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**Phase Two: Fitzroy
Gasworks consultation**

14 December 2017

Development Victoria

CONSULTATION
REPORT

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Phase Two: Fitzroy Gasworks consultation

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Fitzroy Gasworks consultation report

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1. Executive summary



The former Fitzroy Gasworks site, a 3.9-hectare parcel of industrial land, is being explored as an urban renewal project by Development Victoria, the State Government's development agency.

In November 2017, Development Victoria released a concept master plan for the site. The plan was subjected to community and stakeholder consultation over a six-week period.

The feedback received during this period will inform a final master plan and a rezoning application of the site to be submitted to the Minister for Planning.

This report summarises feedback from community members and stakeholders. It provides key findings from this round of engagement. The report finds:

» The concept master plan has, on the balance of feedback, been received neutrally by community members and stakeholders.

It also finds:

» There is general support for the renewal of the site – including the idea to provide for more affordable housing as well as to create spaces for community activities and new businesses.

» Open space and the inclusion of green/parkland areas are considered fundamental to the future design of the site.

» Community facilities such as childcare/kindergarten, aged care/supported accommodation and a community centre are a priority. This is followed closely by a community centre/space.

» Active transport and public transport around the site is valued and opportunities to facilitate access by walking and cycling are greatly desired.

» Strong views exist on the possible height and density of any future development. Some community members are concerned the proposed building heights will not reflect the character of the local area.

» The incorporation of art, be it public art or access to live music, is endorsed and seen as enhancing the future character of the site

» Remediation of the site is understood to be a certainty. Community members expect it to be completed safely, in accordance with health and safety regulations and to be consulted closely about the ongoing impacts of this work.

2. Background



In response to Melbourne's continued population growth and the need for more diverse housing, Development Victoria has been investigating the potential renewal of the 3.9 hectare former Fitzroy gasworks site at 433 Smith Street, Fitzroy North.

The site, which is owned by the Victorian Government, offers a significant urban renewal opportunity for Melbourne's inner north, with a focus on mixed-use development including housing, recreation, education and commercial uses.

Two phases of consultation with the community and stakeholders have been conducted as a part of Development Victoria's planning and investigations.

Phase 1 - In May and June 2016 Development Victoria (then Places Victoria) carried out the first round of community and stakeholder engagement. Around 750 people were directly engaged through community information sessions, a community reference group, pop-up consultation sessions, online engagement and stakeholder meetings. More than 2,500 comments were received and analysed as part of this process.

The results from this engagement, along with other technical and commercial information, assisted with development of a concept master plan for the site.

Phase 2 - In November 2017 a concept master plan was released by Development Victoria to inform a rezoning application, to be submitted to the Minister for Planning. The concept master plan represents a whole-of-government approach, including providing for education facilities, an indoor sporting facility, a diverse range of housing (including affordable housing), and opportunities for community, commercial and retail spaces.

Development Victoria sought feedback from community members and stakeholders on the plan during November and December 2017.

This report provides insights into community and stakeholder feedback in relation to the concept master plan. The findings will inform further development of the master plan and an application for rezoning of the site, to be submitted to the Minister for Planning in 2018.

The next phase of engagement, **Phase 3**, will commence in early 2018 when a planning scheme amendment, including rezoning of the site is formally exhibited through a public planning process. This will include further opportunities for community and stakeholder feedback.

3. About the concept master plan



Development Victoria has worked with leading architects to develop a concept master plan that will transform the Fitzroy Gasworks site into a mixed-use development that meets the Victorian Government's objectives of delivering vibrant neighbourhoods, including providing for education facilities, an indoor sporting facility, a diverse range of housing, and opportunities for community, commercial and retail spaces.

The concept master plan specifically provides for:

- Buildings with a mix of heights. Ranging from six to 10 storeys around the boundary of the development and six to 14 storeys. The development is expected to provide around 1,100 new dwellings with a mix of one, two and three bedroom dwellings.
- An indoor sports facility that would comprise six multi-purpose double storey sports courts – the first of its kind in Australia.
- A community space to be developed in consultation with the community and the City of Yarra.
- A new school that would accommodate around 650 students.

The concept master plan seeks to meet four 'design responses':

Integration

- Integration of school and sports courts
- Place activation with supporting mixed-use

Permeability and open space

- Extend the neighbourhood grain
- Provide high quality open space

Access and parking

- Use service roads and create new streets
- Provide underground parking

Height and massing

- Lower heights close to existing residential interface
- A development that reflects local character

Although not binding, the plan reflects the principles of the Fitzroy North Gasworks Urban Design Framework 2008 (UDF). Although the UDF allows for greater building heights, Development Victoria proposes a maximum of 14 storeys in response to community sentiment around densities and heights. It has also considered other important elements, including heritage, the environment and sustainability.

Heritage

The gasworks site forms a part of North Fitzroy's industrial and social heritage, and includes buildings and artwork of historical significance.

Most of the historical industrial buildings have been removed since the gasworks closed in the 1970s, however two buildings remain that are of historical interest. These buildings will be retained under the concept master plan.

Environment and sustainability

The design of the gasworks site will incorporate a number of open spaces and landscaped gardens, created to encourage a sustainable and vibrant community. Development Victoria will identify an appropriate environmental design and assessment framework to deliver the project with world class environmentally sustainable credentials.

The provision of car and bicycle parking will reflect a focus on sustainable transport including walking, cycling and public transport.

4. How we engaged



To help shape and inform the Fitzroy Gasworks redevelopment vision, and to contribute towards an application to rezone the site, Development Victoria invited feedback on its concept master plan between 1 November and 8 December 2017.

There were multiple opportunities for community members and stakeholders to have their say – an online platform (including a survey) and two community information sessions. One community reference group meeting was also held during the consultation period.

At the time of the online survey closing, the platform received 5,840 views, and there were 447 downloads.

The engagement was promoted by Development Victoria via Facebook and paid local media advertisements. Advertisements were placed in the Weekly Review Melbourne Times (see in appendix) while the Facebook promotion received 51 Like/Wow/Love, 23 shares and 25 comments.

A letter inviting participation in the consultation process was distributed to residents living in close proximity to the site (see appendix).

4.1. Online survey

An online survey was accessible from 14 November to the 8 December 2017.

Sixteen survey questions including a mixture of close-ended and open-ended questions were asked. Questions related to the concept master plan, design elements, transport and access, community and education, open space, art and heritage. Respondents were asked to rank their importance from 'Essential' through 'Important', 'Neutral', 'Low Importance' to 'Insignificant'.

The survey also asked respondents to identify their priorities for the site and provide their views on remediation works.

In total 76 survey responses were received. These results form the basis of the analysed data contained within in this report.

4.2. North Fitzroy Gasworks Precinct Redevelopment Project Community Reference Group (CRG)

During Phase One of engagement the North Fitzroy Gasworks Precinct Redevelopment Project, a Community Reference Group (CRG) was established to provide community and stakeholder input into the planning stages of the project. The group met on five occasions during 2016.

Development Victoria invited the CRG to contribute to Phase Two of engagement at a meeting held on Wednesday 1 November at Bargoonga Nganjin, North Fitzroy Library, 182 St Georges Road, North Fitzroy (see meeting minutes in appendix). Twelve members of the reference group attended, including six members of the project team.

Attendees were updated on the development of the project and provided with an opportunity to give feedback on the plan in addition to general feedback on their aspirations for the site. CRG members gave an enthusiastic assessment of the plan and were particularly pleased with the inclusion of community space. Open space is a key priority for CRG members and Development Victoria were encouraged to maximize this, as well to provide links with public transport. Members were pleased that efforts were being made to preserve the site's heritage, including the prominent valve house building.

4.3. Community information sessions

Two community information sessions were held at Bargoonga Nganjin, North Fitzroy Library. There were 15 attendees at a session held on Sunday 19 November between 10am-12pm and 10 attendees at a session held on Tuesday 21 November between 6pm-8pm.

Representatives from Development Victoria provided attendees with general information about the project and the concept master plan whilst also being available to answer specific detailed questions. Hard-copy versions of the online survey were available to those who wished to complete the survey by hand. The concept master plan, supporting documentation and visuals were put on display and attendees provided verbal feedback to Development Victoria's project team.

5.2. Concept master plan and design elements

Participants expressed mixed views about the masterplan. While those who attended the CRG meeting and community information sessions gave an even-handed assessment of the masterplan, those who completed the online survey generally viewed the plans negatively.

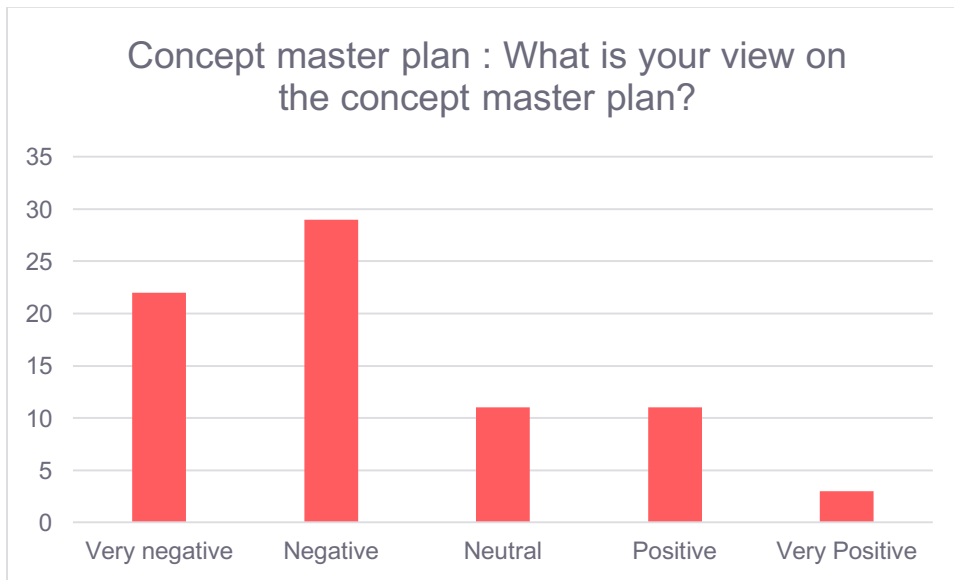


Figure 1.1 Survey Question 1

Supporters of the masterplan were pleased with Development Victoria’s vision to establish a mixed-use development that would create new business opportunities (see figure below). As one participant put it:

“There is need for more residences in the area and integration of businesses in the plan is a good idea the location of the gasworks is ideally positioned to provide ease of transport to residence.”

- Online survey participant

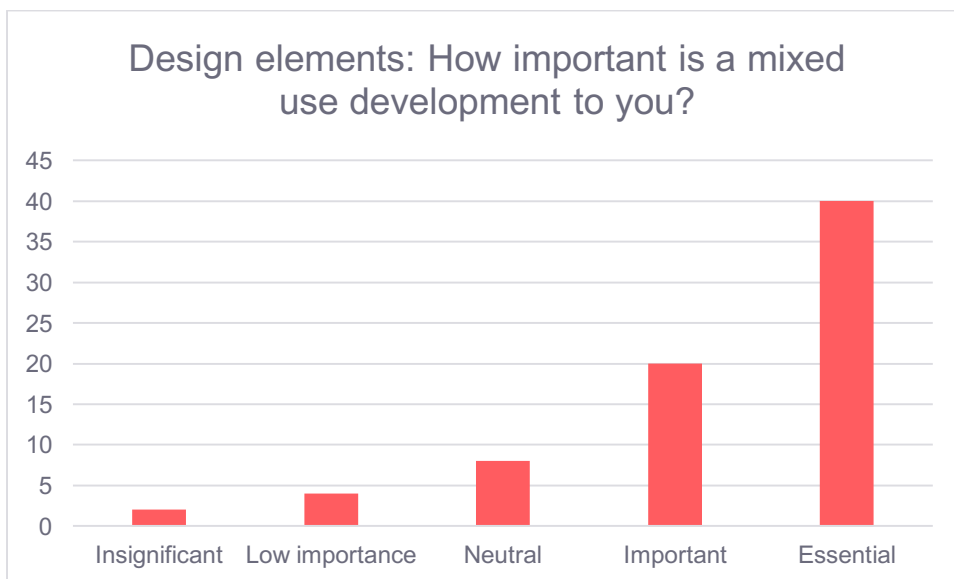


Figure 1.2 Survey Question 4

The inclusion of a new school was greatly welcomed. The rejuvenation of a 'contaminated, bland site' was also valued.

'Over development' was the primary concern from those who viewed the plans negatively. Participants felt the project was either too high, did not in fit with the character of the area or did not add value to North Fitzroy. Some of these participants argued that building heights should not exceed 5-6 storeys.

"Over development with density being some 10 times the current North Fitzroy density. Too high. Not enough public space."

- Online survey participant

A handful of participants wanted more information and felt there was insufficient detail to comment. On the balance of feedback, however, participants viewed the master plan neutrally.

