

Nine Buildings

2019 - 2030

Community Engagement Report

A series of modest housing prototypes

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Brunswick Markets, 665-661 Sydney Road.

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<b>Introduction</b>	3
Methods of engagement	3
<b>Who we heard from</b>	5
Participant type	5
Participant age	5
Born in Australia or overseas	5
<b>Community insights</b>	6
Focus area 1 - Cultural diversity	6
Focus area 2 - Affordability	6
Focus area 3 - Accessibility	7
Focus area 4 - Community spaces	7
Focus area 5 - Design quality	7
Focus area 6 - Green space and sustainability	8
<b>The shops and services people use and want</b>	9
Use of services	9
Highest valued services	10
Breakdown by relationship to Brunswick	10
Breakdown by demographics	11
Shops and services at Brunswick Markets	12
<b>Exploring residential concepts</b>	13
Mix of household sizes and types	14
Activities ranked by preference	14
Activities by demographics	15
Top selected design features	16
Breakdown by residential concept	18
<b>Frequently Asked Questions</b>	30

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Hodyl & Co have coordinated a community engagement program for the Nine Buildings redevelopment of Brunswick Market in Sydney Road. The engagement aimed to inform the local community of the redevelopment and capture their insights into their housing needs and commercial preferences.

Hodyl & Co utilised a variety of engagement methods to engage with over 260 individuals both online and in person. We heard from people of all ages, life circumstances and backgrounds. We connected with people who live and work in Brunswick, as well as those who visit the area.

These insights have been brought together in this report to provide a cohesive understanding of the local Brunswick community's wants and needs for the future of Brunswick Market.

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### Methods of engagement

The Brunswick Market community engagement ran for 6 weeks from Tuesday 1st December 2020 to Friday 15th January 2021 and included the following engagement opportunities:

- Two online surveys
- Three facilitated online workshops
- 'Talk to us' – stakeholder conversations

Hard-copy engagement fliers were also distributed to a number of commercial, community and residential addresses in the area proximate to the Brunswick Market site.

LinkedIn, Facebook and organisational membership groups were used to share the engagement opportunity with larger networks.

The following is a summary of each engagement method and response rates.

### Online surveys

Two independent but complementary online surveys were designed to collect demographic information and data on participants' commercial and residential preferences. A total of 235 surveys were undertaken, with 186 fully completed:

	Housing types	Shops, essential services and public spaces
Surveys started	80	155
Surveys completed	55	131
Completion rate	69 percent	85 percent

Table 1. Analysis of Brunswick Market survey responses as at 19.1.21

### Facilitated online workshops

Three facilitated online workshops were held in December 2020, which provided the opportunity to introduce the Nine Buildings project team and the Brunswick Market redevelopment to the local community in a COVID-safe manner. The forum discussion centred on two key questions:

- What about Brunswick Market as it currently exists would you like to see continue?
- What opportunities does the Brunswick Market redevelopment offer the community?

A total of 14 participants took part in these workshops, including residents and visitors to Brunswick.

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## 'Talk to us' stakeholder conversations

We undertook targeted conversations in person and via phone with 15 individuals from a range of organisations and community groups, including:

- Brunswick Residents Association
- Sydney Road Traders Association
- Turkish Elderly Women's Group
- Brunswick Neighbourhood House
- Moreland City Council
- Siteworks

These conversations focused on the wants and needs of individuals and groups, as well as opportunities for future engagement.

Additional high-impact stakeholders expressed little to no interest in being involved in interviews. The reasons for the lack of take-up of this particular engagement method were communicated as:

- Preference to engage using another engagement method (i.e. attend online workshop or take survey)
- Lack of time and availability due to the engagement period being undertaken in the lead-up to Christmas
- Lack of transparency about the development project and engagement process and whether it is marketing or 'genuine' community engagement where participants can trust that their insights will be used to inform the development.
- Distrust of developers and 'tokenistic' engagement - experience of multiple organisations and individuals having been 'engaged' by developers over past 10 years but their community's wants/needs eventually overlooked in the development outcome.

## Who we heard from

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Over 260 people participated in the engagement activities. This is a very strong response rate, particularly considering the timing of the engagement over the holiday period and at the end of a difficult year dominated by COVID impacts.

The following is an outline of who we heard from by key demographic categories.

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### Participant type

The majority of engagement participants were Brunswick residents with people who work in Brunswick the least represented.

Participant type	Number	Percentage
Lives in Brunswick	170	68 percent
Works in Brunswick	8	2 percent
Lives and works in Brunswick	31	13 percent

Table 2. Engagement participants by type

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### Participant age

We heard from a wide range of age groups, with people aged between 30 and 50 years of age making up over half (52 percent) of respondents.

Participant age	Number	Percentage	Comparison*
0–10 years	2	1 percent	8.1 percent
10–19 years	2	1 percent	5.6 percent
20–29 years	34	13 percent	27 percent
30–39 years	89	34 percent	23.8 percent
40–49 years	48	18 percent	12.7 percent
50–59 years	36	14 percent	8.9 percent
60–69 years	10	4 percent	6.2 percent
70+ years	16	6 percent	7.5 percent

Table 3. Engagement participants by age group

NOTE: This data does not include participants from online forums

\* ABS 2016 Census Quick Stats: Brunswick - Age

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### Born in Australia or overseas

While the majority of engagement participants were born in Australia, a significant proportion (32 percent) were born overseas.

Born in Australia	Number	Percentage
Yes	152	58 percent
No	85	32 percent
Prefer not to say	27	10 percent

Table 4. Engagement participants born in Australia

NOTE: This data does not include participants from online forums.

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There is a high level of interest in the local community about the Brunswick Market redevelopment with engagement participants expressing a strong attachment to the existing market space, acknowledgment that change is inevitable and appreciation for being given a valuable opportunity to shape the future of the market space.

"I like what's going to be lost – the old fashioned strange deli, browsing different foods, the 'oddness', the international feel – it feels like there's always new things to be discovered, like the old-school cobbler. All the traders are friendly and remember who you are, people stop and chat. How do you intentionally put that in?"  
– **Brunswick resident**

The following six key focus areas demonstrate the topics of most importance to the local Brunswick community.

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### Focus area 1 – Cultural diversity

The cultural diversity of the Brunswick Markets and the need to protect this feature in a rapidly changing suburb is a key concern for the community. Protecting against gentrification, 'white-washing', 'over-design' and 'fashionable consumption' were frequently mentioned by participants:

"The most important thing is to keep the Brunswick Market inclusive and representative of the local migrant communities. Yiayias and nonnas should feel like it's their space and that it hasn't been overrun by hipsters or made to look so design-y."  
– **Brunswick resident, aged 30–39**

"I love the current markets because there are so many different ages and ethnicities that use them. It's a comfortable place for everyone. The thing I'm most worried about is that the new place will be shiny, trendy and expensive. That it will squeeze out those in our community who currently call the Brunswick Market their local market."  
– **Brunswick resident, aged 20–29**

The community wants a development that acknowledges, respects and protects the culture, people and history of the original market space. This includes what types of businesses are accommodated in the space, how diverse groups can be supported to use the available services, and how the physical space itself can be designed.

There is also interest from the community in incorporating Indigenous culture and place history in the redevelopment.

"The project could incorporate Indigenous artwork into the facade. Would be a great opportunity to support a local Indigenous artist and bring back some Indigenous culture into the community."

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### Focus area 2 – Affordability

Another key concern for the local community is protecting the affordability of the Brunswick Market for traders and customers.

"I will be devastated if the fresh fruit and veggie market now in Brunswick Market does not continue in its current state of offering affordable and quality produce. As someone with a disability on income support, I rely on this shop to fill my nutritional needs within my limited budget."  
– **Brunswick resident, aged 40–49**

Protecting existing or new traders through rent-caps or other measures is seen as essential to support small, family-owned businesses to remain and continue to offer affordable produce. The community recognises that Brunswick is becoming an expensive suburb to live in and that moments that are inexpensive are essential to ensuring a development that is welcoming to people of all incomes.

"I would like to have spaces to gather where it is not needed to purchase something in order to stay in the place."  
– **Brunswick visitor, aged 30–39**

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"We meet at the Neighbourhood House each week, but if we want to keep gossiping we move to a cafe nearby. It would be great to have a space that we can sit and talk without having to pay for a coffee."

– **Brunswick resident, aged 70+**

Another component of affordability relates to the housing offer at Brunswick Markets with questions as to whether the housing choices will displace lower-income residents.

"I would like to see social housing needs addressed through this development."

– **Brunswick resident**

"How will the housing choices offered be affordable?"

– **Brunswick resident, aged 20–29**

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### **Focus area 3 – Accessibility**

Community aspirations for the development include a space that is accessible for a wide range of users including people with a disability, wheelchair users, families with children, the elderly and other disadvantaged groups.

"I have a bunch of mates who have had kids in this neighbourhood – living in apartments – and they take their sleepless selves and small kids to Brunswick Market so they can run in a straight line without cars."

– **Brunswick resident**

"The whole space could be made disability and pram/ stroller accessible"

– **Brunswick visitor, aged 30–39**

A key finding is that essential to accessibility is the provision of all-gender, accessible toilets, seating for respite, and drinking fountains.

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### **Focus area 4 – Community spaces**

There is also interest in including non-retail spaces that can be used by community organisations and social enterprises who support vulnerable groups in the community (i.e. the elderly, people with a disability) or creative industries.

