



5 ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

5.1 INTRODUCTION

Environmental, economic and social sustainability are integral components of the Structure Plan. The Melbourne 2030 requirement to prepare structure plans for existing activity centres, is based on sustainable development principals. Planning the provision of equitable and accessible transport movement networks, social services, passive and active recreation spaces, and local jobs that match the skills of local people, incorporates many aspects of sustainability into a local context. The Vision for Brunswick affirms the interrelation of varied people, places, buildings and streets, creeks and open spaces as a reflection of ‘...a good model of a sustainable Melbourne suburb’.

Structure planning for Brunswick presents a significant opportunity to encourage environmental best practice, and look at practical strategies that are socially and economically sustainable. Opportunities for innovation in energy, security and food access are emerging. Distributed energy generation and community gardens are two recent schemes that broach these issues. While one scheme provides energy security with a positive environmental solution, the other provides the benefits of reduced food transport (or ‘food miles’) and health benefits through fresh, local, organic produce and local economic development.

5.2 ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

Council is committed to the achievement of environmentally sustainable development (ESD), and will set high development standards so that Brunswick continues to be a good model of a sustainable Melbourne suburb. Design excellence and achievement of best practice in ESD will be key drivers. This will ensure that new development:

- Improves the amenity of the activity centre.
- Provides good pedestrian options that support healthy, efficient and sustainable communities where people choose to walk.
- Contributes to future proofing to withstand extreme weather events (hail, storm, floods, heat) and achieve maximum solar use.
- Reduces environmental impacts by minimising effects on energy, water, waste and air.

This Structure Plan capitalises on opportunities for a larger population to live within a relatively small ecological footprint. This is made possible by Brunswick’s abundance of public transport, good walking access and established service and social infrastructure.

In April 2007, Council adopted a Climate Action Plan 2007–2012 that

sets a challenging goal of zero net greenhouse gas emissions by 2020 for all Council operations. It also supports community achievement of zero net emissions by 2030. The Climate Action Plan targets apply to the whole municipality and Brunswick has a responsibility to reach these ambitious and necessary goals. Climate change is the most serious social, financial and environmental crisis of our times.

Moreland’s ‘ZeroCarbonMoreland’ campaign, launched in July 2008, will help the community take the first steps towards this goal. The campaign, conceived by the Moreland Energy Foundation, based in the Brunswick Town Hall, provides practical advice on how to calculate a carbon footprint and develop an action plan for households, businesses and community organisations.

5.3 CLIMATE CHANGE AND PEAK OIL

In his submission to the Prime Ministerial Task Group on Emissions Trading, titled Climate Change & Peak Oil – an integrated policy April 2007, Ian Dunlop, a former senior international oil, gas and coal industry executive, highlighted the twin challenges of Peak Oil and Climate Change. He stated:

‘Climate Change and Peak Oil are the most serious issues to confront humanity in centuries. They are of an entirely different dimension to the issues which typically take up the political and corporate agenda. As such, they must be addressed with honesty and urgency, not with the denial and misrepresentation that has epitomised the debate thus far.’

Scientific evidence linking climate change to the increasing carbon concentration in the atmosphere arising from human activity is now overwhelming, and urgent precautionary measures should be taken to reduce carbon emissions. Forward planning combined with strong leadership and commitment are needed to transition to a low-carbon economy. Declining oil reserves will fundamentally alter the way communities function. However, as Dunlop suggests, this scenario should be viewed ‘rather than a problem, [as] a unique opportunity to set humanity on a new course, built on sustainable principles’.

The consequences of climate change and dwindling oil supplies are already impacting globally, in both developed and developing countries. Many countries, including Australia, are becoming increasingly aware that food security (access to affordable, healthy and culturally appropriate food) is becoming an issue. There is a trend towards growing food locally to reduce the financial and environmental costs of accessing healthy food.



Sydney Road.

5.4 ISSUES

- Car domination creates an unsafe, unpleasant activity centre.
- Heavy traffic congestion reduces air quality.
- Increasing food and energy costs lead to vulnerability, particularly for older people on low incomes.
- Rising fuel costs create potentially adverse impacts.
- Construction of new dwellings can be resource intensive.
- More frequent flood events put pressure on existing stormwater infrastructure.
- Reduced quality and availability of natural spaces i.e. Merri Creek.

5.5 OBJECTIVES

This Structure Plan sets the following ESD objectives:

GREENHOUSE EMISSIONS ABATEMENT

- To achieve the long-term goal of zero net greenhouse emissions by 2020 for Council and 2030 for the community.
- To develop a more compact activity centre through urban consolidation and intensification.

HEALTHY WATERWAYS AND EFFICIENT WATER USE

- To ensure all road redevelopment integrates water-sensitive urban design.

- To maximise onsite stormwater collection, treatment and re-use for all new development.
- To maximise the use of alternate water supplies for non-potable uses (e.g. open space irrigation).
- To ensure landscaping that minimises water use and increases permeability (water-sensitive urban design).

ENERGY EFFICIENCY

- To ensure efficient energy use.
- To ensure adequate solar access for new and existing developments.
- To maximise energy-efficient design and renewable energy technology use in new developments.
- To retro-fit renewable energy technology and energy efficiency improvements within existing businesses and residences.
- To adapt, design and construct buildings that accommodate a range of uses over time.
- To increase distributed generation.

CLEAN AIR

- To promote and enhance sustainable transport to relieve vehicle congestion and air pollution.
- To increase streetscape planting where appropriate.
- To foster co-location/mixed-use development to encourage fewer trips.
- To enhance Indoor Environment Quality in developments.

GREENING BRUNSWICK

- To improve provision of open space (public and private).
- To plan drought-tolerant street trees.
- To ensure appropriate landscaping for all new developments.
- To maximise weed management and habitat vegetation.
- To encourage urban food agriculture.

HEALTHY SOIL

- To undertake site remediation where required.

EFFICIENT MATERIALS USE AND WASTE MINIMISATION

- To ensure construction and waste management plans are required for all development sites.
- To maximise use of environmentally preferable construction materials.
- To minimise waste to land fill.

SOCIAL SUSTAINABILITY

- To ensure access to safe, affordable, healthy and culturally appropriate food at all times.
- To position the Brunswick community to cope with and respond to challenges such as climate change and peak oil.
- To provide a network of neighbourhood precincts as a local focus for community, leisure and economic activities.
- To ensure well-located 'hubs' provide coordinated services and facilities for all residents.
- To provide a network of connected, direct and easy-to-follow walking routes that are safe, comfortable, attractive and well maintained.
- To strengthen Brunswick's social diversity and creative industries through local partnerships.

ECONOMIC SUSTAINABILITY

- To ensure that Brunswick has local jobs that fit the skills of residents.
- To build on the attributes of existing 'creative industries' and become part of the international knowledge economy.
- To ensure that Brunswick generates wealth and is not simply a consumption zone.
- To develop an evening economy that stimulates new economic growth for the centre.

5.6 STRATEGIES

- Integrate the transport network by installing transport interchanges at strategic locations.
- Provide more opportunities for cycling in and around the activity centre.
- Improve the condition and surrounding environment of train stations to encourage increased usage.
- Build and maintain high-quality networks of connected, functional and safe walking routes between homes and local destinations that meet community needs.
- Design public transport stops and interchanges with easy, safe and convenient pedestrian access and supportive information.
- Empower the community to begin growing their own food by supporting initiatives such as the 'Grow and Share Project' CERES community environment park and community gardens.
- Encourage widespread use of passive design, energy and water efficiency through building design, materials and fittings.

