

Consultation Findings and Evaluation Report

Southland and Pennydale Structure Plan – Stage 1

To be read in conjunction with:

Attachment 1 (Consolidated Findings from Consultation)

September 2017

Prepared by:

BAYSIDE CITY COUNCIL



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OVERVIEW

Bayside City Council has carried out a community engagement program to inform the development of the Southland and Pennydale Structure Plan. This Consultation Findings and Evaluation Report outlines the consultation approach undertaken and presents the results of the first round of engagement.

Background

The Southland Activity Centre straddles the municipal boundaries of both Bayside and Kingston City Councils. It includes the residential neighborhood within Bayside locally known as Pennydale which lies between Bay Road (to the north), Jack Road (to the west), Park Road (to the south) and the Frankston railway line. Within Kingston it includes the Westfield Southland Shopping Centre and surrounding residential land and the new Southland train station being constructed. It is in close proximity to both Highett and Cheltenham Activity Centres as well as the Bayside Business District, a key employment precinct in Bayside and the CSIRO strategic redevelopment site in Highett.

Activity Centres are identified in state and local planning policy as focal points for employment, housing and community services and are preferred locations for higher density residential and mixed use development. Given the identified role of the Southland Activity Centre as a growth area, a long term strategic plan is required in order to guide development, called a Structure Plan. The purpose of the structure plan is to set out where growth and development will occur and to ensure it is located and managed appropriately and that infrastructure and services will meet the needs of current and future residents.

The community feedback outlined in this report will be used to inform the preparation of the draft Southland and Pennydale Structure Plan.

Purpose

The overall aim of the community engagement was to enable the Cheltenham community to influence the future of their area and community through involvement in Southland and Pennydale Structure Plan.

More specifically to:

- Collect feedback regarding key issues and opportunities in Cheltenham;
- Raise awareness and create understanding of reasons for change in density, the role of Council and the structure plan and what can be influenced;
- Create or enable community and stakeholder action in response to challenges;
- Provide a range of easy, creative and engaging ways for people to get involved;
- Improve Council's relationship with the Cheltenham community by:
 - showing them that Council is listening to their concerns;
 - giving community members the opportunity to really understand why Cheltenham is changing and to work with Council to provide input into future improvements; and
- Ensure Council and the community hear a diverse range of views from a diverse

range of stakeholders.

Engagement Approach

A two-stage communication and engagement approach was developed to respond to the complexity of the project, the variety of stakeholders involved, and the level of discontent that had been previously expressed by this community about the proposed implementation of the new Residential Zones in 2014.

Stage 1a: Creating the context, broad education, promotion and targeted engagement
March – September 2017

This included:

- A survey (online and hardcopy) promoted via direct mail;
- Broad communications to promote the project and engagement opportunities including:
 - Information on the *Have Your Say Bayside* webpage, with opportunities to ask questions online;
 - Local newspaper advertisements x 4;
 - Direct mail to businesses, land owners and occupiers within an approximate 1000m radius of the Southland train station, and key community groups and service providers;
 - Distribution of approx. 1,620 information brochures; and
 - Signage and displays in key locations around Cheltenham.

Stage 1b: Face-to-face conversations, education and seek feedback

This included:

- *Have Your Say Bayside* webpage ideas and voting;
- Online and hard copy surveys;
- Individual meetings on request and written submissions; and
- In-person engagement activities including:

Activity	Date	Location (all in Cheltenham)
Drop-in session	Saturday 29 July	Olympic Avenue Kindergarten
Drop-in session	Wednesday 9 August	Olympic Avenue Kindergarten
Café Conversations	Saturday 12 August	Two Colours Cafe
Café Conversations	Friday 18 August	Two Colours Cafe

PARTICIPATION LEVEL

Participation Rate

Community feedback was captured via a variety of engagement approaches: online, face-to-face discussions, in writing and via sticky dots and post-it note comments. As shown in the below table, there was a strong level of engagement with **393 separate participation interactions and submissions** across all activities. In addition there were **2,500 views** of the Bayside *Have Your Say* project webpage.

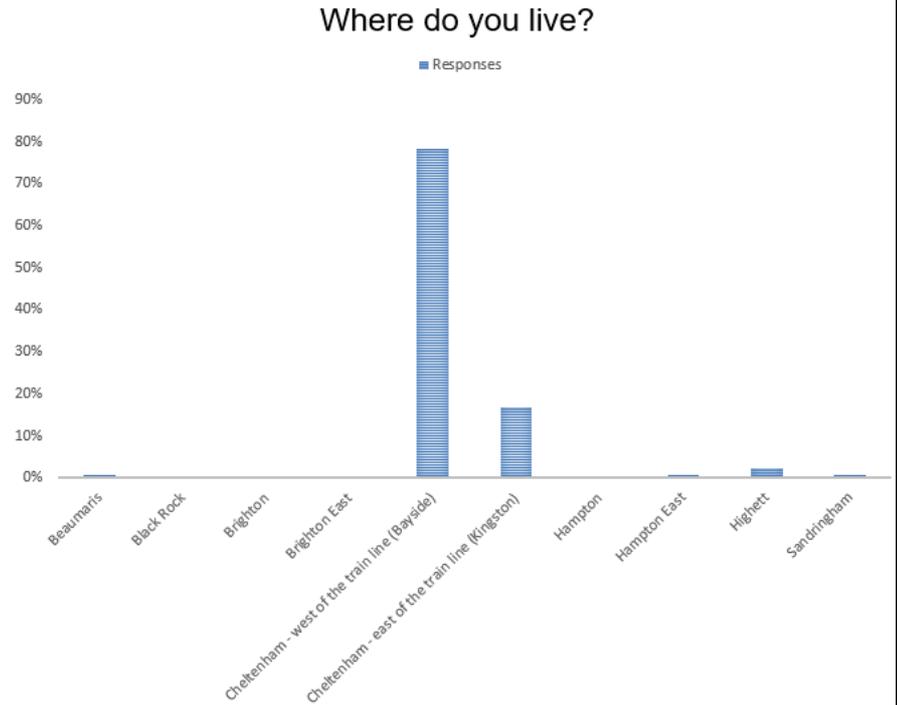
Engagement activity	Participant interactions
Online survey	165
Have Your Say discussion page	136
Drop-in sessions	85
Emails	6
Letters	1
Total participant interactions	393

Participant Profile

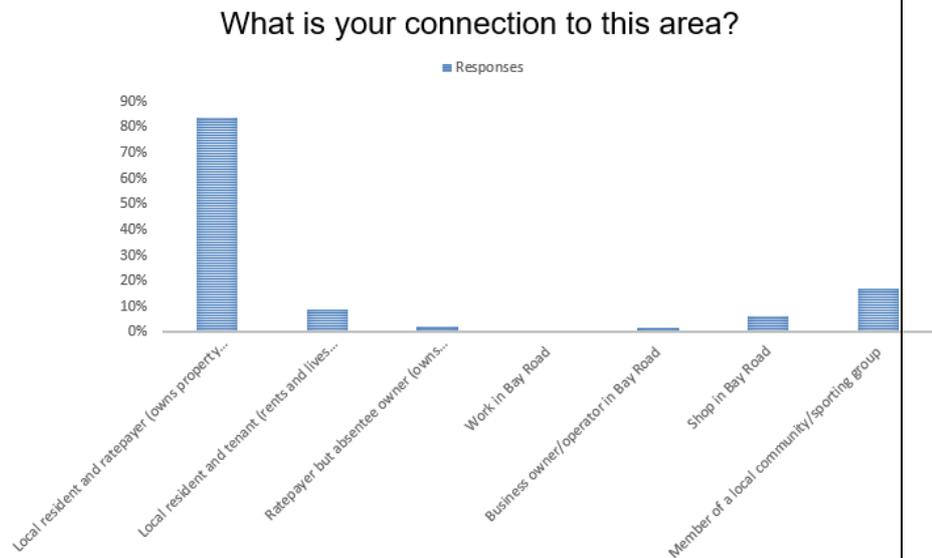
Due to the nature of some engagement activities, no or limited demographic details were reported by participants. To encourage participation, the provision of demographic/personal details was optional and some individuals elected to participate anonymously. In addition, some individuals participated in more than one activity or made more than one submissions. Every effort has been made to count these individuals as one participant only.

The data collected on participant profiles shows a broad cross-section of the Cheltenham community participated in this consultation. The project presented in this section is based on feedback from the **165 respondents** who participated in the survey and draws on the available data recorded for five key demographics indicators: genders, residential suburb, age, household structure and connections to Cheltenham.

