

Colin Hunter



Welcome and introduction

Mayor Phillip Vlahogiannis



Council's dilemma

Bruce Phillips



Your task

Max Hardy



Expectations

- Exciting opportunity to do the deep dive!
- Learn as much as you can.
- Understand your own assumptions and allow them to be challenged.
- Diversity is good - listen and acknowledge different perspectives.
- Make sure you give us feedback and write down your questions (**BRIGHT PINK sheets**)
- Focus energy on the questions to be answered - easy to go down rabbit holes that may not help you... Help us stick to the timeframe.



Guidelines

- Panel members are to develop your recommendations **with** Council, not just for Council – so conversations and interactions with Council officers is really important.
- Take into account reports from focus groups and other relevant sources
- Workbooks - room for notes along the way and between meetings.
- Space to write down your thoughts or things that concern or excite you.



The central question to be answered:

How might Council make the most of its limited planning controls to best serve the City of Yarra?



Activity #1

→ Mapping what matters



Questions

1. What do you most love about Yarra? (orange sheet)
2. What recent changes in Yarra are you pleased about? (blue sheet)
3. What recent changes in Yarra concern you? (grey sheet)

Take some time to answer these questions individually, then share your answers with your table group.

Use the coloured sheets included in your folder to record your answers.

Your table support has more sheets if you need them.



BREAK

(morning tea, 20 minutes)



Report back

'Theme Team' comments on the clusters of responses

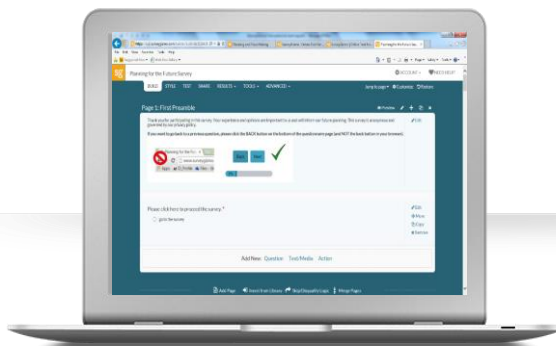


Community Attitudes: 2015 Householder Survey

Malcolm McCall, Coordinator Social Policy



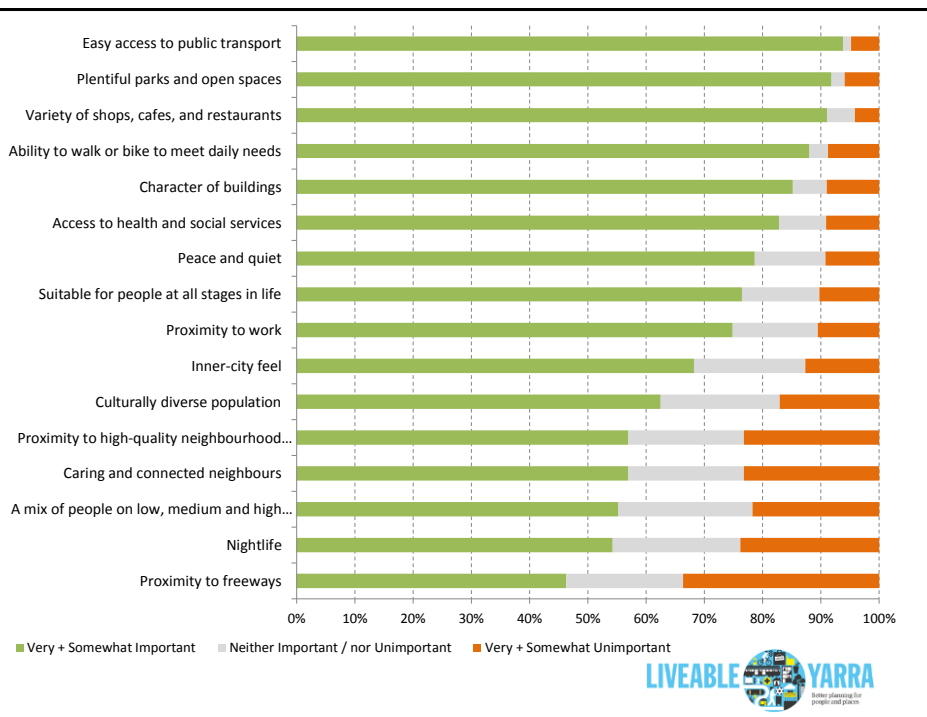
1. Representative sample
2. Establish a baseline
 - a) attitudes
 - b) beliefs
 - c) behaviours
3. Point of comparison

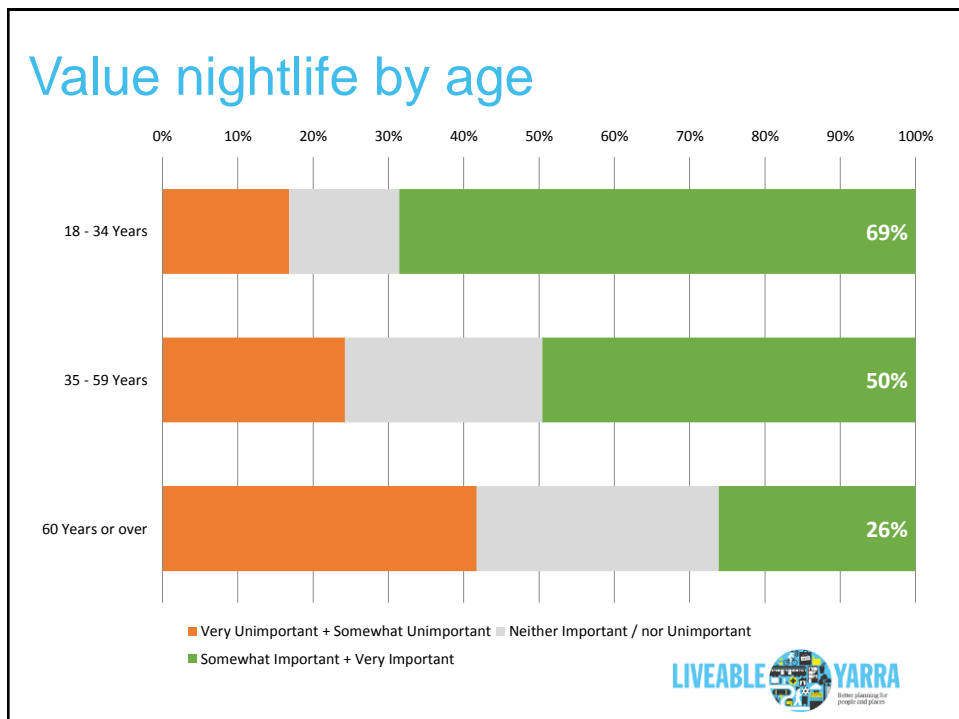
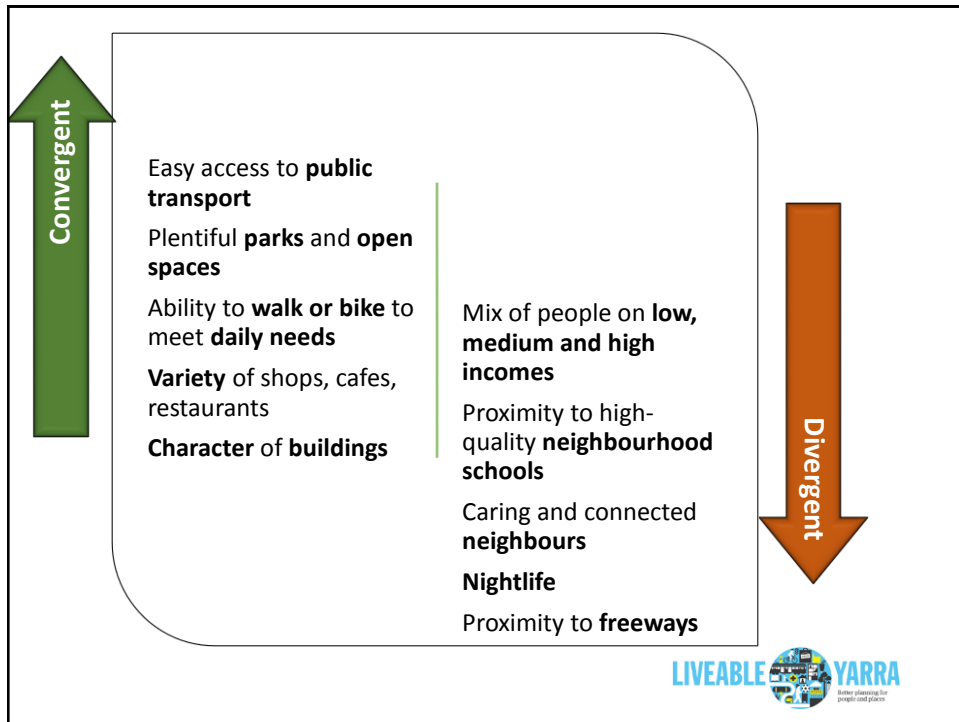


