Draft Lilydale Structure Plan

Consultation and Engagement Report

May 2022

Yarra Ranges Council

Acknowledgement of Country

We respectfully acknowledge the Traditional Owners, the Wurundjeri People as the custodians of this land.

We also pay respect to all Aboriginal community elders, past and present, who have resided in the area and have been an integral part of the history of this region.

This report has been prepared by Yarra Ranges Council in conjunction with Capire Consulting Group and published by Yarra Ranges Council in 2022.

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yarraranges.vic.gov.au
mail@yarraranges.vic gov.au
Phone: 1300 368 333

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EXECUTIVE SUMMARY

The purpose of this report is to provide a summary of the findings from the engagement on the Draft Lilydale Structure Plan. These findings will inform the final Lilydale Structure Plan which will set the future of Lilydale for the next 20-30 years.

Four key directions within the Draft Lilydale Structure Plan were tested with the community throughout this phase of engagement.

KEY DIRECTION 1 **New centres for the community**

KEY DIRECTION 2 **Support a growing township**

KEY DIRECTION 3 **Improve traffic & transport infrastructure**

KEY DIRECTION 4 **Create inviting streets & spaces**

The findings of this report will be used to inform updates and changes to the draft Structure Plan. The final Lilydale Structure Plan will then be considered by Council for adoption in July 2022.

Community engagement on the draft Structure Plan occurred between Thursday 16 December 2021 and Monday 28 February 2022 with approximately 240 responses received via focus groups, survey responses and written submissions

A summary of the key findings under each key direction is outlined below.

Key Direction 1: New centres for the community
- A new centre for the community should have access to public transport and be close to existing community facilities and spaces.

Key Direction 2: Support a growing township
- Concern than an increase in higher density housing will destroy Lilydale's character and lead to more traffic and overcrowding.
- An increase of higher density will lead to a more vibrant centre, with improved accessibility and more diverse housing options.

Key Direction 3: Improve traffic and transport infrastructure
- An interim solution for traffic in Main Street (until a bypass is constructed) is to rationalise access to service roads and side streets, to make traffic flow more smoothly and reduce confusion for all types of transport and focus on high-quality connections to intersecting streets.

Key Direction 4: Create inviting streets and public spaces
- Create inviting streets and public spaces by having places for people to gather comfortably and that connect well to outdoor spaces used by local businesses where possible.

Definitions. The following key definitions for common terms are used in the design and delivery of community engagement as stated in the Yarra Ranges Council's Community Engagement Policy (2021).

Community engagement: The process Council undergoes to exchange information with the community, using data, insights, and ideas to inform decisions or solve problems.

Stakeholders: Individuals or organisations that would be affected by, or highly interested in, a decision made by Council.

INTRODUCTION

Report purpose

The purpose of this report is to provide a summary of the findings from engagement on the Draft Lilydale Structure Plan. These findings will inform the final Lilydale Structure Plan which will guide land use and development in Lilydale for the next 20-30 years.

Consultation was undertaken by Council with assistance from Capire Consultants, which is a consultancy firm specialising in community consultation. Capire assisted Council with messaging, general consultation strategy, the development of a survey, and in running two focus groups. After consultation ended, Capire assisted with interpretation of the consultation results, which Council has used in formulating this report.

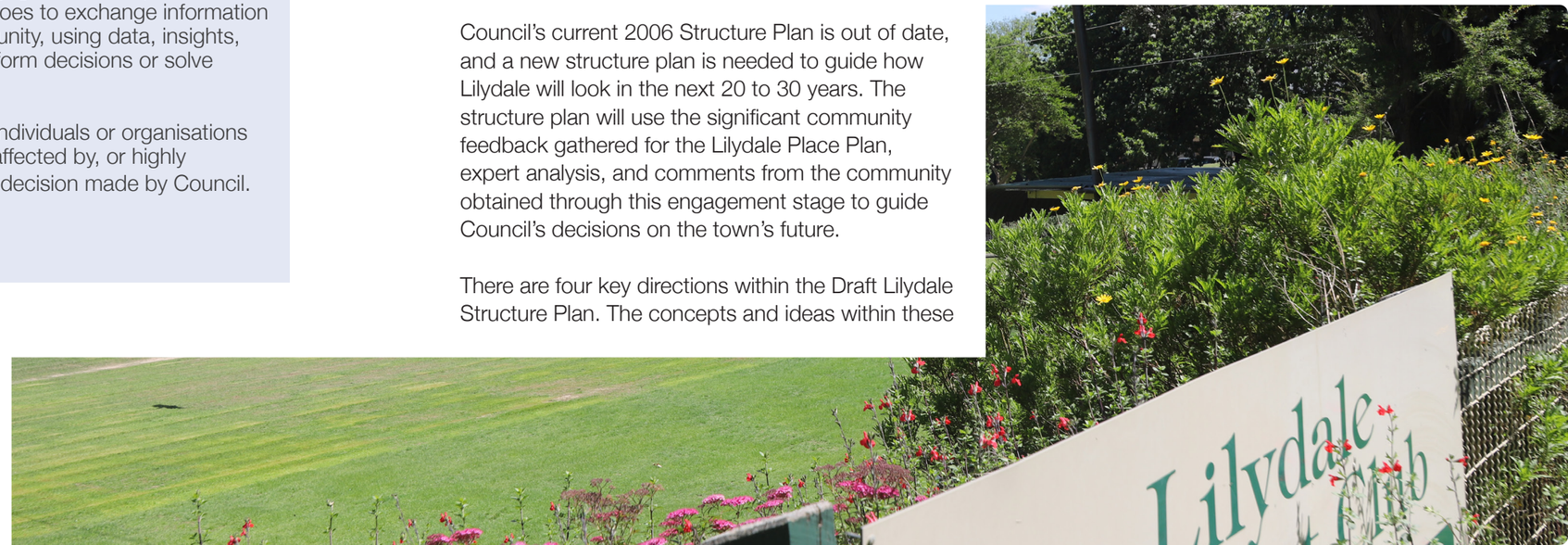
Project background

Lilydale is one of the largest towns in the Yarra Ranges and the gateway to the Yarra Valley. It is identified by the State Government and Yarra Ranges Planning Scheme as a Major Activity Centre. It is also one of the municipality's fastest-growing towns, and in coming years significant projects will dramatically alter the way the town looks and functions. These projects include the Lilydale train station works and level crossing removal, and the development of the former Lilydale Quarry (also known as Kinley).

Council's current 2006 Structure Plan is out of date, and a new structure plan is needed to guide how Lilydale will look in the next 20 to 30 years. The structure plan will use the significant community feedback gathered for the Lilydale Place Plan, expert analysis, and comments from the community obtained through this engagement stage to guide Council's decisions on the town's future.

There are four key directions within the Draft Lilydale Structure Plan. The concepts and ideas within these key directions were tested with the community in this stage of engagement.

The limitations of the engagement process and analysis of findings are outlined below:
- The engagement program included multiple opportunities for participants to contribute. Some people may have taken part in multiple engagement activities, for example completed the survey and participated in one of the focus groups. This may mean that their views have been captured more than once.
- Council tried to reach a diverse representation of the Lilydale community through a range of promotion activities (see the 'Who We Spoke To' Section of this report).
- People who participated in the engagement self-selected to take part. As such, whilst every effort has been made to gather the views of stakeholders and the community, the information in this report does not reflect the views of the whole community.
- Capire has reported on information documented by participants and interpreted the information to represent the views of participants as close-ly as possible. In some instances, participants did not respond to all survey questions, this has meant that some questions received fewer responses than others.
- Survey respondents were asked about their relationship with Lilydale and could only select one option – this may have impacted responses if a respondent lived in Lilydale and also worked in Lilydale.



WHO WE SPOKE TO

This section outlines the engagement activities undertaken and lists the communication and promotion channels used by Council.

The purpose of the engagement was to communicate the project rationale and how the previous engagement findings informed the draft Lilydale Structure Plan.

