

Community Engagement Report

March 2023 - Draft Cremorne Urban Design Framework

The focus of this report is on engagement undertaken by Council (in conjunction with Chatterbox Projects) in November - December 2022 on the Draft Cremorne Urban Design Framework (UDF).

Engagement purpose

The purpose of the community engagement was to:

- seek feedback on the Draft Cremorne Urban Design Framework (UDF)
- help finalise the UDF for future implementation.

Engagement objectives

The objectives of the engagement were to:

- proactively engage with community and key stakeholders and build upon previous engagement and feedback
- check-in with the community and promote the purpose of the draft UDF including what it can and cannot do
- seek feedback on the draft UDF actions and confirm community priorities
- raise awareness of the process and that feedback will inform the final Urban Design Framework.

Engagement stages and influence

Engagement which informs the Cremorne Urban Design Framework consists of three stages:

1. Engagement to inform the Cremorne Place Implementation Plan November - December 2019 Led by the Victorian Planning Authority (in partnership with Council)	2. Engagement on the Draft Urban Design Framework November - December 2022 Undertaken by Council	3. Consult on an updated UDF and exhibit the proposed planning scheme amendment To be confirmed To be undertaken by Council
Consult/involve	Consult/involve	Consult

1. Engagement to inform the Cremorne Place Implementation Plan (2019)

Victorian Planning Authority (VPA) led the development of the Cremorne Place Implementation Plan (CPIP). Phase one of engagement focussed on an Issues and Opportunities Paper for Cremorne.

It included proposed vision statements and proposed actions under four key themes; economy and innovation, public and open space, buildings; and transport and movement. Engagement ran from 19 November to 13 December 2019.

The engagement included a range of activities to reach a broad sector of the community, including coffee pop ups, community workshops, a business breakfast workshop, and interviews with key stakeholders. During the engagement period a total of 1,307 people visited the website, and 469 people participated directly in the engagement.

The feedback informed the development of a Draft Cremorne Place Implementation Plan, including a draft vision and actions.

A second phase of engagement was planned for March-April 2020 to provide to the community and stakeholders the opportunity to respond to the Draft Plan. The second phase did not take place and the final CPIP was released in December 2020.

2. Engagement on the draft Cremorne Urban Design Framework

Engagement on the Draft Urban Design Framework was undertaken from 7 November to 12 December 2022. The online survey was left open for a further week for any additional responses from key stakeholders on Balmain Street who were impacted by changes made by Council on the initial proposed document brought to the meeting on Tuesday 25 October 2022. This stage of engagement is the focus of this report.

3. Finalise the UDF and exhibit the proposed planning scheme amendment

A further round of consultation is proposed to finalise the UDF and exhibit the proposed planning scheme amendment. A revised version of the UDF and a proposed planning scheme amendment would be placed on exhibition concurrently following consent from the Minister for Planning to exhibit the amendment.

What did we ask?

ChatterBox Projects was engaged to support the planning and delivery of engagement activities. ChatterBox assisted with the pop-up events, Q&A sessions and reviewing the consultation findings (focussing on the analysis of the surveys, pop-ups and submissions.)

Community feedback was sought on the:

- Ten key moves - ten key directions that summarise the 'big ideas' of the UDF
- Key objectives and actions of each of the five key themes
- Street network framework and implementation options and hotspot designs
- Built form strategies and recommendations for Cremorne's commercial precincts (C2Z)
- Design visions and objectives for commercial precincts and strategic sites.

How did we engage?

Methods used to engage with the community

The 'Help shape the future of Cremorne' Your Say Yarra page formed the landing page for all online engagement. It provided information on the purpose of the consultation and how to provide feedback.

The page also provided details on the Pop-Up events, on-line Q&A sessions, how to request an interpreter and how to contact the project team directly. The survey to provide feedback was also located on this page.

Other engagement and communication methods included:

- Survey (online or hard copy)
- Email / written submissions
- Place-based pop-ups (x3)
- Online question and answer sessions (x2)
- Social media ads and posts
- Emails to individual stakeholders, government agencies and departments and Council's Advisory Committees
- Opportunities to meet with strategic planning officers via meetings. Meetings included:
 - One on one meetings with residents and businesses
 - Meetings with Government Department/agency meetings
 - Advisory Committee meetings
 - Community group meetings.

