



SHIRE OF
HARVEY

Brunswick Junction Place Plan



Acknowledgement of Country

The Shire of Harvey acknowledges the traditional custodians of the land and their continuing connection to land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders both past and present.

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Brunswick

TOWN

TEAMS

Part of the Town Teams Movement
in Brunswick Junction

MAY

Wednesday

11

5:30pm - 8:00pm

Introduction

The Brunswick Junction Place Plan is the first in a series which will be developed as part of the Shire of Harvey's overarching place-based approach.

A place-based approach means working with communities to better understand and respond to localised priorities and aspirations. Along with other informing strategies, these plans will help to define and harness each place's identity, create activation, improve connectivity and manage spaces.

The Brunswick Junction Place Plan defines a community-led vision and builds a road map to achieving that vision through a list of actions and placemaking tools. This Action Plan aims to create a partnership between local people, stakeholders and the Shire to outline shared outcomes for each focus area. The plan will aim to foster these connections and empower community champions in with a uniquely Brunswick Junction approach.

Through consultation and engagement, we have identified the local priorities and aspirations of the Brunswick Junction community. Moving forward, the Action Plan will also form part of an ongoing conversation with the Brunswick Junction and Surrounding Areas Place Advisory Group and the Brunswick Junction Town Team.

We look forward to working with the community of Brunswick Junction as we focus on creating more vibrant and inclusive spaces, and move together towards an even better lifestyle.



Cr Paul Gillett
SHIRE PRESIDENT



Annie Riordan
**CHIEF EXECUTIVE
OFFICER**

What is placemaking?

Placemaking is a collaborative and hands-on approach to improving places. It is people-focused and works with those who live, work and play in the area.

As a community-led process, community and stakeholders have a greater say in what happens within their local area. They are empowered to be co-contributors to the way a place looks, feels and is managed.

Who is involved?

Community is the driving force and local people are supported to make decisions and implement actions that are important to them. The best placemaking outcomes are achieved when the community, stakeholders, and local government work together.

What makes a great place?

Great places are fun, vibrant and social spaces that are inclusive and make people feel welcome. Placemaking contributes to making a great place and should be undertaken with the Project for Public Spaces (PPS) four criteria of a successful place in mind.

These characteristics are outlined in the following Guiding Principles of this place plan.



“ The best placemaking outcomes are achieved when the community, stakeholders, and local government work together.



Guiding principles

The Project for Public Spaces identifies four key characteristics of a successful place:

- They are accessible.
- People are engaged in activities there.
- The space is comfortable and has a good image.
- And finally, it is a sociable place, one where people meet each other and take people when they come to visit.

The Project for Public Spaces' Place Diagram is a tool to help when judging any place, good or bad:



Guiding Principles

The place is evaluated according to four criteria in the central ring. In the ring outside these main criteria are a number of intuitive or qualitative aspects by which to judge a place; the next outer ring shows the quantitative aspects that can be measured by statistics or research.

Comfort and Image

Whether a space is comfortable and presents itself well – has a good image – is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit.

Sociability

When people see friends, meet and greet their neighbours, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community – and to the place that fosters these types of social activities.

Access and Linkages

The accessibility of a place can be judged by its connections to its surroundings, both visual and physical. A successful public space is easy to get to and get through; it is visible both from a distance and up close.

Uses and Activities

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place – and return.

These Guiding Principles are translated in this plan into the Focus Areas of the Action Plan as outlined below:

<p>Guiding Principle: Comfort and Image</p>	<p>Guiding Principle: Sociability</p>	<p>Guiding Principle: Access and Linkages</p>	<p>Guiding Principle: Uses and Activities</p>
<p>Focus Area: Identity</p>	<p>Focus Area: Activation</p>	<p>Focus Area: Connectivity</p>	<p>Focus Area: Spaces</p>





Strategic Framework

This Place Plan proposes that by having a shared vision and working together on a range of lighter, quicker, cheaper actions community, stakeholders and the Shire can leverage collective resources to achieve much richer outcomes.

