

12.4**Directorate****Director****Manager****Attachment(s)****Submission to Albion Quarter Structure Plan Discussion Paper**

City Futures

Kelvin Walsh

Leanne Deans

1. Albion Quarter Structure Plan Discussion Paper [**12.4.1** - 53 pages]
2. BCC Submission to Albion Quarter Structure Plan Discussion Paper - July 2024 [**12.4.2** - 21 pages]

Purpose

To seek Council endorsement of the draft Submission to the Albion Quarter Discussion Paper.

Officer Recommendation**That Council:**

- a. **Notes the Albion Quarter Discussion Paper, prepared by the Department of Transport and Planning, shown at Attachment 1.**
- b. **Endorses the Submission to the Albion Quarter Discussion Paper, shown at Attachment 2, and its lodgement with the Department of Transport and Planning by 28 July 2024.**
- c. **Notes that the Victorian Government announced infrastructure investment changes in the May State Budget that impacts the Sunshine Precinct, and that Council will continue to advocate for infrastructure investment in line with the *Brimbank Advocacy Plan 2023-25*.**
- d. **Provides the Submission to the Albion Quarter Discussion Paper, shown at Attachment 2, to the Hon. Natalie Sulyman MP, Member for St Albans, and Sarah Connolly MP, Member for Laverton.**

Background

On 20 May 2024, the Department of Transport and Planning (DTP) released the Albion Quarter Discussion Paper (Discussion Paper), shown at **Attachment 1**, for public comment to inform the further development of the Albion Quarter Structure Plan (Structure Plan) within the Sunshine Precinct.

The Albion Quarter, shown at Figure 3 and 4 of the Discussion Paper, comprises an area focused on Albion Station and its surrounds, extending to existing industrial and mixed commercial areas north of Ballarat Road (either side of the railway line) and land east of the station.

The Discussion Paper is a high-level planning focused document that will inform the preparation of a Structure Plan. The Discussion Paper is intended to facilitate feedback from the community and key stakeholders on issues and opportunities to inform the next phase of the Structure Plan. The Discussion Paper provides background information on the project, contextual analysis and proposes a Draft Vision, Principles and Emerging Ideas, which are being tested as part of the engagement process.

The purpose of developing the Structure Plan is to guide the transition of Albion Quarter from the current industrial land use mix to a more commercial and mixed-use area which supports the next generation of jobs, innovation and services, and provides space for new residential housing close to public transport and active transport connections.

The need for an Albion Quarter Structure Plan

There is significant opportunity to reimagine the Albion Quarter and was recognised in Council's *Sunshine Precinct Opportunity Statement Vision 2050* (Sunshine Vision), adopted in August 2021. The Sunshine Vision and several other Council led policy documents and advocacy campaigns were some of the catalysts for the Victorian Government to recognise the opportunity that exists in the Albion Quarter area. Investment by the Commonwealth and Victorian Government in Melbourne Airport Rail and the Sunshine Super Hub will bring unprecedented benefits into the Sunshine Precinct.

The Victorian Government's *Sunshine Precinct Opportunity Statement 2021* also sought to capitalise on these opportunities by identifying Albion as one of three distinct hubs within the Precinct to accommodate transformational change, alongside Sunshine Station and the Sunshine CBD.

While other parts of the Sunshine Precinct have begun to change through urban renewal, the land around the Albion Station has not and this has driven the need for greater planning certainty and direction to drive the development of this important area.

The Structure Planning process

DTP commenced work on the Structure Plan in 2021 and has been working in collaboration with departments across the Victorian Government, Brimbank City Council, and key stakeholders.

Where opportunity exists Council officers have worked closely with DTP officers, seeking to ensure that both Council's and the community's priorities are considered as part of the Discussion Paper and other key projects being undertaken for the broader Sunshine Precinct.

A range of background analysis and technical investigations are being progressed to inform structure planning for the Albion Quarter. This work will improve DTPs understanding about utilities, transport, amenity impacts of existing land uses, land contamination, population and employment forecasts to inform the Structure Plan.

The release of the Discussion Paper forms the conclusion of Phase 1 (the background and vision phase) of three key phases in the development of the Structure Plan. Phase 2 focuses on the drafting of the Structure Plan with Phase 3 focused on consultation and planning scheme changes.

Following feedback from the community and stakeholders as part of Phase 1, DTP will commence development of a draft Structure Plan, incorporating and or reflecting relevant feedback and technical studies and investigations. It is understood that there will be stakeholder engagement as part of this phase, with opportunity for the public to provide feedback on the draft Structure Plan in Phase 3 of the process.

In Phase 2 DTP will also commence developing an implementation plan which may include further development contributions through an Infrastructure Contributions Plan, in addition to the two Development Contribution Overlays that impact the area, to help funded delivery of key elements in the Structure Plan over time.

Matters for Consideration

Options

A draft Submission prepared in response to the Albion Quarter Discussion Paper is shown at **Attachment 2**.

The following options are available to Council:

- A. Endorse the draft Submission to the Albion Quarter Structure Plan, shown at **Attachment 2**.
- B. Endorse the draft Submission to the Albion Quarter Structure Plan, shown at **Attachment 2**, with changes
- C. Determine not to endorse the draft Submission to the Albion Quarter Structure Plan Discussion Paper, shown at **Attachment 2**, with no further action.

Overview of draft Submission

The draft Submission focuses on matters of greatest impact and importance to Council and community to inform the next phase of the development of the Structure Plan. Many of these matters have been raised with DTP in ongoing discussions, including in meetings about the development technical studies and background analysis work to inform the development of the Structure Plan.

This draft Submission addresses, but is not limited to:

- The importance of the Victorian Government committing to funding and the timely delivery of key infrastructure projects including the Melbourne Airport Rail and the Western Rail Plan.
- Provides in-principle support for the draft vision statement, principles and emerging ideas which are consistent with the Sunshine Vision, while encouraging a focus on cultural and indigenous identity as part of developing the Structure Plan.
- Give greater regard to how Albion Quarter plays a contributing role in the development of the broader Sunshine Precinct and beyond.
- Prioritise job creation by providing a clear competitive advantage and sufficient floorspace to provide jobs growth and jobs for the future. Target case figures in the Opportunity Statement indicate significant growth in jobs and population in the Sunshine Precinct by 2051, however there is limited information at present on what are the quantum of jobs and/or population numbers are being planned for in the Albion Quarter.
- Prioritise the creation of a high amenity, walkable and connected urban environment that presents as a seamless and interconnected environment with the Sunshine Metropolitan Activity Centre and the broader Sunshine Precinct, as well as its neighbouring residential and other areas.
- Provide clarity on the role of streets and potential future infrastructure investment which could unlock more frequent and better accessible bus networks servicing both Albion and Sunshine Stations for local and regional travel.
- Plan for significant growth and development opportunity that maximises planned investments in infrastructure, while also providing strategic justification for proposed densities. This includes reference to how investment opportunities

such as the Western Rail Plan, Melbourne Airport Rail and those for Sunshine and Albion stations play a role in physical transformation opportunities.

- Identifies the shared vision and objectives that Council and DTP have for the area and the alignment with Council policies, strategies, and plans, and proposed Brimbank Planning Scheme Amendment C225brim that align and provide guidance to the future structure plan. Examples include Council's *Sunshine Priority Precinct Vision 2050*, *Urban Forest Strategy*, *Brimbank Housing and Neighbourhood Character Strategy 2023* and *Planning Scheme Amendment C225brim*.

Victorian Government Infrastructure Investment Changes

In 2019, Council adopted the *Brimbank Response Strategy to Western Rail* (Response Strategy) in response to significant transport infrastructure and investment flagged by the Victorian Government.

The Response Strategy provides a framework and work plan, including advocacy, to ensure delivery of these projects results in a win/win for Council and community. Part of the work to date has included community consultation as part of Building Brimbank which informed the development of the *Sunshine Priority Precinct Vision 2050*.

The Victorian Government budget announced in May 2024 that the Geelong and Ballarat Fast Rail, and Wyndham Vale and Melton Rail Lines Electrification projects have all been cancelled, with delivery of the Melbourne Airport Rail (MAR) project set back by at least four years from the previously identified completion date in 2029.

While both the Victorian and Commonwealth governments have committed to funding the delivery of MAR, its delay along with the cancellation of the above projects will have flow on effects impacting the scope of development outlined in the Sunshine Station Masterplan. The delay also creates significant uncertainty regarding the scope, scale and form of development proposed for the Albion Station rebuild, and surrounds, including impacts on planning for the immediate Albion Station Precinct and Albion Quarter.

In addition to Council, there is strong support from a wide range of stakeholders and neighbouring councils for the progressing the delivery of MAR and the other rail infrastructure projects. Council will continue advocacy in line with the *Brimbank Advocacy Plan 2023-2025* to encourage the delivery of MAR as a priority given its stimulus effect on the local and regional economy and community benefits.

It has been reported that the Commonwealth Government appointed mediator, Neil Scales OBE, will be submitting his report to Government in the coming weeks.

Next Steps

Subject to Council's decision, the draft Submission would be lodged with DTP by 28 July 2024.

Council officers will continue to advocate for appropriate consideration, reflection and application of Council policies, strategies and plans to inform the development of the structure plan and associated planning scheme amendment.

Community Engagement

DTP are seeking submissions on the Discussion Paper between 20 May 2024 and 28 July 2024. The Discussion Paper is available on the Victorian Government's Engage Victoria

website and interested individuals or groups can complete an online questionnaire or feedback form.

In person 'pop-up sessions' have been, or are scheduled for:

- Victoria University - Sunshine Campus between 11:00am and 1:00pm on 12 June 2024
- Albion Station between 7:00am and 9:00am on 23 July 2024.

Resource And Risk Implications

Resource requirements can be met within the Annual Budget 2023/2024.

Community: potential impact on community, including public trust and customer service impact:

- Yes – A future structure planning process will directly impact existing landowners and occupiers within and around the Albion Quarter. The draft Submission seeks appropriate development outcomes and ongoing investment in key public transport infrastructure that will deliver social and economic benefits for the community.

Environmental: impacts on environmental sustainability, including water/waste management, climate change, and contaminated land:

- Yes – The redevelopment of the Albion Quarter neighbourhoods represents a significant opportunity to improve the environmental health and performance of the area through site cleanup/management, landscaping and appropriate long term land use change and development.

Financial: significant financial impacts:

- None at this stage – The redevelopment of the Albion Quarter will increase the demand for Council services, facilities and asset maintenance as land use changes and population grows within the precinct.

Regulatory: legal, legislative or regulatory implications including the rights/obligations of stakeholders:

- Yes – The implementation of a future Structure Plan will require an amendment to the Brimbank Planning Scheme and will be required to align with the Planning and Environment Act 1987.

Safety: health, safety or duty of care impacts

- Yes – The development of the Albion Quarter is anticipated to improve safety and amenity in and around the area.

Legislation/Council Plan/Policy Context

This report supports the Council Plan 2021-2025 strategic direction and objective of:

1. People and Community - A welcoming, safe and supported community - An inclusive place for all

- Wellbeing and Belonging - Responsive services that support mental and physical wellbeing

2. Places and Spaces - Liveable and connected neighbourhoods that support healthy and sustainable futures - A green place for all

- Liveable and Connected - Inviting and liveable spaces and facilities, connected so people can get around
- Sustainable and Green - Protect natural environments for current and future generations

3. Opportunity and Prosperity - A future focused, transforming city where all have opportunities to learn and earn - A prosperous place for all

- Growing and Transforming - Optimise community opportunities through infrastructure innovation and investment

4. Leadership and Governance - A high performing organisation that enacts the vision and decisions of Council through the delivery of quality and innovative services - A fairer place for all

- Engaged and Responsive - Community insights are valued to enhance connection and engagement with Council.

This report is informed by the:

- *Planning and Environment Act 1987*
- Brimbank Planning Scheme
- Plan Melbourne 2017-2050
- Sunshine Priority Precinct Vision 2050
- Advocacy Plan 2023
- Brimbank Response Strategy to the Western Rail Plan 2019
- Sunshine Town Centre Structure Plan 2014
- Sunshine Town Centre Development Contributions Plan
- Municipal Development Contributions Plan
- Brimbank Activity Centre Strategy 2018
- Industrial Land Strategy 2018
- Brimbank Heritage Strategy 2018
- Transport Priorities Paper 2022
- Car parking management plan for Sunshine Activity Centre 2019
- Cycling and Walking Strategy 2016
- Urban Forest Strategy 2016
- Creating Better Parks - Brimbank Open Space and Playground Policy and Plan 2016
- Creating Streets for People Policy 2022
- Sustainable Water Management Strategy 2013 -2023

Council officers contributing to the preparation and approval of this report, have no conflicts of interests to declare.

Sunshine Precinct Albion Quarter Discussion Paper



Department
of Transport
and Planning



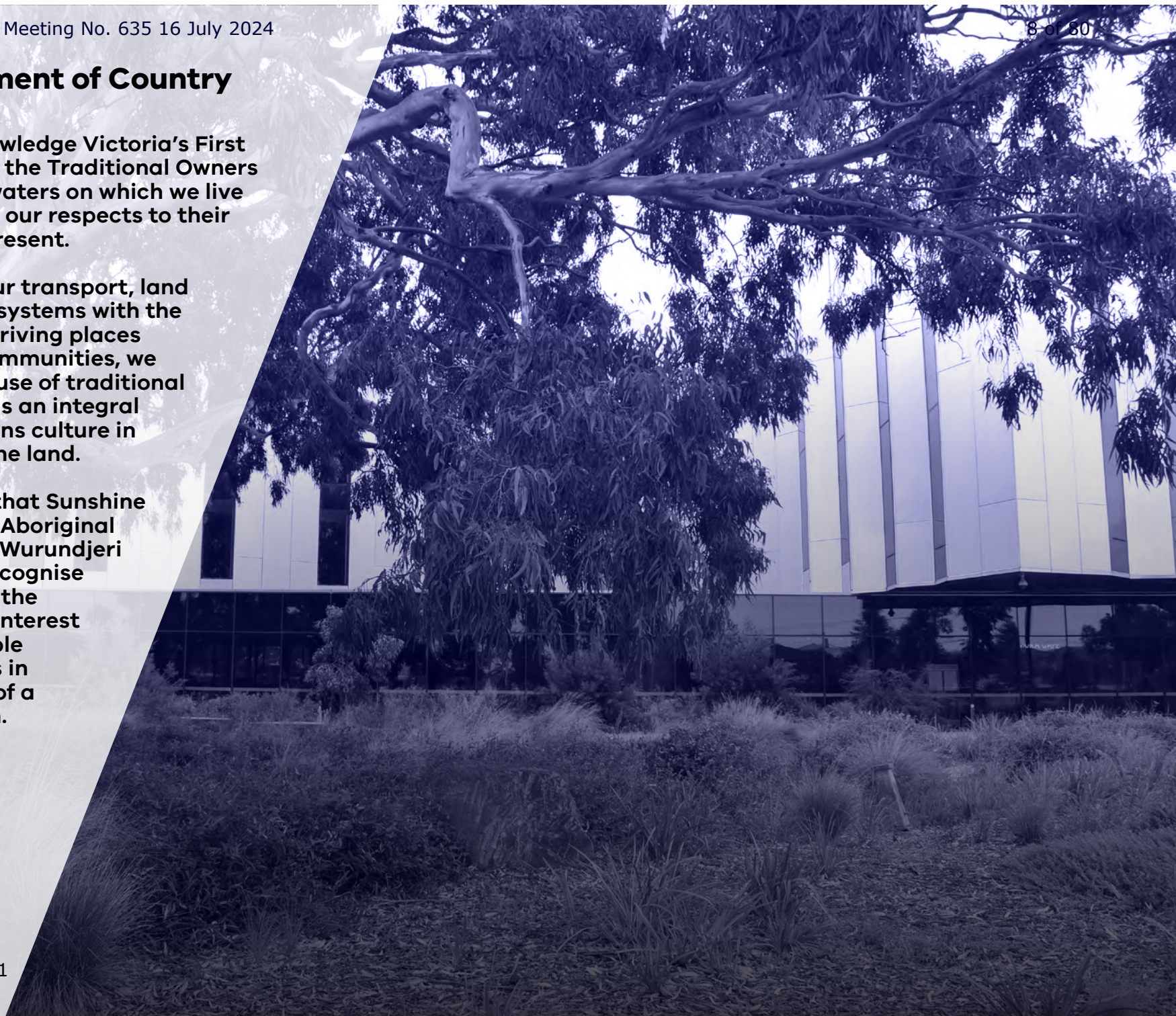
Sunshine
PRECINCT

Acknowledgment of Country

We proudly acknowledge Victoria's First Nations people as the Traditional Owners of the lands and waters on which we live and work and pay our respects to their Elders past and present.

As we integrate our transport, land use and planning systems with the aim of creating thriving places and connected communities, we acknowledge the use of traditional songlines routes as an integral part of First Nations culture in connecting with the land.

We acknowledge that Sunshine and Albion are on Aboriginal land – land of the Wurundjeri people. We also recognise and acknowledge the contribution and interest of Aboriginal people and organisations in the development of a prosperous region.



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1

Introduction



Introduction

The Department of Transport and Planning (DTP) is working on a Structure Plan for Albion Quarter, part of the Sunshine Precinct.

The name Albion Quarter reflects the focus of change in the proposed Structure Plan area centred around Albion Station and acknowledges this does not reflect existing suburb names.

This Discussion Paper sets out the background of this project, a draft Vision and Principles for the future of Albion Quarter, and a series of Emerging Ideas designed to guide development of the Structure Plan.

The Structure Plan will acknowledge the industrial heritage of the John Darling Flour Mill and the historical significance of Sunshine Harvester to the Sunshine Precinct.



Transforming Albion Quarter in Sunshine Precinct

Why Albion Quarter?

In November 2021 the State Government released a Precinct Opportunity Statement for the Sunshine Precinct. It suggests that much of the forecast growth and change over the next 30 years in Sunshine will be centred around 3 distinct hubs – Sunshine CBD, Sunshine Station and Albion Quarter (Figure 1).

The Precinct Opportunity Statement sets out the vision for Sunshine Precinct:

The Sunshine Precinct provides an opportunity to support the next generation of jobs, innovation, and services in Melbourne. Improving amenity, connectivity and integration with the train station will see Albion transformed into a new centre in Melbourne's west.

The Precinct Opportunity Statement outlines the following goals:

- Transforming Sunshine into the Centre of Melbourne's west.
- Increasing the connectedness of Sunshine's neighbourhoods and hubs.
- Making Sunshine a great place to live.
- Improving outcomes for Sunshine's diverse communities.

It also suggests that Sunshine Precinct can accommodate 34,000–45,000 jobs, 21,000–26,000 homes and 55,000–70,000 residents. As part of the Precinct, Albion Quarter can support the provision of this.

The Structure Plan Project

Plan Melbourne designates Sunshine as a National Employment and Innovation Cluster (NEIC), Metropolitan Activity Centre and Priority Precinct. Sunshine is also a focal point for investment in the rail network, with Metro Tunnel and Suburban Rail Loop (SRL) Airport converging at Sunshine Station transport superhub.

With Sunshine's population expected to more than double over the next 30 years, the State Government is looking to provide certainty to community and investors about how the area will accommodate this growth. As such, Sunshine is a government priority for encouraging jobs and housing growth and leveraging off significant existing infrastructure investment.

Project History

Sunshine Precinct is one of a number of priority precincts. The Department of Transport and Planning (DTP) is leading a whole-of-government effort to implement the vision for Sunshine Precinct as set out in its 2021 Precinct Opportunity Statement.

DTP is leading preparation of the Albion Quarter Structure Plan in collaboration with departments across the Victorian Government, Brimbank City Council, and key stakeholders.

