

Communications & Engagement Plan

Project title: Monbulk Urban Design Framework

Project owner/lead: Scott Spargo & Tim Grace - Design & Place

Project sign off: Nathan Islip

Communication & Engagement objectives:

- To inform the Monbulk Community about the development of the Monbulk Urban Design Framework (MUDF);
- To educate stakeholders and the Monbulk Community on what an Urban Design Framework is and why it is needed for the area;
- To explain how previous community consultation (the Monbulk Community Plan and Monbulk Structure Plan) has influenced the MUDF;
- To involve as many stakeholders as possible in the engagement activities; and
- To seek feedback which will be used to inform the final version of the MUDF.

Level of engagement: Inform, Consult & Involve

Involve - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions

Consult - To obtain public feedback on analysis, alternatives and/or decisions.

Involve - To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Engagement promise to community:

Negotiable	Not negotiable
<p>> What <i>is</i> negotiable on this project: what can your community stakeholders influence? List or describe your negotiables:</p>	<p>> What is <i>not</i> negotiable on this project: what can your community stakeholders <i>not</i> influence? List or describe your non-negotiables:</p>
<ul style="list-style-type: none"> • The actions and opportunities identified within the MUDF. • The design vision for the local area. • Content shown on graphics. • How the project is communicated to Key Stakeholders. 	<ul style="list-style-type: none"> • The name of the project. • The scale at which the document is operating (It is not going to incorporate the whole of Monbulk). • The type of document (it is not to become a Structure Plan). • Any changes that are not consistent with the current Planning Policy Framework. • Any changes to the Council Plan. • Matters that are outside the scope of the project.

Scope of engagement:

- Media - Media release.
- Website – Webpage, Hive, and E-news.
- Social Media – Facebook, Instagram, and Twitter.
- Audio Visual – Photography, Visuals and Diagrams.
- Direct mail – letterbox drop of project brochure.
- Internal communications – Staff bulletin.
- Drop-in sessions – Senior Urban Designer to work from Monbulk Living & Learning Centre (where permitting).

- Webinar – online webinar for developers and designers.
- Community Meeting – a presentation and question & answer session.
- Pop Up – stall at the Monbulk Produce Market.

Engagement open and close: 16 December 2022 to 24 February 2023

ECM folder:

Key dates:

- Friday 16 December 2022 – Website launch
- Week beginning 23 January 2023 – Stakeholder Meeting (1)
- Week beginning 30 January 2023 – Drop-In Session (1) & Stakeholder Meeting (2)
- Week beginning 6 February 2023 – Drop-In Session (2) & Stall at Monbulk Produce Market
- Week beginning 13 February 2023 – Drop-In Session (3) & Webinar
- Week beginning 20 February 2023 – Drop-In Session (4)

Key External Stakeholders

- MADCOW – Monbulk and District Community Opportunities Working Group.
- Property developers and designers.
- Key community/business groups of Monbulk.
- Residents living with the UDF area.

Key Internal Stakeholders

- Community Development Officer – Hills

- Senior Strategic Planner
- Senior Landscape Architect
- Metro Access Officer
- Indigenous Development Coordinator
- Project Manager Business & Traders Groups
- Place Recovery – Township Development Officer
- Senior Development Engineer
- Principal Planner
- Gender Equity Business Partner
- Coordinator Biodiversity Conservation
- Executive Officer Recreation & Living (RAL)
- Project Manager RAL

Ward Councillor:

Cr David Eastham (Chandler Ward)

Other related current local (whole of municipal) projects/engagement:

- Warburton Urban Design Framework

Other related strategic plans:

- Monbulk Community Plan – 2015-2020
- Monbulk Structure Plan 2017

Key messages:

1. Urban Design Frameworks (UDF) set out an integrated design vision for the desired future development and appearance of places.
2. UDFs provide direction for interventions that shape open space, buildings and landscape, by identifying key principles that are relatable to the place.

3. The Monbulk Urban Design framework (MUDF) is to build upon the strategic work undertaken as part of the Monbulk Community Plan and Monbulk Structure Plan in 2017.
4. The purpose of the MUDF is to provide clear design guidance regarding the development and structuring of commercial, recreational and public land within the Monbulk Activity Centre along Main Road (Central Monbulk).
5. The study area excludes residential land. The Monbulk Structure Plan adopted in 2017 provides the strategic guidance relating to the development of this area.

Potential risks for engagement and mitigation:

Risk	Mitigation	Notes
What is an Urban Design Framework? – Low – Technical Explanation		
<ul style="list-style-type: none"> • Community buy-in or support for the project is compromised • Perception Council is not listening and/or valuing the community • Community outcomes not improved 	<ul style="list-style-type: none"> • Feature the key messages above in all engagement material – including FAQ document – and reiterate as necessary in all community engagement conversations and events. • Hold regular separate (targeted) briefings with MADCOW. • Enable the community to access hard copies of the plans. 	<ul style="list-style-type: none"> • An Urban Design Framework sets out how an area will grow and develop in the future – what public spaces and places look like and how they function; land uses and development guidelines. • The UDF helps an area look and work the way people want it to. It also helps bring clarity to decision making about any new developments. • Recommendations of a UDF are fed into capital budgets, guidelines and planning controls for implementation. A completed UDF is the result of a structured process of preparation and consultation.
What is the purpose of this Project? – Medium – Problem Explanation		
<ul style="list-style-type: none"> • Community buy-in or support for the project is compromised • Perception Council is not listening and/or valuing the community • Council is promoting overdevelopment of Monbulk 	<ul style="list-style-type: none"> • Feature the key messages above in all engagement material – including FAQ document – and reiterate as necessary in all community engagement conversations and events. 	<ul style="list-style-type: none"> • Monbulk is a unique township that has a role to play in future of the Yarra Ranges. • Design guidelines are required to ensure the attributes that are loved by Monbulk residents today are captured for the future.