On the topic of other design elements, participants indicated a strong preference for a sustainable design (see figure 1.3). Almost all respondents regarded this it as 'Essential' or 'Important'. Housing affordability was deemed as important by at least half of all participants. A handful deemed it to be a low priority.

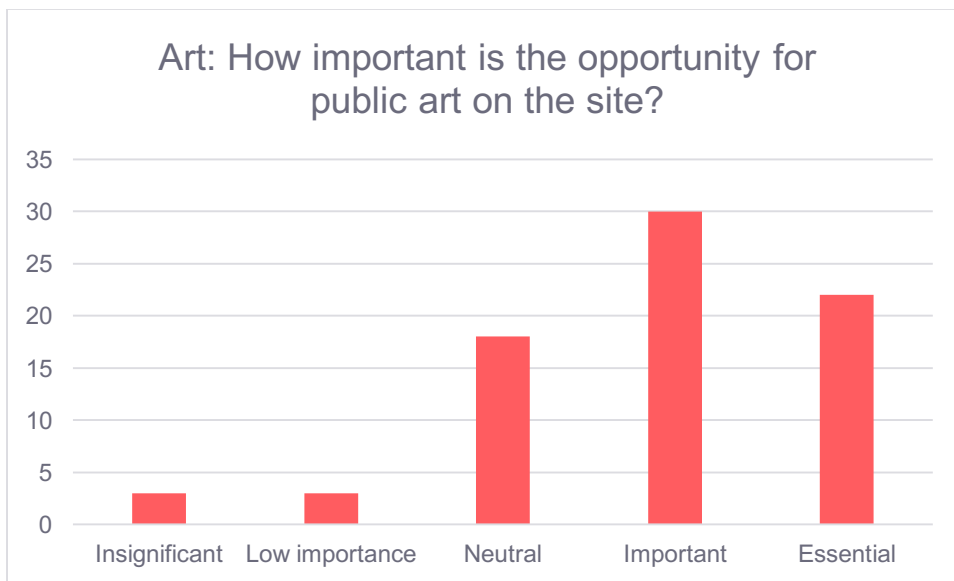


Figure 1.3 Survey Question 6

5.3. Transport and access

Transport and access is highly valued by participants.

Active transport was a special focus for community members with most regarding it as 'Essential' or 'Important' in the online survey (see Figure 1.4). On the topic of ensuring the site was close to public transport, the clear majority of participants rated this highly.

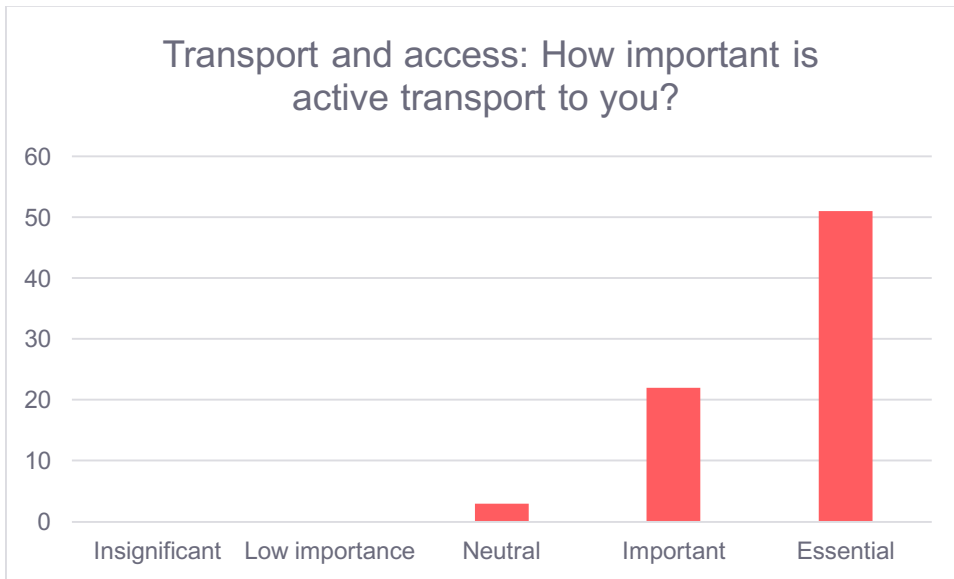


Figure 1.4 Survey Question 7

Active transport and connections with public transport was favoured by attendees at the CRG meeting. CRG members highlighted the importance of active transport and urged Development Victoria to consider a design that would promote walking and cycling.

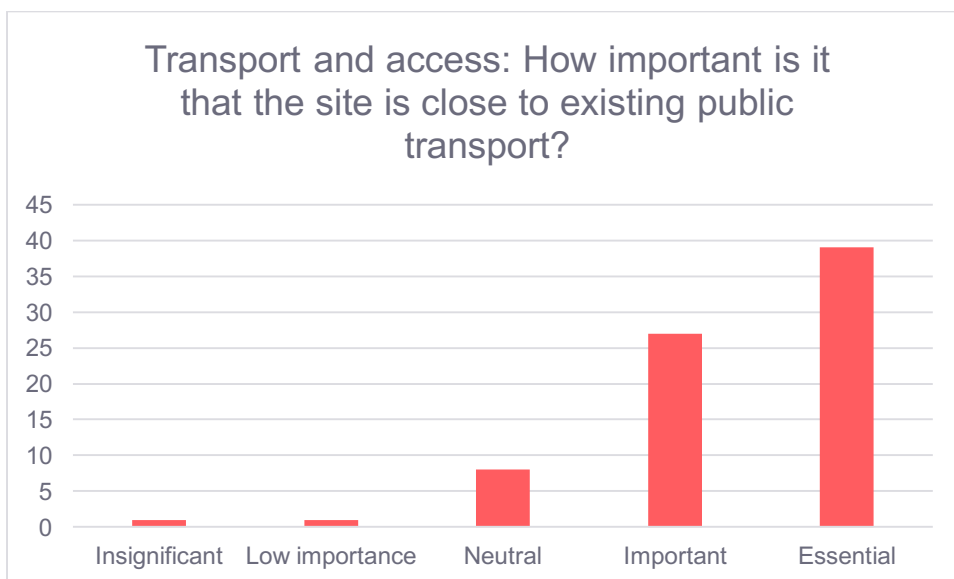


Figure 1.5 Survey Question 8

5.4. Community and education

Community facilities and spaces are considered a priority for the site.

Of the facilities and spaces listed, an aged care/supported living option and a community centre were most frequently prioritised, closely followed by a childcare/kindergarten.

Most participants selected aged care/supported living as 'Essential' or 'Important' (see figure 1.6). Likewise, many participants valued the inclusion of a community centre (see Figure 1.7). Only a small number of participants saw these as being of 'Low Importance' or 'Insignificant'.

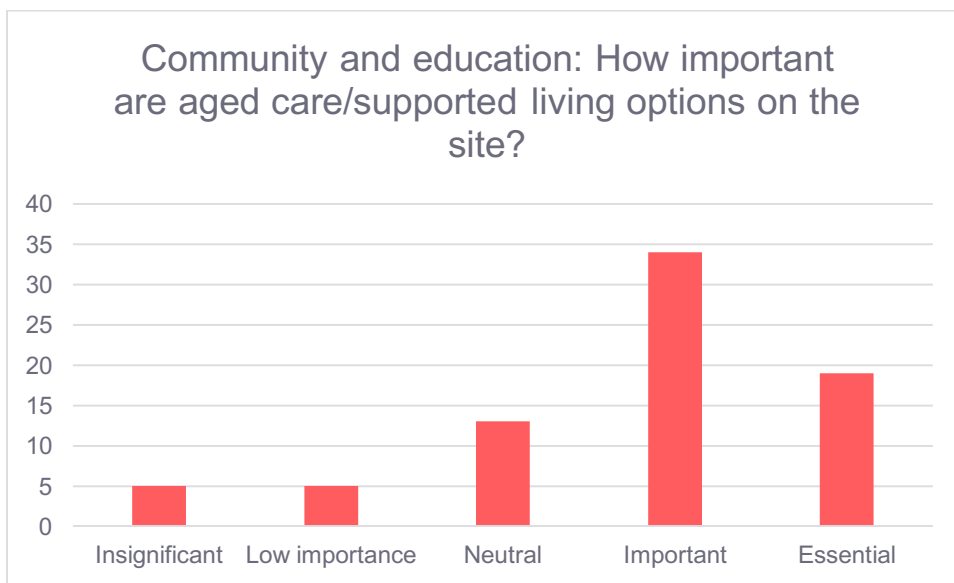


Figure 1.6 Survey Question 13

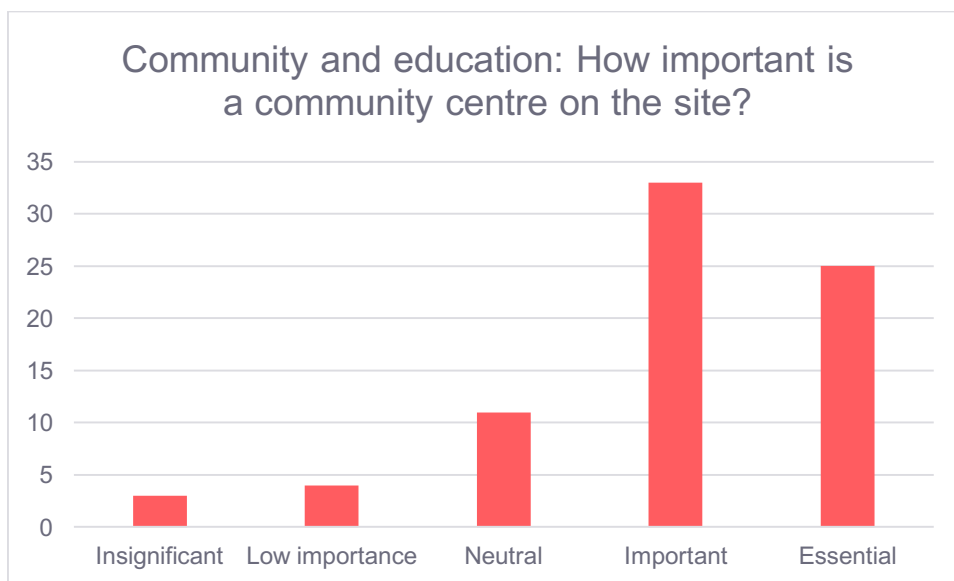


Figure 1.7 Survey Question 12

5.5. Open space

Participants strongly valued open space for recreation on the site. The clear majority regarded it as 'Essential' or 'Important' (see figure 1.8). Tellingly nearly none of the participant saw it as 'Neutral', 'Low Importance' or 'Insignificant'.

Members of the CRG described it as a crucial element in the design of the site, and called for Development Victoria to maximise this where possible.

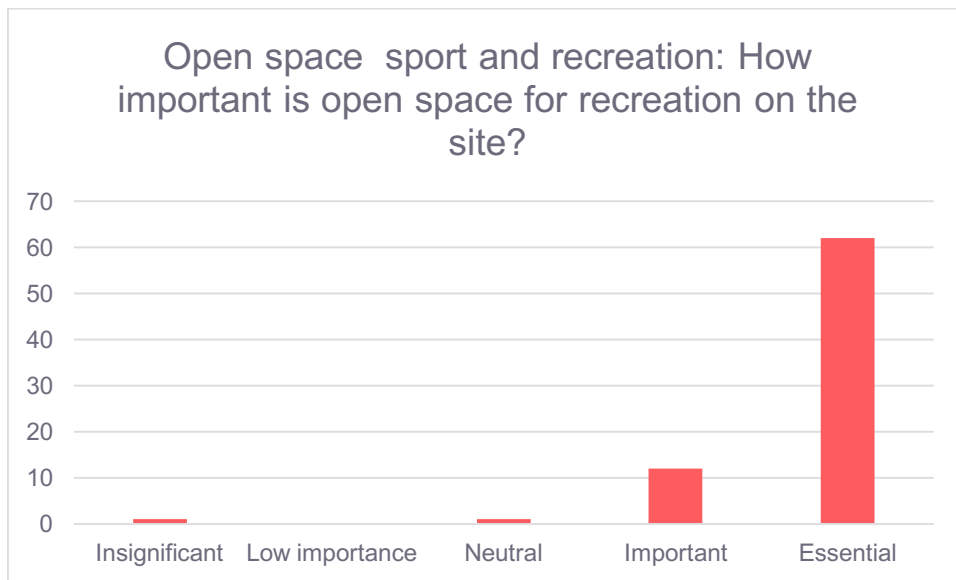


Figure 1.8 Survey Question 14

The idea to establish playgrounds on the site was generally well received. Most participants saw this as 'Essential' or 'Important' and only a very small number ranked it 'Neutral' or lower (see figure 1.9).

