

JACKSONS HILL MASTER PLAN

# PHASE 2

# COMMUNITY ENGAGEMENT REPORT

OCTOBER 2018











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# 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. The VPA and Hume City Council recognise that inclusion and engagement, particularly at the early and formative stages of this project, are vital to building and maintaining community trust and producing a better plan. The VPA has introduced a range of new and interactive face-to-face and online methods to ensure deeper, more meaningful and transparent engagement. The Jacksons Hill consultation has pioneered some of these new methods to ensure as many people as possible are able to participate at times and locations that suit them.

## PURPOSE OF THE REPORT

This community engagement report summarises the feedback received during the Phase 2 engagement process for the Jacksons Hill master plan.

Throughout the engagement period, the VPA invited feedback from a broad range of stakeholders and community members. This report aims to summarise the key themes raised during this time, with best efforts made to accurately reference feedback from all contributors.

For the purposes of this report, community engagement that occurred prior to the establishment of a draft master plan will be referred to as Phase 1 engagement. Engagement that took place after the draft master plan was established will be referred to as Phase 2 engagement.

## PROJECT BACKGROUND

The master planning process for Jacksons Hill required extensive community engagement due to the site's significant history and current importance to Sunbury and the wider community.

The consultation process was run in two parts, with an overall aim of ascertaining the community's future vision for the site by testing a series of high level principles that were identified by the VPA to underpin a master plan. This process was also used to educate the community about the complexity of renewing the site, specifically the heritage challenges. These principles were then re-tested in the second phase of consultation and more specific comments and thoughts were collected to understand continuing issues or concerns.

The broad visionary principles that were consulted on were:

- 1 Protection of heritage values
- 2 Education, community and arts
- 3 Mix of uses
- 4 Improving access
- 5 High quality design

## PREVIOUS ENGAGEMENT

Phase 1 consultation ran from February–March 2017. Phase 1 consisted of a community ideas workshop, an interactive online map, targeted briefings and written comments. Phase 1 was promoted through various avenues, including written invitations, a letter box drop, social media and word of mouth.

The community ideas workshop was held on 28 February 2017. Over 180 people attended the workshop and, following an introductory presentation, were invited to share their ideas, likes, issues and stories about the key principles.

The interactive online map allowed users to drop pins with comments attached which reflected their ideas, likes, issues and stories about the Jacksons Hill site. It aimed to allow users to engage from any location. The map was available from 28 February–31 March. 121 participants actively engaged with the map, with a further 985 passive participants. Passive participants are people who viewed the map without leaving their own pin.

Targeted briefings with over 15 key stakeholder groups were also run throughout Phase 1 consultation.

## KEY THEMES/FINDINGS FROM PHASE 1 ENGAGEMENT

Feedback generally aligned with the following themes:

**Heritage values:** The community expressed a strong desire for Aboriginal and post-contact heritage values of the site to be recognised. This recognition includes sharing stories from previous occupational uses, to restoring and celebrating the value of existing heritage-listed buildings and landscape features.

**Access and movement:** Key priorities for access and movement include:

- safe management of vehicle movements
- providing a new connection to the site from The Heights
- ensuring that car parking opportunities are retained and improved
- providing public transport access to the site, and
- improving pedestrian access.

Ensuring that public access to the site is provided is also a priority for the community.

**Open space and landscape:** While the site is owned by Victoria University, some areas are used by the community for informal recreation. Priorities for open space and landscape include providing open space areas for sport and informal recreation purposes, providing opportunities for barbeque and picnic areas, and including space for outdoor events and markets. The formal garden qualities around the heritage core are valued by the community.

**Mix of uses:** A wide range of potential uses for the site was identified. Community, education and training, creative and cultural, and food and beverage uses were well supported. A range of other uses were also identified as contributing to the overall vibrancy and activation of the site.

Concern was raised during the question-and-answer sessions at the community ideas workshop about the site being developed for residential purposes. Similar views were also mentioned in some targeted stakeholder briefings and, to a lesser extent, through the online engagement. Views on residential use of the site ranged from not wanting any housing on the site, to support for some housing in areas of lower heritage sensitivity.

