

Sunshine North

SUMMARY ENGAGEMENT REPORT

30/01/2017

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About Development Victoria

Development Victoria is shaping the way Victorians live. We develop and revitalise public buildings and land to create spaces and homes that help make Victoria a great place to live.

We do this by seeking out opportunities to increase housing diversity near jobs, transport and services. We manage projects to create cultural, recreational and civic facilities that enrich our communities. We also revitalise major activity centres and urban precincts to stimulate economic activity and create jobs.

Development Victoria is currently delivering projects of state significance, including the Melbourne Park and State Library Victoria redevelopments. Our residential developments provide a diverse range of housing options for Victorians.

With Victoria's population set to hit 10 million by 2050 and demand for housing an issue for many Victorians, Development Victoria will help to meet the needs of our growing population.

Executive summary

Between 21 November and 23 December 2016, Development Victoria undertook engagement with the Sunshine North community regarding the redevelopment of the City West Water depot and administration site at 247 – 251 St Albans Road. The site became surplus following the relocation of City West Water’s administration activities to Footscray in 2015.

Development Victoria is investigating the redevelopment options for the 12.5-hectare site to include housing, retail, community assets and open space. The development site is adjacent to the Stony Creek project which will involve the removal of a concrete culvert and the construction of new open space and a naturalised creek.

The site benefits from proximity to the Melbourne CBD and significant transport links including St Albans Road, the Western Ring Road and the newly redeveloped Ginifer Railway Station. The site also benefits from nearby schools, hospitals and major retail.

The development is limited by the need to retain the existing heritage-listed City West Water administration building, the need to complement the Stony Creek development and the need to align the major spinal road within the development to a cross-over at Metherall Street that will link the development to existing housing.

Engagement featured online information on the Development Victoria website, social media advertising, a letterbox drop to neighbouring households, an online survey, a dedicated email address for submissions and an information session in Sunshine North.

Key issues raised by the community included:

- concerns the development would increase vehicle traffic
- the management of grasslands to prevent bushfires
- traffic noise from the Western Ring Road
- population impacts on the local primary school.

Development Victoria provided responses to these issues and overall, no critical concerns were raised.

Background

Development Victoria acquired the site from City West Water following their relocation to new offices in Footscray in 2015.

Rezoning was undertaken by City West Water prior to disposal to redesignate the site from a Public Use Zone to part Mixed Use Zone and part General Residential Zone in July 2015. The amendment was generally supported by statutory authorities but some community members expressed concern about extra traffic generated by the development impacting local roads through the Metherall Street crossover.

The rezoning allows Development Victoria to consider a mixed use development that includes diversified housing options as well as retail facilities, community facilities and provision of pedestrian and cycling links to existing transport infrastructure.

Development Victoria is undertaking project management of the adjacent Stony Creek development that will provide a significant open space asset to the existing and new communities.

Engagement approach

Between November and December 2016, Development Victoria undertook community engagement on its planned development of the Sunshine North site. The preferred scheme developed by Development Victoria did not have scope for extensive engagement, therefore an 'inform' approach based on the IAP2 spectrum was implemented.

Engagement objectives

The community engagement plan was designed to support Development Victoria's development plan submission to Brimbank Council. It sought to ensure that all risks and opportunities were identified and managed (where possible) before the application was submitted.

The key objectives were to:

1. Inform stakeholders and the community about the project and the opportunity to engage.

The plan aimed to ensure that relevant stakeholders and community members were provided with or able to access information about the project.

2. Understand reactions and implications or consequences of the proposal.

The plan aimed to understand the views of affected stakeholders and community members.

3. Improve the quality of the plan.

Ensure that, where possible, the plan was informed by local priorities and concerns.

4. Enhance Development Victoria's reputation and create support among key stakeholders for its licence to operate.

Development Victoria has a mandate to revitalise government land. Part of achieving this is through a commitment to sound, proper, and responsive engagement, and design processes.

Scope for public participation

Negotiables are determined by the need to achieve a commercial outcome and deliver high quality design on the site. The quantum of housing is determined by the need to achieve a commercial outcome and the principal road orientation is determined by the need to align to the sole access point to the neighbouring residential area. As such, the density and layout of the project are beyond the scope of the engagement and the community will be informed of these elements.