Throughout the engagement, feedback was sought on the following key directions:

- Key direction 1: new centres for the community
- Key direction 2: support a growing township
- Key direction 3: improve traffic and transport infrastructure
- Key direction 4: create inviting streets and public spaces

Participation

Figure 1 shows an overview of the participation throughout the communication and engagement activities.

During the engagement period the Lilydale Structure Plan project webpage had 7,432 page views

299 emails were sent to announce the project and direct people to the webpage

3 Unpaid Facebook posts reaching a total of 24,374 people

30 Static signs were placed in high foot traffic locations around Lilydale

17 people participated in themed focus groups, 9 discussing Housing and liveability, and 8 Business and Investment participants

197 community members responded to and completed the online survey

A total of 22 written submissions were received from community members, developers, and planning consultants

*Figure 1. Overview of communication and engagement participation

Activities

The engagement occurred between Thursday 16 December 2021 and Monday 28 February 2022. Council used various communication, and engagement activities to promote the project and capture the voices of stakeholders and the wider community. These activities along with the timing and details are outlined below.

COMMUNICATION AND PROMOTION	
Project webpage 6 December 2021 - 28 February 2022	The engagement webpage, Lilydale Structure Plan on Council's Shaping Yarra Ranges, provided project information accessible to the public. Information included the Draft Structure Plan, Frequently Asked Questions, a video outlining the key aspects of the project and expert background reports. The webpage gathered feedback via an online survey, provided a registration form for people to attend a focus group session and details of how to make a written submission, or seek further information. During the engagement period the webpage was viewed 7,432 times – ranking as the fifth highest visited Yarra Ranges webpage.
Online Launch Information Session 20 December 2021	An overview of the project was given via an Online Launch Information Session, where the main themes of the draft Lilydale Structure Plan were explained in more detail. A recording was included on the project webpage for the majority of the engagement period.

COMMUNICATION AND PROMOTION	
Direct notification (emails) 21 December 2021	Emails to announce the project and direct people to the project webpage were sent to: • 243 people who had signed up to be informed about the project • 22 local developers • 22 owners of key commercial land • 2 State/Federal MPs • 10 external government agencies Emails were also distributed to mailing lists from other the Council departments including Community Wellbeing (Indigenous Development) and Community Development. Hard copy letters were sent to those community members without an email address.
Media Release 17 December 2021	A media release outlining the purpose of the project and encouraging participation was sent to local media.
Newspaper advertisement 21 December 2021	Local newspaper advertisements appeared in the Lilydale and Mt Evelyn Mail to announce the project and direct people to the project webpage.
Unpaid Facebook posts 16 December 2021 7 January 2022 20 January 2022	Facebook was used to promote the project and direct people to the project webpage. The three posts resulted in reaching 24,374 people, 680 link clicks through to the project webpage, and 333 total comments.
Paid targeted social media advertisement (Facebook & Instagram) 23 - 28 February 2022	Paid targeted advertisements on Facebook and Instagram were used to promote the project and encourage survey responses. The advertisements were targeted at males due to being an under-represented group at the time in the survey responses. The paid targeted adverts resulted in 156 link clicks through to the website, and 37 total comments.
Static signage 12 January – 28 February 2022	A total of 30 static signs were located at high foot traffic areas around Lilydale to promote the project; these included a QR code that directed people to the project webpage on Council's Shaping Yarra Ranges page.
Postcards 12 January – 28 February 2022	Promotional postcards were left on counters at key businesses along the Main Street.
Hard copies of Draft Structure Plan Throughout the engagement period	Hard copies of the Draft Structure Plan were available at all Council community links and mailed on request.

ENGAGEMENT ACTIVITIES

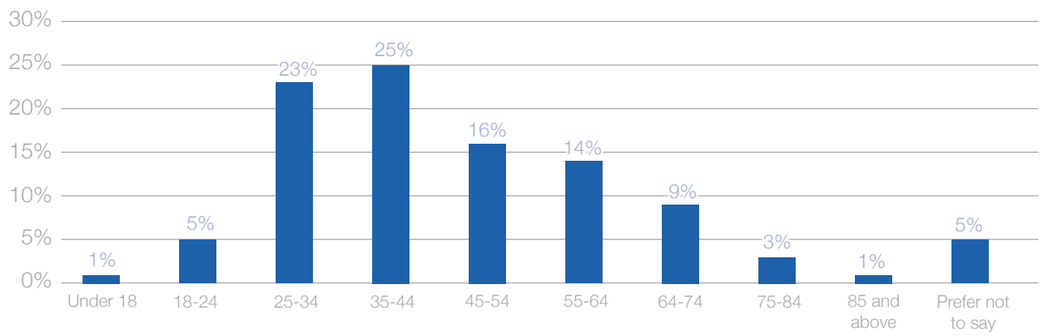
Online survey 16 December 2021 - 28 February 2022	The survey gathered feedback on the project webpage on Council's Shaping Yarra Ranges page (See Appendix A for survey questions). The survey received 197 survey responses, which have been shown in this report.
Focus groups 16 February 2022 23 February 2022	Two 1.5-hour online facilitated themed focus groups were held with stakeholders and community members to have in-depth conversations on: • Housing and liveability • Business and investment.
Briefings 8 December 2021 2 February 2022	Council delivered two briefings: Lilydale Youth Advisory Committee and Lilydale Township Action Group. At the briefings Council accepted verbal submissions from participants.
Lilydale Township Action Group (LTAG) meeting 2 February 2022	Council held a meeting with LTAG to present an overview of the project and seek feedback on the key directions.
Written submissions 16 December 2021 - 28 February 2022	A total of 22 written submissions were received from community members, developers, and planning consultants.

Survey Demographics

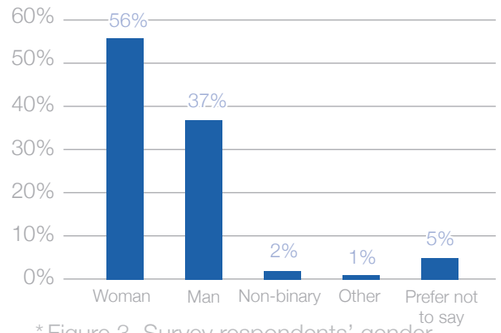
This section outlines the demographics of the 197 participants who completed the survey. Participants were asked to identify their age group, gender, whether they or anyone in their family have a disability, and their relationship to Lilydale.

Age

As shown in Figure 2, most survey respondents were aged between 25 and 74 years of age. One per-cent was younger than 18 years of age, and one per-cent older than 84 years of age.



* Figure 2. Survey respondents' age groups (n=197 responses)



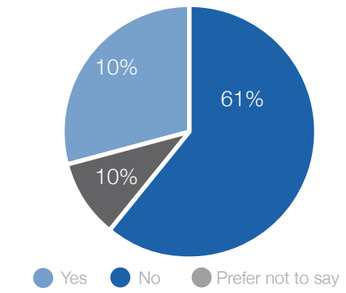
* Figure 3. Survey respondents' gender (n=197 responses)

Gender

As shown in Figure 3, 56 per-cent (110 respondents) of survey respondents identified as female, whilst 37 per-cent (73 respondents) identified as male. Two per-cent of respondents identified as 'non-binary' and one per-cent as 'Other'.

Disability

As shown in Figure 4, 29 per-cent (57 respondents) of survey respondents responded they or someone in their family have a disability.

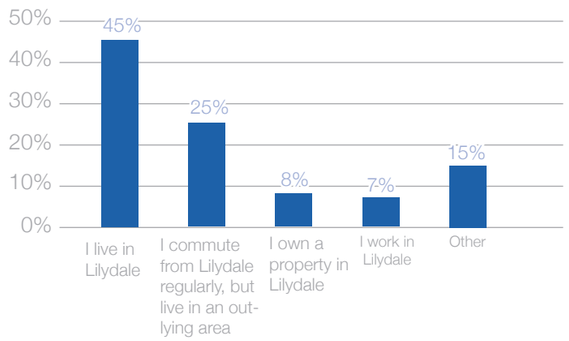


* Figure 4. Whether the survey respondent or anyone in their family have a disability (n=197 responses)

Relationship with Lilydale

As shown in Figure 5, 45 per-cent (89 respondents) of survey respondents identified they live in Lilydale whilst 25 per-cent (50 respondents) identified they live in an outlying area but regularly commute from Lilydale.