**Maintenance and security:** A number of comments address a need for improved maintenance, and concerns with vandalism and other antisocial behaviour at the site. There is particular concern that heritage buildings and structures are not being appropriately protected and maintained.

# PHASE 2 COMMUNITY ENGAGEMENT

## ENGAGEMENT FRAMEWORK

The engagement activities undertaken in this first phase of the Jacksons Hill master plan have been based on the International Association of Public Participation's (IAP2) public participation spectrum (see Appendix 1). The VPA designed its engagement approach to inform, consult and involve the community at each stage of the decision-making process. It is hoped that at the end of the master planning process, participants will feel consulted and involved. All participants should have a strong understanding of the impact and influence of their feedback on the plan, including why the VPA chose to incorporate or exclude some suggestions in its final master plan.

## AIMS AND OBJECTIVES

The objectives of Phase 2 community engagement were to:

- re-test key themes and outputs – was the draft master plan aligned with the community's ideas?
- ascertain any new or emerging issues
- gather more detailed feedback about proposed planning elements.

## MEASURES OF SUCCESS

- 1 That engagement participation equalled or surpassed the Phase 1 engagement process
- 2 That more than two engagement activities were run to successfully reach a broad range of community stakeholders and individuals
- 3 That certainty around the engagement process improved from Phase 1 engagement.

## ENGAGEMENT ACTIVITIES

Phase 2 consultation occurred from November 2017–January 2018. The VPA produced a draft master plan based on feedback heard in Phase 1, and tested this draft plan with the community in Phase 2.

The VPA used a number of different methods to engage the Sunbury community in Phase 2 community engagement. This was to ensure that activities were accessible, diverse and representative of community views. People were invited to participate through a range of communication methods, including direct mail, social media, VPA website promotion, flyer drops and project newsletter updates.

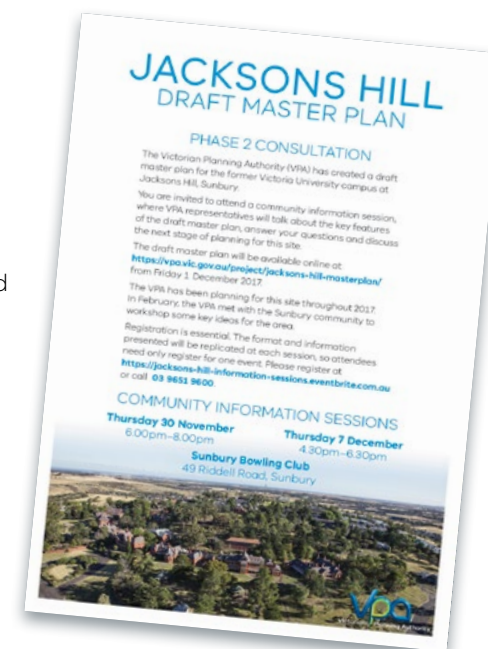
The activities included:

## SPECIALIST GROUP MEETINGS

An invitation-only specialist group briefing was held at the Sunbury Aquatic centre on 29 November 2017. 11 representatives from five key community groups attended, including:

- the Sunbury Residents Association
- Sunbury Community Health
- Sunbury and Macedon Ranges Specialist School
- Sunbury Historical Society
- Victoria University.

The briefing included a presentation on the draft master plan by the VPA followed by a question-and-answer session.



