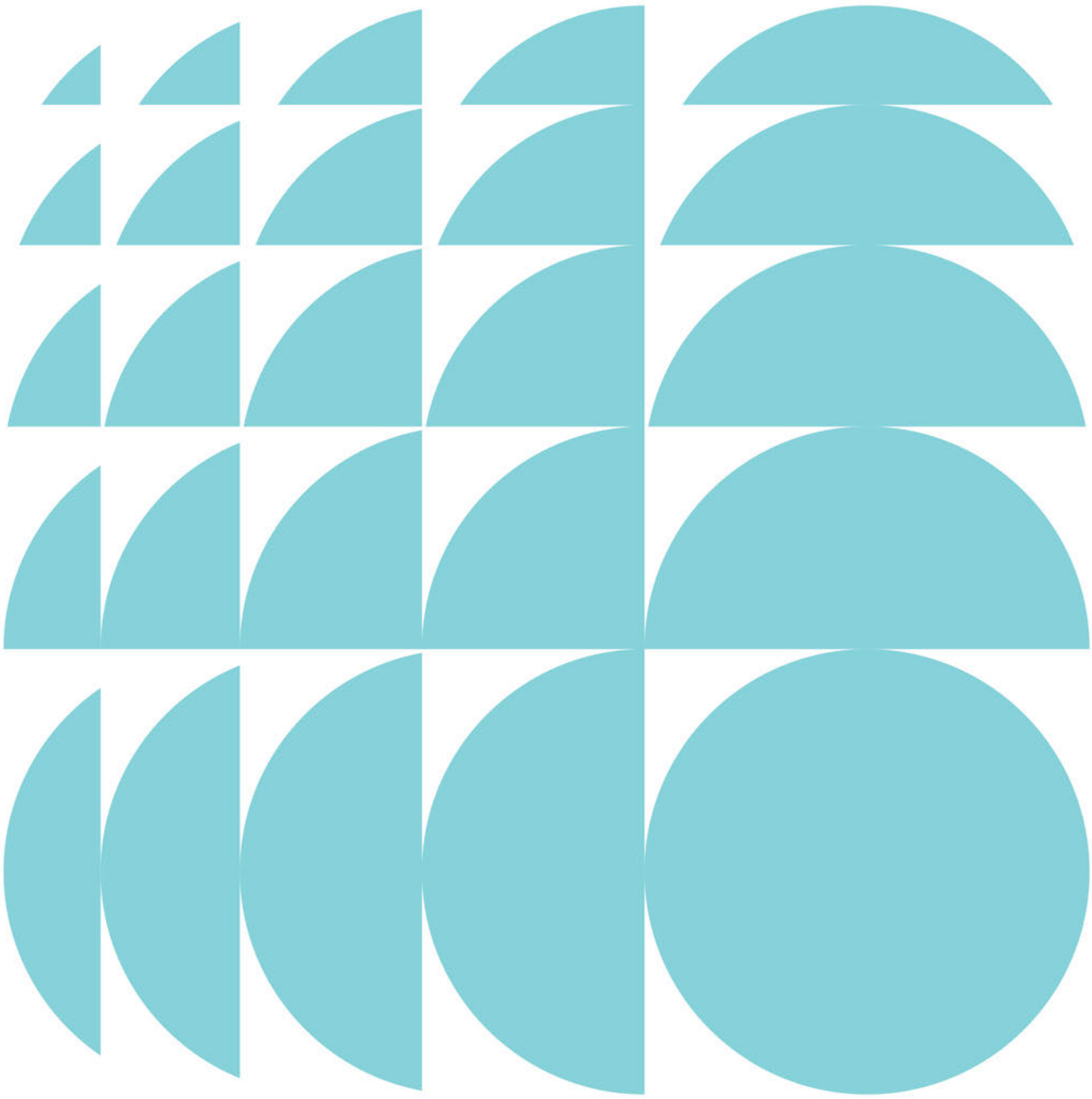
ETHOS URBAN

Gisborne Structure Plan and Urban Design Framework Strategy

Phase 1 & 2 Engagement Summary

Prepared for Macedon Ranges Shire Council

July 2019



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Executive Summary

Macedon Ranges Shire Council has commissioned Ethos Urban to prepare the Gisborne Structure Plan and the Gisborne Town Centre Urban Design Framework (UDF) to guide the growth and development of the area over the next 20-30 years. There are a number of challenges that will be considered and addressed throughout the preparation of the two documents.

Residents of Gisborne are concerned about the quantum of housing growth and implications for traffic congestion, services, infrastructure provision and the look and feel of the township. Previous studies have identified the importance of the retention of the spacious, semi-rural character of the town, and trees in particular. Balancing these concerns with the need to accommodate housing growth is a major challenge/opportunity for Council, community and this project.

Ethos Urban has also undertaken ongoing consultation with key stakeholders and the larger community to inform the development of the plans. An analysis of feedback gathered from Phase 1 & 2 of Engagement is provided in this report.

Table 1 below provides a summary of community participation in Phase 1 & 2. In total, approximately 526 people were reached through the various consultation activities of Phase 1 and approximately 282 people were reached through Phase 2.

Table 1: Participation in Phase 1 engagement activities

Activity	No. of Participants
Gisborne Futures survey	80
Drop-in sessions	180
Pop-up event	70
Community Agents Meeting	16
Postcard to the Mayor	115
Self-guided walking tour	35
Gisborne Futures Community Event	30
Total	**526**

Table 2: Participation in Phase 2 engagement activities

Activity	No. of Participants
Gisborne Futures online survey	246
Written submissions	36
Total	**282**

Phase 1

Overall, Phase 1 of community engagement was very successful with some activities more popular than others. The drop-in sessions and Postcard to the Mayor activity in local schools had the highest number of participants.

Consultation participants identified common aspects of Gisborne that evoke their love and appreciation for the area. The village atmosphere, or 'rural/country town-feel' is the most important, defining feature of Gisborne. Participants from all activities in the consultation process highlighted the importance of retaining this atmosphere. This is closely tied to the town's reported sense of community and friendliness. Another key aspect of the town is its green and open spaces, environmental amenities, and its 'close-but-not-too-close' proximity to Melbourne. Despite its smaller scale, Gisborne also has a range of quality shops and facilities.

Local character is constructed through the town's tree-lined streets, and natural setting. Most homes are single storey dwellings on larger lots. Fresh air and abundant green and open spaces connect residents with the natural setting. Views and landscapes are highly valued, especially those of the ranges. The town also possesses local history and heritage, which should be better protected and enhanced. Growth and development should not occur at the expense of the existing town character.

Participants also identified things that would make Gisborne better. Mobility is a major concern, especially among survey participants. Pedestrian and cycling infrastructure is especially needed. Additional/improved parking, reduction in traffic and congestion, and greater public transport connections should also be prioritised. Residents also request actions to remove large freight vehicles from local streets.

Economic development should occur through support for local business, especially those that provide opportunities for young people. Children identified future employment as an area of concern. Survey participants suggested attracting more professionals, government service providers, and/or growing agribusiness and tourism to diversify and increase employment opportunities.

According to participants, the town is in need of more facilities and services, specifically those designed for young people, sport and recreation, schools, arts and culture, and shops. Survey respondents feel that the library and health services are adequate, but there may be a shortage of schools and playgrounds. Gisborne's children want more places to have fun, arts and culture, greater diversity of shops, BMX tracks, and more seating and drinking taps around town.

There is apprehension about the population growth expected to occur in Gisborne. Feedback is divided into support for growth—particularly greater affordability, some increased density, and diversity of housing—and a sentiment that population growth poses a threat to Gisborne's existing character and infrastructure. Future land uses should serve the community through access and inclusion.

Phase 2

The online survey for Phase 2 engagement demonstrated the continued apprehension amongst participants of growth and development within the town centre and the greater township. The general position of respondents was that the increased growth is and will continue to have a negative impact on the existing character of the town, if lot sizes continue to decrease. Participants also emphasised the value they place on the village character and low scale feel of the town and how it interacts with the surrounding environment and fear that this will be compromised due to increase in growth and development.

Phase 2 participants generally regard the Glen Junor estate as a positive example of residential development. While submissions are divided regarding whether or not subdivision of rural land should be permitted to be subdivided, respondents suggest that future residential development should prioritise affordability and choice and minimise car dependency.

The environment is also a valued priority by respondents, particularly the open spaces and Jacksons Creek escarpment, as it provides a green backdrop to the town. The protection and further delivery of street trees was also noted as being of high importance for respondents, as they add to the green character of the town. Submissions reiterated the importance of quality open spaces. Based in these environmental values, respondents support the prioritisation of environmentally sustainable design and urban consolidation.

Although respondents were typically in favour of a greater diversity of retail offerings – particularly businesses that would provide an evening trade, there was general opposition to larger bulky retailers located within the town centre. There was also debate as to providing neighbourhood shops in New Gisborne and the potential benefits that would have on traffic congestion in and around the town centre. Submissions supported the expansion of retail/commercial uses in New Gisborne.

According to survey participants there is also a need for improved community infrastructure with the provision of high schools, aged care/retirement and youth facilities and a community gathering space.

Participants also identified concerns around truck traffic and parking issues in the town centre. Safety and noise were the main driver for concern regarding truck traffic, with provision and access to parking located in the town centre (particularly during peak times) the main cause for concern in regard to parking. Submissions suggested particular concern around large freight vehicles' use of local roads and the impact this may be having on traffic congestion and amenity.

There may be a need to provide further clarification around the details of the project process. Submissions included questions around implementation, previous consultation, and how the project will weigh up various considerations.

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1.0 Introduction

1.1 Project context

The Gisborne township, comprising both Gisborne and New Gisborne, is one of the major regional settlements within the Macedon Ranges. It is located within close proximity to Melbourne while retaining a semi-rural character that is highly valued by the local community. Gisborne has grown over the past 20 years from a district town to a large regional settlement that caters to a local and regional catchment. The demand for land and housing growth has continued to climb, which poses a challenge for the town.

Council has commissioned Ethos Urban to prepare the Gisborne Structure Plan and the Gisborne Town Centre Urban Design Framework (UDF) to guide the growth and development of the area over the next 20-30 years. There are a number of challenges that will be considered and addressed throughout the preparation of the two documents. Residents of Gisborne are concerned about the quantum of housing growth and implications for traffic congestion, services, infrastructure provision and the look and feel of the township. Previous studies have identified the importance of the retention of the spacious, semi-rural character of the town, and trees in particular. Balancing these concerns with the need to accommodate housing growth is a major challenge/opportunity for Council, community and this project.