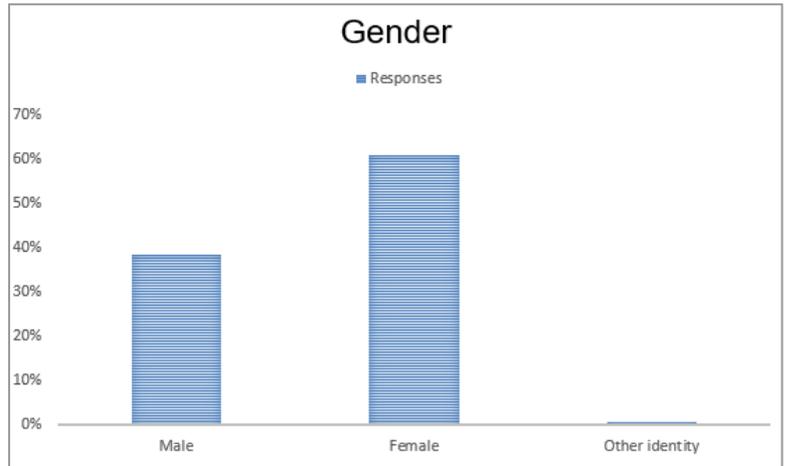
Most participants (95.1%) live in Cheltenham with 78.2% of these residing in the Bayside portion of the suburb and 16.9% in the Kingston portion with the remainder from Highett, Beaumaris, Hampton East or Sandringham.



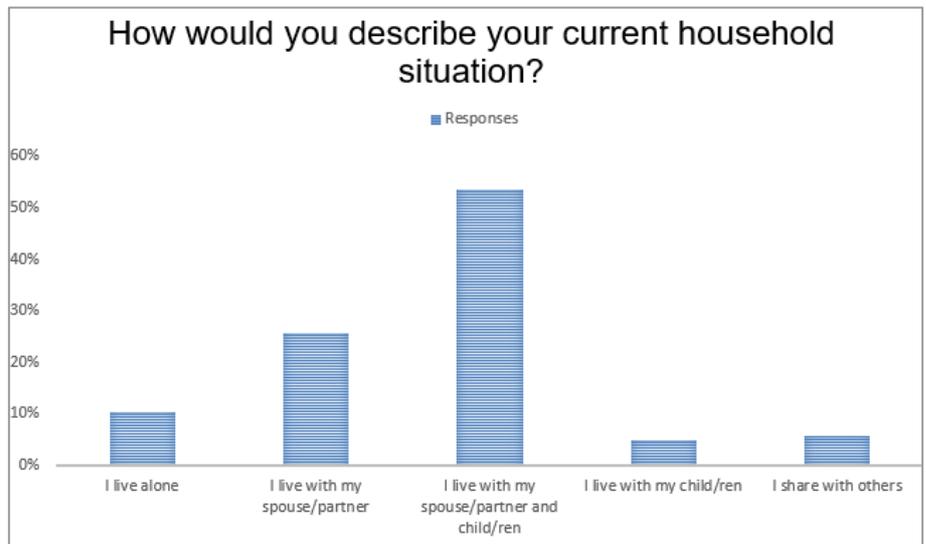
The **majority of participants are local residents (93%)** with the vast majority of these being ratepayers (84%) and the rest tenants (9%). Nearly 20% of participants are a member of a local community and/or sporting group.



In total **more females (60.8%) participated** than males (38.4%) and all age groups were represented with **strong participation (44.8%) by the 35 to 49 years age group**. The next highest participation (23.2%) was from the 50-59 age group.



Representatives from **all the household structures** participated including those living with a spouse/partner (25.6%), those living with child/ren (58.4% with or without spouse/partner), and those living alone (10.4%).



For more detailed information on the participation profile, please refer to Attachment 2 - Participation Profile and Engagement Evaluation Report.

RESEARCH FINDINGS

What people love about their area

Articulating what participants like and love about Cheltenham provides a useful basis from which to consider the consultation findings and contextualise the issues, concerns and improvement suggestions in the feedback.

Participants feel strongly about Cheltenham's great proximity to amenities such as schools, parks, shopping and transport. Having everything within walking distance makes Cheltenham a great place to live. They enjoy using the playgrounds, kindergarten, park and golf course and easy access to Southland shopping centre.

People in Cheltenham also love the village feel and strong sense of community. People know their neighbours and feel safe in their streets. Residents love the family-friendly, quiet streets with lots of trees and greenery and the low-density residential character of the area.

The feedback can be broken into 6 themes:

- Proximity to amenities (46 references)
- Community identity/village feel (44 references)
- Trees/leafy streets (29 references)
- Low density character (27 references)
- Quiet (23 references)
- Family-friendly (18 references)

The low rise leafy suburban character of the neighbourhood

Close to school, trains, shops

Family friendly and quiet

You can walk to shops at Southland and Cheltenham and the greenery of the area

Quiet, residential area within walking distance to everything we need

Lack of high density living

The village community feel

It's a nice quiet suburb - good for bringing up kids

What could be improved

Participants were asked what they thought could be improved in their local area. This gives us a useful basis for developing strategies to improve liveability for people who live, work or play in the area.

Many of the improvement suggestions relate to **traffic congestion** (39 references) and **parking difficulties** (22 references). As well as major concerns about **safety and ease of access to Bay Road and Park Road** (21 references) from the inner residential streets. Suggested improvements included installing traffic lights at key intersections to assist with right-hand turns and banning trucks from using secondary residential streets (10 references).

Other suggested improvements were:

- Limiting residential development to two storeys and/or limit subdivision (17 references)
- Upgrading Pennydale Park (10 references)
- Improving Southland Shopping Centre (appearance, parking, access) (8 references)
- Improve public transport (accessibility and frequency) (6 references)
- Installing more and safer bicycle lanes (5 references)
- Better and more shops in the local shopping strip (5 references)

The vision for the area in the future

Participants in the engagement process were asked to tell us their vision for the future of Cheltenham. This is a useful exercise to help the community think long-term about their neighbourhood and gives valuable insights as the Southland and Pennydale Structure Plan will provide guidance and direction for the area over the next 15-20 years.

In the future, participants want Cheltenham to be:

- An area that has retained its current neighbourhood character (59 references)
- An area with single houses of maximum 2 storeys in height (38 references)
- An area with lots of greenery (31 references)
- A family-friendly area (25 references)
- An area that's easy to drive through and park in (22 references)
- An area that's safe for pedestrians and cyclists (20 references)

In addition Cheltenham should be an area with **no high-rise buildings** (18 references), with **a mix of housing types** (7 references) and increased housing density **focused on major roads** (7 references). It should be a place where residents have **access to public transport** (6 references) and **quality commercial areas** (6 references).

Feedback themes

The questions of what people love about the area, what could be improved and the vision for the future were general questions that helped Council gain an insight into the key priorities for participants. The survey then went further to ask questions about seven specific themes. Each theme provides an insight in the key issues and challenges facing Cheltenham now and in the future. The table below list the seven themes and shows how much feedback back was received on each theme.

Theme	Number of responses	% of total responses
People and Housing (3 questions)	415	20.5%
The Economy (6 questions)	511	25.2%
Movement and Transport (5 questions)	529	26.1%
Social Infrastructure (3 questions)	203	10.0%
Open Space and Recreation (4 questions)	185	9.1%
Environment and Sustainability (4 questions)	183	9.0%
Total responses	2026	100.0%

People and housing

The survey

The People and Housing topic attracted a strong level of comments with **415 responses**. There is an awareness among participants of growth in other suburbs and recent development in Cheltenham and some **tension around apartment developments**.

Respondents expressed concerns about how future intensification would put **pressure on community infrastructure, traffic congestion and parking inadequacies** in the area. There is also a concern the new Southland train station will further exacerbate parking problems. Respondents propose retaining a focus on Cheltenham as a family-friendly community with a predominance of **single family houses of maximum two storeys**. They recommend containing **more intense development** to arterial roads (for example of Bay Road, Jack Road, Park Road). Many respondents also raised the idea of locating future residential development on brownfield sites such as ex-industrial land on Jack Road.

The survey contained three questions relating to people and housing:

Question 1: What other issues do we need to consider when planning for people and housing?

The biggest issue identified by respondents was the need for **additional traffic management** in the area (43 references). **Preventing over development** (23 references) and **ensuring appropriate parking policies** (23 references) were also raised as vital issues when considering planning for people and housing. Council also needs to consider how to provide **sufficient infrastructure and amenities** (13 references) such as open space, childcare and shops when planning for additional housing.

Question 2: Over time, increased housing density will be occurring in the Study Area. In your opinion, where is the best location for these additional dwellings?

Most participants feel that **along major roads** (45 references) and **brownfield sites** (19 references) are the best location for additional dwellings. Another suggestion was close to **Southland and Cheltenham train stations** (12 references) or along the **Frankston train line** (11 references).