Some parts of Albion Quarter were earmarked for change in the Sunshine Town Centre Structure Plan 2014. Prevalent industrial land uses were considered an underutilisation of land with good access to transport and other infrastructure and amenities. The 2014 Structure Plan informed changes to the Brimbank Planning Scheme including the Activity Centre Zone being applied to 'Sunshine Town Centre' including these segments of Albion Quarter.

The Opportunity

There is a significant opportunity to reimagine Albion Quarter. While other parts of Sunshine have experienced significant change in terms of urban renewal over the last several years, the land around Albion Station has remained largely unchanged.

Large tracts of underutilised or vacant industrial and commercial land epitomise the Albion Quarter. A century of intensive industry and manufacturing activities have created an environment that is car-dependent, contaminated, lacking in open space and tree canopy, and relatively hostile to pedestrians. These conditions make it a strong candidate for positive change and major urban renewal.

Sunshine is poised to become a key transport superhub. By 2025, it will be just 16 minutes from the Melbourne CBD via the new Metro Tunnel, and further enhanced through the planned connection to the airport.

The Sunshine Station Masterplan outlines the plans for upgrading the areas around Sunshine Station. Concurrently, the State Government has committed to a future upgrade of Albion Station. There are also opportunities to upgrade the public realm around Albion Station, and create better transport connections and neighbourhood interfaces.



Figure 1 Albion Quarter is one of three distinct hubs that will accommodate much of the forecast growth and change in Sunshine Precinct.

Source: Sunshine Precinct Opportunity Statement

What is a Structure Plan?

The result of this strategic planning process will be a Structure Plan. A Structure Plan sets out a shared vision and outlines the future character, uses, and features of the place, while also guiding development. The Structure Plan will identify and locate where and how change can occur, including transport and access, built form, and public realm. It will provide guidance around the nature and scale of land uses going forward, and include commentary on how Albion Quarter may develop and evolve into the future.

The Structure Plan will set out a clear framework to guide the growth of Albion Quarter in line with local population increases, infrastructure investment and proposed development and renewal in Sunshine and surrounds. Currently, there are a number of barriers to that change, including the requirements for Development Plans where multiple owners are involved.

A significant amount of analysis has been undertaken to understand the opportunities and constraints for future growth and improvement of Albion, and its relationship to the Sunshine Activity Centre.

The objectives of the Structure Plan are to:

- Develop a cohesive framework that integrates the significant employment and complementary residential densities within Albion Quarter, with an upgraded Albion Station and community anchors.
- Plan for the retention of employment generating uses adjacent to Albion Quarter and the orderly transition of uses where change is envisaged.
- Plan for the delivery of precinct-shaping infrastructure, including local and major transport infrastructure, the future upgrade of Albion Station, resolution of the future of St Albans Road, and revitalisation of Stony Creek in Albion Quarter.
- Provide guidelines for a pedestrian-priority urban

fabric across Albion Quarter that supports an effective active and public transport network and equitable access to green amenities.

- Identify necessary local infrastructure and potential funding strategies to deliver that infrastructure.
- Promote opportunities for green and sustainable infrastructure that supports and future-proofs Albion Quarter as a liveable employment precinct.
- Provide for a diverse range of housing options suitable for both the existing community and a new incoming community, including consideration of affordable housing.

The Structure Plan will address key issues related to:

- Albion Station transport and rail upgrades
- Transformative projects in the area
- Significant neighbourhoods and land-holdings
- Current and future role and function of Ballarat Road
- Employment, housing and related services
- Open space, public realm and landscape
- Community infrastructure and services
- Housing
- Environmental sustainability initiatives
- Victoria University Campus, and the associated Albion Quarter East
- Revitalisation of Stony Creek in Albion Quarter
- Implications of the existing gas pipeline on the redevelopment of land.

Building on Previous Community Engagement

This discussion paper builds on the Sunshine Precinct Opportunity Statement.

Additional consultation with the Sunshine Precinct Community Reference Group, established by the State Government, has revealed community desire for:

- Improved safety and security
- Albion Quarter as an innovation hub
- Improved connectivity to Sunshine CBD
- Leveraging educational uses
- Existing community to be central to revitalisation efforts
- Greening of Albion Quarter, including Stony Creek
- Tourism.

Project methodology

The broad methodology for the Structure Plan is outlined in the diagram below:

Phase 1:

Background & Vision

This phase will seek to understand the issues, opportunities, and context of Albion Quarter through technical studies, key stakeholder consultation and community engagement.

Background Studies

Preparation of technical investigations includes utilities, transport, amenity impacts of existing land uses, land contamination, population and employment forecasts. These will continue into Phase 2.

Discussion Paper

Identify the Vision and Principles for Albion Quarter and Emerging Ideas to be addressed in the draft Structure Plan.

Public Consultation

We are here.

Phase 2:

Draft Structure Plan

This phase will include the preparation of a Draft Structure Plan, continue with technical assessments, including feasibility, as required to realise the Vision and Key Ideas.

Draft Structure Plan

Incorporating the outputs of all technical studies, stakeholder and community engagement.

Draft Implementation Plan

Identifying how the Draft Structure Plan and Infrastructure Contributions will be realised over time, including actions to be directly delivered by Government.

Stakeholder Engagement

Phase 3:

Structure Plan Consultation & Planning Scheme Changes

Community consultation for the Structure Plan and associated Planning Scheme Amendment.

Approved Albion Quarter Structure Plan and Infrastructure Contributions Plan.

Gazetted Planning Scheme Amendment.

Policy Context

The Albion Quarter Structure Plan will be informed by a broad range of state and local government plans and strategies.

State Government Framework	
<i>Planning and Environment Act 1987</i>	Sets the legislative framework for Victoria's planning system. Section 4 sets out the objectives of planning in Victoria, which councils must implement.
Plan Melbourne 2017-2050 – Metropolitan Planning Strategy	Establishes a vision for Melbourne by integrating land use, infrastructure and transport planning to meet future environmental, population, housing and employment needs. Plan Melbourne identifies Sunshine as a National Employment and Innovation Cluster (NEIC), Metropolitan Activity Centre and Priority Precinct, confirming Sunshine's integral role in providing housing, jobs and services.
Melbourne Industrial and Commercial Land Use Plan 2020	A framework to more effectively plan for future employment and industry needs, and better inform future strategic directions. The strategic framework supports high-density knowledge intensive employment generating land uses within the Sunshine Precinct including Albion Quarter.
Sunshine Precinct Opportunity Statement (2021)	The Statement identifies Albion Quarter as one of three distinct hubs to accommodate transformational change in the Sunshine Precinct, alongside Sunshine Station and the Sunshine CBD. It articulates the Vision for Sunshine Precinct and government's role in leading this.
Victoria's Housing Statement (2023)	A bold plan to deliver housing over the next decade with the whole-of-government delivery and coordination of Priority Precincts including Sunshine, a focus for significant new homes. It outlines the plan to create places where people have vibrant, liveable and sustainable communities, affordable housing and quality jobs which help to grow Victoria's economy. Priority precincts will capitalise on the benefits of major infrastructure investments to support thriving communities and encourage further investment.

Local Government Framework	
Sunshine Priority Precinct – Vision 2050 (2021)	A framework for leveraging infrastructure investment to double the resident and business jobs population in the precinct and to become the capital of Melbourne's west. It specifically identifies for the Albion Quarter: The upgraded Albion Station is the catalyst for the transformation of the northern end of Sunshine CBD.
Brimbank Climate Emergency Plan 2020-2025	Identifies a position statement, principles and five themes for action to achieving a healthy, more resilient environment and economy in the face of climate emergency.
Policy Statement on Affordable Housing (2022)	Articulates Council's position on social and affordable housing to Brimbank residents and other key stakeholders. It also outlines the principles, roles and pathways that guide Council's decisions and actions to encourage and support increased local supply.

2

Context

Attachment 12.4.1



Regional Context

Albion Quarter is a significant urban renewal opportunity located within the City of Brimbank. It is approximately 12km west of Melbourne's CBD, within the Sunshine Metropolitan Activity Centre as identified in Plan Melbourne. It is also part of the State Government identified NEIC, and a Priority Precinct. The regional context is depicted in Figures 2 and 3. The Albion Quarter Structure Plan working boundary and its context is depicted in Figure 4.

Cultural context

Albion Quarter is part of the traditional lands of the Wurundjeri People of the Kulin Nation. For the Traditional Owners, the lands in the City of Brimbank have always been a significant trading and meeting place.

The municipality contains 427 known places of cultural heritage significance. These places, objects and landscapes are representative of the complex and changing lifestyles of Aboriginal people over thousands of years.

Transport-catalysed growth

Albion Quarter has easy access to Melbourne's CBD and to the western suburbs by train, and good access on Ballarat Road to the Western Ring Road and the freeway network. It is also directly served by the 215, 220, 426, 456, 903 and 941 bus routes. The train line to Ballarat passes through Albion Quarter (Figure 3).

Major investment in new transport infrastructure, including the Metro Tunnel Project, Albion Station upgrade and investment around Sunshine Station underpin the growth of the area.

The completion of the city-shaping Metro Tunnel project will result in Albion being connected to and through the City and the Melbourne's south east. Whilst Albion has its own station, proximity to the Sunshine Station transport interchange makes it a highly desirable location, and one that could accommodate a larger population ready to take advantage of this transport accessibility.

Employment and innovation

Plan Melbourne 2017–2050, the city's metropolitan strategy, locates the Albion Quarter area within the Sunshine NEIC, and identifies state-significant health and education precincts in the Victoria University Sunshine campus and Sunshine Hospital.

The cluster has the potential to build a critical mass of tertiary education, health-related training, health care, and retail and professional services, as well as facilitate private investment. Plan Melbourne estimates there are currently 14,600 jobs in the cluster.

Community context

As outlined in the Council Plan, the Brimbank municipality has a culturally rich and diverse population, with almost half the population born overseas. More than half of Brimbank's residents speak a language other than English at home. It is also the second most disadvantaged community in Greater Melbourne.

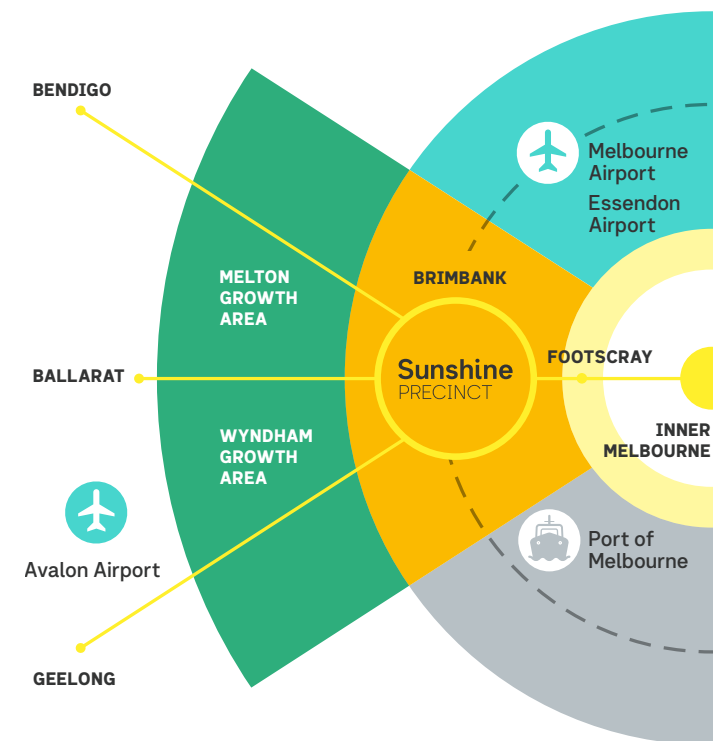


Figure 2 The role of Sunshine Precinct in the Regional Context

Regional Context Plan

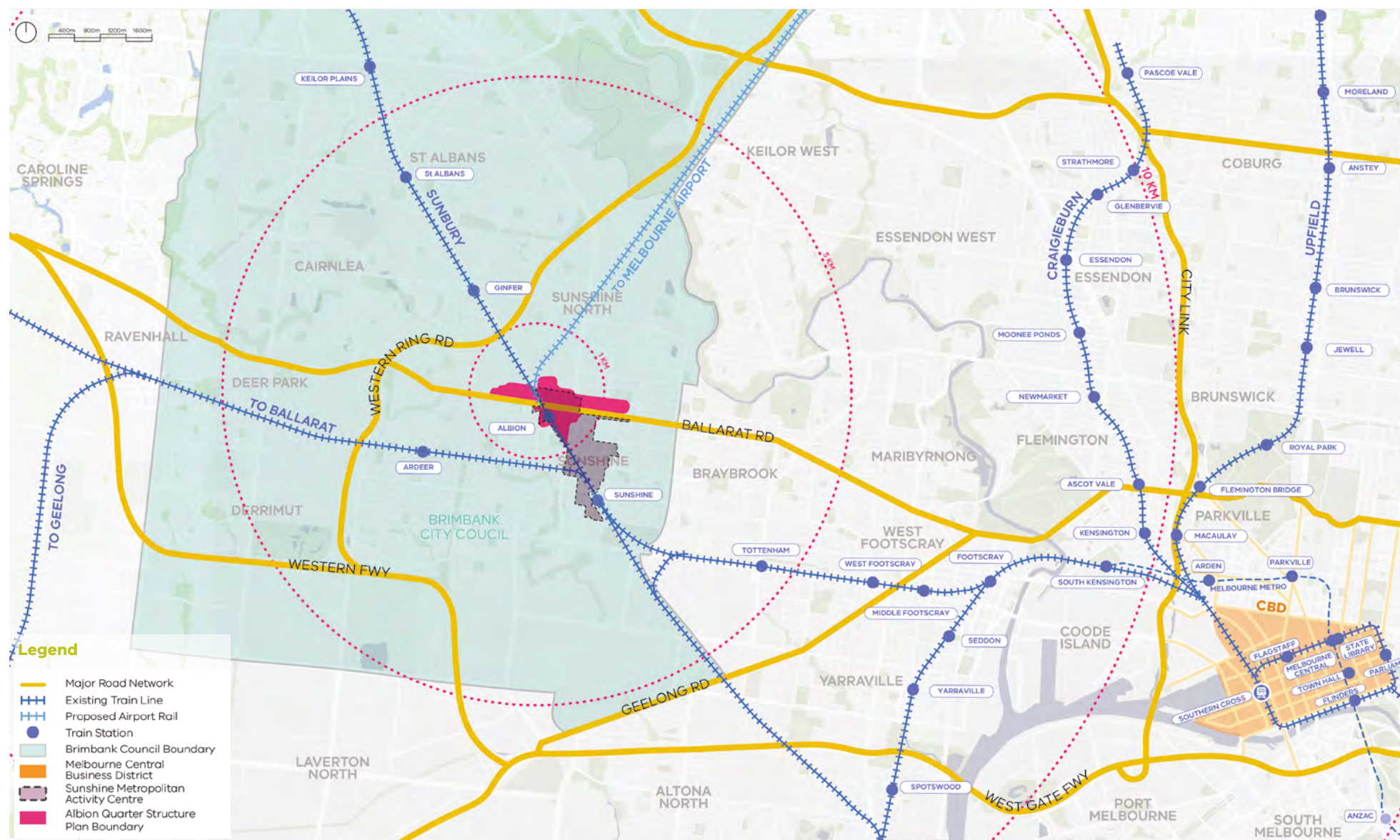


Figure 3 The Regional Context surrounding Sunshine's Albion Quarter

Albion Quarter Structure Plan Area and Context

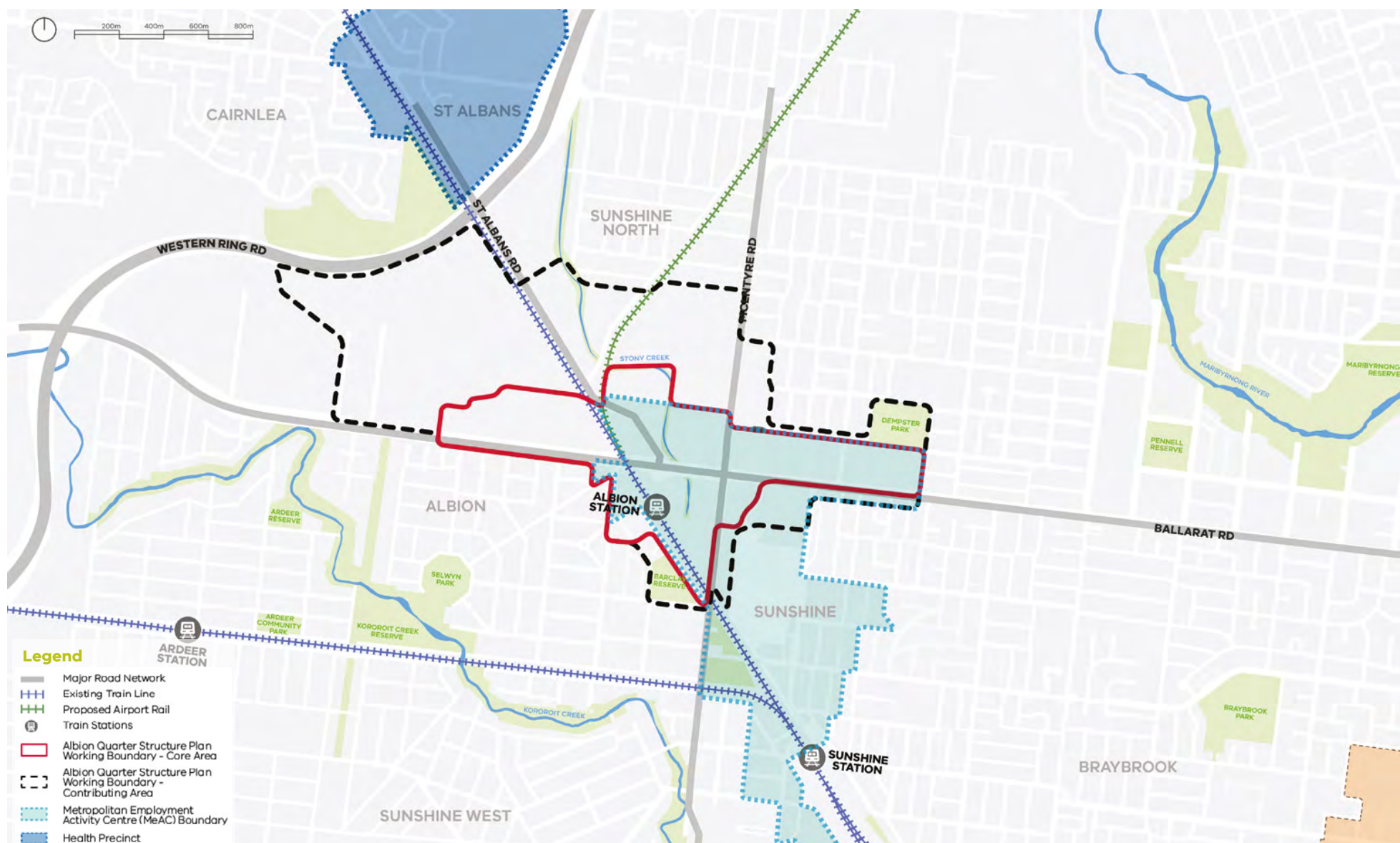


Figure 4 Albion Quarter Working Boundary and Context

Local context

Albion Quarter is a predominantly industrial area. Existing land uses comprise of steel and concrete manufacturing, vacant land, storage, and big-box retail. Most sites consist of one-storey buildings on large parcels. The existing conditions of the area are representative of outcomes left by decades of intense industry and manufacturing activities, resulting in a car-focused environment with poor pedestrian provision. Stony Creek, which runs through the area, is a concrete channel with underappreciated habitat value. There are also issues around soil contamination. The area is fragmented by significant roadways, large areas dedicated to car parking, few crossings across the rail line and many industrial buildings with limited active frontages. The result is an area with poor connectivity, poor amenity and a pedestrian environment that is lacking in both safety and character. The historical John Darling Flour Mill is located immediately to the west of Albion Station, a significant local landmark.

