

Brooklyn Industrial Precinct Plan

Stage 1 – Issues and Key Directions Report

Discussion with
Brooklyn Community Reference Group



BIPP Stage 1: Project Scope



- Part 1 - Series of Supporting Studies:
 - Business Activity and Economic Analysis (CKC)
 - Traffic Assessment (Traffix Group)
 - Urban Design and Landscape (MGS Architects)
 - Potentially Contaminated Land (Meinhardt)
- Part 2 – Stakeholder engagement - informing and testing directions and recommendations, confirming priorities
- Part 3 – Issues and Key Directions Report

Consultation: Key stakeholders

- BPSC & BCRG
- Industry & Business
 - Individuals / Industry round table
- Neighbouring Councils
 - Maribyrnong, Wyndham, Hobson's Bay
- State Government Agencies & Authorities
 - DPCD, DOT, DBI, EPA, WestLink, VicRoads, etc
- Two phases of engagement:
 - Initial discussion, issues and options identification
 - Feedback on findings and recommendations

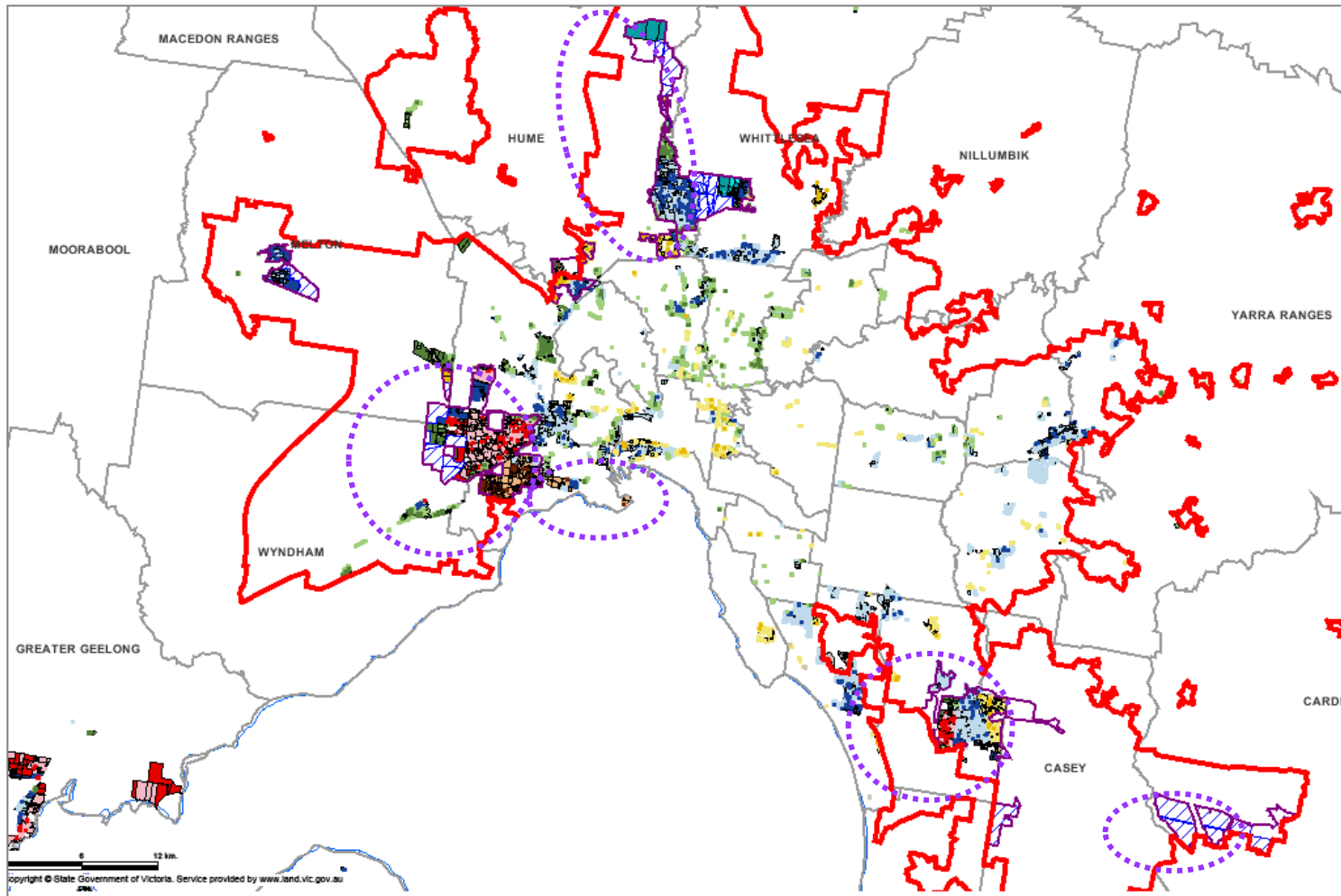
Key strategic issues:

Need for long term solutions

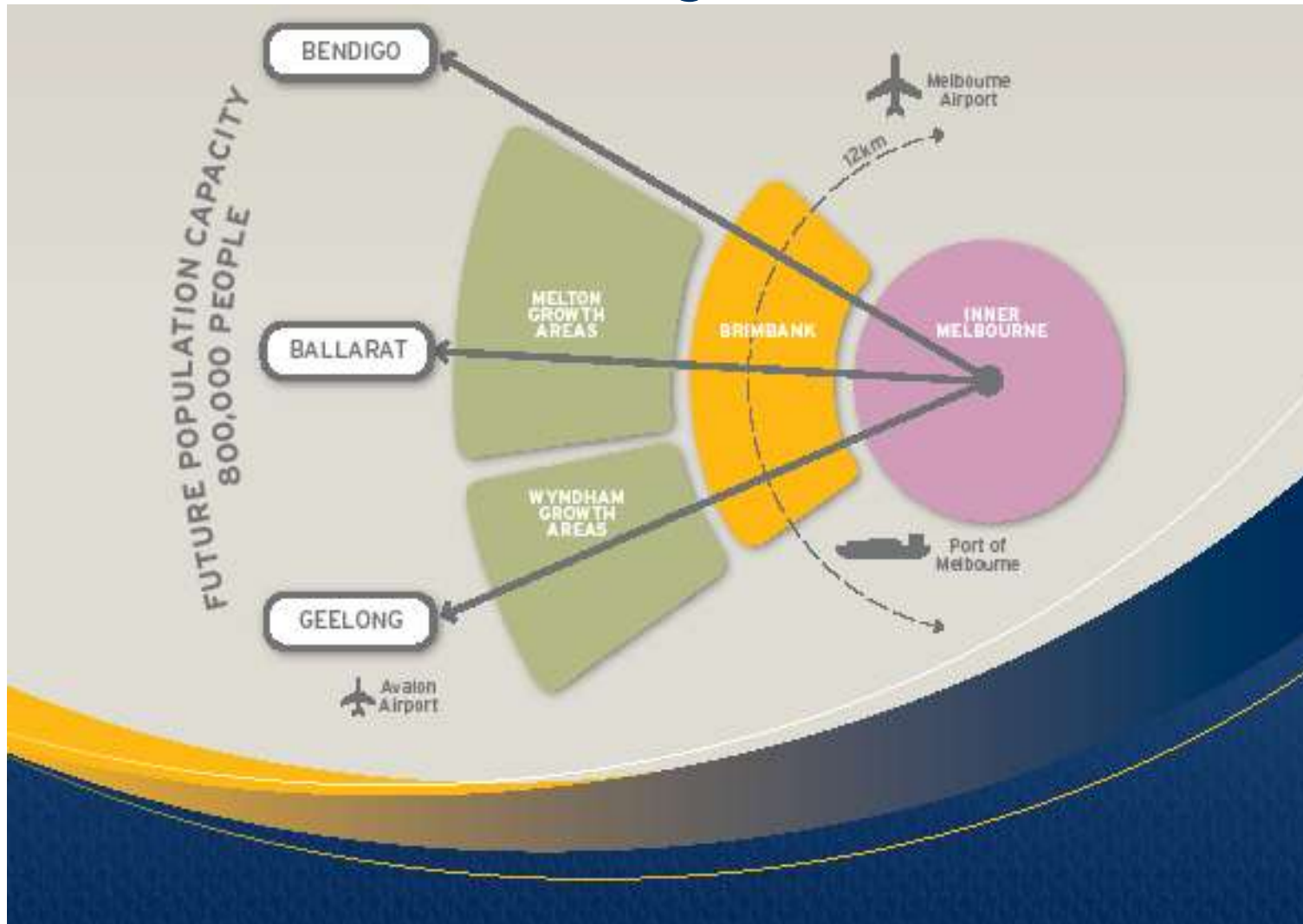


- Amenity issues – odour, dust, noise
- Strategic positioning & opportunities – proximity, location
- Future role – Policy for employment precinct
- Linkages and connectivity – road & rail
- Image and physical improvements – infrastructure and public realm
- Site constraints – contamination, landfill
- Land Use and development - Staging and evolution
- Investment in technology – clean and green
- Fairness and transparency - permit conditions & enforcement

