

CITY DEVELOPMENT SPECIAL COMMITTEE

Tuesday 30 June, 2020

6.30pm

Reception Room

Level 1

Maribyrnong Council Offices

Corner Hyde and Napier Streets, Footscray

AGENDA

Item	Title	Page
1.	Commencement of Special Committee Meeting and Welcome	
2.	Apologies	
3.	Disclosures of Conflict of Interest	
4.	Public Question Time	
5.	Confirmation of Minutes of Previous Meeting	2
6.	Officer Reports	
6.1	Walking Strategy 2011 Review	11
6.2	Maribyrnong Housing Strategy (Amendment C154) and Planning Policy Framework Update	24
6.3	Central West Major Activity Centre Structure Plan Update	203
7.	Urgent Business	
8.	Special Committee Meeting Closure	

Agenda Item 6.3**CENTRAL WEST MAJOR ACTIVITY CENTRE STRUCTURE PLAN UPDATE**

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PURPOSE

To provide an update on preparation of the Central West Major Activity Centre Structure Plan.

ISSUES SUMMARY

- The Central West Activity Centre (Braybrook) has undergone major change and requires new strategic policy (a Structure Plan) to guide the future economic role and planning direction for the centre.
- Victorian Government's planning policy (Plan Melbourne 2017-2050) identifies Central West as a Major Activity Centre (MAC). MACs are locations that provide a suburban focal point for services, employment, housing, public transport and social interaction. Every centre has different attributes and provide different functions for its community.
- Council's current strategic land use policy, *Central West Major Activity Centre Structure Plan 2008* is outdated. The *Maribyrnong Economic and Industrial Development Strategy* (MEIDS) 2011 also identifies the need for further investigations to determine the employment role for the Braybrook Industrial Precinct (which forms part of Central West MAC).
- Background analysis has been undertaken on land uses, activities, business conditions, employment, urban design, infrastructure, access and active transport in the area.
- Extensive community engagement was also conducted from February to April 2020 and 160 submissions were received. Key community findings were the desire for more food and drink services, more street trees, improvements to the bike network, and a better pedestrian link with the Tottenham Railway Station.
- A further report is anticipated to Council on the draft Structure Plan and Issues and Opportunities Report in September 2020.

ATTACHMENTS

1. Maribyrnong Economic and Industrial Development Strategy Precinct Designation Map [↓](#)
2. Survey Engagement Report [↓](#)

Agenda Item 6.3

OFFICER RECOMMENDATION

That the City Development Special Committee:

- 1. Note the community engagement findings (Attachment 2) and emerging issues and opportunities to inform the preparation of the Central West Structure Plan.**
 - 2. Receives a further report on the draft Central West Structure Plan and Issues and Opportunities Report.**
-

Agenda Item 6.3**BACKGROUND**

Central West Activity Centre (Braybrook) is our City's third largest commercial centre after Footscray and Highpoint, and is located only ten kilometers from the Melbourne CBD. The area has been classified in *Plan Melbourne 2017-2050* and Maribyrnong Planning Scheme as a Major Activity Centre (MAC).

MACs are locations that provide a suburban focal point for services, employment, housing, public transport and social interaction. Central West MAC is made up of three distinct precincts - Braybrook Industrial Precinct, Central West Retail Plaza (Shopping Centre) and the Central West Business Park (Figure 1).



Figure 1. Location of Central West Major Activity Centre

State Planning Policy directs that MACs must be guided by a structure planning process, which is a tool that establishes a long-term vision for an area. A Structure Plan is a “blueprint” for the future that provides guidance on land use, urban design, open space, infrastructure and transport.

Agenda Item 6.3**Central West Major Activity Structure Plan (2008)**

The *Central West Major Activity Centre Structure Plan* 2008 is the overarching strategic policy for the centre and requires updating to consider changes in State policy (Plan Melbourne 2017-2050), economic conditions, demographics and community aspirations.

Since the 2008 Structure Plan, Council has prepared new strategic policy that needs to be taken into consideration in preparing the new Structure Plan (including the Open Space Strategy 2014, Housing Strategy 2018, MEIDS 2011, Urban Forest Strategy 2018, Street Planting Strategy 2013 and Bicycle Strategy 2020-30).

Maribyrnong Economic and Industrial Development Strategy (2011)

Council's *Maribyrnong Economic and Industrial Development Strategy* (2011) (MEIDS) is the overarching strategic policy guiding economic growth and development in the City. A key objective is to protect and maximise employment opportunities, while balancing the need to facilitate residential growth.

The policy recognises that not all industrial land may be viable for employment activity into the future, which may necessitate land use changes. It examined the economic performance and employment potential of 10 key precincts across the City and established a structure to guide detailed investigation for each precinct. Precincts that were found to be highly suitable for employment and functioned efficiently were classified as Core Employment Areas, while those that were underutilised or have other limitations were classified as Strategic Employment Investigation Areas (SEIA).

The Braybrook Industrial Precinct located within the Central West Activity Centre boundary is designated as a SEIA (Precinct 4.2 in Attachment 1). The SEIA classification defines the precinct as suitable for employment, but requires further strategic planning to determine if it should be retained and intensified for employment use, or transitioned to a different role. The preparation of a new Central West Structure Plan and will help to determine the future role of Braybrook Industrial Precinct.

Maribyrnong Housing Strategy (2018)

The Maribyrnong Housing Strategy identifies Central West MAC (Retail Plaza) as a location suitable to accommodate housing growth and change. The Strategy was endorsed by Council (June 2018) for the purpose of public consultation and to inform the basis of a Planning Scheme Amendment (Amendment C154). Feedback from the State Government sought further strategic work be undertaken near Tottenham Station. This is particularly the case for the row of retail shops opposite the Station (Tottenham Local Activity Centre). The local centre is close to Central West MAC, but operates separately due to the physical barrier created by the railway tracks and Sunshine Road.

DISCUSSION/KEY ISSUES**1. Central West MAC Structure Plan project**

The aim of this project is to develop a long-term 20 year vision and planning direction for the Central West Activity Centre that is informed by engagement with businesses and the community. The Structure Plan will provide clear strategic direction and

Agenda Item 6.3

guidance on the future land use and economic development, and identify critical infrastructure and public realm improvements to enhance the liveability and amenity in the area.

The project is achieved by carrying out the following key actions:

- Investigate the activity centre's current land uses, demography, urban design, infrastructure and transport and access characteristics.
- Analyse the centre's economic performance, employment level and potential for future employment growth.
- Engage key stakeholders and the community to understand their views on key issues.
- Determine a vision and supporting objectives.
- Devise strategies and recommendations on land use, economic development, urban design, accessibility, integrated transport and environmental sustainability.
- Recommend changes to the boundaries of the activity centre, if required.
- Prepare a Structure Plan with a statement of vision and objectives, a framework plan and an implementation program.
- Make recommendations to Council for a Planning Scheme Amendment to implement the Structure Plan.
- Identify how the Structure Plan will be monitored and reviewed.