Ethos Urban has also undertaken ongoing consultation with key stakeholders and the larger community to inform the development of the plans. Phases 1 and 2 of Engagement is summarised in this report.

1.1.1 Project Objectives

The Gisborne Structure Plan and the Gisborne Town Centre Urban Design Framework will be prepared simultaneously as the Gisborne Futures project.

The Gisborne Structure Plan was originally developed in 2009. Since the Structure Plan was developed, land use and demographic change has occurred in Gisborne which means it is time to review and potentially make updates to the existing Structure Plan, to ensure it remains current and relevant.

A review of the Gisborne Structure Plan is needed to address transport issues, integrated waterway management, community uses, land uses and constraints and diversity and affordability of housing supply.

The Structure Plan will:

- Articulate a sustainable vision for Gisborne and provide direction for the town which is consistent with state and local policy directions.
- Consider urban development and growth opportunities and achieve sustainable outcomes for existing and future residents.
- Develop a framework for the use and development of land to meet the future needs of the community.
- Complete the existing neighbourhood character work.
- Define a clear settlement boundary
- Review and update existing zoning and overlay provisions.
- Incorporate the vision and direction of the Gisborne Business Park Development Plan.
- Seek to protect environmental and heritage features.

The Gisborne UDF was originally prepared in September 2008. Gisborne has seen immense growth since this time and as such a review of the existing document is required, ensuring it continues to reflect the character and the preferred future direction of the town.

An updated Gisborne UDF is required to ensure that the future development of the town centre maintains the existing village feel while providing an improved social and economic core, in accordance with place making principles.

The UDF will:

- Articulate a sustainable vision for Gisborne and provide direction for the town which is consistent with state and local policy directions.
- Consider urban development and growth opportunities and achieve sustainable outcomes for existing and future residents.
- Develop a framework for the use and development of land to meet the future needs of the community.
- Develop a town centre urban design framework that addresses improvements to both the private and public realm.
- Seek to protect environmental and heritage features.

1.2 Engagement Objectives

To inform the preparation of the engagement strategy, a workshop with Council officers identified a range of different engagement outcomes for the project, including:

1. Ownership of the Plan
   - Buy-in and ownership of the plan by community, Councillor, Services Agencies, Internal Council Department and State Government Departments.
2. Gather evidence
   - Strengthen relationships- Council Officers, Council and the community
   - Hear from range of community members- not just the loud usual voices
3. Commitment to deliver
   - Plan needs to be “active” and used to inform future decision making and funding applications
   - Strengthening relationship between Council and Community
   - On the ground good outcomes- evidence that the plan is working and on the right page
   - Commitment to delivery over the long -term
4. Drive advocacy
   - Strategic partnership with DET, DELWP, Infrastructure for Victoria, VPA, RDV, VicRoads and others to ensure suitable funding and implementation.
5. Monitor Change
   - Monitor how change is occurring in the town
6. Be innovative and creative with helping communities feel empowered about managing population change and growth.
   - Innovation in the way we plan settlements in Peri-Urban Melbourne

1.3 Purpose of this Report

This document reports on both Phase 1 and Phase 2 of Community Engagement. Phase 1 was undertaken throughout August and September 2018 to support the development of the Context and Issues Paper for the Gisborne Structure Plan and UDF. Its purpose is to provide a summary of key feedback and insights received throughout this Phase.

Phase 2 was undertaken throughout May 2019 and presented the Emerging Ideas Paper. The purpose of this phase was to feedback to the community on draft ideas and aspirations for the plan based on background work and Phase 1 engagement, and to ensure the community’s feedback was captured prior to the preparation of the Draft Structure Plan and Urban Design Framework.

2.0 The Engagement Approach

A detailed stakeholder analysis and background document review were conducted and informed the Gisborne Structure Plan & UDF Framework Engagement Strategy, which organises the process into three Phases.

Table 2: Summary of Engagement Approach

Stage	Purpose	Engagement Activities
Phase 1	• Build community capacity to take part in the planning process • Listen and learn about the experiences of living in Gisborne and surrounds • Understand community aspirations, wants, and needs for the town in the future	Gisborne Futures survey (online and hard copy)
		Newsletter and Postcard distribution
		Drop-in sessions
		Pop-up event
		Community Agents meeting
		Postcard to the Mayor
		Self-guided walking tour
		Gisborne Futures Community Event
Phase 2 (May 2019)	• Promote and exhibit Emerging Ideas for the Structure Plan • Test ideas/options identified in the first phase of consultation	Online survey, feedback forms
		Exhibition of Emerging Ideas Paper
		Community Agents meeting
Phase 3 (later in the program)	• Promote and exhibit draft plan • Gain feedback on draft plan	Drop-in Sessions
		Targeted conversations with community groups
		Targeted youth & hard-to-reach demographic group discussions
		Community agencies and service providers group meeting
		Targeted discussion with government agencies
		Online and public notices, hard copies at Council offices

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2.1 Phase 1 Engagement

2.2 Phase 1 Engagement Objectives

Objectives for Phase 1 Engagement are as follows:

- Build community capacity to take part in the planning process
- Listen and learn about the experience of living in Gisborne and surrounds
- Understand community aspirations, wants, and needs for the town in the future

2.3 Phase 1 Engagement Activities

Phase 1 Engagement involved the following engagement activities.

- Newsletter and Postcard distribution
- Gisborne Futures survey
- Drop-in sessions
- Pop-up event
- Community Agents meeting
- Postcard to the Mayor
- Self-guided walking tour
- Gisborne Futures community event

2.3.1 Newsletter and Postcard

The Gisborne Futures newsletter and postcard (Figures 1 and 2) assisted with project launch by promoting the process and ways to become involved. Newsletters have been placed at Council-owned establishments around town from early September to create buzz and excitement about the project and inform the community of ways to become involved.

This component is excluded from analysis of participation and feedback, as its purpose was to promote opportunities for participation in Phase 1 activities.

2.3.2 Gisborne Futures Survey

Throughout Phase 1, project information, key dates, and opportunities to become involved were detailed at Council's website for the Gisborne Futures project. The website also served as the primary platform for the Gisborne Futures Survey.

The survey was designed to take approximately 10 minutes to complete and includes a series of open-ended and Likert-scale questions that invite participants to share their ideas and aspirations for Gisborne. Basic demographic information was also collected to ensure diversity of respondents. A complete list of survey questions can be found in the next section of this report.

The consultant team also invited Gisborne residents and visitors to participate in the survey during the 15 September pop-up event both online and via hard copy. In total, 80 respondents completed the Gisborne Futures survey during Phase 1.

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GISBORNE FUTURES NEWSLETTER

Gisborne Structure Plan & Town Centre Urban Design Framework

WHAT IS THE PROJECT?

The Gisborne Futures project combines two strategic planning projects:

- The Gisborne Structure Plan
- The Gisborne Town Centre Urban Design Framework (UDF)

STAGE 1 July '18 — Background & Inception

STAGE 2 July '18 - October '18 — Context Paper (PHASE 1 CONSULTATION) Current

STAGE 3 October '18 - April '19 — Emerging Options for SP & UDF (PHASE 2 CONSULTATION)

STAGE 4 April '19 - July '19 — Draft Structure Plan & UDF (PHASE 2 CONSULTATION)

STAGE 5 July '19 - September '19 — Final Structure Plan & UDF

STAGE 6 September '19 - October '19 — Implementation

WHAT IS A STRUCTURE PLAN?

The Gisborne Structure Plan sets out the long-term strategic vision and action plan for the whole town including New Gisborne. Its role is to manage change in Gisborne over the next 30 years to:

- Retain the valued qualities of Gisborne
- Accommodate future land uses such as retail, office, housing, schools and community services to meet the town's needs
- Maintain the neighbourhood character of the residential areas, existing and future
- Improve traffic management, cycle and pedestrian paths
- Enable ecoromic development and future employment opportunities
- Guide the appearance of buildings in residential areas addressing neighbourhood character
- Provide for open space linkages and protect important views

The previous Gisborne Structure Plan was developed in 2009. Since then land use and demographic change has occured in Gisborne which means it is time to review and update the Structure Plan to ensure it remains current and relevant.

WHAT IS A UDF?

An Urban Design Framework (UDF) is a more detailed plan to guide future planning scheme controls and Council's works program. It sets out the direction for future development within the town centre, by ensuring that all potential future streetscape works, new development and public realm improvements are identified, planned, staged and delivered in a coordinated and comprehensive manner.

The process of preparing the UDF provides Council with an opportunity to discuss the future direction of the Town Centre with the community and address the following:

- Retaining the 'village' feel of the Town Centre
- Strategic redevelopment sites
- The form and design of buildings
- Land uses in the Town Centre, including retail, office, housing, entertainment, and community services
- Public spaces including streets, plazas and streetscaping

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The previous Town Centre UDF was prepared in 2009. Gisborne has since seen immense growth and a review of the existing document is required, ensuring it reflects the preferred future direction of the town.

WHAT IS THE PROJECT TRYING TO ACHIEVE?

The project will develop strategic planning tools to guide change in the future.

A review of the Gisborne Structure Plan is needed to address transport issues, integrated waterway management, community uses, land uses and constraints, and quantity, location, diversity and affordability of housing.

An updated Town Centre UDF is required to ensure that the future development of the town centre maintains the existing village feel while providing an improved streetscape, social and economic core, and car, pedestrian and cycle linkages within and to it, in accordance with place making principles.

HOW CAN I HAVE MY SAY?

www.mrsc.vic.gov.au/gisborne-futures

ACTIVITIES

1. Look out for the team in September and October. They will be touring the town promoting the project and will be available to answer questions.
   Drop-into the **pop-up project office** at the Gisborne Village Shopping Centre (near the Newsagent area)
   a. 10am-1pm, Saturday 22nd September
   b. 10am-1pm, Wednesday 26th September (school holidays)
2. Pick up a map from the library during the school holidays and take a self-guided treasure hunt to identify key issues around town
3. Share your ideas and aspirations for the future by attending the all ages Community Forum in partnership with The Field Trip on 6pm-8pm Wednesday 16th October 2019 at The Bacham Theatre, Gisborne Secondary College
4. Keep your eye on the website too! www.mrsc.vic.gov.au/gisborne-futures

WHAT WILL YOU DO WITH MY FEEDBACK?