"There is lots of creative talent in Brunswick, what's missing is a space for people to sell their wares. Need smaller, affordable spaces to support people who are starting out."

– **Brunswick resident**

Such spaces could be flexible to accommodate both commercial and non-commercial uses at different times of the day/night.

"Design non-retail spaces for community organisations and social enterprises, community kitchen with programming and educational experiences. Could be designing some spaces in there that are accessed by community at different times and used commercially at different times."

– **Brunswick resident**

"It is important to cater for families, i.e. childcare and kindergartens. Include ground-floor public services to support local populations, like they do overseas. Support services that are publicly provided to support disadvantaged communities."

– **Brunswick resident, aged 40–49**

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### **Focus area 5 – Design quality**

There is general recognition in the community that the existing market is run-down and needs attention to ensure it is an attractive place to live, work and visit. Providing a high-quality design that offers value to the community and enhances the character of Sydney Road is of key importance to the community.

"I'd like it to be beautiful and interesting...not another cheap ass building by dodgy-builders."

– **Brunswick resident, aged 50–59**

The community wants a development that is connected to its surroundings and respects the aesthetic of the local area and the history of Sydney Road. Creating opportunities for passive interactions, spaces to connect with others, flexible uses and movement, and activated spaces that feel safe, is understood to create a space that people will love and use in different ways to meet a diverse range of needs.



"The whole street edge is a lost opportunity, it should be open and transparent. An active and alive part of the full street frontage so people can gaze down there and be aware of the diversity of available products."

– **Brunswick resident**

"People don't want fancy, they want quality produce with no frills. People of all ages need somewhere to shop... Allow Brunswick to take ownership of the space versus something that is over designed."

– **Brunswick resident**

There is strong resistance to large supermarkets and major franchises (i.e. Starbucks) as well as 'polished' and 'over-designed' spaces that will erase the old-neighbourhood feel of the Brunswick Market.

The community also wants well designed housing that uses quality materials and blocks out noise from the street and other apartments.

"Apartments are pretty unlivable unless they actually have acoustic and spatial separation between multiple occupants and multiple activities."

– **Brunswick worker and resident, aged 30–39**

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## **Focus area 6 – Green space and sustainability**

One of the largest challenges of living in Brunswick for many people is the lack of green space and a disconnect from nature, particularly along the Sydney Road corridor.

"There is a lack of green spaces in Brunswick, on hot days it's important to find a spot to rest in the shade in between shopping, not much opportunity to do so on Sydney Road."

– **Visitor to Brunswick**

Shared green spaces for the community are highly desired – for street-level interaction, connection with neighbours and other community members. There is a perceived lack of these spaces in recent high-density housing developments.

Incorporating green space, seating and tree-canopy in both the residential and commercial components of the redevelopment is highly desired by the local community, but also in individual apartments to reduce on-going costs of heating and cooling.

## The shops and services people use and want

The Brunswick community feels a strong sense of attachment towards the Brunswick Market, particularly local residents who value it as an affordable and convenient local service.

The following analysis is based on the consumption behaviours of different participant types and age groups, and their aspirations for the future of Brunswick Market. The analysis is based on data from 155 responses to the Shops and Essential Services survey with additional insights from conversations and in-person engagement.

### Use of services

Survey participants were asked which shops and services they use the most in Brunswick. Responses demonstrate a fairly even spread of use across all categories.

Service type	Number	Percentage
Cafes and restaurants	148	12 percent
Supermarkets and fresh produce	144	12 percent
Bars and bottle shops	127	11 percent
Retail	121	10 percent
Art and cultural	108	9 percent
Medical services	108	9 percent
Health and wellbeing	92	7 percent
Community and civic services	91	7 percent
Entertainment and recreation	81	6 percent
Beauty services	63	5 percent
Banks and other financial services	60	5 percent
Childcare or kindergarten	16	1 percent
Other	8	0.5 percent
Co-working	8	0.6 percent
Legal services	6	0.5 percent
Religious spaces	3	0.2 percent
Short-term accommodation	2	0.1 percent

Table 5. Shops, essential services and public spaces – ranked

The top three most often used services are predominantly used on at least a weekly basis, and are valued for four key reasons:

- they are close to home
- they are good quality
- they are affordable
- their opening hours suit my lifestyle

Service type	Once per day	2–3 times per day	Once per week	Once a fortnight	Once a month or less
Cafes and restaurants	9 percent	55 percent	23 percent	6 percent	6 percent
Supermarkets and fresh produce	10 percent	65 percent	19 percent	1 percent	2 percent
Bars and bottle shops	30 percent	41 percent	16 percent	8 percent	10 percent

Table 6. Top three services by frequency of use

## Highest valued services

Respondents were also asked to identify what local services they most value. Overall, the top five services of most importance to all participants are:

Rank	Service type	No. selections	Percentage
1	Supermarkets and fresh produce	109	24 percent
2	Cafes and restaurants	94	21 percent
3	Community and civic services	50	11 percent
4	Art and cultural	47	10 percent
5	Bars and bottle shops	38	9 percent

Table 7. Service of most importance – ranked

Community and civic services and art and cultural services were also more likely to be used less frequently, with the majority of people utilising these services on a fortnightly or monthly basis. The same reasons were given for why these services are valued as those listed above.

## Breakdown by relationship to Brunswick

The types of services of most importance also change depending on whether you live, work or visit Brunswick, with more transient members of the Brunswick community (workers and visitors) valuing the art and cultural offerings in the neighbourhood more than the civic and community services which are valued by Brunswick residents.

Rank	Lives in Brunswick	Lives and works in Brunswick	Works in Brunswick	Visits Brunswick
1	Supermarkets and fresh produce	Supermarkets and fresh produce	Art and cultural	Cafes and restaurants
2	Cafes and restaurants	Cafes and restaurants	Supermarkets and fresh produce	Supermarkets and fresh produce
3	Community and civic services	Community and civic services	Cafes and restaurants	Art and cultural

Table 8. Service of most importance by participant type - ranked

## Breakdown by demographics

A total of 135 participants provided their insights into the type of shops, essential services and public spaces they would most like to see at Brunswick Market via the online survey.

When analysed by demographic category, a clear picture appears of the top five shops and services different groups would like incorporated into the Brunswick Market redevelopment with a fresh produce market, a weekly farmers market, Asian supermarket, Middle-Eastern supermarket and community garden being those that almost all demographic categories wanted prioritised.

	1 <sup>st</sup> preference	2 <sup>nd</sup> preference	3 <sup>rd</sup> preference	4 <sup>th</sup> preference	5 <sup>th</sup> preference
<b>People who live in Brunswick</b>	Fresh produce market	Weekly farmers market	Asian supermarket	Middle-Eastern supermarket	Community garden
<b>People who work in Brunswick</b>	Fresh produce market	Weekly farmers market	Middle-Eastern supermarket	Asian supermarket	Gallery
<b>People who live and work in Brunswick</b>	Fresh produce market	Asian supermarket	Weekly farmers market	Community garden	Middle-Eastern supermarket
<b>People who visit Brunswick</b>	Fresh produce market	Community garden	Weekly farmers market	Middle-Eastern supermarket	Bookshop
<b>People aged 18–29 years of age</b>	Fresh produce market	Asian supermarket	Middle-Eastern supermarket	Weekly farmers market	Community garden
<b>People in their 30s</b>	Fresh produce market	Weekly farmers market	Community garden	Bookshop	Asian supermarket
<b>People in their 40s</b>	Fresh produce market	Weekly farmers market	Asian supermarket	Middle-Eastern supermarket	Community garden
<b>People in their 50s</b>	Fresh produce market	Middle-Eastern supermarket	Asian supermarket	Bookshop	Cobbler/key cutting
<b>People in their 60s</b>	Weekly farmers market	Fresh produce market	Community garden	Florist	Asian supermarket
<b>People over 70 years of age</b>	Fresh produce market	Vegetarian / vegan food hall	Asian supermarket	Gallery	Bookshop
<b>People born overseas</b>	Fresh produce market	Weekly farmers market	Community garden	Asian supermarket	Bookshop
<b>People born in Australia</b>	Fresh produce market	Asian supermarket	Middle-Eastern supermarket	Weekly farmers market	Community garden

## Shops and services at Brunswick Markets

Survey participants were asked to prioritise the shops and services they would most like at Brunswick Markets. A wide range of shops and services were of interest to engagement participants, the following list ranks each in order of preference. There is a strong interest in fresh and culturally diverse produce, and community-focused spaces.

Rank	Service type	No. of selections
1	Fresh produce market	115
2	Weekly farmers market	79
3	Asian supermarket	76
4	Middle-Eastern supermarket	71
5	Community garden	70
6	Bookshop	58
7	Vegetarian / vegan food hall	48
8	Indoor community space	48
9	Gallery	40
10	Florist	37
11	Cobbler / key cutting	36
12	Bike repair	30
13	Clothing repair and alterations	24
14	Bargain retail / charity shop	24
15	Children's play space	22
16	Hammam / bathhouse*	18
17	Co-working space	17
18	Massage / osteopathy / physical therapy	15
19	Bilingual pharmacy / medical service	15
20	Cooking school	11
21	Disabled-friendly gym	11
22	Hairdresser/beautician	9
23	Other**	6
24	Secular spiritual space	3
25	Religious space	2
26	Laundrette / dry cleaner	1

Table 9. Brunswick Market choice of service – ranked

\* Note: The idea of a traditional hammam was identified in the Elderly Turkish Women's Group engagement session as a service they would use on a weekly basis if it were traditional, culturally appropriate and affordable.