www.yarracity.vic.gov.au/futureyarra



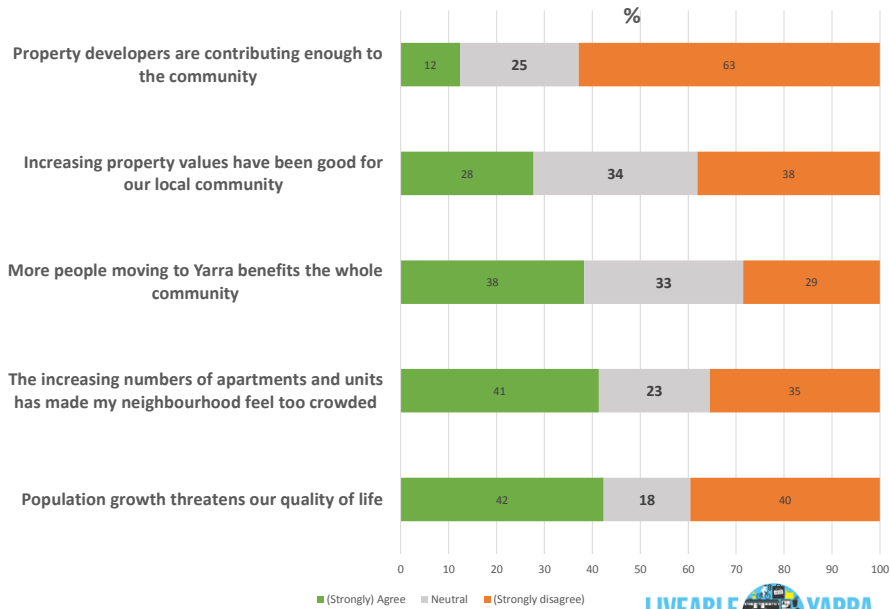
What do people value in a neighbourhood?