- Require a minimum of 75% on-site best practice stormwater treatment by using Melbourne Water's STORM assessment tool, MUSIC stormwater modelling or equivalent approved methodology.
- Encourage water-sensitive design in all new developments.
- Support the Moreland Energy Foundation to continue its community work on projects such as the 'ZeroCarbonMoreland' campaign.
- Continue to implement the Moreland Open Space Strategy (2004) objectives for management of conservation parkland.
- Employ service delivery models such as the 'Ross House' or 'Front Yard' for coordination of social services.
- Consider the installation of Moreland City Council's first co-generation unit of the Brunswick Baths redevelopment – this would increase energy efficiency at the site.

5.7 CLIMATE ACTION

The Climate Action Plan 2007 reveals that climate change issues are of a scale well beyond the scope of Council to resolve. Council's role is both dependent on, and complementary to State and Commonwealth Governments.

The planning powers and influence that might be applied in the private market have been consistently rejected by the State Government (over whom the Council appears to have very little influence). This applies also to public transport infrastructure issues. Importantly however, within earmarked resources Council can facilitate partnership ventures that deliver projects such as energy-saving training, and these may catalyse other investments and commitments.

5.8 RESIDENTIAL DEVELOPMENT

Increased density of residential development within Brunswick will deliver the following sustainability benefits:

- Provide a range of housing options.
- Provide housing options close to services.
- Foster a sense of community.
- Relieve development pressure on outer green-wedge areas and consolidate growth.
- Stimulate economic growth and after-hours activity in the centre.

All residential development in Brunswick must meet, and preferably exceed, all targets established in Moreland's Sustainable Tools for Environmental Performance Strategy (STEPS) environmental assessment tool, or equivalent. These are listed in the table opposite.

ITEM	TARGET
Greenhouse gas reduction	A minimum 5-star HERS rating, using the FirstRate assessment program or equivalent Integration of energy-efficient HVAC and hot water system types
Reduced peak demand	Energy peak-demand reduction
Efficient water use	A 25 per cent reduction of potable water demand through the use of water-efficient fixtures and fittings and potable water substitution initiatives
Energy efficiency	Good orientation of dwellings to achieve passive solar design Windows glazed with high-performance or double glazing, and/or provided with effective shading
Stormwater management	A minimum 75 per cent onsite best practice stormwater treatment, through the use of the Melbourne Water STORM assessment tool, MUSIC stormwater modelling or equivalent approved methodology
Efficient materials use	Sustainable building material selection for the base building components, including flooring, wall framing, wall cladding, windows, roof framing and roof cladding
Waste management	Waste management plans required for all new developments Ensure adequate and accessible storage space is provided to enable effective separation of waste streams and to maximise recycling and safe collection
Sustainable transport	Provide at least one bicycle-parking facility per bedroom
Additionally, residential built form should seek to achieve the following objectives:	
Indoor environment quality	Achieve healthy internal building environments, with effective ventilation and use of low-toxicity fit-out and finishing materials
Private open space	Incorporate functional private open space that contributes to the amenity and environmental initiative of the built form
Construction and demolition	Minimise environmental impacts associated with site construction practices



5.9 NON-RESIDENTIAL DEVELOPMENT

Sustainability benefits associated with non-residential development encouraged in Brunswick include:

- Increased local employment opportunities.
- Provision of goods and services to a local increasing population.
- The opportunity to improve the environmental performance of new commercial development that is traditionally a high-energy use.
- The potential to work with established local business groups to implement environmental programs.

Non-residential development must exceed all targets as set in the Sustainable Design Scorecard non-residential environmental assessment tool, or equivalent rating system. This will achieve the activity centre’s environmental sustainability objectives shown in the following table.

ITEM	TARGET
Energy efficiency	Windows glazed with high-performance or double glazing, and /or provided with effective shading
Good orientation of buildings to achieve passive solar design	Integration of energy efficient fixtures, fittings and appliances, including HVAC, hot water systems and lighting
Transport	Ensure bicycle parking facilities are provided at a level that recognises the importance of bicycle use in Brunswick Ensure ‘after-trip’ facilities are adequate to encourage the uptake of bicycles as a viable form of transport
Water	A minimum 75 per cent onsite best practice stormwater treatment, through the use of the Melbourne Water STORM assessment tool, MUSIC stormwater modelling or equivalent approved methodology Achieve a minimum 20 per cent reduction in drinking water demand
Waste management	Waste management plans required for all new developments Design for effective waste/recycling streaming from the building during operation Commitment to develop a waste minimisation plan for the construction process Ensure adaptable design for future reuse, renovation or disassembly and recycling
Efficient materials use	Ensure the selection and use of sustainable construction materials Ensure healthy indoor environment quality, through integration of effective ventilation and use of low-toxicity fit-out materials
Innovation	Council encourages development applicants to go beyond compliance

6 OTHER STRATEGIC ISSUES

6.1 ECONOMIC DEVELOPMENT

Brunswick plays many roles within the metropolitan economy. It hosts shopping services for the northern suburbs and beyond. It is still the location of significant manufacturing and wholesaling activity despite a considerable contraction in key industries. It is a dormitory providing relatively cheap housing for students in the nearby universities, and young workers with jobs in the inner city.

This diversity and the relatively youthful profile of its residents, make the area one of Melbourne's cultural frontiers, with a thriving arts and music scene. The lively urban culture of Brunswick and its proximity to Melbourne's centre, is attracting new residents and increasing the demand for housing. Buildings left empty by the departure of textile and clothing firms are being recycled and redeveloped for housing and service industries.

As it transitions from the old manufacturing base, the key economic issue for Brunswick is whether it will become a wealth-generating area or simply a zone of consumption; whether it will become part of the international knowledge economy or be just a suburban shopping centre surrounded by apartments. The outcome of this transition will determine the type of jobs and incomes available in the area, the number and type of residents attracted, and the breadth of local services that can be supported.

The vision for Brunswick is one of continued economic and social diversity and improved sustainability; for an area in which globally connected, knowledge-intensive industries exist alongside local and metropolitan services. A diverse and outward-looking local economy will be the key to future economic sustainability. A range of employment opportunities will attract a wide variety of people able to support a strong local service sector. Local jobs that match local skills will enable more residents to work locally, with improved social, economic and environmental outcomes.

Strategies for achieving this vision will revolve around attracting knowledge-intensive industries and their workers. Brunswick already has attributes that are attractive to certain knowledge-intensive industries – particularly cultural and design industries. These include a vibrant street-scene, multi-ethnic population, a complex and interesting urban environment, many cafés and restaurants, music venues and art galleries and potential properties to occupy or redevelop for enterprises and housing. Brunswick can strengthen these attractions through appropriate zoning, urban design and infrastructure provision. The success of such strategies will depend on a thorough understanding of the local environment.

6.1.1 CORE EMPLOYMENT PRECINCT (CEP)

The Brunswick Core Employment Precinct is an area of approximately 54 hectares located between the Upfield Train Line and the Brunswick Central Parklands. The area was assessed, and objectives for its future set in the Moreland Industrial Land Use Strategy, (2004) (MILUS).

In summary, the MILUS states:

Core Industry and Employment areas are the preferred locations for major manufacturing and associated industries, and industries that generate higher rates of commercial vehicle traffic and activity.

