

GLEN EIRA CITY COUNCIL

EAST VILLAGE

STRUCTURE PLAN

- CONSULTATION OVERVIEW



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INTRODUCTION



It is evident that Glen Eira is undergoing an exciting time of transition and now is a golden opportunity to set a new direction for our municipality. This period of change is driven by multiple external factors including the Melbourne-wide housing boom, multiple level crossing removals and a transition in the way businesses are operating in this digital era.

East Village is a 24 hectare strategic site located 13km from Melbourne CBD within the City of Glen Eira. It is bound by North Road to the north, East Boundary Road to the west, residential parcels to the east and Virginia Park to the south.

The site currently consists of the Virginia Park Business Centre, the former Bosch Brakes Factory and a number of smaller industrial and residential parcels to its north on the North Road frontage. East Village is nominated within Glen Eira City Council's *Activity Centre, Housing and Local Economy Strategy* as a Health, Education and Innovation precinct, forming part of an initiative to boost employment and economic activity within the broader City.

Its proximity to Melbourne CBD and Monash's Knowledge Cluster sits strategically in the Knowledge Triangle between these locations that can potentially benefit in the development of this mixed-use innovation precinct.

Due to a decline of the manufacturing industry within Australia, the site known as Virginia Park Business Centre has been subject to previous rezoning proposals to facilitate residential land use and development. The most recent proposal in July 2015 raised a significant level of local concern and was abandoned by Council. Since the previous amendment was abandoned, the landowners have carried out a four stage independent community engagement process throughout 2016.

In response to the community's feedback, a draft 20-year masterplan was produced. Following this work, Council Officers were approached by the landowners to commence the structure planning process.

In February 2017, Council resolved to enter into a partnership with the Victorian Planning Authority (VPA) ensured the appropriate level of resources to successfully deliver a high quality outcome. to deliver a future vision for the East Village precinct in the form of a Structure Plan.

At this point Council began a four stage process of community engagement, utilizing a range of engagement methods including surveys and community forums. A total of 425 surveys, forum of Facebook posts, email, mail or telephone submissions were received for East Village. 177 people participated in community forums.

An East Village Community Reference Group was also established in September to represent the community's views throughout the planning process.

STAGES OF CONSULTATION

INITIAL CONSULTATION UNDERTAKEN BY LAND OWNERS - DECEMBER 2015 TO FEBRUARY 2017

STAGE ONE - COMMUNITY VISION - 10 MARCH TO 16 APRIL 2017

STAGE TWO - PRELIMINARY STRUCTURE PLAN EXPLORATION - 24 MAY TO 13 JUNE 2017

STAGE THREE - DRAFT CONCEPT PLAN - 10 JULY TO 6 AUGUST 2017

STAGE FOUR - KEY FEATURES, OBJECTIVES AND RECOMMENDATIONS - 20 OCTOBER TO 18 DECEMBER 2017

INITIAL CONSULTATION UNDERTAKEN BY LAND OWNERS DECEMBER 2015 TO FEBRUARY 2017

Council was aware that the land owners have been consulting on their plans. 126 responses were received at drop-in sessions, in surveys, on the East Village Facebook page and on the East Village website. A summary of this feedback has been provided below and formed a basis for Council future stages of consultation.

KEY THEMES

OPEN SPACE AND AMENITY - Retaining and enhancing green/open space was a priority (51%). Improving and linking existing parks (21%) and building more sporting facilities were also considered important. Additionally there were calls to increase the amount of open space.

COMMUNITY SERVICES - Over half of the comments about community services related to education – providing a new school, additional spaces for existing schools or an education hub. Aged care facilities (26%) and a community meeting space (13%) were also called for.

DENSITY AND HEIGHT LIMITS - Over development/balancing density and height limits (generally maximum of three to six storeys) were key concerns. Housing should be affordable and appropriate to the target residents as part of a mixed-use employment hub.

EMPLOYMENT OPPORTUNITIES - Strong support for enhancing opportunities for employment within the precinct. Further investigation is required to determine the best use of the retail space. A common view was that any additional retail should complement what already exists.

