PMP Printing Site

Engagement Report – Phase 1

VPa
Victorian Planning Authority

CONTENTS

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1 Introduction

The VPA's commitment to community engagement

The Victorian Planning Authority (VPA) is committed to undertaking robust and comprehensive engagement with community and other stakeholders on our projects. In order to achieve its vision to plan great places, the VPA commits to "consulting with the state's communities to ensure that they are actively engaged in planning for urban areas".

Project background

The VPA is working in conjunction with Monash City Council to develop a Comprehensive Development Plan (CDP) and Development Contributions Plan (DCP) that will facilitate the renewal of the PMP Printing site for mixed use development over the long term.

Located 18km from Melbourne's CBD, PMP Printing is a 10 hectare site located on Browns Road, Clayton. It is currently used for manufacturing, specifically printing production. The site is recognised by the State Government as being within the Monash National Employment and Innovation Cluster. The Monash City Council Industrial Land Use Strategy (2014) also identified the future potential for this site to be rezoned for non-industrial activities.

The tenants of the site have now chosen to relocate their business and this has opened the opportunity for the site to be reimagined. The identified opportunities for the site include:

- new housing choice - to support a growing and diverse community;
- new employment opportunities – to increase the range and type jobs in the local area;
- new local parks – to deliver green spaces for existing and future residents; and
- new community facilities – to increase the communities access to services

2 Community Engagement - Phase 1

The VPA and Monash City Council are progressing planning for the PMP Printing site and will engage with the community as planning continues. This report shares the outcomes of the first phase of community engagement for this project, referred to throughout this document as "Phase 1".

Objectives of the engagement

The key aims objectives of Phase 1 were to:

- ascertain key opportunities and concerns from community members about the neighbourhood
- consult with local businesses and institutions to ensure they are aware of potential changes and have the chance to input into planning at the site
- increase the community's knowledge about state and local planning processes
- increase the community's knowledge about the planning process for this site
- introduce the Victorian Planning Authority and its role in this project
- differentiate the roles of the VPA and Monash City Council

The process

The renewal of the PMP Printing site will provide an opportunity to improve the community's lived experience of the area. Various engagement methods were used to reach a broad range of community members to seek their views on the challenges of and aspirations for the site.

Project introduction and invitation letter

A letter which included the details of the project and an invitation to register attendance at a community information workshop was sent to approximately 1,500 property owners within both Monash and Kingston City Councils. The invite was sent to all properties within a 500 metre perimeter around the site (see Appendix A).

Community information workshop

A community information workshop was held on Wednesday 2 May to complete Phase 1. The event is outlined further on page 6.

Local business owner/operator meetings

Targeted letters were sent to each business in November 2017, which included a brief introduction of the project and VPA contact details to arrange a meeting. Several landowners where updated about the project over the phone. One local business owner requested a face to face meeting which occurred in April 2018.

3   What we heard

The VPA and Monash City Council hosted a Community Information Workshop for 19 community members on Wednesday 2 May at Clayton Hall between 6.30pm – 8.30pm. The workshop was facilitated by Capire Consulting Group and mandarin translation services were provided by Translating and Interpreting Service (TIS National)

The aim of the workshop was to introduce the PMP Printing project to the community and provide some context about the importance of the site in the state's wider planning vision. Participants were given the opportunity to ask questions following a presentation by both the VPA and Council, before participating in table discussions. (Appendix B).

The feedback collected at the workshop gave insight into the existing challenges in the area, as well as the community's future aspirations for the site. It was identified that the demographics of the area are changing with a shift in recent times resulting in more families and young people moving in.

Generally, there was a desire for a "sense of community" to be fostered within the area and there was concern about how an increase in density might influence this.

The workshop focussed on the following four themes:

- built form and interfaces
- vehicle, cycle and pedestrian movement
- community infrastructure and open space
- opportunities for commercial and retail spaces.

Built form and interfaces

The importance of integrating the renewed site with the surrounding community was raised.

An emphasis was placed on delivering "attractive buildings" to "improve the look of the area" to provide a sense of community. Concerns were shared about overshadowing of tall buildings on existing houses and businesses. It was suggested that keeping building heights to a viable minimum would be the best outcome for this site.