Major arterial roads are the best locations for larger scale development

The narrow streets of Pennydale will not be able to accommodate higher housing density.

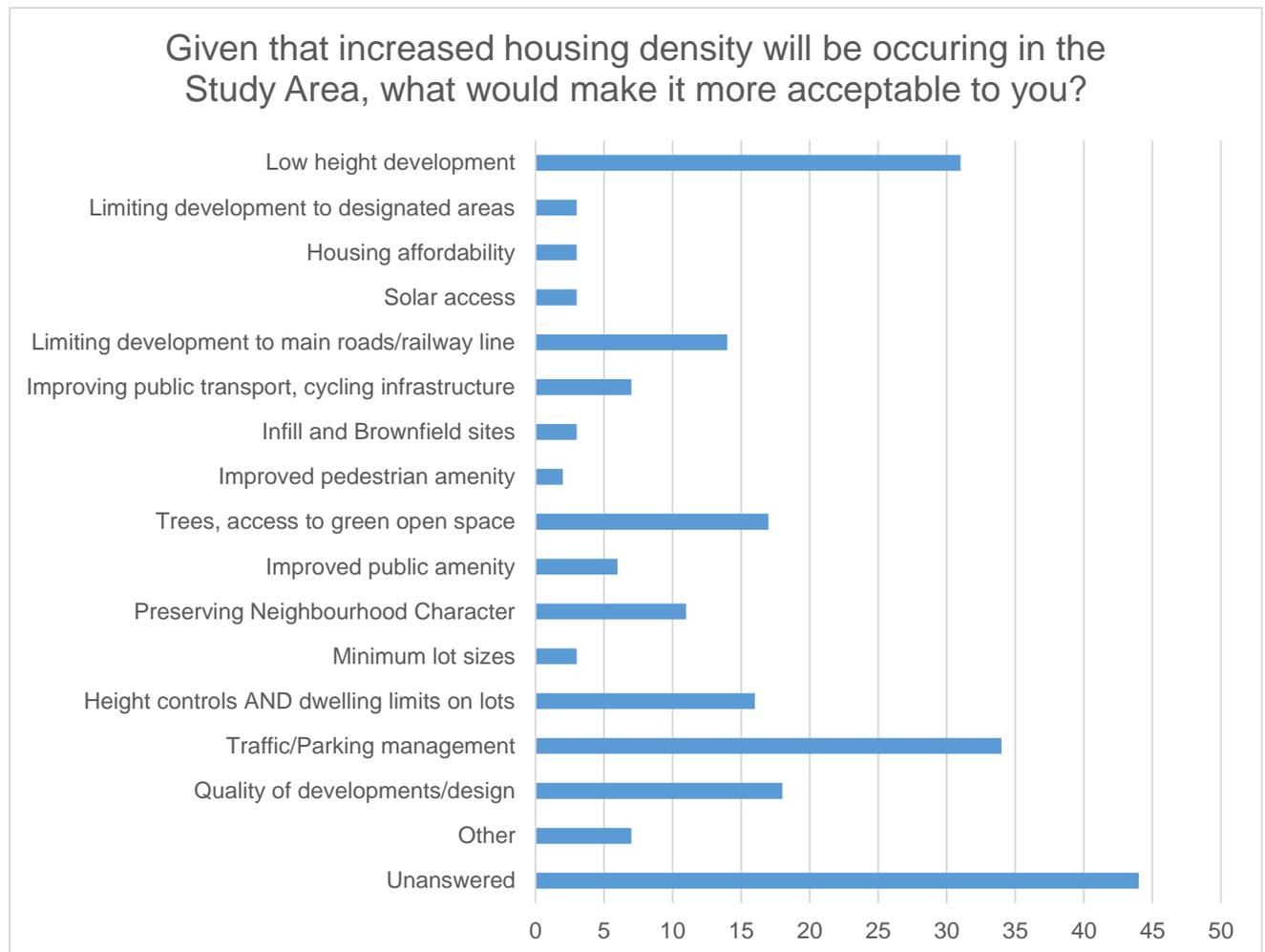
Lots of dead end streets, not easy to get in and out of the area. Choose areas that people can get in and out of

Consider ex-industrial sites

Needs to bring with it green space and more public amenity and gathering spaces

Location should be confined to non-established housing areas

Question 3: Given that increased housing density will be occurring in the Study Area, what would make it more acceptable to you?

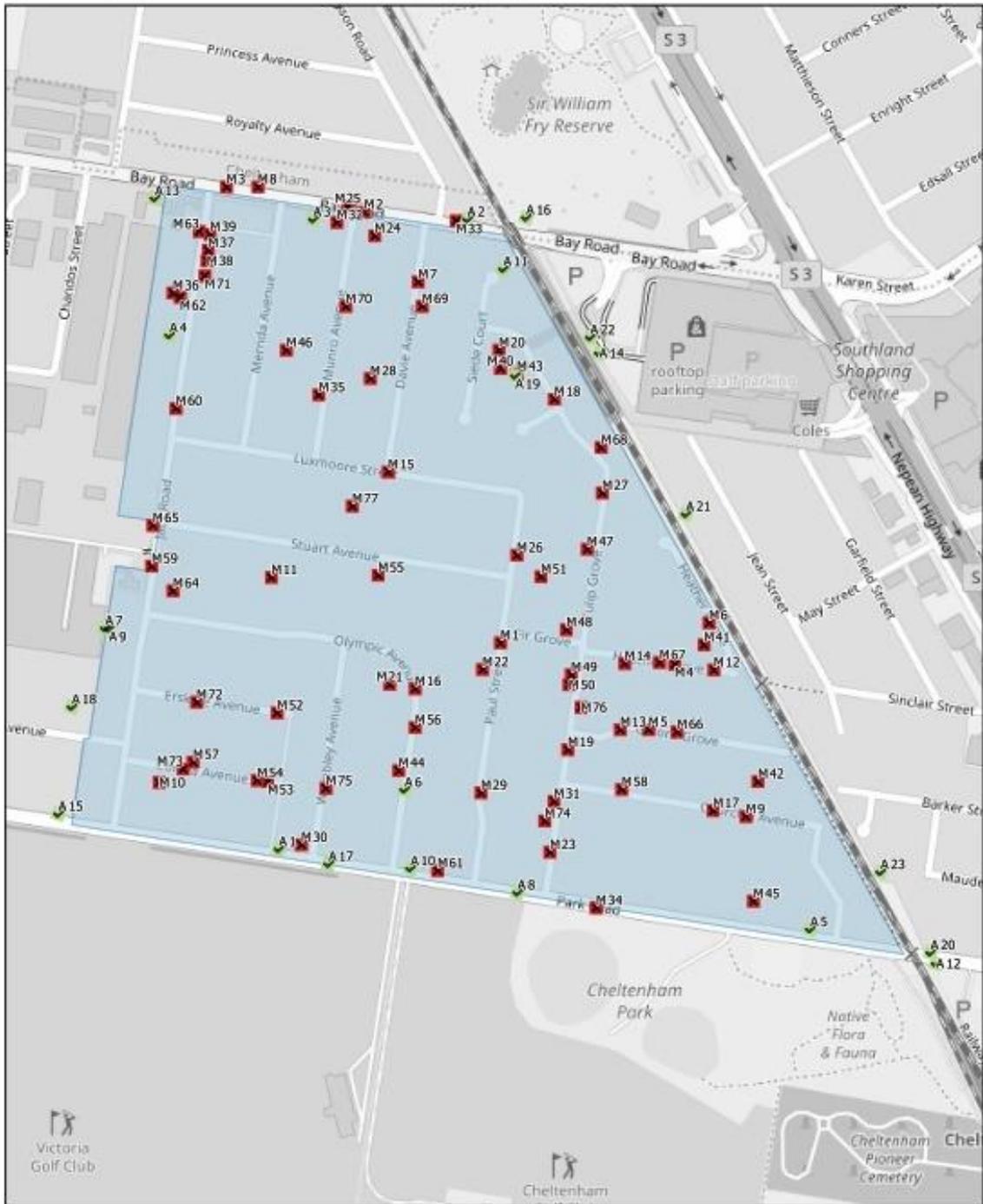


Mapping activities

As part of the online engagement on the *Have Your Say* page, participants were able to place 'pins' at locations that may be suitable for additional housing. Map 1 shows where respondents thought growth can be accommodated, and where it should be minimized.

