



BROOKVALE ARTS DISTRICT

ARTS - INDUSTRY - ENTERTAINMENT

Response Submission to Northern Beaches Council Draft
Brookvale Structure Plan (November 2022)

February 2023

Prepared By:



OVER VIEW

Brookvale Arts District (BAD) is an integrated arts, industry and entertainment precinct showcasing innovation, creativity, sustainability and excellence across a range of activity from design, engineering and automotive to fashion, food and education, all located within in the bustling industrial zone of breweries, bars, studios and galleries in Brookvale.

This document represents a coalition of local individuals, companies and institutions – who’ve come together to maintain, enhance and advocate for the existing creative and industrial fabric of Brookvale – so that it may successfully integrate with future development of the area – creating the best possible and most valuable Brookvale we can imagine. Our ideas seek to embrace Brookvale’s rich heritage, create awareness around the people and entities on the ground and to create a globally-renowned district of makers, movers and shakers – with continued economic and cultural growth.

This document outlines BAD’s ideas for building on and enhancing the Brookvale Structure Plan released by Northern Beaches Council in November 2022. We seek to align Council’s plans with our needs and ambitions to create a better, more prosperous Brookvale. We are keen to collaborate with Council, BAD landowners and operators to discuss how we can implement the ideas laid out in this document.



PARTNERS

BAD is an inclusive community organisation comprised of and representing all types of industry – from light industrial, food and beverage venues, surfboard shapers, stonemasons and ceramicists, fashion designers, musicians, photographers and filmmakers, visual artists, model-makers and fabricators, family-orientated activity venues, automotive and engineering experts, health and wellness, breweries, distilleries, recording and rehearsal studios, furniture-makers, printers and manufacturers – right through to small enterprise and innovation hubs. Our mission is also supported by a range of institutions in music, place and activation.