A changing community

Albion Quarter is on the threshold of extensive growth. Population growth and changing demographics in Melbourne's west has created demand in Sunshine and surrounding areas. This project provides the opportunity to consider changing land uses and a more intensive use of the land for employment, commercial and residential uses. This process will require a dramatic shift in amenity, with demands for a vibrant and convenient community-focused centre.

An environmentally degraded and socially disadvantaged community, there will be a strong focus on climate resilience and sustainability, and urban design and place making. The goal is to devise a framework to build a community with a deeply rooted sense of place, with equitable access to transport, housing, open space and infrastructure now and into the future.

Local destinations

There are a number of important existing local destinations within a 10 minute walk of Albion Station, including shopping centres, schools, sporting clubs and social services (Figure 5). The following outlines the existing major destinations in and around Albion Quarter.

Sunshine CBD

Sunshine is home to the bulk of retail, hospitality, entertainment, and civic activities in the area. With two major shopping centres (Sunshine Plaza and Sunshine Marketplace) flanking either side of Hampshire Road, this is undoubtedly the retail heart of Sunshine.

Brimbank City Council and the Sunshine Public Library civic facilities are also located on Hampshire Road. The local hospitality offerings reflect the ethnic diversity in the area, and this combined with recent public realm upgrades have helped to create a vibrant main street.

Neighbourhood activity centres

There are a number of small local activity centres surrounding Albion Quarter, though none within the study boundary. These mainly consist of small strips of shops offering cafés, takeaways, convenience stores, and beauty services.

The closest to the study area are the Perth Avenue and Northumberland Road neighbourhood activity centres, the latter of which recently underwent upgrades including the installation of a safe pedestrian crossing, wider footpaths, seating and shade.

The neighbouring suburb of Albion

The neighbouring suburb of Albion was developed in the early part of the 20th century inspired by the Garden City movement from England. Developed by H.V. McKay, it was designed to provide worker housing with equitable access to parklands and public buildings.

Education

Albion Quarter is home to the Victoria University Sunshine Campus, which hosts a range of courses in building, engineering, construction, nursing and paramedicine. It also houses the Western Melbourne English Program, which offers foundation courses to students seeking to increase their English literacy.

Significant investment has created a modern campus with state-of-the-art equipment and training facilities. These include the 6-green-star trade training centre, Construction Futures, and the Sunshine Skills Hub, which includes purpose-built innovation spaces, 3D printing facilities, a high-tech nursing simulation lab, and a paramedics lab.

Furthermore, a new Brimbank Technical School will be constructed by 2026.

Social services

Albion Quarter is home to a number of social services including the Sunshine Police Station and Magistrates Court, Services Australia, the Sunshine Fire Station and Ambulance Victoria.



Community mural at Victoria University

Local Destinations

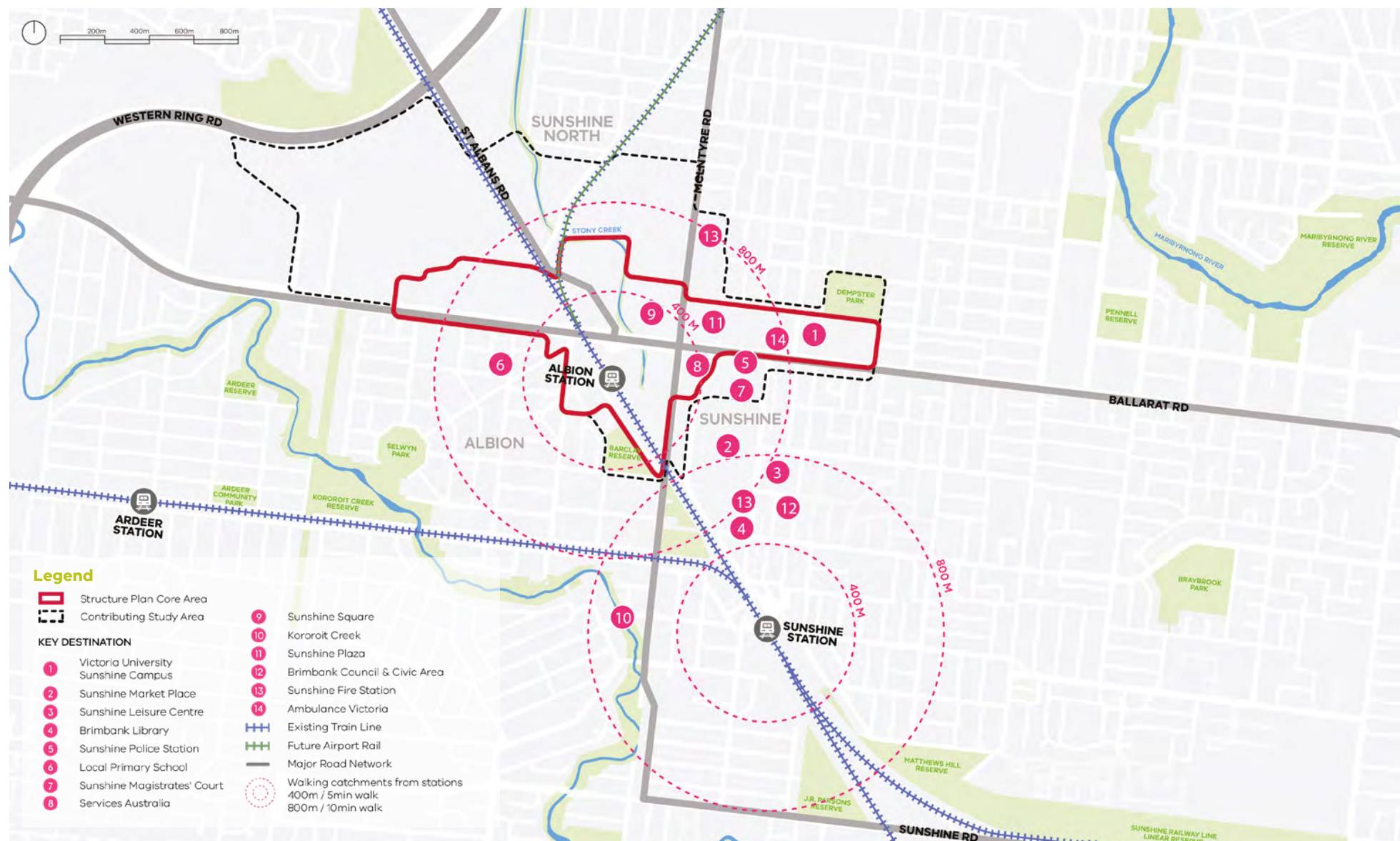


Figure 5 Existing Local Destinations

Major Projects

There are a number of major projects and key sites within the area that are contributing to reshaping the future of Albion Quarter, its character, and how it connects to its urban environment.

These projects include private developments, along with state infrastructure projects. It is important that the Structure Plan guides outcomes from these projects, where it can, that are consistent with the ambitions of the area, and that contribute positively to Albion Quarter as a place.

Albion Station upgrade

A future upgrade of Albion Station presents the opportunity to improve station user experience and support the long-term transition of industrial land to vibrant mixed-use neighbourhoods.

Private development

There are a number of large, privately owned land parcels within Albion Quarter that are in various stages of planning for future development. The major urban renewal opportunities in Albion Quarter include parcels on Ballarat Road east and west of the rail line. Others contain high value employment uses that might be better relocated to enable more intensive and compatible uses close to the upgraded Albion Station.

Furthermore, there is opportunity for redevelopment immediately east of Albion Station (Figure 9), in addition to other parcels along Anderson Road. The unique and historical John Darling Flour Mill will ultimately be redeveloped and will provide a significant destination in the Albion Quarter. The extent and nature of urban renewal and redevelopment opportunities will be a core focus of the Structure Planning process.

Stony Creek

Stony Creek runs through Albion Quarter (Figure 6). It currently takes the form of a concrete lined culvert drain. Resolving how Stony Creek might be revitalised and more widely accessible to the public will be a central part of this Structure Plan. Technical studies are underway to understand the possibilities and to produce design options.



Figure 6 The opportunity to revitalise Stony Creek is key to the transformation of Albion Quarter

Accessing Albion Quarter

It is anticipated that traffic volumes and demand within Albion Quarter will continue to increase through the influence of both local and regional patterns of growth. For Albion Quarter to develop sustainably and provide an access network and public realm that can meet future travel demands and preferences, emphasis must be placed on increasing sustainable transport modeshare, addressing barriers to movement, and access management.

Some of the access challenges for Albion Quarter are:

- the rail corridor and Ballarat Road corridor create significant physical and visual barriers within the Albion Quarter.
- significant grade changes and dated, confined and unappealing under/overpasses create a poor pedestrian experience.
- the pedestrian environment is dominated by freight and vehicle movement.
- historic and existing land use that has encouraged a legacy of prioritised vehicle movement through rather than to/from Albion Quarter as a destination.

Transport Opportunities

DTP has undertaken initial analysis of the transport context and opportunities for Albion Quarter. Transport objectives include:

Reducing severance

Resolving connections across major rail and road barriers to facilitate movement throughout Albion Quarter and reduce transport-led community severance.

Increasing mode choice

Facilitation of improvements within Albion Quarter to prioritise active transport and public transport and increase mode choice options for all trip types. The vision for Albion Quarter is a modal mix where 60 per cent of trips to, from and within Albion Quarter are undertaken by public transport, walking and cycling.

Enabling development

Upgrading the transport network within Albion Quarter to accommodate more people, enhancing adjacent place characteristics.

Supporting inclusion

Ensuring the transport network presents safe, accessible and affordable connections for everyone to use.

Increasing safety and perceptions of safety

Providing a safe and enjoyable environment and urban realm with active and passive surveillance which encourages pedestrian activity and opportunities for positive and safe social interactions.



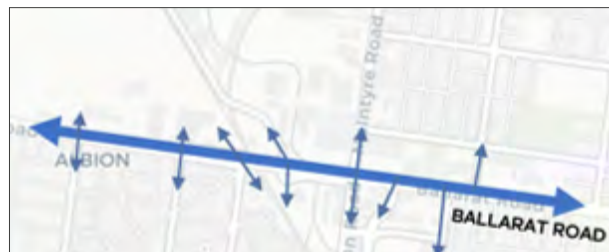
The major transport opportunities include:



1. Albion Station upgrade

Upgrade Albion Station as a catalyst for development of the Albion Quarter.

- Albion Station needs to be upgraded as a high-quality interchange that attracts and supports passenger journeys by public transport
- Upgrading Albion Station should be supported by initiatives to improve walking, cycling and bus connections to the station.



2. Ballarat Road transformation

Review the key movement corridor in the study area to improve the movements along and across it for all users.

- Ballarat Road should transform into a corridor that can support its high movement function for east-west connections, providing for Albion and Sunshine's growing population with high quality public transport and support the high density and high value land uses of a Metropolis Activity Centre.
- Regular and safe crossings, safer speeds and dedicated public transport infrastructure along Ballarat Road should be explored to improve the movements along and across it for all users.



3. Establish an active transport web

Improve active transport connections to key destinations across Albion Quarter, filling the missing links in the network for the wider area.

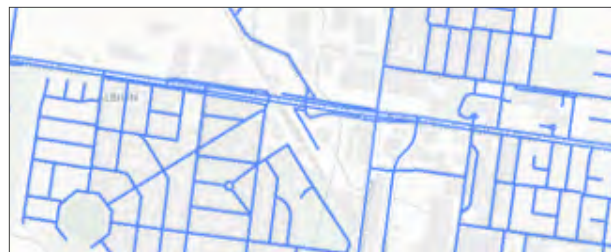
- More safe, coherent routes for active transport are needed to connect people to Albion and its key destinations, fill gaps in the broader network and enhance user experiences for all.
- Linking key locations with direct, safe and pleasant connections to Albion Station, John Darling Flour Mill, key development sites, Victoria University, and Hampshire Road (Sunshine) should be considered.



4. An enhanced bus network

Provide an enhanced bus network for Albion Quarter, improving accessibility and route frequency.

- Buses need to provide competitive journey times at convenient frequencies to key destinations. The quality and accessibility of bus stops should also be improved.
- DTP's bus reform program focuses on improving the frequency, competitiveness and accessibility of bus services.
- Under DTP's bus reform program, the future network is expected to be underpinned by a series of rapid, connector and local routes that link through the Albion Quarter to regional destinations.



5. Unlocking Albion access

Provide a fine grain road and street network that unlocks transport access to, from and around Albion Quarter.

- As Albion Quarter grows, there is a need to implement a road and street network that will encourage redevelopment of the Albion Quarter area, enhance access to and within this area, and improve provisions for vulnerable road users, including pedestrians and cyclists.
- The future configuration of the road and street network should consider how it can support and encourage public and active transport movements. It should also ensure freight corridors are protected as safe, reliable and efficient means to moving goods to/from and through Albion Quarter.



6. Integrating land use

Facilitate future development within Albion Quarter to accommodate greater transport choice and affordability.

- As activity increases, integrating land use with the transport network is necessary to support growth, accommodate more people, and promote greater transport choice.
- Land surrounding stations is under pressure to accommodate a range of demands from transport infrastructure through to car parking, developments and community infrastructure. As there is a limited supply of this high value land, it should be used to sustainably accommodate growing demands in an equitable manner.

3

Future Neighbourhoods



Future Neighbourhoods

The Structure Plan is organised into four areas: Albion Quarter South, Albion Quarter West, Albion Quarter North and Albion Quarter East (Figure 7).

Beyond this core area is a series of contributing areas. In these contributing areas the project will consider connections to and from, and adjacent land uses, but will not make specific recommendations.

Albion Quarter South

Centred around the station, Albion Quarter South runs north to Ballarat Road, south to the Barclay Reserve, east to Anderson Road and beyond to Harvester Road and west to Sydney Road. It includes the areas of station car parking and land immediately to the east of the station including the continuation of Stony Creek.

This neighbourhood is set for change as Albion Station is upgraded, and the surrounding public realm, car parking, bus drop-off and access improved. Plans to extend St Albans Road will also play a key role in determining the final outcome for this neighbourhood.

There is significant opportunity for urban renewal in this neighbourhood, with large areas of industrial land between the station and Anderson Road underutilised.

The historical John Darling Flour Mill is an important local landmark and offers significant adaptive reuse potential.

Albion Quarter East

Albion Quarter East lies to the north of Ballarat Road and south of Phoenix Street, the major destination being the university itself. The neighbourhood runs east to the eastern end of Victoria University and west to McIntyre Road.

The Sunshine Priority Vision 2050 has identified the Victoria University area as the SunRISE district, which is described as a university city focused on research, innovation, study and enterprise.

The neighbourhood also includes restricted retail offerings at its western end, including the large Bunnings store on the corner of McIntyre Road and Ballarat Road.



The future Albion Quarter East centres around Victoria University

Albion Quarter North

Albion Quarter North (located in the suburb of Sunshine North) sits immediately north of Albion Station and north of Ballarat Road. It lies to the east of the rail line and runs north to Annastasia Way and beyond. Stony Creek runs through the neighbourhood, as does St Albans Road, which connects to the Ballarat Road Service Road and under Ballarat Road to the Station.

There is significant opportunity for urban renewal across this neighbourhood which could include connections across to McIntyre Road. The revitalisation of Stony Creek offers opportunities for neighbourhood placemaking and to rationalise the alignment of St Albans Road. Better connections to Albion Station must also be a key consideration for this neighbourhood.

Albion Quarter West

Albion Quarter West is located west of the railway line and north of Ballarat Road. It runs west to Perth Avenue and includes key industrial uses.

Access across and under Ballarat Road and to Albion Station is challenging for pedestrian and cyclists at present and will need to be a focus for the Structure Plan.

Future Neighbourhoods

Legend

- Structure Plan Core Area
- Contributing Study Area
- 1 Albion Quarter South
- 2 Albion Quarter East
- 3 Albion Quarter North
- 4 Albion Quarter West
- Contributing Precincts
- Freeway
- Arterial Roads
- Train Line