Providing family-sized apartments to accommodate for diverse housing needs was also suggested by a number of participants.

Community infrastructure and open space

The need for more open space in the area was frequently discussed in the workshop. The type and form that the open space should take varied from sporting fields to passive "break out areas" and green space that the whole community could enjoy. There were many mentions of walking paths surrounded by greenery and trees throughout the site.

"Need a space to go for a jog, take the kids and walk the dog".

The provision of a playground for children, BBQs, more street lights around and throughout the site and "benches for people to sit, rest and look around" were common themes at the workshop.

Many participants drew on M-City as an example with retail facilities and community infrastructure. Other requests for a gym, swimming pool and sporting oval were heard. Waverley Park was mentioned as a good example where there is boutique retail and housing surrounding green space.

Participants discussed perceptions of safety and felt this could be improved by keeping the site as open as possible and including lighting along the shop frontages around the precinct.

Commercial and retail

The suggestion of new retail uses on the site were reacted to favourably at the workshop, though participants preferred a 'village feel' with an attractive place to meet including cafés and small 'boutique' retail over larger supermarket chains.

In general, the opportunity for commercial uses within the site was accepted by participants, however there were mixed views about the scale of commercial business. The importance of blending the commercial buildings into the surrounding area was also reinforced.

Vehicle, cycle and pedestrian movement

Comments focussed heavily on the provision of new cycle and pedestrian links, especially to the university and surrounding sites. The north-south and east-west connection through the site was highlighted as important for new cycle and pedestrian links. Direct access through the site for cars, cyclists and pedestrians was also identified as an important feature.

Public Transport

The need for more frequent and reliable public transport in the area was discussed during the workshop. A bus link along Browns Road, as well as public transport connections between the train station and other key destinations was preferred by most participants.

Traffic and Parking

Participants expressed dissatisfaction with the existing traffic conditions around the PMP Printing site and recommended that this planning process should consider how the additional density will affect traffic in Clayton. Some participants mentioned that "LXRA works have already improved traffic congestion" while others thought perhaps lower speed limits and more traffic signalling could contribute to improvements within and around the site.

Other comments

The workshop provided a platform for participants to provide any other comments about the way the current neighbourhood operates. The lack of childcare and day-care facilities was raised. One participant also mentioned that Clayton has "no sense of community".

Questions Raised

A number of questions were raised at the workshop. These questions and the VPA's response are shown in Appendix B of this report.

Local business owner/operator meetings

Businesses along Bendix drive were identified as high priority stakeholders in this project and were given the opportunity to meet with the VPA and Monash City Council to discuss the future of the site. Some businesses chose to provide their feedback over the phone, by email or in person. Comments were generally supportive of the planning process, with questions arising about how this will influence the operation of businesses in the future.

The VPA and Monash City Council have agreed to a request from landowners within Bendix Drive to be included in the planning process for the PMP Printing site.

4   Evaluation of the engagement

Evaluation survey
- Community Information Workshop

Participants were asked to complete an evaluation survey (Appendix C) at the conclusion of the workshop. 8 surveys were completed from the 19 workshop participants, the results are detailed below:

I feel more informed about the PMP Printing project after attending this session

Average score: 4.4/5

I feel like my ideas were heard and recorded properly throughout the course of this evening

Average score: 4.4/5

I understand how I can influence the project as it progresses

Average score: 4.25/5

The details of the event were readily available to me

Average score: 4.4/5

Was there anything we could have done better tonight?

This question received only two responses, both in support of the event. However, the VPA received criticism online from one community member who was unable to attend the event. This prompted the VPA to make other avenues of providing feedback available.

Meeting the engagement objectives

The project team has successfully increased knowledge about state and local planning processes, particularly to do with the PMP Printing site, as supported by the results of the workshop evaluation survey.

The roles of the VPA and Council were clearly defined and this information is available in an ongoing basis on the VPA's website.

The VPA and Council will continue to consult with local businesses and institutions to ensure they are aware of potential future changes and have the chance to provide more feedback.

This engagement report summarises the community's views on the challenges and future opportunities for the PMP Printing site. Where possible, these views will be reflected in a draft plan.

Areas of improvement

The VPA reviews every engagement process it undertakes, to build on success and better future processes.

