Sunshine West
Our 20-Minute Neighbourhood

20-Minute Neighbourhood Pilot Program
Creating a city of 20-minute neighbourhoods

Neighbourhoods are the foundation of our city — they are the places we live, connect and build communities.

Plan Melbourne 2017-2050 is a long-term plan to accommodate Melbourne’s future growth in population.

The 20-minute neighbourhood concept is a key principle of the strategy. The 20-minute neighbourhood is all about ‘living locally’ — giving people the ability to meet most of their everyday needs within a 20-minute walk from home, with access to safe cycling and local public transport options.

Research shows that 20-minutes is the maximum time people are willing to walk to meet their daily needs locally.\(^1\)

These needs include local health facilities and services, local schools and local shopping centres. This represents an 800m walk from home to a service or destination, and back again.

This distance is a guide as there are many factors that influence people’s ability or willingness to walk.

To make Sunshine West a more liveable place, people should have access to the 20-minute neighbourhood features within 800 metres from home.

Figure 1 Features of a 20-minute neighbourhood

Source: Department of Environment, Land, Water and Planning
20-Minute Neighbourhood Pilot Program

The Victorian Government is working in partnership with local government to test the implementation of 20-Minute Neighbourhoods in three pilot projects sites in Melbourne.

This report outlines the approach taken in the Sunshine West pilot project, delivered in partnership with Brimbank City Council, Victoria Walks and the Heart Foundation (Victoria).

The purpose of the project was to identify opportunities to improve liveability and create a 20-minute neighbourhood in Sunshine West.

The project was delivered in three stages.

The pilot program and this report are important in developing local solutions to address global and metropolitan sustainable development challenges.

20-minute neighbourhood ‘hallmarks’

Plan Melbourne outlines the ‘hallmarks’ of a 20-minute neighbourhood.

The purpose of the pilot project was to identify opportunities to deliver on the hallmarks in Sunshine West.

The hallmarks establish that a 20-minute neighbourhood must:

- be safe, accessible and well connected for pedestrians and cyclists to optimise active transport
- offer high-quality public realm and open space
- provide services and destinations that support local living
- facilitate access to quality public transport that connects people to jobs and higher-order services
- deliver housing/population at densities that make local services and transport viable
- facilitate thriving local economies.

Pilot project stages

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<th>1.1 Community partnerships</th>
<th>1.2 Technical assessments</th>
<th>1.3 Future opportunities</th>
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<td>Place-based engagement to understand community concerns and capture their ideas</td>
<td>Technical assessments undertaken on walkability, transport network, land use, housing density and vegetation cover</td>
<td>Initiatives and infrastructure opportunities identified for the neighbourhood</td>
</tr>
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Sunshine West

Neighbourhood context

Sunshine West is located approximately 13km from Melbourne CBD and approximately 2km from Sunshine in Brimbank City Council. The neighbourhood is serviced by bus route 420 (Sunshine-Watergardens) and characterised by low-density housing and entrenched car-dependency, with 66,000 cars passing through Glengala Road daily.

While Sunshine is outlined as a place of state significance in Plan Melbourne, which is the focus for growth and significant investment, there has been limited development in Sunshine West, particularly in Glengala Village (the commercial centre of Sunshine West).

While Glengala Village has a mix of businesses, including a chemist, casual dining and fresh food grocer, many residents drive to the Sunshine to meet daily needs.

Sunshine West is a multicultural neighbourhood that has the potential to provide the services and destinations to support the community to shop and live locally.
The 20-minute neighbourhood concept is all about ‘living locally’

Local strategic context

Relevant local strategies that apply to this area include:
- Brimbank Housing Strategy, Home and Housed
- Brimbank Council Plan 2017–2021
- Brimbank Activity Centre Strategy 2018

“Brimbank is hard to get around for people who do not have (or have limited access to) a car. We need to include these people as well! We need walking and cycling, as well as better and cheaper bus transport.”
BRIMBANK COMMUNITY VISION 2040

Community health profile

The following physical, mental and social indicators for Brimbank City Council residents are considered relevant for Sunshine West:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Feel unsafe walking at night</td>
<td>61.2%</td>
</tr>
<tr>
<td>Believe people in their neighbourhood can be trusted</td>
<td>54.6%</td>
</tr>
<tr>
<td>Engage in no physical activity</td>
<td>23.3%</td>
</tr>
</tbody>
</table>

The three most popular non-organised physical activities are walking, running and gym or fitness.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Walk</td>
<td>48.1%</td>
</tr>
<tr>
<td>Run</td>
<td>12.0%</td>
</tr>
<tr>
<td>Gym/fitness</td>
<td>8.9%</td>
</tr>
</tbody>
</table>
1 Community partnerships

A community partnership approach underpinned the pilot project. This reflects the need to strengthen community participation in the planning of our city.

