

Caulfield Station Precinct

Engagement Summary
Vision and Key Directions

August 2018



This Engagement Summary has been prepared by Village Well and MosaicLab for the Victorian Planning Authority and the Department of Environment, Land, Water and Planning.





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Background & Context

Introduction

The Caulfield Station Precinct is undergoing significant transformation to meet the increasing demands of the expanded use of the Caulfield Station transport hub, changing needs and use of the Caulfield Racecourse Reserve, continued development of Monash University's Caulfield campus, and medium-density growth across the municipalities of Glen Eira and Stonnington.

To meet these demands, the Victorian Planning Authority (VPA) has been tasked by the Minister for Planning with the preparation of a structure plan for the Caulfield Station Precinct. The structure plan provides a long-term plan for development that responds to growth.

The Department of Environment, Land, Water and Planning (DELWP) are a key partner in the project and have overseen the appointment of the Caulfield Racecourse Reserve Trust (CRRT). The CRRT have responsibility for the planning, development, management, operation and use of the Reserve for purposes of racing, recreation and public park in accordance with the Caulfield Racecourse Reserve Act 2017 (The Act).

To guide the preparation of the structure plan, the VPA has convened a project steering group consisting of representatives from relevant planning agencies including Glen Eira City Council, DELWP, Transport for Victoria (TfV), and Stonnington City Council.

Purpose

Village Well and MosaicLab facilitated a process of engagement with key stakeholders and the community in partnership with the VPA, Glen Eira City Council, and DELWP. Input was also provided throughout the process from TfV and Stonnington City Council. Engagement took place between May and June 2018, culminating in a community workshop on 20 June 2018.

This summary outlines key messages heard from the engagement process which focused on visioning and setting key directions for the Caulfield Station Precinct. This document provides a broad summary of ideas that were heard. Our best efforts have been made to reference as many comments as possible by individuals and organisations.



Terminology in this report

Victorian Planning Authority (VPA)

A State Government statutory authority that reports to the Minister for Planning and is leading the preparation of a structure plan for the precinct.

Department of Environment, Land, Water and Planning (DELWP)

A state government department that reports to the Minister for Energy, Environment and Climate Change and is responsible for facilitating a new trust body to manage the Caulfield Racecourse Reserve.

Glen Eira City Council

The planning authority for the precinct, responsible for facilitating amendments to the Glen Eira Planning Scheme and for issuing planning permits. Council is working with the VPA on the preparation of a structure plan by providing input as part of a project steering group.

Transport for Victoria (TfV)

A state government agency responsible for planning for the future of the metropolitan transport network and is taking a lead role in the transport planning component of the structure plan.

Stonnington City Council

The adjoining Council, responsible for issuing planning permits on land to the north of Dandenong Road and is providing input into the preparation of the structure plan through the project steering group.

Caulfield Racecourse Reserve Trust (CRRT)

Committee set out under the The Caulfield Racecourse Reserve Act 2017 (The Act) who ensure management of the reserve is transparent, is in accordance with modern governance methods.

Structure Plan

A land-use plan that sets a long-term vision for how the area will develop in the future.

Strategic Management Plan (SMP)

A plan that will be prepared by the Caulfield Racecourse Reserve Trust that will set out areas for racecourse, public park and recreation that are consistent with The Act.

Freehold Land

A lease of Crown land that has been converted to freehold and allows the landowner to have unrestricted ownership and right to deal with that land, subject to complying with local planning laws.



Place Context

Located 10km southeast of Melbourne's CBD within the municipality of Glen Eira, the Caulfield Station Precinct is centered around Caulfield Train Station and bounded by Kambrook Road to the west, Queens Avenue to the east, Dandenong Road to the north and Neerim Road to the south.

This precinct includes Caulfield Racecourse Reserve, Monash University's Caulfield campus, Glen Eira College, Derby Road shopping strip, Caulfield Village, Glen Huntly Park and East Caulfield Recreation Reserve as well as housing and industrial land.