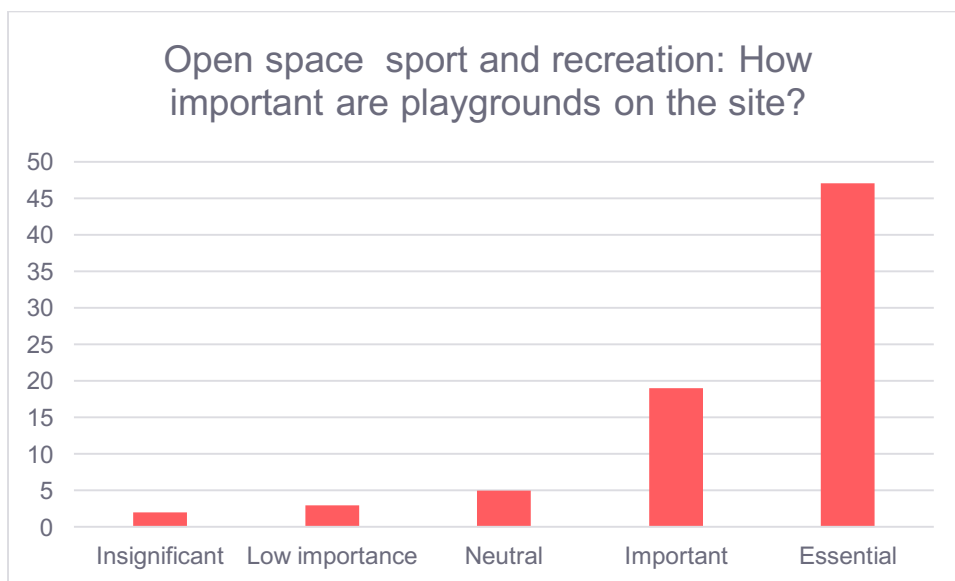


Figure 1.9 Survey Question 15

5.6. Art

The opportunity to create public art on the site was valued by participants. Most regarded it as ‘Important’ or ‘Essential’, with the CRG members calling for arts to be included in design from the early stages.

“I believe public art could be a really beautiful way to bring this heritage to life. Through parkland and sculpture/mural. An arts precinct area with studio spaces and open parkland would be extremely beneficial.”

- Online survey participant

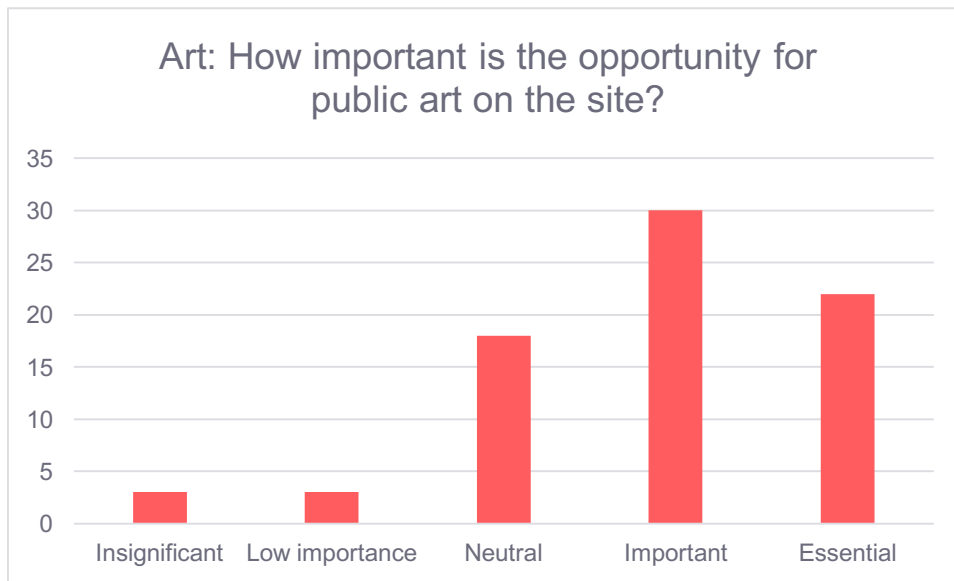


Figure 1.10 Survey Question 16

5.7. Heritage

Participants have strong views about retaining the heritage of the site. They believe the industrial identity and heritage of site should be preserved and promoted.

“Aspects of the industrial site should remain visible - gas pipes could become an integrated part of the new neighbourhood visible throughout the area as a reminder of the sites past. Plaques with photos and descriptions would also help people understand the historical significance of the buildings.”

- Online survey participant

These views were similarly expressed by CRG members.

5.8. Priorities

Participants were asked to identify their ‘number one priority’ as the project moves forward. Most reflected the need for open space to be incorporated into the design.

“That the site retains a similar population density as the rest of North Fitzroy does not dominate the skyline and provides sufficient space to accommodate the new population increase”

- Online survey participant

Others regarded accessibility as a key priority in the development of the site, and spoke of the need to maintain the affordability of the site.

"In this area of Melbourne my number one priority would be affordable and public housing with some provision for older residents. As well as building undertaken in the most sustainable safe and environmentally friendly manner."

- Online survey participant

Community consultation and information about remediation impacts was also cited as a need by participants.

5.9. Remediation

Participants understand remediation is inevitable for the project to be developed. They expect remediation to be completed properly, and in accordance with health and safety standards.

"Just do what needs to be done to make it safe and clean for future residents and users of the space"

- Online survey participant

Some participants, particularly those living within the vicinity of the site, expressed concern about the impact of remediation. They expect to be closely consulted and communicated with during construction.

"Yes we live very, very close (we look at the site) and thus need to be kept informed. Dread the trucks and trucks and trucks which will be needed to remove soil and bring items in."

- Online survey participant

5.10. Other comments

Participants have reiterated the need to retain a sense of community, incorporate open space, green/parkland elements into the design and to keep density to a minimum.

"Have a balance between development and community"

- Online survey participant

"We get VERY few opportunities to turn back urban spaces into green/parkland areas. Please, please, please, give us a little more green space in a suburb dominated by concrete with very very few trees compared to other leafy surrounding suburbs like Abbotsford Richmond Carlton Please consider what the HIGHLINE did for a disused railway line in New York City - it turned it into a green oasis enabled the city to breathe and juxtaposed the concrete with nature."

- Online survey participant

"I like the thought of this site being utilised and hope it will be undertaken in close consultation with all stakeholders and without high rise buildings, and providing opportunities for the less fortunate in our society and not benefitting the more well off."

- Online survey participant

6. Next steps



Phase 2 of engagement on the former Fitzroy Gasworks site has heard feedback from the community and stakeholders on Development Victoria's concept master plan. This feedback has informed the future development of the plan; ensuring the community's needs and aspirations are factored into a future redevelopment.

With Phase 1 and Phase 2 now complete, Development Victoria will proceed with a rezoning application for the site. The application replaces the existing industrial zoning and enables Development Victoria to pursue a mixed-use development.



In early 2018, a finalised masterplan for Fitzroy Gasworks will be released. The master plan will be formally exhibited as part of the statutory process. Phase 3 engagement will seek further feedback from the community. This will inform the ongoing development of the master plan and project negotiables.

Additionally, Phase 3 is expected to include consultation on remediation works likely to commence in 2018.

7. Appendices



Letter to Fitzroy residents JE Fitzroy Gasworks
advertisement, CRG Meeting minutes 01/11/17,
Presentation to CRG, Fitzroy Gasworks Precinct
Communications and Engagement Sub Plan

Xx November 2017

Dear Resident / Business Owner,

Fitzroy Gasworks Precinct – 433 Smith Street, Fitzroy

As you may be aware, Development Victoria is investigating the potential renewal of the former Fitzroy Gasworks site located at 433 Smith Street, Fitzroy.

The inner-urban location of the Fitzroy Gasworks, along with its proximity to transport corridors, public transport, education, centres of economic activity and open space makes it appropriate for development.

In mid-2016 we engaged with the community to understand the importance of the site, and seek community values and aspirations for the potential redevelopment.

We received over 2,500 comments from the community and stakeholders with the key themes relating to:

- Recreation and open space – desire for an indoor sporting facility, open space and playgrounds;
- Built form, housing and land use mix – need for affordable and social housing, height and density, sustainable designs and mixed land use;
- Community facilities and amenities – galleries, artistic spaces, commercial space for retail, food and beverage, education / child care facilities, community drop centre, a 'village feel';
- Transport – access, cycling facilities, car parking, public transport and site access;
- Heritage – retaining the existing heritage aspects and reflecting the historical use of the site;
- Environment – green open space, sustainable design principles, site remediation concerns.

With the help of leading architects, this feedback has been used along with other technical and commercial information to develop a draft master plan for the former Fitzroy Gasworks site.

Community drop in sessions are planned to provide the community with an opportunity to view the plan and provide feedback before a rezoning application is submitted later this year.

When: Sunday 19 November, between 6.00 pm and 8.00pm

Tuesday 21 November, between 10.00am and 12.00pm

Where: Bargoonga Nganjin seminar room at Fitzroy North Library

If you are unable to attend but would like further information, please visit www.development.vic.gov.au.

Yours sincerely

Ken Munro
Development Director



If you require information about Development Victoria in another language, please call us on **9280 0755**.

Community engagement - Redevelopment of the Fitzroy Gasworks site - Smith Street Fitzroy

Development Victoria is investigating the redevelopment of the former gasworks site at 433 Smith Street Fitzroy.

Development Victoria revitalises public buildings and develops land to create spaces and homes that help make Victoria a great place to live. Development Victoria is investigating the redevelopment of the former gasworks site at 433 Smith Street Fitzroy to create a new urban village, providing housing, community facilities and open space for Fitzroy's growing population.

A draft master plan has been prepared based on input we received from the community in 2016 which we would like to share with you to hear your feedback.

Come and meet the development team at one of the drop-in sessions:

When: Sunday 19 November, 10:00am-12:00pm

Where: Bargoonga Nganjin seminar room at Fitzroy North Library,
182/186 St Georges Road, Fitzroy North

When: Tuesday 21 November, 6:00pm-8:00pm

Where: Bargoonga Nganjin seminar room at Fitzroy North Library,
182/186 St Georges Road, Fitzroy North

For more information, please go to

<http://www.development.vic.gov.au/projects/fitzroy-gasworks-site>

Minutes of Community Reference Group Meeting #5 : Fitzroy Gasworks Redevelopment

Date and Time: Wednesday 1 November 2017, 6:00pm to 8:00pm
Location: Bargoonga Nganjin North Fitzroy Library, 182-186 St Georges Rd, Fitzroy North 3068

Attendees: Melanie Kwee, CRG Chair, Nation Partners for Development Victoria (DV)
Rachael Borthwick, CRG Support, Nation Partners for DV
Ken Munro, Development Director, DV
Mark Hayden, Senior Development Manager, DV
Mark Ritch, Community Engagement Manager, DV
Amy Harkin, Victorian School Building Authority (VSBA)
Janie Lambert, Victoria Police
Lou Oppenheim, Yarra Arts Advisory Committee
Marion Cooke, Urban Agriculture Advisory Committee
Glenda Wilson, Active Aging Advisory Group
Phillip Stott, Collingwood Basketball Association
Cluny Ferguson, Yarra Environment Advisory Council

Apologies: Mary Rispoli, Disability Advisory Committee
Gillian Le, Yarra Environment Advisory Council
Sui Chan, Yarra Arts Advisory Committee
Lorina Lovvett, Indigenous Advisory Group
Annette Xiberras, Indigenous Advisory Group
Ranko Cosic, Multicultural Advisory Group
Miranda Sharp, Urban Agriculture Advisory Committee
Arthur Keramitsis, Business Advisory Council
Chris Walton, Collingwood Basketball Association
Rupert North (interim), Youth Advisory Committee
Maree Foelz, Neighbourhood Justice Centre
Mary Hemming, Local Resident
Glenn Lampard, Local Resident
Frederico Defazio, Local Resident
Oliver Smith, Development Manager, DV

Main Topics of Discussion:

Welcome:

MK

- Introductions, apologies for short notice, recap of last meeting in November 2016
- Development Victoria name change, busy six months
- Reminder of CRG Code of Conduct

Presentation:

DV

- Recap of what, where and why
- **Outlined DVs work since December 2016 highlighting:**
 - o Participation in interdepartmental committees to consider: education, sport and recreation, housing, community facilities
 - o Council briefings
 - o Departmental meetings
 - o Draft master planning, guided by key consideration, including:
 - Recreation and open space
 - Built form, housing and land use mix
 - Community facilities and amenities
 - Transport and permeability

- **Discussion and viewing of draft master plan, key points:**
 - o Cycling highlighted as important transport mode in area and need for consideration, speed and road widths to be considered
 - o Preservation and prominence of heritage valve house building
 - o Making use of space: potential underground car-park, vertical school, stacked sports courts, etc.
 - o Noted City of Yarra will have a policy for 5% of social/affordable housing when development commences – DV have already included and value the importance of including social/affordable housing
 - o Open space and connections crucial to design
 - o Character – a mix of architecture to reflect Fitzroy North
 - o ESD very important to design and in keeping with the brand of DV. Discussion around the elements of inclusion advising all was on the table, a strategy would be developed to ensure best outcome to ensure a high level of environmental sustainability. This would include a waste management system as there is a rubbish problem in the City of Yarra.
 - o Public transport links important with DV liaising with PTV on a potential Yarra Tram super stop lining up with access points for development. Looking to add in a signalised traffic point and investigating the 'black spot' on Queens Parade as part of the works.
 - o Arts to be included in design from early stages. Live music, particularly at the Gasworks Hotel needs to be protected so development opportunities in close proximity need to be investigated – potential for hotel at this location as there is nothing currently in the area and a need for one. Possibility of art being showcased on hoarding during remediation.
 - o School was approved by the Minister of Education James Merlino in 2016, investigating options with Secondary school identified as the need. Rezoning will assist to secure site for education without the need for purchase of land for education facility.
 - o Some aspects including aged care, child care, kindergarten etc are part of the mix and have space allocated however partners need to be uncovered to deliver these aspects.

