

Jacksons Hill Master Plan Phase 1 Community Engagement Report

Appendix 2



Engagement report for interactive map

Released June 2017

About this document

This document forms Appendix 2 of the Jacksons Hill Master Plan Phase 1 Community Engagement Report. The report was prepared by CrowdSpot for the VPA and provides an analysis of the interactive online map component of the Jacksons Hill Master Plan Phase 1 engagement.

Jacksons Hill Master Plan

Community Engagement Project Report

Victorian Planning Authority

Created by CrowdSpot

26 May 2017



Contents

1. Introduction.....	4
2. The Project Map.....	6
3. Participations Data.....	9
4. Submissions.....	10
5. Spatial Distribution of Spots.....	13
6. Whole Site Priorities.....	14
7. Overall Top 10 Spots.....	15
8. Key Themes.....	16
○ Building Use.....	16
○ Access & Movement.....	18
○ Open Space.....	20
9. Report Summary & Recommendations.....	21

May 2017

Disclaimer

This report is provided for information and it does not purport to be complete. While care has been taken to ensure the content in the report is accurate, we cannot guarantee it is without flaw of any kind. There may be errors and omissions or it may not be wholly appropriate for your particular purposes. In addition, the publication is a snapshot in time based on historic information which is liable to change. CrowdSpot accepts no responsibility and disclaims all liability for any error, loss or other consequence, which may arise from you relying on any information contained in this report.

1. Introduction

Background

The Victorian Planning Authority launched the Jacksons Hill Master Plan project map on 28 February 2016. The digital map was open for 4 weeks until 31 March 2017 and allowed the broader Sunbury community to share their future ideas about the existing condition and future direction of the Jacksons Hill site.

Study Area

The overall study area is presented in Figure 1. The primary study area is outlined red in Figure 1, which includes key sites such as the former Victoria University campus, the existing Boilerhouse Theatre Company. The buildings south of Circular Drive and west of Boilerhouse Road represent the Sunbury & Macedon Ranges Specialist School (SMRSS) and Sunbury Primary School.

It is important to understand the study area within the context of the current Jacksons Hill Land Use Controls, which is presented on Figure 2 on the following page. The study area is divided mainly between the Western side as Public Use Zone (Education) and the Eastern side as a Comprehensive Development Zone.

