

12.5	Activity Centre Strategy Implementation Status - 2024
Directorate	City Futures
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Attachment(s)	1. Activity Centre Strategy Implementation Status Report - June 2024 [12.5.1 - 14 pages]

Purpose

For Council to consider and note the Brimbank Activity Centre Strategy Implementation Status Report at **Attachment 1**.

Officer Recommendation

That Council notes the Brimbank Activity Centre Strategy 2018 Implementation Status Report at Attachment 1.

Background

The Brimbank Activity Centre Strategy 2018 (Strategy) aims to guides growth and development and contains objectives, strategies and actions to help facilitate vibrant community hubs and places where people shop, work, meet, relax and live.

The Strategy was adopted by Council on the 16 October 2018 to replace the previous 2008 strategy. The Strategy provides planning and development guidelines for 53 activity centres in the municipality and contains a series of actions that seek to facilitate investment and development that supports the realisation of the vision.

Matters for Consideration

Options

The following options are available to Council:

- A. Note the Activity Centre Strategy Implementation Status Report Shown at **Attachment 1**.
- B. Note the Activity Centre Strategy Implementation Status Report with changes.

Officers recommend Option A and highlight that work to prepare an updated Activity Centre Strategy is underway. On this basis there is a limited opportunity to incorporate any changes. The preparation of an updated Strategy will provide opportunities for Council to flag a different approach.

Analysis

The Strategy contains 67 actions comprising 47 centre-specific actions and 20 general actions that have sought to facilitate investment and development as well as enhance place making in each of the activity centres in the municipality.

The Strategy establishes principles and supporting guidelines to inform Council's approach to the development and management of activity centres. This approach identifies ways to support activity centres and their stakeholders, ensure planning for

economic viability and ongoing improvements into the future. The Strategy identifies six key principles including convenient access, safety, business friendly environment, sustainability, integrated transport and investment opportunities to guide improvements in activity centres.

The Implementation Status Report provided at **Attachment 1** shows 85% of the actions having been commenced or completed. A summary of the progress against the 67 actions contained in the Strategy, indicates that:

- 12 actions (18%) are complete
- 45 actions (67%) are ongoing or business as usual, and
- 10 actions (15%) have not commenced.

Key actions and activities implemented from the Activity Centre Strategy in 2023/24 include:

- The delivery of several activations across activity centres as part of the Enjoy Local Program, which encourages visitation and expenditure
- Delivery of initiatives associated with the 'Think Shop Buy Local and Google My Business' campaigns at over 20 Local Activity Centres promoting businesses to local residents.
- The delivery of Activity Centre Strategy surveys at Sunshine, St Albans and eight other Local Activity Centres, as well as community consultation at Glengala Village seeking to understand business needs and feedback
- The renewal of the St Albans Marketing and Business Development Special Rate which commences in the 2024/25 financial year
- The adoption of the Alfrieda Street Master Plan that sets out guidelines for transforming and activating Alfrieda Street in the St Albans Activity Centre
- Completion of designs for streetscape improvements, including Devonshire Road, Sunshine, East Esplanade St Albans, and Billingham Road Local Activity Centre, Deer Park.

Ten actions have not commenced and many of these are constrained by site features, private ownership, and changing strategic priorities. Some of these actions are outside the control of Council but have been the subject of Council advocacy.

Council continues to establish and maintain relationships with all stakeholders (including State Government, private owners, and business groups) to deliver the key strategic aims of activity centres across the municipality.

Next steps

Council officers will continue to implement the Strategy and progress the preparation of a new Strategy.

Community Engagement

Council officers engage with a range of stakeholders through the delivery of the Strategy.

No external consultation was required in the preparation of this report.

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 - The status of the Activity Centre Strategy and the significant progress Council has made in terms of its implementation should create public trust in Council's ongoing commitment to improving Brimbank's activity centres.