The project empowered a broad range of local people to take a partnering role to support the project and help shape the changes they want to see in their neighbourhood.

To build a community partnership, council engaged these existing key community groups:
- Traders/local businesses
- Community walking groups
- Residents within 800m of Glengala Village.

Council undertook a range of different activities to test a community partnership approach.

Newsletters and surveys

In May 2018, a newsletter and surveys were mailed out to businesses and residents within 800m of Glengala Village. The survey was framed around what people love about the area and how it could be improved. More than 250 responses were received, which was a higher response rate than expected. This reflected the community’s strong interest in the neighbourhood.
Destination Yellow  Business Strategy

A local business strategy was developed to increase visitation and help establish an informal traders group. To support the strategy, Brimbank City Council engaged local shop owners to better understand the challenges and opportunities for Glengala Village. A local business strategy was developed to support a thriving local economy in Glengala Village. This strategy involved infrastructure and streetscape improvements as well as business development focusing on:

- Customer service
- Marketing — social media/online
- Visual merchandising
- Business planning/fundamentals
- Mentoring
- Supporting business listing on Google

In addition to business needs, a number of other immediate local issues were identified including the need to:

- Clarify the name of Glengala Village — ensuring brand consistency across all platforms including Council, businesses, signage and online channels
- Develop an informal traders group — facilitated and supported by Council
- Develop an online presence
- Investigate opportunities to transition to EFTPOS card purchases (not just cash).

Feedback from the community throughout the project highlighted a sense of community pride in the village.

Meet local traders  Guess Who campaign

To support the retail community, Brimbank City Council delivered a Guess Who Campaign. The campaign showed the friendly faces of Glengala Village and encouraged local residents to meet their local traders. The campaign broke down barriers and encourage interaction and connection between traders and the community.

The campaign was fun, flexible and was rolled out across a number of promotional platforms and disciplines. Not only did it encourage locals to shop, the confidence and enthusiasm it gave traders was immeasurable.
Pop-Up Park trial

In July 2018, a Pop-Up Park trial was delivered in Glengala Village by Co-Design Studio. The purpose of this was to test the community’s response to new public open space and engage directly with residents in the centre of the neighbourhood.

The trial took place on the street in place of where parking usually occurred, and it included temporary grass, kids play area and areas where people could engage with council officers and record issues and ideas.

The Pop-Up Park was visited by 75 people. 45 of whom favour of there being a permanent public open space in the area. No-one voted against it.

‘Love that council is paying attention and looking after the street.’

RESIDENT

Shop Local campaign  GlenGALA Day

A Shop Local campaign was delivered as part of the pilot to help engage with business, enhance community pride and increase visits to the village.

Approximately 350 community members attended the GlenGALA Day and all 23 businesses in Glengala village participated. The event generated interest from the community in shopping locally and generated pride amongst traders.

As part of an initiative to Think. Shop. Buy Local, activities were held on 2 September 2018.

The traders responded positively to the campaign with more than 90 per cent expressing interest in being part of an informal traders’ group. The group is looking to implement initiatives from the campaign including increasing its social media and online presence.

‘GlanGALA day attracted new people to the shop. It had a market feel, with fun and music. A lot of people came in and stayed for a long time.’

GLENGLALA VILLAGE TRADER
Movement and Activity Glengala Village

Key movement and activity patterns were identified in Glengala Village at direct community engagement events. The findings were tested during independent site audits by Co-Design Studio.

Key pedestrian corridor during school peak hours

Visitors cross the road freely and do not use safe formal crossings

Speed of traffic along Glengala Road creates a safety hazard

Car parking has a high rotation, however, visitors typically visit only one store

Traffic travels in both directions along a one-way street

Sunshine Social is a key destination in Glengala Village

Key issues and improvements raised by the community

Public open space
Deliver upgrades to local infrastructure including:
- Playgrounds
- Community gardens
- Dog-friendly parks
- Public toilets

Pedestrian safety
Improve safety by:
- Installing traffic-control measures
- Creating safe crossings near schools and intersections

Streetscape
Streetscape upgrades to create a ‘destination’ feeling, including:
- Upgrading lighting
- Installing public art
- Street greening
- More seats
- More bins and rubbish collections

Local transport
Support local transport options by:
- Upgrading bus services and stops
- Installing on-street bike lanes
- Designing accessible footpaths for prams and wheelchairs

Businesses
Support a thriving local economy by:
- Supporting a diversity of stores such as a bakery and cafe
- Encouraging street trading racks that create an attractive aesthetic
**2 Technical assessments**

To support a whole-of-government evidence-based approach to the project, DELWP facilitated the preparation of technical assessments for Sunshine West. This included transport, housing, health and vegetation assessments.