Council should strongly oppose the intrusion of uses that are incompatible with industrial activities into Core Industry and Employment areas and the establishment of uses that may prejudice the ongoing operation of industrial and associated uses.

No rezoning of land included in Core Industry and Employment areas should be allowed by Council. The boundaries of these areas have been reviewed as part of this strategy. It is not appropriate to alter the boundaries of the core areas, except as part of a further strategic review of industrial land in the municipality.

The CEP presents three key challenges:

- The future viability of the precinct is dependent on the resolution of access constraints for commercial vehicles.
- The interfaces between the precinct and the Brunswick Central Parklands contribute to the sense of isolation, disconnectedness, neglect and danger that afflicts the Parklands.
- Emerging uses that are permitted in strictly industrially zoned areas may not be the best use of land that is freed up from traditional manufacturing and industrial activity. This applies both in terms of employment generating activity and value adding. In particular, low employment generating uses such as warehousing may have some merit in supporting the CAD and adjacent medical/academic precinct but add relatively little to the economy of Brunswick.

This Structure Plan provides more detailed direction on development issues for the CEP than provided in the MILUS. In particular, the Structure Plan seeks to resolve the poor interfaces between industrial activities and the Brunswick Central Parklands, and to improve the accessibility and image of the Parklands.



Mediterranean Wholesalers,
Sydney Road.

The need for upgraded vehicle access to ensure the ongoing viability of the Brunswick CEP, and additional new magnet infrastructure in the west of the activity centre, remain major issues. The resolution of these issues will require high-level input from the State Government and a range of other stakeholders including CityLink and Moonee Valley City Council.

For a more detailed discussion on Council's objectives for the Brunswick Core Employment Precinct, refer to Section 4.1 Planning and land use, and to the MILUS.

6.1.2 ISSUES

- There is a mismatch between the skills of Brunswick residents and the jobs available in the local area. Local jobs are in manufacturing, retailing and wholesaling, whereas a high proportion of residents are professionals working in business services in the CAD and inner city. Residents are clearly part of a regional labour market of national importance, but more opportunities for local employment would improve economic, social and environmental sustainability. This mismatch is also reflected in local retail offerings. Data indicates that a high proportion of existing jobs in Brunswick are held by persons who reside outside the City of Moreland. This pattern is unlikely to change unless there is change in the kinds of jobs on offer and the kinds of businesses that operate in Brunswick.
- There is a large stock of vacant or under-performing space in the

Brunswick Activity Centre. Around 15 per cent of building stock is vacant; there are several large vacant sites and many industrial enterprises occupy space that is too large for their present needs. Given its proximity to the CAD, the area is ripe for redevelopment. However, present market conditions favour housing over employment uses.

- Manufacturing is still a significant activity in Brunswick, although it has been declining for a number of years. The expertise generated by the long-standing manufacturing activities in the area – clothing, textiles and food production – cannot be readily translated to more technically advanced, export-oriented production that might have a strong future.

Inappropriate building stock and poor transport and access in the area also weigh against further manufacturing investment. The outlook for local manufacturing is one of further decline in employment, particularly as property prices rise and residential infill further restricts the operation of manufacturing businesses.

At best, Brunswick will retain some short-order production (mainly associated with wholesale clothing businesses), craft-based production (designer clothes, furniture, jewellery, specialty foods etc.) and activities with close connections to central Melbourne (shop-fitting, printing etc.).

- Wholesaling is spread throughout the activity centre, particularly in the clothing sector. It incorporates sophisticated design, logistics planning and customer relations activities, but also has large storage requirements. The storage facilities, located mainly in old industrial buildings, will come under pressure for redevelopment into more intensive uses as land prices rise.

It is unlikely that further investment in significant wholesale activities will occur given land prices and access difficulties for large trucks in Brunswick. However, many shops in the activity centre also undertake significant wholesale trade, particularly fabric and clothing, and also building supplies, food and office equipment. This type of activity is likely to continue.

- The activity centre, with around 105,000 square metres, has as much retail floor space as a large regional shopping centre. However, the floor space is located on two long retail strips in the enclosed sub-regional shopping centre of Barkly Square and at a stand-alone supermarket on Albert Street. The activity centre does not function as a single retail centre but as a series of separate, sometimes overlapping smaller centres with different functions and specialties.

Fragmented ownership and poor commercial connection



between some of the retail nodes, puts the area at a disadvantage compared with the enclosed regional centres that are able to control the retail mix, the fit-out and positioning to generate maximum efficiency. The strip centres provide space for an eclectic mix of operators, experimental offerings and creativity that is missing in the corporate centres. However, this comes at the price of high vacancies, high operator turnover, lack of investment in presentation and building fabric, and many retail dead spots.

- The Barkly Square Shopping Centre appears to perform relatively poorly due to its internal layout and mix of operators. This results in little trade flow-through to Sydney Road, and ultimately causes higher than necessary loss of shopping spend from Brunswick to surrounding areas.
- The activity centre, Sydney Road in particular, has regional and even statewide leadership in the provision of Mediterranean groceries, wedding clothes and fabric. A wide variety of discount stores also provides a strong discount ethos. However, discount shopping may be under pressure from outside competition and rising property prices.
- The fast-growing business services sector has a significant presence, but mainly as retail services to residents and the business community (legal, accounting and computing services). The lack of magnet infrastructure and key clients constrains the potential for growth in export-oriented business services.

- To date, professional and advanced business services that could add to overall activity levels and turnover have not been encouraged to set up or relocate in this area. This oversight should be addressed. It is unlikely that Sydney Road (and to some extent Lygon Street) will be able to increase turnover (or indeed retain their current level of custom) unless there is a change to the logic of how they operate. Generating cross-attraction between retail/lifestyle outlets and business/professional premises is an important strategy to grow the level of turnover and economic activity.
- The activity centre is one of Melbourne's cultural frontiers, a metropolitan hub for arts and entertainment that provides character to the retail offering and potential support for the development of creative services. However, rising property prices and residential development will put the sector under pressure. More support for the sector and its positive influence on the surrounding economy is required.
- There is relatively poor access for potential workers from the south-east of Melbourne to the city fringe areas of Brunswick, despite its proximity to CityLink.

6.1.3 OBJECTIVES

- To improve Brunswick's economic performance, particularly in response to the area's changing demographic profile, and to global and local economic restructuring.
- To ensure a smooth transition from declining manufacturing industries to alternative forms of employment and economic activity.
- To reduce commercial vacancies and ensure that commercial properties generate adequate income to fund their maintenance and renewal.
- To reduce the loss of retail turnover caused by Brunswick residents travelling to other centres to shop.
- To build on the strengths of the Brunswick retail offer and improve the range and variety of retail opportunities within the centre.
- To capitalise on Brunswick's history and character by, for example, matching new uses to existing industrial buildings.
- Respond to demand for wider range of retailing options and reduce car use by permitting some additional convenience retailing.
- To improve the presence of higher value activities in the local textile and clothing industry, (e.g. design and marketing) in conjunction with the RMIT Fashion and Textiles campus.
- To encourage the development of significant additional office activity.

- To encourage investment in higher order commercial activities to take over former industrial spaces on Nicholson Street.
- To investigate potential transport link improvements, particularly access between the Core Employment Precinct and CityLink.
- To strengthen the individual identity and economic activity of distinct retail precincts on Sydney Road, Lygon Street and Nicholson Street.