An outline of the role of the Place Plans in the Shire’s Integrated Planning and Reporting Framework is provided below.



The Brunswick Junction Place Plan will be embedded into the Shire’s Integrated Planning and Reporting Framework to ensure that what is planned is delivered through robust financial and resource allocations.

Outcomes of the plan will be captured in partnerships with Place Advisory Groups and any

potential Town Teams, and reported to Council and community in quarterly and annual reports. An annual desktop review of the plan together with a major five yearly review, will ensure it is up to date and relevant with the changing environment in the Shire and the broader region.



Brunswick Junction Place Snapshot

Known as the 'Cream of the South West', the Brunswick Junction is named after the Brunswick River, which was thought to be named after the Duke of Brunswick. Settlement of the area dates from the 1840s, with land used mainly for farming. Some growth took place during the late 1800s and early 1900s, spurred by the establishment of the township of Brunswick Junction and the opening of the railway line.

Strategic planning and research company Catalyse Brunswick Junction is known for many community and commercial destinations, including the River Pool precinct, bakery, tavern, town hall, 2 primary schools, local shops, the Brunswick Recreation Ground and the annual Brunswick Agricultural Show.

Brunswick Junction has an estimated population of 1,116 (2016 Census), representing just over 4% of the total population of the Shire of Harvey. The community includes a mix of families, young people, professionals and retirees.

Brunswick Junction Place Snapshot

People



1,116



52.9%

Male



47.1%

Female



44

Median age

Families



310



Average children per family:

2 for families
with children

0.8 for all families

All private dwellings



499



2.5

Average people
per household



\$1,210

Median weekly
household income



\$1,517

Median monthly
mortgage repayments



\$200

Median
weekly rent



2.2

Average motor
vehicles per dwelling

Brunswick Junction Place Snapshot

Place Assets

The Shire has the following place assets in Brunswick Junction:



Recreation Ground



Recreation Pavilion



Tennis and Football Clubs



Town Hall



Men's Shed



Brunswick River Cottages



Community Resource Centre



1

skate park

(due for renewal 2023 – 2024)



4

playgrounds



2

public open space areas

near the river and the railway line

Place Values

A set of Place Values were developed by Town Team Movement during the engagement for the Brunswick Junction Place Plan.



Connecting with Art

What Town Team Movement said:
The town centre is filled with great cultural and commercial anchors, including the bakery, town hall, tavern, river pool precinct and showgrounds.

What's missing: is how the destinations are linked. Use art as a wayfinding tool to create walkable connections.



A Place for Play

What Town Team Movement said:
Brunswick Junction has an active family, school and young people demographic. The most popular theme in the Shire's engagement was to create more place to play.

What's missing: Adventure play in the town centre which will create a place and reason for the wider community to visit Brunswick more often.



Streets for People

What Town Team Movement said:
Brunswick Junction has the right bones to create a strong main street. It's recognisable with a strong historical and produce narrative and has unique local businesses.

What's missing: is an invitation for people to linger and walk down the main street. Invest in street furniture and shade. There may even be opportunity to trial a food truck café on vacant land. This will also help to reduce traffic speeds through the town.



Utilising our Best Assets

What Town Team Movement said:
The historic buildings, parks and public spaces in Brunswick Junction are vibrant, comfortable and offer beautiful views of the scenery.

What's missing: is activation of the pool precinct park, town hall, main street and other public spaces. Consider how to partner with community organisations to host local events, update the CRC and other buildings and bring the town hall to life.