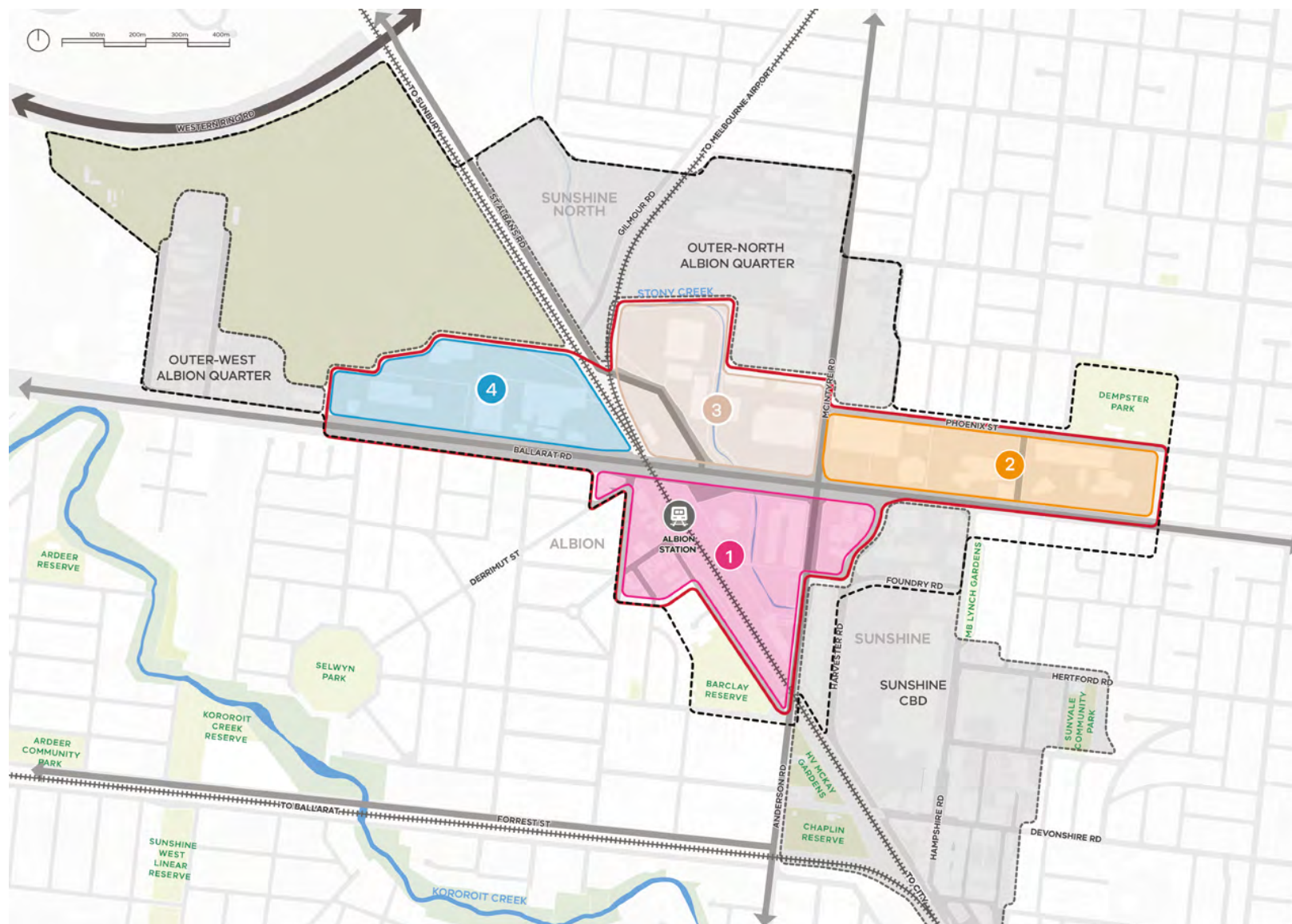
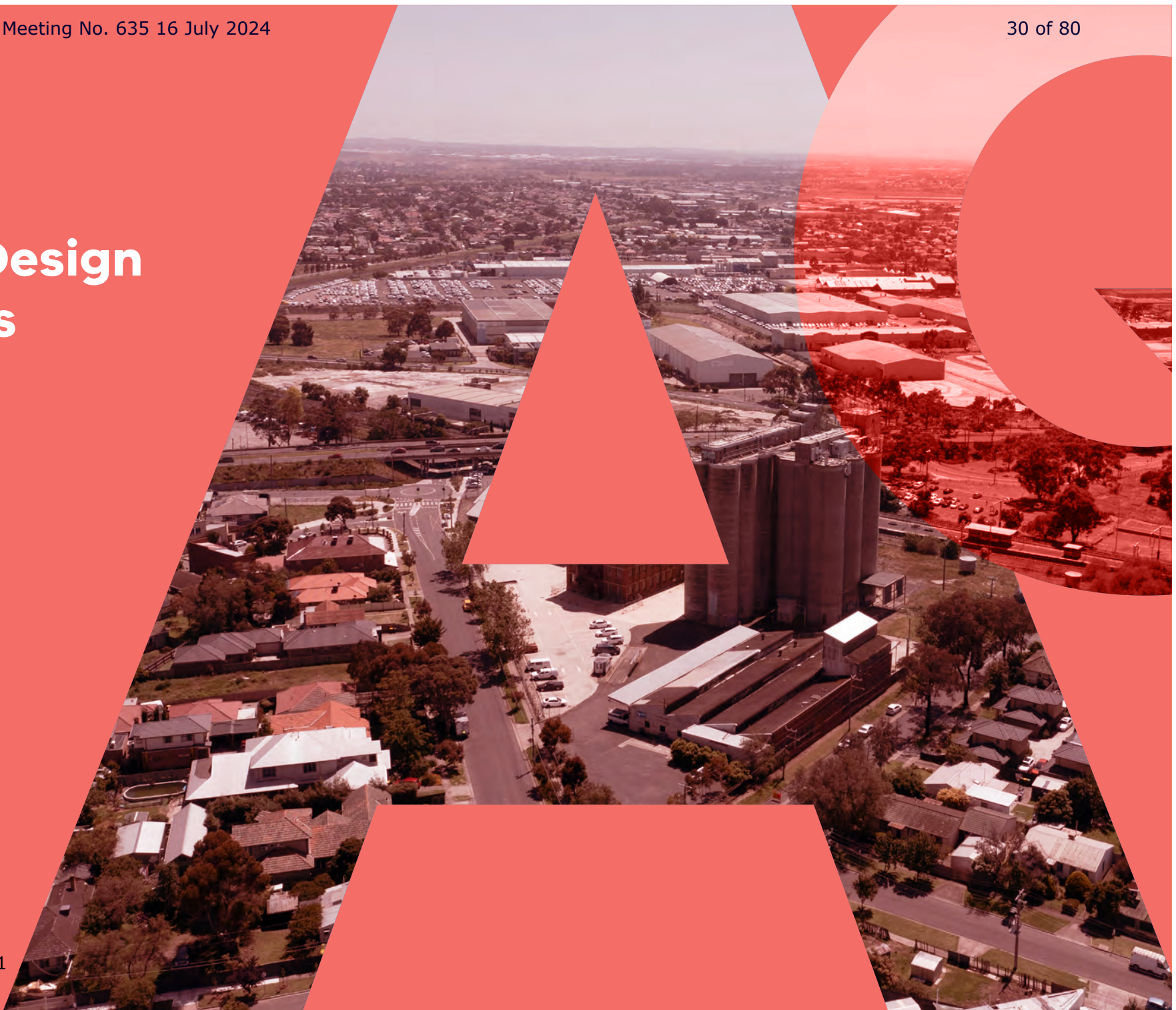


Figure 7 Albion Quarter Future Neighbourhoods

4

Urban Design Analysis



Place Identity Summary

The role of 'place' in structure planning

Structure Plans define a preferred direction for future growth in a specific area, such as activity centres or employment areas. The structure planning process develops a shared vision for the area, and identifies the type and scope of change projected over time. It is a tool to help manage, influence and facilitate change within the area in accordance with state planning policy.

Structure planning also provides greater certainty to the local community and investors about future land use and preferred development intensity including heights and density. As such, they must follow a specific structure and format so they can help give effect to state planning policy. Ultimately key components will be included in the Planning Scheme. Whilst a significant portion of the Structure Plan has regulatory requirements, some consideration should still to be given to the less tangible aspects of planning and urban design. The consideration of 'place' and 'place-making' must also be an essential part of the structure planning process.

Albion Quarter is a major urban renewal opportunity, in which creating 'place' will be a central focus. It is important to identify the existing characteristics that are unique to Albion, and to better understand what makes it special. The unique features of the area can then be leveraged to create stronger, more identifiable, and more authentic places.

The following unique features of Albion Quarter have been considered when developing the draft Vision and Key Ideas:

1. Albion Quarter and the broader Sunshine area is surrounded by a diverse, multicultural and engaged community.
2. Albion Quarter is centred on an existing station, which implies high levels of accessibility. Its location 1 km north of Sunshine Station means that Albion Quarter can leverage the benefits of increased accessibility to Sunshine and beyond via the train network.

3. Albion Quarter is only 12 km from Central Melbourne, making it a highly convenient location within greater Melbourne.
4. The John Darling Flour Mill buildings and the substation adjacent to Albion Station are unique and central features of Albion Quarter. Located at the station, the unusual roof line makes it a landmark in Melbourne's west. Adaptive reuse opportunities could further reinvigorate Albion Quarter.
5. Stony Creek could be a significant environmental and recreational open space. Its location bisecting Albion Quarter means that it can influence the design of future developments in the area.
6. Victoria University is an existing heartbeat and hive of activity within Albion Quarter.
7. Sunshine CBD, only 1 km to the south, is an established area already teeming with activity and life. The reimagining of the Albion Quarter should tap into this existing urban life and ensure seamless connections between the two areas.

There are a number of existing locations within Albion Quarter and beyond that will be considered during the Structure Planning process. Consideration of these places will be central to representing local character and flavour when establishing a vision for the future. In addition to the destinations outlined above they also include MB Lynch Memorial Gardens, Dempster Park, and Barclay Reserve. Figure 8 depicts these locations.

Improvements to the public realm, an upgraded station, improved station surrounds, and a reconfigured Ballarat Road stand to significantly shape the urban form and character of Albion.



Place Identity Summary

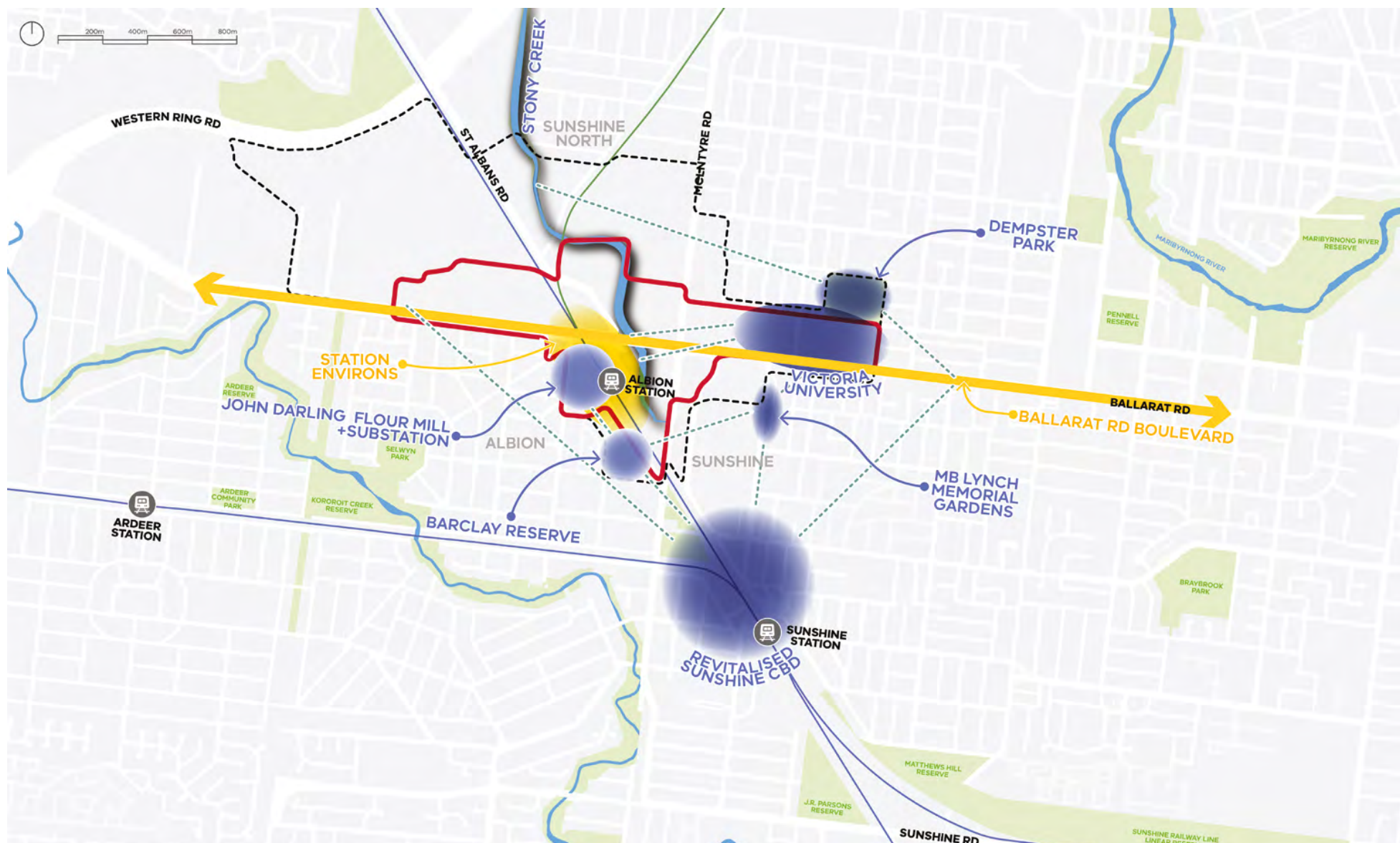


Figure 8 Place Identity Summary

Defining the Key Issues for Albion Quarter

There is a significant opportunity to reimagine Albion Quarter as a bustling neighbourhood to live, work and play centred around an upgraded train station with a host of micro-mobility options and a comfortable and interesting pedestrian and climate-ready environment. In order to realise these improvements, the task is to articulate the challenges, big and small, that Albion Quarter faces now. The issues are broadly described on this page, followed by more detailed analysis on subsequent pages.

Land use and activity

Albion Quarter is currently mostly occupied by industrial, vehicle-centric land uses. The goal of this project will be to change and intensify land uses across Albion Quarter in order to create a more urban environment with a mix of uses, accessible by a variety of modes and set in an environment that supports liveability, housing diversity and activity. With this change comes a need to transform in a way that ensures good development and retention of employment uses, in addition to the introduction of new uses. Ultimately the challenge will be to transition to an appropriate mix of uses and degree of intensity fitting of an urban area so close to Melbourne's CBD and so accessible in the region's transport network.



Opportunity to transition Albion Quarter to more mix of uses and better connectivity

Movement and access

The existing hierarchy of movement prioritises vehicular and freight movement which creates car dependency, low pedestrian amenity, and limited connectivity. The Structure Plan will set up Albion Quarter to become a truly multi-modal transport destination, with less reliance on private vehicles and greater provision for active transport and micro-mobility options.

Integrating an upgraded Albion Station and new transport infrastructure, and resolving key connectivity issues are to be resolved as part of this process.

Open space and public realm

There is currently a significant lack of public realm and open space within Albion Quarter. Open space and parks on the edge of the Study Area are disconnected and difficult to access. The challenge for the Structure Plan will be to identify opportunities for new open space and public realm, leveraging the improvements around Albion Station and Stony Creek.

Additionally, there is extremely limited tree canopy across Albion Quarter which creates a hostile public realm and little habitat, and also as a result, a substantial urban heat island effect.



Opportunity to transform Stony Creek to be a place for people

Place and placemaking

While broader Sunshine is steeped in character, cultural diversity and a strong community identity, the local character of Albion Quarter is more difficult to define beyond its role as an industrial area. Issues around the local sense of place will be an important part of the character, determining how local residents, workers, and visitors experience the Albion Quarter and its community.

The John Darling Flour Mill site and other heritage buildings in Albion Quarter provide a significant opportunity to define character, and the opportunity will be to integrate them sensitively.

Stony Creek provides significant opportunity for recreation, amenity, and ecology, despite the challenges around restoration and contamination.

Environmental sustainability

The aspiration is Albion Quarter will be a place prepared to face a changing and more hostile climate. To prepare, there will need to be a strong focus on issues such as reduced impervious surfaces to improve water management and reduce the urban heat island effect, planting of more trees and emphasis on an expanded canopy, an emphasis on active transport, the expansion of biodiversity and habitat, and a focus on responsible development including social responsibility and housing diversity.

In the following pages specific and tangible issues for each of the four neighbourhoods are summarised and identified on a corresponding plan. As described in Section 3, the Albion Quarter Study Area is broken into four neighbourhoods:

1. Albion Quarter North
2. Albion Quarter South
3. Albion Quarter East
4. Albion Quarter West

Albion Quarter South

The key issues for Albion Quarter South include:

- Ensuring the successful integration of future SRL (Airport) infrastructure into Albion Quarter.
- Appropriate design of an upgraded Albion Station and public realm surrounds, including parks, plazas, car parks and access.
- Revitalisation of Stony Creek including integration with future developments and the broader open space network.
- Consideration of potential flooding implications.
- Resolution of best alignment and most appropriate street hierarchy and typology of the road network.
- Creation of an environment that supports increased trips by walking, cycling and public transport.
- Facilitation of redevelopment to create a new and high-quality urban environment.
- Sensitive adaptive reuse of John Darling Flour Mill and other heritage buildings.
- Accommodation of new development when considering the existing jet fuel pipeline and high pressure gas pipeline.

See Figure 9 for detail of key issues.



The station surrounds are dominated by car parking, with little consideration for how pedestrians navigate the space.



Edge treatments around Albion Station should be focused on pedestrian safety, comfort and ease of movement.



The John Darling Flour Mill is iconic in the landscape of Albion, and provides a significant opportunity to define character.



Stony Creek represents an opportunity for revitalisation.



Interfaces with single storey residential housing will require a considered edge treatment.



The former substation provides a significant opportunity to define character and needs to be integrated sensitively.

Albion Quarter South

Key Issues

- ① Successful integration of future SRL (Airport) infrastructure.
- ② Ensuring appropriate design of an upgraded Albion Station and quality public realm surrounds, including parks, plazas, car parks and access suitable for community meeting and gathering.
- ③ Revitalisation of Stony Creek.
- ④ Resolution of public access and integration of future development with Stony Creek south of Ballarat Road.
- ⑤ Resolution of best alignment and most appropriate street hierarchy and typology.
- ⑥ Improvements to pedestrian access from north of Ballarat Road to the station.
- ⑦ Realisation of a functional bus interchange that meets community needs.
- ⑧ Upgrading existing pedestrian underpass under rail line.
- ⑨ Clear understanding of land use impacts from high pressure pipelines.
- ⑩ Realisation of safe and accessible pedestrian and cycle connections to and from Sunshine CBD.
- ⑪ Improvements to Ballarat Road to make it safer and more accessible.
- ⑫ Identification of critical safe passages across key intersections.
- ⑬ Resolution of redevelopment potential east of station.

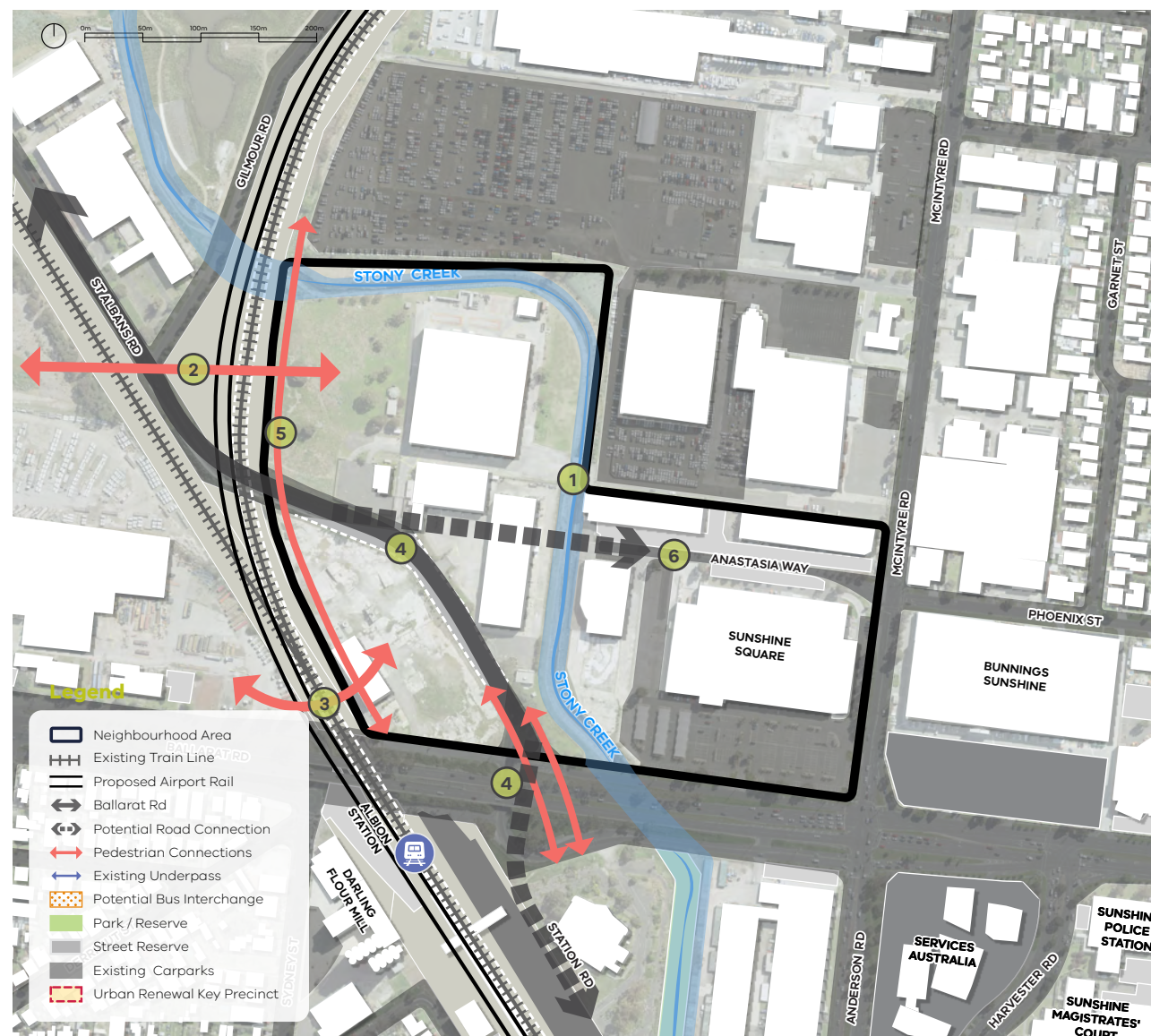


Figure 9 Key Issues Diagram for Albion Quarter South

Albion Quarter East

The key issues for Albion Quarter East include:

- Understanding of redevelopment potential and appropriate land use within and around the Victoria University campus.
- Understanding the potential for shared use opportunities at Victoria University.
- Understanding Victoria University's future expansion potential, and its role in Albion Quarter.
- Better connections to Dempster Park.
- Identification of critical safe passage crossings across Ballarat Road and integration into Albion Quarter.
- Changing the car-focused environment to one that will accommodate a modal shift towards pedestrians, cyclists and public transport.
- Resolution of the Ballarat Road configuration and realisation of a multi-modal transport corridor.

