



MONBULL TOWNSHIP DRAFT URBAN DESIGN FRAMEWORK

Engagement Report for the
community review of Draft
Urban Design Framework

June 2023

PROJECT BACKGROUND

Yarra Ranges Council is developing an Urban Design Framework (UDF) to build upon the vision setting and strategic directions of the Monbulk Community Plan 2015-2020 and Monbulk Structure Plan 2017.

Focussing on the Monbulk Town Centre, the UDF will assist Council decision making for the next 20 years in the areas of development, infrastructure and programs for Monbulk that aligns with community needs.

The UDF addresses the key opportunities and challenges within the Monbulk Town Centre by defining Central Monbulk into three precincts. These precincts are:

- 1. **Main Road Activity Centre** – all land that has frontage to Main Road between Monbulk Road and Moxhams Road.
- 2. **Moores Road Recreation** – the original soccer reserve and adjoining public land and open space areas along Moores and Mount Pleasant Road.
- 3. **Monbulk Civic** – the cluster of community land uses anchored by the Monbulk Living & Learning Centre, Monbulk Primary School and Monbulk Recreation Reserve.

Prior to wider community engagement, the development of the UDF mostly relied on a mix of previous engagement for the Community Plan and Structure Plan. Additionally throughout 2022 more targeted informal consultation with key community groups was undertaken, who provided valuable assessment on how the Draft Urban Design Framework was responding to community perceptions.

The draft UDF was exhibited from **December 2022** to **March 2023** seeking formal community feedback on the proposed projects and design intent. This engagement was undertaken through a range of formats such as drop-in sessions, community group meetings, mailouts, advertising, hard copy surveys and a Shaping Yarra Ranges web-page for the project.

This ‘Engagement Report’ provides a summary of the overwhelming commentary provided by the community and should be read in conjunction with the ‘Feedback Report’ - which offers a snapshot of the design revisions Council is developing based on that feedback. The results will be incorporated into a proposed final Monbulk Township Urban Design Framework which will seek Council adoption to guide the future of the Monbulk Town Centre.

WHO WE SPOKE TO



15 weeks engagement period for the Monbulk Township Urban Design Framework was undertaken (16th December 2022 - 26th March 2023).



1942 letters were mailed out to property owners in the Monbulk area to inform the community about the engagement, provide details about the project and the open period for feedback.



Engagement with business property owners/tenants with over 30 people meeting with Council staff who were on hand to provide information and collect feedback. Those not on site were engaged via email.



More than 300 people in total attended the Five x Drop-in sessions at the Monbulk Living & Learning Centre on the 9th, 15th & 20th February and the 2nd & 15th March. An additional 50+ attended the MADCOW meeting on 27th February.



15,355 page views of the Shaping Yarra Ranges Monbulk Urban Design page from 7,846 unique visitors.



448 submissions overall to the project. Over 2,300 contributions by emails, surveys (hard and online), letters, post-it notes and workshops, from 400+ unique contributors.



Businesses along Main Road in Monbulk were approached to put up a flyer in their shop fronts and on counter tops to explain what the Monbulk Urban Design Framework is and to advertise the webpage, the drop-in sessions and webinar.



Website Visitors came from: Social Media Channels (63.5%); Direct to Shaping Yarra Ranges (18.5%); Yarra Ranges Website (8%); Search Engines (7%); and Campaigns (3%).



10 x A1 summary Project Panels that were on display continuously at the Monbulk Living & Learning Centre and used at drop-in sessions and community group meetings.

OVERALL

We received over 2,303 comments for the Monbulk UDF! Commentary for each of the three precincts was relatively even, with Precinct 2 (Moore's Road) receiving 591 comments, followed by Precinct 1 (Main Road) with 675 comments and then Precinct 3 (Monbulk Civic) with 557 comments, noting that a small number (157) of comments related to two precincts. The remaining (637 comments) of the comments related to the whole Monbulk UDF area and/or the project in general. The majority of the comments are categorised into relevant themes, then tallied and summarised as charts for each precinct.

