

Tarneit and Sayers Road Targeted Engagement

COMMUNITY ENGAGEMENT REPORT



October 2023

EXECUTIVE SUMMARY

Overview of engagement

Wyndham City Council undertook targeted engagement with residents and landowners living along Tarneit and Sayers Road between 31 July – 24 September, 2023. The purpose of the engagement was to understand the preferences and perspectives amongst residents regarding their preferred level of housing change and neighbourhood character. Feedback from this engagement has been summarised in this report and will help to inform the directions for land use, housing change and neighbourhood character objectives in the final version of the Wyndham Housing and Neighbourhood Character Strategy.

There are a total of 146 individual properties along Tarneit and Sayers Road that are located within the study area. A comprehensive and targeted engagement and communications campaign was undertaken within this area to ensure maximum reach and engagement with each resident / landowner. This involved:

- an initial written project overview and invitation sent via registered post;
- a follow up letter box drop including further information, reminder to attend drop-in events and a community summary brochure;
- 2 x dedicated resident drop-in sessions;
- a dedicated resident survey;
- follow-up phone calls; and
- the establishment of a dedicated project page on The Loop, only accessible via direct hyperlink and not otherwise accessible from the community portal. The project page hosted the dedicated resident survey, as well as further information and resources. Links to the PolicyScape tool were also available, where the proposed changes could be viewed as they apply to their particular property.

This occurred within an extended consultation period of 6 weeks.

Overall, the total reach of the engagement activities was as follows:

- All residents notified and letterbox dropped (146).
- 51 online and hardcopy surveys completed.
- 29 post-it feedback notes recorded at the drop-in sessions.
- A total of 40+ attendees across the 2 x targeted resident drop-in sessions.
- 314 website visits to the dedicated Tarneit and Sayers Road project page on The Loop.
- 70 residents who we had not yet heard from were called via a follow-up / courtesy phone call prior to the engagement period closing.

Summary of feedback

The key findings from consultation are summarised below:

Residents would generally like to see more development in the area

Feedback shows that the majority of participants would like to see more housing development in their area, broken down as follows:

- 57% of participants would like to see more development in the area.
- 24% of participants would like to see less development in the area.
- 19% of participants don't mind about the level of development.

Residents are concerned about housing growth and change

Despite the majority of residents indicating that they are supportive of more housing development, most remain concerned around the impact of housing growth and change in their area. Key concerns cited include:

- The changing neighbourhood character and design of the area;
- The increase in non-residential uses; and
- The impacts on local roads and infrastructure from increasing density and housing change.

Housing density and scale are the most important character and design considerations

When thinking about the key neighbourhood characteristics that residents value today, and would like to see new housing adopt in the future, the most cited topics were:

- **Density and scale:** a mixture of feedback around providing both more housing and less housing in the area.
- **Open space, gardens, landscaping, and trees:** highlighting the important of trees and landscaping in the area. Many participants wanted the garden appearance and sense of spaciousness to remain.
- **Lot sizes:** many participants suggested maintaining larger lot sizes, however there were some comments recorded that there should be smaller block sizes to accommodate different types of housing.

INTRODUCTION

The Wyndham Housing and Neighbourhood Character Strategy

The draft Wyndham Housing and Neighbourhood Character Strategy 2023 (the draft Strategy) is a key document that will provide a 15-year plan to manage housing growth and change across the municipality to ensure that new homes are well-located and enhance the character of Wyndham's unique neighbourhoods.

The draft Strategy updates and builds on previous versions that were exhibited for community consultation in 2015 and 2018. It aligns with the strategic directions in the Draft Wyndham Plan as well as other key strategic planning policies. The draft Strategy sets out a suite of actions and priorities that provide clear direction that will support Council in planning for future housing growth and change.

Targeted engagement with Tarneit and Sayers Road residents and landowners

In the previous version of the draft Strategy (cited above), the Tarneit and Sayers Road precinct has consistently been designated as an area for Limited Change. This has been due to a range of factors including:

- Geographic and spatial context of the lots;
- Existing infrastructure constraints; and
- Current zoning (some parts of the precinct are contained within a Low Density Residential Zone).

Council has been working on updating the Housing and Neighbourhood Character Strategy, which will provide clear direction over the desired levels of change across Wyndham's residential areas. In determining whether an area should be designated Limited, Incremental or Substantial Change, Council has considered a range of criteria and strategic considerations.

It is acknowledged that many lots facing Tarneit and Sayers Road are in transition. Some consider that the level of change along Tarneit and Sayers Road that has occurred over the past 10 years is not reflective of the existing context. Ongoing conversations and engagement with residents in recent years, over various strategic planning proposals, has indicated there are highly mixed views amongst residents with regard to the level of acceptable future housing change.

In March 2023, Council resolved to undertake targeted engagement with residents and landowners along Tarneit and Sayers Road in conjunction with general community consultation on the draft Strategy. The purpose of this targeted consultation was to gather feedback from landowners and residents regarding the preferred level of housing change and neighbourhood character.