\*\* Note: 'Other' services include: Aboriginal-owned businesses, pop-up shops, Keiser physiotherapy clinic, artist studio space, toilets and hardware

"I am looking forward to more people moving into the area, making it more bustling and vibrant. With spaces for sitting and hanging out for older people and youth. I like the noise, the close living proximities, the chaos, the beautiful interactions."

– Brunswick resident

"What an interesting survey! Some progressive shared-living space ideas... I'm intrigued."

– Brunswick resident and worker, aged 29–29

Resident concepts developed by Nine Buildings were used to design survey questions to capture community insights into particular activities associated with each resident concept. Two additional resident concepts have been included to capture insights into ways of living related to people's everyday family, work and leisure activities.

The concepts (and activities) that most resonated with the respondents were:

- Those who cook and host (Cook)
- Those who cook and host (Hosting)
- Gardener
- Those with caring responsibilities (Pets)
- Those with a focus for interior life (Productive/Making)

Resident concept	Survey questions	No. of responses
Those who cook and host	How could domestic space be designed so that you can best enjoy cooking?	35
	How could domestic space be designed so that you can best enjoy hosting friends and family?	26
Gardener	How could domestic space be designed so that you can best enjoy gardening?	21
Those with a focus for interior life	How could domestic space be designed so that you can best enjoy reading?	8
	How could domestic space be designed so that you can best enjoy solitary retreat?	10
	How could domestic space be designed so that you can best enjoy being productive/ making?	17
Dreamers and the world beyond	How could domestic space be designed so that you can best enjoy meditating/ spiritual practice?	2
Those with caring responsibilities	How could domestic space be designed so that you can best enjoy keeping pets?	20
	How could domestic space be designed so that you can best enjoy raising children?	8
	How could domestic space be designed so that you can best enjoy caring for others?	2
Active households	How could domestic space be designed so that you can best enjoy working/studying?	15
	How could domestic space be designed so that you can best enjoy exercising?	8

Table 10. Resident concepts and housing types survey questions and responses

## Mix of household sizes and types

The following analysis is based on data from 80 responses to the Housing Types survey. Responses were received from individuals from a range of different household types and sizes. This range of household types and sizes that participated means that the insights are representative of a diverse community.

Household type	No. of people per household					Total	Percent
	1	2	3	4	5		
One parent family		2	2			4	5 percent
Sole-person household	23					23	30 percent
Share house			5	4		9	12 percent
Couple with children		1	7	3	2	13	17 percent
Couple without children		27				27	35 percent
Other (parent with adult child visiting)		1				1	1 percent
	23	31	14	7	2	77	100 percent

Table 11. Household type of engagement participants by household size

## Activities ranked by preference

Overall, the following activities are most important to people for them to live well in their home. When ranked by order of preference, the most popular activities are diverse and all have spatial implications for the design of apartments.

	Activity	No. of selections
1	Cooking	42
2	Hosting friends and family	37
3	Gardening	27
4	Keeping pets	23
5	Working / studying	18
6	Being productive / making	18
7	Raising children	12
8	Reading	12
9	Solitary retreat	11
10	Exercising	9
11	Meditating / spiritual practice	3
12	Caring for others	2

Table 12. Activity preferences – ranked

## Activities by demographics

The preferred activities changed for each demographic group, with a diversity of activities representing the variety of interests and behaviours, particularly for people of different ages and household circumstances.

	1 <sup>st</sup> preference	2 <sup>nd</sup> preference	3 <sup>rd</sup> preference	4 <sup>th</sup> preference	5 <sup>th</sup> preference
<b>People who live in Brunswick</b>	Cooking	Hosting friends and family	Gardening	Keeping pets	Working/ studying
<b>People who work in Brunswick</b>	Cooking	Gardening	Exercising	N/A	N/A
<b>People who live and work in Brunswick</b>	Hosting friends and family	Being productive/ making	Keeping pets	Working/ studying	Exercising
<b>People who visit Brunswick</b>	Cooking	Working/ studying	Hosting friends and family	Being productive/ making	Gardening
<b>People aged 0–19 years of age</b>	Being productive/ making	Exercising	Working/ studying	N/A	N/A
<b>People in their 20s</b>	Cooking	Hosting friends and family	Gardening	Reading	Working/ studying
<b>People in their 30s</b>	Hosting friends and family	Cooking	Keeping pets	Gardening	Working/ studying
<b>People in their 40s</b>	Cooking	Keeping pets	Gardening	Hosting friends and family	Raising children
<b>People in their 50s</b>	Being productive/ making	Working/ studying	Cooking	Raising children	Solitary retreat
<b>People 60+</b>	Reading	Keeping pets	Hosting friends and family	Gardening	Exercising
<b>One parent family</b>	Working/ studying	Cooking	Raising children	Keeping pets	Hosting friends and family
<b>Sole-person household</b>	Cooking	Being productive/ making	Gardening	Hosting friends and family	Keeping pets
<b>Share house</b>	Gardening	Cooking	Hosting friends and family	Working/ studying	Being productive/ making
<b>Couple with children</b>	Raising children	Cooking	Working/ studying	Hosting friends and family	Exercising
<b>Couple without children</b>	Hosting friends and family	Cooking	Keeping pets	Gardening	Working/ studying

Table 13. Activity preference by key demographic groups



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## Top selected design features

### I need this in my apartment

The top design features, across all activities, that people selected for inclusion in their apartments relate primarily to kitchen and living spaces, but there are also considerations for bedrooms and balconies.

	Design Feature	No. of selections
1	Oven	27
2	More than 1.2m of continuous preparation area	27
3	Pantry storage for bulk goods	26
4	Family-sized fridge	26
5	Accoustically and physically separate living and sleeping space	22
6	Storage for multiple appliances	22
7	Open plan kitchen	19
8	Kitchen island	16
9	Large dining space (6 seater table)	16
10	Space for 2 spare chairs	16
11	Spare bedroom	16
12	Sofa bed	13
13	Space for a productive garden	12
14	Herb garden	12
15	Outside tap	11

Table 14. Design features 'I need this in my apartment' - ranked

### I'm happy to share

Across all activities, the top design features that people are willing to share relate primarily to outdoor spaces and activities that can be undertaken in communal areas.

	Design Feature	No. of selections
1	Barbecue	26
2	Space for a productive garden	21
3	Messy space for re-potting	18
4	Green waste bins	18
5	Storage for pots, potting mix etc.	17
6	Raised garden beds with deep soil	17
7	Compost bin	17
8	Winter garden	16
9	Large dining space (6 seater table)	16
10	Worm farm	15
11	Vegetable garden	15
12	North-facing garden areas	13
13	Large workbench space	11
14	Mess space for making	11
15	Storage for catering supplies and equipment	11

Table 15. Design features 'I'm happy to share' – ranked

## I don't need this

Across all activities, the top design features that people advised they don't need relate primarily to non-essential design features.

	Design Feature	No. of selections
1	Bar fridge	30
2	Wine storage	25
3	Kitchen separated from living area	23
4	Higher ceilings for bunk beds	17
5	Spare bathroom	17
6	Kennel	15
7	Kitchen island	14
8	Dark room	14
9	Open plan kitchen	13
10	Separate external entrance to work space	12
11	Display space	12
12	Higher balcony balustrades	10
13	Sofa bed	9
14	Acoustically separated space for practicing music	9