6.1.4 STRATEGIES

- Maintain and develop niche business opportunities.
- Develop a new Neighbourhood Activity Centre focused at the intersection of Nicholson Street and Glenlyon Road.
- Facilitate development of modest level of convenience retailing at appropriate locations along the Nicholson Street corridor, particularly around the intersection with Blyth Street intersection and the intersection with Glenlyon Street.
- Assist stakeholders in Lygon Street with the preparation of a business plan that encompasses retail mix and marketing strategies. This will have a particular focus on meeting challenges from a new Neighbourhood Activity Centre in Nicholson Street.
- Work with the owners and operators of the Brunswick Market and adjacent businesses to enhance the area as a retail destination for fresh and imported foods.
- Work with owners and operators of the Barkly Square Shopping Centre to improve pedestrian connections to Sydney Road and surrounding streets.
- Develop precincts of showrooms and large format retailing that focus on homewares and renovation supplies. Precinct areas would be Nicholson Street between Brunswick Road and Glenlyon Road, and on Victoria Street to the west of the train line.
- Work with traders' organisations and landlords to improve Sydney Road services – encourage the provision of cinemas, major bookshops, and fine dining.
- Attract and retain knowledge-intensive industries and their workers, particularly in the cultural and design industries.
- Reinforce distinct retail precincts on Sydney Road by emphasising east-west road links and encouraging sideways development (e.g piazzas with open-air dining, quirky laneways etc.).
- Identify areas in which employment use rather than residences will have development priority.
- Coordinate and invest in urban design and shop-front improvements in conjunction with traders' organisations.



Heritage buildings on Sydney Road.

- Undertake a parking needs analysis in Lygon Street and if necessary, identify solutions for any parking shortfall. This may include agreements with developers, land purchase for car parking and / or improving management strategies.
- Investigate the provision of magnet infrastructure for export-oriented business and cultural services.
- Develop a policy that protects the needs of music venues and new residents in the precinct.
- Identify potential buildings for interim use as arts studios.
- Investigate potential transport link improvements, particularly access between the Core Employment Precinct and CityLink.
- Work with other stakeholders to develop a marketing strategy that encourages the property development sector to generate higher order employment uses.
- Identify appropriate sites for office development.
- Work with CERES and other operators to understand the potential for an environmental business cluster in this precinct, and to identify how the location requirements of these businesses might be met locally.
- Work with the major industries in the Core Employment Precinct to develop the area in a way that will encourage businesses to continue in the area.

6.1.5 KEY INITIATIVES

CORE EMPLOYMENT PRECINCT (CEP)

Undertake a feasibility study and cost / benefit analysis addressing the following issues:

- Improved access for commercial vehicles.
- Urban design framework /master plan.
- The development of a Brunswick West community hub / precinct.

This project will require high-level input from the State Government and a range of other stakeholders, including CityLink and Moonee Valley City Council.

INVESTMENT ATTRACTION STRATEGY

Prepare an investment attraction strategy that addresses the following issues:

- Further identify the types of service businesses that would find Brunswick an appropriate location.
- Identify the magnet infrastructure and other factors that would encourage investment by these enterprises.

6.2 HERITAGE

6.2.1 INTRODUCTION

Heritage streetscapes and buildings are a major contributor to the character and feel of Brunswick. Brunswick's heritage assets range from Aboriginal archaeological sites to buildings of State significance, such as Hoffman's Brickworks and the former Hooper Building at 463–475 Sydney Road, and from substantial Victorian hotels such as the Lomond and the East Brunswick, to humble workers cottages. They also include historic parklands, such as Warr Park and Methven Park.

Brunswick lies within the traditional country of the Wurundjeri-willam clan of the Woi wurrung people. Permanent European settlement of the area commenced in the mid 1830s. When land was first sold by the colonial NSW Government in 1839, settlers purchased blocks of many acres. Over the years, these blocks were subdivided into increasingly smaller lots, the smallest becoming modest workers terraces. Sydney Road, once a cart track leading away from the outer edges of Melbourne, became the main track to the gold fields with an eclectic mix of shops, hotels, markets, churches and public buildings that served travellers and local workers.

Brunswick's nineteenth and early twentieth-century industrial and

commercial legacy is today reflected in conversions of buildings that supported earlier industries (brickwork, textiles, clothing, footwear, cordage and rope works, and confectionery), and public places of entertainment such as cinemas.

The process of developing this Structure Plan and the research of historically significant places and buildings in the present-day areas of Brunswick have provided an understanding of the themes and activities that have been important in shaping the former City of Brunswick. This research has also established a context for the identification of heritage issues as well as new heritage places.

A Heritage Overlay affects a significant area of Brunswick, particularly Sydney Road and the residential areas between Sydney Road, Lygon Street and Nicholson Street. The purpose of the Planning Scheme's Heritage Overlay is to conserve and enhance heritage places of natural and cultural significance, and those elements that contribute to their significance.

6.2.2 ISSUES

Implementation of the Heritage Overlay raises issues relating to non-protection of significant sites, inadequate planning policies and the nature of historic values.

- Some places assessed as significant by previous heritage studies and recommended for heritage overlay are not yet protected. In particular, this includes a number of inter-war to mid twentieth-century industrial buildings in Lygon Street and the Upfield railway corridor.
- A number of sites within the activity centre have been subject to reviews by the Victorian Civil and Administrative Tribunal. One notable case, involving a 10-storey building next to a heritage-listed maternal and child health centre, highlighted certain local planning policy inadequacies and the need for a strategic review, in the context of both local and State policy, of heritage and built form issues in Lygon Street.
- The heritage value of post-contact Aboriginal places tends to reflect intangible and social values that do not necessarily reside in the physical fabric of a place, but in the memories of and/or ongoing use of a place.
- Indigenous places reflect twentieth-century and contemporary indigenous associations. Their historic value resides in use, memory and association rather than physical fabric.

6.2.3 OBJECTIVES

The objectives of the Heritage Overlay are:

- To encourage and support the adaptive re-use of heritage buildings within industrial and commercial areas.
- To conserve and enhance buildings, places, archaeological sites, landscapes and other elements that contribute to Brunswick's rich cultural heritage.

6.2.4 STRATEGIES

The development of a Structure Plan for the activity centre offers opportunities to integrate heritage interpretation into forward planning. These opportunities include:

- Make links across Brunswick, in particular from east to west.
- Create precincts as a focus for renewal; increase awareness of heritage values, especially among developers and new businesses.
- Use urban design frameworks to guide development that reflects interpretation themes.
- Encourage interpretation in new private and public development.
- Design public infrastructure to create opportunities to build community awareness of Brunswick as a place and as a community.
- Follow the recommendations of the 2006 Goulding study – information on indigenous heritage should be added to places already listed on the Heritage Overlay for non-indigenous heritage values.
- Develop an Interpretation Strategy, building on the framework provided by the Brunswick MAC Heritage Analysis & Review – Stage 1 report by Context Pty Ltd.
- Continue work, as part of a planning scheme amendment for the activity centre that will assess potentially significant areas. Focus on a number of inter-war to mid twentieth-century industrial buildings (overlooked by previous heritage studies) as well as heritage precincts identified in the Lygon Street Heritage Assessment May 2008 by Context Pty Ltd.
- Review the Local Planning Policy Framework (LPPF) based on the 1992 study of Lygon Street, to reflect the findings of the Lygon Street Heritage Assessment May 2008.