Figure 1 – Project Study Area

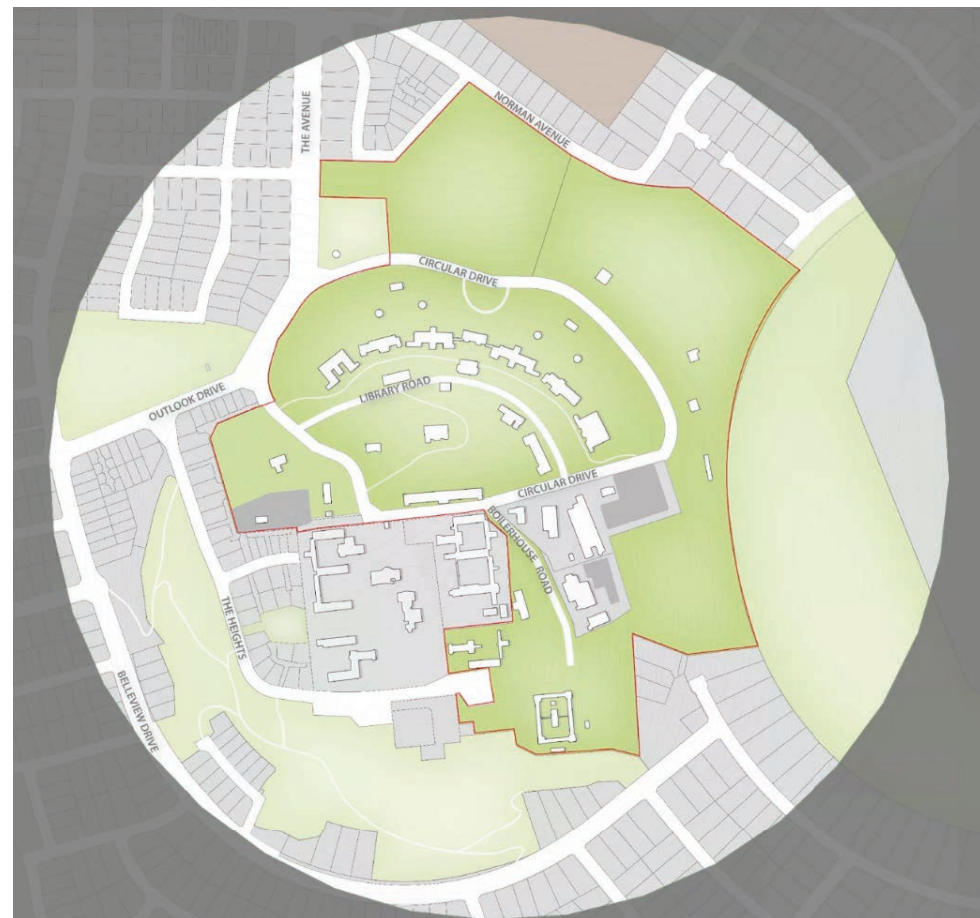
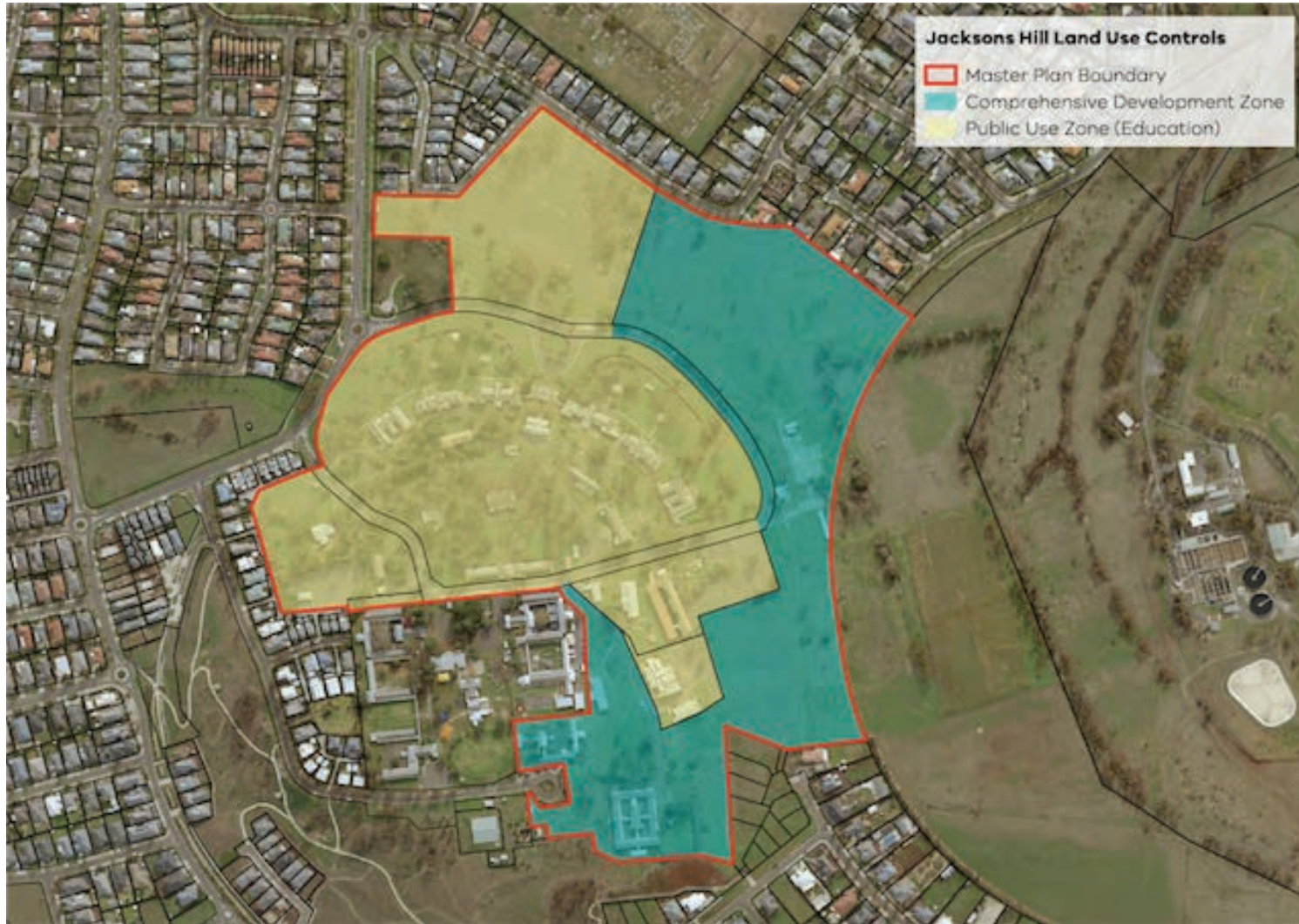