- **Review of Engagement Process:**
 - o Completed:
 - Phase 1 Community (completed October 2016)
 - Ongoing agency and stakeholder engagement (2016/2017)
 - Office of the Victorian Government Architect (OVGA) in June 2017
 - Phase 2 Community (November 2017)
 - Community Reference Group (ongoing)
 - o Planned:
 - Present draft master plan to the community
 - Seek high level feedback ahead of formal exhibition – one-on-one meetings, CRG, drop-in info sessions, online, signage, social media, letterbox drop
 - Update on remediation works
 - Ongoing consultation opportunities on detailed aspects such as use of open space, public realm, landscaping, local character

- **Review of Planning Process:**
 - o Rezoning and Development Plan Overlay proposed to be considered by the Government Land Standing Advisory Committee
 - o Proposed to be submitted at the end of 2017
 - o Will include a public exhibition period and public panel process
 - o Anticipated to be considered by the Minister for Planning in mid-2018
 - o Confirmed archaeological / cultural heritage desktop studies have been undertaken and nothing of significance noted however contractor will have plans in place should anything be uncovered during the works.

- **Review of Contaminated Land Remediation Process:**
 - o Remediation will allow land to be purchased and owned by entities other than the Crown

- EPA will be required to sign off on all works as they have issued the clean up notices
- State (DTF) currently in tender process with three shortlisted bidders to remediate the former Gasworks site. DV to act as “project manager” for remediation works.
- Works to be phased in two stages:
 - Stage 1: Design and investigation; 6-9 months.
 - Hoping to get contractor before Christmas 2017
 - In this time, could see Geotech testing on site
 - Then needs to be signed off by auditor
 - Stage 2: Site works and remediation; approx. 24 months
 - Will see tents on site
 - Odour is an issue due to nature of work; control measures will be put in place; important part of communication strategy will be to inform the residents and public of this.
 - Cannot keep trees on site; this is due to nature of pollutant site. However, more trees will be added to new site. CRG will be used to assist in refining messaging and vision for replacement of trees. Will seek to retain one significant tree if possible.
 - Planning in place to work around the valve house during remediation heritage and looking to potentially relocate porter’s shed, working with Council and Heritage Victoria
- Works due to commence on-site mid-2018
- Separate community engagement to be run by remediation contractor once they are engaged by DTF, forecast for end-2017. Key will be a robust and thorough comms strategy that will be shared with the CRG prior to works commencing.

- **Discussion of Next Steps:**

- Development Victoria will continue to act on behalf of the Department of Treasury of Finance (DTF) as landholder to assist in defining remediation tasks. There is a commitment to project shown by government bodies and council. Especially as gone to tender.
- Further Council and community briefings are proposed:
 - Post-Phase 2 community engagement
 - Prior to a rezoning request made to the GLSAC
 - Prior to any remediation works

Post Presentation Discussion:

ALL

- **What is the group’s appetite to stay involved?**

- Phillip: keen, can help comms through own social media and newsletters
- Marion: keen to be involved
- Amy: keen and committed to project
- Janie: keen, part of crime prevention to ensure local urban village is safe and welcoming, etc.
- Glenda: very keen and committed to the long-term, and would like a document of this meeting to takeaway to group
 - Mark and the DV team recognised and thanked Glenda’s commitment to the aging community, ensuring age-care facilities in the project and that it is a true urban village
- Cluny: she and her group are very keen; glad to help to make sure ESD is incorporated. This is an opportunity to showcase this in Melbourne.
- Lou: keen, important both for affordable housing for artists, but to incorporate art in the design. City of Yarra is famous for its art.

- **How does the group communicate as the project moves forward?**

- Frequency:
 - Do we meet when it is important? Or have set times? Quarterly? Bi-monthly? What can the group commit to?

- General agreement that the group should meet more frequently: potentially planned dates and times, bi-monthly, approximately 6pm in the Fitzroy North Library.
 - Better to cancel if nothing to update on, rather than try and plan last-minute.
- DV recognised importance of these meetings and thanked everyone for participating:
 - Engagement with the CRG has helped shape the vision and design of the project and they hope it continues to do so.
- What will happen to the mural?
 - Unable to be retained however DV are keen to keep it alive in some other form and suggestions are welcome. Could use digital images, lighting, parts of the design, etc.
- Will the industrial heritage been captured as most in the area has been lost?
 - Investiagtions will be had to determine how the industrial heritage can be incorporated or documented for future records.
- **Last Comments**
 - Phillip: excited for this project, glad to see synergy between so many important community groups and DV
 - Marion: enthusiastic, and keen to preserve heritage of site if possible, glad to see ways of capturing it in design
 - Jane: great to see potential creation of multi-use spaces and safe design in urban setting, will be important for community
 - Glenda: exciting to see the developments, and glad the DV has really listened to the CRG, very impressed
 - Cluny: pleased to see commitment to EDS and innovation and happy to support the project
 - Lou: Arts (and sports) so important to Yarra. If built into landscape of design, then no need to be an expensive add-on.

Actions:

MK / DV


- Indigenous owners and representatives, to be contacted regarding the development
- DV to talk to various advisory groups including attending the YAARTS meeting
- CRG trip to Dandenong Industrial Park to view award winning environmental and design project delivered by DV
- CRG meetings to be planned on a bi-monthly basis, calendar to be developed and shared
- Communications document/review of session to be written and sent to CRG members
- Monthly email update to be sent to CRG members on progress

433 Smith Street, Fitzroy North

November 2017



Agenda

1. **Welcome and introductions**
 2. **Project background**
 3. **Project elements**
 4. **Community engagement**
 5. **Planning**
 6. **Contamination and remediation**
 7. **Next steps**
- 

433 Smith Street, Fitzroy North

Site Aerial and Site History





Progress to date

Since December 2016:

- **Participation in interdepartmental committee to consider:**
 - Education
 - Sport and recreation
 - Housing
 - Community facilities
 - **Council Briefings**
 - **Departmental meetings**
 - **Draft master plan**

Fitzroy Gasworks, 433 Smith Street

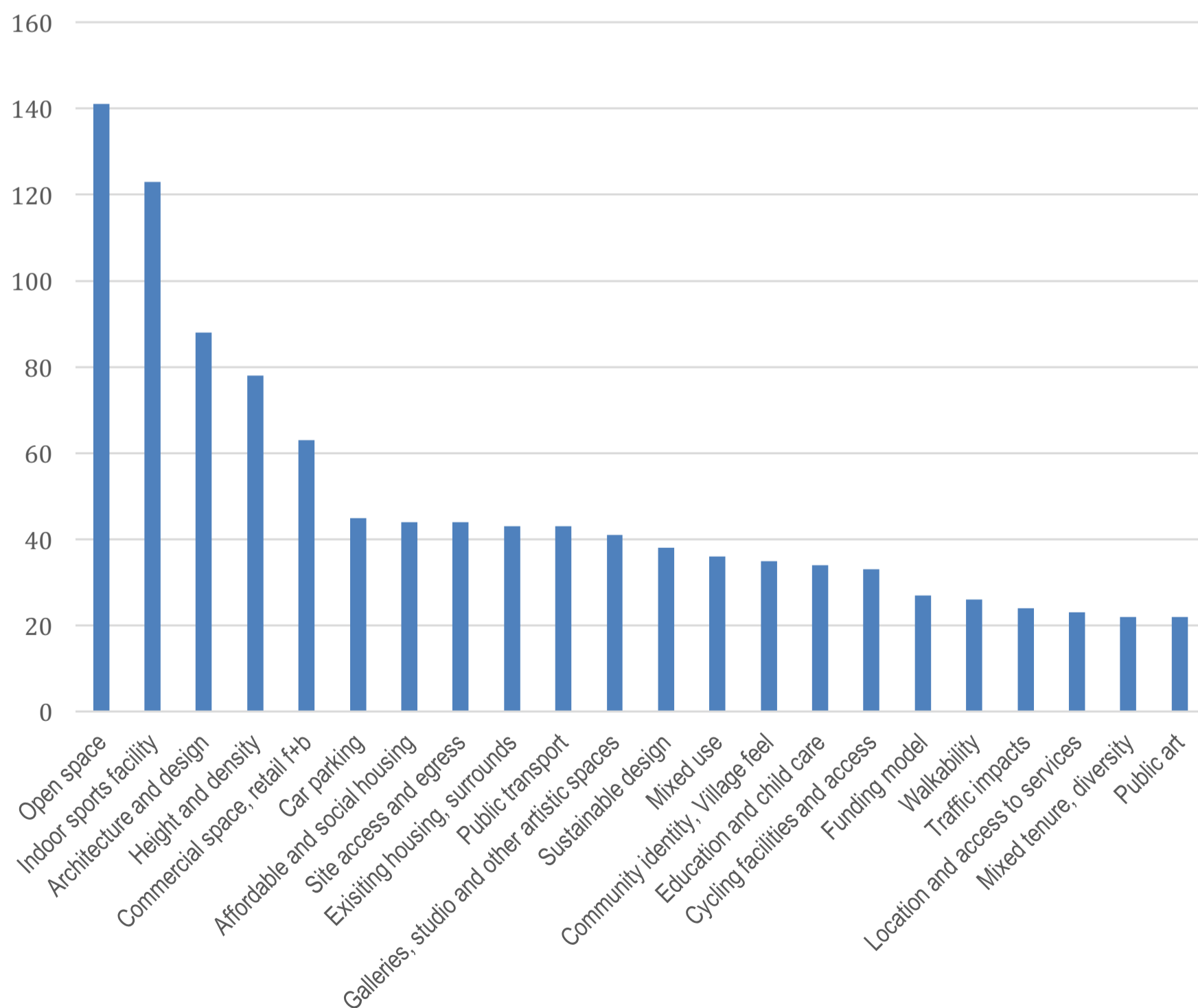
Vision

Fitzroy gasworks will be a whole of government approach to Urban Renewal – delivering an integrated, sustainable and thriving urban village showcasing the revitalisation of a strategic inner city site for a growing Melbourne.

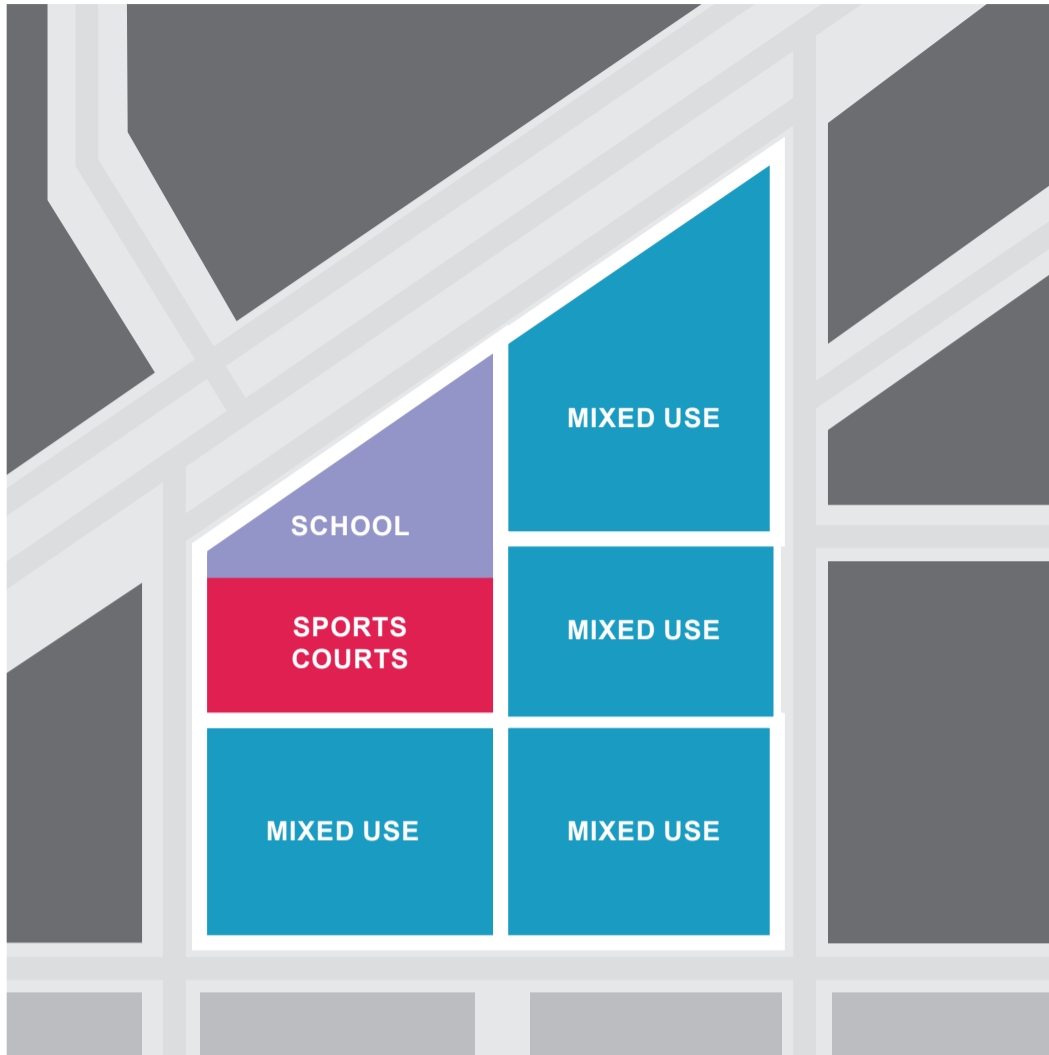


Community Consultation, Key themes:

- **Recreation and open space** – open space, indoor sports facility
- **Built form, housing and land use mix** – architecture and design, height and density, affordable and social housing, sustainable design, mixed use
- **Community facilities and amenity** – galleries, studio and other artistic spaces
- **Transport and permeability** – car parking, site access and egress, public transport



Design response:



Integration

- Integration of school and sports courts
- Place activation with supporting mixed-use



Permeability and Open Space

- Extend the neighbourhood grain
- Provide high quality open space



Access and parking

- Utilise service roads and create new street
- Use decontamination excavation for underground parking

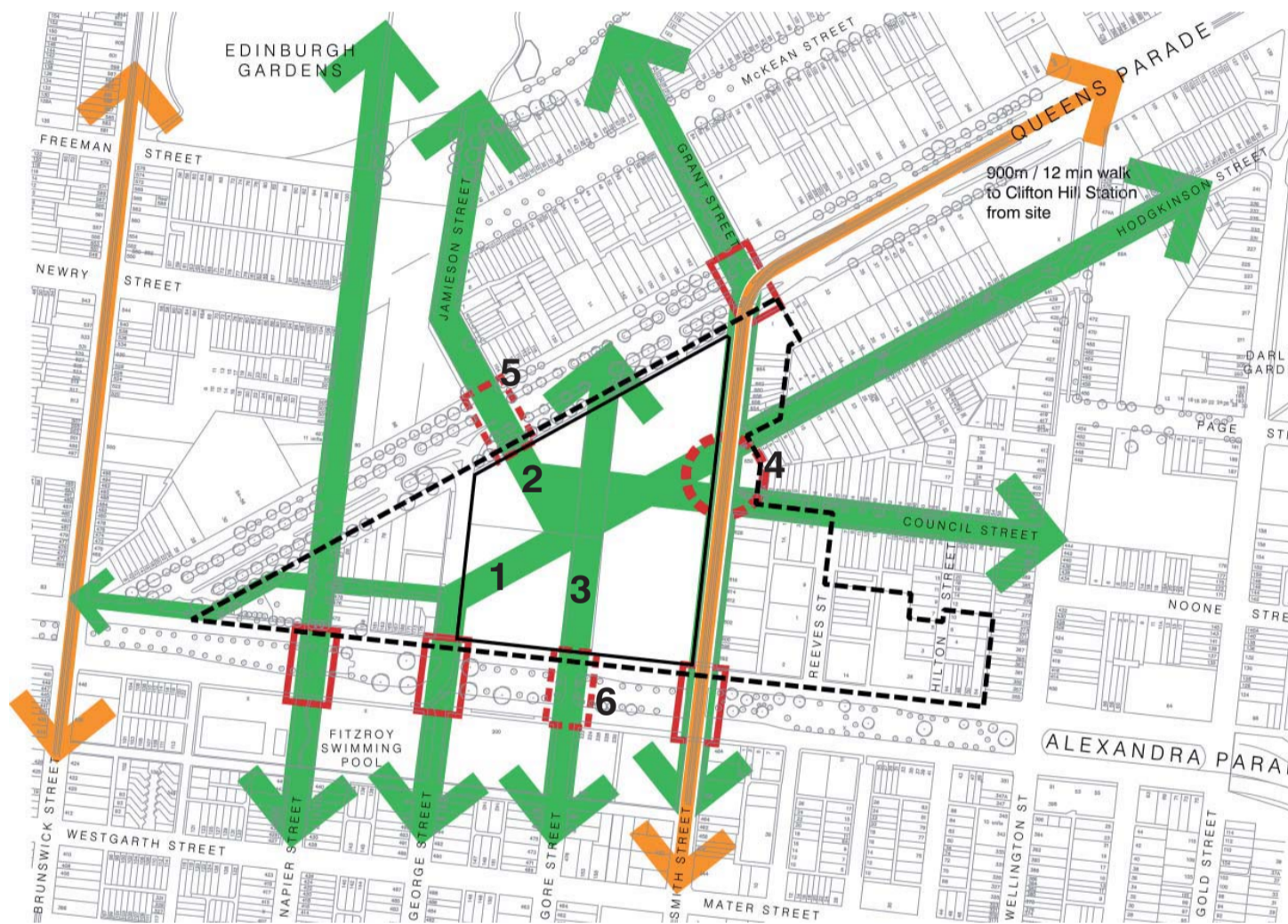


Height and massing

- Lower heights to residential interface
- Articulated massing reflecting local character

Urban Design Framework, 2008, Key themes:

- “Extend local streets as pedestrian routes”
- “Provide local open space”
- “Accommodate an indoor sports facility”
- “Provide active street frontages”
- “Encourage design excellence”



Urban Village:



Design & character:



New street



Sports Courts & Residential interface




Engagement process

Completed

- Phase 1 Community (completed October 2016)
- Ongoing agency and stakeholder engagement (2016/2017)
- Office of the Victorian Government Architect (OVGA) in June 2017
- Phase 2 Community (October/November 2017)
- Community Reference Group (ongoing)

Planned

- Present draft master plan to the community
 - Seek high level feedback ahead of formal exhibition – one-on-one meetings, CRG, drop-in info sessions, online, signage, social media, letterbox drop.
 - Update on remediation works
 - Ongoing consultation opportunities on detailed aspects such as use of open space, public realm, landscaping, local character
- 

Planning process

Planning

- Rezoning and Development Plan Overlay proposed to be considered by the Government Land Standing Advisory Committee
- Proposed to be submitted at the end of 2017
- Will include a public exhibition period and public panel process
- Anticipated to be considered by the Minister for Planning in mid 2018

Remediation


Contaminated Land Remediation

- State (DTF) currently in tender process with three shortlisted bidders to remediate the former Gasworks site
- Works to be phased in two stages:
 - Stage 1: Design and investigation; 6-9 months
 - Stage 2: Site works and remediation; approx. 24 months
- Works due to commence on-site mid-2018
- Separate community engagement to be run by remediation contractor once they are engaged by DTF, forecast for end-2017

Next Steps

Development Victoria will continue to act on behalf of the Department of Treasury of Finance (DTF) as landholder to assist in defining remediation tasks.

Further Council and community briefings are proposed:

- post Phase 2 community engagement
 - prior to a rezoning request made to the GLSAC
 - prior to any remediation works
- 

Former Fitzroy Gasworks Precinct Phase 2 – Communications and Engagement Sub Plan



1. Project context

Development Victoria is preparing a master plan for the 4 hectare former Fitzroy gasworks site at 433 Smith Street, Fitzroy. The site offers a significant urban renewal opportunity for Melbourne's inner suburbs, with a focus on mixed use development including housing, recreation, education and commercial uses.

The site requires rezoning prior to renewal. Funds from the sale of the land will be used to remediate the site, which has been highly contaminated from its previous use as a gasworks.

Following community and stakeholder engagement throughout 2016, Development Victoria has prepared a draft master plan which responds to a range of policy requirements, including a school campus, indoor sporting facility, a diverse range of residential development, and opportunities for community, commercial and retail spaces.

The draft master plan will be released for public feedback in late November 2017 ahead of a formal exhibition process to consider the rezoning of the site in early 2018.

1.1. Design principles

- > A true mixed-use development – residential, retail, community, commercial, recreation, and open space.
- > Sports courts and public plaza as central community focus to the development.
- > Integrated with its context – street connections, highly permeable, pedestrian focused.
- > Sustainable transport – leverage existing public transport facilities and promote cycling.
- > Pedestrian focused public realm – all parking in basement
- > Generous open space linking existing communities.
- > Apartments that will respond to the Better Apartments Design Standards.
- > High quality design, sustainability and innovation.
- > Active edges to streets, setbacks to buildings attractive public realm.
- > Provide for diversity in housing to promote affordable living.

1.2. Vision

Fitzroy gasworks will be a whole of government approach to Urban Renewal - delivering an integrated, sustainable and thriving urban village showcasing the revitalisation of a strategic inner-city site for a growing Melbourne.

1.3. Project timing

Timing	Activity
May/June 2016	Phase 1 community and stakeholder engagement including drop in sessions, online engagement, Community Reference Group meetings and broad communications to the surrounding community
July – December 2016	Interagency engagement, strategic alignment of intent and site use. EOI phase for the remediation contract
Early to mid-2017	Draft master plan development. Ongoing stakeholder engagement
September 2017	RFP phase for the remediation contract. Discuss draft master plan with Yarra City Council
November 2017	Phase 2 community and stakeholder engagement including drop in sessions, online engagement, Community Reference Group meetings and broad communications to the surrounding community
Late December 2017	Apply for Rezoning and Development Plan Overlay (DPO) for the site
Late January/early February 2018	Formal exhibition
March 2018	Public hearings
June 2018	Target for amendment sign off

1.4. Narrative

Melbourne is a growing city so a vibrant new urban village at the former gasworks site is being planned, to offer new housing opportunities and a range of community facilities for all locals to enjoy.

First, it needs to be cleaned up. Development Victoria will secure the services of a remediation contractor to help with cleaning up and getting rid of the contamination from its previous use as a gasworks site. The work is expected to start from next year, with the development opportunity helping to fund the clean-up. The community will be kept advised as this work progresses.

A range of individuals, local groups and government organisations have been engaged to determine the best use for the site going forward. These discussions, along with extensive technical work and financial modelling, has helped to inform a draft master plan for the future. The plan includes residential housing and new community facilities including a state-of-the-art multi-storey indoor sports facility, community facilities and new school building. There will also be garden squares and spaces for the village to gather as well as several business and retail areas.

Leading architects have been engaged to help us develop a sensible and community-minded plan that will stand the test of time. This won't be a typical development it will consider a mix of townhouses at ground level, with apartments in the middle and further townhouses above, creating a friendlier and safer community with plenty of front doors opening onto the new streets and spaces.

An important part of the plan involves a range of diverse housing choices, including homes for key workers and lower income earners who form part of the local community.

Development Victoria is aware of community concerns about height and density in the area, so buildings will be limited to 6-10 storeys to the northern portion and edges of the site, with up to 14 storeys in the middle of the site, where there will be reduced impact on surrounding areas.

Traffic can be a concern with new developments, so approaches to encouraging active transport by creating bike and walking routes through the site are being considered. Inner city living also means people have better access to public transport, reducing the need to travel by car.

The project presents an opportunity to create world class, truly innovative project in sustainability and good design, so input will be required to assist in the creation of an urban village that residents and surrounding locals can be proud of into the future. The One Planet Living principles will be used to truly make sustainable living a reality.

Feedback on how some of the open spaces and community facilities might be designed and used into the future will be sought – including public landscaped areas, the squares, streetscapes and the new sports centre. There will be engagement on these aspects as the plans develop.

Ideas to help retain and celebrate the site's history, from protection of heritage assets like the valve house, to new design elements such as public artworks or sculptures. Will be considered in engagement activities

Remediation of the site will be a long-term process, taking up to two years. Development Victoria will work with the community to understand how they would like to be kept informed both before and during the work.

Development Victoria is working closely with local partners including the City of Yarra, Office of the Victorian Government Architect and other agencies such as the Victorian School Building Authority, Department of Education and Training and Sport and Recreation Victoria to help us get the plans right.

2. Community engagement approach

The 'Smith St, Fitzroy - Community Engagement Plan', prepared in February 2016, forms the overarching strategy and principles for engagement for the project.

Nation Partners has created this sub-plan to specifically address the communications and engagement functions required to support Phase 2 of the community engagement, focusing on the lead up to the rezoning of the site.