Map 1

Managing Growth in Cheltenham/Pennydale: Growth
Community responses to the online Have Your Say questionnaire



	Legend	Activity Centre Boundary	 0 12.5 25 37.5 50 m	<small>Disclaimer: Copyright 2017 Moby Data - 2018 This material may be of assistance to you but the use of it by you and Bayside City Council do not guarantee that the publication is without error of any kind or is solely responsible for your particular requirements and therefore disclaims all liability for any error, loss or inconvenience, which may arise from your relying on any information contained in this material.</small>
	Community Responses Accommodate growth (number corresponds with comments table) Minimise growth (number corresponds with comments table)			

These mapping activities were also able to be done in person at the drop-in sessions held on the 29th of July and the 9th of August 2017. On maps 3 and 4 the blue dots represent

where growth could be accommodated and red dots represent where it should be avoided. Participants also provided comments and notes which were included in the survey feedback collection contained in Attachment 1.

Map 3: Dot Activity – Housing topic – 29 July 2017 Drop-in session



Map 4: Dot Activity – Housing topic – 9 August 2017 Drop-in session



Idea cards

People who attended the face-to-face engagement activities (drop-in sessions and Café Conversations) were able to fill in a short 'ideas card' on the spot to tell us in a nutshell their vision for Cheltenham. This was a good option for people who didn't want to fill out an entire survey or take part in online discussions.

Planning for the future of Southland and Pennydale – tell us your idea! ^{29/7} 

Tell us your idea to make Southland and Pennydale a great place to live, work and play - and what benefit this will achieve.

My idea for the Southland and Pennydale area
is... council will treat them independently and recognise
unique character + attributes of each.

so that... progress + development is not impeded but rather
dealt with appropriately.

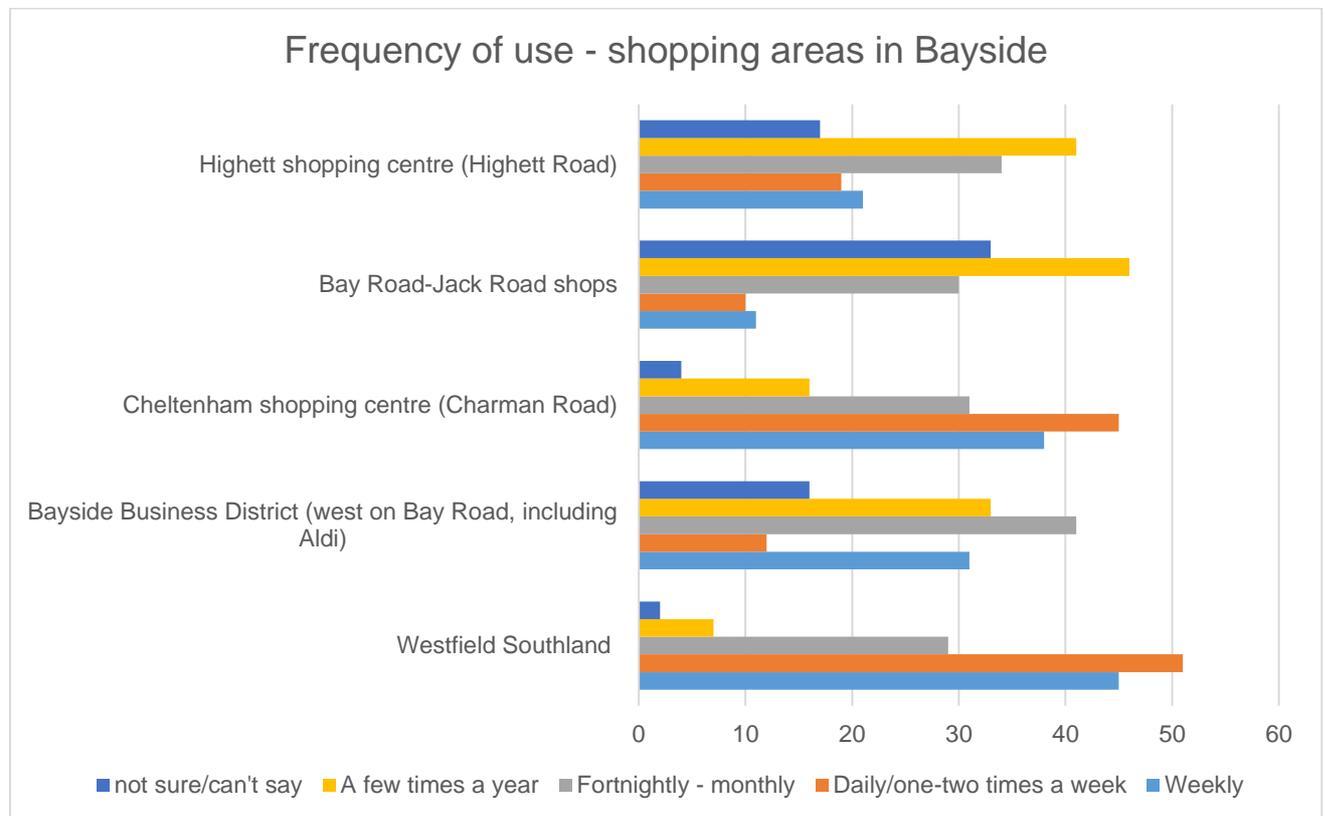
Fill in the back of this card and go into the draw to win a \$100 prepaid Visa card!
(Entries close 27 August 2017. Visit www.yourcity@victoria.com.au for terms and conditions)

The local economy

Participants were asked to provide feedback on their local shopping options via the survey. There were five questions relating to the local economy.

Question 1: How often do you use your local shopping centres?



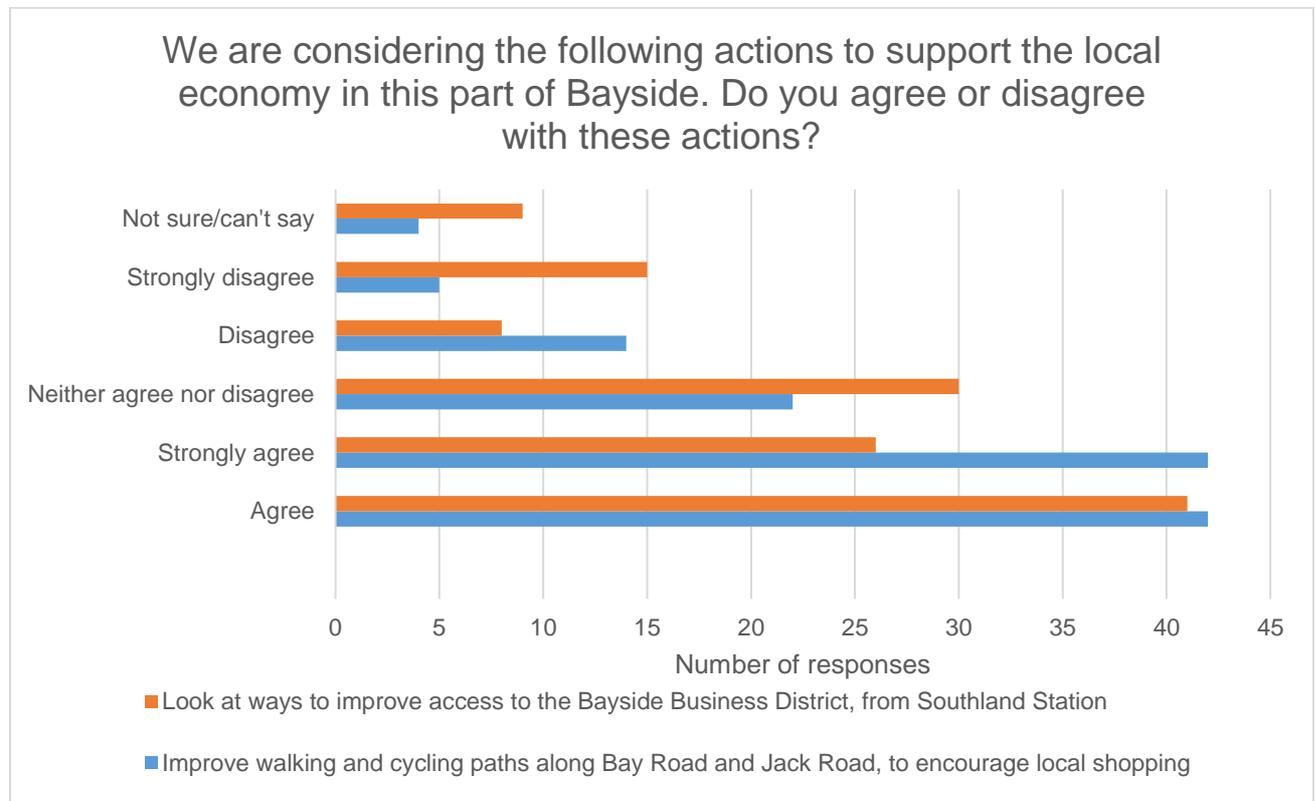
Question 2: What would encourage you to visit the small strips of shops, on the corner of Bay and Jack Roads?