See Figure 10 for detail of key issues.

Key Issues

- 1 Consideration of crossing opportunities on Ballarat Road.
- 2 Articulation of a clear vision and redevelopment opportunities for land west of the Victoria University campus.
- 3 Better connections to Dempster Park.
- 4 Understanding of appetite for shared use opportunities at Victoria University.
- 5 Consideration of a multi-modal approach to Ballarat Road.



Figure 10 Key Issues Diagram for Albion Quarter East

Albion Quarter North

The key Issues for Albion Quarter North include:

- Revitalisation of Stony Creek including integration with future developments and the broader open space network.
- Consideration of potential flooding implications.
- Resolution of safe and seamless connections across the rail line, Ballarat Road and to the Station.
- Investigation of and resolution of impacts of adverse amenity buffers created by existing industrial uses.
- Resolution of the Ballarat Road configuration and realisation of a multi-modal transport corridor.
- Resolution of appropriate locations and typologies for new and improved road connections.
- Changing the car-focused environment to one that will accommodate a modal shift towards pedestrians, cyclists and public transport.
- Understanding of redevelopment potential and appropriate land use and interfaces with Stony Creek and rail corridor.

See Figure 11 for detail of key issues.

Key Issues

- 1 Public access and integration of a revitalised Stony Creek with future developments and open spaces.
- 2 Resolution of connection across rail line.
- 3 Resolution of appropriate connections across the rail line at Ballarat Road.
- 4 Consideration of appropriate alignment for St Albans Road connecting to the rest of Albion Quarter and beyond.
- 5 Consideration of best and safest access for pedestrians and cyclists along rail line and into Albion North.
- 6 Resolution of best potential connection from St Albans Road to McIntyre Road.
- 7 Resolution of redevelopment potential.

Attachment 12.4.1
Albion Quarter Discussion Paper

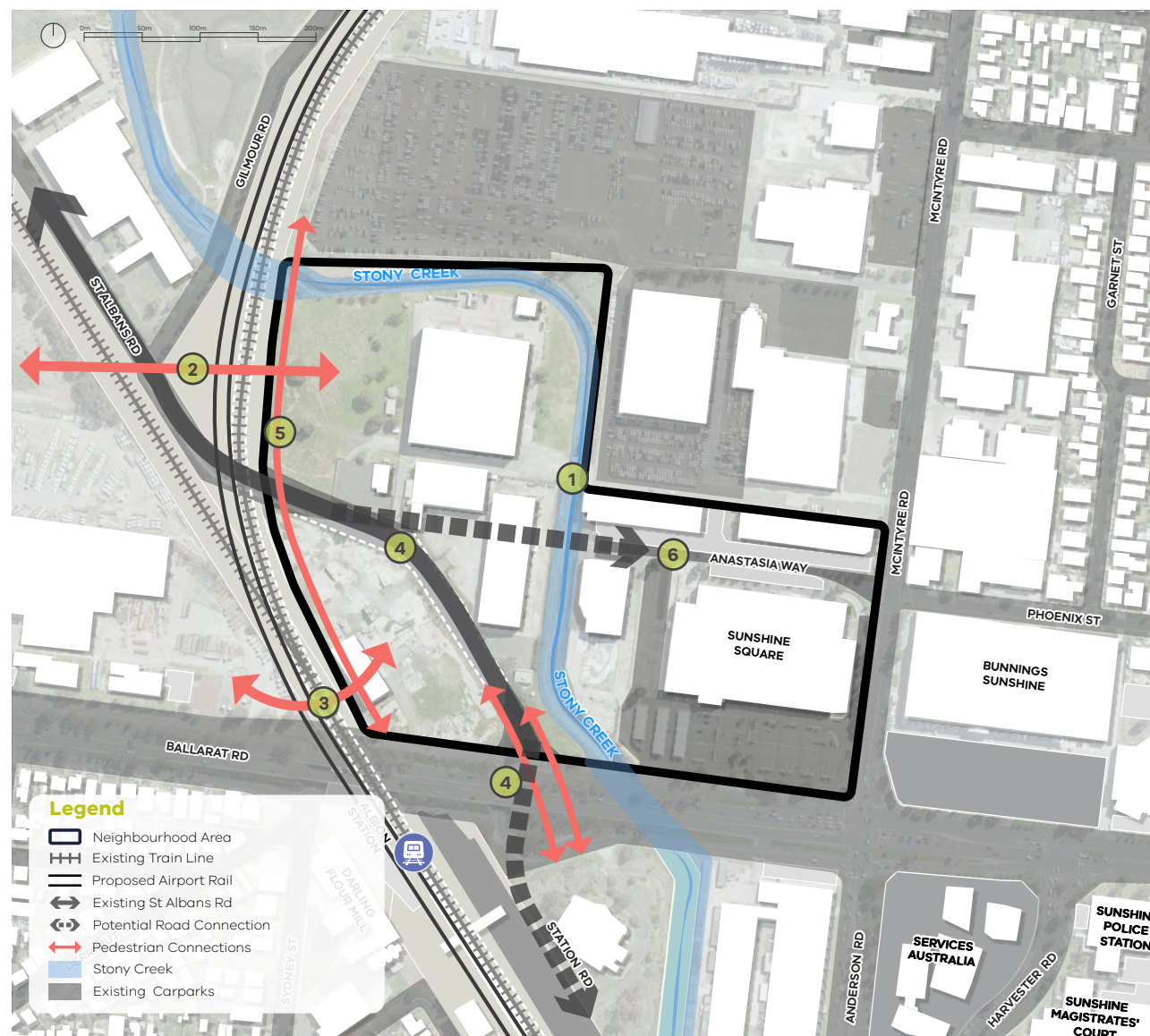


Figure 11 Key Issues Diagram for Albion Quarter North

Albion Quarter West

The key issues for Albion Quarter West include:

- The realisation of safe and seamless connections across Ballarat Road and the rail corridor.
- Appropriate connections and interfaces with surrounding land.
- Changing the car-focused environment to one that will accommodate a modal shift towards pedestrians, cyclists and public transport.
- Resolution of configuration of Ballarat Road and realisation of a multi-modal transport corridor.
- Resolution of redevelopment vision and appropriate land use mix on existing industrial land.

See Figure 12 for detail of key issues.

Key Issues

- 1 Resolution of appropriate connections across rail line and Ballarat Road.
- 2 Making good connections to surrounding land uses where appropriate.
- 3 Resolution of best and safest access along Ballarat Road Service Road and through underpass to station.
- 4 Consideration of a multi-modal approach to Ballarat Road.
- 5 Identification of critical safe passage crossings across Ballarat Road.
- 6 Ensuring good connections from the Station.
- 7 Resolution of redevelopment potential.

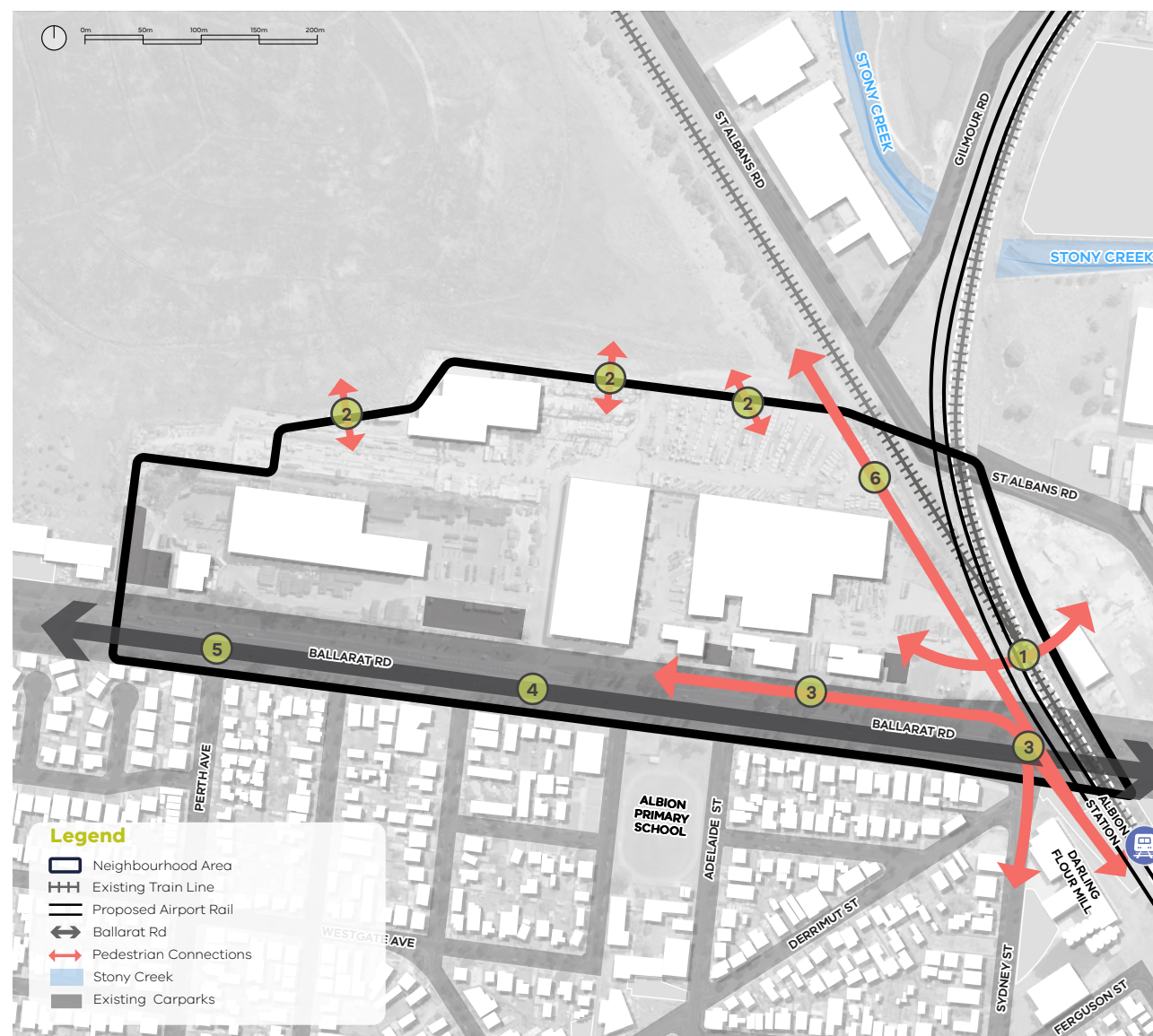


Figure 12 Key Issues Diagram for Albion Quarter West

5

Draft Vision and Principles

Attachment 12.4.1



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Vision, Principles and Emerging Ideas

The following pages present a draft vision, principles and emerging ideas.

The draft **Vision** stems from the Precinct Opportunity Statement and in consultation with the Sunshine Precinct Community Reference Group. It is intended that this Vision represents a bold 30 year aspiration.

The Vision is supported by 10 **Principles** which begin to add detail to the overarching Vision. They will underpin the recommendations in the Structure Plan.

Following the principles, 12 **Emerging Ideas** are described. Each emerging idea articulates how the principles could be realised and represents a list of tangible improvements for Albion Quarter.



Sunshine Precinct

A Vision for Albion Quarter

Albion Quarter Structure Plan will be guided by a vision, 10 principles and 12 emerging ideas.



Sunshine Precinct

Albion Quarter Draft Vision

1

Celebrating Sunshine:

Albion Quarter will be a high-quality employment and residential community that both celebrates and maintains its identity, culture, diversity and people throughout the creation of a reimagined place. Albion Quarter will be a destination serving people, business and education.

2

Centre of Melbourne's West:

Albion Quarter will be part of the most prominent employment precinct in the West boasting innovation, research, technology and education that draws upon its industrial heritage. Albion Station will be a transit hub, and employment will support a growing residential community and the ensuing vibrant urban life.

3

A Greener Sustainable Future:

Albion Quarter will showcase a transformed post-industrial landscape, responding with a revitalised Stony Creek and innovative water management. Leading in sustainable development, renewable energy and circular economy responses, Albion Quarter will be climate resilient at a precinct scale. Albion Quarter will be a highly urban environment with a focus on green streets and green spaces for people.

Principles

Albion Quarter will offer:

1

**A lively urban place
centred on an upgraded
Albion Station.**



- Mobility and activity hub
- Integrated transit options
- Inclusive public spaces
- Integrated with John Darling Flour Mill heritage renewal

2

**A multicultural community
that celebrates identity
and promotes local
opportunity and prosperity.**



- Addressing social disadvantage
- Mitigating community disconnection
- Celebrating cultural diversity and First Nations culture
- Cohesive neighbourhoods

3

**An employment centre
that fosters innovation
and technology, advanced
manufacturing, services,
health and social care and
education.**



- Leveraging Sunshine Metropolitan Activity Centre
- Connected to Health Precinct
- Advanced industry hub
- Optimise development of underutilised land

4

**A sustainable community
that is decarbonised and
resilient to a hotter and
drier climate.**



- Circular economy
- Precinct solar generation
- Urban Ecology Standards
- Blue/grey/green Infrastructure
- Urban heat mitigation

5

**Connected neighbourhoods
that are easy to navigate
with high pedestrian and
cycling amenity.**



- A reconnected Albion Quarter
- Minimise major barriers
- An inviting and walkable place

Principles

Albion Quarter will offer:

6

A place founded on local ecology and landscape with green places and cool streets.



- A healthy community focused on wellbeing
- Greener and cooler places
- Ecological restoration
- Inclusive, comfortable places for all ages and abilities

7

Sustainable and liveable housing choices that include social and affordable housing options.



- Local services aligned to housing provision
- Exemplary design and planning
- Diverse dwelling sizes and types
- Diverse, liveable and inclusive neighbourhoods

8

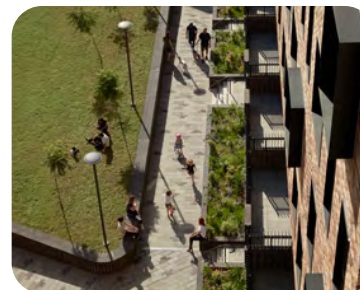
Quality public realm that supports community life and activity.



- Safe and family-friendly
- All ages, all times of day
- Culturally responsive

9

Authentic and high-quality architecture supporting an elegant density.



- Distinctive mid-rise urban form
- Respecting valued heritage
- Local character and identity
- Culturally responsive built form

10

Expanded educational uses anchored by Victoria University.



- Better connected university
- Adjacent student housing
- Increased business partnership opportunities
- Industry-focused education node

Summary of Emerging Ideas

Idea #1

Embed an upgraded Albion Station into the emerging neighbourhood with a safe and inviting public realm, surrounded by active uses.

Idea #2

Create a series of authentic urban neighbourhoods with increased housing diversity and choice aligned with key pedestrian streets and public spaces.

Idea #3

Create a hierarchy of streets that provides safe and easy movement and prioritises places for people.

Idea #4

Connect Albion Quarter to the activity of Sunshine CBD along the Foundry Road spine.

Idea #5

Revitalise Stony Creek to guide future developments and provide a new community destination.

Idea #6

Embed community life and activity by creating a series of vibrant and varied public spaces that respond to the changing character and user needs.

Idea #7

Transform Ballarat Road by creating a multi-modal corridor that also addresses issues around the barrier it creates.

Idea #8

Create a local village heart in Albion Quarter North located alongside Stony Creek.

Idea #9

Attract allied educational, innovation and enterprise businesses to co-locate with Victoria University along Ballarat Road.

Idea #10

Create a greener and cooler environment through tree canopy and vegetation, creative storm water management and habitat creation.

Idea #11

Define a new mid-rise character for Albion Quarter that creates elegant density balanced with amenity and liveability.

Idea #12

Take a precinct-based approach to sustainable and liveable neighbourhoods that integrates water, waste, and energy management.

6

Emerging Ideas

Attachment 12.4.1



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Emerging Idea #1

Embed an upgraded Albion Station into the emerging neighbourhood with a safe and inviting public realm, surrounded by active uses.

Albion Quarter South is a revitalised multi-modal neighbourhood with a distinctive sense of place and character that is authentically Albion.

The upgraded station is embedded into the new surrounding vibrant neighbourhood and connects people across Albion Quarter. It is a transit-oriented 'front door' that maximises local community benefit.

There are multiple pedestrian connections leading into the upgraded Albion Station and across the railway corridor that are public, safe, activated and accessible for all. The primary station entries provide direct and integrated linkages that create an excellent pedestrian experience, including access to John Darling Flour Mill.

The revitalised Albion Quarter South is a welcoming public environment with a mix of community, and public realm uses that forms a major local landmark and destination. It represents the authentic local character of the area, and its identity into the future.

Why this idea?

The existing station environment is unwelcoming and challenging for pedestrians and does not encourage public transport use. In addition, the surrounding existing land uses do not support an active or safe station environment.

The opportunity includes:

- Creating an upgraded station concourse and entry featuring public pedestrian crossing over the rail corridor connecting the neighbourhood.
- Integrating regional cycle connections at Albion Station connecting north to new destinations.
- Integrating public transport and micro-mobility options, and supporting 'last kilometre' connections including bikes and scooters.
- Creating clear and logical connections between Albion Station and key destinations such as Victoria University and the Health Precinct.
- Creating a western forecourt adjacent to the John Darling Flour Mill building to include recreation, hospitality and retail activity.
- Creating an eastern forecourt adjacent to Albion Station that emphasises both place and access.
- Ensuring bus interchanges that connect seamlessly with services at Albion Station.



A welcoming new transit landmark with an authentic Albion identity



A focus on inclusive high quality public spaces that support wider community connections



Integration with the John Darling Flour Mill heritage environment



Emerging Idea #2

Create a series of authentic urban neighbourhoods with increased housing diversity and choice aligned with key pedestrian streets and public spaces.

A new transit-oriented urban community around Albion Station supports a range of housing choices, and social and affordable living models.

Residents and workers enjoy the walkable local urban neighbourhoods connected to high quality public realm, local shops, destinations and transport options.

Development is facilitated around Albion Station and around a new public realm network to provide an active urban environment where day and night-time uses create a sense of safety. There is a strong focus on affordable housing and student housing within Albion Quarter, complementing education, employment and enterprise uses.

A vibrant and inclusive mix of social and affordable housing options are in place to meet the needs of key workers and a diversity of household and family types.

Why this idea?

There are currently very few residents living within Albion Quarter, and the urban environment is lacking in human activity or streetlife. There are limited housing options beyond detached standard housing stock outside Albion Quarter, or options that respond to different family size, form, tenure or ownership.

The opportunity includes:

- Prioritising urban living and higher density housing choices within a 5 minute walkable catchment of the Albion Station.
- Creating the residential community that supports activity and streetlife both around Albion Station and around a new public realm and open space network.
- Encouraging non-traditional housing models such as build-to-rent, rent-to-buy, and other community-focused offerings.
- Embedding a range of affordable and social housing catering for the community's most vulnerable and disadvantaged.
- Supporting student and key worker housing options that complement the health, education and enterprise growth within the area.
- Improving the transport services in order to limit vehicle parking and use through new housing models.
- Establishing an activated neighbourhood and local resident population for Sunshine's shops, food and beverage and destinations after hours.



