

# BETTER PLACES

Brooklyn &  
Altona North

This project is delivered by



# BROOKLYN + ALTONA NORTH PLACE GUIDE

DRAFT | SEPTEMBER 2022

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For tens of thousands of years, Aboriginal and Torres Strait Islander peoples have cared for Country. This includes areas within what we now call Brooklyn and Altona North in the City of Hobsons Bay.

The Bunurong Peoples of the Kulin nation have played an important role in the management of land, water, and the natural landscape in these areas, sustaining healthy communities and wisely managing the resources of these lands. This custodianship and care continues today.

We acknowledge that this plan covers an area that sits within the traditional land of the Kulin Nation. We recognise the First Peoples' relationship to this land and offer our respect to their elders, past and present. We welcome the participation of Aboriginal and Torres peoples as we shape a future in which the community thrives.

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How would you make  
Brooklyn and Altona North  
better places to live?

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Better Places Out and About Festival at Brooklyn Reserve

# PART 1

OVERVIEW



# 1.1 BETTER PLACES

## A NEW APPROACH TO CHANGE



Child placing their project idea on BAN map at Paisley Park Altona North, Stage 2 community engagement, Better Places Out and About Festival



What are the things that make a place a great place to live?.....

And how would you go about making the place you call home an even better place live into the future?.....

Creating great places to live is a complex process. Its about more than just buildings and the way things look. Its about the people, the spaces in between buildings, and all the little things that add up to give life and a sense of community to a place.

Creating great places is also a collaborative process. It requires a vision that captures the imagination and shared identity of the people who live there and gives them a sense of ownership and opportunities to be actively involved.

To create a great place you have to think about the place as a whole, understanding and enhancing the things that make it special and knowing the elements needed to make the place better into the future.

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Better Places is ultimately about providing a more holistic and integrated approach to thinking about and designing for change.....

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The Better Places program has recently been developed by Hobsons Bay City Council to provide a more holistic and integrated approach to thinking about and designing for change into the future. Better Places is focused on taking a more placed based approach - thinking in terms of overall 'places' rather than individual 'pieces' - and providing a new model for the way that Council designs and delivers projects. Better Places also aims to more actively involve the community in the process of shaping the place they live in, helping to create a vision that not only reflects their values, ideas and priorities, but also provides practical ideas and clear steps towards turning the vision into real improvements into the future.

# 1.2 THE PLACE GUIDE

## A SHARED VISION FOR THE FUTURE OF BROOKLYN AND ALTONA NORTH

Better Places Brooklyn and Altona North is being undertaken as part of the Better Places program. The Brooklyn and Altona North Place Guide provides a summary of the visioning process undertaken, the community input and key findings and sets out the projects and improvements that will be undertaken into the future.

The Place Guide is broken into 6 parts that are intended to clearly describe the steps and process undertaken to evolve from the initial consultation and visioning through to the end outcomes.

The Place Guide will be the guiding framework around which future projects will evolve and be delivered.

**PART 1: OVERVIEW**  
DESCRIBING THE BETTER PLACES PROCESS

**PART 2: THE BROOKLYN AND ALTONA NORTH STORY**  
PROVIDING BACKGROUND AND CONTEXT  
FOR BROOKLYN AND ALTONA NORTH

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KEY PROJECTS THAT WILL BRING THE VISION TO LIFE

**PART 6: MAKING IT HAPPEN**  
COMMUNITY FEEDBACK AND NEXT STEPS



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a vision that captures the imagination  
and shared identity of the  
community....

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and gives people a sense that they are  
actively involved in shaping the future  
of the place they live in

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Community engagement as part of the Better Places Out and About Festival  
(Paisley Park, Altona North)





Tree giveaway and community consultation as part of the Better Places Out and About Festival (Paisley Park, Altona North)

# PART 2

## THE BROOKLYN AND ALTONA NORTH STORY

# 2.1 YESTERDAY, TODAY AND TOMORROW

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## 2.1.1 EARLY HISTORY

The area now covered by Hobsons Bay is at the eastern edge of a basalt plain that stretches across most of Western Victoria to the Yarra River and Port Phillip. The First Peoples who lived in what we now know as the City of Hobsons Bay are known as the Yalukit-willam, a name meaning ‘river camp’ or ‘river dwellers’.

The Yalukit-willam of the Bunurong are associated with the coastal land that extends from the Werribee River, across to Williamstown, Port Melbourne, St. Kilda, and Prahran. The Bunurong People were the custodians of what is now Port Phillip Bay. They traded with and welcomed people from other parts of the Kulin Nation. The rivers, creeks and waterways (marshlands) flowing through Hobsons Bay nourish not only the Bay but were important as food and communication channels for the First Peoples.

Neighbouring groups to the Yalukit-willam included the Wadawurrung, west of the Werribee River and the Wurundjeri to the north. One Wurundjeri clan, the Wurundjeriwillam, were direct neighbours to the Yalukitwillam and shared custodial obligations and rights.

The Kulin people, even those who lived great distances from one another, understood each other’s dialects and had an agreement about intermarriage. One of the bonds maintaining this agreement was “moiety affiliation”: The Kulin divided their world into two halves or “moieties”, with one half of the people known as waa (crow) and the other, bunjil (eaglehawk). Individuals were identified with one or other of these moieties and could marry only someone from the other moiety.

Belonging to this land were clans, comprising one or two extended families who hunted and gathered together. These families moved through the landscape using their knowledge of the environment and the seasons. The clans were sometimes distinguished by the names of their leading men. Two such leaders of the Yalukit-willam were Benbow and Derrimut.

The Bunurong people are the original custodians of the land now known as Hobsons Bay that includes Brooklyn and Altona North. Bunurong Traditional Owners have strong connection to land, sea and country, and continue to have a shared living culture with the environment today.

*Parts have been extracted from the Yalukit Willam – First People of Hobsons Bay  
[https://www.hobsonsabay.vic.gov.au/.../yalukit\\_willam\\_booklet.pdf](https://www.hobsonsabay.vic.gov.au/.../yalukit_willam_booklet.pdf)*

*Council acknowledges that the spelling of Aboriginal words varies as more research occurs. The spelling of Aboriginal words used in this document relates to the 2nd edition published in 2011.*



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### 2.1.2 EUROPEAN SETTLERS

William Cherry migrated from Belfast in 1841. Soon after arriving he began farming in the Keilor area. By 1861, he owned 2,500 acres extending from Brooklyn down to Altona. Part of this landholding later passed to William's son James. It is believed that James's home, Brooklyn Lodge, gave name to the suburb.

In the late 1880s, a portion of Cherry's land in Brooklyn was leased for quarrying which was Hobsons Bay's first heavy industry. Some quarries were still operating in the City until the 1950s, including the site of Altona Gate shopping centre. An area, north of Barnes Road Bridge, was also a former quarry and is now used for landfill.

Edward Blackshaw and Thomas Miller, whose names are still evident in the streets named after them, were farming in the area. Edward

Blackshaw bought land in 1853 and his sons continued farming here till 1890. They had two hundred acres just south east of the Brooklyn Bridge on the Melbourne-Geelong Road which was later rebuilt. This bluestone bridge, which was constructed in 1889 and later altered in 1912, is located just south of the Princes Highway (Geelong Road), at the western tip of Brooklyn.

Thomas Miller bought farm land at the junction of what is now Millers Road and Geelong Road in about 1867. This photo, taken in the 1890s, shows several members of the Miller family on the verandah of the former Half Moon hotel which later became a post office. It is thought to be at the site where the Half Moon Caravan Park was located.



Photo of the Half Moon  
Hotel taken in 1890's

### 2.1.3 POST WORLD WAR II ERA

As residential and industrial areas developed, farms in Altona, Brooklyn and Laverton continued to supply the needs of the nearby population. There were still poultry farms at Brooklyn in the 1950s, even as suburban houses sprang up in the area.

After World War II, hundreds of thousands of displaced persons and assisted migrants came to Australia from Britain and Europe. Government hostels were set up in a number of places in Victoria. Brooklyn was the site for one such hostel, which closed in the early 1970s.

“The hostel straddled Francis Street and Millers Road, Brooklyn and was located near meat-processing works. It was said to have covered such a large area that it eventually stretched from the Half-Moon Caravan Park (cnr Millers Road and Francis Street) down to the Brooklyn Pumping Station. The hostel began in 14 wool stores, which were divided into flats, about 1300 in all.

Meat processing was an important employer in the municipality providing jobs for European migrants who brought the traditional methods of curing and preserving meat. The Thomas Borthwick and Sons abattoir was located in Francis Street, Brooklyn for many years. Gilbertson’s also built their abattoir and meat processing plant at Altona North in 1951. Soon after the company added the Don’s smallgoods section on a disused quarry site in Kyle Road, which is still operating.

The demands of World War II resulted in a chronic shortage of housing and building materials, all over Melbourne. Many houses were built by their owners, often while they camped in bungalows on the site. The Altona Cooperative Housing Society was launched in 1948 and the first of its houses were built at Brooklyn. It was not until the post-WWII that residential housing began to fill up Altona, Altona North, Laverton, Brooklyn, Spotswood and Kingsville South.

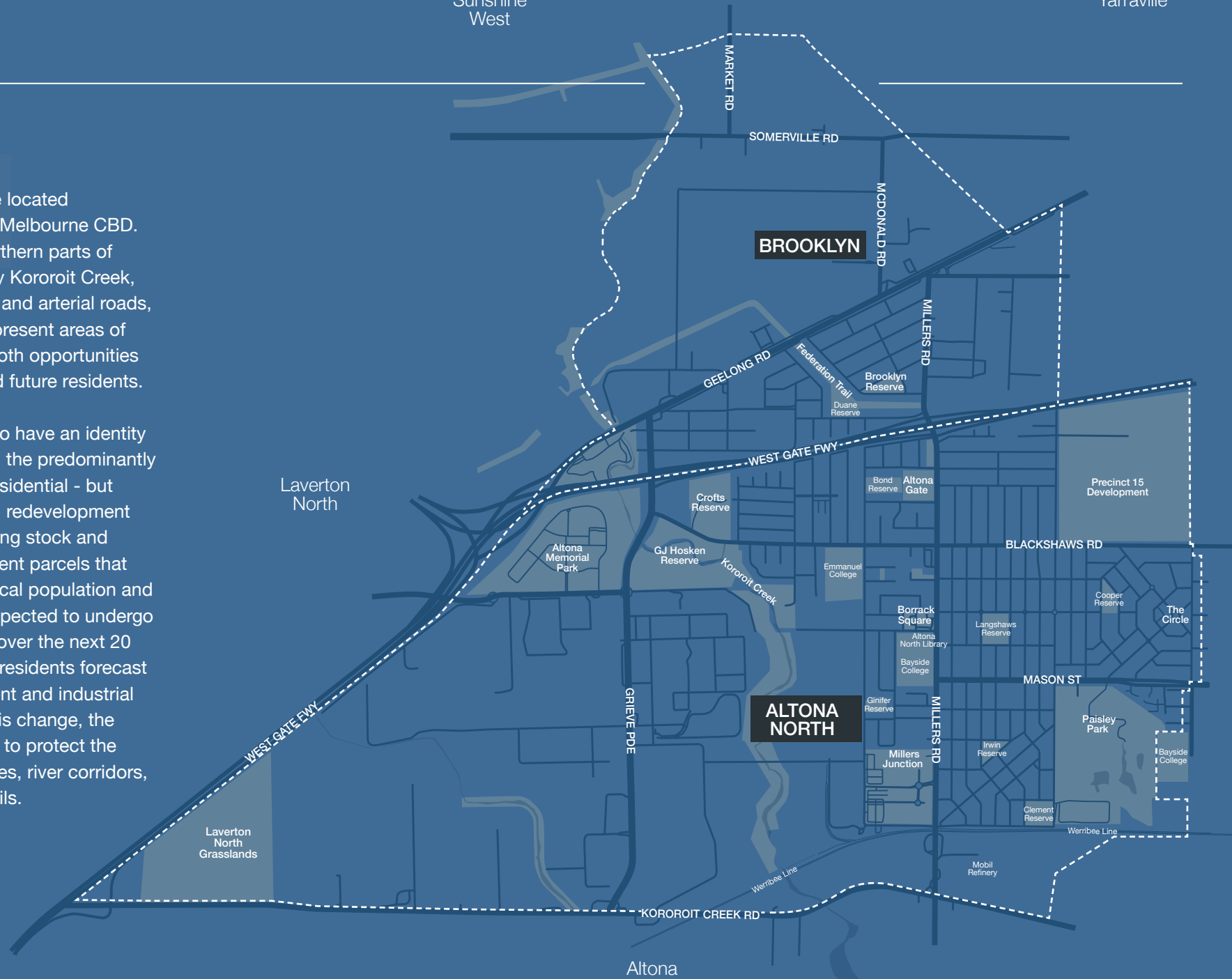


A family moves into a flat at Brooklyn  
Commonwealth Hostel, Melbourne, Victoria  
Photographer, Don Edwards. Date : 1957

## 2.1.4 LOCAL CONTEXT

Brooklyn and Altona North are located approximately 10km from the Melbourne CBD. Located in the central and northern parts of Hobsons Bay and bounded by Kororoit Creek, and major industrial precincts and arterial roads, Brooklyn and Altona North represent areas of rapid change which provide both opportunities and challenges for current and future residents.

Brooklyn and Altona North also have an identity and character associated with the predominantly lower-scale, suburban style residential - but this is facing pressure through redevelopment and subdivision of older housing stock and introduction of new development parcels that are gradually increasing the local population and densities. The suburbs are expected to undergo significant population growth over the next 20 years with an additional 8244 residents forecast by 2036. With infill development and industrial land redevelopment driving this change, the challenge is managing growth to protect the network of open space reserves, river corridors, recreation parks and share trails.



