

## What we have heard

A summary of community feedback from phase 2 of developing a masterplan for the East Village precinct

18 April 2016

### Overview

Owners of the East Village precinct are part way through 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 2 of this consultation ran from mid-March to mid-April 2016 and provided an opportunity for the community to comment on draft design principles to apply to the East Village precinct. Design principles will in turn be used to inform the preparation of development concepts – or the main features of the East Village precinct.

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

This document provides a summary of the feedback received during this phase of the masterplan development. It also details the final design principles the project owners will use to propose the main features of the precinct.

From here the community will have an opportunity to provide feedback on the main design features for the precinct when they are released in early May 2016. It is expected that this phase of the consultation will involve a further round of community drop in sessions.

### What we did during this phase

During this phase the owners of the East Village precinct:

- Published a detail list of [feedback form Phase 1](#)
- Prepared a [background document on the draft design principles](#) and how the principles will translate into development concepts for the precinct
- Posted updates on our [website](#) and [Facebook](#) pages
- Continued to canvass feedback from stakeholders and the community in general
- Issued a [media release](#) announcing the draft design principles.

### Stakeholder feedback

Feedback from stakeholders during this phase was again fairly general and reflected previously reported feedback. Stakeholders were appraised of the feedback from Phase 1 and were supplied with the background document on the draft design principles.

### Comments on the East Village website and Facebook page

Although no comments were received during this phase on the East Village website ([www.eastvillagemasterplan.com.au](http://www.eastvillagemasterplan.com.au)), over 215 visitors were recorded during the month (60% were returning visitors, 40% new).

### Design principles

Below is a list of the design principles to apply to the East Village precinct masterplan. These reflect community input.

The table also describes how the principles translate into potential concepts for the site. This column in the table is a summary of details in the [background document on the draft design principles](#).

Final design principle	How this will translate into development concepts for the precinct
1. Provide a sustainable employment hub for the future	<ul style="list-style-type: none"> <li>• A balanced mix of land uses</li> <li>• Focus on growth sectors and viable existing uses</li> <li>• Consistent with the concept of everything needed is within 20 minutes of a location</li> </ul>
2. Connect new and existing communities through green spaces, public uses and better access to existing open spaces	<ul style="list-style-type: none"> <li>• Accessible connection to Virginia Park and Marlborough reserves</li> <li>• Open public space within precinct</li> <li>• More appropriate land uses at park edges such as medium density housing for passive surveillance and to generate use</li> </ul>
3. Mixed land uses to meet changing demographic needs, to facilitate new forms of employment, housing and community service opportunities	<ul style="list-style-type: none"> <li>• General improvement to the amenity of the area away from industrial use</li> <li>• Mixed land use including housing</li> <li>• Mixed housing for a sustainable community (including affordable housing, retirement and aged care facilities and medium density)</li> </ul>
4. Develop appropriate interfaces and transitions between the evolving site and the surrounding community	<ul style="list-style-type: none"> <li>• Strong focus on improved visual amenity of boundaries</li> <li>• Natural gateways to the precinct</li> <li>• Natural transitions at the boundaries in keeping with adjoining land uses</li> </ul>
5. Integrate the need for education and community facilities	<ul style="list-style-type: none"> <li>• Opportunities for a multipurpose facility (education / recreation / community services)</li> <li>• Potential locations needs further consultation with State and council bodies and community organisations</li> </ul>

Final design principle	How this will translate into development concepts for the precinct
6. Encourage traffic flows to main roads and away from adjacent residential areas	<ul style="list-style-type: none"> <li>• Direct connections to East Boundary Road and North Road</li> <li>• Traffic impacts to local streets to be avoided</li> </ul>
7. Staged development of the precinct to match community needs and priorities	<ul style="list-style-type: none"> <li>• Staged mixed use development to meet evolving demographic of surrounding community</li> <li>• Retail services once employment and residential base establishes new demand</li> </ul>

**Next steps**

In early May 2016 the East Village owners will release for community input and comment the preliminary design concepts for the precinct.

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