The 15 per-cent of respondents who selected the 'Other' category include respondents who volunteer and access shops, healthcare, and the theatre in Lilydale, live nearby, have family or friends who live in Lilydale, commute through Lilydale, and have previously worked in Lilydale.



* Figure 5. Survey respondents' relationship with Lilydale (n=197 responses)

WHAT WE HEARD

KEY DIRECTION 1

New centres for the community

A new centre for the community should have access to public transport and be close to existing community facilities and spaces.

This section outlines the engagement results for key direction 1 from the survey. Refer to Appendix A for the survey questions.

To help inform Council's thinking on a preferred location for a new centre for the community, survey respondents were asked to rank criteria in order of importance (1 being most important to 6 least important).

According to survey respondents, 'Access to public transport and central areas of Lilydale' was the most important criteria. This was followed closely by 'Access to existing community facilities and spaces, such as parkland, cultural and recreation facilities'.

Suggested sites by survey respondents:

- Refurbish the old Lilydale Train Station whilst recognising its heritage.
- In or near the library area.
- Incorporate the new Civic Centre.
- Opposite Olex cables to not worsen traffic issues.
- In the Lilydale Quarry (Kinley) re-development site.
- At the end of Market Street and incorporate the Youth Club site.
- Near Lilydale Lake.
- Develop the Senior Citizens Club site into a multi-level and multi-use facility.

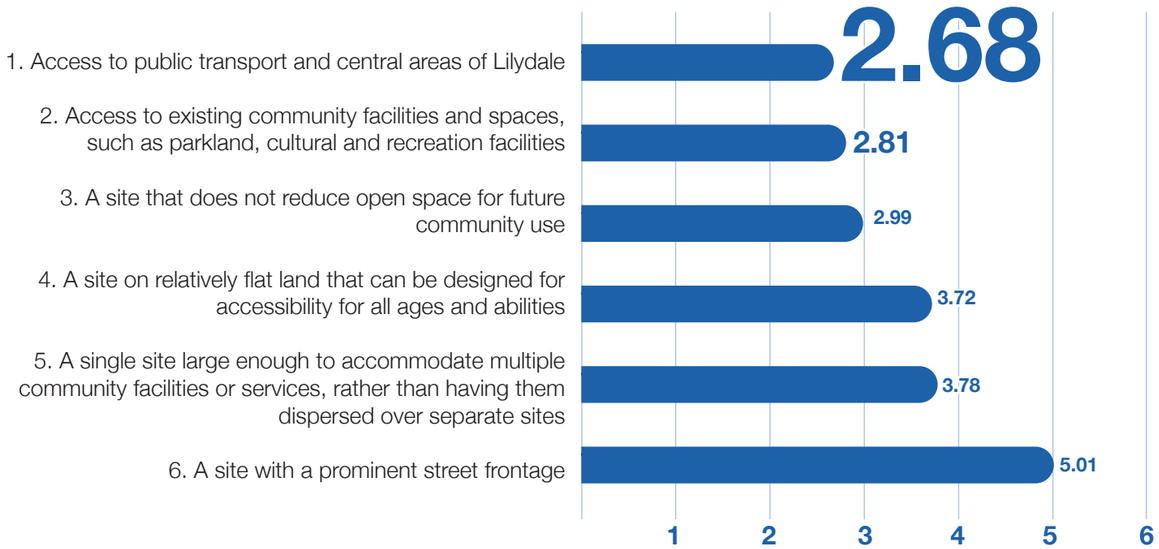


*Figure 6. Survey respondent's ranking of criteria for a preferred location for a new center for the community (n=186 responses)

The below table summarises the engagement results for key direction 1 from all engagement activities. Refer to Appendix B for a summary of each submission received.

FEEDBACK	
Objective 1 Community Hub	Feedback sessions raised a query if any current facilities will be removed to make way for the community hub. The location of the facility site is not yet determined and is subject to further investigation.
	Many of the detailed suggestions provided within the engagement period included important criteria for the community hub site. Suggestions included: • Sufficient parking with wide parking bays • Reflect and incorporate the history and heritage of Lilydale, including historical sites and the land and culture of local Aboriginal people • Incorporate open space whilst protecting flora, fauna, and old trees • Accessible and safe for all community members • Large enough to provide multiple community facilities for many groups and be a 'one-stop-shop' • The location should not be in an area subject to flooding
	General feedback noted the lack of specific mention of young people in the Structure Plan outside of youth facilities as part of a new community hub, the Melba Park area, and the need for youth involvement in a Local Indigenous Heritage Study.

KEY DIRECTION 2

Support a growing township

This section outlines the engagement results for key direction 2 from the survey, focus groups, and written and verbal submissions. Refer to Appendix A for the survey questions.

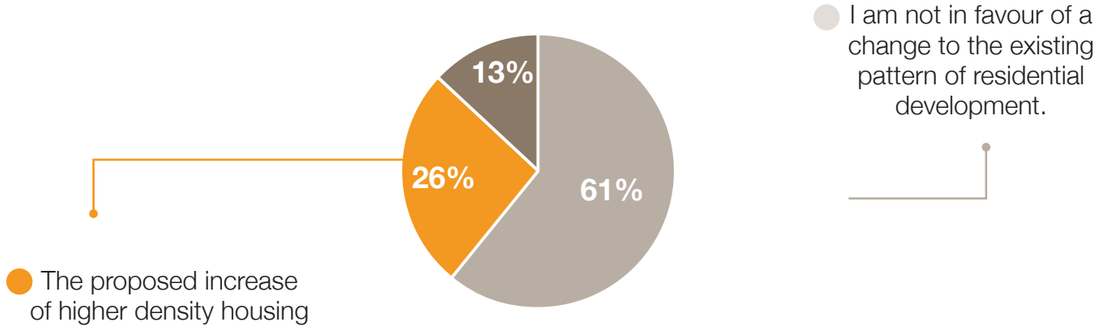
Housing and Built Form

As Lilydale grows, provision of diverse housing that meets the needs of the existing and future population is required. The Draft Structure Plan proposes locations where higher density development may occur in the town centre. The area near the new train station is identified as a key opportunity, with buildings of up to 6 storeys proposed, instead of the 3-4 storeys allowed by current planning controls.

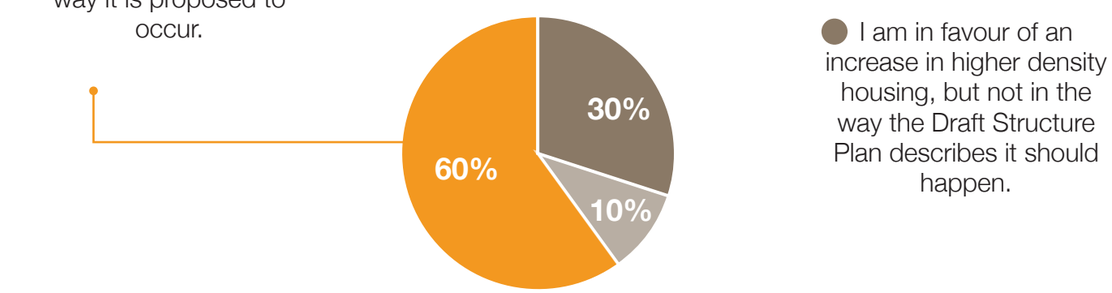
To help Council, survey respondents were asked to consider proposed increased heights and indicate the statement that best describes their opinion. Results are shown below in Figure 7.

'I am not in favour of a change to the existing pattern of residential development' was selected by 61 per-cent (118 respondents) of survey respondents.

In contrast, as shown in Figure 8, only 10 per-cent (one participant) of 'housing and liveability' focus group participants were 'not in favour of a change to the existing pattern of residential development' after the focus group.