### 2.1.5 DEMOGRAPHICS AND SOCIO-ECONOMIC

Resident population in Altona North and Brooklyn is expected to increase by almost 40% from 17,150 in 2021 to 28,500 in 2041. The number of households alone in Altona North is expected to increase from 5,329 in 2021 to 9,544 in 2041, with average household size remaining consistent at 2.65 people per household. Around three quarters of the area's total dwelling stock is detached housing. Just over 40 per cent of households in Altona North and Brooklyn are home owners which is 6 per cent above the Hobsons Bay rate.

The number of younger residents in the family-forming ages is increasing, although there is still evidence of an ageing population and this trend of regeneration and ageing is expected to continue for the next decade.

The largest employment sectors for the area's workers are manufacturing and retail (12.9% and 10.9% respectively). Forty seven per cent of Altona North and Brooklyn residents (over

15 years) are in the labour force, 14 per cent lower than for Hobsons Bay. Of these, almost seven per cent are unemployed, compared to the Hobsons Bay rate of almost six per cent. Altona North and Brooklyn has a much higher rate of people not in the labour force compared to Hobsons Bay (42.2per cent and 33.2 per cent respectively). A contributing factor is due to the high proportion of people of retirement age who live in Altona North and Brooklyn; however with regeneration there has been a fall in the neighbourhood's non-participation rate.

Approximately 80 per cent of households in Altona North and Brooklyn are car owners, which is below the municipal rate of 84 per cent.

Forty per cent (5,262) of people were born overseas, which is substantially higher than the municipal figure of 31 per cent. Just over 50 per cent of residents speak languages other than English at home, significantly higher than the 30 per cent of Hobsons Bay residents.







Kororoit Creek, Altona North  
Credit: mammaknowswest



Brooklyn Reserve, Brooklyn  
Credit: JMac Constructions

## 2.1.6 OPEN SPACE + RECREATION

Kororoit Creek is the main natural feature in the area and runs along the western and southern boundaries. The creek is recognised as one of Melbourne's important waterways, and has a key role to play in the life of the city and the environment of the western region.

There are two key reserves in Brooklyn. Duane Reserve has a soccer field, pavilion and playground. Nearby, Brooklyn Reserve has four tennis courts, a ½ basketball court, a children's playground and a dog park.

Several large reserves are located in Altona North. Crofts Reserve at the western end of Blackshaws Rd has three ovals, cricket nets and clubrooms. To the east on Mason Street, Paisley Park offers a large range of sports facilities including: lacrosse and soccer fields; a golf club and driving range; bowling greens; and a badminton facility. In addition, it is home to the Bayfit Leisure Centre which includes indoor aquatic facilities and a gymnasium. Also in Altona North is Langshaws Reserve. The reserve is located in Cresser St and has a sports oval, cricket nets, sports pavilion and a playground.

The Federation Trail shared path extends between Millers Road, Brooklyn and the Werribee River, Werribee. The trail was opened in 2006 and forms part of the Metropolitan Transit Network.

Brooklyn and Altona North have relatively high levels of provision to open space when compared to other areas within Hobsons Bay. However, approximately 20% of residents live further than 400m walking distance away from open space and access to open space is further inhibited by physical and perceived barriers like roads, insufficient walking and bicycle infrastructure, and the impacts of urbanisation.

The Hobsons Bay Open Space Strategy 2018-28 identifies key priorities and actions to preserve significant environmental areas and improve Council's offering of open spaces and associated infrastructure. Together with the Better Places initiative, we can enhance the liveability and amenity of Brooklyn and Altona North by improving the quality, accessibility and connectivity of our open space areas.



## 2.1.7 PLANNING CONTEXT

Brooklyn and Altona North are divided by the Westgate Freeway, but are very similar in their setting. The suburbs include large areas of residential zoned land, distinct industrial areas and large open space areas along existing creek alignments. Precinct 15 (the land between Blackshaws Road, the Westgate Freeway, Kyle Road and New Street) in Altona North is the key development site, which has been rezoned from industrial to residential and will be home to approximately 3000 new homes.

Brooklyn is located between two major arterial roads (Geelong Road to the north and the Westgate Freeway to the south), and includes a small residential area which is flanked to the north, east and west by industrial zoned land. The residential area surrounds the Pipeline Reserve which contains the heritage listed Main Outfall Sewer pipeline. The industrial area to the north is within the Brimbank Planning Scheme and is influenced by the Brimbank Planning Scheme and the Brooklyn Evolution Project. The industrial area of Brooklyn is currently undergoing change with newer less polluting industries moving in.

Altona North is considerably larger than Brooklyn and it includes a large residential zoned base, two large anchor shopping centres and smaller areas of industrial zoned land. Two major roads run through Altona North (Millers Road and Blackshaws Road) and the Werribee train line lies to the southern boundary of the suburb.

Various overlays apply to both Brooklyn and Altona North including the Special Building Overlay (to ensure any development or works manage floodwaters, minimises flood damage and protect water quality), Environmental Audit Overlays (ensuring land is suitable for sensitive uses) and a small presence of Heritage Overlays (to protect buildings or items of heritage value).



Changing housing stock in Altona North and Brooklyn  
Credit: woodsman projects




Business and Showroom Spaces at Millers Junction in Altona North  
Credit: C3 Construction





# PART 3

**CONNECTING WITH  
THE COMMUNITY**

A faint, light blue line-art map of a city grid is visible in the background. A river or canal winds through the lower-left and central portions of the map. The map shows various street layouts, building footprints, and a bridge crossing a waterway.

There is no power for  
change greater than a  
community discovering what  
it cares about

MARGARET J WHEATLEY



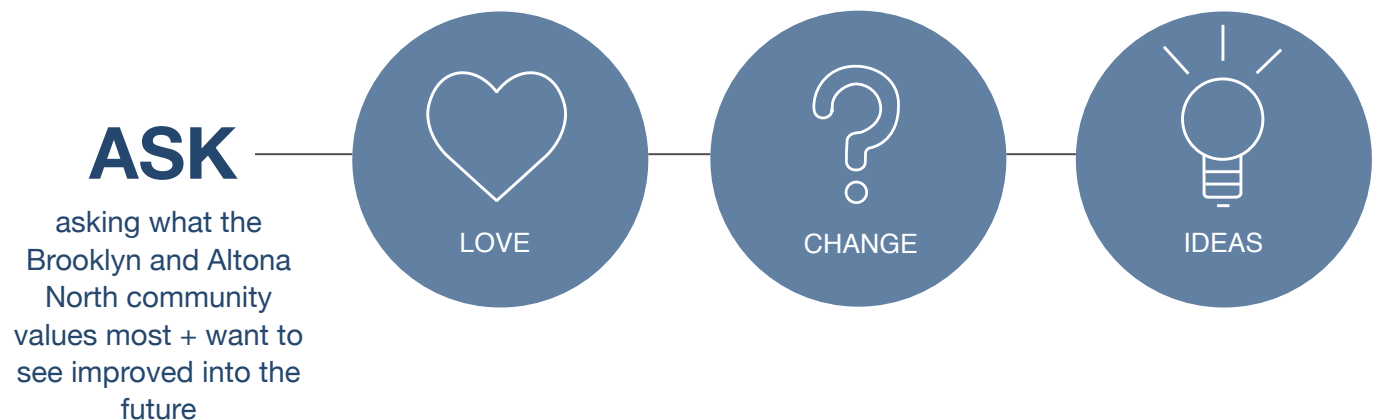
# STARTING THE CONVERSATION

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...asking the community to share their views on what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Brooklyn and Altona North into the future.

The Better Places Brooklyn and Altona North project launched with a public engagement process that ran throughout November and December of 2021. The focus of the initial engagement was to start the conversation - to 'ASK' the local community to share their ideas, concerns and aspirations for the future of Brooklyn and Altona North based around 3 simple questions:

- What do you **LOVE** most about Brooklyn and Altona North?
- What would you like to see **CHANGE**?
- What are your big **IDEAS** for its future?

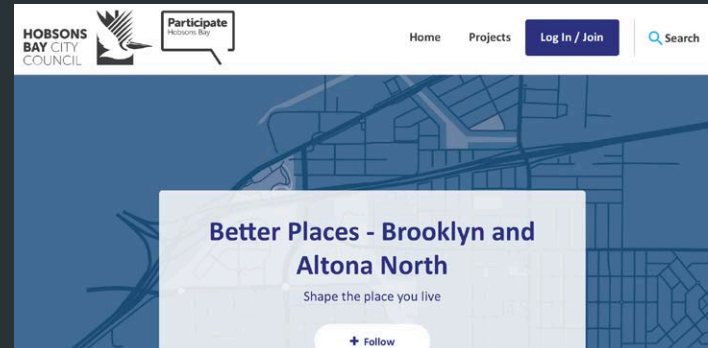


Whilst the consultation process was undertaken within the context and restrictions associated with Covid 19, input was gathered through various channels, each targeting a slightly different sample of people and aiming to capture the widest possible number and range of responses.

**Engagement was undertaken through 4 key channels:**

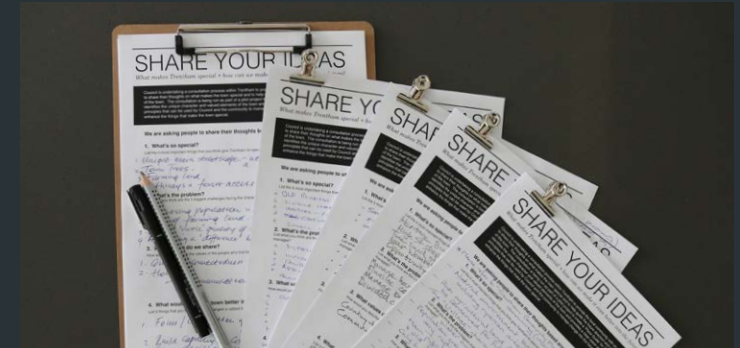
## Participate Web Page

A dedicated web page was developed that allowed community members to see what information had been gathered to date across seven key categories and provided the opportunity for them to share their views based around the key themes of LOVE, CHANGE and IDEAS.



## Returnable Flyer Mailout

A returnable flyer was sent to all Brooklyn and Altona North residents. The flyer was a questionnaire form intended to provide the same opportunity for input as the Participate page and could be returned to HBCC free of charge.



## External Focus Group Workshops

Five workshops were conducted with interested organisations and community members. These workshops were grouped into particular areas of interest to streamline the discussion. One additional workshop focused on local shops, businesses and employment was also proposed, but did not receive any participant interest.

**Workshop #1** - Transport and Connectivity

**Workshop #2** - Public Places and Spaces

**Workshop #3** - Local Environment and Amenity

**Workshop #4** - Housing, Neighbourhood Character and Future Development

**Workshop #5** - Community Facilities and Services

## Internal Council Workshop

A series of workshops were held with Hobsons Bay Council staff directly involved with the Brooklyn and Altona North community to gather their thoughts and ideas based on their understanding of the community and its needs.

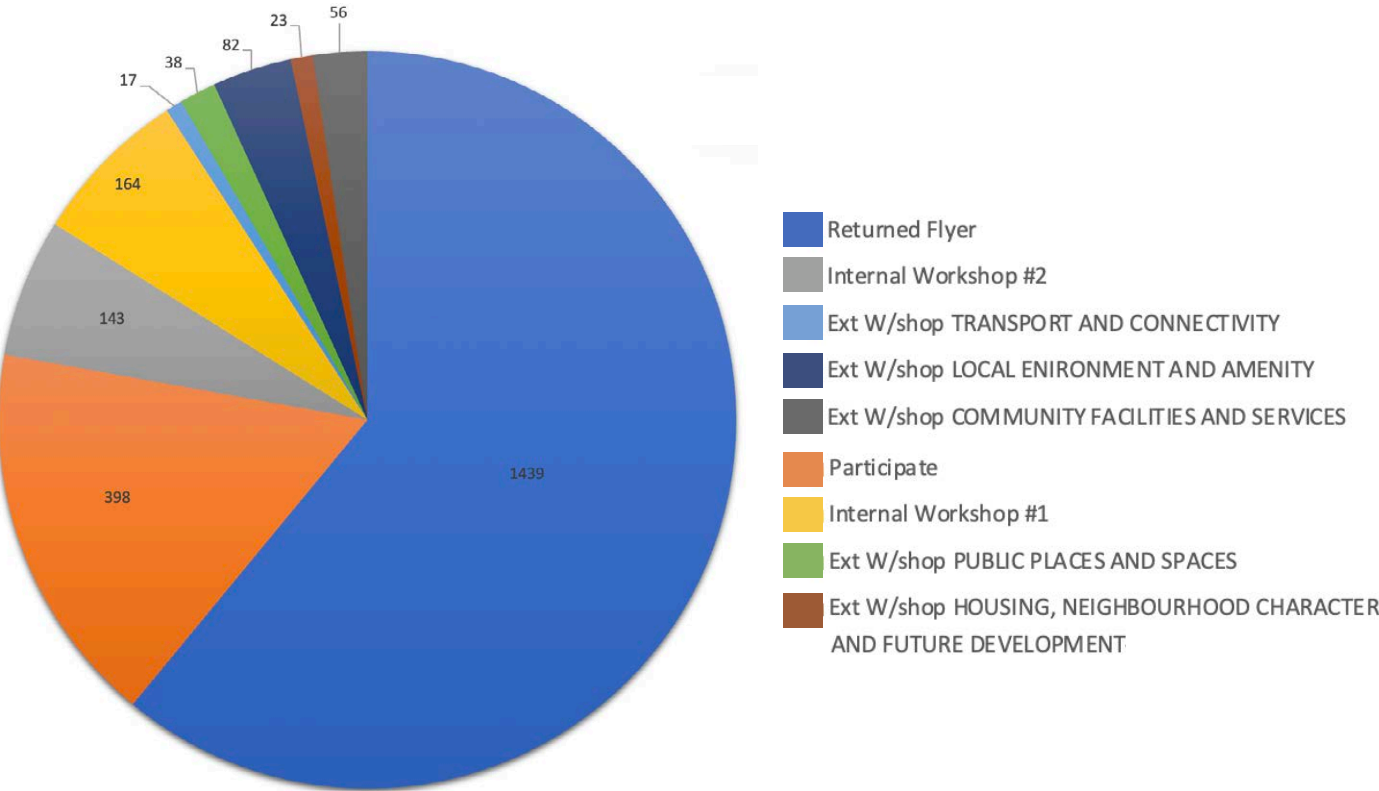


# THE KEY QUESTIONS AND FINDINGS

Through the initial engagement process 2360 responses were collected. Whilst this process only represented the first step in the consultation, and the start of a much broader conversation, it showed high level of interest and engagement from the community.