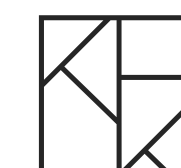
KEY INSTITUTIONAL SUPPORTERS



Investment
NSW



APRA
AMCOS



AUSTRALIAN
FESTIVAL
ASSOCIATION



LIVE AND LOCAL

MUSICNSW

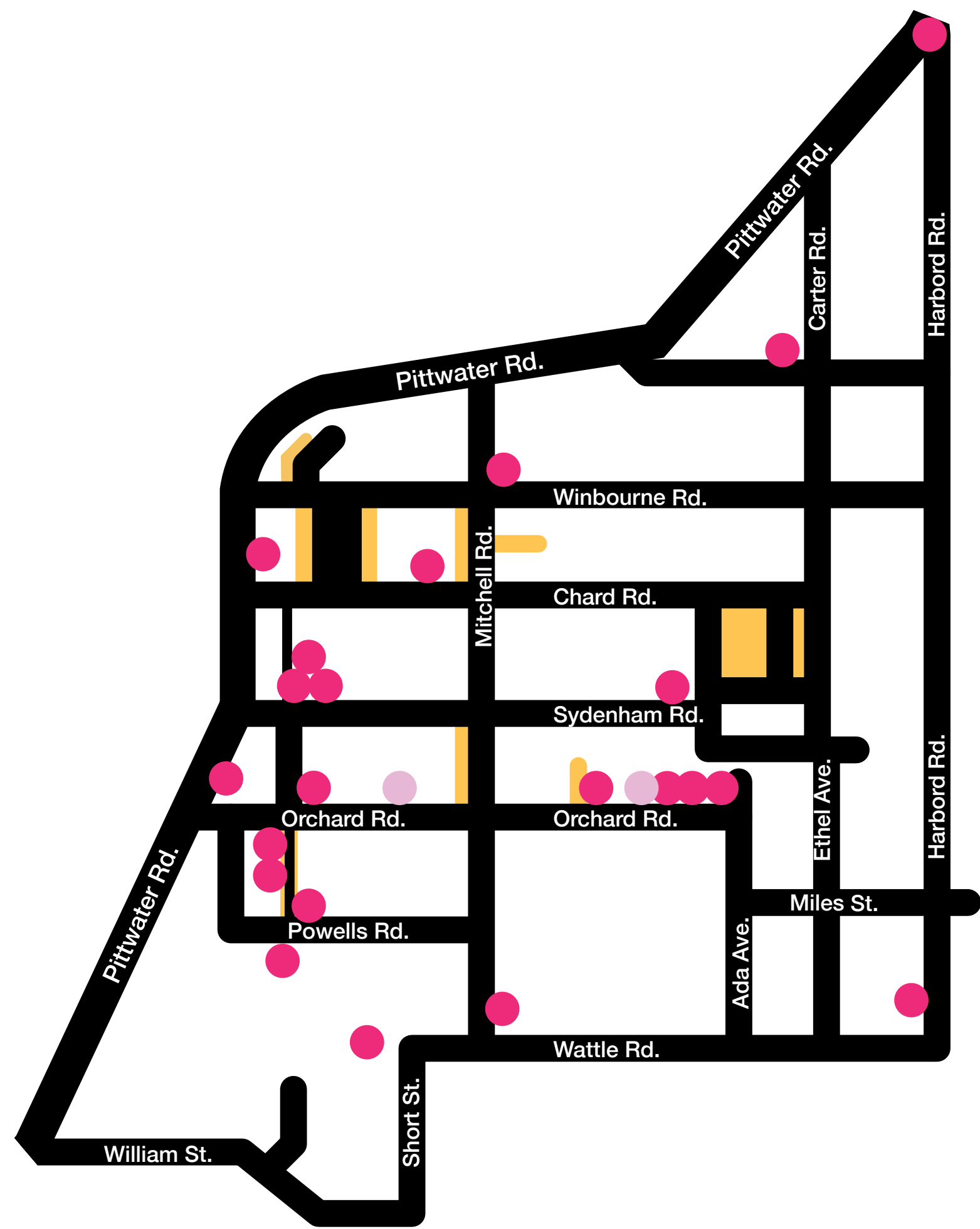


Night Time
Industries
Association



**BAD
2023**

- ARTS -



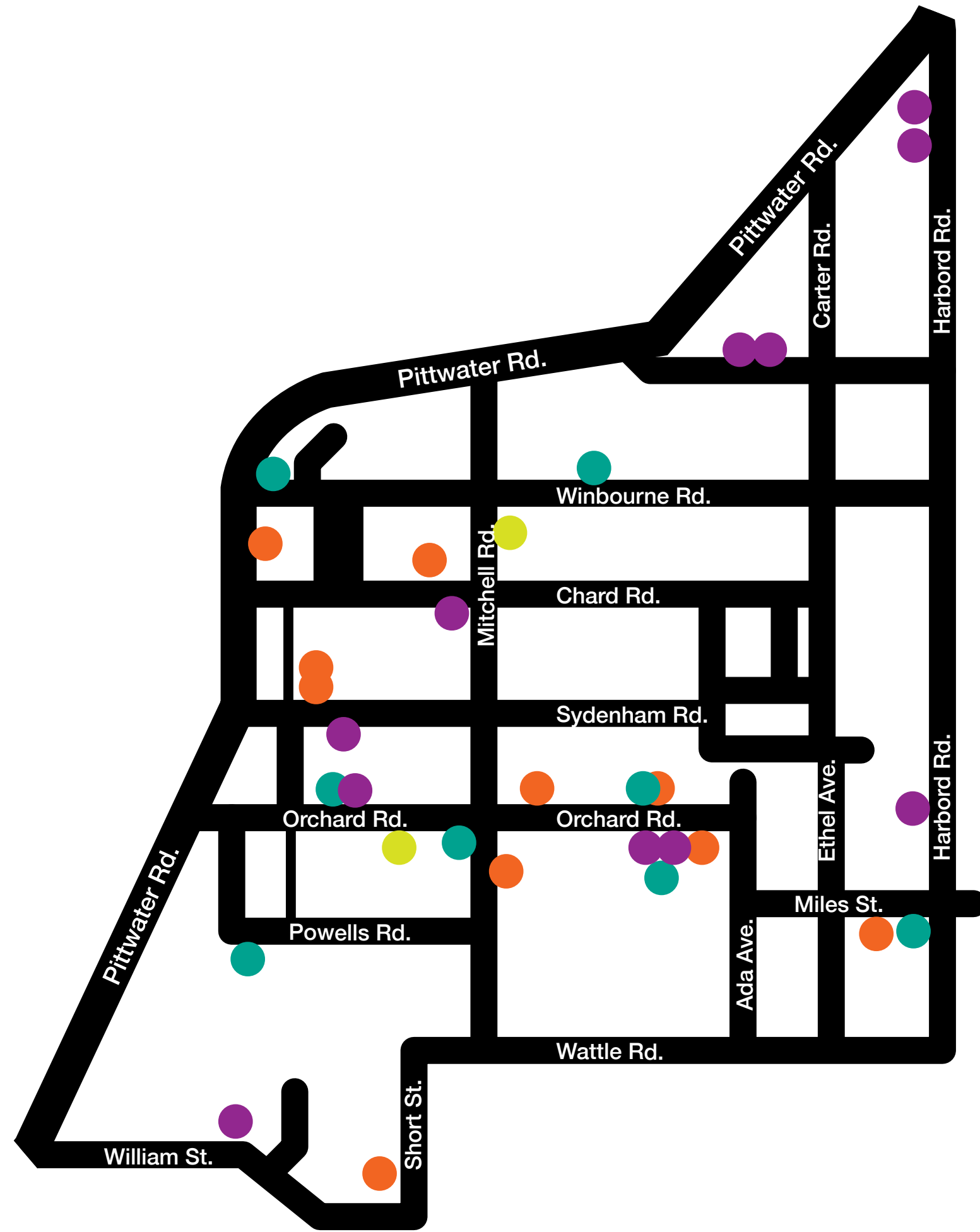
02 RECORDING STUDIOS

09 STUDIO & EXHIBITION SPACE

22 ART & DANCE INDUSTRIES

BAD is planning to roll out 5 major festivals and art activations over the next 24 months

- INDUSTRY -



02 COFFEE ROASTERS

10 CREATIVE INDUSTRIES

11 SURF INDUSTRY

08 ENGINEERING INDUSTRIES

Brookvale also boasts a full range of well-established automotive industry across sales, storage, servicing, custom design, auto-electrical, trim, specialist modification, repair and other body-work.



BAD 2023



- ENTERTAINMENT -




27 LOCAL CAFES & RESTAURANTS

09 BREWERIES & DISTILLERIES

13 LIVE MUSIC VENUES

650 live music events in last six months of 2022

 Groundswell Festival Boundary

CURRENT PROJECTS

BAD is currently developing (+ collaborating on) several projects including **music festivals**, place **activation & infrastructure** that supports arts, culture, industry & live entertainment in Brookvale.

1.GROUNDSWELL: Music, film and culture festival that first ran in 2022 with 11 events including roller disco, skater punk, opera, Latin beats, organic house, neo-funk, fire performance, spontaneous poetry and more.

2.BAD POSTER: A dynamic exhibition of artworks by Australian and international artists with approximately 100 street posters and projections in public spaces throughout Brookvale Arts District. It's been designed as an app-driven, self-guided, augmented-reality art, food, beverage and live entertainment experience.

3.BREWVALE: A celebration of Northern Beaches food and beverage culture, featuring Brookvale's innovative and award-winning breweries and distilleries. Brewvale will be held in Brookvale annually and travel to metro and regional areas.

4.BAD WALLS: A long-term public art project (commencing in March 2023), showcasing stories and themes of Brookvale through large-scale murals by local, national and international artists.

5.RAT RODS: An exhibition and festival of vehicles with a distinctive worn-down, custom aesthetic, usually created with second-hand and cast-off parts.

6.BAD APP: A BAD directory, map and walking tours of food and beverage and entertainment venues, festival events, live music, exhibitions -- linking to e-commerce for BAD POSTER and other festivals, merch, memberships, etc.

7.Surf Craft Brookvale Museum: Showcasing the dual histories of the surfboard manufacturing and brewing industries in Brookvale. The museum will highlight the importance and impact of the Brookvale Six on surfing and surf culture in Australia and globally, as well as the story of beer brewing in Brookvale.

8.Brookvale Centre of Engineering: The Centre will provide resources and facilities for R&D and education in various fields of engineering. It aims to foster innovation and collaboration among engineers, students and industry partners.

9.Brookvale Auto Centre: Exploring opportunities for a dedicated facility that represents the range and diversity of one of Brookvale's key industries.

THE POTENTIAL

BIGGER BADDER EVEN BETTER

Our ambition is to become a world-renowned destination with a thriving arts and entertainment industry and nightlife that is an exemplar of industrial urban renewal. We see BAD as a place where innovation runs rampant, live music is a mainstay and 'rules' broken to allow new industries to emerge, new ideas to surface and underground art to get its start. Its history as an industrial district will be at the centre of its future, yet our future-focused, sustainably-minded principles and community spirit can make it a 24-hour destination.

Once a sleepy industrial area, the **MIAMI DESIGN/CREATIVE DISTRICT** has transformed in recent years, re-configuring streets and public spaces to become a unique arts and culture destination. Residents might say its more a local neighbourhood than a global destination, where creative entrepreneurs, fashion outlets, artists, studios and restaurants mix with residential neighbourhoods.