Reach of the engagement

The overall reach of communications was extensive with information reaching approximately 32,000 people. Noting some people may interacted with more than one communications channel (See Appendices 1-3 for further details).

Highlights:

- The engagement activities were effective in seeking feedback with written feedback from 182 participants.
- Over 100 people attended the pop-ups.
- 17 meetings were held with residents, community groups, advisory groups, businesses and state government agencies.
- During the consultation period, a third of all Your Say Yarra traffic was held on the 'Help shape the future of Cremorne' webpage, which highlights how much interest the page received.
- 91.6% of the people who visited the page were first time visitors to Your Say Yarra. This shows were able to reach people who do not typically engage with Council's decision making.
- We received a lot of interest in this project through the Yarra Business News, which reflects the thriving industry and business sector which calls Cremorne home. These are key stakeholders in this project.

Engagement Activity	Result
3 x place-based pop-ups	105 attendees
Online question and answer sessions (x2)	2 attendees
Individual meetings with strategic planners	17 meetings
Your Say Yarra (YSY) page	1,580 unique visitors to the page
Mail outs to owners and occupiers of residences and businesses in Cremorne and the surrounding area: (x2) <ul style="list-style-type: none">• Letter at the beginning of engagement• Postcard part way through the engagement	Approximately 2,800 letters and 2,800 postcards
Letters to specific landowners affected by changes to draft UDF proposed by Council	12 letters
Social media posts and ads	Approximately 9,700 people
Council's email newsletter	Approximately 18,500 people
Targetted emails to stakeholders	49 community groups, government agencies and Council's Advisory Committees

Emails to stakeholders

Targeted emails were sent to notify 49 stakeholders including relevant state government agencies, local government, service providers, community groups and planning consultants.

17 meetings were held with these groups. See Appendix 1. Officers compiled meeting notes which are being considered as part of the review of the engagement material.

Formal contributions

A total of 182 formal contributions were received to the Draft UDF.

Activity	Description	Contributions
Survey (online and hard copy)	• <i>Online via Your Say Yarra and available in hardcopy</i>	144 completed surveys
Written submissions	• <i>Received via email and post</i>	38 submissions

Who did we hear from?

Demographic data was collected via the 144 hard and online copies of the survey. We heard from an even percentage of males (**48%**) and females (**48%**), with 4% selecting *Prefer Not To Say*.

We heard from a good mix of people with different connections to Cremorne. Respondents could select multiple connections to Cremorne in the survey.

Connection to Cremorne	Percentage of respondents
Resident	63%
Property owner	47%
Worker	34%
Visitor	27%
Member of a community group	28%
Business owner	23%

There was a good spread of respondents to the survey across most age groups, the percentages generally align with those who live within Cremorne. However, there was an under representation of the 25-34 age group, and a greater representation of all other age groups.

Age Bracket	2021 Census – Cremorne and Richmond South	Survey Respondents 2023
25-34 years old	32.2%	14%
35-49 years old	23.36%	40%
50-59 years old	9.8%	27%
60-69 years old	6.9%	10%

Separate to the survey, 38 written submissions were received.

Connection to Cremorne	Number
Resident	13 (34%)
Landowner	13 (34%)
Landowner - Strategic Site	6 (15%)
Government Agency	1 (3%)
Community groups	3 (8%)
Other	2 (6%)

What did we hear?

The following is a high level summary of the outcomes of the engagement.

It includes feedback from the:

- Formal contributions such as through surveys and written submissions
- Verbal comments provided in various meetings and pop-ups events.

Detailed comments can be found in in:

- Consultation Findings Report (Chatterbox, February 2023) – which contains the key findings from the 144 surveys and high level summaries of the 38 written submissions and verbal feedback from the Q&A sessions and pop-ups.
- Summary of Written Submissions - more detailed summaries of the 38 written submissions
- Summary of Meetings – summarises the 17 meetings with advisory committees, individuals and Government agencies.

In terms of responses to submissions and next steps, officers are working through detailed responses to the formal contributions and the issues raised. However, officers note that transport and built form (including strategic sites) are the areas that require additional review and an additional stage of engagement with the community.