Your feedback will provide the project team with insights about your experience of living in Gisborne and your ideas about how we can make it an even better town in the future.

REGISTER YOUR INTEREST

Please register your interest and stay up-to-date on the progress by visiting the project website www.mrsc.vic.gov.au/gisborne-futures

For more information about the project you can also contact Macedon Ranges Shire Council on 5421 9502

Macedon Ranges Shire Council

Figure 1: Gisborne Futures newsletter, front and back

GISBORNE FUTURES

Gisborne Structure Plan & Town Centre Urban Design Framework

GET INVOLVED IN PLANNING THE FUTURE OF YOUR TOWN!

Council is currently undertaking a major strategic project for Gisborne. A Structure Plan for all of Gisborne and New Gisborne, and an Urban Design Framework for the Gisborne Town Centre. These plans will update previous work and set out the long-term strategic vision and action plan to guide change in Gisborne over the next 30 years. The plans will include consideration of:

- Retain the Gisborne 'village' character
- Accommodate future land uses such as retail, office, housing, schools and community services to meet the town's needs
- Improve traffic management, cycle and pedestrian paths
- Enable economic development and future employment opportunities
- Guide the appearance and types of buildings in residential areas and the Town Centre
- Provide for open space linkages and protect important views

This project will run until the **end of 2019**, with several opportunities for the community to get involved and have your say.

Please register your interest and stay up-to-date on the progress by visiting the project website XXXX. For more information about the project you can also contact Macedon Ranges Shire Council on XXXX

Figure 2: Gisborne Futures postcard, front and back

2.1.4 Drop-in Sessions

Two drop-in sessions, promoted online in the newsletter and postcard, in local school newsletters, and in the Council advertisement column, were held during this Phase:

1. Saturday, 22nd September, 10am-1pm
2. Wednesday, 26th September, 10am-1pm

Each of the events was facilitated by three members of the consultant team and one Council staff member. The team were positioned in the Gisborne Village Shopping Centre and were met with a continuous high volume of shoppers. Posters were displayed that communicated project information and offered the opportunity to provide feedback.

Approximately 117 individuals engaged with the project during the first drop-in session, and another 62 in the second, for a total of approximately 180 participants. Participants stopped to discuss or record what they love about Gisborne and what they would like to see in the future. Newsletters and postcards were distributed to attendees as well as passers-by, many of whom expressed interest in participating in the process online or at another event.

2.3.3 Pop-up Event

Newsletters and postcards were hand-distributed by two members of the consultant team throughout town in a pop-up event 10am-1pm on 15 September to passers-by on Aitken Street and visitors to the aquatic centre. The team also left stacks of newsletters at the aquatic centre, the library, and Macedon Ranges Health. With inclement weather on this date, unfortunately the township was not busy and there were few passers-by. At the aquatic centre, 6 participants completed the Gisborne Futures survey via hard copy and online with an iPad.

Outside of this location it was difficult to engage passers-by in anything beyond taking a newsletter or postcard due to the weather conditions.

2.3.4 Community Agents Meeting

Local community groups and service providers were given the opportunity to speak with the project team at Council offices on 9th October. This event generated stakeholder interest and involvement in the project while providing valuable feedback from key Gisborne interest groups. A total of 16 representatives attended the meeting.

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2.3.5 Postcard to the Mayor

A total of 115 students, ages 8-13 years-old, from New Gisborne Primary School, Gisborne Primary School and Gisborne Secondary College participated in the activity design for school children.

During the last week of term, on the 19th and 20th of September, the team visited local schools to speak with Year 4, 5 and 7 students about the project.

During the visit, the classes were asked whether they agreed or disagreed to a series of statements about the town.

These statements included:

- *It's easy to walk around town*
- *It's easy to ride my bike around town*
- *There are lots of things to do in Gisborne*
- *In the future, I think it's going to be easy to find a job in Gisborne*
- *I am going to live in Gisborne forever*

After each statement was read, a discussion was had about why they agreed or disagreed with undertaken.

The session culminated in the Postcard to the Mayor activity in which each student wrote a short paragraph of ideas to make Gisborne an even better place to live.

2.3.6 Self-guided Walking Tour

A self-guided walking tour, or "treasure hunt", was advertised online and in the newsletter and postcard. A map accompanied by a series of clues took participants on a tour of Gisborne township hotspots and prompted them to consider issues around pedestrian and cycling links, the town entrance, opportunities for economic development, parking and traffic, and community facilities. Participants left their handout with feedback at the final stop on the tour, the library.

Coinciding with the school holidays, this activity particularly targeted children and families, and included both a children and adult version of the self-guided tour. The activity engaged approximately 35 people.

2.3.7 Gisborne Futures Community Event

In partnership with The Field Trip, the team undertook an all ages event on Wednesday, 10th October and 6-8pm. The event was promoted at local schools, in the Gisborne Gazette and Council advertising column, and online. Participants were asked to consider what it's like growing up in Macedon Ranges, and what they hope and dream for the future there.

Five young speakers shared their vision for the future with community members, followed by a round table discussion of issues and opportunities for the town. Approximately 30 people attended the event.

2.4 Phase 2 Engagement

2.4.1 Phase 2 Engagement Objectives

Objectives for Phase 2 Engagement are as follows:

- Gain feedback on the ideas and aspirations presented in the Emerging Ideas Paper
- Gain feedback on the previous community feedback outlined in the paper
- Ensure all major community concerns have been understood
- Build community capacity to take part in the planning process
- Understand community aspirations, wants, and needs for the town in the future

This section reports on the components of Phase 1 Engagement.

2.4.2 Phase 2 Engagement Activities

Phase 2 Engagement. included the following activities:

- Emerging Ideas Booklet
- Gisborne Futures online survey (accessed via Council website)
- Written submissions

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2.4.3 Emerging Ideas Brochure

An Emerging Ideas Paper was prepared, which included a detailed analysis of issues and opportunities and technical analysis/inputs from sub-consultants for the township of Gisborne and New Gisborne and the town centre. This work informed the Phase 2 consultation process which comprises:
The Gisborne Futures Brochure (Figure 6) assisted with informing the community regarding, project update and timeline, existing conditions information and analysis and a project overview. It also included a draft Vision and Principles for Gisborne.

The brochures were placed at Council-owned facilities (e.g. library, municipal offices etc) and at cafes and stores around town, at the beginning of May to update the community about the project and inform of ways to become involved.

This component is excluded from analysis of participation and feedback, as its purpose was to promote opportunities for participation in Phase 2 consultation.

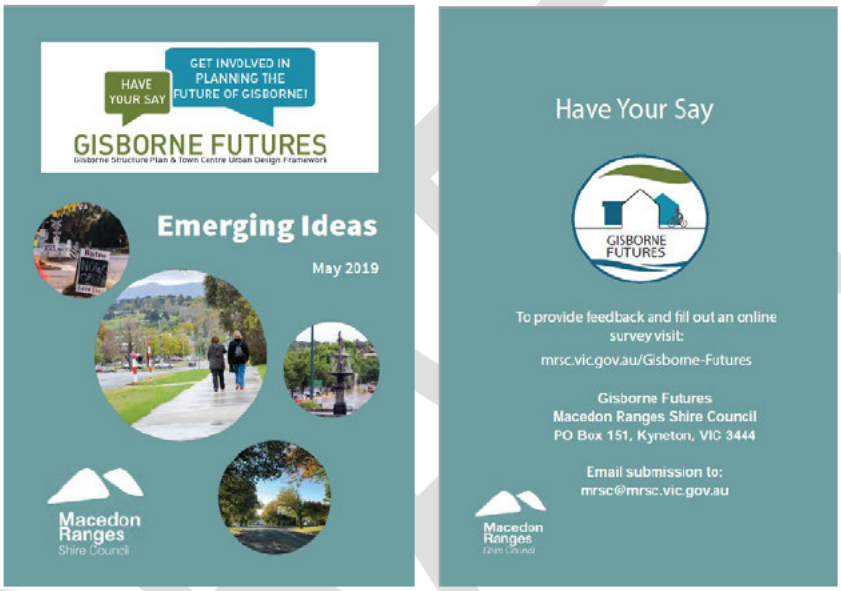

Figure 3: Gisborne Futures brochure

2.4.4 Gisborne Futures Online Survey

Project information, key dates, and a link to the online survey were accessible via Council's website and detailed in the Gisborne Futures brochure, throughout Phase 2. The website served as the primary platform for the Gisborne Futures Survey.

The survey was a series of open-ended questions that invite participants to share their thoughts on the draft Vision and Principles and allow for participants to provide further input on their ideas and aspirations for the future of Gisborne. Basic demographic information was also collected to ensure diversity of respondents. A complete list of survey questions can be found in the next section of this report.

In total, 246 respondents completed the Gisborne Futures online survey during Phase 2 of consultation.

2.4.6 Written Submissions

A total of 36 written submissions were also received during Phase 2. These were submitted to Council via email or in person at Council offices. One of the received submissions was a blank feedback form which included only contact details.

Submissions were received from the following individuals/organisations, in addition to several anonymous submissions:

Feedback from the written submissions is summarised as part of this report.

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3.0 Phase 1 Analysis of Findings

3.1 Gisborne Futures Survey

The Gisborne Futures Survey received 80 responses through the online platform and surveys completed at the pop-up event. Over 70% of participants live in Gisborne, while most others live nearby or work in Gisborne. Only a small proportion (2.5%) identified as visitors to the area. Among those living in Gisborne, most are long term residents. Approximately 83% have lived there for more than 5 years, with 13% having lived there all their lives. Most respondents from outside of Gisborne are residents of Mt. Macedon or other nearby suburbs. Those belonging to the 35-44, 45-54, 55-64, and 65+ age groups each made up one-fifth of respondents, respectively. The remaining fifth are those under 34, though there were no respondents under 18 years old. Couple-with-children is the most common household type, representing nearly 55% of respondents. Another 25% live with a partner and no children, while 10% live alone.

The results of the survey are summarised in this section, organised by question.

Q1: ***What three words describe the way you would like to see Gisborne in the future?***

Table 3 below depicts the common responses for this question.