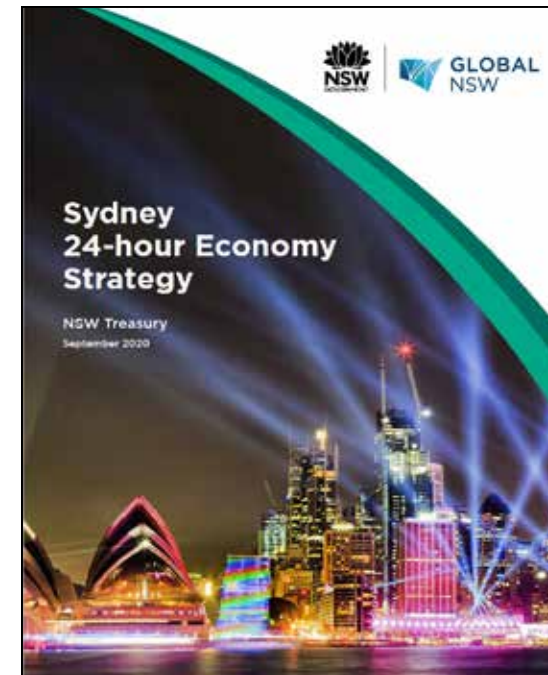
PRECEDENTS

A formerly underutilised industrial area north of Kings Cross Station has been re-imagined into the **LONDON CREATIVE QUARTER** with Central Saint Martins art school, Granary Square, pop-up projects, events, parks, and Google's new London HQ. The Quarter has a social mission to connect these new institutions and the surrounding community through 'MAKE Meanwhile' (MM) that offers a platform for collaboration.



STRATEGIC ALIGNMENT

We recognise State and local strategic planning documents have been reviewed as part of the Structure Plan's background analysis. At the State level, this includes the Greater Sydney Region Plan, North District Plan, and Future Transport Plan among others. Locally, the Towards 2040 -- Northern Beaches LSPS, Local Housing Strategy and Employment Strategy among others have been reviewed. We have identified additional strategies with directly relevant priorities and actions which provide strategic merit for BAD's vision to be a 24-hour destination of local, national and international significance.



Sydney's 24-hour Economy Strategy

Sydney's 24-hour economy strategy supports the region's attempt to create a 'Neon Grid' -- a series of safe and vibrant nightlife destinations, to improve the way the industry is regulated, to increase business certainty and viability, and to encourage venues that provide safe environments for patrons. This includes nighttime between 9:00pm-2:00am and Late Night between 2:00am-6:00am. BAD aims to be a 24-hour district with local policy that reflects this reality.

“

Brookvale Arts District (BAD) is one of the most exciting nighttime precincts to emerge in Sydney over the past few years.

-- **Michael Rodrigues**, 24-Hour Economy Commissioner, Investment NSW



Revive: Australia's Cultural Policy for the Next 5 Years

Revive is a 5-year plan to renew and revive Australia's arts, entertainment and cultural sector. It delivers new momentum so that arts, culture and heritage are re-positioned as central to Australia's future. There is particular focus on nurturing arts and culture businesses and workers, both in affordable housing and employment options. We believe BAD has a role to play in facilitating a local arts and culture ecosystem that is affordable and proud.

WE ARE 'READY TO GO' AND CHALLENGES REMAIN...

(The following feedback has been collected from operators and local businesses within BAD)

01. LIVE MUSIC RESTRICTIONS

- **Lack of space, despite rich history** - The Northern Beaches once enjoyed many music venues (both underground and conventional) which over time have disappeared, making it unlikely to attract major artists and difficult for emerging and established artists to find stages.
- **Increasing demand from new breweries** - Brookvale has recently become a destination for live music with 650+ live music events during a six-month period in 2022, driven by the emergence of new breweries across BAD.
- **Arbitrary regulations** - Limiting venue capacity (upwards of >50%) and hours of operation jeopardises venue viability and inhibits what has proven to be beneficial additions to Brookvale.

02. FOOD & BEVERAGE RESTRICTIONS

- **Off-street parking mandates** - breweries actively promote alternate methods of transport
- **Public domain quality** - Pedestrian safety and access, lack of outdoor dining areas
- **Safety** - Lighting
- **Signage** - wayfinding opportunities for customers, pedestrian access to B-Line stop
- **Public space** - no green space for takeaway options, no kids playground
- **Mobility** - Need for a taxi zone in central Brookvale

03. ENGINEERING & INDUSTRY

- **Attracting apprentices and talent to stay and work in Brookvale** - Anecdotally, many engineering companies in Brookvale have experienced difficulty finding apprentices, particularly among local cohorts, often citing a lack of knowledge and narrow perception of the industry by younger generations
- **'Selling' or 'communicating' value** - This is particularly the case for operators in high-end and innovative work in R&D and general product development.
- **Finding space for expansion when needed.**

01.

TRIAL BAD AS A 'SPECIAL ENTERTAINMENT PRECINCT' & SUPPORT OUR NIGHT-TIME ECONOMY

Enmore Road in Sydney's Inner West was recently designated a 'Special Entertainment Precinct', a Century Venues, APRA AMCOS and Live Music Office initiative, under trial from the NSW Government and Inner West Council, which grants businesses a range of special allowances to encourage live music, al fresco dining and nightlife. Council received high levels of support for making the designation permanent and cemented Enmore Road as an entertainment hotspot. There is opportunity to designate BAD as a Special Entertainment Precinct to boost nightlife and live music.

10 IDEAS FOR THE STRUCTURE PLAN



PRECEDENT enmore road special entertainment precinct, inner west

02.

EASIER ACTIVATION PERMITTING FOR POP-UPS

We welcome the Plan's ideas for community events/activation on Council-owned lands including the Council Car Park. BAD has many other private underutilised areas ripe for 'quick, easy and temporary' activation. Food truck pods similar to those in Portland, USA is a good example of activations with benefits to livability, walkability and providing interim uses for underutilised parcels. They also provide opportunities for entrepreneurs to begin their business. Portland city government understands this and has been proactive in encouraging more food carts through streamlined permitting processes.



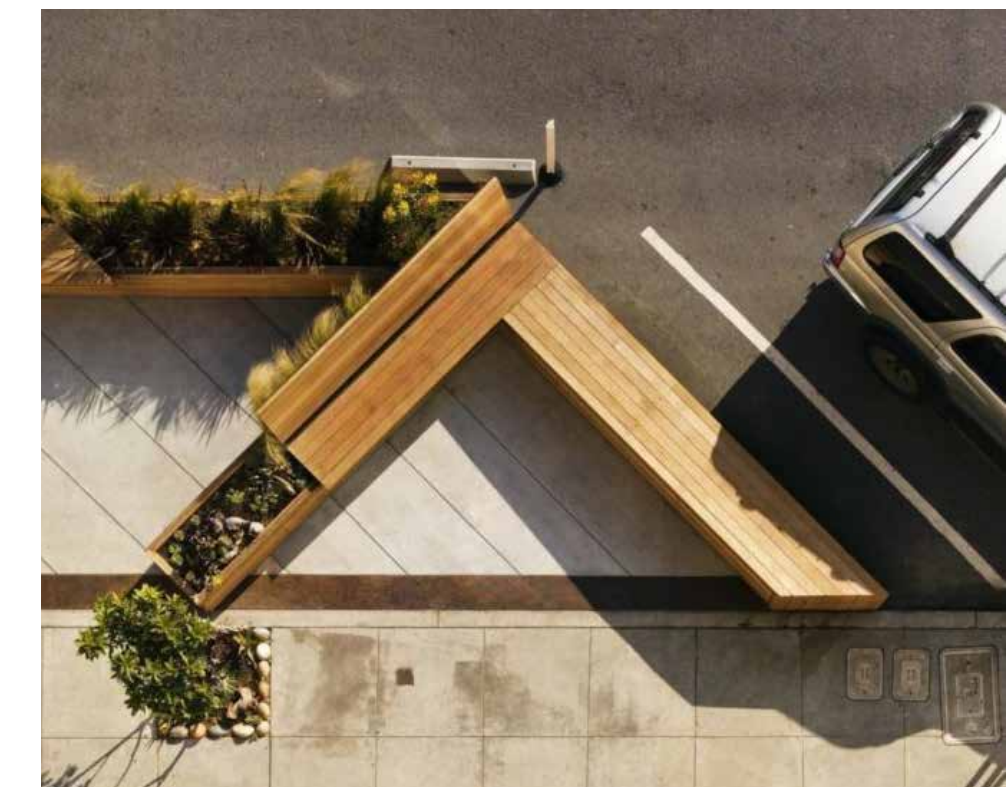
PRECEDENT
portland, usa food truck
pod activations



03.