OVERALL THEMES

BUILDING FORM & HEIGHT 15%

Feedback suggested that:

- there is concern for the potential for 3 storey built form along Main Road
- the UDF needs to provide imagery that shows built form that is appropriate for Monbulk
- request clear design parameters for upper levels of any building developments
- tall buildings could block views to the surrounding hills and landscape, and/or cast shadows over Main Road and adjoining residences
- medium density buildings should be provided in smaller amounts

TRANSPORT NETWORK 11%

Feedback suggested that:

- there will be further stress placed on the hills road network
- there needs to be more public transport options within Monbulk
- there needs to be improved traffic management along Main Road commercial strip
- the roundabouts along Main Road need to be upgraded
- there will be congestion of local streets near to the town centre

OPEN SPACE NEEDS 11%

Feedback suggested that:

- there is strong support for the provision of more Open Space within Monbulk
- there are many activities that Open Spaces within Monbulk could provide
- Open Space should provide activities for all ages
- more existing trees should be retained in open spaces areas
- there were some minor concerns around the upkeep of the Open Space areas as proposed within the UDF

"This plan will make Monbulk a destination and not a drive through for those going to better towns to shop, explore and spend their money at."

"Please don't redevelop Monbulk. It is a beautiful town as it is.."

TENNIS/NETBALL CLUBS 10%

Feedback suggested that:

- many in the community do not want to see either the tennis or netball club moved from their current Moore's Road location
- if a relocation is required that provision of like for like infrastructure and facilities are provided
- some could see the feasibility of collocating the tennis and netball courts with the football and cricket oval
- an alternative could be the relocation of the courts out to the new soccer precinct on Old Emerald Road.

VILLAGE GREEN 10%

Feedback suggested that:

- many in the community wants to see the redevelopment of the soccer pitch.
- of the 5 options presented - "none of the options presented" were liked by most of the responses
- Options D & B were the most preferred out of the four options
- there were varying opinions about how the Village Green should be developed
- the provision of a community gardens space followed by an all abilities playground as being most important

CAR PARKING 7%

Feedback suggested that:

- car parking remains an issue within Central Monbulk
- the UDF has focussed too much on car parking
- there are similar levels of both support for more parking, and support for less parking in Monbulk
- there was significant support for the opening up of the Nugent Street car parks
- car parking in Precinct 3 could be further refined within the UDF

