



WARBURTON TOWNSHIP URBAN DESIGN FRAMEWORK

Community Engagement Report

September 2023

PROJECT BACKGROUND

The Warburton Urban Design Framework (UDF) formed Action 3.1 of the Warburton Place Plan in 2021. Its purpose is to provide clear design guidance regarding the development and structuring of land within the Warburton Township along the Warburton Highway. The Warburton Urban Design Framework is strategic planning and placemaking tool that set out an integrated design vision for desired future public and private development of urban places in Warburton. The UDF provides direction for interventions that shape open space, buildings, landscape, and the public realm.

Community engagement was held between December 16, 2022 and March 12, 2023 to inform the community of the Warburton Urban Design Framework. The consultation informed the Community and Stakeholders of what an Urban Design Framework is and why a road map is needed for the Warburton township and also presented the Community with a vision presented in the Warburton Urban Design Framework. Consultation also sought feedback from the Community regarding the suite of projects proposed within the Warburton UDF. Projects that have translated the some of the Actions in the Warburton Place Plan into potential design solutions, addressing the key issues and focussing on Warburton's unique culture, environment and opportunities.

This Engagement Report provides a summary of the feedback provided by the community during this consultation. The results will be incorporated into the final Warburton Urban Design Framework which will seek Council adoption.

Who we spoke to



12 weeks engagement period for the Warburton Urban Design Framework were undertaken (16th December 2022 - 12th March 2023)



A project alert was sent to 1593 people who registered to receive updates with tags of Warburton and/or Urban design on the Shaping Yarra Ranges webpage



In excess of 200 people in total attended the four Drop-in sessions at Warburton Arts Centre, Warburton Mechanics Hall on the 6th, 14th, and 22nd of February, and an after hours session on the 6th of March



7,134 page views of the Shaping Yarra Ranges Warburton Urban Design Framework page from 3,185 unique visitors



2,149 total downloads of documents and information associated with the Warburton Urban Design Framework



207 contributions through the Shaping Yarra Ranges Warburton Urban Design Framework page; 26 hard copy surveys were submitted through the drop-in sessions and post; 54 contributions by emails; and 48 post-it notes were provided at drop in sessions



Posters notifying the drop-in sessions times and dates were placed throughout Warburton on Community notice boards at IGA; the Bakery; the Warburton Water Wheel Information Centre; as well as on the the window of the Warburton Arts Centre



Between December 2022 and March 2023 a total of six articles were published in local papers concerning the Warburton Urban Design Framework.



Website Visitors came from: Social Media Channels (53%); Direct to Shaping Yarra Ranges (21%); Yarra Ranges Website (12%); Search Engines (11%); and Campaigns (3%)



A one hour online webinar presenting the Warburton Urban Design Framework has been viewed over 170 times

FEEDBACK

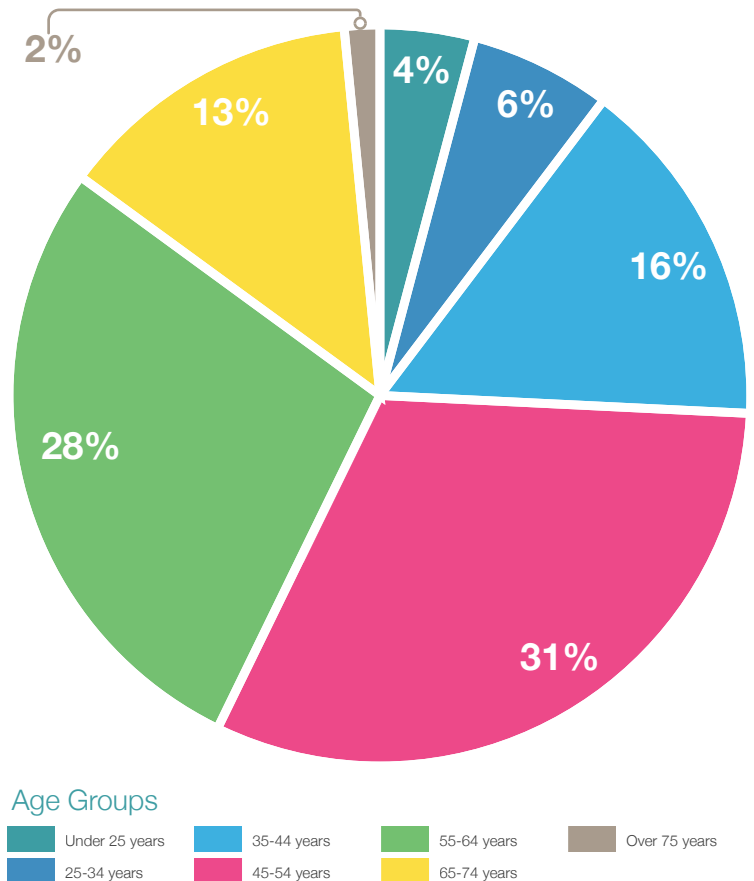
A total of 335 written submissions were provided during the consultation and engagement period. This feedback has been separated into 1856 comments which was a substantial number of submissions, many including extensive, and detailed feedback. All comments have been reviewed and where relevant have been considered in the recommended changes to the Urban Design Framework.

An extensive program of engagement with the broader Warburton community was undertaken during the exhibition period. During this engagement, the passionate local community was extensively consulted on the UDF. The engagement process drew attention due to its controversial nature, resulting in strong attendance at all drop in sessions, as well as a community lead discussion to debate and present opinions.