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

- Yes – The Activity Centre Strategy seeks to create diverse mixed-use centres with commercial, retail, services and housing at increased densities to support the concept of living locally and improve sustainability outcomes.

Financial: significant financial impacts

- Yes – The implementation of ongoing actions mainly forms part of Council's routine duties and should be catered for in operational budget. However, requirement to prepare revised strategy and structure plans for selected activity centres as per the Strategy would require resourcing and budget allocation.

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

- None

Safety: health, safety or duty of care impacts

- The delivery of activations, audits and physical improvements across activity centres contributes to improved safety and perceptions of safety.

Legislation/Council Plan/Policy Context

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

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

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.

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

BRIMBANK CITY COUNCIL

BRIMBANK ACTIVITY CENTRE STRATEGY 2018

IMPLEMENTATION PLAN STATUS REPORTS – 2024

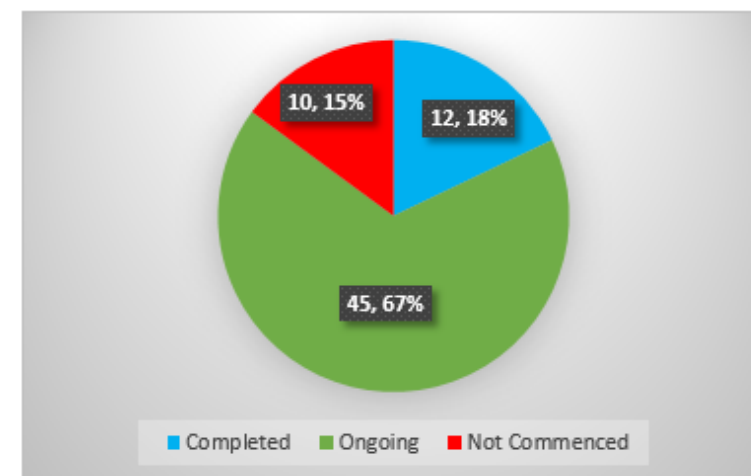


Ongoing (Business as usual)	Not commenced	Complete
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Summary

A review of the implementation of the 67 actions is summarised below:

Theme/Action Group	Completed	Ongoing	Not commenced	Total
Strategic Planning Actions	1	3	0	4
Business Development Support	0	7	0	7
Public Realm & Access Improvements	1	7	0	8
Activity Centre Monitoring	0	1	0	1
Sunshine Metropolitan Activity Centre	3	4	0	7
Major Activity Centres	5	9	7	21
Neighbourhood Activity Centres	2	14	3	19
Total	12	45	10	67



Ref	Strategic Planning Actions	Timeframe	Status	Where are we now?
1	Program the delivery of strategic work identified in the Place Reports above over a five year period (This relates to the actions identified in Section 6 of the Activity Centre Strategy and listed below in the Activity centres key works program)	Ongoing		Actions are programmed based on the availability of resources and budget.
2	Review activity centre provision in the Local Planning Policy Framework of the Brimbank Planning Scheme and update as required.	Short		This action was considered as part of the review of the Brimbank Planning Scheme and translation into the Planning Policy Framework as part of Amendment C225brim. Council lodged the adopted amendment with the Minister for Planning in 2022 and is waiting for a decision.
3	Undertake strategic work to establish Council's approach to delivery of the 20 minute city	Medium		The 20-minute principle forms part of the standards and principles for delivering services through Council's Community Services and Infrastructure Plan (2018-2038). Further strategic work to deliver Council's approach of the 20-minute city is being explored as part of a revised activity centre strategy and the preparation of an integrated transport strategy.
4	Undertake strategic work to identify the appropriate use of the Commercial 1 Zone and Residential Growth Zone to plan for future growth of Activity Centres in Brimbank	Medium		The Brimbank Housing and Neighbourhood Character Strategy developed in 2024 considers utilising Residential Growth Zones (RGZs) to intensify residential development. As part of the review of the activity centre strategy, ongoing economic analysis will further inform considerations for rezoning to facilitate future growth of activity centres in the municipality.