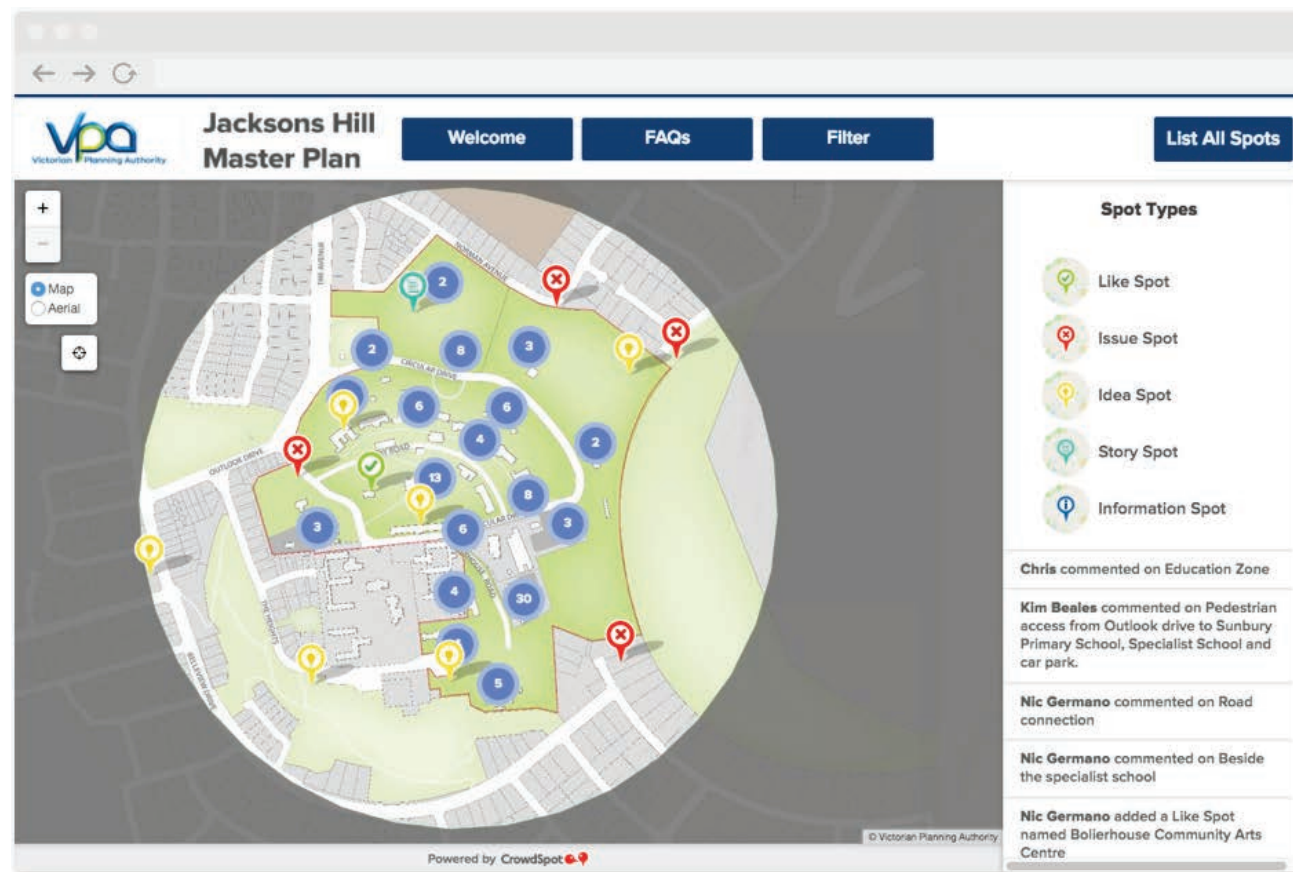
Figure 2 – Land Use Controls



2. The Project Map

The online CrowdSpot map, was accessed via the VPA website or directly via the CrowdSpot map URL (<http://jacksonshill.crowdspot.com.au/>). The map (Figure 2) allowed users to identify existing locations they 'Like', have 'Issues', 'Ideas' or 'Stories' to share. In addition, three 'Information Spots', containing historical information, were pre-loaded into the map by the VPA prior to map public engagement. The public did not have the ability to add these types of spots.

Figure 3 – Victorian Planning Authority Project Map



Contributing to the map

The survey form contained a combination of location specific questions (type of spot, etc.) in addition to demographic questions of the participant (Connection to area and Age). There were three ways people were able to actively give their input to the map. This includes:

1. 'Adding a Spot' to the map via the survey form (four Spot types included 'Idea', 'Like' and 'Issue' and 'Story')
2. Commenting on existing spots already on the map
3. Voting on existing spots already on the map by clicking the 'support' button

Figure 4 – The survey form

The screenshot displays the 'Jacksons Hill Master Plan' survey form. On the left, a map shows the area with various colored pins (blue, yellow, red) representing different spot types. The main form area is titled 'Tell us about Jacksons Hill..'. It includes the following sections:

- What is the name of this spot?** A text input field with placeholder text 'Street name, building name, landmark, etc'.
- What type of Spot is this?** A dropdown menu with a 'Choose One' button. The dropdown is open, showing options: 'Like Spot', 'Issue Spot', 'Idea Spot', and 'Story Spot'.
- Please explain why you are...** A text input field with placeholder text 'Please describe...'.
- If possible, please try adding an image of this spot** A section with an 'Add Image' button.
- Which option below best described your connection to the area?** A dropdown menu with a 'Choose One' button.
- Your age** A dropdown menu with a 'Choose One' button.
- Would you like to stay informed about this project?** A dropdown menu with a 'Choose One' button.
- A large blue 'Submit' button at the bottom.

