



# MACAULAY DRAFT STRUCTURE PLAN REFRESH

Consultation Analysis:  
Summary Report 2020









# INTRODUCTION

From July to September 2020, the City of Melbourne engaged the community in and around Kensington and North Melbourne about a refresh to the Macaulay Structure Plan. This most recent process builds on previous planning and feedback received on the 2019 Macaulay Refresh Discussion Paper.

**Consultation focussed on proposed objectives and actions across four themes:**

1. Density and built form
2. Activities and uses
3. Movement and access
4. Streets and spaces

**as well as, four precincts within the Macaulay area:**

1. Boundary Precinct
2. Melrose Precinct
3. Chelmsford Precinct
4. Stubbs Precinct

The responses relating to both themes and precincts were very consistent, so they have been presented together in this report.

Views were captured within an online survey, multiple virtual focus group discussions, phone calls and written submissions.

Altometer was engaged by the City of Melbourne to independently analyse the consultation feedback and prepare this report. The feedback gathered during the engagement was de-identified and read by Altometer. All analysis within this report is Altometer's interpretation and has been presented as such to the City of Melbourne

All of the feedback gathered during this time was de-identified and read by Altometer. Each comment has been coded and categorised, following multiple rounds of review, to highlight common themes. Responses to multiple-choice or ranking questions have been charted to help show relative levels of support for particular proposals. For rating questions (5-point scale: 1 meaning strongly disagree and 5 strongly agree) answers were allocated into three groups; disagree (1-2), neutral (3), agree (4-5). In addition to rating measures, respondents had the choice to provide a written response about their level of support. Not all respondents did so. Survey and focus group topics were designed to overlap and the results are presented together, along with key points from the written submissions.

**This Summary provides an overview of the key consultation findings.** For the purposes of this Summary, where participants responded to open-ended questions with explanatory comments or ideas, these have been synthesised and paraphrased to convey the most frequently held positions.

# HOW WE ENGAGED

In total **12 virtual events** were hosted, **three digital platforms** were utilised, **4,300 people visited the Participate Melbourne page**, and the views of **177 people** were recorded.

The invitation to provide feedback on the draft Structure Plan was promoted widely by the City of Melbourne via social media, e-newsletters, direct email, and virtual events. Copies of the draft Plan, as well as a ‘questions and answer’ platform were hosted at **[www.participate.melbourne.vic.gov.au/macaulay-refresh](http://www.participate.melbourne.vic.gov.au/macaulay-refresh)**.

In response, the City of Melbourne heard from residents, interested community members, neighbourhood associations, Traditional Owners, landowners, property and planning groups, and government agencies.

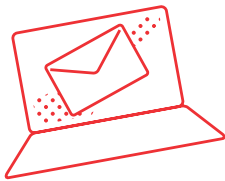
Due to the COVID-19 physical distancing restrictions across Victoria, it was not possible to host planned face-to-face activities. In response to the restrictions, engagement events were hosted online.

The consultation program launched at the same time as the ‘hard lockdown’ (Stage 4 restrictions), which particularly impacted residents living in local public housing towers and neighbouring support organisations. In order to provide more time for involvement, the formal public engagement period was extended by a further three weeks. It is recognised that competing priorities during this public health crisis may have reduced people’s capacity to participate.