Despite initial resistance and unsupportive sentiments, the project team has listened, and responded to, community concerns and made amendments to the UDF where appropriate. This Community Engagement Report presents transparent communication of community feedback that was provided during the engagement period.

The Warburton Urban Design Framework, and the associated documentation provide a transformative outcome for Warburton Township, and showcase the role effective community engagement can have to inform the future vision for Warburton.

Who made a submission



What was said



OTHER FEEDBACK

Many submissions were provided that were not relevant to the ideas and/or intent of the Warburton Urban Design Framework. That is not to say that these submissions are not noteworthy, but they are beyond the scope of the Urban Design Framework to resolve. Where appropriate these comments have been forwarded to relevant Council departments for resolution.

20 Minute Neighbourhoods and Smart Cities Feedback

In addition to the above, some of the commentary was specifically related to 20 minute neighbourhoods and smart cities. During the consultation and engagement period for the Warburton UDF, incorrect information was circulated throughout Warburton in early-2023, around the concept of a 20 minute neighbourhood, and technologies used by Councils.

The concept behind 20 minute neighbourhoods is simple – communities are designed to make sure everything you need day-to-day is close to home and a walkable distance away. The intent is for people to be able to move about easily and freely without being burdened by excessive travel or costly transport options. It improves movement and access, rather than preventing it. In an ideal community, all of your services – supermarkets, stores, doctors, community hubs – should be accessible within 20 minutes, however you get around.

Planning out how we want towns to look, using mechanisms such as Urban Design Frameworks – in terms of buildings and how they relate to streets, parks and open spaces – helps us to get there, and means our next generations will be better set up with welcoming and attractive hearts for our communities. Council has no plans to restrict movement in the Yarra Ranges for anyone, through this or other town planning initiatives.

Tree at 3457 Warburton Highway (Ottrey's Car Park)

Post the consultation and engagement period for the Warburton UDF an issue developed involving a tree located at 3457 Warburton Highway in Ottrey's Car Park.

Council has managed a large tree in the Ottrey's car park, Warburton for many years. The tree is a large *Eucalyptus cypellocarpa* (Mountain Grey Gum) and has been cabled due to faults at the base. A tomography test in 2023 confirmed there was extensive decay at the base and that a crack from the stem union to the ground. The tree has now been cut to 10m. In its current state the tree is considered a moderate risk, which is incompatible with a public car park without additional risk mitigation being undertaken. An exclusion zone around the tree preventing public access would be required for its risk profile to be reduced to low.

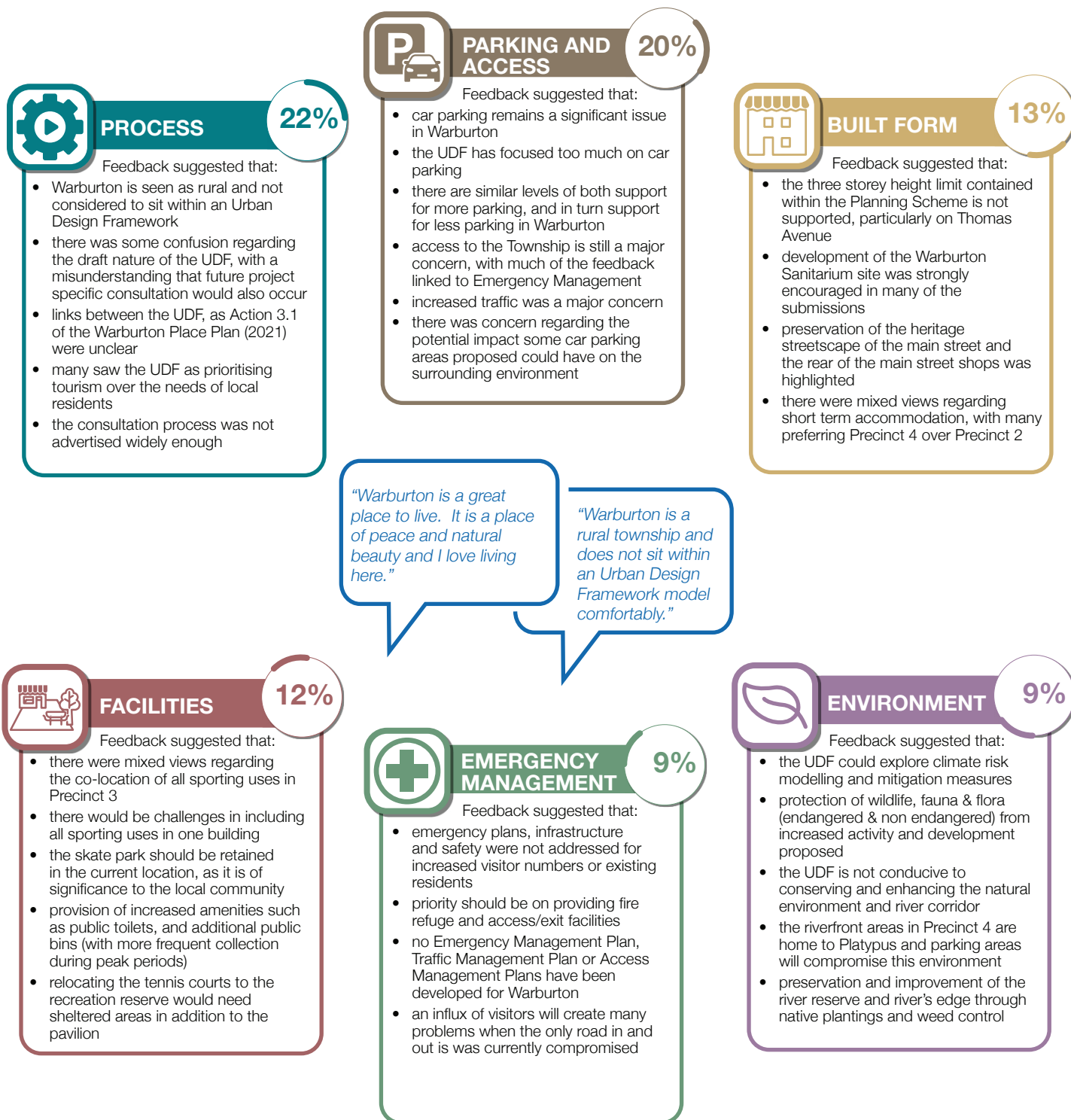
This work could also be supported and enhanced by additional planting and other landscape improvements as part of a designed outcome to support environmental, historical and cultural values attached to the tree. The draft Warburton UDF proposes this concept with an 'enhanced connection between Warburton Highway and the new pavilion through a defined entry forecourt' (section 5.4 Draft Warburton UDF). Locating the forecourt area next to a landscaped exclusion zone for the tree could achieve a combined high amenity landscape space in the Warburton town centre. This approach would be in keeping with the Council's recent decision regarding the ongoing management of this tree.



