

PMP Printing Site

Public consultation report

Final



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Prepared by	Rachel Wilton
Date	10/11/2020
Reviewed by	Alexandrea Malishev
Date	18/11/2020
Reviewed by	Marco Bass
Date	18/11/2020
Authorised by	Martina Johnson
Date	19/11/2020

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1 EXECUTIVE SUMMARY

The PMP Printing project proposes to transition the current printing site and adjacent commercial area to a future mixed-use precinct that includes residential, commercial, open space and community services.

The Victorian Planning Authority (VPA) has worked with Monash City Council to prepare a Comprehensive Development Plan (CDP) and associated draft planning scheme amendment for this site.

This consultation report summarises the public consultation process for the PMP Printing CDP and supporting draft planning scheme amendment C156 to the *Monash Planning Scheme*, which ran for five weeks from Friday 25 September until Thursday 29 October 2020. The report also provides a thematic overview of feedback heard during this time.

The VPA's approach to community consultation for this project mirrored the key elements of the planning scheme amendment notice and submission process required under Section 19 of the *Planning and Environment Act*. It ensured that the Clayton community, local businesses, key stakeholders, government agencies and site landowners had ample opportunity to understand the proposed planning changes for the PMP Printing site; discuss the planning concepts with the VPA planning team and make a written submission to the plan and associated draft amendment.

The VPA collected 30 comments and/or questions across its public events, with 8 people contacting the team over the phone and a further 6 people attending the online session. The key topics of interest were building design and height, process and timing, traffic and parking, land uses and process and policy.

16 written submissions were received to the draft amendment, which the VPA has acknowledged and is working to resolve where possible in the time available.

A detailed outline of the consultation process is contained in this report including council, landowner and agency consultation ensuring that all views are known.

2 OVERVIEW

2.1 Project background

The PMP Printing site is a 10-hectare site located between the former Clayton Primary School site, Carinish Road and Browns Road, including land east of Bendix Drive.

The Victorian Planning Authority (VPA) is planning for this site to transform from industrial land into a mixed-use residential and commercial strategic site to accommodate around 1,180 new homes and 1,000 local jobs. The plan also proposes community infrastructure, open space and transport connections to and through the site.

The proposed changes to the area will be implemented through amendment C156 to the *Monash Planning Scheme*, to rezone the land from an industrial zone to a Comprehensive Development Zone and introduce the PMP Printing Comprehensive Development Plan (CDP) to guide how the site will develop over the next 20 years.

2.2 The VPA's Fast Track Program

The PMP Printing CDP is part of the VPA – Fast-Track Program, an element of the Victorian Government's response to support a post-COVID economic recovery. This accelerated work program will provide certainty for communities and a pipeline of development that will assist in delivering future jobs and homes for Victorians as the economy recovers from the impact of the pandemic.

As part of the VPA – Fast-Track Program, if required, the PMP Printing project will be subject to the VPA Projects Standing Advisory Committee (VPA SAC). The VPA SAC has been established to provide independent advice on draft planning scheme amendments to the VPA and the Minister for Planning. More information on this process is available in Section 5.

2.3 Public consultation overview

The PMP Printing CDP and associated draft planning scheme amendment were released for public comment on Friday 25 September until Thursday 29 October. The identified stakeholders include the Clayton community, local councils, state government agencies and services providers, landowners and the general public. The consultation consisted of a project letter, project brochure, telephone conversations both within and outside of normal business hours, a virtual-drop-in session and the offer of virtual one-to-one meetings with landowners and businesses within the site, as well as local and state government authorities.

These engagement activities were designed to reflect the relevant public health restrictions at the time of consultation and closely followed the elements of the planning scheme amendment notice and submission process under section 19 of the *Planning and Environment Act 1987*.

A complete suite of the planning documentation was made accessible on the VPA's *Have your Say* platform and hardcopy versions were offered to any person with limited access to the website. Formal feedback was collected in the form of written submissions.

2.3.1 Purpose

The key purpose of this consultation process was to provide an opportunity for the local community and key stakeholders to write a submission to the draft amendment before it is progressed through the planning system. The consultation also provided an opportunity to 'close the loop' with local residents who have been involved in the planning process for the PMP Printing site since 2018; and to clarify any matters to assist community members who wished to make a submission to the draft amendment.