On the right side of the form, there is a 'Spot Types' section with icons for 'Like Spot', 'Issue Spot', 'Idea Spot', 'Story Spot', and 'Information Spot'. Below this, a list of comments is visible, including 'Chris commented on Education Zone', 'Kim Beales commented on Pedestrian access from Outlook drive to Sunbury Primary School, Specialist School and car park.', 'Nic Germano commented on Road connection', 'Nic Germano commented on Beside the specialist school', and 'Nic Germano added a Like Spot named Bolterhouse Community Arts Centre'.

At the bottom of the form, it says 'Powered by CrowdSpot'.

Figure 5 – Commenting and supporting an existing spot

The screenshot displays the 'Jacksons Hill Master Plan' web application. On the left is a map with various colored pins. The main content area features a spot titled 'Behind specialist school' with a description: 'Would be good buildings for specialist school to use for future expansions'. It shows 13 supports and 7 comments. The comments are from Tony, Paul Campbell, and Nic Germano. On the right, there is a 'Spot Types' sidebar with icons for Like Spot, Issue Spot, Idea Spot, Story Spot, and Information Spot. Below this is a list of recent activity, including comments and a new like spot added by Nic Germano.

Victoria Planning Authority

Jacksons Hill Master Plan

Welcome FAQs Filter **List All Spots**

Behind specialist school

Someone added this Idea Spot

13 Support

2 months ago - 7 comments

Description: Would be good buildings for specialist school to use for future expansions

7 comments [Leave a Comment](#)

Seems like a logical move, maybe for future expansion as the school is continually growing.

Tony
around 2 months ago

Yes this is better than my suggestion if the building across the road.

Paul Campbell
around 2 months ago

My daughter attends this school and from experience I can say the

Spot Types

- Like Spot
- Issue Spot
- Idea Spot
- Story Spot
- Information Spot

Chris commented on Education Zone

Kim Beales commented on Pedestrian access from Outlook drive to Sunbury Primary School, Specialist School and car park.

Nic Germano commented on Road connection

Nic Germano commented on Beside the specialist school

Nic Germano added a Like Spot named Bollihouse Community Arts Centre

Powered by CrowdSpot

3. Participation Data

The data collected through the map includes a combination of both active and passive participation. Active participation refers to user interactions where people have submitted their input by either adding a spot, comment or 'support'. Passive participation refers to cases where users have explored the map, viewing and reading various contributions without actively making a submission.

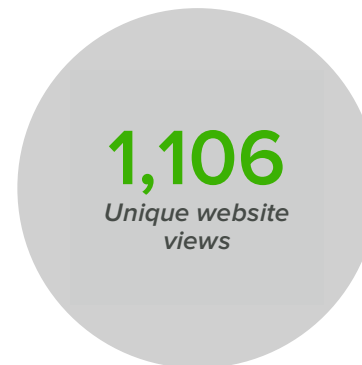
Active Participation



Passive Participation



Page Views



In total, there were 121 active participants who submitted input on the map and 1,106 unique page views. As a result, we can determine that there were 985 passive participants, those who came to the website but did not make a submission. Figure 5 on the following page outlines the total number of views per day over the engagement period. The two main peaks occurred shortly after the project launch on 28 February, on 1 March and 7 March with 425 and 450 page views respectively.

Figure 6 – Page views over time (source: Administrative Dashboard)