Existing Context Plan

- Housing is distributed throughout the precinct forming pockets of residential development of varying densities.
- Caulfield Village includes land identified for housing and mixed use development through the Glen Eira Planning Scheme.
- Derby Road is an important shopping strip with a unique urban form that serves the local community.
- Caulfield Railway Station is listed on the Victorian Heritage Register and forms a premium railway station with access to both the Frankston and Cranbourne-Pakenham lines.
- Monash University is a key attractor within the precinct that supports education and employment and provides the community access to retail services and cultural activities.
- Freehold land owned by Melbourne Racing Club accommodates stables and at-grade car parking areas which service the racecourse.
- The precinct supports a number of local parks such as the 'The Wedge', East Caulfield Recreation Reserve and Glen Huntly Park that include sports grounds, playgrounds and picnic areas.
- Small pockets of industrial zoned land exist on the southern side of Dandenong Road, to the east of Grange Road that are currently used for light industrial activities.
- Caulfield Racecourse Reserve occupies approximately 54 hectares of Crown land originally set aside in 1879 for three purposes – racing, recreation and public park. The reserve supports major racing events such as the Caulfield Cup and provides for an important area of open space.
- Glen Eira College is an important community asset within the precinct and shares a boundary with the racecourse reserve.







2.0

Objectives

Engagement Objectives

The key objectives of this engagement process were to:

- + **Identify what people value most about the area and its key assets**
- + **Identify what is missing and what would make this a great place**
- + **Ascertain key opportunities and challenges within the area**
- + **Introduce and differentiate roles of the VPA, Council and other State Government agencies**
- + **Outline the role of the incoming CRRT**
- + **Outline the process for the preparation of a structure plan**





Measures of Success

Measures of success are the criteria that will determine the impact and effectiveness of the engagement process.

Measure	Description	Goal	Outcome
Overall participation rates	Track number of participants across all activities	70% of identified stakeholder groups participated in the engagement process More than 100 people participate in the survey More than 40 people attend the Phase 1 Vision Workshop	Achieved
Community workshop feedback	Questions aimed at understanding people's experience of the engagement process	75% or more of participants show high levels of support or satisfaction	Achieved
Number of people reached via different communications activities	Number of people who were reached online and offline by communication activities undertaken	More than 1,000 people reached via communications	Achieved
Majority of input/ideas provided within scope	Measure the number of comments made outside scope of project (e.g. on non-negotiable or unrelated issues)	Less than 10% of participant input provided is out of scope or not relevant to the planning process	Achieved
Geographic and demographic spread of participants	Measure the number of different types of groups represented in the process	Multiple groups representing different types of stakeholders participate	Achieved
Number of different communication channels used	Tally of both the different types of channels and the channel owners (e.g. social media platforms across multiple agencies)	At least 20 different communication channels used across VPA, Glen Eira City Council, and DELWP platforms	Achieved



3.0

Engagement Process

Overview

The VPA, DELWP and Glen Eira City Council invited community members and stakeholders to share their vision and thoughts about the future of the precinct.

The purpose of the community engagement was to inform the community of the process and to seek views and input into the future planning of the area.

Engagement took place between May and June 2018. A variety of engagement methods were used to seek community feedback including an online survey, targeted stakeholder conversations and an open community visioning workshop.