Over 60% of the total responses came directly from the community through the Returnable Flyer Mailout and the Participate Web Page.....

## Where Input Came From:



## Consultation Numbers:



**RESPONSES**  
2360 responses received through engagement



**IDEAS**  
over 480 ideas shared by the community



LOVE

### What We Heard:

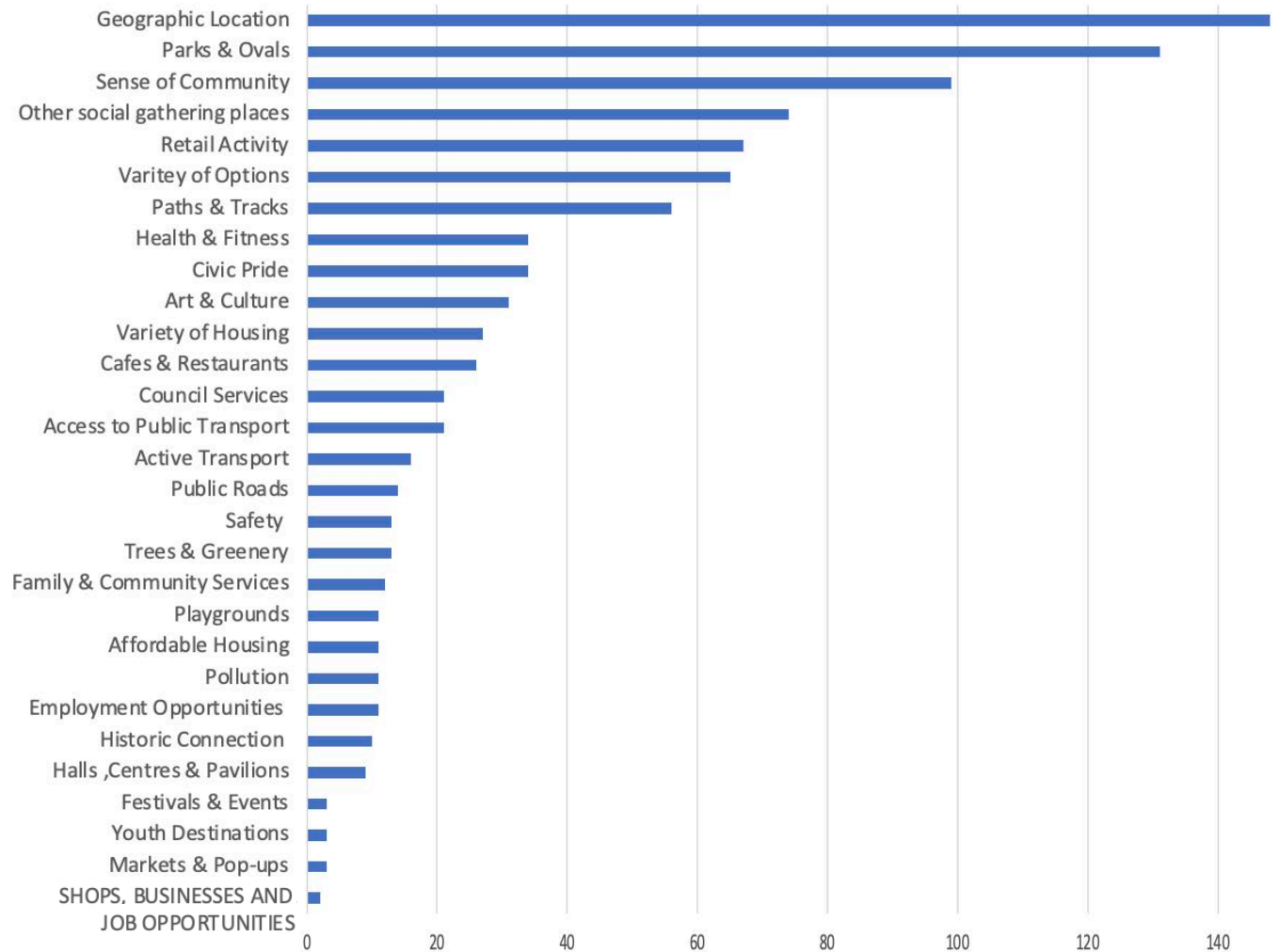
From the 2360 comments and suggestions gathered, 976 related to things that people **LOVE** about the area.

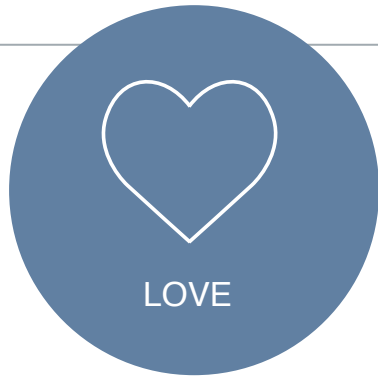
The top 7 categories make up 65% of all comments:

- Geographic Location
- Parks and Ovals
- Sense of Community
- Social Gathering Places
- Retail Activity
- Variety of Retail Options
- Paths and Tracks

This short list of categories helps to identify the attributes that must be maintained or enhanced into the future.

### Summary of Responses:





What do you **LOVE** most about  
Brooklyn and Altona North?

**Here's Some of What People Said:**

the variety of shopping outlets / multicultural food shops / there is a movie theatre for all ages to engage in / industrial landscape / tree canopy in southern part of Altona North is good / small shopping precincts with fruit and vegetables - quite rare in 21C / millers junction - reading cinemas; however, need better shops mix / road connectivity generally good / planned cycling corridor improvements for Mason Street / relatively close access to the city / bus route along Millers Rd / bayfit - good access to aquatic and gymnasium facilities / the playground upgrades at Brooklyn Reserve are great and cater to a range of different users / main industrial precinct working pretty well / pro-activeness of the Brooklyn Tennis Club to install an online booking system to allow local community members to book a court / the playgrounds in Brooklyn are well designed and good for different age groups / Kororoit Creek, close to the beach but with a unique character, great neighbours, Altona North Buy Nothing group makes great connections Altona Nth has lots of centres / Altona North Library / more frequent smaller buses that connect people across the large suburb of Altona North and Brooklyn / the amount of greenery, open spaces we have access to, the lovely lakes/water bodies we can walk around, the easy access to good coffee, easy access to a number of different retail options / natural places like Newport Lakes and Kororoit Creek, and the abundance of stores such as in Millers Junction / second avenue, local shops, cherry lake / Altona Miniature Railway- popular local attraction / the soccer pitches and sporting ovals are great / the Greek Orthodox Church is a great icon and has a large scale plan for cradle to grave community facilities / great access to medical with several doctor surgeries / there are lots of faith facilities that are also community assets including two mosques and multiple churches / there are relatively quiet residential areas quite close to main roads / significant potential for job growth e.g. PazStone growing rapidly / eames ave- chapter one / Blenhiem Rd, south of Mason Street area is good example of good development, tree character, street layout is good access to open space, schools in this location, makes for good residential areas / younger families find the area more affordable than neighbouring suburb of Newport - with similar access to the services they require (e.g. Childcare build on Millers Road in AN, and others in Newport) / large blocks of land with good set backs / love the variety of multicultural food offerings / recognise Altona Nth aesthetic and preserve where possible (red bricks with white) / proximity to local shopping strips



## CHANGE

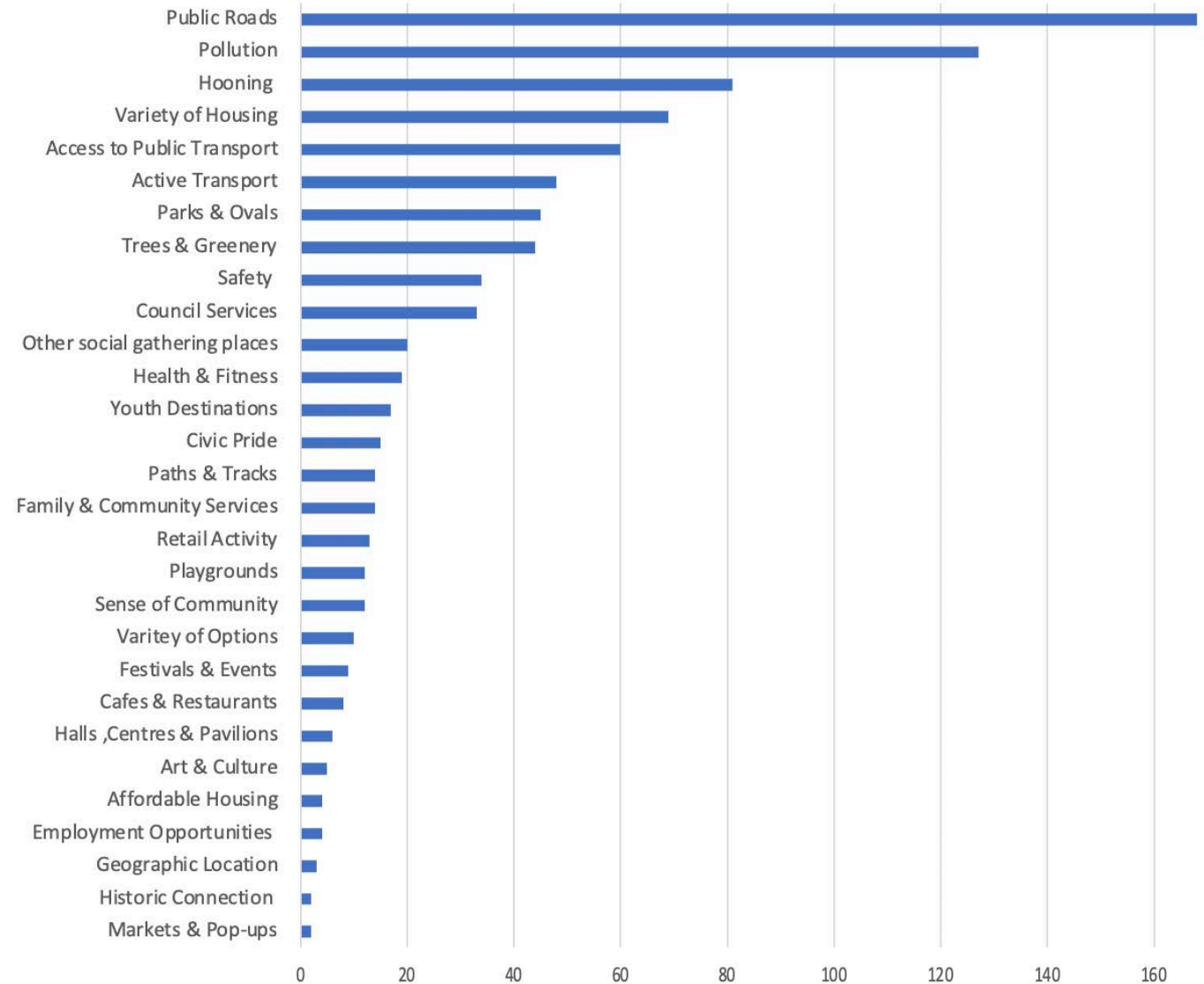
### What We Heard:

898 comments of the 2360 responses collected related to change with most responses focused on the top 3 issues - public roads, pollution and hooning - but with public roads being the clear priority.

Population growth, congestion and lack of public transport are a major concern for the community. Air, noise and rubbish pollution are also high on the agenda with respondents indicating they don't feel like enough is being done to help. Hooning and general anti-social behaviour is mentioned a lot with a strong need for better engagement with the local youth. Of the 898 comments, 66%, or a total of 598 related to the following categories.

- Public Roads
- Pollution
- Hooning
- Variety of Housing
- Access to Public Transport
- Active Transport

### Summary of Responses:







What would you like to see  
**CHANGE** in Brooklyn and  
Altona North?