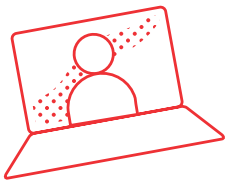
## Promotion



3718  
letters  
delivered

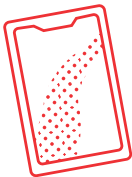


60  
groups  
contacted by  
email

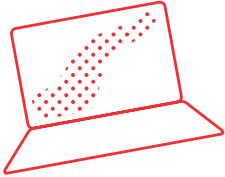


12  
virtual  
presentations

## Reach



117,000  
Social media  
views



4,300  
website visitors



43  
focus group  
participants

## Feedback



103  
online surveys



31  
written  
submissions

WHO WE HEARD FROM

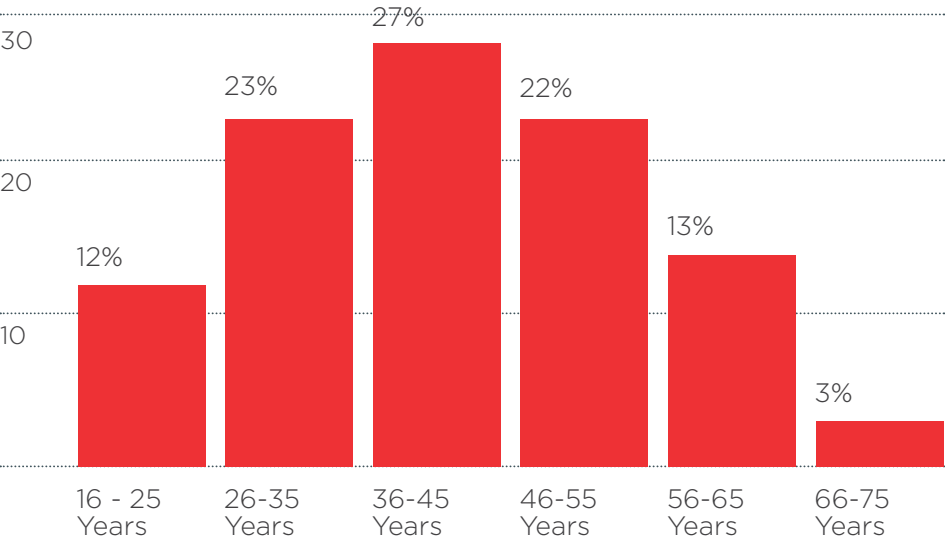
Of the 103 people who responded to the online survey most (72%) are between twenty-six and fifty-five years old and either live, work or study within Macaulay, or in the immediately surrounding area (75%).

A further thirty-one organisations and community members presented formal written submissions. Those that included highly technical commentary on property specific matters have been considered and will be responded to separately from this analysis.

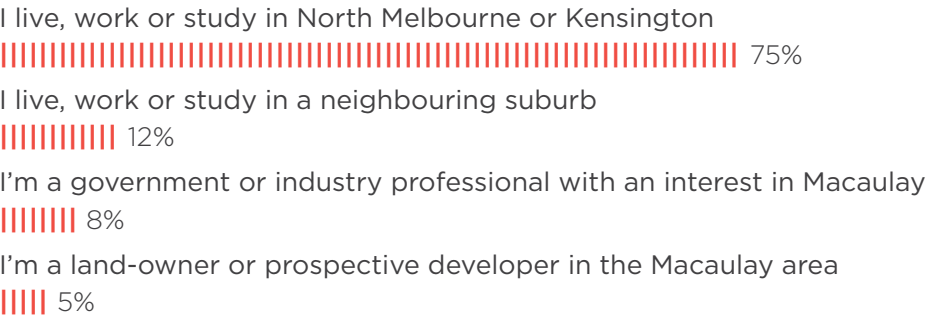
The same is true for the concepts and impressions shared by the three Traditional Owner Groups.