The engagement was undertaken for a period spanning 6 weeks between 31 July to 24 September, 2023. It was run in parallel to general community consultation on the draft Wyndham Housing and Neighbourhood Character Strategy, 2023 (which ran between 14 August to 10 September). This extended consultation period was to ensure maximum engagement and reach amongst residents living in this precinct.

Given the targeted nature of this engagement, a separate consultation and communications plan was prepared to identify clear engagement objectives and to ensure that all residents / landowners had an opportunity to engage and provide feedback. The map below shows the extent and boundary of the engagement area.



Figure 1 Map of the Tarneit and Sayers Road Precinct

METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

Table 1 Summary of community engagement activities and tools

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	327 page views 250 total visitors to the page 18 project 'followers'
Online Survey	51 contributions
Resident Drop-In Sessions	40 attendees
Other engagement	70 landowner and resident phone calls

Table 2 Summary of communication and marketing activities

Communications / marketing activities	
Method / technique	Stakeholders engaged
Registered mailout letter	All residents and landowners living within the study area
Letter-box drop to all residents and landowners	All residents and landowners living within the study area
Resident phone calls	Prior to the conclusion of the engagement period, residents who had not yet provided feedback via the online survey or attended the drop-in sessions were given a courtesy follow up phone call.

Project communications

The communication objective for this project was to ensure that all residents / landowners were notified of the project and provided with an opportunity to provide feedback. As such, the following communications approach was deployed:

- A resident / landowner letter to notify of the project, share the many ways to provide feedback. This letter was sent to all properties within the study area via registered post.
- Resident FAQs were developed to ensure that clear and consistent information.

- A resident brochure to remind residents of the upcoming drop-in sessions and share a hard-copy of the community summary document for the draft Strategy
- A dedicated email was set up for residents to get in touch with the project team (housingstrategy@wyndham.vic.gov.au).

Engagement project page on The Loop

A dedicated project website was set up on The Loop. The website was targeted towards residents living along Tarneit and Sayers Road (within the study precinct), and therefore was not made available to the general public from The Loop Homepage. The following information was provided on the page:

- Project information and purpose of engagement.
- Engagement timeline.
- Community Summary of the draft WHNCs.
- Tarneit and Sayers Road targeted resident survey.
- A map showing the engagement area.
- Contact details and ways to get in touch.

Consultation for this project was run in parallel with the general public consultation for the Wyndham Housing and Neighbourhood Character Strategy.

Dedicated drop-ins

Two dedicated drop-in sessions were held for Tarneit and Sayers Road residents at the Julia Gillard Community Centre on:

- Saturday 26 August, 2023 10:30am – 11:30am
- Saturday 2 September, 2023 9:30am – 10:30am

The purpose of the drop-in sessions was to provide landowners / residents an opportunity to find out more about the project and share their feedback around the level of housing change and neighbourhood character they would like to see in their area. Participants were also asked to sign in and complete a survey via iPad or hardcopy survey.

At each drop-in session, information about the draft Strategy was provided alongside specific information about the targeted Tarneit and Sayers Road engagement.

Targeted online survey

An online survey was developed as part of this targeted engagement, available throughout the consultation period on The Loop page. Hard copies of the survey were also made available at the drop-in sessions.

This survey was in addition to the general public survey on the draft Strategy, which was also made available for Tarneit and Sayers Road residents to complete.

PolicyScape Tool

Residents could also use the PolicyScape Tool interactive mapping features (directed from The Loop) to view the proposed change areas that applied to their property. This tool allows residents to type in their address and view a summary of the proposed housing change area and neighbourhood character precinct that has been assigned to their area.

Resident phone calls

In the final week of consultation, residents who had not completed a survey or attended a drop-in session were contacted via phone to provide a final opportunity to have their say.

General engagement materials

Alongside the additional materials and information that was prepared specifically for this targeted engagement, all of the other general consultation materials associated with the draft Housing Strategy were also available for download and viewing including:

- A general online survey on The Loop page (this was also available in hard copy)
- A Community Summary Document, providing an overview of key aspects of the draft Strategy
- 1 – page explainer summaries on each proposed Housing Change Area and Neighbourhood Character typology
- FAQs
- A range of social media and print media promotional activities including Facebook, Instagram and Wyndham News.



WHO WE HEARD FROM

The below tables highlight who we heard from in our community via The Loop during our engagement process.

Age Group (years)

Under 9	10-14	15-19	20-24	25-29
0	1	0	0	0
30-34	35-39	40-44	45-49	50-54
0	5	7	7	8
55-59	60-64	65-69	70-74	75-79
6	7	2	1	4
80-84	85+			
0	0			

Gender

Male	Female	Prefer not to say	Self-identified
32	16	1	0

Location

Derrimut Road	Sayers Road	Tarneit Road
1	45	5

SUMMARY OF FEEDBACK

Feedback gathered throughout the engagement period was received in two ways:

- Resident survey (online, hardcopy and via telephone)
- Post-it notes and conversation notes recorded at drop-in sessions.