Table 16. Design features 'I don't need this' – ranked

## Breakdown by residential concept

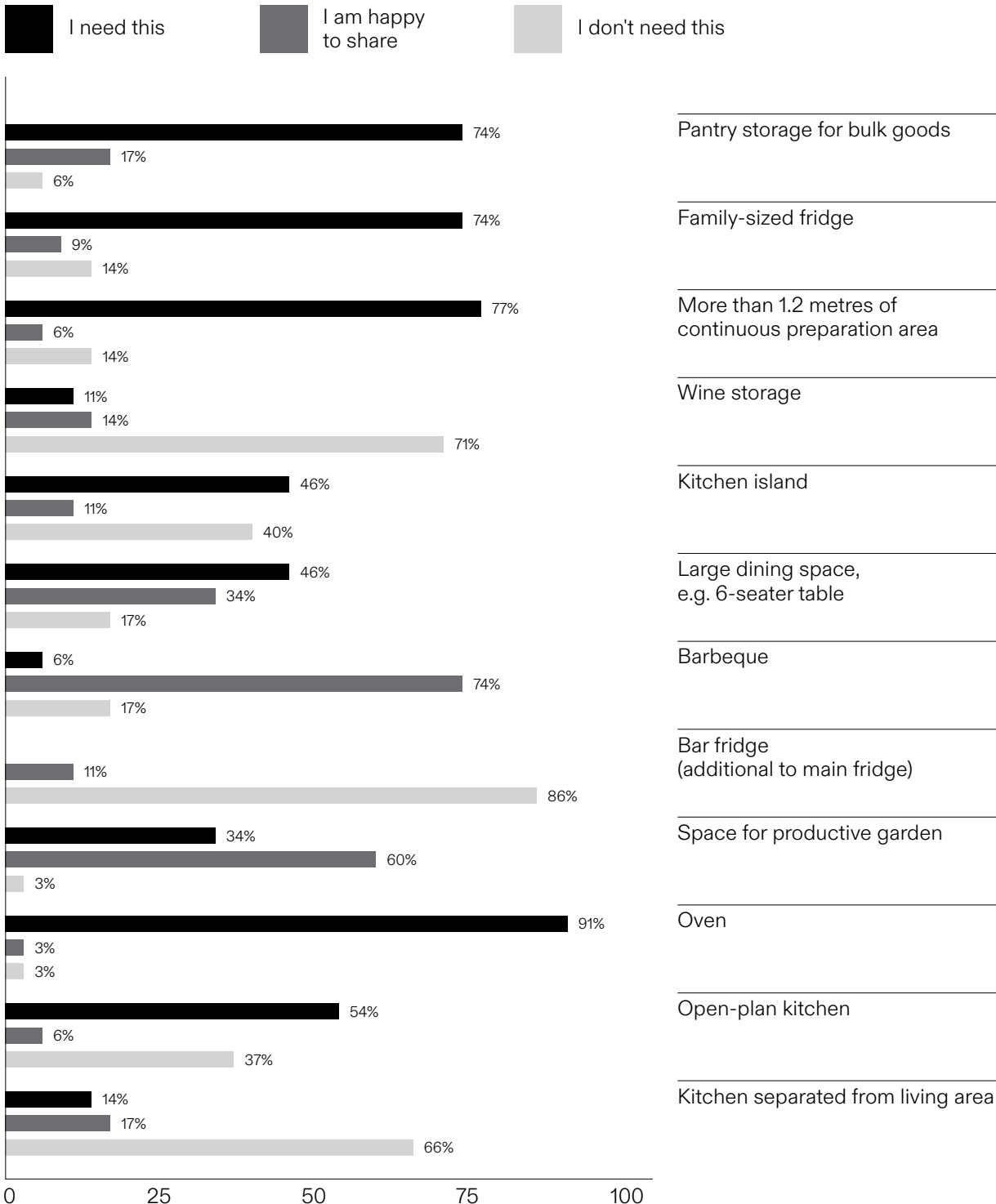
Survey participants were asked what they would need to live well against their preferred residential concept.

### Those who cook and host

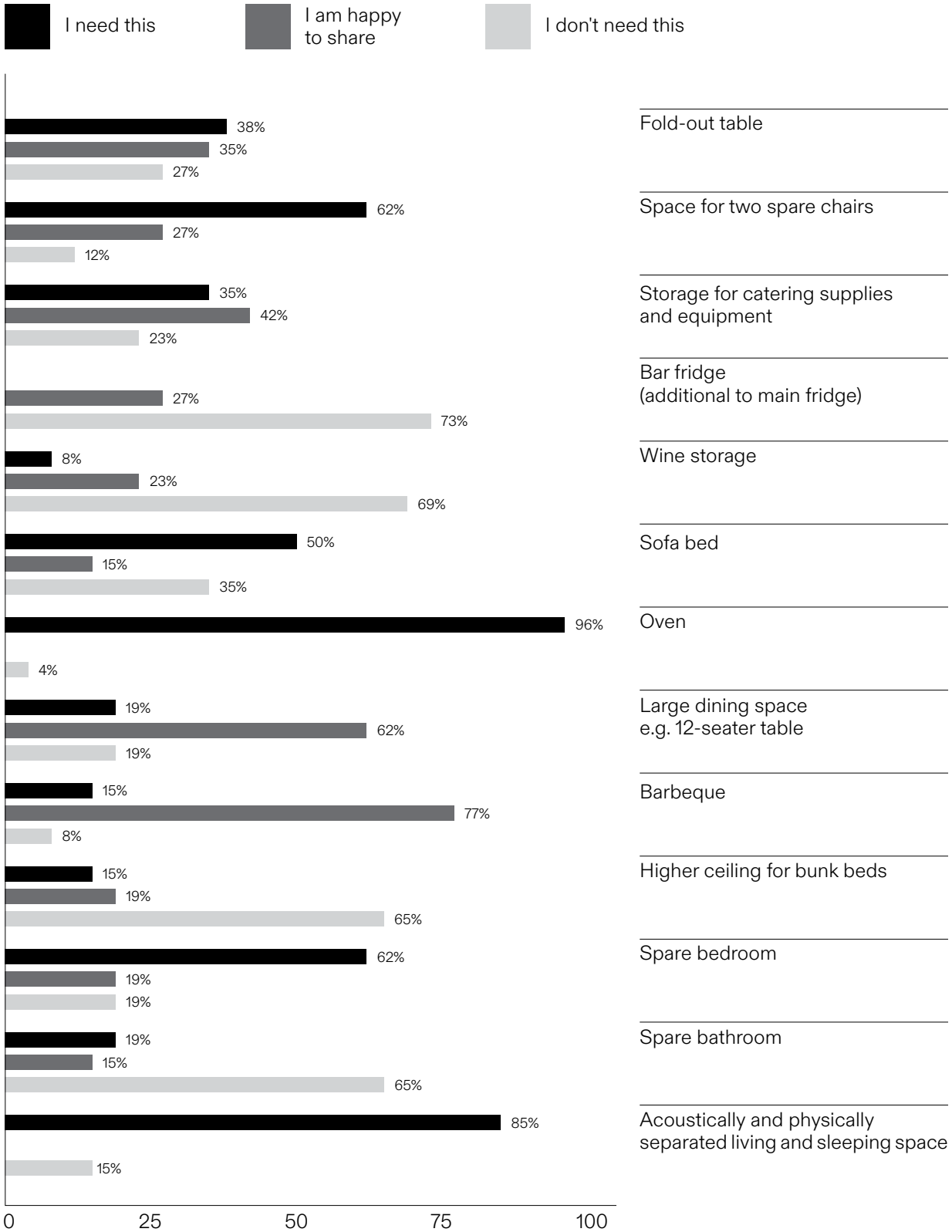
This residential concept prioritises kitchen, dining and entertaining spaces for people who like to cook and host.

Responses demonstrate a willingness to share infrequently used equipment and spaces (i.e. larger dining spaces, productive gardens, and barbecues), little interest in surplus equipment (i.e. bar fridge and wine storage), and a desire for a second, separate living and sleeping space for guests.

### How could domestic space be designed so that you can best enjoy cooking?



## How could domestic space be designed so that best enjoy hosting friends and family?



## Gardener

This residential concept is for people who enjoy gardening and growing food. It prioritises outdoor space; maximising the ratio of garden space to interior space.

There is a willingness to share gardening space and storage areas for gardening equipment and supplies. The findings also suggest a preference for a private balcony space in apartments to grow herbs, with direct access to water.