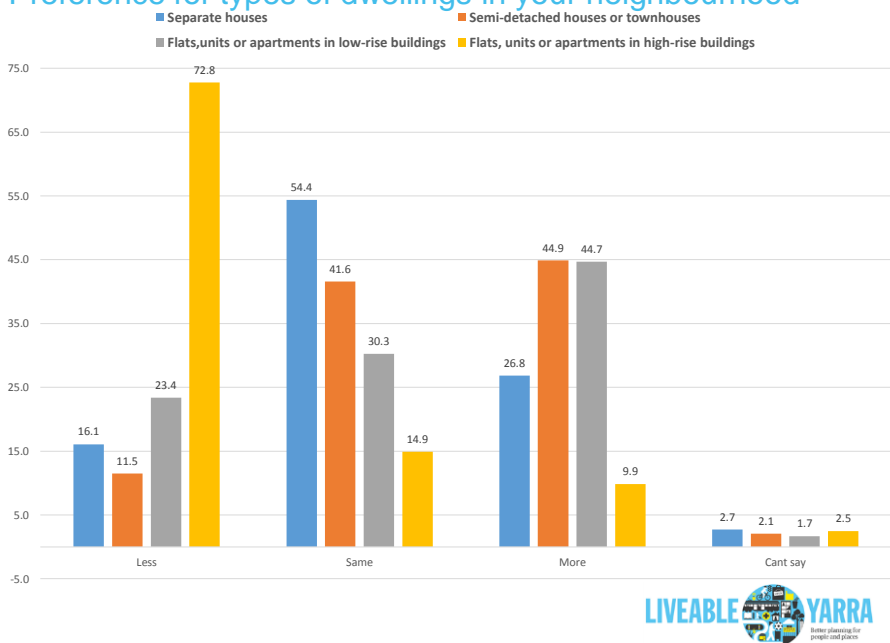




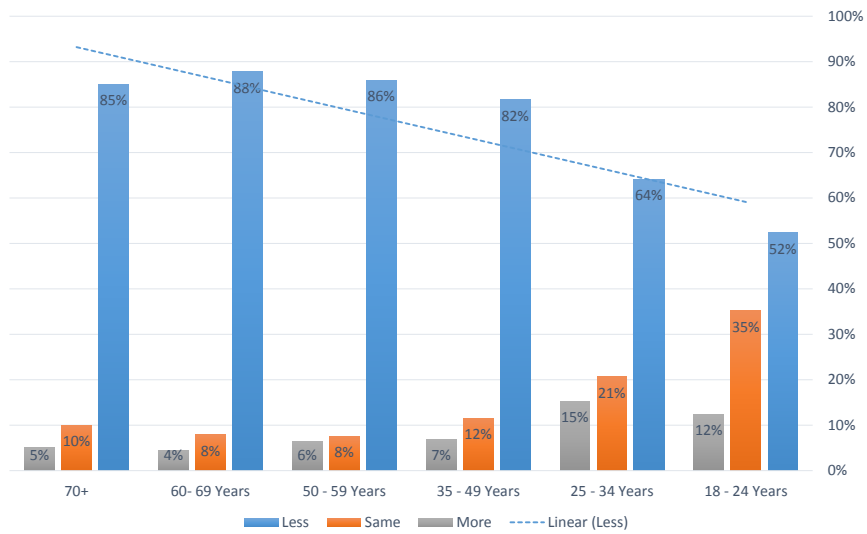
Growth and change in the City of Yarra



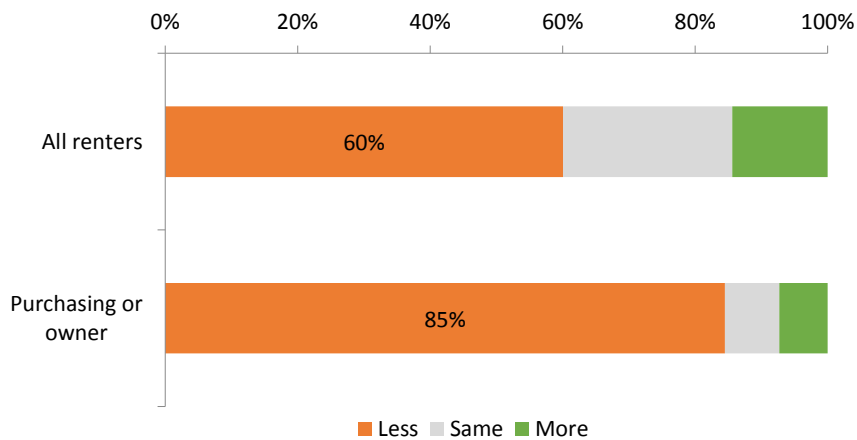
Preference for types of dwellings in your neighbourhood



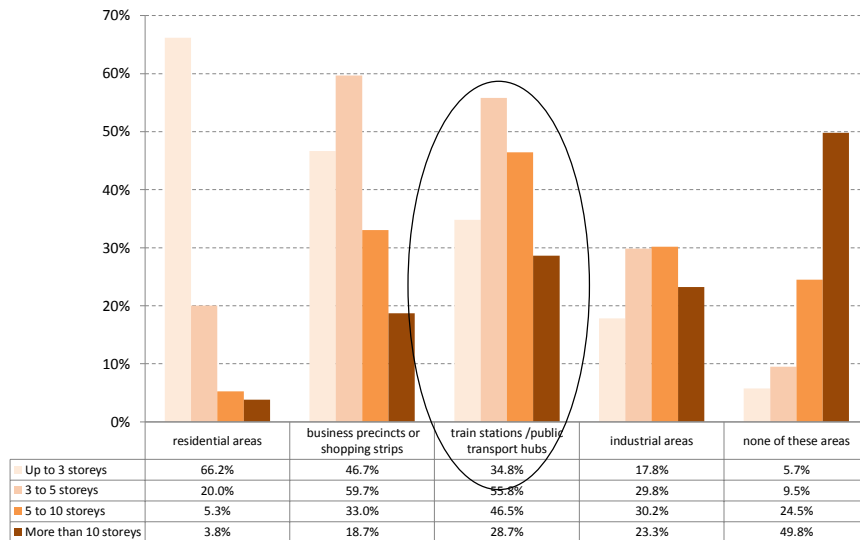
Preference for high rise dwelling



Preference for high-rise apartment by household tenure



Locational preference for building heights



Nominate a building you like/dislike

Like		Dislike	
(new) Dimmies	45	Apartment in General	57
Jacques	23	Apartments Near Vic Gardens	50
Carlton Library	14	(new) Dimmies	25
Channel 9	11	Cheese Grater	24
48 Easy Street	10	Smith and Co	23
Cnr Nicholson/Gipps	8	Other Apartments	179
Collingwood Silos	8	New Public Housing (Brunswick Street)	10
Other	271	Public Housing Estates	16
None	158	None	69

