

# 430 Blackshaws Road, Altona North SUMMARY ENGAGEMENT REPORT

30/05/2017

## Contents

<b>Preface</b>	<b>3</b>
<b>Executive summary</b>	<b>4</b>
<b>Engagement objectives</b>	<b>5</b>
<b>Engagement outline</b>	<b>6</b>
<b>Next steps</b>	<b>8</b>

## Preface

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

430 Blackshaws Road Altona North, was formerly owned by the Department of Education and Training (DET). Following closure and demolition of the Altona Gate Primary School, the site has been declared surplus to requirement.

The site was rezoned from Public Use to Residential Growth through the government's fast track process in January 2017 by DET.

Development Victoria proposes to develop the site to include 127 townhouses of between two and three storeys with approximately 13% of the area being dedicated to accessible open space. A mix of product will include two and three-bedroom townhouses with some multigenerational homes and all residential parking to be contained off-street. While the site is zoned for Residential Growth, Development Victoria's proposal is based on the lower heights and densities associated with General Residential zoning.

The site provides an opportunity for Development Victoria to deliver a residential development to offer diversified housing and additional resources including increased open space for the community.

Development Victoria undertook community engagement between 8 and 26 May 2017 to inform the community about the proposed development and to ensure that all potential risks to the project are understood and addressed.

Engagement featured an information campaign based around two community information sessions supported by online information, social media and newspaper advertising, a letterbox drop and briefings to Hobsons Bay councillors and executive.

The information sessions were attended by 27 community members with additional activity on the project's Facebook post. No emails were received.

Key issues raised by the community included:

- Concern about the impact of additional traffic on surrounding streets and street parking
- Interest in/support for multi-generational housing options
- Concern for retention of street trees, and
- Concerns regarding overshadowing.

Development Victoria provided responses to these issues. Overall, there were no major concerns raised.

## Engagement objectives

The community engagement plan was designed to support Development Victoria’s Development Plan application to Hobsons Bay Council as part of a process to ensure that all risks and opportunities were identified and managed (where possible) before the application was submitted.

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 the proposal reflected 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 new mandate to deliver property and precinct development projects to meet government’s policy objectives. Part of achieving this is through a commitment to sound, proper, and responsive engagement, and design processes.

### Scope for public participation

Due to the nature of the site and the commercial outcomes required, there was relatively limited scope for public participation. Development Victoria "informed" according to the IAP2 spectrum, whereby it aimed to ‘provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions’.

Negotiables	Not-negotiable
Open space landscaping	Quantity of houses
	Heights/setbacks
	Open space quantum

## Engagement outline

Engagement activities featured two community information sessions supported by online copy, letterbox drops, Facebook advertising and adverts in the local press. Councillors and executive staff of Hobsons Bay council were briefed beforehand.

Date	Activity
8 May 2017	Letterbox drop
10 May 2017	Webpage/email launched <a href="http://www.development.vic.gov.au/residential-projects/blackshaws-road">http://www.development.vic.gov.au/residential-projects/blackshaws-road</a>
10 May 2017	Newspaper advertisement in Maribyrnong Star Weekly
13-16 May 2017	Facebook advertising
17 March	Council/exec briefing
17 March	Community info session #1
20 March	Community info session # 2

The engagement approach was informed both by the low level of negotiable elements in the proposal and the extremely low level of response to the rezoning consultation undertaken by DET in 2016. The rezoning exhibition attracted only two submissions. One from council and one from the LGA.

The letterbox drop reached over 500 households in surrounding streets and the promoted Facebook post was seen by 348 viewers, with an overall post reach within Altona and surrounding suburbs of 8,295. This promotion was supported by an advertisement in the Maribyrnong Star Weekly and generated a small media article in the same paper.

The Blackshaws Road webpage <http://www.development.vic.gov.au/residential-projects/blackshaws-road> had a total of 1,609 page views and 1,297 sessions (visits where users are actively engaged with the webpage – links/dynamic content) for the period 10-30 May 2017.

No feedback was received by mail or email in response to advertising or after the community information sessions.