### How could domestic space be designed so that you can best enjoy gardening?

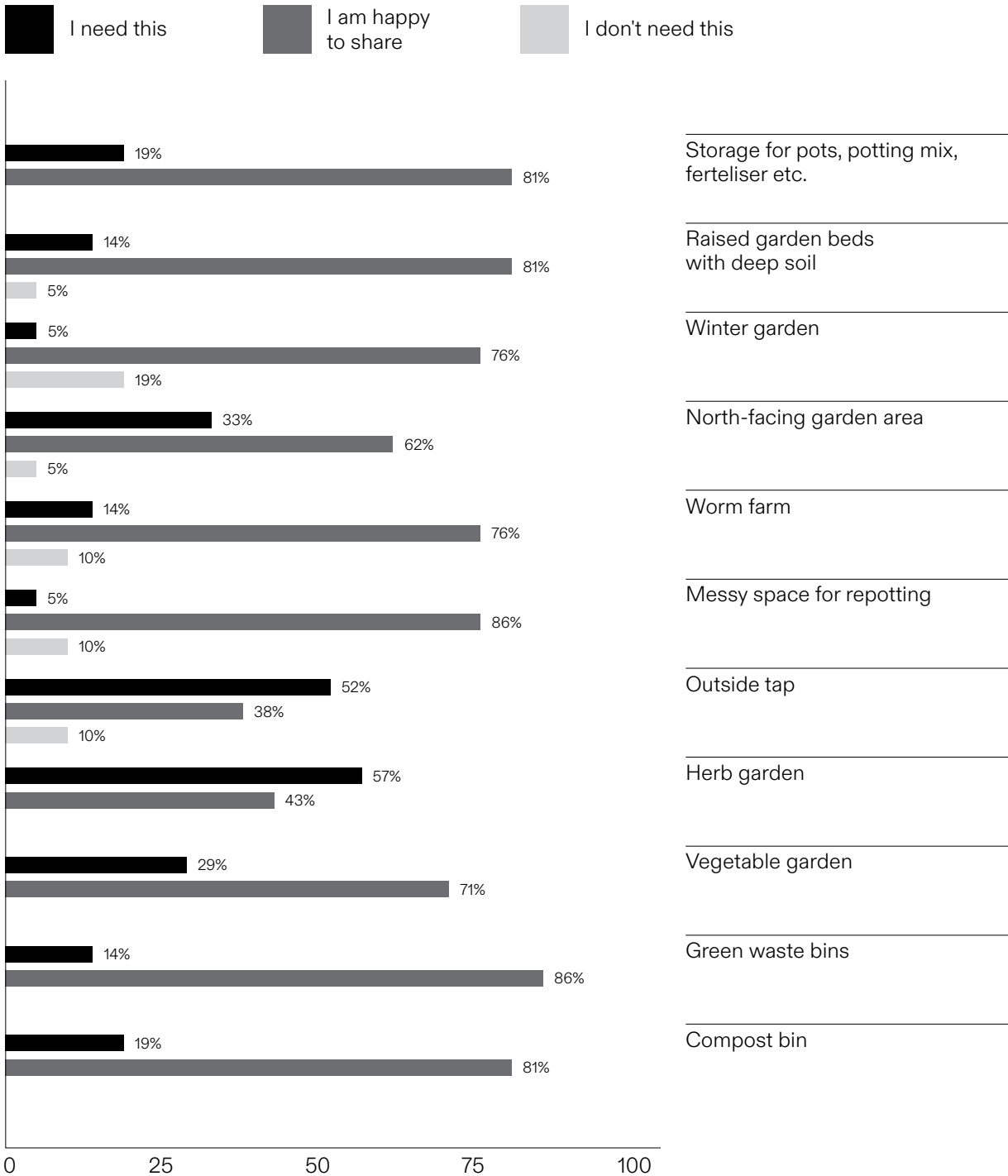


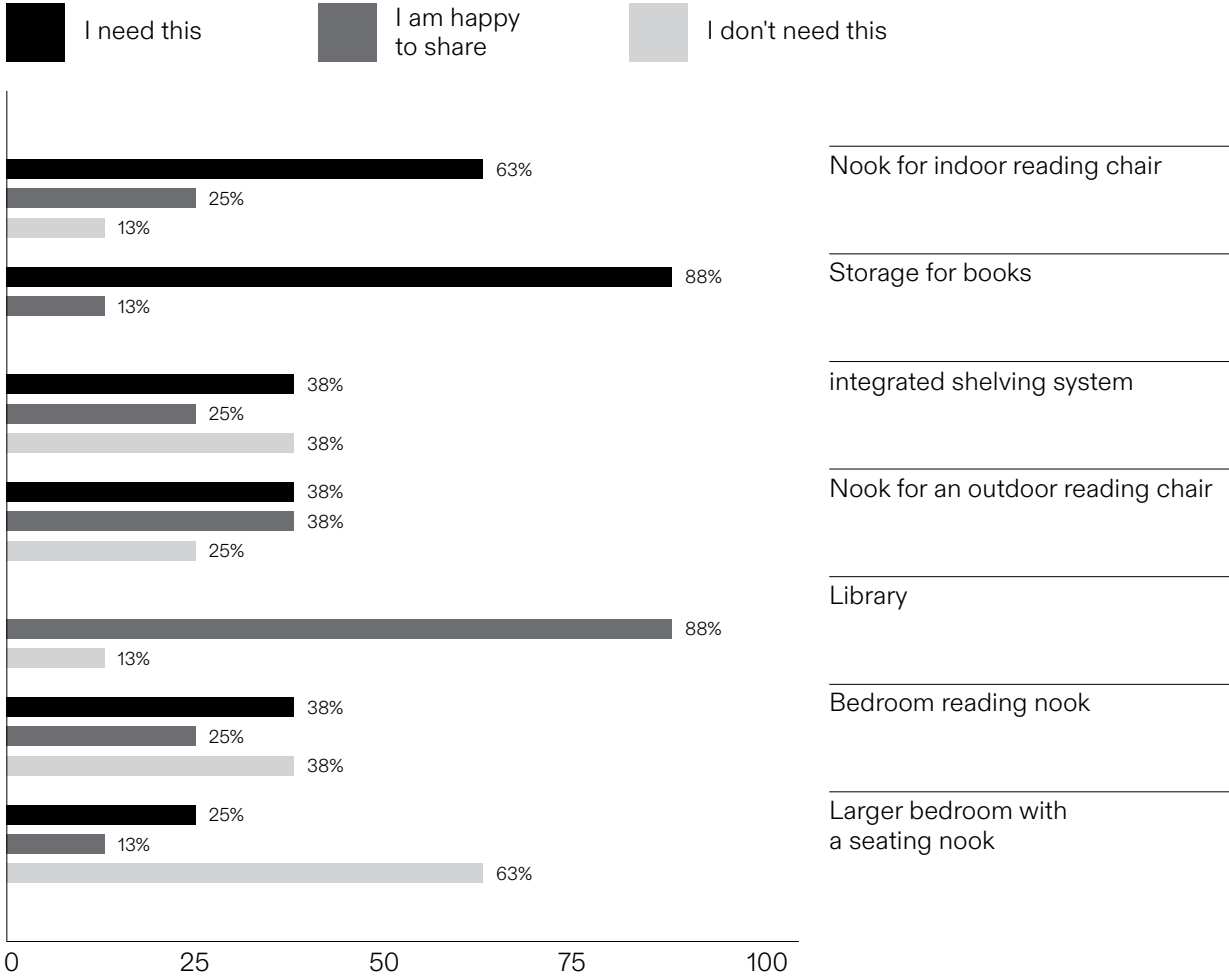
Table 13. Activity preference by key demographic groups

**Those with a focus for interior life**

This residential concept is for people who predominantly live an interior existence. Nurturing and productive spaces that envelop solitary activities such as writing, reading, painting, working and bathing.

There is an interest in flexible communal spaces for a range of activities (i.e. library, messy/maker spaces, yoga spaces, bathing areas and storage). The responses suggest that separate spaces within apartments for activities are not required, but space within the apartment complex for such activities to be undertaken is of interest to many. Permanent fixtures such as integrated shelving and storage within individual apartments is also important.

**How could domestic space be designed so that you can best enjoy reading?**



## How could domestic space be designed so that you can best enjoy solitary retreat?



## How could domestic space be designed so that you can best enjoy being productive/making?



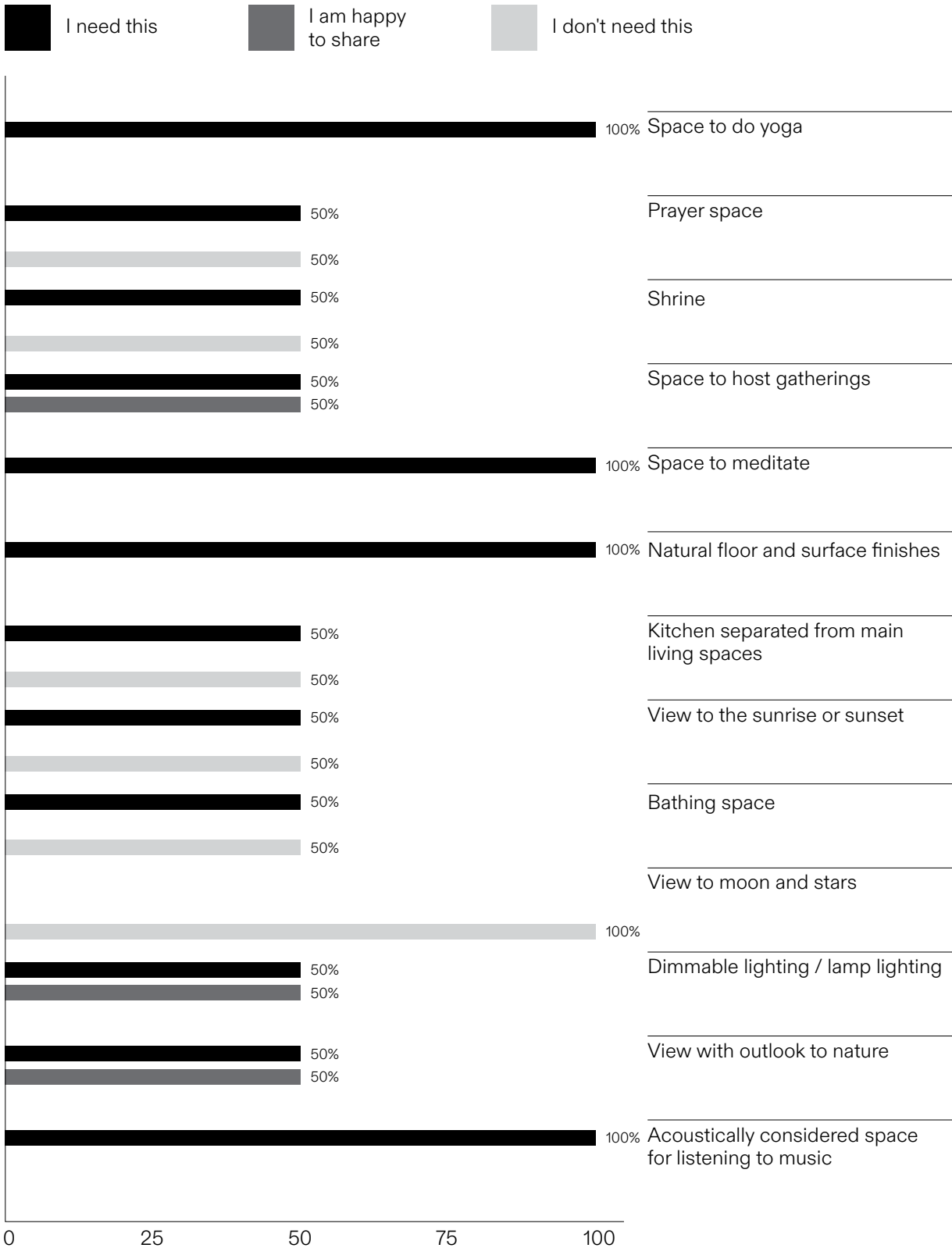


## Dreamers and the world beyond

This residential concept is for people seeking a more potent connection between themselves and the natural and celestial world beyond.

The lack of responses to this questions suggests that this is not necessarily a priority resident category when compared to others.

