

PART 5

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PLACE PROJECTS

Richmond Terrace, Melbourne (Image Credit: Hansen Partnership)

Bringing the vision to life

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The following section takes the key themes and principles identified as part of the visioning phase and shapes these into a series of Place Projects that will bring the vision for Brooklyn and Altona North to life.

9 Place Projects have been developed for Brooklyn and Altona North - they are described in terms of initial ideas, opportunities, and potential pillar projects, and provide principles and inspiration examples to establish a clear direction for each project. It is important to note that the Place Projects are not intended to be viewed as prescribing final or specific outcomes, but rather providing a guiding framework that will evolve with ongoing design and community input. 'Next Steps' are also included for each project, which describe the key steps that are proposed to be undertaken to take the projects from vision to reality and provide opportunities for ongoing community involvement.

9 PROJECTS

TO HELP MAKE
BROOKLYN AND ALTONA NORTH
BETTER PLACES TO LIVE.....

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5.1 PLACE PROJECT 1

Cleaner and Healthier Project

Project Description

For many residents, particularly in Brooklyn, their number one priority is to make the local area a cleaner and healthier place to live by reducing air, noise, and rubbish pollution. Whilst it is acknowledged that a lot of work has already been undertaken to try to address these issues, there is frustration amongst residents that the efforts to date have not resulted in significant improvements.

Whilst the feedback showed that this is one of the most important issues for the local community, the number of new ideas put forward throughout the consultation was low - which in many ways reflects the size and complexity of the issues. The focus of this project will be to continue to support the ongoing planning and advocacy efforts that are already being undertaken, but to also develop new initiatives, projects and partnerships that will help to generate renewed attention and momentum and deliver shorter-term improvements to air quality and pollution reduction.

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PART 5 | PLACE PROJECTS

PLACE PROJECT

1



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5.1 PLACE PROJECT 1

Cleaner and Healthier Project

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Cleaner and Healthier Project:

Brooklyn Oxygen Forest

- Proposal to partner with technology companies, local universities and other design experts to develop an intervention plan that deploys both passive and active filtering solutions throughout the Brooklyn area

Clean Air Action Initiatives

- Provide ongoing resources and support to ensure that the initiatives under the Air Pollution in Melbourne's Inner West are actioned including:
 - Including filtration of the main West Gate Tunnel air stack ventilation point (located in Altona North)
 - Increasing the number of air quality monitoring stations throughout the west
 - Making air quality reading results and data publicly available in real time on Council's website
 - Planting more trees in the West Gate Tunnel corridor
 - Partnering with the Department of Health on the Icam project

Creative Campaign and Monitoring Program

- Develop a new creative branding / identity campaign that will bring renewed attention / momentum to the air pollution issues and the push to make the local area a cleaner and healthier place to live

Local Clean-Up Program

- Council to undertake a targeted and co-ordinated clean-up of local parks, car parks, public parks and streets



ONGOING SUPPORT FOR LOCAL PLANTING + GREENING INITIATIVES
(Image Credit: Greening The West)



DEVELOPING A NEW CREATIVE BRANDING AND MONITORING PROGRAM
(Image Credit: Friends Of The Earth)



MAKING AIR QUALITY READING RESULTS AND DATA PUBLICLY AVAILABLE
(Image Credit: My Heart Beats Green)

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5.1 PLACE PROJECT 1

Cleaner and Healthier Project

BROOKLYN OXYGEN FOREST - Potential Pillar Project

Brooklyn residents are hemmed in by commercial activity, busy motorways and dust creating industries. While work continues to clean up the industries and activity that causes the air pollution, this project will seek to develop a suite of interventions to clean and filter the air.

The project will seek to engage with technology companies, local universities and other design experts to develop an intervention plan that deploys both passive and active filtering solutions throughout the Brooklyn area. The interventions will be planned for the available space irrespective of land ownership in the hope that land owners and managers will be eager to contribute to a cleaner and healthier Brooklyn. The output of the project will be a fully costed, shovel-ready plan for all the necessary infrastructure ready for local, state and federal funding.

Key Steps

- Formation of project working group.
- Identify private technology / environmental design agencies
- Seek EOI from Melbourne based Universities
- Develop range of passive and mechanical options
- Identify every available space for deployment of measures
- Gain in-principle agreement from landowners and managers
- Develop detailed costing and implementation plan
- Publish project plan assets to aid in securing of funding

Inspiration Examples



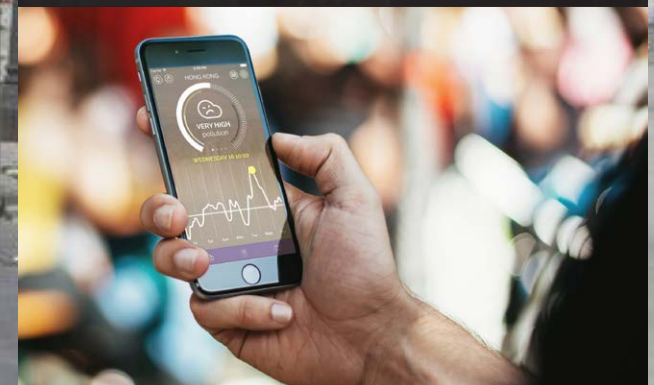
DEVELOPING NEW PARTNERSHIPS AND IMPLEMENTING LEADING TECHNOLOGIES
Urban Air Purifier (Image Credit - 4Baltic)



DEVELOPING A NEW CREATIVE BRANDING AND MONITORING PROGRAM
(Image Credit: Friends Of The Earth)



DEPLOYING PASSIVE AND ACTIVE FILTERING SOLUTIONS
(‘City Trees’ Moss Filters - Image Credit: Green City Solutions)



RESEARCH BEST PRACTICE MONITORING PROGRAMS AND TECHNOLOGIES
(Image Credit: Plume Labs)

1

5.1 PLACE PROJECT 1

Cleaner and Healthier Project

Next Steps

Key steps that have been identified to be undertaken as part of the Cleaner and Healthier Project include:

- Council to undertake Focus Group Workshops with leading technology companies, local universities and industry / environmental experts to develop partnerships and concepts for Brooklyn Oxygen Forest and other Cleaner and Healthier Project initiatives.
- Council to appoint a project manager as the central leadership, coordination and delivery role for the Cleaner and Healthier Project and to provide the main point of contact.
- Council to establish on-going working / reference group with representatives from industry / environmental / technology experts and community groups for delivery of cleaner and healthier projects.
- Undertake a branding process to develop a creative identity / strategy / program for the Cleaner and Healthier Project that will provide a clear focus and point of difference for future advocacy and funding of the program.
- Explore potential opportunities to partner with innovative industry leaders to trial alternative technologies for reducing air, noise and rubbish pollution.
- Ongoing steps to be determined as part of the working group strategy.