2.3.2 Promotion and reach

The opportunity to get involved was promoted through direct mail to approximately 2,050 addresses within 500m of the site. A map showing the boundary of the mailout area is shown in Appendix 6.1 to this report.

The mailout included a letter and project brochure which outlined the key features of the plan and planning process. It included background information on the VPA's Fast Track program; details for making a submission and information about upcoming community events. The project brochure also included in-language support for non-English speaking community members.

The VPA identified the owners and occupiers of Bendix Drive as requiring specific information about the impact of the planning process on their land and/or business. As a result, targeted letters were sent to these stakeholders to invite them to meet with the VPA one-on-one if desired. The VPA extended this offer to key agencies, councils and local members of parliament.

A further 57 community subscribers on the PMP Printing digital database received a project update regarding the consultation opportunity. The PMP Printing webpage was visited 498 times during the consultation period.

The VPA received 7 submissions from members of the local community outside the site itself.

2.4 Previous community consultation

Two earlier phases of community engagement occurred prior to this most recent public consultation process.

Phase 1 community engagement was delivered in May 2018 and was promoted through direct mail to residents within a 500m boundary of the site. Engagement activities included a Community Information Workshop and local business owner/operator meetings, with 20 people participating in the process overall.

Phase 2 community engagement on this project occurred over February and March 2019. The VPA reached out to the same residents living nearby the site. The process culminated in a community drop-in session which was attended by 21 people.

Complete summaries of the activities and outcomes of these previous consultation processes can be found in Appendix 6.2 of this report.

2.5 Government agency and service provider consultation

Throughout the planning process for PMP Printing site, the VPA project manager and planning team met with the necessary government and delivery agencies to ensure a coordinated whole-of-government approach was being applied.

Government agencies were offered the opportunity to review and provide informal comments on the proposed plan and planning scheme amendment documentation prior to the broader public consultation in September 2020. As a result, several improvements were made to the planning documentation before it was made publicly available.

A further 5 government agency and service provider submissions were received during the public consultation period.

2.6 Local council consultation

The VPA worked closely with Monash City Council to prepare the plan and associated planning materials for the PMP Printing site to ensure the project aligns with local planning policy. Monash City Council was invited to make a submission to the draft amendment during public consultation and did so.

As Kingston City Council borders the PMP Printing site, the VPA also extended this opportunity, though no submission was received.

2.7 Landowner consultation

As the PMP Printing site is privately owned, the VPA consulted with its landowners while preparing the plan to ensure the views of this stakeholder group were known. The landowners were also invited to prepare a written submission during this final public consultation process. The VPA received 3 submissions from landowners within the precinct.

3 CONSULTATION METHODOLOGY

3.1 Consultation program

The consultation period of draft Amendment C156mona to the Monash Planning Scheme ran from Friday 25 September – Thursday 29 October 2020. The activities and responses are summarised below.

Frequency and date	Public consultation activity	Audience	Outcomes
25 September 2020	Letters and project brochure sent within 500m of PMP Printing site.	Community & landowners	2,043 delivered
25 September 2020	Update to project webpage	Community, landowners & agencies	498 unique page views
Various times	Hardcopy documents delivered on request	Community	4 sets delivered
Throughout consultation within business hours; also outside business hours on 6 October 2020	Telephone calls	Community, landowners and agencies	8 calls
12 October 2020 (evening)	Virtual drop-in	Community & landowners	6 participants
Offered on an as-needed basis	Bendix Drive and major landowner meetings	Landowners only	1 meeting
Offered on an as-needed basis	Additional community meetings	Community only	1 meeting
Offered on an as-needed basis	Government and agency meetings	Local government and state agencies	5 meetings
25 September – 29 October 2020	Written submissions	All	16 submissions in total <ul style="list-style-type: none"> • Government agency and service providers (5) • Local council (1) • Landowners within the site (3) • Local community (7)

4 SUMMARY OF FEEDBACK

A total of 16 written submissions and an additional 30 questions/comments through phone/ email/ Zoom were made to the PMP Printing project during the consultation period.