TRAFFIC AND PARKING - There were concerns raised about traffic (55%) and parking (18%) with a clear message to plan ahead and fix potential issues now. It is clear better public transport (bus, train) would be required if use of the site changed.

OUTCOMES

In response to the community's feedback, a draft 20-year masterplan was produced. Following this work, Council Officers were approached by the landowners to commence the structure planning process.

In February 2017, Council resolved to enter into a partnership with the Victorian Planning Authority (VPA) ensured the appropriate level of resources to successfully deliver a high quality outcome. to deliver a future vision for the East Village precinct in the form of a Structure Plan.

Council reviewed the community feedback received through the landowners consultation processes and use this as a basis to form a draft vision and objectives to test with the community during stage one.

DRAFT VISION

'East Village will be a thriving, mixed use precinct with a focus on employment, innovation, education and housing affordability'.

DRAFT OBJECTIVES

- Explore opportunities to cater for future education and community needs across the precinct
- Create new green public spaces that connect with the wider neighbourhood
- Balance density and encourage buildings which fit with the local character
- Improve the range of transport connections

WHAT HAPPENED NEXT

The draft vision and objectives were tested with the community during the first stage of community consultation undertaken by Council in order to check that they were representative of what the community had said.

STAGE ONE COMMUNITY VISION

10 MARCH TO 16 APRIL 2017

CONSULTATION SNAPSHOT

Surveys: 262

Online forum responses: 33

METHODOLOGY

To form a community vision and key objectives for the precinct, Council conducted our own community consultation. Previous consultation undertaken by the landowners fed into a draft vision and objectives which was tested with the community to ensure that it represented what the community had said. Information was mailed to East Village and surrounding residents and also promoted in various Council publications. Feedback was captured through an online survey, mail/email submissions.

DRAFT VISION

A high level of support (33.1% strong support, 53.8% some support) was shown for the draft vision. No clear themes were identified about what should be changed.

EAST VILLAGE IN 30 YEARS TIME

Most of the visions for the future included a mix of good quality housing, employment, education, open space and community feel. They wanted somewhere that is liveable – a place that people want to be and that fits in with and complements surrounding areas.

KEY PRIORITIES

EDUCATION FACILITIES: Provide education facilities to meet the needs of growing population (new campus for McKinnon Secondary or new quality public high school).

OPEN SPACE: Create public open space such as parks, green spaces and community gardens.

APPROPRIATE HOUSING: Diversity, quality, size, fits in with the character of the area.

EMPLOYMENT: Ensure provision of local jobs and employment opportunities.

COMMUNITY FACILITIES: Community facilities for sports, playgrounds, meeting places, community hubs.

RETAIL AND ENTERTAINMENT: Include retail, cafes, restaurants and a supermarket and entertainment opportunities.

KEY CONCERNS

OVER-DEVELOPMENT: Development that is too high, too dense, poor quality design, 'dog-boxes' with no integration with existing character.

TRAFFIC & PARKING: Traffic and parking solutions will be required.

PUBLIC TRANSPORT: Public transport will need to be improved (co-ordinated, linked, well serviced).

INFRASTRUCTURE: Infrastructure to meet the needs of the increasing population (roads, drainage, schools, hospitals, aged care, community services).

MISSED OPPORTUNITY: The risk that this will be a missed opportunity to create something great for future generations.

OUTCOMES

In response to the feedback received through community consultation and the East Village Community Forum, an updated vision and associated draft concept plans has been produced.

UPDATED VISION

'East Village will be a thriving, mixed use precinct with a focus on employment, innovation, education and housing affordability'.

WHAT HAPPENED NEXT

The draft vision and objectives were incorporated into the draft *Activity Centre, Housing and Local Economy Strategy*. There was a further opportunity to comment on the vision during stage 2 of consultation.

The VPA and Council began preparing draft concept plans which will align with the community's vision for this precinct.