The Facebook post attracted 43 comments, 30 likes, 2 Wows and 2 Angry as well as 19 Shares. Of the 43 comments, the response was mixed. The majority of comments included users tagging each other and some negative comments referring to higher densities, excessive profits and increased traffic.

The information sessions on the 17 and 20 March were attended by seven and twenty community members respectively, who took the opportunity to discuss aspects of the design and their views on the wider impact of the project with project delivery staff and architects.

Themes emerging from the information sessions and Facebook feedback included:

- Preference/queries about open space with some preference for additional open space
- Queries about school closure and possible future use of site for school purposes (specifically, expansion of St Pauls)
- Queries about use of the site for hospital/healthcare purposes
- Concerns regarding overshadowing
- Concern for retention of street trees
- Positive commentary regarding off-street parking and provision of open space
- Preference for additional open space on streets abutting development
- Concern about the impact of additional traffic on surrounding streets and street parking
- Positive comments about the potential to attract more families and children into the area
- Interest in/support for multi-generational housing options
- Interest in purchasing/queries about purchasing process.

The attendance of the project delivery team and architects allowed DV to provide responses to all queries arising, including:

- The proposal includes 13% accessible open space and additional private open space. It was highlighted that the accessible space allowance is substantially more than the minimum required by the planning scheme.
- The site is no longer deemed suitable for education purposes and has been disposed of by DET (Referred to VSBA website for information on schools development in area).
- The site is not zoned for hospital/healthcare purposes.
- All overshadowing is contained within the site. The tallest buildings will be three storeys and kept to the centre of the site with lower buildings at street frontage.
- Street trees will be retained where possible and additional landscaping will bring new vegetation to the site.
- All resident parking will be contained on-site.
- Crossovers into the site will be minimised (three only) and green/vegetated street frontage maintained.
- A traffic study has been undertaken that indicates that the surrounding road network can accommodate additional traffic.
- The product is designed to attract owner occupiers (as opposed to investors) through provision of assets such as parking and higher standard finishes.

## Next steps

The feedback received from the Altona North community, such as increased traffic concerns, open space and retention of trees will be used to finalise the Development Plan.

The next steps include the submission of a Development Plan to Hobsons Bay Council.

# Appendix 1

## Letter to residents



710 Collins Street  
Docklands 3008 Australia  
t +61 3 8317 3400  
ABN 61 868 774 623  
[development.vic.gov.au](http://development.vic.gov.au)

5 May 2017

Dear resident

### Development of 430 Blackshaws Road, Altona North

Development Victoria undertakes urban renewal activities for the Victorian Government. We deliver policy objectives such as housing affordability, while also generating value from surplus or underutilised government land.

The site at 430 Blackshaws Road, formerly the Altona Gate Primary School, has been declared surplus to educational requirements by the Department of Education and Training (DET) and we are drafting a master plan to guide the future development of the site.

Development on the site will comprise residential development and open space to meet the needs of Altona's growing population. With population in Hobsons Bay estimated to increase from 94,434 in 2017 to 106,723 by 2017, new and diversified homes are needed to ensure that supply continues to meet demand and changing lifestyles and family types are accommodated.

As a State Government agency, Development Victoria is responsible for setting high design standards that are sensitive to community needs and reflect the local environment. We are considering townhouse style development for the site that includes a mix of sizes and typologies and includes publically accessible open space.

### Join the conversation

Development Victoria engages with local communities and stakeholders to ensure that communities are better informed and are given the opportunity to provide feedback on our projects.

We will be holding community information sessions at the Walker Close Community Centre (180 Millers Road, Altona North) at the following times:

6.30pm – 8.00pm [Tuesday 16 May]

10.30am – 12.00pm [Saturday 20 May]

For more information about the project and these events please go to <http://www.development.vic.gov.au/residential-projects/blackshaws-road> or contact us at [blackshawsroad@development.vic.gov.au](mailto:blackshawsroad@development.vic.gov.au).