MAKE BAD A THRIVING PEDESTRIAN ATMOSPHERE & TRIAL PEDESTRIAN SAFETY ENHANCEMENTS NOW

We are inspired by Northern Beaches Council's recent rollout of innovative 3-D pedestrian crossings in high traffic areas of Manly to enhance pedestrian safety and slow vehicular traffic and are keen to trial similar efforts in BAD. We also take inspiration from global tactical urbanism trials to provide more spaces for people to linger in public spaces and streets. We welcome the opportunity to work with Council to identify suitable locations for such trials.



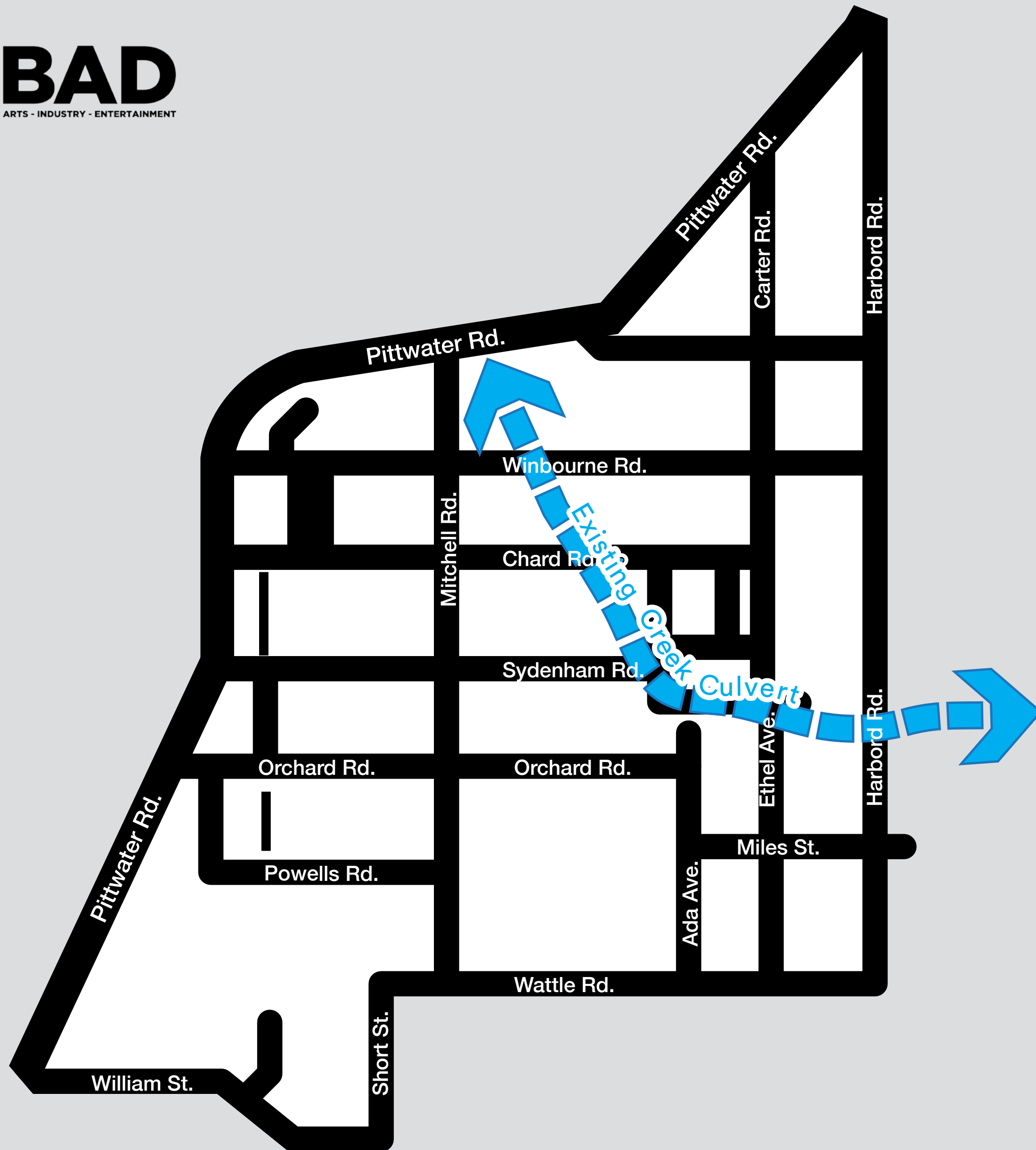


PRECEDENT
live-work model (7 storeys)

04.

INTEGRATE LIVE/WORK OPPORTUNITIES INTO BAD

With more people working from home than ever, there is demand for homes designed for live-work balance. 4-6 storey live-work spaces for strategic locations within the Structure Plan's 'Industrial East' character area could meet this demand. Despite zoning hurdles, now is the time to investigate live-work options for BAD, to activate the district and to provide affordable spaces for our creative community to live and work. **BALMAIN** in Sydney, **HARRINGAY** in London and **FLATBUSH** in Brooklyn provide lessons while still protecting industrial lands.

