a regional super hub.

The online meeting was attended by more than 100 people, including several Brimbank councillors.

Mayor Ranka Rasic was among those to speak at the meeting.

The council has also launched its own campaign calling for more action. The Alliance has added an additional 13 members to the 11 community members the group had previously named.

In the meeting, the group confirmed its support of the project but raised concerns about the current plan.

The group is also encouraging local residents to sign up to a petition supporting the group's stance and wants people to get in touch with local politicians and let them know the community's point of view.

(Details: <https://www.brimbank.vic.gov.au>)



Residents protest in Brimbank outside Alton rail station about the airport rail flyover. (Picture: JESSIE EDWARDS)

A shared **VISION** *for* **SUNSHINE**

PROUDLY SUNSHINE

Sunshine will be a vibrant, proud and diverse urban hub where local communities and visitors celebrate the culture, grit and unique entrepreneurial history of the area through arts, exhibitions and urban experiences.



CAPITAL OF MELBOURNE'S WEST

Sunshine will be the indisputable capital of the economic powerhouse known as Melbourne's west — the fastest-growing region in Australia — and offer everyone the opportunity to enjoy the benefits of its place.



FUTURE GREEN CITY

Sunshine will be a green and sustainable city promoting a positive balance between economy and ecology and offering a clean, healthy and safe environment for current and future generations.



GATEWAY TO THE WORLD

Sunshine will be a gateway to the world. The pivot point where people and businesses invest time and capital and a destination where people stop, enquire, stay and explore.



CARING FOR THE LAND AND WATERWAYS

Sunshine will be a place where the land and waterways are respected, nurtured and cared for and Traditional Owner groups are able to transfer cultural knowledge to preserve and maintain country.



WHAT WE'RE ASKING FOR

Let's build it better, together!

The Sunshine Priority Precinct Vision 2050: A City Ready to Shine Strategy will see Sunshine double its resident population from 65,000 to 130,000 people; become home to nearly 50,000 new jobs; and generate up to \$8b in new investment, development and economic activity over the next 30 years.

Designed over two years and with input from more than 2,000 people, the Strategy outlines a shared vision for the Sunshine Precinct in which government, council, community and stakeholders are all in partnership.

The shared vision guides Council's approach on how new infrastructure should be delivered to address generational disadvantage across the community.



SUNSHINE PRIORITY PRECINCT DEVELOPMENT

KEY ASKS

Brimbank will seek to maximise the prosperity of the Sunshine Priority Precinct through:

- Support for the *Sunshine Priority Precinct Vision 2050: A City Ready to Shine* Strategy, to transform the area into a new 21st century city
- Ensuring an optimal design outcome for Airport Rail and the Sunshine Superhub, understanding these are catalysts for future investment
- Providing Brimbank with fair representation on the new Sunshine Transport Precinct Community Reference Group
- A Sunshine Station Masterplan that is accompanied with dedicated funding towards a Brimbank Offset Package, responding to the disruptions residents will face through over a decade of major construction works
- Recognising the role of a redeveloped Albion Station, in unlocking the potential of the broader Sunshine Precinct
- Embedding ongoing opportunities for job, skill, environmental, and community outcomes throughout the Precinct's planning and evolution
- Ongoing, transparent and meaningful community consultation throughout each delivery stage of the Precinct.

KEY ACTIONS

The future Sunshine will shine with:

- Transport connections — buses, light rail, shared user paths connected and understood in the context of an integrated transport strategy for the west
- Investor attraction strategies — taxation and planning advantages and incentives
- Government investment for jobs and offices as anchor tenants
- A green and cool network of waterways, parks and pathways
- Albion Station redeveloped as a catalyst for the transformation of the northern end of the CBD
- Investment in the SunRISE district, a university city anchored by Victoria University and focussing on Research, Innovation, Study and Enterprise
- Cultural, artistic and creative industry opportunities
- Sunshine established as an international, regional and local visitor destination.

With Melbourne Airport Rail designs set to be finalised, and construction scheduled from 2022, ensuring the above priorities are supported is essential for a prosperous Precinct.



WHAT WE'RE ASKING FOR

Let's build it better, together!

As the catalyst project to unlock the Sunshine Priority Precinct, securing an optimal design outcome for Melbourne Airport Rail via a new Sunshine Superhub is critical.

Council welcomes the State Government re-affirming its pledge to a Sunshine Superhub. Brimbank will continue to advocate for an optimal Airport Rail and Superhub design that facilitates economic development and more accurately aligns with community expectations, as articulated in the 2050 Vision.

SUNSHINE SUPERHUB

KEY ASKS

- Deliver a visual and iconic Sunshine Superhub as a landmark design for Brimbank.
- Create a sense of place distinctive to Sunshine.
- Be a catalyst to broader Precinct investment and jobs.
- Include a world class interchange, attracting international, and local visitors to experience Sunshine and the broader west.
- Feature seamless development knitting both sides of the rail corridor together, with a concourse design that encourages access throughout Sunshine Precinct.
- Provide integrated transport connections, including a bus interchange treated like a 'station platform' within the new Hub.
- Make provision for light rail, cycling and pedestrian connectivity.