Table 3: Words to describe Gisborne

Theme	Mentions
Sustainable / green / environmentally friendly	27
Village / small	19
Country / rural / regional	17
Community	16
Accessible / connected	10
Innovative / Smart / Modern	8
Safe	7
Growth	7
Beautiful / attractive	6
Appealing / welcoming / inviting	6
Improved parking / congestion	6
Family	5
Planned / controlled	5
Tourism	3
Peaceful	3

This question received responses from all 80 participants. According to their feedback, protection of the natural environment and the village/rural character of Gisborne is a key priority. It is also important that Gisborne be accessible and connected, innovative and modern, safe, beautiful, and welcoming.

Q2: *What three things do you love about Gisborne?*

Table 4: What residents love about Gisborne

Theme	Mentions
Village / small town / rural / country atmosphere	42
Community	25
Parks / green and open spaces	25
Trees	23
Location / proximity	23
Nature / Environment	11
Friendliness	9
Shops / services	9

There were 78 respondents for this question. The most beloved thing about Gisborne according to survey respondents is its village atmosphere, or small country town character. Participants also noted that it has a sense of community, that trees and the natural environment are major local assets, as well as parks and open spaces. Moreover, it is conveniently located with a range of local shops and services.

Q3: *What three things would make Gisborne an even better town?*

Table 4: Suggestions for improvements

Theme	Mentions
Pedestrian and cycling infrastructure	32
Additional / improved parking	18
Diminished traffic and congestion	13
Bypass for freight vehicles	11
Greater public transport connections	9
Sport and recreation facilities	9
More schools	8
Better / more affordable housing development	8
Additional shops	7
Youth engagement	7
Arts and culture	5

There were 78 respondents for this question. Mobility seems to be the main area of concern for participants. Pedestrian and cycling infrastructure, additional/improved parking, reduction in traffic and congestion, and greater public transport connections have a significant amount of support. Creating a bypass for larger freight vehicles is also a priority.

Respondents suggest the town would benefit from more facilities and services, specifically those for young people, sport and recreation, schools, arts and culture, and shops.

Additionally, responses to this question reveal some apprehension about the growth expected to occur in Gisborne. Some suggest that development and/or growth should be capped so that Gisborne can remain largely unchanged. Others support development that is consistent with the local existing character and improves affordability in the area.

Q4: ***When thinking about the housing issues facing Gisborne, (i.e. price, type, location and size), what is a priority for you and what housing issues should this project be focusing on?***

The 76 responses to this question indicate an even split between those in favour of greater diversity and density of development to promote housing choice and affordability—particularly around the town centre—and those who prefer controls to maintain low-density in Gisborne. Participants also note that infrastructure to support a larger population must accompany residential development. Principles of sustainable design are a key priority, while negative impacts to parking and traffic are minor concerns.

Example comments:

- "Everything is a family home with a garden and is priced accordingly - there's not enough diversity of product or price. what about lock it and leave, or small housing for retirees who have limited mobility and can't maintain a garden, or a few apartments above shops for those who just want to get into the market"
- "I would hate to see new Gisborne be filled with small unit and house blocks. Keeping the large country blocks and family houses would be better."
- "Housing to cater for a wide section of socio economic groups and lifestyle choices all with appropriate infrastructure planning and based on sound environmentally sustainable principles."

Q5: ***When thinking about Gisborne's town character, what do you like about the look and feel of the town?***
What do you like about the town now?

74 participants engaged with this question. Responses are similar to those of Question 2. Wide, tree-lined streets are an important aspect of the town's character. Residents enjoy the village/small country town atmosphere, which fosters a sense of community. Gisborne also possesses historic charm, local shopping options, ample green open space, and an attractive natural setting.

Example comments:

- "Retail Experience mixed with parklands"
- "Gisborne has a friendly community feel. It isn't over populated and has a lot to offer to people of all ages."
- "Tree lined streets, rural vistas, beautiful open spaces"

What are your ideas for improvements for the future?

There were 71 responses to this question. Participants posed a wide range of suggestions to improve Gisborne in the future. Similar to Question 3, the top priority for residents is the development of better walking and cycling links throughout town. Additional parking may also be needed, as well as a strategy to bypass heavy haulage vehicles from town. There are opportunities for new retail shops as well as improvements to existing shop fronts. Sport/recreation facilities and the botanic gardens could be upgraded to improve local amenity.

Example comments:

- "I would like to see the sporting facilities in the area improved. In particular running, walking and bike riding trials. The gym is well over due for an upgrade and needs to be improved."
- "Enhancing the retail offering whilst maintaining the rural charm."
- "More parking is required"

Q6: ***When thinking about creating jobs, what ideas do you have about how Council and other levels of government could attract more jobs and businesses to town?***

This question received 67 responses. According to respondents, job creation must be driven by local business. There is some support for providing government incentives to support the success of smaller local businesses. Diversification of sectors is also suggested; Gisborne could potentially attract more professionals, government service providers, and/or grow agribusiness and tourism. Working from home is a growing trend that could be facilitated through shared work spaces. A minority of respondents believe Gisborne should be a town that does not support large industry.

Example comments:

- "Incentives to encourage local businesses can stay in business, and to attract new stores/franchises to town."
- "Creating more community hubs where young students (ie. school and university) can study and also professional people can work from home."
- "Encourage small industry - and agricultural ventures. People working in town, shop in town, helps the town flourish"

Q7: ***When thinking about the history and heritage of Gisborne, how can this project better protect and enhance its history? What are the key priorities for you?***

A total of 65 responses were recorded for this question. According to respondents, Gisborne's historical and heritage landmarks should be protected and celebrated. Development should be mindful of sites or areas of significance. Local green and open spaces and trees are integral parts of local heritage, while Indigenous history could be better recognised. In addition, some suggest more readily available information on the area's history and heritage, perhaps in the form of an information centre or brochures around town.

Example comments:

- "Avoiding any insensitive development close to heritage buildings"
- "Maintain heritage by creating more green spaces, planting more trees"
- "Indigenous history. There doesn't seem to be any recognised in Gisborne?"

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Q8: ***When thinking about the future, and existing community facilities and services, how much do you agree or disagree with the following statements?***

This question received 73 responses. Survey participants were asked to rate their agreement with a number of statements regarding the adequacy of facilities and services in Gisborne. Their responses are quantified in Table 6 below.

Table 5: Agreement/Disagreement with facility and services statements

Statement	Strongly Agree	Somewhat Agree	Not Sure	Disagree	Strongly Disagree
There are enough childcare facilities	15.3%	20.8%	**45.8%**	16.7%	1.4%
There are enough parks	12.5%	**34.7%**	4.2%	40.3%	8.3%
There are enough playgrounds	12.3%	28.8%	13.7%	**38.4%**	6.9%
There are enough primary schools	8.3%	19.4%	23.6%	23.6%	**25%**
There are enough secondary schools	4.2%	26.4%	19.4%	**27.8%**	22.2%
There are enough health services	22.5%	**46.5%**	15.5%	12.7%	2.8%
There are enough library facilities	22.2%	**51.4%**	18.1%	7%	1.4%
There are enough arts and culture services and activities	5.7%	24.3%	**28.6%**	27.1%	14.3%
There are enough sporting facilities and clubs	14.1%	**36.6%**	9.9%	22.5%	16.9%
There are enough youth services and activities	2.8%	8.3%	**36.1%**	27.8%	25%
There are enough aged care services and activities	5.5%	11%	**43.8%**	30.1%	9.6%
There are enough accommodation options	5.5%	12.3%	**30.1%**	31.5%	20.6%

Q9: ***Do you have any other comments about community services and facilities?***

A total of 35 participants provided a variety of additional comments and suggestions. These focussed on the following themes:

- Improved aged care services and facilities;
- Public toilets in the children's park;
- Upgrades to sporting facilities;
- Even distribution of services and facilities;
- Spaces to engage young people;
- Facilitation of hobby groups by Council; and
- Additional primary school.

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Q10: *How easy or difficult is it to move in and around town?*

Survey participants were asked to rate the ease of mobility by various means in Gisborne. Their responses are quantified in Table 7 below. This question received 72 responses.

Table 6: Ease of movement around town, by mode choice

	Very Easy	Easy	Neither Difficult Nor Easy	Difficult	Very Difficult	N/A
By car / other vehicle	23.6%	**31.9%**	16.7%	20.8%	6.9%	0%
On foot / walking	19.4%	**48.6%**	15.3%	11.1%	4.2%	1.4%
By cycling	9.9%	**25.4%**	12.7%	22.5%	7%	22.5%

Q11: *How important is protecting the following views and landscapes?*

Survey participants were asked to rate the importance of protecting views from locations around Gisborne. Their responses are quantified in Table 8 below. This question received 72 responses.

Table 7: Importance of views and landscapes

	Very Important	Important	Moderately Important	Slightly Important	Not Important
Views to the ranges	**73.6%**	16.7%	6.9%	2.8%	0%
Views along Aitken Street	**51.4%**	31.9%	8.3%	5.6%	2.8%
Views to the countryside	**62.5%**	20.8%	8.3%	1.4%	6.9%
Views to the surrounding rural landscape	**56.9%**	23.6%	8.3%	4.2%	6.9%

Q12: *How important are open spaces, parklands, walking/cycling paths to you?*

Survey participants were asked to rate the importance of outdoor spaces and infrastructure in Gisborne. Their responses are quantified in Table 9 below. This question received 70 responses.

Table 8: Importance of open spaces and pathways

	Very Important	Important	Moderately Important	Slightly Important	Not Important
Walking paths	**88.6%**	8.6%	2.9%	0%	0%
Cycling paths	**57.1%**	22.9%	11.4%	4.3%	4.3%
Open spaces and parklands	**87.1%**	7.1%	5.7%	0%	0%

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Q13: *Additional comments*

A total of 36 respondents provided additional comments on a range of topics relevant to the project. These generally reinforced earlier responses in the survey. Suggestions and comments focus on:

- Need for additional parking;
- Promotion of Gisborne as a tourism destination;
- Concern for future growth and overdevelopment;
- Promotion of walkability;
- Lower local speed limits;
- Support for the Glen Junor development;
- Housing affordability; and
- Appreciation for the consultation process.

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3.2 Drop-in Sessions

Feedback from the approximately 180 participants of the drop-in sessions has been collated and summarised in this section. Themes are identified from the responses to each question, followed by an explanation of each theme and example comments.

Q1: ***What words describe the way you would like to see Gisborne in the future?***

- Preserved small town/village/rural feel
- Improved traffic flow
- Protection and enhancement of open spaces and natural landscapes
- Improved active/public transit connections
- Distribution of shopping centres
- Appropriate growth and development

Preserved small town/village/rural feel: From the feedback received, it is important that the small town, or 'village' feel of Gisborne is preserved in the future. Respondents associate boutique shops, less traffic, large lots, and a 'country atmosphere' with the town's character, in contrast with larger suburbs like Sunbury.

