



# Central West Structure Plan



## BRAYBROOK

Maribyrnong City Council is developing a new Structure Plan for the Central West Major Activity Centre in Braybrook.

A Structure Plan is a planning tool that establishes a long-term vision for an area. It is a "blueprint" for the future that provides detail on how land use, open space, roads, transport, infrastructure, and urban design may evolve over time.

The Structure Plan will replace the existing Plan that was adopted in 2008. It will consider and respond to changes that have occurred since 2008 and plan for the future.

Early this year, Council carried out a six week consultation with the local community, business stakeholders and public agencies to understand your views on key issues and vision for the future.

We have received excellent feedback and suggestions. This brochure shares some of the key messages that we heard, and identifies the challenges and opportunities for the activity centre.

## How did we engage?

We undertook an online community survey, conducted selected business interviews, and held online workshops with public authorities.

## Engagement success measures

- 2,100 direct mails sent (approximately)
- 160 completed surveys on *Your City, Your Voice*
- 27 *Your City Your Voice* map comments
- 24 businesses interviewed and authorities engaged



## People liked the activity centre for its:

- Variety of food retailers
- Variety of retail shops
- Free and available parking
- Close distance to their homes

## People thought these improvements are needed:

- More restaurants and cafes
- More department stores, grocery shops, gyms, and family friendly amusement centres
- Better pedestrian links to Tottenham Station
- Better connected bicycle network
- More trees

## How did people envisage the activity centre 20 years from now?

We received 141 comments, most of which could be grouped into 4 major themes:

- A vibrant and multi-use activity centre
- Environmentally friendly
- More shops and food retailers
- A place to meet



Central West Shopping Centre



Central West Business Park



## Emerging Issues and Opportunities

	ISSUE	OPPORTUNITY
<b>Urban Form</b> 	<p>South Road is under-utilised as a commercial frontage</p> <p>Residential neighbourhoods adjacent to Braybrook Industrial Precinct limit the intensity of industrial activity that could take place</p> <p>There is little public open space in the activity centre and its immediate surrounds</p>	<p>Transition South Road as a future focus of pedestrian activity with shops orientated to face the street</p> <p>Explore transition of land from industrial use to other employment uses</p> <p>Investigate the provision of open space along the rail corridor</p>
<b>Business and Job Creation</b> 	<p>Vacant lots and unoccupied facilities in the Industrial Precinct</p> <p>Small, fragmented lots at the eastern part of the Industrial Precinct</p> <p>Decline in manufacturing and heavier industrial uses within the Industrial Precinct</p>	<p>Explore options to intensify employment uses</p> <p>Develop business attraction strategies aimed at small businesses</p> <p>Investigate community and recreation uses and enhance the public realm</p>
<b>Movement and Connectivity</b> 	<p>No bus connections to Tottenham Station</p> <p>No pedestrian crossing along South Road between Ashley and Melon streets</p> <p>The Ashley Street underpass is unattractive and feels unsafe</p> <p>No through access at the business park</p>	<p>Liaise with public transport authorities to integrate bus and train services</p> <p>Investigate opportunities for improved pedestrian access to the Shopping Centre</p> <p>Liaise with State Government to improve its amenity and safety</p> <p>Explore new north-south connections with the business park</p>
<b>Sense of Place, Community and Identity</b> 	<p>Lack of focal point and place to meet at Central West</p> <p>Lack of trees</p> <p>Poor image of local neighbourhood shops opposite Tottenham Station</p> <p>Lack of local history and identity</p>	<p>Use urban design to enhance Central West's identity as a destination and meeting place</p> <p>Explore landscape treatments and opportunities</p> <p>Develop urban design guidelines and explore options to revitalise the area</p> <p>Celebrate the centre's historical past</p>
<b>Underdeveloped Sites and Infrastructure</b> 	<p>Poor presentation of some older industrial buildings</p> <p>Poor interface with residential development</p> <p>Bank Street is unmade</p>	<p>Encourage redevelopment through streetscape improvements and new open space</p> <p>Improve the residential interfaces</p> <p>Upgrade Bank Street</p>



## Emerging Vision for the Future

An emerging vision of Central West reflective of community feedback and aspirations has been prepared:



*Central West Major Activity Centre is a sustainable, vibrant and diverse centre where people come to work, shop and meet.*

*It is a strong employment hub that supports the local community through its community uses, shops and commercial enterprises, which are located through its high quality streets and active public spaces. People come to Central West by using active forms of transport, as well as buses and trains.*



Braybrook Industrial Precinct

## What's Next?

### PROJECT TIMELINE



**August - October 2020**

Preparation of draft Structure Plan



**Late 2020**

Consultation on draft Structure Plan



**Early 2021**

Adoption of Structure Plan

## Stay Involved

Visit the project website at:

[www.maribyrnong.vic.gov.au/cwsp](http://www.maribyrnong.vic.gov.au/cwsp)

For further information call 9688 0200 or email:

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