Given the targeted nature of this engagement, the survey was focused around three key areas:

- Level of future development
- Level of concerns around housing change and growth
- Neighbourhood character priorities

Length of time living in the area

Participants were asked to indicate how long they have been living in their current house.

As shown in Figure 2, key insights are provided below:

- Almost half of the survey respondents (48%) have lived in the area for more than 15 years
- 20% of respondents have lived in the area for less than 4 years
- 22% of respondents have lived in the area for more than 35 + years.

Please note that the majority of participants (45) who completed the survey lived along Sayers Road compared with five who lived along Tarneit Road.

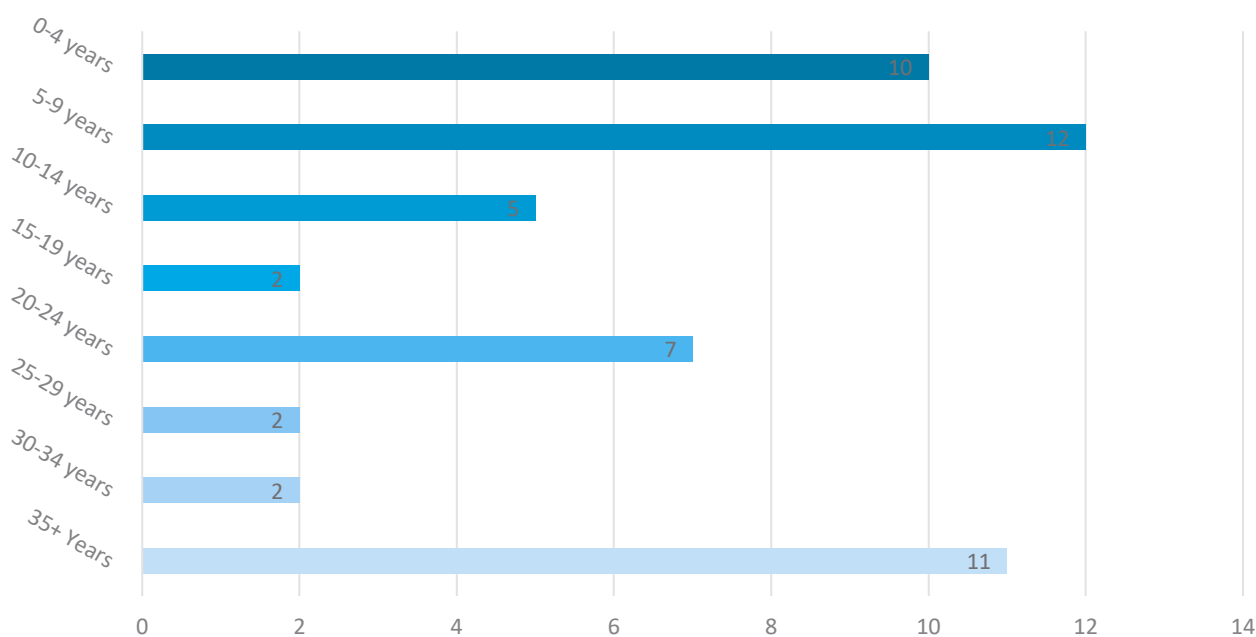


Figure 2 Responses to the question 'How many years have you lived in the area?' (n=49)

Future development along Tarneit and Sayers Road

When thinking about your neighbourhood in the future, which of the following statements do you most agree with?

Participants were asked to indicate the level of housing development that they would like to see in the future. 47 participants completed this question.

As shown in Figure 3, a breakdown of survey results is as follows:

- 57% would like to see more development (27 responses)
- 23% would like to see less development (11 responses)
- 19% don't mind (9 responses)

