

Engagement Outcomes Report

for the Draft
Camberwell Junction
Structure and Place Plan





**IT'S
YOUR
PLACE**

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1 Introduction

1.1 Project context

The draft Camberwell Junction Structure and Place Plan (the Plan) outlines an exciting, long-term vision for the future of the centre. Carefully considering the close relationship between private and public land, the Plan provides a comprehensive framework to guide future private development proposals and public realm upgrades in Camberwell Junction.

The Plan strives to protect the elements and places valued by our community including heritage areas within the centre, while identifying opportunities for new development to meet future population and employment projections. It recognises the importance of investing in public spaces, community and transport infrastructure to create an attractive, highly liveable and accessible centre for everyone.

1.2 Previous consultations

The views of the local community - those who live, work, study and visit Camberwell Junction - play a vital role in contributing to the future vision for the centre. Their views were sought in a two stage consultation process.

The Camberwell Junction Structure and Place Plan has been prepared in general accordance with the community engagement process outlined in Council's adopted Placemaking Framework 2019. The Plan has been informed by three stages of community engagement:

1. Imagining Place Engagement - Sept-Oct 2021
2. Vision & Priorities Engagement - Aug-Sept 2022
3. Draft Structure and Place Plan - Oct-Dec 2023

Stage 1 - Imagining Place

During September and October 2021, the community were invited to provide their blue-sky thinking in a first phase of engagement designed to understand their needs and priorities.

More than 630 people shared their ideas through a range of consultation methods, including a randomised telephone survey, an online stakeholder workshop, and participation via council's online engagement page, Engage Boroondara.

487 local residents participated in the randomised telephone survey. Community was asked the following two blue sky questions:

- Thinking about Camberwell Junction, what is important to you?
- What improvements would make you want to spend more time in Camberwell Junction?

People responded to these open questions in their own words with many providing detailed feedback, both written and over the phone. Key findings included:

- 75% of people surveyed have a strong sense of connection to the local area
- Shops and dining were raised most often as the key to meeting people's everyday needs
- Improved ease of access and pedestrian friendliness were key topics raised by people surveyed
- The importance of green, clean streets to people

Stage 2 - Vision and Priorities

Stage two included collation, review, and consideration of all the feedback gathered during Stage one. Based on this feedback, a Vision Statement and Priorities for the centre were developed.

Stage two tested the 'Vision and Priorities' with the community through a four week engagement process in September and October 2022.

Using Council's online engagement platform Engage Boroondara, the community was invited to share their views on the Vision and Priorities.

In addition, Council's communications and engagement activities also included:

- Articles in Council's newsletters and bulletins
- Posters
- 2,500 postcards distributed to residents and businesses
- Social media campaign
- Email invitations to community groups
- Presentation and discussion at the Camberwell Business Forum.

Engagement by the local community was strong with 1326 views and 138 survey contributions.

The feedback received demonstrated strong support for the 'Vision and Priorities' with:

- 73% respondents who agreed with the Vision Statement, 7% of respondents who did not agree, and 20% who were unsure, and
- 74% respondents who agreed with the 6 Priorities, 10% who did not agree, and 16% who were unsure.

A resilient,
thriving
economic centre
was raised as
one of three
top areas for
improvement.



The majority of
people surveyed
identified
the need for
improved
mobility and
accessibility.



When asked
how to improve
the area, the
most frequent
response was
enhancing and
activating public
atmosphere
suggested by
74% of people
surveyed.

Key themes taken from feedback during Stage 2 of community consultation.

2 Draft Plan Consultation

The Draft Structure and Place Plan was reviewed internally by various Council departments and presented to Councillors for review and feedback prior to its public release.

2.1 Promotion

The project team engaged with key stakeholders during the preparation of the draft Plan including the Camberwell Junction Traders Association, community groups, and Department of Transport and Planning.

The Draft Plan was shared with the community over an extended 6-week period from 30 October to 11 December 2023.

Community engagement was widely advertised, including:

- 14,500 postcards to addresses
- 1,000 postcards directly handed to businesses and community
- 1,500 letters to landowners
- 250 letters to business owners
- Project email list
- Social Media Campaign
- Local Newspaper article
- Ward Councillor Newsletter
- Project posters and hard copies
- Promotional video

2.2 Consultation Activities

The project team organised a wide range of activities during the 6-week consultation period to ensure wide community participation.