**Here's Some of What People Said:**

more frequent smaller buses that connect people across the large suburb of Altona North and Brooklyn / alternate forms of public transport than the bus / improve industrial land appearance and amenity / there's a lack of public toilets around Altona North / public transport needs to change / air pollution impacts particularly odour from Brooklyn industrial area in Brimbank / bring back Paisley Station - would be a game changer / population reliant on cars for transport / create a brooklyn train station at Francis Street / re-purpose altona refinery site once decommissioned - clean up site and convert to sport grounds, parkland and residential sites / more curated spaces for youth required / local drive for BMX dirt jump and pump track facilities / how do we make public space more welcoming and used by young people? / uplift of some of the shopping precincts but make them individual / Walker Close and Brooklyn Hall each need a full overhaul - Walker Close is very connected and yet very hidden and inaccessible to community / lots of work can be done with Bayfit the aquatic centre to make it more inclusive and accessible and meet the needs of the diverse community, the sport and rec team and the CD team have already commenced some of this work but it's extensive and needs resourcing / female friendly facilities required - there's a lack of netball courts and other easily identifiable female facilities / there have been reports of street harassment at some of the smaller shopping strips - how can we make it safer for women? / federation trail: new pathway needed / the additional housing on Blackshaws Rd will lead to increased traffic, less parking and additional need for more public transport / borrracks square amenity isn't great, seems cheap and looks like no one cares about the area / improve access to Kororoit Creek / consider Paisley station reopening / too many fast food outlets / retailers in close proximity at Blackshaws Road and Millers Road / create areas the community can relate to and want to spend time in / safety within Borrrack square / a stronger night-time economy / retention of newer residents - population attraction / disconnect for Brooklyn / dangerous cycling on Millers / foster greater community engagement and participation / improve pedestrian connectivity and safety between Brooklyn and Altona North - people from Brooklyn do walk to Altona Gate / cycle infrastructure for commute and recreational use / racism at multi cultural shopping areas / general neglect of suburb needs addressing / safe bike tracks separated from roads and parked cars, not shared with pedestrians / poorly conditioned footpaths, with cracks, uneven on every street and road / hooning and youth engagement issues / kids on illegal motorized bikes / rubbish dumping



### What We Heard:

486 responses for ideas were received. The common theme among the ideas for Public Roads is safety - for cars and pedestrians. Several ideas mention multi-use or shared use of parks, grounds & facilities. Access to Public Transport received 46 responses related to two ideas:

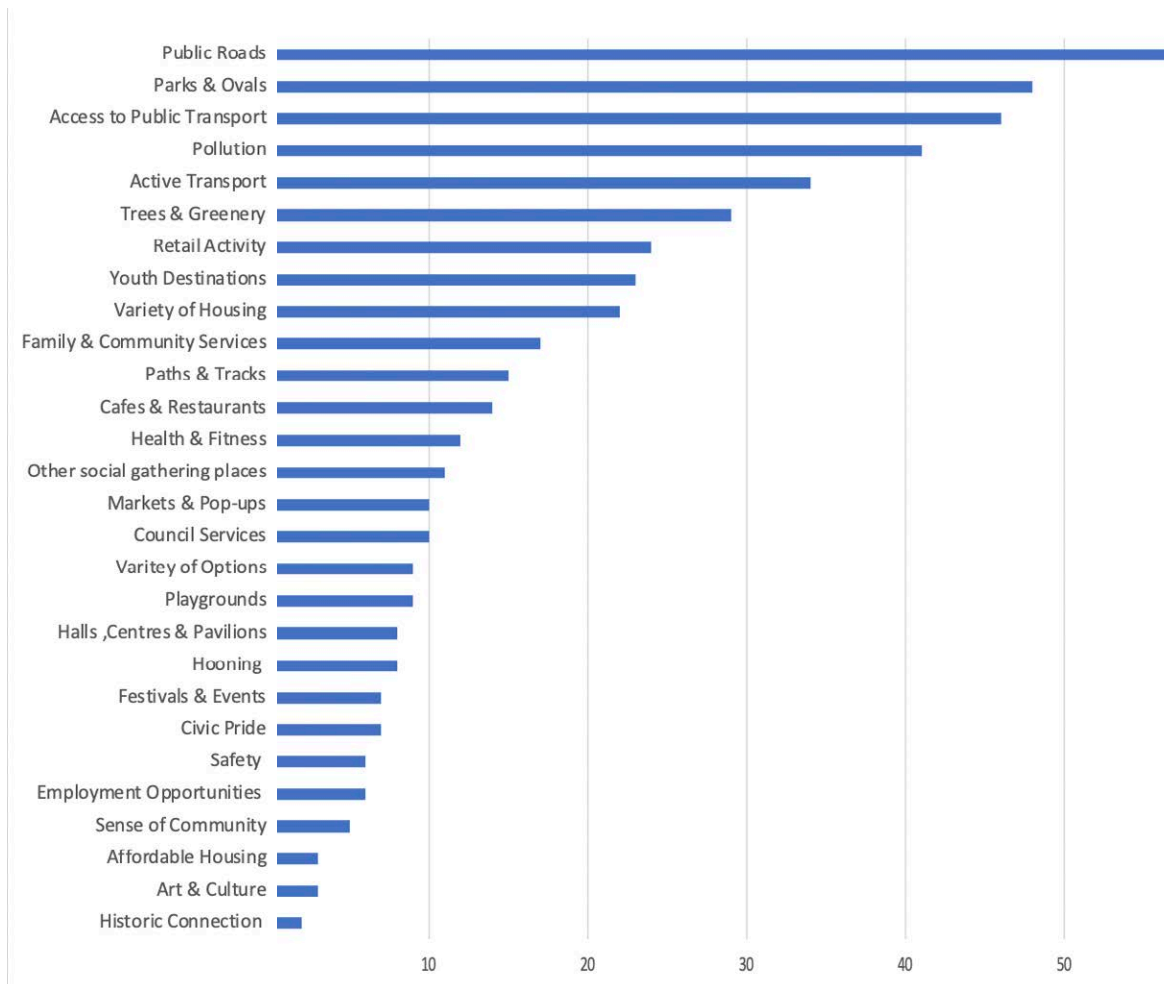
- A new train station
- Improved bus interchange on Millers Rd

While addressing pollution in the area is a priority, the number of ideas put forward was low which we read as a symptom of the issues size and complexity. Many of the other ideas centred on uplifting/ improving Borrac Square, Altona Gate and The Circle shopping areas.

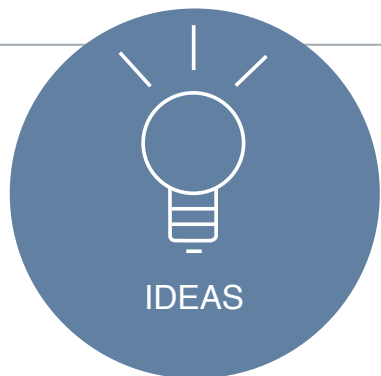
Many ideas relate to older kids centred around places for them to gather, feel welcome and better engaged with the community in the hope that new and better places for youth might help to combat issues identified in the Change theme.

Better connections between open spaces was a common idea, with the completion of Kororoit Creek trail to Cherry Lake the standout.

### Summary of Responses:







What are your big **IDEAS** for the future of Brooklyn and Altona North?

**Here's Some of What People Said:**

improve bus interchange on Millers Road / improving the Mobil refinery site to be more native and natural and a railway station for Altona north / open a new rail station near former Paisley station to serve suburb and link to bus routes connecting to commercial and industrial areas / create a looping bus route from West Gate Freeway Millers Rd on-ramp to Southbank BVD, at NGV, and return to Millers Rd off-ramp accommodate workers and school kids direct access to St. Kilda Rd - possibly every 10 minutes / light rail direct down Mason St / bring back a train station to Paisley or Altona North to help traffic congestion / through Millers Road Spine Structure Plan increase density and mixed use along spine to improve connectivity and walkability of precinct and increase local services / better bicycle connection millers road / how do young people (under 17yo) travel to access other amenities outside this area....walk - are paths in good order?.....ride - are bike lanes sufficient?....public transport - is this sufficient?....have we looked at access needs for non-drivers? / create safe active transport routes to the 3 school zones from Precinct 15 / create more direct bicycle access to Altona Beach, along Millers Road, from Brooklyn / create better safer bike and walking links to the Creek from the residential areas to the east / nice walking and bike trails from Mason St to the beach / continuation of the trail Cherry Lake would be wonderful / finish the Kororoit Creek walk to Altona / shared user path from the south end of Mills St to Racecourse Rd using the train line easement / fly over bridge at Kororoit Creek Rd/Millers Rd for cyclists, as you cannot cross on a bicycle in peak times / need to consider affordable housing opportunities / we're trying to buy our first home in the area, but its too expensive. Would love to see some affordable housing options / embrace, support and celebrate our multiculturalism / more street murals / cafes and a place to gather Brooklyn / more pop up dining like Rudimentary in Footscray / bars, pubs and restaurant that is safe for females - in a central location / recognise and cultivate the food heritage and future options - create a food scene / vouchers to eat locally and support local business / amenity improvements where residential areas adjoin industrial areas / paint the Altona refinery silos with vibrant art? Unsure if that can happen but with the refinery changes maybe a possibility / green walls and innovative Urban forest design for Brooklyn / check in with young people on their thoughts and ideas via appropriate forums - possibly link in to the current online "catch-ups"/ drop-ins / community facilities especially for the younger families and younger children / proper master planning of the Open Space in Precinct 15 / keep us updated regularly



# PART 4

SHAPING THE VISION

**DRAFT ONLY**  
FOR DISCUSSION PURPOSES

# Shaping a shared vision for the future of Brooklyn and Altona North

# SHAPING A SHARED VISION

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Creating a shared vision that captures the values and aspirations of our community and can be used to guide future projects and improvements

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One of the challenges that places face as they change and grow is that they often do not have a clear and shared vision as to what that change should look like and how to protect and enhance the things that make that place special. While the people that make up a community may have different and sometimes conflicting priorities about what they want to see happen, it is essential to establish a vision that can be used to help guide future changes and improvements.

The initial consultation phase went out to the local community to 'ASK' people to share their views on what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Brooklyn and Altona North into the future. Input was gathered through focus group workshops, Council's Participate Webpage and a mailout questionnaire. A total of 2360 responses were received.

The next step in the process was to 'SHAPE' the community's views into a clear vision. The vision may evolve over time, but aims to guide decision making, manage change and identify future priorities and improvements. Once the Brooklyn and Altona North community has reviewed and provided input into the vision, this information will be used to identify Place Projects. These projects will begin to bring the vision to life - to 'MAKE' the vision happen.

As each Place Project is identified and evolves, the community will have the opportunity to provide input. Each project will be continually assessed against the vision to ensure that it reflects the values, ideas, and priorities originally expressed by the community.

**DRAFT ONLY**  
FOR DISCUSSION PURPOSES

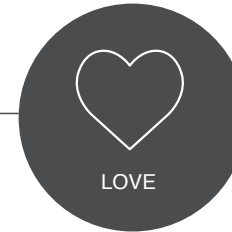
# BETTER PLACES - THE 3 STEP PROCESS

The vision may evolve over time, but aims to guide decision making, manage change and identify future priorities and improvements...

## STEP 1

### 'ASK'

asking what the Brooklyn and Altona North community values most + want to see improved into the future



LOVE



CHANGE



IDEAS

## STEP 2

### 'SHAPE'

shaping a shared vision that can be used to guide future changes + projects

KEY THEMES  
+  
PRINCIPLES

KEY THEMES  
+  
PRINCIPLES

VISION

KEY THEMES  
+  
PRINCIPLES

## STEP 3

### 'MAKE'

undertaking projects that will bring the vision to life

PLACE  
PROJECTS



# THE VISION FOR BROOKLYN AND ALTONA NORTH

## Vision Statement

Brooklyn and Altona North continue to be distinct communities with their own unique identities, but are brought closer together through their shared vision to make the area a more liveable, connected and a healthier place to live.

The local amenity and sense of well-being is improved through reductions in air, noise, and rubbish pollution, helping to make the area feel healthier and cleaner - and a place that the community is proud to call home.

Brooklyn and Altona North become better connected through improved walking, cycling and transport connections, enhancements to the local shopping and community destinations that they share, and a strengthening of the green character across the local area.

Community connections and the cultural diversity of the area are strengthened through better public spaces and new opportunities for local events, sports, and activities. Youth are well catered for with more options to learn, exercise, play and congregate in their local area, helping them to feel welcome and more connected to their local community.

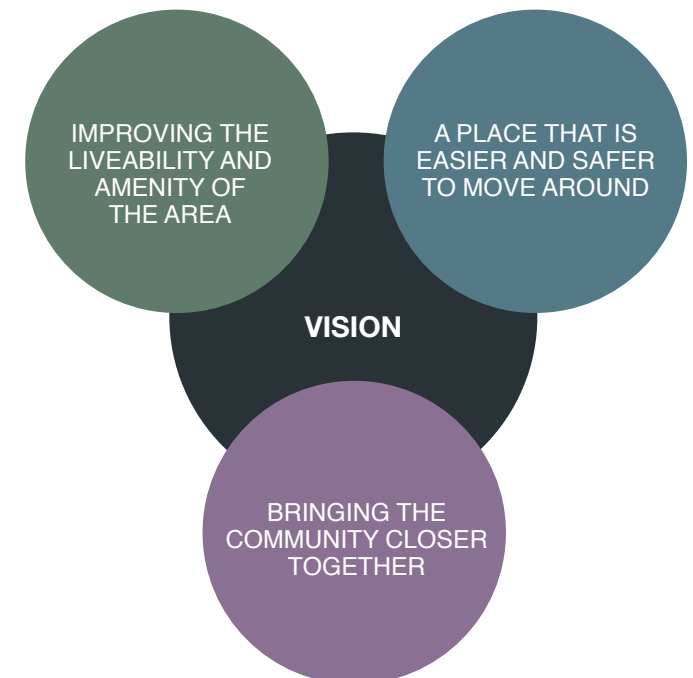
Brooklyn and Altona North continue to grow and change over time, but in ways that strengthen the qualities that make these areas feel special - and make them even better places to live into the future.

**DRAFT ONLY**  
FOR DISCUSSION PURPOSES

The vision for Brooklyn and Altona North is broken down into 3 key themes:

- Improving The Liveability and Amenity Of The Area
- A Place That Is Easier and Safer To Move Around
- Bringing The Community Closer Together

These themes are intended to describe what the Brooklyn and Altona North community values most as well as the elements that they want to see protected and improved into the future.



# THEMES, PRINCIPLES AND INSPIRATION

DRAFT ONLY  
FOR DISCUSSION PURPOSES

Each of the 3 key themes include a statement that describes the general views, values and aspirations expressed by the community through the LOVE, CHANGE, IDEAS engagement process which is followed by a series of Guiding Principles that set out the key improvements the community want to see occur.

For each of the key themes a variety of real-life examples are shown to provide ideas and inspiration and to get the community thinking about the potential projects and initiatives that they would like to see undertaken to bring the vision to life.

In this way the vision not only describes the core values of the Brooklyn and Altona North community, but also provides practical ideas and steps towards turning the vision into real improvements into the future.



## Improving The Liveability and Amenity Of The Area



## A Place That Is Easier and Safer To Move Around



## Bringing The Community Closer Together



## THEME 1 :

### Improving The Liveability and Amenity Of The Area

For many residents in the local area, their first priority is to reduce air, noise, and rubbish pollution, and focus on making the area a healthier, cleaner and greener place to live.

One of the biggest concerns expressed throughout the consultation, particularly from Brooklyn residents, was the impact that air, noise and rubbish pollution is having on the amenity of the area and health and well-being of the residents. Other recurring themes relate to issues such as traffic congestion and the 'car-dominated' character of the area, concerns over piecemeal 'densification' and the impact this is having on the local character, and the potential that future population increases will further exacerbate these problems. For many people, addressing these types of issues is their number one priority to improve the liveability and amenity of the area and make Brooklyn and Altona North healthier, cleaner and greener places to live.