Metropolitan Melbourne: Strategic Industrial/Employment Areas



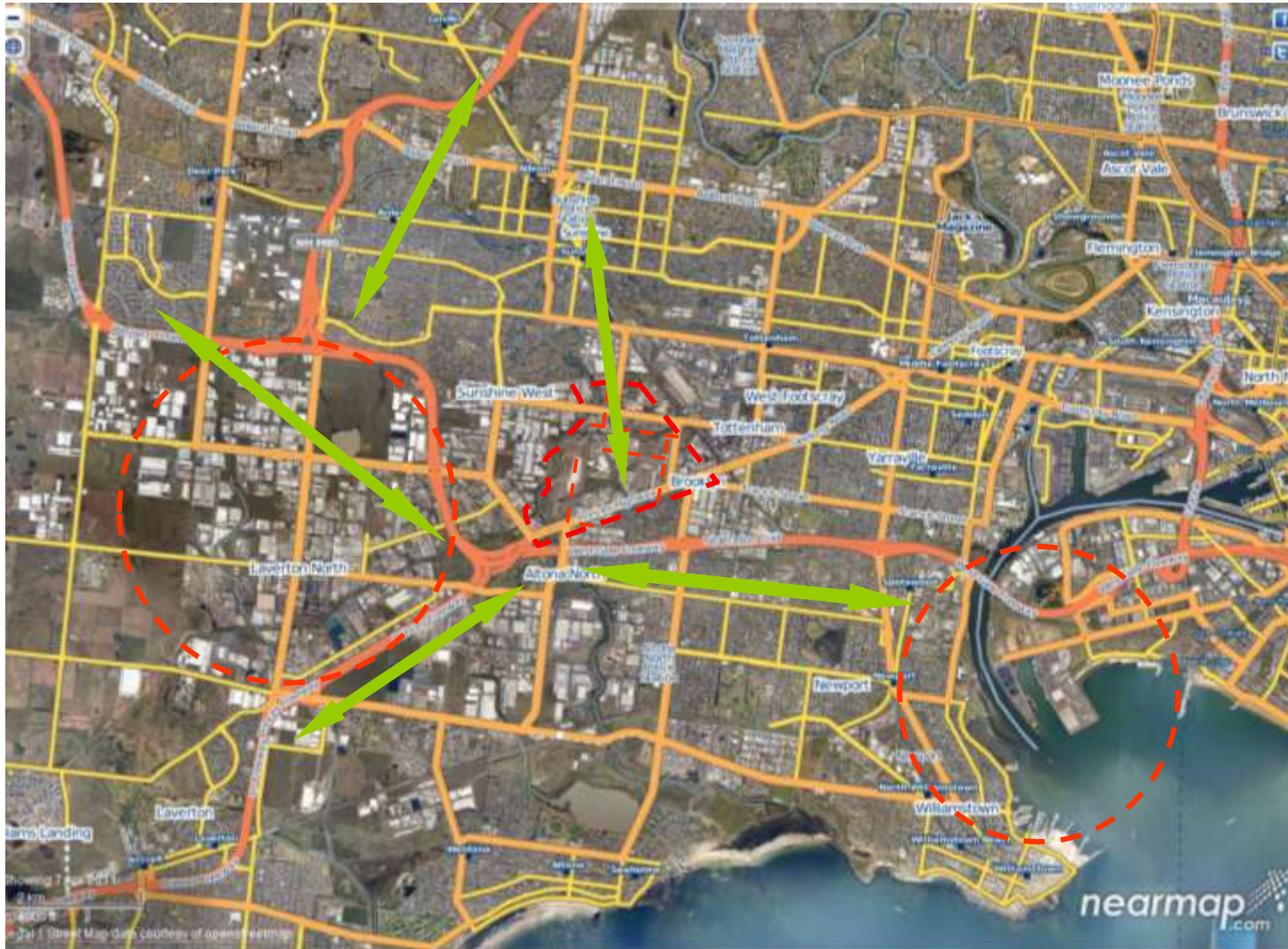
Brimbank: Unlocking the West



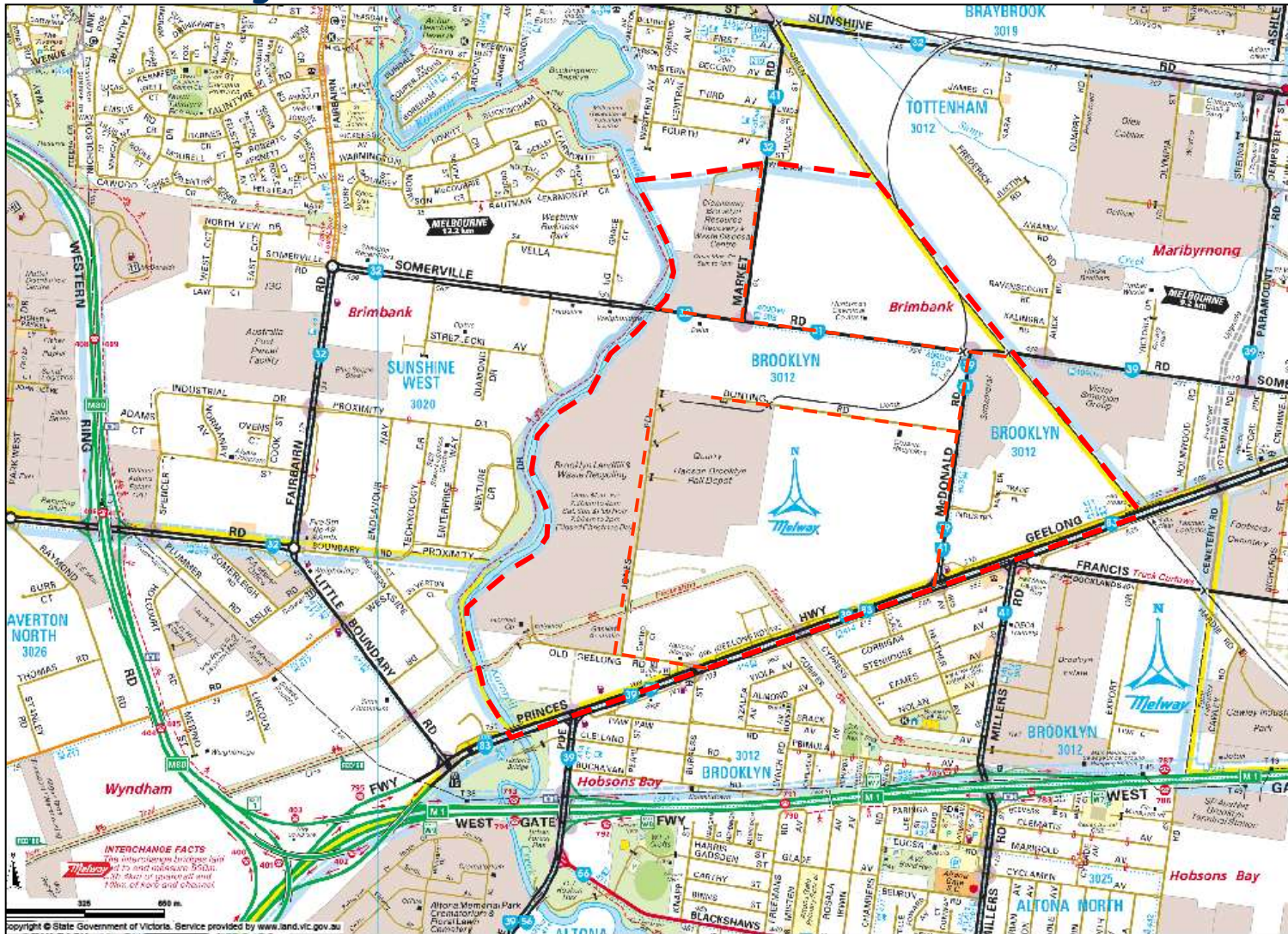
WestLink: preferred alignment



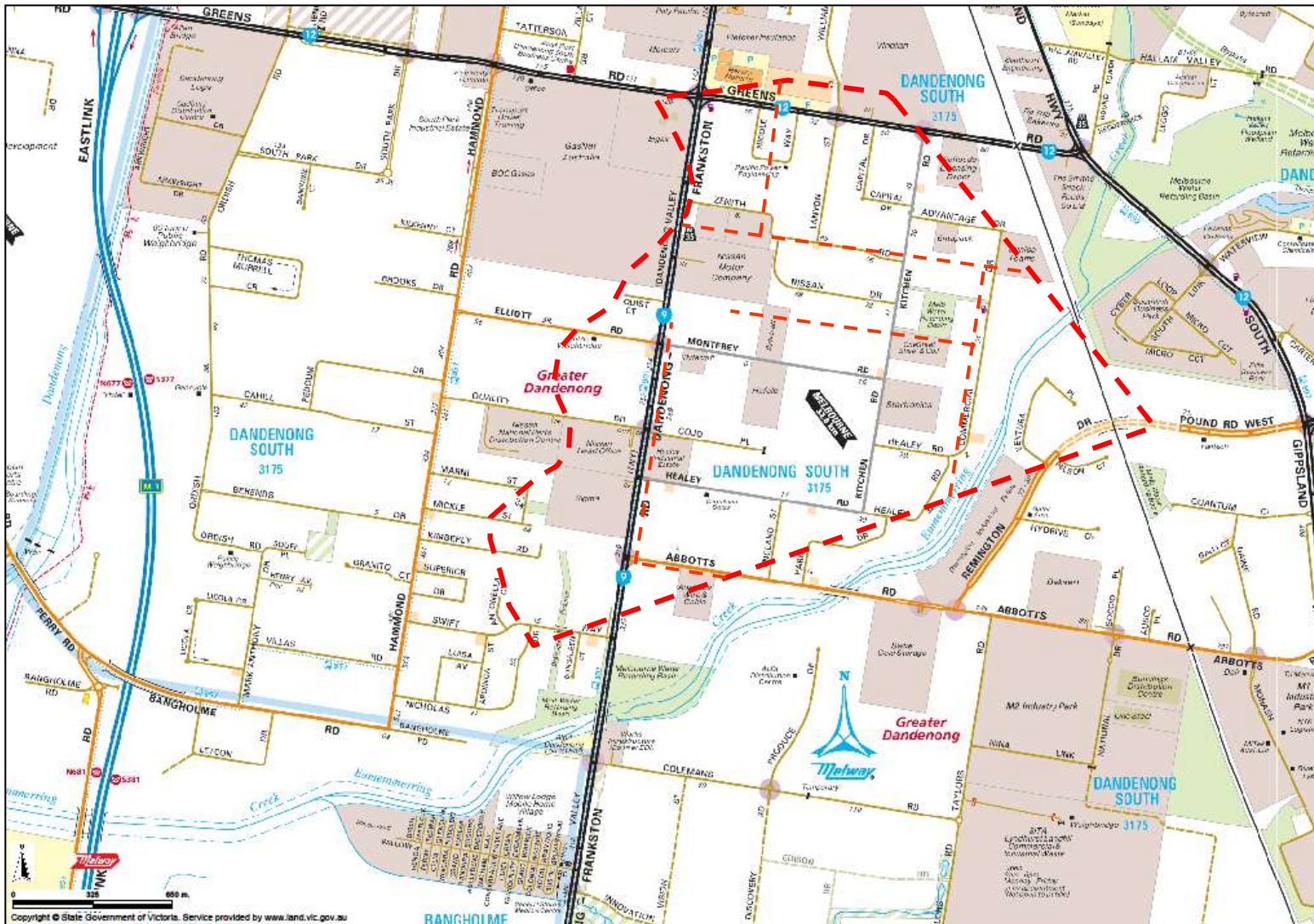
Western Region: Transport Network



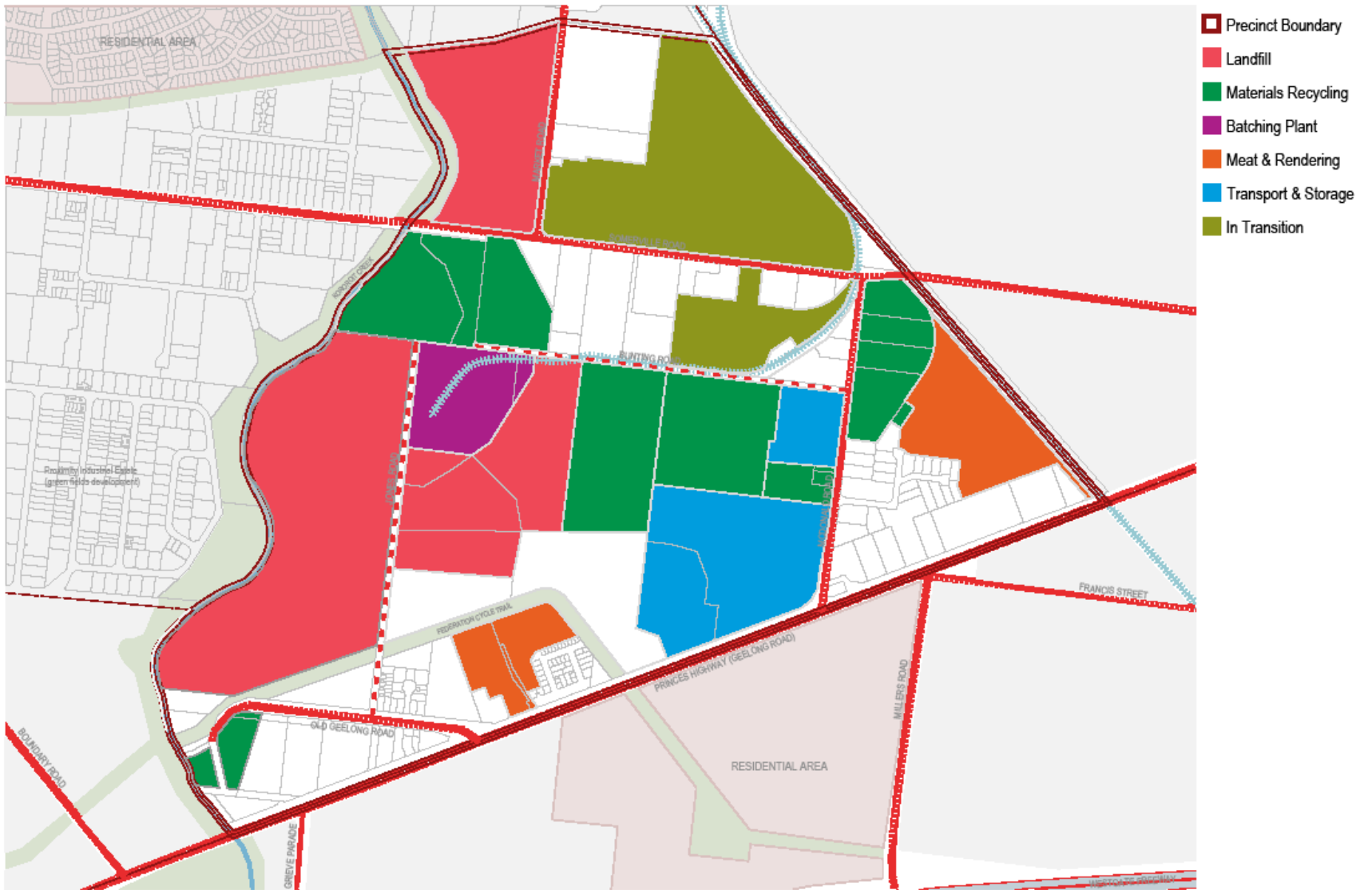
Brooklyn: Precinct Structure



Dandenong: Precinct Structure

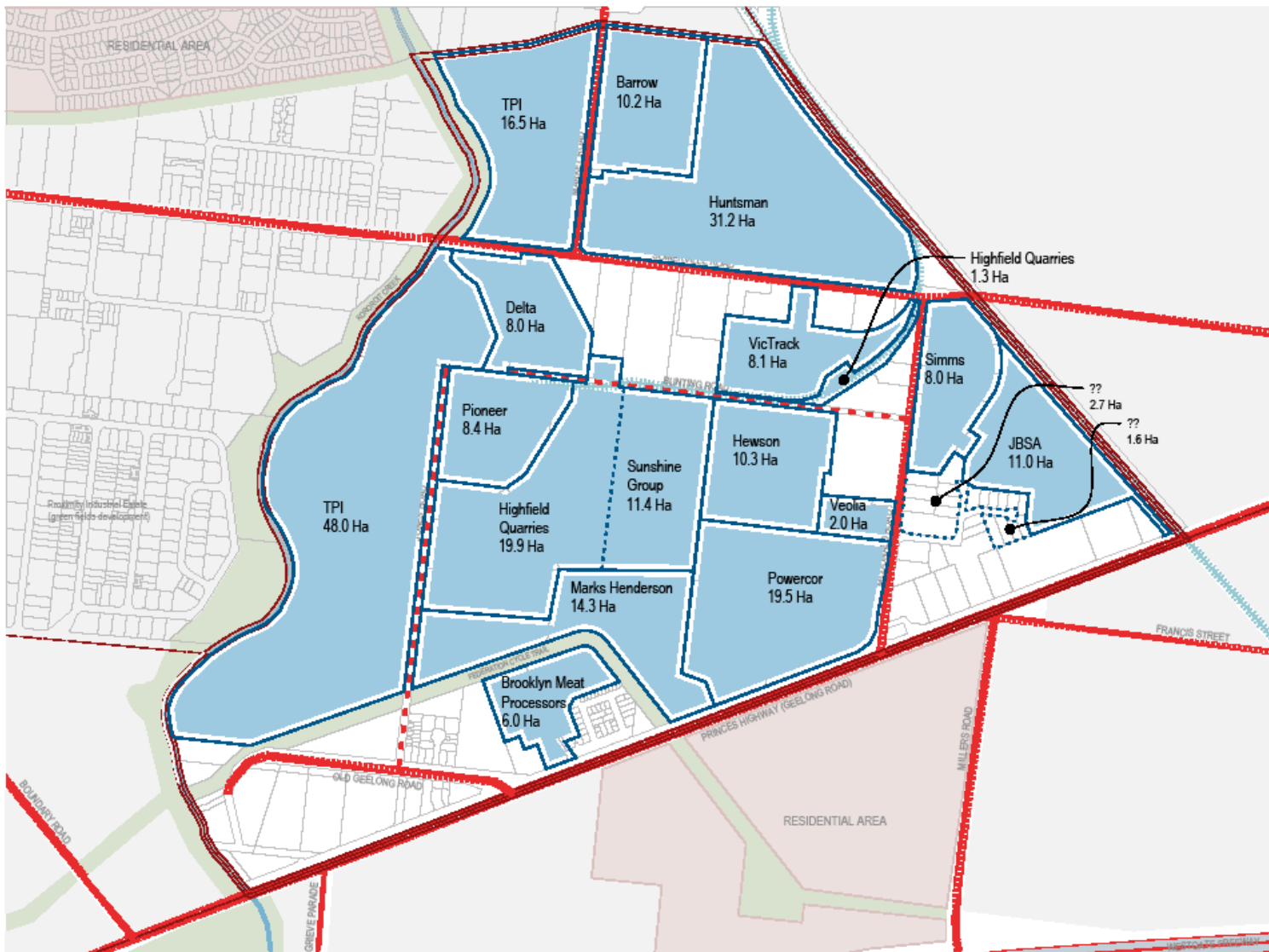


Copyright © State Government of Victoria. Service provided by www.land.vic.gov.au



Brooklyn Industrial Precinct
Existing Land Uses





Total precinct area:
262 Ha approx

Combined land area of 15 largest landholders:
237 Ha

Proportion of total area:
90%

- Precinct Boundary
- Major Landholding

Brooklyn Industrial Precinct
Major Landholders



Key planning objectives



- Address odour, dust and noise issues by attracting new development and investment in improving existing industrial operations.
- Create job opportunities by encouraging more businesses to the area.
- Improve the urban environment and infrastructure network.

Key issues to consider

- Physical and environmental improvements
 - Focus areas for change & improvement
 - Addressing site constraints
- Linkages and connectivity
 - Origins and destinations, gateways
 - Opportunities and priorities
- Land use, development, employment opportunities
 - Factories/Warehouse/Business/Light Industry
 - Materials recycling/Waste/Transport
- Staging and evolution
 - Short term: 1-5 years
 - Medium term: 5-10 years
 - Long term: 10 – 20+ years

*Initial findings and emerging
thinking....*

Disclaimer



The following information reflects the consultant teams initial findings and emerging thinking only.

The issues and opportunities identified have not been endorsed and do not represent agreed or committed positions by Council or any other agency.

Your comments

Please make notes or comments about each slide on the questionnaire provided.

