



CITY OF
MONASH

The Monash Boulevards Urban Design Framework

CONSULTATION REPORT – STAGE TWO



Overview

This report provides the following:

- A detailed summary of the activities undertaken during the (stage 2) broad community consultation on the Monash Boulevards Draft Urban Design Framework (Monash BUDF)
- Overview of the feedback received in response to short survey questions, separate submissions, the vision board and the quick poll.

Consultation process

Background – Stage 1 consultation

A Discussion Paper was released in August 2021 and we undertook targeted stakeholder engagement with a wide range of stakeholders and owners of large landholdings (i.e. lots above 900m²) along either boulevard. This consultation was held for a month between August and September 2021, and the feedback was used to inform the development of the Draft BUDF. Refer to the Stage 1 Consultation Report.

Outline – Stage 2 consultation

The consultation was held for one month from Monday, 18 July to Friday, 19 August 2022. The consultation was centred on the Monash Boulevards Draft Urban Design Framework.

Brochure

A brochure was prepared that summarised the Draft BUDF and outlined the ways people could provide feedback.

Direct notification

Letters with brochures were sent to all landowners and occupiers in the BUDF areas. A total of 5,368 letters were sent.

- Residential properties with a frontage to either boulevard (“affected properties”) (2,224 letters)
- Residential properties within a 25m buffer of an affected property (“surrounding properties”) (2,070 letters)
- Commercial / industrial properties with a frontage to either boulevard (1,074 letters)

Letters (and emails, where appropriate) and brochures were also sent to other key stakeholders, including:

- Anyone who made a submission in the Stage 1 consultation
- Relevant adjoining councils – Whitehorse, Greater Dandenong, Glen Eira and Stonnington
- Government agencies and departments (e.g. Department of Transport, EPA Victoria, SRLA, DFFH)
- Public utility companies (e.g. Melbourne Water, APA Group, South East Water)
- Industry peak bodies (e.g. UDIA, HIA, PIA)
- Relevant community and other organisations (e.g. local environment groups, bicycle groups)
- Owners of shopping centres along the boulevards (e.g. The Glen, Chadstone, Brandon Park)
- People on our interested persons register

Other notification / publicity

An article was placed in the August edition of the Monash Bulletin, which was circulated to all residents and businesses in Monash during the week beginning 18 July 2022.

Copies of the Draft BUDF were provided in the Oakleigh, Clayton, Mulgrave and Glen Waverley Libraries and in the Civic Centre (for people to read), along with copies of the brochure for people to take.

Phone calls and counter enquiries

The Strategic Planning team received 38 phone calls and counter enquiries relating to the project during the consultation period, providing further, more detailed, information for customers.