#### Guiding Principles

All future projects within Brooklyn and Altona North should, wherever practical, aim to achieve the following key principles:

- 1.1 Develop new initiatives, projects and partnerships that will deliver reductions in air, noise, and rubbish pollution and help to make Brooklyn and Altona North cleaner and healthier places to live
- 1.2 Improve the accessibility and connectivity of reserves and increase the amount of greenery in streets and public areas throughout Brooklyn and Altona North
- 1.3 Reduce the 'car-dominated' character of Brooklyn and Altona North by undertaking upgrades and new works that will help to reduce traffic congestion and make our streets and public domain more safe, attractive and 'people-friendly'
- 1.4 Recognise the diversity and different characters of the neighbourhoods and precincts that make up Brooklyn and Altona North, and manage future growth to minimise negative impacts and maintain a level of housing variety and affordability in the local area



# IMPROVING LIVEABILITY AND AMENITY





## IDEAS AND INSPIRATION

### Improving The Liveability and Amenity Of The Area

What are the most important projects and initiatives that you think need to be undertaken to improve the liveability and amenity of Brooklyn and Altona North?

Here are some real-life examples to provide ideas and inspiration:



IMPROVING THE CONNECTIVITY OF OPEN SPACE AREAS AND INCREASING THE AMOUNT OF GREENERY IN STREETS AND PUBLIC AREAS  
Greening the Pipeline - Williams Landing (Credit: Melbourne Water)



COMMUNITY LED TREE PLANTING PROGRAMS TO HELP GREEN-UP THE LOCAL AREA AND BRING THE COMMUNITY TOGETHER  
Upper Kedron Community Planting Event (Credit: Brisbane City Council)



CITIZEN LED PROJECTS TO MONITOR POLLUTION LEVELS, CREATE INCREASED PUBLIC AWARENESS AND CAMPAIGN FOR ACTION  
Clean Air Campaign - Our Clean Air Kit (Credit: Friends of The Earth)



PROVIDING NEW HOUSING OPTIONS THAT ARE AFFORDABLE BUT ARE LOWER SCALE AND MORE SUITED TO EXISTING NEIGHBOURHOOD CHARACTER  
Reynard Street Townhouses, Coburg (Credit: WPI)



CREATING STREETS AND PUBLIC SPACES THAT ARE GREENER AND FEEL MORE 'PEOPLE-FRIENDLY'  
Malop Street Green Spine - Geelong (Credit: Outlines Landscape Architects)





## THEME 2 :

### A Place That Is Easier and Safer To Move Around

Making Brooklyn and Altona North more walkable and bike friendly, and developing new initiatives and projects that will promote a shift towards public transport and active transport into the future.

There is a lot of concern amongst the residents of Brooklyn and Altona North around traffic issues and safety along the main vehicular routes such as Millers Road and Blackshaws Road, and a fear that these issues are only going to get worse into the future as the population grows. Many people expressed that the area is very car-focused and that the public transport options that are currently available are inadequate and don't offer a practical alternative to private vehicle usage. It was also regularly noted that the area is not very pedestrian or bike friendly and that there are a lot of safety issues - meaning that walking and cycling are not a viable or attractive option for most people. The community desperately wants to see the traffic congestion and safety issues addressed, for big improvements to be made to the public transport network and for the area to become much more pedestrian and cycle friendly.

#### Guiding Principles

All future projects within Brooklyn and Altona North should, wherever practical, aim to achieve the following key principles:

- 2.1 Future planning of the areas movement network to give priority to public transport and active transport to promote their development as safe, convenient and viable alternatives to private vehicle usage
- 2.2 Develop new initiatives, projects and partnerships that will improve safety, reduce traffic congestion and vehicle speeds, and manage heavy vehicle movements along key routes such as Millers Road and Blackshaws Road
- 2.3 Focus on undertaking upgrades and new works that enhance pedestrian and cyclist linkages between key destinations and help make Brooklyn and Altona North a more bike and pedestrian friendly place



# EASIER AND SAFER TO MOVE AROUND





## IDEAS AND INSPIRATION

### A Place That Is Easier and Safer To Move Around

What are the most important projects and initiatives that you think need to be undertaken to make Brooklyn and Altona North easier and safer places to move around?

Here are some real-life examples to provide ideas and inspiration:



BETTER PATHWAY LINKS AND WAYFINDING SIGNAGE TO MAKE THE AREA MORE PEDESTRIAN AND CYCLING FRIENDLY  
Frome Street Bikeway - Adelaide (Credit: Aspect Studios)



CHANGING THE CHARACTER OF STREETS TO SLOW TRAFFIC AND MAKE THEM FEEL MORE PEDESTRIAN FRIENDLY  
Holland Street, South Australia (Credit: JPE Design Studio)



USING TECHNOLOGY AND NEW FORMS OF TRANSPORT TO INCREASE TRAVEL OPTIONS  
Citymapper Smart Ride (Credit: Citymapper)



STREETSCAPE WORKS THAT SLOW VEHICLES, IMPROVE SAFETY AND PROVIDE A BETTER BALANCE BETWEEN PEOPLE AND CARS  
Central Dandenong Revitalisation (Credit: John Gollings)



INVESTING IN INFRASTRUCTURE THAT MAKES PUBLIC TRANSPORT AND ACTIVE TRANSPORT A PRACTICAL ALTERNATIVE TO PRIVATE VEHICLES  
Dexter Green Lane - Seattle (Credit: Flickr)



### THEME 3 :

## Bringing The Community Closer Together

Continuing to celebrate and strengthen the diversity and different characters Brooklyn and Altona North whilst finding new ways to bring the community closer together

The Brooklyn and Altona North communities are very diverse, and each area has its own identity, character and sense of place and these are elements that the local community value and want to see strengthened into the future. Within the community there is a lot of concern around issues such as hooning and anti-social behaviour, a lack of 'things to do' for local youth, and a feeling that some areas do not feel safe and welcoming. The local residents want to address these issues in a positive way - looking for new opportunities to celebrate and strengthen the cultural diversity of the area and bring the different parts of the community closer together.

### Guiding Principles

All future projects within Brooklyn and Altona North should, wherever practical, aim to achieve the following key principles:

- 3.1 Develop new initiatives, events and partnerships that will promote and celebrate the different cultures, increase understanding and connections between different groups and help bring the community together as a whole
- 3.2 Focus on undertaking upgrades and new works for important community destinations and meeting places in Brooklyn and Altona North such as local shopping areas (where possible), parks and sports clubs to make them more inviting, safe and functional for the whole community
- 3.3 Engage with local youth representatives and investigate opportunities to provide new facilities, activities, events and spaces that are that designed for them, make them feel welcome and 'give them something to do'
- 3.4 Develop new initiatives, projects and partnerships that will bring together local youth, cultural and community leaders and social advisors / experts to establish new and creative ways to address issues such as anti-social behaviour and hooning



# COMMUNITY CLOSER TOGETHER



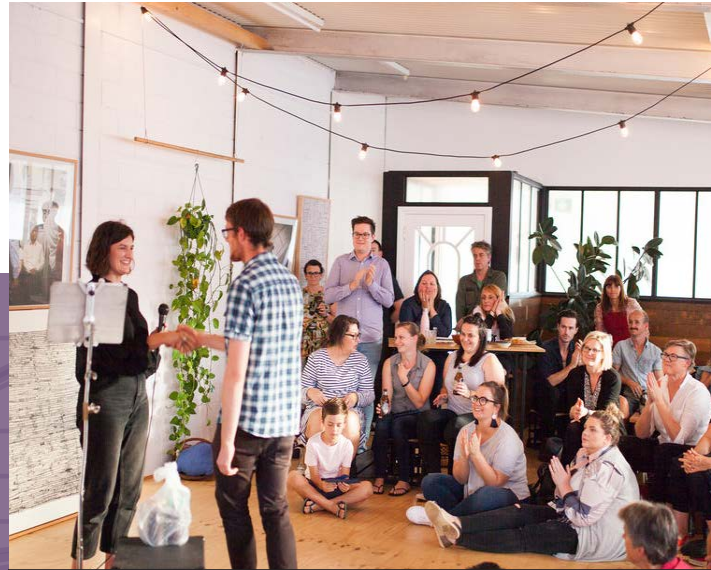
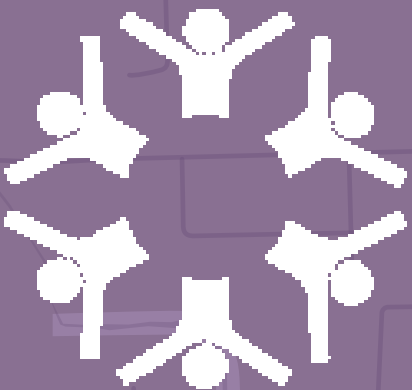


## IDEAS AND INSPIRATION

### Bringing The Community Closer Together

What are the most important projects and initiatives that you think need to be undertaken to help bring the community closer together?

Here are some real-life examples to provide ideas and inspiration:



EVENTS AND INITIATIVES THAT PROVIDE LOCAL COMMUNITY MEMBERS WITH MORE DIRECT AND 'HANDS-ON' WAYS TO SHAPE THE PLACE THEY LIVE IN  
Beers and Ideas - Warnambool (Credit: Beers and Ideas)



PROVIDING 'MORE TO DO' FOR YOUTH LIKE PUMP TRACKS MULTI-USE OUTDOOR SPORTS FACILITIES  
Pump Track in Järvsö, Sweden (Credit: Emrik Jansson)



EXPLORING NEW OPPORTUNITIES FOR COMMUNITY-BASED SOCIAL ENTERPRISE THAT PROMOTE LOCAL SKILLS AND CULTURES  
The Social Studio, Melbourne (Credit: The Social Studio)



LOOK FOR CREATIVE IDEAS THAT PROVIDE ACTIVITIES FOR YOUTH AND COMBINE THEM WITH MENTORING AND SUPPORT SERVICES  
Pro Am Live Community-Based Gaming Organisation - Philadelphia (Credit: Pro Am Live)



EVENTS, COOKING CLASSES AND WORKSHOPS THAT CELEBRATE DIFFERENT CULTURES AND HELP TO CONNECT THE COMMUNITY  
Parliament on King (Social Enterprise Cafe) - Sydney (Credit: Broadsheet)





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Richmond Terrace, Melbourne (Image Credit: Hansen Partnership)

# PART 5

PLACE PROJECTS

# 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

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

---

DRAFT ONLY





1



2



3



4



5



6



7



8



9



# 1

## 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.

# DRAFT ONLY

PART 5 | PLACE PROJECTS

# PLACE PROJECT

# 1





# 1

## 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 the internet
  - 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)

DRAFT ONLY



# 1

## 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



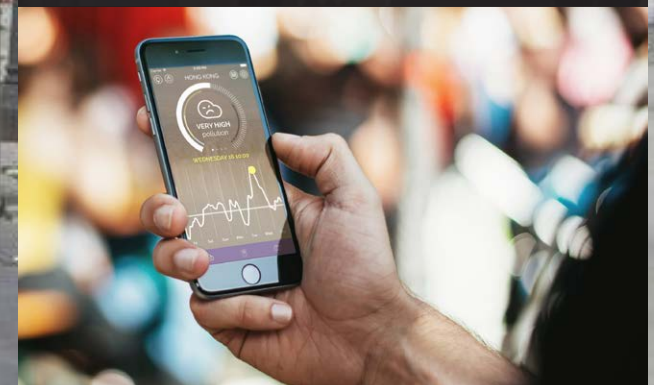
DEVELOPING NEW PARTNERSHIPS AND IMPLEMENTING LEADING TECHNOLOGIES  
Urban Air Purifier (Image Credit - 4Baltic)



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 the 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)



# 2

## 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 (one in Altona North and one in Brooklyn) will be identified that would benefit from a new streetscape design that would allow for more greenery.