## COMMUNITY INFORMATION SESSIONS

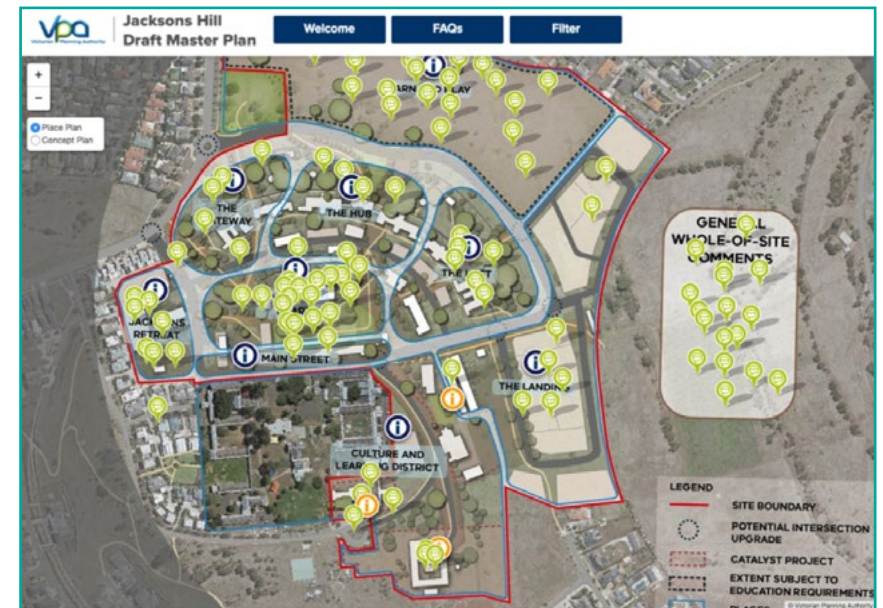
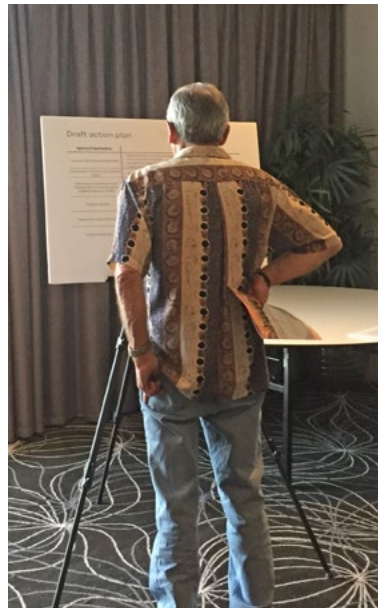
Two community information sessions on the draft master plan ran in November and December 2017. The VPA presented the key features of the draft master plan at each session, after which attendees were given time to ask questions and have discussions at various stations around the room. The stations were themed around topics relating to place, process, projects and 'how to have your say'. 77 people attended the first session and 44 people attended the second. Sessions were scheduled to begin at different times to accommodate varying availability. As the landowners, Victoria University was present at both sessions to answer the community's questions.

## INTERACTIVE ONLINE MAP

The interactive online map that was used in Phase 1 was adapted and used again in Phase 2 from 30 November to 11 February. The aim of the map was to collect comments specifically about the proposed draft master plan. Users were invited to drop comment pins across 9 "places" on the map, the places being areas outlined in the draft master plan as key deliverables of the plan. The map also had "project" spots placed on it, which users could click on for more information about the proposed changes to that area. In total, 46 unique participants left comments on the map.

## WRITTEN COMMENTS

Written comments to the draft master plan were also accepted. In total, 13 written comments were received during the consultation period.