PARTICIPANT DEMOGRAPHICS

Age



Relationship



# YOUR VIEWS ON THE FOUR KEY THEMES OF THE PLAN

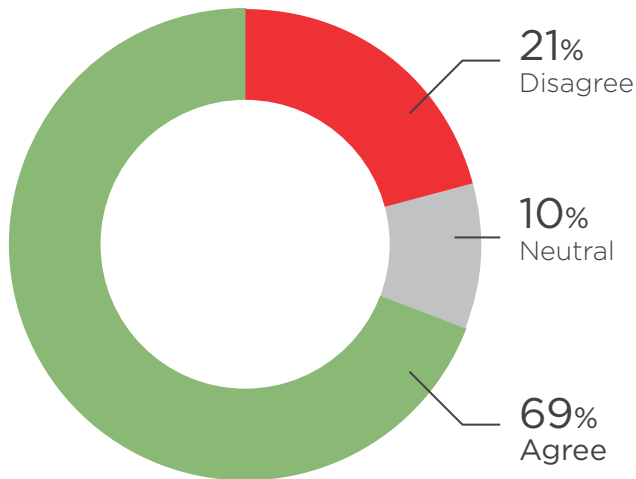
In general, the proposals in all four themes of the draft Structure Plan received a majority of agreement from your responses through both the survey and the focus groups. There were also a lot of ideas for improvement and some questions raised that will be considered in developing the final Structure Plan.

## KEY POINTS FROM YOUR FEEDBACK

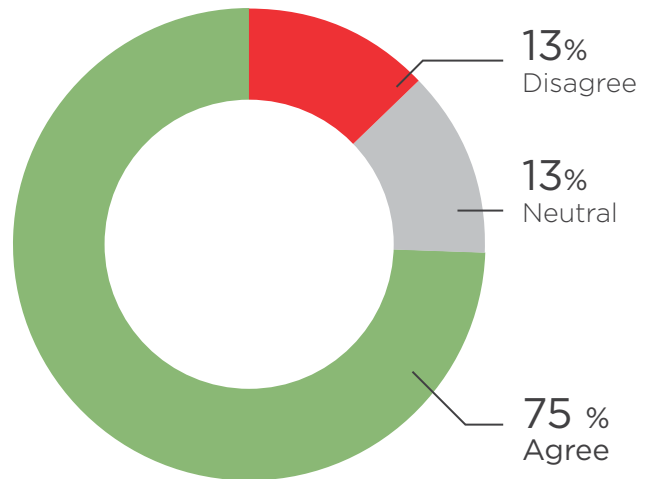
There were a range of consistent themes in your responses to the draft Structure Plan. As the structure plan is finalised, these will be an important reference point as the community's voice in the process. Messages emerging repeatedly include:

- Open and green spaces are highly valued, existing spaces should be protected and enhanced while looking for opportunities for new ones to be created as part of the planning process
- Cycling and walking should be prioritised in the area, including: separated bike paths and wider footpaths
- The area already suffers from traffic congestion and respondents would like to see some actions aimed at easing this.
- It is understood that future building development will be multi-storey, but should not be designed in a way that is out of character with the area or over shadows existing properties, parks and footpaths
- Amenities need to keep pace with population growth, this means enough parking, open space, schools and community services as well as retail and hospitality

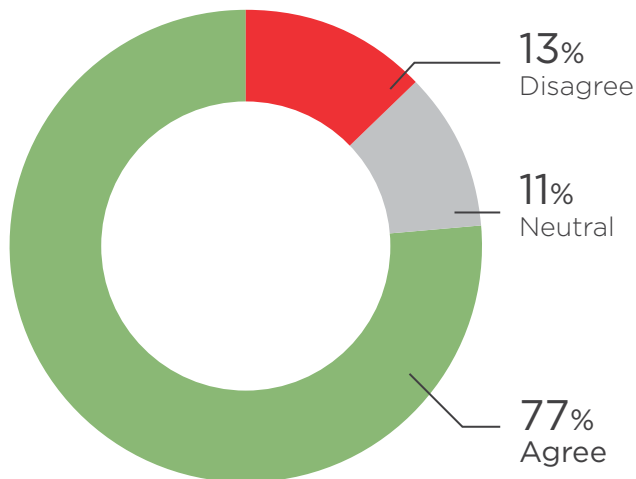
**Q1. TO WHAT EXTENT DO YOU AGREE WITH  
THE PROPOSALS FOR DENSITY AND BUILT FORM**