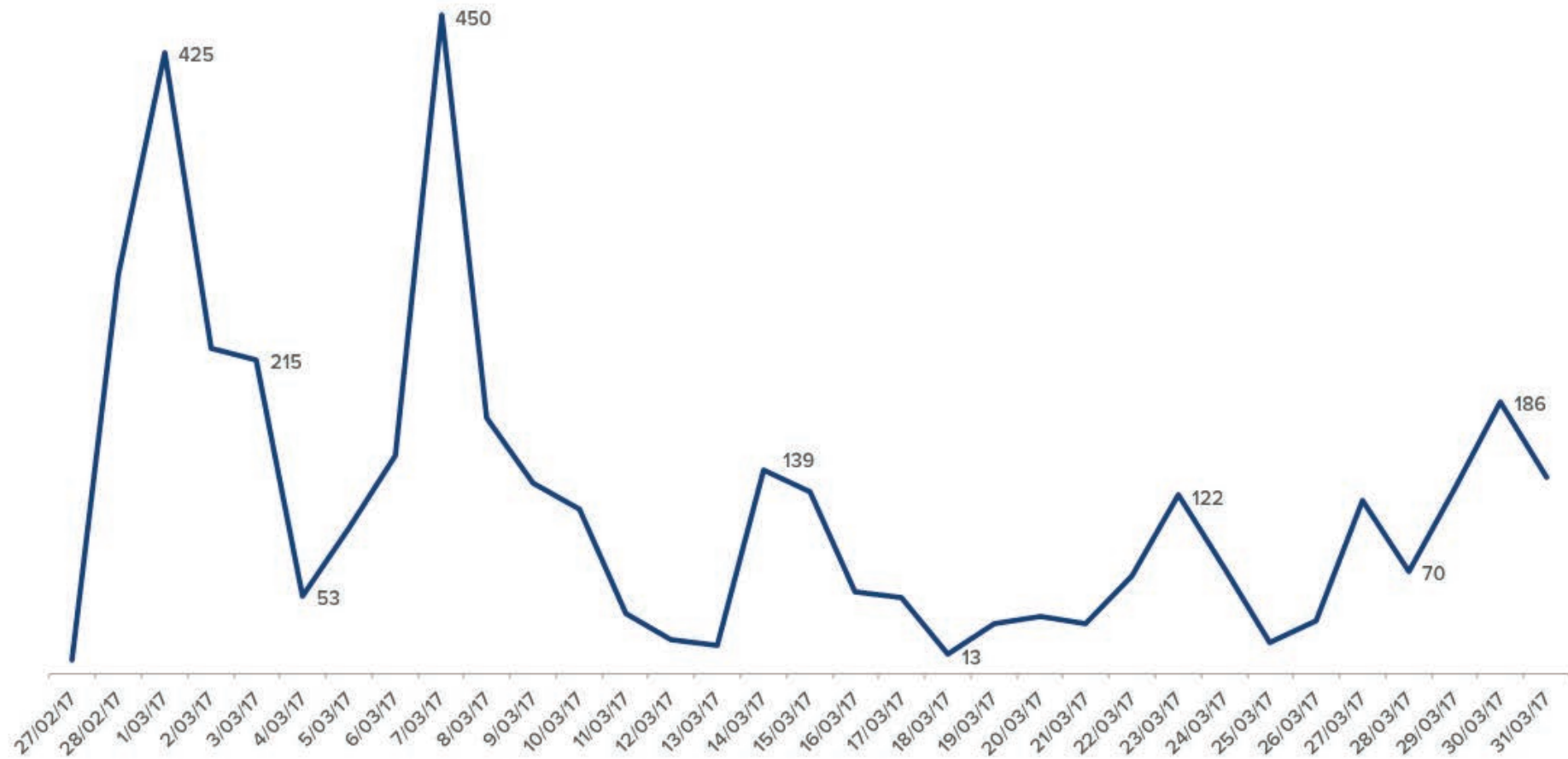


Figure 7 – Age

Age

In term of age, the majority of participants were in the 35-49 age range, representing 48% of participants. There was also strong representation in the 50-59 (18%) and 25-34 (14%) age ranges. There was very limited participation from people under 24 years of age and over 60 years of age.

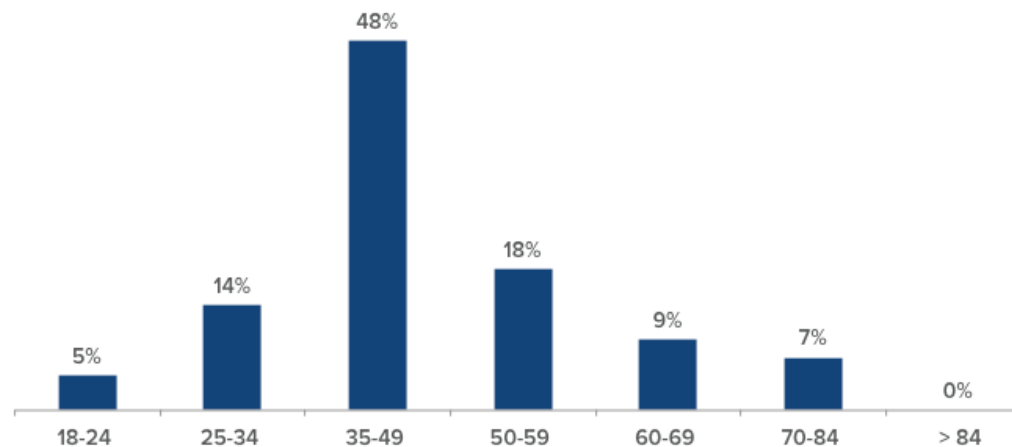
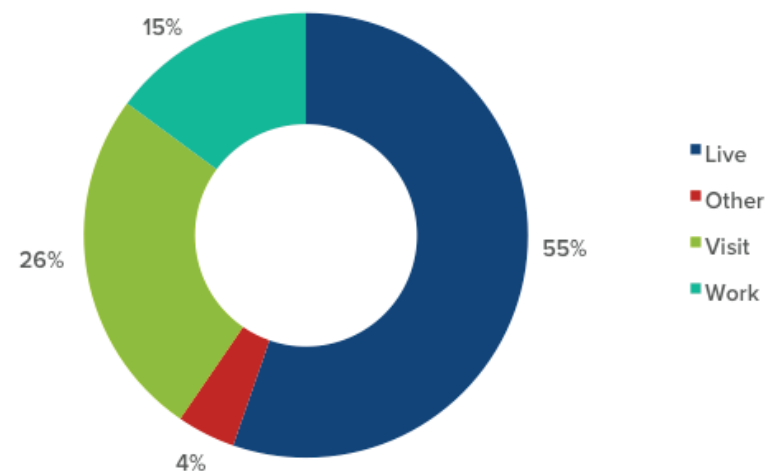


Figure 8 – Connection

Connection

In terms of connection to the Jacksons Hill site, the majority of participants 'live' in the area, which represented 55% of participants. Just over a quarter (26%) of participants 'visit' the site and the 15% of participants identify as working in the area. Those who listed 'other' as their connection, tended to be in voluntary roles associated with the Specialist School.