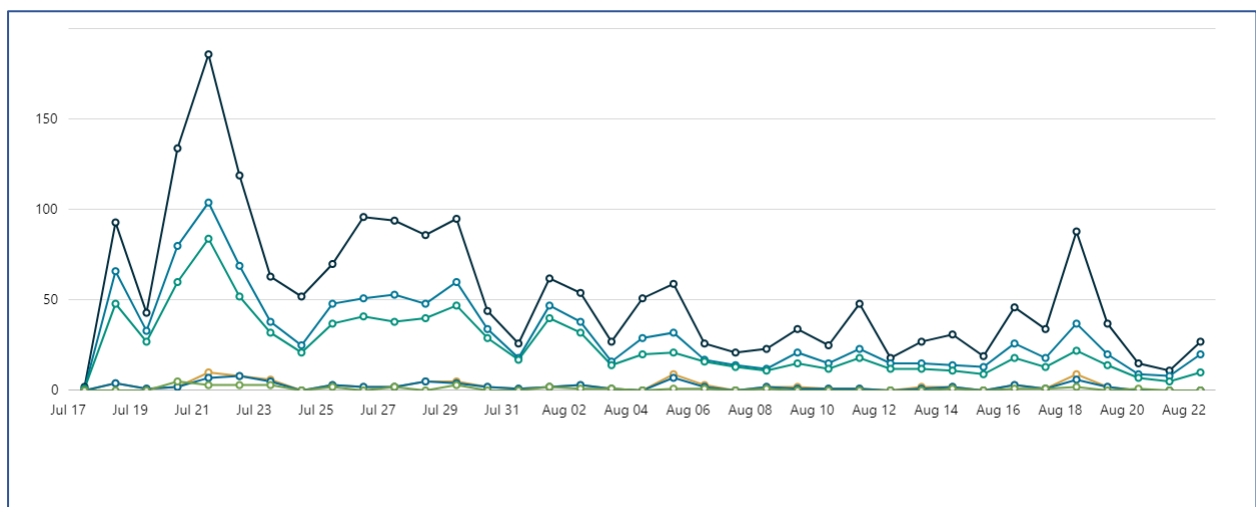
Shape Monash

This project utilised Shape Monash as the main platform for the consultation. The letters, brochures and emails included a direct link to the Shape Monash page (<https://shape.monash.vic.gov.au/boulevards>)

Visitation

The page had the following hits over the consultation period: 1,986 views, 1,187 visits, 919 unique visitors

Website activity peaked on a two main occasions: around the beginning of the consultation, when most people received their letters in the mail, and towards the end of the consultation when feedback was due.



Key:

- Views - The cumulative number of times a visitor visits the page in a Site.
- Visits - The number of end-user sessions associated with a single Visitor.
- Visitors - The number of unique public or end-users in a Site.

Content of the Shape Monash page

The page included the following:

- Introductory text
- The full Draft Urban Design Framework
- A separate page summarising the Draft BUDF (with a single question ‘quick poll’ survey)
- FAQs
- Background information, including the Discussion Paper and separate appendices
- Feedback page, allowing people to:
 - Complete a short survey
 - Provide a submission (prompting contact information, their feedback and the ability to upload a pre-prepared submission) (“submission portal”)
 - Provide short feedback on the vision board
 - Access information about how to provide feedback in other ways (e.g. email or mail)

Opportunities for feedback

People were able to provide their feedback in the following ways:

- Completing the short survey
- Submitting a comment on the Vision board
- Answering a quick poll question
- Providing a submission (via the submission portal, by email or mail)

Short survey

The short survey asked the following questions:

- How are you affected? (choice from owner/occupier of an affected property, surrounding property, commercial/industrial property or visitor, etc)
- What is your level of agreement with the Vision and four principles in the Draft BUDF? (choose 1-5 stars)
- What aspects of the Draft BUDF do you think are positive? (open field)
- What aspects of the Draft BUDF do you think could be improved? (open field)
- Do you have any further comments? (open field)
- Demographic questions: suburb, gender identity, age group

Participants were also able to include their email address if they wanted a copy of their survey responses sent back to them. We explicitly said that we would not use this for any other purpose and won’t be using the email addresses provided to contact them. Those who completed the survey (and didn’t also make a submission) and want to be kept informed of the project’s progress can subscribe to the Shape Monash page.

Vision board

Participants had the opportunity to provide short (140 character) comments that would then appear below as a virtual “post-it note”. They also had the opportunity to up and down vote the comments left by others. This tool was only available to registered users of the platform, and is subject to moderation.

Quick poll survey

The quick poll survey was included on the summary page and asked the question: “What do you think about the Draft BUDF?” and they could choose between “Good – it meets my expectations”, “Poor – it does not meet my expectations” and “Okay – it could do with some minor changes”.

Submissions

Submissions were also accepted and these could be submitted via the submission portal, by email or by mail. Submissions include contact information, including a name, postal address and/or email address so they can be contacted. All submissions were acknowledged, either automatically (if done through the submission portal) or manually (if provided another way).

Impact of Covid-19

No face-to-face engagement activities were undertaken, due to the targeted nature of the consultation, the size of the area involved (16km in total length), and due to rising Covid and flu outbreaks. It was possible to provide 1-on-1 information to those who called or attended the counter at the Civic Centre (while masked and maintaining a safe distance).

