

What we have heard

A summary of community feedback from phase 1 of developing a masterplan for the East Village precinct

9 March 2016

Overview

Owners of the East Village precinct have commenced a process to develop a 20 year masterplan for the Bentleigh East industrial precinct.

Community and stakeholder input is being sought at a number of stages during the preparation of the masterplan.

Phase 1, which ran from December 2015 to the end of February 2016 provided an opportunity for people to get to know the site and the changing demographics of the area.

A number of preliminary design principles to possibly apply to the masterplan were also proposed. These were expanded during this phase as feedback was received.

This document provides a summary of feedback received during this phase. Based on this feedback a set of draft design principles will be prepared and released for public comment during March 2016.

From here the design principles will be used to create development concepts for the precinct – or how the precinct may look based on the design principles.

What we did during this phase

During this phase the owners of the East Village precinct:

- Prepared a [stakeholder pack](#) to brief interested stakeholders
- Launched a [website](#) and [Facebook](#) page with background on the project and as a vehicle to capture community input
- Held three community drop-in sessions (at Virginia Park). Information was also provided in the form of [display boards](#) and a [handout](#)
- Promoted the website and community drop-ins in local newspapers.

Stakeholder feedback

Feedback from stakeholders was fairly general at this early stage. The process being undertaken to develop the masterplan was generally seen as positive. Some common concerns, opportunities and comments were raised and have been summarised below.

Comments on the East Village website

A number of comments were received on the new East Village website. These have been summarised below (please see the [website for the verbatim comments](#)):

- Consider opportunities for a new school or campus on the site

- Desire to see the precinct establish a thriving workforce which attracts employers, jobs and employees
- Concerns about the scale, density and number of dwellings that might be accommodated on the site – particularly around the traffic and car parking implications that large scale redevelopment may create and how these can be resolved
- Opportunities to provide housing for an ageing population and downsizers that is not currently readily available in the area i.e. Aged Care, retirement villages or other housing opportunities
- Additional retail space needs to be complementary to existing retail centres and should focus on delivering retail uses that have been identified as lacking in the area
- 10 storey heights for the precinct are not appropriate and consideration needs to be given to how heights would interface with the surrounding neighbourhood
- Opportunities for medium density housing – however this would be in the context of a mixed use precinct where the housing is balanced amongst other uses
- Question whether there is a need for residential areas in a business park setting
- Suspicion about the consultation process being undertaken
- The need to consider sport and recreation opportunities for the area.

Comments at the community drop-in sessions

Three community drop in sessions were held on the 23, 24 and 27th of February 2016.

[Display boards](#) covering background of the precinct and the consultation process and timing were presented. There was also a [pamphlet](#) available as a takeaway.

People attending the community drop in sessions were able to fill in a feedback form or write up concerns or opportunities onto an aerial picture of the site.

Below is a full list of the comments posted on the boards over the three sessions:

- Shelter for public transport patrons
- Opportunity for jobs for the 21st century
- Community development – specialist tech training for kids for the region
- First home buyer and retirement housing
- Young people near recreation facility
- Good bus service to service site or nearby regional attractions
- Need facilities to bring people into the precinct
- Gym and recreation are good to keep – young and old can mix
- Better links to Duncan McKinnon reserve with precinct
- Aged care facility
- Light Rail? Use wide East Boundary Road
- Medium rise housing say 5 levels
- 4 & 5 level office
- Opportunities for housing to park edges with gates not offices and factory showroom
- Bus 701 to be redirected to serve site & environs & pool
- Don't need more supermarkets, IGA, Woolworths, convenience stores - increases traffic

