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Introduction

Context

The Korumburra Town Centre Framework Plan (2013), adopted by Council 28 May 2014, recommends upgrading the existing supermarket and/or facilitating additional supermarket development in Korumburra. Michaels IGA has approached Council seeking to develop a supermarket on the preferred supermarket site identified in the Framework Plan, at the corner of King and Commercial Streets.

Purpose

This Engagement Plan sets out the way that Council proposes to communicate and involve the public in the decision-making as part of the proposed Korumburra supermarket development.

Project

Council is working with Michaels IGA to provide a new full-line supermarket at the existing library site (**shown opposite**). This proposal is expected to involve:

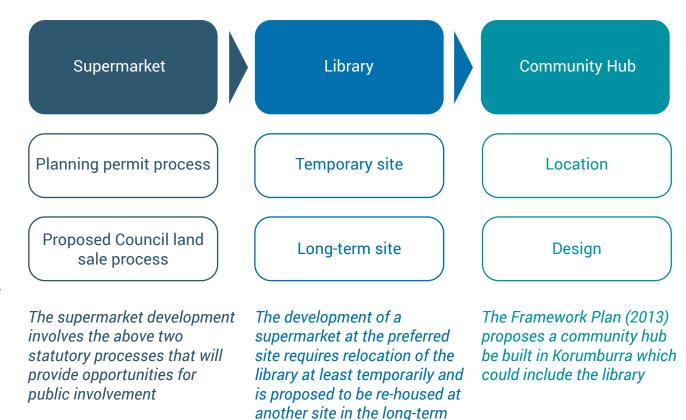
- The proposed sale of Council land at 155-165 Commercial Street, 1 King Street, Lot 2 PS316156 and 28 Victoria Street;
- The relocation of the library and other affected community groups; and
- Changes to vehicle access along Little Commercial Street.

Key Sites



Opportunities for Community Involvement

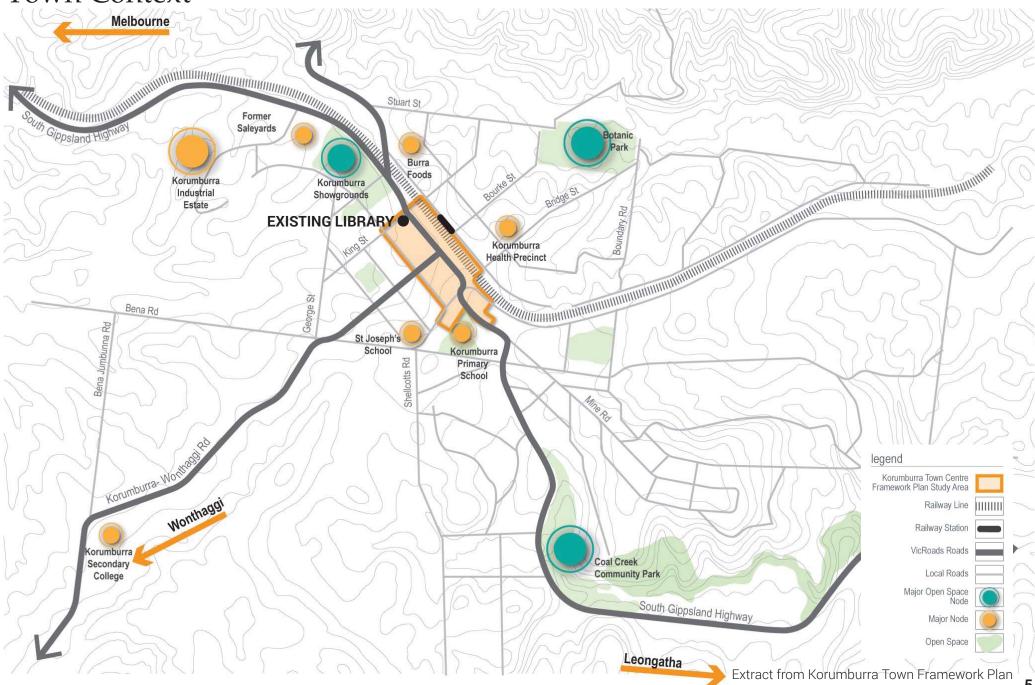
Council is committed to providing opportunities for public involvement throughout the project. The development of a supermarket at the preferred site provides various opportunities for community involvement. Council will call for public submissions as part of the supermarket's planning permit process and the proposed Council land sales to facilitate the supermarket development. If the new supermarket development is successful, one of the consequences is that the library will need to be relocated at least temporarily. The proposed supermarket plans do not incorporate the library and as such, Council would like community input regarding the long-term plans for a new library and whether it should be integrated into a new community hub. The planning of a new community hub will be part of a future Council project/s involving community consultation.



