

# Brooklyn Industrial Precinct Strategy Report Card

## Vision and objectives

Over the next 20 years, the Brooklyn Industrial Precinct will evolve into a key employment node for Melbourne's West, a destination of choice for new, 'clean and green' investment and development. In 2012 Council prepared a strategy for the Brooklyn Industrial Precinct, *Brooklyn Evolution* which guides our work program to improve the amenity, economic performance, image, infrastructure and environmental sustainability of the precinct.



## What we've achieved so far 2013 - 2014

- A \$405,320 grant from Living Victoria to prepare an Integrated Water Cycle Management Strategy, including a visioning workshop attended by more than 60 people.
- Delivery of a business mentoring program to improve business skills and practices.
- A manufacturing survey to improve and inform future business development programs and other projects.
- Production of a video promoting Brimbank as a location for industry, featuring a Brooklyn based business.
- Regular meetings across Council and State Government agencies to pursue delivery of the Brooklyn Evolution strategy and deliver integrated outcomes.
- Ongoing community engagement and involvement through the Brooklyn Industrial Precinct Committee and Brooklyn Community Reference Group.
- Over 200 compliance inspections to improve the operation and appearance of businesses in the area with a focus on better landscaping to improve the precinct's image and dust suppression.
- Brooklyn featured in a Industrial Ecology Conference held in November 2014.
- An increase in the number of planning permits granted for new uses and redevelopment.
- Cleaning of road verges with the involvement of VicRoads, the Environment Protection Authority and Council.
- Improvements to key assets including the Main Outfall Sewer Project (Federation Trail Visioning) led by Melbourne Water and landscaping led by the Brooklyn Residents Action Group.

# Brooklyn Industrial Precinct Strategy Planning Report Card

## Community aspirations

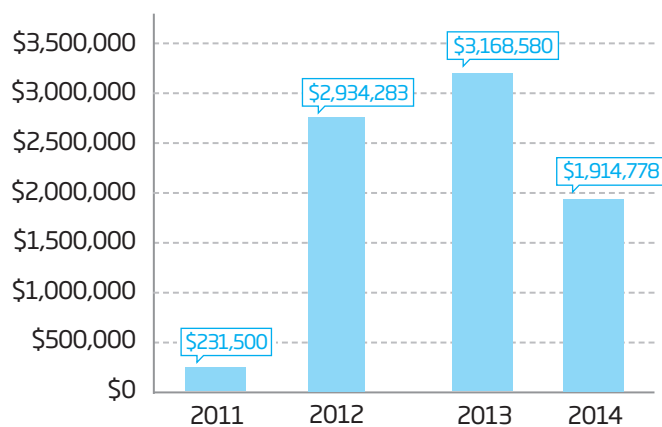
### What business operators and residents said they wanted...

- Cleaner air, less odour.
- Improved infrastructure in the area, better roads.
- A single point of contact across government for business development initiatives.
- A network to represent the needs of Brooklyn businesses.
- More support from government.
- A cleaner image for the Brooklyn area.

### Planning permit applications received in Brooklyn for 2011 to 2014



### Value of building permits approved in Brooklyn for 2011 to 2014



## What's next?

- Production of a prospectus to help promote the Brooklyn Industrial Precinct to the investment and development community.
- Introduction of new planning provisions to improve future development outcomes in relation to built form, environmental sustainability, access and movement, and landscape design.
- More 'on the ground projects' to improve appearance, including a pilot project to introduce bollards to protect new tree planting and prevent parking on the nature strip.
- A \$20,000 grant from Melbourne Water to improve public land at the Geelong Road west entrance to the Brooklyn Industrial Precinct.
- Further investigation will be undertaken about the opportunities to improve Jones and Bunting roads.
- Establishment of business network to facilitate business development and support of a Sustainability Charter.
- Continued engagement and involvement of key stakeholders, including the business operators, residents and State Government departments and agencies to coordinate projects.

## Find out more

If you would like more information or are keen to get involved contact us:

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