	Business Development Support Actions	Timeframe	Status	Where are we now?
1	Facilitate and promote opportunities for business engagement, knowledge sharing and networking through Council's Business Development Program	Ongoing		Council continues to promote opportunities for business and in 2023/2024 delivered: • Two business breakfasts • One Women in business event • Monthly Brimbank Business Link Meetups • 17 Business Development Workshops.
2	Build Council's relationship with the business community and ensure an ongoing understanding of the needs of business	Ongoing		Council officers continue to develop relationships with businesses to understand their needs and offer requisite support. In 2023/2024, the following activities/ programs were undertaken: • Activity Centre Strategy surveys were administered at Sunshine, St Albans and eight other Local Activity Centres • A community consultation was conducted at Glengala Village

				- Place managers attended business association meetings in Sunshine and St Albans. Economic Development Officers attend other meetings on request. - Officers regularly met businesses face-to-face to provide required assistance and support. - Business surveys are regularly conducted to assess evaluation of activation and centre performance. - Skills and employment event were supported to help connect businesses and job seekers.
3	Encourage and support the appropriate clustering of businesses and complementary services in suitable locations to maximise investment and employment potential, with a focus on Brimbank's town centres, industrial precincts and strategic sites	Medium		Council provides timely responses and support to investment queries through Economic Development and Strategic and Statutory Planners, including assistance with identification of potential sites for investors. The Sunshine and St Albans Town Centre Managers provide support to developers and leasing agents prior to lodging development applications and leasing premises.
4	Pursue opportunities for place making through the programming and delivery of streetscape improvements. This could include pop up activities, entertainment, mural, shop front improvements	Ongoing		During the life of this strategy, the Arts and Culture, Economic Development, Place Management and Urban Design areas have collaborated to facilitate place making. In 2023/2024 the following activities were undertaken to support this action: - Public arts installations across the activity centres (including Sunshine, St Albans and local activity centres). - Four temporary art installations on the Sunshine and three art installations erected in St. Albans, - Streetscape decals at Clarke Street, Sunshine - Lunar New Year Lighting installations. 47 activations at Sunshine and St Albans and 38 activations in other activity centres as part of activities of the Enjoy Local Program which encouraged visitations and held people in the town centres for an extended period. - Shop front improvement program delivered in Sunshine and St Albans. City Planning seek to limit signage through planning proposals.
5	Encourage and support formation of representative and financially sustainable business groups and networks that facilitate local leadership and business and community led initiatives	Ongoing		The St Albans and Sunshine Business Associations continued to be financially sustainable with the support of a special rate scheme. Council's Town Centre Managers support the business associations through collaborating and supporting projects together with providing updates on Council activities through attendance association meetings.

				In response to the COVID-19 pandemic and related impacts for businesses, a taskforce was formed which operated between May 2020 and December 2021. Work by the Taskforce led to providing business support measures over two financial years (i.e., 2021/2022 to 2022/2023).
6	Promote business attraction opportunities in Brimbank Activity Centres as part of Council's investment and business attraction program	Ongoing		In 2023/24, Council developed an investment prospectus that promotes investment in activity centres and elsewhere and can be viewed on Council's website.
7	Promote opportunities for business engagement in visitor attraction initiatives as outlined in the draft Experience Brimbank Strategy 2018 to grow the local visitor economy	Ongoing		Council actively promotes business opportunities through the Western Melbourne Tourism Inc. and actively participates in events such as Melbourne Food and Wine Festival and food tours as part of Westside Crawls. In 2023/24, the Think Shop Buy Local and Google My Business campaigns were delivered in 20 Local Activity Centres. Council officers have also commenced work on a new Visitor Economy Strategy