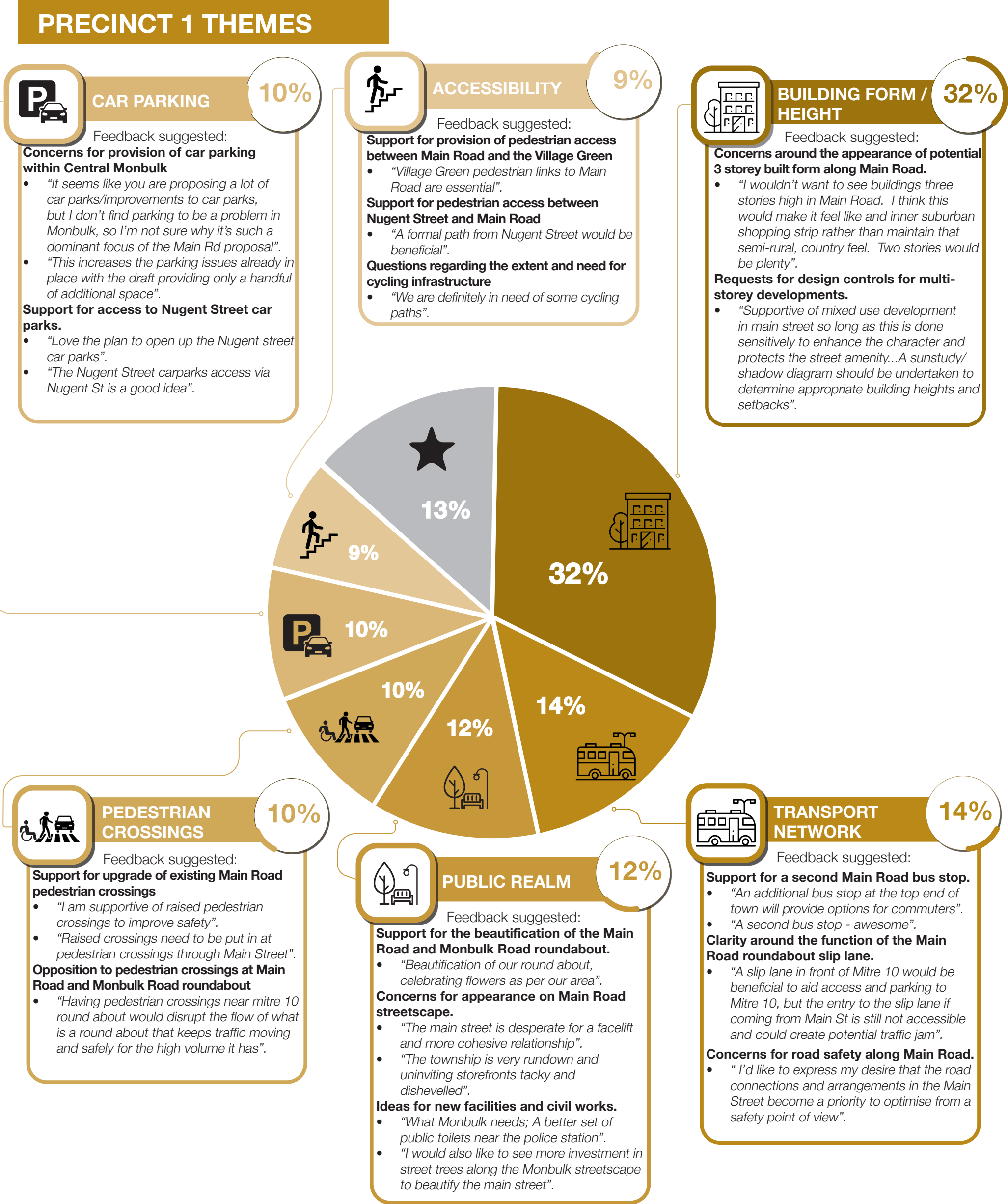
ACCESSIBILITY 6%

Feedback suggested that:

- not enough opportunities for cycling were accommodated in the UDF
- conversely too much cycling infrastructure has been provided
- there was support for better connectivity between each of the 3 Precincts
- there support for improved universal access to key services and facilities