STAGE TWO COMMUNITY VISION

24 MAY TO 13 JUNE 2017

METHODOLOGY

This stage of consultation was undertaken in conjunction with the Activity Centre, Housing and Local Economy Strategy. A survey sought feedback on the Strategy including the vision for East Village. A community forum was held on 24 May to start exploring the Structure Plan and review in depth the draft vision.

KEY THEMES

VISION WORDING

TOO BROAD: Some felt that more clarity required – including clarity about the proposal.

AFFORDABILITY: What does that mean – change to diverse housing (local housing for local people) including aged care.

THRIVING: There was some confusion about what this was meant to mean.

COMMUNITY: The activity centre should cater for the whole community and be somewhere to be proud of.

INNOVATION: This term is too broad and should be articulated more clearly.

PRIORITIES AND ACTIONS

QUALITY: Housing should be high quality and fit in with surrounding area.

EDUCATION & EMPLOYMENT: Providing local jobs and education opportunities should be a major focus.

COMMUNITY FACILITIES: A range of community and entertainment facilities are required including library, shops (that don't compete with existing retail), cinema, restaurants, community centre, recreational facilities.

OPEN SPACE: More open space is required and should be useable and linked not just a few trees.

PUBLIC TRANSPORT: More services which are more frequent and better connected are required.

SAFETY: Safety should be improved through lighting and additional road crossings.

SCHOOL: Mixed response about whether a school is required and what form it should take.

TRAFFIC & PARKING: Traffic and parking is already an issue and needs to be considered.

SUSTAINABLE HOUSING GROWTH: Concern about the amount of development. Buildings should be not too high or dense.

ENVIRONMENTAL SUSTAINABILITY: Environmental sustainability including flood mitigation, should be a priority.

BIKE PATHS: Bike paths are required and should be connected.

OUTCOMES

The final Activity Centre, Housing and Local Economy Strategy including East Village vision was adopted by Council. A draft concept plan was developed which incorporated the draft vision and objectives. Where possible this took into consideration feedback received from the community consultation.

FINAL VISION

'East Village will be a sustainable mixed use precinct with a focus on innovative employment, and education opportunities. Enhanced by green spaces and places for people, it will be supported by a diverse range of high quality housing and retail that caters for all.'

DRAFT CONCEPT PLAN

EDUCATION AND COMMUNITY FACILITIES: An area of approximately 1.5 hectares has been allocated in the south-east corner of the precinct for educational and community facilities.

DIVERSE HOUSING AND BUILT FORM: The concept plan outlines a range of new and contemporary housing to meet the needs of future residents in the precincts. Family-sized townhouses will be developed at the boundary of the precincts, transitioning to apartment-style buildings centrally.

EMPLOYMENT OPPORTUNITIES: A large area of the precinct has been allocated for jobs. New office buildings are planned along East Boundary and North Roads, with further employment expected in other areas of the precinct. The plan aims to deliver more jobs than currently available.

ENTERTAINMENT: The plan does not specifically designate an area for entertainment. However, the plan allows for the town square and urban plaza area to be used for community events and restaurants in the future.

OPEN SPACE: A variety of new open space have been allocated within the precinct, notably a large central park and an extension to the Marlborough Street Reserve.

ENVIRONMENTALLY SUSTAINABLE DESIGN: Environmentally sustainable design principles are being considered for buildings within the precinct. Additionally, environmental sustainability is being built into the plan, with the potential for new bus services to nearby train stations and a network of pedestrian and cyclist trails between Duncan Mackinnon Reserve, Virginia Park and the Glen Eira Sports and Aquatic Centre (GESAC).

TRANSPORT AND INFRASTRUCTURE: Concerns regarding traffic, parking and infrastructure at the community forum. These concerns will be addressed as the concept plan transforms into a more detailed structure plan.

WHAT HAPPENED NEXT?

Consultation was undertaken on a high level Draft Concept Plan and draft Building Height Plan. Additionally, there was a call for Expressions of Interest to be part of a community reference group.