	Public Realm and Access Improvements Actions	Timeframe	Status	Where are we now?
1	Prepare capital works program for Local Activity Centres	Ongoing		Council's existing Local Activity Centre Capital Works Framework was prepared in 2017 to provide framework for prioritising capital works investments and improve the public realm in the 30 local activity centres within the municipality. The implementation of the framework yielded several public realms improvements to activity centre, which in the last financial year included: • Suffolk Road Shopping Centre Upgrade works in May 2023. • Leslie Street Local Activity Centre, Glengala Road Village Public Realm improvement, and Billingham Road Local Activity Centre Upgrade in 2023/24. The Urban Design unit is currently leading the review and updates of a capital works framework which is expected to be completed in 2024/25.
2	Program business development support in line with Local Activity Centres capital works program.	Short		The Economic Development Unit undertakes trader engagement prior, during and post capital works projects in local activity centres. An officer works as a conduit between the trader and the Council and its contractors. In 2023/24, Council officers actively engaged and provided business support before, during and after Capital works disruption in Leslie Street St Albans, Suffolk Road Sunshine North and Porter Court Deer Park.

3	Develop a program to prepare and implement Streetscape Master Plans for larger activity centres and program as part of the 10 year capital works program.	Short to long-term		Council adopted the Alfrieda Street Public Realm Master Plan in April 2024 which sets out the vision and guidelines for transforming Alfrieda Street's public realm. In 2023/24, Council officers continued to implement the existing masterplans as part of Council's capital works program subject to budget. The breakdown of the implementation of the streetscape master plans and capital works for 2023/2024 is as follows: • Design for Devonshire Road, Sunshine Activity Centre • Streetscape Upgrade, George Street, Sunshine • Adoption of Master Plan for Alfrieda Street, St Albans • Detailed design for East Esplanade, St Albans Activity Centre.
4	Encourage, advocate for and facilitate access and connectivity improvements, including public transport to key employment nodes.	Ongoing		In 2022, Council updated its Transport Priorities Paper, which identifies key transport issues and guides advocacy for transport services and infrastructure in the Brimbank community. The Strategic Transport Coordinator and Council's Advocacy Unit continues to advocate to the State Government to support initiatives that facilitates and improves access and connectivity to key employment nodes within the Brimbank municipality and its surroundings. Council is preparing an Integrated Transport Strategy to inform and prioritise access and connectivity improvements and advocacy.
5	Develop a municipal approach to car parking provision	Short		In 2019, Council adopted the Brimbank Parking Strategy to provide an overarching framework that will guide Council in responding to local parking issues in a transparent and consistent way across the municipality. The consequent Planning Scheme Amendment C216brim which applies Car Park Overlay to the land zoned Commercial 1 Zone and Mixed-Use Zone in the St Albans Activity Centre and land zoned Activity Centre Zone in the Sunshine Activity Centre came into operation on 14 April 2023.
6	Continue Council's proactive maintenance and cleaning program in key activity centres and consider opportunity to expand	Ongoing		Proactive maintenance and cleaning programs are delivered in the St Albans and Sunshine Activity Centres, including: • four maintenance audits per annum and regular reporting on issues including graffiti and dumped rubbish • two maintenance audits per annum, regular reporting of issues, daily street sweep and high pressure cleans.
7	Continue to support business led community events through Council's community grants program	Ongoing		The Brimbank Community Grants Program contains a festival and events category that supports business associations and community to deliver festivals and other initiatives in activity centres.
8	Continue to celebrate Christmas through the installation of banners and decorations in key locations	Ongoing		Council continues to deliver an annual program of Christmas decorations for activity centres. In 2023/24 Council delivered Christmas installations

				(e.g. lights, decorations and entertainment) in Sunshine Town Centre, St Albans Town Centre, Deer Park, Keilor Village, Albion, Keilor Park, St Albans, Sunshine North and West.
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Activity Centre Monitoring

	Key Work Plan Actions	Timeframe	Status	Where are we now?
1	Prepare an annual report about implementation of the Activity Centre Strategy	Ongoing		This report provides Council with an update on the implementation of the actions contained in the Activity Centre Strategy.