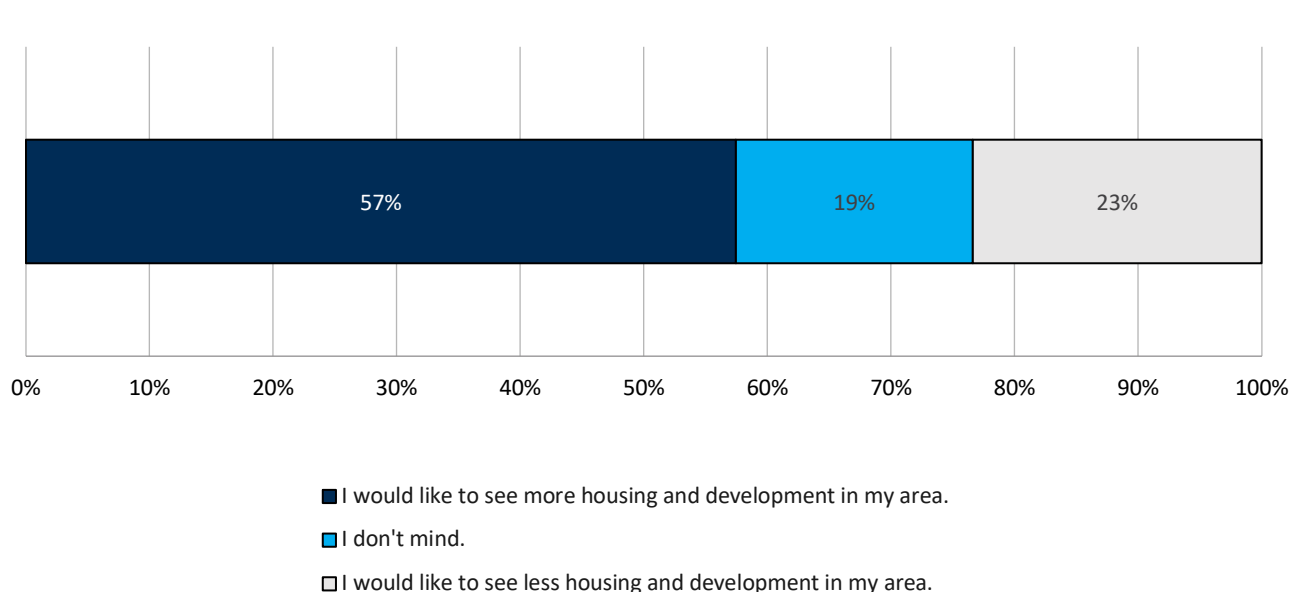


Figure 3 Responses to the question 'When thinking about your neighbourhood in the future, which of the following statements do you agree with?' (n=47)

Over half of participants (57%) would like to see more development in the area

The results show that over half of respondents would like to see more development in the area.

The majority of responses came from residents living on Sayers Road, with most participants expressing they would like to see more development in their neighbourhood. Based on geographic location, the breakdown of sentiment results as follows:

- Sayers Road:
 - 25 responses – more development
 - 12 responses – less development
 - 6 responses – don't mind
- Tarneit Road
 - 1 response – less development
 - 4 responses – don't mind

- It is noted there were 2 participants that didn't complete this question and 1 who was not located within the study area.

Drop-in conversations

The project team participated in various conversations with community members, representing a range of views and opinions.

At drop-in sessions, the project team heard a mix of perspectives from residents and landowners who would like to see more or less change. 29 pieces of post-it note feedback were recorded, as shown in the table below.

Topic	Comments received a drop-ins
Character	Rural history [is important]
	One area change lifestyle
	Want it nice and quiet with bird sounds
	Gardens and space around houses important. Cars parked on streets.
	Morris and Derrimut different context to western portion of Sayers Road
Housing types	Units are okay as long as it is planned and within the guidelines and well designed
	Support multi-unit dwellings.
	Units create problems with trash and bad setbacks. Going right-up to the road
	Choose one modern single detached and remove other and remove other apartments
	Housing needs [are important]
Land uses Roads and infrastructure	Sayers Road is a mix [of uses]
	No commercial, consider road density & space
	Traffic is big issue
	Aware the size of existing road. Need safe areas for people in and out. Lack of sewage
	If the change area along Derrimut is substantial, why Tarneit Road is limited? Both should be limited - same type of character
Subdivision	Feel like there is potential for subdivision. Should be up to the landowner to decide.
	There is money to be made for the landowners from subdivision.
Change area	Change areas need to reconsidered.
	Most of the limited change has already changed. This is too late, many has need made into multi-unit apartment.
	Lots / land between Derrimut and Morris Road already changed.
	Why is there a thin narrow straight of limited change along Tarneit Road? Why not the entire residential block? Doesn't make sense. I like the substantial along Derrimut Road.
	Future zoning concern regarding rates increase.
	On Sayers: Housing between Derrimut - Morris Roads needs different treatment to Derrimut - Tarneit. So much commercial etc. is already there.
	Residential zoning, but not residential uses currently.
	Kingston Boulevard is the one that needs special attention. Not the commercial road on Sayers Road.
Other	Empty houses in area create anti-social behaviour.
	Income residents' properties are part of pension.
	Want clarity on the future, [need to] have plans for the future.

Key concerns around housing growth and change

How concerned are you about housing growth and change in your neighbourhood?

Participants were asked their level of concern regarding future housing growth and change and explain their rating. 37 participants responded to this question. As shown in Figure 4, most participants (28) expressed a high level of concern about future housing growth and change. 9 participants stated they were leaning towards 'not concerned'.