WHAT WE HEARD

We received a total of 1856 comments for the Warburton UDF, this included: 851 general comments across all precincts; 151 comments for Precinct 1 Warburton Gateway; 446 comments for Precinct 2 Yarra Town Centre; 166 comments for Precinct 3 Recreation; and 242 comments for Precinct 4 La La Town Centre.

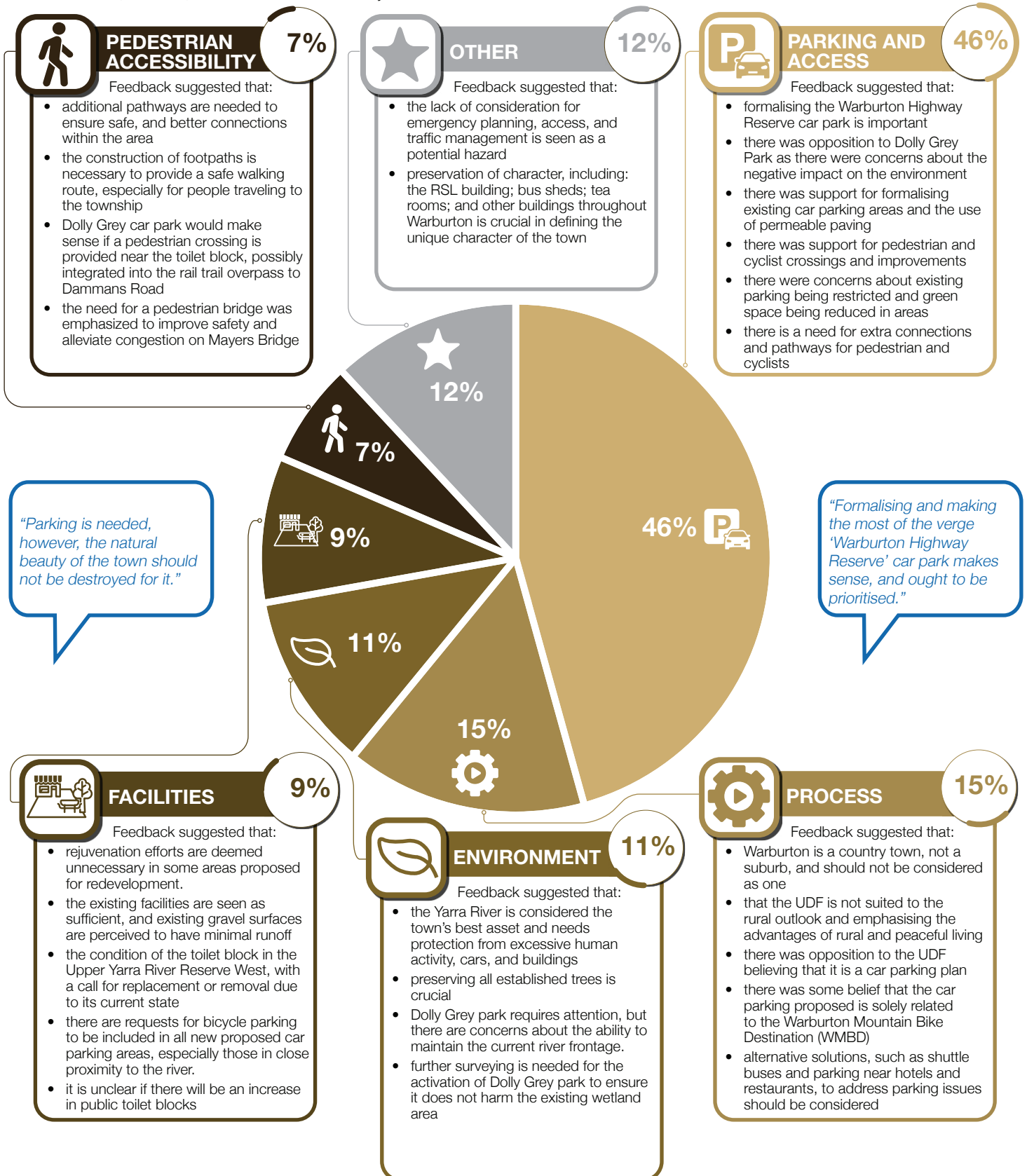
These comments have been categorised into relevant themes, then tallied and summarised in charts.