KEY ACTIONS

- The primary station entries provide direct and integrated linkages that provide a great pedestrian experience including to Hampshire Road and City Place.
- The Sunshine Superhub, including bus interchange and public realm, is supported by a range of activities day and night to promote safety and vibrancy.
- There are multiple pedestrian connections leading to the Sunshine Station and across the railway corridor, these are integrated, activated and accessible for all.
- Any replacement bridge over the rail corridor is provided south of the Sunshine Superhub in a location that ensures optimal connectivity for all transport modes. It must be sited and designed so as not to impact local amenity, safety, connectivity and local heritage values.
- An integrated development within, and surrounding, the Sunshine Superhub, delivering office, retail, hotels and community use.
- The Sunshine Superhub and surrounds provides public places for all ages to sit, converse, meet and play.
- The Sunshine Superhub is home to an iconic green building.

An aerial photograph of a city street, likely Ballarat Road in Brimbank, Victoria. The street is wide and multi-laned, with a tram running along it. Modern, multi-story buildings with glass facades line the street. Trees and greenery are interspersed among the buildings. The word 'BALLARAT ROAD' is visible in large blue letters on the side of the road. The word 'ALBION' is visible on a building in the distance. The overall scene depicts a vibrant urban environment.

WHAT WE'RE ASKING FOR

Let's build it better, together!

The Priority Precinct contains a second train station: Albion.

Albion Station is long overdue for revitalisation and the Airport Rail Link, via the Sunshine and Albion corridor, provides the opportunity for serious investment.

Albion Station is regularly identified as one of the most neglected and lowest ranked train stations across Victoria, with amenity issues, overcrowding, access and safety concerns.

Upgrading Albion Station will also unlock major urban renewal land parcels surrounding the area along Ballarat Road, known as the 'Albion Quarter' and 'SunRISE District'.

There is also continued concern about the value creation and heritage impacts of the proposed 'flyover' section of elevated rail through the heart of the Sunshine Priority Precinct, between Sunshine and the Albion Junction.

That is why Brimbank is continuing to call on the State Government to reconsider its plans for a flyover.



A NEW ALBION STATION

KEY ASKS

- Government to reconsider its plans for an Airport Rail flyover via Sunshine, and adopt a staged approach to delivering MAR by initially utilising existing at-grade tracks.
- The reconstruction of Albion Station into a fit-for-purpose public transport interchange that complements the heritage value of the Darling Flour Mill.
- Commitment to an Albion Station, Albion Quarter and SunRISE Master Plan that identifies and facilitates surrounding investment and development opportunities.

KEY ACTIONS

- Albion Station is redeveloped as a holistic-integrated station precinct, with surrounding land and is a 'second Sunshine CBD' station serving the northern precinct.
- The provision of a concourse between Albion Station and the surrounding streets.
- A new pedestrian and cycle underpass along both sides of the rail line below Ballarat Road to link Albion Station with key sites on the northern side of Ballarat Road.
- A new shared path connection between the Albion Station car park and St Albans Road.
- Transforming the at-grade car parking into strategically-located new multi-deck structures that are designed to facilitate their future redevelopment.



WHAT WE'RE ASKING FOR

Let's build it better, together!

The route of the Melbourne Airport Rail project provides the perfect opportunity to unlock the potential of the Sunshine Precinct's 'Albion Quarter' and 'SunRISE District'.

Of the broader Sunshine Precinct's 70 hectares of identified major development land, the Albion Quarter alone represents 37 hectares. This represents over \$4 billion of new investment, development and economic potential for Brimbank.

The Sunshine Priority Precinct 2050 Vision has identified the development of the Albion Quarter as critical in the Priority Precinct's ability to create up to 50,000 new jobs. Many of these would come through the construction of new commercial areas, retail, tourism and accommodation projects, and complement the historic Darling Flour Mill. Establishing partnerships with private landowners will be crucial to attracting investments and development opportunities.

With the support of Victoria University, the *Sunshine Priority Precinct Vision 2050* has earmarked the 'SunRISE District' as a new University City focussed on Research, Innovation, Study and Enterprise.

Council's 2050 Vision also identifies the increased health and employment benefits associated with Western Health's Sunshine Hospital and Joan Kirner Women's and Children's Hospital, through the evolution of the adjoining Albion and SunRISE Districts. And also through urban revitalisation opportunities along the Upper Stoney Creek.



ALBION QUARTER INVESTMENT

KEY ASKS

- Redeveloped Albion Station, acting as a 'second Sunshine CBD' station which services both the 'Albion Quarter' and 'SunRISE District'.
- Integration of Albion into the surrounding precinct in a way that unlocks development opportunities, most notably within the 'Albion Quarter'.
- New direct physical connections and concourses between a new Albion Station, Albion Quarter and SunRISE District, via walking and cycling, and a future light rail.
- Commitment to an Albion Station, Albion Quarter and SunRISE Master Plan, that identifies and facilitates surrounding investment and development opportunities.

KEY ACTIONS

- Ballarat Road is a light rail corridor and tree-line.
- A new St Albans Road extension unlocks the development potential of Albion Quarter while establishing a high amenity pedestrian spine between Albion Station and the Sunshine CBD.
- Rail corridor and pedestrian links between the station and Talmage Street are improved.
- Traffic congestion at the Anderson Road/ McIntyre Road intersection with Ballarat Road is addressed as part of a broad review of the transport network and connections and subsequent infrastructure investments.
- Albion Station road-bridge includes space for bikes and pedestrians and has station entries on either side for a bus and light rail interchange.
- The restoration and sensitive reuse of the Darling Flour Mills has activated Albion Quarter, with the potential for outdoor dining or similar activation activity.

REFERENCES

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Victorian Government (2016-2020) North-East Link Community Sport Infrastructure Package

West of Melbourne Economic Development Alliance (WoMEDA) Sunshine Daring to be Great Report

Note: Most images in this document are artists impressions only and do not represent committed investment and development.



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