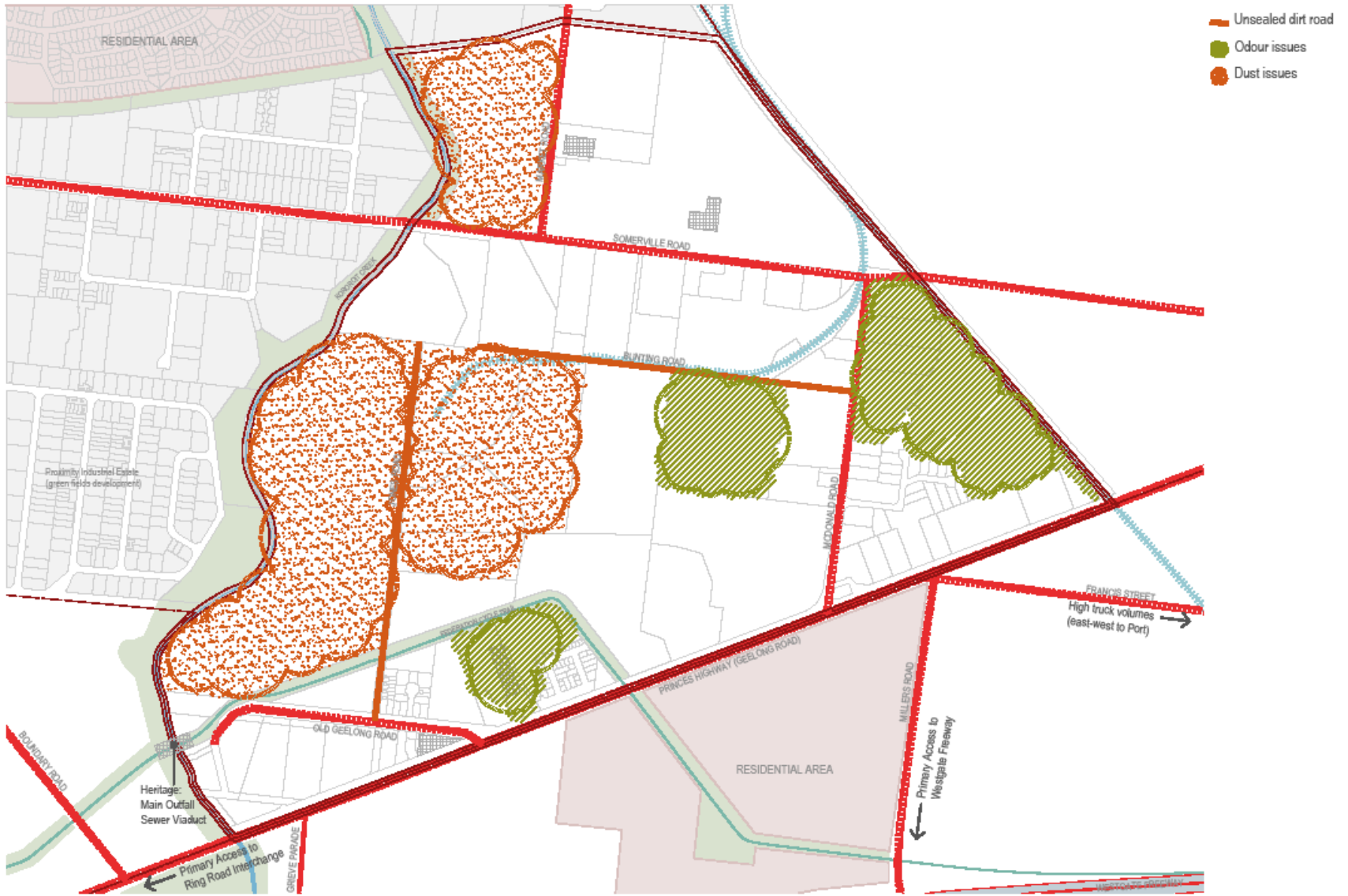
At the end of the presentation, please hand in your questionnaire.

Thankyou.

Key issues for development

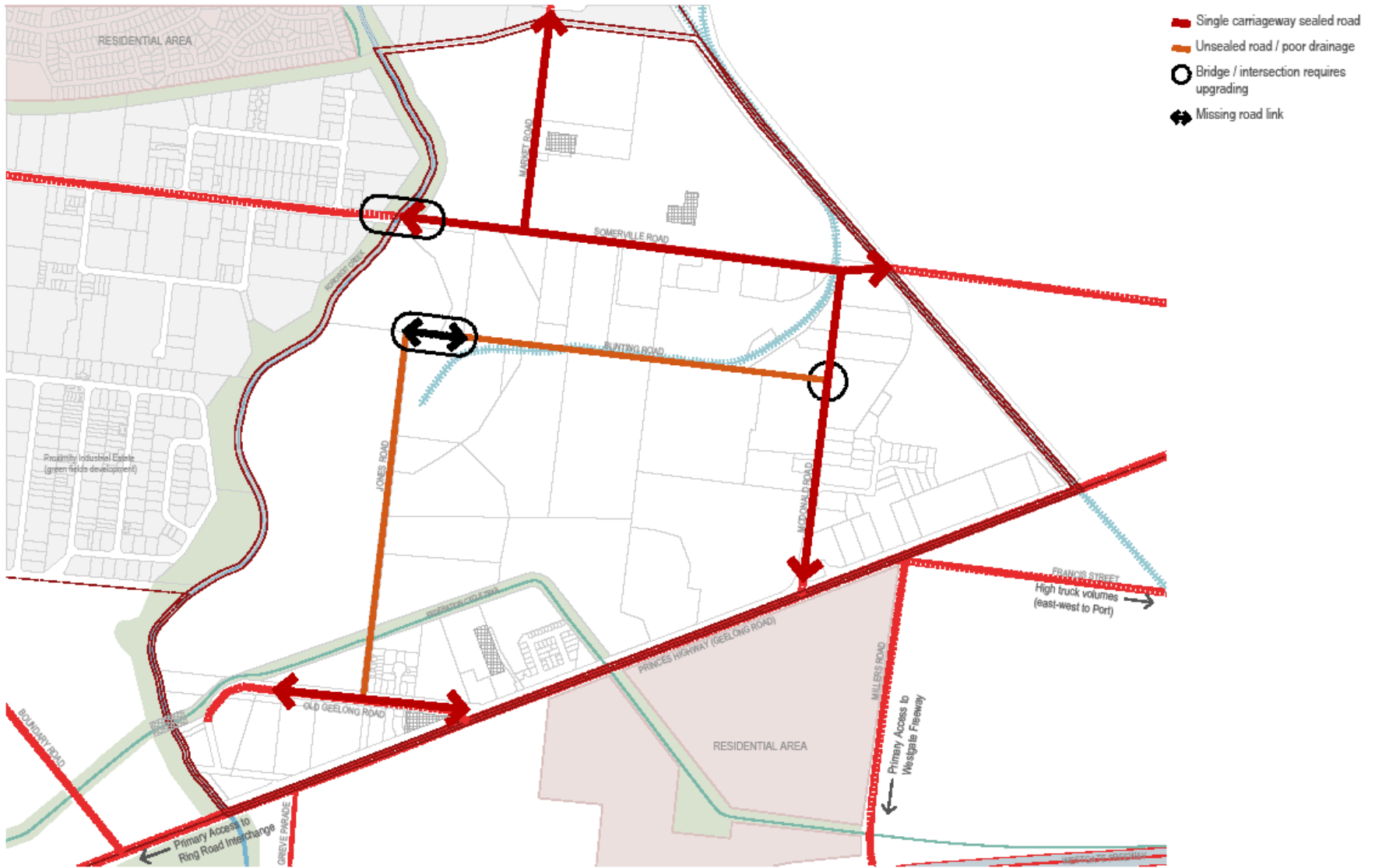


- Amenity - Dust, odour, noise
- Roads and infrastructure
- Interface and gateways
- Land fill and quarries



