



Moreland City Council

Department of
Justice

INFO SHEET NO.1 - 12 DECEMBER 2013

“JEWELL OF BRUNSWICK” – NEW PUBLIC SPACE AT WILSON AVENUE

What is the “Jewell of Brunswick” Public Space project?

The “Jewell of Brunswick” is a project to build a new public space on Wilson Avenue, between Sydney Road and Black Street, Brunswick. A new public space in this location has been on Council’s radar since 2008. The Department of Justice have provided Moreland City Council with a grant of \$210,000 to build a new public space plus urban bouldering wall at this location. Council has already allocated \$50,000 towards the project and is considering another significant allocation for the 14/15 financial year.

What is the project trying to achieve?

The primary aim of this project is to improve safety and public health in the precinct. This precinct is the no.1 “crime hotspot” in Moreland. Addressing safety problems in an integrated, collaborative manner is a high priority for Council and other partners. In addition, two other aims of this project are to stimulate public and private investment and improve local economic performance (business and jobs) in the Jewell precinct.

What about the Public Space “Trial”?

On 11 Dec 2013, Moreland City Council resolved to “trial” a public space in this location for a period of eight weeks in early 2014. The street will be closed to vehicles and open to people from Sydney Road to the rear of the buildings (about 30m back from Sydney Road). Please note that Wilson Ave will be accessible to vehicles via Black Street, Little Gold Street and Union Street. No existing private carparks or vehicle, crossovers will be affected – i.e. all the existing access points will be available via alternative routes. See image below for approximate estimate of the area of trial closure.

The direction is to “test” the impacts and report back to Council. A recommendation to Council on the way forward will be provided in May 2014 and will evaluate local crime statistics, impacts on traffic, residents and business, number of people using the space and submissions received.

How will you communicate and consult?

For a project of this nature, it is most important to keep open and transparent lines of communication with all relevant stakeholders. As such, we will hold face to face meetings with key stakeholders – local property owners, local businesses, key State agencies (Vic Police, PTV, Yarra Trams, Vic Track). We will also write letters to the wider precinct and have regular email and online updates. We plan on doing a regular series of “project info sheets”, like this one.

What about carparking and access?

A new public space in this location will affect existing on street carparking by removing eight carparks at the eastern end of Wilson Avenue. There will also be impacts on vehicle traffic movements on Wilson Avenue. Depending on the option chosen by Council next year, vehicles will have to use alternative access to Wilson Avenue, via Black Street or Little Gold Street. The aim of the “trial” period is to assess the impacts of these changes before proceeding with any project option.

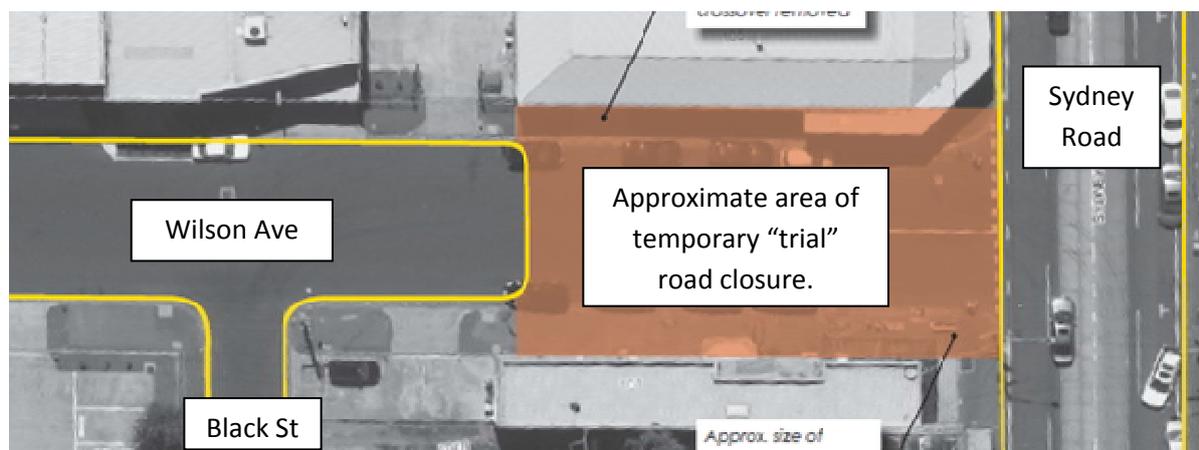
What are the next steps?

Activity	When
Trial a road closure and public space	Feb & March 2014
Evaluate impacts and call for submissions	Feb & March 2014
Recommend an option to Council Council decision	May 2014
Construction commence	Oct 2014
New public space open	Dec 2014

What other projects are relevant in this part of Brunswick?

The wider Jewell Precinct has public safety issues. There is significant momentum for positive change in the precinct, and the following projects are expected to stimulate significant ongoing investment and change. There will be concerted efforts to improve this precinct over the next 5 years.

1. Two super taxi stops – One on Sydney Road (approximately outside McDonalds), one on Brunswick Road (outside Bridie O’Reilly’s). Construction Feb / March 2014.
2. Community Safety Audit and Action Plan – Jewell Precinct. Feb – May 2014.
3. Rejuvenation of Jewell Station, including residential & commercial and public realm upgrade.
4. Tram Super Stop – Northbound stop likely to be located Wilson Ave / Edward Street. 2-5 years away.



For more information contact Council’s Project Manager Will Coogan on 9240 2221 or wcoogan@moreland.vic.gov.au

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