Feedback received

Short survey responses

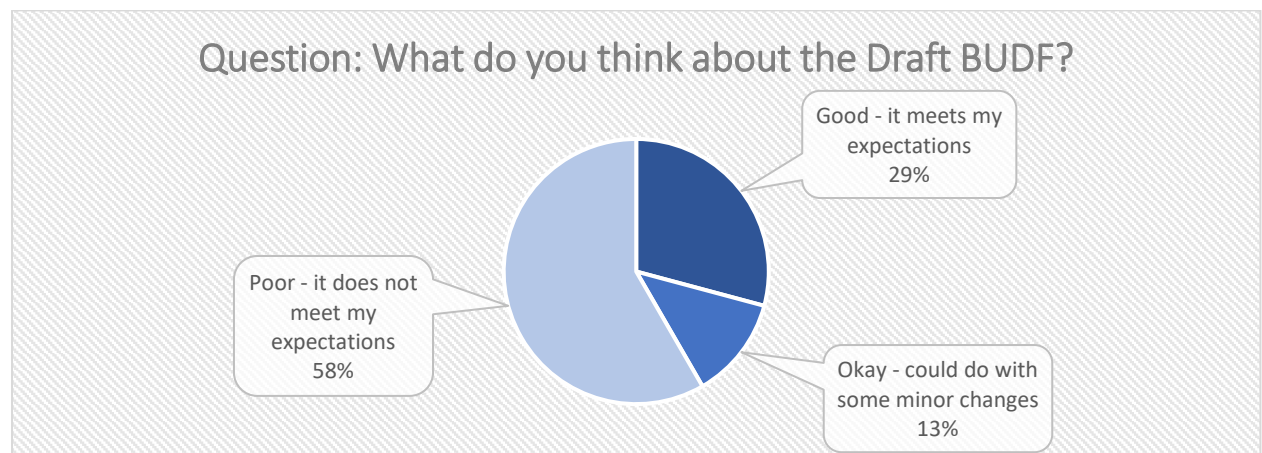
A total of 50 survey responses were received:

- 20 from owners/occupiers of affected properties
- 24 from owners/occupiers of surrounding properties
- 2 from owners/occupiers of commercial/industrial properties along the boulevards
- 4 from visitors, workers, students or others (or not provided)

Summaries of the survey responses are provided in the next section.