<ul style="list-style-type: none"> Community outcomes not improved 	<ul style="list-style-type: none"> Hold regular separate (targeted) briefings with MADCOW. Involve in mapping workshop Provide Open Community Forum Link the outcome to specific challenges community face – i.e. build the buy in so they want to see it adopted. 	<ul style="list-style-type: none"> Develop and deliver an Urban Design Framework that sets out an integrated design vision for the design future development of Central Monbulk including: <ul style="list-style-type: none"> Design analysis of the area to identify issues and opportunities. Identifying key action areas and important relationships. Identifying key sites, including those for redevelopment. Establishing development principles Visualisations of key design concepts. Recommendations to improve infrastructure to help guide capital investment. Implementation strategy through masterplans and suggested capital works projects.
<ul style="list-style-type: none"> Confusion between the purpose of the UDF and future Planning Scheme Amendment 		
<ul style="list-style-type: none"> Community might want to discuss issues outside of the scope of the UDF that are relevant to the Planning Scheme Amendment. Submissions to the UDF might be more relevant to Planning Scheme Amendment. Purpose of the UDF might not be fully understood (with other issues associated with the Planning Scheme Amendment). 	<ul style="list-style-type: none"> Undertake specific consultation events for the UDF separate to the Planning Scheme Amendment. Mention up front that this session is for the Urban Design Framework only, provide details regarding Planning Scheme Amendment process. 	<ul style="list-style-type: none"> The UDF is supporting the planning scheme amendment but it is not the planning scheme amendment. The UDF will be incorporated as a referenced document.
How is this work any different to the Monbulk Community Plan and Monbulk Structure Plan - Medium – Consultation Fatigue		
<ul style="list-style-type: none"> Community buy-in or support for the project compromised 	<ul style="list-style-type: none"> Explain how previous consultation has fed into the preparation of the UDF 	<ul style="list-style-type: none"> Community Plan - set the community aspirations

<ul style="list-style-type: none"> • Perception Council is not listening and/or valuing the community • Community expectations not met 	<ul style="list-style-type: none"> • Live FAQ document • Provide Open Community Forum • Link the outcome to specific challenges they face – i.e. build the buy in so they want to see it adopted. 	<ul style="list-style-type: none"> • Structure Plan – built upon the vision setting of the Community Plan by providing a strategic land use and layout framework. • The Urban Design Framework build's upon the vision setting and strategic direction of both plans by providing practical design solutions demonstrating both. • The UDF will help Council ensure the best possible design outcomes can be achieved to reflect the needs and expectations of the Monbulk Community.
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Actions/Activities:

Due date	Target audience/ Stakeholder	Channel/ Tool	IAP level	Key message	Notes: including resources, staffing, distribution etc	Responsible/ Lead
16 December 2022	Community & Developers	Online project hub	Consult		Online engagement platform	Scott Spargo / Engagement Team
23 December 2022	Community & Developers	Online and mailout material	Inform		Brochure	Scott Spargo
February 2023	Community & Developers	Drop-in sessions at Monbulk Living & Learning Centre	Involve		Draft copies of UDF A0 size Plans Hearing impairment aids	Scott Spargo / Engagement Team
February 2023	Developers	Webinar	Involve		Zoom/MS Teams	Scott Spargo
Ongoing	Community	Bi-monthly meetings with MADCOW	Consult		Draft UDF	Scott Spargo
Ongoing	Internal Council Officers	Bi-monthly Project working Group meetings	Involve		Draft copies of UDF A0 size Plans Trace Paper Pens	Scott Spargo
Due date	Target audience/ Stakeholder		IAP level	Key message	Notes: including resources, staffing, distribution etc	Responsible/ Lead

#	Questions for consideration	Yes	No	Unsure	Notes
1	Have we considered the Gender Equality Act (gender and intersectionality)	✓			Regular communication has been undertaken with the Gender Equity Business partners Taylor Nally and Jessica Occleston
2	Are there any legislative requirements (s223 etc)?		✓		
3	Have privacy and data management considerations been considered?	✓			The scale of the Urban Design Framework means not one specific property or person is impacted.
4	Is a Privacy Impact Assessment required/completed?		✓		
5	Is there a budget for engagement/comms?	✓			
6	Is the CE Policy reflected in the Plan?	✓			
7	How are we capturing feedback at each stage?	✓			Minute taking and circulation.
	How are we promoting the opportunity and supporting people to contribute to 'vulnerable' or less engaged populations – young people, people without internet access, all levels of intersectionality as per above?	✓			All standard measures will be taken to ensure all stakeholders are able to fully participate in this engagement process Attending meetings with the Disability Advisory Committee and Indigenous Advisory Committee to provide project progress updates.
	Have we considered low literacy levels – visuals etc	✓			Work with Metro Access officer to ensure graphics and material are legible for the visually impaired.
	Do we need to link to the webpage?	✓			
	How are we going to close the loop with the contributors and community?	✓			Update website with progress of the project. Document submissions and suggested changes in a report to Council.
	Are there any contractors/consultants involved?		✓		

	Are team resources (staff) available?	✓			
	Have we looked at timing considerations (other things that will be out at the same time)	✓			Yes Warburton UDF
	Does this project lend itself to SYR?			✓	
	Have we identified who will be moderating comments and responding on SYR?			✓	

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