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Williams Reserve, Melbourne (Image Credit - Hansen Partnership)

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5.2 PLACE PROJECT 2

Greening Your Neighbourhood Project

Project Description

This project will improve the overall greening across both suburbs by way of a tree renewal program designed to identify those trees that are either at the end of their useful life or could be replaced with better species. Council programs such as the Urban Forest Strategy and Green Streets have been successful in planting trees in locations where a tree is missing. This project will take this program further to include the removal of trees to make way for those species known to produce better shade and air filtering.

In addition to the tree renewal program, two avenues will be identified that would benefit from a new streetscape design that would allow for more greenery.

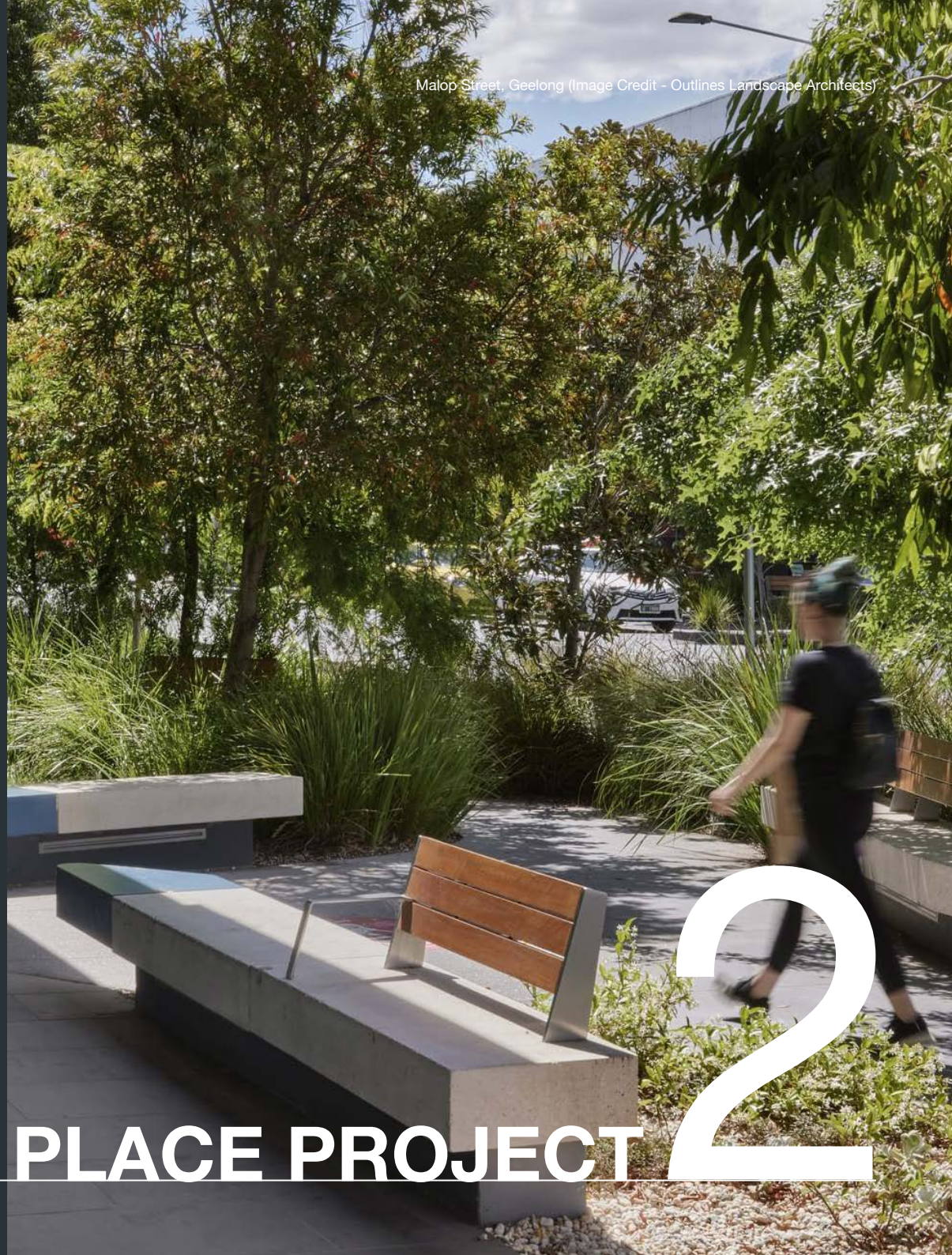
The project will focus on the general greening of local streets and park areas that are not already included as part of the Streets for People or Better Places and Spaces projects - and that will not require landscape master plans or community consultation. The Green Avenues project will include extensive community consultation to develop the final concepts.

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PLACE PROJECT

2



Malop Street, Geelong (Image Credit - Outlines Landscape Architects)

2

5.2 PLACE PROJECT 2

Greening Your Neighbourhood Project

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Greening Your Neighbourhood Project:

Tree Trade program

- Undertake a suburb-wide inventory of all those trees that occupy a place that could be better used for a high-quality tree species. Catalogue each location to form the scope of the removal and planting program that would be delivered as a single program of work.

Green Avenues

- Identify two avenues that residents regularly visit and would benefit from greenery. Once identified, a new streetscape concept to be develop a new streetscape concept plan in consultation with the community ready for funding. Eames Avenue in Brooklyn is one possible location to be considered.



ENHANCE GREENING OF KEY CONNECTIONS TO KOROROIT CREEK
(Image Credit: Mamma Knows West)



CREATE NEW GREEN AVENUES AS FEATURE STREETSAPES
FOR THE LOCAL AREA



A REMOVAL AND PLANTING PROGRAM TO IMPROVE LOCAL GREENING
(Image Credit: City of Stirling)

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5.2 PLACE PROJECT 2

Greening Your Neighbourhood Project

Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Greening Your Neighbourhood Project include:

- Council to undertake a review / inventory of local streets, park areas and reserves not already included in the Streets for People and Better Places and Spaces projects (trees that are no longer contributing to landscape or are in poor condition will be removed and replaced with appropriate urban tree species).
- Council to develop the replacement tree plan for those identified in the review. Procure the necessary species and resources needed for an intensive planting program.
- Provide necessary care and maintenance for the establishment period of the new trees.
- Identify the two avenues that require new streetscape works to allow for greenery.
- Undertake workshops to produce concept designs to be consulted with the community for input and feedback.
- Once design concepts are finalised, produce a detailed cost estimate so that funding and implementation can begin.

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(Image Credit - Getty Images)

3

5.3 PLACE PROJECT 3

Our Local Characters Project

Project Description

Whilst the residents of Brooklyn and Altona North understand that the area will continue to grow and change into the future, they want to try to manage change and make sure that the elements of the local character that are valued and unique are retained and continue to be strengthened. They also value the social and cultural diversity of the area, and want it to continue to be a place where all types of people can continue to afford to live.

It is very difficult to 'protect' the character of areas as they change and grow, and it is important to acknowledge that these issues are very complex and linked to larger factors around societal change that are often outside the influence of local government. However, this project is focused on developing new initiatives that will help to celebrate and strengthen the different characters of Brooklyn and Altona North, and look for new ways that Council can help to influence growth and change and deliver different types of housing that will provide more diverse and affordable living options.