STAGE THREE DRAFT CONCEPT PLANS

10 JULY TO 6 AUGUST 2017

CONSULTATION SNAPSHOT

Written submissions: 76

Online submissions: 6

Community forum attendees: 45

METHODOLOGY

Feedback was sought on the concept plan through an online forum and community forum. The community forum also captured more in depth feedback about key themes which had previously been identified by the community.

KEY THEMES

TRANSPORT & ACCESS

- **PUBLIC TRANSPORT:** More frequent and reliable and accessible public transport required including buses and light rail.
- **TRAFFIC:** Concern regarding existing traffic on East Boundary and North Roads and the impact on residential streets and being able to access the precinct.
- **CYCLING AND PEDESTRIAN ACCESS:** Safe crossing points will be required across East Boundary Road. Cycling paths required, in particularly linking to public transport and other bike paths.
- **PARKING:** Concern about how parking will be managed within the site and ensuring adequate parking is required. Adequate off-street parking should be provided to allow flow of streets and use for bike lanes etc.

HOUSING & BUILT FORM

- **BUILDING HEIGHTS:** Some concern about height – particularly on the edges of the precinct – and the associated overshadowing/overlooking.
- **BUILDING TYPES:** Need a range of building types including 3-4 bedroom dwellings for families and appropriate housing for the elderly. More townhouses than apartments.
- **BUILDING DESIGN:** Need good quality design and materials – more guidelines required to ensure quality design. Buildings should blend in with existing area.

EMPLOYMENT & INNOVATION

- **JOBS AND OPPORTUNITIES:** IT/technology jobs would be good but how can we control what jobs go in? Opportunities to introduce smart and innovative spaces such as co-working spaces.
- **RETAIL:** Mix of good quality retail and restaurants but shouldn't impact on existing retail in East Bentleigh. Some suggestion that retail should be located inside the precinct not on East Boundary Road.

GREEN SPACES, LANDSCAPES AND DRAINAGE

- **DRAINAGE/FLOODING:** Questions around permeability and how to minimise flooding on site and downstream.
- **OPEN/GREEN SPACE:** More parks and open space spread throughout the precinct. There should also be more greenery in the streets.

- **SUSTAINABILITY:** Sustainable practices should be a feature including solar paneling, recycled water on site, mandatory 7 star energy rating, blue energy etc.

COMMUNITY FACILITIES & SERVICES

- **EDUCATION FACILITIES:** Mixed response about whether school is required and what it should look like – some thought that the proposed site isn't big enough. More clarity about the school required.

OUTCOMES

MORE DETAILED DRAFT PLAN

Key elements of the concept plan which respond to community feedback across the four stages of consultation include:

- Creation of an innovation precinct along East Boundary Road by ensuring no residential uses are allowed, providing the right market conditions for office and commercial uses to thrive.
- New urban laneways that serve the innovation precinct to allow for smaller office tenancies for creative businesses and start-ups to collaborate and mix.
- A large central public open space area of approximately 1 hectare, which caters for a range of activities serving the new and existing neighbourhood.
- A retail based 'town centre' that provides a positive pedestrian experience based on urban laneways and plazas, and extends from East Boundary Road to the centre of the site.
- A pedestrian-only urban plaza within the retail precinct that provides a place defining space in the centre of East Village.
- The community and education precinct has been located to provide additional open space as an extension of Marlborough reserve.
- The central area is proposed to be a mixed use area that allows for a range of commercial uses and diverse housing including aged care.
- The protection of the innovation precinct from residential uses, which is integrated with the well-designed retail laneways will help to promote economic growth as businesses will be visible to the street and will gain maximum exposure.
- The precincts have been designed to provide additional employment opportunities for the community.
- A large neighbourhood park has been proposed in the centre of the site to serve the existing neighbourhood, as well as the new employees and residents.
- Extension of Marlborough Reserve will create greater capacity to provide active and sporting uses.
- An urban plaza and a network of pedestrian-only active urban laneways have been introduced to create an inviting retail core responding to the community's vision.

WHAT HAPPENED NEXT?