4. Submissions

There were a total of 655 submissions made up of 'Spots', 'Comments' and 'Supports'.



Types of Spots

The majority of spots added to the map were 'Idea Spots', representing 40% of all the spots added to the map (Figure 10). The 'Story Spot', 'Like Spot' and 'Issue Spot' categories all had similar representation, with approximate 20% each.

It should be noted that there was a common overlap for different submissions between the categorised spot types (ie. same feedback between 'Idea' and 'Issue'). Despite this, the categorisation was useful to help participants frame their submissions.

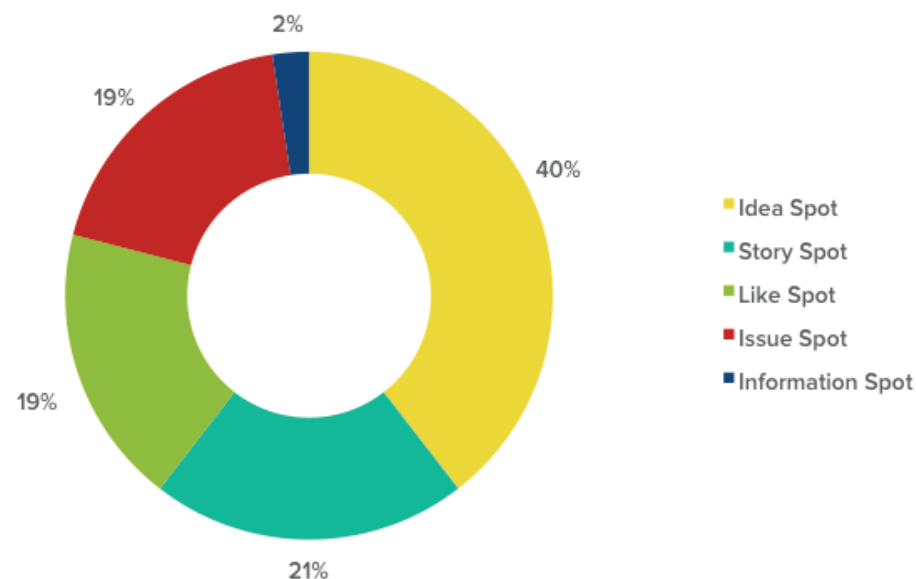


Figure 9 – Spot Types

5. Spatial distribution of Spots

The image to the right represents all spots added to the map as a single heatmap.

The larger concentration of red areas represents a greater density of spots added to the map.

As indicated with the yellow dashed oval, there is a concentration of submissions throughout the heritage core of the site. This includes high community interest areas such as the operational Boilerhouse Theatre to the south and other heritage buildings throughout the area. These buildings are identified in more detail in section 8 of this report.

Figure 10 – Heat map



6. Whole Site Priorities

There were a handful of submissions that received prominent support (Figure 11) for directly providing feedback for the ‘whole site’. General feedback for the entire Jacksons Hill site covered support for:

Figure 11 – Whole Site

A hub for education, training, hospitality and creative industries

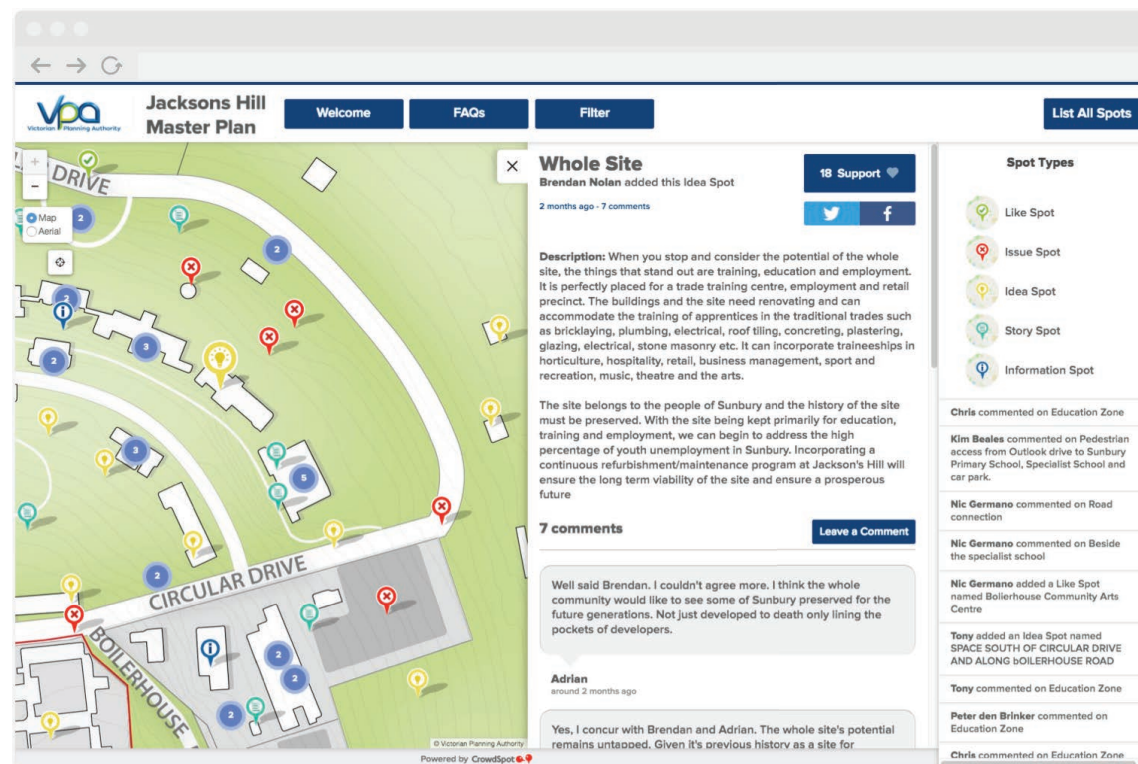
This would involve restoring existing structures to accommodate a mix of uses including, education, trade training, hospitality, arts and culture. A number of comments suggested the site could perform a similar role and function to the Abbotsford Convent in Melbourne.