Yours sincerely

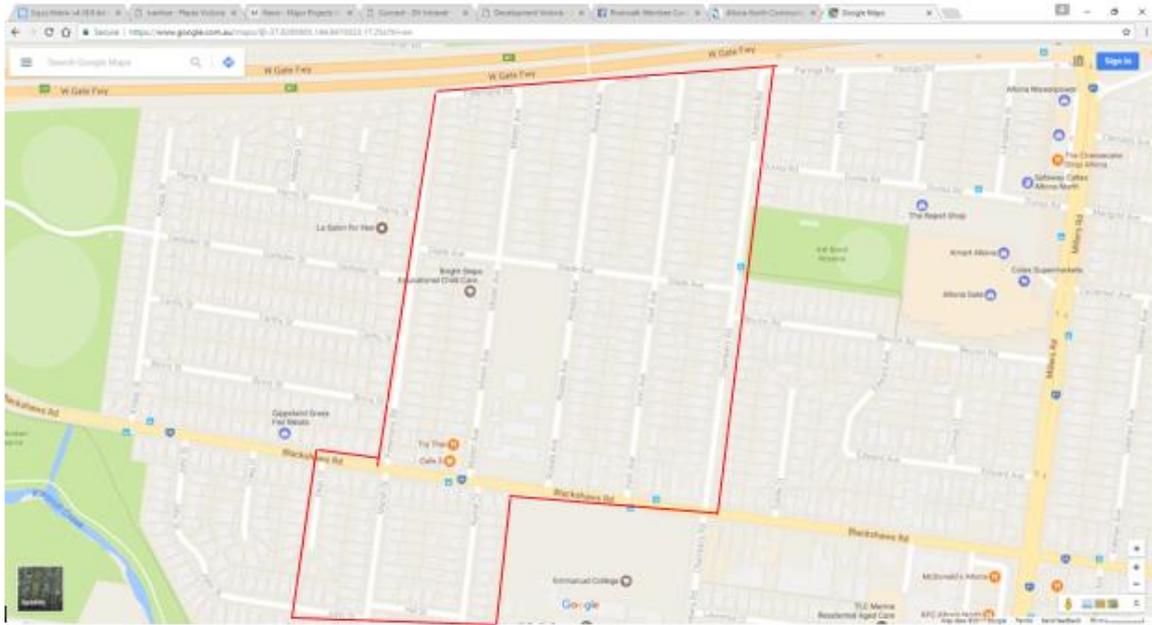
A handwritten signature in black ink, appearing to read "Robert Stopajnik".

Robert Stopajnik  
Development Director – Integrated Housing & Land

TRIM ref. 17/10094

# Appendix 2

## Distribution area



Outline (in red) of Altona North letter box drop distribution area

# Appendix 3

## Maribyrnong Star Weekly Advertisement

### Join the conversation - Redevelopment of the former Altona Gate Primary School, Altona North

**Development Victoria is drafting a master plan to guide the future development of the former Altona Gate Primary School site at 430 Blackshaws Road Road, Altona North.**

Development Victoria is the Victorian Government's property development and project management agency responsible for urban renewal and civic projects. We are drafting a master plan to guide future development of the site, which will comprise residential development and open space to meet the needs of Altona's growing population.

We invite you to join the conversation at our information sessions on Tuesday 16 and Saturday 20 May.