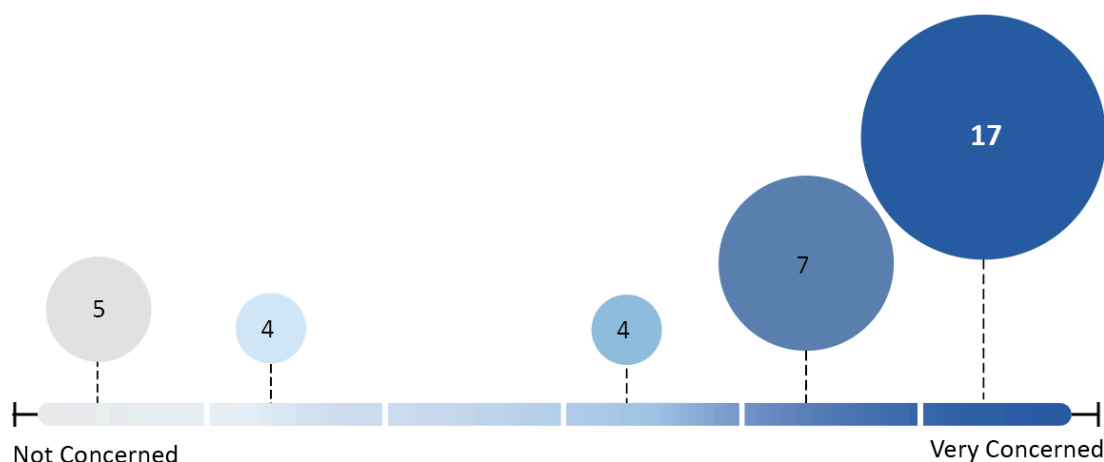


Figure 4 Responses to the question 'How concerned are you about housing growth and change in your neighbourhood?' (n=37)

Participants were asked to explain their response to their selection. 43 participants responded to this question. These responses were coded based on nine recurring themes. As shown in Figure 6, the most commonly occurring themes were:

- General attitudes to change (24 responses)
- Non-residential uses (13 responses)
- Character and design (10 responses)

A sentiment analysis was also undertaken against each comment to determine whether each comment was leaning towards being positive, neutral / mixed or negative.