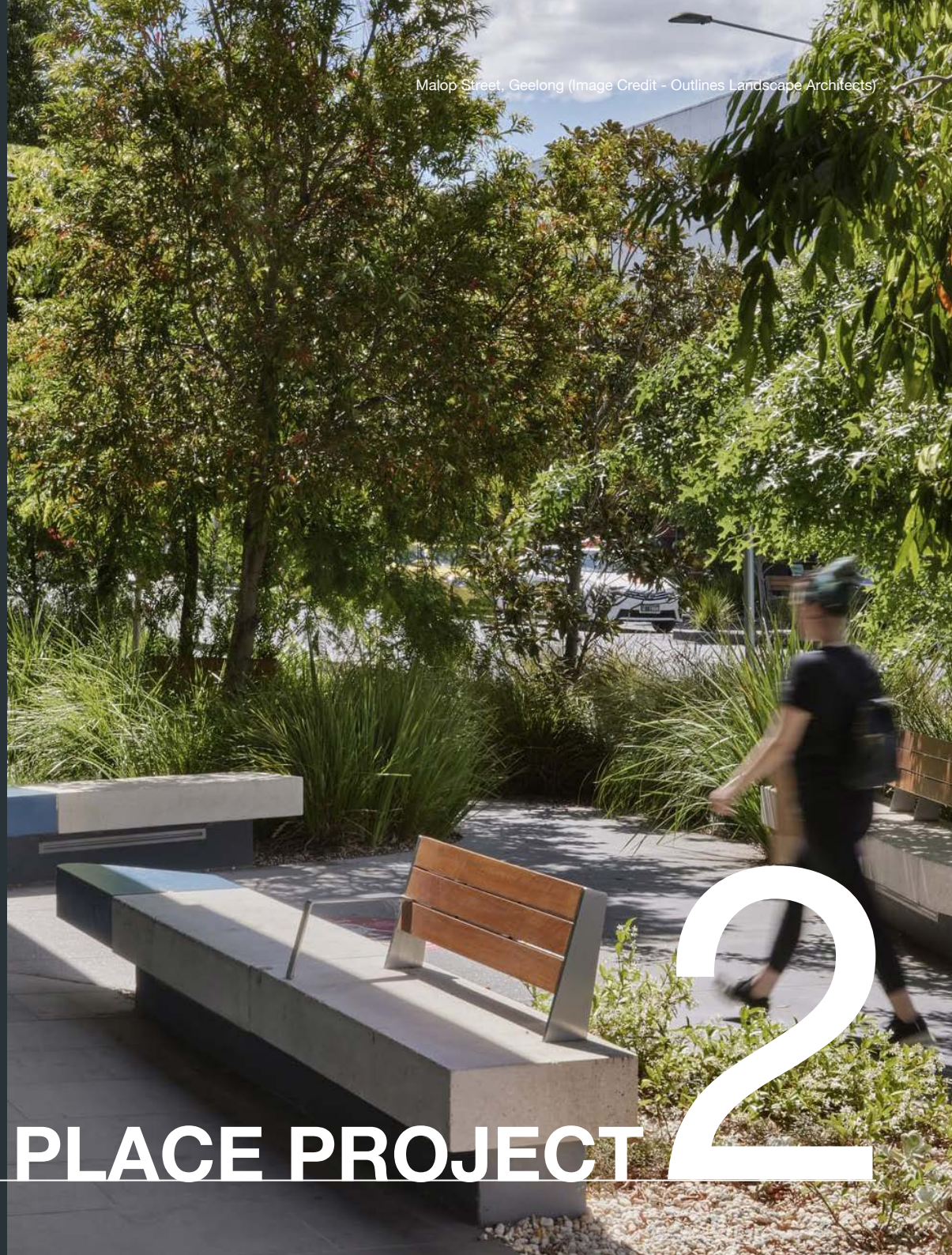
The project will focus on the general greening of local streets and park areas that are not already included as part of the Streets for People or Better Places and Spaces projects - and that will not require landscape master plans or community consultation. The Green Avenues project will include extensive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

# DRAFT ONLY

PART 5 | PLACE PROJECTS

# 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 (one in Altona North and one in Brooklyn) 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)

# DRAFT ONLY

# 2

## 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 (qualified arborists will categorise 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 (one in Altona North and one in Brooklyn) 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.



# 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)



# 3

## 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.

# DRAFT ONLY



(Image Credit - MGS Architects)

# 4

## 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.

# DRAFT ONLY

PART 5 | PLACE PROJECTS

# PLACE PROJECT

# 4





# 4

## 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 strategic campaign for 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

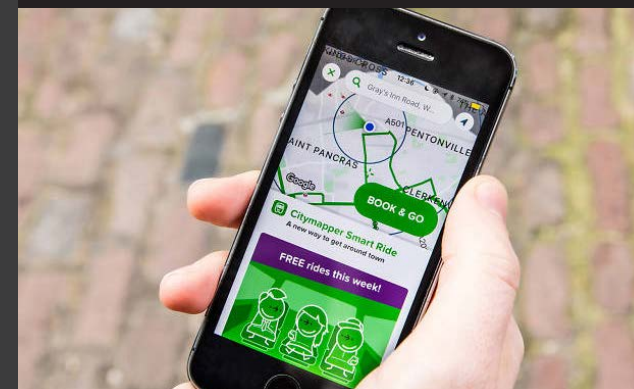
- Investigate potential opportunities to partner with innovative industry leaders to trial new technologies and alternative vehicle modes (such as electric car share, electric bikes and small shuttle buses) to improve public transport usability and options.



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)

DRAFT ONLY

# 4

## 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 a potential 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 Local Area Movement Plans (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, safety 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.





# 5

## 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 Local Area Movement Plans (LAMPs) 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



# 5

## 5.5 PLACE PROJECT 5

### Streets For People Project

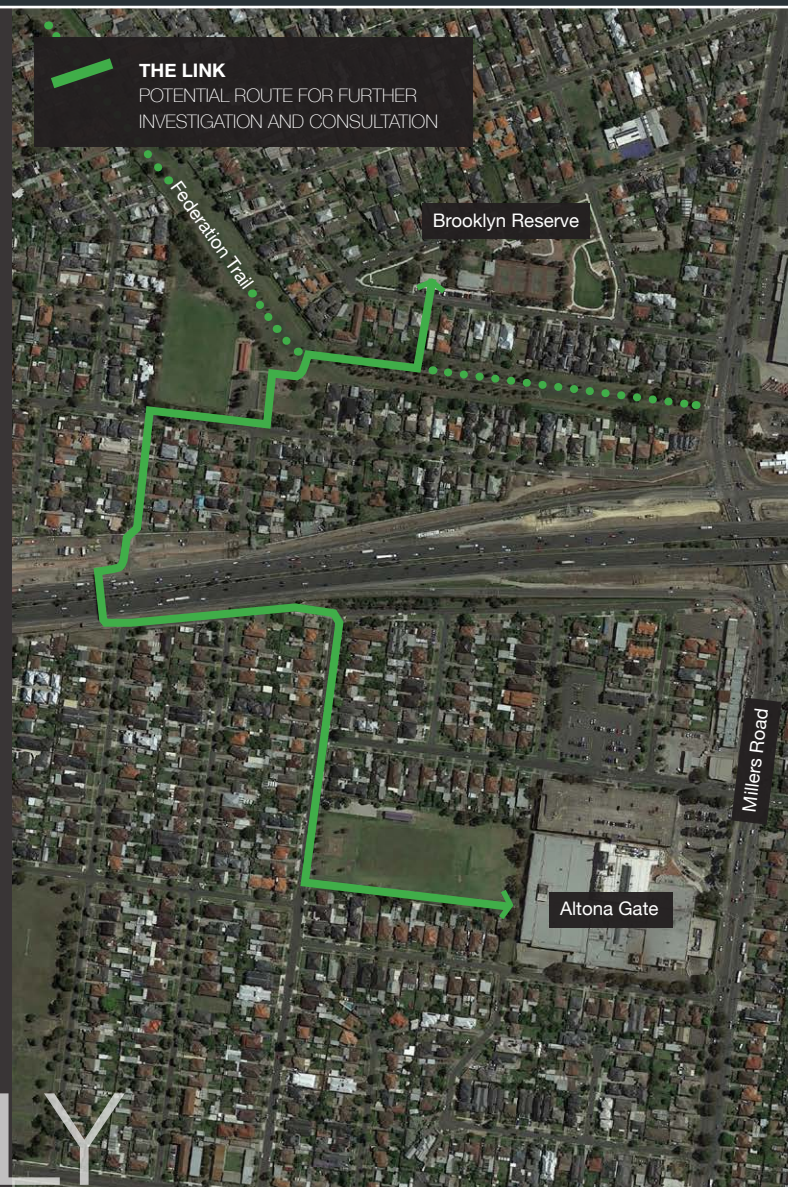
#### THE LINK

##### - 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)

# DRAFT ONLY



# 5

## 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

## 5.7 PLACE PROJECT 7 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 6



# 6

## 5.7 PLACE PROJECT 7

### 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

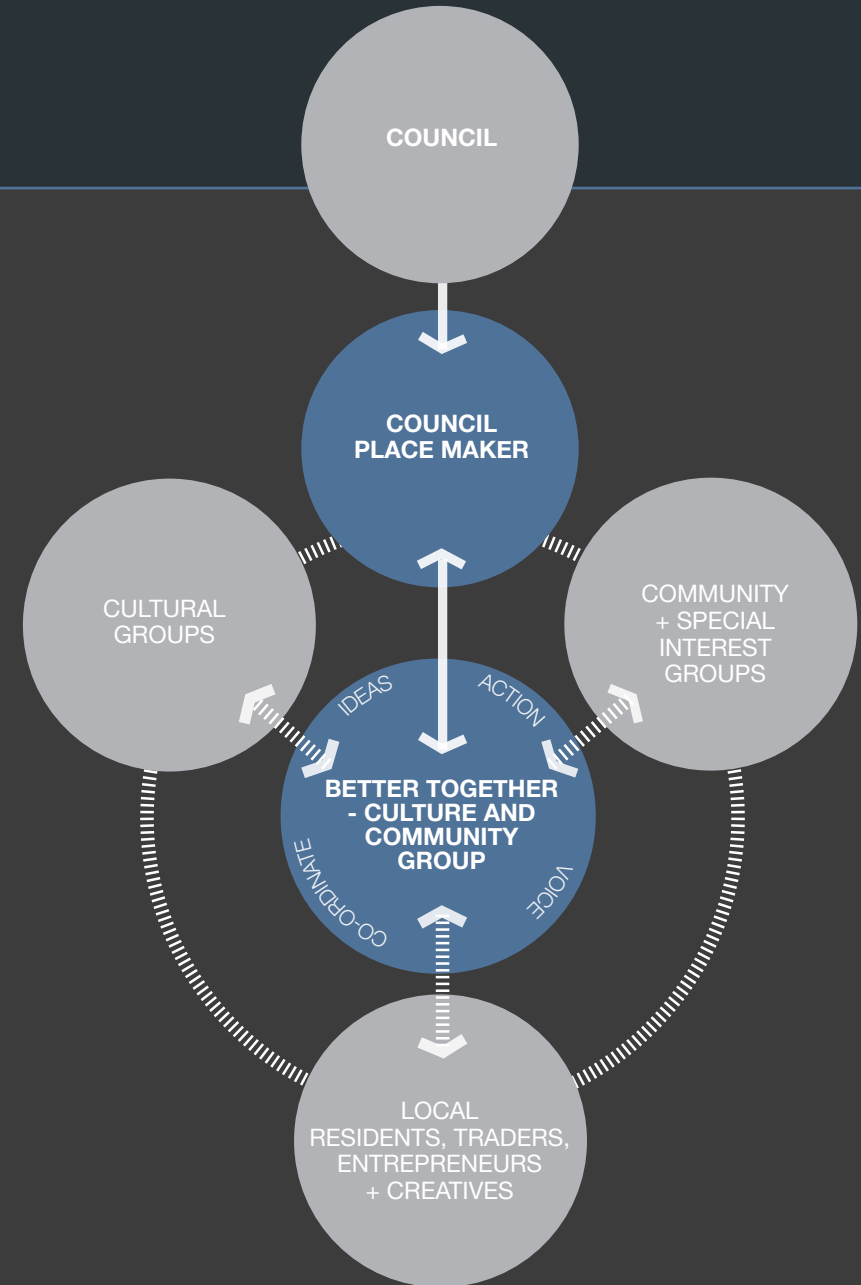
- At critical points throughout the project implementation phase, important decisions will be made on location, design, delivery, etc. The intention is to workshop these elements with the Better Together Group during the quarterly progress meetings as a 'sounding board' prior to going out to general 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.



# 6

## 5.7 PLACE PROJECT 7 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 the delivery of the Better Places projects, as well as identifying community led placemaking opportunities for new activities and events to activate key areas in Brooklyn and Altona North.

DRAFT ONLY



# 7

## 5.8 PLACE PROJECT 8

### 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.

# DRAFT ONLY

PART 5 | PLACE PROJECTS



(Image Credit: Landzine)

# PLACE PROJECT

# 7

# 7

## 5.8 PLACE PROJECT 8

### 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 to respond 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)



# 7

## 5.8 PLACE PROJECT 8

### 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



● 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.

#### 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?

DRAFT ONLY



# 7

## 5.8 PLACE PROJECT 8

### 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 an 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 - whilst seeking funding for those that require external funding sources to be secured.

DRAFT ONLY

(Image Credit: Landzine)



## 8

## 5.9 PLACE PROJECT 9

## 'The 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.

DRAFT ONLY

PART 5 | PLACE PROJECTS

PLACE PROJECT

8



# 8

## 5.9 PLACE PROJECT 9

### ‘The 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 ‘The 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 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 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 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)



## 'The Zone'

## - Project For Young People

Ideas  
Vignette'The Zone x 4' Projects  
- Potential Pillar Projects

The key focus of The 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 (i.e. outdoor gaming)

What types of spaces and activities do you think need to be provided for young people throughout the local area? What do you think is the best way to engage with young people to get them involved and give them a sense of ownership over the spaces and activities that are provided?



POTENTIAL

## ARTIST IMPRESSION OF POSSIBLE MULTI-USE SPACE FOR YOUNG PEOPLE

This is an artist impressions and is conceptual only - it has been generated to help stimulate ideas and discussion and will evolve with input from young people and the community.



# 8

## 5.9 PLACE PROJECT 9

### 'The Zone'

#### - Project For Young People

#### Next Steps

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

- Council to appoint a project manager as the central leadership, coordination and delivery role for The 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 a 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.