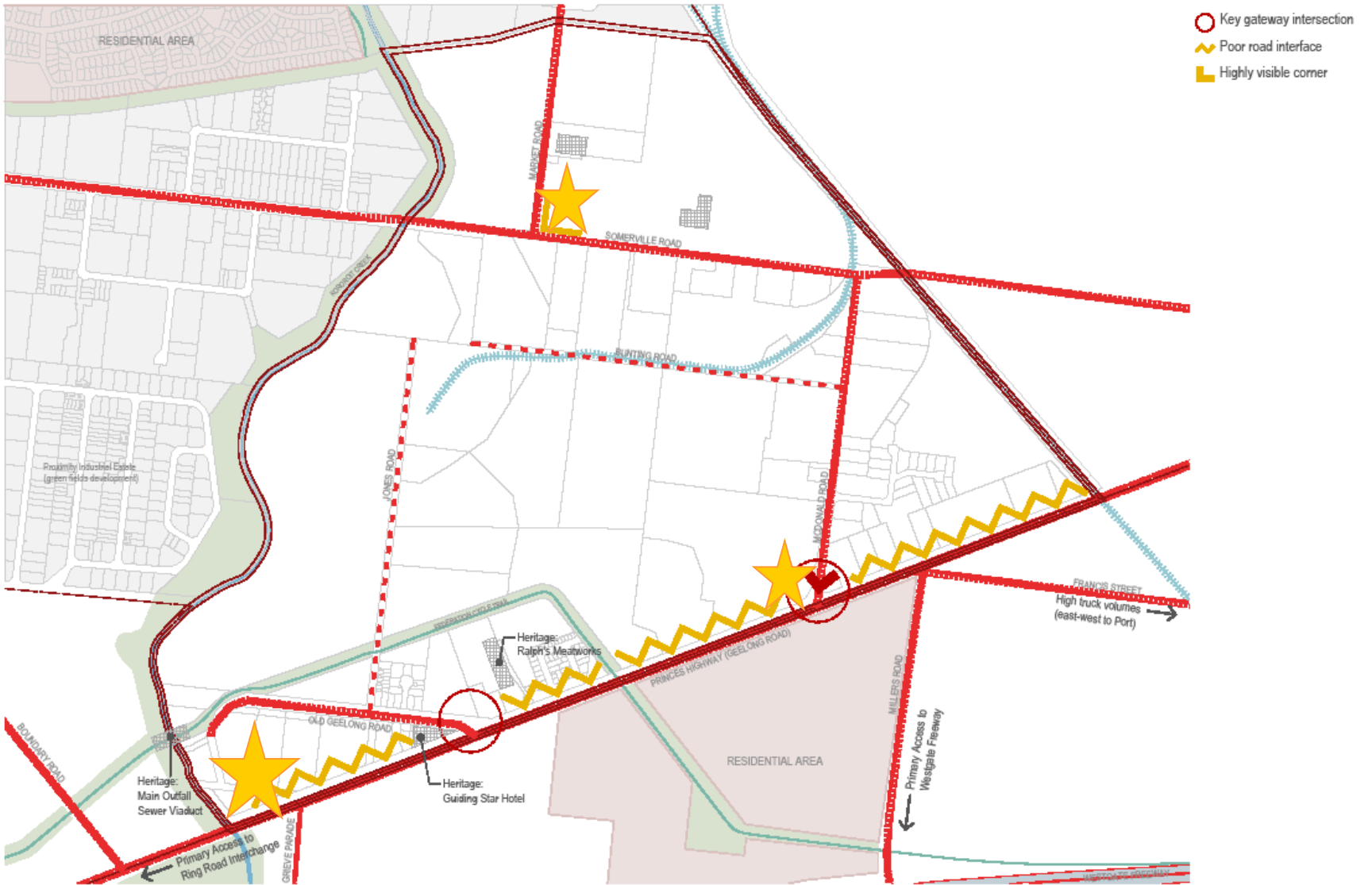
Brooklyn Industrial Precinct
 Precinct Issues: Dust and Odour and Noise

