

DRAFT

Brimbank Activity Centre Strategy

Towards 2050 | Easy read version

What is this document about?

This document is about our plan for activity centres in Brimbank.

This Strategy:

- looks at Brimbank over the next 20 years
- shows how our activity centres will grow and change
- helps Council make decisions
- tells the community, businesses and government what to expect.

This is a draft. We want to hear what you think.

What is an activity centre?

An activity centre is a place where many things come together.

For example:

- shops and businesses
- services
- community buildings
- public spaces
- homes.

Some activity centres are a small group of local shops. Others are big places that many people visit.

People use activity centres to:

- shop
- work
- use services
- meet friends
- spend time and play
- live.

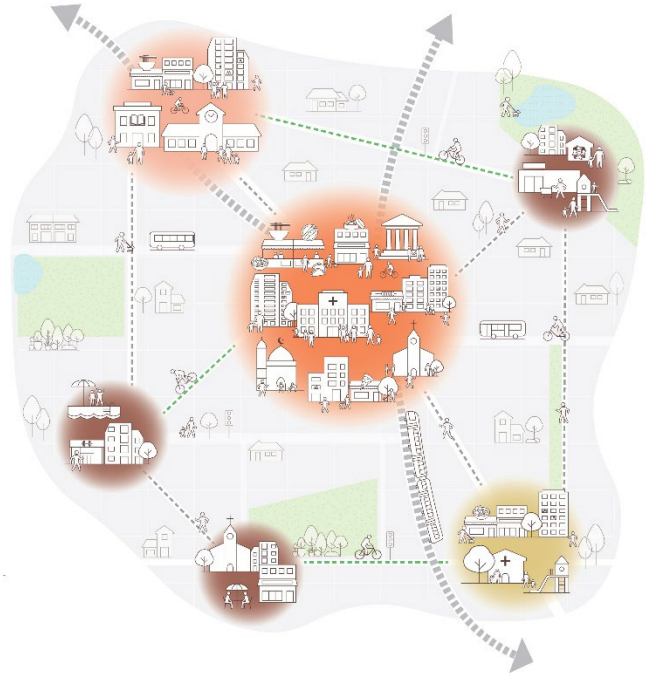
Brimbank's activity centres

Brimbank has many different activity centres.

Each centre is different. But they work together as a network.

Planning them as a network helps us to:

- see the different part each centre plays
- help people get to jobs, services and other things they need
- plan new homes and buildings for the right places



Our vision for 2050

By 2050, we want Brimbank's activity centres to be the heart of community life.

We want all centres to:

- meet people's everyday needs
- have more homes, local businesses, jobs and services
- give everyone fair access to opportunities
- be welcoming, safe and fair for everyone
- show the many different communities in Brimbank.

What we want to achieve

Our plan has 4 goals:



- **Places for people** – welcoming, safe and active centres that bring people together



- **Different kinds of housing** – more choice of homes, including affordable homes



- **Strong local businesses and jobs** – help businesses and jobs grow



- **Easy to get around** – better ways to get to jobs, services and community life.

Across all centres, Council will also:

- respect and care for Country and Traditional Custodians
- plan for climate change by making places greener and cooler
- be fair to people now and to people in the future.

Brimbank is changing

Now Brimbank is starting a new time of growth. There is less room to build new suburbs further out. So, more homes, jobs and services will need to go in places that are already built.

What will change our centres in the future?

- more people living in Brimbank and Melbourne's west
- more older people
- people needing different and cheaper homes
- big projects, such as new train lines
- new technology
- climate change
- changes to jobs and businesses.

Council cannot control everything that will happen. But planning now helps us to shape the change. Good public transport helps centres grow. The new Metro Tunnel links Sunshine, St Albans and Sydenham to the city.

Types of activity centres

Activity centres provide different things. We group them into 4 types:

- **Metropolitan Centre** – Sunshine CBD. This is a big centre for all of Melbourne's west. It has lots of jobs, education, health services and trains
- **Major Centres** – St Albans and Sydenham. These centres serve people across Brimbank and beyond. They have lots of shops, services and jobs
- **Neighbourhood Centres** – these centres serve the communities around them. They have local shops and services
- **Local Centres** – these are small centres that people can walk to. They help with everyday needs.

Centres can change over time. Council will check the network as communities and transport change.

What Council will do

The plan has 6 big directions. These show how Council will guide change.

- Make our network of centres stronger
- Make things fair for everyone
- Put new homes and jobs in the right places
- Match services to growth
- Create places that are welcoming and strong
- Work with others

How Council will make it happen

Council has 3 main roles:

- **Advocate** – ask government for the policies, money, transport and services our community needs

- **Deliver** – use Council's planning, buildings, building works, services and programs

- **Partner** – work with government, businesses, landowners, service providers, Traditional Owners and the community

Who we work with

Council cannot do this alone. We will work with:

- Traditional Custodians and First Nations people
- Victorian and Australian governments
- Neighbouring councils
- landowners, developers and housing providers
- local businesses and traders
- schools, health services and community groups
- the community.

How we will check our progress

We will know the plan is working when:

- it is easy to get to jobs, shops, services and places by walking, riding and public transport
- there is more choice of homes, including affordable homes
- centres have more local jobs and businesses
- centres are places where people feel welcome

Brimbank City Council

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