The project is conducted over 5 phases which are comprised of the following milestones:

Phase 1: Project planning and establishment (January-February 2020) - Complete

Phase 2: Project visioning and existing conditions survey (March-April) - Complete

Phase 3: Issues and Opportunities Report (May-June) – In progress

Phase 4: Draft Structure Plan and consultation (July-October)

Phase 5: Structure Plan and Planning Scheme controls (November-December 2020)

Phases 2 and 4 include detailed community engagement. Phase 2 has recently been completed, which included existing conditions research and analysis and community engagement.

2. Community Consultation

A six week engagement process was undertaken from February to April 2020. The engagement sought to obtain feedback from people who know the centre best (local traders, businesses, workers, residents and other stakeholders) to find out what should be retained, improved or changed.

The feedback received will inform subsequent phases of the project leading up to the preparation of a draft Structure Plan. For more information about the survey results, refer to Attachment 2.

An online survey was carried out to seek the community's views on key features and characteristics of the activity centre and their overarching vision for the future. A total of 160 responses were received, and a summary is presented in Table 1.

Agenda Item 6.3**Table 1. Summary of findings of the Community Survey**

What people liked about the activity centre
<ul style="list-style-type: none"> • A significant number of respondents expressed they liked the variety of food retailers found at the activity centre. • Respondents liked the good variety of retail shops and plenty of free parking available. • Some respondents also liked the activity centre's location being close to their homes. • Conversely, very few respondents liked the activity centre for public realm and amenity reasons such as its trees and footpaths, suggesting that these are areas that need improvement.
What people thought should be improved
<ul style="list-style-type: none"> • Respondents felt strongly about having more food and beverage retailers (restaurants and cafes) at the activity centre. • More general retail, such as departmental stores, grocery shops, electronic stores were also welcomed. • Many respondents wanted more arts and recreational services such as gyms, sports and family friendly amusement centres. • "Planting more trees" was the most popular choice among suggested improvements to the activity centre. • "Improving pedestrian improvements to the Tottenham Station" and the "Improving the bicycle network" were also highly valued by a majority of respondents. • Most respondents did not consider hiding car parking and loading areas from view of the main roads to be very important.
The vision for the future
<ul style="list-style-type: none"> • The vast majority of the respondents supported all or most parts of Council's vision statement that was in the 2008 Structure Plan. However, a quarter of respondents did not support at all or most parts of the statement. This suggested that while generally responsive to community aspirations, the previous vision statement needs to be improved and revised. • When asked how they imagined Central West 20 years from now, most respondents imagined a vibrant, multi-use activity centre that brings people together, with lots of greenery and is well connected to the train station. • Although the open-ended question received many different responses, they can be generally grouped into 4 themes: <ul style="list-style-type: none"> – A vibrant and multi-purpose centre – More shop and food retailers – Environmentally friendly – A place to meet.

Business interviews were carried out in early March to gain an understanding on their current business operations and future plans. A summary of findings is outlined in Table 2.

Agenda Item 6.3**Table 2. Summary of findings of the Business Interviews**

Advantages of Central West
<ul style="list-style-type: none"> Many of the precinct's proprietors live in Braybrook. The activity centre's convenience and proximity to home was stated as an advantage of the precinct. A number of respondents cited access to public transport and services and easy access to Melbourne as a major advantage. This was seen as an advantage for staff, clients and customers. Social service providers at the Braybrook Industrial Precinct praised the centrality of the location as a significant advantage for their clients, many of whom live in the surrounding suburbs.
Customer base
<ul style="list-style-type: none"> While supermarkets, restaurants and cafes mostly served a local clientele, other businesses have clients and customers dispersed throughout Melbourne. Many enterprises market their goods and services via online platforms and customers are drawn to their showrooms and shops via initial online engagement. These businesses did not perceive the structure and amenity of the activity centre to be a key influence on their success. A growing number of therapeutic and fitness-based businesses is indicative of market response to a young and relatively affluent cohort.
Motivations for locating in Central West
<ul style="list-style-type: none"> Nearly all of the respondents have been located in the area for 7+ years and owner occupiers have owned and operated their premises for more than 10+ years. The availability of large self-contained floor space was a major drawcard for a respondent that had recently moved to the area. They suggested that the quality, cost and location of the floor space was very commercially competitive. No respondent reported that being in the area was mission-critical to their corporate identity. At the same time, no respondent was negative or emotive about any issues in the area.
Other observations
<ul style="list-style-type: none"> There is limited foot traffic in the industrial precinct, and most enterprises operating there are not locally focused. The activity centre's accessibility by road is a major attractor, along with the availability of competitive priced floor space. There is a large number of social enterprises and educational centres fronting Ashley Street and South Road in the industrial precinct.

Online workshops and feedback with relevant government stakeholders and service providers was undertaken in late March to early April 2020. Below is a summary of their feedback:

- Any change should be consistent with State policy to maximise and enhance opportunities for employment.
- Need to address traffic and capacity impacts should there be intensified development.

Agenda Item 6.3

- Potential for increased development near the Tottenham Station to support Plan Melbourne's policy on transit-oriented development.
- Central West is located midway between Sunshine and Footscray which are State Priority Precincts.
- Protected bike lanes or off street routes are preferred over on-street ones.
- The role and function of Sunshine Road is likely remain the same into the future.
- Investigate expanding the activity centre boundary to incorporate the Tottenham Station.
- Improve environmental outcomes (contamination, noise, odour, and risk of pollution).
- Some areas may require additional stormwater treatment work.
- Sufficient electrical infrastructure to service the existing uses.

3. Emerging Issues and Opportunities

Based on background analysis and community engagement, the following emerging issues and opportunities have been identified for Central West and its immediate surrounds.

Table 3. Emerging Issues and Opportunities

Issue	Opportunity
Land use and economic development	
There are a number of vacant lots and unoccupied facilities at the Braybrook Industrial Precinct.	Explore options to intensify employment use on vacant land and unoccupied facilities.
Residential neighbourhoods adjacent to Braybrook Industrial Precinct limit the intensity of industrial activity that could take place.	Explore options to transition industrial use into commercial, office and recreational uses.
The eastern part of the Braybrook Industrial Precinct is characterised by relatively small lots under different ownership.	Develop business attraction strategies aimed at small businesses and entrepreneurs who may prefer smaller premises.
There is little public open space in the activity centre and its immediate surrounds.	Investigate the option to develop a public open space along the rail corridor.
Movement and accessibility	
There is no bus route that directly connects to the Tottenham Station.	Liaise with public transport authorities to integrate bus and train services.
There is no pedestrian crossing along South Road between Ashley and Melon streets.	Investigate the option to install a pedestrian crossing to improve pedestrian access to the Shopping Centre.
The Ashley Street underpass linking the Tottenham Station and the activity centre is unattractive and feels unsafe to pedestrians.	Liaise with State Government to improve the amenity and safety of the Ashley Street underpass.
There is no continuous bike path from	Explore options to implement a

Agenda Item 6.3

Tottenham Station along Ashley Street that serves the entire activity centre.	continuous off-road bike path along Ashley Street up to Hampden Street.
There is no through access at the business park.	Explore new north-south connections and improve accessibility in and around the business park.
Character and identity	
Improve Central West as a destination as “a place to meet” in the future.	Use urban design to enhance Central West’s identity as a destination and meeting place.
There is a lack of trees in the activity centre.	Explore landscape treatment at appropriate locations to improve Central West’s image and appearance.
Braybrook Industrial Precinct directly interfaces residential properties on its north and west sides.	Devise urban design guidelines such as building setbacks and landscaping requirements to improve the sensitive interface.
There is a lack of foot traffic along South Road and Ashley Street in the Braybrook Industrial Precinct.	Investigate urban design and planning options to encourage foot traffic.
The local neighbourhood shops opposite Tottenham Station are in need of improvement.	Develop urban design guidelines and explore capital works options to revitalise the area.
The three precincts of the activity centre do not share an identity.	Adopt uniform signage, way-finding, landscaping and other visual cues to create a uniform activity centre identity.