The existing City West Water building is heritage listed and must be retained placing further restrictions on options for the site. However, the building may be repurposed to provide community assets such as childcare or aged care.

The need for Development Victoria to make a commercial return on the site places a lower limit on the density of residential housing and the diversity of housing types.

Negotiables and non-negotiables

Negotiables	Non-negotiables
Open space use. (Passive/active, inclusion of community gardens, bicycle parking, etc.)	Quantity/density of housing
Footpaths and cycle paths	Site access (vehicular)
Commercial and retail opportunities	Quantum of space allocated to open space/housing/retail
Community facilities	Orientation of roads

Key stakeholders

Understanding and identifying the key stakeholders in the community are a key part of the engagement process. Brimbank, with 25 new and established suburbs, is the second most populous municipality in metropolitan Melbourne, and the largest in the Western Region of Melbourne. Brimbank is notable for its cultural diversity and is one of Victoria's most culturally diverse municipalities, including more than 156 nationalities. The top languages spoken in Sunshine North other than English (25.8%), are Vietnamese (31.8%); Maltese (5.8%) and Cantonese (4.7%).

Summary stakeholder list

- Minister for Major Projects, The Hon Jacinta Allan MP
- State Member for St Albans. Natalie Suleyman MP
- Western Metropolitan MPs
- Brimbank City Council CEO
- Brimbank City Council planning staff
- Brimbank City Councillors
- City West Water
- Residents in Metherall Street
- Residents in Camperdown Avenue
- Albion North Primary School
- Community West Vic
- Vietnamese groups
- Traders groups in the area
- Sunshine Health and Wellbeing Partnership
- Friends of Iramoo

Engagement activities

Development Victoria invited the community to provide feedback about the draft design approach to this site via a variety of engagement opportunities, between 25 November and 21 December 2016:

Engagement activities	
Key stakeholder meetings: Brimbank Council officers site visit	– 22 November and 30 November
Sunshine web page and survey launched	– 25 November

Direct mail to ward councillors	– 25 November
Letterbox drop to neighbouring properties	– 25 November
Advertisement in Brimbank Star weekly	– 30 November
Facebook paid advertising launched	– 2 – 10 December
Community information session	– 10 December

Community feedback

Reach

Communication about the planned development and community engagement reached:

- More than 600 residents and businesses adjacent to the site via a letterbox drop.
- There were 12 responses to the survey on Development Victoria’s website.
- 15 people attended the community information session at the Albion North Primary School.
- An advertisement was published in the Brimbank Star Weekly promoting the information session on 10 December.
- Paid advertising on Facebook reached 13,000 people and attracted 21 comments, 54 ‘likes’ and two shares.
- No respondents emailed the dedicated email address.
- No phone calls were received.

Feedback

Community information session

A community information session was offered between 11am and 2pm on Saturday 10 December at the Albion North Primary School which is located in the neighbouring community.

The session was advertised through print media, online, social media and direct mail (letterbox drop) and was attended by 15 residents (See Appendices 1-6). The information session was staffed by the project’s director, development manager, assistant development manager, community engagement manager and the contracted town planner.

Attendance was on an open house basis with residents discussing draft outline plans and being provided with a Development Victoria factsheet and FAQs.

Common themes received during the community information session included:

Feedback	Response
Questions over likely traffic impact at Metherall Street crossover.	Development Victoria highlighted the provision of two new access points to the site to be created at St Albans Road.
Albion North primary school – roll close to full. What consideration given to likely increased numbers?	Development Victoria will maintain communications with the school to ensure prior advice of house sales, types and potential impacts.
Traffic noise from Western Ring Road.	The development will include strategies to manage noise impacts from surrounding infrastructure.
Will significant trees on the site be maintained?	Development Victoria is in discussion with Brimbank Council’s arborist to ensure that tree retention can be maximised where possible.

Grassland on site is currently poorly managed – presents a risk in upcoming fire season.	Development Victoria will look into grassland management with Brimbank City Council.
Preference for office type developments.	Development Victoria's market research indicates that highest and best use of the site is achieved through a mixed use development.
The development could create oversupply of housing and lower the value of existing stock.	Development Victoria's experience of similar developments indicates that property values are likely to rise as a result of the improved amenity.
Will the development complement the Stony Creek project?	Development Victoria is project managing the Stony Creek development and will ensure that the interface between housing and the Stony Creek development is carefully managed.

