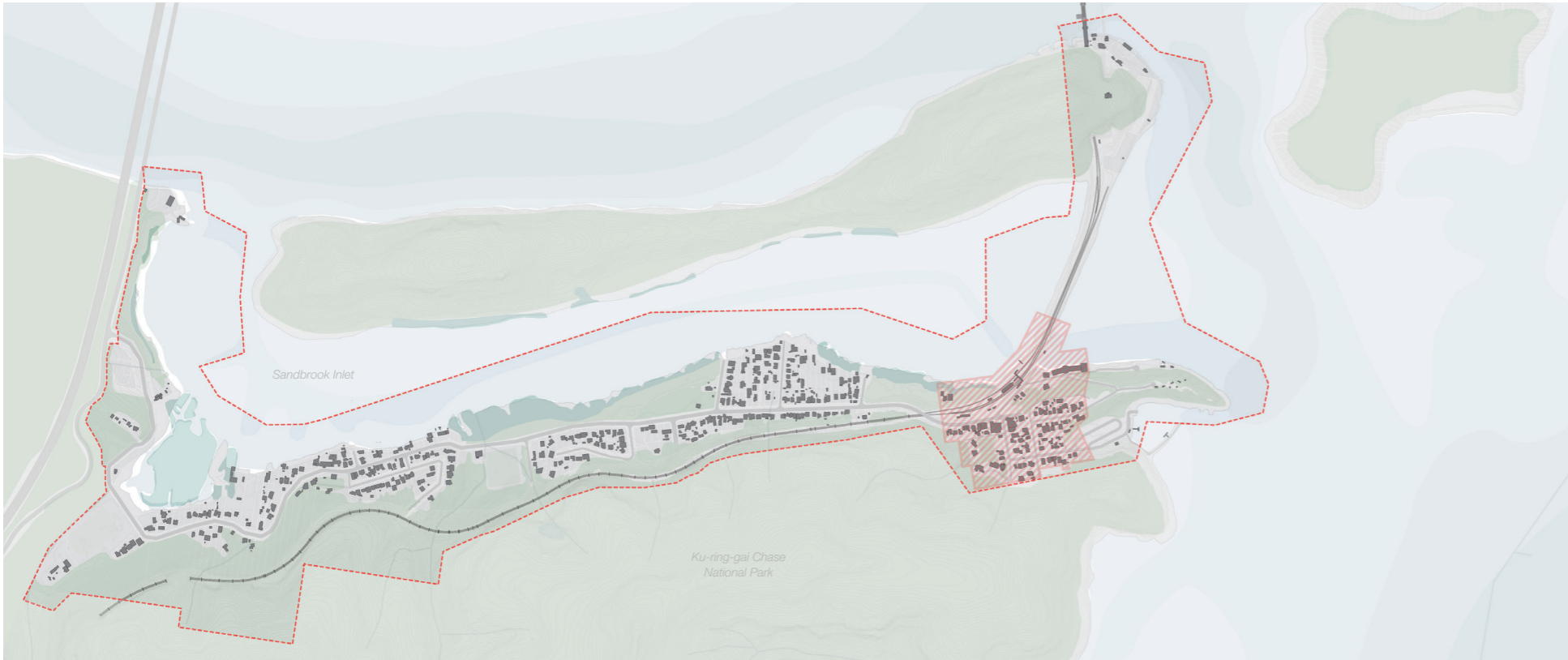


WHAT IS A MASTER PLAN ?

The Brooklyn Improvement Master Plan will be a long term strategic framework for guiding and informing Brooklyn's future. It will include the current and future needs of the community - what's working, what's not, what are the unique qualities of the place and how each of these can shape and influence the future.