Ongoing
Communications
& Website
Information

1



ONLINE SURVEY 24 May – 29 June 2018

2



TARGETED CONVERSATIONS 28 May – 22 June 2018

3



VISIONING WORKSHOP 20 June 2018

Methods of Engagement

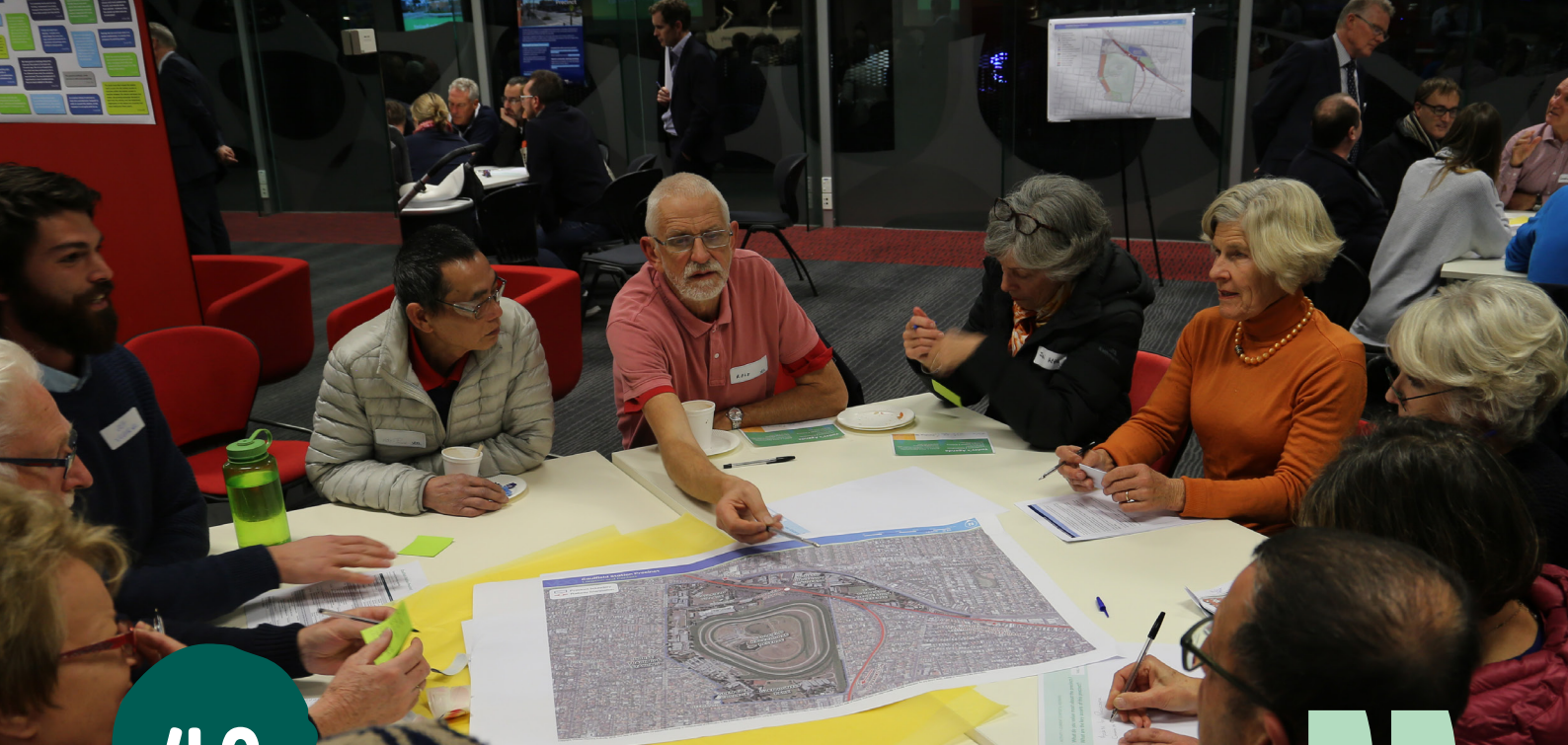
Project information and notification of the engagement period was provided through the VPA hosted project website, with FAQs, a precinct map, online survey platform and workshop registration portal. The VPA, Glen Eira City Council, and Stonnington City Council promoted engagement methods and events through their social media and website platforms.

Additionally, a project introduction and invitation letter was sent to 4,416 property owners in Glen Eira and Stonnington, within a 100m boundary from the site.

Intercept surveys were conducted on 12 June at various locations around Caulfield Station to raise awareness of the project and ask commuters, students and residents to complete the survey.

Six targeted conversations and focus groups were held with key stakeholders and landowners including representatives from Monash University, Melbourne Racing Club, local traders from Derby Road (and Caulfield Plaza), Beck Property Group (developing Caulfield Village), as well as two sessions with Glen Eira College students and staff. Participants were asked to reflect on their aspirations for the precinct.

Engagement culminated in a 3-hour community visioning workshop. The workshop was attended by approximately 170 participants. Activities were informed by survey results and utilised reference imagery and maps to facilitate discussion around visioning and opportunities. Visual reality technology was utilised to provide 360 degree views of the centre of the racecourse and around the station at the event.



4.0

What We Heard

Overview

Diverse responses were gathered through each method of engagement. Community and stakeholder sentiment ranged from visioning an activated day and night place while other participants were concerned about the level of development.

Broad consensus reflected the need for an improved streetscape and a connected public realm, improving barriers across the train line and through the Racecourse.

There were opposing views heard throughout the process about the use of the Racecourse Reserve. Some felt public access should be restricted to allow a focus on horse racing.

Overwhelmingly though there was support for the Reserve to be opened up for more civic and community uses in addition to supporting its historic use for horse racing.



Key Directions from the Engagement Process

Six overarching themes emerged across all community and stakeholder engagement.

