

EPSOM STREET AFFORDABLE HOUSING

Keeping locals local



Read about our findings

Following the successful delivery of Curlew Community Park on the former Laverton Primary School site in Epsom Street, Hobsons Bay City Council is now looking to take the next steps towards delivering the affordable housing component of the development. Affordable housing was first identified with the community in 2015 and we are now ready to continue with the plan to deliver affordable housing on the site for locals to live locally.

Throughout March 2022, Council undertook a community engagement process seeking feedback on draft design guidelines for the Epsom Street affordable housing project in Laverton.

To ensure that Epsom Street affordable housing is delivered to a high design standard and is visually appealing and environmentally sustainable, design guidelines were drafted to guide future development of affordable housing.

We asked residents of Laverton and Hobsons Bay to tell us what they thought of the draft guidelines and how they could be improved. This document summarises how people participated and what we heard.

How did you participate?



3

community information sites
(Altona Library, Altona Meadows Library & Laverton Community Hub)¹



14

emails received



700

flyers delivered to homes



8

focus group participants



4

one-on-one phone discussions



902

Participate website visits



50

pop-up event participants



70

posters distributed around the neighbourhood



4,265

social media views
(Facebook, Instagram, LinkedIn & Twitter)



44

surveys completed
(online & intercept)



38

YouTube video views

1. Sites where posters, 2-pagers and 8-pagers were available throughout the engagement period.

What we heard from you throughout this consultation:

General principles

- Majority of participants supported the proposed high-quality and modern design ideas set out in the design guidelines.
- Many participants were impressed with the universally accessible design considerations.
- Several participants expressed concern about the number of dwellings proposed to be built, suggesting 80 dwellings was too many.
- Some participants highlighted a perceived fear or risk of public safety arising from the residents of the proposed development.

Pedestrian, cycle and vehicle access and facilities

- The majority of participants expressed concern about the potential impact of the development on car parking in the area, with suggestions that greater provision be made for on-site parking.
- Several participants support the provision of safe and convenient on-site bicycle parking and storage.

Built form

- Many participants did not support the proposed maximum building height of four storeys in the centres of the development due to lack of integration with existing low-density residential landscape and perceived potential overshadowing of Curlew Community Park.

Amenity and sustainability

- The majority of participants strongly supported the environmentally sustainable aspects of the design and energy efficiency initiatives.
- Many participants also shared support for increased greenery and encouraged the maximum building setback possible to allow for landscaping.
- Some participants were concerned about the potential negative health and noise impacts for future residents due to the site's location near the Princes Freeway.
- Many participants hope for increased community space throughout the development to foster connection e.g. a community garden.

Park and public realm interface

- Some participants were worried that there would be a reduction in the amount of open space for public use and/or that the existing park may be negatively impacted.
- Several participants agreed that the development should provide a clear boundary between the private and public spaces by using landscaping and built form design.
- Many participants supported the proposed active frontages on the development and suggested ideas to maintain attractive boundaries e.g. native hedges.

Additional feedback

- A small number of participants queried the potential impacts of this development on property values.
- Some participants shared their support for the development as locals of the area who struggle with the increased cost of living; they stated that a significant proportion of their income is spent on rent and enquired about the process of becoming an affordable housing resident in Hobsons Bay.

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participate.hobsonsbay.vic.gov.au/epsomstreetaffordablehousing

What's next?

Council has considered the feedback heard from the community and has revised the draft design guidelines taking this feedback into account where appropriate, while also considering existing planning regulations, regulatory policies, and project constraints.

Any future development on the site will respond to the revised design guidelines. These updated guidelines can be found on Council's Participate page. The guidelines will be submitted as part of any State Government funding application. Progress of the proposed project is subject to grant funding being secured from the Victorian Government.

Contact us

Contact the Social and Strategic Planning Team

Via email at socialplanning@hobsonsbay.vic.gov.au or phone 1300 179 944

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COUNCIL**