2.1. Background

Development Victoria has actively engaged with the local community and key stakeholders during the development of the draft master plan.

In May and June 2016, consultation activities were carried out to inform the community about the project and opportunities to get involved. This feedback, coupled with technical and financial considerations, culminated in the draft master plan.

Development Victoria's engagement activities for Phase 2 will inform on the draft master plan details, including reporting back on how community feedback collated in 2016 influenced the plan. These activities

will commence in October 2017, ahead of the statutory consultation process coordinated by the Department of Environment Land Water and Planning (DELWP) for an independent Advisory Committee appointed by the Minister for Planning.

Development Victoria will continue to work with the Department of Treasury and Finance to manage engagement associated with remediation works for the site. Development Victoria and its remediation contractor will be responsible for managing communication regarding construction impacts.

2.2. Phase 1 – Engagement outputs

Engagement activities for Phase 1 were carried out over a six-week period from 2 May to 10 June 2016. Feedback was encouraged in various forms and resulted in:

- around 2,500 comments from stakeholders and community members
- 65 stakeholders attending two community information sessions, providing around 600 comments
- over 90 survey responses, mostly through online engagement
- around 1,600 online visits, over 130 Facebook posts and 170 people registering for updates
- interviews with the 3068 group, Fitzroy Residents Association and a series of City of Yarra advisory groups
- four Community Reference Group (CRG) meetings with 18 members, including 10 from Yarra Advisory groups.

The key themes related to:

- **recreation and open space** with specific themes around an indoor sporting facility, open space, playgrounds and skate parks.
- **built form, housing and land use mix**, specifically affordable and social housing, height and density, architecture and design, sustainable design and mixed land use.
- **community facilities and amenities** including galleries, studio and artistic spaces, commercial spaces for retail, food and beverage, a 'village feel' that encompasses safety and a family friendly neighbourhood, education and child care facilities and a library or community drop in centre.
- **transport** including access and cycling facilities, car parking, public transport, site access and walkability.
- **heritage**, specifically retaining the existing formal and informal heritage aspects including indigenous heritage, art and streetscapes as well as reflecting the historical use of the site.
- **environment** including green open space, sustainable design principles and concerns relating to the site remediation.
- **process** around the project, specifically planning and development, community engagement process and the funding model.

3. Community engagement goal and objectives

3.1. Project goal

To engage with communities and stakeholders regarding the development of 433 Smith Street, Fitzroy to improve the quality of the final proposal, enhance relationships and pave the way for planning approvals and project delivery.

3.2. Phase 2 objectives

The community engagement process is designed to demonstrate how community concerns and aspirations are identified, incorporated into the plans (where possible) and/or responded to prior to

Development Victoria's submission for planning approval. It seeks to ensure that all risks and opportunities are identified and managed (where possible) before plans are submitted.

Key objectives are to:

- Demonstrate how community feedback has been considered by drawing a link between feedback received during Phase 1 and elements within the draft master plan
- Seek feedback on defined negotiables to improve the quality of the plan by offering a mix of face-to-face and online engagement activities, targeted to a broad cross section of the community
- Incorporate community and stakeholder input into the plan (where possible)
- Build relationships and trust with communities and stakeholders by being open and transparent with the plans and genuinely engaging on key aspects
- Achieve positive feedback about the engagement process measurable by feedback forms, community acceptance of the plan and anecdotal feedback.

4. Communications and messaging

4.1. Key messages

Original plan key messages

- The State Government wants to ensure the availability of affordable and diverse housing options.
- The Smith Street, Fitzroy, development offers the opportunity to develop attractive and affordable housing choices in an established residential area close to Melbourne's CBD.
- Development of the Fitzroy site meets the State Government's objective of delivering vibrant neighbourhoods, thriving shopping strips and affordable housing that is close to jobs, services, and transport options and contributes to broader objectives including:
 - Growing the population within a fixed urban growth boundary
 - Protecting the green wedges
 - Ensuring there are more jobs closer to where people live
 - Better transport and stronger activity centres
 - Better planned new communities in our growth corridors
 - Integrated public transport, infrastructure investment and land use planning.
- Development on the site has the potential to support broader council and community aspirations including the provision of open space and supporting the delivery of a sports facility.
- The City of Yarra's North Fitzroy Gasworks Precinct Urban Design Framework (2008) recognises that despite contamination issues, the site offers considerable development potential.
- The development means that for the first time since the 1960s, we'll have the opportunity to remediate the site and clean it up for good, while creating a vibrant neighbourhood with new community facilities.
- While remediation of the site may cause short-term inconvenience including odour, it will result in an environmentally beneficial outcome in the long-term.
- Development Victoria will work with communities to understand any concerns and ensure public health and safety is a critical consideration during the remediation process.

- Development Victoria will soon be talking with locals to help us understand what they value about their neighbourhood. Development Victoria will use this feedback, along with other technical and commercial information, to help us develop a draft master plan which will be released for public comment before going through a formal planning process.
- Development Victoria will work closely with local people and stakeholders to ensure the development process is understood and the community has an opportunity to participate in the planning process.
- Development Victoria will share the results of feedback received along the way to demonstrate how community and stakeholder views are being considered in the development and to respond to issues raised throughout the process.
- Various concepts discussed and explored as part of recent Yarra Livability community forums clarified community visions for Yarra to have “a supply of housing to support a diverse community”, “a mix of built forms which respect Yarra’s place in the metropolitan context and contributes to a high quality public realm and a more sustainable community” and the need to modernise some areas where heritage controls are not as apparent and to enable higher density development in some cases to support provision of affordable housing.

Overarching key messages are outlined in the *Smith Street, Fitzroy – Community Engagement Plan*: Those of relevance for Phase 2 include:

- The Smith Street, Fitzroy development offers the opportunity to develop attractive and affordable housing choices in an established residential area close to Melbourne’s CBD.
- The Fitzroy site meets the Victorian Government’s objective of delivering vibrant neighbourhoods, thriving shopping strips and affordable housing that is close to jobs, services, and transport options and contributes to broader objectives including:
 - Growing the population within a fixed urban growth boundary
 - Protecting the green wedges
 - Ensuring there are more jobs closer to where people live
 - Better transport and stronger activity centres
 - Better planned new communities in our growth corridors.
 - Integrated public transport, infrastructure investment and land use planning.
- Development on the site supports broader council and community aspirations including new open space and a state-of-the-art sports facility.
- The development means that for the first time since the 1960s, the site will be remediated, paving the way for it to be used to create a vibrant neighbourhood with new community facilities.
- Development Victoria will continue to work closely with local people and stakeholders to ensure the development process is understood and the community has an opportunity to participate in the planning process.

Phase 2 specific key messages highlighting the project opportunities are provided below:

Draft master plan

- Development Victoria has taken community and stakeholder feedback on board, along with other technical and commercial information, to develop a draft master plan for the former Fitzroy gasworks site in Smith Street.

- The draft master plan includes much-needed inner city residential housing and a new indoor sporting facility comprising of six multi-purpose double stacked sports courts – the first of its kind in Australia.
- The project will retain the look and feel of Fitzroy while creating a new safe, family friendly community village – complete with affordable housing opportunities for key workers and lower income earners who form part of the Fitzroy community.
- Leading architects have been engaged to develop a design that will stand the test of time. It includes a mix of townhouses and apartments, with plenty of front doors opening onto streets and community squares.
- A strategic need for a future school building has been identified, with further work to be done in consultation with the local community and the relevant government education agencies.
- There will be open space with several public areas, landscaped gardens and squares to create a sustainable and vibrant community.
- Space for retailers and other commercial uses like office spaces has been included, providing better access to jobs and reducing the need for travel.
- Importantly a new 120 place childcare centre will offer more options for working parents at a central, inner city location.

Community and stakeholder engagement

- Community and stakeholder feedback collected throughout 2016 has been used to help inform the draft master plan, with our architects considering the following key themes as part of their work:
 - Recreation and open space
 - Built form, housing and land use mix
 - Community facilities and amenity
 - Transport, movement and access
- Development Victoria is aware of concerns with development densities and heights. Community sentiment is being considered in limiting heights to between 6-10 storeys for the northern portion and edge of the site and up to 14 storeys in the middle zones where there is reduced impact to surrounding areas.
- The provision of car and bicycle parking will reflect a focus on sustainable transport including walking, cycling and public transport. While vehicle access will be necessary from Alexandra Parade and Smith Street, our traffic modelling indicates that increases in traffic to the immediate area will be minimal.
- There will be a range of opportunities for the community to participate in the further stages of the project. People can view the plans and provide feedback online, or come along to a community 'drop in' session to meet the team, see large scale visuals and maps and provide feedback in person.
- While some aspects of the plan need to remain to make the development viable, such as the mixed uses, heights and densities, Development Victoria is interested to hear what people think of some of the community aspects so plans can be refined to reflect community feedback.
- Opportunities will also be provided in the medium term to inform some of the more detailed aspects of the plan, like how the community spaces might be used, ideas for celebrating the site's heritage and other design elements.
- The draft master plan will inform the rezoning of the site to be submitted to the Minister for Planning and formally exhibited in the new year through a public planning process, providing further opportunities for people to get involved.

4.2. Draft master plan at a glance

- » 1,100 new dwellings
- » 10,600 m² secondary school
- » 6 court indoor sports facility
- » 4,300 m² retail / shops
- » **Community facilities**
- » 14% public realm (exc. streets)
- » 7% active open space
- » 46% landscape footprint
- » 770 car parks

5. Engagement tools and activities

5.1. Approach

Under the International Association of Public Participation (IAP2) Engagement Spectrum, the primary focus of this phase is to **inform** communities and stakeholders about the plans. This includes explaining the rationale for the uses and demonstrating how feedback has been incorporated to date, including where this has not been possible, and why.

Development Victoria will seek to work at the **consult** and **involve** levels on key negotiable aspects - that is, work directly with the public throughout the process to ensure that their concerns and aspirations are directly reflected in the continued development of the plan and provide feedback on how public input influenced our decisions.

Due to the need to achieve a commercial outcome on the site, there are some aspects of development that are not negotiable. The below table highlights the negotiable elements where input is sought as part of the Phase 2 engagement activities.

Negotiables	Non-negotiables
Community facilities within the sports centre	Alternative uses for site
Building design details (subject to viability)	Proposed heights and densities
Public realm design details including landscaping aspects	Open space quantum
Use of public space, activation etc.	Access into and out of the site
Aspects of the school building	Delivery of public transport?

Options to preserve and celebrate the site's unique heritage	
sustainability goals for the project including aspects under the 'One Planet Living' tool	
Construction/remediation management?	

5.2. Methods

Activities to engage communities and stakeholders for this stage of the project will include:

- **Media announcement**
Details TBC with relevant ministers.
- **Fact sheets**
Fact sheets will be developed to highlight how values were considered/feedback was incorporated into the draft master plan and to provide responses to any issues raised in Phase 1. An overview fact sheet will explain the key features of the draft master plan and highlight the opportunities for further involvement.
- **Targeted meetings**
Meetings will be offered to key stakeholders such as those interviewed and met with in Phase 1 or those with a high level of interest, to ensure their specific issues and concerns are discussed. It is envisaged meetings will be held with the 3068 group, Protect Fitzroy North, Fitzroy Residents Association, City of Yarra advisory groups and other key stakeholders as required or requested.
- **Community Reference Group (CRG) meeting**
The CRG will be convened prior to commencement of the engagement program and again at the completion of the sessions. This would provide an opportunity to update the group, gain early feedback on the draft master plan to inform the sessions, to ask the group for help in promoting the sessions and to gain feedback and insight at the completion of the sessions.
- **Letterbox drop / email update**
A letterbox drop and/or email update, as per Phase 1 circulation and to additional respondents on the consultation database, will be undertaken. The aim being to provide feedback and highlight where input has been incorporated into the draft master plan, and to explain which elements could not be incorporated and why. An invitation to attend the upcoming community drop in sessions will also be included in these communication materials.
- **Digital exhibition**
The existing project webpage will be updated to include the draft master plan and supporting collateral including fact sheets, DV's Engagement Hub platform will be used to promote the engagement and capture feedback. Q&As and upcoming community information sessions. There will also be a mechanism to capture feedback.
- **Advertising**
Paid advertising will be taken out in the local publications to highlight the upcoming community information sessions. Advertising through existing channels, including stakeholder channels will support the paid advertising campaign.
- **Community drop-in information sessions**
Two community information sessions will be held, one on a weekday afternoon/evening, and the

other on a Saturday morning. These sessions will be drop-in style sessions to inform stakeholders and collect feedback. Sessions will be staffed by Development Victoria and City of Yarra representatives, architects, and other relevant technical advisers, such as planners and traffic experts, in addition to the community engagement team to be available to speak with members of the community about the draft master plan and to answer questions on the spot. Feedback will be collected and relevant collateral made available.