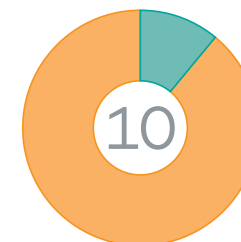
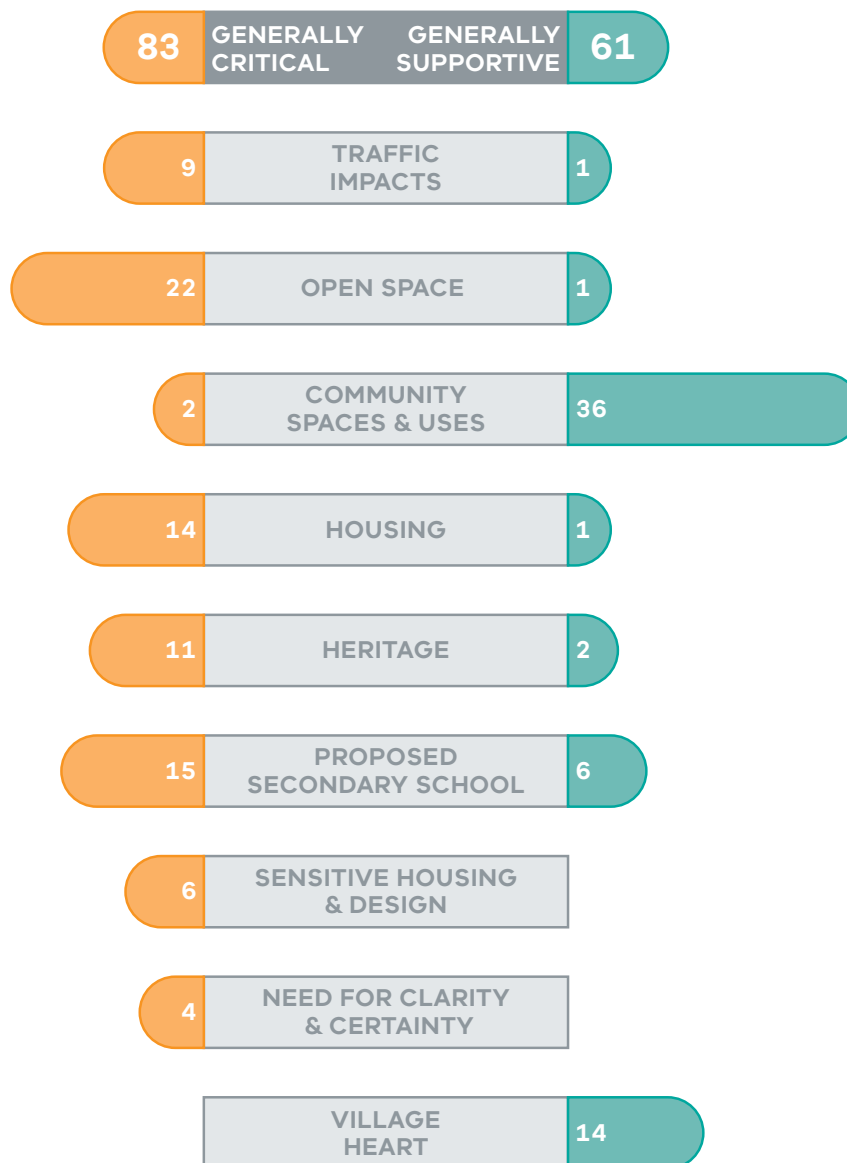




# WHAT WE FOUND

## KEY THEMES

Feedback generally aligned with the following themes as illustrated here, with the overall support level shown.



## TRAFFIC IMPACTS

10 comments received

People had concerns about congestion on roads leading to and through the Jacksons Hill site, as well as the need to plan for provision of public transport. Parking was also raised as a consideration.

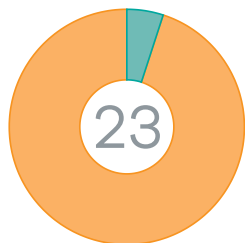
### How did we respond to this feedback?

The VPA commissioned a strategic traffic assessment (One Mile Grid, 2018) to understand the potential traffic impacts associated with future implementation of the master plan.

The study identifies potential upgrades that will be need to be worked through when a developer is on board. The master plan responds to the need for better access and movement within the site, through some of its key directions and strategies (Section 4.2).

Development Victoria and Hume City Council have committed to extending Yirrangan Road as part of the Jacksons Hill residential development. This extension is set to improve local traffic flow and transport connections in Jacksons Hill, providing additional access into and out of the area.





## OPEN SPACE

23 comments received

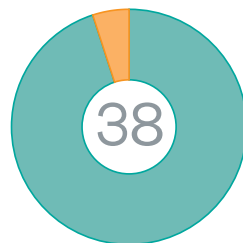
The provision of open space was frequently raised during Phase 2 consultation. Participants wanted publicly-accessible open space to be

retained across the site, with particular focus given to retaining the character of the current landscape.

### How did we respond to this feedback?

Open space requirements have been strengthened and clearly identified in the master plan. See page 72 and Plan 18 of the final master plan for more on *Public Realm and Open Space Directions*.

Roughly 40 per cent of the site has been identified as open space, noting that the Education and Open Space precinct will potentially become used for education purposes in the long term.