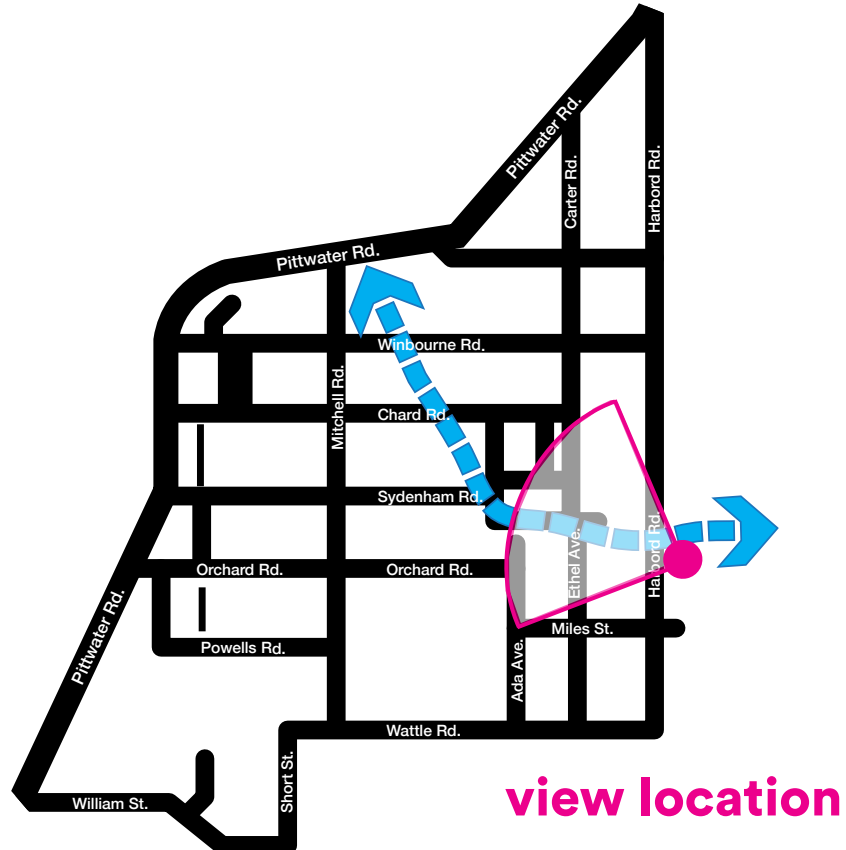


05.

RENATURALISE GREENDALE CREEK

We seek to explore options for daylighting Greendale Creek through BAD. The creek is naturalised immediately east of our district and we see benefits for returning the drainage culverts within BAD back into a more naturalised state. Doing so can connect the district to bushland and waterfalls to the west, improve water quality downstream and lead to ecological restoration, flood mitigation, urban cooling and community amenity. This is particularly relevant between Harbord Road and Ethel Avenue which is identified as a 'High Risk Flood Precinct' in the Structure Plan.

SUSTAINABLE FUTURE OF GREENDALE CREEK



Existing view (Harbord Road looking west)



06.

RELAX OR ELIMINATE PARKING MINIMUMS IN BAD

Many global cities are eliminating parking minimums to reduce emissions, encourage walking/cycling/transport use and improve place outcomes. BAD aims to seamlessly connect with the B-Line as a walkable, transit-oriented district. On-site parking minimums, particularly for breweries, is counter-productive to commercial realities and could encourage unsafe driving.

07.

SUPPORT THE BAD BUS INITIATIVE

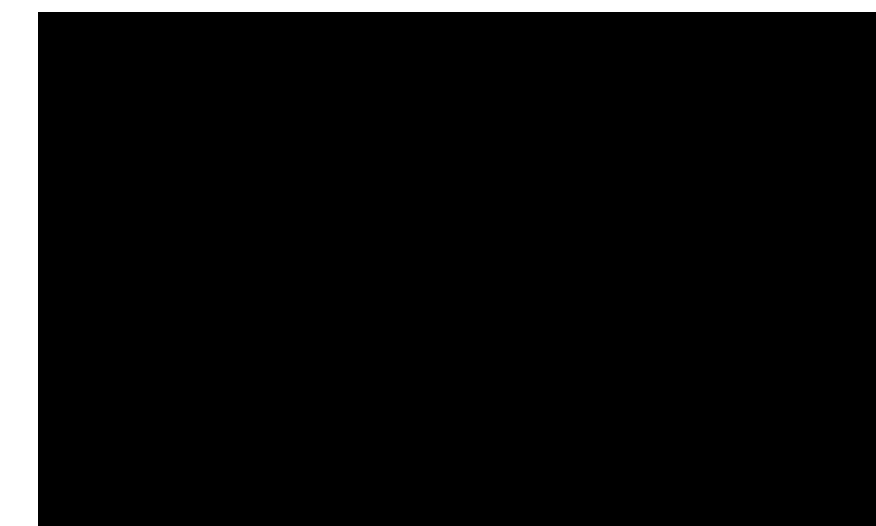
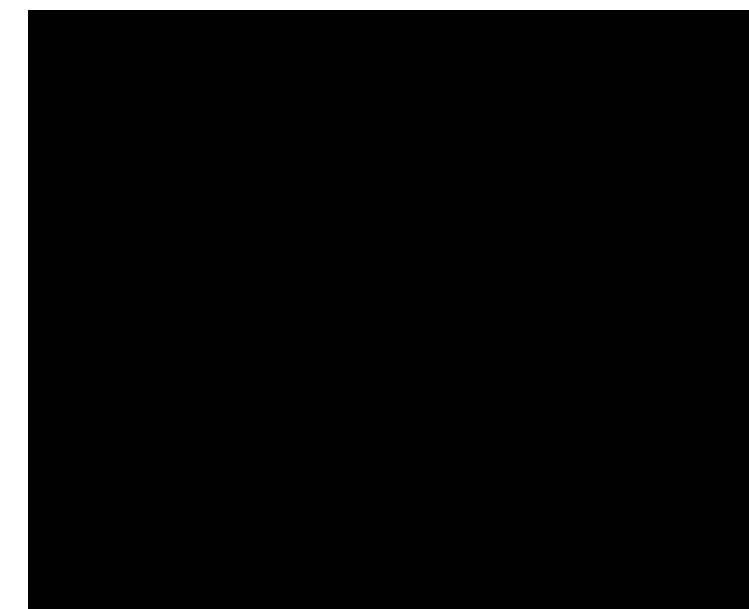
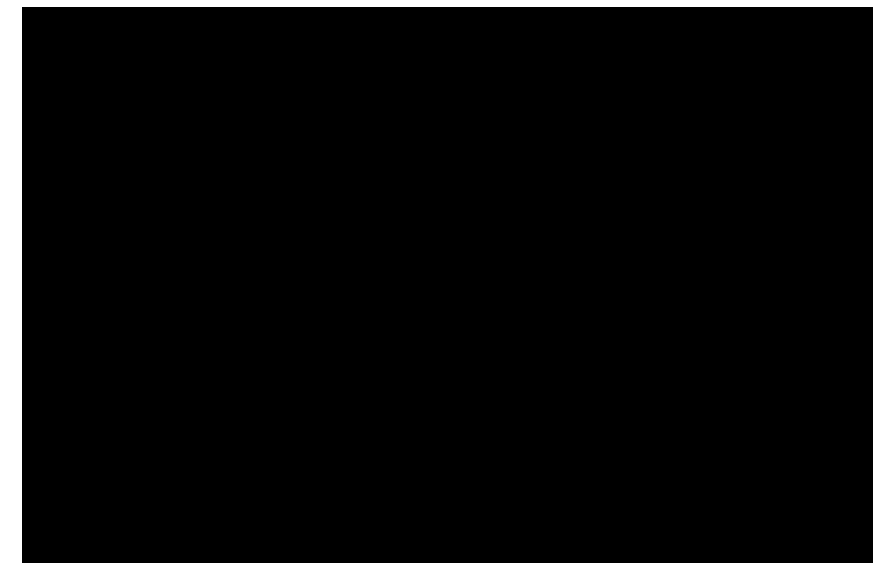
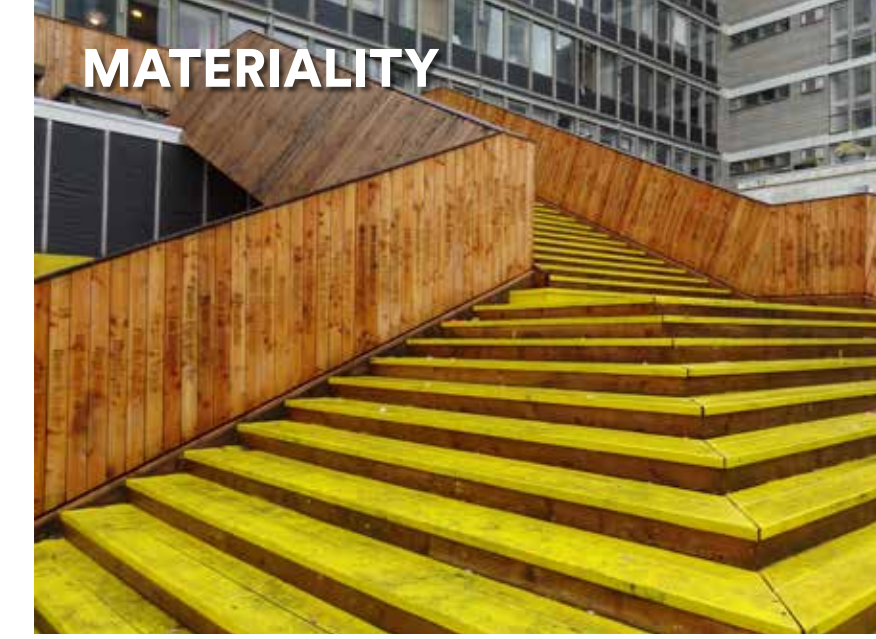
A quick and cost effective solution to traffic and parking issues in Brookvale is to eliminate parking minimums and implement a BAD-branded shuttle bus that could provide a direct link from Manly Wharf to BAD with stops at the Brookvale B-Line and Westfield parking stations before traveling to stops located near each of the BAD breweries, distilleries and other key locations.