* Figure 7. Survey responses on which statement describes their opinion on the proposed increased heights in the town centre (n =194 responses)



* Figure 8. 'Housing and liveability' focus group participants responses on which statement describes their opinions on the proposed increased heights in the town centre after the focus group (n=10 responses)

This section summarises the engagement results for key direction 2 from all engagement activities. Refer to Appendix B for a summary of each submission received.

	FEEDBACK
Objective 6. Housing Density	Overall there was a varied response to the concept of creating increased residential density in the town centre, with apartments and mixed-use buildings. For some, there were concerns over how this would affect character, views, infrastructure, heritage and other issues. However, there was also strong feedback received that supported the idea of a 20 minute neighbourhood to improve accessibility, housing diversity and alleviate development pressure in surrounding streets
	Several submissions had concerns over the proposed increased housing density within the town centre, with suggestions this land could be reserved for community use, with higher densities instead situated around the periphery of the town centre.
	Concern around changes to the existing or proposed pattern of residential development included: • Apartment development requires adequate access to open space • May not be an appropriate gateway to the Yarra Valley • Will create overcrowding, and increase traffic issues and parking demand • Could result in the local streets becoming unsafe for emergency vehicles • Not wanting to emulate height of development in Box Hill, Ringwood, Mitcham, Croydon or Dandenong • A lack of demand and inconsistent land ownership patterns preventing apartment style buildings • Creating uncertainty for developers, reducing development in the area • Six storey buildings could destroy Lilydale's unique character, views, heritage, and country feel • Wanting to prioritise existing infrastructure for current residents and new businesses (for example, roads, sewerage, waste collection and retail) • Concern that current infrastructure, such as transport infrastructure, will not support increased population • The issues of high-density living on residents such as increased mental health issues, climate change, overshadowing, and reduced privacy
	Supportive feedback for the proposed increase of higher density housing included: • An increase of higher density will lead to a more vibrant centre, with improved accessibility and more diverse housing options • An acknowledgement of the need to increase the population and population density to support an improvement to infrastructure • Understanding increased population density on Main Street is the most practical and sustainable option to reduce urban sprawl and protect the green wedge • This proposal will help younger residents stay in Lilydale and help reduce population density and parking issues in local streets • Support for the proposed setbacks, shadowing and retention of local heritage buildings • Increased population on Main Street may provide an opportunity for retail and restaurants to close later and create a safe environment after dark
Objective 7. Diverse Housing	The opportunity for the inclusion of apartment style living close to transport to provide accessible housing for people of all ages and abilities was seen as very important in the feedback.
	Feedback included concerns that the proposal to reduce density in residential areas zoned Residential Growth Zones (RGZ) by rezoning to General Residential Zone (GRZ) may limit the ability for diverse and affordable housing, which currently is well provided for in the RGZ.
	Feedback noted there should be a greater emphasis on wellbeing within the Lilydale Structure Plan.
	Concerns were raised over the requirement for a train station at Kinley as a condition for encouraging diverse housing.

	FEEDBACK
Objective 8. Built Form	Feedback supported the proposed setbacks, creating a vibrant place for people instead of cars, presenting opportunities for greenery and shade, 'eyes on the street' from all levels, and outdoor dining. Comments indicated that design should consider the urban heat island effect, wind tunnels and overshadowing.
	Shared open space and rooftops was seen as an important inclusion, providing opportunity for greening and cooling, while presenting challenges such as tree selection and additional cost to developers.
	Feedback strongly supported environmentally sustainable design for new developments. Comments specifically encouraged design that considers solar access, rainwater collection, green walls, respecting neighbourhood character and underground power lines.
	Overall responses recognised the benefit of the proposed landscaping and corners, including increased greenery and improvements to accessibility. Further comments suggested it will increase 'eyes on the street' however will require the introduction of design controls.
	Mixed views and suggestions were provided around the proposed increased heights, these included: • They are in the right area, however there are concerns regarding the number of storeys, suggestions include constraining building heights to four stories • Suggestions requested that consideration be given to building heights beyond those proposed at gateway sites and the highway edge, relying on urban design principles to provide for a sense of enclosure and place • Support was noted for the design strategies which demonstrate how higher buildings can fit with the character of the town • Balancing increased height with setbacks is seen as important, with feedback supportive of building designs that do not compromise streets and public places • Increased buildings heights on the Main Street could detract from the township feel, and may not compliment the new station
	Feedback supported addressing inconsistencies with the Design and Development Overlay (DDO7) to rectify contradictory information on height for applicable zones in some areas.
	There was strong support for enhancing Lilydale's heritage buildings, specifically to ensure larger developments respect heritage buildings, and ensuring the heritage buildings within the Kinley precinct can achieve commercial uses in the future.

Activity Centre Zone

Key Direction 2 contains commentary on the most appropriate zone for land near the new train station in Lilydale, currently in a Commercial 2 Zone (which generally encourages light industry and bulky goods retailing). It recommends that the Activity Centre Zone (ACZ) may be beneficial, in order to break the area into separate precincts where different land uses and characteristics would be encouraged. The ACZ is a flexible zone that allows for this, and could encourage mixed-use buildings in this area, consistent with the Structure Plan.

	FEEDBACK
Objective 9. Lilydale as a Major Activity Centre	The responses identified challenges presented by the proposed rezoning from C2Z to ACZ, including sufficient local parking for residents, workers, and visitors. Feedback highlighted the opportunity for angled parking to provide further parking on Main Street for retail and hospitality visitors (not apartment residents).
	Comments noted other than retaining some residentially zoned land in the Residential Growth Zone (RGZ), there is an opportunity to include it in the Activity Centre Zone (ACZ), which could provide better flexibility to ensure these areas are effectively integrated with the town centre.
	Concern was raised over land around Lilydale town centre, suggesting Residential Growth Zone (RGZ) should be retained as it allows for a higher development yield.
	The survey and focus groups respondents provided a variety of suggestions to support a growing township, these included: • Ensure high-quality sustainable buildings that compliment and match Lilydale's character, including green walls and not modern minimalistic architecture • Ensure apartments cater for all needs and household sizes • Prioritise tree retention and a natural street scape, including trees that offer shade to footpaths • Preserve and retain heritage buildings • Ensure all apartments are allocated three car-parking spots and assess changes in traffic and car parking • Underground electrical and communication cables • Introduce commercial and (light) industrial infrastructure such as car services nearby

Employment Land

Key Direction 2 also contained a concept for a new 'Enterprise Precinct' on Melba Avenue, as a place that would encourage creative synergies between industry, education, tourism and other sectors. This is a location between Box Hill Institute, the Lilydale High School, and the northern precinct of the Kinley development, and potentially suited to a change in land use to address the growth occurring on those sites.

	FEEDBACK
Objective 10. Employment Land	Feedback was supportive of the proposed new 'Enterprise Precinct', and recognised the opportunities presented by its proximity to Box Hill Institute, Lilydale Train Station, and an increasing number of businesses. The challenges identified were access to the new precinct including the rail crossing removal at Melba Avenue, and timing and design of the bypass.
	A request was received to provide clarity over the land for rezoning in the investigation of rezoning land to a Commercial 3 Zone.
	Feedback highlighted a site-specific inconsistency between land use and the planning scheme mapping for the C2Z zone, to be addressed as part of a tidy up amendment by Council.
	Comments noted it cannot be presumed that commercial development at Kinley will play a complementary role to Main Street and the town centre. Concerns were also raised that the extent of commercial land proposed in the Lilydale town centre is unviable.

KEY DIRECTION 3

Improve traffic & transport infrastructure

This section outlines the engagement results for key direction 3 from the survey, focus groups, and written and verbal submissions. Refer to Appendix A for the survey questions.

The Draft Structure Plan explains that until a bypass is delivered, Main Street will continue to be the priority traffic and freight route through the town. To help inform Council's response to assist Main Street during this period, survey respondents were asked to rank statements in order of importance (1 being highest importance and 5 being least important). Results are shown below.