Precinct 15 and other smaller developments will add new housing stock, and Council will continue to negotiate with landowners / developers to deliver affordable housing stock and contributions. However, there is an opportunity for Council to provide a lead role in tackling the problem of the 'missing middle' - the challenge of providing high quality, diverse and innovative housing options in the gap between traditional forms of developer delivered housing and government supplied social housing.



PLACE PROJECT

3

5.3 PLACE PROJECT 3

Our Local Characters Project

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Our Local Characters Project:

Increasing Housing Choice

- As part of the Local Characters project, Council will undertake a workshop and research process to explore new / innovative / best-practice housing models that could be applied within Brooklyn and Altona North or other areas of Hobsons Bay and investigate opportunities to work with housing providers / developers to deliver innovative demonstration projects.

Local Stories Project

- The Local Stories Project will uncover and catalogue the stories of the local area and develop a variety of art and interpretive projects that celebrate the history and different characters of Brooklyn and Altona North. Building on Council's public art policy and strategy, Council will work with local historians, cultural leaders, artists and creatives to run a series of workshops to develop a program of art initiatives and installations specific to Brooklyn and Altona North including:
 - First Nations
 - European Settlers and Recent Immigrant Communities
 - Important Local People, Events and Stories

The Local Stories Project will also be tied in with other cultural events and public space improvements delivered under the Better Together and Better Places and Spaces Projects to help strengthen the local character, identity and social connection of Brooklyn and Altona North.



ADDRESS THE GAP BETWEEN TRADITIONAL AND SOCIAL HOUSING MODELS
(ENVI Micro Urban Village Image Credit: Degenhartshedd)



FACILITATE A WORKSHOP AND RESEARCH PROCESS TO EXPLORE NEW AND INNOVATIVE HOUSING MODELS (Image Credit: Six Degrees Architects)



ARTWORKS THAT TELL THE STORY OF THE LOCAL AREA
(Image Credit: Mama Knows West)

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5.3 PLACE PROJECT 3

Our Local Characters Project

Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Our Local Characters Project include:

Council to work with local historians and cultural leaders to gather and catalogue key stories, sites and events for Brooklyn and Altona North as a basis for the Local Stories Project. Council to facilitate a series of workshops to identify suitable locations, develop artist briefs and coordinate expressions of interest process.

Council to commission and deliver site specific artworks (murals, sculptures, gateways) that help tell the local history of the area.

In accordance with the Hobsons Bay Affordable Housing Policy, Council to continue to negotiate with landowners / developers to deliver affordable housing contributions - Council to work with landowners and the Hobsons Bay Affordable Housing Trust to determine appropriate delivery options. Council to undertake an audit of all Council and State Government land within Brooklyn and Altona North in the next 2 years to identify and assess sites for potential redevelopment and possible affordable housing provision.

Council to explore new / innovative / best-practice housing models that could be applied within Brooklyn and Altona North or other areas of Hobsons Bay. Council to bring together industry leaders (housing providers, designers, government bodies) and facilitate a workshop process for innovative / alternative and investigate opportunities to work with housing providers / developers to deliver innovative demonstration projects.

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(Image Credit - MGS Architects)

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5.4 PLACE PROJECT 4 Multi-Modal Network

Project Description

At the moment the Brooklyn and Altona North areas are very car-focused and the public transport options that are currently available are inadequate and don't offer a practical alternative to private vehicle usage. Developing a more convenient and attractive public transport and multi-modal network within the local area will be critical to managing traffic congestion and population growth into the future.

This project will focus on bringing together the work proposed under the Local Area Movement Plan and tying this together with improvements to walking, cycling and bus networks and bigger picture planning and advocacy for potential future rail station opportunities. The project will be part co-ordination, part advocacy and part delivery, but overall it will be about pulling together all the different pieces needed to provide a truly integrated and effective multi-modal network for Brooklyn and Altona North into the future.

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PART 5 | PLACE PROJECTS



PLACE PROJECT

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5.4 PLACE PROJECT 4 Multi-Modal Network

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Multi-Modal Network Project:

Bus Network

- Plan and advocate for re-routing / re-scheduling of bus services and upgrade or provide additional infrastructure as required to improve the function, usability and integration with other modes of travel (particularly to key destinations such as shopping centres, Spotswood Station and future development precincts such as Precinct 15).

Potential Future Rail Station

- Develop an updated vision and strategy for the delivery of a potential future rail station to service the Brooklyn and Altona North Areas - bring renewed attention / momentum to opportunities and provide a basis for ongoing advocacy.

Additional Options

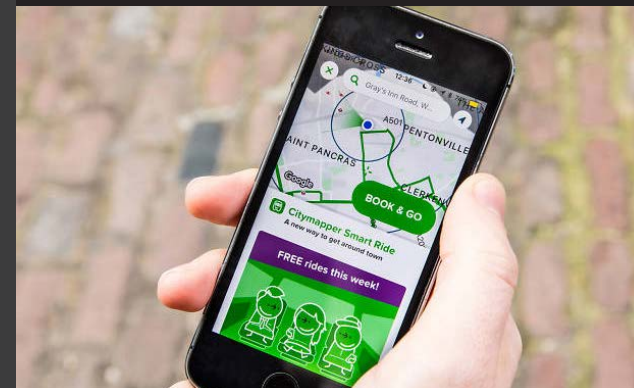
- Investigate potential opportunities to partner with innovative industry leaders to trial new technologies and alternative vehicle modes (such as electric car share, electric bikes and small shuttle buses) to improve public transport usability and options.



MAKING THE LINK BETWEEN DIFFERENT TRANSPORT MODES
AS DIRECT AND CONVENIENT AS POSSIBLE



INFRASTRUCTURE THAT MAKES ACTIVE TRANSPORT EASIER
(Image Credit: St George Shire Leader)



UTILISING NEW TECHNOLOGIES THAT HELP CONNECT TRANSPORT OPTIONS
(Image Credit: Time Out)

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5.4 PLACE PROJECT 4 Multi-Modal Network

Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Multi-Modal Network Project include:

Council to undertake background workshops, planning and advocacy for the re-routing / re-scheduling of bus services and provision of additional infrastructure (parkiteer / bike storage facilities, car parking and pedestrian / cyclist safety and access, street furniture) as required to improve function, usability and integration with other modes of travel.

Council to undertake background workshops and facilitate a vision and planning process for the provision of a future train station to service Brooklyn and Altona North - Council to then work with and advocate to different levels of government.

Council to follow an inter-departmental model for review and information sharing to ensure the improvements undertaken for the LAMPS and other Better Places projects link together and help to deliver a better public transport and multi-modal network for Brooklyn and Altona North.

Explore potential opportunities to partner with innovative industry leaders to trial alternative vehicle modes such as electric car share, electric bikes and small shuttle buses.