Online survey responses

Development Victoria's online survey asked the community to provide feedback about elements of the proposed development. Twelve online survey responses were received and the responses indicated diverse priorities with no outstanding areas of concern.

Respondents were asked to rate the importance of elements that included:

- Affordable and diverse housing
- Cycling facilities
- Traffic connectivity and parking
- Trees and vegetation
- Commercial uses
- Open Space
- Design aesthetics and visual impact

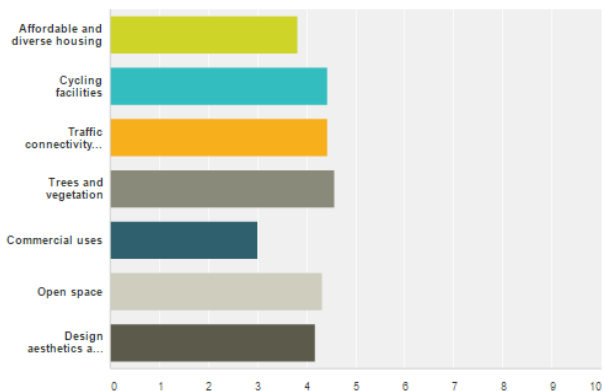
Respondents were asked to rate the importance of the commercial elements of the development including:

- Childcare
- Medical clinic
- Office
- Co-working space
- Supermarket
- Food and beverage
- Light retail

From the responses received, no overall preference emerged to indicate a strong area of concern. The lower level of interest, combined with input from the community information session and the survey, indicates that there are no prominent issues of concern.

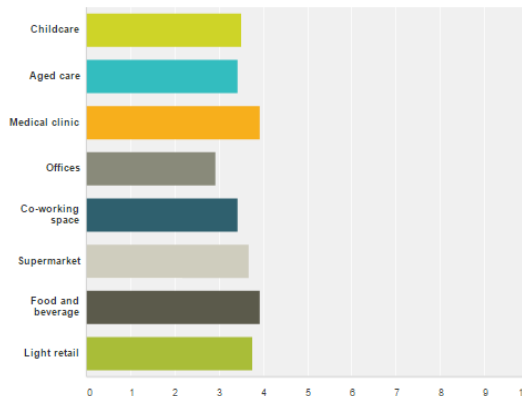
Please tell us about what is important to you about the future development of the site (Please select all that apply)

Answered: 12 Skipped: 0



What commercial uses would you like to see included on the site? (Please select all that apply)

Answered: 12 Skipped: 0



Social Media

Development Victoria took out paid advertising through a promoted post on Facebook. Analytics indicate that the post reached over 13,000 people. The post attracted 24 comments, 53 likes, 2 shares and one ‘love’.

Comments varied from respondents tagging other users, expressing concern about traffic impacts and high density housing, and commenting about the Royal 3020, a private development on Wright Street in the same suburb.

Next steps

The feedback received from the Sunshine North community such as noise, traffic, retention of significant trees, visual impact and commercial and open spaces concerns have been noted and will be shared with Brimbank City Council for the design of the master plan.

There will be ongoing negotiations with Brimbank City Council in 2017 as part of Development Plan approval, which will also form the basis for future planning applications for development and subdivision.

Appendices

1. Brimbank Star weekly advertisement

Join the conversation - redevelopment of the former City West Water site, Sunshine North

Places Victoria is developing a master plan to guide the redevelopment of the former City West Water site at 247 - 251 St Albans Road, Sunshine North.

Places Victoria is the Victorian Government's property development agency responsible for urban renewal. We are in the early stages of planning the redevelopment of the site, which may include new homes, retail opportunities, open space and community facilities.

We invite you to join the conversation about the site's future between 11.00am and 2.00pm on Saturday 10 December.

If you can't make it to the information session, visit our website to find information about the project and complete a short survey.

For more information about the project or these events, please visit places.vic.gov.au/sunshine or contact us at sunshine@places.vic.gov.au

Community information session: 11.00am - 2.00pm, Saturday 10 December

Albion North Primary School
67 Furlong Rd,
Sunshine North



Places Victoria

2. Letterbox drop letter

25 November 2016

Dear Resident

Redevelopment of the former City West Water site (247 – 251 St Albans Road, Sunshine North)

Places Victoria is the Victorian Government's property development agency, responsible for urban renewal. Our primary role is to lead urban renewal projects on government land. We are a statutory authority operating under the *Urban Renewal Authority Victoria Act 2003*.