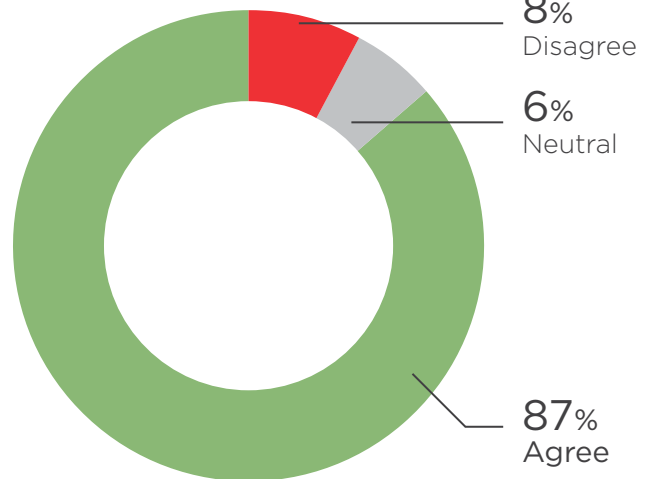
**Q3. TO WHAT EXTENT DO YOU AGREE WITH  
THE PROPOSALS FOR ACTIVITIES AND USES**



**Q5. TO WHAT EXTENT DO YOU AGREE WITH  
THE PROPOSALS FOR MOVEMENT AND ACCESS**



**Q7. TO WHAT EXTENT DO YOU AGREE WITH  
THE PROPOSALS FOR STREETS AND SPACES**



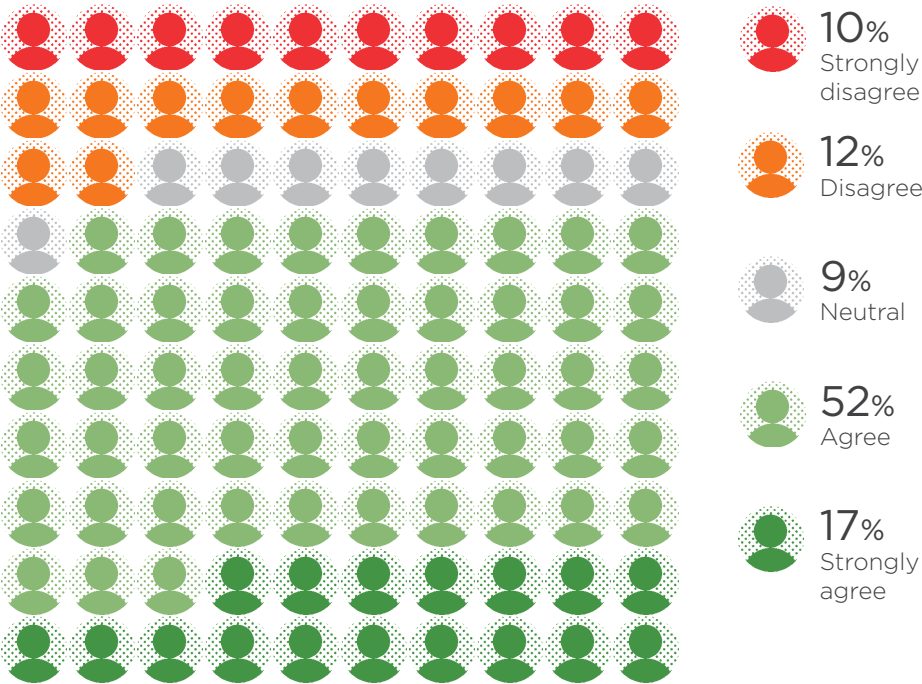


# THEME 1: DENSITY AND BUILT FORM

Participants were provided with a range of proposals to guide development of the Macaulay area. These proposals were focused on features including building height, density, building quality and sensitivity to local heritage.

**69% agree or strongly agree** with the overall proposals for density and built form. Common themes from within your comments were seen through the focus groups, submissions and open survey responses.