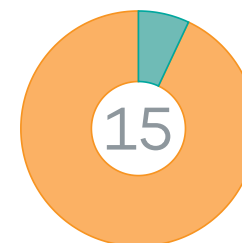
## COMMUNITY SPACES & USES

38 comments received

Participants identified a number of specific places for future community uses.

### How did we respond to this feedback?

This feedback helped inform the visions for each precinct and some of the key projects and the Government's investment in the community arts precinct.



## HOUSING

15 comments received

The response to proposed housing, including aged care, short-term accommodation and residential, was mixed.

While some participants could

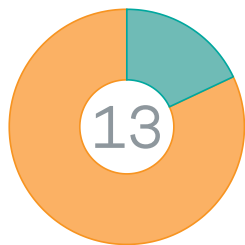
appreciate the need to trade off residential lots for new investments in the site, such as the village heart, other people were strongly opposed to any residential uses on the site.

### How did we respond to this feedback?

Further guidance on the design of new housing has been provided in the master plan—see Plan 16 and the *Built Form & Design Directions* to encourage sensitive and high quality design at page 69.

VPA committed to developing a master plan that would support protection and adaptive reuse of existing heritage buildings, and this has been honoured.

Developing parts of the site for a range of residential and accommodation purposes is key to attracting investment and people to activate the site and achieving this outcome. It will also make Jacksons Hill a more vibrant and safe area for local residents and visitors to enjoy.



## HERITAGE

13 comments received

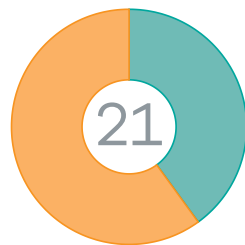
Heritage was mentioned frequently in the feedback, with all participants acknowledging the importance of its preservation and recognition in

the future development of the site.

### How did we respond to this feedback?

Heritage requirements have been strengthened and clarified. The existing Heritage Overlay will continue to apply to the site. Heritage Victoria will continue to be responsible for approvals for any changes to heritage buildings listed on the Victorian Heritage Register. See Plan 17 and page 70 of the final master plan for the *Heritage Directions*.

The VPA engaged with the Wurundjeri (Feldman, et al., 2018) to better understand the cultural values associated with the site, and embed key recommendations in the master plan.



## PROPOSED SECONDARY SCHOOL

21 comments received

Feedback on the proposed secondary school varied. While

some participants appreciated the importance of maintaining education facilities on the site, other people told us they would prefer to see the area identified for the school used as open space. Some people felt that a training facility would be a better outcome for Jacksons Hill.

### How did we respond to this feedback?

It is important to protect the opportunity to provide a government secondary school at Jacksons Hill to support Sunbury's growing population.

This site has been renamed "Education and Open Space Precinct" in the master plan to provide flexibility.

It is likely that the site will be used as open space in the interim. In the longer term, open space should be provided as part of any secondary school site, or potentially a TAFE or technical school.



## SENSITIVE HOUSING DESIGN

6 comments received

The look and feel of the development of Jacksons Hill was a key theme of the feedback. Importance was

placed on good housing design that reflected the history of the area and was consistent with the character of Jacksons Hill.

### How did we respond to this feedback?

The draft master plan included a number of strategies to manage the design of new housing at Jacksons Hill. These strategies are retained and strengthened in the final master plan.





## NEED FOR CLARITY & CERTAINTY

### 4 comments received

Many people expressed concern about a lack of certainty for both the planning process and future plans to

develop the site. There were also questions about how and when the plan will be delivered.

### How did we respond to this feedback?

The Victorian Government's decision to purchase the Jacksons Hill site has provided much-needed certainty for the future.

Key government commitments have been captured in the master plan and the VPA is now working with key local and state government stakeholders to develop an implementation plan for the site.

The directions of the master plan will also be implemented through an amendment to the Hume Planning Scheme.

It is also important to note there will be further detailed planning of the various uses of the site consistent with the directions of the master plan.



## VILLAGE HEART

### 14 comments received

The village heart received popular support from many of participants. The provision of space for local retail and commercial was well-received

and excitement about the potential market feel of the space was raised.