Most respondents would use these shops more if there was **more quality and variety** in what was offered (85 references). **More parking** (24 references) and **better traffic management on Bay Road** (19 references) to improve access to the shops would also encourage locals to visit the shops more often. People would also like a **post office** nearby (13 references) and some **streetscapes improvements** (12 references) to make the shopping strip look more attractive.

Question 3: Do you, or others in your household, work in any of the neighbouring shopping centres?

Only one respondent (or person in their household) works in the Cheltenham shopping centre on Charman Road.

Question 4: Which of the following actions to support the local economy do you agree or disagree with?



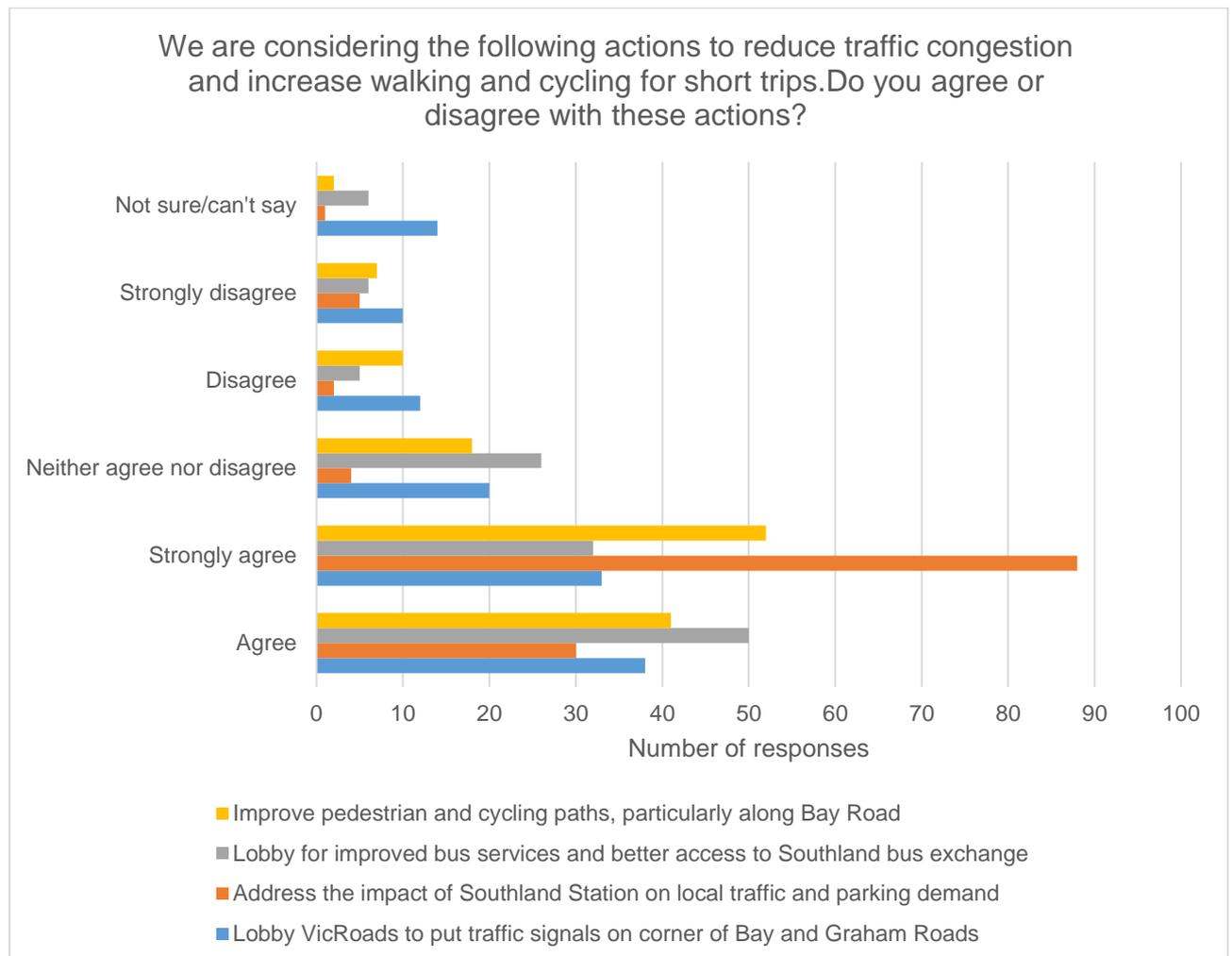
Question 5: What other issues do we need to consider when planning for the local economy?

According to respondents, the most important issue to consider is the impact of **traffic congestion** (17 references) on the local economy. Improving the **quality of the local shops** (12 references), **safer pedestrian and cycling access** (11 references) and **better parking** (11 references) were also raised as important issues to consider.

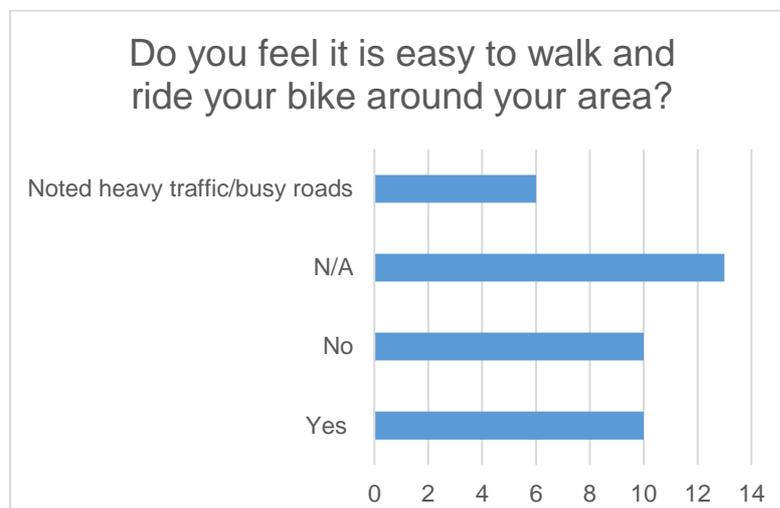
Transport and movement

Respondents were asked to answer four questions about transport and movement in Cheltenham.

Question 1: Do you agree or disagree with the following actions proposed by Council?



Question 2: Do you feel it is easy to walk and ride your bike around your area?



Question 3: When you think of traffic and parking congestion, which area/s come to mind?

The overall impression of the responses to this question is that the whole Cheltenham area is fairly congested. However a few roads are particularly hazardous. These are **Bay Road** (18 references), **Jack Road** (15 references) and **Tulip Grove** (12 references). In addition, Olympic Avenue, Reserve Road, Park Road, Paul Street, Luxmoore Street, Heather Grove and the area around Southland were all mentioned as experiencing traffic and parking congestion.