**Healthy Active by Design**

The Heart Foundation works to improve heart disease prevention and care. A key way to achieve this is through improved physical activity by promoting walking, cycling and other forms of physical activity. Work undertaken by the Heart Foundation aligns closely with the aims of 20-minute neighbourhoods, in particular the Healthy Active by Design guidelines, which were developed as a practical guide to address the need to create healthy neighbourhoods.

These guidelines were used to inform the delivery of the program and were adapted into a 20-Minute Neighbourhood Scorecard, which was used to identify opportunities in Step 3 Future opportunities. This simplified scorecard will be adapted into a useful tool for other councils.

For more information on the healthy active by design guidelines visit here

**Walkability assessment**

Victoria Walks is an independent health organisation that advocates for safe, accessible and connected environments that encourages walking.

In June 2018, Victoria Walks conducted a neighbourhood walking assessment of Sunshine West to identify pedestrian infrastructure issues. The assessment provided preliminary recommendations for Sunshine West including to:

- Create a safe, high-quality pedestrian route on Glengala Road between Links Road and Mernda Street.
- Improve streetscape around Glengala Village.
- Improve pedestrian infrastructure to support safe active travel to school and reduce congestion.
- Redesign intersections to reduce walking barriers on major roads including roundabouts.

To see the full walkability assessment visit here

**Movement and Place assessment**

Movement and Place is a new Department of Transport road-management framework for Victoria. It recognises the role streets play not only in moving people and goods, but also in contributing to the places where people live, work and play. It integrates planning and transport and it will be used as a framework to support transport decision-making.

An assessment was undertaken for Sunshine West, which was one of the first times the new framework was tested at a local level. Based on this assessment the following design objectives were identified for Sunshine West:

- Improve road safety around Glengala Village.
- Improve cycling infrastructure on Forrest Road.
- Support pedestrian and local cycling access to Glengala Village in Sunshine West.
- Improve place amenity and comfort in Glengala Village.

For information on the methodology, visit here
Housing development assessment

Housing development data provided information on the number and location of existing dwellings, vacant residential land, and recent residential development across all land in Victoria.

Housing stock in Sunshine West is characterised by single detached dwellings. While there has recently been an increase in unit developments, the area remains low density with an average density of 16 dwellings per hectare.

Research shows that a minimum housing density of 25 dwellings per hectare is needed to deliver more walkable neighbourhoods.²

To provide greater choice and diversity of housing, increased density should be supported in and around Glengala Village. This will enable residents to downsize without leaving the neighbourhood and will help make services and transport viable.

Vegetation and heat vulnerability assessment

The urban heat-island effect is created by the built environment absorbing, trapping and, in some cases, directly emitting heat. This effect can cause the built environment to be up to four degrees Celsius hotter than surrounding non-urban areas.³

Increasing the vegetation cover and greening the city can provide cooling benefits and improve the community’s resilience to extreme heatwaves. Urban greening and street trees remove pollution, an increases in tree cover by 10%, can reduce energy needed for heating and cooling by 5 to 10%.⁴ Greenery can improve shade for walking and generally improve the public realm of neighbourhoods.

While vegetation mapping shows low cover for most of Sunshine West (less than 30%), there are some areas with high cover (more than 50%) such as Kororoit Creek and Castley reserve.

To minimise heat vulnerability associated with low canopy cover, continued protection of existing vegetation is required. Future investment is also needed to connect patches of vegetation and support of an urban forest.

Support a cooler Melbourne by greening urban areas, buildings, transport corridors and open spaces to create an urban forest.

POLICY 6.4.1. PLAN MELBOURNE
3 Sunshine West future opportunities

This section brings all the work on the pilot together, it draws on the community partnership feedback, workshops and technical assessments.

- Investigate opportunities to prioritise pedestrian movement and increase pedestrian safety including though measures such as shared zones, speed restrictions, signal phasing and investigating the function of existing roundabouts.
- Consider innovative ways to improve pedestrian safety, such as road-safety art.
- Upgrade street lighting to improve community safety, particularly in Glengala Village.
- Improve local cycle links and facilities.
- Consider relocation of bus stop on north-east corner of Glengala Road and Simmie Street and allocate it to public open space.
- Support increased housing diversity in and around Glengala Village.
- Encourage ‘pop up’ shops and street trading to support a thriving local economy.
- Consider streetscape improvements such as drinking fountains and seating.
- Plant trees to create green streets and better connect the neighbourhood to Kororoit Creek.
- Support public art installations and ‘creative spaces’, particularly in Glengala Village.
- Upgrade playground infrastructure.
- Investigate improvements to the community centre to support more flexible use.

Note: These icons indicate areas for investigation, not specific locations or project sites.
The 20-minute neighbourhood features (see figure 1) have been used as the basis for a range of opportunities to improve liveability and support people to live locally in Sunshine West. The following opportunities reflect community ideas that will be a starting point in a local approach to delivering a 20-minute neighbourhood in Sunshine West. These opportunities reflect community feedback and technical assessments. They are not formal funding commitments.
References