Places Victoria acquired the land (247 – 251 St Albans Rd, Sunshine North) from City West Water. Places Victoria has commenced preliminary design and master planning for the future redevelopment of the site.

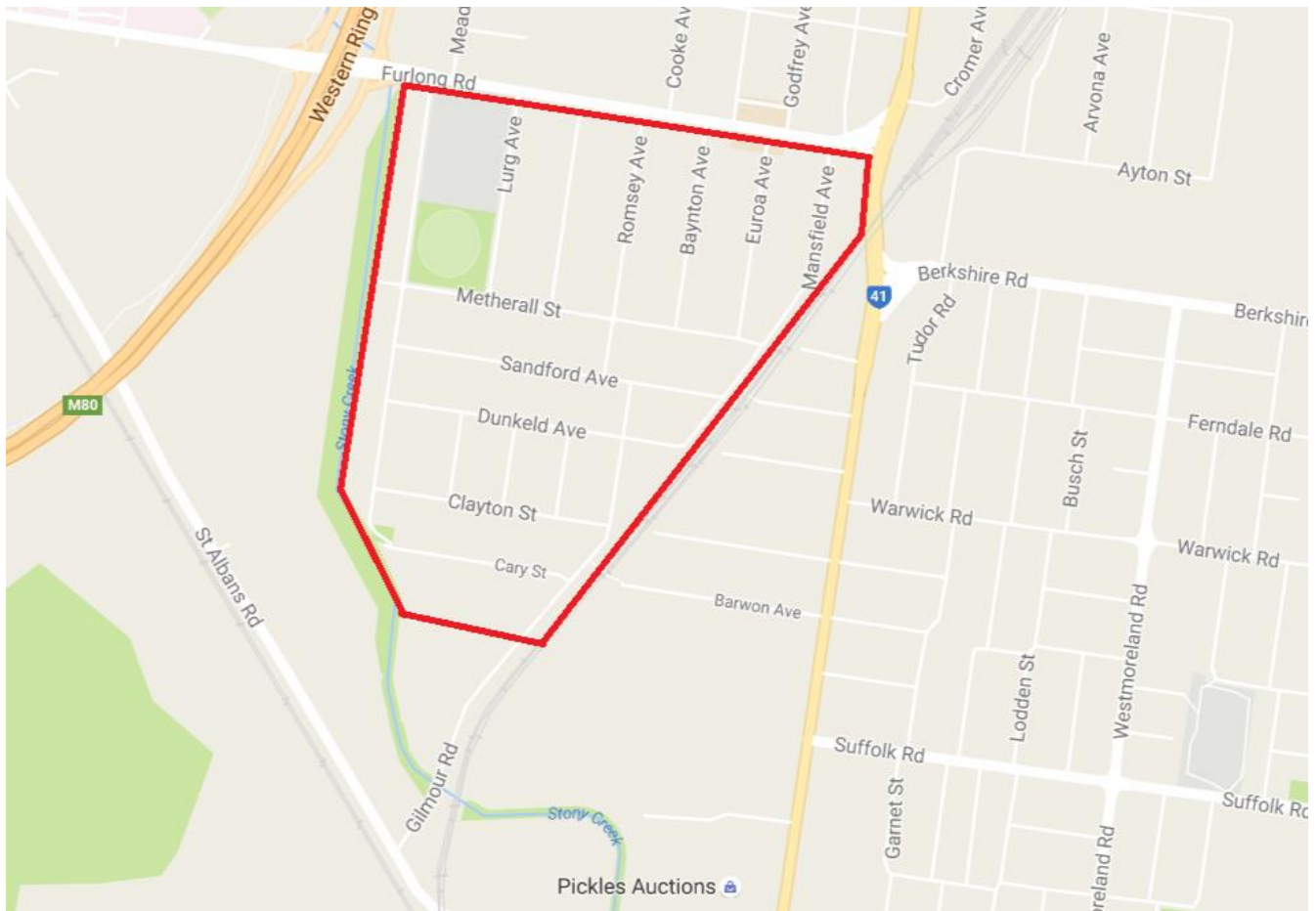
Places Victoria engages with the community and relevant stakeholders to ensure that our projects are informed by community input. We believe that local knowledge adds value to our projects.