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Ormond Station (Image Credit - Architecture Australia)

5

5.5 PLACE PROJECT 5

Streets For People Project

Project Description

One of the most common issues expressed throughout the consultation was that the area feels very car dominated - with concerns being raised in relation to vehicle congestion, heavy vehicle traffic and pedestrian and cyclist safety. In particular, a lot of people highlighted that it is not an 'easy' or 'nice' place to try to walk or cycle around - pointing towards poor quality footpaths, barriers and missing connections, and a lack of safe cycling lanes. In short, the community feels like it is a place made for cars rather than people, and want to see changes made to make the area feel more pedestrian or bike friendly.

The focus of this project will be to lead the shift throughout Brooklyn and Altona North towards creating 'streets for people' - looking for opportunities to reduce vehicle speeds, limit through traffic, improve key walking and cycling links and just generally make our streets feel safer, more attractive and usable for pedestrians and cyclists. It is not about being anti-car, it is just about trying to reduce the dominance of cars and give more attention and priority towards pedestrians and cyclists.

Any streetscape projects that are proposed under the Streets For People Project will be integrated with Council's Local Area Movement Plan and will involve stakeholder and community consultation to ensure that local residents, traders and businesses will all have the opportunity to provide input into the design process.



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5.5 PLACE PROJECT 5

Streets For People Project

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Streets For People Project:



The Link

- The vision for The Link is to provide major north / south walking and cycling corridor that runs from the centre of Brooklyn through to Altona North. The design will evolve through community and stakeholder consultation, but may incorporate protected cycle lanes, crossings and intersection upgrades, active transport infrastructure and streetscape improvements.

Cycling and Active Transport Network

- Progress delivery of key cycling projects, within the Altona North area including:
 - Kororoit Creek Trail final stages between Barnes Road and Cherry Lake
 - Ross Road connection between Blenheim Road and Millers Road
- Ensure that improvements are undertaken to cycling infrastructure (bike storage etc) at key transport nodes to improve the active transport network and make it easier and safer to use public transport.

Wayfinding

- Plan and implement way-finding signage for Brooklyn and Altona North that utilises Council's existing developed suite and improves how cyclists and pedestrians navigate and move around the local area.

Local Area Movement Network

- The consultation feedback from Better Places reinforced that there is a lot of community concern around pedestrian, cyclist and vehicular safety along key roads such as Millers Road and Blackshaws Road. As part of the Streets For People Project, implementation of key actions from the LAMP will be prioritised and progressed to improve user safety throughout the area:
 - Annunciation Primary School road safety improvements for improved pedestrian and cyclist outcomes
 - Borrack Square/Duke Street pedestrian crossing improvements
 - Cyclamen/Marigold Avenue traffic calming and 40km/h area wide implementation
 - Implementation of 40km/h zones in various precincts throughout Brooklyn and Altona North and delivery of traffic calming treatments

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5.5 PLACE PROJECT 5

Streets For People Project

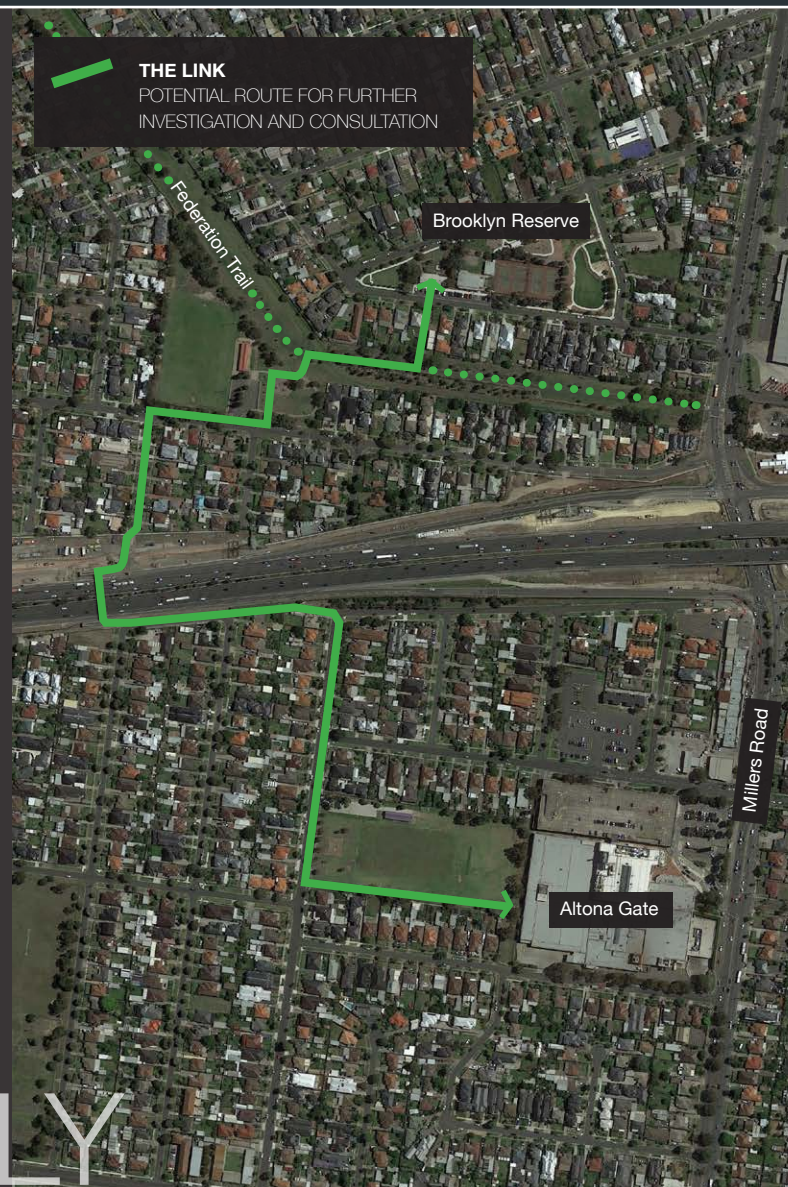
THE LINK

- Potential Pillar Project

The vision for The Link is to create a major north / south walking and cycling corridor that runs from the centre of Brooklyn through to Altona North. The design will evolve through community and stakeholder consultation, but the vision for the The Link is to utilise the newly completed Brooklyn pedestrian bridge crossing of the West Gate and add protected cycle lanes, pathway widenings, crossings and intersection upgrades, active transport infrastructure and streetscape improvements.

With the community concern over the disconnect between Brooklyn and Altona North, and safety issues associated with Millers Road, The Link will provide a safe and convenient linkage between the two areas that is designed to feel safe, convenient and attractive to existing recreational cyclists and commuters but also those people who currently don't feel comfortable cycling in the area.

Once the Link is established, the aim will be to tie it together with other key pedestrian and cyclist routes through future works to create a highly connected network that links all key destinations and provides an efficient and practical alternative to private vehicle usage.



