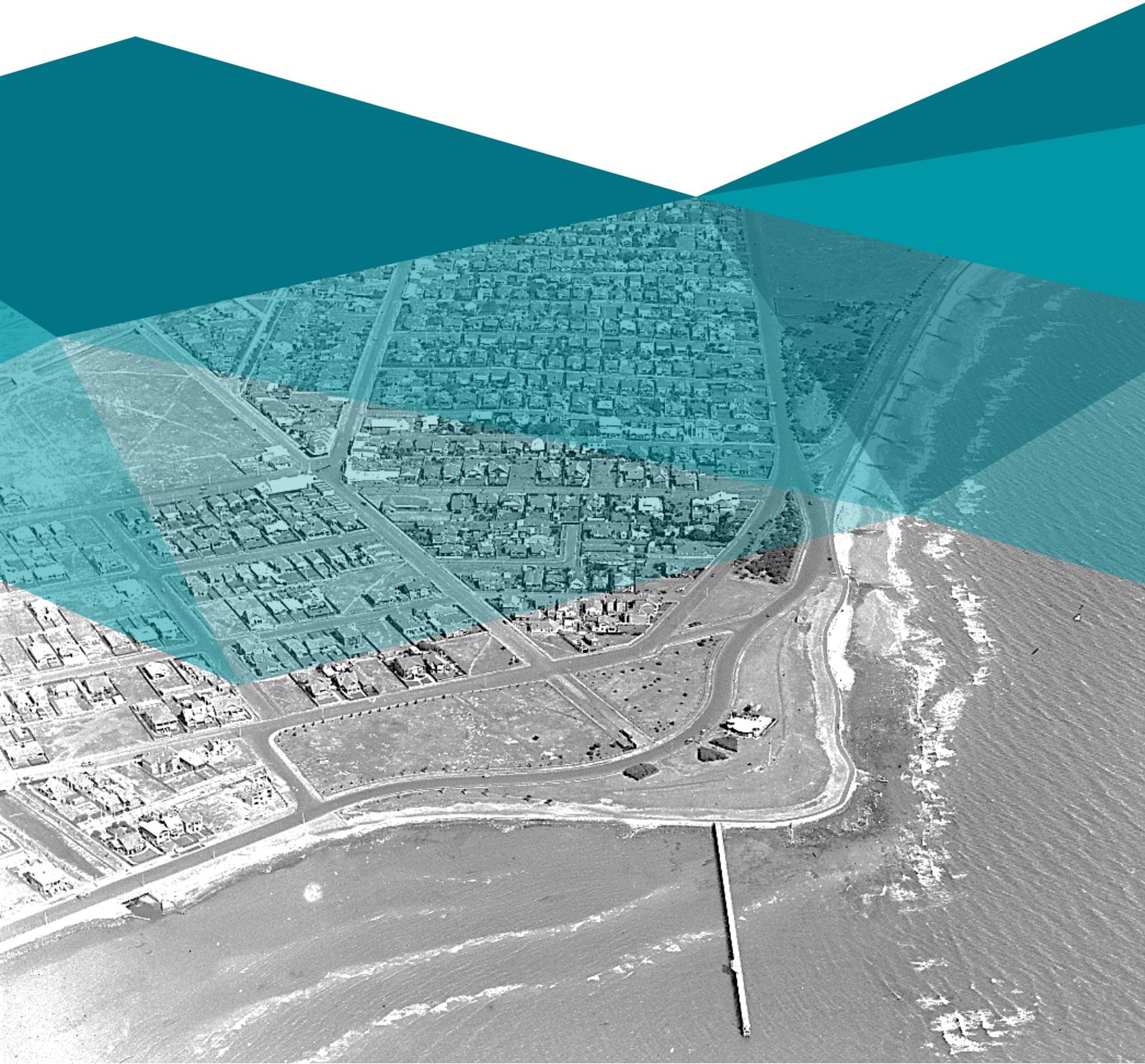




Review of the Heritage Overlay 8 Precinct

Engagement Summary Report

December 2023





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Introduction

Project background

The HO8 Review is part of the City of Port Phillip's ongoing Heritage Program to protect and conserve our city's important history.

The Heritage Overlay 8 (HO8) precinct is a large, existing heritage precinct in Elwood. The HO8 Review aims to update the existing heritage controls and to apply new controls to several properties around Glen Huntly and Ormond Roads in Elwood.

An amendment to the Port Phillip Planning Scheme is required to implement the recommendations of the HO8 Review. This process includes statutory requirements for public exhibition to all affected landowners.

Prior to finalising the HO8 Review report and citations, and commencing the planning scheme amendment process, council officers engaged with affected property owners and stakeholders.

What we set out to achieve

Council needed to inform the community about the draft findings from the HO8 Review and provide the community an opportunity to let us know what changes, if any, are needed to the report and citations, so that they can be finalised and endorsed by Council as the basis for an application to the Minister for Planning for authorisation to amend to the Port Phillip Planning Scheme.