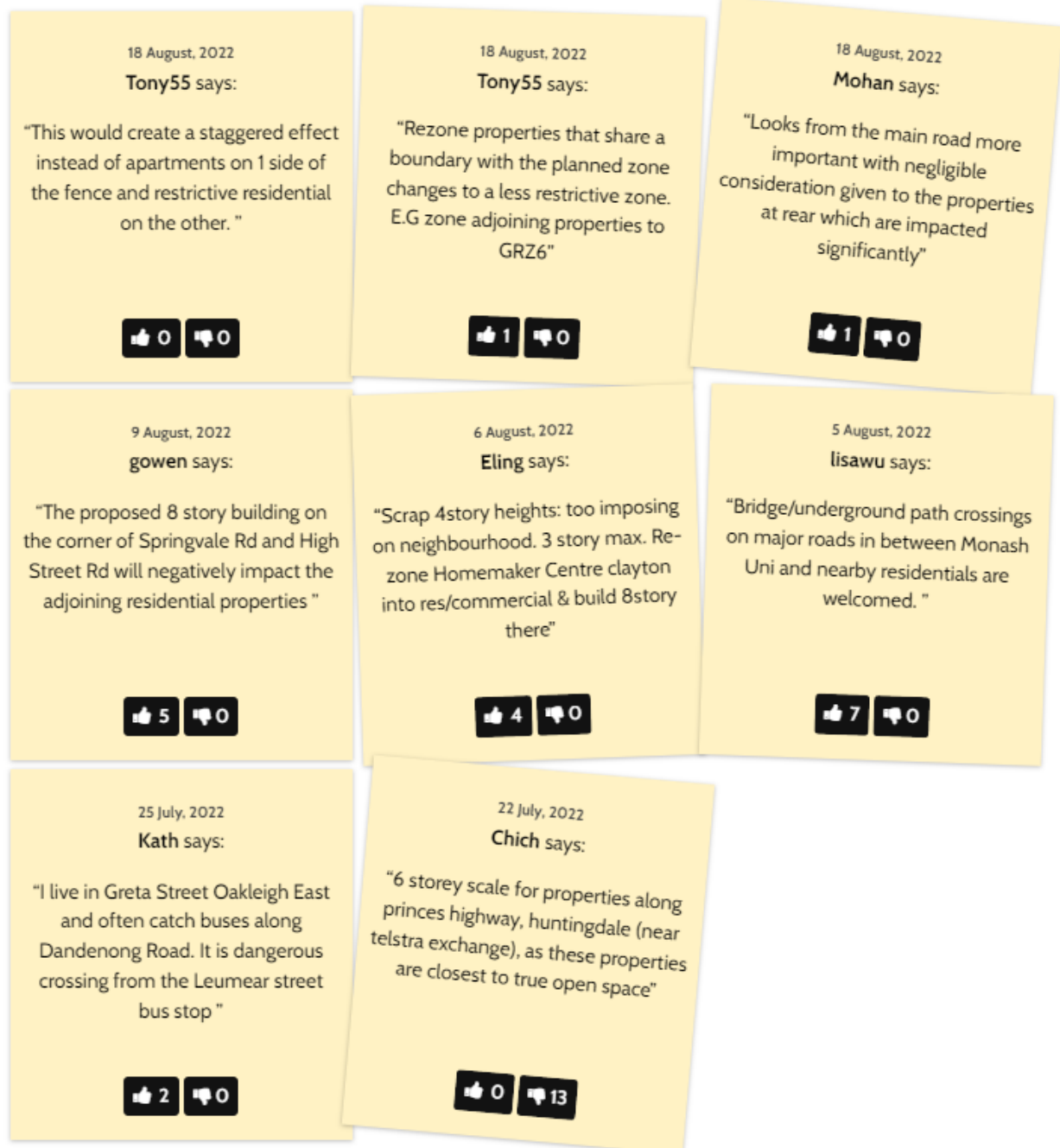
Quick poll survey

24 participants provided a vote in the quick poll survey.



Vision board comments

The following comments were provided on the vision board. The up-vote and down-votes for each comment are also shown.



Submissions

A total of **56** submissions were received from the following individuals and organisations:

- Owners/occupiers of affected properties: 13
- Owners/occupiers of surrounding/adjoining properties: 31
- Visitors, workers, students, etc: 2
- Neighbouring councils: 3
- Government departments and agencies: 1
- Community / interest groups / local MPs / peak industry bodies: 4
- Public utility companies: 2

Summaries of the submissions are provided in the next section (in two parts: individuals and non-individuals). Individuals have been de-identified in order to protect their privacy.

Submissions from individuals

- Within or near a precinct along Dandenong Road: 28
- Within or near a precinct along Springvale Road: 16
- Other areas: 2
- Local MP on behalf of constituent: 1

Submissions from non-individuals / organisations

The organisations that provided a submission are:

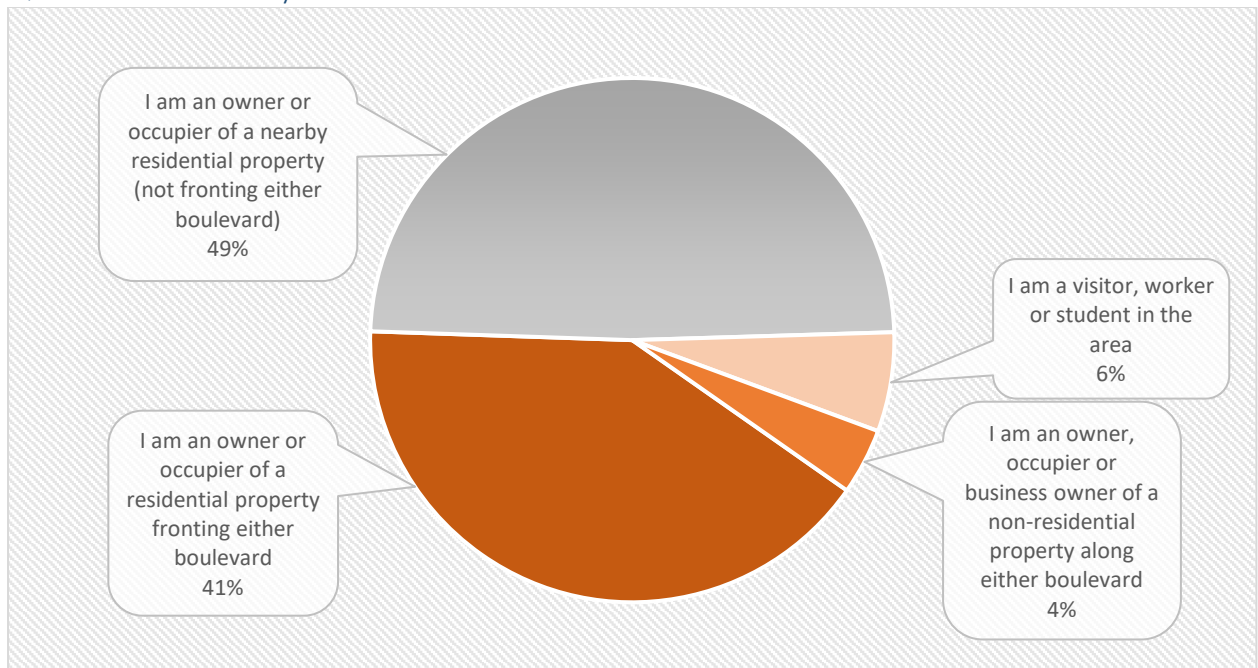
- City of Whitehorse
- City of Greater Dandenong
- City of Glen Eira
- Environment Protection Authority
- Yarra Valley Water
- Ausnet Services
- Housing Industry Association
- Metro East Bicycle Users Group
- Bicycle Network