4. Next Steps

Further strategic work (economic and transport analysis) is being undertaken to examine and refine the Issues and Opportunities for the activity centre which will be presented with the draft Structure Plan to Council.

5. Council Policy/Legislation**Council Plan 2017-2021**

This report contributes to Council’s strategic objectives contained in the Council Plan 2017-2021, by considering:

- Strategic Objective:
 - Quality places and spaces - lead the development of integrated built and natural environments that are well maintained, accessible and respectful of the community and neighbourhoods.
 - Growth and prosperity - support diverse, well-planned neighbourhoods and a strong local economy.
 - Healthy and inclusive communities - provide and advocate for services and facilities that support people’s wellbeing, healthy and safe living, connection to community, cultural engagement and whole of life learning.
 - Mobile and connected city - plan and advocate for a safe, sustainable and effective transport network and a smart innovative city.

Agenda Item 6.3

- Clean and green - strive for a clean, healthy city for people to access open spaces, cleaner air and water and respond to climate change challenges.

Action 4.3.1 of the Annual Council Action Plan (2019-20) requires the implementation of MEIDS through the preparation of precinct framework plans. The review of Braybrook Industrial Precinct's status through the preparation of the Structure Plan is consistent with this action. A draft Structure Plan is anticipated to be presented to Council in September 2020. This project has been delayed due to circumstances arising from the Covid19 shutdown.

State and Local Planning Policies – Maribyrnong Planning Scheme

The preparation of the Central West Structure Plan seeks to implement the key directions of Plan Melbourne 2017-50, State and Local Planning Policy in Maribyrnong Planning Scheme and the Maribyrnong Economic and Industrial Development Strategy (2011). It is consistent with the Maribyrnong Street Planting Strategy (2013) Urban Forest Strategy (2018), Open Space Strategy (2014) and Bicycle Strategy (2020).

Legislation

- *Planning and Environment Act 1987*
- Ministerial Direction 9 – Metropolitan Planning Strategy
- Planning Practice Note 17: Urban Design Frameworks, July 2015
- Planning Practice Note 58: Structure Planning for Activity Centres, September 2018
- Planning Practice Note 60: Height and Setback Controls for Activity Centres, June 2015.

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Human Rights Consideration

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

6. Engagement

Community engagement was held from February to April 2020 with residents, businesses, government agencies and service providers via public survey, business interviews and online workshops. Approximately 2,100 direct notices were sent to residents and businesses, a survey on Your City Your Voice, social media postings, Star Weekly advertisements, posters in Council premises, and interviews with key businesses. Other planned activities (including meetings and 'pop-up' community events) organised for mid-March 2020 were cancelled due to COVID19.

Community Engagement results are in Attachment 2.

Agenda Item 6.3**7. Resources**

The Structure Plan is being prepared utilising 2019/20 and 2020/21 operational budgets.

8. Environment

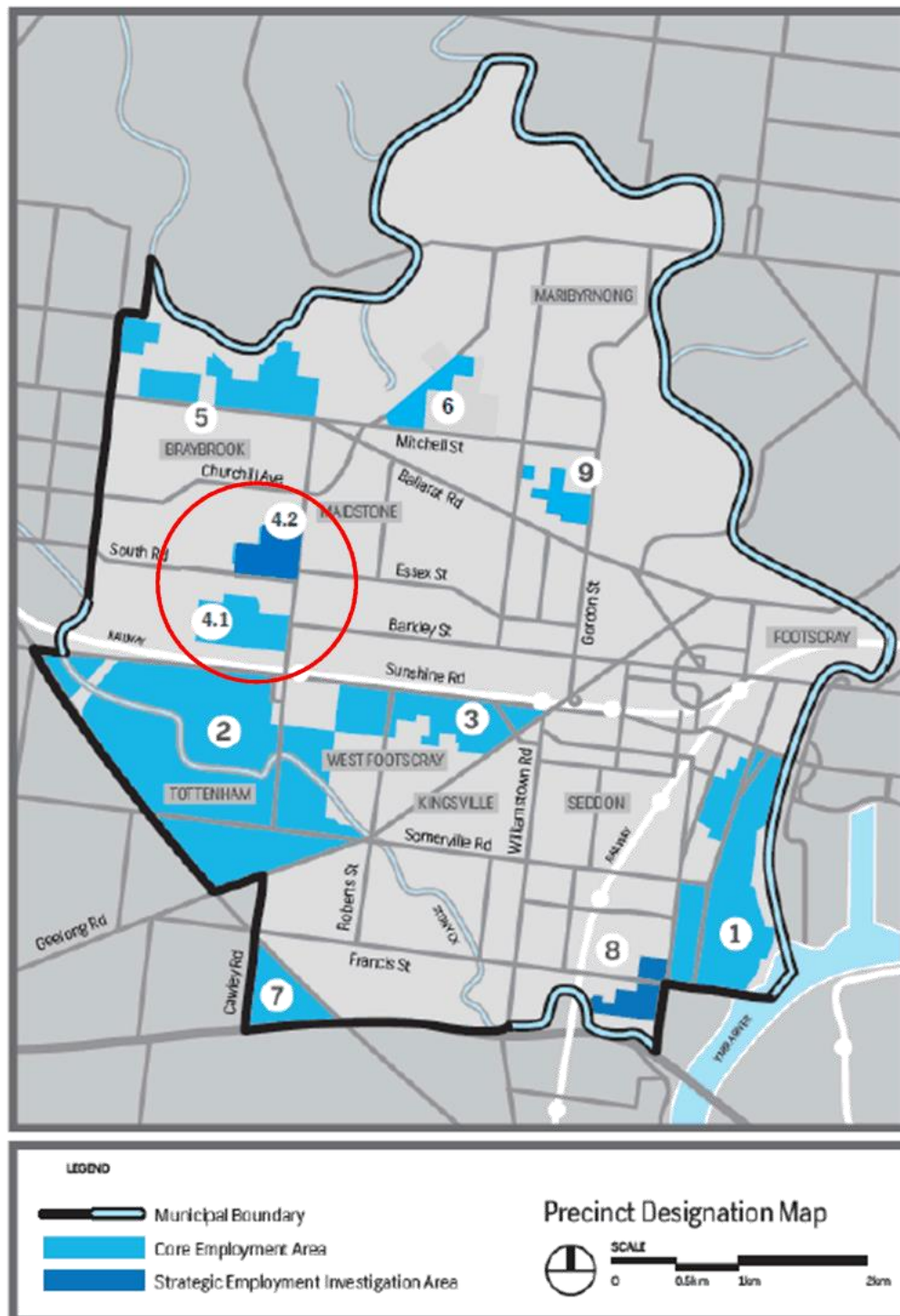
The Structure Plan will provide guidance on land use planning and the enhancement of the public realm. The Plan will emphasise the importance of ESD and green infrastructure and reference other Council policies such as the Urban Forest Strategy.