## Q1. To what extent do you agree with the proposals for density and built form







## YOU SAID:

“Really supportive of design standards and codes for responsible development.”

**Survey respondent**

“Out of character with existing built form, will overwhelm local community, too many people & no community facilities proposed to balance built form, very limited amount of social housing esp at time when there is acute need, will create canyon effect, will exacerbate urban heat island effect, and so on”

**Survey respondent**

“Seems sensible and balanced density and height to create liveable spaces”

**Survey respondent**

“In the Chelmsford area around Elizabeth St, there isn’t any protection for the existing residents to protect from overshadowing.”

**Survey respondent**

## WE HEARD:

- Our small village feel is very important, there are concerns about buildings that could be too high
- Sunlight to streets, open spaces and existing properties is highly valued. It’s really important that new developments don’t result in excessive overshadowing
- It’s really important that increased density does not put more pressure on existing infrastructure and amenities

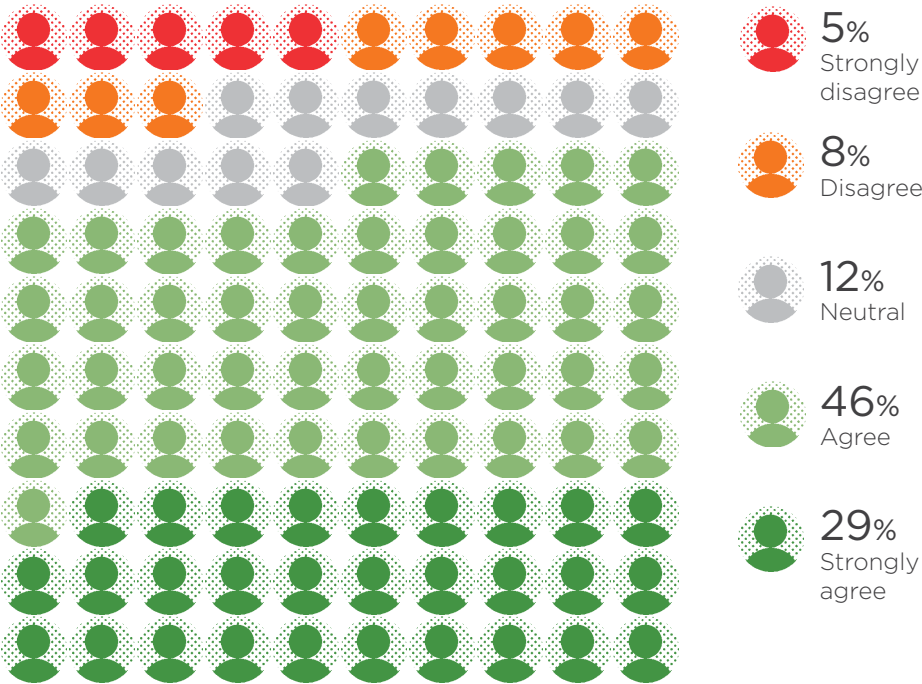


# THEME 2: ACTIVITIES AND USES

Participants were presented with a range of proposals for how amenity in the Macaulay area could be enhanced. These proposals were focused on Macaulay’s role as a mixed-use place with services and shopping within the area as well as community services and transport connections.

**75% agree or strongly agree** with the overall proposals for activities and uses. There were a number of ideas for activities and uses that are needed for the area. Many of the comments and ideas that were raised by people in the focus groups were also seen in the survey responses.

## Q3. To what extent do you agree with the proposals for activities and uses





## YOU SAID:

“Give more attention to low cost housing, there is such a shortage and it is never enough”

**Survey respondent**

“I may have missed it, but there doesn’t seem any obvious school options, current area is limited with schooling.”

**Survey respondent**

“We need greater emphasis on open green spaces within the development boundaries, rather than Council being forced to convert road spaces or try to enhance the flood plains of Moonee Ponds creek.”