NOTE: The submissions analysed in this report include 6 late submissions provided between the closing date of submissions and 5 October 2022.

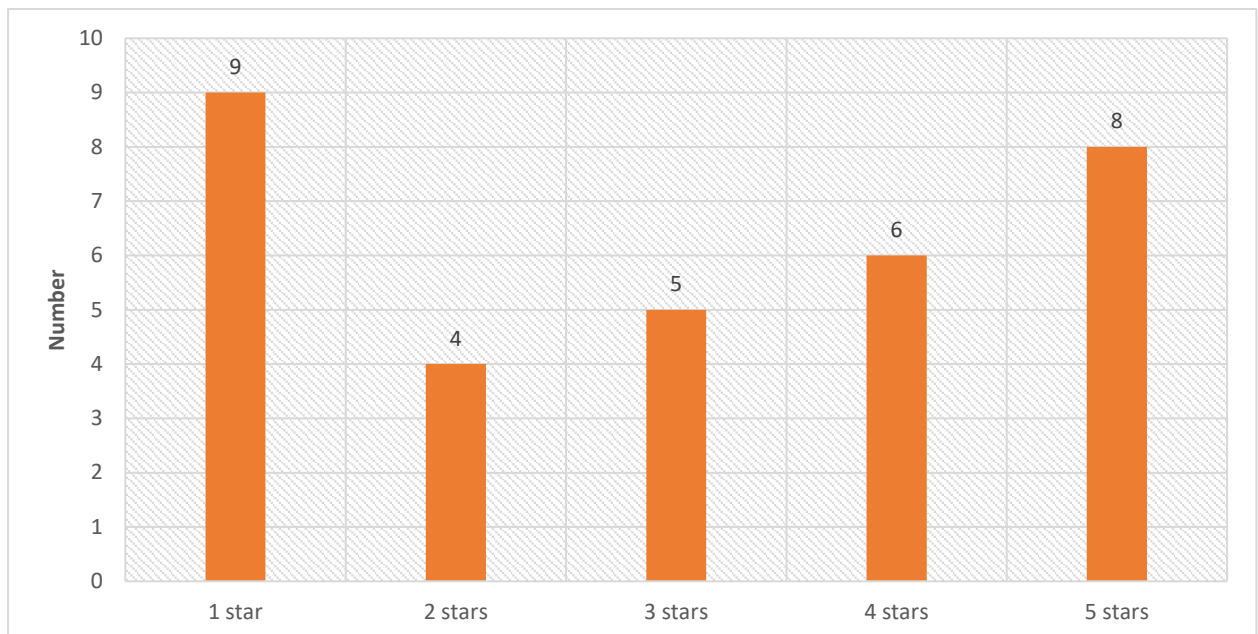
What did people tell us?

