

EPPING CENTRAL

FUTURE DIRECTIONS PAPER COMMUNITY ENGAGEMENT – ENGAGEMENT SNAPSHOT

OVERVIEW

The City of Whittlesea is working with the community to review the Structure Plan to guide and manage future development in Epping Central.

Epping Central is the City of Whittlesea’s Metropolitan Activity Centre and has seen a significant amount of change to land use and transport infrastructure since the existing Structure Plan was adopted 2011.

The review of the Epping Central Structure Plan seeks to align the Structure Plan with the goals of Whittlesea 2040: A place for all.

CONSULTATION PURPOSE

The purpose of this phase (phase 2) of community consultation is to understand the community’s response to the proposed key directions and further understand the community’s priorities for Epping Central.

Consultation focused on testing the proposed key directions with the community and exploring ideas and options to address strategic issues affecting the Epping Central Activity Centre.

Community and stakeholder feedback will now be used to inform the review of the Epping Central Structure Plan to ensure that the Activity Centre continues to grow as a liveable, diverse and thriving Activity Centre.

STRUCTURE PLAN REVIEW



PHASE 1
Background
Review



PHASE 1
Future
Directions
Paper

COMMUNITY
CONSULTATION



PHASE 3
Draft
Structure
Plan

COMMUNITY
CONSULTATION



PHASE 4
Planning
Scheme
Amendment

COMMUNITY
CONSULTATION

WHO WE SPOKE TO

Council sought feedback through the Have Your Say website and City of Whittlesea Facebook page.

Letter drops were made to over 3000 local Epping residents and businesses. Engagement Posters were displayed in High Street Village and Greenbrook Village shop fronts.

Members of the community from all age groups, genders, backgrounds and abilities provided feedback. Equal numbers of female and male community members contributed, and a quarter of all respondents lived in Epping.



3000+ EPPING BUSINESSES
AND HOUSEHOLDS INFORMED



387 WEBSITE VISITS



137 CONTRIBUTIONS



57 IDEAS SHARED TO IMPROVE
EPPING CENTRAL



79 VIDEO VIEWS

WHAT WE ASKED

In addition to feedback on the proposed key directions, the community were asked the following questions:

Where do you visit most in Epping?

Your favourite place to visit in Epping?

Your 'heart' of Epping Central?

Your ideas to Improve Epping Central.

WHAT YOU TOLD US

- Walking and cycling throughout Epping Central should be prioritised and the number of pedestrian crossings and cycle paths should be increased.
- Create a village atmosphere around High Street Village shops and encourage more food-based businesses.
- Encourage student housing and alternative housing models that support local jobs, education facilities and a sense of community.
- Desire for better buildings and an increase in residential development particularly around High Street.
- Prioritise safety, improve lighting and increase landscaping particularly along Darebin Creek
- An increase of trees in parks and open spaces and along the Darebin Creek.
- Impacts on traffic and pedestrian safety are a concern.
- Improvements are needed for public transport, walking and cycling connections.
- Public safety in public spaces is a frequent concern.

The community were asked to rank the importance of a range of categories for Epping Central. The community consider the following categories as extremely important for Epping Central:

36%

of respondents consider parks, footpaths and trees.

14%

of respondents consider jobs.

22%

of respondents consider health Services.

12%

of respondents consider public transport.

“IN THE FUTURE I WANT EPPING CENTRAL TO BE MORE KID FRIENDLY WITH PARKS AND SKATE PARKS.”

Student, Epping



“PLANT LARGE CANOPY TREES ALONG HOLROYD DRIVE AND ALL LOCAL STREETS. THEY MAKE THE AREA SO MUCH GREENER AND VIBRANT, AND ENCOURAGE WALKING AND CYCLING.”

Resident, Lalor



“ENCOURAGE GROWTH AND DEVELOPMENT TO ENSURE AN ACTIVITY CENTRE PROVIDES HOPE, OPPORTUNITY AND THE ABILITY TO ITS CITIZENS TO MAINTAIN A HEALTHY LIFESTYLE, MENTALLY AND PHYSICALLY.”

Resident, Lalor



“BUILD HIGHER DENSITIES ALONG HIGH STREET 6-12 FLOORS AND PUT RESTAURANTS, BARS, CAFES UNDERNEATH”

Resident, Epping



The community were able to pin comments to a map of Epping Central. A total of 69 comments were made. Three main themes emerged from the comments pinned on the map:

1

Desire for more open space and parks and greener streets.

2

Suggestions for new development at appropriate heights and densities in certain areas of Epping Central.

3

Improved public transport connections and improved walking and cycling paths and path connections.