EXPLORE POTENTIAL TO PROVIDE PROTECTED CYCLE LANES
Bourke Street Sydney (Image Credit: Group GSA)



OPENING OPPORTUNITIES FOR NEW MODES OF TRANSPORT THAT ARE
SAFELY SEPARATED FROM PEDESTRIANS



IMPROVING SAFETY AND PRIORITY FOR CYCLISTS AND PEDESTRIANS
Bourke Street Sydney (Image Credit: Group GSA)

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5.5 PLACE PROJECT 5

Streets For People Project

Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Streets For People Project include:

Workshop potential streetscape projects that could be delivered under the Streets for People Project and assess against the Local Area Movement Plan to determine potential scope and details for implementation

Estimate the cost, time and key elements involved in each project including:

- Shared user pathways
- Dedicated / protected cycle lanes
- Upgraded / new pathways
- Pedestrian refuges / crossings
- Pedestrian operated signals
- Improvements to existing pedestrian pathways, ramps etc
- Bike storage, lighting etc

Develop designs as required and program the implementation of the works into Council capital budgets.

Plan and implement way-finding signage for Brooklyn and Altona North that utilises Council's existing developed suite and improves how people navigate and move around the local area



TRANSFORMING OUR STREETS TO BE MORE 'PEOPLE FRIENDLY'
Holland Street, SA (Image Credit - JPE Design)



ADDING GREENERY AND CHARACTER TO OUR STREETS
Malop Street, Geelong (Image Credit: City of Geelong)



UNDERTAKING STREETScape WORKS THAT ADD AMENITY AND IMPROVE THE ACTIVE TRANSPORT NETWORK
(Image Credit: Group GSA)

6

5.9 PLACE PROJECT 9

Safer Places Project

Project Description

Within Brooklyn and Alton North there is a lot of concern around issues such as hooning and anti-social behaviour. Whilst it is acknowledged these issues are very complex and difficult to tackle, it is clear that many residents see this as a key problem that needs to be addressed to improve the amenity, safety and image of the area.

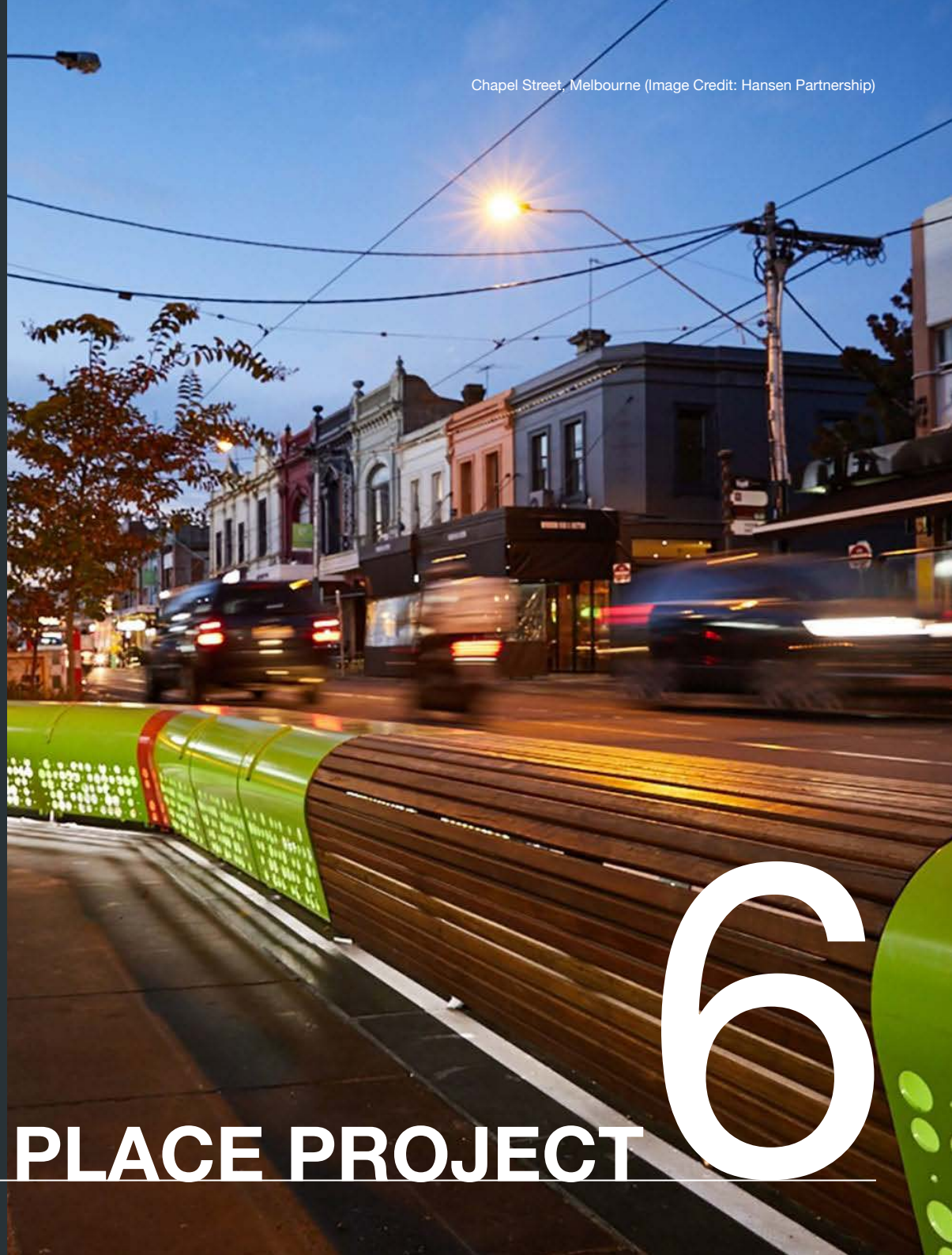
These types of issues are often outside of the direct scope of Council action, however this project aims to bring together community members, social experts and authorities to develop new initiatives and provide positive steps towards reducing hooning and anti-social behaviours in the local area. The project will be part co-ordination, part advocacy and part delivery, but overall it will be about providing new ideas and momentum towards addressing the issues and improving both the physical and perceived levels of safety and amenity throughout Brooklyn and Altona North.

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PLACE PROJECT

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5.9 PLACE PROJECT 9

Safer Places Project

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Safer Places Project:

Safer Places Workshop

- Council to run a workshop program that brings together local youth, cultural and community leaders, social advisors / experts and relevant authorities to discuss the issues and develop new initiatives.

Council and Police Partnership

- Council to share the findings of the Better Places consultation and the aims of the Safer Places Project to the police and identify opportunities to work together to address hooning and anti-social activities.

Investigating Leading Technologies and Best-Practice Solutions

- Council to talk with industry leaders and investigate new / best-practice solutions - potential to partner with innovative industry leaders to trial new technologies for crime prevention and anti-social behaviour - i.e. can we develop new apps / technologies to improve monitoring / reporting.