**When:** **Tuesday 16 May**, 6.30pm - 8.00pm, and  
**Saturday 20 May**, 10.30am - 12.00pm

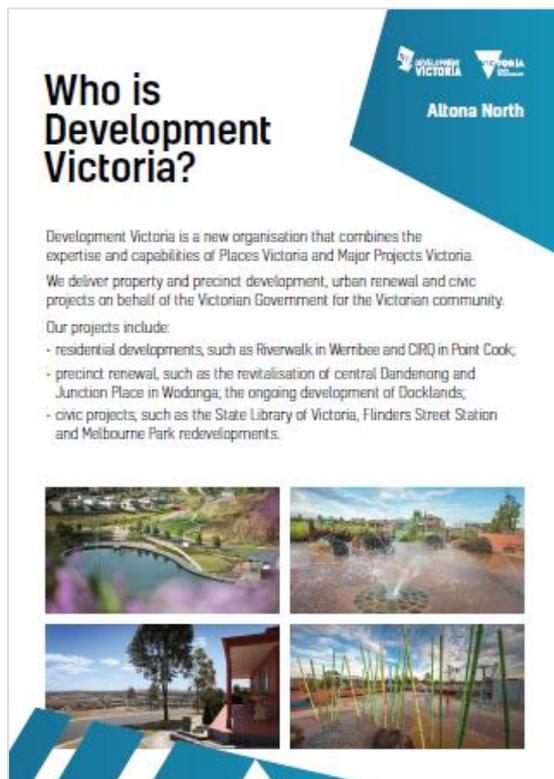
**Where:** Walker Close Community Centre, 180 Millers Road, Altona North

For more information, please go to:  
[development.vic.gov.au/residential-projects/blackshaws-road](http://development.vic.gov.au/residential-projects/blackshaws-road)  
or contact us at [blackshawsroad@development.vic.gov.au](mailto:blackshawsroad@development.vic.gov.au)



# Appendix 4

## Core flute # 1 – Who is Development Victoria?



**Who is Development Victoria?**

Development Victoria is a new organisation that combines the expertise and capabilities of Places Victoria and Major Projects Victoria.

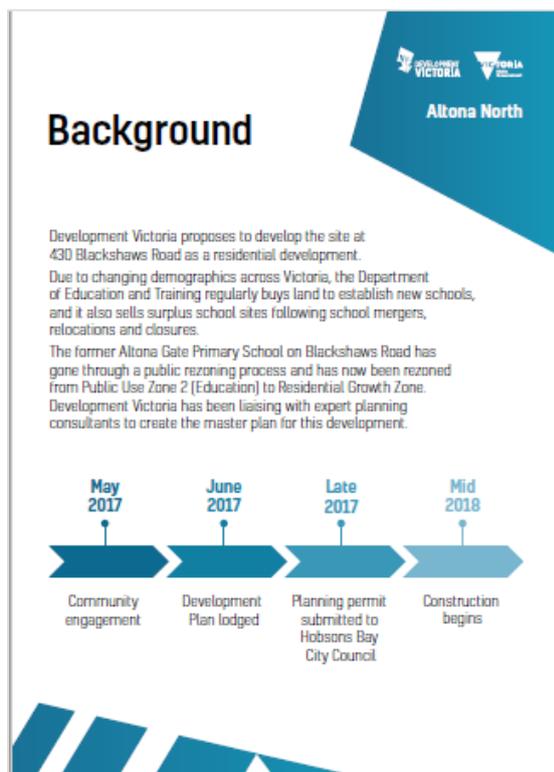
We deliver property and precinct development, urban renewal and civic projects on behalf of the Victorian Government for the Victorian community.

Our projects include:

- residential developments, such as Riverwalk in Werribee and CIRQ in Point Cook;
- precinct renewal, such as the revitalisation of central Dandenong and Junction Place in Wodonga, the ongoing development of Docklands;
- civic projects, such as the State Library of Victoria, Flinders Street Station and Melbourne Park redevelopments.



## Core flute # 2 Background



**Background**

Development Victoria proposes to develop the site at 430 Blackshaws Road as a residential development.

Due to changing demographics across Victoria, the Department of Education and Training regularly buys land to establish new schools, and it also sells surplus school sites following school mergers, relocations and closures.