FEEDBACK ON THE PROPOSED KEY DIRECTIONS

The community and stakeholders provided feedback on the proposed key directions for the Activity Centre and specific precincts. The community and stakeholders were asked to respond by selecting Strongly Agree, Agree, Neutral, Disagree or Strongly Disagree for each of the key directions.



ACTIVITY CENTRE DIRECTION 1 (AC1)

Refine the vision for Epping Central to focus on its unique attributes, opportunities and strengths.

17% Agree
33% Neutral
50% Strongly Disagree / Disagree



ACTIVITY CENTRE DIRECTION 2 (AC2)

Refocus 'the heart' of the Epping Central from Precinct 1 High Street Village to Precinct 6 Regional Demand.

84% Strongly Agree / Agree
17% Neutral



ACTIVITY CENTRE DIRECTION 3 (AC3)

Determine priority development sites to encourage new residential housing or mixed-use development opportunities.

100% Strongly Agree



ACTIVITY CENTRE DIRECTION 4 (AC4)

Promote Epping Central as a major health precinct and food hub for northern Melbourne.

84% Strongly Agree / Agree



ACTIVITY CENTRE DIRECTION 5 (AC5)

Investigate opportunities to improve pedestrian links between key nodes within the Activity Centre.

100% Strongly Agree / Agree



ACTIVITY CENTRE DIRECTION 6 (AC6)

Plan and advocate for the Wollert Rail Corridor and a future station.

100% Strongly Agree / Agree



ACTIVITY CENTRE DIRECTION 7 (AC7)

Investigate opportunities to improve streetscapes.

84% Strongly Agree / Agree



ACTIVITY CENTRE DIRECTION 8 (AC8)

Explore opportunities to enhance the amenity of public spaces.

84% Strongly Agree / Agree



ACTIVITY CENTRE DIRECTION 11 (AC11)

Build upon the success of the Epping Community Services Hub and investigate the delivery of new community facilities.

84% Strongly Agree / Agree
17% Strongly Agree



ACTIVITY CENTRE DIRECTION 12 (AC12)

Review the infrastructure projects identified in the current Development Contributions Plan.

84% Strongly Agree / Agree
17% Strongly Agree



ACTIVITY CENTRE DIRECTION 13 (AC13)

Investigate tools to plan for key sites or Precincts.

100% Strongly Agree / Agree

PRECINCTS KEY DIRECTIONS



PRECINCT DIRECTION 1 (P1)

Refocus the High Street Village as a neighbourhood centre to serve the needs of local residents.

66% Strongly Agree / Agree
33% Strongly Disagree



PRECINCT DIRECTION 2 (P2)

Investigate ways to leverage State or Council owned land to transform and achieve the vision of the Activity Centre.

100% Strongly Agree / Agree



PRECINCT DIRECTION 3 (P3)

Consider ways to partner with Melbourne Polytechnic campus to help integrate the site into the surrounding area.

100% Strongly Agree / Agree



PRECINCT DIRECTION 4 (P4)

Review the purpose of the Dalton Road Precinct and consider removing this Precinct from the Structure Plan and rezone the land to a residential zone.

34% Strongly Agree / Agree
50% Strongly Disagree



PRECINCT DIRECTION 5 (P5)

Remove the Childs Road Precinct from the Structure Plan and rezone the land to an employment zone.

34% Strongly Agree / Agree
34% Strongly Disagree



PRECINCT DIRECTION 6 (P6)

Identify Regional Demand as the focus for retail, health, commercial and civic activity for the Activity Centre.

83% Strongly Agree / Agree



PRECINCT DIRECTION 7 (P7)

Prepare a master plan for the Epping Homemakers Centre.

67% Strongly Agree / Agree



PRECINCT DIRECTION 8 (P8)

Realign the boundary of the Regeneration Precinct to encourage industrial uses west of Miller Street.

67% Strongly Agree / Agree
17% Strongly Disagree



PRECINCT DIRECTION 9 (P9)

Review the strategic intent of the employment land on Fullarton Drive and Yale Drive.

83% Strongly Agree / Agree



PRECINCT DIRECTION 10 (P10)

Incorporate the site at 215 Cooper Street, Epping into the Structure Plan and Activity Centre boundary.

83% Strongly Agree / Agree

NEXT STEPS

The City of Whittlesea will use community and stakeholder feedback to confirm the proposed key directions and emerging ideas to inform changes made as part of the review of the existing Epping Central Structure Plan.

The next phase of community engagement will provide an opportunity for the community and stakeholders to review and confirm the proposed changes including a draft copy of the updated Structure Plan document. Engagement activities are expected to be held in mid 2021.

Participants of phase 2 community engagement will be notified about the next phase of engagement and relevant information will be posted on the City of Whittlesea webpage and social media channels.

CONTACT

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City of
Whittlesea