6.2.5 KEY INITIATIVES

The key initiatives of the Structure Plan are:

- Develop a cross-Brunswick interpretation trail, incorporating the heritage of the area as one of its key components
- Create seven new precincts on Lygon Street within the Moreland Planning Scheme Heritage Overlay.



Gillon Oval.

6.3 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

6.3.1 INTRODUCTION

This section of the Structure Plan addresses the community's future needs for social, cultural and leisure services and facilities.

Council and other organisations currently provide a broad range of services and a large number of facilities in Brunswick. For example, the services Council provides at the Brunswick Town Hall include the staffing of a Citizens Service Centre, the operation of the Counihan Gallery, the offices of the Youth Services Unit, the provision of community spaces and meeting rooms including the Town Hall and Atrium, and accommodation for the Moreland Community Enterprise Centre. An example of the facilities available is the range of sporting and other clubs based at Fleming Park. These incorporate clubrooms for bocce, lawn bowls, football, cricket, a senior citizens centre and a community hall.

Council's role in these services and facilities varies from ownership of land and facilities, management and maintenance of buildings, to provision of funding. In the case of community services, other government and non-government providers play a significant role.

Organisations that provide social services in Brunswick include a range of faith groups such as the Salvation Army in Albert Street, the Don Bosco Youth Centre and Hostel in Sydney Road and the BapCare

Sanctuary in Blyth Street. The extent of services provided by these and other groups in Brunswick has been a response to the high level of demand in the area, including demand associated with the publicly provided housing.

It is beyond the scope of this project to provide definitive direction on the future of these activities. Rather, the following discussion identifies issues pertaining to social, cultural and leisure services and facilities in Brunswick, and establishes objectives for their management into the future. This document also outlines the work required by Council to address community needs in the Council's areas of responsibility, and to resolve a range of issues relating to Council services and facilities.

Given the range of activities encompassed by the terms 'social', 'cultural' and 'leisure', and the variety of provider organisations, for simplicity this Structure Plan groups the activities and services under the following broad categories:

- Social, cultural and leisure services and facilities.
- Organised recreation services and facilities.

It should be noted that while these broad categories have been used to address issues and define strategies, there are some services and facilities that fall into both categories. For example, the Brunswick City Baths provides organised fitness programs as well as casual activities such as swimming, spa, a café and social area and a limited creche.

Several of the social services in Brunswick are at capacity and many of the facilities need significant upgrading. While demand for some services, such as Early Years, is increasing, demand for others such as the traditional model of single-purpose senior citizens centres, is declining. A range of Council's policies (including the MOSS and the Early Years Facility Strategy) contain objectives to focus on service provision through development of co-located multi-purpose facilities. This situation gives Council the opportunity to work with potential partners to establish a new model of service and facility provision that will provide higher service levels at fewer locations. A number of synergies are achieved by the collocation of social services within the activity centre.

6.3.2 COMMUNITY HUBS

The concept of 'community hubs' has been adopted in recognition of the potential for an integrated, efficient and flexible approach to the delivery of social infrastructure in Brunswick. This concept moves away from the provision of single-purpose stand-alone services and facilities, towards an integrated approach that acknowledges



the implications of a growing residential population. Three key 'hub' opportunities have been defined. The name 'hub' affirms a connection and synergy between the facilities, services and activities rather than necessarily requiring them to be collocated.

The proposed hubs are based around locations and/or facilities that are already recognised by the community as public places. The identification of these places as hubs, and the coordination of existing infrastructure represent an efficient use of Council resources, thereby minimising the resources that would be required to establish entirely new places.

For each hub, partners committed to the hub concept will be identified to assist in resourcing the implementation process. The resourcing of future initiatives will require Council to advocate for State Government, not-for-profit and private sector support.

This includes the integration of social infrastructure requirements into a formal Development Contribution Plan for the Brunswick Activity Centre, and the allocation of land to enable planning of social infrastructure requirements.

The strategic framework outlined in Section 4 identifies potential hub locations based on background research and urban design framework. In some instances, new facilities are required, while in others, upgrades or expansions will vastly improve synergies between existing but dispersed services.

Further development of community hubs will be informed by the

ongoing service planning undertaken by Council and others for a range of services, including early years services, youth services, aged services including social support, culturally and linguistically diverse services and sporting clubs.

6.3.3 OBJECTIVES

The following objectives are based on a robust set of principles that promote the Brunswick Activity Centre's role as a focus for civic, community and economic activity. The principles also include strengthening of the area's social diversity and creative industries through local partnerships.

- To establish a network of neighbourhood community hubs within Brunswick that enables access to information, services and facilities to meet day-to-day needs.
- To integrate municipal and regional community services that will support the community hubs.
- To ensure the community hubs are well located and easily accessed by pedestrians, cyclists and by public transport.
- To promote the value of social diversity through a mix of services and facilities in the community hubs that encourage positive inter-generational contact
- To develop the role of community hubs in building engaged and strong communities, by enabling community access to space, resources, knowledge and learning / participation opportunities.
- To facilitate local partnerships and joint planning for sustainable models of service delivery that are effective and responsive in addressing changing needs.
- To optimise the use of public space for informal social and leisure interaction.
- To provide opportunities for the expression and integration of cultural heritage and identity.
- To recognise and strengthen the important contribution of the local fashion, arts and music industries to the area's creative image, employment generation and community building.
- To develop multi-purpose facilities in appropriate locations, clustered with complementary services and facilities.
- To recognise the special role of Brunswick Town Hall and other Council buildings close to it, for the provision of community, cultural and leisure activities, and to examine opportunities to raise the profile of this civic precinct.
- To develop a civic presence in each of Brunswick's three main parts – Brunswick West, Brunswick and Brunswick East.



Mechanics Institute Performing Arts Centre.

6.3.4 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

Social, cultural and leisure services and facilities in Brunswick are dispersed throughout the suburb, with some facilities grouped at key activity nodes, and other stand-alone facilities located in parks and residential streets. The range of facilities in Brunswick includes:

- Brunswick Town Hall.
- Counihan Gallery.
- Mechanics Institute Performing Arts Centre.
- Brunswick Library.
- Brunswick City Baths.
- State Government Health Services precinct (Milparinga, The Bouverie Centre, Foundation House).
- Three maternal and child health centres.
- A range of child care centres.
- Clarrie Wohler's Senior Citizens' Centre.
- Brunswick Neighbourhood House (Garden Street and Warr Park).
- Brunswick Business Incubator.
- Bill and Les Barnes Sports Hall.
- Many sports and recreation reserves and facilities.

The Sydney Road arts precinct incorporates the Council's key Brunswick facilities, and forms the main focus of civic identity. The Brunswick Town Hall is the only Council Citizens Service Centre in the activity centre

where the community can seek information, services and assistance during the business week. The Counihan Gallery is the strongest representation of Council's commitment to supporting the long-established Brunswick arts and cultural community.

ISSUES

- A wide range of community organisations and facilities are located in and around the Brunswick Activity Centre. Many of these are experiencing declines in client numbers or are working from buildings that are poorly located or are not fit-for-purpose.
- Council owns and maintains a number of social facilities – many of which are not fit for purpose.
- Social services must respond to population change, community needs and the level of demand.
- There is a lack of services for young people.
- Few funding options are available to maintain, upgrade and redevelop facilities.
- There is high demand for child care; however, the level of unmet demand is difficult to gauge due to current decentralised registration arrangements.
- Trends strongly indicate there will be less demand for traditional senior citizens club social activities and facilities in the future, and more demand for alternatives that appeal to the different age cohorts of older people.