An overview of the key themes raised through feedback heard over the phone, at the virtual drop-in session and via written submissions is outlined below.

4.1 Building design, height and affordable housing

9 questions/comments received

The VPA project team heard mixed views about the proposed provision of affordable housing in the plan for PMP, with some participants supporting the inclusion of more affordable housing options and others expressing concern that it may change the local character of the area. Some community members sought to clarify the definition of “affordable”

General interest was shown in the breakdown of housing types and what the residential buildings would look like, including the number of 1, 2, and 3-bedroom units.

The VPA heard some concerns about the proposed 8 storey height limits, particularly as to whether this would impact privacy of current residents around the site. Further questions were raised and clarified about the difference between mandatory or preferred heights.

4.2 Process and timing

7 questions/comments received

Feedback about the planning process ranged from land ownership, timing of the development post-approval and whether the process would include land acquisition.

Some community members indicated they had not received previous notification from the VPA. The project team worked with these community members to ensure they understood their opportunities to provide a submission to the proposed plan. Note that following the meeting, VPA staff checked VPA records which indicated previous notification had been sent (acknowledging that at times mail may be lost, misdirected or overlooked).

4.3 Transport, traffic and parking

6 questions/comments received

The consultation process highlighted community concern about traffic congestion and increased demand for car parking as a result of the new community on the PMP Printing site.

Clarification from several community members was sought on the status of the Westall Road extension to the Monash Freeway and how much carparking new residential areas will provide.

There was general interest in understanding how traffic flow through and between the site and surrounding area would be managed.

4.4 Land uses

5 questions/comments received

Support and interest in the provision of new open space were heard throughout the consultation, and more information was sought on the decision-making process for determining the predicted uses, size and location of the proposed open space throughout the site. Community concerns over wildlife corridors and retaining existing trees were noted.

The types of commercial operations permitted on site were also questioned by community members, as was the inclusion of Bendix Drive within the draft amendment.

4.5 Background information and planning policies

3 questions/comments received

Clayton community members were keen to understand the relationship between the plan and the nearby Clayton Activity Centre, as well as other sites around Clayton such as the old primary school site on Browns Rd.

4.6 Written submissions

16 pieces of written feedback

The VPA received 16 submissions during this consultation process. All submitters received an immediate acknowledgement of receipt and the submissions are available (with personal details redacted) on the VPA's website.

The VPA will continue to respond to and resolve the key issues raised in the written feedback where possible. Any unresolved submissions will be reported to the Minister for Planning, who will consider whether to refer matters to the VPA SAC for independent advice and the manner in which they may be heard.

The key issues raised by submitters have been grouped into the following categories:

- Building heights
- Overdevelopment, building setbacks and overlooking
- Housing and affordable housing targets
- Precinct infrastructure
- Traffic movements and car parking
- Tree controls and retention
- Noise from existing industrial uses
- Removal of third-party notice and appeal rights
- Contamination of site, including future public open space
- Process concerns, including timing of consultation and lack of community engagement
- Distribution and amount of open space
- No provision of a future school, kindergartens on the site
- Application of generally, in accordance principles
- Drainage, water and utilities

5 POST CONSULTATION & NEXT STEPS

5.1 Resolution of submissions

As part of the VPA – Fast-Track Program, the PMP Printing project will be subject to the VPA Projects Standing Advisory Committee (VPA SAC). The VPA SAC has been established to provide independent advice on draft planning scheme amendments to the VPA and the Minister for Planning.

While the VPA will seek to resolve issues raised by submitters within the time available, unresolved issues requiring further consideration may be referred to the VPA SAC. Should the Minister for Planning seek to refer these matters to the VPA SAC, Planning Panels Victoria will contact affected submitters regarding next steps, process and timings.