CONCLUSION

The preparation of a Structure Plan Central West MAC is underway and will provide the necessary strategic direction to guide the future role and functions of the activity centre for the next 20 years. Community engagement has identified emerging issues and opportunities that require further investigation. A future report on the draft Structure Plan and Issues and Opportunities is anticipated to be presented to Council in September 2020.

Agenda Item 6.3 - Attachment 1

Attachment 2 - MEIDS Precinct Designation Map (Central West Activity Centre red circle)



Agenda Item 6.3 - Attachment 2



Central West Survey Report 2020

Prepared by Communications and Engagement

April 2020

Agenda Item 6.3 - Attachment 2

Introduction

1.1 Background

The aim of the project is to hear from businesses and the community to help shape the long-term vision and planning direction for the Central West Activity Centre in Braybrook. The purpose of the consultation is to obtain feedback from people who know the centre best – local traders, workers, residents, and visitors to find out what should be retained, improved, or changed.

1.2 Methodology

Data was collated in Excel. Where possible, data was analysed quantitatively and put into a graph. When analysing the qualitative data from open-ended questions, attention was given to the variety of responses, as well as giving a ranking of popularity of responses (through counting comments of a similar theme).

Caution should be taken in considering this information as statistically significant or representative given the small sample size versus a statistical validity random sample of the population.

Agenda Item 6.3 - Attachment 2

1.3 Engagement activity

Engagement Activities

A YCYV page was set up for stakeholders to participate in a survey. The survey asked respondents to provide their feedback about Central West. Also, a mapping tool question was provided where respondents could put pins on a map of Central West for potential improvements.

Time frames

This engagement activity ran from 28 February 2020 and closed 3 April 2020.

Agenda Item 6.3 - Attachment 2

Executive Summary

Central West Survey – Your City Your Voice Survey 2020

Of the 160 completed surveys:

- When asked 'Please list 3 things that you like about the Activity Centre', most respondents (79) said good variety of food retailers followed by good variety of shops (58), plenty of free parking (47) and close proximity to home (19).
- Respondents were asked 'what businesses would you like to see more of in the Activity Centre'. The majority of respondents wanted food and beverage – such as cafes and restaurants (22.7%) followed by retail (17.9%), arts and recreation services (15.8%) and education and training (11.8%).
- Respondents were asked to imagine the Activity Centre 20 years from now – how would you describe it. Most respondents wanted a vibrant multi-use activity centre (49) followed by environmentally friendly with trees and green spaces (41), more shops and food retailers (31) and a place to meet (17).

Agenda Item 6.3 - Attachment 2

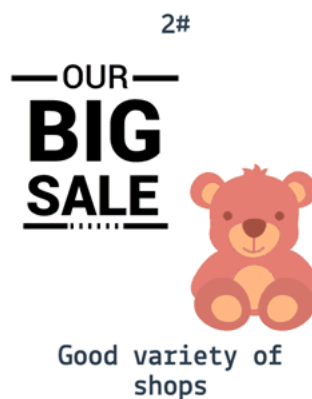
Infographic Survey Summary

Central West Survey 2020



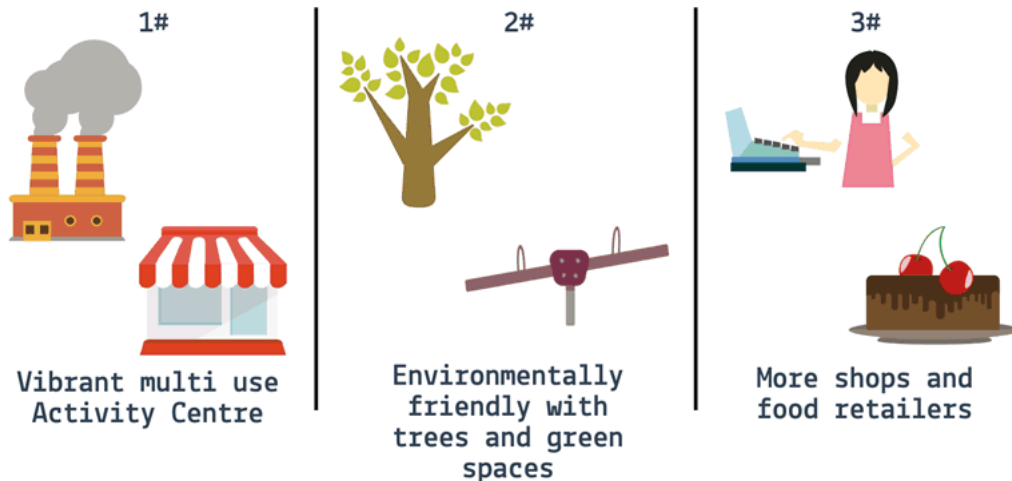
160 people participated
in the online survey

Please list 3 things that you like
about the Activity Centre (Top 3)

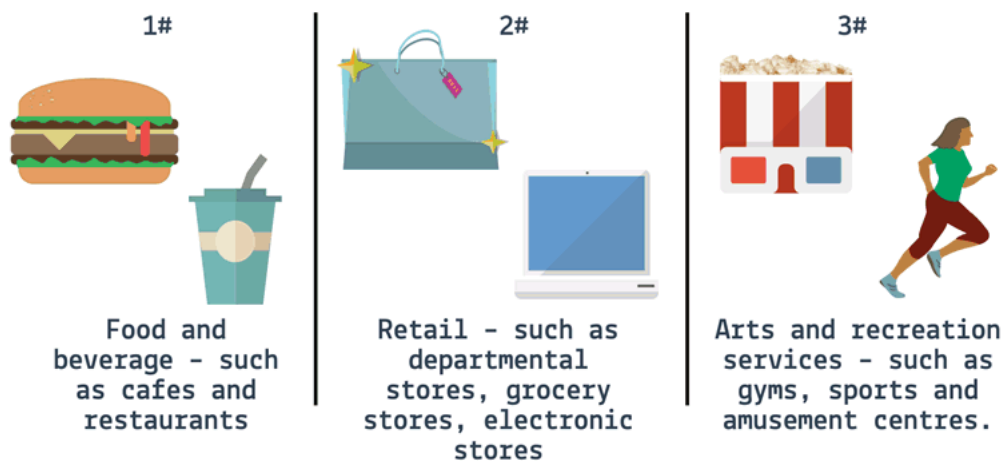


Agenda Item 6.3 - Attachment 2

Imagine the Activity Centre 20 years from now -
how would you describe it?