Specific Activity Centre Actions

Sydenham Major Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Review the Sydenham Activity Centre Structure Plan to reflect recent planning zone reforms and other infrastructure investment including a review of the area boundary.		The bulk of the land is in one ownership therefore collaboration and support from the landowner is required. Council has an established relationship with owners, and they are currently satisfied with the existing structure plan and planning provisions.
2	Explore opportunities with Watergardens Centre Management to encourage business development and activation		City Development maintains a good relationship with the owners to encourage external facing development that facilitates activation of 'streets' through the delivery and development of a developer-led master planning for the area. Over the period 2023/24, Council work closely with centre management to facilitate workshops and other programs and partnered to organise a commemorative event to mark the International Women's Day in March, a Career Day event in April and a Jobs Expo in May.
3	Provide high level development facilitation to ensure that future development delivers quality public spaces, permeable and integrated connections, a mix of uses including community services and amenities, and activation of shopping centre interfaces		Council's City Development Department encourage the activation of the eastern arm of the activity centre. Recent and future projects contribute to delivering integrated connection and mixed uses, including: - The construction of Quest Hotel in 2023 - Proposed 8 storey office including creek parkland upgrade with permits issued in November 2023.
4	Advocate to the State Government to elevate the status of Sydenham Major Activity Centre		Council's draft submission to Plan for Victoria, prepared in June 2024, advocates for Sydenham to be elevated to a Metropolitan Activity Centre and will be explored further as part of the Activity Centre Strategy review.

Keilor Downs Neighbourhood Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Prepare an Urban Design Framework Plan that addresses site connections, interfaces, public spaces, activates frontages, and provides for appropriate mixed use development		In response to this strategy, a new Keilor Downs Urban Design Framework (UDF) was adopted in 2018. The UDF seeks to develop an integrated and mixed use street-based centre by connecting existing and future activity nodes. The framework establishes design vision that enhances place-making opportunities and future character.
2	Liaise with Public Transport Victoria to investigate opportunities for a principal public transport network connection and / or improved public transport interchange and provision		Advocacy for transport amenity has been an ongoing task of Council's Strategic Transport Coordinator. Public transport access to the Keilor Downs Activity Centre is being actively pursued through the Brimbank Transport Priorities Paper, which proposes a new bus route that could potentially service Sunshine to Watergardens and improve accessibility to locations included in Keilor Downs. This plan has been shared with Public Transport Victoria.
3	Maximise the community benefit from council investment in the St Albans Leisure Centre redevelopment by potentially broadening the service offer and examining opportunity for urban renewal		The redevelopment of the leisure centre, now called Brimbank Aquatic and Wellness Centre, was completed in 2022 and offers a wide ranging health and fitness services. Council continues to explore options for maximising its potential for urban renewal through facilitation of major development in the area. Opportunities for this action have also been a subject of the ongoing review of the Activity Centre Strategy.

Delahey Neighbourhood Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Liaise with Public Transport Victoria to investigate opportunities for a principal public transport network connection and / or improved public transport interchange and provision		Advocacy for transport amenity is an ongoing task of Council's Strategic Transport Coordinator. Council's Strategic Transport Priorities Paper advocates for new bus route connection between Sunshine and Watergardens which will improve connectivity to the Delahey Activity Centre. Council's Engineering Services meet monthly with the Department of Transport, Victoria Police, and bus operators regarding a range of operational matters, e.g. speed humps etc.

2	Encourage the appropriate development of the Broadcast Australia Site and ensure that any new development associated with the Broadcast Australia site positively integrates with Delahey Village shopping centre and Kings Road		The site was offered for sale in April-May 2023 and the Strategic Planning and City Planning departments held several pre-purchase meetings with prospective purchasers to discuss a range of matters including integration with surrounding uses and development constraints including native vegetation.
3	Provide development facilitation support to the land owners of the Broadcast Australia site and the Delahey Village Activity Centre to encourage appropriate development through their preparation of planning scheme amendment application to potentially rezone the land and apply other relevant provisions and overlays.		Strategic and Statutory Planning officers have participated in numerous meetings with the owners about the development of the site and provide feedback about potential planning scheme amendment proposals.