Local Safety Program

- Council to develop a program to review and improve general safety and accessibility around key movement corridors, parks and community spaces, transport nodes and shopping centres. Key initiatives to include elements such as providing new and upgraded lighting, pathway widenings and streetscape improvements and general clean-up and upgrade of key spaces to make them feel safer and more accessible and usable for all residents and for different times of the day. These safety initiatives will be tied-in with other Better Places projects such as the Better Places and Spaces Project to make sure they are considered and included in any future works.



UPGRADE SPACES TO MAKE THEM FEEL SAFER AND MORE USABLE AT DIFFERENT TIMES OF THE DAY (Image Credit: Landzine)



RUN WORKSHOPS WITH COMMUNITY TO DISCUSS ISSUES AND DEVELOP NEW INITIATIVES (Image Credit: Emily Schiffer)



IMPROVING LIGHTING AND SENSE OF SAFETY IN PUBLIC SPACES (Image Credit: Leadsun Global)

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5.9 PLACE PROJECT 9

Safer Places Project

SAFER PLACES APP

- Potential Pillar Project

As a key idea under the Safer Places Project, Council will be looking to investigate the feasibility of utilising new technologies and developing an App that will allow the community to easily report hooning and anti-social behaviour to the local Police Service and upload digital evidence such as video footage and photographs.

A similar initiative has recently been developed and trialled by the Queensland Police Service, specifically targeting hooning and anti-social behaviour, which utilises new technologies to allow the community more easily report and provide evidence directly to the police.

This project will involve require support and a partnership between Council, The Victorian Police Service and the community, but Council will look to provide the lead role in initiating and delivering the project as a key initiative to help reduce hooning and anti-social behaviour throughout Brooklyn and Altona North. The research, partnerships and technologies developed through this project could be trialled in Brooklyn and Altona North and then utilised by the Victorian Police Services in other areas of the state.

Inspiration Examples



UTILISE NEW TECHNOLOGIES TO ALLOW THE COMMUNITY TO MORE EASILY REPORT HOONING (Image Credit: news.com)



PARTNER WITH THE VICTORIAN POLICE TO DEVELOP NEW INITIATIVES (Image Credit: Engage Victoria)

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(Image Credit: wttw news)

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5.9 PLACE PROJECT 9

Safer Places Project

Next Steps

Key steps that have been identified to be undertaken as part of the Safer Places Project include:

- Council to initiate discussions / partnership with Victoria Police services to share the findings of the Better Places consultation and the aims of the Safer Places Project.
- Council to appoint a project manager as the central leadership, coordination and delivery role for the Safer Places Project and to provide the main point of contact.
- Council to undertake Safer Places Workshops with local youth, cultural and community leaders, social advisors / experts and relevant authorities to discuss the issues and develop new initiatives.
- Council to explore potential opportunities to partner with innovative industry leaders to trial new technologies for crime prevention and anti-social behaviour - such as the Safer Places App.
- Additional / ongoing steps to be determined based on outcomes of Safer Places Workshops and discussions with police services.

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Chapel Street, Melbourne (Image Credit: Hansen Partnership)

7

5.6 PLACE PROJECT 6 Better Together Group

Project Description

The residents of Brooklyn and Altona North value that each area has its own identity, character and sense of place and that there is a very diverse social and cultural character to the local community. Whilst there are already a lot of strong and active cultural and community groups in the local area, throughout the consultation it became clear that there is an opportunity to bring these different groups together to increase awareness and coordination between them and to create new events and initiatives that will help to strengthen community connections.

The role of this project will be to form a focus group of local leaders and representatives that would become a central 'think-tank' and connection point between the different groups, the general community and to Council. The group will become a 'sounding board' and voice for the community across all current issues, but with a focus on the community awareness, planning and delivery of the Better Places projects.

The group will not replace existing groups or other forms of consultation, but rather will play a lead role in sharing ideas and creating connections between the different groups and general community to help with the delivery of the Better Places projects as well as developing new activities, events and initiatives for Brooklyn and Altona North.

Beers and Ideas, Warnambool (Image Credit: beersandideas.com.au)



PLACE PROJECT

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5.6 PLACE PROJECT 6

Better Together Group

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Better Together Group:

Quarterly Progress Meetings

- The group will meet quarterly to discuss the Better Places projects and program. The meetings will provide an opportunity for Council and community to work together transparently to understand the progress, challenges and opportunities and develop further project ideas and details.

Project Workshops

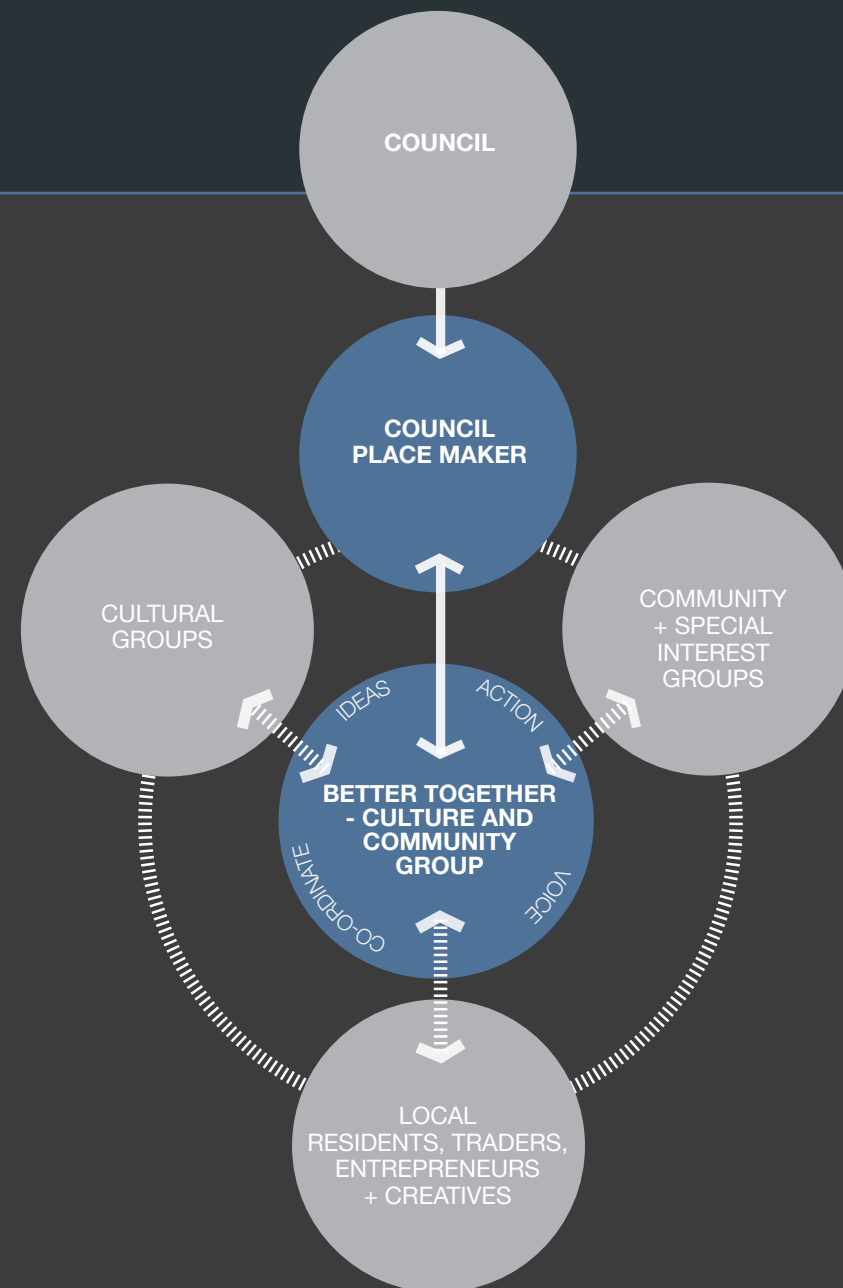
- At critical points throughout the project implementation phase, important decisions will be made on location, design, delivery, etc. The intention is to workshop these elements with the Better Together Group during the quarterly progress meetings as a 'sounding board' prior to going out to general consultation. This will help the group and Council to work through any complexities involved in the project and provide an opportunity for input into the project detail early in the process.