STRATEGIES

- Locate and develop community services and facilities in Brunswick to assist with achieving a community focus for the suburb and supporting other initiatives such as reducing car trips.
- Develop social, cultural and leisure services and facilities in Brunswick based on the three community hubs model.
- Undertake feasibility studies for each of the three community hubs to identify potential service partners and funding sources, and to determine the best configuration of services and facilities for each hub.
- Work with other service providers and the State Government to develop partnerships for the community hubs.
- Redevelop the Brunswick Town Hall complex as an intensively used community facility and focus area for civic and community identity, arts and cultural activities.
- Work with child care operators to ensure an appropriate supply of services within Brunswick that supports the needs of the resident and worker population.
- Continue to work closely with the community and relevant State

and Commonwealth Governments to identify and fund strategic solutions to Early Years priorities in Brunswick.

- To work with communities to develop capacity to meet many of their own needs, for example, seeking funding; improving facilities etc.

6.3.5 ORGANISED RECREATION SERVICES AND FACILITIES

Facilities for organised recreation in Brunswick are generally located in the west and east of the area. In the west of Brunswick the key Council infrastructure is the Brunswick Central Parklands, featuring Gillon Oval with its grandstand (the traditional 'City Oval'), and Clifton Park with its festival site. The key sites in the east are Fleming Park and Allard Park / Jones Park.

ISSUES

- The Bill and Les Barnes Sports Hall is the only indoor sports facility in Brunswick. Its attractiveness for organised sports is limited due to its lack of court run-off and lack of spectator accommodation.
- There is a high unmet demand for indoor facilities for training and competition. The Bill and Les Barnes Sports Hall, despite its limitations, is booked to capacity – this is indicative of the high level of demand.
- The existing turf sports fields suffer from over-use for practice and competition.
- The standard of sports pavilions (clubrooms, change rooms, function space, kitchens, kiosks, toilets) varies greatly, and many are not fit for purpose.
- Of all the numerous sporting reserves in Brunswick, only Gillon Oval (and to a lesser degree Clifton Park) are suitable for expansion of further recreation opportunities.
- A number of recreation reserves are under-utilised, hard to access, lonely and desolate.
- The Brunswick Outdoor Cycle Track in Roberts Reserve is in poor condition, and the site is not appropriate for increased recreation activity.
- The areas surrounding Fleming Park will change over time. The industrial / commercial areas to the west between Cross and Lygon Streets, and to the south-east between Albert, Hutchinson, John and Nicholson Streets will change to a mixture of uses, and will include significant new residential populations. Consequently, Council's existing nursery in Fleming Park will come under increasing pressure, and the resident population relying on the park for passive and active recreation will increase.

STRATEGIES

- Develop more indoor sport facilities to support sports such as basketball and netball, and to increase the availability of indoor training space.
- Develop synthetic, floodlit soccer pitch facilities to support training and match needs.
- Focus higher level sporting activities at Gillon, Clifton and Allard Parks.
- Formulate a sport / recreation facility and playing surfaces strategy in partnership with local clubs, schools and organisations to guide the development of sport in the area for the next 15–20 years.
- Establish an accreditation system whereby clubs that benefit the community receive priority use.
- Update and replace ageing pavilion and changing room stock in line with club and community needs.
- Re-align the playing surface at Fleming Park to accommodate the needs of junior soccer in the area.
- Explore the development of shared facilities and multi-sport clubs in the area.
- Upgrade Brunswick Baths and maximise space utilisation to ensure greater participation and quality of visitor experience for the future.
- In partnership with the State Education Department, deliver sport and games halls for school and community use.
- Develop a comprehensive master plan for the development of the Brunswick Central Parklands as a community hub.

KEY INITIATIVES

Central Brunswick Hub

The range of Council and other facilities in the civic and arts precinct already form a highly visible civic presence in the centre of Brunswick. Central to the development of a Central Brunswick Hub will be the redevelopments of the Brunswick Town Hall as an intensively used community facility, and the Brunswick City Baths to meet contemporary expectations. A business plan and master plan will be developed to set out a clear vision for the revitalisation of the area, including Council's car park opposite the Baths. The services and facilities developed will include (but will not be limited to):

- Formal and informal meeting spaces.
- Citizens' services.
- Performance space.
- Child care.
- Library – upgrade as an information and learning centre.
- Facilities for community groups.

- Historical collection/museum – permanent and temporary display and storage.
- Counihan Gallery – enhanced gallery space for permanent and temporary exhibitions and management of Council's art collection.
- Youth space.
- Aged-friendly facilities for use by older person's organisations and activities.
- Maternal and child health centre.
- Neighbourhood House.

East Brunswick Hub

The Brunswick East Hub comprises a precinct centred on the historically, socially and architecturally significant Maternal and Child Health Centre on Lygon Street, and Fleming Park, between the important east-west axis of Albert and Victoria Streets. The Maternal and Child Health Centre will be developed to service a broader range of community needs, and the centre's grounds will be developed as a public plaza. The range of community facilities in Fleming Park will be rationalised to provide a higher standard of service to the community, and to improve relationships and frontages to the bordering streets and activities. A master plan to pursue these objectives is currently under preparation. The services and facilities will include (but not be limited to):

- Passive recreation space.
- Local meeting space.
- Playground.
- Senior citizens' centre.
- Bowls club.
- Bocce club.
- Maternal and child health service.
- Facilities for community groups.
- Aged-friendly facilities for use by older person's organisations and activities.
- Youth facilities (e.g. skate park, half-court basketball).

West Brunswick Hub

The Brunswick Central Parklands form a prominent open space and recreation centre in the west of the activity centre. The designation of the reserves as a community hub will bring a new focus on upgrading services and facilities, and to improving connections, structures and the identity and visibility of the recreation activities. There are opportunities for synergistic businesses, such as sports medicine and a gymnasium, to enhance this hub.



Brunswick City Baths at night.

A critical element in achieving these objectives for the west of Brunswick will be the addition of under-utilised industrial land to the parks, and the removal of poor frontages between the parks and adjacent land. The services and facilities developed may include (but not necessarily be limited to):

- Higher level sports facilities – clubrooms, practice and playing surfaces.
- Multi-function hall.
- Allied sports services (e.g. sports medicine, gymnasium).
- Youth facilities (e.g. skate park, half-court basketball).
- Child care.
- Maternal and child health service.
- Playground.
- Aged-friendly facilities for use by older person's organisations and activities
- Facilities for community groups.

Brunswick Baths

Council is well advanced in preparing a master plan for the redevelopment of this extremely important community facility. Pending additional funding, Council will upgrade the plant, equipment and facilities as soon as possible.

6.4 HOUSING

6.4.1 INTRODUCTION

The broad range of house types within greater Brunswick reflects layers of settlement built on the predominantly nineteenth – century street pattern. The mix includes ornate mansions of successful early entrepreneurs (especially on ridgelines) that are close to small workers cottages and dwelling spaces above and behind commercial buildings. The area also includes medium density apartments, many signs of property refurbishment and ‘do it yourself’ activity.

Melbourne 2030 has identified activity centres such as Brunswick, as key locations for the new housing necessary to meet Melbourne’s projected population growth. Based on current trends and planning applications, a good deal of new housing in Brunswick will be through infill and medium-density redevelopment of strategic sites.