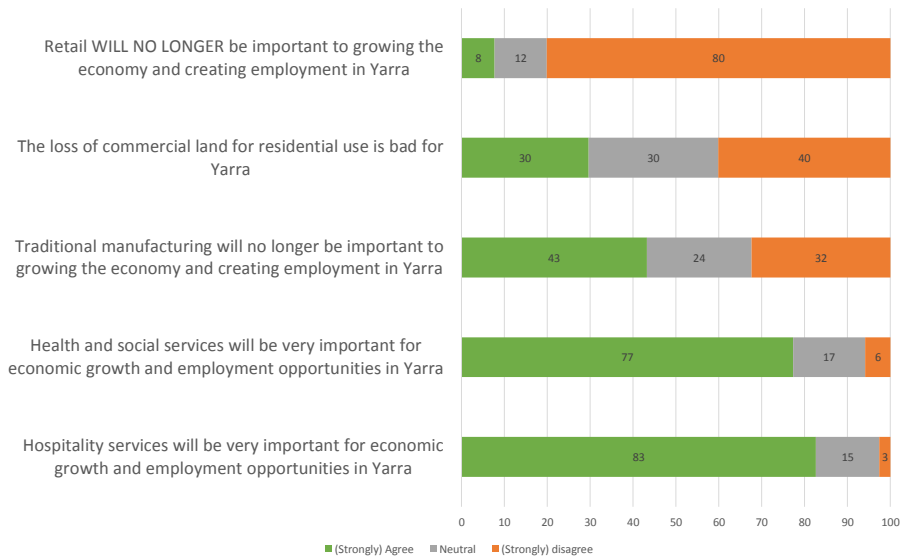




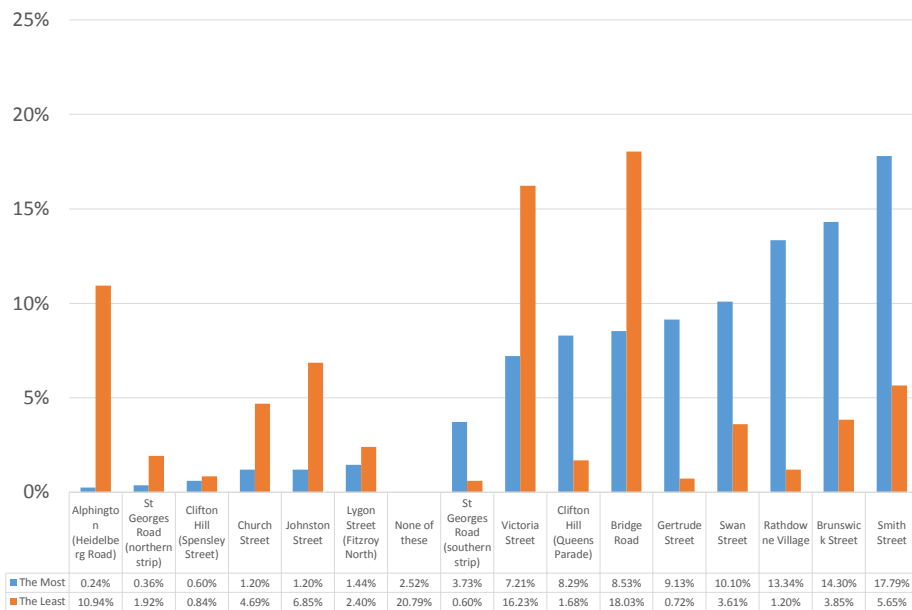
Business & Employment



Local services, economy and employment



Which centre do you like most and least



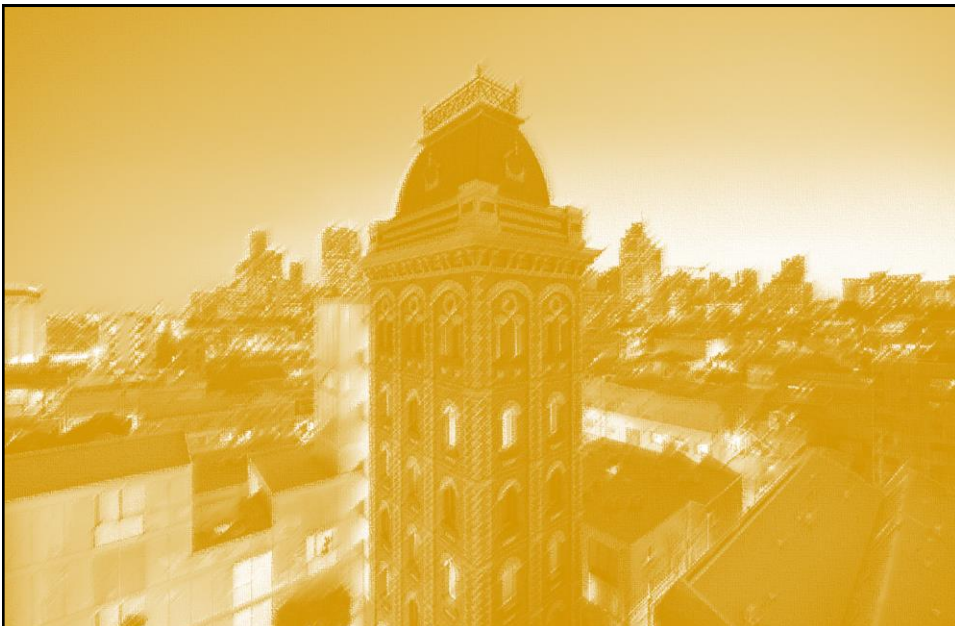
Nominated like/dislike in a centre

Like	Dislike
Mix of shops	Poor mix shops/restaurants
Cafes/Restaurants	Bad car access/parking
Good vibe	Safety
Proximity	Drugs
Nightlife/Bars/Clubs	Dirty/run down
Built form/character	Distance/accessability
PT accessible	Lack of vitality
Pedestrian friendly	Pedestrian UNFRIENDLY
Parks	Too crowded/visitors
Library	Expensive
Car access/parking	Drunks
Feels safe	Super tram stop



	Mix of Shops	Café/ Restaurant	Good vibe	Live close	Nightlife/ Bars/ Pubs	Built form/ Character	Access by PT	Pedestrian Friendly	Park	Library	Access by Car/ parking	Feels safe	Likes the Most
Alphington (Heidelberg Road)	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
St Georges Road (southern strip)	78.0%	46.1%	12.0%	33.9%	6.6%	0.0%	13.7%	1.5%	26.1%	19.1%	0.0%	1.5%	3.7%
St Georges Road (northern strip)	0.0%	0.0%	0.0%	28.4%	0.0%	38.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Brunswick Street	69.9%	65.4%	37.7%	8.5%	28.6%	11.2%	3.5%	3.5%	0.0%	0.0%	2.8%	2.1%	14.3%
Smith Street	66.8%	61.5%	45.2%	8.2%	15.8%	2.9%	5.5%	0.7%	0.0%	0.0%	2.2%	1.5%	17.8%
Victoria Street	51.3%	65.2%	17.4%	11.3%	0.8%	0.0%	7.9%	0.0%	0.0%	0.0%	3.8%	0.0%	7.2%
Church Street	56.3%	93.5%	63.3%	3.0%	35.2%	0.0%	3.0%	0.0%	3.5%	0.0%	0.0%	0.0%	1.2%
Johnston Street	13.3%	33.4%	13.4%	0.0%	43.2%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Clifton Hill (Queens Parade)	74.4%	45.8%	37.5%	9.2%	1.3%	15.2%	1.3%	4.1%	0.0%	0.0%	7.7%	0.6%	8.3%
Clifton Hill (Spensley Street)	11.2%	11.2%	100.0%	11.2%	60.7%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	0.6%
Lygon Street (Fitzroy North)	40.8%	63.9%	39.8%	6.8%	3.8%	0.0%	3.8%	0.0%	8.9%	0.0%	8.9%	0.0%	1.4%
Rathdowne Village	52.3%	49.2%	50.5%	19.1%	11.8%	20.9%	2.7%	15.4%	26.0%	17.9%	4.9%	1.2%	13.3%
Gertrude Street	72.0%	69.8%	38.2%	9.5%	10.5%	35.4%	6.5%	17.7%	0.0%	0.0%	0.9%	2.3%	9.1%
Bridge Road	64.9%	62.5%	6.6%	30.6%	10.9%	0.9%	11.0%	2.9%	0.0%	0.0%	2.4%	2.8%	8.5%
Swan Street	59.7%	65.1%	22.6%	14.1%	30.2%	10.3%	10.2%	2.0%	0.5%	0.5%	0.8%	1.1%	10.1%
ALL	61.1%	58.5%	33.3%	13.3%	15.0%	10.4%	5.8%	5.0%	4.6%	3.0%	2.9%	1.4%	

