

Consultation report – executive summary

Prahran Masterplan Phase 3 Community Engagement Activities

Background

The Victorian Government, through the Department of Health and Human Services, is developing a masterplan for the Prahran housing estates (Horace Petty estate and the smaller estates in Bangs, King and Essex streets). Once finalised, the masterplan will be a 'road map' for redevelopment on the four estates, delivered in stages over 20 to 30 years.

Since 2010, consultation with estate residents, neighbours, service providers, businesses and community groups has been key to the development of the masterplan.

In September 2011 (phase 1), 206 people participated in consultations aimed at considering issues and generating a shared vision for the estates.

In mid-2014 (phase 2), 346 participants considered design options by reviewing two draft masterplans.

Final phase of consultation

The phase 3 community consultation ran from 22 August to 18 September 2015 as the final opportunity to have a say prior to lodgement of the masterplan for planning approval. Participating estate residents, neighbours, service providers, businesses and community groups were presented the final, preferred masterplan, based on five core themes:

- A well-connected community
- Mix of building types
- A sustainable and vibrant community
- Open space
- Environmental sustainability.

During consultation, face-to-face community engagement included four display sessions, three public workshops and a dedicated South Yarra Public Tenants Association workshop. The community was also able to review and comment on the masterplan via a web page, with online, phone, email and mail options to submit comments and queries.

The response

A total 175 people participated in the facilitated engagement activities, 427 people visited the web page, 415 people downloaded information and 12 submissions were received by email.

Key findings

Overall, the phase 3 Prahran Masterplan consultation revealed the majority of people who participated supported all five themes of the plan.

	A well connected community	Mix of building type	A sustainable and vibrant community	Open space	Environmental sustainability
Supported	78%	60%	76%	87%	77%
Neutral	16%	22%	14%	9%	19%
Not supported	6%	18%	10%	4%	4%

Those who participated in facilitated activities were more positive than those who reviewed the masterplan individually, presumably because they had an opportunity to ask questions and to gather more detailed information while speaking with a facilitator.

The detailed feedback related to each theme revealed broad support for the:

- overall plan to renew the estates and provide open space, networks, community/retail/health facilities, new residential buildings including public/private mix and embedded environmental sustainability principles
- proposed underground car parking, particularly the ability to free-up more surface space for open space and other uses
- reconfiguring of apartment sizes for a better mix of one, two and three-bedroom options
- overall densities proposed by the masterplan
- goal of 'blurring' boundaries between the estates and surrounding residential areas
- provision of significant amounts of public open space and Stonnington City Council's future role in open space planning and maintenance
- inclusion of rooftop gardens and potential for other, varied open space options.

The common concerns with the masterplan included the:

- lack of detailed design and how the final development would ultimately reflect:
 - user needs and safety
 - high design standards (for example, disability access, cycling infrastructure)
 - high-quality fittings and finishes and pleasing aesthetics
- design of some specific elements:
 - the heights of some proposed buildings (the 16-storey buildings and some buildings at the interface of the estates and surrounding residential areas)
 - the lack of information about where facilities such as the adventure playground will be relocated
 - the Malvern Road barrier to open space continuity and pathway connections
- possible impact of the public/private mix proposal on future provision of public housing and on the retail mix and affordability given the proximity to Chapel Street.

Observations

Participants said the consultation was 'interesting', 'involving' and 'fun' and that facilitators were 'very approachable' and 'knowledgeable' and 'listened to and valued views'.

The lower level of participation relative to previous phases could reflect the ‘masterplan fatigue’ indicated by some participants who had been in conversations about the renewal process since 2010. They now were keen for the plan to proceed to implementation.

Feedback supported the observation that people are generally satisfied with the masterplan. All five themes of the masterplan were supported by the majority who participated in the activities and there was strong support for the overarching goals and for progressing the masterplan and housing renewal.

Next steps

The findings outlined in this report have been compiled to complement the submission of the masterplan for planning approval.

Further information and updates can be found on [Prahran estate renewal](http://www.prahranrenewal.com.au) <www.prahranrenewal.com.au>.

To receive this publication in an accessible format email Prahran.renewal@dhhs.vic.gov.au

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