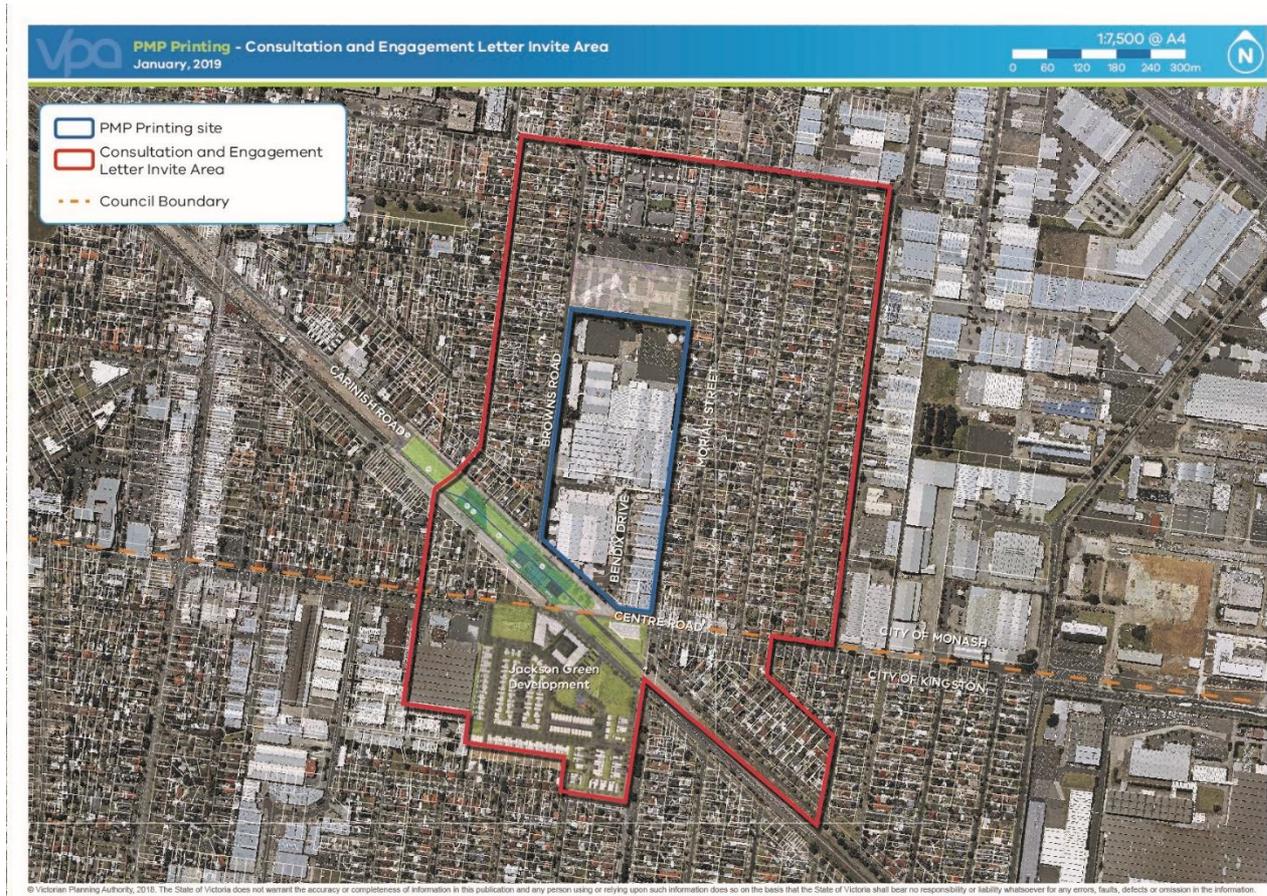
The VPA will provide a written response to submitters whose submissions are not referred to the VPA SAC to ensure they are aware of the outcome of their submission.

5.2 Pathway to approval

The VPA SAC will provide advice on the draft amendment to the VPA and the Minister for Planning. The VPA will then make recommendations to the Minister for Planning, who will consider the appropriate approval pathway for an amendment to the *Monash Planning Scheme*.

6 APPENDICES

6.1 Mail out boundary map



6.2 Previous consultation reports

- [Phase 1 community engagement report](#) (February 2018)
- [Phase 2 community engagement report](#) (May 2019)

6.3 Project brochure

- [PMP Printing Project Brochure](#) (September 2020)