1



Become an activated 24/7 destination for Melbourne's South-East

2



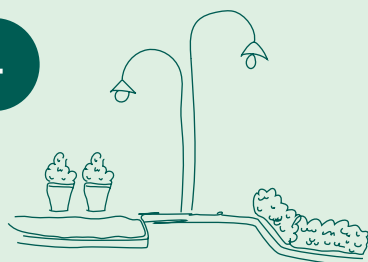
Caulfield Station as the heart and gateway to the precinct

3



The University is well integrated into the precinct and brings life and activity

4



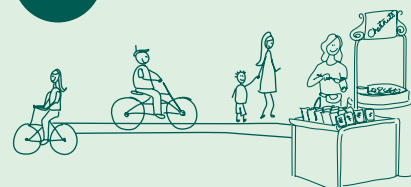
Improvement of the streetscape amenity and places to meet and socialise

5



Redefine pedestrian-friendly spaces, cycle and vehicle movement

6

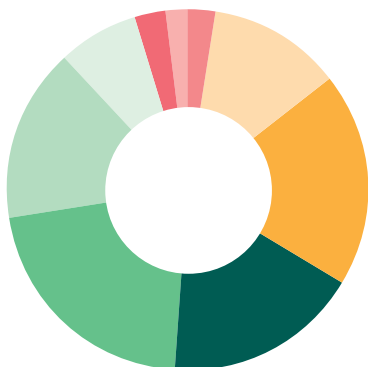
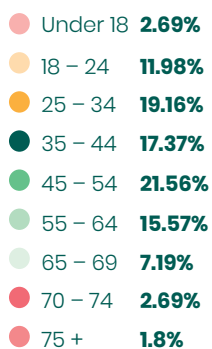


The racecourse reserve is opened up for recreation and civic uses in addition to world-class horse racing events

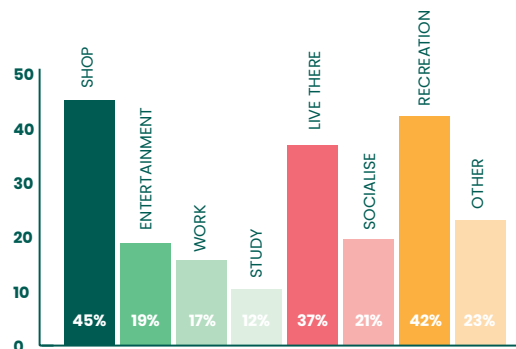
Community Survey

335
RESPONSES

Age



Why do you go to the precinct?



Participants could select more than one response

What best describes you?

Participants could select more than one response



How do you travel to and through the precinct?

Participants could select more than one response



To make this precinct a great place, what needs to be improved?

ORDER OF PREFERENCE

HIGHEST



- Managing traffic congestion
- Public transport and interchange
- Access to open space & recreational/play areas
- Pedestrian/cycling movement through the precinct
- Streetscape amenity (trees, seating etc.)
- Places to meet and spend time
- Places to shop
- Entertainment/dining
- Diverse and affordable housing options
- Education opportunities
- Access to health and community services
- Access to employment

Traffic and congestion are our biggest concerns

The train station and surrounding interchange with tram, bus and cycling is in desperate need of upgrade

Pedestrians and cyclists should have far better priority in this precinct

Traffic should be stopped from using Sir John Monash Drive between Derby Road and Queens Avenue

A better bus interchange is needed, connecting train and tram services

Connection & Movement

What do you value about the precinct?

ORDER OF PREFERENCE

HIGHEST



- Connections and access to public transport
- Public reserves and open space
- Sport and recreational activities
- Shopping and retail
- Entertainment and events (non-horse racing)
- Education opportunities
- Horse racing events
- Housing options

Need for more sporting grounds in the area

Redevelop Caulfield Station into a modern public transport hub ... with associated commercial, shopping, leisure and entertainment amenities

I would use this area more if it were well lit and safe

Creation of piazzas and meeting places for pedestrians and PT users should be a priority

An urban forest, more dog access, exercise equipment and a local market

Access & use of public space

32% of respondents did not know they could access the Racecourse Reserve

71%

of respondents who stated they **did not know** they could access the Racecourse Reserve said they **would consider using it** now that they know it is open to the public during certain hours

How do you use the racecourse?