What we heard	Response and Next steps
Overall	
<ul style="list-style-type: none"> • General support for the UDF but different views on different aspects. • Residents concerned with commercial focus. • Different views depending on whether feedback is from resident / business / developer. 	N/A
Ten Key Moves	
<ul style="list-style-type: none"> • Some level of support for all the key moves. Many were strongly supported. • No one suggested new or additional ones. 	<i>Based on the feedback, no major changes are proposed to the 10 Key Moves.</i>

<ul style="list-style-type: none"> • Two key moves stood out as the most important to respondents by having greater than 60% of respondents having these themes in their top 5: <ul style="list-style-type: none"> – Retain residential neighbourhoods – Reconnect Cremorne with the Yarra River and network of open spaces. • Four moves also ranked high (more than 50% ranking in top 5) - recognising history, changing the road network, improving links to the train stations and promoting Cremorne as an exemplary ESD precinct. 	
Theme 1 – A place to create, innovate and live (Land use)	
<ul style="list-style-type: none"> • Maintaining the residential character was the most important component of this theme, with supporting employment uses the second most important. • This is correlates with the high number of Cremorne residents who filled out the survey compared to workers. • A couple of comments were made suggesting changing the Commercial 2 Zone to allow residential uses to allow a mix of uses and more activity. 	<p><i>No substantive changes anticipated.</i></p> <p><i>The retention of the Commercial 2 Zoning (C2Z) is important to retain important employment uses in the precinct. No changes are proposed to the residential zones.</i></p>
Theme 2 – A leading sustainable and climate resilient precinct (Sustainability)	
<ul style="list-style-type: none"> • Support creating more green spaces, green streets and plantings & requiring green architecture for new buildings. • Residents supported environmental sustainable principles being incorporated in new developments. • Concerns from commercial land owners that net zero carbon not achievable. 	<p><i>Detailed feedback and comments to be reviewed.</i></p> <p><i>No substantive changes are anticipated at this stage.</i></p>
Theme 3 – Connected and accessible Cremorne (Transport)	
<ul style="list-style-type: none"> • Support for active and public transport. • Mixed views on street network changes – some support and some concern. <p><u>Street Network</u></p> <ul style="list-style-type: none"> • Street changes and closures will impact on residents, visitors and businesses – rat running, traffic congestion and delays. • Suggestions to adopt other traffic management methods such as tolls, rather than street closures and network changes. <p><u>On-street Parking</u></p> <ul style="list-style-type: none"> • Loss of on-street car parking –some concerned about impact on residents, visitors and employees. • Others support removal to improve pedestrian and bicycle options –widening footpaths, new bike lanes. <p><u>Off Street Parking</u></p> <ul style="list-style-type: none"> • Mixed views on changes to parking rates. 	<p><i>Officers to undertake further analysis of proposed changes to the street network and report back to Council.</i></p>

- Reduced rates will reduce traffic congestion but concerns about impacts on on-street parking.

Active and Public Transport

- A desire for more pedestrian and cycling friendly transport options.
- Improve existing footpaths to accommodate all users.
- Suggestions for shared street potential.
- Increase frequency of public transport options.
- Support revitalising stations to encourage the use of public transport.

Hotspot Concept Designs

Hotspot #1 – Kelso Street and Punt Road Intersection

- General support for a pedestrian crossing of Punt Road.
- Comments mainly focused on limiting traffic access to Kelso Street and parking impacts.
- Concerns about support from the Department of Transport.

Officers to undertake further analysis of proposed changes to the street network and report to Council.

Hotspot #2 – Cremorne Street and Kelso Street Intersection

- Concern from local residents about potential negative impacts including increased rat running in smaller streets and lack of access.

Hotspot #3 – Cremorne Street and Swan Street Intersection

- Received the most survey feedback.
- Generally supported the need for pedestrian priority (e.g. via a scramble crossing) and more public space in this area.
- Some operational concerns around trams.

Hotspot #4 – Balmain Street Plaza (west of the underpass)

- Recognised as having a speeding and pedestrian safety issues.
- Support to improve pedestrianisation of this area.
- Residents raised concerns about trucks in Gwynne and Munro Streets accessing the Rosella site.

Hotspot #5 – Balmain Street and Church Street Intersection

- Concerns about making Cotter Street one way and removal of car parking.
- Support for streetscape improvements to Church Street.
- Some operational concerns around trams.

Theme 4 – Spaces for people (Open Space and Public Realm)

- Appears to be general support for the proposals in the UDF.
- Suggested a range of open space formats – not just parks and playgrounds.
- Suggested a number of additional locations. Mixed views about opportunities to close roads for open space.