**Survey respondent**

“...A huge population growth needs community facilities - indoor and outdoor. We need parks and green spaces...”

**Survey respondent**

“More smaller cafes and retail in the area would be welcomed.”

**Focus group participant**

## WE HEARD:

- More affordable housing is a priority, there is strong support for maintaining a diverse community
- Green spaces are also highly valued, development needs to be balanced with open space
- Grow the amenities of the area with the population, including schools and spaces for independent businesses, health care, rehearsal and performance spaces
- This neighbourhood is somewhere you can live, work, shop and have exercise or recreation on your doorstep. A mix of land uses is important to maintain this.



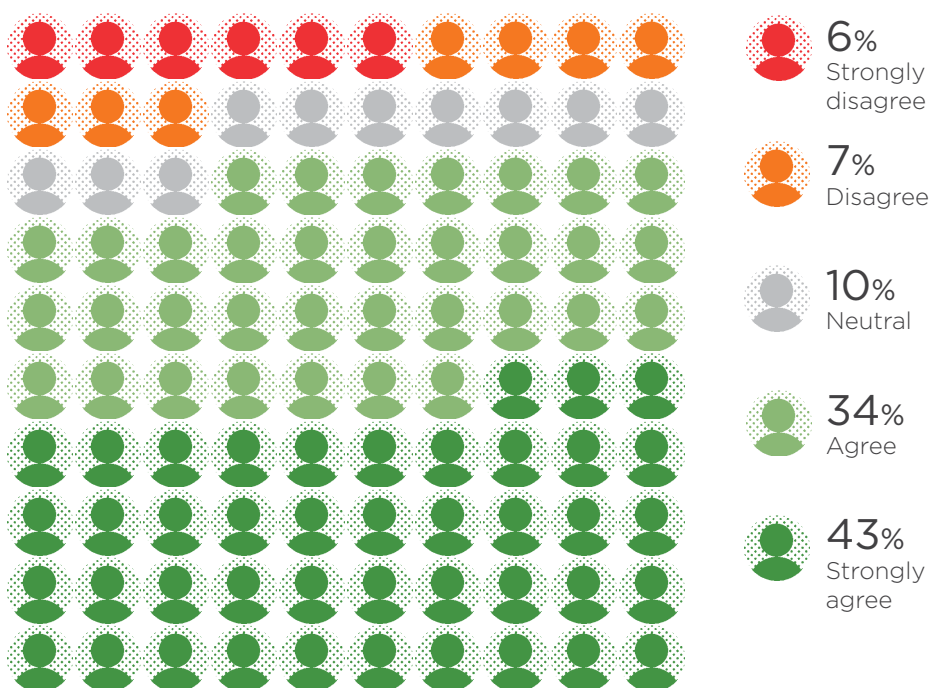


## THEME 3: MOVEMENT AND ACCESS

This part of the draft Structure Plan proposed ways to promote transport connections not reliant on cars, enhancing a well-connected 20-minute neighbourhood while acknowledging that there needs to be enough space for some cars to be parked.

Proposals under movement and access received **77% agreement**. You responded with a range of comments supporting greater amenity for cyclists and pedestrians, and reduced cars and road congestion. People in the focus groups and survey responses seemed to echo one another, raising many similar suggestions, concerns and questions.

### Q1. To what extent do you agree with the proposals for density and built forms





## YOU SAID:

“Walkability and cyclability should be prioritised. The worst streets to live on or shop along are consistently streets with busy roads.”

### **Survey respondent**

“Safe & accessible bike paths are very important for recreation and commuting. Good access to public transport (this is already a benefit of the Macaulay/Kensington area).”