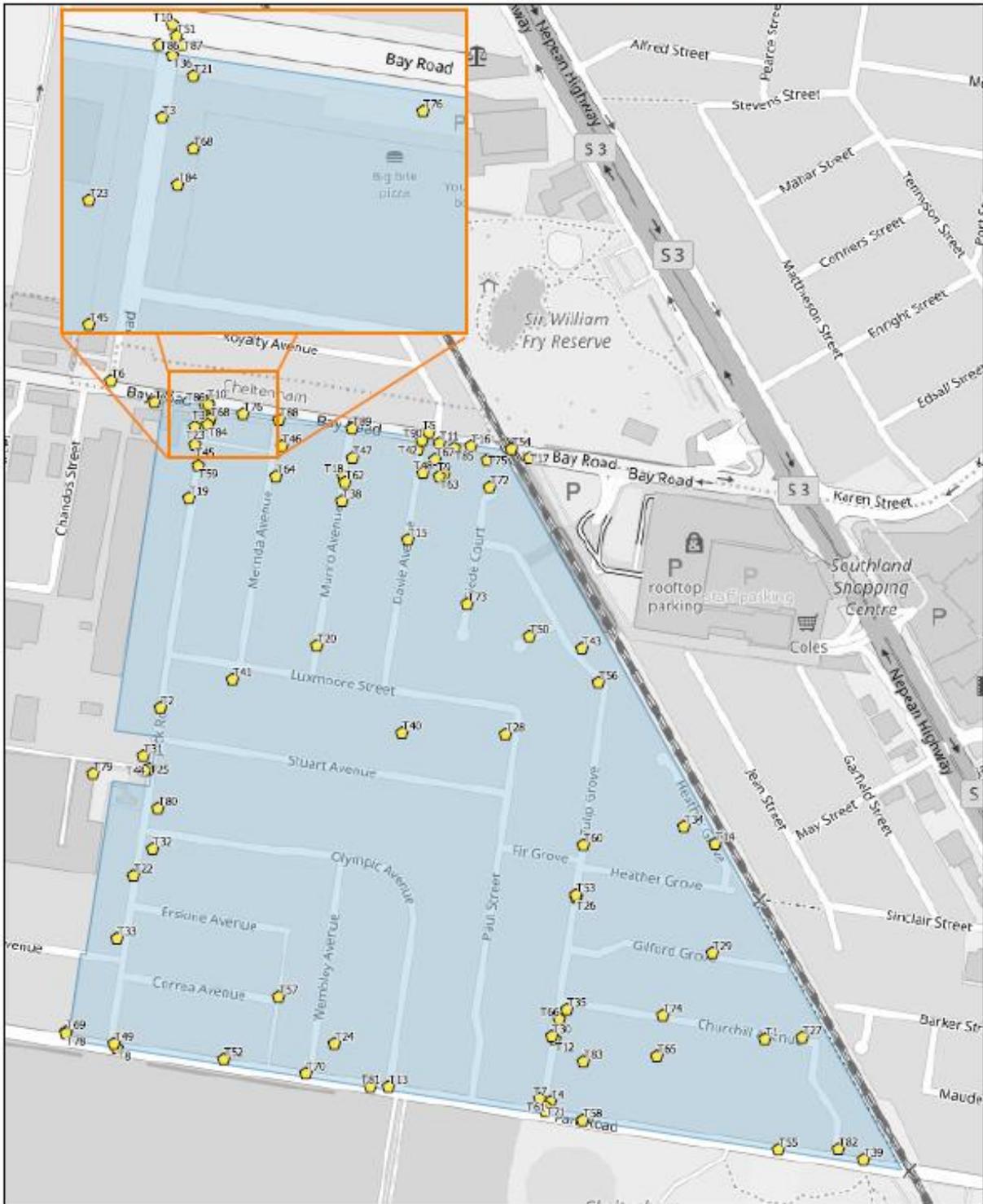
Question 4: Will you use Southland Train Station?

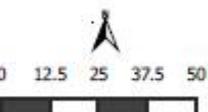


Mapping activities

As part of the online engagement on the *Have Your Say* page, participants were asked to place 'pins' where traffic and parking issues exist and where cycling and walking paths should be improved or installed.

Managing Growth in Cheltenham/Pennydale: Traffic and Parking Issues
 Community responses to the online Have Your Say questionnaire



	<p>Legend</p> <p>Community Responses</p> <ul style="list-style-type: none"> Traffic/parking issues (number corresponds with comments table) <p>Activity Centre Boundary</p>	 <p>0 12.5 25 37.5 50 m</p>	<p><small>Disclaimer: Copyright 2017 VicMap Data - DRC/BNP This material may be of assistance to you but the State of Victoria and Bayside City Council do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or consequences which may arise from your relying on any information contained in this material.</small></p>
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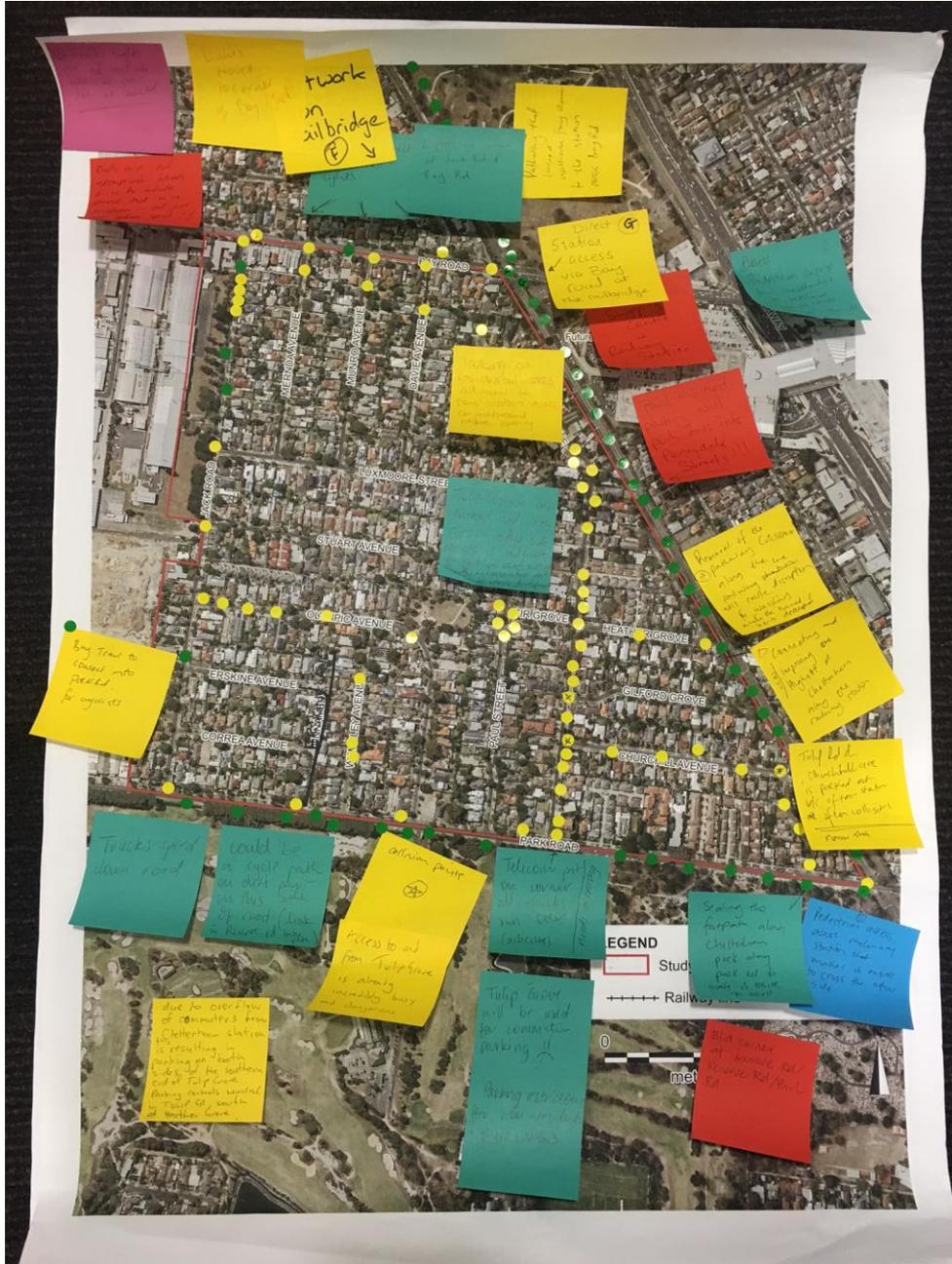
Managing Growth in Cheltenham/Pennydale: Walking and Cycling Improvements
 Community responses to the online Have Your Say questionnaire



	<p>Legend</p> <p>Community Responses</p> <ul style="list-style-type: none"> ● Improve walking/cycle path (number corresponds with comments table) <p>Activity Centre Boundary</p>		<p><small>Disclaimer: Copyright 2017 Velody Data-Cloud. This material may be of assistance to you but the state of Victoria and Bayside City Council do not guarantee that the publication is without error of any kind or is wholly appropriate for your particular purposes and therefore disclaim all liability for any error, loss or consequences which may arise from your relying on any information contained in this material.</small></p>
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These questions were also discussed as part of an activity at the face-to-face drop-in sessions. The yellow dots represent location of significant traffic and parking issues. The

green dots represent places where cycling and walking paths should be improved or created. The comments were captured as part of the verbatim comments and are presented in Attachment 1.