Example comments:

- "Keep village feel"
- "Retain village – no further urban sprawl"
- "Country feel"

Improved traffic flow: The solution of a truck bypass is very important to respondents, as the use of the township as a thoroughfare for large vehicles is perceived as a key issue. Some also suggest that the centralization of the town's amenities exacerbates traffic problems, and that this could be addressed by focusing development elsewhere.

Example comments:

- "Polycentric town for traffic improvement"
- "Truck traffic – bypass"
- "Traffic management – need a ring road to stop heavy vehicles entering the town"

Protection and enhancement of open spaces and natural landscapes: Open space and tree planting are important to preserve and enhance in the Gisborne community. The natural environment should be protected and accessible through reserves, linkages, and opportunities for passive recreation.

Example comments:

- "Green open spaces/larger blocks, trees"
- "Retention of open spaces"
- "Nature corridors"

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Improved active/public transit connections: Respondents believe that Gisborne could be more walkable through an improved path network. There are also opportunities to better connect Gisborne to other nearby areas through transit services.

Example comments:

- "Making more senior friendly footpaths. Bus routes."
- "More walking options"
- "Regional centre – walk/ride link to Riddells/Woodend"

Distribution of shopping centres: According to respondents, more retail space is needed in Gisborne/New Gisborne/Gisborne South. A new shopping centre located in New Gisborne is the most popular idea among the responses. One respondent, however, noted that no large shopping centres should be added to the area.

Example comments:

- "Retail precinct in New Gisborne"
- "Shopping centre in South Gisborne"
- "Supermarket/shopping precinct – New Gisborne"

Appropriate growth and development: Respondents highlighted the need for Gisborne to grow and develop appropriately. This requires balancing competing needs and interests. Larger lot sizes with low-rise dwellings are preferred, but so is consolidation. Where growth does occur, infrastructure should accompany it and resources should be equally distributed. Importantly, residents should come first and existing neighbourhood character should be preserved.

Example comments:

- "Consolidation: no new growth areas. Urban area. Neighbourhood design/protection"
- "Controls on large scale developments with fewer very small blocks/high density"
- "Better management of growth and infrastructure"

Q2: *What do you love about Gisborne/New Gisborne?*

- Small town/rural feel
- Environment
- Location
- Housing character

Small town/rural feel: Friendly people, a rural setting, and a peaceful atmosphere contribute to the small town feel that respondents love about Gisborne/New Gisborne.

Example comments:

- "Quiet streets"
- "Village feel, people are friendly"
- "Rural ambience"

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Environment: The area's environmental amenities contribute to residents' love for Gisborne/New Gisborne. This includes the trees, birds, creek, parks and open spaces, and view lines.

Example comments:

- "Greenbelt around town"
- "Our parks and gardens"
- "Deciduous vegetation/character"

Location: Gisborne is well-located in a distinctive rural environment that still has proximity to Melbourne.

Example comments:

- "Location"
- "Lifestyle in proximity to Melbourne"

Housing Character: The look and scale of housing development is another thing that respondents appreciate about the town. Large lots with single-storey dwellings are preferred.

Example comments:

- "Large building blocks"
- "No two storey developments"

Q3: *What things/improvements would make Gisborne/New Gisborne an even better town in the future?*

- Enhancement of the natural environment
- More community infrastructure and activities
- Walking and cycling paths
- Protection of existing character/limiting development
- Appropriate housing development
- Facilitating car and public transit travel

Enhancement of the natural environment: The natural environment is a key feature of the area, and it is important to respondents that it be preserved and enhanced in future. This includes conservation efforts as well as tree planting and open space creation.

Example comments:

- "More trees planted in new estates"
- "Protect wildlife corridors"

More community infrastructure and activities: More facilities are needed to foster a stronger sense of community in Gisborne. A new primary school and additional retail centres may also be needed, especially in New Gisborne and South Gisborne.

Example comments:

- "Build a sense of community not a feeder for Melbourne"
- "More variety of shops"

Walking and cycling paths: Walking tracks and pathways are important for mobility among local residents as well as tourism. These should link to create a network that connects to local destinations.

Example comments:

- "More walking tracks"
- "Want to be able to walk to shops/services from N Gisborne"

Protection of existing character/limiting development: To some residents, growth and developments may pose a threat to the existing character of the area. Gisborne is not Sunbury, and should maintain larger block sizes. There is some disagreement about whether or not the urban growth boundary should be expanded.

Example comments:

- "Protect from urban sprawl"
- "More ¼ acre or larger blocks"

Appropriate housing development: Closely related to the previous theme is appropriate housing development. According to participants, housing development should promote affordability and choice while still primarily maintaining larger blocks. New estates should be carefully planned.

Example comments:

- "Better planning and design of new developments"
- "Housing affordability – housing diversity"

Facilitating car and public transit travel: The train station should be accessible, with more, faster trains to Melbourne. More parking may be needed in areas that will grow more intensively in the future. Additionally, trucks should be redirected from town.

Example comments:

- "Ring road around Gisborne/New Gisborne for heavy vehicles"
- "Protect access to train station – make it easy to get to/from station"

Mapped feedback

Participants were also invited to provide mapped feedback; locations in and around town were tagged with a numbered sticker, to correspond with a written issue or opportunity specific to that area. The mapped feedback has been collated from the drop-in sessions and the Gisborne Futures Community Event to identify themes; themes have been mapped the topic area and are shown below in Figures 3-5.

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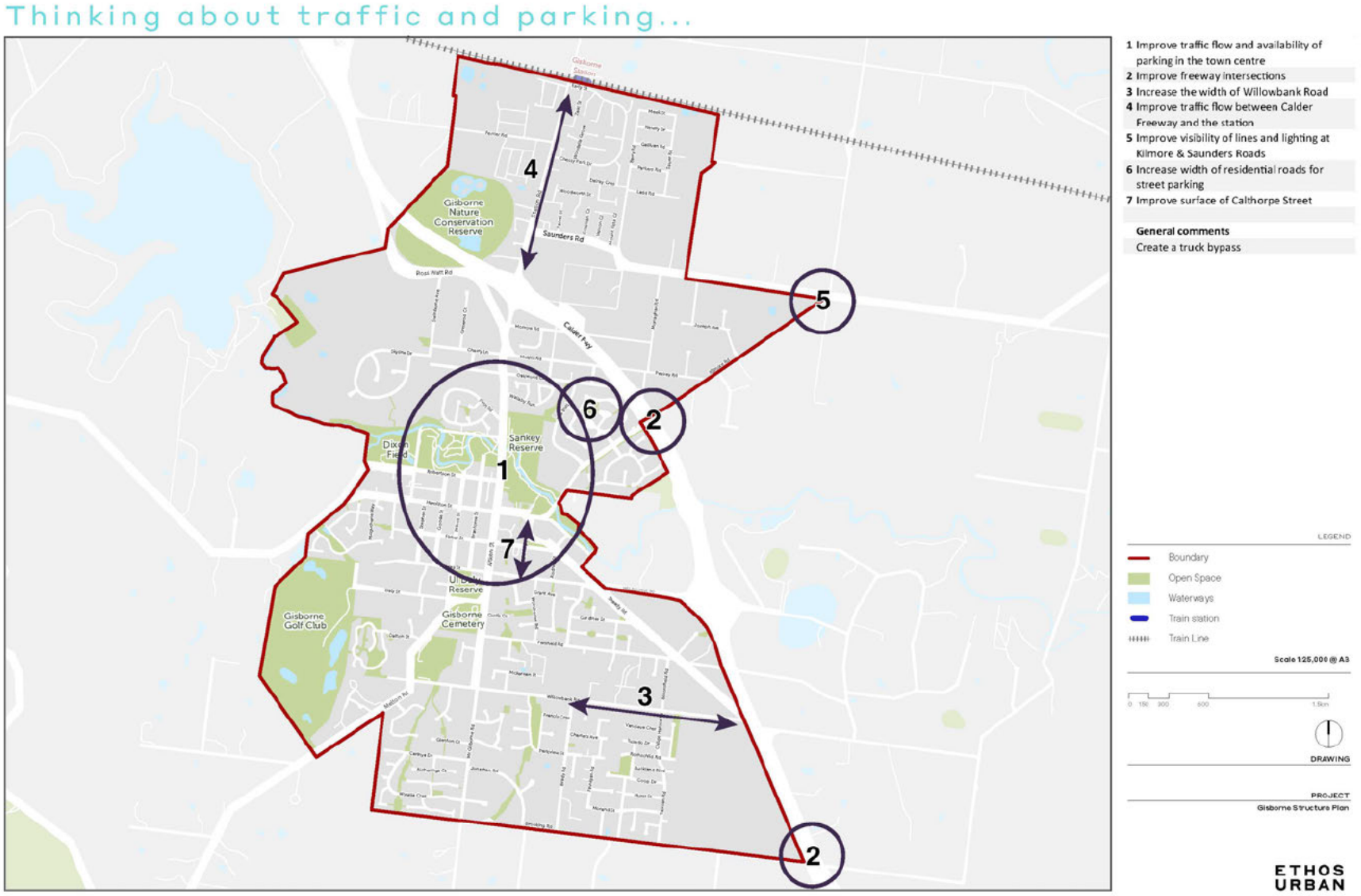