- *Public event*
Details to be refined based on attendance and interest levels throughout the engagement timeframe, however could include 'pop up' style events at a community precinct such as outside Piedimonte's shopping centre, farmer's markets or upcoming community based event such as the Melbourne Music Warehouse Festival.
- *Information board*
A project information board will be developed and located at an appropriate location on site to provide a project update and showcase the draft master plan.
- *Social Media*
Continued online engagement through existing social media channels.

All comments, input and feedback will be collected and developed into a summary brochure/report on the engagement undertaken and findings from Phase 2. The summary will be made publicly available.

A detailed stakeholder matrix can be found at *Appendix 1 – Key Stakeholders*.

Detailed timing and responsibilities for the activities listed above can be found at *Appendix 2 – Implementation Plan*.

5.3. Key risks and mitigations

A register has been developed to capture and implement mitigation measures for known risks throughout this engagement phase. This register will be updated as the project progresses.

Risk	Description	Mitigation
Feedback not incorporated	Possible concerns from community members who feel their feedback was not incorporated	<ul style="list-style-type: none"> • Demonstrate how community and stakeholder feedback has been incorporated into the proposal • Acknowledge where specific features i.e. hydrotherapy pool could not be included and reasons why • Encourage community members to stay involved and provide further feedback during Phase 2
Objection to height and densities	Concern about limits i.e. Gurner development on Queens Parade	<ul style="list-style-type: none"> • Explain self-imposed limits and how these differ from those allowed for under the UDF • Explain the need for a minimum proportion of housing to meet project objectives (including funding models/remediation costs)
New school reduces numbers at neighbouring schools	The creation of a new 650-1000 student school could see students currently enrolled at Collingwood or Fitzroy leave to attend the new school.	<ul style="list-style-type: none"> • DET/VSBA involved to assist in planning. New school potentially a campus for existing schools to form a 'precinct'
First time people have heard about the project	A portion of the community may not have been engaged during Phase 1	<ul style="list-style-type: none"> • Explain project objectives and background • Encourage them to provide feedback on the draft master plan
Traffic concerns	More traffic on surrounding streets creating congestion and safety risks	<ul style="list-style-type: none"> • Highlight outcomes from traffic modelling • Consider further feedback and make changes (where possible) to address concerns
Lack of Council support	Concern from Yarra Councillors regarding aspects of the plan	<ul style="list-style-type: none"> • Engage early through briefings • Be responsive to questions or concerns • Provide follow up information and keep informed on public engagement activities • Address concerns in the plans where possible and explain the reasons why some changes might not be possible
Concern about remediation works	Concerns about contamination and impacts associated with construction i.e. odour	<ul style="list-style-type: none"> • Highlight remediation process including the market process to find experienced contractors to handle the works • Keep informed about progress and any potential impacts

6. Reporting, evaluation and continuous improvement

This plan will be continuously monitored and updated in line with themes emerging from engagement.

Media monitoring (both traditional and social) will be used to better understand project sentiment, highlight areas of importance, test messaging and the effectiveness of the program.

The effectiveness of engagement and communication will be monitored and measured in a number of ways including:

- Community understanding and level of awareness of the project and planning process
- Participation in engagement processes and interaction with project during public engagement activities
- Participation and desire for involvement demonstrated by registrations for email updates, social media statistics and visits to the project website
- Feedback on the engagement approach as measured by feedback forms and online questions
- Reach to vulnerable groups and individuals as measured by participation by these groups.

Appendix 1 - Key Stakeholders

Stakeholder analysis

Affected stakeholder	Contact details	Interest	Barrier to engagement	Engagement methods
Government				
Minister for Planning the Hon Richard Wynne MP Member for Richmond	Via Ministerial Briefing	Minister responsible for Development Victoria Represents residents in the area	N/A	Ministerial Briefing
Treasurer the Hon Tim Pallas MP	Via DTF	Interest in commercial outcome of project	N/A	Brief DTF
DELWP	TBC (planning) Brian Adams (communications) Brian.Adams@delwp.vic.gov.au	Responsible for rezoning through government process.	N/A	Face to face meetings Email updates
DTF	TBC	Owner of the land. Responsible for remediation. Required to approve funding for development.	N/A	Face to face meetings Email updates
Northern Metropolitan Region Upper House members Jenny Mikakos - ALP Craig Ondarchie - Lib Greg Barber - Greens Nazih Elasmr - ALP Fiona Patten - Reason Party	Jenny.mikakos@parliament.vic.gov.au Craig.ondarchie@parliament.vic.gov.au Greg.Barger@parliament.vic.gov.au Nazih.elasmr@parliament.vic.gov.au Fiona.patten@parliament.vic.gov.au	Represent residents in the area.	Direct interaction with non-ALP members will require approval.	Face-to-face briefings Email

Adam Bandt MP	296 Brunswick St, Fitzroy 03 9417 0759 adam.bandt.mp@aph.gov.au	Federal Member for Melbourne (Greens). Lawyer representing public interest issues.	Will require MO approval for briefings and may require MO to be involved	Face-to-face briefings Email
Council				
Yarra City Council officers	Jessica Matrakis Senior Communications and Engagement Advisor T (03) 9205 5042 Jessica.Matrakis@yarracity.vic.gov.au	Will review the application and make a recommendation to administrators. Responsible for local roads, drainage and parks.	N/A	Face-to-face briefings
Yarra Nicholls Ward councillors (Fitzroy representatives) Cr Mike McEvoy Cr Jackie Fristacky Cr Misha Coleman	Via Yarra council officers	Will approve/deny the application. May have a higher level of interest because their direct constituents are impacted.	Difficulty getting to information sessions due to work/family commitments	Councillor Briefings following initial Council feedback on Concepts
Other Yarra councillors Cr Danae Bosler Cr Stephen Jolly Cr Amanda Stone (Mayor) Cr Mi-Lin Chen Yi Mei Cr Daniel Nguyen Cr James Searle	Via Yarra council officers	Will approve/deny the application.	Difficulty getting to information sessions due to work/family commitments	Councillor Briefings following initial Council feedback on Concepts
Neighbouring Councils to include: City of Melbourne City of Moreland	Comms and Engagement Mgmt	Likely to have an interest in precedent regarding height and density - particularly when dealing with similar developments.	Unknown to Development Victoria so will likely receive information through informal channels	Offer of Councillor Briefings following initial Yarra City Council feedback on Concepts

City of Darebin				
City of Banyule				
City of Boroondara				
City of Stonnington				

Government Agencies / Authorities / Service providers

PTV	TBC	Oversees tram services to the area. May have views as to need for additional services to service population.	N/A	Face-to-face briefings
Yarra Trams	TBC	Responsible for managing adjacent tram services	N/A	Face-to-face briefings
VicRoads	TBC	Planning and development within close proximity of Alexandra Parade and any potential impacts on future transport needs Impact on infrastructure during construction	N/A	Face-to-face briefings
Department of Economic Development, Jobs, Transport and Resources (DEDJTR) / Transport for Victoria (TFV)	Chris Welsh, Planning Manager	Planning and development within close proximity of Alexandra Parade and any potential impacts on future transport needs.	N/A	Face-to-face briefings
Melbourne Water	TBC	Impact on infrastructure during construction and demand for services on completion	N/A	Advised on commencement
CityWest Water	TBC	As above	N/A	Advised on commencement
Telstra	TBC	As above	N/A	Advised on commencement
SPI Networks	TBC	As above	N/A	Advised on commencement

Jemena	TBC	As above	N/A	Advised on commencement
SP Ausnet	TBC	As above	N/A	Advised on commencement
Community				
Council depot staff	Via Yarra Council	Will be concerned about depot relocation.	Difficulty getting to information sessions due to work/family commitments	Confirm with Yarra Council
All council staff	Via Yarra Council	May be interested in depot relocation and sports facility development including use of community space. 40% approx local residents.	Difficulty getting to information sessions due to work/family commitments	Confirm with Yarra Council
Existing tenants	Via DTF	Concerned about timing of development and length of tenure.	Difficulty getting to information sessions due to work/family commitments. Ability to engage in the process through DTF or direct.	One-on-one engagement – strategy to be confirmed with DTF
North Fitzroy residents with properties opposite the site in: Queens Parade Remy Lane Groom Lane Jamieson Street McKean Street Grant Street		Will have new development opposite their properties. May have concerns about, overshadowing, traffic, parking, types of residents etc. May be concerned about contamination and remediation. Will be impacted during construction. May be frustrated their feedback was not incorporated into final plan. May not support final plan.	LOTE High likelihood that they are tenants and therefore transient Homes may not be owner occupied Difficulty getting to information sessions due to work/family commitments	Direct mail to owners via title search Letterbox drop – ask owners/occupiers to register details so they can be informed of engagement opportunities

Alfred Crescent Napier Street Coleman Street Newry Street Freeman Street				Individual meetings by request Website information On site signage Other engagement tools
Clifton Hill residents with properties opposite the site in: Hodgkinson Street Council Street Reeves Street Colgan Street Hilton Street Kent Street Wellington Street		Will have new development opposite their properties. May have concerns about, overshadowing, traffic, parking, types of residents etc. May be concerned about contamination and remediation. Will be impacted during construction. May be frustrated their feedback was not incorporated into final plan. May not support final plan.	LOTE High likelihood that they are tenants and therefore transient. Homes may not be owner occupied. Difficulty getting to information sessions due to work/family commitments.	Direct mail to owners via title search Letterbox drop – ask owners/occupiers to register details so they can be informed of engagement opportunities Individual meetings by request Website information On site signage Other engagement tools
Fitzroy residents with properties to south of the site in: George Street Gore Street Smith Street Cecil Street		Will have new development opposite their properties. May have concerns about, overshadowing, traffic, parking, types of residents etc. May be concerned about contamination and remediation. Will be impacted during construction. May be frustrated their feedback was not incorporated into final plan. May not support final plan.	LOTE High likelihood that they are tenants and therefore transient. Homes may not be owner occupied. Difficulty getting to information sessions due to work/family commitments.	Direct mail to owners via title search Letterbox drop – ask owners/occupiers to register details so they can be informed of engagement opportunities Individual meetings by request Website information

				On site signage Other engagement tools
Other residents in Clifton Hill, North Fitzroy, Fitzroy and Collingwood (i.e.wider 'postcode')		<p>May have concerns about, traffic, parking, types of residents etc.</p> <p>May be concerned about contamination and remediation.</p> <p>May be impacted during construction.</p> <p>May be frustrated their feedback was not incorporated into final plan.</p> <p>May not support final plan.</p>	<p>LOTE</p> <p>Homes may not be owner occupied</p> <p>Difficulty getting to information sessions due to work/family commitments</p>	<p>Yarra News</p> <p>Letterbox drop – ask owners/occupiers to register details so they can be informed of engagement opportunities</p> <p>Website information</p> <p>On site signage</p> <p>Other engagement tools</p>
<p>Commercial tenants on Smith St and east of the site</p> <p>Traders on Brunswick Street</p>	<p>Via City of Yarra Economic Development Team</p> <p>9205 5049</p> <p>business@yarracity.vic.gov.au</p>	<p>Will have new development opposite their properties.</p> <p>May have concerns about, overshadowing, traffic, parking, types of residents etc.</p> <p>May have concerns about impacts associated with sports courts.</p> <p>May be concerned about contamination and remediation.</p> <p>Will be impacted during construction.</p> <p>May see opportunity in new residents.</p> <p>May be threatened by other commercial developments.</p> <p>May be frustrated their feedback was not incorporated into final plan.</p> <p>May not support final plan.</p>	<p>LOTE</p> <p>May not be owner/occupiers</p> <p>Difficulty getting to information sessions due to work/family commitments</p>	<p>Direct mail to owners via title search</p> <p>Letterbox drop – ask owners/occupiers to register details so they can be informed of engagement opportunities</p> <p>Individual meetings by request</p> <p>Website information</p> <p>On site signage</p> <p>Other engagement tools</p>