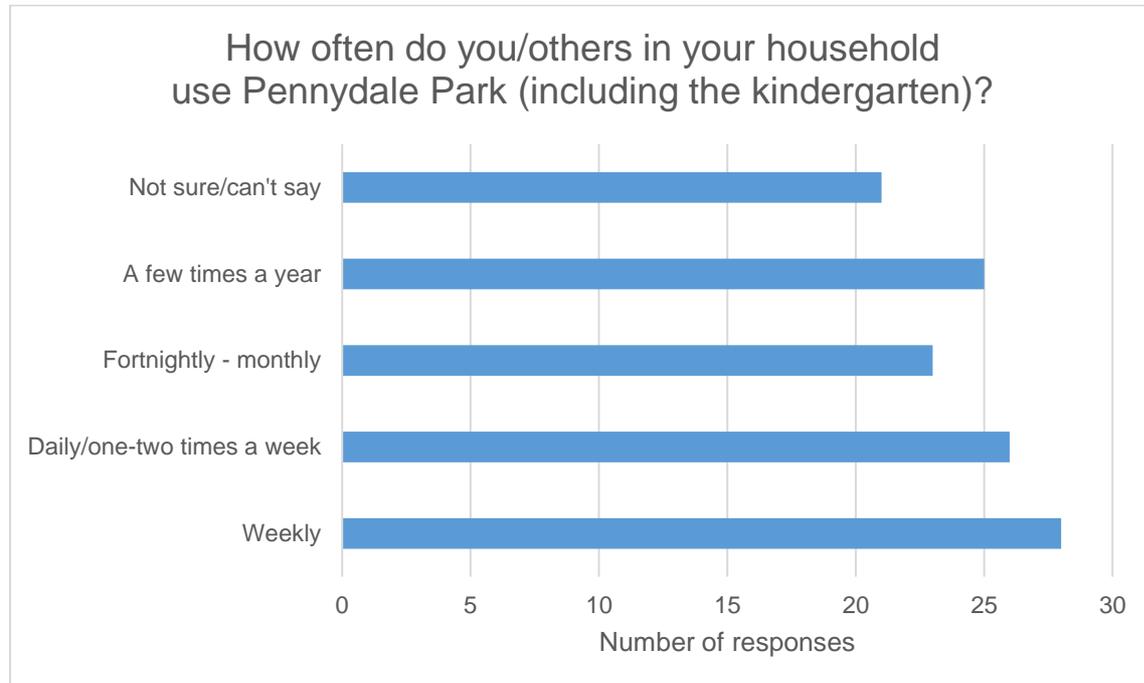
Other submissions

In addition to the survey, discussion forums and face-to-face conversations, people were also able to address Council staff directly with emails, letters or direct phone calls. Six emails and one letter were received during the engagement period. Both the emails and letter related to the recent changes to parking restrictions in the study area. The emails requested clarification on why they were needed, where they would be and when they would commence. The letter suggested alternative strategies for addressing parking problems in the area with the goal of reducing parking signage. These seven submissions were included in the overall feedback and also referred to Council's Traffic Department.

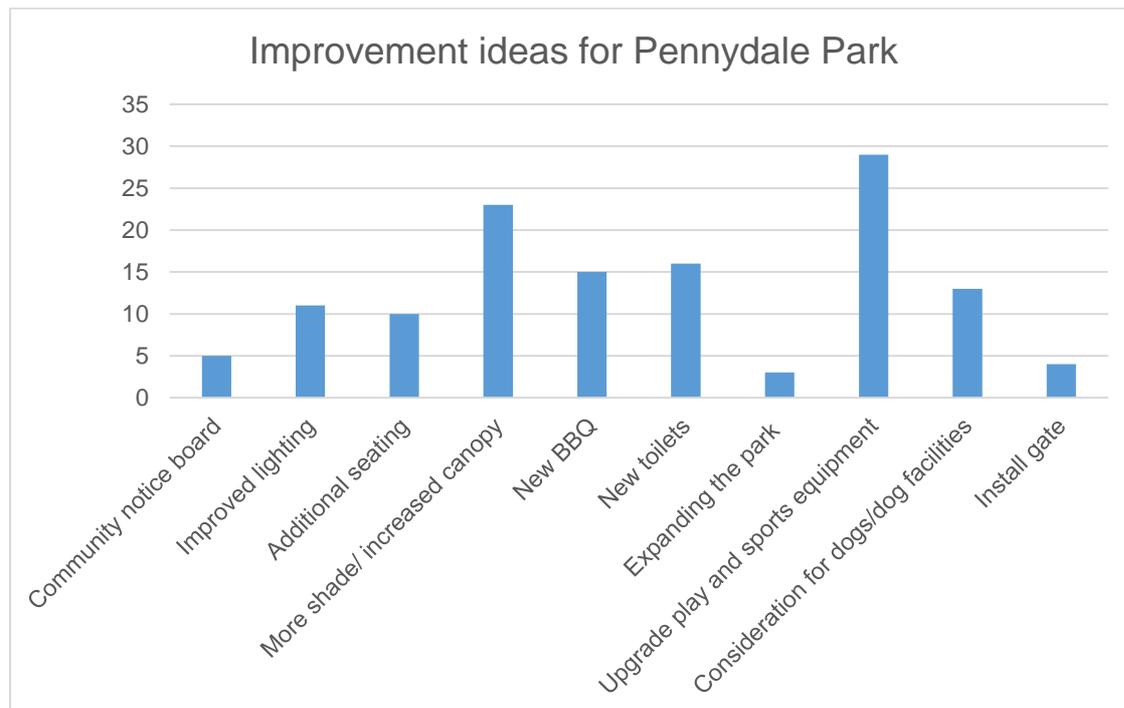
Community facilities

Respondents were asked to answer three questions about social infrastructure in the study area.

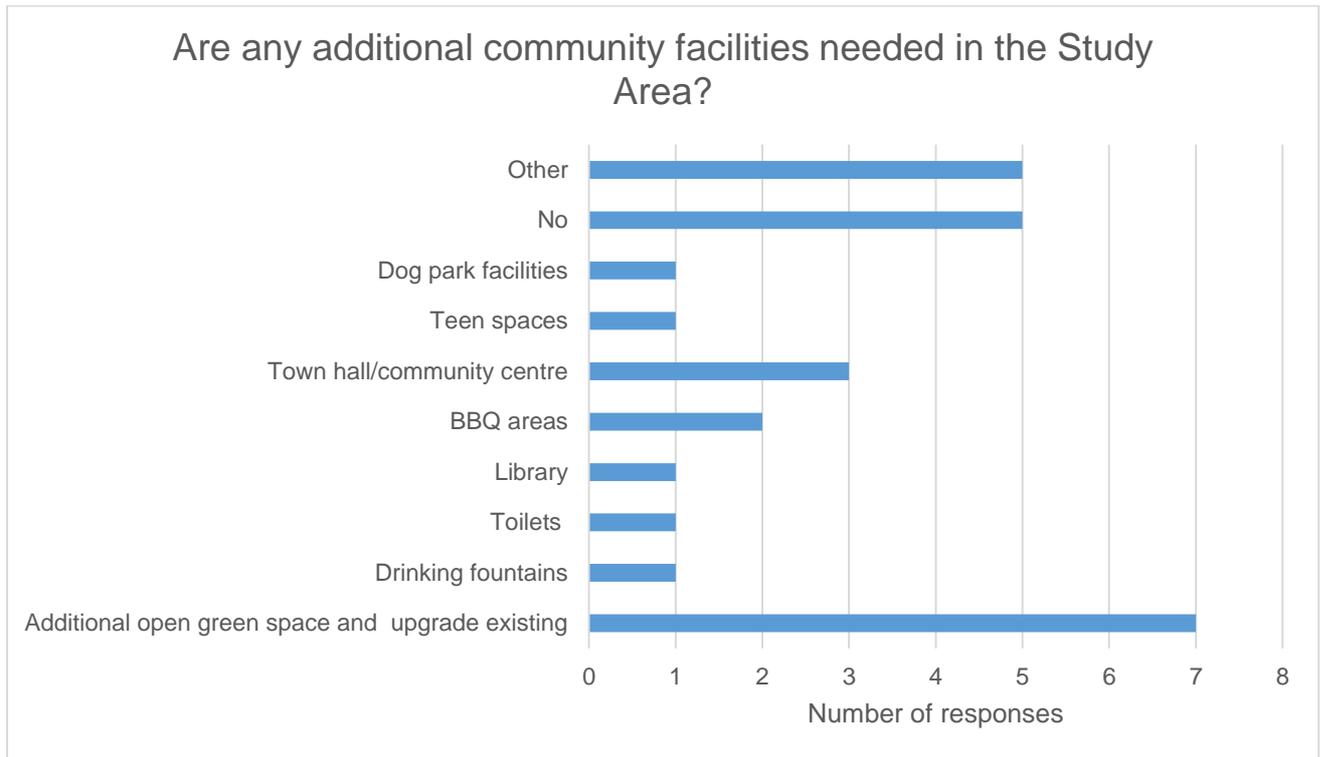
Question 1: How often do you/others in your household use Pennydale Park?



Question 2: Do you have any improvement ideas for this park?