Taylors Lake Neighbourhood Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Liaise with Centre Management and discuss future development and activations, including improvements to external spaces including provision of public lighting, furniture and other amenity improvements		City Planning officers hold pre-application meetings to offer support and advise for improving external spaces and amenities in future development proposals.
2	Encourage improvements to internal pedestrian connections as part of any future development approval		City Planning officers hold pre-application meetings and facilitate applications as required. Discussions include encouraging improvements to pedestrian access and connections.

Deer Park Village Major Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Prepare a Structure Plan with regard to the Derrimut Neighbourhood Activity Centre, Deer Park Railway Station and surrounding industrial and residential uses, including a review of the boundary of the activity centre		The preparation of structure plan for Deer Park has not progressed due to the area being adjacent to a major hazard facility and is not recommended for intensive growth and development.

2	Encourage and facilitate the redevelopment of the private car park to the south of the Ballarat Road businesses		This action has not commenced as the preparation of a structure plan has not progressed.
3	Encourage the formation of a business association to drive local leadership		The Economic Development Unit initiated the development of a business association, however, there was insufficient interest among traders to commit to the formation of a formal business association. Officers remain available to provide support should this change.

Brimbank Central Major Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Encourage the shopping centre owners to implement a program to enhance the external interface of the shopping centre and strengthen links with the Deer Park library		The redevelopment of the Deer Park Library may provide the opportunity to deliver this action.
2	Liaise with the shopping centre owners to improve public lighting and community gathering places around (external) the shopping centre		This will occur opportunistically as part of development applications associated with the development of the shopping centre.
3	Examine opportunities to integrate the Deer Park Library with the shopping centre, or redevelop the library within the shopping centre		The redevelopment of the Deer Park Library may provide the opportunity to deliver this action.
4	Advocate for amenity improvements of the bus stop to include enhanced pedestrian priority through car park and real-time travel information		Council officers consult with landowners, residents and bus companies to advocate for bus stops improvements at this activity centre.
5	Liaise with centre management / property owners in relation to their consideration of future development and business development opportunities including the potential for expansion		Economic Development continues to engage with the centre management and provide business support. City Planning facilitated a proposal adjoining the activity centre to the north and although predominately residential, it contains a super lot that is anticipated to be a mixed used development facing Station Road. The super lot may serve as an expansion to the retail/ commercial offer adjoining the centre. City Planning continue to hold pre-application meetings with owners where business development and expansion opportunities are considered.
6	Examine opportunities to improve pedestrian and cycling connectivity to the surrounding area		The Brimbank Walking and Cycling Strategy 2016 offers guidance on improving active transport connectivity in several areas, including its town centres. Council has commenced developing wayfinding strategy that will inform signage across town centres to facilitate pedestrian friendly environment. Advocacy for active transport improvements is also an ongoing task of Council's Strategic Transport Coordinator.

Cairnlea Activity Centre Neighbourhood Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Continue to advocate to Public Transport Victoria to improve public transport connections to the activity centre		Advocacy for transport improvements is an ongoing task of Council's Strategic Transport Coordinator. The 2022 Transport Priorities Paper identifies the need to deliver a new bus route that will connect Sunshine and Brimbank Central via Cairnlea Drive. The Department of Transport and Planning has prepared route plan for a potential Bus service 405, which will greatly enhance accessibility to and around the Cairnlea Activity Centre.
2	Liaise with Centre Management / Property owners to encourage development and business development including activation		As part of the core business of City Planning, officers hold pre-application meetings and facilitate applications as required. The Economic Development Unit also maintains close relationship with centres and businesses to provide support where needed.
3	Encourage improvements to the outdoor forecourt e.g. awnings/increase seating furniture/increase outdoor trade		As part of the core business of City Planning, officers hold pre-application meetings and facilitate applications as required. This includes liaising with officers from the Urban Design Unit as required to advise on public space improvements. The Urban Design Unit is conducting a gap analysis that includes mapping all activity centres across the municipality which will inform strategies and initiatives in this area.