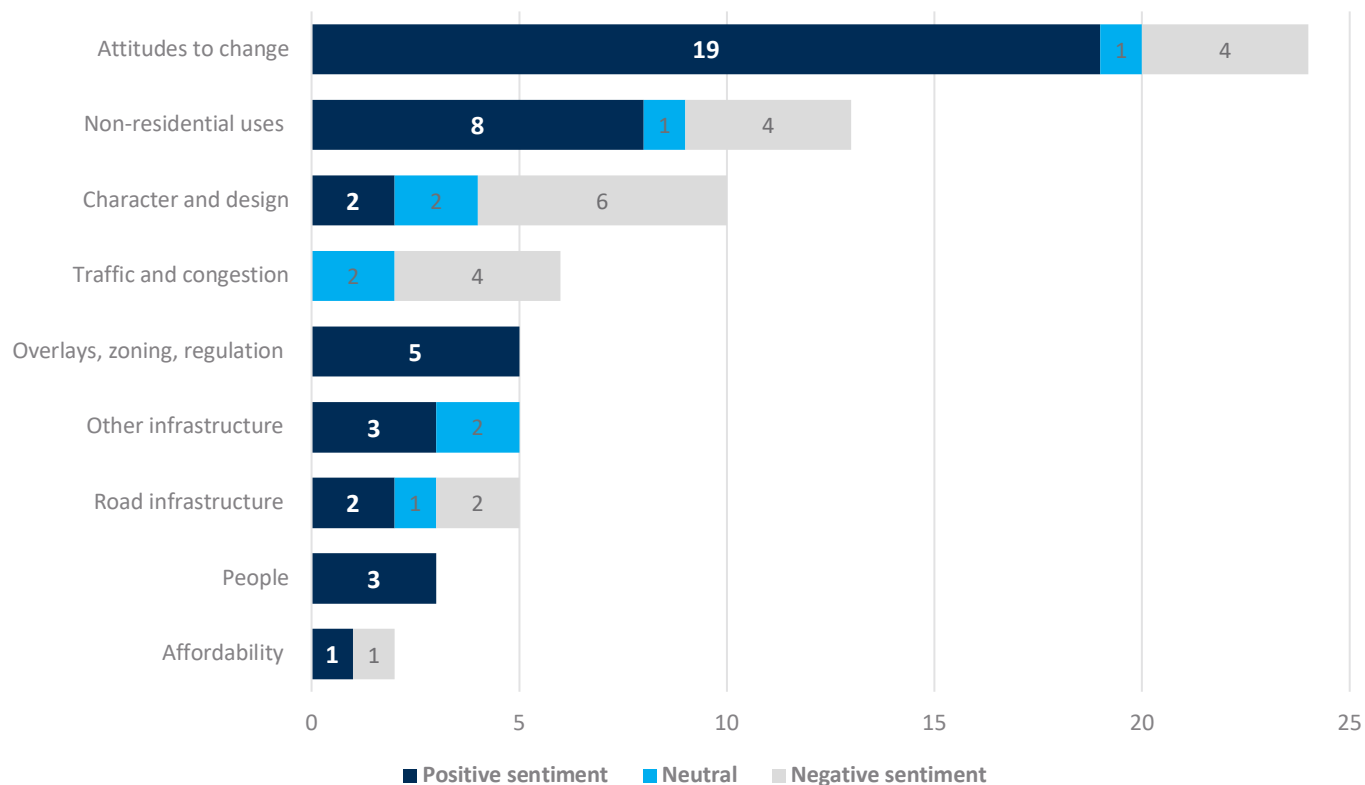


Figure 5 Responses to the question 'Please explain your response' (n=77)

General sentiment around attitudes to change

24 responses related to participants' general attitudes towards change along Tarneit and Sayers Road. Of these responses, most (19 responses) expressed support for future change in the area. Reasons included:

- Recognition that change is already occurring in the area, and that further development could be encouraged in response to this change.
- Some felt that the abundance of childcare and medical centres were positive contributions to the area, with others noting that they would support more commercial development.
- Some participants felt that Tarneit and Sayer's Road precinct is well situated to accommodate future growth and change, as it is well connected to transport, services and amenities, and proximate activity centres.
- Some participants also expressed that the increased change and development in the area was positive for property values.

Participants who felt negatively about change:

- Were concerned with the lack of supporting infrastructure and current road capacity.
- Expressed a preference for the area to stay as it is, preferring the rural and leafy characteristics.
- Were concerned with increased development of non-residential uses that changed the character of the area such as places of worship and childcare centres.

Non-residential uses

13 responses related specifically to non-residential land uses in the precinct. Participants told us that:

- They shared their support for change associated with the area's non-residential uses.
- They were supportive of seeing future commercial land uses and development in the area.
- The area was already changing, and new development could help to address more community needs in the future.
- The connectivity of Tarneit and Sayers Road make it a suitable location for further non-residential developments.

Some participants also felt negatively towards the increase of non-residential uses in the area, noting that the shift away from residential uses has changed the character of the area since they had first moved there.

Character and design

10 responses related to the character and design of the precinct. This theme received mostly negative sentiments such as:

- An opposition to the change of character of the area over time.
- Concern around smaller lots, more dense residential development forms contributing to (and exacerbating) road infrastructure.
- A feeling that the suburban or rural character of the area is something that should be maintained.

Traffic and congestion

Six responses related to traffic and congestion. All responses under this topic were either negative, or neutral in sentiment. Primarily, participants expressed an opposition to increased density in the area, as they associated this with increased use of roads, and increases in traffic, which was a key concern.

Other responses

Other responses provided by participants included:

- Other (non-road) infrastructure topics (5 responses)
- Overlays, zoning, and regulation (5 responses)
- Road infrastructure (5 responses)
- People and community (3 responses)
- Affordability (2 responses)
- Other (4 responses)

Key considerations for neighbourhood character

What do you think are the most important considerations for new housing to contribute to neighbourhood character in your area?

Participants were asked to describe their most important considerations for neighbourhood character in their area. 41 participants provided a response.

As shown in Figure 7, the most frequently selected topics were:

- Density and scale
- Garden, landscaping, vegetation and trees
- Design and materials

There were 9 responses coded as 'other', relating to maintenance and rubbish, reduction of signage, investment and development.

