

The 'Brooklyn Evolution' Project Program



STAGE 1

Issues and Options Discussion Paper

Brimbank City Council has previously commissioned Meinhardt to research and gather information about the issues affecting the area, especially relating to amenity (odour, dust and noise), traffic, contamination, economics, and planning and urban design, and to identify potential options and strategies for future use and development of the area. This work has included discussions with the Brooklyn Community Reference Group, landowners and business operators within the precinct, adjoining Councils and State Government agencies and authorities. The discussion paper is available to download from the Brimbank Council Website (www.brimbank.vic.gov.au).

STAGE 2

Precinct Structure Plan, Urban Design Framework and Implementation Plan

Brimbank City Council has engaged Meinhardt to prepare a plan that will guide new investment and development in the precinct over the next 20 years to ensure the Brooklyn Industrial Precinct evolves over time to achieve improved amenity outcomes and to support viable businesses.

Preliminary consultation with the community, businesses and government to identify a Vision and key directions for the precinct will include:

- **Thursday 15 March** from 5:30–7:30pm - 'Have a say' held at Annunciation Primary School, 4-14 Nolan Avenue, Brooklyn (Melway ref. Map 41 B10)
- **Friday 16 March 2012** from 4–6pm and Saturday 17 March 2012 from 10am–12pm at Altona Gate Shopping Centre (Melway ref. map 41 B12)
- **Monday 19 to Friday 30 March** - Information Display at Council Offices at:
 - Maribyrnong Council, Cnr Napier and Hyde Street, Footscray
 - Hobsons Bay Council, 115 Civic Parade Altona
 - Sunshine West Community Centre, 25 Kermeen Street, West Sunshine
 - Sunshine Harvester Customer Service Centre, 301 Hampshire Road, Sunshine 3020

If you cannot attend these sessions, please visit our website to see how you can have-a-say electronically. For further information, please feel free to contact **Susan Fitton** on **9249 4048** or email susanf@brimbank.vic.gov.au

Community Consultation and Stakeholder Engagement is also planned for May/June 2012 which will include a four week period for public comment and feedback on the draft Precinct Structure Plan Urban Design Framework and Implementation Plan. This stage of the project is due to be completed by July 2012.

STAGE 3

Planning Scheme Amendment

Subject to Brimbank City Council approval, an Amendment to the Brimbank Planning Scheme will be prepared to implement the recommendations of the Structure Plan and Urban Design Framework into the Brimbank Planning Scheme. This will include further consultation including a formal public exhibition and submissions period.



The 'Brooklyn Evolution' Project

Brimbank City Council is inviting you to contribute and help inform the evolution of the Brooklyn Industrial Precinct.

Brooklyn Industrial Precinct

The Brooklyn Industrial Precinct is the triangular industrial area bordered by Kororoit Creek, Geelong Road, Sommerville Road and the Tottenham Rail Line. It currently houses more than 60 businesses including a range of larger heavy and light industry and numerous small businesses including light industrial retail and manufacturing.

The Brooklyn Evolution Project

Brimbank City Council is looking at how it might be able to 'evolve' the Brooklyn Industrial Precinct over the next 20 years. The area is currently degraded, underutilised and associated with significant amenity issues. Council is seeking to gradually achieve a shift to a high quality development.