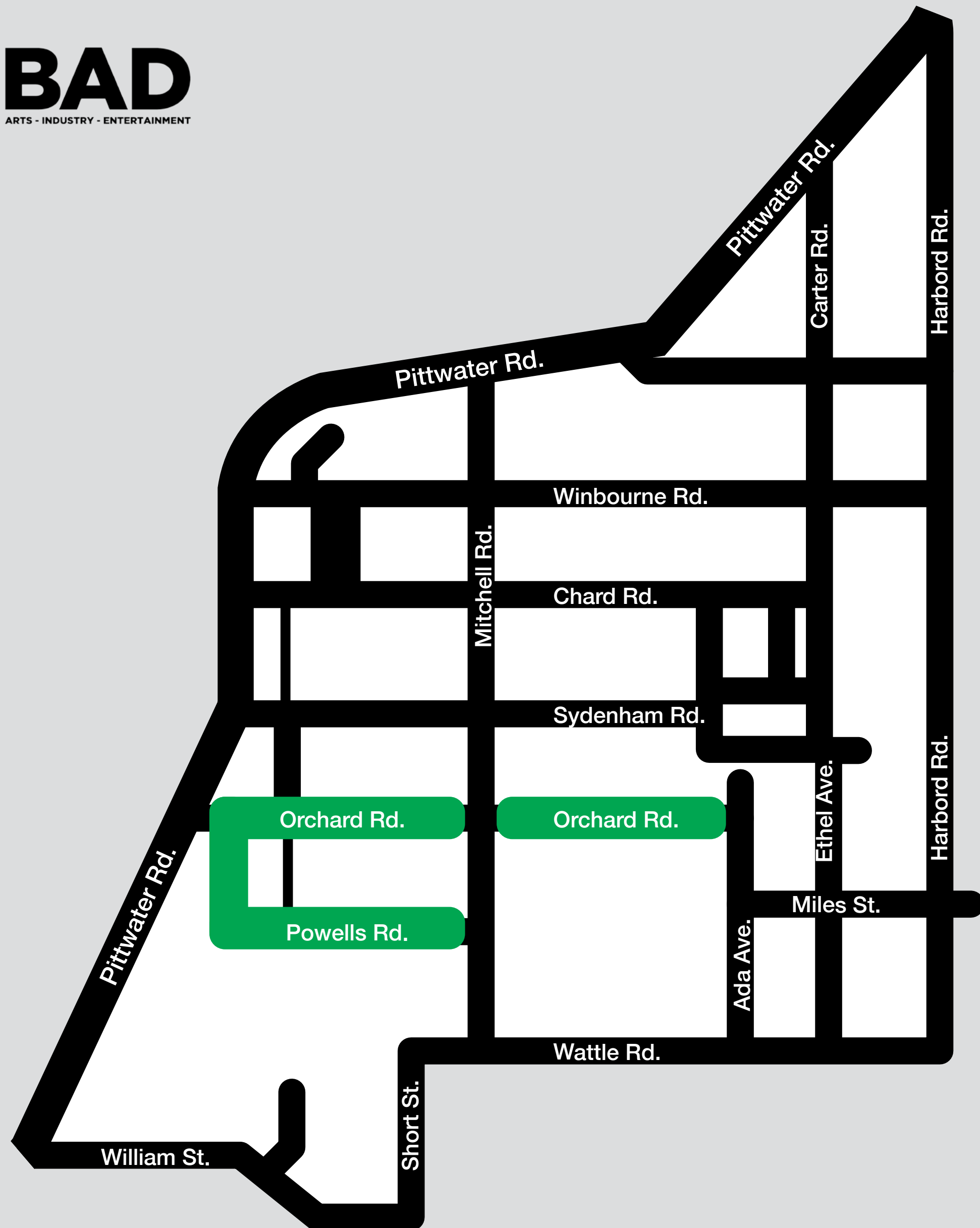


08.

HELP TELL OUR STOREY & CELEBRATE OUR HERITAGE

BAD's First Nations heritage, existing industrial character and history as a surfboard manufacturing and brewing hub is special. We aim to showcase this history in the Surf Craft Brookvale Museum to show the impact of the Brookvale Six on surfing, as well as the story of local beer brewing. There is also opportunity to celebrate our identity in the streetscape and public space through industrial/surf style wayfinding, materiality, lighting, signage, art, rain gardens and other identity markers.