We invite you to attend a community information event on Saturday 10 December 2016 between 11am and 2pm in the Multi-purpose Room at Albion North Primary School, 67 Furlong Road, Sunshine North – enter via Camperdown Avenue entrance. The session will run on a 'drop-in' basis so you can come at any time and speak to the team. It is not necessary to book in advance.

The event will be attended by staff from Places Victoria who will be available to answer your questions about the proposed redevelopment.

Information about the proposed redevelopment can also be found on our website at places.vic.gov.au/sunshine, where you can also complete a short survey. If you wish to contact us directly, please email sunshine@places.vic.gov.au. The deadline for written submissions is 4.00pm, 21 December 2016.

3. Letterbox drop distribution



4. Project FAQ

Who is Places Victoria?

Places Victoria is the Victorian Government's property development agency responsible for urban renewal. We develop crown land that is no longer used by government departments and agencies to deliver housing and community infrastructure to improve liveability and meet the needs of the growing population in Melbourne and Victoria.

What is Places Victoria's interest in Sunshine North?

The 12.5-hectare former City West Water administration office and depot at 247 – 251 St Albans Road became disused due to the relocation of City West Water to Footscray. The site has a number of attributes that respond well to a redevelopment opportunity to deliver housing and commercial/retail opportunities. These include, the strong transport links, health and education resources and the future transformation of the existing Stony Creek.

What is proposed for the site?

Places Victoria is proposing to redevelop the site to offer approximately 300 - 350 residential dwellings featuring a variety of housing types, to include one, two, three and four bedroom homes.

It is proposed the site will provide public open space, commercial and business use and light retail opportunities along the St Albans Road frontage and adjacent to the existing heritage building (former City West Water administration office). Potential commercial uses may include a supermarket, medical clinic, child care and other light retail tenancies such as food, beverage and shops.

Is the proposed development denser than the existing neighbourhood?

Existing housing in Sunshine North tends to feature traditional detached housing on relatively large lots (500m² and larger) that were built in the 1950s.

The new development will feature more compact designs in response to the changing market conditions of Sunshine North and the greater Melbourne area. This offers greater diversity of housing and price points.

Will the project include public or social housing?

No public or social housing is proposed as part of this development. All housing will be sold privately.

What about the City West Water Building?

The City West Water building is heritage listed under the Brimbank Planning Scheme and will be retained. Places Victoria are currently investigating potential re-uses for the building which may include a medical clinic, or other medical uses, office space or another community based use.

How will the development impact the Stony Creek project?

Places Victoria is actively involved in the Stony Creek transformation project and recognises that the redeveloped Creek will create a significant natural and recreational asset for the Sunshine North community. Places sees this as a significant opportunity for the master planning and design of the subject site.

Will traffic from the site impact the existing community?

Places Victoria will build a pedestrian and vehicle bridge (as required by Council during the rezoning process) over the existing Stony Creek connecting the existing residential area via Metherall Street. This will ensure that the existing community can easily access the proposed business, retail and community assets on the site and the future residents of the redeveloped site can access existing assets such as schools or healthcare. The initial traffic modelling undertaken has demonstrated that there is an acceptable level of capacity within the existing and future road network to cater for the additional residents in the redevelopment site.

The redevelopment will also include two vehicle access points via St Albans Road, which will ultimately minimise the impact on the connection of the Metherall Street bridge on the existing community and residents.

When is the Metherall Street bridge likely to be constructed?

The bridge will likely to be constructed as part of Stage 1.

When is construction likely to start on site?

This is dependent on the approval process with the City of Brimbank, however at this stage construction is likely to commence in the second half of 2017.

When is the project sales like to launch?

Sales for Stage 1 are likely to be launched to the market in mid-2017.