DRAFT ONLY

(Image Credit: University of Maryland)



# 9

## 5.6 PLACE PROJECT 6

### 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.

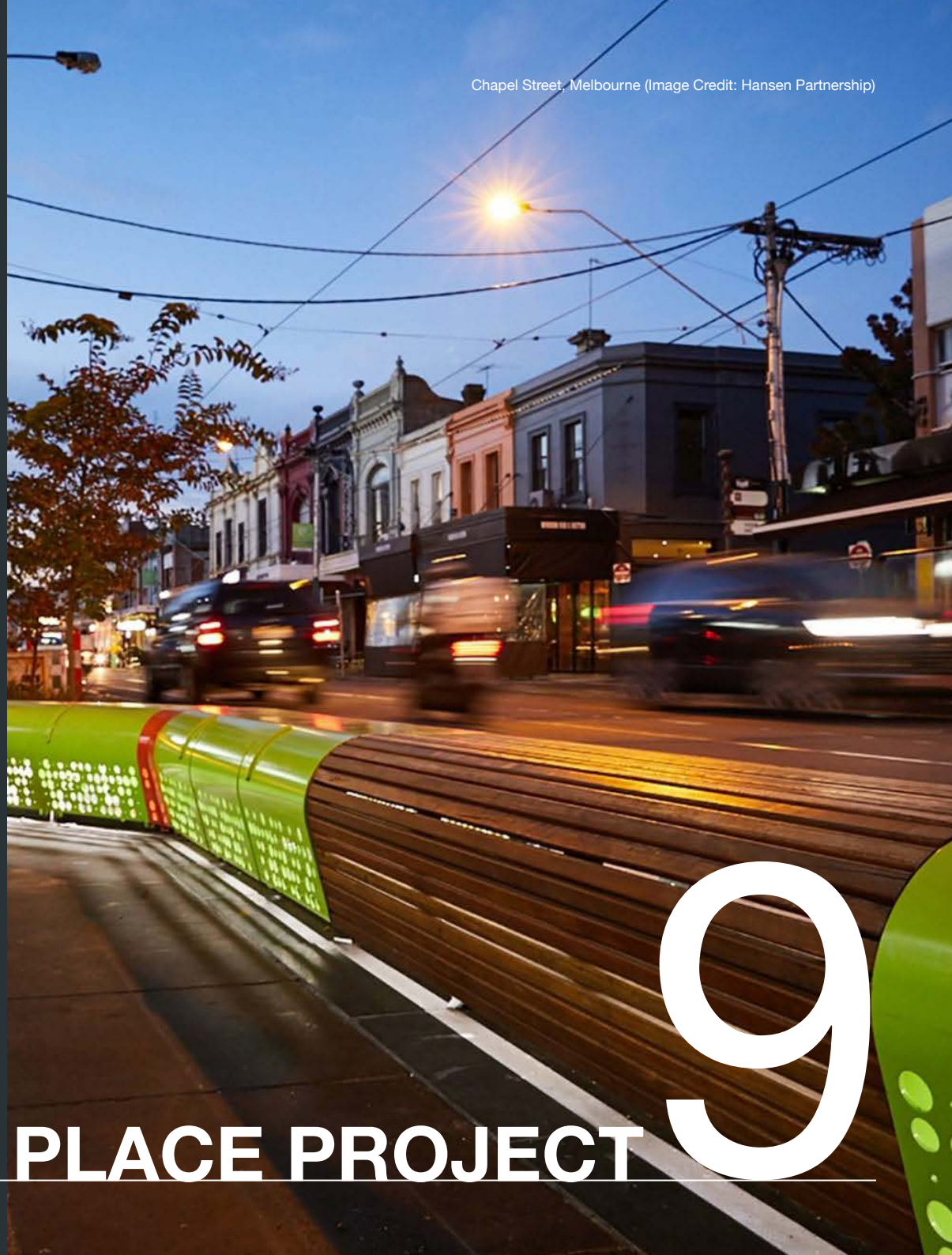
These types of issues are often outside of the direct scope of Council action, however this project aims to bring together community members, social experts and authorities to develop new initiatives and provide positive steps towards reducing hooning and anti-social behaviours in the local area. The 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.

# DRAFT ONLY

PART 5 | PLACE PROJECTS

# 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 with 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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## 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 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)

# DRAFT ONLY

(Image Credit: wttw news)

## 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 a 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)



## | 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.

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Bringing the vision  
to life.....

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# DRAFT ONLY







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# PART 6

MAKING IT HAPPEN



# helping the community to bring the vision and projects to life...

Throughout the Vision and Place Projects parts of the Better Places process, Council undertook a variety of consultation initiatives ranging from the Out + About Festivals through to focus group workshops and mail-out flyers. The aim was to generate a high level of awareness for the program within the community and provide a wide range of creative ways for the Brooklyn and Altona North residents to give their feedback on the vision and projects and to stay involved.

Part 6 provides a summary of the consultation process and feedback that was received, and is then followed by a delivery and action plan which sets out the key steps and projected timelines for the delivery of each of the 9 Place Projects.

# 6.1 CONTINUING TO ENGAGE AND CONNECT WITH THE COMMUNITY

Throughout March 2022, the community was invited to help 'SHAPE' the vision for Brooklyn and Altona North by providing feedback on the vision, key themes and principles outlined in Part 4 of this document. The community was also asked to share their ideas for future projects that they would like to see undertaken to bring the vision to life.

Based on the feedback received, the 9 Place Projects outlined in Part 5 of this document were put together. From the end of June through to the end of July 2022, the community was provided with an opportunity to provide their review and input into the proposed Place Projects, and to nominate which projects they would like to be involved with into the future.

The following section provides a summary of the consultation process and the key findings.



Out + About Festival and Consultation



Engagement was undertaken through a variety of channels:

## VISION CONSULTATION

Dates: 03/03/2022 to 30/03/2022

Participate site visits: 875

Workshops conducted: 7

Hard copy surveys returned by due date: >250

No of comments received: 2,361

## PLACE PROJECTS CONSULTATION

Dates: 30/06/2022 to 27/07/2022

Participate site visits: 549

Participate surveys: 97

Hard copy surveys returned by due date: 128

Total number of responses: 1,504

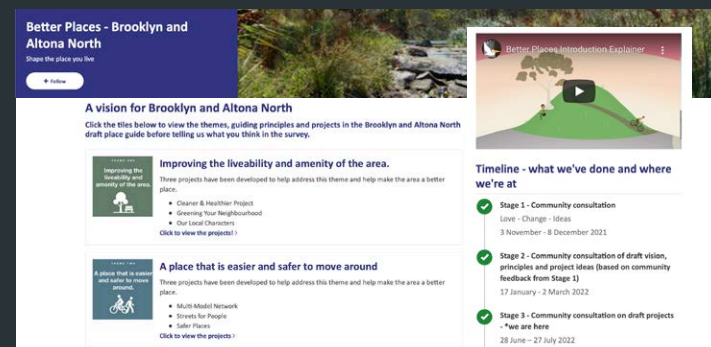
## Returnable Flyer Mailout

Flyers and a return questionnaire were sent out for the Vision and Place Project phases through a letter box drop. Details of the engagement process and a language helpline was also mailed out.



## Participate Website

A summary of the Vision and Place Projects were added to the Participate web page providing the community with an opportunity to view and give their feedback on-line.



## Out + About Festivals

Out and About Festivals were held in Paisley Park in Altona North and Brooklyn Reserve. The festivals included live performances, food trucks and kids entertainment. 3 marquees with giveaways were provided based around the vision themes and gave the community an opportunity to provide feedback and have face-to-face discussions.






## Focus Group Sessions

On-line focus group sessions were held with key stakeholder groups to provide an opportunity to gather detailed feedback based around specific themes.

## Have Your Say

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-  **Stage 1 - Community consultation**  
Love - Change - Ideas  
3 November - 8 December 2021
-  **Stage 2 - Community consultation of draft vision, principles and project ideas (based on community feedback from Stage 1)**  
17 January - 2 March 2022
-  **Stage 3 - Community consultation on draft projects**  
- \*we are here  
28 June – 20 July 2022





BROOKLYN AND ALTONA NORTH

# OUT + ABOUT FESTIVALS





6.2 SUMMARY OF THE COMMUNITY RESPONSE  
TO THE VISION

VISION

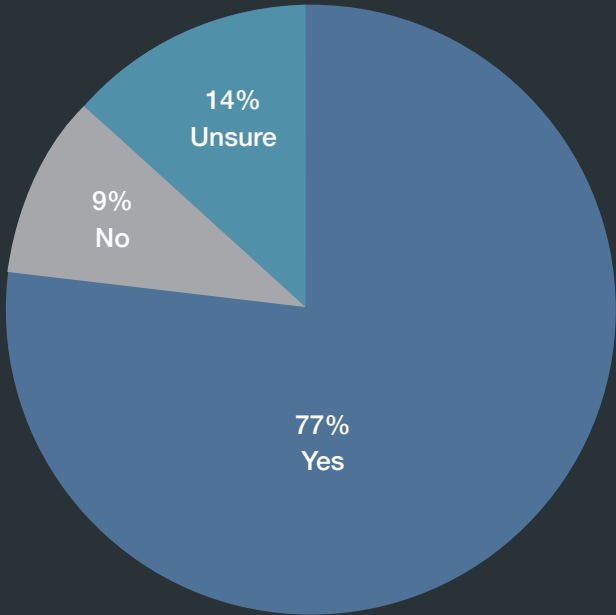
What we heard:

Overall feedback for the Better Places Brooklyn and Altona North vision was supportive, with over 75% of respondents saying that they supported the vision. A total of 140 responses were received, with less than 10% of people saying that they did not support the vision.

Does the community support the draft vision?:

The first question was simply “ Do you agree that the draft vision is consistent with how you’d like to see Brooklyn and Altona North shaped into the future?”

- Yes
- No
- Unsure



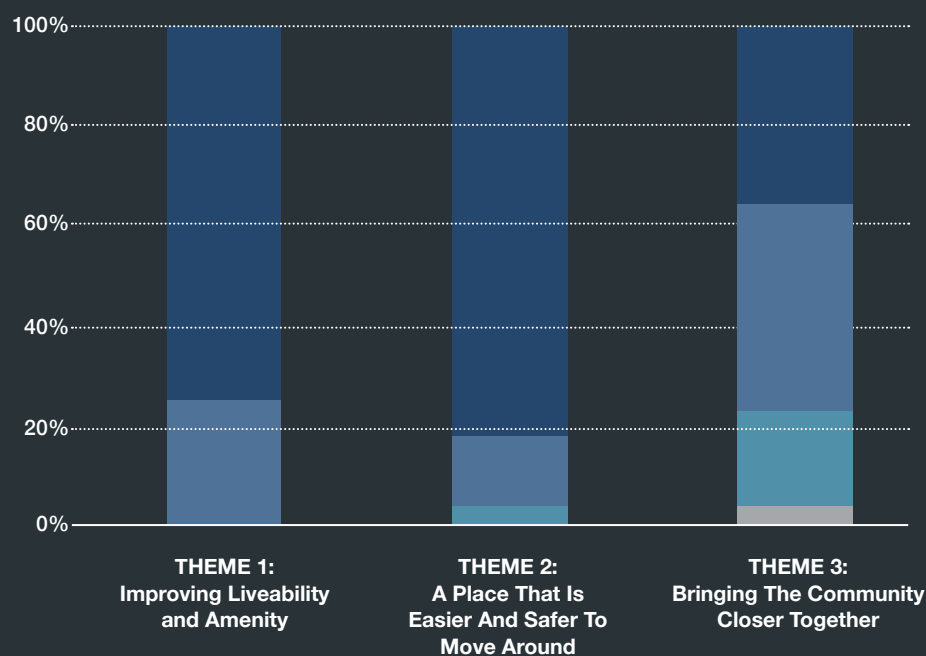
While the majority of residents supported the vision, some thought it did not go far enough. Below are some notable comments received:

- This is a 7-10 year undertaking and I am worried Council will focus on the roads and traffic with less energy towards the harder stuff of connecting to the community and helping schools and community groups to be strengthened. To be resilient in facing the challenges of climate change we need more connected/cohesive communities.
- I don't believe that this is doing enough to counteract the damage being done by the WGT project or that the Council is doing enough to mitigate and reduce the areas that contribute to climate change.
- No focus on entertainment, eating and drinking.
- It doesn't approach problems of entry and exit from the area

## How would you rank the themes in terms of priority?

With each of the three themes outlined, residents were asked how they would rank them as a priority for them. Here is how they responded:

- High Priority
- Mid Priority
- Low Priority
- Not A Priority



Improving the liveability and amenity of the area was the most supported theme with 74.4% of residents considering it as a high priority and the remaining 25.6% ranking it as medium. A place that is easier and safer to move around was also very well supported with 81.4% of respondents considering it a high priority. Bringing the community closer together was the least prioritised of the three themes with 23% of respondents indicating it was not a priority and only 24.88% considering it high.





## What projects do you think should be undertaken to bring the vision to life?

Respondents were given the opportunity to provide ideas for projects they believed should be undertaken to make the vision happen. All of the suggestions have been considered and catalogued for future reference as part of the ongoing evolution of projects.

Some of the key ideas included:

**Improving Liveability and Amenity** Plant more trees in this area / More speed bumps in Brooklyn / Another fitness centre like Bayfit / More trees in parks and community gardens / One tree per street and name tree after the street / More green bin collection / Solar lights on Federation Trail / Free child care / More plants - more animals / More festivals/markets to showcase local vendors / Better air quality / More shady play areas / Plant more ever green trees / Interesting children's play spaces, e.g. adventure playground / Pump park / The more trees the better for the environment / Plant new trees more safer bike tracks / Limit approvals of sub-divisions to avoid over crowding and cars parked on streets / Lights in dog park / More trees / More planting on federation trail / Find a way to stop people from speeding with their car / Playgrounds with pull-up bars / Encourage care for the environment / More police in streets at night / Natural play areas and water play / More walk only street with wider footpaths connecting areas / More bike paths / More greenery / Opportunity to provide feedback and listen / Grow more trees / Dog poo - educate and fine people / Live music / Add more trees to grow / Bike paths / Create more natural habitat spaces / More small industry grants / Stop illegal fire works / More trees planted on nature strips so the streets are covered by canopy / Green spaces / Noise blockage at big roads - Westgate Freeway / Indigenous caring for land / Need big plants / More trees around playgrounds to give natural shade / More trees, community gardens and natural parks / More outdoor spaces to encourage connection to land/country areas where people can explore / More trees / Plant grasses that don't need monthly mowing / Toilet facilities somewhere along Federation Trail in Brooklyn / More shade at playgrounds - shade sails / Paisley Train Station re-installed / Parking on nature strips to ease congestion / Less development / Street parking a problem driving along some streets / Keep our environment green and lovely