Promotion of Projects

- Place projects are about making our areas better places to live. A big part of their success is ensuring everyone in the community is aware of them and has the opportunity to be involved if they would like to be. The Better Together Group will have an important role in getting the word out into the community and helping promote projects as they evolve and begin to be delivered.

Place Maker

- Council's Senior Place Maker will be the main point of contact that connects the group and Council through regular discussions and to gain momentum on community projects.



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5.6 PLACE PROJECT 6 Better Together Group



Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Better Together Group project include:

- Council to formalise the focus group model and desired outcomes.
- Community members are invited to register their interest in the group during the Better Places consultation phase.
- Approach key stakeholders and community members to nominate / identify representatives from the local community, traders and business and special interest groups - establish the focus group.
- Meeting and programme schedule to be finalised during the first meeting so that all understand a 12-month look ahead of key project deliverables.
- Regular meetings will be arranged between the Better Together Group, Ward Councillors and Council Officers to ensure continuous communication, and provide the nexus between projects, Council and the community.
- Better Together Group to work with Council to play a lead role in supporting, planning and delivering the Better Places projects, as well as identifying new activities and events to activate key areas in Brooklyn and Altona North.

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5.7 PLACE PROJECT 7

Better Places and Spaces Project

Project Description

Whilst Brooklyn and Altona North have a good supply of community facilities, shopping and open space when compared to other places in Hobsons Bay, there is concern that many of the public places and spaces are poor quality and don't feel very 'friendly' - they are often hard to get to, for many people they feel unsafe, and they don't really offer 'much to do'. Whilst the Brooklyn Reserve gives the Brooklyn neighbourhood a strong central focus (that will be further enhanced with the upgrade of the Brooklyn Hall), a lot of people feel that Altona North lacks a 'heart' - pointing towards desire to create a main plaza or key community gathering space in the local area.

This project will focus on undertaking upgrades and new works for important community destinations and meeting places in Brooklyn and Altona North such as local shopping areas, parks and sports clubs to make them more inviting, safe and functional for the whole community. It will also aim to be a catalyst for the delivery of a new 'heart' or community meeting place for Altona North. Whilst the scope of the various projects will be determined through ongoing design and consultation processes, The Better Places and Spaces Project will deliver the physical improvements needed to enhance the amenity and function of the public domain throughout Brooklyn and Altona North.

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PART 5 | PLACE PROJECTS



(Image Credit: Landzine)

PLACE PROJECT

8

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5.7 PLACE PROJECT 7

Better Places and Spaces Project

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Better Places and Spaces Project:

Upgrading Our Local Centres

- Develop improvement plans of key local shopping centres within the local area with input from local traders and the community to deliver improvements that will make them more vibrant, attractive, functional and safe and help to support their future viability, including potential improvements for the following centres:
 - The Circle
 - 16 Shops
 - Borrack Square
 - Blackshaw Road (strip shopping centre)
 - Eames Avenue strip shops
- As a first step in this process, Council will undertake a consultation, design and improvement process for one centre (potentially The Circle) to act as a pillar demonstration project that will provide a new community meeting place and establishes principles and process that can then be adapted to other centres.

Love Our Parks

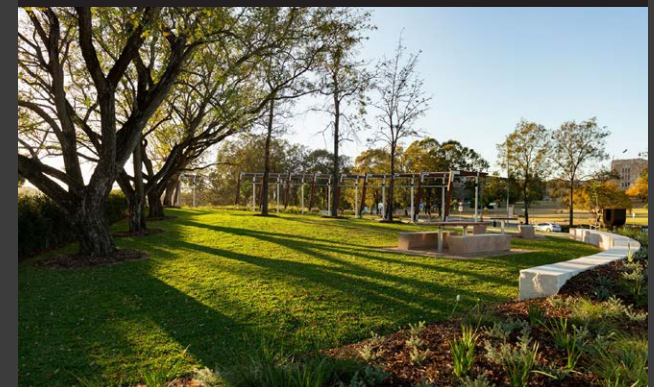
- Council to review parks, reserves, sports facilities and underutilised spaces in Brooklyn and Altona North to develop a program of upgrades that improve their amenity, function and ability in response to increasing population and changing recreation demands into the future including:
 - Precinct 15 open space areas
 - The landscape interface with Brooklyn Hall including a community garden
 - Working with Melbourne Water on the Greening the Pipeline project
 - Paisley Park
 - Opportunities for dog off leash areas and community garden in Altona North



UPGRADING OUR LOCAL CENTRES TO MAKE THEM MORE ATTRACTIVE, INVITING AND VIABLE (Image Credit: Enlocus)



TRANSFORMING OUR STREETS TO CREATE NEW PUBLIC SPACES
Richmond Terrace, Melbourne (Image Credit: Hansen Partnership)



IMPROVE THE QUALITY, AMENITY AND CAPACITY OF EXISTING PARKS
(Image Credit: Lat 27)

Better Places and Spaces Project

The Circle

- Potential Pillar Project

It is clear that the residents of Brooklyn and Altona North highly value the smaller local centres in the area, both for their convenience and specialty shopping but also for the social role that they play in the community. They do, however, want to see improvements undertaken to make the centres more attractive, welcoming and 'people-friendly'. As a Pillar Project, The Circle has been identified as a place that could be upgraded to make it a better space for the community as well as helping to support the viability of the centre into the future. Whilst the improvements undertaken will be determined through consultation with the traders and community, potential improvements may include:

- Upgrades to the streetscapes and public spaces
- Investigating creative options for reconfiguring streets and introducing changes that reduce the dominance of cars, improve pedestrian safety and provide the opportunity to create new public spaces
- Addressing / improving car parking within the centre and key adjoining areas
- Improving connectivity (walking, cycling, public transport) to the centres
- Incorporating artwork and cultural elements that celebrate the local history, diversity + culture and provide opportunities for input from local creatives

Ideas Vignette

What do you think should be done to make our local centres more vibrant, attractive, functional and safe? What would you think about changing some of the streets to slow cars, make them more people friendly and provide new public spaces?