Detailed feedback and comments are being reviewed.

No substantive changes are anticipated at this stage.

<ul style="list-style-type: none"> • Support the potential use of government and private land for open space. • Support improving connections with the river and adjacent open space. 	
Theme 5 – Quality design that builds on precinct identity (Built Form)	
<ul style="list-style-type: none"> • Residents expressed concerns about the scale of commercial development and impacts on neighbourhood character. • Developers provided site specific responses – mostly concerned about building heights and street wall heights. <p><u>Heights</u></p> <ul style="list-style-type: none"> • Residents - concerned about overshadowing residential areas and residential properties in C2Z. Support lower heights e.g five storeys. • Developers / landowners - heights increased in line with recent development approvals. Various suggestions for sites. <p><u>Overshadowing of footpaths</u></p> <ul style="list-style-type: none"> • Support setbacks to avoid wind tunnels. • Mixed support for overshadowing –especially the proposal for it as a mandatory control. <p><u>Heritage</u></p> <ul style="list-style-type: none"> • General support for sensitive redevelopment of heritage buildings. • Heritage controls should apply to surrounding properties. <p><u>Implementation</u></p> <ul style="list-style-type: none"> • Developers support for discretionary controls. • Interim planning controls not supported by most submitters with development interests. 	<p><i>Officers to review feedback and site specific submissions in detail and undertake additional testing as required.</i></p>
Precinct Visions	
<ul style="list-style-type: none"> • Limited specific feedback was provided on the three proposed precinct visions. • Most submissions instead commented on broader issues e.g. street network, building heights. 	<p><i>Officers will review to ensure consistency with any other changes proposed to the plan.</i></p>
Strategic Sites	
<ul style="list-style-type: none"> • Received submissions from strategic site owners (Bryant and May x2 and the Rosella Complex x 3). • Most support the identification of their sites as a strategic site and exclusion from built form requirements. • Mixed views on the proposed design objectives for these sites in the UDF. • Other submissions from community members commented on opportunities for the Bendigo Kangan campus, Bryant and May and also the Maltings site. 	<p><i>Review site specific written submissions in detail. Assess next steps and implementation for each strategic site.</i></p>

Additional information

For additional information, see:

- Consultation Findings Report (Chatterbox, February 2023)
- Summary of Written Submissions (March 2023)
- Summary of Meetings (March 2023)

Appendix 1 – Stakeholders contacted

Stakeholders	
Community Groups	<ul style="list-style-type: none"> • Cremorne Inc • Richmond Historical Society • Richmond RAID • Love Richmond 3121 • Streets Alive • Yarra 3121 • Yarra River Keeper and Yarra Climate Change • Collingwood and Abbotsford Residents Association
Government Departments / Agencies	<ul style="list-style-type: none"> • Bendigo Kangan Institute • Department of Education • Department of Transport • Department of Jobs, Precincts and Regions • Heritage Victoria • Melbourne Water • Victorian Aboriginal Heritage Council • VicTrack • Environmental Protection Authority
Service Providers	<ul style="list-style-type: none"> • AGL Gas • Telstra • Transurban • Yarra Trams
Planning consultants active in Cremorne	<ul style="list-style-type: none"> • Pro Urban • Urbis • Debra Butcher Consulting • Contour • Human Habitats • Urban Planning Collective (UpCo) • Pace Developments • Planning Property Partners • Ratio
Local Government	<ul style="list-style-type: none"> • Melbourne City Council • Stonnington City Council
Other	<ul style="list-style-type: none"> • Council Alliance for Sustainable Built Environment (CASBE) • Urban development Institute of Australia • Property Council • Office of the Victorian Government Architect (OVGA) • Planning Institute of Australia – Victoria Branch • Launch Vic • Melbourne Olympic Park Trust • Urban development Institute of Australia
Council Advisory Committees	<ul style="list-style-type: none"> • Active Ageing Advisory Committee • Active Transport Advisory Committee • Business Advisory Group • Disability Advisory Committee

Stakeholders	
	<ul style="list-style-type: none"> • Environment Advisory Committee • Heritage Advisory Committee • Multi-cultural Advisory Group • Yana Ngargna Advisory Group • Yarra Libraries Advisory Committee