Precinct 1: Main Road

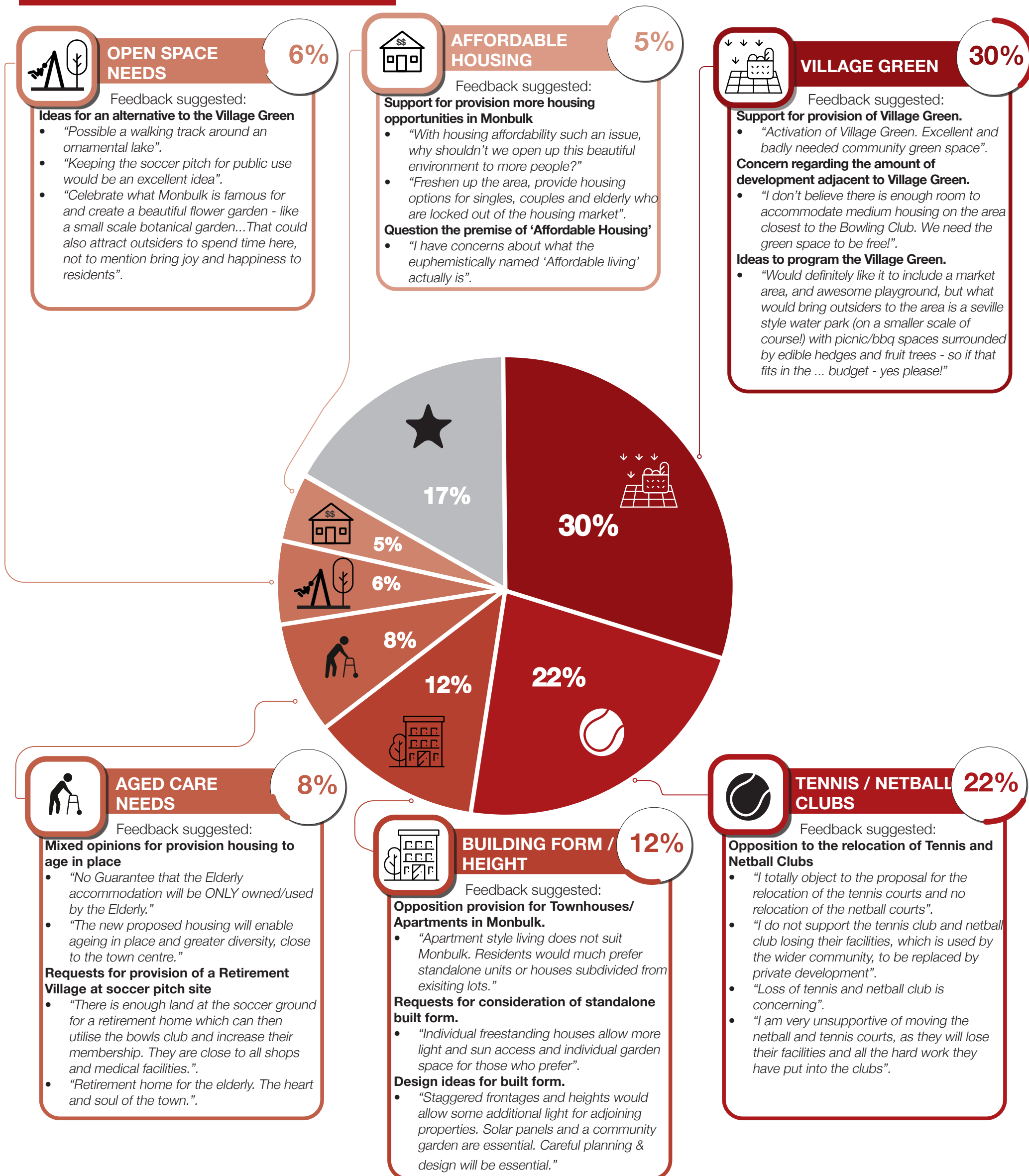
Precinct 1 (Main Road) received a total of **591 comments**. These comments have been categorised into relevant themes, then tallied and summarised in the chart. The 6 themes with the most responses included: Built Form / Height; Transport Network; Public Realm; Car Parking; Pedestrian Crossings; and Accessibility.