Key Engagement Message

The current supermarket proposal is a rare opportunity to locate a full-line supermarket in the main street as identified through previous Council-adopted strategic plans that were generally supported by the community as part of previous community consultation. The proposal, if realised, also provides the opportunity for a new library to be funded in Korumburra. This library could be incorporated into a new community hub at the preferred community hub site (former kindergarten site 4 Victoria Street) or an alternative site (subject to community consultation).

Town Context



Background

Supermarket

In 2010, the State Government's Priority Development Panel recognised the need for a stronger retail profile in the central business district of Korumburra (e.g. full line supermarket). In 2012, Council called for expressions of interest for the development of a supermarket. From this process, there was no successful proposal. The Korumburra Town Centre Framework Plan (2013) further considered the need for a larger supermarket in town. The Framework Plan was supported by an Economic Assessment prepared by Tim Nott in 2013 which recommended that Council "provide support for the proposal to redevelop the current library and adjacent sites for a significant supermarket in order to deliver improved food and grocery services that will attract trade area residents back to the centre with the opportunity to provide a design that generates

There has been much debate in Korumburra over a number of years as to if and where a new supermarket should be located in the town. However, it is generally accepted by the community and key stakeholders that there is a need for a new supermarket. Redevelopment of the Korumburra Library (corner of Commercial and King Streets) and adjacent sites to accommodate a supermarket has been previously proposed by Council and landholders. In the event of redevelopment, the library and other community facilities on the site will be suitably re-housed in the town. The library could potentially be either integrated into the site's redevelopment*, or be co-located with other potential community services in a community hub at a central location, possibly in Victoria Street.

Two preferred sites for the future supermarket development are designated on the Framework Plan. Both are considered to have positive benefits in terms of their potential to attract people and 'anchor' either the north-west end of Commercial Street or the intersection of Radovick and Victoria Streets. However, the priority site is considered to be the library site as the second opportunity, located on the Senior Citizens site, requires more site amalgamation and may be difficult to achieve.

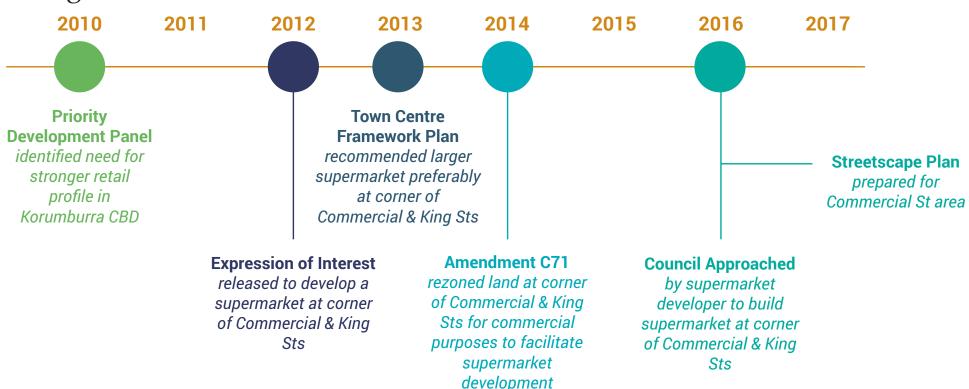
- page 14 Korumburra Town Centre Framework Plan (2013) adopted by Council 28 May 2014 as part of Amendment C93

