



Communications Plan

Warburton Urban Design Framework

Author of document	Principal Urban Designer
Date	22.11.2022
Reviewed and approved by	

Communications & Engagement Plan

Project Sponsor:	Manager Design and Place
Project Coordinator	Executive Officer Urban Design and Landscape Architecture
Project Manager:	Principal Urban Designer
Communication Owner:	Principal Urban Designer

1. Objectives

The objectives are to:

- inform the Community of the delivery of Priority 3 – Character, Place and Inclusion, Action 3.1 – Urban Design Framework from the Warburton Place Plan;
- inform the Community and Stakeholders of what an Urban Design Framework is and why a road map is needed for the Warburton township;
- consult with the Community through the vision presented in the Warburton Urban Design Framework
- consult with the Community regarding the design guidelines within the Warburton Urban Design Framework proposing built form and streetscapes that protect the character of the townships and can be translated into future Planning Scheme controls and future updates to Design Development Overlay 12;
- consult with the Community regarding the suite of projects proposed within the Warburton UDF. Projects that have translated the some of the Actions in the Warburton Place Plan into potential design solutions, addressing the key issues and focussing on Warburton’s unique culture, environment and opportunities; and
- involve all stakeholders in the engagement process and obtain feedback which could be used to inform the Warburton Urban Design Framework.

2. Level of engagement

The IAP2 Spectrum of Public Participation for the Warburton UDF is to:

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Level/s of engagement for Warburton Place Plan
--

3. Planning

3.1. Engagement promise to community

NEGOTIABLE	NOT NEGOTIABLE
<p><i>What is negotiable on this project: what can your community stakeholders influence? List or describe your negotiables:</i></p>	<p><i>What is not negotiable on this project: what can your community stakeholders not influence? List or describe your non-negotiables:</i></p>
<ul style="list-style-type: none"> • The design vision for the township area. • The opportunities identified within the UDF. • 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 (the UDF is focused on the township and commercial areas and does not incorporate the broader residential area). • The type of document (it is not to become a Structure Plan). • The content of the statutory tools to implement the UDF (i.e. Planning Scheme Overlays). • 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.

3.2. Scope of engagement

ENGAGEMENT	DESCRIPTION
Media	Media release
Website	Council webpage, Shaping Yarra Ranges (HIVE)
Social Media	Facebook, Instagram, LinkedIn
Audio Visual	Photography, maps, plans
Direct Mail	Mail out
Other Communications	Posters in shop fronts

3.3. Engagement open and close

Engagement start: 16 December 2022

Engagement finish: 24 February 2023

3.4. ECM folder

3.5. Key dates

- 26-OCT-22 ELT
- 15-NOV-22 Forum
- 13-DEC-22 Council Meeting
- 16-DEC-22 Online project launch – Council website/Shaping Yarra Ranges page
- 23-JAN-23 Key Stakeholder Meeting (1)
- 01-FEB-23 Key Stakeholder Meeting (2)
- 01-FEB-23 to 24-FEB-23 Drop In Sessions
- 20-FEB-23 Webinar

3.6. Key external stakeholders

- Residents living in proximity to the UDF area
- Key community/business groups of Warburton
- Property developers and designers
- Visitors to Warburton area

3.7. Key internal stakeholders

- Manager Design and Place
- EO Urban Design and Landscape Architecture
- EO Strategic Planning
- Senior Strategic Planner
- Senior Landscape Architect
- Metro Access Officer
- Indigenous Development Coordinator
- Community Development Officer
- Project Manager RAL
- RAL Coordinator, Sport
- RAL Coordinator, Recreation
- RAL Executive Project Manager, Warburton MTB
- RAL Coordinator - Recreation Planning
- EO Infrastructure Strategy and Investigations
- Coordinator Special Engineering Projects
- Coordinator Traffic and Transport
- Project Engineer
- EO Infrastructure Maintenance
- Senior Contracts Coordinator
- Business & Tourism Destination Coordinator
- Place Recovery, Place Manager

3.8. Ward Councillor

CR Jim Childs

3.9. Related Council projects

Warburton Place Plan (2021)

