

# Housing and Neighbourhood Character Strategy

Draft Strategy: Community Feedback  
Summary

December 2023



**SHAPE**

Mount Alexander

## Acknowledgement of Country

Mount Alexander Shire Council acknowledges that the Traditional Custodians of this land, the Dja Dja Wurrung and Taungurung peoples, proudly survive. We acknowledge their continued practise of custom and their close cultural, spiritual, physical, social, historical and economic relationship with the land and waters that make up their Country, which includes Mount Alexander Shire.

# Introduction

To prepare for residential growth in Castlemaine, Campbells Creek and Chewton, we're developing a Housing and Neighbourhood Character Strategy.

## Background

From September until November in 2023, Council consulted with the local community and government stakeholders on the draft Housing and Neighbourhood Character Strategy.

Alongside this broader community and stakeholder consultation, we continue to work with a Community Reference Group to harness local knowledge and skillsets relating to housing and neighbourhood character.

This document provides a summary of consultation so far, any feedback received, and the next steps for this project.

## Consultation overview

### Timeline:

Monday 12 September - Sunday 6 November 2023

### Objective:

Consultation will inform the final Housing and Neighbourhood Character Strategy.



### Housing in Campbells Creek, Castlemaine and Chewton

Last updated: 09 Oct, 2023

Planning for neighbourhood character and residential growth

[Learn more](#)

# How we consulted



Published a Shape Mount Alexander **webpage**



Explored opinions on housing, neighbourhood character types and design guidelines **via Shape**



Provided an **online map** of neighbourhood character precincts



**Mailed letters to landowners and occupiers within the study area, and emailed key stakeholders** to seek feedback

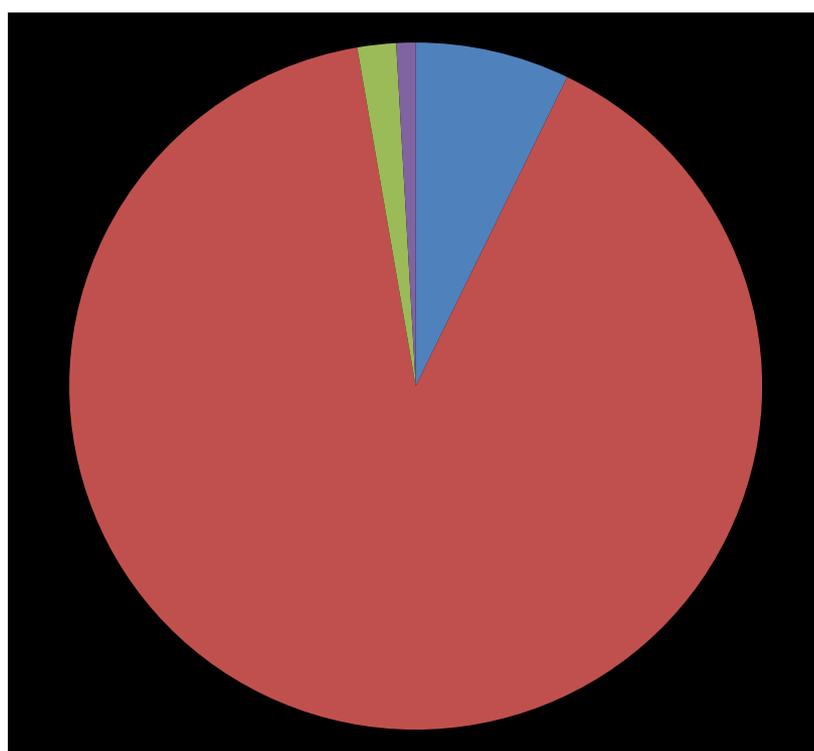


**Promoted the consultation opportunity** through media releases, newspapers, social media, stakeholder networks and posters



Talked with key stakeholders at **drop-in sessions, meetings and over the phone**

# Who we heard from



- State Government departments and other agencies
- Community members (including local architects, planners)
- Community groups
- Local businesses

# How people got involved

- 553** Visited the Shape Mount Alexander webpage
- 100** People (approximately) visited one of three drop-in sessions
- 35** Written feedback responses from community members and groups
- 15** Phone calls and face-to-face meetings
- 18** Feedback responses provided via SHAPE
- 18** Written feedback from key stakeholders including state government departments or agencies

## We asked you

We focused on defining neighbourhood character types and areas of housing change. We asked you questions including:

- What do you think of the preferred character statements?
- Do you have any feedback on the proposed design guidelines?
- Do you agree with where the proposed character types are being applied?
- Do you have any comments on where we are directing housing in Castlemaine, Campbells Creek and Chewton?
- Do you have any comments to add on the objectives and actions within the draft Strategy's implementation table?

### **Mount Alexander Shire Council:**

Housing and Neighbourhood Character Strategy: Feedback on the draft strategy

# In scope feedback



## In scope feedback themes included:

- The need to consider a variety of housing needs
- Feedback on the design guidelines
- Support for proposed planning changes to Happy Valley
- Understanding neighbourhood character for specific sites
- Please include Aboriginal cultural heritage information
- Improved protection for native vegetation and biodiversity
- The need for more or better infrastructure
- Explore non-planning related incentives (e.g. rates) to encourage housing diversity

“

*“Maintaining the liveability of existing neighbourhoods within walking distance of central Castlemaine and the train station is essential.”*

”

“

*Yes more housing density and diversity is needed in well located areas of Castlemaine. I hope it can be achieved in a way that is sympathetic to the town’s character and charm, as I dearly love the place.*

”

“

*The strategy should be flexible and not add complexity to approvals processes to support increased housing supply in existing urban areas, particularly in the current context of a housing crisis.*

”

“

*Diverse housing requires diverse financial structures... Council should be open and encouraging of exploring diverse financial models that facilitate innovation, affordability, etc.*

”

# Out of scope feedback



**Out-of-scope feedback themes included:**  
Public transport and active transport  
Council infrastructure (e.g. bridges, drainage)  
Rezoning Rural Living Zoned land to residential  
Building height limits (restrict to single storey)  
Indigenous cultural burning practices to mitigate bushfire risk  
Flood levy banks in Campbells Creek

## How we will use this feedback

While we may not be able to address these themes within our housing strategy:

- We have shared out-of-scope but relevant and important feedback with other teams who may consider this feedback in their work.
- We will consider the feedback as part of current and upcoming strategic planning projects, including the planning scheme review and a rural living project.

# Timeline



## What's next?

We'll continue to explore aspects of the feedback received throughout the preparation of the final strategy and will share more details on this in the near future.

Specifically we'll be in touch when the strategy is finalised and scheduled to go before Council for adoption in 2024. At this stage we'll talk you through the changes we've made in response to the feedback we received.

We'll also reach out when a planning scheme amendment is developed to implement the strategy's recommendations.

Please contact the Strategic Planning team if you have any questions.

## Contact

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