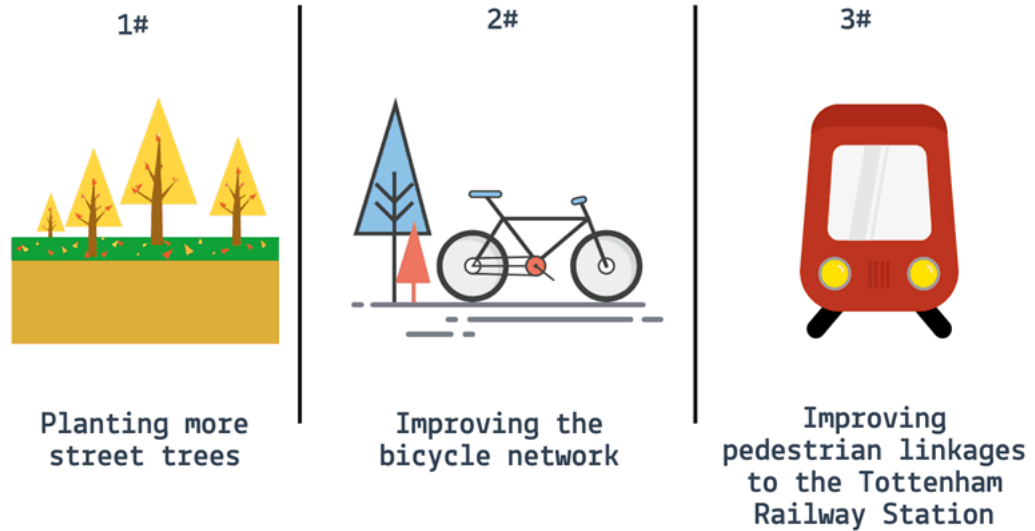


What businesses would you like to see more of
in the Activity Centre?(top 3)



Agenda Item 6.3 - Attachment 2

Please rate the following in terms of
importance (top 3)



Agenda Item 6.3 - Attachment 2

Central West Survey 2020

3.1 Central West Survey summary of suburb spread

Suburb		
Braybrook	27	16.9%
Footscray	15	9.4%
Kingsville	3	1.9%
Maidstone	19	11.9%
Maribyrnong	2	1.3%
Seddon	2	1.3%
West Footscray	77	48.1%
Yarraville	8	5.0%
Other outside of Maribyrnong	7	4.4%

The table on this page indicates what demographic categories people identified with. The information only relates to respondents who chose to provide suburb information (all 160 gave a suburb response).

Agenda Item 6.3 - Attachment 2

3.2 Please list 3 things that you like about the Activity Centre (which includes the Business Park, the Retail Plaza, and the Braybrook Industrial Area)

When asked 'Please list 3 things that you like about the Activity Centre', most respondents (79) said *good variety of food retailers* followed by *good variety of shops* (58), *plenty of free parking* (47) and *close proximity to home* (19) (see figure 1). (n= 145 comments).

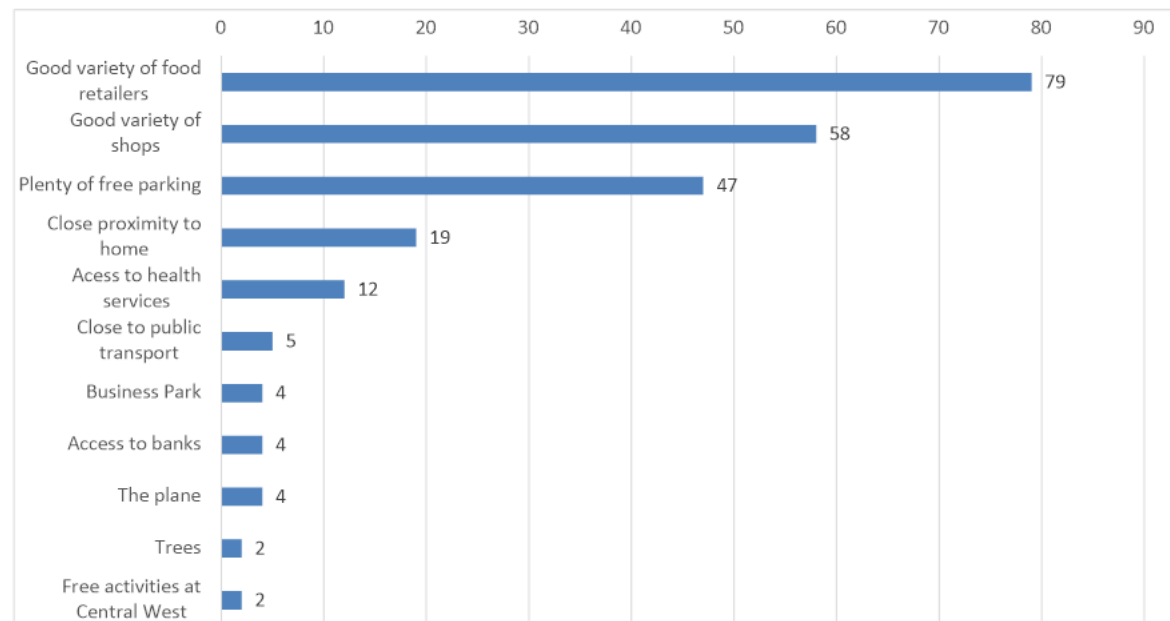
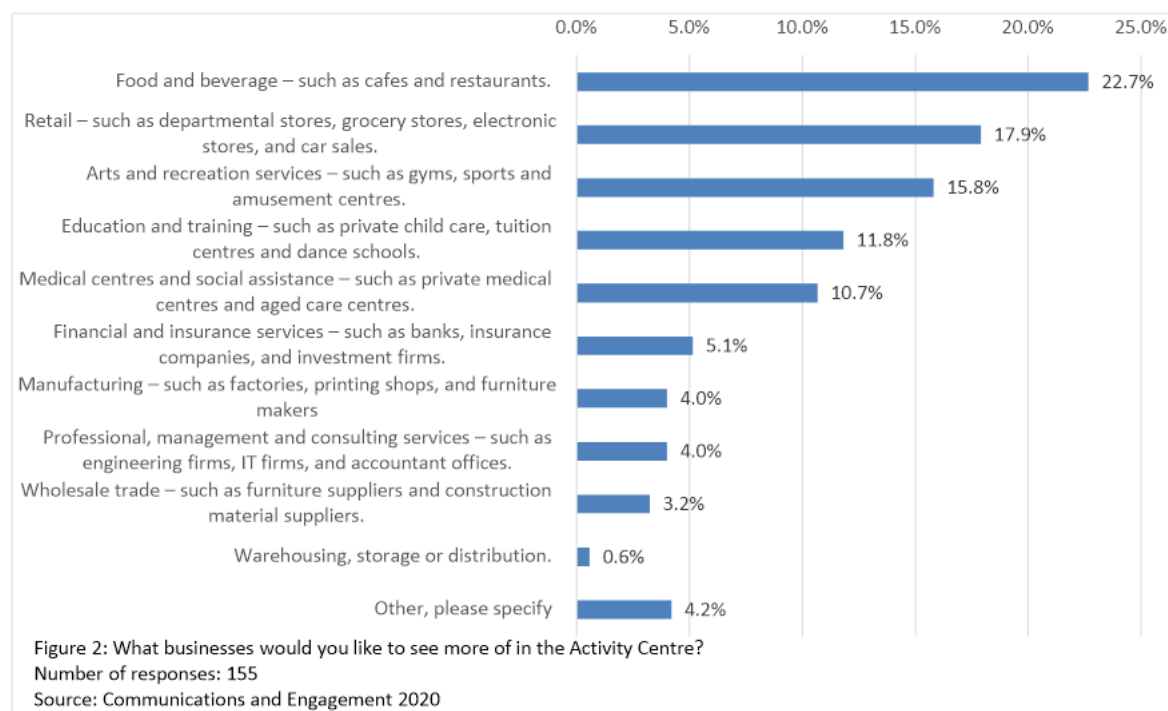


Figure 1: Please list 3 things that you like about the Activity Centre
Number of comments: 145
Source: Communications and Engagement 2020

Agenda Item 6.3 - Attachment 2

3.3 What businesses would you like to see more of in the Activity Centre?

Respondents were asked 'what businesses would you like to see more of in the Activity Centre?'. The majority of respondents wanted *food and beverage – such as cafes and restaurants* (22.7%) followed by *retail* (17.9%), *arts and recreation services* (15.8%) and *education and training* (11.8%) (see figure 2). (n= 155 responses).