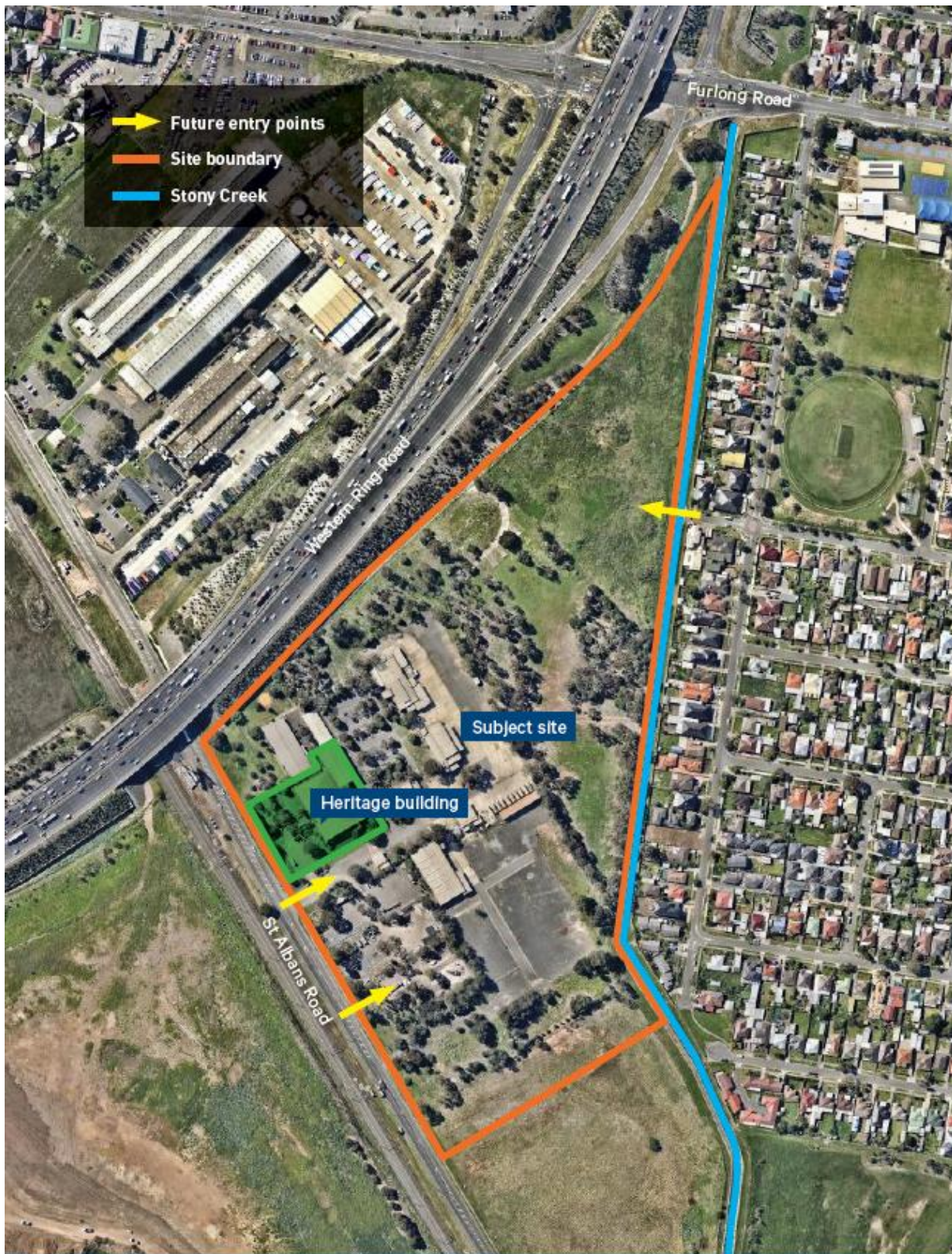
Community engagement

Information about the proposed redevelopment can also be found on our website at places.vic.gov.au/sunshine, where you can also complete a short survey. Any comments can be provided to us in writing by emailing sunshine@places.vic.gov.au or via letter to the following address:

Sunshine Development
Places Victoria
710 Collins Street
Docklands VIC 3008

The deadline for written submissions is 4.00pm, 23 December 2016.

5. Aerial view of Sunshine North site



247-251 St Albans Road, Sunshine North

6. Proposed development plan



Sunshine North
City of Brimbank

Proposed Development Plan

REF NO: PLY SUN
DRAW NO: UD 1400
REV: B

Scale: 1:1000
Date: 10/10/2018
M: MZ
M: MZ



Places Victoria



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