Short survey responses

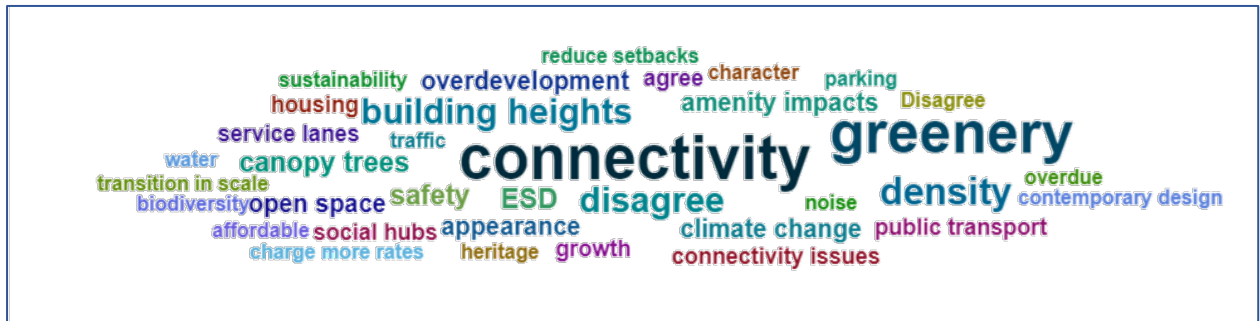
Question 1: How are you affected?



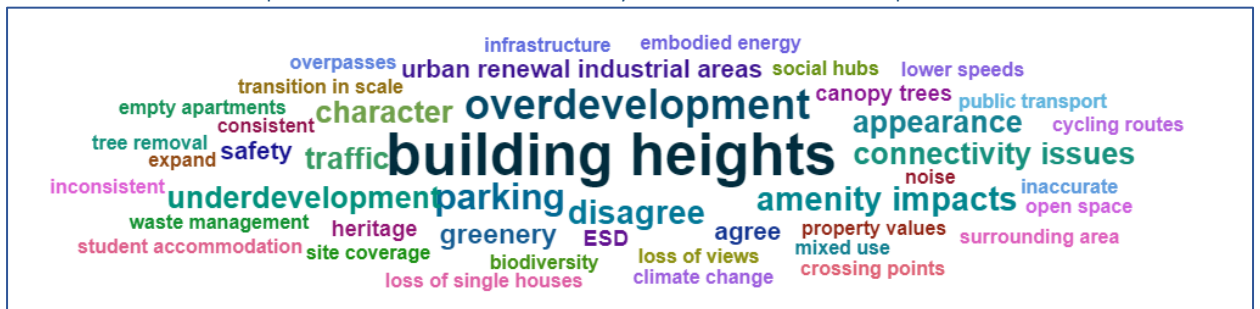
Question 2: What is your level of agreement with the Vision and four principles in the Draft BUDF?



Question 3: What aspects of the Draft BUDF do you think are positive?