Preserving history and heritage

The community expressed a strong desire for the history of the site to be recognised. This recognition extends to sharing stories from previous uses in addition to restoring and maintaining the heritage value of old buildings.

Open space priority

There is a clear priority for open space areas. This includes maintaining locations that people perceive to be current public open space and proposing new public open space opportunities for BBQ facilities and picnic areas.



7. Overall Top 10 Spots

The map on the right identifies the Top 10 Spots overall. These locations received the greatest amount of activity (comments + 'supports'). Spots that share the same sentiment are aggregated.

There are three main themes that became evident when analysing the data:

Building Use



Access & Movement



Open Space



1. Sunbury Macedon Ranges Specialist School (SMRSS) expansion into surrounding buildings
2. Boilerhouse Theatre – Highly valued by community
3. Restaurant and hospitality training – Priority future use
4. Retain as existing Open Space
5. Connect Boilerhouse Rd and The Heights
6. Retain existing car park
7. Proposed new car park
8. Accommodation - Priority future use
9. Retain existing Boilerhouse Theatre car park
10. Anti-social behavior and lack of security in car park

Figure 12 – Overall Top 10



8. Key Themes

This section explores the three themes of building use, access & movement and open space in more detail. Each theme has a corresponding priority map.

Building Use

1. Expand Sunbury Macedon Ranges Specialist School (SMRSS) into surrounding buildings - The proximity and layout of these buildings presents an opportunity for the future expansion of the SMRSS.

'The Special School is in the perfect position to take possession of these buildings for future expansion.'

- Brendan Nolan

2. Boilerhouse Theatre – This facility is of significant value as an existing home to the Sunbury arts community that include spaces for performances, events and visual art production.

'Boilerhouse Theatre is a huge part of my life - this building has housed so many beautiful and magical memories.'

- Becca

Figure 13 – Building Use Priorities



Figure 14 – Boilerhouse Theatre

3. Restaurant and hospitality training – This space could function as a working restaurant, café or bar in addition to providing VET hospitality and business courses.

'It looks like a lot of the kitchen resources are still at the restaurant. Perfect for a hospitality training space.'

- Bernadette Hetherington

4. Accommodation – Building is ideally suited to provide accommodation to students or those with special needs. Low cost shared workspaces is also supported.
5. Restore Rotundas – The rotundas in these locations are currently fenced-off and in need of restoration.
6. Winery Shed – An ideal addition to the Boilerhouse Community Arts Centre to be used for a storage and set construction.
7. Weatherboard Building – great for a communal workplace that people could book with meeting rooms, office space for Sunbury residents to work close to home, but connected to a professional office environment and facilities.
8. Main Building – Potential use options include as a museum, hotel and/or conference centre.
9. Men's shed and workshop space – Hume Men's Shed Sunbury would like to restore this site and use it for a Men's Shed.
10. The Hall – This space could be used as a event/conference space or as low cost work spaces to foster innovation.
11. Building 29 – There is support to use this building as a workshop for woodturners.



Access & Movement

1. Connect The Heights and Boilerhouse Road –
Community perspective suggests this would ease traffic flow and reduce parking problems.

‘Parents are forced to park on the nature strip's in front of the school. Parking is a major problem. It (the connection) would ease up both staff and parent parking problems.’

- Gail Lock

2. Retain existing car park.

‘The Specialist School is growing and expanding every year and we need to retain this car park for future use.’

- Brendan Nolan

3. New car park proposed.

‘Situated opposite the Specialist School buildings for future expansion. Ideal for a staff, parent and visitor carpark.’