Figure 4: Traffic and parking, mapped feedback

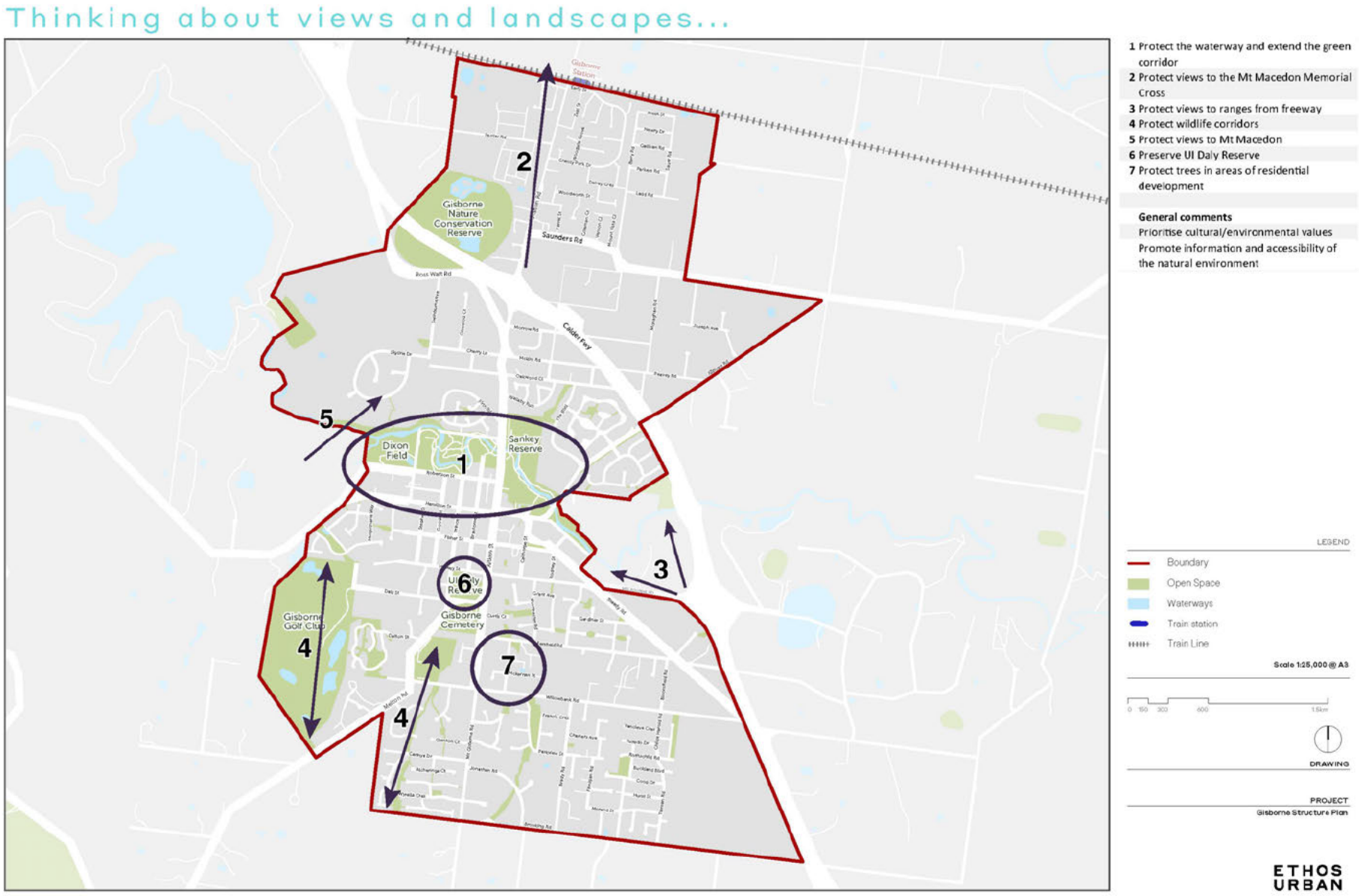

Figure 5: Views and landscapes, mapped feedback

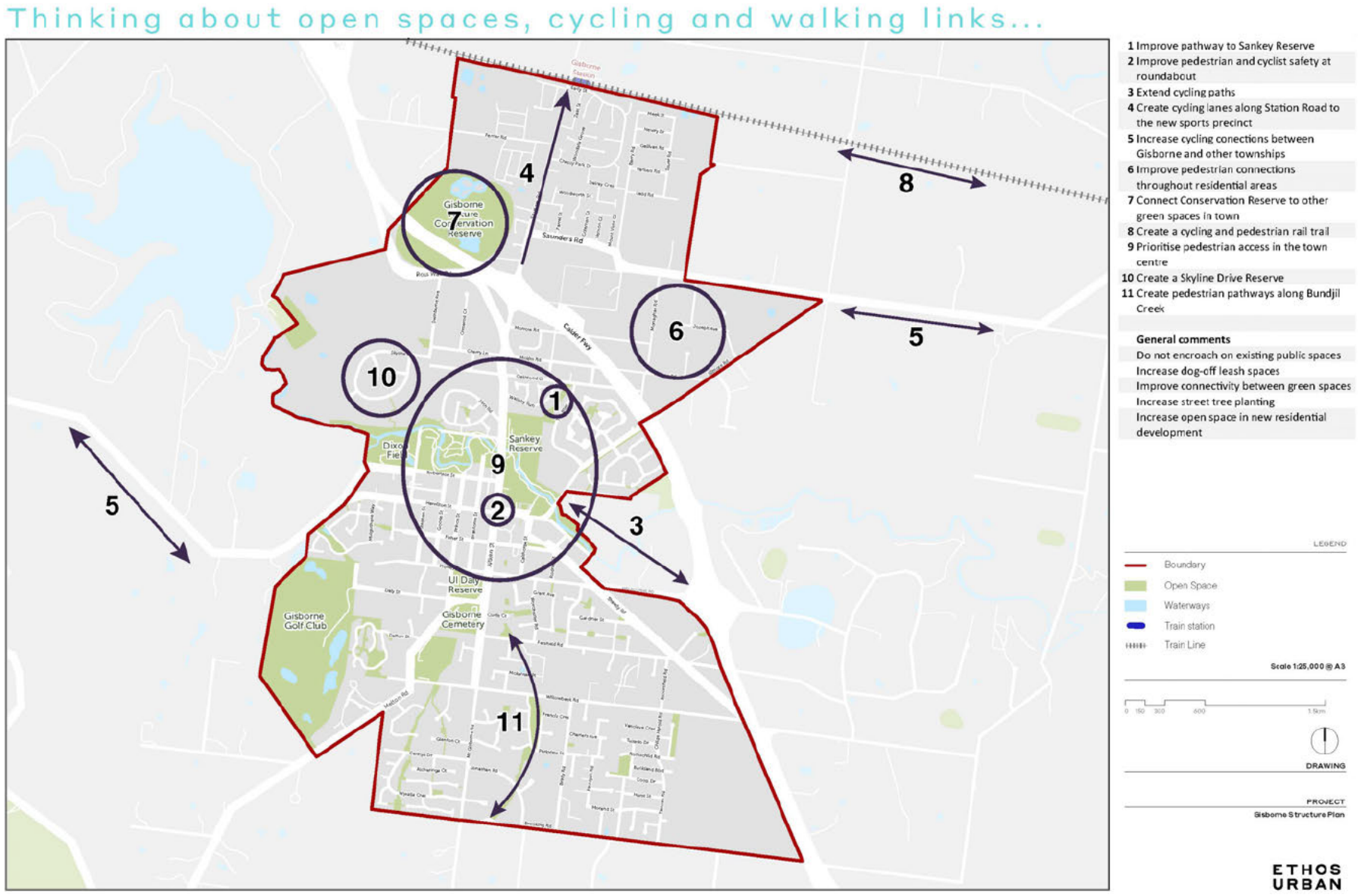

Figure 6: Open space and pathways, mapped feedback

3.3 Community Agents Meeting

Attendees at the community agents meeting raised several issues to consider in planning for Gisborne's future. Themes are summarised below.

- Aged care
- Youth engagement
- Natural environment
- Gisborne in future

Aged care: Gisborne has a higher rate of dementia than the state average. A positive ageing plan is needed to accommodate downsizers, meet service demand, and promote safety.

Youth engagement: Mental health issues are on the rise in young people. To fight social isolation and disengagement, local youth are in need of spaces for self-expression and engagement aside outside of sport.

Natural environment: Key local environmental features deserve consideration, including the basin of Macedon River, waterways, and the fault line.

Gisborne in future: A successful Gisborne in future is sustainable for all living residents, animals, and plants, connected, and with a definite identity.

3.4 Postcard to the Mayor

In their postcards the Mayor, primary and secondary students shared a range of ideas to answer the prompt below.

Write a postcard to the mayor about what you think council can do to make Gisborne an even better place to live. What are your ideas?

The themes from this feedback are identified below.

- Biking/Motorbike/BMX tracks;
- More entertainment (e.g. adventure playground, reptile centre, game store, museum) and shopping options;
- More drinking taps around town;
- Future job opportunities in Gisborne; and
- Overdevelopment of the town and loss of the village/country town feel.

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3.5 Self-guided Walking Tour

Feedback from the self-guided walking tour identified that there are a range of things working well for children was well as a range of different opportunities.

Children really engaged and wanted to celebrate the rural setting and lifestyle afforded by living in Regional Victoria. The setting of the town within the hills and rural landscape and access to the creek were important.

Example quotes:

- "I like exploring in the creek- I wish there were better paths and it was easier to get there"
- "I like living in the country with the fresh air and tress and all the animals nearby"

A range of different opportunities for the town were identified, including:

- "More bike paths and rest stops"
- "Equal access to sporting opportunities for both girls and boys"
- "Protection of the environment and creek"
- "Need for bigger schools and more jobs for teenagers"
- "Need for more alternatives for weekend activities- beyond sport-we need more dance, arts and drama programs locally"
- "Biking/Motorbike/BMX tracks"
- "More entertainment (e.g. adventure playground, reptile centre, game store, museum) and shopping options"

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3.6 Gisborne Futures Community Event

Themes from the Gisborne Futures Community Event are organised below by question, followed by an explanation of each theme and example comments. Feedback gathered from the mapping activity at this event has been collated with that of the drop-in session feedback and is summarised in Section 3.2.

Q1: *What words describe the way you would like to see Gisborne in the future?*

No responses were recorded for this question.

Q2: *What do you love about Gisborne/New Gisborne?*

Six responses were received for this question:

- "Good transport"
- "Good services for older people"
- "Environment (natural & parks)"
- "Waterways"
- "Environment and village English feel"
- "The community"

Q3: *What things/improvements would make Gisborne/New Gisborne an even better town in the future?*

- Enhanced open spaces and landscaping
- More community infrastructure and activities
- Improved mobility

Participants also had the opportunity to provide focused feedback around several themes. These themes are listed below with a summary of the feedback each received.