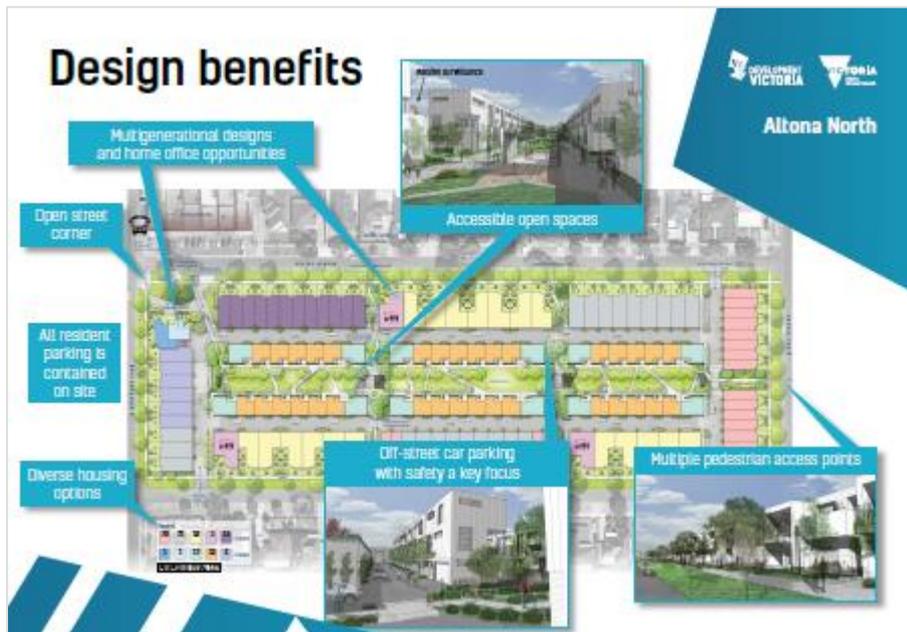
The former Altona Gate Primary School on Blackshaws Road has gone through a public rezoning process and has now been rezoned from Public Use Zone 2 (Education) to Residential Growth Zone.

Development Victoria has been liaising with expert planning consultants to create the master plan for this development.



May 2017	June 2017	Late 2017	Mid 2018
Community engagement	Development Plan lodged	Planning permit submitted to Hobsons Bay City Council	Construction begins

### Core flute # 3 Design Benefits



### Core flute # 4 - Masterplan



## Core flute # 5– Height and Density

### Height and density

Development Victoria is proposing a low height, medium density townhouse option for the Blackshaws Road site.

The density of the current proposal is less than that allowed by the Planning Scheme. Development Victoria has attempted to balance neighbourhood character and open space, with the need to provide sufficient and diverse housing for future residents.



Altona North



## Engagement core flute # 6 – Landscape Plan

### Landscape



Altona North



# Appendix 5

## Facebook -

[https://www.facebook.com/developmentvic/posts/1426619547398055?comment\\_id=14282775938989](https://www.facebook.com/developmentvic/posts/1426619547398055?comment_id=14282775938989)

17

 **Development Victoria**  
May 11 at 4:12pm · 🌐

Join the conversation about redevelopment of the former Altona Gate Primary School, Altona North at the Walker Close Community Centre, Altona North, Tuesday 16 May from 6.30 - 8pm and Saturday 20 May from 10.30am – 12pm. Click on the link for more information.



**Blackshaws Road**  
The Altona Gate Primary School located at 430 Blackshaws Road was closed in 2012 and the land was declared surplus to requirement by the Department of Education and Training (DET).

DEVELOPMENTVIC.GOV.AU [Learn More](#)

👍 Like    💬 Comment    ➦ Share

👍 🤔 😬 34 Top Comments ^

19 shares 43 Comments

# Appendix 6

## Project FAQ

### Frequently Asked Questions

#### Blackshaws Road, Altona North

##### What is going to happen to the former Altona Gate Primary School site?

The site at 430 Blackshaws Road (formerly the Altona Gate Primary School) was owned by the Department of Education and Training (DET), and is being purchased by Development Victoria after being declared surplus to DET's requirements.

The 2.4-hectare former school site has been rezoned from Public Use Zone 2 (Education) to Residential Growth, and Development Victoria is now creating a masterplan to guide appropriate development.

The former school site offers an opportunity to provide new and diverse housing choices in an established residential area close to Melbourne's CBD, while also creating pathways through open spaces that will enhance the livability of the area for existing residents.

##### Why are you developing the site?

Due to changing demographics across Victoria, DET routinely buys land to establish new schools, and it also sells surplus school sites following school mergers, relocations and closures.