According to survey respondents, the most important statement was 'An interim solution for traffic in Main Street (until a bypass is constructed) is to 'rationalise access to service roads and side streets, to make traffic flow more smoothly and reduce confusion for all types of transport'. This was followed by 'Focus on high-quality connections to intersecting streets, such as with new signage, planting, and street furniture'.

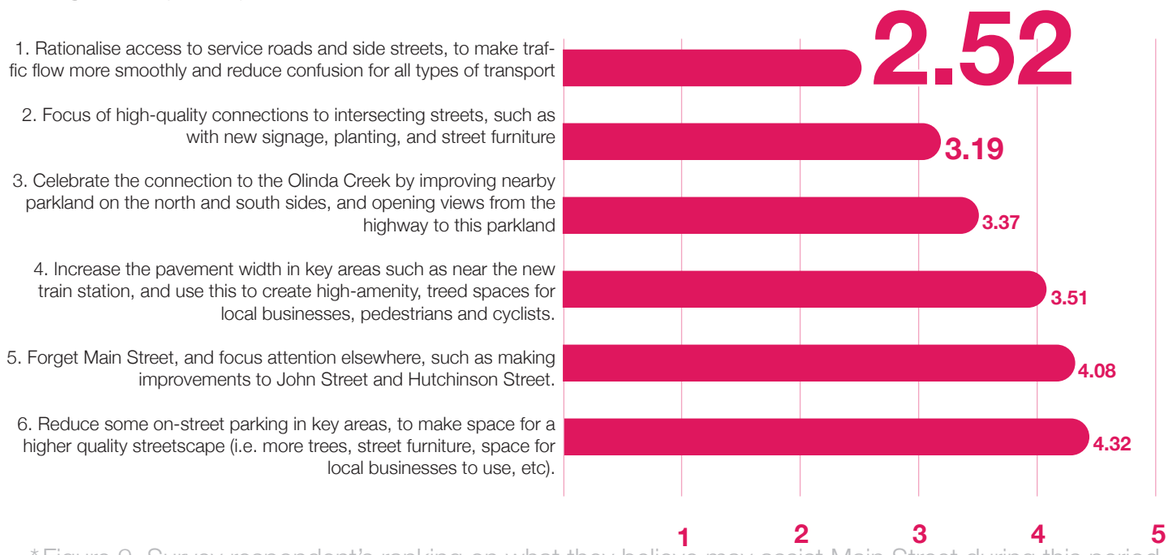


*Figure 9. Survey respondent's ranking on what they believe may assist Main Street during this period prior to the bypass (n=186 responses)

This section summarises the engagement results for key direction 3 from all engagement activities. Refer to Appendix B for a summary of each submission received.

	FEEDBACK
Objective 11. Enhancing The Main Street as the Heart of Lilydale	Several comments found the Lilydale Bypass content unclear and noted the urgency of studies to support this State Government project. One suggestion noted that the road improvements may not reduce congestion.
	Overall feedback supported the Main Street being revitalised as a high-amenity, community-based area. Suggestions were received to make the bypass a priority and only reduce Main Street traffic flow once it is built. An alternative suggestion was to consider reducing the number of pedestrian crossings and traffic lights along Main Street.
	Concerns were noted that a raised bypass would impact vehicle access to the northern areas of the Kinley precinct, which may affect the viability of land uses in these precincts.

	FEEDBACK
Objective 12. Safe, accessible and well-connected Roads	Feedback included a request to re-address the new intersection at the Lilydale Train Station, including the one-way access, and inclusion of signage or yellow hazard lines to show the merging
	Suggestions included the introduction of a pedestrian overpass/underpass or traffic lights at several key locations; Main Street and Hutchinson Street; the new road by Olinda Hotel; and the proposed road east along Lilydale High School's boundary.
	General feedback around the road connections and key locations included: • Ensuring Kinley has easy access to the town centre and train station • Improve connections and movement from Lakeview Estate to Lilydale town centre • Lilydale high school may be impacted from the proposed bypass
	Overall support was strong for exploring the undergrounding of powerlines, with additional suggestions for exploring addressing any drainage issues.
Objective 13. Walking and cycling	Feedback was supportive of delivering adequate public lighting to increase safety and passive surveillance for walking and cycling.
	Requests were received for larger shade trees to be planted along walking/cycling paths.
	Overall support was received for creating a highly connected cycling network in Lilydale with a suggestion given to show in the Structure Plan an extension to the Lilydale-Warburton trail to the new train station along Cave Hill Road.
Objective 14. Public Transport	Feedback was supportive of the proposed duplication of the rail line to Mooroolbark and the new station at Kinley.
	Additional suggestions for improving public transport and access included introducing an orbital bus route or light rail, and prioritising buses at the new interchange via new bus turning lanes.
Objective 15. Accessible Car Parking	Feedback was consistent around ensuring no parking is removed from the main street, and provide for enough car parking for all existing and proposed retail. Comments were supportive of providing convenient on-street parking in central Lilydale, with convenient access to shops.
	Comments include a request for consideration be given to reducing the amount of parking provisions for buildings near public transport. Concerns were also raised around how residents of the Kinley development will access parking and parking at stations in the area.
	Overall feedback was supportive of encouraging new developments and infrastructure to provide sufficient on-site parking.
	Comments highlighted a continued demand for park and ride facilities, as Lilydale is a commuter destination with access to the rail system. Feedback supported the investigation for a multilevel car park and suggested investigating an underground option and locating the car park close to the new train station.

KEY DIRECTION 4

Create inviting streets & spaces

Create inviting streets and public spaces by having places for people to gather comfortably and that connect well to outdoor spaces used by local businesses where possible.

This section outlines the engagement results for key direction 4 from the survey, focus groups, and written and verbal submissions. Refer to Appendix A for the survey questions.

To assist Council in future planning for the smaller parkland areas, survey respondents were asked to rank statements in order of importance (1 being the most important and 5 being the least important). Results are shown below in Figure 10. According to survey respondents, 'Places for people to gather comfortably (i.e., shade, street furniture, nearby toilets)' was the top priority.

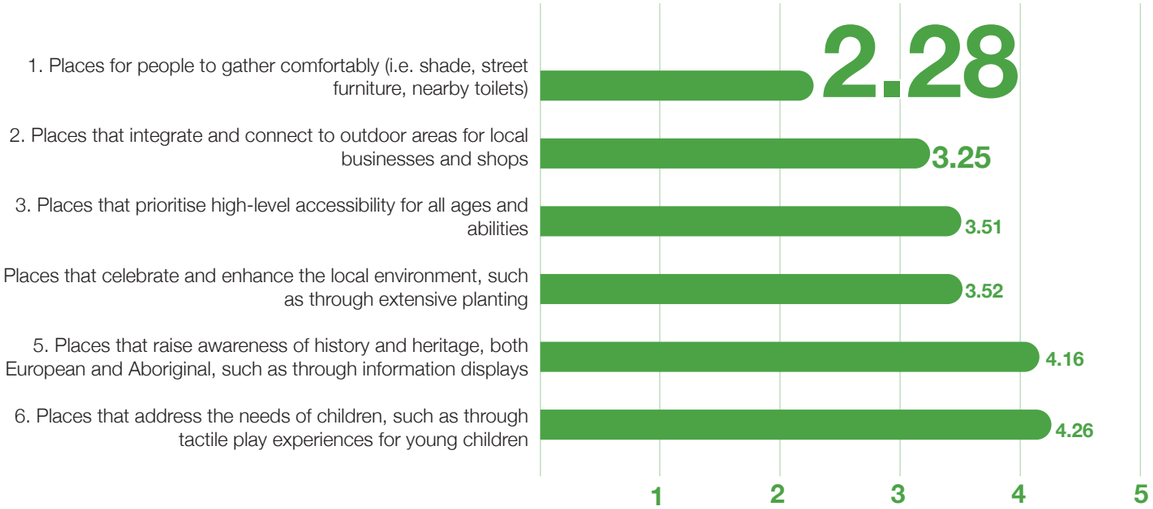


*Figure 10. Survey respondent's ranking (to 2 decimal points) on priorities to indicate the types of spaces small parkland should be (n=186 responses)