Take the dog for a walk

Go for a run with a friend

Walk around the lake

Watch racehorses being trained in the early morning

Meet friends and picnic

Participate in organised sport and sporting events

Ride bikes and walk around the track

Fly kites and children's play

Community Workshop


170
ATTENDEES

ORDER
OF PREFERENCE

HIGHEST



What are the key assets of the precinct?

Public reserves and the Racecourse

Education access

Public transport connections, particularly the train

Restaurants

Mix of people and cultural diversity

Heritage

Non-racing events

“all the shops and the whole precinct is old and tired, an upgrade will breathe new life into the area for sure”



Public reserves and the Racecourse



Education Access



Public Transport connections

“I am concerned that we don’t have the infrastructure to support the large apartment complexes being built in the area and that these apartments may become future slums if they are not maintained”



What are the concerns and challenges?

Some of the concerns and challenges heard include:

Amount of residential development occurring in the area

Quality of the built form

Increasing density without improving community infrastructure

Loss of neighbourhood character and residential amenity

Traffic and congestion

Limited parking

Efficiency and safety of public transport interchange

Appropriate management of the reserve

Access to active and passive open space

There's a v. cool outdoor cinema & community stage for free shows in summer, including new movie releases & live theatre & dancing.

"Derby Street is pedestrianised with good food"

URBANE, CONNECTED AND SAFE VILLAGE WITH DIVERSE ACTIVITIES TO ENJOY AND SUPPORT DAY TO DAY LIVING

"Outdoor area for people to meet, with green areas, art, and entertainment stage for small performances"

A vibrant and highly integrated transport hub which is anchored towards the east near the uni which provides amazing accessibility and access to education and community and the economic prosperity of the precinct. The Place to be!

"Caulfield Racecourse is open with easy access for the public"

What would make this a great place?



Maximise use and facilities for sport and recreation purposes including the Racecourse Reserve



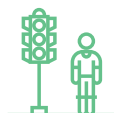
24/7 access to Racecourse Reserve from more points and coinciding with after work hours



Create a destination public square, making it a place for people to meet, and 'join the dots' of shared spaces



Safety through lighting to enhance nighttime activity



Better shared road access between pedestrians, cyclist and private vehicles



Less traffic congestion and more car parking by reorienting vehicle access points



Nighttime activity, events and markets with better streetscape amenity to support this activity



Improved transport interchange including bus and tram connectivity and better train station facilities



Protection for existing neighbourhood character and residential amenity

Imagine this place in the Year 2030

Common words used in personal vision reflections where people were asked to write a postcard to describe the future place.

cycling food village green
 community
Piazza
Entertainment
 Lighting safe vibrant
 integrated open



How use and access of public space can be enhanced across the area?

This graphic provides a synthesis of collective community discussion in answering the question.



“This public Recreational Reserve with large open spaces is hidden by walls, car parks and horse stables and this needs to change – especially where the boundary is with other public land.”



How connection and movement could be enhanced across the area?

This map provides a synthesis of maps created by the community in answering the question.

1 A pedestrian priority place

Community hub and civic space that feels like a marketplace, by closing Derby, Sir John Monash Drive and Caulfield Plaza carpark to cars. Improve public realm and streetscape (planting, lighting, and seating).

2 Rejuvenate Caulfield Station

Activate above station with retail and utilise space under rail line. Increase safe access across train tracks and improve multi-modal interchange.

3 Remove barriers to movement

- Large fences and dense vegetation removed to improve sense of safety
- Readress vehicle entries from Dandenong Road.

4 Improve walking and cycling connections north to south

- Better connection to East Caulfield Reserve
- Install footpaths along Queens Avenue
- Improve cycle access along train line
- Create safe and accessible pedestrian link through Caulfield Racecourse Reserve
- Make Kambrook Road safer for children to walk

5 Improved sense of safety in key areas

- Safe pedestrian crossing across Dandenong Road and improve lighting along Smith Street underpass.
- Create safe pedestrian crossing across Kambrook Rd.
- Install lighting along Derby Crescent and adjacent train line.

Stakeholder Conversations

Six targeted conversations and focus groups were held with key stakeholders and landowners. The feedback below represents a summary of the opportunities and challenges raised.



“I choose to take the train one more stop to Glen Huntly Station and walk to school from there because the walk from Caulfield Station does not feel safe or interesting”

What are the current challenges?