04 July 2011

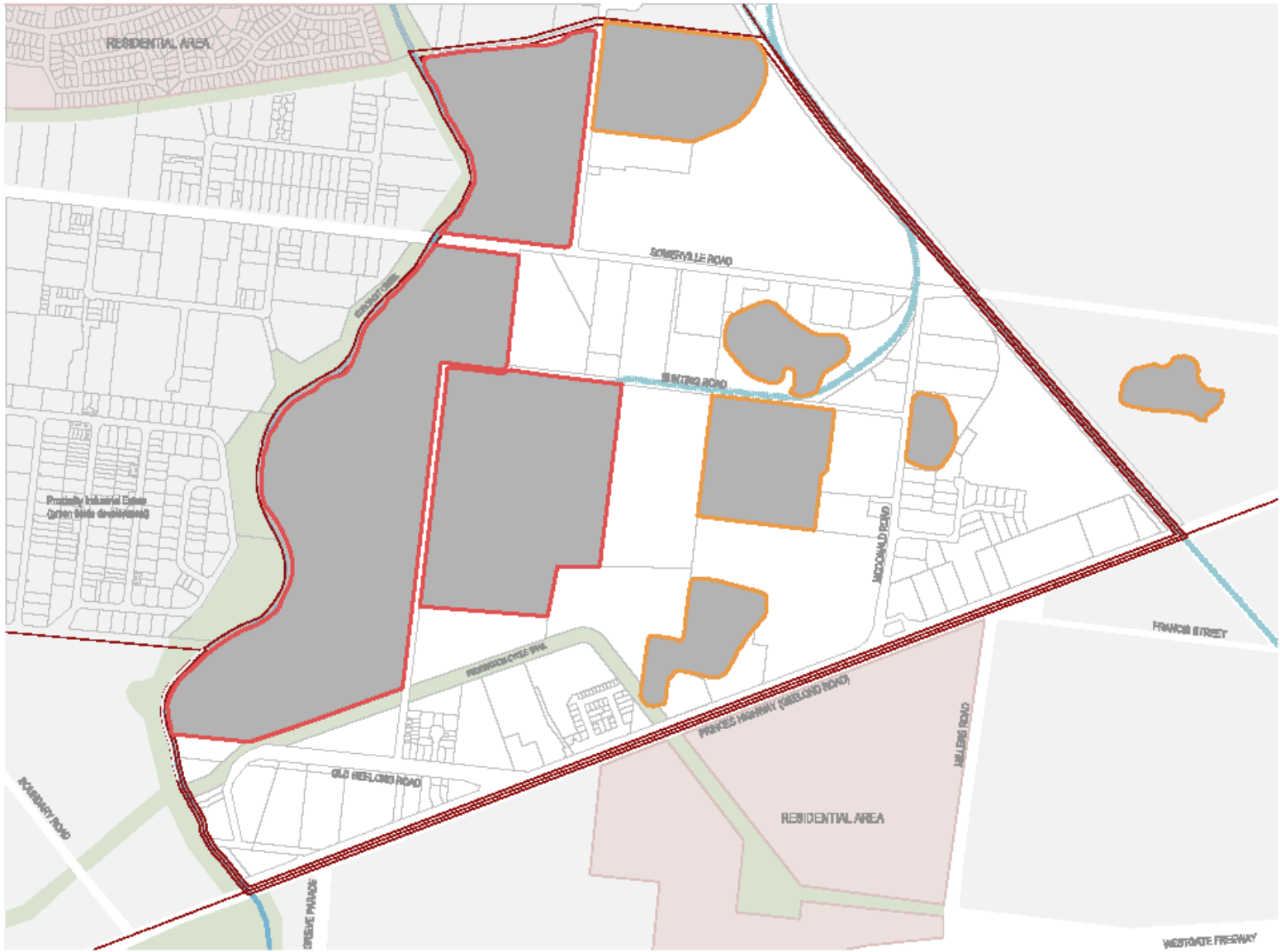


Brooklyn Industrial Precinct
 Precinct Issues: Roads and Transport





Brooklyn Industrial Precinct
Precinct Issues: Interface and Gateways



- Currently Operating Landfill
- Historical Landfill

**Brooklyn Industrial Precinct
Landfills and Quarries**

05 August 2011

Key opportunities

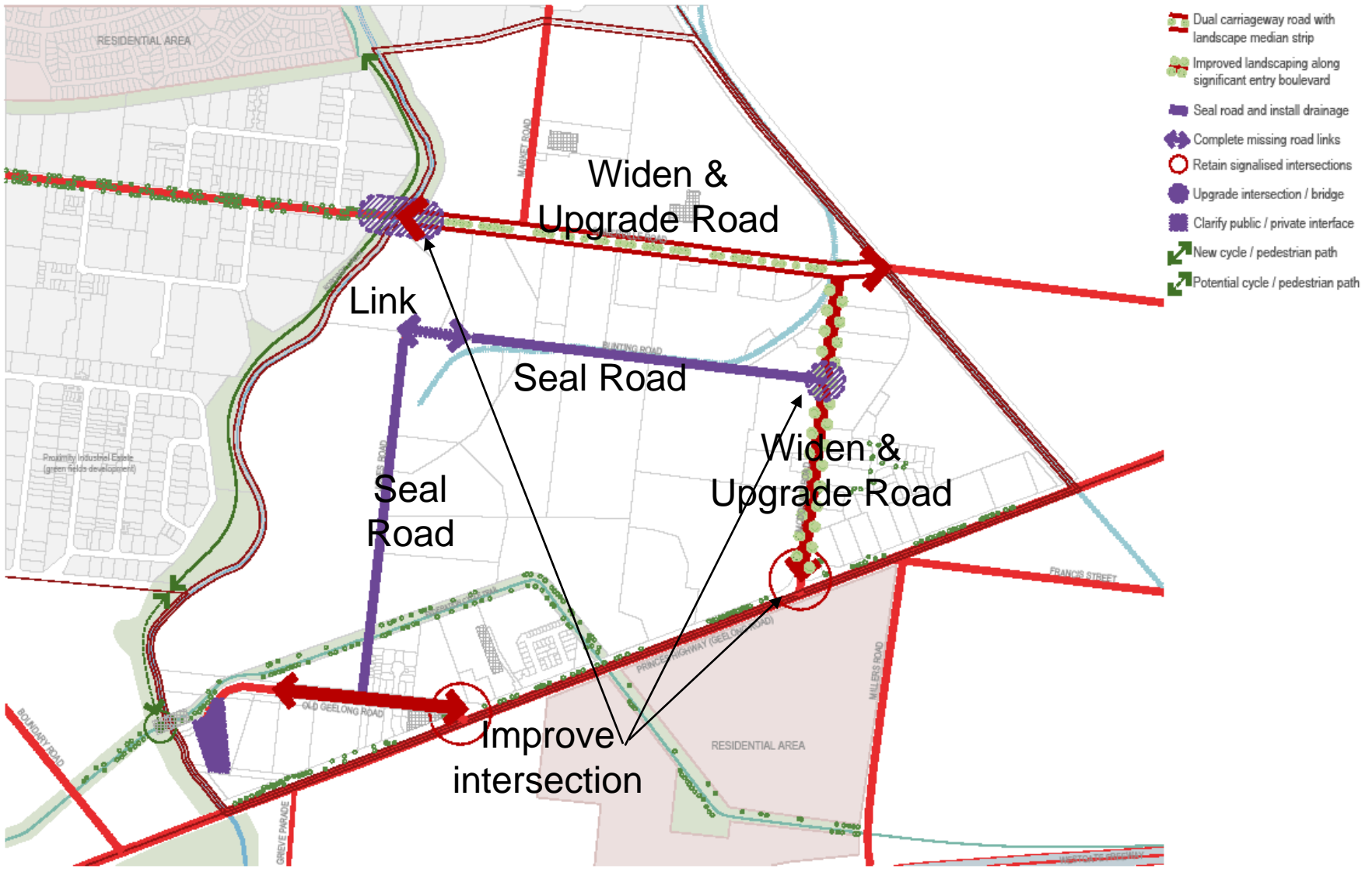


- Immediate improvements
- Transport – Priority & Long term
- Key land use & development opportunities
- Focus and priority



Brooklyn Industrial Precinct
 Development Opportunities: Immediate Improvements

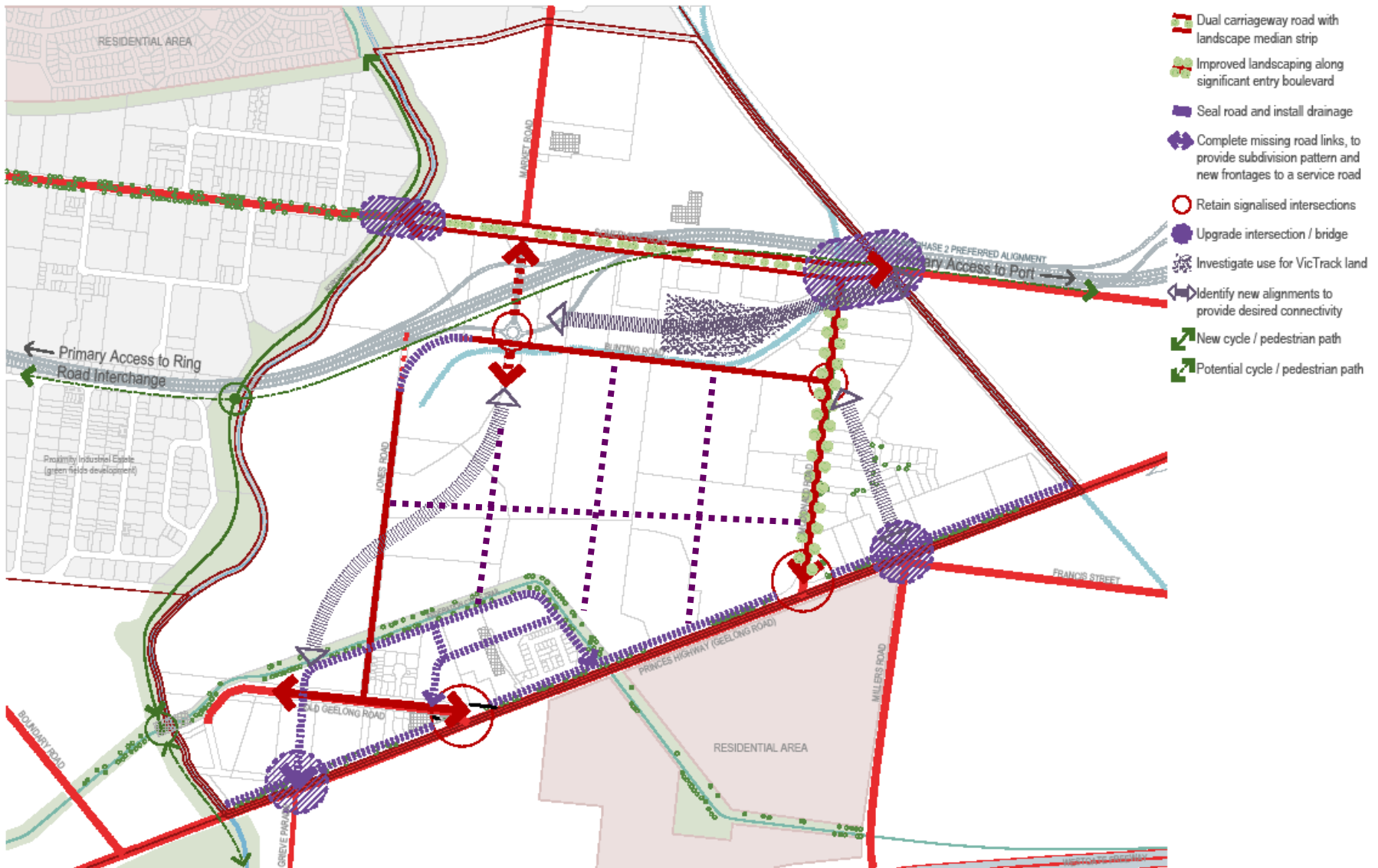
4 July 2011



- Dual carriageway road with landscape median strip
- Improved landscaping along significant entry boulevard
- Seal road and install drainage
- Complete missing road links
- Retain signalised intersections
- Upgrade intersection / bridge
- Clarify public / private interface
- New cycle / pedestrian path
- Potential cycle / pedestrian path