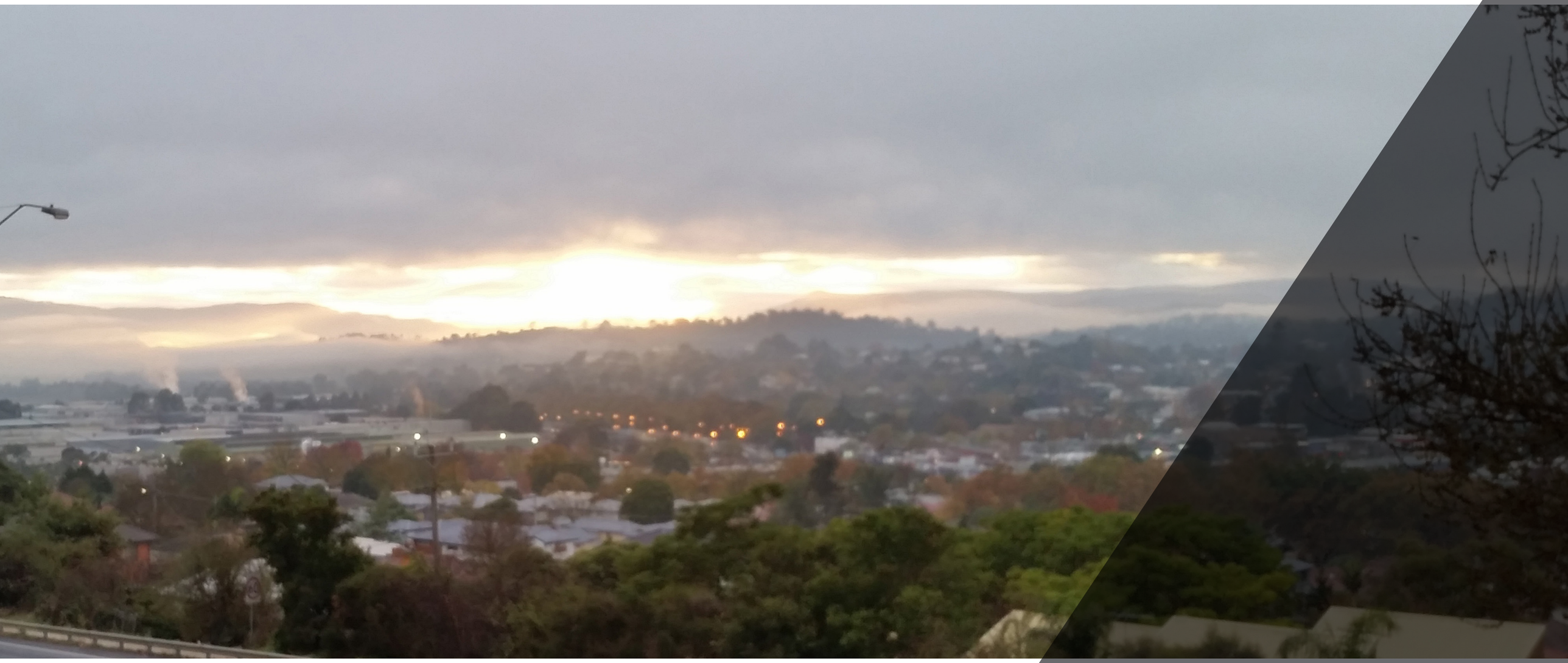
	FEEDBACK
Objective 17. Inviting and Attractive Streets	Requests were received to introduce nature trails linking facilities with historical signage or walking tours, with a focus on First Nation people's history. Specific mention of creating parkland and wildlife corridors from Lilydale Lake to the Warburton Rail Trail Head on Beresford Road. Feedback strongly indicated Lilydale's character is linked closely with the connection to its natural setting.
	Responses were strongly supportive of improving Lilydale's public place amenities and urban design, with suggestions including: • Provide shade, lighting, seating, water taps for humans and dogs, water features / fountains, accessible toilets, BBQ areas and bins • Increase the number of public toilets close to Main Street • Use natural material designs for seating, shade and bins including wood and stone • Increase the number of trees and shade including native trees to encourage native birds to stay, and maple trees around seating • Provide inclusive signage that is activated by a simple touch or a QR code
	Requests were also made for the introduction of a variety of playgrounds. For example, playgrounds for small children, sensory play equipment and a skate park.
Objective 18. Lilydale Main Street	Survey respondents highlighted the importance of showcasing the history and existing historic buildings of Lilydale, with suggested inspirations for the Main Street coming from Warburton, Healesville, and Piper Street, Kyneton.
	Many of the detailed suggestions provided for the Main Street focused on urban design, including: • Preserving heritage buildings, and improving shop fronts • Introducing sculptures, large trees, outdoor and undercover dining areas • Community projects such as wall murals and garden beds • Introduce a wide middle landscaped island along Main Street with shade and facilities and provide more open space and reserves including towards the north and east • The top end of Lilydale is neglected and needs an overhaul
	Comments highlighted that Olinda Creek views are a major attraction and enjoyment can be enhanced by introducing picnic areas and new outdoor furniture while encouraging businesses to face the Creek.

NEXT STEPS

Lilydale Structure Plan Adopted by Council
The Lilydale Structure Plan will be considered for adoption by Council July 2022, and aligned to delivery of key strategies and Actions included in Council's annual Corporate Action Plan.

Lilydale Structure Plan Actions, Reporting and Review
The Actions will be integrated into Council's annual business and project planning with specific actions allocated to departments and teams for delivery. Progress on actions and projects will be reported annually.

The Lilydale Structure Plan will be reviewed and evaluated over time to ensure it is current, relevant and adapted to any changes that have arisen. Performance and monitoring will be publicly available through Council's on-line channels.



APPENDIX A: Survey Questions

KEY DIRECTION 1- NEW CENTRES FOR THE COMMUNITY

The feedback to the Lilydale Structure Plan Issues and Opportunities Paper 2020, identified a need for a new centre for the community to meet and gather, ideally located near the new train station, with strengthened pedestrian connections to nearby parks and destinations.
A Community Needs Assessment will be needed to determine the demand for a range of facilities and services, which will inform the needed land size. After this, a viability study will be required to compare potential sites and decide an optimal one.

1. To help inform Council's thinking on a preferred location, please rank the below criteria in importance from (1) highest to (6) lowest. You will need to click and drag the items across in the order you prefer.
    a. Access to public transport and central areas of Lilydale.
    b. Access to existing community facilities and spaces, such as parkland, cultural and recreation facilities.
    c. A single site large enough to accommodate multiple community facilities or services, rather than having them dispersed over separate sites.
    d. A site with a prominent street frontage.
    e. A site that does not reduce open space for future community use.
    f. A site on relatively flat land that can be designed for accessibility for all ages and abilities.
2. Do you have any other feedback on choice of site?

KEY DIRECTION 2 – SUPPORT A GROWING TOWNSHIP

As Lilydale grows, the provision of diverse housing that meets the needs of the existing and future population is required. The community feedback to the Issues and Opportunities Paper indicated there was support for changing the location and style of residential development.

There was support for higher density development as part of the Lilydale Quarry (Kinley) re-development and for high-density mixed-use development in the town centre. 'Mixed use' refers to buildings that can accommodate a range of land uses. This means the ground level could have retail or commercial uses to activate the street, and above, there may be a mix of offices and/or residential apartment development.

The Draft Structure Plan proposes locations for where higher density development may occur in the town centre. The area near the new train station is identified as a key opportunity, with buildings of up to 6 storeys proposed, instead of the 3-4 storeys allowed by current planning controls.

3. Considering the proposed increased heights in the town centre, please indicate the statement that best describes your opinion:
    a. The proposed increase of higher density housing makes sense, and I am generally in favour of the way it is proposed to occur.
    b. I am in favour of an increase in higher density housing, but not in the way the Draft Structure Plan describes it should happen.
    c. I am not in favour of a change to the existing pattern of residential development.
4. Please provide more details about why you choose that response.