Derrimut Neighbourhood Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Explore way-finding methods to strengthen pedestrian and cycling connections between key destinations within the area including the Deer Park Railway Station		Urban Design Unit is currently preparing a wayfinding strategy for to the municipality and will include improving pedestrian and cycling connections at activity centres.
2	Encourage future development along the Mt Derrimut Road frontage that reflects and supports the service/business/retail on the eastern side of the road		Although no specific projects have commenced for activating frontages along the Mt Derrimut, a new commercial development proposal (i.e., for a Guzman y Gomes restaurant) was recently approved to be developed on parts of the car park which could begin activation of the area. The full activation of the road frontage is likely to evolve over time.
3	Examine potential for the activity centre to 'join up' with activities on eastern side of Mount Derrimut Road and formalise as a larger activity centre through development of a framework plan		This will occur opportunistically as part of development applications associated with the shopping centre subject to the property owner's development of a framework plan.
4	Encourage shopping centre owners to develop a framework plan to show the future development opportunities for vacant land to the south of the existing shopping centre		This will occur opportunistically as officers continue to liaise with the property owner about development of the shopping centre.

Sunshine Metropolitan Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Continue implementation of the Sunshine Rising program with a focus on investment attraction to secure regional office and residential development, improving business standards and appearance, and evening activation		The following initiatives were implemented in response to investment attraction: • Council officers participate in a bi-monthly Transforming Brimbank working group meetings to facilitate collaboration. • City Planning maintain a register of major planning applications that demonstrate the level of investment in Sunshine and provide data regarding floors pace, dwelling number and share this with the Department of Transport and Planning. • Economic Development Unit provides a single point-of-contact for investment and development enquiries and can provide cross-functional departmental coordination and liaison support for major planning applications process. • Council officers continue to liaise with investors and developers regarding Sunshine's potentials and provide information about the centre.
2	Provide development facilitation support for major development with a focus on maximising the development opportunities associated with the Melbourne Airport rail link		All planning permit applications within the designated area and along the rail corridor are referred to the Department of Transport and Planning (DTP). Council provides ongoing facilitation which has resulted in numerous medium-density development, notably including the following in 2023/24: • Completion of retail, office and accommodation (including 15x Specialist Disability Accommodation) at 15-19 Service Street, Sunshine in 2023 • Construction commenced for a mixed-use development at 99 Derby Road, Sunshine. • Approval of retail and residential development at 21 Devonshire Road and 25 Hertford Road in 2023/24
3	Commence a car parking study to potentially inform development of car parking overlay		A car parking plan was completed for the Sunshine Activity Centre and Planning Scheme Amendment C216brim was prepared to apply the Car Park Overlay. The overlay came into operation on 14 April 2023.
4	Update the Sunshine Rising Business Plan		The Sunshine Rising Action Plan was adopted in August 2019 and a revised plan is being prepared.
5	Renew the Sunshine Marketing and Business Development Special Rate		The Sunshine Marketing and Business Development Special Rate was renewed in 2023.