- Brendan Nolan

Figure 15 – Access & Movement Priorities



Figure 16 – Anti-social behavior in car park

4. Retain existing Boilerhouse Theatre car park.

'This car park is important to The Boilerhouse Community Arts Centre, it is used by arts practitioners and audiences for theatre productions and art exhibitions throughout the year.'

- Tony

5. Anti-social behavior in car park – Lack of security and surveillance.

6. Sunbury Primary School Car Park.

'This car park is essential for Sunbury Primary School.'

- Lawrence

7. Concern with new road access.

The roads that have been approved and included in the existing development are not suitable for any further increase in traffic to the area. No road access from these points.

- Adrian

8. Improve Circular Drive.

'Please resurface this access road to the schools it is a terribly rough road'

- Tamara

9. Improve pedestrian access from Outlook drive to Sunbury Primary School, Specialist School and car park

The current makeshift path is difficult for pushing prams and bikes, muddy during winter and dangerous during summer when it's over-grown (snakes!). The only alternative is to walk on the road. Not good for encouraging kids to walk/ride to school!

- Anonymous

10. Improved public transport to enable better community access.



Community priorities for future open space

This theme outlines community priorities for potential public open space and be referenced alongside the existing land use control presented in Figure 2 on page 5.

1. Transform area for future public open space use. There was more interest in the Western side of this area.
'Please keep the open land surrounding the site for now and future generations to use as a recreation area and to appreciate the heritage buildings.'
- Tamara
'It would be nice to see this open space kept and restored back to the natural vegetation with walking tracks etc, similar to how the top part of the hill has been sculpted.'
- Chris
2. Incorporate as public open space
'Please incorporate and use as a public open space - BBQ and picnic area.'
- Cath B
3. Community sports area - Ideas include, public pool and gym, tennis courts, and bocce/crochet court.
4. 'Village Green' concept for space within circle of buildings.

Figure 17 – Open Space Priorities



9. Report Summary and Recommendations

The Jacksons Hill Master Plan map was open for public submissions for a period 4 weeks from 28 February to 13 March, 2017. During this time, the map received 655 individual submissions made up of 124 individual spots and the comments (183) and 'supports' (348) within those spots. These submissions were made from 121 unique participants.

There was a range of feedback both for the entire Jacksons Hill site and specific locations. Themes that emerged from the feedback include of Building Use, Access & Movement and Open Space.

Key recommendations:

Whole site community feedback

The community identified three major priorities for the entire site:

1. A hub for education, training, hospitality and creative industries
2. Preserving history and heritage
3. Open space priority

Building Use

Protection and re-use of existing buildings and structures was a significant theme across the site. Key recommendations include:

- Consider buildings in close proximity to the SMRSS for a possible future expansion.
- Preserve and build community arts, performance and culture at the Boilerhouse Community Arts Centre.
- Assess identified buildings for future use (hospitality, accommodation, co-working space, etc.).
- Restore buildings and structure that need repair.

Access & Movement

- Assess road congestion conditions and current parking capacity/constraints.
- Develop options to reduce dependence on motor vehicle usage as method for easing traffic and reducing car parking pressures.
 - This should include improving active and public transport conditions, in both surrounding areas and within Jacksons Hill itself.

Open Space

- Retain and improve amenity of land currently used as open space.
- Explore opportunities to transform areas into useful public open space.
- Assess possibilities for building new sport and recreation facilities for school and community use.

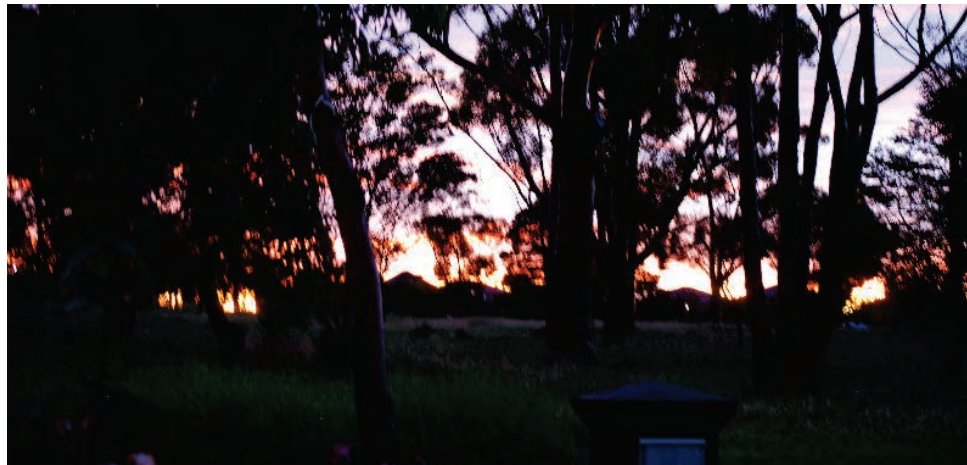


Figure 18 – Jacksons Hill sunset