### How could domestic space be designed so that you can best enjoy meditating/spiritual practice?

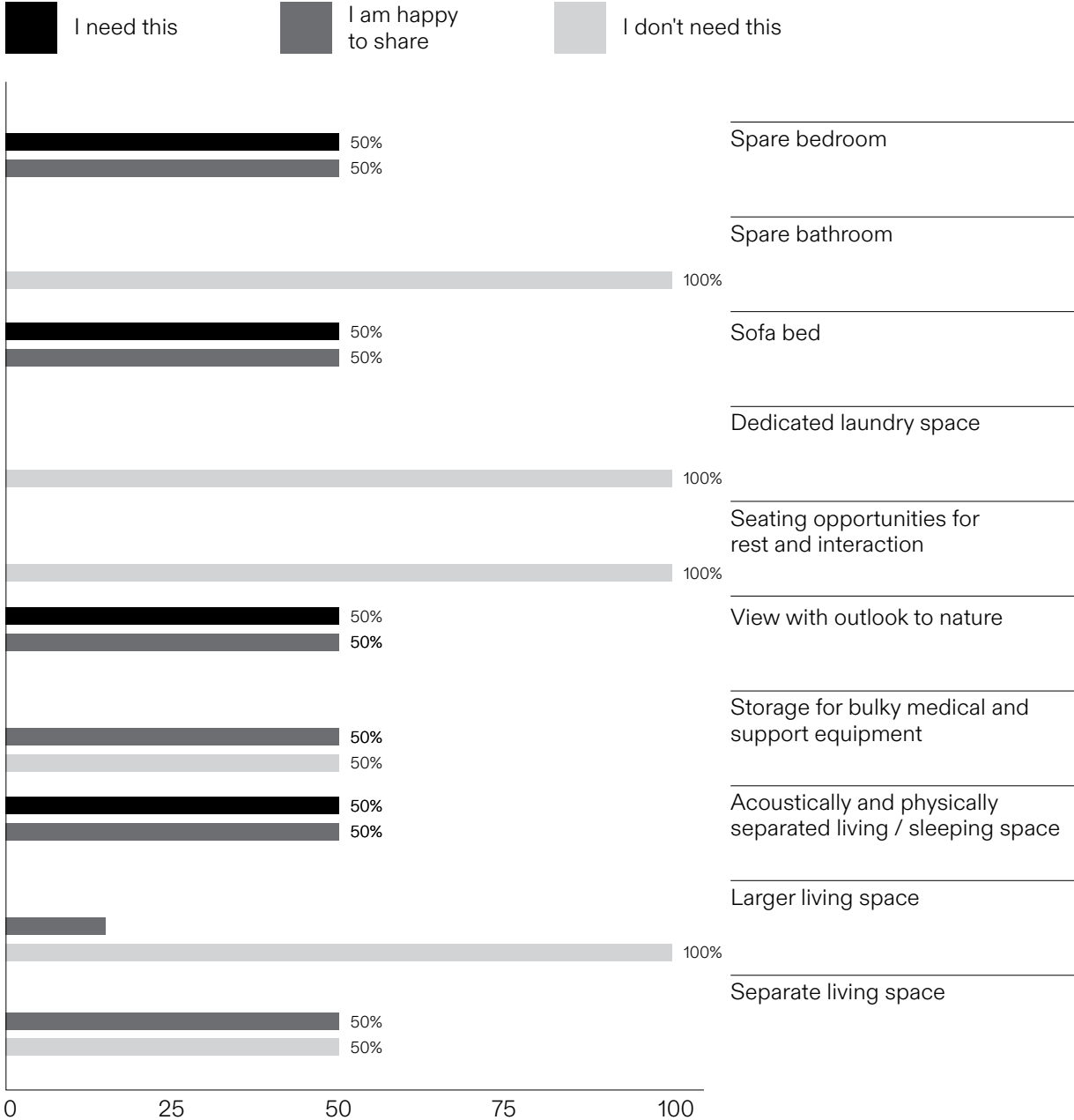


## Those with caring responsibilities

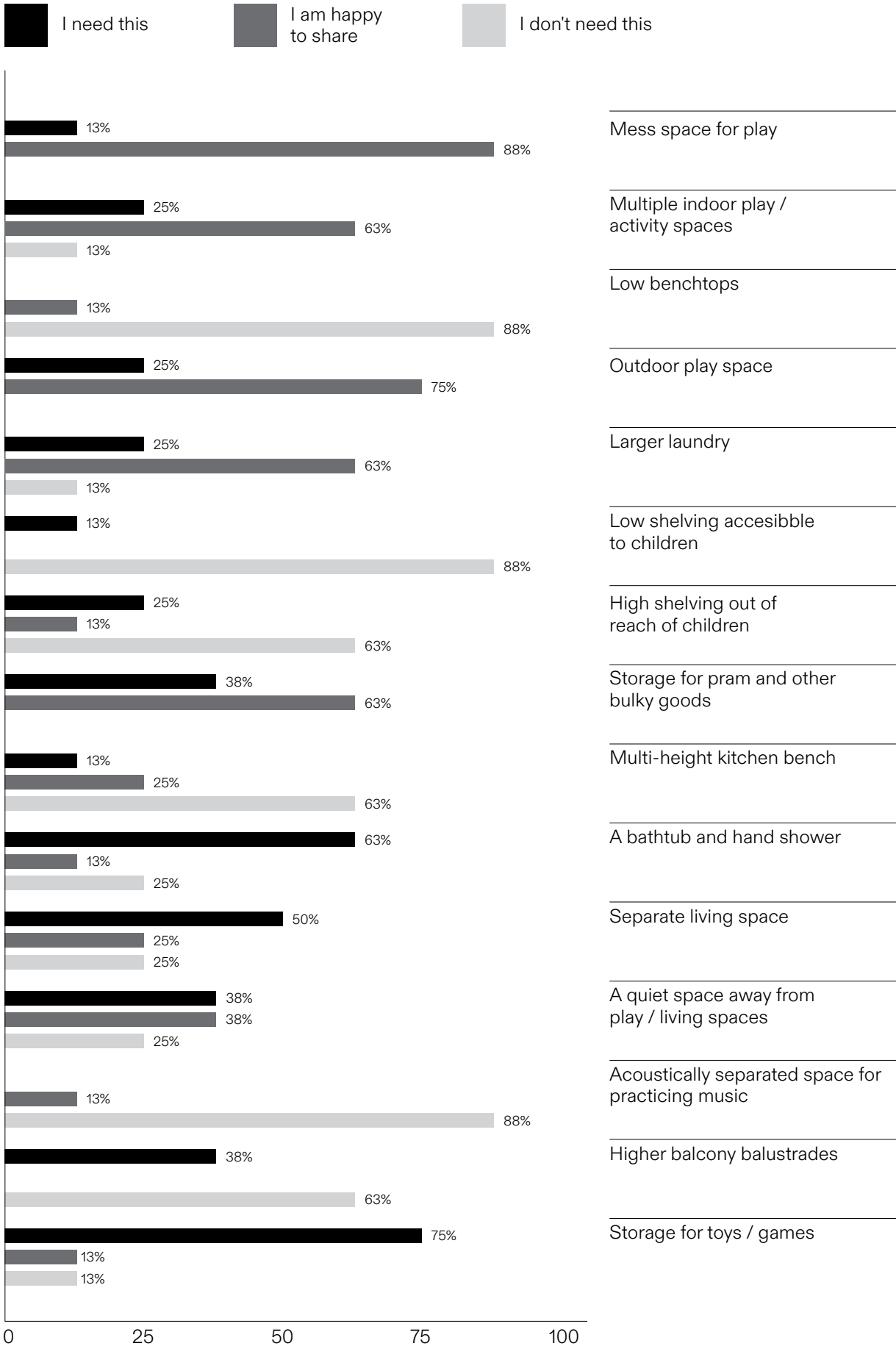
This residential concept is for people who undertake everyday activities in their homes directly related to caring for family, pets and others.

Built-in features such as low or multi-height benchtops and shelving are not a priority for many people, however a separate living space for multiple uses (i.e. play, study or sleeping) is of interest to many. Households with caring responsibilities are also happy to share indoor and outdoor play spaces with others, suggesting these are potential inclusions for the wider apartment complex rather than individual apartments. For people caring for pets, window screens and outside taps are the preferred amenity.