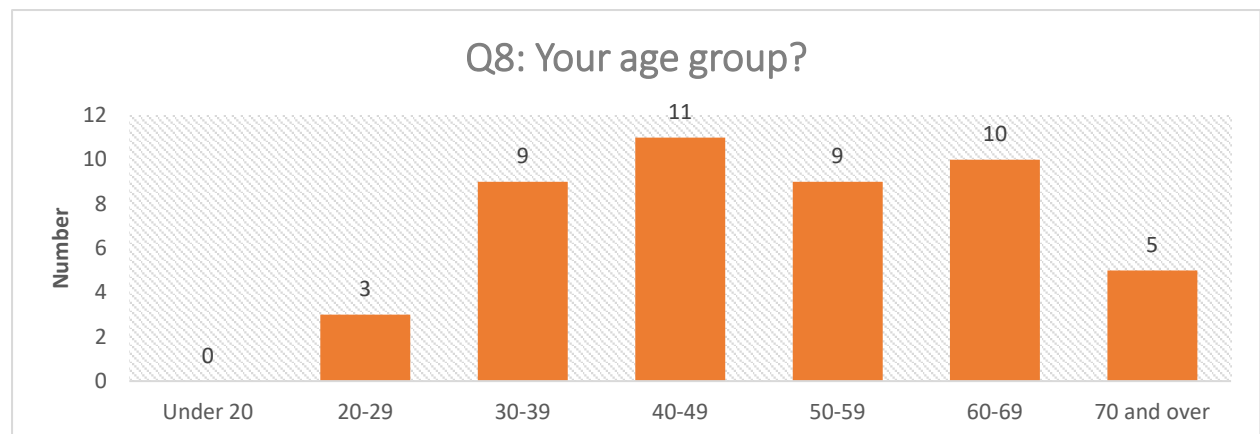
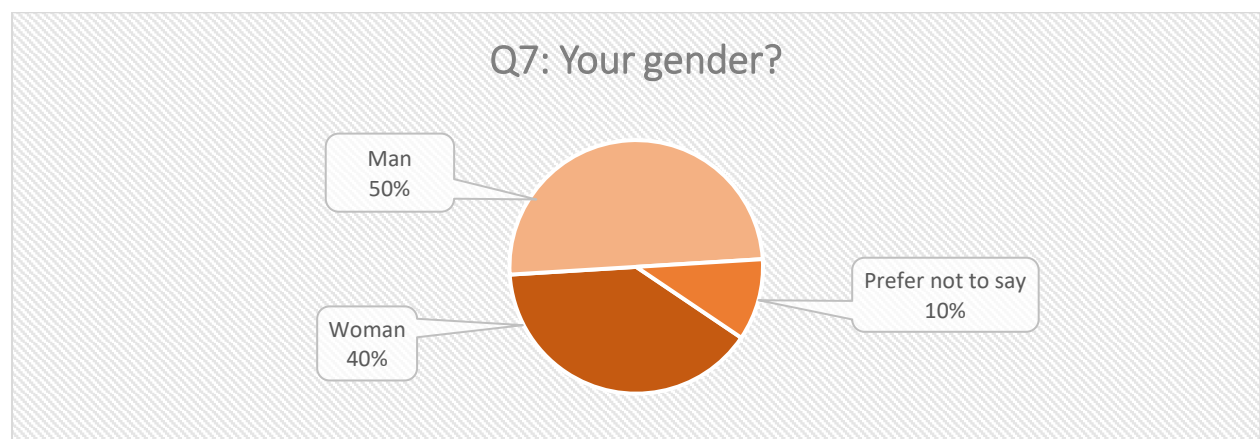
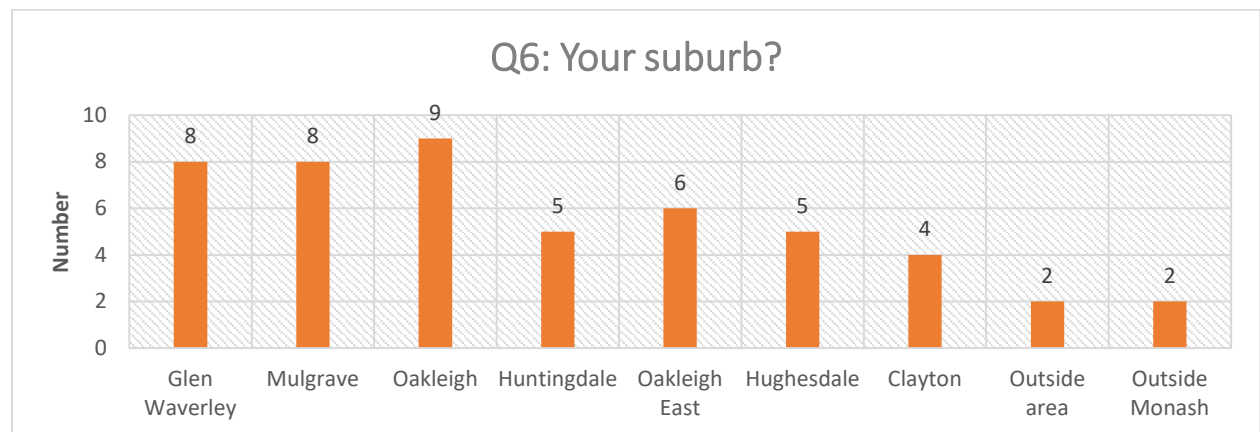
Question 4: What aspects of the Draft BUDF do you think could be improved?