The purpose of the engagement project was to:

- Inform affected landowners and stakeholders about the draft findings from the HO8 Review, which includes recommendations to apply, vary or delete the Heritage Overlay on various properties.
- Inform the community of Council's intentions to amend the Port Phillip Planning Scheme to apply recommendations from the HO8 Review.
- Consult with affected landowners and stakeholders to allow them to have their say on what changes are needed to the draft HO8 Review report and citations.



About this report

The purpose of this report is to document the results of engagement on the Heritage Overlay 8 (HO8) precinct Review, to:

- Ensure the engagement process is transparent.
- 'Close the loop' with participants and provide feedback on what was heard.
- Provide direction for refinement of draft HO8 Review report and citations.

Before reading this report

- Participants attending meetings with the Heritage Team were self-selecting. As such, this key themes of conversations at these events may reflect only a limited proportion of the local community.
- This report summarises key feedback from participants and does not preclude the Heritage team from considering community feedback in its original format.
- This report focuses on the engagement activities delivered by Council. It does not necessarily include meetings organised by the community or third parties.



What we did

Between Monday 6 November to Monday 4 December 2023, Council collected feedback via Council’s dedicated engagement page, ‘Have Your Say’ and meetings with the Heritage Team.

Communications activities

To get the word out about the draft findings from the HO8 Review, we did the following:

	<p>2,480 letters (2,465 domestically, 15 internationally).</p>	<p>Letters were printed and delivered to properties affected by the proposed HO8 to inform property owners, residents and businesses of the engagement process and how to have their say.</p>
	<p>Newsletters x1</p>	<p>Council included information about this project in the ‘Help Shape our City’ newsletter. This newsletter goes to subscribers who want to know about current engagement projects.</p>
	<p>‘Have Your Say’ website</p>	<p>Council’s dedicated engagement page, ‘Have Your Say’ had a project page for the Review of the Heritage Overlay 8 precinct with information on previous engagement, the draft concept plan for feedback, project timelines, contact details, and opportunities to engage.</p>

Engagement activities

Feedback was sought from affected landowners and stakeholders.



Online survey
(Have Your Say website)

An online form was available on the ‘Have Your Say’ engagement website. This form asked for community feedback on HO8 Review. People could type their feedback or upload a submission. Fourteen participants provided feedback through this mechanism. An additional six participants provided feedback through email and one in hard copy.



Stakeholder Meetings

Meetings were held with affected landowners and stakeholders who have a strong interest in the Review of the Heritage Overlay 8 precinct. The meetings included time to cover the key changes proposed in the Review, and to hear concerns and ideas from the group.

Participation

Total participation

During this project, we heard from 46 participants.

Activity	Reach	Insights
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Newsletters

2,579



More than two thirds of recipients opened this newsletter, and almost one in eight recipients clicked through to the 'Have Your Say' website.

'Have Your Say' website

**937 views
494 visitors**



Most visitors (75%) came to the website directly, or via a search engine (18%).



**25 meetings
were held.**

The Heritage Team met with 25 individuals in person at the St Kilda Town Hall, ten of which meetings were booked through the 'Have Your Say' website and the other 15 accommodated as walk-in meetings.

Participants could send questions to the Heritage Team before the meeting.

Most participants wanted to meet to better understand how the proposed changes affected their property. The majority of these people were positive about the changes, with some even praising Council's work.

A handful of participants wanted to meet to raise specific objections to the proposed changes. The key objections to emerge from these specific meetings include:

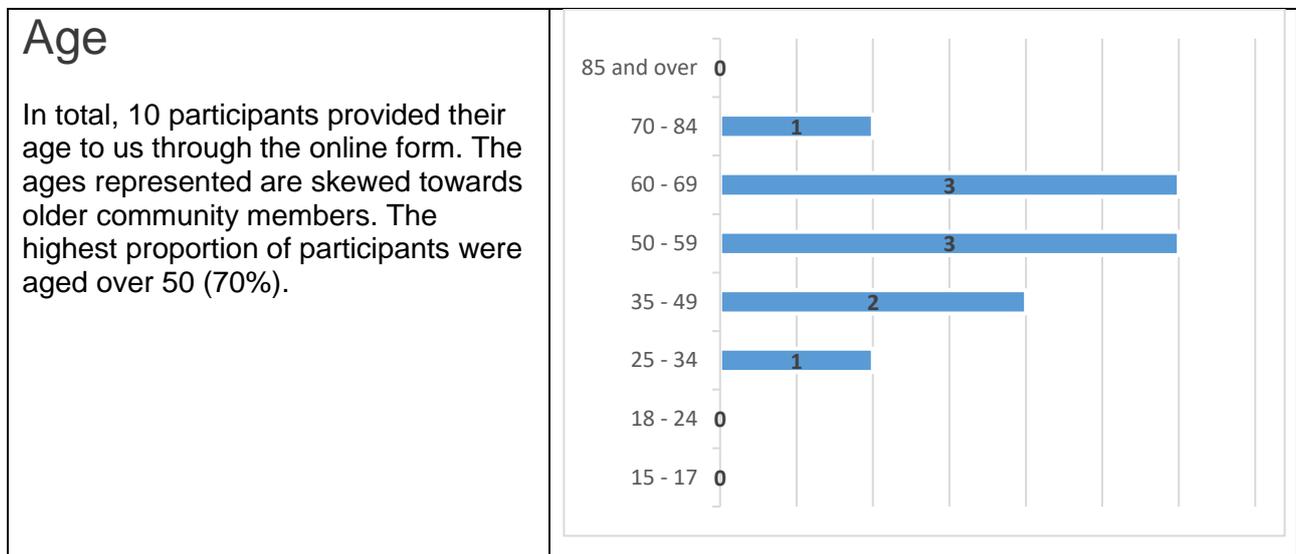


- The financial impact of the application of the HO.
- The potential development limitations caused by the application of the HO.
- The implications of the HO on works to mitigate flood risk.
- Specific objections to all or parts of the heritage assessment.

Who we heard from

Demographics

We heard from 23 participants. 14 via the submissions form on the Have Your Say Platform and 10 via meetings with the Heritage Team, we collected demographic details about the people we engaged. Please note that data was not collected for the 22 people that participated outside of the Have Your Say Platform and one participant chose not to provide their data through the Have Your Say Platform.



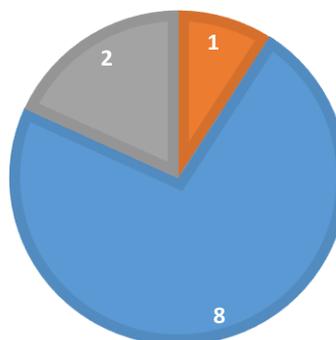
Gender

Most participants identified 'male' (8) compared to 'female' (1), however, two participants did not provide gender information.

Across the City of Port Phillip, there is a higher proportion of women (51.2 per cent) to men (48.8 per cent), and across engagement projects in 2022, the balance was 46 per cent 'female' to 45 per cent 'male'.

Therefore, it's noteworthy in this engagement most participants were men.

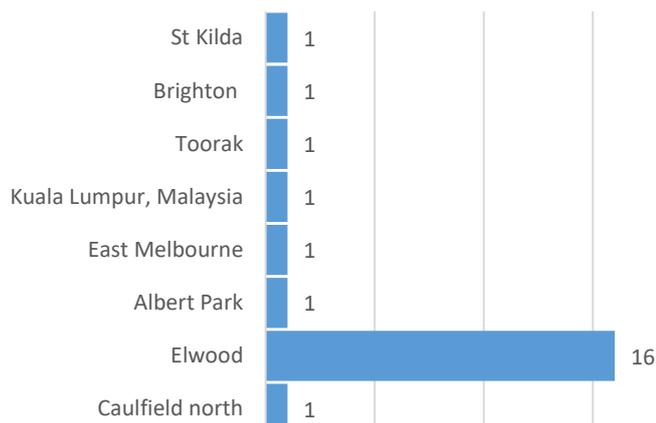
Female (woman or girl) Male (man or boy)
I'd prefer not to say



Residential Suburb

In total, 23 participants provided their suburb. In the Form most of participants that provided a submission came from Elwood (7). The rest represented a mix of suburbs.

Most participants (9 out of 10) that meet with the Heritage Team were Elwood Residents.





What we heard

Meetings

The Heritage Team met with 25 individuals in person at the St Kilda Town Hall. Ten of these meetings were booked through the 'Have Your Say' website and the other 15 were accommodated as walk-in meetings.

Most participants wanted to meet to better understand how the proposed changes affected their property. Most of these people were positive about the changes, with some even praising Council's work.

A handful of participants wanted to meet to raise specific objections to the proposed changes. The key objections to emerge from these specific meetings include:

- The financial impact of the application of the HO.
- The potential development limitations caused by the application of the HO.
- The implications of the HO on the ability to undertake works to mitigate flood risk.
- Specific objections to all or parts of the heritage assessment.

Submissions

A total of 21 submissions were received during and after the conclusion of the engagement period. Of these, 14 participants provided feedback through the Have Your Say mechanism, six provided feedback through email and one provided feedback in hard copy.

In total, 11 of the 21 submissions received objected to the proposed changes. The key themes of these objections included:

- General objection to the HO.
- Impact on property value.
- Impact on insurance costs.
- Impact on development potential.
- Impact on flood mitigation.
- Assessment dispute, e.g., grading, level of intactness.

In contrast, seven submissions were received in support of the proposed changes. These submissions were largely general in nature. However, some included specific suggestions for improvement.

The remaining three submissions received were neutral in nature. They included questions about the proposed changes or some minor suggestions for improvement.

Further activities/Next steps

Now that the engagement on the Heritage Overlay 8 (HO8) precinct Review has concluded, Council officers have passed on relevant submissions to Council's heritage consultants for the Review, Extent Heritage, for review and finalisation.

The final report and citations will be presented to Council in early 2024 for endorsement and to decide whether to implement the changes recommended through a planning scheme amendment.