A review of Phase 1 identified the following area for improvement:

• Allowing more time for the interpreter to be provided with an appropriate level of technical understanding;

• When using language services in the future properly consider the format of the evening, including length of presentation and providing an adequate level of information to the interpreter ahead of time.
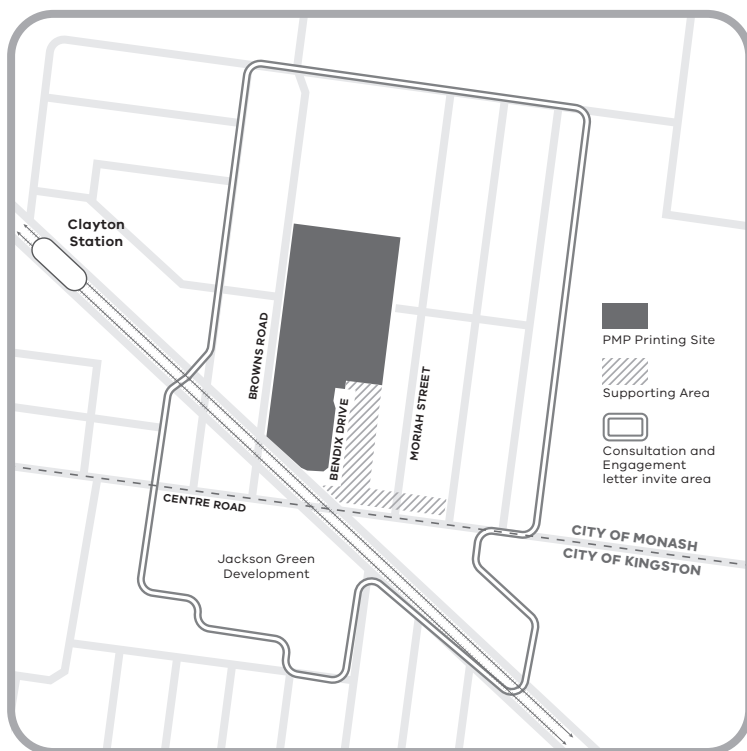
5   Next steps

The VPA is currently preparing a draft plan for stakeholders and community members to provide their feedback on. Following this, Monash City Council will make a decision on whether to exhibit a planning scheme amendment for the PMP Printing site. Community members will be invited to share their views again at this stage in the process. The VPA and Monash City Council will continue to update the community as the project progress.

Pre-planning and project scoping

Background Studies and context

May 2018
Phase 1 community consultation
Community information workshop

Draft plan preparation

Phase 2 community consultation
Community consultation on draft plan

Council and State Agency consultation

Phase 3 community consultation
Public exhibition of plan

Review of submissions

Planning Panel (if required)

Plan finalisation

Submitted for Approval

Completed

6   Appendices

Appendix A: **Mail out area**

Please visit the project webpage for a complete list of Frequently Asked Questions:
https://vpa.vic.gov.au/project/pmp-printing-strategic-site/

Appendix B: **Questions raised & VPA response**

How will this plan impact current and ongoing industrial uses in the area, especially on Bendix Drive?

VPA and Council will meet with the Bendix Drive landowners to discuss the current and future operations for their businesses. Land owner views in Bendix Drive will be taken into account in planning for the PMP Site.

Is this site currently contaminated and how will this be dealt with?

The PMP Printing site has been operating as a printing facility since 1968. Considering this industrial history, it is possible that some areas of the site are contaminated. An Environmental Audit Overlay (EAO) is likely to be placed on the site as part of the rezoning process.

Are there height restrictions on the site and what will they be in the future?

The site is currently zoned for industrial uses and there are currently no height restrictions that apply to the site. The height restrictions and preferred density of the site will respond to the local context and opportunities to provide housing diversity and employment needs.

How many dwellings will be located on the site?

It is likely that the site will incorporate a range of dwelling types from townhouses to apartments and respond to the local context. The number of dwellings is not yet determined but will be included as part of a draft plan for the site.

Do the landowners have their own vision or plan for the site?

The landowners are likely to have completed their own plans to ensure that development of the site is viable. The draft plan under preparation by the VPA and Monash City Council will be formulated following consideration of site layout and context, housing and employment opportunities, transport and road access and community feedback.