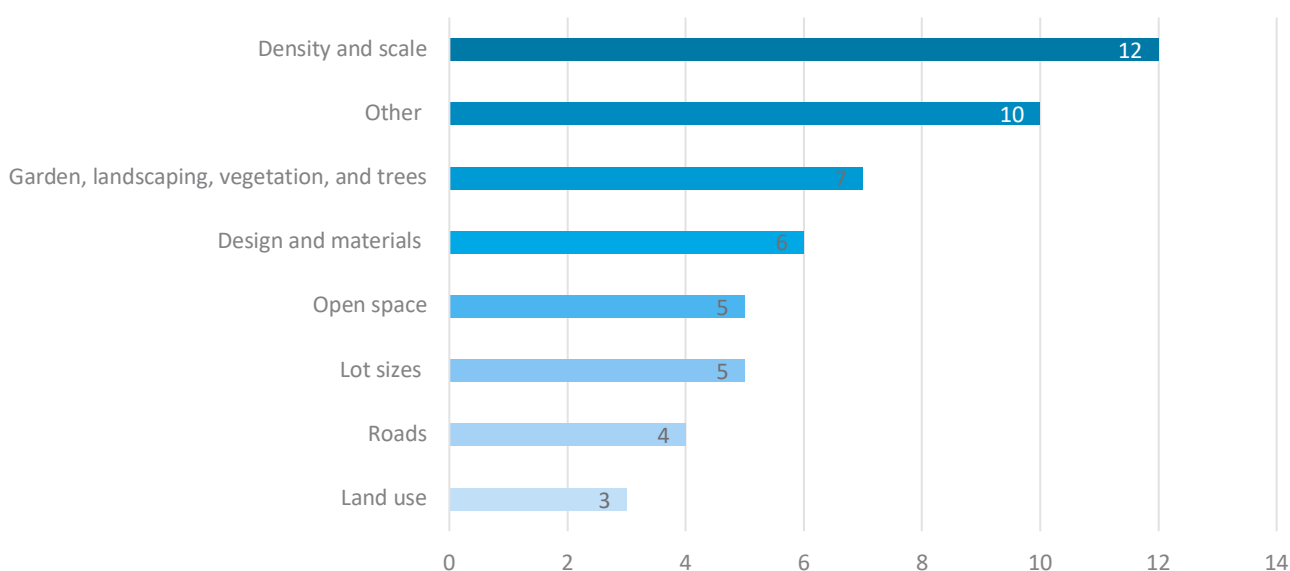


Figure 6 Responses to the question 'What do you think are the most important considerations for new housing to contribute to character in your area?' (n=41)

Further explanation of each of these topics is provided below.

Topic	Summary of feedback	Quotes
Housing density and scale (12 responses)	<ul style="list-style-type: none"> Most of these responses indicated that they would like to see new homes fit into the existing context of the neighbourhood. Many recognised that change is already happening and were generally supportive of more growth and development. Some participants felt that the area had 'lost' its character or does not have strong character values. 	<ul style="list-style-type: none"> "Mixed-use would be the most appropriate for this area, high density. 10 floors would be appropriate as it's a main road" "Need more housing on bigger blocks and do careful planning to provide more housing for more people" "More development in the area so more increase in value" "There is no character. The area is surrounded by housing. It should be zoned commercial or high density. There is nothing to preserve"
Garden, landscaping, vegetation, and trees (7 responses)	<ul style="list-style-type: none"> Several participants noted that the protection of existing trees is important for maintaining neighbourhood character. A few comments noted that additional greening is important to address the changes already occurring in the precinct. 	<ul style="list-style-type: none"> "A neat front yard, trees, gardens etc this I think generally fits into the area" "I want the gardens that are there to stay there"
Design and materials (6 responses)	<ul style="list-style-type: none"> These comments varied, and included consideration for welcoming more contemporary styles, increased variety, or promoting a consistent neighbourhood character in the area. 	<ul style="list-style-type: none"> "Want to see more contemporary and modern housing in our area" "Compliment each other. Not exactly the same. Character important, shape, scale, roof design important" "Our neighbourhood character Sayers Rd shouldn't be changed, it was meant to be residential country living with covenant protection therefore new housing should be developed in new estates"
Lot sizes (5 responses)	<ul style="list-style-type: none"> Considerations in this theme suggested that larger lot sizes should be utilised to increase housing density. Other responses provided specific lot size suggestions. 	<ul style="list-style-type: none"> "Large single dwelling homes on 4,000sqm lots on a main road location in a fast-developing suburb makes little sense from a amenities or sustainability perspective" "Block sizes should be around 500 sqm"
Open space (5 responses)	<ul style="list-style-type: none"> Some responses related to preserving the area's existing open space, while others suggested expanding or increasing the open space in the area. 	<ul style="list-style-type: none"> "Parks and recreational spaces are important together with seating and shaded areas to relax"

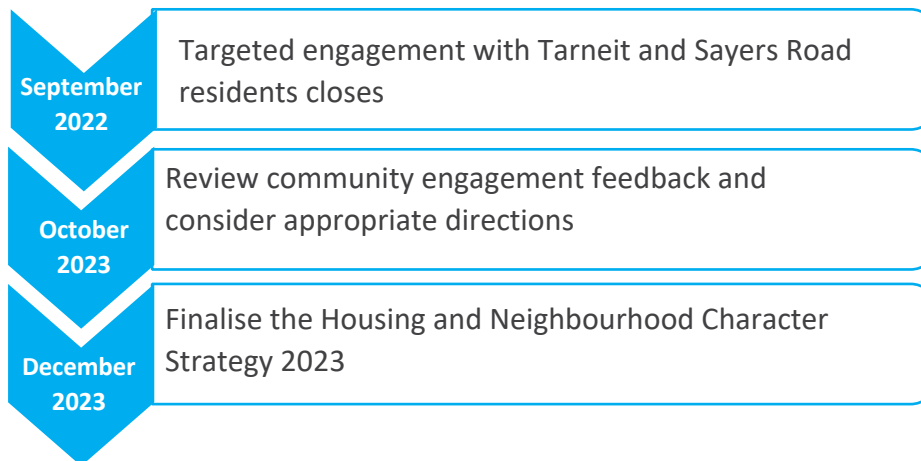
		<ul style="list-style-type: none"> • “Places for children to play. Allow for long term parking considerations” • “The open spaces need to be retained. It is an area of unique development, and this should be retained”
Roads (4 responses)	<ul style="list-style-type: none"> • Considerations relating to roads featured in four responses. • These considerations expressed that the current road infrastructure is at capacity. • Concern was expressed that the ‘area is now full’. 	<ul style="list-style-type: none"> • “Character not big concern, but infrastructure is a big concern”
Land use (3 responses)	<ul style="list-style-type: none"> • Considerations relating to land use featured in three responses. • These responses encouraged commercial activities and further development in the precinct. 	<ul style="list-style-type: none"> • “The area is surrounded by housing. It should be zoned commercial or high density. There is nothing to preserve”
Other (10 responses)	<ul style="list-style-type: none"> • 10 responses could not be categorised under a theme as they were general in nature or related to other topics not commonly cited 	<ul style="list-style-type: none"> • “The development of constructive neighbour relationships is a key aspect of the formation of a positive neighbourhood fabric” • “Nothing - I do not want to new housing to change the character of the area” • “Don’t mind. Just want opportunity to develop”