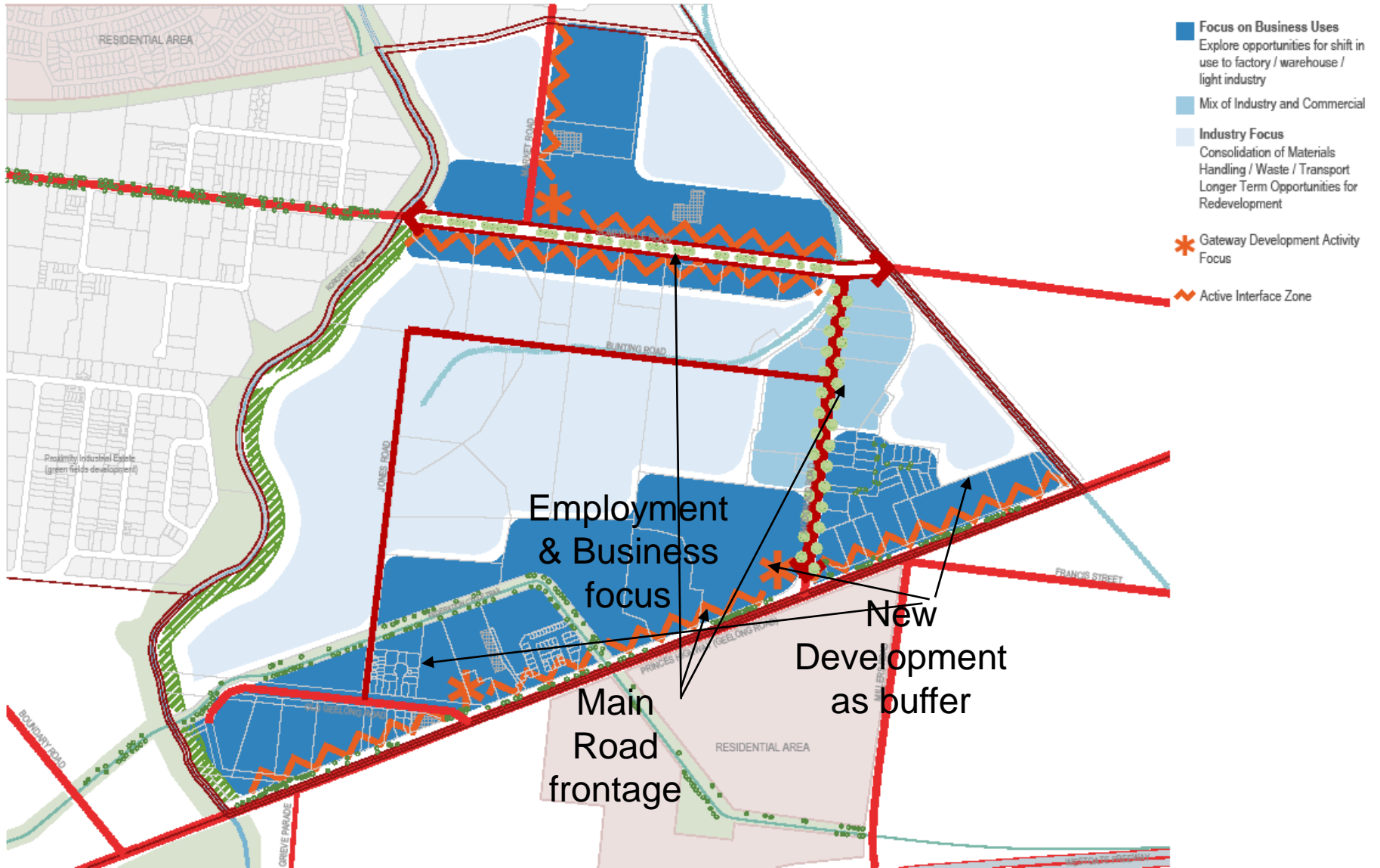
Brooklyn Industrial Precinct
 Transport Opportunities: Priority Improvements

4 July 2011



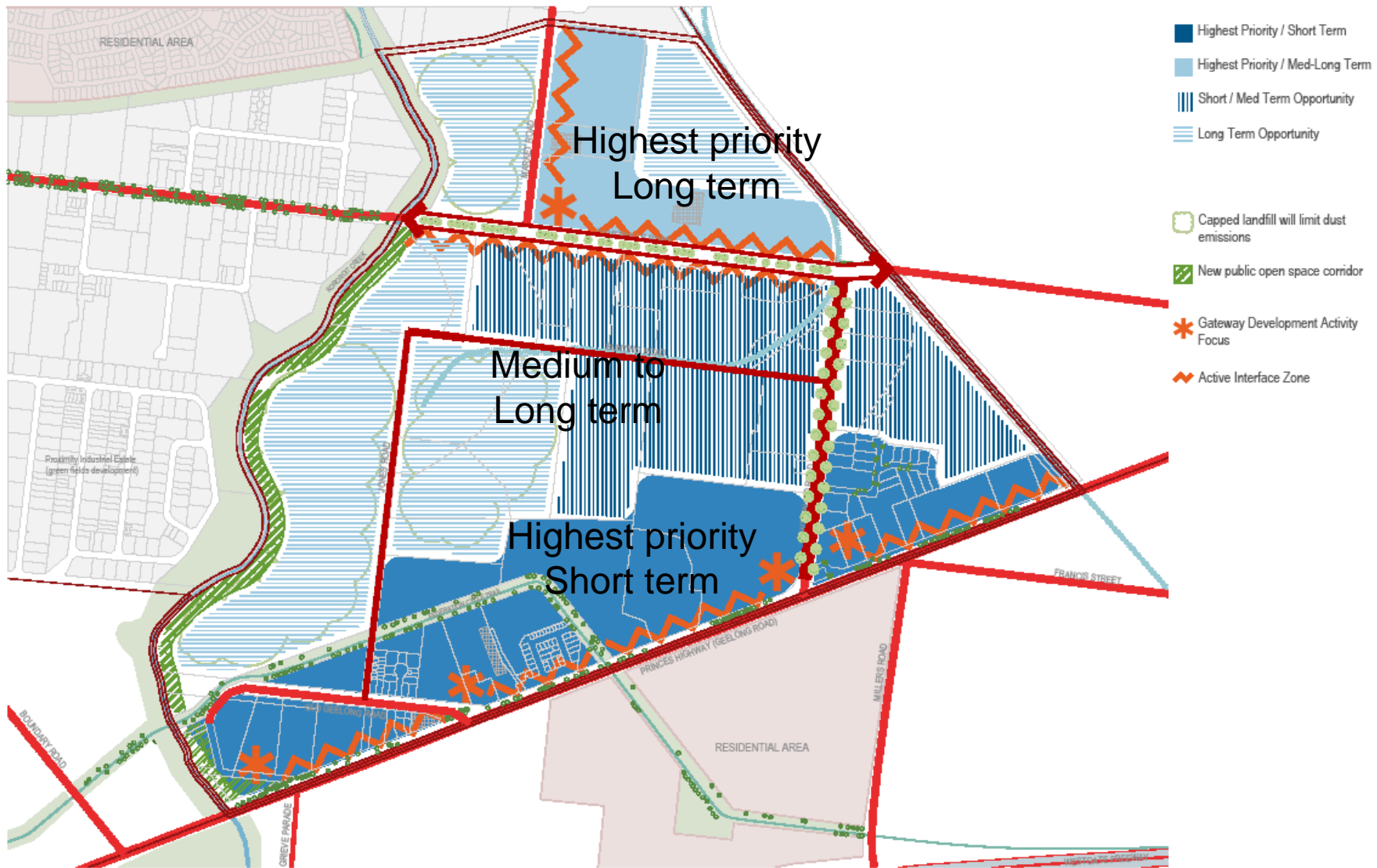
Brooklyn Industrial Precinct
 Transport: Longer Term Opportunities

4 July 2011



Brooklyn Industrial Precinct
Development / Land Use Opportunities





Brooklyn Industrial Precinct
 Development Opportunities: Immediate Priorities

METRES
 4 July 2011

Issues and Options to address

- AMENITY: What are the key locations/sources of amenity issues (noise, dust, odour)?
- JOBS: What is needed to encourage investment and attract new business to provide jobs in the precinct?
- ENVIRONMENT: What opportunities exist for improving the environment and public realm of the area?
- ROADS: What are the key opportunities for improvements to the road and transport network?
- INFRASTRUCTURE: What infrastructure improvements are needed to support the area?
- DEVELOPMENT: What areas should be the priority/focus for new development?

Next Steps



- Key Issues and Directions Report to be prepared
- Council to consider whether to progress to Stage 2 – Preparation of Precinct Plan
- Community Consultation on Plan as part of Stage 2

Contact



Susan Fitton, City of Brimbank

SusanF@brimbank.vic.gov.au

03 9249 4048

Tania Quick, Meinhardt Group

tania.quick@meinhardtgroup.com

03 8676 1200