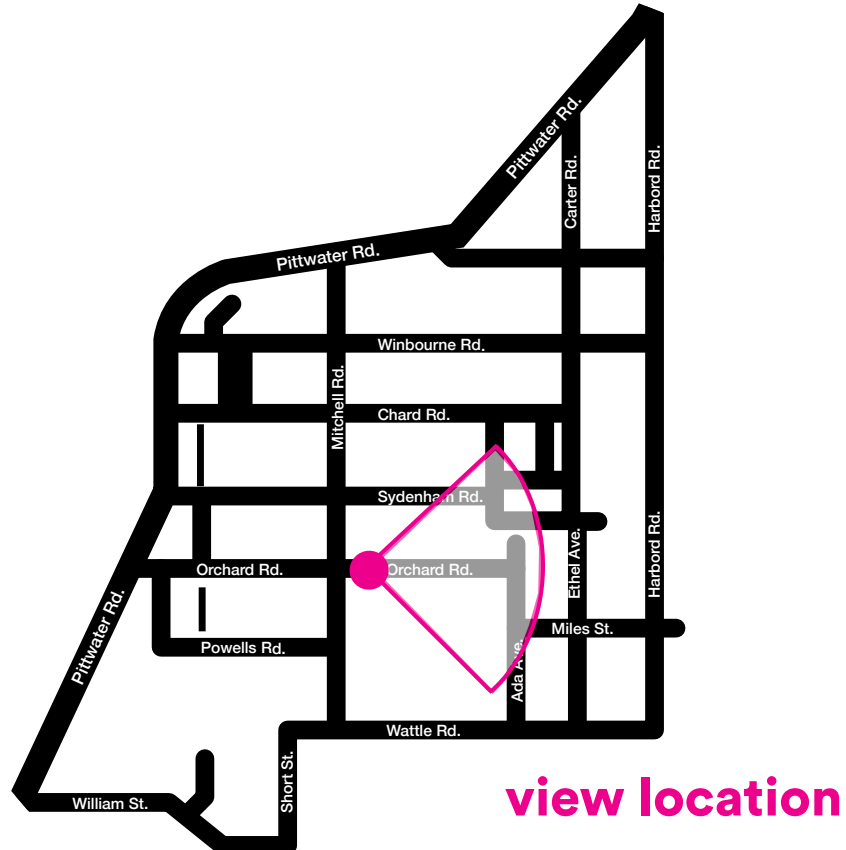
09.

DESIGN ORCHARD ROAD & POWELLS ROAD AS ACTIVE PEOPLE-ORIENTED STREETS

Orchard Road & Powells Road are BAD's destination streets due to many entertainment venues located there. Similar to Council's planned Dale Street extension on the western side of Pittwater Road, we see opportunity to designate and design Orchard Road & Powells Road as pedestrian-oriented 'high streets' and BAD's preeminent public spaces for activation. The streets do not function for regional traffic and can be temporarily closed for events and include streetscape improvements such as widened footpaths, outdoor dining, improved canopy coverage and traffic calming.

ORCHARD ROAD LIVE MUSIC FESTIVAL

closed to traffic for events

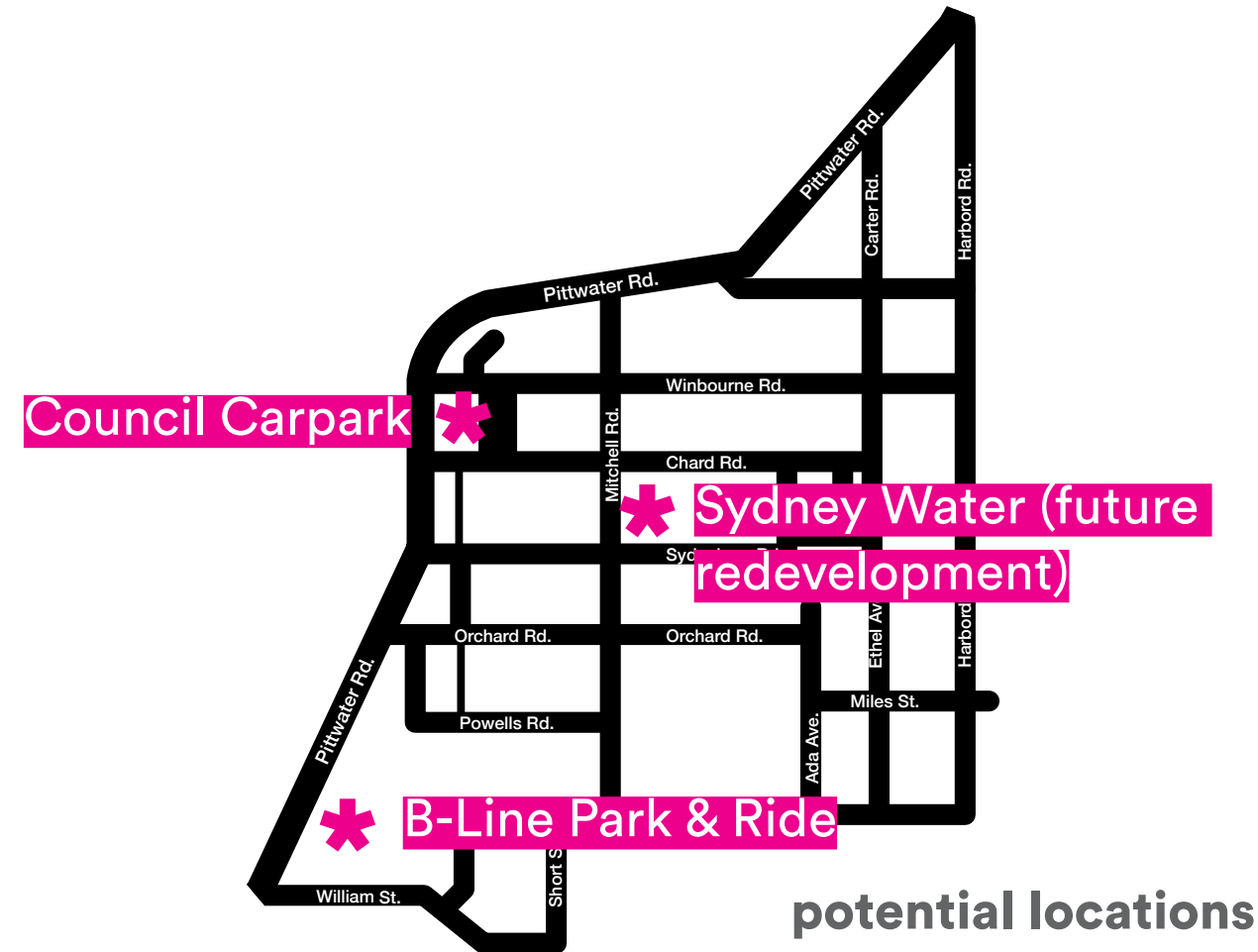


10.