Brunswick Junction Focus Area

- 1. Town Hall
- 2. Footpaths and car park
- 3. Local shops
- 4. Primary school
- 5. Channel Park
- 6. Tennis Courts, CRC and Showground
- 7. Tavern
- 8. River Pool Precinct

Consultation and Engagement

Town Team Movement was engaged by the Shire of Harvey to facilitate a fun, inclusive and meaningful engagement process with the wider community. Feedback sought was to learn from local experience and includes collaboration with local businesses, community organisations and residents. The engagement aimed to:

- Bring together community leaders to feel more empowered and socially connected
- Better understand from community how to create an even better Brunswick Junction

Engagement with the community was undertaken during March and April 2022 and included:

- A 'walkshop' throughout the town centre identifying current challenges and future opportunities.
- A 'dot'mocracy' drop-in engagement to prioritise identified project ideas and better understand community values.
- A Place Audit by Shire Officers.
- An online community survey was also published throughout April 2022.





Consultation and Engagement

The Brunswick Engagement program attracted over 100 people to participate in conversations about improving the town centre. Details regarding each engagement method included:

- Approximately 15 local community members and stakeholders discussing potential improvements to existing public and private spaces within the town centre. This included identifying existing community experiences and new ideas to enhance local destinations.
- 70 community members participated in the 'dot'mocracy drop-in engagement and approximately 400 number of comments were received, which identified the top 4 ideas to improve the town centre
- 40 community values were identified that represent the core community and place qualities of Brunswick Junction.
- 42 comments received from children and young people aimed at identifying the most popular Brunswick Junction values.

Community participants were asked to prioritise community infrastructure projects and activation ideas using a 'dot'mocracy method. Additional engagement posters were displayed to identify the local community values and strength of community spirit in Brunswick Junction.

The Brunswick Block party event was organised to bring together the wider residents and reach the 'unusual suspect' or wider population that do not always participate in Shire engagement programs in a fun, comfortable and inclusive environment.

What do you love about Brunswick?



'Dot' Mocracy Engagement Feedback

- In total, 70 people participated in the exercise and 345 'dots' were placed to prioritise ideas.
- The most popular theme was 'Play' (114 dots) and the four most popular ideas included Sports Courts (39 dots), Adventure Play (36 dots), Walking Tracks (23 dots) and Play Equipment (23 dots).
- Other popular ideas included 'things to do for young people (21 dots), enhancing views and natural setting (19 dots), street art (18 dots) and food (17 dots).

Brunswick Values and Community Spirit Survey Feedback

- The most valued part of Brunswick identified is the 'strength of community'.
- This includes the friendly, connected and inclusive spirit, all the different community groups and volunteers in town.
- The CRC is also a highly valued resource because of the community garden, events and services.
- Other Brunswick values included the Caravan Park, Brunswick Show, local shops, great tavern and tidy streets.

What do you love about Brunswick? Feedback

- The Caravan Park (4 votes)
- CRC (4 votes)
- Brunswick Show
- It's a friendly and clean town (3 votes)
- The people - volunteers and show (5 votes)
- Helpful community
- Men's Shed
- Meals and connecting at the pub
- The Tractor show
- All the great events
- The Tennis Club
- Fire Brigade
- Shops and services

Snap your Town Feedback

- Improved train station
- Alfresco dining
- Weekend produce market
- Street Art and sculptures
- Community garden
- Improved playgrounds

The final Action Plan provides recommendations for improved placemaking activities to enhance local destinations with the core area based on the community feedback results and place values.

Action Plan

Informed by the feedback from community consultation engagement a series of actions have been identified to be implemented within the Brunswick Junction Focus Area over the next five years.

To assist with looping back and the ongoing evaluation of place, these actions have been grouped according to their contribution to the PPS four key attributes of place.

Reading the Plan

The Action Plan includes a measure of the size of the actions and the role the Shire will play in delivering those actions.