A Community Reference Group established. Expert consultants were engaged to assess concerns and further shape and refine the draft plan and start to develop controls which will be used to translate the plan into the Planning Scheme.

STAGE FOUR

DRAFT PLAN

20 NOVEMBER TO 18 DECEMBER 2017

CONSULTATION SNAPSHOT Community forum attendees: 68 Email: 14 Online: 21 Facebook: 10

METHODOLOGY

Feedback was sought on the key features, objectives and recommendations proposed in the draft plan. Questions were posed to expert consultants at the community forum and feedback was also collected through feedback cards on the night. There was also the opportunity for participants to provide feedback through an online forum and email submissions.

At the community forum independent expert consultants were engaged to provide advice on a number of topics including urban design, parks and open spaces, traffic, employment and drainage to answer community questions about some of the key concerns which had been raised in previous consultation and were still being explored as part of the structure planning process.

KEY THEMES

Many of the questions raised and the feedback submitted were regarding the following themes:

SCALE OF DEVELOPMENT: This included concerns about number of dwellings and residents, shadowing and interface with existing housing.

AFFORDABLE HOUSING: How to ensure that there is an appropriate amount of affordable housing for the elderly and public housing.

TRAFFIC AND PARKING: Ongoing concerns about increased traffic and parking and how this will be managed.

PUBLIC TRANSPORT: The need for additional public transport to transport additional residents – the school was of particular concern.

PROPOSED SCHOOL: Participants identified a need for more information.

OPEN SPACE: More open space including sporting facilities and general community use required to cater for existing and new community.

FLOODING: The risk of flooding as a result of increased development on the site and what will be implemented to mitigate this risk. Flood modelling required.

OUTCOMES

FURTHER CONSULTANT WORK

Feedback received assisted to identify additional areas of focus for additional work undertaken by the expert consultants.

STRUCTURE PLAN

Feedback received throughout the four stages of consultation, along with ongoing consultant reports fed into the development of a Structure Plan. The Structure Plan sets out the long term vision for the East Village precinct.

PLANNING CONTROLS

The Structure Plan has informed a suite of planning controls for the precinct. These will be implemented through a Planning Scheme Amendment.

EAST VILLAGE COMMUNITY REFERENCE GROUP

Made up of 10 community members, selected through an EOI process, Councillors, City Futures staff and VPA staff. The group was established to represent the community's views throughout the planning process.

Six meetings were held between September 2017 and July 2018 where the group provided feedback, including on expert reports prepared to address key issues which had been identified through the community consultation.

14 SEPTEMBER 2017 - Welcome, purpose, procedures, timeframes, presentation from VPA, future meetings.

19 OCTOBER 2017 - Urban design – presentation from Rob McGuaran.

9 NOVEMBER 2017 - Traffic report presentation from GTA, feedback on Urban Design Report, feedback on commercial assessment report prepared by JLL, feedback on draft Buffer Impact Assessment Report by GHD.

23 NOVEMBER 2017 - Drainage/flood mitigation, invitation for member of CRG to speak at Councillor workshop, role of the Victorian School Building Authority, agenda for 7 December community forum.

21 MAY 2018 - Review of draft Structure Plan and Comprehensive development Plan and Schedule (planning controls).

23 JULY 2018 - Project update, transport, trees on site, section drawings for North Drive, South Drive and internal streets, drainage, work program from here.

WHAT HAPPENED NEXT?

These important documents will be presented to Council for consideration on 23 October 2018.

To ensure that the land use and development outcomes outlined in the Plan are delivered and enforceable, the objectives need to be translated into the Glen Eira Planning Scheme.

The Scheme guides decision-making on planning permit applications and governs issues such as design and development; land use; heritage; neighbourhood character; and amenity.

This statutory translation is achieved by undertaking a Planning Scheme Amendment.

If the *Structure Plan* is adopted by Council, the Planning Scheme Amendment process will commence. As part of this translation process, the specific statutory tools and mechanisms will be developed to best translate the relevant objectives of the Structure Plan. Potential implementation measures are listed in the relevant sections of the *Plan*.