### **Survey respondent**

“Reducing parking just creates problems in other local streets where residents already have limited access to parking”

### **Survey respondent**

## WE HEARD:

- The availability of safe, connected paths will encourage people out of their cars more often. Prioritise safe bicycle lanes and pedestrian routes through Macaulay
- Take measures to reduce traffic congestion, at present there is a lot of traffic passing through this area and new development will increase congestion
- There are a range of different points of view about the role of cars in this area in the future. While many of us would like to see less reliance on cars in future (and potentially less space dedicated to parking) others also feel that cars are a necessity for some and parking will be needed in future



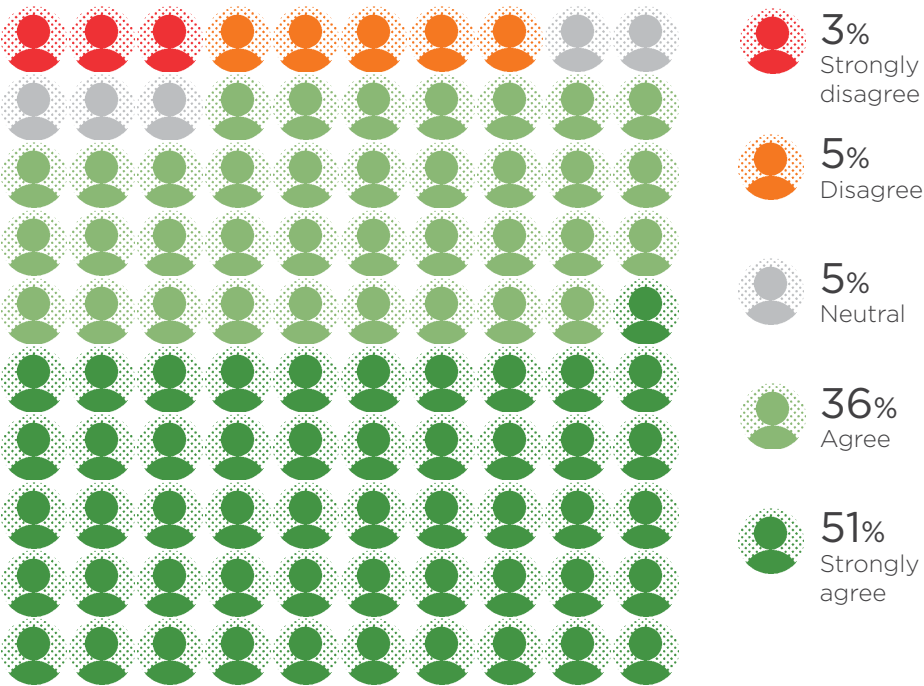


# THEME 4: STREETS AND SPACES

This section of the draft Structure Plan tested proposals to enhance green spaces in the area, promote greening of streets and improve water management for the area.

Strongest agreement was attributed to proposals for this theme, with **87% of survey respondents in agreement**. There was strong support in the focus group discussions for protecting and expanding parks, restoring native vegetation and revitalising areas along the creek.

## Q3. To what extent do you agree with the proposals for activities and uses







## YOU SAID:

“Green, green, green wherever you can.”

**Survey respondent**

“I am very excited about the Moonee creek proposals!”

**Survey respondent**

“Where are the open spaces? Responses to previous Macaulay plans strongly called for open spaces but this is still being ignored.”

**Survey respondent**

“I really think we need to look after Moonee ponds creek and restore it to it’s natural form and plant around it to restore native vegetation”

**Survey respondent**

## WE HEARD:

- Open space is very highly valued. Maintain a healthy balance between development and green spaces
- There are some natural places in this area and they are loved! Native vegetation should be protected and enhanced.
- Enhancing the space along the Moonee Creek is really important, but its proximity to the train and freeway is a limitation. Additional open space is also needed in other parts of Macaulay.



# HOW YOUR FEEDBACK WILL BE USED

The ideas and reflections gathered through this public consultation process have been analysed within this summary to help the City of Melbourne finalise the Structure Plan.

This summary will be presented to Council and published online.