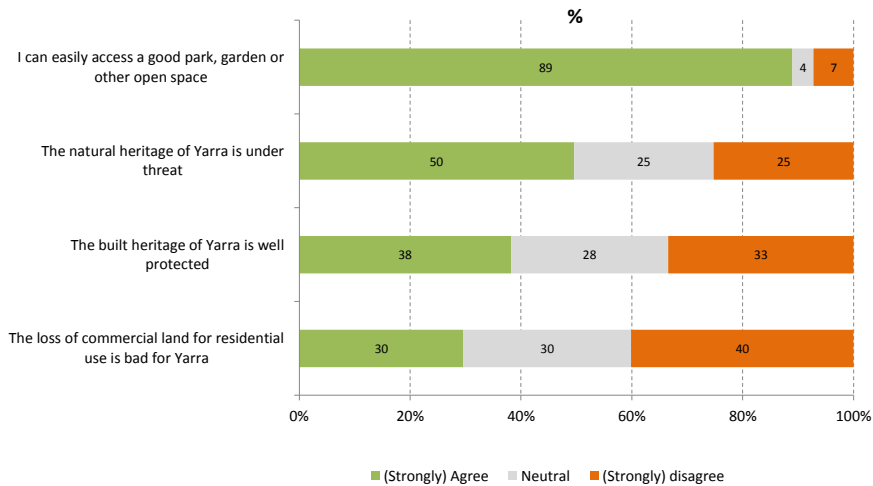
	Poor Mix of Shops/ Restaurants	Traffic/ Parking	Safety	Drugs	Dirty/run down	Too Far away/ Not accessible	Lack of Vitality	Poor Pedestrian Environ.	Too Crowded /Visitors	Expensive	Drunks	Super Tram Stop	Likes the Least
Alphington (Heidelberg Road)	27.9%	14.5%	0.0%	0.0%	2.1%	42.6%	15.6%	12.6%	0.0%	0.0%	0.0%	0.0%	10.9%
St Georges Road (southern strip)	19.5%	57.5%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.6%
St Georges Road (northern strip)	14.8%	10.3%	0.0%	0.0%	16.5%	60.2%	7.2%	7.3%	0.0%	0.0%	0.0%	0.0%	1.9%
Brunswick Street	24.3%	24.7%	2.3%	0.0%	9.1%	0.0%	4.3%	11.7%	28.2%	2.3%	7.4%	0.0%	3.8%
Smith Street	6.0%	6.8%	40.6%	20.7%	36.3%	1.7%	1.1%	4.0%	4.2%	0.9%	3.8%	0.0%	5.6%
Victoria Street	4.3%	21.8%	39.9%	49.9%	28.6%	1.2%	1.2%	1.4%	3.8%	0.0%	0.0%	0.0%	16.2%
Church Street	19.9%	39.5%	0.0%	0.0%	0.0%	18.5%	9.1%	9.1%	4.9%	8.7%	0.0%	0.0%	4.7%
Johnston Street	24.4%	44.7%	9.2%	0.0%	26.2%	1.7%	22.8%	34.1%	3.1%	0.0%	0.0%	0.0%	6.9%
Clifton Hill (Queens Parade)	14.9%	5.2%	0.0%	0.0%	0.0%	10.5%	28.3%	12.3%	0.0%	10.5%	0.0%	0.0%	1.7%
Clifton Hill (Spensley Street)	58.7%	0.0%	0.0%	0.0%	0.0%	26.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Lygon Street (Fitzroy North)	10.7%	25.2%	0.0%	0.0%	0.0%	17.0%	10.7%	3.1%	41.1%	21.9%	0.0%	0.0%	2.4%
Rathdowne Village	17.2%	0.0%	0.0%	0.0%	0.0%	32.8%	3.9%	0.0%	0.0%	3.3%	0.0%	0.0%	1.2%
Gertrude Street	0.0%	8.0%	27.7%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	10.8%	18.5%	0.0%	0.7%
Bridge Road	61.2%	30.9%	1.1%	1.1%	2.5%	3.6%	26.2%	7.4%	8.4%	0.5%	0.0%	5.7%	18.0%
Swan Street	10.6%	26.8%	13.3%	5.5%	8.2%	29.6%	0.0%	4.7%	5.6%	1.5%	25.3%	0.0%	3.6%
ALL	19.1%	18.5%	11.2%	11.1%	10.4%	9.4%	9.0%	6.4%	5.0%	1.5%	1.5%	0.9%	



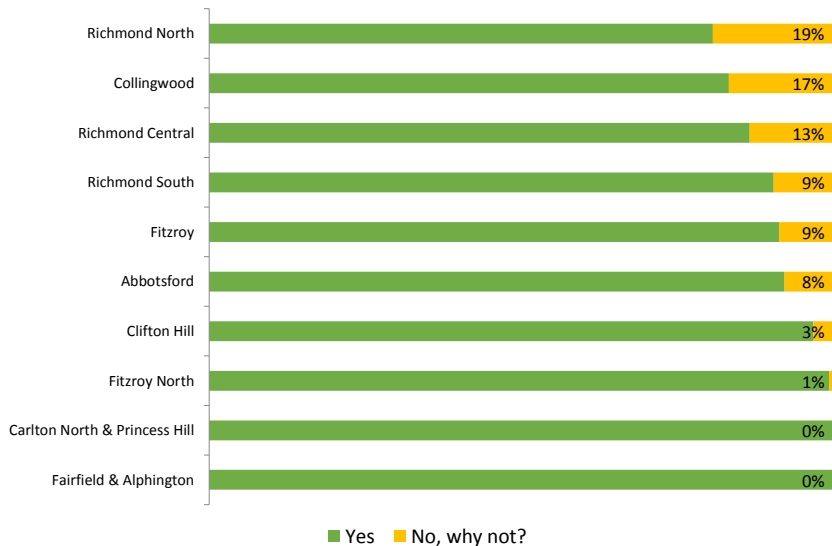
Built form & natural environment



Land use and natural environment



Access park/reserve meets your needs



Dislike about park/reserve

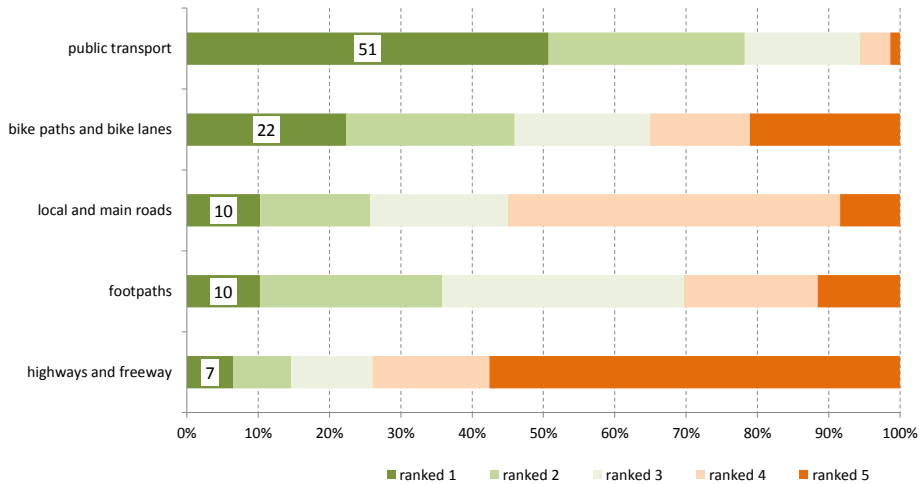
	Richmond North	Collingwood	Richmond Central	Richmond South	Fitzroy	Abbotsford	Clifton Hill	Fitzroy North	All
Not Close	11.1%	46.2%	36.4%	50.0%	41.7%	50.0%	33.3%	0.0%	36.8%
Dogs Not Allowed/Not suitable for Dogs	11.1%	0.0%	18.2%	0.0%	33.3%	25.0%	0.0%	0.0%	14.0%
Too Small	22.2%	30.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%
Poor Quality/Maintenance	22.2%	7.7%	0.0%	25.0%	8.3%	0.0%	0.0%	0.0%	8.8%
Dogs Allowed	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	100.0%	7.0%
Active Rather Than Passive	11.1%	0.0%	18.2%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%
Not Safe	0.0%	7.7%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	3.5%
No Exercise Equipment	0.0%	7.7%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
No Public Toilet	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	1.8%