* Themes not listed: Tennis Courts (7%); Pedestrian Accessibility (4%); Character and Indigenous Heritage (4%); and Smart Cities (<1%)

PRECINCT 1 WARBURTON GATEWAY

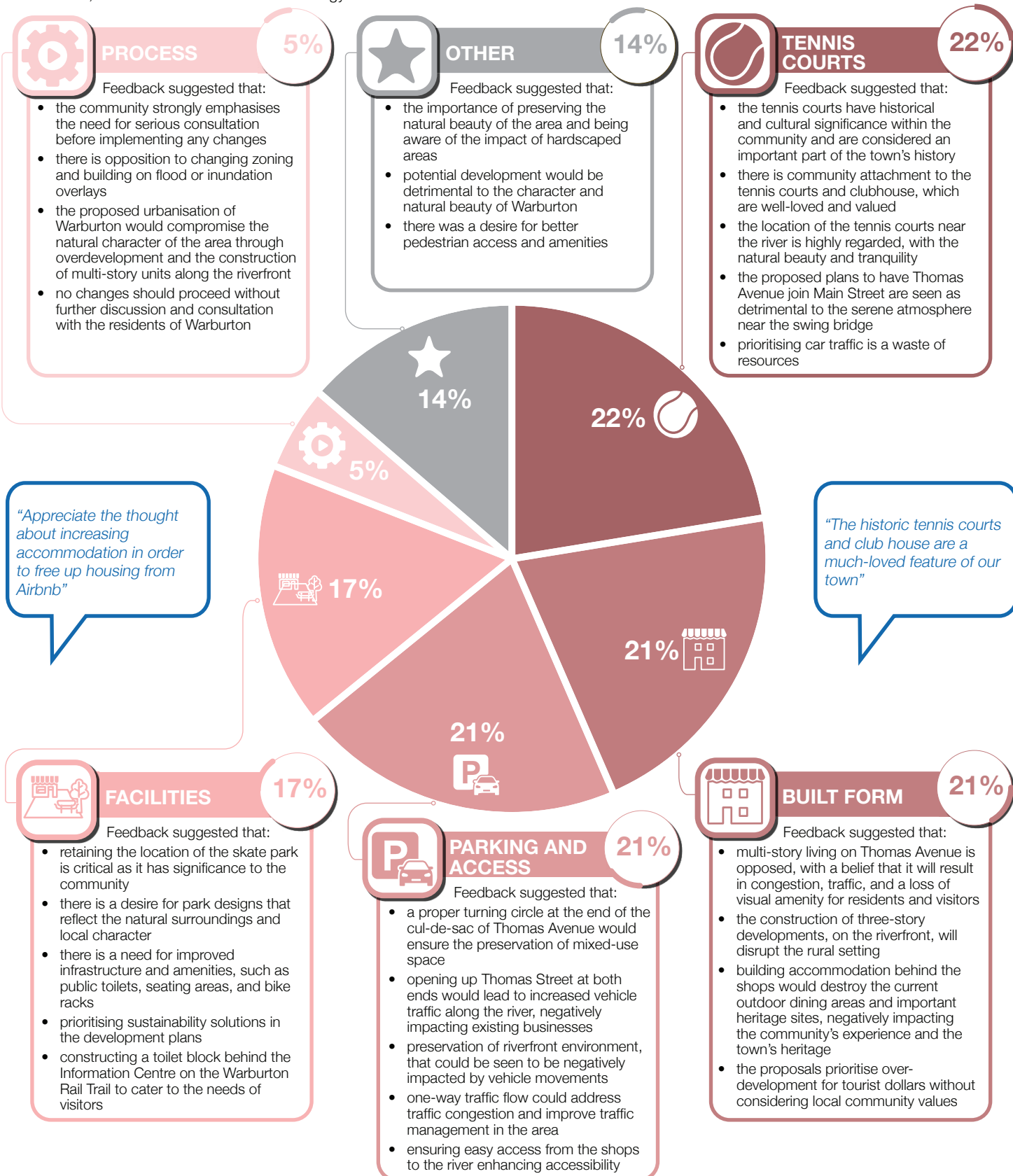
Precinct 1 Warburton Gateway received a total of **151 comments**. These comments have been categorised into relevant themes, then tallied and summarised in the chart. The 5 themes with the most responses included Parking and Access; Process and Urban Terminology; Environment; Facilities; and Pedestrian Accessibility.



*Other themes with fewer responses included Emergency Management; Built Form and Heritage; Tennis Courts; and Character and Indigenous Heritage.