Undertaken engagement activities included:

- Online Survey
- x3 Community and Stakeholder Workshops facilitated by third party, independent consultants.
- x3 Street Stalls and Drop in Sessions
- Stakeholder Presentations, including Camberwell Business Club, Camberwell Traders Association, Balwyn Rotary Club, Camberwell Fresh Food Market Traders
- Presentations to Boroondara Youth Hub and Council's relevant Community Advisory Committees.

The engagement featured a complete and comprehensive Engage Boroondara project page including the following content:

- Key content detailed on page
- Project timeline
- Survey questions
- Easy download of the full Camberwell Junction Structure & Place Plan and all supplementary reports.

2.3 Visibility and participation

The Draft Plan consultation gathered excellent community visibility during the 6-week consultation, as follows:

- The Engage Boroondara website received 12,360 views, and
- The Plan was downloaded 928 times

There were a total of 6,953 distinct visitors, with:

- 340 contributors representing 4.8% of total visitors
- Draft Plan Engagement Outcomes.

1. Online survey

Hosted on Engage Boroondara, the online survey sought community feedback and provide comments on the following 3 areas:

- Overall do you support the draft Camberwell Junction Structure and Place Plan?
 - Yes / no
- Do you support the actions and strategies to achieve each of the 6 priorities?
 - Support / partially support / do not support
- Do you support the actions and strategies to achieve each of the 6 precincts?
 - Support / partially support / do not support.

Survey data was coded and reported on by ASDF Research for an independent, third-party analysis.

A total of 340 surveys were completed during the 6-week community engagement period. The demographic profile of the survey contributors is as follows:

Connection to Camberwell	Gender	Age
• 15% Visitors	• 46% Women	• 1% Under 18 years
• 71% Residents	• 45% Men	• 8% 18 to 24 years
• 7% Workers	• 9% Prefer not to say	• 16% 25 to 35 years
• 2% Business owners/occupiers		• 30% 35 to 49 years
• 5% Other		• 13% 50 to 59 years
		• 16% 60 to 69 years
		• 10% 70 to 84 years
		• 1% 85 or above
		• 5% Prefer not to answer

2 Draft Plan Consultation

2.3 Visibility and participation

2. Workshops

Three workshops were held in Camberwell offices on the following dates:

- Thursday 16 November - 18 attendees
- Saturday 25 November - 13 attendees
- Wednesday 29 November - 11 attendees

All workshops were externally facilitated by Capire consultants and focused on the draft plan's proposals for each of the 6 place precincts. Attendees had an opportunity to provide feedback, ask questions, and participate in discussions with other community members and Council staff members.

The first two workshops were open for community registration and the final one was open only to invited stakeholders. Workshop feedback was collected by Council officers stationed at each group table.

During each workshop, attendees were broken into smaller groups who rotated through each precinct giving attendees the opportunity to discuss the full plan in close and focussed discussions. Every table's feedback was collated and analysed to understand key topics.

3. Dedicated briefings

To brief and provide tailored content to community groups and stakeholders, the project team conducted several dedicated briefings, including:

- Camberwell Traders Association
- Camberwell Business Forum
- Camberwell Fresh Food Market Traders
- Balwyn Rotary

The following advisory committees were also briefed and provided with an opportunity to answer questions:

- Youth Voice Reference Group
- Boroondara Community Disability Advisory Committee
- Boroondara Community Safety Advisory Committee
- Boroondara Public Health and Wellbeing Advisory Committee

4. Email submissions

Council received a total of 34 email submissions, as follows:

- 11 submissions by planning consultants on behalf of landowners,
- 5 submissions from stakeholders, including:
 - Camberwell Primary School Board
 - Balwyn Rotary
 - Camberwell Traders Association
 - Camberwell Baptist Church
 - Department of Transport and Planning
- 18 submissions from community members.