**A Place That Is Easier and Safer To Move Around** Better street lights and clearer bicycle paths, good secondary schools / Bike path connection Railway Pde Newport / More buses that go straight down Mason St to station / Dedicated bus loop around Altona North back to Newport Station (like Nth Melb 409 bus) / Footpath along Mills Street (golf course side) / Bike path (and bike lane) Millers Junction through to Rosshire Rd (Newport) along bottom of soccer ground & mini railway / Mills St / Mason pedestrian lights / Build a running track / Pedestrian xing @ Mason + McIntosh / Link the Bike paths in Paisley Park to the wetlands paths / Traffic Lights / Bike Path / New footpath / More outdoor dining / Clean the Circle streets / Put fences on the Blackshaws Road walk park or try take out snakes and animals / Add bus through fabric to Spotswood (not take away 432) / Super Bus direct to Spotswood / Pedestrian crossing on Douglas Parade head into athletics oval (Newport, Williamstown) / Mountain Bike track down 100 steps / Better corners for bikes to turn / More bike trails made of concrete / Buses direct down Mason St to station / More bus Stops / More bike lanes / End-to-end bike lane on Millers Rd / Re-open underpass / Open Paisley Station / New Train Station / More public toilets / Finish the path along Kororoit Creek to Kororoit Creek Rd / Paisley Railway Station to re-open / Finish bike path on Kororoit Creek / Upgrade Bond Reserve / Bike track to Cherry Lake / Extend bike path / KCT - Where it stops at the bridge - needs to be cleaned / Bike over pass Race Course flood way / Reconnect Federation bike trail / Traffic light at Blackshaws Rd / Altona North train station / Re-open Paisley Station / Bigger bike lanes / Build a better intersection to avoid traffic / More traffic lights / Lots of walk trails / Better lighting along Kororoit Creek trail

**Bringing The Community Closer Together** Theatre for kids puppet shows / Mountain biking tracks / More high schools / Walking group along the Creek / More places to hang out and gather / More events at parks / Pump tracks - cycling activities / Community celebrations / More food events / Fences and shades over playgrounds / More music gatherings at libraries promoting arts and culture / More sporting activities / More culturally diverse food options / Tree house / More library programs and better advertising for it / More festivals and events / More community gardens and programs / BMX track / Language, cooking and sewing classes / Street festivals for food / Soccer / More outdoor instruments / Better parks and spaces / Safe scooter park for kids / Safe play spaces for kids (fences around existing parks) / More festivals like this / Football field / Movie night in the park / Culturally based music lessons - African drums / More festivals / Fairy park / Skate park and pump tracks / More platforms for connection like bulletin boards, facebook pages and forums / Very regular cultural festivals (once a month) / More music events / Neighbourhood watch / More cultural events / Kid centric playground activity equipment, facilitation eg - BMX, skatepark / Free food / More bike paths and footpaths, less cars / Public toilets / More access to regular events / Community markets to support local businesses / More activities for kids / New playgrounds / Helping people out / More festivals like this / Eco friendly groups / More holiday activities / Rowing club at Cherry Lake / Better promotion of local offerings / More activities for kids even for a cost / Local businesses have open days to showcase what they have eg - open day for swimming supported with a function

## 6.3 SUMMARY OF THE COMMUNITY RESPONSE TO THE PLACE PROJECTS

# PROJECTS

### What We Heard..And What Will Happen:

The feedback received in response to the 9 Place Projects was largely very positive. Nearly every project received suggestions in some way. Some were minor comments while others were quite large and detailed. All comments received during this stage will be compiled and included in the implementation handbook that is being created. This is an internal document that helps guide each project as it moves from planning to implementation. In this way, the feedback that was provided for each project will form part of the brief for the project as it moves into the ongoing design and implementation phases of each project. It is also important to note that, as each project evolves, the community will be provided with additional opportunities to have input as more detail becomes available.

Some of the key comments that were received and will be incorporated into the implementation of the projects include:

### Precinct 15

Precinct 15 was often referenced in the project feedback in relation to concerns over issues such as the increasing future population, delivery of parks and community infrastructure and impacts on traffic. Whilst development for Precinct 15 and the delivery of infrastructure is guided by the Altona North Comprehensive Development Plan (CDP) and the Altona North Development Contributions Plan (DCP) and is not within the direct scope of the Better Places Program, it is important that these comments be documented as they reflect the concern and desire from residents for the future development to properly integrate with and positively contribute to the existing community. Precinct 15 will be given strong consideration in the planning and design of projects to be delivered under Better Places.

### Bus Network and Advocacy For Future Train Station

Several comments centred on the inadequacy of the current public transport system and concerns over increased traffic congestion as the future population grows. The most regular comments related to the need to fix the bus routes and

schedules, the importance of linking to future development precincts, and advocacy for a rail station to be provided within the local area. Whilst Project 4 - Multi-Modal Network has been specifically developed to focus on these issues, it is again worth noting the feedback as it points towards the importance of these issues for the community.

### The GreenLine + Active Transport Network

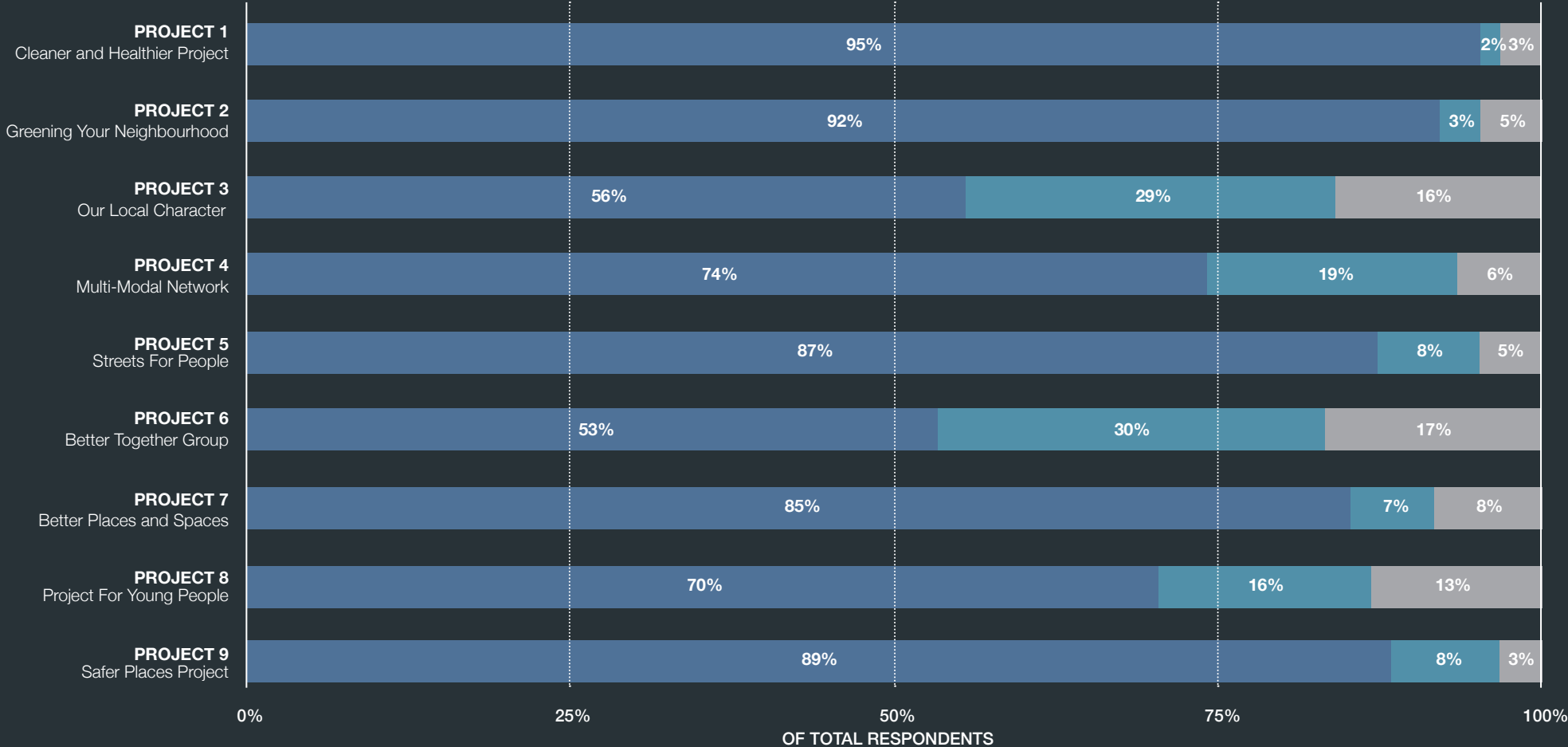
Regular comments and suggestions were also received in regard to detail related to the cyclist network and missing linkages, tying in with Council's Local Area Movement Plan and the importance of connecting through to adjoining neighbourhoods and 'The Greenline' that links to Spotswood. These issues will be addressed as part of Project 5 - Streets For People, but have again been documented for reference as part of the design and implementation of that project.



Does the community support the proposed projects?

Residents were then asked whether they supported the potential projects proposed under each theme. Whilst the projects at this stage were just a high-level description of the scope / idea, the question provided a means of gauging the level interest and support and check to see if the process was on track.

- Yes
- Unsure
- No





the next steps.....

turning the vision  
into reality



# 6.4 PLACE PROJECT DELIVERY AND ACTION PLAN

This part identifies projected timelines for the delivery of the 9 Place Projects set out in Part 5.

The table outlines short, medium and longer-term implementation targets for the next 3 years, from the start of 2023 through to the start of 2026.

It is important to note that the projected timelines are indicative only, and will be refined as the various projects evolve through ongoing consultation, design and funding phases, but are intended to provide the community with an understanding of the proposed process and timing for delivery of the different projects and the steps that will be taken to make the vision happen.

The Place Project Delivery and Action Plan provides a mix of both shorter-term projects, that will be able to be implemented almost immediately as part of fast-tracked initiatives, as well as longer term projects that are larger and more complex and will require more extensive design and consultation.

It is envisaged that the main parts of the planning, consultation, design and implementation of the mid to longer-term projects will occur throughout 2023-2026, with the aim of having the majority of projects completed by the end of 2026. Some of the larger scale projects may require additional government partnerships and funding, meaning

that their staging and complete delivery may extend beyond 2026. However, for these projects, the aim will be to undertake the design phases and deliver initial stages within the 2023-2026 timeframe.

As part of the ongoing delivery plan for Better Places Brooklyn and Altona North it is also proposed that an annual ‘check-in consultation’ will be undertaken to measure delivery and community satisfaction for the action and outcomes of the various projects.



# 6.4 PLACE PROJECT DELIVERY AND ACTION PLAN

■ Planning / Setup
■ Implement  
■ Design
■ Ready For Funding

THEME	PROJECTS	2023				2024				2025				2026	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
THEME 1: IMPROVING LIVEABILITY AND AMENITY	PROJECT 1 - CLEANER AND HEALTHIER PROJECT														
	1.1 Brooklyn Oxygen Forest														
	1.2 Clean Air Action Initiatives														
	1.3 Creative Campaign and Monitoring Program														
	1.4 Local Clean-Up Program														
	PROJECT 2 - GREENING YOUR NEIGHBOURHOOD PROJECT														
	2.1 Tree Trade Program														
	2.2 Green Avenues														
	PROJECT 3 - OUR LOCAL CHARACTERS														
	3.1 Increasing Housing Choice														
	3.2 Local Stories Project														
THEME 2: A PLACE THAT IS EASIER AND SAFER TO MOVE AROUND	PROJECT 4 - MULTI-MODAL NETWORK														
	4.1 Better Networks														
	4.2 Potential Future Rail Station														
	PROJECT 5 - STREETS FOR PEOPLE														
	5.1 The Link														
	5.2 Cycling and Active Transport Network														
	5.3 Wayfinding														
	PROJECT 6 - BETTER TOGETHER GROUP														
	6.1 Quarterly Progress Meetings and Workshops														
	6.2 Promotion of Projects														



## 6.4 PLACE PROJECT DELIVERY AND ACTION PLAN

■ Planning / Setup
 ■ Implement
 ■ Design
 ■ Ready For Funding

THEME	PROJECTS	2023				2024				2025				2026	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
THEME 3: BRINGING THE COMMUNITY CLOSER TOGETHER	PROJECT 7 - BETTER PLACES AND SPACES PROJECT														
	7.1 Upgrading Our Local Centres														
	7.2 Love Our Parks														
	7.3 The Circle														
	PROJECT 8 - Project For Young People														
	8.1 Creating Better Places and Spaces For Young People														
	8.2 The Zone														
	PROJECT 9 - SAFER PLACES PROJECT														
	9.1 Safer Places Workshop and Partnerships														
	9.2 Investigating Leading Technologies and Solutions														
	9.3 Local Safety Program														

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At the start of this process we asked people to share their hopes and ideas for the future of Brooklyn and Altona North - and we have shaped these into a vision and set of projects that will transform the local area over the next few years.

It is a bold vision, but we can make it happen.

It will involve a lot of change in a relatively short period of time.

It will be challenging, and it will require a lot of work.

But is a vision that has the potential to benefit us all, and its success will ultimately depend on everyone getting involved, working together and supporting the projects as they evolve.

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So how can you help to  
bring this vision to life?...

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## GETTING INVOLVED

If there are projects which you are particularly interested in or think you can contribute to, please get in touch through Council's Customer service number on 1300 179 944. As the projects start up we will keep you up to date and let you know how you can become involved.

## SPREADING THE WORD

Bringing this vision to life will involve input from everyone - government, the private sector and individuals in the community. Part of the challenge is often just getting the word out - getting people interested and excited, making connections and getting the right people involved.

So if you know someone who you think might be able to help, let them know or let us know. For example, maybe you know someone who works in government, at a university or has a unique business that could apply their expertise on one of the projects. Or maybe you are a part of local sporting or community group that you think could become actively involved.

Start the conversation - you never know where it will go.

## PARTNERSHIPS AND INVESTMENT

Better Places is essentially about creating a vision for change that is supported by the community, and then bringing that change to life. Council will stimulate and drive this process, but some of the projects will require further government support and investment. The projects will also open-up opportunities for partnerships and may kick-start other different or related projects. We will be actively looking for partners and investors to help deliver the Better Places projects and to deliver longer term improvements and changes that support the Better Places vision. If you would like to discuss partnership and investment opportunities or propose an idea, please get in contact through Council's Customer service number on 1300 179 944.



# BETTER PLACES

Brooklyn &  
Altona North



LOVE



CHANGE



IDEAS



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