PRECINCT 2 YARRA TOWN CENTRE

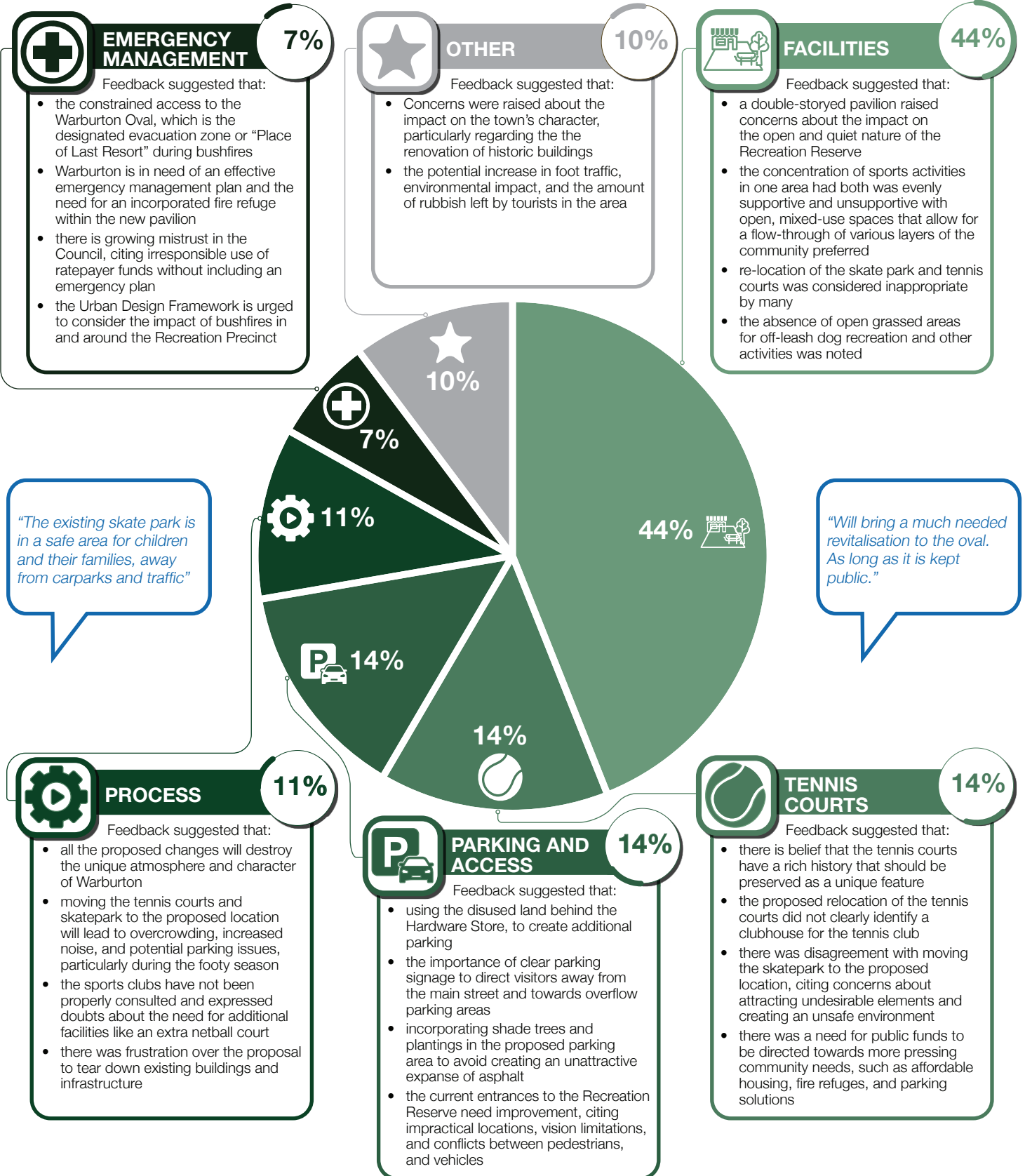
Precinct 2 Yarra Town Centre received a total of 446 comments. These comments have been categorised into relevant themes, then tallied and summarised in the chart. The 5 themes with the most responses included Tennis Courts; Built Form and Heritage; Parking and Access; Facilities; and Process and Urban Terminology.



*Other themes with fewer responses included Environment; Pedestrian Accessibility; Emergency Management; and Character and Indigenous Heritage.