Access & Movement



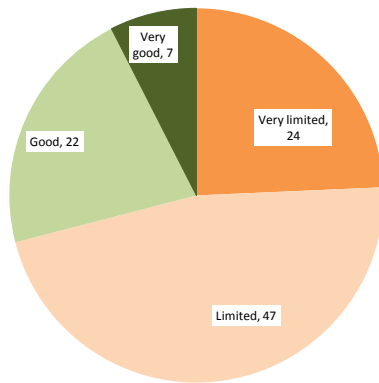
Ranking resources for transport planning/funding



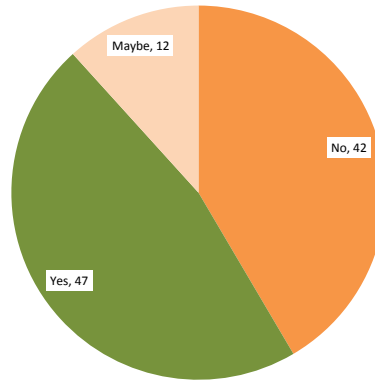
Knowledge of Planning

Knowledge of planning

How would you rate your own knowledge of how land use planning works in Victoria?



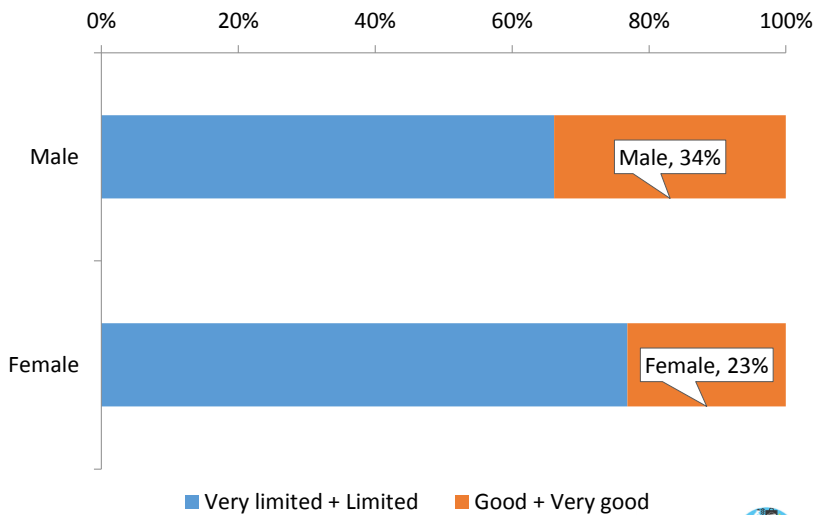
Have you ever heard of Plan Melbourne (a Victorian government planning strategy)?



%



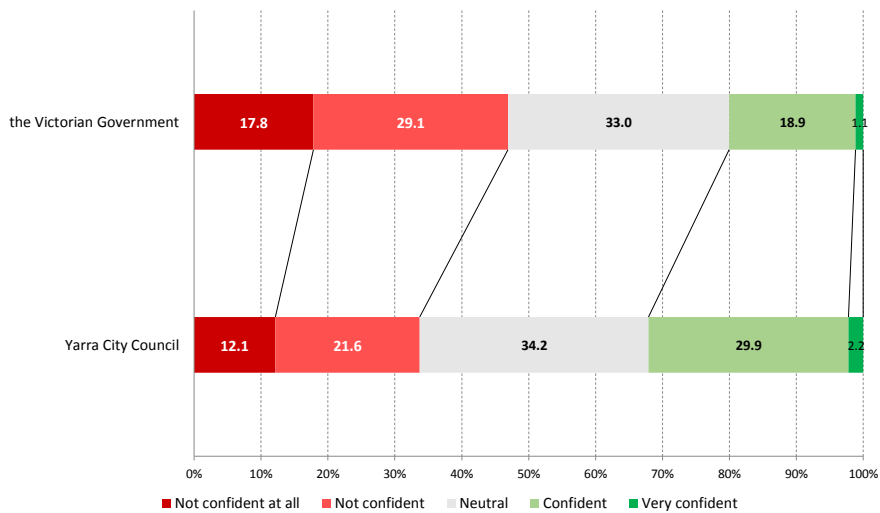
Knowledge of how land use planning works in Victoria



■ Very limited + Limited ■ Good + Very good



Confidence in land use planning



People & housing

Liz Brant

Strategic Planner



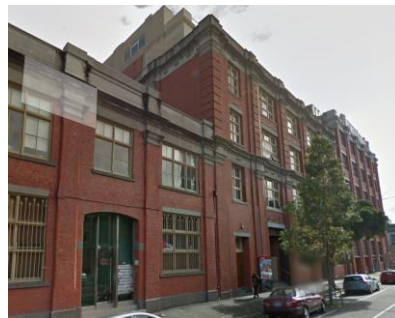
Change through time

- Settlement: 1840-1920
- Overcrowding and slum clearance: 1920-1960
- Population decline: 1960-1990
- Gentrification: 1990-2015



Recent Influences & Trends

- Population growth & demographic change
- Increasing demand for apartment living
- Heritage controls
- Location and type of growth across the municipality



Issues and challenges

Location of growth

- What makes a site or precinct suitable for housing?
- Where should new housing go or not go?
- Would you prefer to see housing in particular parts of an activity centre, or see a mix of uses throughout?
- Should we expand any of our existing activity centres or mixed use precincts?



Issues and challenges

Design, quality and diversity of housing

- What factors are most important about the design of apartments and diversity of housing?



Issues and challenges

Affordability

- What could planning do to make housing more affordable?

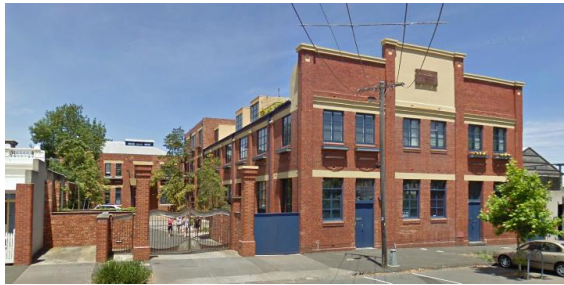


Issues and challenges

Infrastructure to support growth

- What infrastructure and facilities are important to make a neighbourhood liveable?
- Would you be comfortable with additional housing if it also meant new infrastructure?