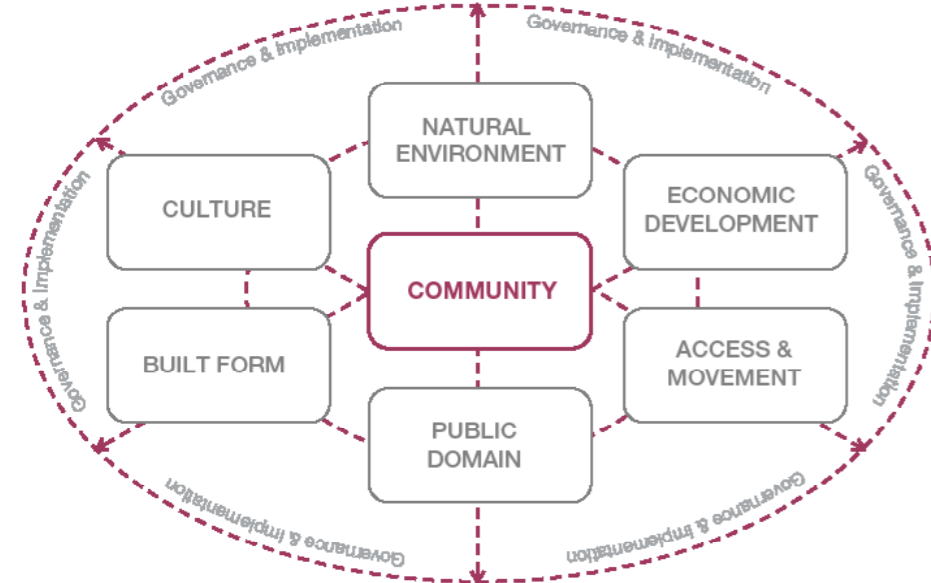
The Brooklyn Improvement Master Plan will provide a creative and innovative framework to strengthen the local area while ensuring Brooklyn's character is preserved and enhanced. The Master Plan will synthesise the goals developed through rigorous community engagement and result in a realistic plan for implementing its recommendations.



Brooklyn Improvement Masterplan - General Study Area

PLACE VITALITY CRITERIA

The McGregor Coxall team has developed a revitalisation approach that integrates both masterplanning and placemaking together. To ensure a well considered and holistic masterplanning process, six place vitality criteria are used to inform strategies, actions, recommendations, future governance and future implementation of the Master Plan.



The six Place Vitality Criteria and relationships to each other

WHAT ARE THE PLACE VITALITY CRITERIA?

Community

At the heart of any response within a Master Plan is the recognition of the uniqueness of place and that unique places are created and shaped by people who live, work in and use it.

Natural Environment

Essential to any Master Plan is the balance between hard and soft landscape, and the relationship between the urban and natural environment.

Culture

The cultural uniqueness of a place comes from its community as well as its physical attributes. Typically, cultural richness comes from diversity, activity and identity.

Built Form & Aesthetics

The aesthetics of a place are rooted in its built form, quality of architecture, spatial patterns and the nuances of building height, style, texture and colour.

Public Domain

A quality public domain beyond providing an aesthetic component can support a legible, safe and well connected network of public spaces and facilities.

Access & Movement

For a local area to function at its best it is critical that a centre can reconcile the relationship between vehicles, parking, pedestrians, cyclists and the interconnection of public transport

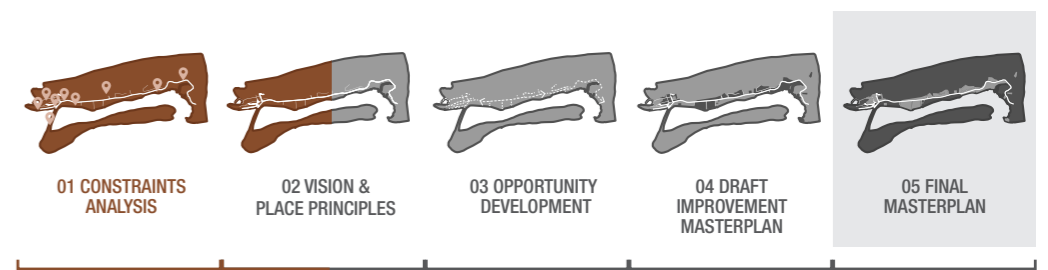
Economic Development

Successful centres typically have animation, vitality, and an local 'buzz'. To create this vitality and vibrancy, a diverse array of land uses should be accommodated.

Governance & Implementation

For good governance to exist in both theory and practice, the community must participate during planning and decision-making.

WHERE ARE WE NOW ?



PHASE 01 : CONSTRAINTS ANALYSIS | SEPTEMBER

How can I get involved?

As part of the development of the Masterplan a comprehensive community engagement program is planned.

Community Engagement Period 01

Do you have a BIG IDEA for Brooklyn? We would like to invite Brooklyn and river residents, businesses, property owners and visitors to Brooklyn to let us know their BIG IDEA Brooklyn's future.

A Community Have Your Say Day

Council is really keen for the community to get involved in this process to help shape the future of the Brooklyn Improvement Master Plan. It is important that you take this opportunity to get involved, have a voice, share your insights and aspirations.

When: Sunday 25th September between 10am to 2pm

Where: Find us within the stalls at the Brooklyn Spring Fair.

Project Website

Your one stop shop about all things to do with the Master Plan. This dedicated page on Council's website – <http://www.hornsby.nsw.gov.au/brooklyn> will provide the local community, business and visitors with information throughout the project. At certain times, there will be opportunities for direct feedback and interaction through the website too.