Question 5: Do you have any further comments?

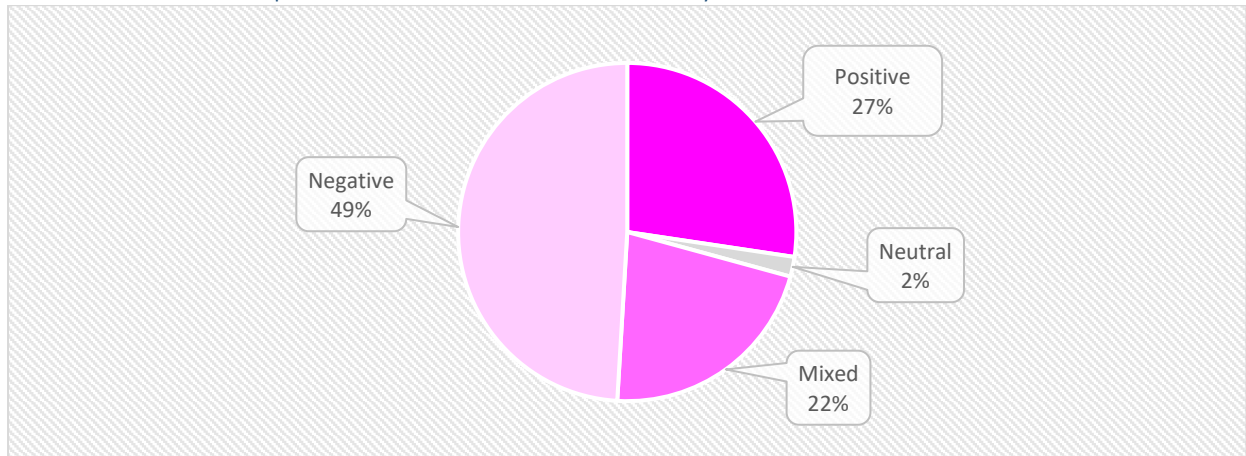


Demographic questions

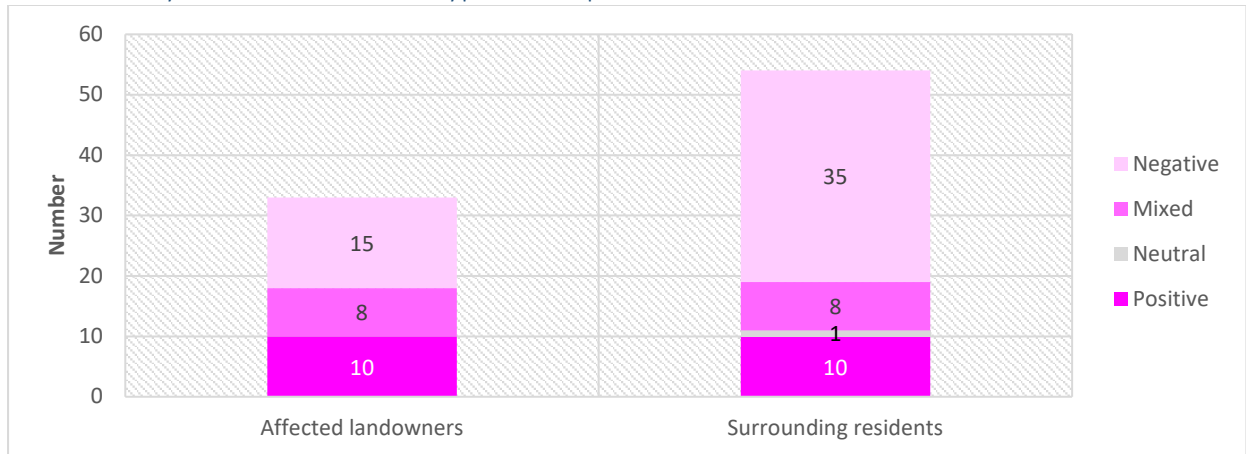


Sentiment in submissions and short survey comments

Overall sentiment expressed in submissions and survey comments



Sentiment by two most common types of respondents



Sentiment by feedback type