### How did we respond to this feedback?

The village heart and main street were combined into one precinct in the final master plan to strengthen the relationship to the schools precinct and provide for better integration of any development in this area to support community-focussed outcomes.

## THE QUESTIONS RAISED

Following each of the presentations at the community information workshop, the VPA opened the floor to questions from attendees.

Some of the questions raised during these workshops were based around:

- transport, access, existing road network, provision of public transport
- parking
- allocation of residential land
- how uses are determined and whether they are they set in stone
- how and when the plan will be delivered
- preservation of the heritage buildings
- maintenance of community access and open space.

# EVALUATION

## WERE THE ENGAGEMENT OBJECTIVES MET?

The objectives of Phase 2 community engagement were to:

- re-test key themes and outputs – was the draft master plan aligned with the community's ideas?
- ascertain any new or emerging issues
- gather more detailed feedback about proposed planning elements.

The VPA agreed to measure the success of meeting these objectives by ensuring:

- that engagement participation equalled or surpassed the Phase 1 engagement process
- that more than two engagement activities were run to successfully reach a broad range of community stakeholders and individuals
- that certainty around the engagement process improved from Phase 1 engagement

The VPA believes that Phase 2 engagement was successful in re-testing key themes and outputs of the draft master plan. Similarly, we ascertained new information, particularly around community uses and the village heart that was fed into the final master plan.

Engagement participation did not surpass Phase 1 engagement. This may have been due to scheduling issues, as the VPA did receive some feedback that the time of the workshops was not convenient.

In total, four different engagement activities occurred during the consultation period. The VPA was satisfied that these activities captured a broad range of community views.

Certainty around the planning process still requires improvement. Feedback about the engagement process was generally supportive, with letters of appreciation received from community stakeholders. However, feedback also indicates that more certainty around the planning and delivery process for Jacksons Hill is required.

## REFLECTION AND REVIEW OF ENGAGEMENT APPROACH

The VPA reviews every engagement event it hosts, to build on success and amend processes that did not hit targets. Community feedback is invaluable to these improvements.

Following this review, the following areas for improvement were identified:

### MORE DIVERSITY IN THE TIME AND DATE OF WORKSHOPS

The VPA received some feedback that the time of the workshops was not convenient. Next time, we will be sure to offer a broader range of activity times, to cater for all community members trying to attend.

### MORE RESPONSIVE AND TRANSPARENT ANSWERS TO QUESTIONS

The VPA heard that some people who attended the workshops were unable to hear some of the speakers. Next time, we will use a projector screen and computer to directly publish the questions in live-time to the community while the conversations are occurring.

### CLEARER NEXT STEPS

The VPA acknowledges that this process has not always been clear and concise, due to the complexities of the site and the rapidly growing pressure on planning deliverables. The VPA hopes to communicate the next steps of future projects more clearly to the community.

### DIVERSITY OF VIEWS

The VPA received favourable feedback on hosting such a diverse engagement process and capturing views of people who otherwise wouldn't have been able to input. The VPA is pleased that its engagement was well-received and will continue to strive to deliver best practise engagement in the future.



# NEXT STEPS

The Victorian Government has purchased the Jacksons Hill site to facilitate a quality redevelopment and protect its heritage values. This will give the precinct a new future with a mix of uses, retaining accessible open space and new uses for the much-loved heritage buildings.

In addition, the Victorian Budget 2018/19 provides \$17.3 million to renovate the heritage buildings of three education and community facilities. This comprises:

- \$10.8 million to upgrade the Sunbury campus of the Sunbury and Macedon Ranges Specialist School
- \$3.5 million to upgrade the Sunbury Primary School
- \$3.0 million to support a new Community Arts and Creative Industries Precinct on the site

The *Jacksons Hill Master Plan* is now a reference document in the Hume Planning Scheme.

The site will transfer to government management from 1 January 2019 after which a new subdivision will be prepared along with a planning scheme amendment to implement the master plan.

Current tenancy arrangements with community groups will be extended during this period.


## TIMELINE



# APPENDIX 1

## IAP2'S PUBLIC PARTICIPATION SPECTRUM

The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
INCREASING IMPACT ON THE DECISION 					
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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