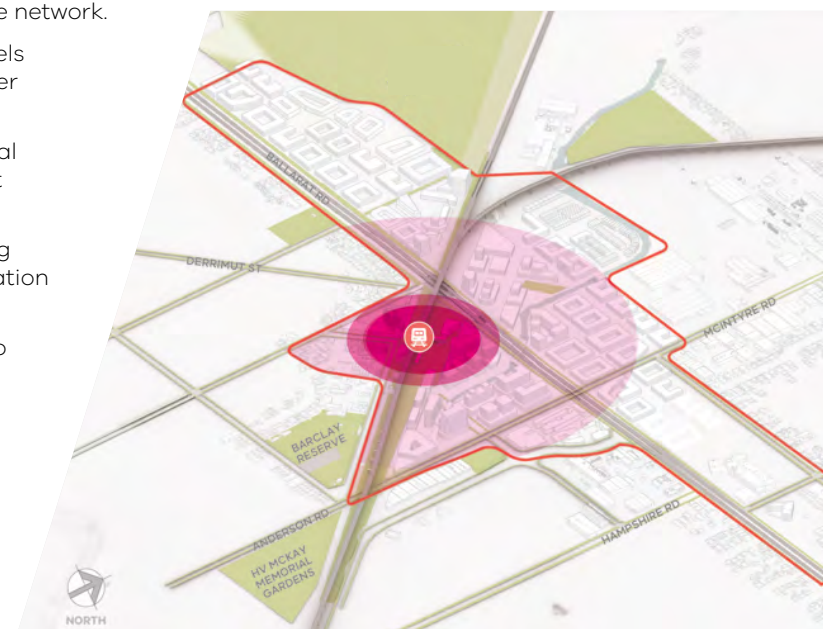
New housing choices and forms supporting a changing local community



Urban housing models that improve social and community disadvantage



Sustainable, liveable and loveable housing choices



Emerging Idea #3

Create a hierarchy of streets that provide safe and easy movement and prioritises places for people.

Albion Quarter boasts a network of improved streets, links and outdoor spaces that are safe and accessible for all ages and abilities, and support a local street life.

All four neighbourhoods of Albion Quarter are connected through high-quality pedestrian and cycle connections, crossing Ballarat Road and the rail line.

Albion Quarter is an easier and more pleasant place to move around and spend time. Streetscapes are revitalised with a network of inviting places to meet and socialise, in safe and inclusive ways.

The barriers of Ballarat Road and the rail corridor are diminished through improved wayfinding as well as options for improved pedestrian accessways.

Walking, cycling, and micro-mobility becomes the local 'mode of choice' throughout the precinct and better connects the neighbourhoods of Albion Quarter.

Albion Quarter is home to a network of streets that prioritise canopy, shade, and communal spaces.

Why this idea?

Getting around Albion Quarter is currently difficult, and the urban environment is often unwelcoming, unsafe and dominated by vehicles and traffic movements. The major barriers of Ballarat Road and the rail corridor constrain effective multi-modal access. There is opportunity to better manage and allocate road space to provide equity for all users, and to create people-friendly streets across Albion Quarter.

The opportunity includes:

- Creating streets that are safe, inviting, and comfortable to move through at all times of day and in all weather.
- Creating safer, low-speed neighbourhood streets through local traffic management intervention.
- Establishing local streets lined with active frontages, and featuring trees, street furniture and weather protection.
- Providing places for community to gather, linger, socialise and enjoy.
- Establishing a new Station street type as a pedestrian, cycle and bus priority urban street connected directly to the station environment.
- Considering a potential east-west pedestrian overpass or underpass across rail north of Ballarat Road.
- Creating a new active transport spine along the rail corridor to Albion Station.
- Investigating a precinct-based parking approach that positively impacts streets and public realm.



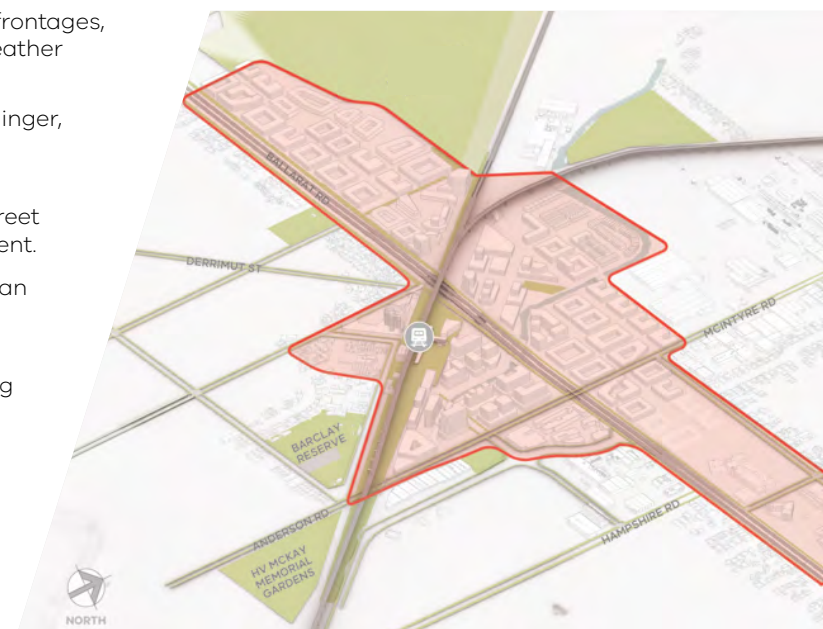
Streets that support and showcase the rich local heritage, character and culture



Provide generous and direct paths connecting key destinations



Support cycling between all neighbourhoods of Albion



Emerging Idea #4

Connect Albion Quarter to the activity of Sunshine CBD along the Foundry Road spine.

Albion Station and Albion Quarter as a whole is connected back into the heart of Sunshine along Foundry Road, which is home to generous and inviting footpaths and safe crossings.

Redevelopment supports this connection with high quality built form and active interfaces, and new public spaces fostering street life and activity.

Extending the street network from Albion Quarter into Foundry Road catalyses the introduction of a finer grain street and block pattern and facilitates the redevelopment of strategically important sites.

Pedestrian movement is improved between Albion Station and the activity of the Sunshine CBD on Hampshire Road, with safe and direct walkable and bikeable connections.

Redevelopment opportunities have active interfaces at street level and localised open space treatments.

Why this idea?

Albion Quarter is currently detached from the activity and vibrancy of the Sunshine CBD, and physical pedestrian connections are indirect and underutilised. The uses and destinations in Albion Quarter can complement the Sunshine CBD through direct, safe and inviting links.

The opportunity includes:

- Creating a new walkable connection between Albion Station and Sunshine Marketplace Shopping Centre along Foundry Road, through to Hampshire Road.
- Extending the pedestrian priority zone beyond Albion Station to Foundry Road at Anderson Road.
- Making easy, safe and attractive walking and cycling links between the shops and cafes of Hampshire Road and new urban living and employment uses around Albion Station.
- Creating urban public places (plazas and pocket parks) along Foundry Road and a new Station street type to support community use.
- Establishing coordinated signalised intersections on Foundry Road at Anderson Road and Harvester Road to support safe east-west connections.
- Supporting mid-block pedestrian links in redevelopment sites, particularly through Sunshine Marketplace Shopping Centre.



Create a strong walking link with interest, activity and character



Support shops and development opening out onto the busy pedestrian thoroughfare



Create direct viewlines and connections into the Vicinity site



Emerging Idea #5

Revitalise Stony Creek to guide future developments and provide a new community destination.

Stony Creek is a reimagined ecological place that developments integrate with and face onto.

It incorporates integrated water management, urban cooling, increased tree canopy and high quality amenity to influence the urban renewal of Albion Quarter.

Overcoming contamination and development barriers, the Stony Creek corridor has been reinterpreted as a green and blue spine, introducing a new destination in Albion Quarter. The post-industrial land has been transformed and an emerging biodiversity is celebrated.

Albion Quarter's Stony Creek is a place of local identity and community pride. Development along the corridor respond to the creek, and the public and private realm is well integrated. The creek corridor supports new recreational activities and cooling opportunities to places and streets adjacent to it.

Why this idea?

Stony Creek is a relatively narrow concrete channel with underappreciated ecological and little aesthetic value, designed to efficiently drain the local and upstream catchment. The creek environment has been heavily impacted by industrialisation and urbanisation, with soil contamination and areas susceptible to flooding. Despite the challenging constraints along this corridor, Stony Creek can play a key role in both the ecological and place renewal of Albion Quarter.

The opportunity includes:

- Revitalising Stony Creek to create a healthy place with habitat value and ecological diversity.
- Promoting the creek as a community asset with significant passive recreational opportunity that supports physical and mental health.
- Creating new public realm along and across Stony Creek to provide more places for the community.
- Increasing the permeability, infiltration and small-scale water storage upstream of Ballarat Road to mitigate downstream impacts.
- Reducing proportion of adjacent developed impervious surfaces, to reduce stormwater volumes in Stony Creek and improve stormwater quality.



Explore urban waterway ideas to bring place into the creek corridor and respond feasibly to the contamination challenges



Align adjacent green public realm and pedestrian paths with the channel waterway



Balance water management, ecology and contamination



Emerging Idea #6

Embed community life and activity by creating a series of vibrant and varied public spaces that respond to the changing character and user needs.

A diverse and integrated network of public spaces across Albion Quarter supports a variety of passive and active recreational activities, and formal and informal social gatherings.

The new public realm is cooler, greener, inviting and comfortable.

High quality new public spaces have created opportunities for community connection and social interaction. Large parks, pocket parks and urban plazas provide places to relax, unwind, play and exercise as the new residential and working community of Albion Quarter emerges.

New urban parks successfully balance solar access and development opportunities.

Open spaces with a local character and flavour better provide for the community and give people opportunities for daily enjoyment and value.

Why this idea?

Albion Quarter is currently lacking in open space, despite some excellent parks being located just outside Albion Quarter. Additionally, the lack of shade makes Albion Quarter extremely vulnerable to urban heat. Redevelopment efforts offer a catalyst to redefine the public realm network as the local community grows to create more green spaces with differing roles and functions, increased street trees for shade, shelter and a softening of a harsh urban environment.

The opportunity includes:

- Envisioning lively and active forecourts on both the east and west side of the upgraded Albion Station.
- Reimagining a series of public spaces along the Stony Creek spine.
- Realising a series of new public spaces or local parks north of Ballarat Road.
- Locating new smaller urban public spaces on Anderson Road and within Sunshine Marketplace Shopping Centre area as it is redeveloped.
- Considering more gathering space and open space at Victoria University.
- Identifying additional small open spaces/plazas throughout redevelopment parcels.



Local public places that celebrate heritage, character and identity



Green open spaces that support revitalising local ecological values



Community gathering spaces that support activity at all hours



Emerging Idea #7

Transform Ballarat Road by creating a multi-modal corridor that also addresses issues around the barrier it creates.

The Ballarat Road corridor is reimagined as a major transit spine of Albion and a comfortable and attractive urban environment.

Road space is reallocated to prioritise public and active transport, improve safety and facilitate urban renewal.

Creative transport interventions have improved connections across Ballarat Road.

Ballarat Road is a multi-modal corridor, set in a tree-lined boulevard with high pedestrian and micro-mobility amenity.

New and reconfigured streets around the station and under Ballarat Road unlock the development potential of Albion Quarter while establishing a new pedestrian focused Station street type.

An active transport web ensures that intersections and crossings are improved, underpasses reconsidered and new north south connections are in place. The growing resident and working population enjoy walking and cycling on safe, interesting and convenient paths.

Why this idea?

Ballarat Road is a major east-west conduit for Melbourne but it is a complicated environment for vehicles which dominates the character and identity of Albion Quarter.

With up to six lanes, additional service lanes, and an elevated profile, the Ballarat Road environment is hostile to pedestrians and cyclists. Additionally, the barrier that it creates across Albion Quarter means that opportunities for crossing over or under are limited.

The opportunity includes:

- Improving active transport through crossing improvements, underpass treatment options and new north south connections.
- Investigating an employment corridor along both sides of Ballarat Road.
- Unlocking the access across Albion Quarter by investigating a suite of options that consider the full network of streets.
- Consideration of a new Station street type link between Foundry Road and St Albans Road passing underneath Ballarat Road.
- Significant upgrades to Ballarat Road underpasses to include space for bikes and pedestrians, and other active transport.
- Rationalising the bus network to improve routes, frequency and interchanges.
- Consideration of new pedestrian connections under Ballarat Road along the rail corridor.



Unlock major north-south active transport connections



Support for improved bus transit services



Improved multi-modal services under Ballarat Road



Emerging Idea #8

Create a local village heart in Albion Quarter North located alongside Stony Creek.

A new village heart and convenience centre north of Ballarat Road has street life, retail activity, a generous public realm and the reimagined Stony Creek at its heart.

New urban neighbourhoods for living and working provide a mix of uses.

A new convenience centre provides people with the ability to meet most of their daily needs within a 5-minute walk from home or work, north of Ballarat Road.

Generous public realm and landscaped green spaces are integrated with the revitalised Stony Creek corridor. This provides a focus for local community activities, which create a strong identity for this part of Albion Quarter.

St Albans Road is adjacent to this village heart and ensures good access, viability and legibility.

Why this idea?

The areas of Albion Quarter north of Ballarat Road will experience significant land use and physical change as they grow. A new mixed-use, employment and residential development will ultimately need a community 'heart'. There is currently no logical centre of activity, public gathering, or community services in this neighbourhood.

The opportunity includes:

- Establishing a village heart that anchors Albion Quarter North and links directly to Albion Station, new homes and jobs, Victoria University, and the activity of Sunshine CBD.
- Creating a 'heart' that combines a diversity of retail and convenience needs. This could include food and beverage which also provide vibrancy and activity.
- Accommodating employment uses along Ballarat Road to bolster the neighbourhood centre, and provide amenity for workers.
- Facilitating a mix of uses such as retail, professional, and community services serving a local walkable catchment and providing local jobs for local people.
- Green public spaces providing the community with opportunities to connect to Stony Creek.
- Providing high quality public realm and plaza space supporting workers, visitors and community events.



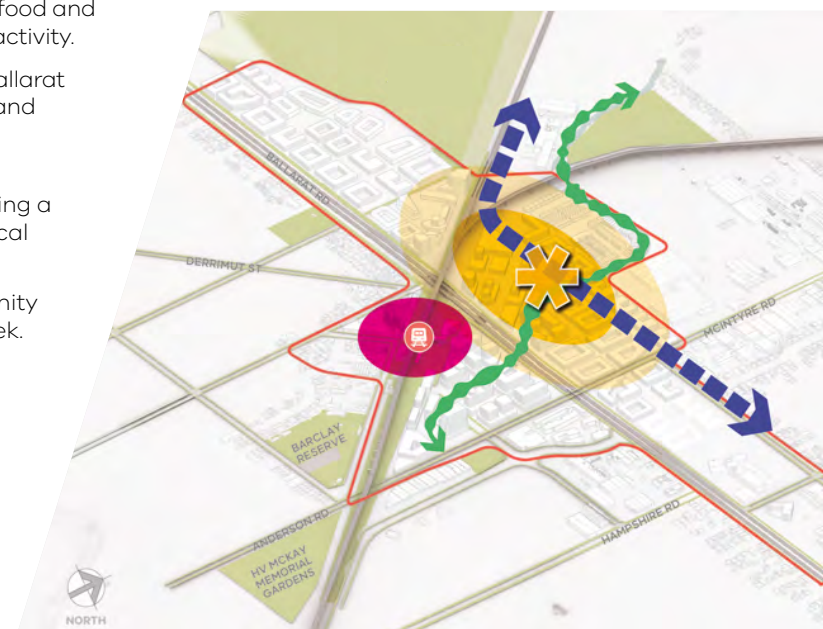
A community heart for gathering, socialising and engaging



Local convenience and community services



A night-time economy



Emerging Idea #9

Attract allied educational, innovation and enterprise businesses to co-locate with Victoria University along Ballarat Road.

Focused around Victoria University on both sides of Ballarat Road, this is a district for allied educational businesses and initiatives that leverages its proximity to the university.

It is a district focused on collaboration between university, research bodies, government and industry in a contemporary urban setting.

Victoria University is a highly-attractive knowledge centre that supports adjacent allied business opportunities related to education. The allied uses align with Victoria University's focus on construction, manufacturing, and health.

The emerging centre is also supported by a positive social experience generated by the existing student activity.

Why this idea?

The existing educational and social asset that is Victoria University is a catalytic opportunity for the revitalisation of Albion Quarter. Already identified in Brimbank City Council's *Sunshine Priority Precinct Vision 2050*, there is significant scope for more employment, research and innovation in Albion Quarter. Underutilised land immediately surrounding the university provides the opportunity for allied uses to be located close to Victoria University.

The opportunity includes:

- Attracting leading companies headquarters and research bodies to anchor the urban renewal around Victoria University.
- Clustering of major government, business, education and legal services north of Foundry Road along Ballarat Road.
- Redeveloping land around the university for allied educational uses.
- Developing generous public realm and pedestrian prioritised streets through the large blocks to support student and workers moving between Albion Quarter destinations.
- Provision of affordable and student housing.
- Creating opportunity for training in advanced manufacturing and future energy production.
- Provision of hotels, event venues, cafés and restaurants supporting the university and allied uses.



Connect Albion Quarter East back to Albion Station and Sunshine



Support a growing university campus



Encourage allied research and education uses to collocate



Emerging Idea #10

Create a greener and cooler environment through tree canopy and vegetation, creative storm water management and habitat creation.

Albion Quarter is greener than it has been in decades. Stormwater is creatively managed throughout. Canopy trees and large habitat areas are a new feature of Albion Quarter. Road reserves, parks and plazas are home to this newly created habitat.

Landscape and ecology are prioritised throughout Albion Quarter in a way that connects the community to nature, open space, water and Country.

Reducing and slowing urban runoff, cleansing stormwater, planting trees and creating areas of habitat value and biodiversity are a central feature of Albion Quarter. In support, new development also reduces water use, applies measures to reduce the urban heat island effect, and utilises rainwater creatively.

Why this idea?

Albion Quarter has limited tree canopy and public open space which creates challenging urban heat conditions. Footpaths, parks and cycling corridors have almost no shading which discourages people from walking or spending time outdoors in Albion Quarter.

Separately, localised flooding north and south of Ballarat Road along the alignment of the West Moreland Road Drain is also problematic, and requires local detention or drainage upgrades with development and a more innovative and precinct-wide response to storm water management.

The opportunity includes:

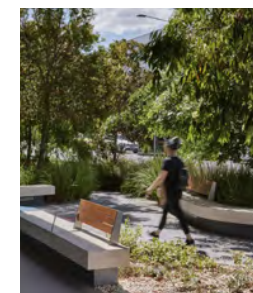
- Planting more trees throughout Albion Quarter in parks and in road reserves.
- Creating areas of habitat and increased biodiversity in the road reserves and newly formed open space.
- Creative stormwater management (harvesting and storage) in public spaces, parks and road reserves.
- Dramatically expanding permeable surfaces and infiltration areas.
- Understanding the impacts of climate change and a constrained water outlook in planning and designing Albion Quarter.
- Leveraging the revitalisation of Stony Creek to seek improved stormwater management across Albion Quarter.