Broader Melbourne’s rapid growth and increased public transport demand.

Limited identity and sense of place.

Lack of cohesion between the north and south of the precinct with Caulfield Station and Caulfield Racecourse both significant barriers to permeability.

Not highly walkable or cyclable with busy roads and lack of footpaths (Queens Avenue).

Streetscape not cohesive and limited lighting and plantings.

Lack of recognition of the importance of the site in planning policy and no overarching strategic direction.

Limited night-time activity which contributes to poor perceptions of safety.

Balancing operational requirements associated with running the racecourse with the desire to open up the centre for more civic access and recreation.

What are the assets to leverage?

All the key anchors are there, and draw a diversity of audiences.

Sense of space and openness with the racecourse makes you feel like you are not in the middle of the city.

Multi-modal public transport interchange between trains, trams and buses ensure the place is highly accessible to visitors.

Population already changing and increasing with Caulfield Village and Monash University creating new audiences, looking for night-time activity.

Many users prefer the community amenity in Glen Huntly, including cafes, shops and parks (Booran Reserve).

Monash University is a key asset that supports retail and community. There is an opportunity to leverage off the existing arts centre (MUMA) at the university to help with the precincts identity.

Caulfield Racecourse is a key asset given its significant history and importance to the broader racing industry.

Caulfield Village Developers

Derby Road and Caulfield Plaza Traders

Monash University

Melbourne Racing Club

Glen Eira College

Stakeholder aspirations

- Becoming a year-round destination with day and night anchors increasing regular visitation.
- Integrating university with surrounding area and consolidating and increasing teaching space to meet growth in student enrollments.
- Creating a neighbourhood that contributes to the urban fabric and improves pedestrian permeability and amenity.
- Creating a world class racing and entertainment area that is activated 24/7 by encouraging more events and delivering residential development on freehold land if training is relocated.
- Creating a safe, walkable place with plenty of reasons to stay and linger in the area before and after school.

How would you enhance the precinct to make it a great place?

Build the night-time economy

- Create an 'eat street' on Derby Road and increased alfresco spaces to support a night-time economy.
- Enhance the sense of safety at night through lighting.
- Create an events precinct by upgrading areas surrounding Caulfield Station to connect key assets.

Use & access of Racecourse Reserve

- Continue and enable passive recreation activities.
- Promote its availability for public use as most people are not aware and ensure access hours suit audiences (i.e. reflective of school times).
- Improve access to tunnels and entries including better lighting, signage and improved vehicular access.
- Encourage use of Racecourse Reserve for non-racing events that support a vibrant activity centre.

Beautify the public realm & community amenity

- Bring colour and openness to enhance the public realm appearance (landscaping and visual amenity).
- Provide more green spaces and recreational facilities that cater for a mix of people.
- Make the walk from the north to south safer and more attractive.

Long-term strategic vision

- Develop a strategic plan that considers carparking requirements for the entire precinct and demonstrate how public transport may reduce demand.
- Consider opportunities to include underutilised land along railway corridor for other uses.
- Develop quality medium to high density residential developments that support students and contribute to 24-hour activity.

Improve connection & movement

- Enhance cohesion to address the North-South divide with connections across/through Caulfield Station, train tracks and the racecourse.
- Create a pedestrian-friendly environment by turning Derby Road and Sir John Monash Drive into a piazza.
- Facilitate a better connection through the reserve for users.
- Revisit vehicle access points from Dandenong Road to underground carparks, yet maintain carparking close to shops.





5.0

Next Steps

This Engagement Summary provides an overview of what was heard throughout the community engagement process in May and June 2018. This will inform future plans for the Caulfield Station Precinct.

The next steps in planning for the reserve are for the newly formed CRRT to prepare a Strategic Management Plan for the reserve in partnership with key landowners, stakeholders and the wider community.

The CRRT has committed to holding three to four community engagement sessions per year to inform the preparation of the plan and update the community on progress with respect to the management of the reserve. The first of these community information sessions is proposed to be held on Thursday 4th October 2018.



Early 2018	May-June 2018	Late 2018 - Early 2019	Early 2019	Mid 2019	Late 2019
Pre-Planning & Project Scoping	Community & Stakeholder Engagement Vision & key directions	Preparation of a Draft Structure Plan	Community & Stakeholder Engagement Draft structure plan	Finalise Structure Plan	Exhibition of Planning Scheme Amendment



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