- **Retain village character:** Residents ascribe the village character to the environment, friendly atmosphere, local amenities, and other unique aspects of Gisborne. Residents appreciate that it doesn't yet feel like a large suburb.
- **The environment:** Both major environmental features such as the Macedon Ranges, and local amenities such as the Botanic Gardens and nature reserves contribute to the environmental quality in the Gisborne area. Environmental character could perhaps be enhanced through more walking trails and rules about dog access.
- **Future land uses:** Future land uses should result in community benefit. Respondents suggest several potential uses, including meeting spaces, retail area, housing for the disabled, and exhibition space.
- **Economic development:** Jobs for young people and incentives for business development are key to the economic success of Gisborne, according to respondents. They suggest the creation of coworking spaces, an industrial park, or tax incentives.
- **Housing types:** Most respondents would like for new housing development to match the existing character of Gisborne: large yards, low density, with a thick canopy cover. One respondent suggests that smaller, more affordable housing is needed for younger people in the area.
- **Town centre:** Respondents suggest some changes to the town centre to make it more vibrant and visually appealing. Integrating art and history could be inviting, and greater cover of pathways could encourage walking. Built form should be mixed, but of a small scale, with setbacks. Existing spaces could be better utilised, including the library and the Nexus Business Centre.

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4.0 Phase 2 Analysis of Findings

4.1 Emerging Ideas Online Survey

The Emerging Ideas Online Survey received 246 responses through the online platform.

The results of the survey are summarised in this section, organised by question.

Q1: *Vision*

Respondents had the following key points for the Draft Vision statement for Gisborne:

- Place more emphasis on protecting the surrounding landscape and environment.
- Encourage and promote better movement (pedestrian and vehicular).
- Emphasis on the rural character.
- Concern there is no mention of improved infrastructure or community facilities (particularly as the population increases).
- Concern there is no mention of traffic management.
- Concern using the term 'regional', as this implies the rural/country/village aspect of the town will be lost.

Example comments:

- "*If the town centre is to be an inviting place for everyone, the Vision needs to include support for the ageing population who cannot move actively and safely around town*"
- *"When looking at growth you MUST plan with infrastructure to support this our schools, sports teams, medical centres roads are already near if not at capacity"*
- *"To maintain and protect the rural country charm of Gisborne and protect it from over development"*
- *"I cannot understand how Gisborne will be a regional centre when 10 min from Sunbury, 15 min from Melton and just over 45 min from Melbourne. A regional centre will mean that much of what we love about Gisborne will be lost. Regional Centre is the wrong word to use and it sounds like the developers are in charge yet again."*

Q2: *What else could the Plan address to manage Gisborne's image and character?*

Table 10 below depicts the common responses for this question.

Table 10: ***What else could the Plan address to manage Gisborne's image and character?***

Theme	Mentions
Growth & Development	**144**
Develop	43
Block	37
Growth	22
Build	10
Population	10
Suburb	8
Shop	8
Boundary	6

Theme	Mentions
Traffic	**32**
Traffic	13
Parking	7
Truck	6
Connect	6
Environment & Open Space	**36**
Open Space	13
Rural	12
Environment	8
Vegetate	3
Character	**71**
Country	22
Protect	21
Local	7
Beauty	5
Village	4
Identity	3
Preserve	3
Lifestyle	3
Heritage	2
Liveable	1

There were 283 responses for this question. Growth and development are the main areas of concern for participants. Respondents reveal some apprehension regarding growth, residential development and density – or minimum lot sizes due to potential impacts on character and traffic congestion.

Respondents advocate for the retention and protection of the village character and low scale feel of the town centre and the township as a whole. The role the surrounding environment plays on the image of the town is also a priority, particularly the open spaces and Jacksons Creek escarpment.

Additionally, there are other responses that support development that is consistent with the existing character and provide appropriate infrastructure.

Example comments:

- "Keep development to a minimum & stop approving small blocks"
- "How can you keep the country town character when you planning to double the town's population over the next ten years"
- "Ensure over development of residential areas are limited and enough infrastructure exists for existing residents."

Q3: *How would you like to see Gisborne support local and regional businesses?*

Table 11: *How would you like to see Gisborne support local and regional businesses*

Theme	Mentions
Economy	**105**
Business	43
Rent	13
Growth	11
Job	7
Retail	6
Employment	5
Industrial	5
Commercial	5
Hub	3
Innovative	3
Grant	3
Co-Working	1
Movement and Access	**45**
Parking	19
Traffic	13
Congestion	10
Transport	3
Tourism	**9**
Tourism	5
Event	4
Other	**40**
Local	30
Youth	10

There were 234 responses for this question. In general, respondents were in favour of providing local jobs in Gisborne, with many participants revealing reluctance for the provision or appropriateness of 'big box' larger retailers. Improvements to parking and vehicular movements, particularly at peak times is of high a priority among survey responses. Participants also noted the need for local shops in the New Gisborne and south Gisborne to alleviate traffic congestion and parking pressures on the town centre.

Example comments:

- "Shops in New Gisborne would be great to ease the congestion in town and would make a local shop very easy for New Gisborne residents"
- "Limit the big companies to allow our smaller business which are unique to thrive"
- "Parking and traffic planning is essential"

Q4: *Are there other ideas relating to housing or Gisborne's residential character that should be included?*

Table 12: *Are there other ideas relating to housing or Gisborne's residential character that should be included?*

Theme	Mentions
Growth & Development	**205**
Block	61
Develop	43
Density	24
Growth	18
Suburb	18
Built	13
Boundary	8
Population	8
Afford	7
Diversity	5
Movement & Access	**27**
Parking	16
Train	7
Transport	4
Environment	**11**
Open Space	8
Sustainable	3
Character	**62**
Rural	30
Country	17
Protect	7
Lifestyle	4
Charm	4

There were 305 responses for this question. Respondents highlighted the need for Gisborne to grow and develop appropriately while in keeping with the existing neighbourhood character and low scale of development. There is concern around the provision of small blocks and medium density development and the 'suburban' impact this will have on the rural and country feel. Participants also noted their apprehension for the expansion of the town boundary for further growth and development.

Additionally, respondents highlighted the need for the provision of appropriate infrastructure to handle the increase in traffic.

Example comments:

- "Do not promote medium density houses. Keep country feel with larger blocks. Half acre minimum"
- "Small blocks under 800sqm will impact on the town feel. There is an abundance of small dense housing units which turns the feel of the town from country to city…"
- "The boundaries of the town are not relevant as it will grow regardless. It is the use of the land and how this shapes character that is important"

Q5: What else could the Plan address to enhance the town's environment, open spaces and landscape features?

Table 13. :What else could the Plan address to enhance the town's environment, open spaces and landscape features?

Theme	Mentions
Environment & Open Space	**53**
Wildlife	10
Biodiversity	3
Nature/Natural	4
Tree	10
Vegetation	5
Open Space	8
View	6
Reserve	5
Pest	1
Sustainable	1
Heritage & Culture	**2**
Indigenous/Aboriginal	2
Growth & Development	
Develop	24
Growth	3
Build	6
Block	3
Character	**36**
Protect	20
Rural	4
Access & Movement	**24**
Path	10
Trail	8
Track	6
Other	**8**
Recreation	8

There were 153 responses for this question. Many respondents value the surrounding environment and the rural feel it provides. There is concern amongst participants regarding the impact increased growth and development will have on existing tress and wildlife. The potential loss of open space, trees and/or views of the landscape would threaten the rural lifestyle and character of the town.

Additionally, respondents highlight the need for improved movement between the open spaces and promote the upgrading of footpaths and bike trails/tracks.

Example comments:

- *"Footpaths and bike tracks need more work so that we can enjoy the landscape of Gisborne while being safe"*

- *"Keep all parks and trees. The housing estates near Willowbank Rd has little to no trees. Trees make Gisborne/Macedon areas beautiful and different from the inner suburbs"*
- *"Protect key views from inappropriate development" — like the beautiful views of the Ranges as they stretch to Riddell, which are now threatened by concrete and buildings that will entirely obscure the view"*

Q6: *Have we understood all concerns about traffic, transport and how you get around town?*

Table 14: Have we understood all concerns about traffic, transport and how you get around town?

Theme	Mentions
Environment & Open Space	**4**
Creek	3
Plant	1
Safety	**8**
Dangerous	3
Safety	3
Accident	2
Character	**2**
Local	2
Access & Movement	**180**
Road	31
Park	25
Truck	15
Bus	15
Station	13
Car	13
Footpath	11
Congestion	10
Pedestrian	8
Walk	8
Cycle	6
Public/Transport	6
Train	5
Bypass	4
Drive	4
Bike	2
Network	2
Active	1
Link	1
Community Needs	**9**
Age	8
Disabled/Disability	1

There were 203 responses for this question. A high number of respondents raised concerns with the lack of existing parking availability and traffic congestion in and around the town centre and how this will be further impacted as the population increases.

Other respondents identified the need to improve pedestrian safety with more pedestrian crossing points and upgraded path networks for increased walkability.

Truck traffic was also raised as a concern among respondents, due to safety, impact on congestion and noise impacts.

Example comments:

- "Removing truck traffic would provide a safer and quieter township more conducive to family life"
- "Ensure there is enough parking with the increased planned population"
- "Ensure roads and footpaths are maintained and adequate"

Q7: *Are there ideas or improvements for the town centre that we have missed?*

Table 15: *Are there ideas or improvements for the town centre that we have missed?*

Theme	Mentions
Economy	**18**
Shop	4
Hub	3
Retail	3
Event	3
Food	2
Commercial	1
Precinct	1
Diversity	1
Growth & Development	**9**
Develop	7
Upgrade	2
Character & Cultural Heritage	**17**
Feel	6
Village	5
Streetscape	4
Heritage	1
Indigenous	1
Access & Movement	**27**
Park	13
Car	4
Pedestrian	3
Walk	3
Traffic	2
Footpath	2

Theme	Mentions
Environment & Open Space	**18**
Tree	12
Space	5
Environment	1
Safety	**6**
Light	4
Safety	2
Other	**28**
Night	8
Youth/Young	8
Public	6
Children	4
Recreation	2

There were 121 responses for this question. Many respondents raised concerns in relation to car parking in the town centre. Identified car parking issues include, access, safety, the need for additional car parks and additional temporary parking spaces on market days.

The need for protection of existing street trees and the continued planting of more canopy trees in the town centre and surrounding open spaces was also identified as a key issue among survey respondents.

Additionally, respondents highlight the need for a diversity of retail, in particular venues that operate in the evening.

Example comments:

- "Improve parking for market days"
- "More diversity of retail. Too many cafes, not enough places for dinner though. Need to attract people into town at night."
- "Protect any trees in the town centre and public spaces"

Q8: *Are there other community services or facilities that we should plan for?*

Table 16: Are there other community services or facilities that we should plan for?