Locations appropriate to accommodate the residential population increase will include the significant precincts of industrial land between the Upfield Train Line and Sydney Road behind Lygon Street, and potential development sites on Nicholson Street.

By encouraging redevelopment to occur on sites like these that are well serviced by public transport and community infrastructure, Council will be able to meet Moreland’s housing potential identified in the Northern Regional Housing Statement 2006, of 4,500 new households between 2001–2031.

The provision of sound strategic locations for new forms of residential development is an important measure to contain urban sprawl. It also provides a degree of certainty for the community, landowners, Council and developers about the location of new, higher density development.

TENURE PROFILE

When compared to the rest of Moreland and the Melbourne metropolitan area, Brunswick has a high proportion of private tenants and group households, and a low proportion of houses being purchased or fully owned. This suggests the area is particularly attractive to young adults and tertiary students. Pressure for residential expansion, notably from existing residents and people seeking to move from the cities of Melbourne and Yarra, has resulted in considerable property value increases. In a trend that is likely to continue, people are moving to the north of the Moreland municipality and beyond, in the search of cheaper accommodation.

Demographic trends indicate that household numbers are increasing faster than dwelling provision. Household sizes are

decreasing, with singles being the fastest growing group. Couples are delaying starting their families and are having fewer children.

The 2006 Census indicated that 39 per cent of people living in Brunswick and 16 per cent of Brunswick East residents are aged over 50 years. A forecast produced by .id consultants predicts that this pattern is likely to continue to 2021, with 29 per cent of residents in Brunswick and 27 per cent in Brunswick East aged over 50 years.

A steadily ageing population has many implications for the Structure Plan. For housing, an important consideration is the need for opportunities that will enable older residents to downsize to smaller dwellings, while remaining close to family and support networks.

6.4.2 ISSUES

Key issues identified in the Structure Plan include:

- Lack of affordable homes – this is a major social problem (detailed below under ‘Affordable Housing’).
- A lack of ‘appropriate’ housing.
- The need for housing options for diverse cultural groups.

6.4.3 OBJECTIVES

In keeping with the strategic objectives of Melbourne 2030, this Structure Plan responds to the community’s changing housing needs through the following objectives.

- To encourage a range of housing types, sizes and tenure within the activity centre.
- To promote new forms of housing that provide opportunities for socially diverse households.
- To ensure that higher density multi-use and residential development is appropriately located and contributes to environmental sustainability goals.
- To make sure that new development provides high quality amenity and positively contributes to the public realm in the activity centre.
- To ensure that housing caters for resident needs at various life stages, and for diverse mobility, income and cultural groups.

6.4.4 STRATEGIES

The strategies developed to achieve the Structure Plan’s key objectives include:

- Review the appropriateness of current Moreland Planning Scheme land use policies for achieving supply, demand and special housing needs.
- Review the likely impact of the Melbourne 2030 land use policy



in light of the Melbourne 2030 Audit , and the impact of Council’s structure planning processes on meeting supply, demand and special housing needs.

- Reduce operational costs for building users through ‘life cycle assessment’ in design approach and ESD.
- Reduce modification costs over building life and improve amenity for building users through universal design (including visibility and adaptability).
- Utilising Council-owned land within the activity centre, such as the open-lot car parks, for mixed-use development that includes affordable, accessible housing.

6.4.5 AFFORDABLE HOUSING

Traditionally an ‘affordable’ suburb, Brunswick is now experiencing increasingly high land values. This lack of affordability is a major social problem across Brunswick, particularly as those most likely to experience ‘housing stress’ are often tenants who are also susceptible to marginalisation in other aspects of their lives. These people include:

- Arts workers who are trying to rent combined living / studio space.
- Independent youth up to 25 years, including local and international students.
- People on statutory incomes, especially older pensioners who are private tenants.
- Lower paid households – ‘the working poor’.



Housing at Hoffman's Brickworks redevelopment.

- Larger families.
- Newly arrived migrants and those with temporary visas.
- People eligible for Rent Assistance and/or on public housing waiting lists.
- People with disabilities.
- Indigenous Australians.

Government and housing researchers define households that spend more than 30 per cent of their income on housing costs (rent or mortgage), as living in housing stress. This measure has been particularly applied to lower income households, those on the lowest 40 per cent income quintile, who have little discretionary income.

Brunswick ranks as the third highest SLA of households in housing stress in Victoria, following Melbourne and Port Phillip (which have large stocks of public housing). The lack of affordable public and community housing inevitably throws more pressure on the private market to supply accommodation.

The Moreland Affordable Housing Strategy (2006) reveals that the lack of affordability is of a scale well beyond the capacity of Council to resolve. Council's role in housing is complementary to the roles of State and Commonwealth Governments. It has some planning powers and influence that might be applied in the private market, and it has the capacity to continue to influence the State Government. Importantly, within earmarked resources, Council

can facilitate partnership projects that deliver affordable and accessible housing, and can assist with catalysing other investment and commitment.

ISSUES FOR HOMEOWNERS AND POTENTIAL HOMEOWNERS

- Many households have incomes that are too low to responsibly enter into mortgage agreements.
- First home buyers are increasingly being priced out of the market.
- Existing purchasers are very vulnerable to interest rate increases.

ISSUES FOR TENANTS

- Many private tenants pay unacceptably high rents, even with Rent Assistance.
- Rental and housing prices have escalated since 2000.
- The historical clustering of rooming houses around Park Street and Brunswick Road is slowly changing due to gentrification, higher operational costs and regulatory expectations.
- Residents must travel to Carlton, Glenroy or Broadmeadows for advice as there is no Office of Housing representation in Brunswick.
- Youth are unable to find accommodation in public or private sectors.

OBJECTIVES

- Increase housing stock in the activity centre.
- Ensure the development of diverse housing types to enable all community sectors to live in the activity centre.
- Encourage development to incorporate at least 20 per cent affordable housing.
- Ensure that 20 per cent of dwellings in redevelopments on Council-owned land are affordable.
- Achieve significant population increases through the redevelopment of under-utilised industrial land.

STRATEGIES

- Work with private developers and the 2008 Federal Government rental affordability initiative, National Rental Affordability Scheme, to achieve 20 per cent affordable housing in new and refurbished larger redevelopments. Refer to www.fahcsia.gov.au for more information.
- Encourage Housing Associations to initiate independent projects in Brunswick – for example, by brokering relationships with developers and identifying potential sites to Housing Associations.
- Work with churches that have indicated an interest in affordable housing investment, drawing on their land-holding assets in

partnership with Housing Associations or private investors.

- Encourage 'trial' or competition State Government projects similar to K2 Apartments, Raleigh Street, Windsor.
- Investigate tools that can be used to increase housing diversity and adaptability.

6.4.6 ACCESS FOR ALL

ISSUES

The Structure Plan addresses the needs of population groups whose sense of physical and psychological inclusion is commonly less than that of the population generally. Such groups would include, but should not be limited to, children, older people, Aboriginal and Torres Strait Islanders, culturally and linguistically diverse groups, people on low incomes and those with physical or mental disability.

The following housing guidelines set out the requirements for people with a disability to ensure access for all to housing within the activity centre.

'Accessible housing' – housing designed to meet the needs of all without requiring adaptation or specialised design.

'Adaptable housing' – visitable although not initially fully accessible but can be made fully accessible should the need arise. This relates to structural or design features that are difficult to change later.

