

Draft Amendment C271yara – Fitzroy and Collingwood Built Form Provisions

Summary of exhibition

The formal exhibition period was from 18 November 2024 to 24 February 2025 (fourteen weeks – 8 weeks without school/summer holidays). The statutory requirement is for 1 calendar month.

Exhibition was held for an extended period to allow for sufficient time to review the amendment prior to and after the typical holiday period.

Notice of Amendment C271 included:

- Letter notification to all owners and occupiers in the DDO boundary and within at least 1 block of land within the DDO boundaries (approximately 17,000 letters).
- Renotification to approximately 800 owners and occupiers was sent due to an exporting error through the GIS mail out system that jumbled the columns of data. This issue has now been addressed and corrected by the GIS team and updated procedure in place to ensure the technical error does not arise again.
- Notice in The Age (19 November 2024).
- Notification of Ministers prescribed by the Planning and Environment Act 1987 and other statutory bodies.
- Webpages on:
 - Standing Advisory Committee process (including the Terms of Reference, a summary of the process and an informal information sheet).
 - Draft Amendment C271yara (<https://www.yarracity.vic.gov.au/amendmentC271yara>) which included:
 - Formal amendment documents and background reports.
 - Two informal information sheets to describe the proposals in non-statutory language.
 - An interactive map to help search addresses.
 - Frequently Asked Questions.
 - Contact details and information on how to make a submission.
 - Times and locations of 6 planned on street pop up consultations.
 - Your Say Yarra website with the same information as on the corporate website and an online portal to lodge a submission easily.
- Posts on social media.
- News item on our corporate website.
- Radio advertising on 3ZZZ.
- Digital screens within our customer service centres.
- Postcards at 19 Council venues.
- Article in Yarra Life e-newsletter and Yarra Business news (with 12,000 and 10,000 recipients respectively).
- Direct email notifications to over 500 previous participants and interested parties (including an invitation to meet).
- Direct emails to all of Yarra's Advisory Committees (including an invitation to meet)
- Direct emails to the following community groups (including an invitation to meet):
 - Collingwood and Abbotsford Residents Association

- Collingwood Historical Society
- Fitzroy History Society
- Fitzroy Residents Association
- Protect Fitzroy North
- Queens Parade Heritage, Planning and Traders Group
- Save Queens Parade
- South Fitzroy Protection Group
- Streets Alive Yarra
- The 3068 Group
- Yarra Climate Action Now
- Yarra Planning Coalition
- Your Collingwood
- Hard copy folders of all amendment documentation at Fitzroy Library and Richmond Town Hall.
- 6 on street pop ups at various times and places (3 on either side of the holiday period):
 - Saturday 30 November 2024 (10am to 12pm at Rose Street Artists' Market in Fitzroy)
 - Thursday 5 December 2024 (10am to 12pm at Otter Street Pocket Park)
 - Wednesday 11 December 2024 (4pm to 6pm at the corner of Gertrude and Napier Street)
 - Thursday 6 February 2025 (10am to 12pm at the corner of Johnston and Gore Street)
 - Saturday 15 February 2025 (10am to 12pm at the corner of Kerr and Brunswick Street)
 - Tuesday 18 February 2025 (4pm to 6pm at the corner of Smith and Kerr Street)
- One pop up session, originally to be held Wednesday 12 February 2025 (4pm to 6pm at the corner of Smith and Kerr Street) was rescheduled due to extreme heat.

In early 2025, the following was renotified:

- Article in Yarra Life e-newsletter and Economic Development Newsletter (approximately 13,000 subscribers).
- Posts on social media.
- Direct emails to resident groups and previous interested parties (including an invitation to meet); and
- Direct emails to previous submitters (approx. 560 previous submitters).

Letters were twofold – one for owners and occupiers within the DDO areas and another letter for those located nearby one of the change areas, with general overview was to raise awareness and encourage website use or to get in contact with strategic planning directly. These letters included direct email, phone number, notice of pop ups to occur and where to find hard copies).

Engagement data

Exhibition of the amendment was conducted primarily on-line:

- Officers received around 40 individual phone calls and email enquiries. These were frequently in-depth conversations about the amendment and what it meant for them.
- There were approximately 3,000 views of the C271yara webpage and 1,000 views of the dedicated YSY webpage.
- Officers held 6 on street pop ups to engage with residents.

Submissions

94 submissions have been received to date.

Submissions were received from 4 interest and community groups:

- We Care Fitzroy
- Collingwood Historical Society
- Fitzroy Residents Association
- Protect Fitzroy North

31 submissions were received from landowners/developers (development interests).

3 submissions were received from government or referral authorities:

- Department of Energy, Environment and Climate Action (DEECA)
- Heritage Victoria
- Melbourne Water

The remainder of the submissions (56) were received from individual residents/community members.

Submissions were received from primarily Fitzroy, Collingwood, Clifton Hill and North Fitzroy.

Submission 'hotspots' included:

- DDO30 – Smith Street shops
- DDO36 Fitzroy East and Johnston Street North
- DDO37 Smith Street North and South
- DDO38 Alexandra Parade
- DDO39 Victoria Parade

Included in the total number of submission are 6 submissions that we are unable to place the location of interest as they were received from outside the amendment area or did not provide an address.

Map of Notification Area