The Altona Gate Primary School was closed in 2009 and the buildings demolished in 2011. In 2016, the Department of Education and Training consulted with Hobsons Bay Council and the local community about its plans to rezone and sell the vacant land.

Housing diversity and affordability continues to be an issue for many Victorians. According to [Victoria in Future 2016](#) the population of Hobsons Bay is expected to rise from 94,434 in 2017 to 109,442 in 2031. The area will need approximately 476 new homes each year (based on an average size of 2.1 people per home) to keep up with this growth.

The Blackshaws Road site provides the Victorian Government with an opportunity to develop attractive and diversified housing choices in an established but growing residential neighbourhood.

Development Victoria is committed to delivering high quality design that responds to the local environment and is appropriate in terms of height and density. For this reason, this site will be a relatively low rise, medium density development.

By delivering smaller, townhouse-style homes, Development Victoria will offer options to a broad range of people including first time home buyers and those people seeking to downsize and allow their original homes to be available to other growing families.

##### Who is involved in this project?

Development Victoria is developing the site, which was previously owned by the Department of Education and Training. Architecture firm Max and MDG Landscape Architects have been appointed for this development.



Development Victoria will also consult with VicRoads, traffic engineers and arborists during the development of the masterplan.

Hobsons Bay City Council will be responsible for issuing the planning permit for development to go ahead on the site.

**What type of development will this be?**

Development Victoria has identified the most suitable outcome for the residential zoned site to be townhouses of different sizes and value. The proposal consists of approximately 127 townhouses which are two and three storeys in height

**What is a masterplan?**

The masterplan for the Blackshaws Road development will guide its future management and development by providing key elements, design principles and recommendations that will be considered during construction.

**What about height and density?**

This is a low to medium density townhouse development.

The townhouses will be a mix of two and three stories in height, with two to four bedrooms. There will be no overlooking into any existing properties.

Most of the townhouses along Rosala Avenue will be single story at the front, for example, and move into double story once they are 10-12 metres back from the street.

**I think your development is too dense/high, can you reduce it?**

The current proposal is less than what is allowed under the planning scheme.

Development Victoria has attempted to balance the neighbourhood character and open space, while also providing sufficient and diverse housing for future residents.

**What about the traffic, parking and access?**

A full transport and traffic assessment was undertaken by Cardno in April 2017.

The Blackshaws Road development will provide 188 on-site car parking spaces for residents which meets the statutory requirement outlined in the Hobsons Bay Planning Scheme. Of the 25 visitor car spaces required, 10 will be provided on site with the remainder on the existing street edges as is typical for homes in the area.

.

Development Victoria consulted VicRoads during the preparation of the development plan. VicRoads indicated the proposed development will not impact the traffic volumes generated on the existing road network, with queuing and wait time considered low, even during peak travel times.

**Will the development include open space?**





The masterplan includes a large green open space, which runs directly through the centre of the site.

There has been considerable effort taken to find a balance between providing useable open space for new residents, without compromising access for nearby existing residents

This open space will be owned by an owner's corporation, which will support the quality and maintenance of the space, and ensure appropriate access to this space.

The open space creates links through the site that will enjoy passive surveillance from surrounding properties, enhancing safety. Landscaping will include multisensory gardens, which are designed with the purpose of stimulating the senses through using different plants and materials that engage one's sight, smell, touch, taste, and sound.

#### **What are the timeframes?**

The community engagement for this project will finish at the end of May.

The masterplan is scheduled to be lodged in June 2017. Development Victoria will then lodge the planning permit application with Hobsons Bay City Council in July – August 2017.

Construction is expected to begin in mid-2018.

#### **Where can I find out more?**

To find out more about this development:

- Email us: [blackshawsroad@development.vic.gov.au](mailto:blackshawsroad@development.vic.gov.au)
- Visit [development.vic.gov.au](http://development.vic.gov.au)
- Follow us at [www.facebook.com/developmentvic](http://www.facebook.com/developmentvic)



# Appendix 7

## Community information session photos



Blackshaws Road Community Information Session: Tuesday 16 May 2017



Blackshaws Road Community Information Session: Saturday 20 May 2017