Business & employment

Liz Mackevicius
Research and Policy Co-ordinator

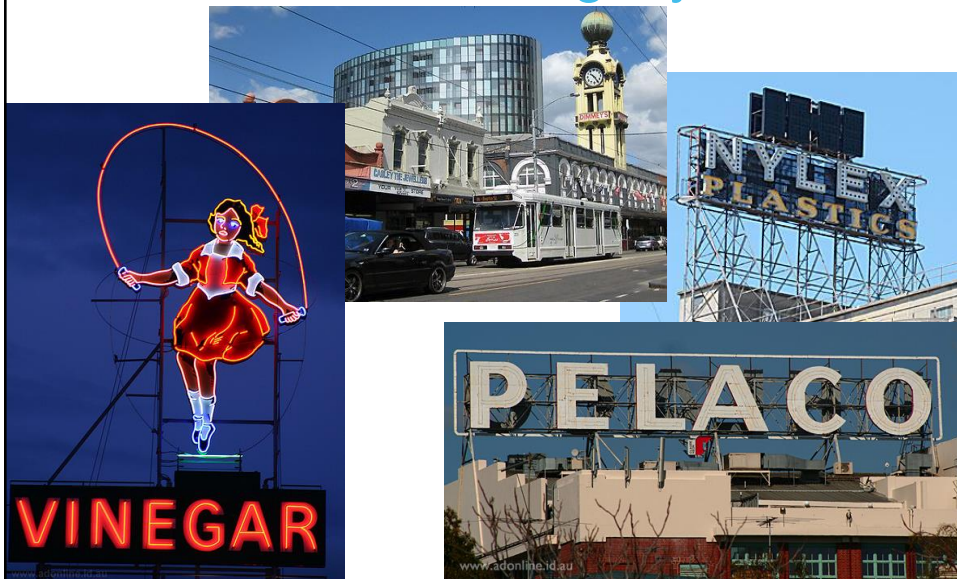


Economic change in Yarra

- Early economic development
- Industrial and manufacturing legacy
- Economic change and impacts
- Recent trends



Yarra's industrial legacy



Economic change in Yarra

- Early economic development
- Industrial and manufacturing legacy
- Economic change and impacts
- Recent trends



Current key industries

- Health care
- Professional and creative services
- Retail
- Food and accommodation
- Manufacturing





Current key industries

- Health care
- Professional and creative services
- Retail
- Food and accommodation
- Manufacturing

Questions...

1. How can we capture the opportunities of the growing **health sector**?
2. Should **urban makers** be supported? How?
3. How could we support Yarra's **retail precincts** in a competitive and evolving environment?
4. Should Council play a role in supporting in the **knowledge economy**?
5. What should council do to support Yarra's **home based businesses**?
6. How should we balance ongoing pressure from the strong growth in **housing**?



The built environment

David Morison
Urban Designer



The built environment



Change through time



Change through time



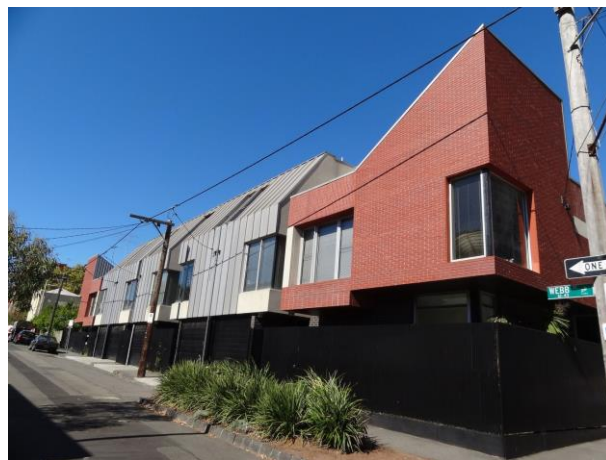
Change through time



Change through time



Change through time



Change through time



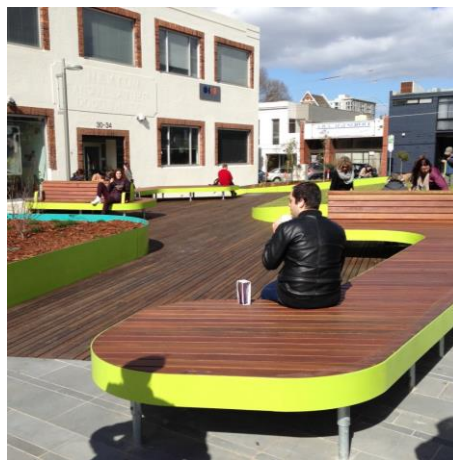
Change through time



Change through time



Change through time



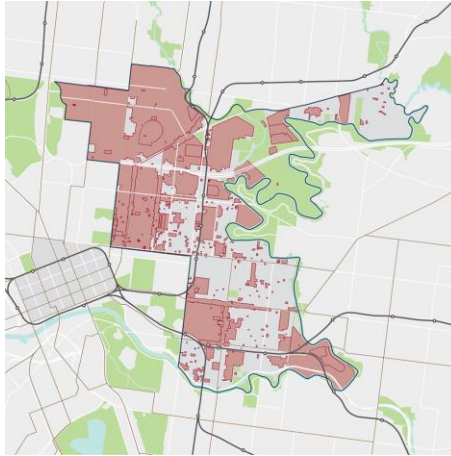
Change through time



Influences



Influences



Influences



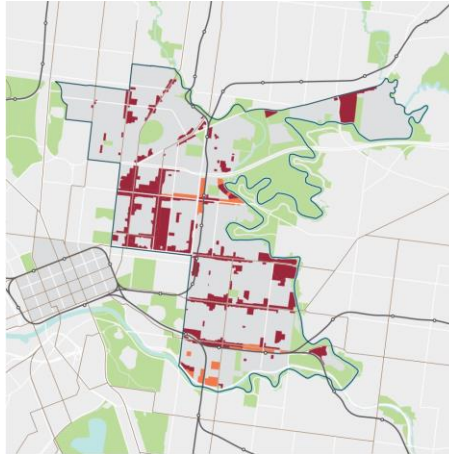
Influences



Future challenges



Future challenges



Key

- Activity centres and former industrial areas
- Locations identified in adopted and exhibited Council plans where planning provisions could be changed to allow for more intensive development



Future challenges

Responding to place

- How can design be more responsive to place?



Future challenges

Urban form

- What urban form is appropriate for an inner-city municipality?



Future challenges

Street life and public space

- How does the design of new development contribute to street life and public space?



Future challenges

Interfaces

- How should development respond to the surrounding built environment?



Future challenges

Heritage

- How should redevelopment respond to the value and extent of heritage in a specific place





Access & movement

Simon Exon

Manager Strategic Transport







Space to accommodate movement in Yarra is finite...

Smith Street through the ages...