(Please note percentages are low due to respondents being able to choose multiple answers).

For other comments please see appendix one.

Agenda Item 6.3 - Attachment 2

3.4 Please rate the following in terms of importance

Respondents were asked to rate a number of improvements to Central West listed below. Most respondents said *planting more street trees* (61.4%) was *very important* followed by *improving the bicycle network* (51.9%) *improving pedestrian linkages to the Tottenham Railway Station* (48.1%) and *improving pedestrian linkages between different precincts* (44.4%). *Hiding car park and loading areas from view from the main road* scored low with 42% rated it as *not important* or *not important at all*. (see table 1). (n= 155 responses)

	Very important		Important		Neutral		Not important		Not important at all		No opinion	
	#	%	#	%	#	%	#	%	#	%	#	%
improving pedestrian linkages to the Tottenham Railway Station	77	48.1%	53	33.1%	13	8.1%	5	3.1%	5	3.1%	7	4.4%
improving the bicycle network	83	51.9%	35	21.9%	17	10.6%	5	3.1%	11	6.9%	9	5.6%
widening footpaths to improve walkability	69	43.7%	45	28.5%	27	17.1%	4	2.5%	7	4.4%	6	3.8%
increasing the frequency of bus services	48	30.2%	51	32.1%	36	22.6%	6	3.8%	6	3.8%	12	7.5%
increasing the variety of type of businesses	58	36.7%	62	39.2%	30	19.0%	2	1.3%	3	1.9%	3	1.9%
improving the appearance of buildings	55	34.6%	51	32.1%	31	19.5%	11	6.9%	9	5.7%	2	1.3%
requiring greater back distances between new commercial / industrial buildings and residential neighbourhoods	45	28.7%	37	23.6%	50	31.8%	12	7.6%	5	3.2%	8	5.1%
planting more street trees	97	61.4%	40	25.3%	9	5.7%	5	3.2%	2	1.3%	5	3.2%
removing overhead power lines	43	26.9%	33	20.6%	52	32.5%	17	10.6%	5	3.1%	10	6.3%
improving footpath and pavement surfaces	63	39.9%	61	38.6%	24	15.2%	3	1.9%	3	1.9%	4	2.5%
hiding car park and loading areas from view from the main road	11	7.1%	18	11.5%	49	31.4%	48	30.8%	18	11.5%	12	7.7%
improving pedestrian linkages between different precincts	71	44.4%	53	33.1%	23	14.4%	4	2.5%	5	3.1%	4	2.5%
conducting regular maintenance (grass cutting, road sweeping, etc.)	4	4.2%	59	62.1%	22	23.2%	4	4.2%	2	2.1%	4	4.2%

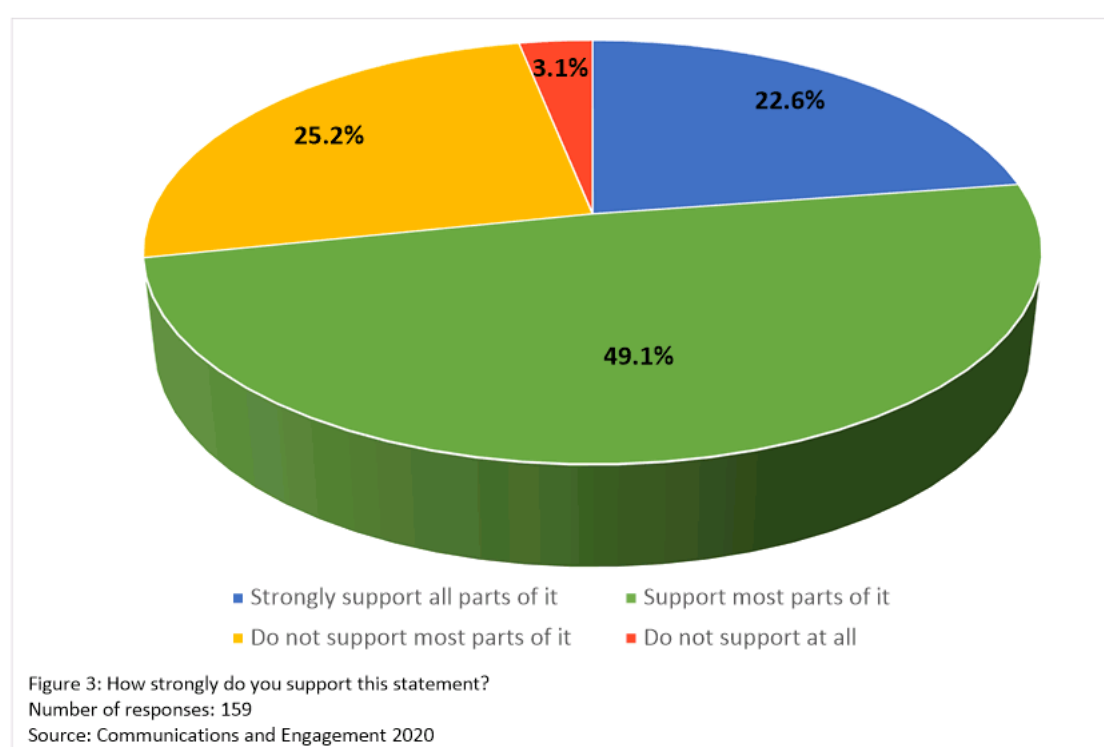
Table 1: Please rate the following in terms of importance
Number of responses: 155
Source: Communications and Engagement 2020

Agenda Item 6.3 - Attachment 2

3.5 How strongly do you support this statement?

"Central West Activity Centre is a place where people come to work, shop and meet, in a safe, pleasant and high amenity environment. The centre's key role as an employment node is supported by complementary uses including shops, commercial and community facilities which meet the needs of local residents and employees and adds to the vitality of the centre. The streets and public spaces are lined with a variety of buildings and activities, and are extensively landscaped with trees, plantings and street furniture. The centre is easy to access and move around, with most people reaching the centre by walking, cycling, and catching one of the regular bus or train services."