KEY DIRECTION 3 – IMPROVE TRAFFIC AND TRANSPORT INFRASTRUCTURE

Feedback to the Issues and Opportunities Paper indicated that there is strong community support for the delivery of a bypass as this would allow the re-imagining of Main Street as a place for pedestrians and cyclists, with more localised traffic trips, and where businesses can thrive.

The Draft Structure Plan takes the position that the bypass is supported as a long-term outcome for the town. However, this makes management of the road network challenging in the interim period, while the town awaits a bypass.

The Draft Structure Plan explains that until a bypass is delivered, Main Street will continue to be the priority traffic and freight route through the town.

5. Please rank the below statements in order of importance from (1) high to (6) low to indicate what measures you believe may assist Main Street during this period:
    a. Rationalise access to service roads and side streets, to make traffic flow more smoothly and reduce confusion for all types of transport.
    b. Increase the pavement width in key areas such as near the new train station, and use this to create high-amenity, treed spaces for local businesses, pedestrians and cyclists.
    c. Reduce some on-street parking in key areas, to make space for a higher quality streetscape (i.e. more trees, street furniture, space for local businesses to use, etc).
    d. Focus of high-quality connections to intersecting streets, such as with new signage, planting, and street furniture.
    e. Celebrate the connection to the Olinda Creek by improving nearby parkland on the north and south sides, and opening views from the highway to this parkland.
    f. Forget Main Street, and focus attention elsewhere, such as making improvements to John Street and Hutchinson Street.
6. Do you have any other ideas for assisting Main Street?

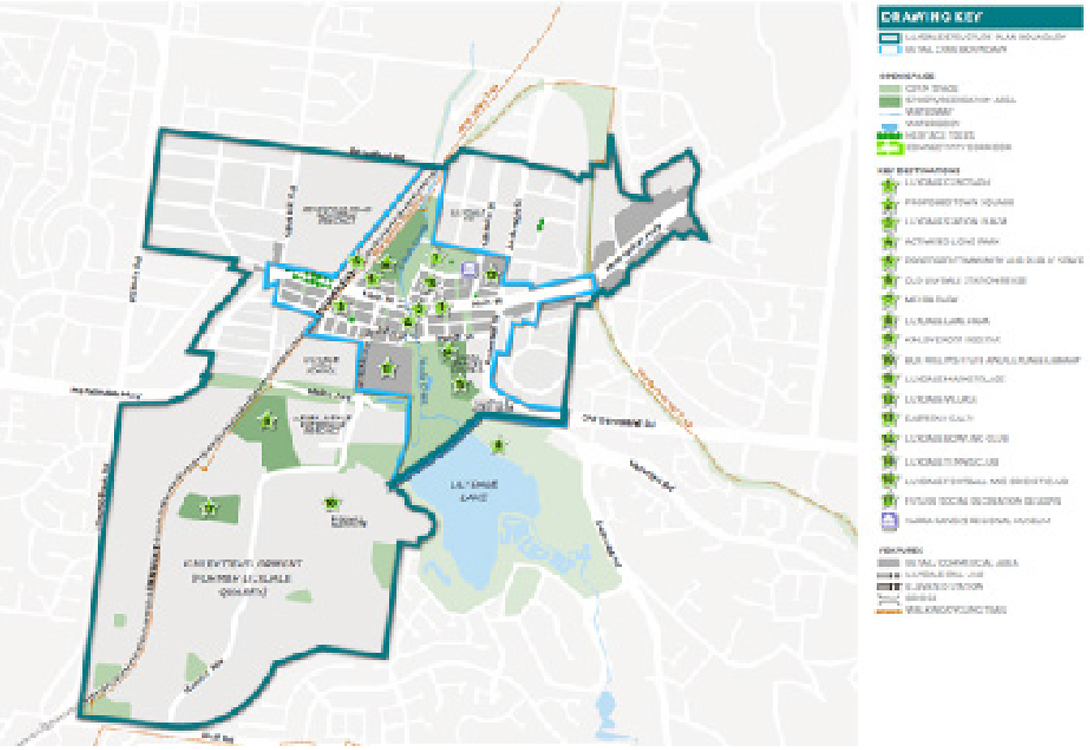
KEY DIRECTION 4 – CREATE INVITING STREETS AND PUBLIC PLACES

Lilydale's large parkland areas at Lilydale Lake, the Recreation Reserve and Melba Park are quite disconnected from the Main Street visually and physically. Increasing the strength of these connections is a key opportunity.

There are also opportunities to better use smaller parkland areas in and around the Main Street, like Lions Park, which are currently underused. Figure 11 below shows a series of new small public land destinations clustered around the Main Street.

Figure 11 Series of new small public land destinations clustered around the Main Street
Ideally, a network of paths can connect the Main Street to the larger open spaces, in a way that also weaves through these smaller parkland areas. This key direction has details of this future path network.

7. To assist Council in future planning for the smaller parkland areas, please rank the below priorities in order of importance from 1 (most important) to 6 (least important) to indicate the types of spaces they should be:
    a. Places for people to gather comfortably (i.e. shade, street furniture, nearby toilets).
    b. Places that celebrate and enhance the local environment, such as through extensive planting.
    c. Places that raise awareness of history and heritage, both European and Aboriginal, such as through information displays.
    d. Places that prioritise high-level accessibility for all ages and abilities.
    e. Places that address the needs of children, such as through tactile play experiences for young children.
    f. Places that integrate and connect to outdoor areas for local businesses and shops.



* Figure 11. Series of new small public land destinations clustered around Main Street

8. Do you have any other ideas for the smaller parkland areas in Lilydale?

DEMOGRAPHICS

9. What is your age?
   a. Under 18
   b. 18 – 24
   c. 25 – 34
   d. 35 – 44
   e. 45 – 54
   f. 55 – 64
   g. 65 – 74
   h. 75 – 84
   i. 85 and above
10. What gender do you identify as?
   a. Woman
   b. Man
   c. Non-binary
   d. Prefer not to say
   e. Other
11. Do you, or anyone in your family, have a disability?
   a. Yes
   b. No
   c. Prefer not to say
12. What is your relationship to Lilydale?
   a. I live in Lilydale
   b. I own property in Lilydale
   c. I work in Lilydale
   d. I own a business in Lilydale
   e. I study in Lilydale
   f. I commute from Lilydale regularly, but live in an outlying area
   g. Other

APPENDIX B: Written Feedback

SUMMARY OF WRITTEN SUBMISSIONS TO DRAFT LILYDALE STRUCTURE PLAN

This section gives a detailed listing of comments made as part of written submissions, together with initial officer responses to those comments, and recommended ways forward.

Part 1 – Community Submissions

Submitter No.	Theme	Summary of Submission
1	Traffic and parking	The road underpass at the Mooroolark Road/Hull Road intersection is very problematic. Council should consider traffic lights on Hull Road.
		Concerned how people in the Kinley development will access train stations and parking at stations in the area.
		There is a need for more parking in central Lilydale, with convenient access to shops.
2	Melba Park (Croquet Club)	There needs to be more courts at Melba Park and a larger clubhouse.
3	Liveability	In order to maintain liveability, open spaces need to be protected and improved.
	Transport	The train station within Kinley would be better placed closer to Mooroolbark Road/Hull Road intersection, as it would serve a wider catchment.
4	Housing	It is an unrealistic to plan for Lilydale by relying on public transport – residents will need cars.
	Main Street	Can the Structure Plan do anything to improve the presentation of Main Street, i.e. the blank wall across Bunnings, and the adult shop?
	Olinda Creek	The Structure Plan makes no reference to Olinda Creek. Buildings and businesses should be encouraged to face onto this area and activate it.
5	Bypass	This will be an ugly and depressing structure, and unwelcome in Lilydale.
	Housing	Six storey buildings are too high, and not in keeping with the semi-rural township feel of Lilydale.
		There is already too much new development which is harming the character of the area.
6	Housing	Population should not be concentrated in the centre of Lilydale near the train station, but rather this area should be reserved for land uses that enhance the lives of the community such as sports facilities, eateries, shops, and small businesses.
7	Housing or bypass (unclear)	“It will look bad and change Lilydale”
8	Housing	There should not be apartments in the town centre. The density of development in residential areas is already too high.