PRECINCT 2: MOORES ROAD

Precinct 2 (Moores Road) received a total of **675 comments**. These comments have been categorised into relevant themes, then tallied and summarised in the chart. The 6 themes with the most responses included: Village Green; Tennis / Netball Clubs; Building Form / Height; Aged Care Needs; Open Space Needs; and Affordable Housing.

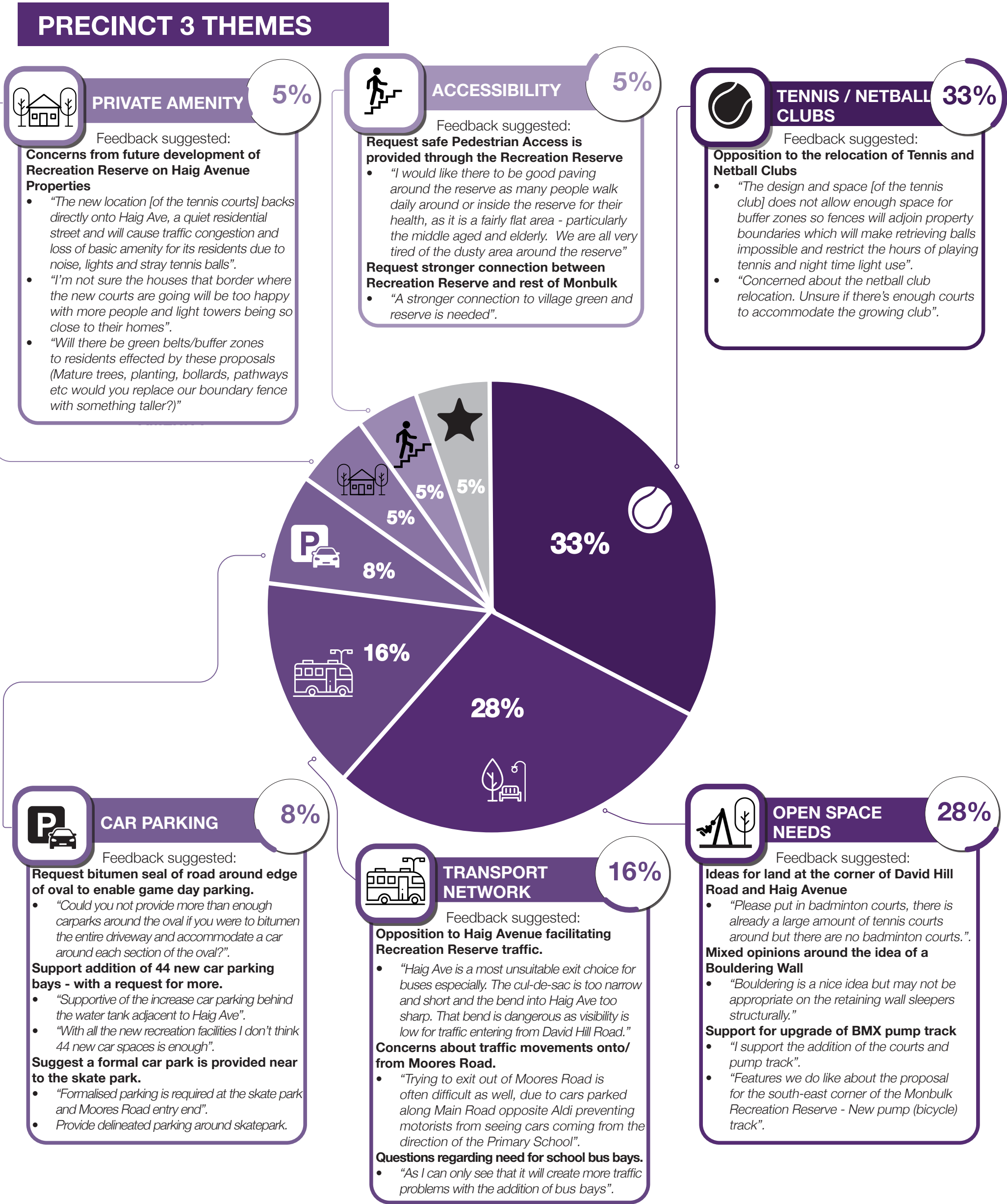
PRECINCT 2 THEMES



■ **OTHER***

Precinct 3: Monbulk Civic

Precinct 3 (Main Road) received a total of **557 comments**. These comments have been categorised into relevant themes, then tallied and summarised in the chart. The 6 themes with the most responses included: Tennis / Netball Clubs; Open Space Needs; Transport Network; Car Parking; Private Amenity; and Accessibility.