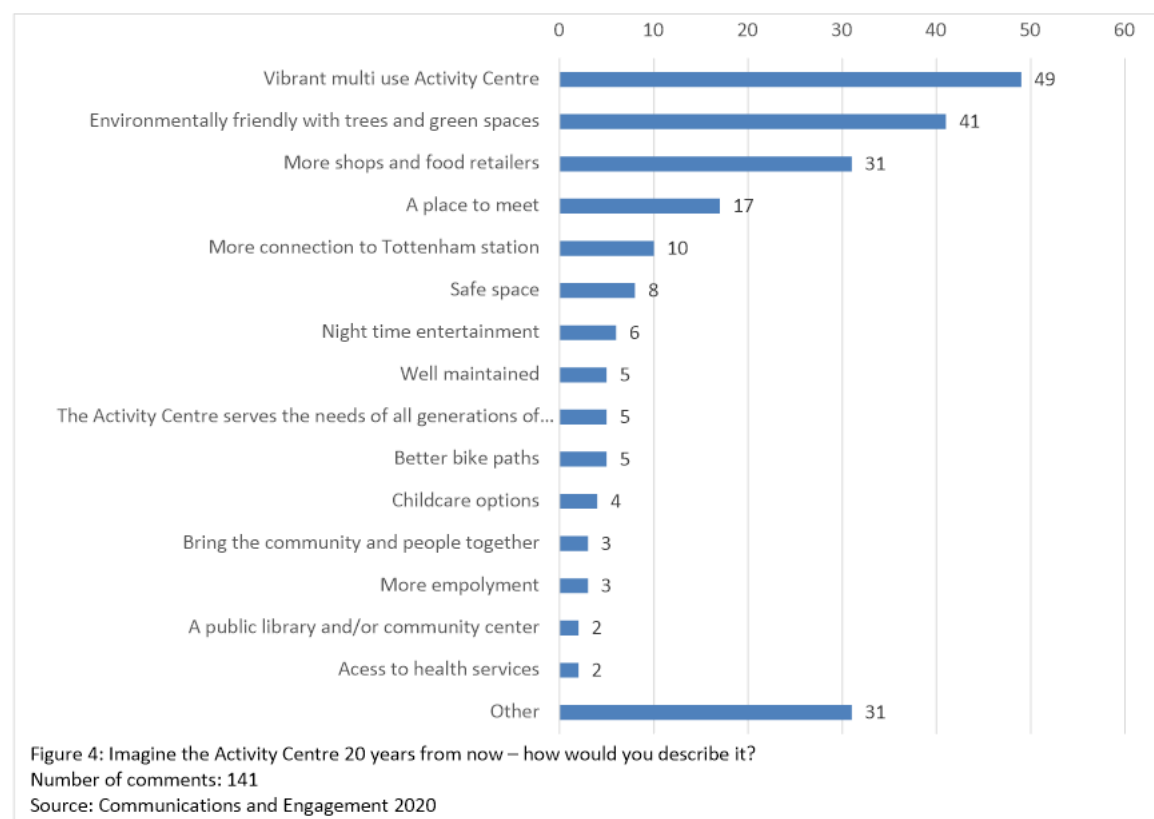
When asked 'how strongly do you support this statement above' most respondents *supported most parts of it* (49.1%) followed by *don't support most part of it* (25.2%) and *strongly support all parts of it* (22.6%) (see figure 3). (n= 159 responses)



Agenda Item 6.3 - Attachment 2

3.6 Imagine the Activity Centre 20 years from now – how would you describe it? (part 1)

Respondents were asked to imagine the Activity Centre 20 years from now – how would they describe it. Most respondents wanted a *vibrant multi use activity center* (49) followed by *environmentally friendly with trees and green spaces* (41), *more shops and food retailers* (31) and *a place to meet* (17) (see figure 4) (n= 141 comments).



For other comments please see appendix one.

Agenda Item 6.3 - Attachment 2

3.7 Imagine the Activity Centre 20 years from now – how would you describe it? (top four themes) (part 2)

A sample of comments typical of the top four themes are included below.

Theme 1

Vibrant multi use Activity Centre

49/ 141 comments said:

"A modern energy efficient decentralised multi-purpose hub"

"A bustling hub for all the community to enjoy - shop, play, run a business. An integral part of the inner west"

Theme 2

Environmentally friendly

41/141 comments said:

"More open garden spaces where people can relax outdoors"

"Leafy green area with more outdoor facilities"

Theme 3

More shops and food retailers

31/141 comments said:

"There are a good mix of retail environments - cafes, fresh food, decent clothing store"

"More shops and restaurants"

Theme 4

A place to meet

17/141 comments said:

"A place where people can gather to meet to eat. A place where different facilities are available to improve our quality of life"

"A welcoming hub for all in the community to gather, shop and socialize"

Agenda Item 6.3 - Attachment 2

3.8 Mapping Question: Please mark-up locations with a pin where you think there are opportunities to improve the Activity Centre. Mark as many places as you like.

For comments please see appendix one.

Agenda Item 6.3 - Attachment 2



Central West Survey Report 2020 - Appendix 1

Prepared by Communications and Engagement

April 2020

Agenda Item 6.3 - Attachment 2

Map Question: Please mark-up locations with a pin where you think there are opportunities to improve the Activity Centre. Mark as many places as you like.

47-85 Hillary Street, Braybrook Victoria 3019, Australia	Anything would be an improvement - but anything done to this section would need to include provisions for a safer entry point.
Dimmeys, Central West Shopping Plaza, Melbourne, Victoria 3019, Australia	When Dimmeys is gone please bring in Kmart or Big W or Target. Please also have a Council service hub in this Plaza such as a library. That would attract more families with young kids to utilize the existing play centre. Part of the park can be converted to a playground. That would encourage more family outings and thus more spending to help businesses grow.
8 Air Force Avenue, Braybrook Victoria 3019, Australia	Please improve this park with more greenery to encourage more use. Why is there a section of an old unused road at the back of the park? That area is dead and not used. It should be converted to grass or something meaningful.
Breen Street, Braybrook Victoria 3019, Australia	We noticed that some of this industrial area is left unused and empty. It really is an eyesore. It would be great to have most of the areas adjacent to residential areas converted into parks and council services hub. This is especially important as there is a primary school right next to it. This would improve the quality and health and wellbeing for the kids going to this school and improve the appeal of the neighbourhood.
2 West Central Park Avenue, Braybrook Victoria 3019, Australia	<p>This is a dangerous intersection, especially when traffic is busy. The lights should be positioned at the intersection to allow controlled traffic in and out of West Central Park Ave. I've seen many cars just zoom out onto South Rd dangerously because they got fed up waiting a long time for a gap in the traffic to get out. Having lights here is particularly important as you have a primary school right opposite. The intersection should make it safe for everyone.</p> <p>In addition, there should be a sign to warn cyclists to watch cars before crossing. I've seen a number of near misses when it shouldn't happened if cyclists give way to cars and not the other way round. Cars generally don't slow down to give way to cyclists unless the pavement is raised with a speed hump and marked with the zebra crossing. So please either add a raised speed hump with zebra crossing or install signs to warn cyclists to give way to cars.</p>
Breen Street, Braybrook Victoria 3019, Australia	This entrance isn't welcoming, and I would be discouraged from entering it to visit the businesses behind.