Residents in area bounded by Brunswick St, Freeman St, Grant St and Queens Parade		<p>May have concerns about development generally and traffic in local streets.</p> <p>May be concerned about contamination and remediation.</p> <p>May have concerns about impacts associated with sports courts.</p> <p>May be impacted during construction (especially traffic-related impacts).</p> <p>May be frustrated their feedback was not incorporated into final plan.</p> <p>May not support final plan.</p>	<p>LOTE</p> <p>May not be owner/occupiers</p> <p>Difficulty getting to information sessions due to work/family commitments</p>	<p>Letterbox drop</p> <p>Individual meetings by request</p> <p>Website information</p> <p>On site signage</p> <p>Other engagement tools</p>
Traders in Queens Parade shopping strip (Queens Parade Traders' Group)	<p>Via City of Yarra Economic Development Team</p> <p>9205 5049</p> <p>business@yarracity.vic.gov.au</p>	<p>May be impacted during construction (especially traffic-related impacts).</p> <p>May see opportunity in new residents.</p> <p>May be threatened by other commercial developments.</p> <p>May be frustrated their feedback was not incorporated into final plan.</p> <p>May not support final plan.</p>	<p>LOTE</p> <p>May not be owner/occupiers</p> <p>Difficulty getting to information sessions due to work/family commitments</p>	<p>Letterbox drop – ask owners/occupiers to register details so they can be informed of engagement opportunities</p> <p>Website information</p> <p>Briefing to trader association representatives</p> <p>Other engagement tools</p>
Fitzroy Swimming Pool	<p>Yarra Leisure</p> <p>9205 5032</p> <p>yarraleisure@yarracity.vic.gov.au</p>	<p>As per Yarra City Council spectrum of views.</p> <p>May also have a view on form of the development, new recreational development opposite their property, and connectivity with Smith Reserve and Fitzroy Swimming Pool.</p>	<p>Difficulty getting to information sessions due to work/family commitments</p>	<p>Direct mail/email</p> <p>Individual meetings</p> <p>Website information</p> <p>Other engagement tools</p>
Protect Fitzroy North	<p>Glen McCallum</p>	<p>Concerns about heights and densities – group was established to rally against the Gurner development at Queens Parade – still view 10 stories as too high at this site</p>	<p>Lack of trust</p> <p>Difficulty getting to information sessions due</p>	<p>Direct mail/email</p> <p>Individual meetings</p> <p>Website information</p>

		Will need to clearly explain reasoning between heights and densities	to work/family commitments	Other engagement tools
Fitzroy Residents' Association	Tom Keel - Acting President info@fitzroyresidents.org.au	Mission is to keep Fitzroy livable. May be concerned about scale of development. May be frustrated their feedback was not incorporated into final plan. May not support final plan.	Difficulty getting to information sessions due to work/family commitments	Direct mail/email Individual meetings Website information Other engagement tools including possible representation on Community Reference Group
Carlton Residents Association	Julie Harrison - Secretary carltonresidents@gmail .com	Represent community views on built environment in Carlton area - may have a view on the form of the development.	Difficulty getting to information sessions due to work/family commitments	Direct mail/email Individual meetings Website information Other engagement tools including possible representation on Community Reference Group
The 3068 Group	TBC PO Box 118 Clifton Hill 3068	Conservation of heritage, streetscape character and amenity of the postcode area of 3068, taking in Clifton Hill and Fitzroy North. Improve the planning process and outcomes for residents. Support development of sympathetic building projects which respect the heritage character of the 3068 area. May be frustrated their feedback was not incorporated into final plan. May not support final plan.	Difficulty getting to information sessions due to work/family commitments	Direct mail/email Individual meetings Website information Other engagement tools including possible representation on Community Reference Group

Yarra Campaign for Action on Transport (YCAT)	http://www.ycat.org.au/about/ https://www.facebook.com/YarraCampaign/ https://twitter.com/yarra_campaign	<p>A community coalition of individuals and local groups concerned about the proposed East West Link impacts in Abbotsford, Collingwood, Fitzroy, Carlton, Carlton North and Clifton Hill.</p> <p>Active Facebook group still posting on issues relating to transport and development.</p> <p>May be frustrated their feedback was not incorporated into final plan.</p> <p>May not support final plan.</p>	Identification of relevant leads for the group to participate in discussions and individual meetings	<p>Individual meetings by request</p> <p>Website information</p> <p>Other engagement tools including possible representation on Community Reference Group</p>
Smith Street Traders' Association	<p>Via City of Yarra Economic Development Team</p> <p>9205 5049</p> <p>business@yarracity.vic.gov.au</p> <p>http://www.smithstreet.org.au/</p> <p>https://www.facebook.com/SmithStreetBusinessAssociation/</p>	<p>May be impacted during construction (especially traffic-related impacts).</p> <p>May see opportunity in new residents.</p> <p>May be threatened by other commercial developments.</p> <p>May be frustrated their feedback was not incorporated into final plan.</p> <p>May not support final plan.</p>	Identification of relevant leads for the group to participate in discussions and individual meetings	<p>Individual meetings by request</p> <p>Website information</p> <p>Other engagement tools including possible representation on Community Reference Group</p>
Bicycle Victoria	<p>Craig Richards - CEO</p> <p>1300 727563</p> <p>bikefutures@bicyclenetwork.com.au</p>	<p>May have an interest in the construction phase - potential impacts on commuter cycling - potential for bicycle parking. Opportunities to improve cycling connectivity on the site boundaries</p>	TBC	Regular briefings
Tram travelers on route 86		<p>May be impacted by remediation / construction.</p>	<p>Difficulty getting to information sessions due to work/family commitments</p>	<p>Website information</p> <p>Other engagement tools</p>
Road users		<p>May be impacted by remediation / construction.</p>	<p>Difficulty getting to information sessions due to work/family commitments</p>	<p>Signage</p> <p>Website information</p> <p>Other engagement tools</p>

Basketball Victoria	Ph:9837 8000 enquiries@basketballvictoria.com.au Postal Address: PO Box 4140, Knox City Centre VIC 3152	May have a view on the distribution of basketball facilities. Potential advocate.	TBC	Direct mail/email Individual meetings Website information Other engagement tools including possible representation on Community Reference Panel
Collingwood Basketball Association	Megan Rouse 0417106490 manager@collingwoodbasketball.com.au http://www.foxsportspulse.com/assoc_page.cgi?assoc=5012&pID=1	Established interest in promoting development of premises at Collingwood College. May regard Gasworks precinct sports facility as competitive.	Difficulty getting to information sessions due to work/family commitments	Direct mail/email Individual meetings Website information Other engagement tools including possible representation on Community Reference Panel

Media

Metropolitan press		High profile site and would be of interest to readership base.		Telephone or face to face briefing Provide copies of engagement material
Local press		High profile site and would be of interest to readership base.		Telephone or face to face briefing Provide copies of engagement material

Appendix 2 – Implementation plan



Implementation plan

Timing	Activity	Responsibility
September 2017	<ul style="list-style-type: none"> Draft Communications and Engagement (C&E) sub plan for Phase 2 	Nation Partners
w/c 18 September 2017	<ul style="list-style-type: none"> Brief Council staff (13 Sept) and Councillors (18 Sept) on the draft master plan 	Development Victoria
w/c 25 September & 2 October	<i>School holidays</i> <ul style="list-style-type: none"> Update C&E sub plan 	Nation Partners / Development Victoria
w/c 9 October	<ul style="list-style-type: none"> Finalise C&E sub plan including tasks and responsibilities 	
w/c 16 October	<ul style="list-style-type: none"> Advertising copy and project update letter drafted and approved Website copy drafted and approved * Including referral to the Ministers Office 	Nation Partners / Development Victoria
w/c 23 October	<ul style="list-style-type: none"> Media launch Book advertising CRG meeting (target 25 or 26 October) Direct stakeholder engagement (contact to local groups, CRG members etc. to inform on the plan and set up a meeting/invite to drop ins) Email update Launch online platform (if ready) and website information Social media updates Letterbox drop to surrounding community Draft collateral required for sessions (including fact sheets, corflutes, large maps) Design information board 	Nation Partners / Development Victoria
w/c 30 October	<ul style="list-style-type: none"> Advertising appears in local press Final session collateral approvals and printing Commence stakeholder/community group briefings 	Nation Partners lead (with attendance from project team and specialists)

	<ul style="list-style-type: none"> • Install information board on site 	
w/c 6 October	<ul style="list-style-type: none"> • Drop in sessions (Thursday 9 and Saturday 11 November) 	Nation Partners lead (with staffing from project team and specialists)
w/c 13 November	<ul style="list-style-type: none"> • Potential for a display out the front of Piedimonte's supermarket (discuss with Yarra) 	Nation Partners (with attendance from project team and specialists)
w/c 20 November	<ul style="list-style-type: none"> • Continue stakeholder/community group briefings • CRG meeting (to report on engagement feedback, next steps etc.) 	Nation Partners lead (with attendance from project team and specialists)
w/c 27 November	<ul style="list-style-type: none"> • Submit engagement summary brochure/document to DV 	Nation Partners

Appendix 3 – Q&A's

How has the draft Master Plan been developed?

Development Victoria has worked with leading architects to develop a draft Master Plan, which incorporates and responds to community and stakeholder feedback captured throughout 2016. In addition to the feedback, technical and financial matters have been considered, to ensure the proposal is feasible in the long run.

Why was the draft master plan developed?

The draft Master Plan has been developed to show how the 3.9 hectare former Fitzroy gasworks site at 433 Smith Street, Fitzroy will be transformed into an urban renewal opportunity for Melbourne's inner suburbs, with a focus on mixed use development including housing, recreation, education and commercial use.

Have the principles of the Fitzroy North Gasworks Urban Design Framework 2008 (UDF) been met?

While the Urban Design Framework is not binding, community sentiment has been factored into the planning of the draft Master Plan. Proposed heights and densities will ensure the development is appropriate for the surrounding area, while still meeting the objective of providing more inner-city housing options and returning enough profit to help fund the extensive remediation works on the site.

How high will the buildings be and how many new apartments will be built?

The site will include a mix of heights. Around the site boundary, buildings will range from 6-10 stories while in the middle of the site further away from existing residential areas, between 6-14 stories can be considered. The development is expected to provide around 1,100 new dwellings with a mix of 1, 2 and 3 bedroom residences.

Will the area be able to cope with the increase in local population and traffic?

One of the benefits of inner city living is its proximity to public transport options like buses and trams. There will also be a strong focus on walking and cycling connections within the site to encourage active forms of transport.

How many car parks will be provided?

There will be basement parking catering for approximately 770 cars.

How will people access the site?

The site will be accessible from both Alexandra Parade and Smith Street.

What will happen to the existing tenants on the site?

Existing tenants on the site, including Yarra City Council, will be relocated as part of the early stages of the project.

Will the mural be retained as part of the master plan?

DV to advise, mural to be relocated or a sympathetic new piece commissioned.

Development Victoria will work with City of Yarra to salvage any sections of the existing mural that might be reused elsewhere and will work with the community to build opportunities for public art into the development.

How will the valve house be protected?

The valve house will be retained as a significant heritage element and an adaptive reuse outcome developed

Can I have my say on the draft master plan?

Feedback on the draft Master Plan is encouraged. Community engagement activities will soon commence and this is the opportunity for the community to get involved and have their say.

There is also a formal planning process involving the public exhibition of the plans, which is expected to occur early next year.

Why was my feedback not incorporated into the plan?

Community and stakeholder feedback has helped to inform the development of the draft Master Plan, A number of ideas and suggestions were received DV has and worked with several government agencies to work out the best use for the site. A good mix of housing, open space, community facilities and commercial space has been incorporated into the plan to reflect this diversity of needs and interests.

Development Victoria encourages community members to provide their feedback on the draft Master Plan and are available to speak to individuals on aspects of the development.

Will there be open space? What will it look like?

There will be open space with several public areas, landscaped gardens and squares created to encourage a sustainable and vibrant community. Ideas are being sought about what the open space areas could look like and encourage you to provide your feedback.

What facilities will the indoor sports facility have?

The indoor sports facility will comprise of six multi-purpose double stacked sports courts – the first of its kind in Australia. The facility will also be home to a community space that will be developed in consultation the community and council.

More detailed information will become available as the project progresses further – importantly we'll be working closely with Sport and Recreation Victoria, Yarra City Council and the Department of Education and Training/Victorian School Building Authority on specific needs for the sports courts.

How will the school operate with the other local schools?

Development Victoria is currently working with the Department of Education and Training and the Victorian School Building Authority on needs for the site – there will be further consultation to come. At this stage, it is anticipated that the new facility could serve as an additional campus for one of the existing schools in the area.

How many students will the school accommodate?

It is expected that around 650 students to use the new school facility.

How will the affordable housing be managed?

Details on how the affordable housing elements will be managed are being refined and will be finalised as the Master Plan moves through the approval process.

Development Victoria will work with established Housing Associations to manage the affordable housing elements of the development. This will include targets for providing housing for key workers, like baristas and hospitality workers who are traditionally on lower incomes but are still an important part of the local Fitzroy North community.

What percentage of dwellings will be allocated to affordable housing?

It is expected that around 5-10 per cent of new dwellings to be dedicated to affordable housing, but this is still to be confirmed.

What environmental factors have been included?

The project is committed to ecologically sustainable development and has the opportunity to really make a difference, the One Planet Living principles will be used to truly make sustainable living a reality.

What are the next steps?

The next step from here will be the formal exhibition of the Master Plan which marks the start of the statutory consultation process that will be managed by the Department of Environment Land Water and Planning (DELWP) for the Advisory Committee.

Plans will be refined and Development Victoria will work through the planning approval process early next year, which includes opportunities for community comment.

Who will approve the Master Plan?

The final approval of the Master Plan will come from the Minister for Planning.

When will work start?

Clean up the site should commence from the middle of next year – given the site’s use as a former gasworks, there are extensive remediation works required before any of the actual building construction can start.

It is expected that the remediation works to take up to two years to complete.