Represent water and ecology management through the public realm and streetscapes



Create opportunities for local habitat corridors and revegetation projects



Getting around Albion Quarter is cool, shady, and enjoyable



Emerging Idea #11

Define a new mid-rise character for Albion Quarter that creates elegant density balanced with amenity and liveability.

Albion Quarter is a series of neighbourhoods that are comfortable, urban, and able to be incrementally and evenly developed over time.

The built form at ground level embraces the streets and actively supports the public realm. Buildings do not negatively impact solar access to the network of new parks and plazas.

Albion Quarter is a quality urban environment with a diverse mix of land uses and businesses.

Redevelopment with quality built form has created a high-quality public realm and pedestrian experience.

Buildings engage the streets with active frontages, windows and articulation.

The scale of the built form supports community and urban life, but it is still a comfortable human scale and doesn't overwhelm.

Why this idea?

The size of the redevelopment opportunity in Albion Quarter is significant. The challenge is to find an appropriate scale that supports a vibrant community. The scale of development must be managed across the precinct to avoid poor architectural, street life and open space outcomes.

The opportunity includes:

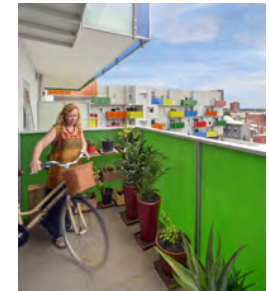
- Testing a scale of development appropriate to Albion Quarter and the surrounding neighbourhoods.
- Considering sequencing of development to ensure Albion Quarter can be evenly developed over time.
- Prioritise investment into the public realm, depressurisation of gas line, management of contamination, and revitalisation of Stony Creek to enable the development of key sites such as those immediately to the east of the Station.
- Facilitating restoration and sensitive reuse of the John Darling Flour Mill and other heritage buildings as architectural features with social community benefit.
- Realising the public realm network and its relationship with key redevelopment parcels.
- Devising a framework to ensure appropriate interfaces with and transitions to Stony Creek and key public spaces.
- Ensuring high quality, well-articulated active frontages.
- Ensuring well designed buildings that support liveability, housing choice and quality urban outcomes.
- Committing to buildings with strong connections to neighbourhood and open space.



Embrace a style of density that prioritises high quality street level interfaces and conditions



Support human scale entries and thresholds



Create built form retaining connections to outdoors and the street



Emerging Idea #12

Take a precinct-based approach to sustainable and liveable neighbourhoods that integrate water, waste, and energy management.

Albion Quarter comprises high quality, environmentally sustainable buildings that incorporate the latest technologies in water, waste and energy.

The sustainability solutions and innovations have been applied to individual buildings and across Albion Quarter at a precinct-scale.

Albion Quarter is home to the latest technology and sustainability practices in both building and precinct-wide design outcomes.

The neighbourhoods of Albion Quarter have been constructed with regard to energy consumption, during and post construction.

There is local energy generation and storage, and infrastructure to foster the shift away from gas has been incorporated.

A multi-modal transport network is in place, with a sharing economy at its heart and a precinct-wide strategy to minimise individual reliance on cars.

Innovative approaches to waste collection, transfer, and management have been implemented throughout the precinct.

Why this idea?

The need to create high quality buildings that employ best practice environmental standards, meet the needs of the new and existing community, and also interface well with the street is critical.

However the opportunity for the structure planning process lies in devising a precinct-based approach for creating a network of resilient and sustainable neighbourhoods across Albion Quarter.

The opportunity includes:

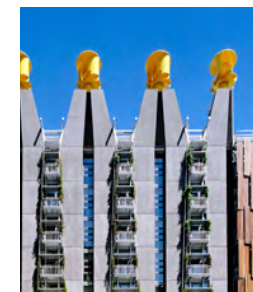
- Understanding and responding to the energy demand implications of building design and construction choices.
- Ensuring that buildings are designed to minimise energy consumption and maximise natural systems.
- Exploration of renewable energy targets through partnerships.
- Encouraging local energy generation and storage such as solar PV on buildings (and specifically on government land/infrastructure)
- Encouraging buildings that are designed to improve the recovery of waste.
- Development that is designed to encourage a reduction of private car use, along with a precinct-wide parking strategy.
- Considering energy infrastructure needs to support transition from gas.
- Provision for more efficient water use at building and precinct scale.
- Providing spaces to support a sharing economy (including transport choices) and innovation in waste collection and transfer.
- Embedding an efficient and non-carbon based transport network including micro-mobility options.



Incorporate sustainable systems like energy generation and waste management into the function and construction of the building



Green roofs assist with building temperature regulation and increase biodiversity



Energy generation and storage embedded into buildings







Albion Quarter Discussion Paper

Brimbank City Council Response – July 2024

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Overview

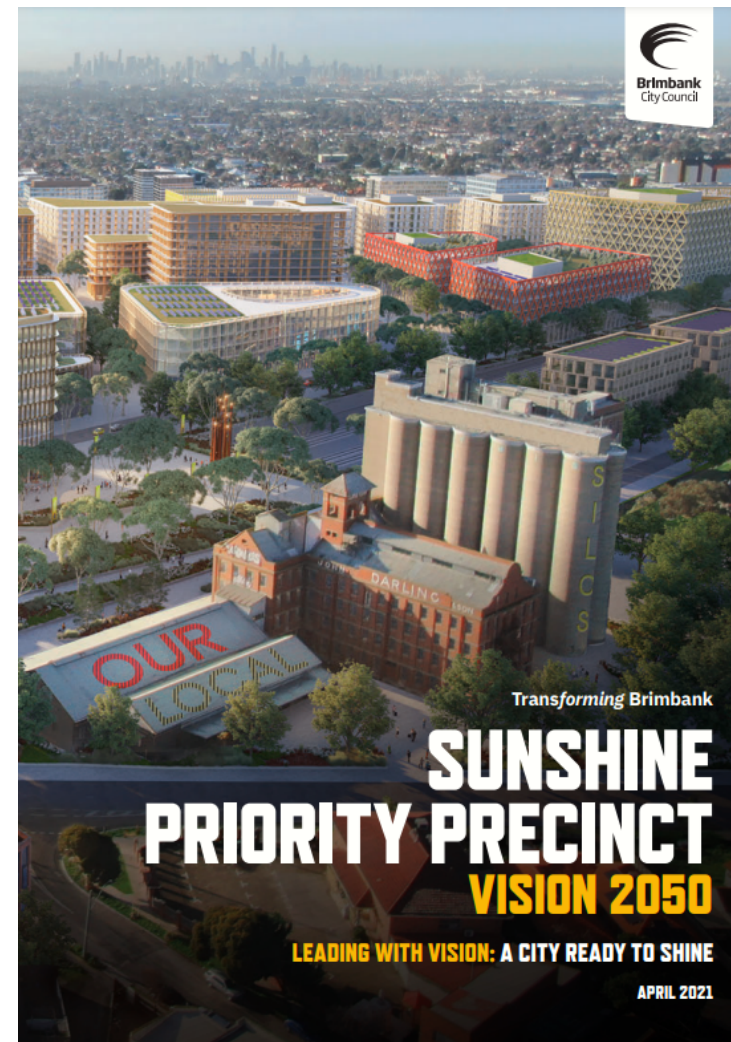
Brimbank City Council (Council) continues to support the State Government's commitment to drive economic development and create a liveable, vibrant and prosperous plan for the future of the Albion Quarter and the Sunshine Precinct as a whole.

Council is supportive of the benefits that the Victorian Government's urban renewal and precinct planning will bring for Albion and Sunshine and the broader western region of Melbourne.

The principles and emerging ideas outlined within the Albion Quarter Structure Plan Discussion Paper (Discussion Paper) are broadly sound, consistent with Council's [Sunshine Priority Precinct Vision 2050](#) (Vision 2050) and form a strong base to progress more detailed structure planning.

To support the development of the Albion Quarter Structure Plan (Structure Plan), Council has identified four key opportunities which intersect with the principles and emerging ideas outlined in the Discussion Paper where a focus of further development could occur.

Council looks forward to a continued partnership with the Victorian Government to realise a world class urban environment for both Sunshine and Albion and surrounds and the significant commitment and investment by the Victorian Government to facilitate this.



Summary of key opportunities for further exploration

1. Create a whole of precinct approach that provides space to grow jobs of the future.

- Plan for an integrated Sunshine Precinct, that supports broader Sunshine NEIC opportunities.
- Prioritise commercial floorspace opportunities to provide the jobs of the future.
- Utilise contemporary place based economic modelling for the whole precinct to inform a variety of scenarios.

2. Create a high quality, interconnected public realm that focuses on walking, cycling and amenity.

- Plan for a network of high quality, integrated, unencumbered open space nodes.
- Create space and connections for people that are safe, vibrant and logical.
- Ensure adequate solar access to key journeys, spaces and places.

3. Support easy and efficient access and mobility across the Sunshine Precinct.

- Plan for a simpler, safer Anderson/McIntyre and Ballarat Road intersection.
- Plan for interim and ultimate strategic planning scenarios regarding the future of the Ballarat Road Overpass.
- Plan for bus routes that follow a future road network and passenger transfer points.
- Provide clarity on the long-term plan for car parking.

4. Build a contemporary Sunshine Precinct with a variety of building types, scales, and densities.

- Plan for a variety of building heights and densities across the precinct to deliver required floorspace demand.
- Ensure appropriate separation of incompatible sensitive uses to avoid future conflict.
- Embed an indigenous and multi-cultural identity and protect existing built form heritage.

Leveraging investment for the betterment of the west

Commit to Melbourne Airport Rail and Sunshine Super Hub as part of the Western Rail Plan.

In November 2023, Council welcomed the Commonwealth Government's decision to recommit to Melbourne Airport Rail (MAR) and the \$5 billion previously promised for its construction. Council is disappointed with MAR being placed on hold for a further four years which was announced in the recent Victorian State Budget. Delaying this critically important city shaping infrastructure creates significant planning uncertainty for the entirety of the Sunshine Precinct.

While there will be benefits associated with the delivery of Melbourne Metro in 2026, the lack of certainty surrounding the MAR is undermining Sunshine's role as a Metropolitan Activity Centre (MEAC) and as part of the broader Sunshine National Employment and Innovation Cluster (NEIC). This also undermines market confidence in Sunshine as a place to invest, conduct business and work.

Notwithstanding, Council maintains its support for the passage of MAR through the Albion Quarter and Sunshine Precinct. However further consideration of the MAR design, in conjunction with the outcomes sought as part of the Albion Quarter is highlighted to ensure the most appropriate ultimate outcomes for the Sunshine Precinct as a whole. For example, an at-grade solution for MAR is an option that would be beneficial for precinct outcomes given the proposed elevated approach will significantly impact the significant heritage value of the John Darling Flour Mill complex and create a visual and physical barrier impacting the Albion Quarter. Replacement of the Ballarat Road Overpass is also an important consideration to ensure ultimate outcomes for MAR and the Albion Quarter.

Within the above context, Council also seeks commitment for the delivery of other long-term rail commitments made as part of the Western Rail Plan such as the electrification of the Melton and Wyndham rail lines which will ensure the Sunshine Super Hub vision become a reality, and in turn providing an

opportunity to reduce traffic and traffic congestion both travelling to and through the Sunshine Precinct.

Commit to the reconstruction of Albion Station as part of a package of access and connectivity improvements.

Critical to the next stage of development of the Albion Quarter Structure Plan is the need to confirm more precisely the nature and extent of the rebuild of Albion Station into a world class station and mixed used district.

It is essential that the reconstruction of Albion Station into a fit-for-purpose public transport interchange complements and celebrates the heritage value of the Darling Flour Mill and forms part of the next stages of the structure planning process.

A commitment to, and progress on designing and developing a world class station will create some certainty for the development sector, whilst also providing a development opportunity that significantly unlocks the Albion Quarter to achieve the jobs and housing targets envisaged in the Discussion Paper.

Crucially, there is a need to future proof the ultimate development scenario envisaged for a future Albion Station and its relationship with the broader area and other infrastructure projects such as MAR. The Structure Plan will also need to ensure that existing constraints such the Ballarat Road Overpass and the High-Pressure Gas and Aviation Fuel Pipelines are taken into consideration and do not compromise the long-term planning for highest and best use outcomes.

Key Opportunities

The proposed principles and emerging ideas contained within the Discussion Paper form a strong basis for furthering the development of the structure planning process.

Council has identified four opportunity areas that seek to build on the principles and emerging ideas outlined in the Discussion Paper. They are identified to aid further discussion and investigation in partnership with the Department of Transport and Planning to help further inform the development of the draft Structure Plan.

Principles

The 10 principles outlined in the Discussion Paper are considered to be sound and generally reflective of input provided by Council officers to date. Council understands that these principles will continue to evolve and be refined as further work is undertaken to inform the development of the next stage of the draft structure plan.

Notwithstanding, a consistent theme is the need to continue to plan for an integrated Sunshine Precinct and consider impacts and relationships with the broader precinct and interrelationships with its neighbouring urban environments.

Emerging Ideas

Council supports the broad nature and intent outlined as part of each of the 12 emerging ideas outlined in the Discussion Paper. All ideas have a considered basis and provide further opportunity to be explored as part of the structure plan process moving forward.

Council has identified a number of threads which is expressed as opportunities that intersect with these emerging ideas that are outlined in the next section.

Opportunity 1: Create a whole of precinct approach that provides space to grow jobs of the future.

Plan for an integrated Sunshine Precinct, that supports broader Sunshine NEIC opportunities.

Council shares the State Government's ambitious plan outlined in the *Sunshine Precinct Opportunity Statement* to make Sunshine Precinct, including Albion Quarter an economic powerhouse that is vibrant, diverse and green, a capital for Melbourne's west.

Opportunity exists within the Albion Quarter Structure Plan to more accurately define the competitive advantage that Albion Quarter could play within the overall Sunshine Precinct and broader NEIC context.

As the largest renewal precinct in Sunshine, Albion Quarter is critical in signalling and propelling the renewal of Sunshine as a MeAC and as the capital of Melbourne's west.

Planning for major growth in the Albion Quarter should be undertaken in concert with opportunities available within the broader Sunshine Precinct to ensure integrated strategic outcomes can occur.

Albion Quarter's role within the NEIC requires a more deliberate land use policy and strategy approach aimed at promoting regionally significant population services in more than just education. This also includes public administration and social justice services, relative to the Sunshine Magistrates Court, Victoria Police Divisional Headquarters, State Government offices and other emerging sport and recreation opportunities associated with Sunshine Energy Park.

Key Challenges

- The ongoing attraction of highly skilled workers to the area, as is critical to the long-term growth of the NEIC and its attractiveness as a destination for investment.
- Building on the emerging public administration and justice cluster served by the Sunshine Magistrates Court, State Government Offices and Victoria Police Divisional Headquarters.

Opportunities

- Examine opportunities to establish Albion Quarter as a major regional service node to support a growing west by considering further State Government service relocation.
- Investigate a more deliberate land use policy and strategy approach, aimed at promoting regionally significant population services in addition to education relative to Sunshine Precinct's NEIC role.
- Explore opportunities to create an urbanised inter-relationship between Albion West Precinct and Sunshine Energy Park Vision.



Figure 1: Brimbank City Council, VicRoads and Slater and Gordon.

Prioritise commercial floorspace opportunities to provide the jobs of the future.

To date, over 30,000sqm of new retail floor space has been proposed for the Sunshine Precinct, with 60,000 to 70,000sqm of A Grade office space and over 1,750 apartments.

Land within the Albion Quarter and broader Sunshine Precinct is both unique in its opportunity and limited in its overall supply for commercial job creating purposes. A mixed-use approach is preferred wherever possible with a focus on ground and podium settings of buildings providing a commercial land use outcome and residential being above this environment.

Council recognises that the current economic climate and structural challenges facing the development industry has temporarily impacted delivery of additional floorspace. Development in Sunshine also needs to allow for other costs including the potential presence of contamination, constructing in basalt, particularly in relation to underground car parking, and the requirement for open space and development contributions. Given that part of the Precinct will require a rezoning, property development will also attract the Windfall Gains Tax and any other levies that are required as part of a future rezoning.

An ideal outcome is one that considers and balances the current and future cost of development to ensure a competitive market proposition for the development sector and Council. This outcome should consider and respond to the impacts of the Windfall Gains Tax, the two existing Development Contributions Plan Overlays that apply to the area and give regard to the number of renewal precincts across metropolitan Melbourne and the comparative position of the emerging property market in the Sunshine Precinct.

Key Challenges

- The long-term oversupply of standalone residential development which foregoes the opportunity to provide job creating spaces.
- Strategically planning for the spatial allocation of land use across both Albion Quarter and Sunshine where relatively large land holdings is both a challenge and an opportunity.
- The ability to be competitive and cost effective to deliver the services and infrastructure needed when compared with other MeAC's across metropolitan Melbourne.

Opportunities

- Take a precinct approach to the establishment of residential, commercial and mixed-use development.
- Investigate opportunities and mechanisms to achieve vertical zoning within key areas where a greater level of commercial development is desired.
- Facilitating infrastructure and service delivery which can be delivered in a timely and cost effective way, with consideration of existing costs, planning and administrative requirements that already exist.



Figure 2: Mixed use development within a vertically integrated building.

Utilise contemporary place based economic modelling for the whole precinct to inform a variety of scenarios.

The Discussion Paper suggests that the broader Sunshine Precinct could accommodate 34,000-45,000 jobs, 21,000-26,000 homes and 55,000-70,000 residents noting that the Albion Quarter forms part of delivering this.

Council supports the need for contemporary, place based economic modelling to help inform an understanding of future projected jobs and resident/dwelling needs beyond a base case and accelerated growth scenario.

A range of potential growth scenarios beyond that outlined in the opportunity statement should be explored and tested. Scenarios can be developed by reference to local market analysis, consideration of proposed infrastructure, investment and/or intervention opportunities, and overall policy and development aspirations for the Sunshine Precinct as a whole, with benchmarking against comparable activity centres.

Key Challenges

- Developing sufficiently ambitious growth and development scenarios that truly supports the development of Sunshine into the CBD of the west.
- Deliberately planning for the jobs of the future and providing the necessary space for an evolving and renewing urban environment.

Opportunities

- Progress a clearly defined methodology that outlines a range of plausible economic growth scenarios beyond that outlined in the opportunity statement.

Opportunity 2: Create a high quality, interconnected public realm that focuses on walking, cycling and amenity.

Plan for a network of high quality, integrated, unencumbered open space nodes.

The Albion Quarter offers a unique opportunity to create a range of passive and active multi-functional open space opportunities. Council supports the creation of a network of unencumbered spaces to ensure effective use and enjoyment all times of the year.

The [Sunshine Energy Park Vision Plan 2024](#), adopted by Council on 21 May 2023 provides a unique opportunity to transform 74 hectares into a dynamic, future focused urban parkland which a future Albion Quarter can integrate with.

Within the Sunshine Precinct there is a need for 'anchor' open spaces which act as focal points and active transport destinations. These spaces could create the catalyst needed for new development and facilitate the urban revitalisation both Council and State Government are seeking.

It is important to note that [Sunshine Town Centre Structure Plan 2014](#) envisages an open space/plaza located centrally off Harvester Road. While the location of this open space is approximate, pedestrian permeability that connects this open space to the Albion Quarter should be explored as part of the development of the structure plan process moving forward.

Key Challenges

- Open space that is well located and unencumbered aligns with Council's requirements and serves a meaningful role for existing and future residents and workers in the area.
- Open space that positively contributes to tree canopy and combats urban heat island effects.

Opportunities

- Provide an open space focal point at Albion Station to make it an inviting and attractive place to gather and maximise economic development opportunities.
- Consider the role of a centralised open space located within the Sunshine Marketplace as a focal point for shared a pedestrian link.
- Establish a range of active connections and create an integrated land use and development interface with the Sunshine Energy Park.
- Consider the role of Sunshine Energy Park in open space provision.