- Ensure parking is provided for whatever might be done
- Not sure any more schools are needed. Murrumbeena primary closed
- Cafeteria and parking could facilitate good service
- Remove derelict buildings – ugly eyesores x 3 warehouses
- A number of aged facilities are aging or closed
- Divert traffic to North Road rather than East Boundary Road
- Blocking of pedestrian access to Marlborough should be changed to allow access
- Keep lower scale to the edges
- Possibly residencies on the outer edge with the transition to centre
- No factories
- Activities to the front of the site on East Boundary Road should protect the amenity of family homes
- Traffic – parking plan to ensure project is self-contained
- Park linking all the parks
- Distributing and minimises loss of residential on-street parking
- Complementary retail rather than cannibalisation
- Potential for 3 road outlets to East Boundary Road
- Meeting hub for community
- Trees and keep childcare
- Office park e.g. like Blackburn and Ferntree Gully medical/health services focus
- Aged care
- Smaller spaces linking already existing spaces are all very well and good however what we really need is more fields for sporting clubs - very easy to extend Marlborough Street Reserve due to flat land
- Mixed housing of townhouse style (2A & B Prince Edward Street McKinnon and smaller apartment style blocks 3 – 6 storeys; separate blocks like 1148 Nepean Hwy, Highett)
- Traffic movements – traffic light locations need to be considered
- How can public transport be brought to the site – less reliance on cars
- Activate the site to the public, open it up - restaurant and entertainment opportunities
- Retail that does not impact on existing shopping centres
- Enhance opportunities for business uses for white collar workers – encourage 20 minute neighbourhood
- More open space
- Integrated education, sports, tech school facility
- Car parking flowing into Barrington Street if not enough car spaces provided
- Education – need more schools – concerns that McKinnon secondary is bursting
- Dromana Ave – good development – no cars in street works well
- 10 storeys is inappropriate – 3 – 4 storeys is appropriate
- Office heights of 3 – 4 storeys is appropriate
- How can we guarantee that car parking will be provided?
- Aged care and medical jobs
- Needs a mix of uses
- School secondary

Feedback sheets

The following is a summary of written comments on the feedback sheets submitted by visitors to the community drop-in sessions:

- Continued engagement of community based organisations including sport, education and minority groups, existing community sporting bodies
- Ideas around an integrated education and recreational hub
- Consultation with the community is crucial – it is an enormous site and enormous opportunity to help the community to get project to improve their lives (eg green space)
- Innovative businesses are important. Jobs for the long term need to be created – businesses for the future
- Housing should not be a priority
- Meeting places to be closer to living areas
- A bus service along East Boundary Road
- Keen to see a multiuse sports facility incorporated
- Need a high school

Others

- Consider a more convenient location for the next drop-ins
- Thank you for considering public opinion this time
- Thank you for the opportunity to have an input
- This consultation is a farce put on by the developers in an unacceptable area with the questions aimed at getting their results

Also see the last page for a summary of the survey forms completed at the community drop-ins.

Implications for next phase

Draft principles are being prepared based on the feedback received during Phase 1. It is important to note that precinct will ultimately be trying to accommodate a range of views about what is needed.

Some of the principles are being refined to respond to specific feedback received from the community and other stakeholders. In releasing the draft principles (expected in March 2016) the owners will also attempt to put additional detail around what the implications of the principles in terms of what the precinct may ultimately look like.

Thank you to all who provided feedback during this first phase of preparing a 20 year masterplan for the East Village precinct.

Summary of survey forms completed at the community drop-ins.

LOW IMPORTANCE	SLIGHTLY IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT	
				What are your views on the preliminary design principles?
	1	2	8	• Provide a sustainable employment hub for the future
	1	1	9	• Connect new and existing communities through green spaces and public uses
		3	8	• Mixed land uses to meet changing demographic needs, to facilitate new forms of employment, housing and community service opportunities
		6	5	• Develop appropriate interfaces and transitions between the evolving site and the surrounding community
	1	6	4	• NEW: Integrate the community need for education facilities
	1	2	9	• NEW: Encourage traffic flows to main roads and away from adjacent residential areas
	1	4	6	• NEW: More open space and better access to existing open spaces
LOW IMPORTANCE	SLIGHTLY IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT	How important are the following issues:
		3	8	• Plan for the whole precinct
	1	3	8	• Include open space and improve access to existing open spaces
	1	5	6	• Masterplanning to attract new high tech business to the area
	1	5	6	• Consider including education facilities
1	2	4	5	• Retail development mindful of existing retail
	3	5	4	• Housing with a community service focus
	1	4	6	• Zones and masterplanning to increase employment opportunities
		6	6	• Balance potential redevelopment density
	1	1	10	• Consider precinct heights in context with existing neighbourhood
		3	9	• Direct traffic out of residential areas
	NOT THAT USEFUL	SOMEWHAT USEFUL	VERY USEFUL	
	1	6	4	How useful have you found the community drop-in?