Agenda Item 6.3 - Attachment 2

75a Ashley Street, Braybrook Victoria 3019, Australia	Roadway needs upgrading for safe entrance and departure.
77-79 Ashley Street, Braybrook Victoria 3019, Australia	A beautiful park and walkway that meanders through this precinct, linking the homes on the east and west of Ashley Street would be a great break-out space for residents and workers.
Kids Mania, 67 Ashley Street, Melbourne, Victoria 3019, Australia	I would like to see more internationally-inspired restaurants and eateries in this precinct.
2 South Road, Braybrook Victoria 3019, Australia	The bin in this area is the worst, it's always overflowing or people dump their personal garbage here. Can we change the location or make it secure?
12 Ashley Street, West Footscray Victoria 3012, Australia	The pathway under the bridge is always wet with leaking pipes and is difficult to use for cyclists, pedestrians and people with mobility issues. Can we look to widen it, fix the leaking pipes and make it less like a scene from a horror film?
175 Sunshine Road, West Footscray Victoria 3012, Australia	It would be awesome to encourage some cafes here. Also, can we please remove and police all the adult services that use these shops?
82 Ashley Street, West Footscray Victoria 3012, Australia	This is a dangerous intersection, can we make it safer?
82 Wellington Street, West Footscray Victoria 3012, Australia	Can we make this intersection safer?
84 Napoleon Street, West Footscray Victoria 3012, Australia	Can we make this intersection safer?

Agenda Item 6.3 - Attachment 2

764 Barkly Street, West Footscray Victoria 3012, Australia	Lighting on this intersection is poor, can we improve?
Central Fresh Fruit and Grocer, Melbourne, Victoria 3019, Australia	Remove car parking and create green spine running east-west connecting existing restaurants (east) to shops (west) - Opportunity for landscaping, seating / dining, playground, etc
12 Ashley Street, West Footscray Victoria 3012, Australia	Remove parking along the west edge and turn it into a bike parking cage and landscape buffer with seats and coffee van like what is available at West Footscray.
Marsden Parade, Braybrook Victoria 3019, Australia	Pedestrian and bike crossing here is a dangerous disaster! Please fix it!
756 Barkly Street, West Footscray Victoria 3012, Australia	Remove parking from the BIKE LANE please so we can use the bike lane
Anytime Fitness, Central West Plaza, Melbourne, Victoria 3019, Australia	Too many slip lanes and islands - improve pedestrian and cycling access / movement
2 Rutland Street, Braybrook Victoria 3019, Australia	Urban farm - https://melbournefoodhub.org.au/atthehub/urban-agriculture/
1 Hillary Street, Braybrook Victoria 3019, Australia	The entrance here is very unappealing. Feels very unsafe to walk in this street down to the rampfest park and onto the houses after the bend.
3 Crothers Street, Braybrook Victoria 3019, Australia	This corner here is unsafe, the whole area is unfriendly and uninviting, promotes bad activity to come and loiter in the area. Make the area more inviting, more open, so people would venture into this area.

Agenda Item 6.3 - Attachment 2

2 Rutland Street, Braybrook Victoria 3019, Australia	A park, or some sort of activity would be great here. Maybe even have an open space that could be connected to the rampfest indoor skate park, so the area is more friendly, inviting and safer. The houses opposite Crothers Street would be able to use it, and it would lessen the huge and starting difference between the industrial zone and the houses opposite it. Make it more friendly. Utilise this space and make it open space so it can be better for the community.
Breen Street, Braybrook Victoria 3019, Australia	This area is poorly planned, as it is not fully used for its industrial purposes. Make it more appealing, safer, so people wouldn't be scared to venture into this area.
1 Hillary Street, Braybrook Victoria 3019, Australia	If something can be done here, so it could make the corner of south road up until skate park and going on to the vacant land, more community friendly, and appealing so it could be used more widely by the community, in turn making it a much safer area would be great. Braybrook tends to be neglected. As an 18 year old, having just graduated from high school and having grown up in Braybrook, I feel as if the whole area has been left to its own. This is a great initiative for community input and feedback. Hopefully Braybrook is improved so it can reach its full potential.

Agenda Item 6.3 - Attachment 2

What businesses would you like to see more of in the Activity Centre? (other)

In this industrial area I would want to see art studios supported by local community. So with this I would include. Number 1 metal sculpture studio space, painting, art, community space, performance art community space (theatrical performance). Number 2 music recording studio (fostering youth, indigenous, variety of cultural musicians).
Small boutique owner operated businesses with handmade- recycled- sustainable items. Instead of the mass produced, plastic consumer shops full of crap in there now. Community spaces to run creative workshops, community meetings, fund raising events for minimal cost. There aren't any affordable community spaces in Maribyrnong, this is a significant barrier to local community development and revitalization
Petrol station Under cover parking
Servo on the south west corner of South and Ashley.
Bring the deli back! due to rents they had to leave despite the fact that always had a line and did sold amazing products. Way better than Coles!

Imagine the Activity Centre 20 years from now – how would you describe it? (other)

An industrial waste site. If only they had put some work into it 20 years ago when the community were complaining about how neglected it was.
Bad drivers everywhere. Rude people parking anywhere, blocking the road as they like while their passengers come and go.
Hopefully the economy has collapsed and I can afford to shop there, or heaven forbid somewhere in the centre can afford to employ me.
A modern energy efficient decentralised multi-purpose hub.
A good early 2000s attempt at urban renewal Keeps people local and not having to go to sunshine or Footscray
I don't know I have told you I don't live there. I'm from a place called Port Fairy in Victoria
Concrete hellscape. Industrialised, corporate wasteland.
Same as it is now but with a Dan Murphys, then don't change anything!
There should be a large public park, urban farm and farmers market space, a Sister Sun Theatre, there should be a library exchange point and activity rooms and other community facilities accommodating a Library of Things (sharing shed and repair cafe). It is also important to embed housing in the airspace over the complex; accommodating affordable housing, cohousing, and mixed-use shop/house accommodation.
Concerned re being over congested. Need to be careful with growth and ensure area is not over populated
The enormous hideous car park has been partially replaced by pedestrian spaces with many trees.
Giving preference to local, boutique suppliers over large corporations.

Agenda Item 6.3 - Attachment 2

More independent businesses less warehousing/chain stores. Keep up the good mix of neighbourhood - fruit veg, butcher, baker, car wash etc.
Remains easily accessible by car which seems to be deliberately missing from statement in #5. In the west residents often work outside of the municipality or have childcare outside and often need to drive, with shopping done on route AND are driving between suburbs particularly given only one train line at Tottenham.
Not another High Point . I don't think it's prime role is an employment node - prime role is a service provider/amenity for local residents.
Nice seeing the oldies gather for coffee and socialize every week In central west - maybe some non-cafe seating inside where they could do that too.
Nice to see broad demographic use shopping area and it feels very safe and approachable including at night.
hopefully still has shops open !
Toorak
Not seedy. Somewhere that is actually thought of as an asset to the community not an eyesore and an afterthought.
Size of the Centre is small having limited shops.
Tired centre servicing the low-income families unless we spend the time to plan it now
More outdoor areas that provide a transition to indoor space. Spaces for people to relax in and play. Spaces for council services and engagement. A series of carparks rather than one mass space.
Debilitated and like it looks today
If it doesn't get an update and an increase in useful retailers/business: dilapidated.
Increased business but not to the extent where car parking becomes a problem.
Probably more of an attraction. I feel like that is already building there. Kids activities, and Made in Braybrook, etc.
It is our local favourite go-to for everyday and special needs.