'Visitable housing' – housing that can allow all people to enter a home, navigate through the ground or entry level and to a bathroom suitable for universal use. It should include a suitable bedroom on the ground or entry floor to allow for an overnight stay.

Developments in the activity centre will need to incorporate each of these types of housing.

An accessible home located close to services and facilities is a key issue for people with physical or sensory disabilities. Options for 'time out' accommodation are also important. The location of accessible housing within Brunswick will provide increased options for people living with a disability and enable them to remain in the Brunswick community. Higher density housing with lift access makes development of accessible housing more affordable. Visitable housing provides good amenity for everyone and reduces social isolation, exclusion and discrimination. Adaptable housing reduces inability to afford cost-prohibitive alterations that result in poor amenity or the need to move elsewhere.

OBJECTIVES

- To ensure decisions affecting Brunswick (including service provision, design of public and private space etc.) are cognisant of the needs of population groups not commonly included, and to provide equal opportunity for everyone.
- To ensure that public and private space is designed to meet the needs of people with psychological or physical disability.
- To create accessible, adaptable and visitable housing within the activity centre.

STRATEGIES

- Ensure 10 per cent of dwellings in developments of six or more dwellings are accessible.
- Ensure all dwellings with a ground floor level entrance are visitable.
- Ensure all dwellings with lift access meet Australian Standard 1428 Part 2 (enhanced accessibility standard, accommodating 90% of people using mobility aids).
- Ensure retail and commercial development meet Australian Standards 1428 Part 2 (enhanced accessibility standard, accommodating 90% of people using mobility aids) for accessibility-and have lift access to all levels.
- Ensure the public environment is designed to meet the requirements of the Disability Discrimination Act 1992 (Cth) and Equal Opportunity Act 1995 (Vic) by providing equal access for everyone.
- Ensure there is a clear pedestrian zone on footpaths in accord with the Human Rights and Equal Opportunity (HREOC) advisories.
- Plan for family-friendly, youth-friendly and disability-friendly spaces.

6.4.7 KEY INITIATIVES

Council owns significant areas of land within the activity centre, much of which is currently used as open lot car parking. The Council car park in Edward Street is one of the largest of these, and experiences a low occupancy rate. This site presents itself as an ideal opportunity for Council to work in partnership with a Housing Association to undertake a mixed-use development including a substantial number of affordable, accessible dwellings. A feasibility study into such a project will be an important early project in the implementation of the Structure Plan.



Poorly located infrastructure at the corner of Dawson Street and Sydney Road.

6.5 MUNICIPAL AND SERVICE INFRASTRUCTURE

6.5.1 INTRODUCTION

The orderly design, construction and maintenance of infrastructure are critical to the creation and maintenance of a high-quality, high-amenity urban environment. Poorly coordinated infrastructure can result in visual clutter, disruption to the coherence of building and landscape design, and at worst, impediments to movement, amenity and economic activity.

Responsibility for managing infrastructure, such as power supply and telecommunications, is shared by a range of authorities and providers – often in a market context.

As the vision for Brunswick is realised, the population increase and physical changes to the activity centre will place increased demand on existing infrastructure. It will also put greater onus on those responsible for the infrastructure to plan for and manage it in a coordinated, integrated and environmentally responsible way. Infrastructure location must be designed to reduce its visibility, minimise pedestrian impediments, and ensure coordination with the design of the landscape and streetscapes.

POWER INFRASTRUCTURE

Electricity is generally reticulated to Brunswick via overhead powerlines. These lines are most visually intrusive in Sydney Road

where overhead tram and powerlines create a visual jumble that seriously compromises the character of the streetscape. Along the Merri Creek, the natural character of the corridor is similarly compromised by the presence of pylons and cables. In addition, the potential for development of high-quality streetscapes on the more important pedestrian routes is compromised by the need to select, locate and prune trees to avoid conflict with overhead cables.

A large number of Brunswick’s minor electricity substations and transformers are located on private and public land and mounted on electricity poles, including in some instances on Council land and in Council buildings. The trend is to locate substations in the basement or ground floor of new development, or as freestanding ‘kiosks’.

DRAINAGE INFRASTRUCTURE

The management of stormwater drainage in Brunswick represents the conversion of a former creek network into a series of concrete culverts. Opportunities exist to redesign the drainage system to achieve the following:

- Collect water for use in watering.
- Intercept rubbish and pollutants.
- Retrieve the lost landscape and habitat qualities of the local creek network.

TRANSPORT INFRASTRUCTURE

In the urban environment, infrastructure provided for transport management includes traffic signal control boxes, traffic lights, bus shelters and signage. An example of very poorly located infrastructure is the VicRoads signal control at the corner of Sydney Road and Dawson Street.

TELECOMMUNICATIONS INFRASTRUCTURE

Sydney Road serves as a corridor for major telecommunications infrastructure, including the main Sydney-Melbourne underground fibre-optic cables. The location of this infrastructure has significant implications for streetscape management, particularly in relation to tree location and the selection of paving materials.

Overhead fibre-optic cables for the two main cable television operators are suspended under power cables in many residential streetscapes. Like overhead electrical cables, this feature of the streetscape compromises the potential for development of high-quality streetscapes on important pedestrian routes.

MUNICIPAL INFRASTRUCTURE

Infrastructure that is managed by Council includes public toilets, roads, footpaths, kerbs, channels and local stormwater drainage. The coordination of these features with the design and development of streets and other public places is vital to the success of the activity centre.

Unfortunately there are instances where Council's ability to achieve this is severely constrained. For example, the presence of the main Sydney-Melbourne fibre-optic cable in Sydney Road affects councils ability to provide Disability Discrimination Act (DDA) compliant pedestrian crossing points / pram crossings.

Council has prepared a Public Toilet Strategy that establishes a framework for management of the facilities, including criteria for their provision and location. Further work is needed to determine locations within Brunswick that will support the urban design and open space objectives of this Structure Plan.

6.5.2 OBJECTIVES

- To ensure timely and orderly provision of infrastructure to service the centre's needs.
- To work with service providers on infrastructure renewal that reduces its negative effects on urban amenity, and uses environmental best practices.
- To ensure new development contributes to improved municipal infrastructure.

6.5.3 STRATEGIES

- Develop and implement a strategy for underground placement of existing overhead power and telecommunications cables.
- Ensure all new and upgraded power and telecommunications cables are placed underground.
- Work with service infrastructure authorities and providers to ensure all infrastructure is planned, designed, constructed and maintained (and where appropriate, decommissioned) in a way that minimises impacts on public health and the environment, and which supports a safe and attractive activity centre.
- Ensure cooperative government – that is, well integrated and coordinated strategic planning by the State Government and the service infrastructure authorities and providers.
- Ensure the upgrade of existing infrastructure reduces its negative effects on the appearance and amenity of Brunswick.



Upfield Path at Albert Street.

- Ensure infrastructure is designed and constructed to enable easy access for maintenance, without disruption to the streetscape or activities within it.
- Ensure planning and development by State Government on Crown land within Brunswick accommodates good infrastructure management.
- Utilise a Development Contributions Plan to fund improvements to infrastructure provision and management.

6.5.4 KEY INITIATIVES

- Develop a coordinated infrastructure plan in collaboration with the State Government and all service providers and managers.
- Undertake a Drainage Capacity Analysis to inform future development of the stormwater system as discussed above.
- Further develop Council's Public Toilet Strategy to determine the locations for new facilities in Brunswick.