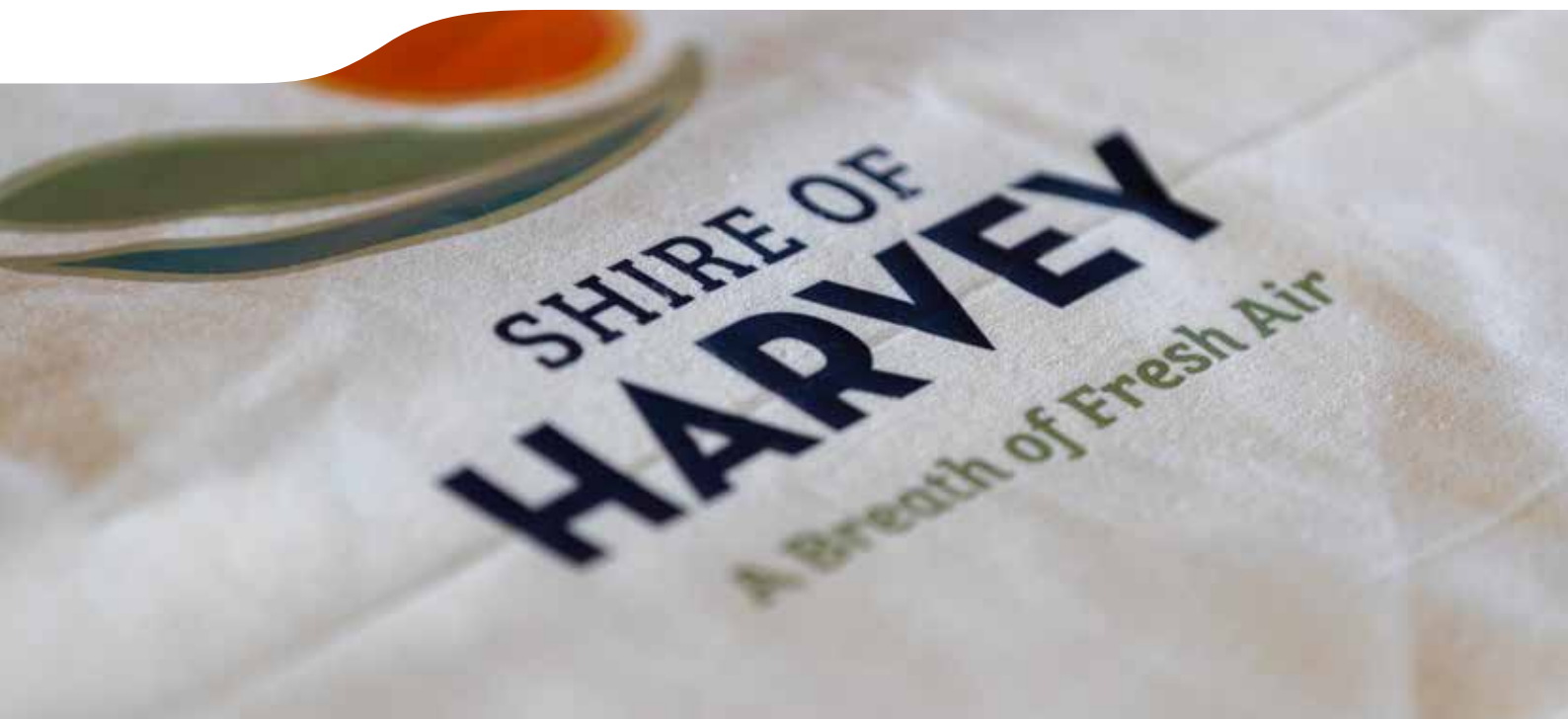
Small Actions cost less than \$500 and/or will take less than a month to plan and deliver.

Medium Actions are estimated to cost between \$500 - \$2,000 and/or take up to 3 months to plan and deliver.

Large Actions cost \$2,000 or more and will take up to 18 months to plan and deliver. It is worth noting that these timeframes relate to the time taken to prepare and deliver the action and are not an indication of when the action will occur.

The plan also includes a Responsibility indicator and identifies the role the Shire will play in the delivery of an action.

- **Lead:** The Shire will take responsibility for the organisation and delivery of that action.
- **Facilitate:** The Shire will enable and assist the progression of a community-led action through guidance/support and the provision of resources.
- **Support:** The Shire will assist with promotion rather than the provision of resources.
- **Advocate:** The Shire will amplify the community's voice in pursuit of a positive outcome.



