

## Attachment 4

### Carlisle Street Activity Centre Structure Plan / UDF - Overview - Consultation Process (Stage 1 and 2)

Extensive Community Consultation has been undertaken at two key stages in the structure plan process:

Stage 1 - Consultation during the development of the draft Structure Plan

Stage 2 - Consultation on the draft structure Plan and Urban design Framework

On-going consultation has occurred with individual stakeholders and government agencies throughout the process.

Detail of the major consultation processes is set out below:

#### **Stage 1 Stakeholder Consultation: Preparation of Structure Plan**

Significant community consultation was undertaken in 2006 as part of the development of the draft Structure Plan, in order to 'test' emerging ideas and strategic priorities for the centre. This occurred through a range of community and stakeholder consultations including:

1. Development and Circulation of a 'Mock Newspaper' to all premises within the study area (multiple copies made available at key public places, cafes, hairdressers).

Approximately 6,000 copies distributed. The newspaper highlighted issues and opportunities for the centre, and informed community of to make a submission.

2. Preparation of 10 Issues Papers / Boards on key issues including:

- Structure Planning - Process
- Emerging Strategic Directions
- Place Identity
- Heritage
- Land Use Mix & Diversity
- Transport and Parking
- Strategic Opportunities

These provided a basis / ideas for the community to respond to. Made available on web-site and formed basis of displays.

3. In-centre displays and discussions - staff available in centre for discussions / information over three days.
4. Traders Information night.
5. Presentation to the East St Kilda Neighbourhood Forum - Ideas and Response sheets circulated.
6. An interactive web-site and feedback sheet.

Seventy written / recorded responses were received and considered.

Structure Plan summarises key responses as follows:

What the Community Likes	What the Community Dislikes	What the Community Wants
1. Love the diversity of Carlisle Street	1. Don't want any more chain stores	1. Need more pedestrian crossings
2. Like the family run shops.	2. Limit the number of cafes	2. Need a hardware store & book store
3. Love the cafes	3. There are too many \$2 shops	3. Need more parking
4. Carlisle Street is a place for the locals – keep it that way	4. There is too much clutter on the footpath	4. We need more trees on the footpath
5. All shopping can be completed in one place	5. The footpath is always dirty	5. Traffic speed should be reduced
6. Keep the historic facades (but renovate them)	6. The footpaths are congested	6. A public square would be good / more seats / need a park

## Stage 2 Stakeholder Consultation: Draft Structure Plan and Urban Design Framework.

Public exhibition of the draft Structure Plan and Urban Design Framework was undertaken over a 6 week period, during August and September 2008. This allowed all members of the community to make submissions to the draft Structure Plan and UDF, to be considered prior to formal adoption of the documents.

The consultation strategy was designed to encourage wide community awareness and understanding of the draft Structure Plan and Urban Design Framework and included:

- **Advertisements in the local papers** to notify the community of the draft Structure Plan / UDF and provide information about making a submission.
- **Distribution of a 'postcard'** to all properties (residential and business) within the study area.
- **Display of Posters** throughout Activity Centre and local community venues / spaces.
- A series of **FACT SHEETS** were prepared and distributed - to assist in communicating key directions of the Structure Plan and UDF.
- **Direct mail** sent to:
  - All persons / groups who provided feedback during the previous consultation process.
  - Key stakeholders including traders, land owners (of properties within the retail strip and of key sites), government agencies and community groups.
  - Owners and occupiers of properties in the residential 'interface' areas of Alfred Street and Marlborough Street.
  - Owners and occupiers of properties where a change in land use zoning is proposed.

Direct Mail included detailed tailored letters explaining relevant directions of the Structure Plan. Over 30 different letters were prepared to ensure an effective consultation process. Numerous letters were sent to 100 plus interested parties.

- A series of advertised **Information Sessions / Displays** at the St Kilda Town Hall directed at traders, land owners and residents.
- Presentation at **Traders Meeting**
- A number of **individual meetings** were arranged at the request of residents, traders and other stakeholders.
- A detailed **web site** was established where documents could be accessed and through which submissions could be made.
- **Telephone and email enquiry lines.**

Submissions to Stage 2 consultation:

A total of 24 written submissions were received.

- 6 submissions express overall support for the Structure Plan / UDF.
- 5 submissions expressed qualified support for the Plan (ie general support but with some additional suggestions / specific areas of concern).
- 4 submissions raise a range of detailed issues - some of support / some of concern.
- 9 submissions expressed 'issue specific' objections - these related predominantly to individual sites and related to:
  - Proposed heritage controls - (3 objections)
  - Coles site renewal - restrictions to access via laneway / during construction - (2 objections)
  - Supermarket renewal proposal - will detract from Carlisle Street strip - (1 objection)
  - Proposed building height - 141 Chapel Street too low - (1 objection)
  - William Street should be rezoned for residential use - (1 objection)
  - Vic Track land should not be designated as a linear landscape - (1 objection)