NEXT STEPS:

The findings and data gathered throughout this targeted engagement process will be used to inform a strategic planning and land use outcome for the appropriate level of change and neighbourhood character within the study area. The suggested recommendations will be reflected in the final Housing and Neighbourhood Character Strategy, which is planned to be finalised by the end of 2023. Following this finalisation, it will be presented to Councillors for endorsement.

Residents will have a further opportunity to review the final recommendations and provide feedback / submissions on the proposed statutory implementation and planning controls during the public exhibition process in 2024.

STAGES OF THE PROJECT




HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting The Loop page and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.

APPENDIX


Resident Flyer Letterbox dropped to all residents in the precinct



Tarneit and Sayers Road Landowner and Resident Engagement

We are currently seeking input from landowners / residents along Tarneit and Sayers Road. What level of housing change and neighbourhood character response would you like to see in your area?

Targeted consultation on the Tarneit and Sayers Road Area is open until **24 September**.




You are invited _____

to attend one of our landowner / resident drop-in sessions:

1 10:30AM – 11:30AM
Saturday 26 August, 2023

2 9:30AM – 10:30AM
Saturday 2 September, 2023

Location:
Tarneit Community Learning Centre
(next to the Julia Gillard library) 150
Sunset Views Boulevard, Tarneit
Please register to attend a drop-in session by scanning the QR code:



There are many other ways to provide feedback too:

Complete a short landowner / resident survey via the **theloop**.
wyndham.vic.gov.au/tarneit-sayers-road-housing-change-area

Write a submission to Draft Housing and Neighbourhood Character Strategy 2023, Wyndham City Council PO Box 197 Werribee, VIC 3030.

Email us at housingstrategy@wyndham.vic.gov.au

You can also view the full draft Strategy via the following link:
theloop.wyndham.vic.gov.au/wyndham-housing-neighbourhood-character-strategy

Information board for Tarneit and Sayers Road residents

Draft Wyndham Housing and Neighbourhood Character Strategy 2023

Tarneit and Sayers Road

6

Resident and landowner engagement

Since the first draft of the Wyndham Housing and Neighbourhood Character Strategy was prepared in 2015, the Tarneit and Sayers Road precinct has consistently been designated as an area for Limited Change. This has been due in part to a lack of infrastructure to adequately service the area.

Earlier this year, Council resolved to conduct targeted consultation with Tarneit and Sayers Road residents as part of the broader engagement on the draft 2023 Wyndham Housing and Neighbourhood Character Strategy. The purpose of this engagement is to better understand how residents and landowners would like the Draft Strategy to address future housing growth and change in your area.



What level of change would you like to see in your area?

Scan the QR code to provide your feedback.

What is proposed for in my area?



Limited Change

Limited change areas apply to locations that have significant and established neighbourhood character, heritage, environmental values or significant development constraints. Future development will be low-scale including detached and semi-detached homes.

Garden Court

Areas are characterised by a mixture of gardens and generous backyards on spacious lots. Properties have large and consistent side setbacks, with substantial front setbacks behind low-scale fencing. In the future, spacious gardens will continue to be retained and large canopy trees will be preserved.

Rural Court

Areas are characterised by generous setbacks allowing for the retention and planting of mature trees. Houses are often not visible from the street, as properties have deep setbacks and long driveways. In the future these areas will retain their semi-rural and landscape character.

Engagement timeline

- 31 July, 2023**
Targeted resident and landowner consultation commences.
- 14 August, 2023**
General community engagement on the draft Strategy opens.
- 26 August, 2023**
2 September, 2023
Landowner and resident drop-in sessions.
- 24 September 2023**
Targeted resident and landowner engagement closes. General consultation closes 10 September 2023.
- October - November**
Feedback reviewed and recommendations made to Council as part of final Housing and Neighbourhood Character Strategy.