STREET NETWORK CONNECTIVITY IMPROVEMENTS

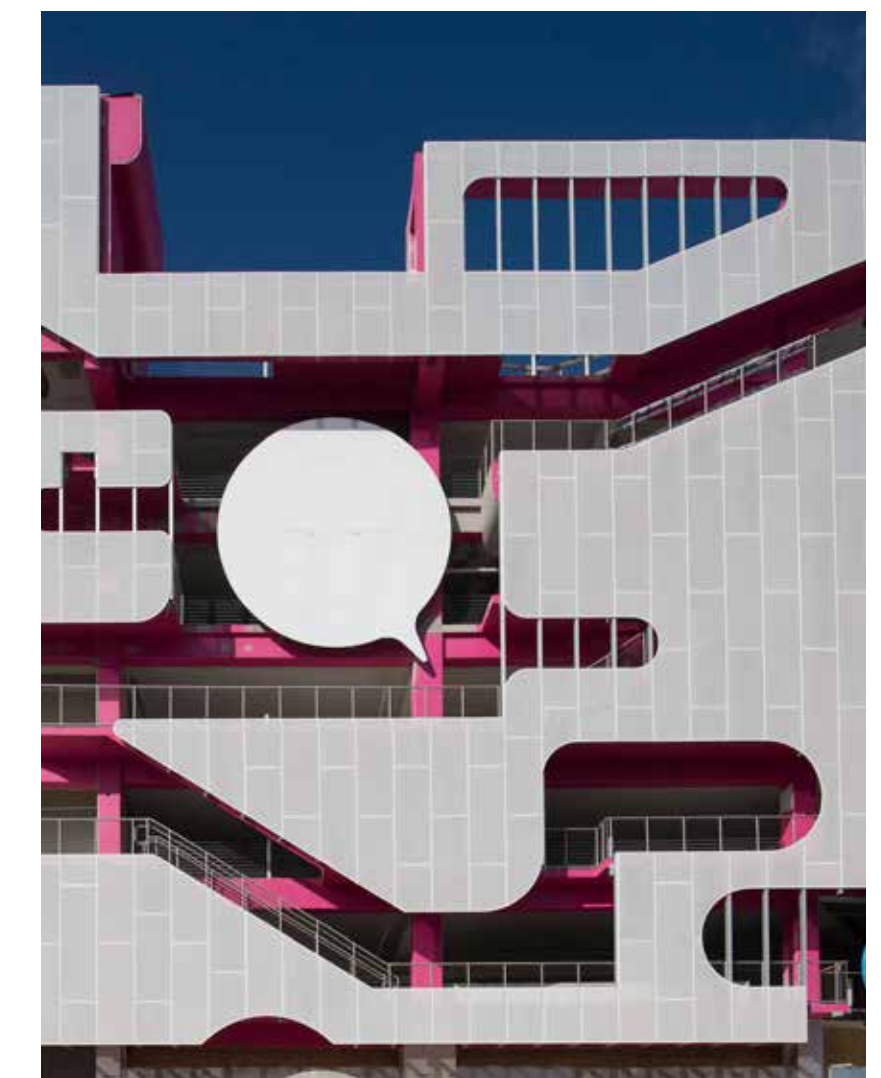
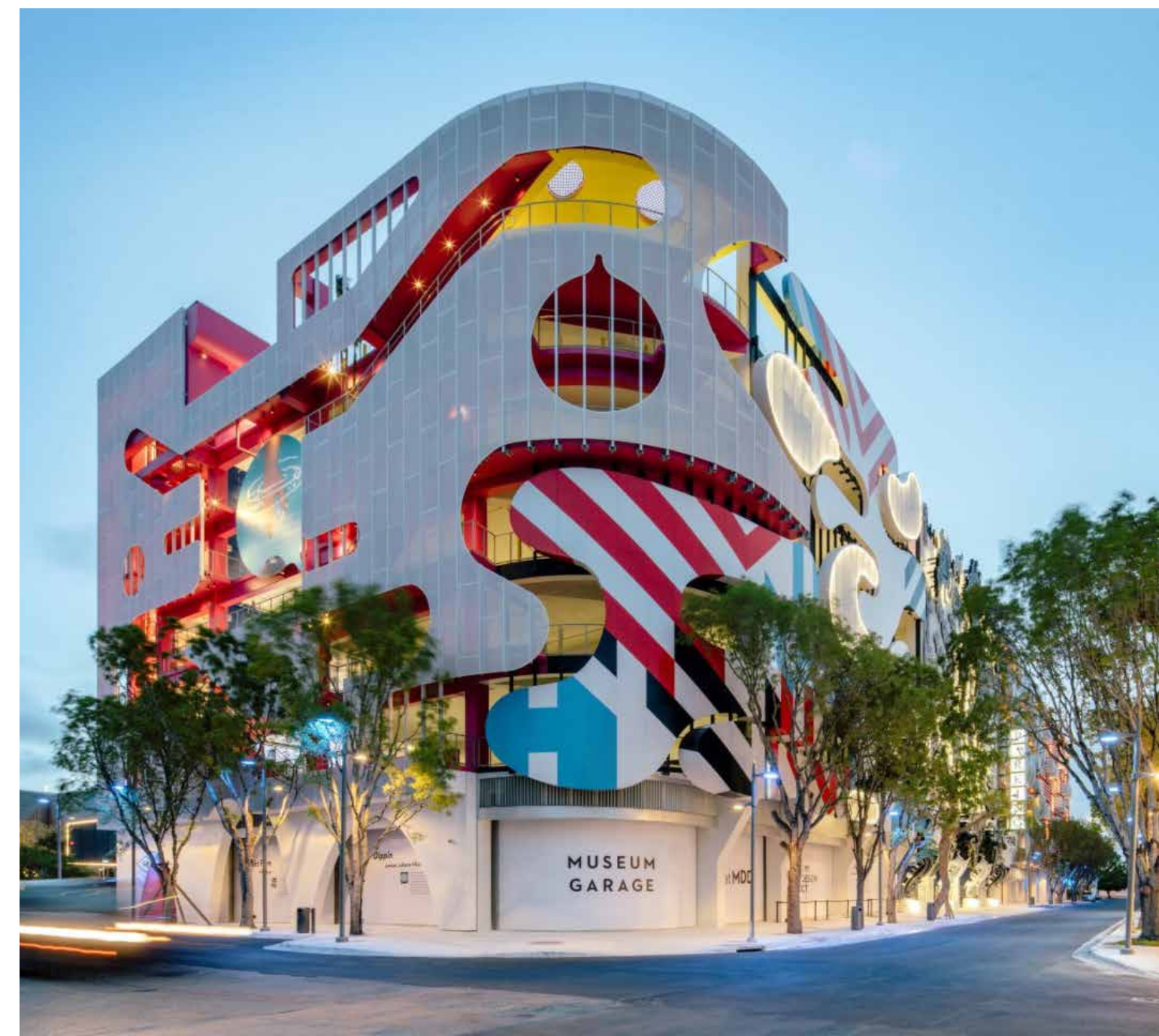
We support the Structure Plan’s objectives to improve street and laneway connectivity and enhance pedestrian and cycle amenity through Brookvale. We propose additional new multi-modal street connections (and associated FSR/Height alterations to realise them) between Harbord Road and Sydenham Road (shown in orange on diagram to right) primarily through the Windbourne Estate, to directly link John Fisher Park, the Greendale Creek trails and ultimately Curl Curl Beach with BAD’s many entertainment destinations, particularly along Orchard Road.





ART PARK(ING)

Instead of traditional ways to accommodate parking, we take inspiration from Miami Design District's centralised Museum Garage which holds 800 carparks in a public mixed-use building. The facade utilises recycled cars and sustainable materials to showcase unique facades and curated artworks. A similar structure/feature could distinguish BAD as a creative district and become a centralised car park that absorbs parking demand for the district.



PRECEDENT
miami design district



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ARTS DISTRICT

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