6	Continue delivery of the public realm and streetscape improvements program including delivery of the Hampshire Road Masterplan, Albion Station Access Improvement Project and Development Contributions Plan.		Council continues to work on delivering improvements to these areas, including: • A multidisciplinary team working to achieve the best development option for Albion Station and provide input into the preparation of the Albion Quarter Structure Plan Discussion Paper, which will deliver further improvements to the Albion Station Quarter. The Structure Plan Discussion Paper is currently on the Engage Victoria Website and includes potential public realm and streetscape improvements. • Urban Design completed delivery of the Hampshire Road Masterplan. • City Planning continue to administer the collection of the developer contribution and open space levy.
7	Work with relevant land owners and stakeholders to facilitate the renewal of the Albion Station Precinct including completion of the Albion Station Access Improvement Project, facilitating delivery of the St Albans Road extension and development of the Albion Triangle Precinct and the John Darling Flour Mill		Planning for the Albion Triangle is currently being undertaken by Department of Transport and Planning (DTP), however a multidisciplinary team within Council continues to meet, advocate and provide input to DTP regarding development outcomes. Council continues to work with the State Government as they prepare the Albion Quarter Structure Plan which will facilitate the renewal of the Albion Station Precinct. The City Planning Unit continues to assess development and planning applications and liaise with land owners, Department of Transport and Planning, Heritage Victoria and other stakeholders to facilitate development in the precinct.

St Albans Major Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Prepare the Go St Albans Business Plan to outline and coordinate Council's Place Management Program		The Go St Albans Action Plan 2019 – 2024 was completed and adopted by Council in 2019.
2	Provide development facilitation support for major development		As part of the core business the City Planning officers hold pre-application meetings and facilitate applications as required, with recent key projects including: • Five storey residential property at 13 West Esplanade completed in 2023. • Five storey residential property at 21 Albert Crescent under construction.
3	Commence a car parking study to potentially inform development of car parking overlay		A car parking plan was completed for the St Alban Town Centre and Planning Scheme Amendment C216brim was prepared to apply the Car Park Overlay to the land zoned Commercial 1 Zone and Mixed-Use Zone in the St Albans Activity Centre The overlay came into operation on 14 April 2023.

4	Renew the St Albans Marketing and Business Development Special Rate		The scheme was reviewed and came into effect on 1 January 2019 and expires on 30 June 2024. A renewed scheme was adopted in December 2023 with implementation commencing on 1 July 2024.
5	Develop a public realm and streetscape improvements program		From the 2017/2018 financial year until the 2022/2023 financial year, seven public realm and streetscape improvement projects have been completed to the value of \$4.12M. The Urban Design unit led the preparation of the Alfrieda Street Master Plan which was adopted in April 2024. The Activity Centre Capital Works Framework currently under preparation will include a program public realm and streetscape improvements.
6	Develop and implement wayfinding strategy		The Urban Design Unit is preparing a wayfinding strategy for the entire municipality and will include the St Albans Activity Centre.
7	Continue to plan for activation of the public realm including the St Albans 'Pop Up' Park		The St Albans Place Manager programmed activations of the public realm in St Albans through the Enjoy Local and Go St Albans Programs.
8	Finalise the Master Plan for Collins Street, St Albans		At the Council Meeting on 16 April 2019 Council resolved not to finalise the Draft Collins Street Master Plan on the basis it is not in accordance with the intent and purpose of the Public Acquisition Overlay that applies to Collins Street through Planning Scheme Amendment L2.

Keilor Village Neighbourhood Activity Centre

	Key Work Plan Actions	Status	Where are we now?
1	Continue to support the business association to encourage local leadership		The Economic Development Unit continues ongoing engagement with businesses, offering support to encourage formation and maintenance of local leadership. However, over recent years there has been inadequate interest, and the business association has become inactive.
2	Work with the Keilor Village Traders Association to explore sustainable funding opportunities to support ongoing marketing and business development		Council commenced a process to re-establish a business association however the Keilor businesses did not take up the opportunity.

3	Identify appropriate future commercial opportunities to protect the economic viability of the centre		This will be considered as part of a broader economic analysis of the Brimbank activity centre hierarchy which will inform the update of a new strategy.
4	Continue to promote the tourism potential of Keilor Village		Information about the Tourism potential of Keilor Village is contained on the Experience Brimbank website on Council website. Council's social media platforms also regularly promotes key locations and events in Keilor.