The 'Brooklyn Evolution' Project

Key Issues & Opportunities for the Brooklyn Industrial Precinct

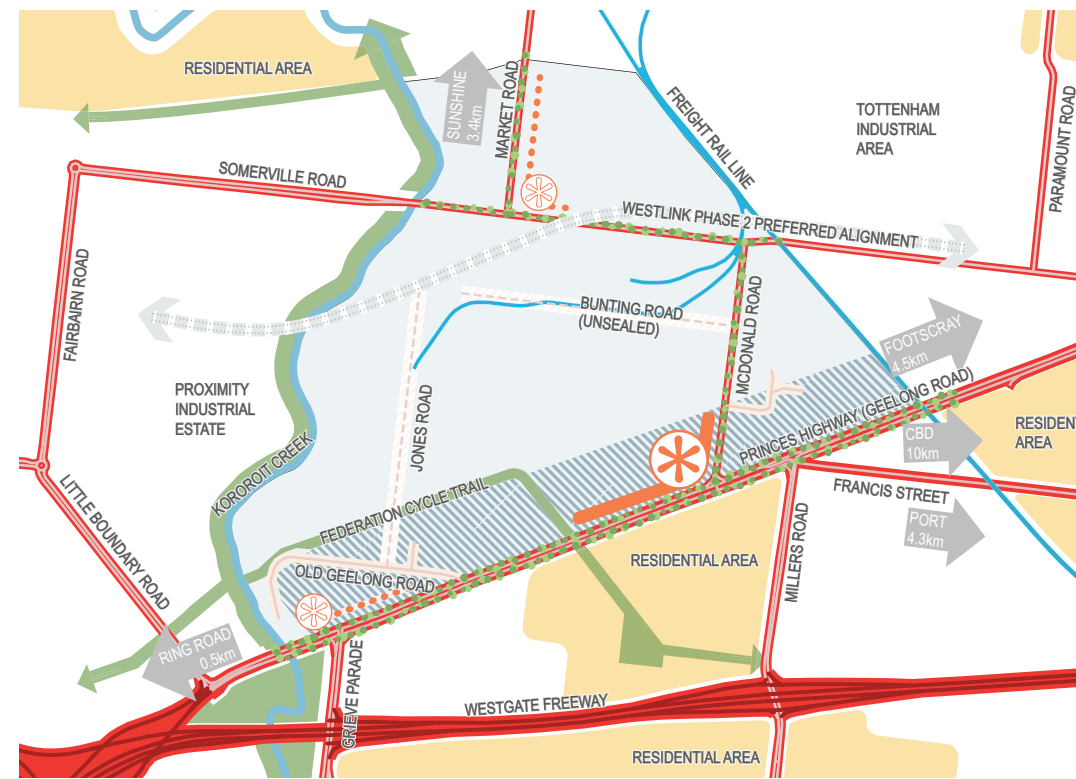
- Major **strategically located** industrial/ commercial area with access to road, rail and port facilities. Significant potential as a regional industrial and employment node for the west of Melbourne.
- **Infrastructure** (within the precinct) requires upgrading and new roads are needed to encourage new development. Major road projects mooted by Government will improve access and development opportunities
- A **long term strategy** is required to address significant amenity issues (odour, dust, noise) and attract new 'clean and green' development to the precinct.
- A need to **enhance the image** and deliver urban design and landscape improvement to improve perceptions of the area.
- **Landfills, contamination and unstable soil** will impact on ability to redevelop and subdivide.
- Immediate opportunities exist along **Geelong Road** to promote new commercial development, and create new 'gateways' or 'centres' for the precinct.
- **Kororoit Creek** provides a key recreational and environmental asset to the precinct with opportunities for enhancement.

Key Facts about the Brooklyn Industrial Precinct:

- 297 hectares - that's about the size of CBD and Docklands combined.
- Currently around 1800-2000 jobs in the precinct - opportunity for many more.
- Close to Port of Melbourne, CBD and airports.
- Close to major road and rail infrastructure - existing and planned.
- Small number of major landowners accounting for most of the precinct.
- Borders onto municipalities of Hobsons Bay, Maribyrnong, and Wyndham.
- Close to major population growth areas in western fringe where more people are needing jobs close to where they live.

Key Questions to think about...

1. How will the precinct evolve over time? What sort of development will occur?
2. How will new development ensure amenity issues such as odour, noise, and dust are addressed?
3. What opportunities exist as a result of access to roads, rail, ports, airports, the city, and nearby population growth areas?
4. What kind of employment and business is best suited to the area?
5. How can we attract new clean investment and development?
6. How can we encourage investment in new technology and improve the way existing industry operates?
7. What infrastructure, services and facilities are need to support the precinct?
8. Is a vision for the precinct as a major employment node for the west achievable?



What is?

A Precinct Structure Plan?

The 'PSP' sets out a broad strategic land use and planning framework for to guide future investment and development over the next 20 years. It includes an overarching vision for the precinct, together with plans, maps and written explanations that designates key land use, development and infrastructure requirements.

An Urban Design Framework?

The 'UDF' will provide design objectives and guidelines including streetscape character, build form and landscape character, land use interface guidelines and infrastructure design and development.

An Implementation Plan?

Identifies opportunities for public or private sector projects, priorities for capital works or funding bids, land use zone changes required, and further studies. It also identifies short, medium and long term projects and project responsibilities and indicative costings, as well as priorities for funding and investment.



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