Warburton Recreation Reserve Master Plan

Warburton Mountain Bike Destination (WMBD) Project

Thomas Avenue turnaround project

Waste Management Plan

4. Key messages

1. The Urban Design framework is to build upon the work undertaken as part of the Warburton Place Plan in 2021. Its purpose is to provide clear design guidance regarding the future development, and design of land within Warburton Township.
2. The Warburton Urban Design Framework is a strategic planning, and place making tool that sets out an integrated design vision (road map) for the desired future public and private development of urban places. The Warburton UDF provides direction for interventions that will shape open space, buildings, landscape, and the public realm.
3. Unlike a master plan, which gives a final vision for how an area will develop, an UDF provides flexibility by identifying key principles rather than finite solutions. It includes a design vision for how a place might develop and provides sufficient detail at key locations so that the vision can be tested for economic and functional viability.
4. A UDF allows room for continuous review of detailed actions within the strategic context, and enables councils to assess future development proposals.
5. This UDF provides a clear course of action for future development of key private, and public realm sites within Warburton. This UDF can inform draft planning scheme policies and controls, as well as future capital works programs, utilising the most appropriate mechanisms for implementing key recommendations from this framework.
6. The study area excludes residential land.

5. 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 understanding of, and support for, the project is compromised Perception that Council is not listening and/or valuing the community That the UDF is a Council vision and not a shared vision 	<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 briefings with key stakeholders. Enable the community to access hard copies of the plans. Brief Councillors with required information and background on the purpose of vision of the UDF. 	<ul style="list-style-type: none"> An Urban Design Framework sets out how an area will grow and develop in the future (a road map) – 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 tourism outcomes in Warburton 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 briefings with key stakeholders. 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"> Warburton 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 Warburton residents today are captured for the future. Develop and deliver an Urban Design Framework that sets out an integrated design vision for the design future development of Warburton Township 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.
Confusion between the purpose of the UDF and the Actions in the Warburton Place Plan		
<ul style="list-style-type: none"> • Community might want to discuss issues outside of the scope of the UDF that were Priorities, and Action Items listed in the Warburton Place Plan. • Submissions to the UDF might be more relevant to Priorities, and Action Items listed in the Warburton Place Plan. • Purpose of the UDF might not be fully understood. 	<ul style="list-style-type: none"> • Undertake specific consultation events for the UDF. • Drop in sessions • Online webinar 	<ul style="list-style-type: none"> • The UDF is an Action of the Warburton Place Plan. • The UDF responds to some of the Actions of the Warburton Place Plan but the UDF is focused on Warburton Township.

6. Actions/Activities

Due date	Target audience/ Stakeholder	Channel/ Tool	IAP level	Key message	Notes: including resources, staffing, distribution etc
26-OCT-22	ELT	Internal reporting	Inform		Report and presentation
15-NOV-22	Forum	Internal reporting	Inform		
13-DEC-22	Council	Reporting	Inform		
16-DEC-22	All	Shaping Yarra Ranges	Consult		Online engagement platform
16-DEC-22	Community	Online, Upper Yarra Mailing List, Shop windows	Inform		Email/brochure/posters
23-JAN-23	Key Stakeholder Meeting (1)	Meeting	Consult		UDF Presentation
01-FEB-23	Key Stakeholder Meeting (2)	Meeting	Consult		UDF Presentation
01-FEB-23 to 24-FEB-23	Community	Drop-in sessions	Involve		Printed copies of UDF Large format plans
20-FEB-23	All	Webinar	Involve		Zoom/MS Teams
Ongoing	Internal Council Officer	Project Working Group meetings	Involve		Printed copies of UDF Large format plans Yellow Trace Paper

#	QUESTIONS FOR CONSIDERATION	YES	NO	UNSURE	NOTES
1	Have we considered the Gender Equality Act (gender and intersectionality)	✓			A gender impact assessment of the project has been undertaken
2	Are there any legislative requirements?		✓		
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, all submissions to Shaping Yarra Ranges page are recorded
8	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.
9	Have we considered low literacy levels – visuals etc	✓			Work with Metro Access officer to ensure graphics and material are legible for the visually impaired.
10	Do we need to link to the webpage?	✓			
11	How are we going to close the loop with the contributors and community?	✓			Update website with progress of the project. Consultation and Engagement Summary Report. Document mark-up of suggested changes in a report to Council.
12	Are there any contractors/consultants involved?		✓		
13	Are team resources (staff) available?	✓			
14	Have we looked at timing considerations (other things that will be out at the same time)	✓			Yes.
15	Does this project lend itself to SYR?	✓			
16	Have we identified who will be moderating comments and responding on SYR?			✓	

7. Additional notes