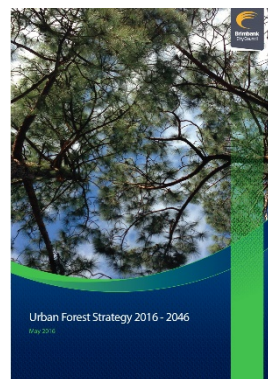
Create space and connections for people that are safe, vibrant and logical.

Council's [Urban Forest Strategy](#) seeks to deliver a 30% tree canopy cover to improve the amenity of our urban environment. Progressive streetscape improvements such as those undertaken for Hampshire Road aligns with Council's [Creating Streets for People Policy 2022](#) and continue to transform Sunshine into a vibrant, legible, safe and comfortable place for people.

A future structure plan must prioritise and encouraging safe, efficient and effective pedestrian and cycling movement throughout the Albion Quarter and create logical connections with the broader Sunshine Precinct which is vital for growth and the implementation of a successful future urban form.

There is opportunity to build on and better connect the existing cycling and pedestrian network. For example, inclusion of Foundry Road as a key internal strategic cycling connection that connects to Hampshire Road will provide strategic access to the centre of the precinct, as well as Devonshire Road and the proposed future use of the spur line at Sunshine Station.

Greater consideration can be given to Brimbank's existing and emerging cycling network and walkable catchments to better connect Albion and Sunshine to its surrounding communities of interest.



Key Challenges

- Creating too many streets that cater for cars rather than the efficient movement of people into and around the precinct.
- Addressing key infrastructure gaps in the pedestrian and cycling network leading into the precinct.
- Not allowing enough space for shared pedestrian and cycling paths creating unsafe conditions for pedestrians.

Opportunities

- Establish the Spur Line, outlined in the [Sunshine Station Master Plan](#), as a safe shared active route that connects the Sunshine and Albion precincts with South Sunshine.
- Provide better pedestrian and cycling connections into both Sunshine MEAC and Albion Quarter from:
 - St Albans Road, North Sunshine
 - Devonshire Road, Sunshine
 - Westmoreland Road, connecting Victoria University, North Sunshine
 - King Edward Avenue and Derrimut Street, Albion
 - Derby Road, South Sunshine.
- Create better east-west connectivity through active links between:
 - Anastasia Way and Phoenix Street to West Moreland Road.
 - Foundry Road to Hampshire Road.
- Investigate safer and efficient links to Albion West precinct via Perth Avenue and Adelaide Street.

Ensure adequate solar access to key journeys, spaces and places.

Solar access to open space is essential for the environmental health of vegetation and enjoyment by residents, workers and visitors, now and in the future. Creating high amenity streets that have access to sunlight and support the mass movement of pedestrians across the Sunshine Precinct and Albion Quarter in a safe and inviting environment must be a priority.

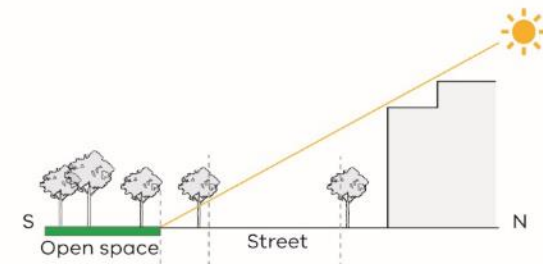
Providing appropriate levels of solar access is critical to achieving high urban amenity. Council encourages the exploration of overshadowing management measures within the context of delivering maximum growth potential of both precincts be explored.

Key Challenges

- Development densities occurring at the expense of the creation of a high amenity, safe and efficient public realm.
- An inconsistent strategic approach between Sunshine and Albion Quarter areas.

Opportunities

- Ensure buildings do not overshadow primary open space areas measured at the winter solstice.
- Ensure buildings minimise the overshadowing impacts on key pedestrian and high amenity streets measured against equinox periods.
- Utilise 3D modelling to test potential overshadowing impacts against built form controls to ensure balance of creating a vibrant public realm against development opportunity.



Figures 3: Potential overshadowing controls should be investigated to avoid overshadowing of existing or proposed new open space by built form.
 (Source: Central Geelong Framework Plan)

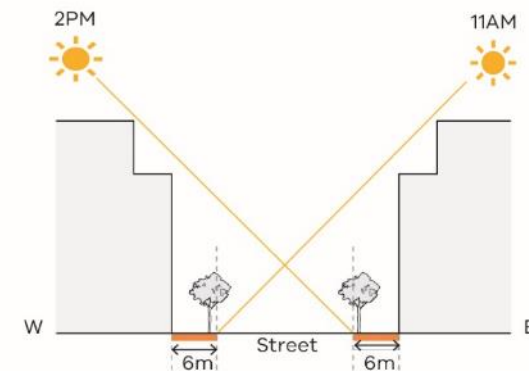


Figure 4: Consideration should be given to managing the impacts of built form overshadowing of key pedestrian focused streets.
 (Source: Central Geelong Framework Plan)

Opportunity 3: Support easy and efficient access and mobility across the Sunshine Precinct.

Plan for a simpler, safer Anderson/McIntyre and Ballarat Road intersection.

Council acknowledges the role that both Anderson Road/McIntyre and Ballarat Roads play as major north-south and east-west arterial routes. Consideration should be given to utilising the local road network surrounding these arterial routes more effectively.

A key component to improve the operation of the intersection is simplifying the layout. Most importantly, the connections from and towards St Albans Road complicate the layout, and sequencing and turning capabilities.

The [Sunshine Town Centre Plan 2014](#) identifies a potential road connection from the intersection of Harvester Road north through to Phoenix Street. This extension, coupled with an east west connection from St Albans Road that utilises Anastasia Way and Phoenix Street could potentially form a circular route further easing congestion through less signalisation at the Anderson/McIntyre Road and Ballarat Road intersections.

Key Challenges

- Increasing congestion and safety issues at the intersection of Anderson/McIntyre Road and Ballarat Road.
- The long-term role of Ballarat Road as a major arterial route.

Opportunities

- Investigate, through traffic modelling, a range of options that utilise different road configurations and both existing and potentially new connections to reduce congestion at this intersection.
- De-prioritise the Anderson/McIntyre and Ballarat Road intersection and consider other north-south and east-west opportunities for pedestrian and cycling movements.

Plan for interim and ultimate strategic planning scenarios regarding the future of the Ballarat Road Overpass.

The Ballarat Road Overpass stands as a major barrier to creating an effective urban environment within the Albion Quarter. Current north-south access points serve the current traffic management arrangements relatively well but are not conducive for active transport elements to support walking and cycling.

Currently east-west traffic is funnelled from 3 lanes to 2 lanes in either direction significantly contributing to the traffic congestion at peak periods. This also hampers the ability to create bus priority lanes, as has been envisaged in previous road management plans.

Council appreciates that the Ballarat Road Overpass has not yet reached the end of its technical lifespan and highlight that these existing restrictions caused by the Overpass's limitations should not influence the optimal long term strategic planning outcomes desired for the Albion Quarter. This consideration should also ideally account for the impacts on, and from, the MAR design and construction, which is expected to influence and potentially further complicate outcomes within this area.

Council encourages the exploration of an ultimate scenario type approach to achieve the most optimal north-south connectivity possible and achieve significantly greater outcomes for the Albion Quarter. Within this context, interim arrangements should also be considered to ensure growth and development of the Albion Quarter continues as efficiently and effectively as possible.

Key Challenges

- Current north-south access is limited in width making it challenging to plan for efficient, safe and pleasant pedestrian, cycling and vehicular traffic movements.
- The reduction in lanes north-south limit the ability of Ballarat Road to function as a major arterial route supporting more efficient rapid transit options.

Opportunities

- Plan for the most efficient, highest amenity and safest pedestrian, cyclist and motor vehicle movement and connections between Albion Quarter's northern and south precincts.
- Investigate the cost and timeframes required to replace the Ballarat Road Overpass with an ultimate design, with consideration of the MAR impacts.
- Provide clarity and direction on how the existing Ballarat Road Overpass connections will be utilised in the interim until such time that redevelopment is feasible.

Plan for bus routes that follow a future road network and passenger transfer points.

Planning for clearly defined roles for all roads should also involve planning for an optimal public transport network, including realigning the bus network. The current bus routes and frequencies act as limitations to planning for a more effective and efficient network for movement, stops and interchanges.

The use of Hampshire Road as a key bus route providing local residents direct access to important civic and commercial destinations should continue but in a way that considers its capacity limitations. There should also be greater regard to its role as a civic boulevard and how it supports pedestrians and cycling.

Council proposes further investigation into utilising Harvester Road with provision of high frequency services and contemporary super stops that are well integrated into the urban form. This has the potential to become a catalyst for development within a central spine within the Sunshine Precinct.

A review of bus routes is urgently required to ensure the rebuild of Albion Station can address the needs of a future public transport network. There is potential to significantly increase the frequency and number of bus services along Ballarat Road. Establishing an effective, safe interchange within the Albion Station Precinct is essential.

Key Challenges

- Realignment of existing routes to provide a modern and frequent suite of bus services supporting both Sunshine and Albion Station redevelopment.
- The Albion Station bus interchanges will need to be able to cater for reformed routes and frequencies.

Opportunities

- Re-evaluate the Sunshine and Albion Street network to confirm a long-term hierarchy to support efficient public transport movement.
- Ensure movement to and from the station and buses is through public spaces supported by a range of local commercial and community activity.
- Investigate the opportunity to provide a new bus interchange along Ballarat Road, providing direct public transport access to Albion Quarter (in addition to metropolitan trains).



Figure 5: Rapid Transit Bus Service.
 (Image Source: City of Manningham)

Provide clarity on the long-term plan for car parking.

Council notes that the draft Emerging Transport Network initiatives foreshadows a review of the statutory parking rates and the consolidation of both Sunshine and Albion station car parking.

While there is in principle support to investigating car parking rates in and around Albion Quarter and Sunshine, this should be reviewed within the wider context of the rail corridor and future plans in the area including MAR.

In the short term, and as an interim measure, there may be opportunity to provide park and ride solutions within the Albion Quarter, potentially within the northern precincts. This could help free up land at both Sunshine and Albion stations and evolve their transformation journey.

Notwithstanding, any long-term strategy which seeks to change the role of the Albion and Sunshine stations from their commuter role should be gradual and matched with a commitment to increase both the frequency and breadth of bus services that intersect these stations to ensure local and regional commuter accessibility is maintained and transitioned over time.

Car parking for residential and commercial development within both the Albion Quarter, and the broader Sunshine Precinct, will need careful urban design treatment given the challenges of constructing underground parking. It is essential that car parking does not dominate the public realm from a visual and urban design perspective.

Council notes that Amendment C216 to the Brimbank Planning Scheme, which was gazetted in April 2023, implemented the [Sunshine Metropolitan Activity Centre Parking Overlay](#), applying a reduction to previous planning scheme requirements for dwellings, office, and various forms of retail. This applies to that part of the Albion Quarter that is currently in the Activity Centre Zone.

Key Challenges

- Congested, limited and infrequent bus services (locally and regionally) mean people rely on personal motor vehicle travel to access train stations.
- Uncertainty about the delivery of the Western Rail Plan, particularly the electrification of the Melton railway line adds further pressure on limited car parking availability.
- Underground car parking is costly due to the geological nature of the region and the potential for contaminated land/ groundwater.

Opportunities

- Utilise land in the short term within the northern precincts of the Albion Quarter as commuter car parking.
- Develop a long-term strategy to transition the precinct from being a commuter transit destination to being a destination in its own right.
- Investigate options and develop urban design guidance and direction to support appropriate outcomes for commercial and residential car parking needs.

Opportunity 4: Build a contemporary Sunshine Precinct with a variety of building types, scales, and densities.

Provide housing choice and diversity across the Sunshine Precinct.

Growth in the resident population will help unlock the precinct's economic potential. More people living in the Sunshine Precinct, including Albion Quarter, will mean a more vibrant, active and attractive environment for people in the city centre.

The Discussion Paper suggests that the resident population, while not known for Albion Quarter, is projected to grow to between 55,000 and 70,000 residents for the Sunshine Precinct. It is most likely that mid to high rise apartments will be needed utilising a variety of building typologies to achieve this outcome.

The development of a Structure Plan for Albion Quarter, and/or the ability to meet the objectives for the entirety of the Precinct, should ensure that a variety of housing choice is able to be delivered to meet the needs of a broad range of demographic cohorts and socio-economic abilities.

Council would encourage further investigation into and analysis of the Precinct's residential market needs, and the identification of current and future barriers to development, in order to identify opportunities to encourage housing choice and diversity to support a future resident population. This should include opportunities to identify provision for social and affordable housing.

Key Challenges

- Catering for a future unknown socio-demographic cohort with a variety of servicing needs.
- Ensuring housing is affordable, and provides a product that people want to buy.
- Ensuring the Sunshine Precinct maintains a cost ratio that makes it viable for developers to invest and build.

Opportunities

- Provide for a diverse range of residential and accommodation types and sizes in strategic locations.
- Prioritise residential and accommodation uses on suitable sites nearest to Albion Station to maximise proximity to public transport.
- Investigate, through market analysis, potential barriers to development to identify opportunities to support housing choice and diversity.



Figure 6: Nightingale 1 Residential Apartments, Brunswick

(Image Source: Breathe Architecture)

Plan for a variety of building heights and densities across the precinct to deliver required floorspace demand.

The precinct is a focal point that in time and through signature built form will create a new identity for an emerging Sunshine as the capital of Melbourne's west.

A variety of building heights applied strategically should be investigated to ensure that appropriate levels of growth can be provided for over the next 30 years and an urban form across the precinct begins to emerge that forms a positive image of the growth and development of the Sunshine Precinct.

Existing planning controls outlined within the Sunshine Precinct are now over 10 years old and developed at a time when the priority of Sunshine's role and function in Melbourne's activity centre hierarchy was emerging. Key infrastructure projects such as MAR and the station upgrades were also not considered. There is a need to consider how built form across both Albion Quarter and Sunshine Precinct as one precinct will work cohesively to ensure a high-quality urban environment.

3D modelling allows the ability to understand the achievability of future floorspace requirements under a range of development scenarios and allows for the testing of built form controls required to meet that requirement. This has been achieved to significant effect for a range of places across Victoria, most recently in Central Geelong where it was used to accurately inform floorspace requirements and built form controls which in turn informed an urban design framework and a revised Activity Centre Zone planning control.

Key Challenges

- Lack of design guidelines that reflect the precinct's context, values, vision and aspirations.
- The underutilisation of strategically located sites with both sub-optimal scale and density outcomes.
- Placing mid to high rise built form in appropriate locations impacting the visual urban form and/or interaction with surrounding neighbourhoods.
- Built form that does not respond to economic growth ambitions of both State Government and Brimbank City Council.

Opportunities

- Review height and density controls across the Sunshine Precinct to ensure a consistent approach based on clear urban design principles and objectives.
- Ensure building height and density where there is an interface with a residential area provides an appropriate transition in both scale and intensity.
- To measure the opportunity that appropriately scaled built form can contribute to growth and develop through 3D modelling.
- Integrate built form outcomes with identified public realm outcomes to encourage compatible ground level activation.

Master plan and coordinate the development of large strategic development sites.

The Sunshine Precinct, inclusive of the Albion Quarter, has several large development sites with significant capacity to accommodate the commercial and residential floorspace needed for anticipated growth.

In addition, a number of sites may have the potential to host an anchor development that could help drive desired land use change, form, function and appearance.

Given the size of many of these sites it will likely be impractical to precisely plan for specific built form change in the short term. Notwithstanding, providing general guidance on overall built form expectations married with targeted density controls, such as the use of plot ratios (floor area ratios), applied via master planning requirements through Development Plan Overlays, in conjunction with a reformed Activity Centre Zone presents a way forward.

Key Challenges

- Many large sites in single ownership makes planning for precise structure and urban design outcomes difficult.
- Sites may take many years to become market ready and requires that detailed planning is done at the right time.
- Implementing appropriate controls that establish broad strategic intent but preserve the ability to undertake detailed and considered master planning.

Opportunities

- Investigate use of a Development Plan Overlay approach for significant large development sites.
- Establish clear and consistent macro scale design and development direction to support intended long term urban outcomes.
- Consider the use of floor area or plot ratios to provide direction on intended density requirements.

Ensure appropriate separation of incompatible sensitive uses to avoid future conflict.

There are a number of current and former industrial land uses and other functions within and beyond the study area which have the potential to produce adverse amenity impacts such as noise, dust, odour and other pollutants in Albion Quarter. The presence and protection of existing pipelines may also have an impact on ultimate development outcomes.

A key principle when planning for the use and development of land reflected in State policy is the need to avoid land use conflict in the first instance. Council supports investigations being progressed by DTP to better understand environmental and adverse amenity risk and its management via appropriate separation distances. In the first instance there should be application of the separation distances outlined in clause 53.10 of the Victoria Planning Provisions and/or the proposed threshold distances outlined in the [draft EPA Industry Separation distance guideline 2022](#).

Consideration about how land use changes over time needs to be factored in, as well as the application of appropriate planning controls to avoid sensitive use encroachment on existing industrial type uses which may be enjoying existing use rights. As an example, residential use and development within Albion Quarter north and west precincts may be better placed closer to Ballarat Road and within the Albion Quarter south and east precincts with an alternative use regime being examined for areas closer to the northern precinct boundary.

A solution that has regard to the ultimate cost/benefit of responding to environmental and other risks is also important.

Key Challenges

- In the short term, land within the north and west precincts of Albion Quarter have greatest exposure to off-site impacts due to existing neighbouring industrial uses.
- It is uncertain when existing industries located both inside and/or outside of the Albion Quarter may cease operating or relocate to inform a clear strategic approach.
- The cost of responding to adverse amenity impacts and risks.

Opportunities

- Structure planning should take a precautionary approach to the management of adverse amenity impacts, including from areas beyond the study boundary not identified for change.
- For existing industrial uses within the Albion Quarter, further investigate the potential for a transition strategy to be applied overtime to manage change in land use and buffer impacts.
- Investigate the appropriate use of land relative to the application of design and/or development standards to ameliorate potential impacts.
- Consider the development and application of appropriate planning controls to manage adverse amenity impacts.

Embed an indigenous and multi-cultural identity and protect existing built form heritage.

For millennia, the Wurundjeri People, as the traditional custodians of lands and waters, have lived in close connection with the landscape in, and surrounding, the Sunshine Precinct. While there are many stories and places of importance within the landscape that Albion and Sunshine occupy that is evidence of an ongoing connection with the land, it is often not apparent to people who live, work or visit the precinct.

Brimbank is also a vibrant, harmonious and welcoming environment which is a great place to live, work and grow. While the Albion Quarter Discussion Paper has strong reference to communities and their association with place, there is opportunity to better reflect Brimbank's vibrant multi-cultural history through expressive design, artwork and/or landscaping opportunities.

The John Darling Mill complex is an iconic building complex representing a significant heritage building (with Victorian Heritage Register recognition) and visual marker on the overall urban landscape. An urban design response for the precinct should ensure this iconic building remains a focal point of the Albion Quarter.

Key Challenges

- An emerging urban fabric that does not reflect the traditional ownership of the past, or the diverse multi-cultural community that calls it home.
- Ensuring an appropriate connection to country is embedded within the public realm, particularly relating to Stony Creek.

Opportunities

- Translate the area's rich Aboriginal cultural heritage through appropriate urban design interpretation and sharing of cultural heritage.
- Protect visual sight lines to the John Darling Mills heritage complex.



Figure 7: John Darling Mills

(Image Source: Brimbank City Council)