



Braybrook Regeneration Project

Phase 1 targeted stakeholder engagement



Executive Summary

December 2020

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Phase 1 targeted stakeholder engagement for the Braybrook Regeneration Project was undertaken between Monday 16 November to Friday 11 December 2020. The project team worked with Council staff to identify key stakeholders for this phase of engagement, they included community facilities and services providers, Culturally and Linguistically Diverse groups, local schools and community leaders. Key stakeholders were invited to provide feedback on the draft planning principles and objectives that will underpin the Urban Design Framework for this area. The draft planning principles and objectives were generally supported, and participants provided additional feedback to the project team for consideration. The table below is a summary of key findings, categorised by discussion themes.

Table 1: Summary of participants' feedback for the Braybrook Regeneration Project

 <p>Access and connection</p> <ul style="list-style-type: none"> • Improve disability access to public transport and community facilities • Improve diversity of bus routes and frequency • Use durable materials to avoid vandalism at bus stops and shelters • Ensure signage is accessible for culturally and logistically diverse community members • Increase the amount of safe pedestrian crossings on Ballarat Road, South Road and around Central West Shopping Centre • Designating drop-off zones for each school 	 <p>Vibrant and diverse community</p> <ul style="list-style-type: none"> • Consider places for residents to meet in the evening • Provide community facilities for young people, for example youth centres, sports facilities and gathering places • Additional multicultural events and art activities to celebrate cultural diversity • Spaces to support local start-ups and social enterprises • Greater recognition of Traditional Owners • Revitalise existing neighbourhood houses • Concern about the access to gambling facilities for young people
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Perception of safety

- Mixed views on the perception of safety in Braybrook
- Primary school students felt that Braybrook is unsafe at night
- Concerns about a needle exchange proximity to children's playground and kindergarten
- Suggestion CCTV cameras and good lighting would improve safety perception



Streetscape and open space

- Suggest using native, drought and climate resilient plants
- Choose tree species that do not obstruct footpaths or create trip hazards
- Ensure gardens are provided in private properties
- More community gardens
- Activate street fronts by putting shops on ground floors
- Provide dog-friendly areas
- Improve waste management



Neighbourhood character

- Improve condition of older houses and social housing
- Support for providing affordable housing
- Upgrade old Department of Health and Human Services properties
- Concern that housing upgrades will increase housing prices
- Concern that identifying character areas could create a resistance to change
- Concern that identifying character areas could create community segmentation



Other concerns:

- The Urban Design Framework (UDF) needs to consider future changes to demographics in Braybrook not just the current residents
- Consider climate responses in all aspects
- Concerns about the impact on community of drug use and gambling issues



Ideas for delivering the broader community engagement:

- The expected outcome of this project needs to be clearly communicated to avoid disappointment or ‘false hope’; there’s a community sentiment that many government promises have not been delivered in the past
 - Community organisations can assist targeting different cohorts, for example Cohealth with Aboriginal and Torres Strait Islander community and Western Bulldogs Foundation with young people
 - Engage with community leaders from culturally and linguistically diverse (CALD) backgrounds to promote and assist engagement
 - Provide translated materials
 - Consider targeted engagement for the Burmese community to address the growing Burmese population in Braybrook
 - Use existing women’s groups
 - Targeted engagement for young people
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