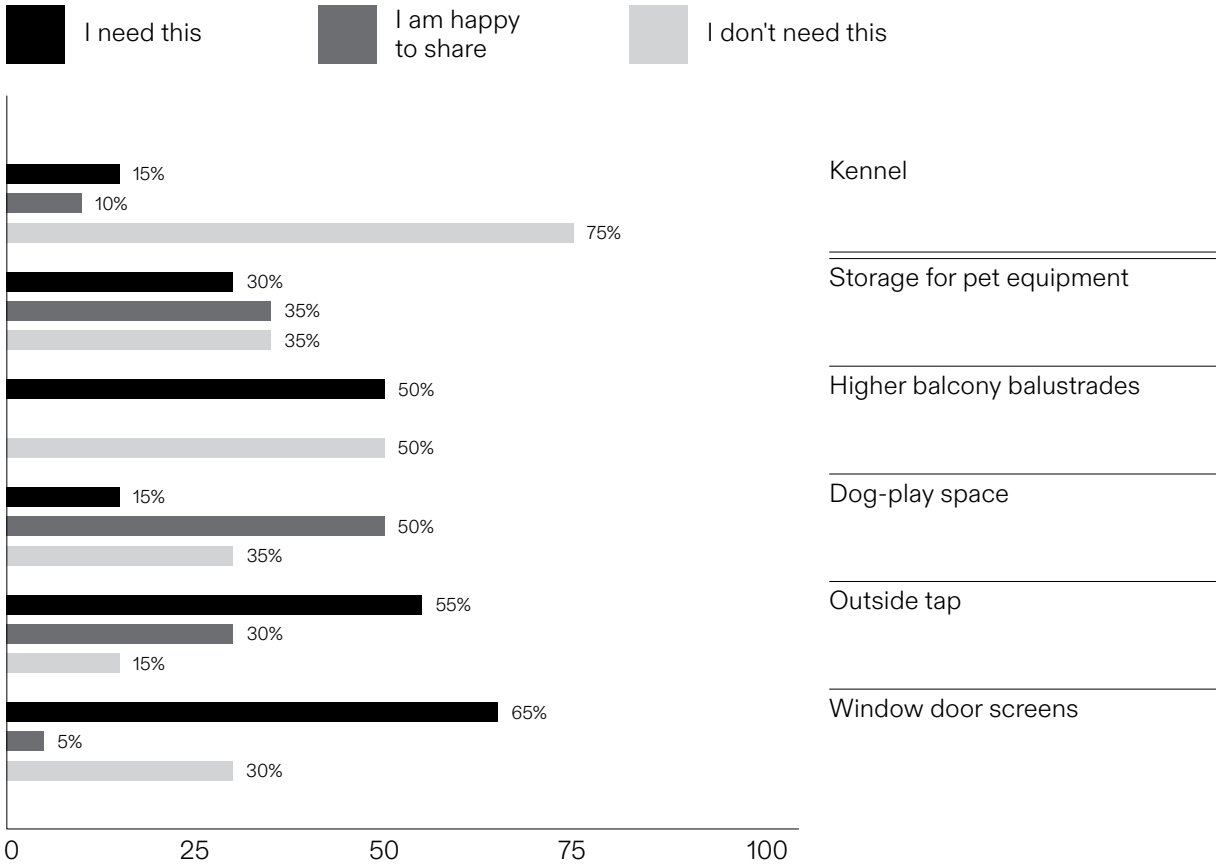
### How could domestic space be designed so that you can best enjoy caring for others?



## How could domestic space be designed so that you can best enjoy raising children?



How could domestic space be designed so that you can best enjoy keeping pets?

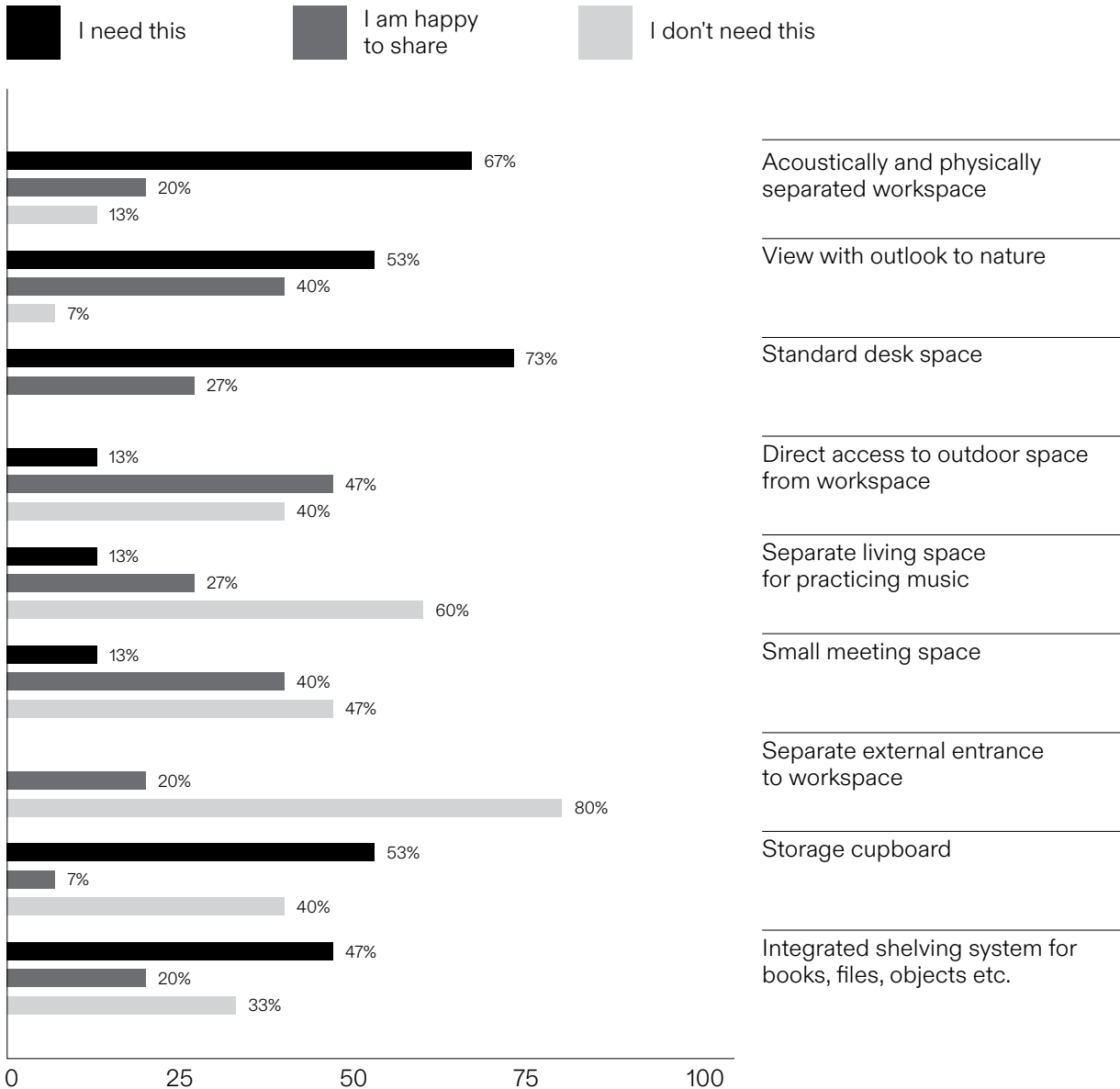


## Active households

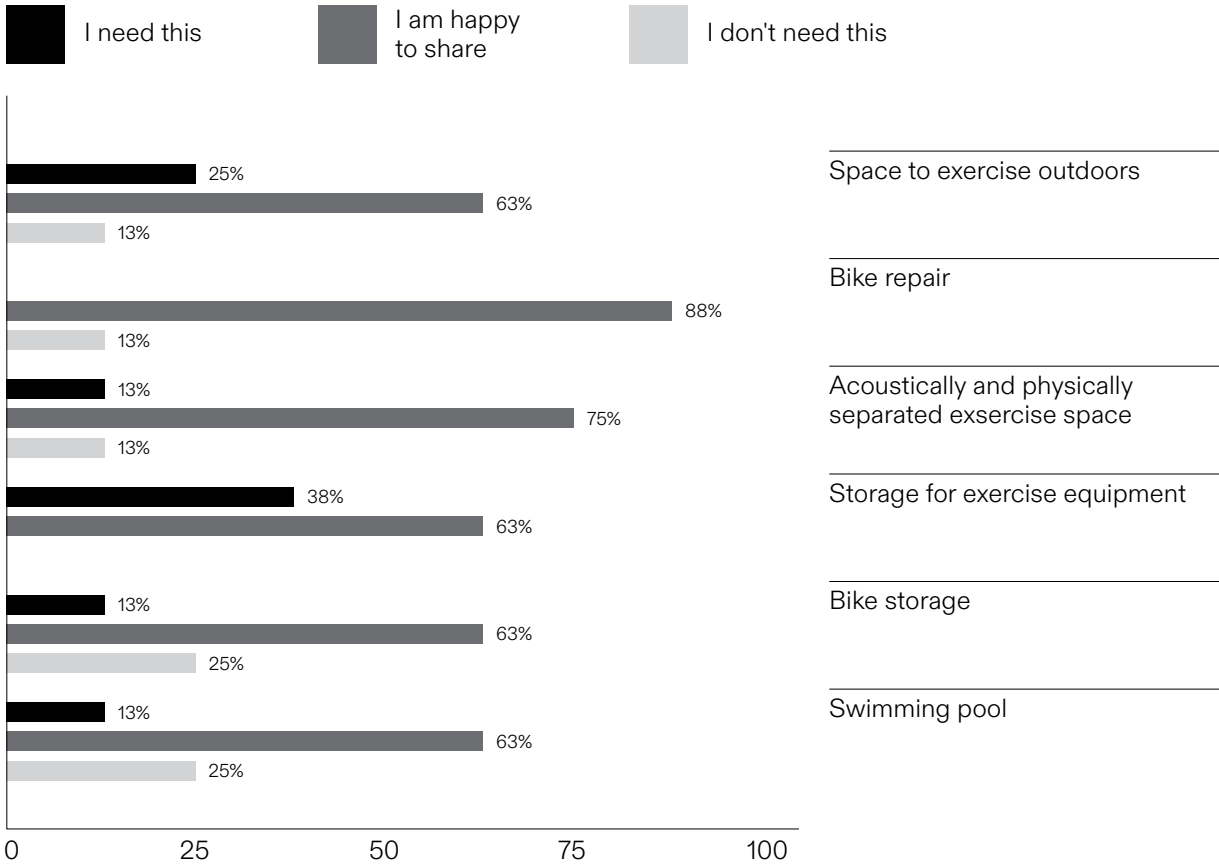
This residential concept is for people who undertake activities related to work, study and leisure in their home.