1900



1960's



1990's



2015

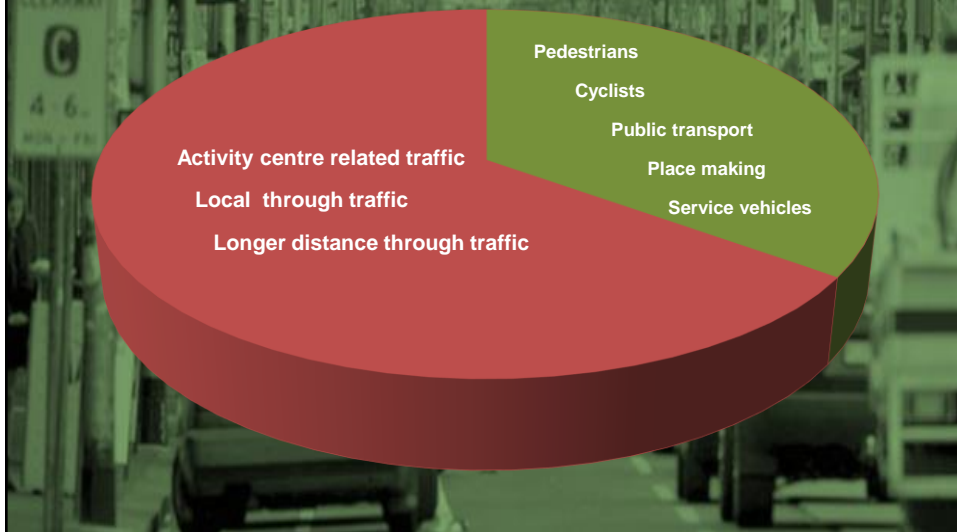
Policy context



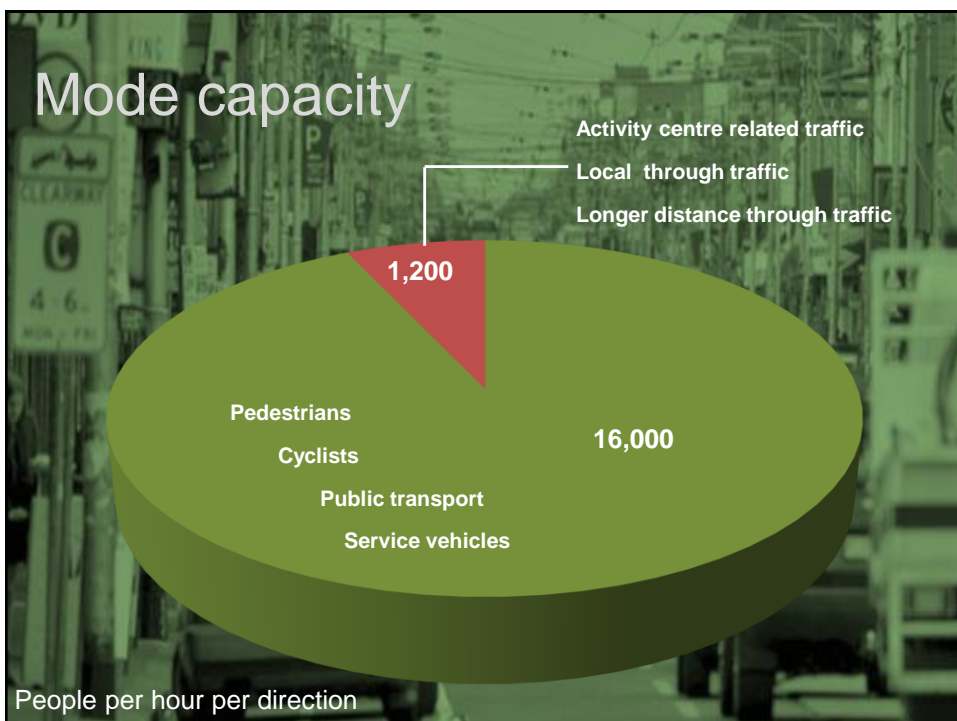
How is Yarra's street space currently utilised?



How is Yarra's street space currently utilised?

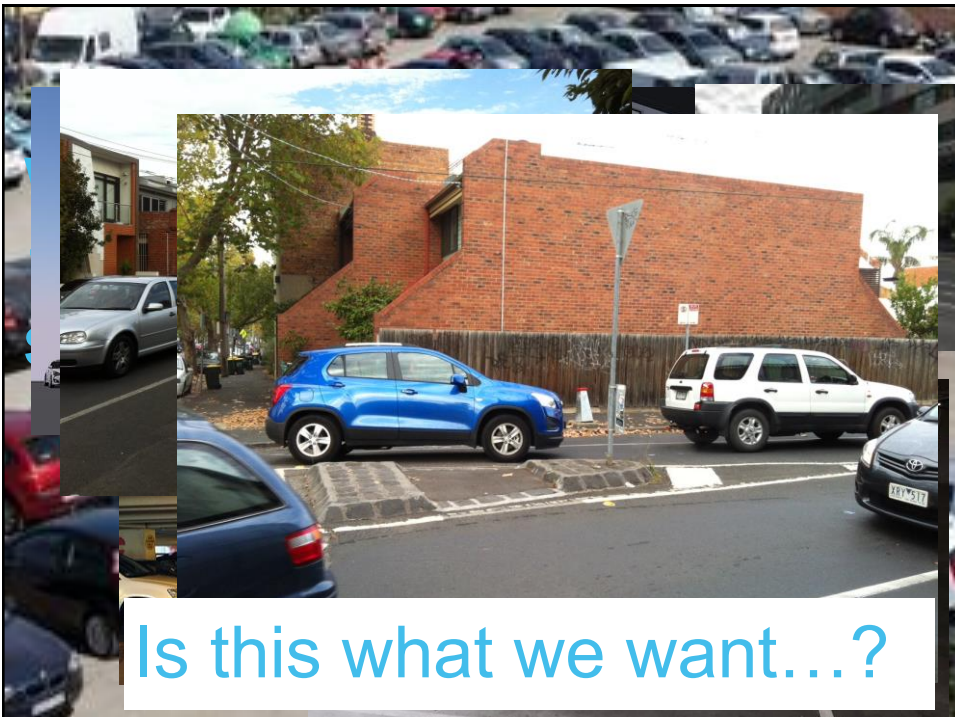


Mode capacity



Transport planning and the boiling frog metaphor

"The Boiling Frog story is often used as a metaphor for the inability of people to react to significant changes that occur gradually or to events which have become commonplace."



Is this what we want...?

Over to you

- Do you think existing approaches are effective...?
- What needs to change...?
- What does a successful transport system look like to you...?
- What aspects of other cities can we deploy in Yarra..?



Activity #2

→ Deliberation



Questions

At your tables:

1. Share your thoughts on what you've learned (yellow sheet)
2. Identify the most important questions you have for the presenters (pink sheet)
3. Develop other questions or suggestions about ways that Council might best support you at the next forum (green sheet)



Responses to questions



Wrap up

Max Hardy



Next steps, and homework

Max Hardy



THANK YOU!

See you back here on
Saturday, August 22nd, 9am-1pm



