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23 December 2014

Ms Suzanne Gipson
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Dear Ms Gipson

Hampton Activity Centre Car Parking Plan Workshop

I write further to your letter to the Mayor, Councillor Frederico of 27 November 2014, providing feedback on the public consultation process associated with the Hampton Activity Centre Car Parking Plan. I am responding to you on the Mayor's behalf.

The community engagement for the Hampton Activity Centre Car Parking Plan has been prepared and delivered in accordance with Council's newly adopted "*Community and Stakeholder Engagement Policy*". This policy aligns with best practice community engagement as outlined by the International Association for Public Participation. This policy can be found at the following address:

http://www.bayside.vic.gov.au/about_the_council/policy.htm

In your letter you raised the following issues:

- Notification about the car parking plan consultation;
- Sharing of workshop participants views;
- Access to background information; and
- The Willis Street Urban Design Framework consultation.

Thank you for raising these issues, for the sake of clarity I will respond to each point separately. In the first instance, this is the first round of public consultation on the Car Parking Plan for the Hampton Street Activity Centre. Council has the Association's contact details and will notify you of key milestones to ensure your participation as the Car Parking Plan develops.

- *Notification about the car parking plan consultation*

Council undertook notification of the first round consultation period in a number of ways. Firstly a project page and online forum were on the Council's website. Secondly postcards were distributed by walkers to addresses within a 3km radius of Hampton Activity Centre. Following this an email was sent to all traders on our Economic Trader database (152 emails were sent) and postcards were hand-delivered to all businesses within the Activity Centre. I note the Association was directly made aware of this consultation exercise as part of a meeting with myself.

While we strive to contact a wide audience, using a number of different methods, we are aware that there have been issues with notification relation to this project and Council is addressing this issue. We appreciate you bringing the problem to our attention and we are following this up with the contractor who delivered the postcards.

- *Sharing of workshop participant views*

We are concerned that you feel that you were not provided with the opportunity to raise issues in relation to the cumulative impact of the car parking requirements of new development in Hampton. We note your comments in this regard and will consider them as part of the response which will be present to Council as part of the analysis of the outcomes of first round consultation. You are also welcome to elaborate further on this issue should you wish to do so or provide any additional comments. We can arrange to have a meeting with you at a convenient time and location to record your views or alternatively you can submit your views in writing or you can type them directly into the "Have Your Say" forum on Council's website (<http://yoursaybayside.com.au/car-parking-plans>).

- *Access to background information*

Council has strived to provide information in an accessible way. A key resource used for sharing information about the project is the 'Have Your Say' forum on Council's website (<http://yoursaybayside.com.au/car-parking-plans>). A Fact Sheet is provided on this webpage with a map showing the extent of the car parking plan study areas (both available for download). All future documentation associated with this project will be provided on this webpage. We received your email address at the Council workshop and this will enable us to email you to notify you when the findings of the workshop are finalised and made available at the above website address.

- *The Willis Street Urban Design Framework consultation*

Council had intended to prepare an Urban Design Framework (UDF) for the Willis Street precinct within the 2014/15 financial year. However the opportunity to contribute to VicTrack's design and planning processes before the end of January 2014 required the urgent preparation and formal adoption of the UDF. The timeframe was set by VicTrack which meant that the development of the UDF and associated consultation was condensed within a 2 month period *but still managed an effective consultation process/program.*

Just to note, community engagement on the options of the realignment of Koolkuna Lane will occur in February 2015. Council will notify you directly in advance of this consultation process.

Thank you for taking the time to advise Council of your concerns. We greatly appreciate your interest in the Hampton Activity Centre Car Parking Plan and the community engagement process in general. Should you have any further queries please contact me on 9599 4369.

Yours faithfully



Matt Kelleher
Acting Director City Strategy

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Cr Frederico - Mayor