● CURRENT



● POTENTIAL

ARTIST IMPRESSION OF POSSIBLE STREETSCAPE IMPROVEMENTS FOR THE CIRCLE SHOPPING AREA
This is an artist impressions and is conceptual only - it has been generated to help stimulate ideas and discussion and will evolve with trader and community input and ongoing design.

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5.7 PLACE PROJECT 7

Better Places and Spaces Project

Next Steps

Key steps that have been identified to be undertaken as part of the Better Places and Spaces Project include:

- Council to undertake a review / inventory of existing parks, reserves, sports facilities, local shopping centres and underutilised spaces in Brooklyn and Altona North
- Council to undertake a initial focus group workshop process with traders, key community representatives and stakeholders to discuss ideas and opportunities for upgrades to local parks, reserves and local shopping centres
- Council to identify projects / sites for priority improvements and undertake a more detailed consultation and design process to develop concepts
- Council to undertake detailed design and further stakeholder consultation and develop a program / timeline for delivery of projects that can be carried out under existing council budgets - while seek funding for those that require external funding sources to be secured.

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(Image Credit: Landzine)

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5.8 PLACE PROJECT 8

'Friend Zone' - Project For Young People

Project Description

An issue that was regularly raised throughout the consultation was that there was a 'lack of things to do' for young people in the local area. There is a strong desire to try to provide more facilities and activities for young people to 'give them something to do', but also provide a chance to connect with other young people and the wider community and provide positive opportunities to develop new skills.

The focus of this project will be to tie-in with the initiatives that Council's Youth Services is already developing throughout Hobsons Bay and specifically target them towards delivering improved spaces, new activities and facilities for young people within Brooklyn and Altona North. Whilst the focus and scope of the project will be determined through consultation with youth representatives and community groups, the intention is to provide a more holistic place-based approach that looks for new and creative ideas to providing safer and more welcoming spaces and greater variety of things for young people to do throughout Brooklyn and Altona North.

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PART 5 | PLACE PROJECTS

PLACE PROJECT

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5.8 PLACE PROJECT 8

'Friend Zone' - Project For Young People

Key Ideas + Opportunities

The following is a list of the key ideas, initiatives and opportunities that emerged through the consultation and visioning process that will be further investigated and targeted for delivery as part of the Friend Zone Project:

Youth Ambassador Group

- Council's Youth Services is currently organising a Youth Ambassador Group to provide a stronger representation and voice for young people throughout Hobsons Bay. The Friend Zone Project will support this process and utilise the information and ideas, with participation from this group to help guide and deliver projects for young people specific to Brooklyn and Altona North.

Creating Better Places and Spaces For Young People

- Working across various council departments with the Youth Ambassadors Group, identify locations that can be enhanced to include activities and welcoming spaces for our younger residents. Early investigations have identified the Bayside College/ Altona North library, Precinct 15, Paisley Park, and Millers Junction development as possible locations, however, this would be confirmed during the early stages of the project. The spaces would seek to feature:
 - Safe and inviting environments
 - Space that does not require activity and conducive to socialising
 - Opportunity for unstructured physical activities such as pump tracks, half basketball courts, etc.
 - Creates opportunities to connect with people
 - Create opportunities for learning, events and other community building activities
- The Friend Zone Project would work to secure the location of the spaces, undertake a co-design process to plan, design and fully estimate the cost of implementation so that funding can be secured through council and state government programs.
- As part of the Friend Zone Project, investigate ways to make existing local spaces (such as neighbourhood shopping centres, parks etc) more safe, inviting and usable for young people.



MULTI-PURPOSE OUTDOOR SPACES FOR YOUNG PEOPLE
(Image Credit: Convic)



SPACES THAT PROVIDE OPPORTUNITIES TO DEVELOP NEW SKILLS
(Image Credit: The Globe and Mail)



ENGAGEMENT PROGRAMS TO HELP YOUNG PEOPLE MEET NEW FRIENDS
AND LEARN NEW SKILLS (Image Credit: abc.net.au)

'Friend Zone' - Project For Young People

Inspiration
Examples

'Friend Zone x 4' Projects - Potential Pillar Projects

The key focus of Friend Zone project will be to undertake a collaborative co-design process between local young people, Council and specialist advisors to design and deliver 4 new spaces for young people within Brooklyn and Altona North.

Whilst the site and features of the projects will be determined through the collaborative design process, the projects will aim to create unique multi-use spaces specifically focused towards providing young people with positive, safe and welcoming places to hang-out, socialise and express their creativity. The projects will adopt best-practice approaches to youth engagement and co-design and will be used as a testing ground for new and creative ideas for creating flexible spaces suited for everyday use, social gatherings and small-scale events.

Potential features that may be included:

- Multi-use / skateable hard surfaces
- Custom designed shelters and seating incorporating power, wi-fi and with the potential to host small events
- Informal / flexible lawn spaces and landscaping
- Artworks / murals / audio installations
- High level of access to public transport and key pedestrian / cyclist network
- Wall / projection facilities to host movie screenings and events



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5.8 PLACE PROJECT 8

'Friend Zone'

- Project For Young People

Next Steps

Key steps that have been identified to be undertaken as part of the Friend Zone Project include:

- Council to appoint a project manager as the central leadership, coordination and delivery role for the Friend Zone Project and to provide the main point of contact for stakeholders
- Project squad is formed across council departments, key stakeholders and youth ambassadors.
- Council to lead workshops with local young people, ambassadors, and relevant cultural and community leaders within Brooklyn and Altona North to review / evolve the project ideas.
- Council to investigate the need / suitability of establishing of reference group of young people specific to Brooklyn and Altona North to liaise with Council directly on future projects for young people within the local area
- Project squad and key stakeholders secure suitable locations identified with access granted for the space to be developed ready for the design process.
- Co-design process undertaken to develop detailed plans of each of the spaces based on feedback from local young people and community groups, ready for funding and implementation.

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(Image Credit: University of Maryland)

| OTHER IDEAS + OPPORTUNITIES

The Place Projects represent an important step towards realising the vision for Brooklyn and Altona North.

Some of the Place Projects will be able to be implemented almost immediately as part of fast-tracked initiatives, and others will evolve as part of a longer term design process. As the Place Projects are undertaken, there will be opportunities for ongoing community input and ideas, and this may lead to other ideas and projects emerging. This way the community will continue to play an important role in shaping the place they live in - and bringing the vision for Brooklyn and Altona North to life.

Bringing the vision
to life.....

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BETTER PLACES

Brooklyn &
Altona North



LOVE



CHANGE



IDEAS



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