PRECINCT 3 RECREATION

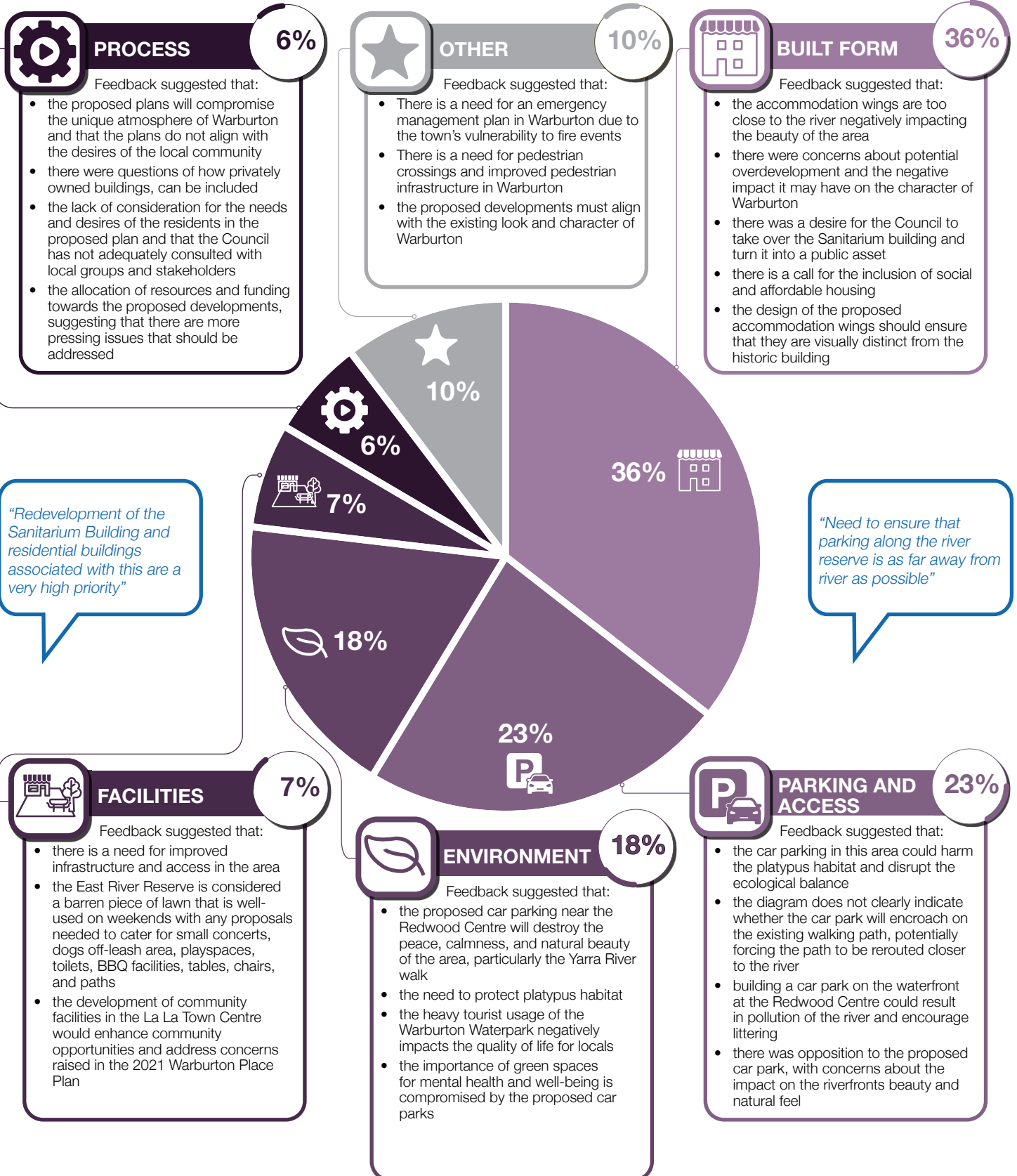
Precinct 3 Recreation received a total of 166 comments. These comments have been categorised into relevant themes, then tallied and summarised in the chart. The 5 themes with the most responses included Facilities; Tennis Courts; Parking and Access; Process and Urban Terminology; and Emergency Management.



*Other themes with fewer responses included Environment; Built Form and Heritage; Pedestrian Accessibility; and Character and Indigenous Heritage.

PRECINCT 4 LA LA TOWN CENTRE

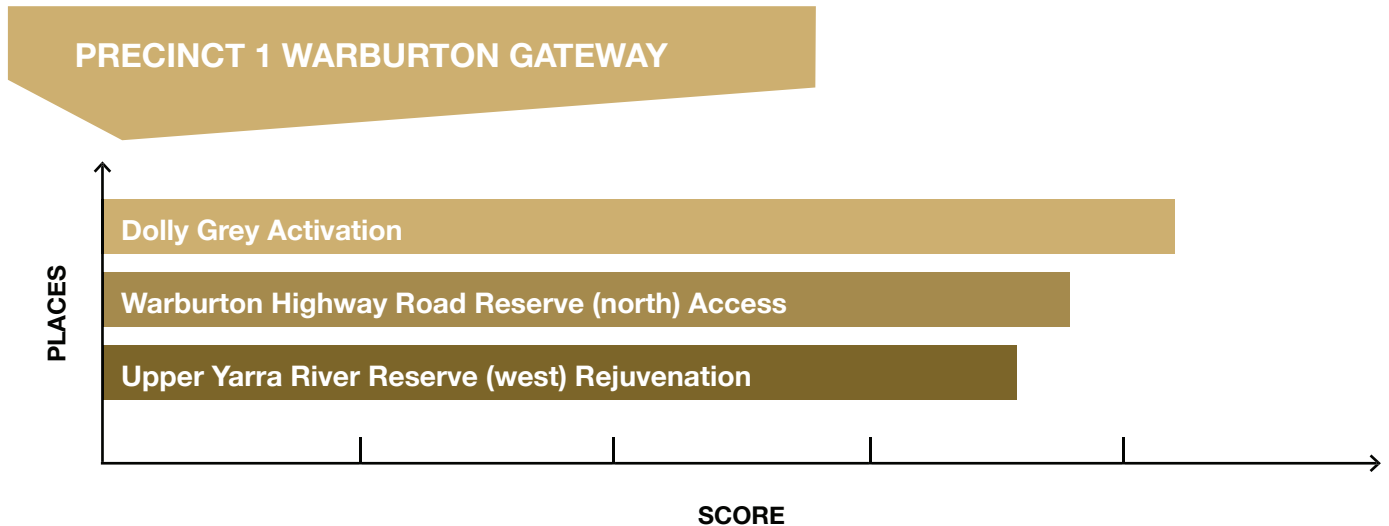
Precinct 4 La La Town Centre received a total of 242 comments. These comments have been categorised into relevant themes, then tallied and summarised in the chart. The 5 themes with the most responses included Built Form and Heritage; Parking and Access; Environment; Facilities; and Process and Urban Terminology.