Appendix 2 – Engagement activities

Pop-ups and on-line sessions

Activity	Description	Attendees
Pop-up sessions (x3)	<ul style="list-style-type: none"> <i>Bendigo Kangan Institute, Wednesday 23 November 2022, 11am-2pm</i> <i>Church Street Reservice, Sunday 27 November 2022, 12pm-3pm</i> <i>Balmain Street Plaza, Thursday 27 November 2022, 10am-1pm</i> 	105 (approx.)
Online Q&A sessions (x2)	<ul style="list-style-type: none"> <i>Community session, Tuesday 6 December 6-7:30pm</i> 	2
	<ul style="list-style-type: none"> <i>Business, industry and education session, Thursday 8 December 2-3:30pm</i> 	0

Meetings with stakeholders

Stakeholders	Promotion and Engagement Methods
Community Groups	<ul style="list-style-type: none"> <i>Cremorne Community Inc (30/11/22)</i>
Individual Meetings	<ul style="list-style-type: none"> <i>Le Manna & Sons (16/11/22)</i> <i>Cremorne Projects (16/11/22)</i> <i>Resident – Wellington Street (17/11/22)</i> <i>Resident – Punt Road (17/11/22)</i> <i>Resident – Cubitt Street (23/11/22)</i> <i>Residents – Blanche Street (01/12/22)</i> <i>Business owner – Blanche Street (07/12/22)</i>
Advisory Committees	<ul style="list-style-type: none"> <i>Business Advisory Committee (03/11/22)</i> <i>Heritage Advisory Committee (17/11/22)</i> <i>Environmental Advisory Committee (22/11/22)</i> <i>Disability Advisory Committee and Active Ageing Committee (29/11/22)</i>
Government Agencies	<ul style="list-style-type: none"> <i>Department of Transport (DoT) (14/12/22 and 02/12/22)</i> <i>Yarra Trams (06/12/22)</i> <i>Department of Education and Training (DET) (30/11/22)</i> <i>Department of Jobs Precinct and Regions (DJPR) (05/12/22)</i> <i>Bendigo Kangan Institute (BKI) (14/12/22)</i>

Appendix 3 – Visibility of the project

Activity	Details	Audience	Timing	Result
Your Say Yarra (YSY) page	<p>Landing page for all online engagement. Provided information on the purpose of the consultation and how to provide feedback.</p> <p>The page also provided details on the Pop-Up event, how to request an interpreter and how to contact the project team directly.</p> <p>The survey to provide feedback was also located on this page.</p>	The whole Yarra community could access this page.	The page was published at 9am on Monday 7 November. It is still available but is no longer open for feedback.	<p>Views (The number of times the page was seen): 3,149</p> <p>Visitors (The number of unique people that saw the page.) 1,580</p> <p>Contributors (The number of people who filled out a survey online.): 142</p>
Letter mailout	An addressed letter was delivered to all residents, non-resident owners and businesses in the areas around Charlotte Street notifying them of the road closure for the Pop-Up event.	Approx 2,807 local residents and businesses in the area.	Letters were delivered on 9 - 10 November 2022.	155 QR code usages (across all postcards, letters and corflute poster outputs)
Postcard mailout	A postcard detailing the consultation and the pop-up events was mailed to residents and businesses in the area.	Approx 2,087 local residents and businesses in the area.	Postcards were delivered on 17 – 18 November 2022.	155 QR code usages (across all postcards, letters and corflute poster outputs)
Letters to specific landowners affected by changes at Council				
Social media (paid traffic ads)	Traffic ads were run targeting Cremorne and the surrounding area.	Cremorne and surrounding area.	Friday 11 November to Friday 9 December 2022.	<p>Reached 9,731 people targeting the area of Cremorne</p> <p>261 clicks through to Your Say Yarra page</p>
Social media posts – Facebook,	Social posts advertising the consultation and pop	Social media followers.	Monday 7 November to	Reach of approximately

Activity	Details	Audience	Timing	Result
Instagram and LinkedIn	ups with links back to the Your Say Yarra page		Monday 5 December 2022	4,700 people across 5 posts
Various Council email newsletters	Direct contact through email newsletters linking back to the Your Say Yarra page	Subscribers of Council email newsletters	Monday 7 November to Friday 9 December 2022	Reach of approximately 15,546 people across 6 email newsletters