Action Plan

Focus Area: Identity

Action	Outcome	Responsible	Measure of action
1.1	Implement the 'Daisy Trail' Mural Trail project	Support	Small
1.2	Develop and gradually implement a Signage Strategy	Lead	Long
1.3	Install public art that builds a sense of place and increases the vibrancy of public spaces	Facilitate	Long
1.4	Develop and implement a Brunswick Junction historical walk trail	Support	Medium
1.5	Install seating along the main street	Lead	Long
1.6	Implement the Shire's Surveillance Strategy by installing CCTV equipment in suitable locations	Lead	Long
1.7	Organise for a high pressure clean of the pavers along the main street	Lead	Medium
1.8	Continue the main street paving theme on the south entrance	Lead	Long
1.9	Undertake clean ups of vacant blocks	Lead	Medium
1.10	Develop and implement a masterplan including eco zoning at the Railway Reserve	Lead	Long
1.11	Consolidate and gradually install new infrastructure in public open space	Lead	Long
1.12	Investigate the installation of stone walls at the southern entry	Lead	Long
1.13	Promote a sense of place and identity for community and visitors	Facilitate	Medium

Project for
Public Space's
criteria:
**Comfort and
Image**

Action Plan

Focus Area: Activation

Action	Outcome	Responsible	Measure of action
2.1	Project for Public Space's criteria: Sociability	Facilitate	Medium
2.2		Support	Short
2.3		Facilitate	Medium
2.4		Support	Short
2.5		Lead	Medium
2.6			
2.7		Support	Short



Action Plan

Focus Area: Connectivity

Action	Outcome	Responsible	Measure of action
3.1 Install a series of footpath artworks and/or street murals to improve connectivity	Project for Public Space's criteria: Access and Linkages	Lead	Medium
3.2 Continue to advocate for a 40 km speed limit on the main street through Brunswick Junction		Advocate	Long
3.3 Install fencing on the kerb of footpaths along the main street		Lead	Long
3.4 Undertake an accessibility audit of the footpaths		Facilitate	Long
3.5 Improve the main street streetscape by installing solar up-lighting around trees in the main street		Lead	Long
3.6 Improve the main street streetscape by installing banners		Lead	Long
3.7 Install bike racks along the main street		Lead	Long
3.8 Investigate changing the position of the current school bus stop to the main street		Advocate	Long
3.9 Improve connectivity between the Tennis Court and the Recreation Ground		Facilitate	Medium

Action Plan

Focus Area: Spaces

Action	Outcome	Responsible	Measure of action
4.1	Revitalise the Brunswick River Walk	Facilitate	Short
4.2	Install planter boxes and encourage businesses and community organisations to maintain them	Facilitate	Short
4.3	Investigate opportunities for play in strategic locations	Facilitate	Medium
4.4	Install a new skate park/pump track	Lead	Long
4.5	Implement that actions of the Brunswick Recreation Ground Masterplan	Lead	Long
4.6	Encourage primary school streetscape appearance as part of the school's facility improvements	Advocate	Long
4.7	Improve the accessibility and vibrancy of the Tennis Courts	Facilitate	Medium
4.8	Investigate the opportunity to re-introduce verandas at shop fronts	Facilitate	Long
4.9	Encourage the use of sandwich boards to advertise local businesses	Facilitate	Medium
4.10	Investigate opportunities for community art or window decals at vacant buildings	Lead	Medium

Project for
Public Space's
criteria:
**Uses and
Activities**



Addressing each
of these
in community

The People

Community
Resource
Centre

Community
Resource
Centre

Community
Resource
Centre

Community
Resource
Centre

Community
Resource
Centre

Community
Resource
Centre

Community
Resource
Centre
+ Garden

Community
Resource
Centre

Community
Resource
Centre

The People
- Volunteers
+ show!

The tractor
grows it
Create community



SHIRE OF
HARVEY

A Breath of Fresh Air

Shire of Harvey

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