There is a desire for acoustically and physically separate work spaces that can accommodate a standard desk and storage. People who like to exercise at home demonstrated a willingness to share exercise spaces and storage within the wide apartment complex.

### How could domestic space be designed so that you can best enjoy working /studying?



## How could domestic space be designed so that you can best enjoy exercising?



Throughout the engagement process, Hodyl & Co collated the frequently asked questions amongst the group of participants, across all engagement methods.

These questions can be broadly categorised into four key topics:

1. The development process
2. The project process
3. The project design
4. Existing tenants

Nine Buildings have answered these questions below.

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### Development process

#### What are the development time frames?

We have recently commenced the concept design for the site. This stage will run until early 2022 when we hope we will be in a position to lodge a town planning application.

#### When is construction going to begin?

This will depend on the town planning process, but we hope to start construction in 2023.

#### How long will the construction go for?

We anticipate that construction will last 24 months.

#### Will facilities be open gradually or wait until the whole development is completed?

At this stage we don't know how the construction will be staged. Once the design concept is finalised we will make a decision on whether the development will be staged and opened gradually, or developed and opened in one go.

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### Project process

#### Who is the owner and developer?

Nine Buildings is the owner and will be developing the site. Nine Buildings is a partnership between Molonglo and Paphitis C.I. The collaboration was born both of an enduring friendship and of a shared interest in challenging the prevailing model of development, which frequently privileges efficiency and economics over habitability.

Molonglo operates in the realm of property development across practice and theory. Established in 1964, Molonglo has offices and active projects in Athens, Canberra and Melbourne. Current collaborators include 6a architects, Dan Pearson Studio, Pezo von Ellrichshausen, Thomas Doxiadis, Junya Ishigami, Assemble (UK), Bruce Pascoe, Francesco Careri and Marjetica Potrč.

Dennis Paphitis is the founder of Aesop. Since 1987, he has designed and overseen the evolution of the service, product and retail execution of over 300 Aesop stores and 20 international offices. During this process, Paphitis collaborated with 75 critically acclaimed architectural offices including Studio KO, Vincent Van Duysen and Paulo Mendes da Rocha. In 2019, Paphitis completed his Aesop cycle with the release of a Rizzoli-published manifesto that outlines some of the critical learnings and distinctions of the company. Paphitis is today involved with multiple creative projects.

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## Who is the architect?

Peter Märkli is the architect for Brunswick Markets. Born in 1953, Märkli lives and works in Zürich. He completed his studies at the Swiss Federal Institute of Technology (ETH) Zürich, where he went on to hold a professorship from 2002 to 2015. In 1978 he established his own architectural studio. Märkli is an outsider. His skilful architecture doesn't sit within the customary narrative of Swiss design; instead, he locates his influences prior to Modernism, in a historical classicism that sets him apart from his contemporaries. Märkli's work reveals an unconventional approach to architecture; one that is extremely personal, humble and humanistic.

A greater depth and understanding of Peter Märkli's work and process can be found in the following:

[Peter Märkli, 'My Profession, The Art of Building,' a presentation at the Harvard Graduate School of Design](#)

[Proportional Representation, Eflux, by Adam Jasper](#)

[Peter Märkli talks about Cysur](#)

## Can we see the design, a site map or images of the proposed development?

The brief for the site was provided to Studio Märkli in December 2020. The architects have commenced work on the masterplan concept design to determine the number of structures and the arrangement of those structures on the site. This masterplan design is in draft format so there is nothing to show as yet.

Our goal is to be in a position to share the proposed concept design for the site with the community in early 2022 to gain feedback prior to lodging town planning.

The proposed layout for the site is for a market hall abutting Sydney Road with two residential buildings, one along Florence Street and the other along Breese Street, with walkways and gardens in between.

## What is the involvement of the public sector in the development – are you collaborating?

There is nothing established as yet but we are open to it. Please send ideas to [info@ninebuildings.com](mailto:info@ninebuildings.com)

## Are the apartments going to be owned by Nine Buildings and rented out?

The residential spaces will most likely be sold rather than held and rented by Nine Buildings.

## How will the housing choices on offer be affordable?

It's important to be upfront about the challenge of providing residential spaces of exceptional quality while balancing affordability. We are exploring a number of levers to help support affordability, and size will be one. We also intend to invert the typology of luxury penthouses. Units on the uppermost floors will be the most economic so that those paying the least will have the best views.

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## Project design

### How many apartments will there be in the development?

For the project to stack up financially we expect somewhere in the vicinity of 100 residential spaces on site.

### What are the set-backs likely to be from Sydney Road and will it be set back above level four?

We don't know this yet. We are working with Moreland Council and our town planning consultants to determine the most appropriate building envelopes and set-backs for the development. We will share this information when the masterplan design is more resolved.

### How tall will it be/how many storeys?

We haven't determined this yet. Once the draft masterplan concept design is more refined towards the end of this year we will be able to give more information on the proposed height of the development.

### What is the footprint of the site?

The site is 3010 square metres.



### **What Environmentally Sustainable Design (ESD) principles are envisaged?**

We are currently setting firm environmentally sustainable design targets but the overarching philosophical approach is to deliver the development so that it does more good than harm. All Nine Buildings projects are created with the deepest care and longevity in mind. They will have no or low paint use and minimal use of resins. Material choices will prioritise those that incur the least energy consumption, emissions and waste, and which can continue to be created or grow rather than be depleted over time. There will be a minimal approach to non-essential fixtures; those that are included will be locally sourced wherever possible. Shared amenity, where applicable, will be implemented. Landscaping will be an integral part of all projects. Native and locally adapted plant species will be chosen to enhance biodiversity.

### **What public space will be offered back to the community?**

The intention is to provide a public north-facing garden on the ground level. We are working with landscape architect Dan Pearson Studio to design the garden. The brief for the landscaping is to reflect Brunswick's migrant history and eclectic nature by blending native and endemic species with vegetation that has Mediterranean accents.

### **Do the apartments meet sustainability, energy and livability standards?**

Nine Buildings was established to challenge the prevailing model of development where economics and efficiency are given priority over habitability. Our goal is to provide high-quality housing where the residents' overall domestic well-being guides decision-making. For us, quality is defined as respectful, comfortable and providing longevity. All Nine Buildings projects will prioritise fresh air and cross-breezes throughout, natural light from multiple sources and the integration of nature. They will have an emphasis on volume with maximised floor-to-ceiling heights. Common spaces and circulation will be designed to be as good or better than the private interiors. All residential spaces will be delivered with a spirit of generosity and sensitivity with well considered acoustics, sturdy and reliable fixtures and a robust sensibility. The success of a Nine Buildings project will be measured on the ability of people to live well there for long periods of their lives.

### **How will the new building's facade be designed to fit into the Sydney Road aesthetic?**

At this stage the intention is for a market hall facade to abutt Sydney Road. This will be a structure that welcomes people in from either Sydney Road or Florence Street.

### **What is the breakdown between commercial/retail/residential?**

The rough breakdown will be 20% commercial and 80% residential. This may change as we progress through the masterplan concept design.

### **What are the plans for traffic management and public parking (vehicle and bicycle)?**

In the forums as part of this public engagement, we heard that parking in the area is increasingly becoming more of a challenge. We want to balance environmental concerns by supporting Moreland Council's goal of minimising car use and maximising active transport (walking, cycling and public transport) but recognise that motor vehicles are still an essential part of many people's lives. We don't want to create a residential monoculture at Brunswick Markets, we want the spaces to appeal to a mix of people including the elderly, people with disabilities and people raising children. With this in mind the intention is to provide a 2-level basement carpark at the site predominantly for residents and workers.

### **Which street frontages are to be activated/deactivated?**

The main street frontages that will be activated will be Sydney Road and Florence Street.

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### **Existing tenants**

#### **Are you retaining any of the existing vendors?**

We settle on the site and take over ownership in February next year. We have written to all existing vendors in advance to let them know their leases are all secure as we move through this ownership transition.

#### **Will you look after the existing stallholders?**

Many of the vendors in the market are doing it pretty tough at the moment, with many closing over the past 12 months. We will honour the existing arrangements with all stallholders and undertake work to activate the site to help with foot traffic and trade in the period before construction commences.

**Will current leases to local vendors be terminated?**

We don't intend to terminate any leases but there will be disruption to tenants during the construction period that will make continuous trade difficult.

**Will you offer a rent cap for local vendors to ensure family businesses can stay in the area?**

We anticipate that there will need to be some kind of rental subsidy in the market to make it affordable for local vendors. In parallel to working through the design concept we are working through the financials to determine what rental rates we can offer.

**Can Russel's stay?**

We would love for Russel's to stay. We know Russel's affordable produce is valued greatly by people who live in the immediate area. The people who operate Russel's are also the current owners of the site. We are not sure of their intentions to keep trading once ownership of the site is transferred to Nine Buildings in February next year. This public engagement confirmed our assumptions that fresh produce was the offering most people wanted at this site and we will work hard to provide this ongoing at Brunswick Markets.