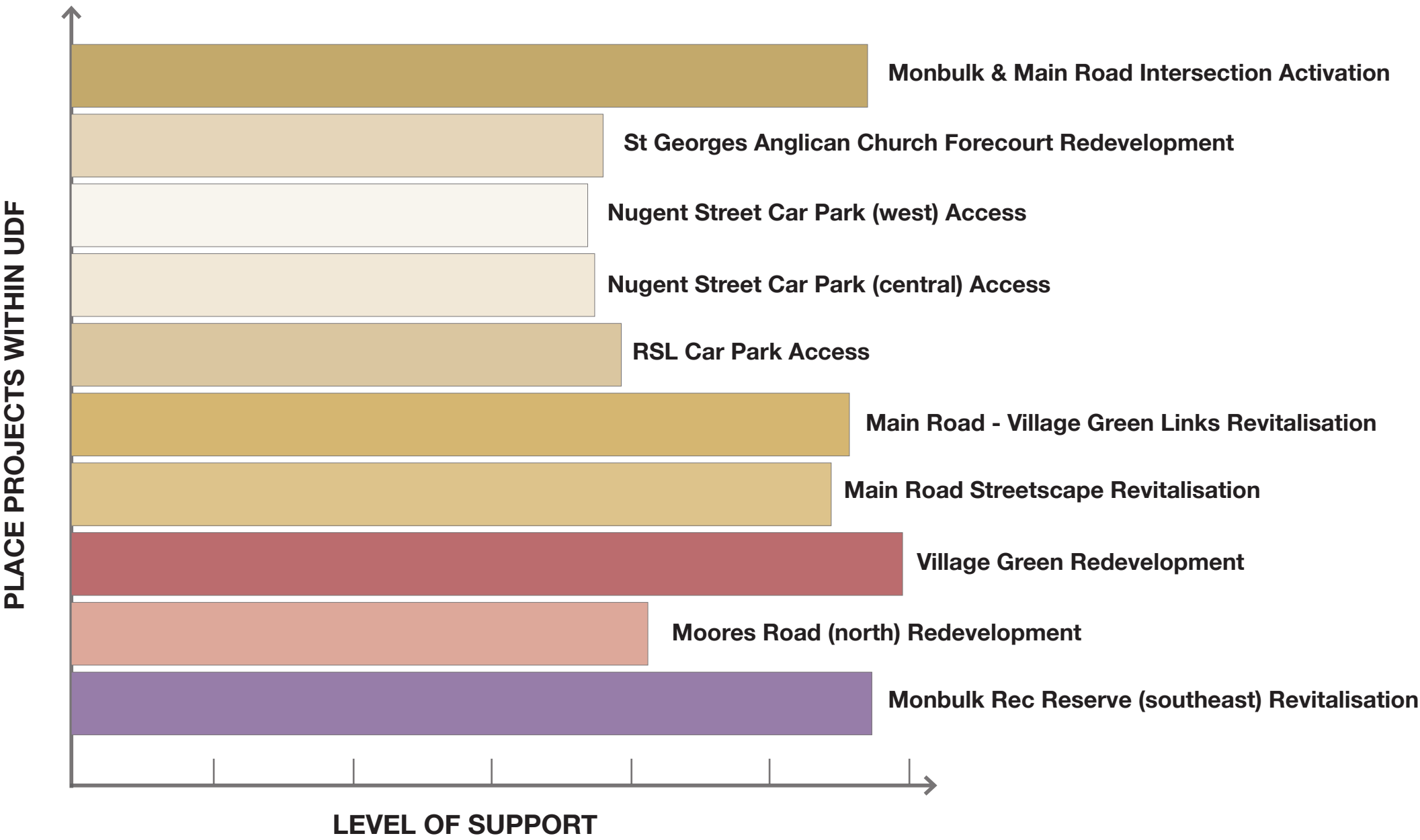
■ OTHER*

* Includes ENVIRONMENT, BUILDING FORM / HEIGHT, VILLAGE GREEN, PEDESTRIAN CROSSING, EMERGENCY MANAGEMENT, PUBLIC REALM & AGED CARE NEEDS

KEY PLACES:

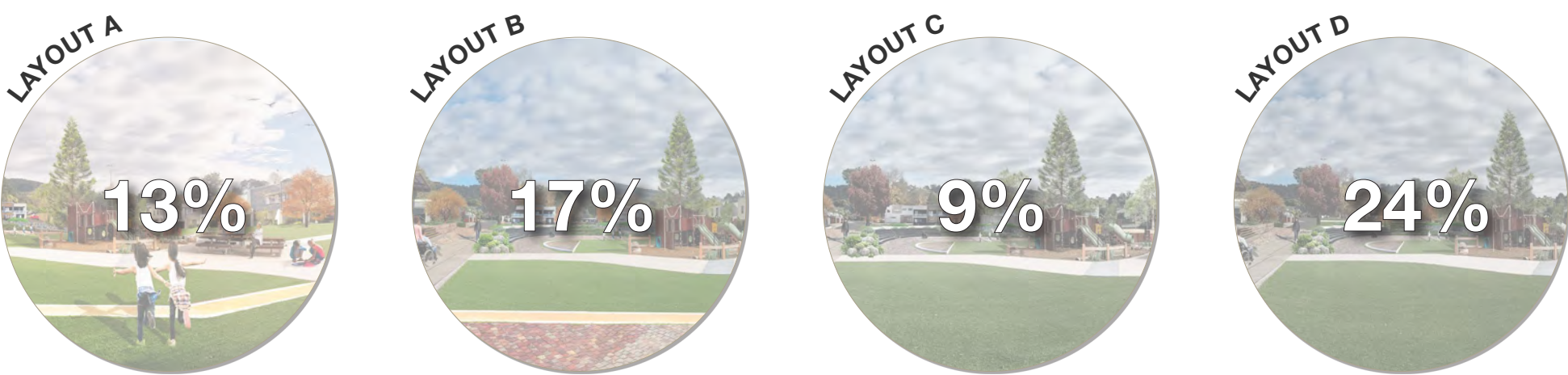
With respect to the key place projects within each precinct. 218 survey respondents took the time to rank the proposed places from most important to least important. All projects had a high level of support. The Village Green Redevelopment followed by Monbulk Recreation Reserve South-East Revitalisation and Monbulk & Main Road Intersection Activation were the most popular projects.

PLACE PROJECTS



VILLAGE GREEN OPTIONS

There was strong support for the provision of a Village Green at the soccer pitch site, however there was some opposition to idea with some preferring that the space remain as is. Layout D was the preferred Option followed by Layout B (Council's preferred). Yet more residents preferred a level of housing development on the Village Green than none. The next step in the process will be the commencement of the masterplanning for the Village Green which will require further community consultation regarding the layout of the space.



OTHER* - 36%

* Includes: Did not indicate a preference or were unsupportive

NEXT STEPS:

The feedback from the exhibition of the draft Urban Design Framework is being assessed to ensure that the proposals for public realm improvements are aligned with the aspirations and ideas identified by the community through the consultation phase.

The key themes that comments were provided on for the three precincts are outlined below.

The update of the Urban Design Framework will identify the proposed changes as well the key feedback that has guided this change.

A more detailed analysis of this feedback as well as suggested changes will be made within the 'Feedback Report'.

Following this the updated Urban Design Framework as well as identified changes and feedback from the community will be provided to Council for consideration by the end of 2023.