5. Information stalls

To increase project awareness and provide more opportunities to share background and answer community questions, three information stalls were set up by Council officers on the following dates and locations:

- Tuesday 31 October 12-2pm, Burke Road
- Sunday 12 November 8:30-1:30, Camberwell Sunday Market
- Tuesday 21 November 2-4pm, Camberwell Library foyer

Each stall out in the community was staffed by 3-4 staff each stall. This enabled staff to hold individual conversations with community members and reach a maximum audience.

The stall locations and times were advertised on the Engage page, resulting in some deliberate visits from the community. Council staff presence out in the community also enabled incidental contact with community members and greater outreach.

Across the three stalls, approximately 400 postcards were handed out.



3 Community feedback

3.1 Survey results

This section provides with a consolidated summary of the main themes raised by community across all consultation activities.

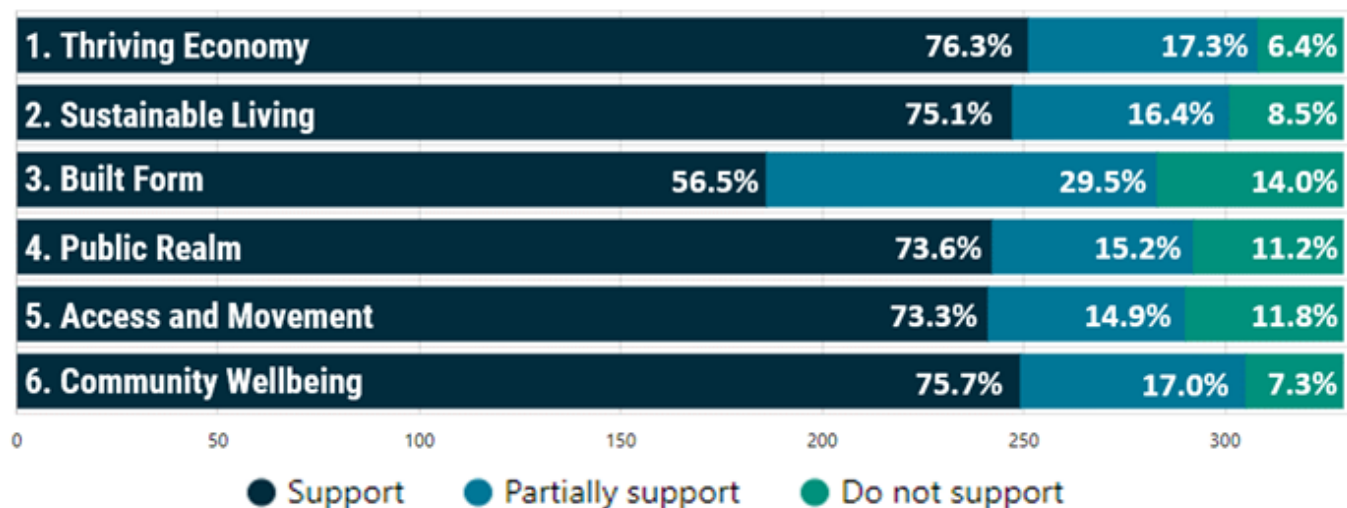
We received 340 completed surveys, and 260 of those provided extended feedback.

Survey included 3 questions, as follows:

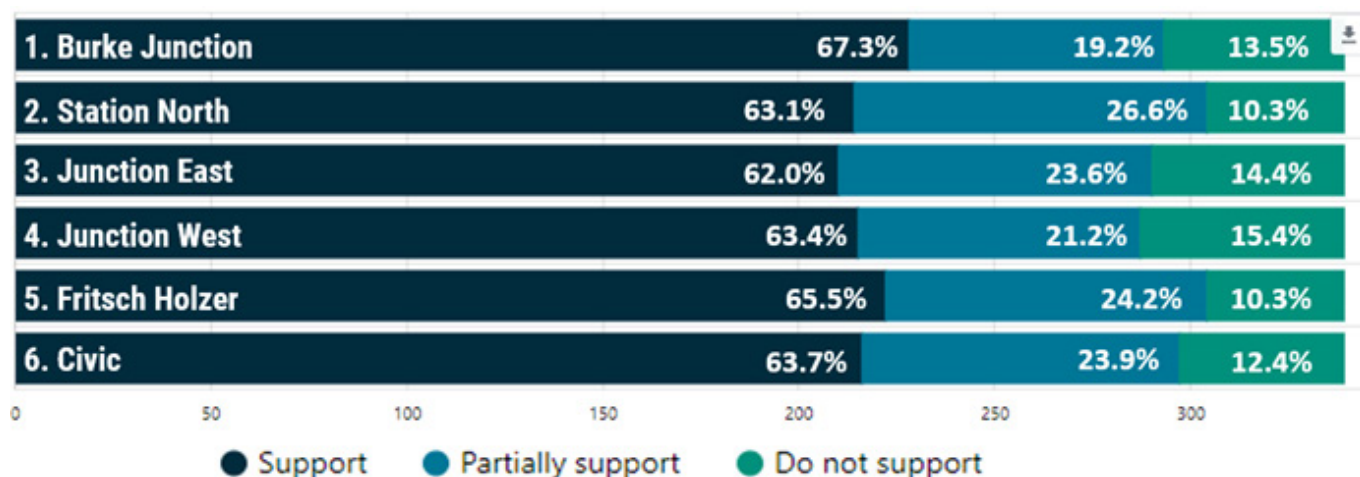
1) Broadly, do you agree with the actions and strategies outlined in the draft Camberwell Junction Structure and Place Plan?

- 75% (3.6% of total website visitors) supported the Draft Plan, and
- 25% (1.2% of total website visitors) did not support the Draft Plan

2) Do you support the objectives, strategies, and actions for each of your 6 top priorities to improve Camberwell Junction? Results have been summarised below:



3) Do you support the actions and strategies to achieve each of the 6 precincts? Results have been summarised below:



Draft Plan's 6 top priorities - survey key themes

Thriving Economy

- Desire to see a greater diversity of retail and hospitality offering

Sustainable Living

- Mixed response to the projected increase in population
- Desire to see sustainable building practices and infrastructure in new dwellings (for example, low carbon materials, EV chargers)

Built Form

- Mixed response to proposed changes to building heights (35 against, 16 for)

Public Realm

- Interest to see a greater provision of tree canopy cover than is proposed in draft Plan

Access and Movement

- Mixed response to the proposed changes to parking (49 against removal, 30 for same or greater level of removal)
- Interest to see greater provision of safe passage for pedestrians and cyclists

Community Wellbeing

- Interest to see a greater provision of public toilets



3 Community feedback

3.2 Precinct by precinct findings

In order to better reflect community sentiment, precinct-specific findings have been combined from the online survey contributions, the community and stakeholder workshops, and email submissions received throughout the community engagement period, as follows:

1-2. Burke Junction & Station North Precincts

- Support for safer pedestrian crossings, particularly at Prospect Hill Road
- Interest in greater support for cycling movement along Burke Road.

3. Junction East

- Interest in how Council can determine responsible design from private development, specially building heights and maintain solar access.
- Supportive and interested is seeing the next stages of the Market Plaza proposal.