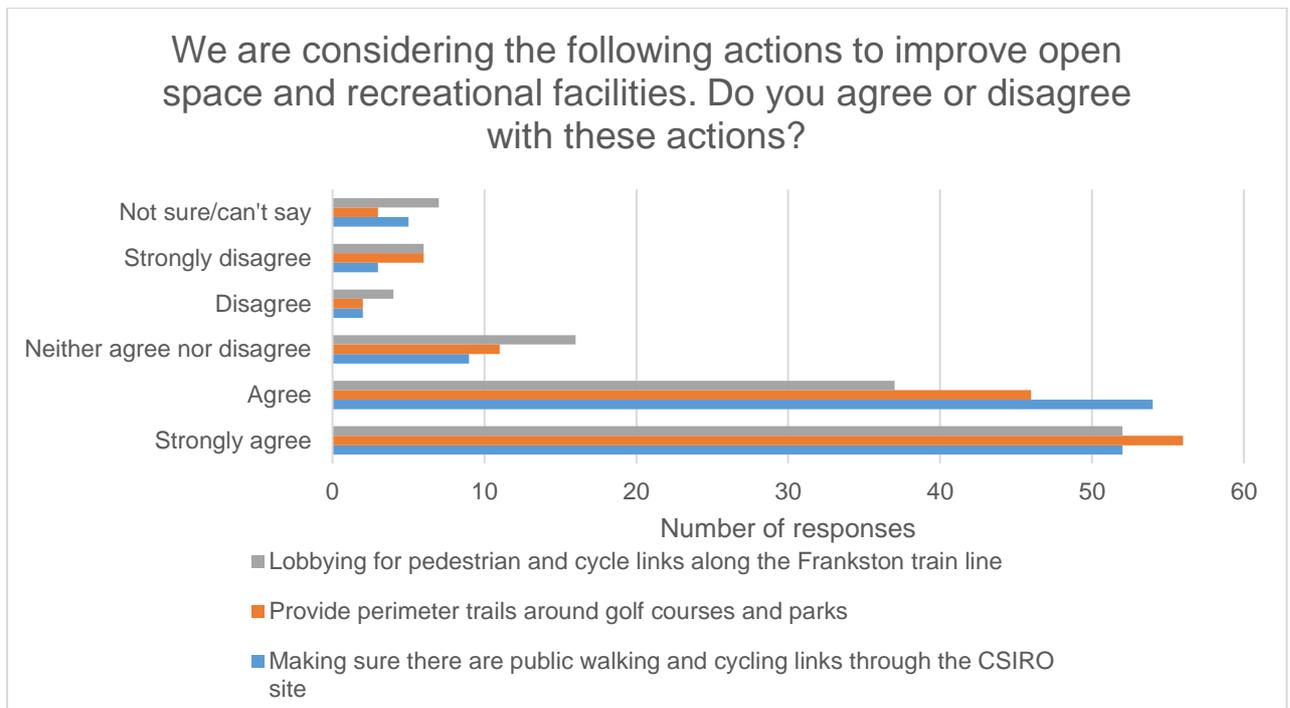


Question 3: Are any addition community facilities needed in the study area?



Open space and recreation

When asked which actions should be prioritised to improve open space and recreation in the study area, respondents rated walking and cycling links and perimeter trails around golf courses as actions they agree or strongly agree with.

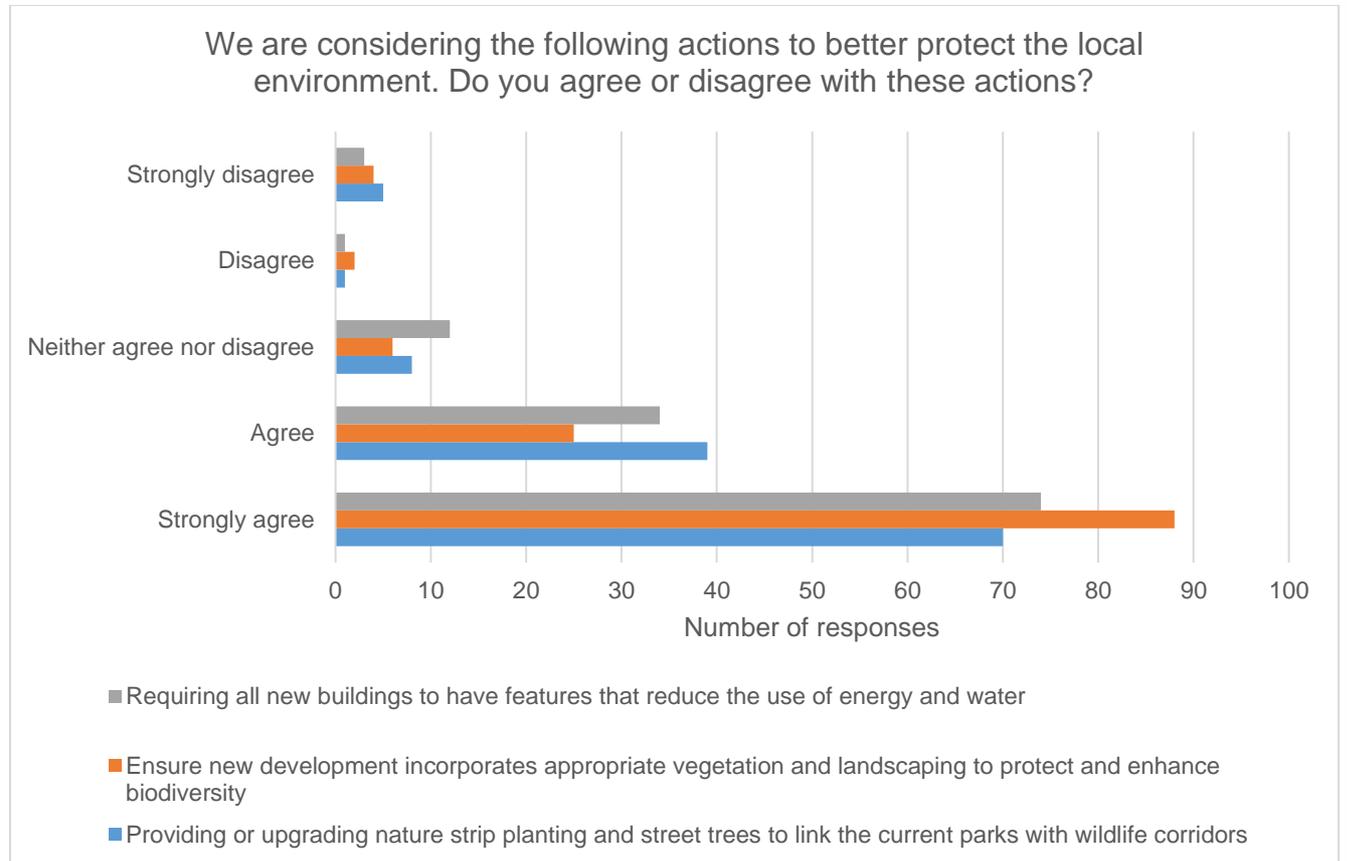


When asked what else needs to be considered when planning for open space and

recreation, safety (safe from cars and from crime), native plant and animal protection, additional open space for population growth and more playgrounds were all considered important by respondents.

The environment

When asked about the actions to protect the local environment, the priority was placed on ensuring new development incorporates appropriate vegetation and landscaping to protect and enhance biodiversity.



EVALUATION

Level of engagement

Stage 1 of the Southland and Pennydale Structure Plan Engagement receive a high level of engagement from the community.



These numbers show that the project website was visited 2,500 times since it was created 6 months ago. 1,400 of these visitors viewed pages, 834 clicked on links or downloaded documents and 136 visitors actively participated by commenting in the discussion forum and/or filling in the survey. The project resulted in 104 new registrations to Council's engagement portal 'Bang the Table' which is a high rate in comparison with other projects.

Participant feedback

Engagement and communication objectives were set at the outset of the project to enable an evaluation of success. These objectives were achieved and participant feedback (both unsolicited and invited) indicated an overall positive sentiment to the program. For example, when participants who had provided an email address were asked to fill in an evaluation survey, the results showed:

- 52% found it easy to find the information they wanted about the project;
- 78% understood what they were being asked to comment on;
- 56% understood how their comments will be used by Council; and
- 59% were satisfied overall with the way this consultation process was done.

I think the survey questions worked well and covered most issues

Make it clearer people can mail comments

This way is a good start. Keep it up and it will be a much valued improvement

Keep us informed about discussions that affect this area as soon as they are made

ACKNOWLEDGEMENTS

We would like to thank the many Bayside City Council staff who supported the consultation through promotion and assistance with community outreach activities. We would like to acknowledge the Jack Road traders, the Olympic Avenue Kindergarten and community organisations that assisted with the distribution of promotional materials and hosted engagement activities. Finally, we would like to recognise the generosity of the Cheltenham community in sharing their views and contributing valuable local knowledge to inform the first stage of the Southland and Pennydale Structure Plan.