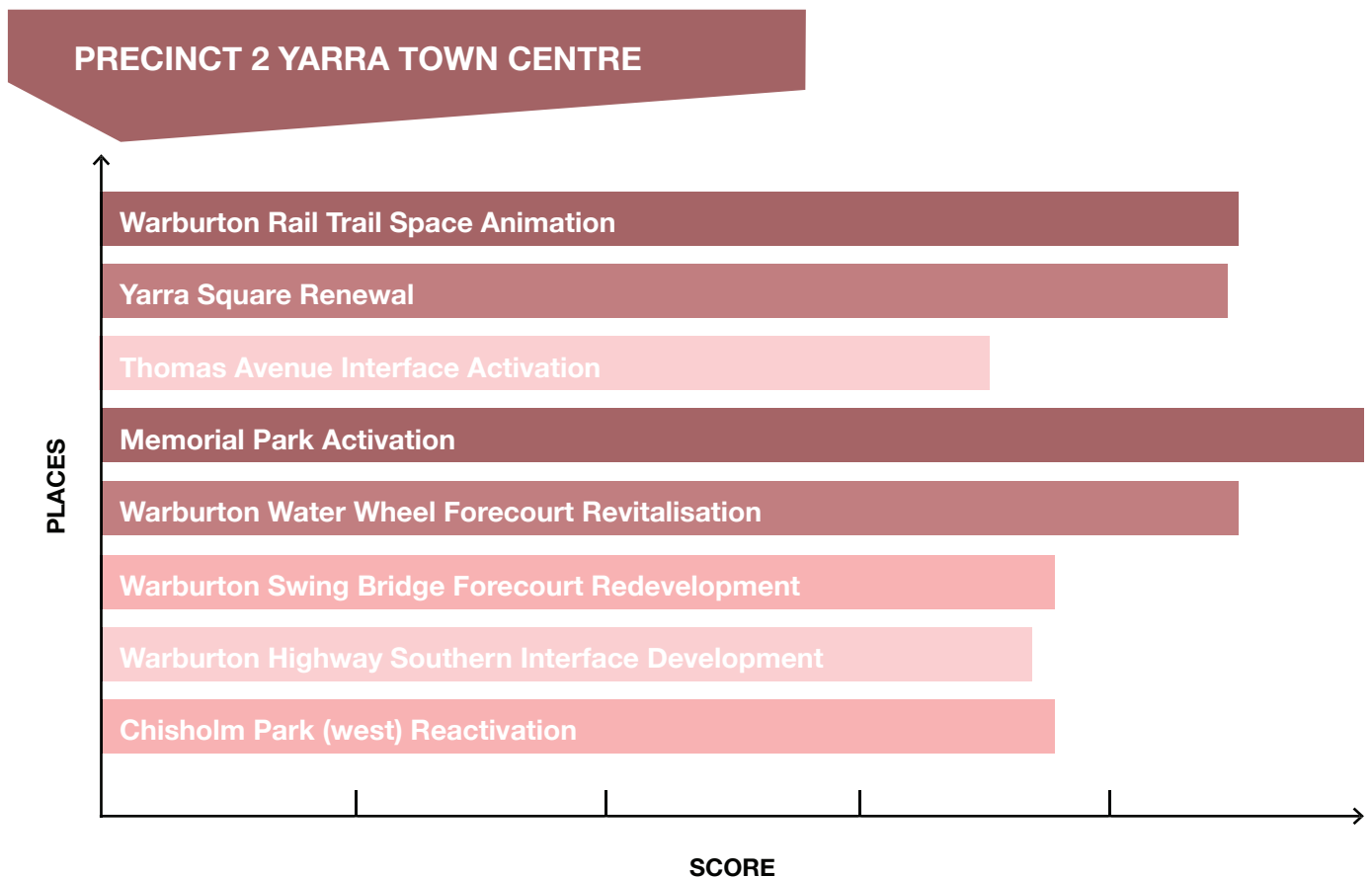
*Other themes with fewer responses included Pedestrian Accessibility; Emergency Management; Character and Indigenous Heritage; and Smart Cities

PLACES

With respect to the key place projects within Precinct 1 Warburton Gateway 48 survey respondents took the time to rank the proposed places from most important to least important. The projects included: Dolly Grey Activation; Warburton Highway Road Reserve (north) Access; and Upper Yarra River Reserve (west) Rejuvenation. The score was determined by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions.