4. Junction West

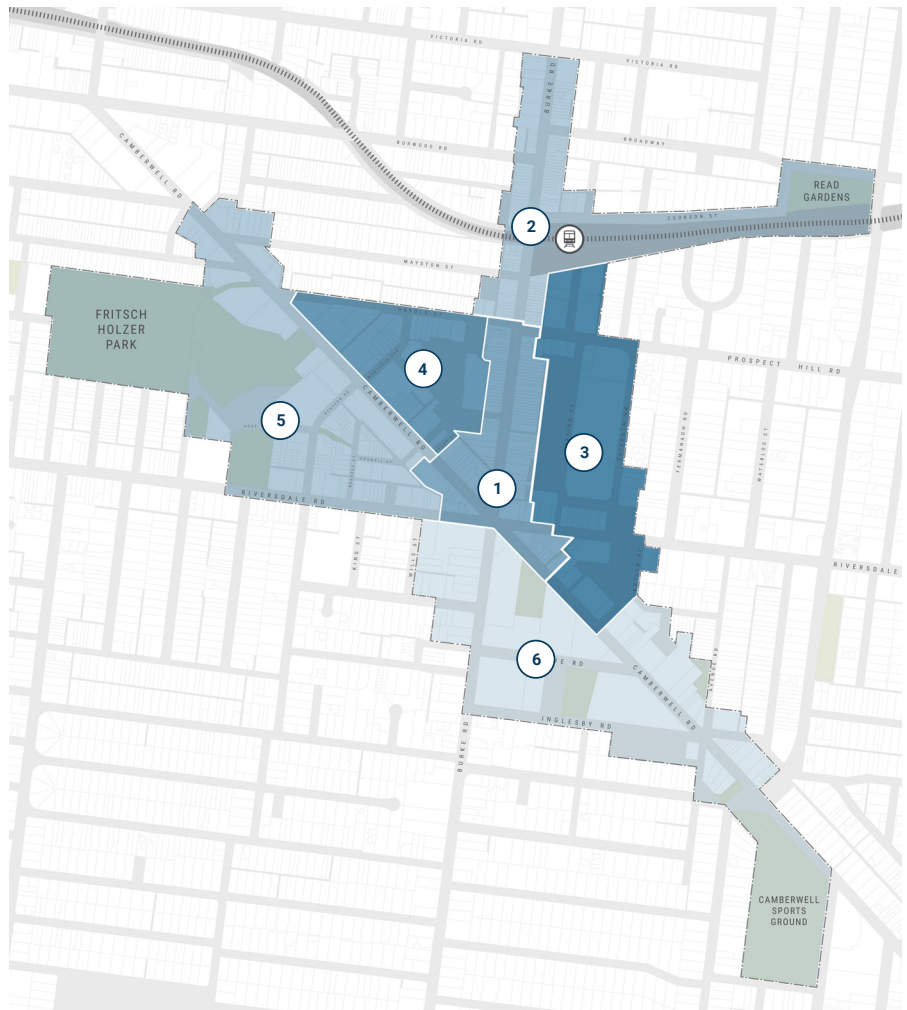
- Keen interest to see greater pedestrian-scale infrastructure including better connections, safe crossings, and greater ecological provision.

5. Fritsch Holzer

- Support for expansion of outdoor landscape and connections into the park.

6. Civic

- Mixed views on the closure of Reserve Road.



Camberwell Junction Structure and Place Plan - Place Precincts Plan

4 Consultation Response

4.1 Updates and changes

The draft Structure and Place Plan consultation provided valuable and meaningful feedback as well as an opportunity to conduct a critical review of the document.

Following community engagement outcomes findings and analysis, a series of updates and improvements have been incorporated into the final plan:

1. New planning actions

- 'Introduce a new General Residential Zone schedule to properties where existing building height limits are not consistent with the recommendations of the plan'.
- 'Rezone 800-802 Burke Road from GRZ4 to C1Z and remove the existing Heritage Overlay'

2. New public realm actions

- 'Ensure Market Plaza proposal provides vehicle access to serve businesses and cater for drop off areas to customers with reduced mobility'.
- 'Explore Junction West multi-deck parking improvements to increase safety, accessibility, and navigation'.
- 'Improve north-south pedestrian crossings at Prospect Hill Road'.
- Investigate the provision of new playground and recreation facilities in Fritsch Holzer Park
- Explore opportunities to improve lighting and pedestrian safety near the train station.

3. Building heights

Selected building heights changes have been introduced in response to community submissions, as follows:

- 178-180 Camberwell Road, Hawthorn East. Increase heights from 6 to 8 storeys to enable a transition between the traditional character shops to the east and the taller heights on surrounding sites to the north, west and south.
- 697-699 Burke Road (Aerial Building). Updating height from 10 to 12 storeys to better reflect existing conditions.
- 460 Riversdale Road, Camberwell. Height increase from 6 to 10 storeys to match adjacent building heights and provide more consistency across a site in single ownership, with the laneway providing the transition to lower building heights.
- 2R Cookson Street (Camberwell Train Station commuter car park). Heights increased to 8 storeys to the rear of the site to reflect the high accessibility of the location and match proposed built form on Railway Parade, while stepping down in heights to east of the site to retain consistency with the character of Burke Road.

4. Document legibility

A series of improvements have also been made in the final Structure and Place Plan to improve the legibility of the document, including simplifying diagrams and colours.

Finally, some document inconsistencies have been identified and resolved through the Structure and Place Plan review process.