9	Housing	There should not be apartments in the town centre. Rather, higher densities should be provided on residential land around the periphery of the town centre, which avoids traffic congestion in the centre.
	Traffic	The new traffic arrangement around the new train station needs to be revised, due to the long traffic light sequence and other factors.
		Once Kinley is developed, the road network in Lilydale will need to be upgraded.
10	Housing	Apartments should not be allowed in the town centre as it will destroy the character and the tourist industry.
11	Housing	Higher densities should not be concentrated in the town centre.
		Higher densities should be considered for the Kinley Estate
	Movement	The connections between the Kinley Estate and the town centre need to be improved.
		Improve connections from Lakeview Estate to town centre.
	Rezoning	Rezoning land surrounding the Lilydale high school, Box Hill Tafe, Marketplace should be considered to improve urban character, and connections into Kinley.
12	Housing	Apartments should not be allowed in the town centre as it will destroy the character and add to traffic.
13	Main Street	Support the concept for Main Street to be revitalised as a high-amenity, community-based area.
	White Dog Hotel	The State Government should contribute funding to purchase and restore the Hotel.
	Section of Main Street between Olinda Creek and Anderson Street (assumed)	"The top end of Lilydale is neglected and needs an overhaul."
14	Housing	Apartments should not be allowed in the town centre as it will destroy the character.
15	Housing	Given Lilydale is designated by the State Government as a Major Activity Centre, the Draft Structure Plan intention to refocus housing growth from the residential suburbs into the town centre, is supported.
16	Housing	Increasing housing density will lead to less resilience to climate change.
	Traffic	The community needs to change to electric vehicles.
	Bypass	The bypass reserve should be used to increase food growing capacity, not for a road.

Part 2 – Submissions from developers and planning consultants

Submitter No.	Theme	Summary of Submission
1	Bypass	The explanation of the Lilydale Bypass is not clear, regarding its alignment, road width, and design.
	Bypass	The exploration of the bypass issue leaves some work to actions of the structure plan, however this work needs to be completed now in order to create a fully informed advocacy position.
	Traffic	Does not agree that road improvements can reduce car movements and congestion.
	Transport	There will continue to be demand for park and ride facilities, as it is a commuter destination for access to the rail system.
	Public transport	There should be consideration of a light rail or orbital bus route.
	Development	The higher density (mid-rise) residential and mixed-use development in the central town area is supported.
		Mid-rise buildings in the town centre will block views, not preserve them.
	Lilydale High School	A change of location should be considered for the Lilydale High School, given the impacts from the bypass.
2	Public Transport	The duplication of the rail line and the new station at Kinley are supported.
	Cycling	The opportunity to extend the Lilydale-Warburton trail to the new train station along Cave Hill Road should be shown.
	Commercial uses	The Draft Structure Plan should not presume that commercial development at Kinley will play a complementary role to Main Street and the town centre (p.40)
	Housing density	The Draft Structure Plan supports more diverse housing opportunities at Kinley, under a condition that a train station can be delivered (HS7.3, p.44). The condition is irrelevant and should be removed.
	Heritage	Kinley's heritage buildings need to have potential for viable future commercial uses.
	Commercial quantum in town centre	The extent of commercial land proposed in the Lilydale town centre is unviable.
	Parking	Content relating to car parking should consider reduced parking provision for buildings near public transport.
	Bypass	The proposal for a bypass design that is raised at Hutchinson Street would mean there would be reduced vehicle access to the northern precinct of Kinley (as opposed to having direct access from an at-grade intersection of the bypass with Hutchinson Street). This could jeopardise the viability of land uses in this northern section of Kinley including the heritage precinct.
	Hutchinson Street	The proposed cross section for Hutchinson Street contradicts the desired boulevard treatment (Fig 41, p.70)
	Accuracy	Some diagrams in the Draft Lilydale Structure Plan have detail that is inconsistent with the approved Amendment C203 for Kinley.

3	Box Hill Institute (BHI) Masterplan	BHI's intention is to consolidate built form functions to the southern portion of BHI, and use land in the northern portion for wider educational and civic uses, potentially including a relocated Lilydale library.
	Rezoning	There is suggestion of a new Enterprise Precinct across the front of the BHI land, and also the neighbouring industrial land on Melba Avenue. The land is described as having potential for rezoning to a Commercial 3 Zone to encourage innovative industries. This is of concern and clarification is needed over timing and implications.
	Accuracy	Some specific detail is identified in relation to the representation of BHI in the Draft Lilydale Structure Plan, in need of review for accuracy.
4	Designation of 39 Cave Hill Road, Lilydale	Some plans in the draft Structure Plan appear to indicate this land is public open space, but it is actually privately owned.
	Building heights	The building heights shown in the draft Structure Plan up to six storeys could be increased for particular sites that are particularly suited, such as gateway sites.
		Buildings in the west of the 'retail core area' (Fig 26, p.48) are shown as four storeys. More height could be contemplated, given the location at the Highway edge, and the urban design principle to provide for a sense of enclosure that contributes to a sense of place.
		It is unclear whether the heights for 39 Cave Hill Road, Lilydale are proposed to increase.
		The Draft Structure Plan marks the intersection of Main Street and Cave Hill Road as a gateway (Fig 14, p.24), but provides no guidance on how this should be treated or celebrated. There is an opportunity for increased height for a marker building, given that this is a low point in the landscape.
		Fig 23, p.39 shows land surrounding the Lilydale town centre as 'predominantly conventional density residential', which is unclear.
	Housing	Rather than retaining some residentially zoned land in the Residential Growth Zone (RGZ), there is an opportunity to include it in the Activity Centre Zone (ACZ), which could provide better flexibility to ensure these areas are effectively integrated with the town centre.
	Design	The Draft Structure Plan explains issues with the Design and Development Overlay (DDO7) having contradictory information on height to applicable zones in some areas. The DDO7 should be changed to rectify these issues.

5	Housing	The proposal to reduce density in residential areas zoned RGZ by rezoning to General Residential Zone (GRZ) is flawed for the following reasons: a. It will limit the ability for diverse and affordable housing, which currently is well provided for in the RGZ. b. There is no demand for apartment style development in central Lilydale, even though planning controls currently allow for it. c. The land ownership pattern in central Lilydale does not allow for apartment style development, because large sites are used for other purposes (i.e. Bunnings) and small sites need consolidation with other land parcels. d. If Council adopt the Structure Plan showing this rezoning proposal, it will create uncertainty for development proposals, that will reduce the amount of development. e. The proposal to rezone from RGZ to GRZ is contrary to the concept of a 20-minute neighbourhood, and related policy in the Yarra Ranges Planning Scheme.
6	443 Maroondah Highway, Lilydale zoning	This land has been recently subdivided, and is in good proximity to Lilydale town centre. It should be kept in Residential Growth Zone (RGZ), not changed to General Residential Zone, because the RGZ allows for a higher development yield.
	435-437 Maroondah Highway, Lilydale zoning	This land is in two different zones – C2Z and RGZ, and this is an anomaly, it should be entirely in C2Z to accord with title boundaries.

WHO WE SPOKE TO

Activities

The engagement occurred between Thursday 16 December 2021 and Monday 28 February 2022. Council used various communication and engagement activities to promote the project and capture the voices of stakeholders and the wider community.

Participation

An overview of the participation through communication and engagement activities can be seen below.

COMMUNICATION AND PROMOTION

During the engagement period the Lilydale Structure Plan project webpage had 7,432 page views

299 emails were sent to announce the project and direct people to the webpage

3 Unpaid Facebook posts reaching a total of 24,374 people

30 Static signs were placed in high foot traffic locations around Lilydale

17 people participated in themed focus groups, 9 discussing Housing and liveability, and 8 Business and Investment participants

197 community members responded to and completed the online survey

A total of 22 written submissions were received from community members, developers, and planning consultants