Theme	Mentions
Demographics	**40**
Young / youth	10
Old	5
Age	17
Child	7
Teen	1
Environment & Open Space	**16**
Recreation	3
Park	8

Theme	Mentions
Space	4
Tree	1
Access & Movement	**10**
Traffic	2
Bus	5
Walk	3
Services & Facilities	**73**
School	44
Sport	8
Retire	1
Aquatic	2
Program	1
University	1
Medical	2
Kinder	3
Police	2
Health	1
Hub	3
Shop	4
Toilet	1
Other	**5**
Co-locate	1
Co-working	1
Demand	3

There were 144 responses for this question. There was a consensus across responses identifying the need for aged care or retirement facilities, schools (particularly high schools) and youth facilities in Gisborne. Participants also noted the need for improved community gathering spaces and the expansion of GisBus to other areas of the town, for more convenient access to the town centre and to the train station.

Example comments:

- “People need a space to gather and connect with people that are their neighbours”
- “More diversity of retail. Too many cafes, not enough places for dinner though. Need to attract people into town at night.”
- “Protect any trees in the town centre and public spaces”

Q9: *Have you got any other feedback?*

Table 17: *Have you got any other feedback?*

Theme	Mentions
Growth & Development	**83**
Develop	61
Housing	16
Infrastructure	6
Access & Movement	**37**
Train	6
Walk	6
Bike	17
Commuter	2
Footpath	3
Traffic	3
Character	**38**
Rural	8
Feel	12
Village	6
Character	12
Economy	**12**
Industrial	1
Local	3
Business	4
Shop	4
Environment & Open Space	**25**
Sustainable	6
Climate Change	3
Environment	4
Views	4
Tree	6
Recreation	2
Services & Facilities	**9**
Sport	3
School	6
Glen Junor	**39**
Glen Junor	39
Other	**33**
Youth	26
Tourist	1

There were 276 responses for this question. A high number of respondents reiterated their concerns with over-development and the impact on the rural character that the provision of small blocks has.

There was also support from a number of participants for to improve bike trails within the township.

39 respondents mentioned their support for the proposed Glen Junor development.

Example comments:

- "Keep the simple quiet life way of a semi-rural town you can't get what we have in any other direction 55kms from Melbourne, please don't over develop and turn it into a suburb"
- "I would like to see bike paths, recreational activity spaces and fitness spaces, hopefully bringing along more people and tourists"
- "The vision for the Glen Junor property along the Gisborne Kilmore road sounds amazing & I was excited by the prospect that a development could really offer some great benefits & opportunities to Gisborne"

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4.3 Written Submissions

Council received 37 submissions in response to the Emerging Ideas Paper.

The key issues outlined in the submissions have been grouped into the following themes:

- Management of traffic and adequate parking
- Spatial distribution of infrastructure and services
- Environmentally sustainable design
- Better utilisation of public open space
- Enable public and active transport
- Support for Glen Junor development
- Questions and comments on the process

Management of traffic and adequate parking: There is some concern that traffic congestion will worsen as the population increases, particularly in the town centre and at peak times. Relevant to this is the common position among respondents that large freight vehicles passing through Gisborne are detriment to its traffic movement and overall amenity. There is support for a bypass for freight vehicles so that they do not "clog local Gisborne Roads".

Comments regarding parking suggested that not all new developments (commercial or residential) are providing adequate parking for their residents/staff/patrons. Some respondents suggested that some projects may end up creating additional congestion on certain roads, such as the regional sports facility planned for New Gisborne.

Example comments:

- "Gisborne township ….is always crowded, with lots of traffic…too much for a country town, and increasingly unavailable parking."
- "You mention investigating options for an alternative truck route to take heavy trucks away from the centre of town. I think that would be a great idea, in terms of safety and noise issues and to reduce damage to our roads."

Spatial distribution of infrastructure and services: Respondents note that services and facilities are currently concentrated in the Gisborne township, and the residents of New Gisborne and Gisborne South do not enjoy the same level of access to services and facilities. Some submissions support retail/commercial growth outside of the main town area, including the new primary school for Gisborne South. This may also help to alleviate traffic and parking pressures on the Gisborne town centre.

Example comments:

- "The New Gisborne area is well facilitated for schools and the development of recreation facilities […] A commercial area such as a food outlet in New Gisborne will reduce the reliance on traffic flow on Station Road. It will also reduce the pressure for carparking in the Gisborne shopping area"
- "In the case of Gisborne South, a need has been identified to establish a new primary school. A new primary school should be supported by appropriate population growth in the area."

Environmentally sustainable design: There is some level of concern from community members regarding the impacts of climate change and how planning for growth and development may be contributing to it. Responses identify the need for both urban design and building design to prioritise environmental sustainability. According to some submissions, services and facilities—including open space—should be accessible from residential areas by active (walking/cycling) or public transport. Urban sprawl should be avoided by allocating planned housing development within the town centre. However, respondents are divided on whether or not subdivision and development should be permitted on rural land surrounding townships. Housing development also presents an opportunity for the incorporation of renewable energy solutions and more sustainable materials.

Example comments:

- "We need to prevent development of rural sprawl on land that we are going to need in the decades to come. Rural living close to Gisborne just illustrates a lack of long-term thought in my opinion. It's bad for the environment and just a wasted opportunity."

- "We support new sustainable buildings and neighbourhoods that adapt to the needs of the future. We believe the demand for sustainable built homes will only increase in the broader Macedon Ranges region if we start doing it and demonstrate the value it can bring to people and the environment."

Better utilisation of public open space: According to respondents, the quality of open space could be improved upon, particularly in New Gisborne and Gisborne South. In particular, Gisborne Fields is identified as parkland which could be better utilised (noting that master planning for the redevelopment of this space is currently underway). We Ride Australia supports the need for quality open spaces to be connected through pedestrian and cycling pathways. Some respondents suggest that residential development should not come at the expense of the natural environment and the vistas currently enjoyed by Macedon Ranges Shire residents. Specifically, there is support for an open space corridor along Saunders Road which incorporates Woiworung Cottage.

Example comments:

- "If we could develop parklands for the local residents [between Gisborne and Riddells Creek], rather than the proposed extension to the Business Park, it would enhance the area and maintain the view of the Macedon Ranges that we New Gisborne residents now enjoy."
- "The only public park area within New Gisborne is Ross Watt Reserve. If we are to be fair dinkum about parks and open spaces then we need to be considering such spaces now."

Enable public and active transport: There is significant support among respondents for expansion of the pedestrian and cycling network in and around Gisborne. They note that this will promote personal health and well-being and reduce car dependency. Pedestrian and cycling access should be provided to the town centre as well as within and between open spaces. However, as one submitter notes, the topography of Gisborne may limit ease of cycling and walking in some areas, and improved public transport services would also increase mobility in the area. Design and location of new residential precincts also provide key opportunities to promote public and active transport.

Example comments:

- "Making our communities more cycle friendly can help Australians fight climate change, address the obesity epidemic, reduce congestion and make our communities more liveable."
- "Gisbus is the 'service to die for' – wonderful. Keeps many cars of the road and should be promoted more to school traffic, etc."

Questions and comments on the process: Submissions include ideas and questions for further consideration moving forward with the Gisborne Futures project. More explanation may be needed regarding how the structure plan and design framework will be implemented. In particular, questions remain in relation to the 'village feel'/existing character of the town and how this will be preserved moving forward. One submission noted that some of the directions in the Emerging Issues Paper are based in ideas which date 25+ years back but have yet to be realised or successfully implemented. One submission asks how the designation of the Macedon Ranges as a distinctive areas landscape by the State Government will impact plans for population growth and development. Further clarification may also be needed about outcomes from previous consultation and the proper channels for feedback specific to the business park proposal.

Example comments:

- "The disappointing fact is that quite a number of these emerging ideas can be found in council documents and policies dating back 25 years ago so unless there is acknowledgement that there needs to be robust plans and council adoption and implementation of same these things will continue to remain stated aspirations as opposed to outcomes"
- "[The Issues Paper] does not reflect the community consultant response in respect to the proposal to further develop the Gisborne Business Park."

In addition to the responses to the Emerging Ideas Paper, four submissions advocated for rezoning of specific properties.

Support for Glen Junor development: Eight submissions voiced support for the Glen Junor development (including a submission on their own behalf). Respondents view the development as one which will contribute positively to the Gisborne community. Bike Safe Macedon Ranges, We Ride Australia, and Friends of Jackson Creek praise the development project's proposed path connections and open space corridors, namely those along Jacksons Creek. There is also support from two submissions for the creation of Harry White Park in honour of the famous horse jockey. This commentary stands in contrast to suggestions that other housing estates reflect poor design practice and are not contributing to affordability and choice within the region.

Example comments:

- "I like the vision of Glen Junor because it will provide things of value and it is positive […] Glen Junor gives the town something good."
- "I feel we need to be more creative with the design of our estates with more thought to a range of attractive, affordable housing ideas, and yes some of these dwellings may have a only small courtyard with a shared larger public space and some may be larger."

4.4 Macedon Ranges Shire Council: Facebook Submission Summary

On 15 May 2019, Macedon Ranges Shire Council sought feedback from the Gisborne/New Gisborne community relating to the next stage of the Gisborne Futures project. Council's original Facebook post reached a total of 2,776 people, of which 209 people actively engaged with the post. While there has been a significant amount of additional online discussion relating to the Gisborne Futures project, it is noted that this feedback does not form part of the stage 2 consultation undertaken by Council. The following is a summary of themes that were prominent across both instances of online discussion.

Community Services & Facilities

Amongst the respondents, concern was expressed towards the ongoing provision of community facilities in the context of a growing population. Respondents expressed that there was already some difficulty in accessing services including sports facilities and local schools. Most respondents felt strongly that any plans relating to the growth of the township should consider increased provision of these services.

Parking & Traffic

Traffic was a key concern amongst online respondents. Specifically, truck traffic was highlighted as a serious issue within the township. Many respondents identified the need for a bypass to keep trucks from entering the township, while others expressed concern that a bypass was not necessary. Traffic volume and congestion was also a commonly identified concern, with specific examples including around schools at pick up and drop off times, and within the town centre's shopping centre car parks.

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5.0 Next steps

The next steps for this process are:

- Council to review the document and provide feedback
- Finalise report
- Commence phase 3 of the project.

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