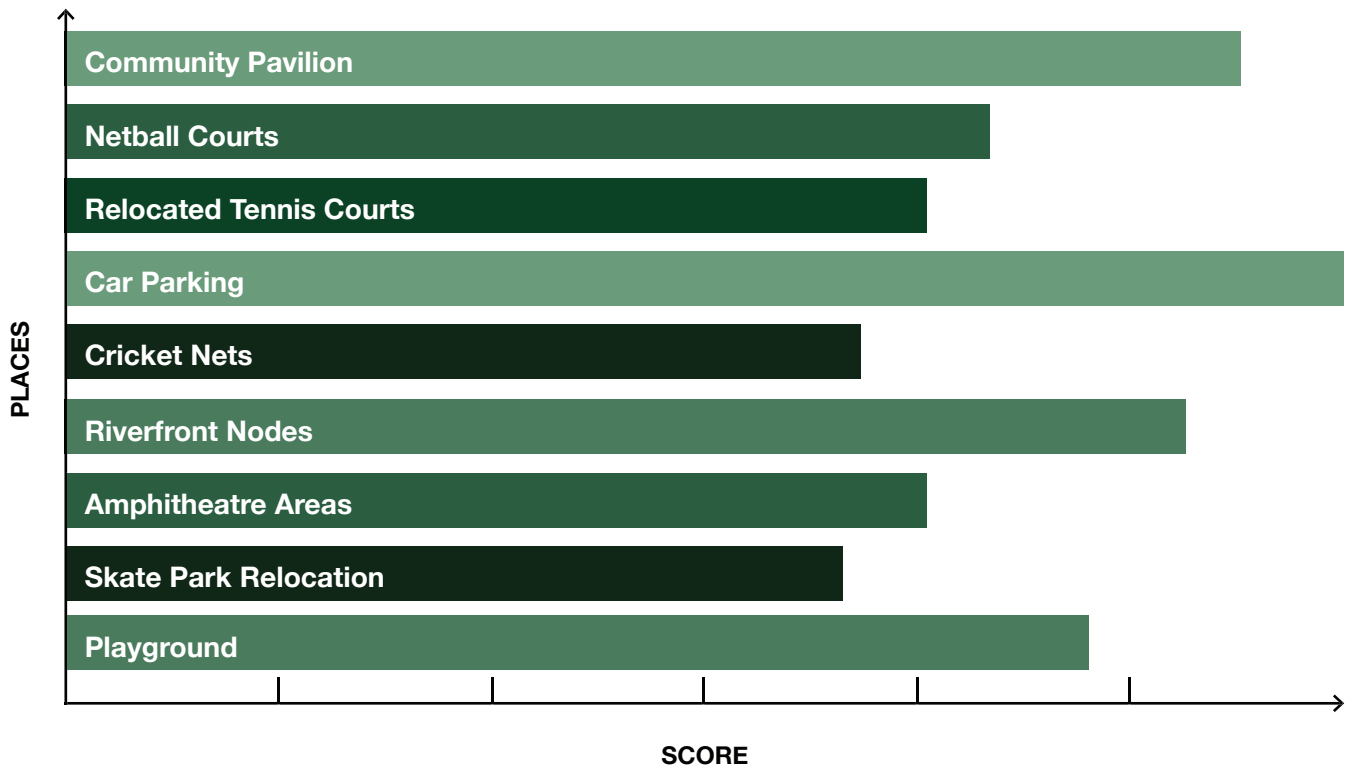
With respect to the key place projects within Precinct 2 Yarra Town Centre 53 survey respondents took the time to rank the proposed places from most important to least important. The projects included: Warburton Rail Trail Space Animation; Yarra Square Renewal; Thomas Avenue Interface Activation; Memorial Park Activation; Warburton Water Wheel Forecourt Revitalisation; Warburton Swing Bridge Forecourt Redevelopment; Warburton Highway Southern Interface Development; and Chisholm Park (west) Reactivation. The score was determined by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions.



PLACES

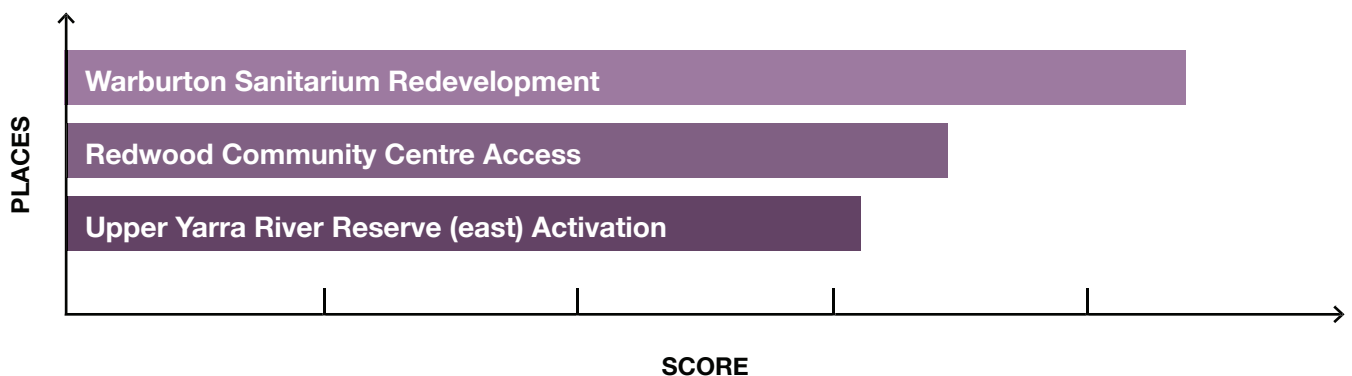
With respect to the key place projects within Precinct 3 Recreation 57 survey respondents took the time to rank the proposed places from most important to least important. The projects included: Community Pavilion; Netball Courts; Relocated Tennis Courts; Car Parking; Cricket Nets; Riverfront Nodes; Amphitheatre Areas; Skate Park Relocation; and Playground. The score was determined by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions.

PRECINCT 2 YARRA TOWN CENTRE



With respect to the key place projects within Precinct 4 La La Town Centre 55 survey respondents took the time to rank the proposed places from most important to least important. The projects included: Warburton Sanitarium Redevelopment; Redwood Community Centre Access; Upper Yarra River Reserve (east) Activation. The score was determined by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions.







PRECINCT 4 LA LA TOWN CENTRE



NEXT STEPS

The feedback from the exhibition of the draft Warburton Urban Design Framework is being assessed to ensure that the projects are aligned with the vision presented to the community. The key themes that comments were provided on for the four precincts are outlined below. The design approaches associated with these items will be reviewed and, where needed, be revised as part of the finalisation of the Warburton Urban Design Framework.

GENERAL

-  **PROCESS**
-  **PARKING AND ACCESS**
-  **BUILT FORM AND HERITAGE**
-  **FACILITIES**
-  **EMERGENCY MANAGEMENT**
-  **ENVIRONMENT**