*This option is not the proposed way forward as discussed on page 8.

a distinctive and attractive town gateway" (p.31). The Framework Plan (2013) quoted above, identified the land at the corner of Commercial and King Streets (Council-owned site with existing library) as the preferred site for a new supermarket. To facilitate this, the site at the corner (155-165 Commercial St) was rezoned for commercial purposes by Amendment C71 to the South Gippsland Planning Scheme in 2014 (refer to **map on page 3**).

In May 2016, the Korumburra Town Centre Streetscape Master Plan report was prepared and adopted by Council. It proposes improvements to Commercial Street, adjacent to the preferred supermarket site. The kerb at the corner of King and Commercial Streets will be extended, traffic will be reduced to a single lane in each direction and new vegetation is proposed. Improvements to the VLine coach stop are also suggested. The expression of interest recently received from a prospective supermarket developer, Michael's IGA, is the latest progress in realising a new supermarket in Korumburra.

Background Timeline



Community Hub & Library

The existing library building is not a purpose-built space and has some maintenance issues. The building includes a community meeting room which is regularly used by community groups. The current library occupies a floorspace of approximately 500sqm.

The development of a supermarket at the library site provides opportunities for the funding of a new library and community hub at a different site. At present, approximately \$4 million has been set aside in Council funds in the long-term financial plan for a community hub in Korumburra for the financial year 2024/25. This amount may well be augmented by grant funding. Depending on the outcome of this project, this money may need to be brought forward. The Framework Plan provided for several options for re-housing the library in town:

- 1. Integrated into the site's redevelopment
- 2. Co-located with other potential community services
- 3. In a community hub at a central location, possibly in Victoria Street at the site of the former kindergarten (4 Victoria Street) (see **map on page 16**)

The first option is not preferred by the developer. It would increase construction costs and restrict opportunities for future changes and expansion. The development proposal does not integrate the library into the site's development but instead would require it to be established on an alternate site. This could provide more flexibility and community control over the design of the future library. The library could be incorporated into a new community hub.

Work was undertaken to consider the possible location and design of the community hub. MGS Architects were commissioned to undertake some design work to explore possibilities of a multi-purpose community hub at 4 Victoria St. This work considered different development scenarios to achieve a community hub at the site. These designs included a library in the community hub.

Korumburra Town Centre Framework Plan (2013)

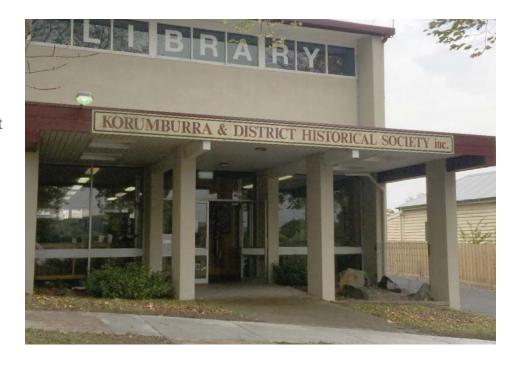
The Framework Plan was developed from 2012 to 2013. It involved consultation with the community during March-April 2013 and September 2013 via town centre forums, business owner and town user surveys, web and email updates and an open house session. The plan identified a preferred location for the supermarket and a new community hub and included design guidance for buildings. Much of the policy guidance has since been included in the South Gippsland Planning Scheme.



Preliminary concept for Korumburra Community Hub at former kindergarten site (4 Victoria St) prepared in 2013

Community Groups

At present, the Korumburra Historical Society, Rotary Club and Lions Club currently occupy space at the library site. The Historical Society have a meeting room and storage at the site. The Rotary Club runs the art gallery space in the building. The Lions Club also have a small storage area. Discussions have occurred with each of the groups to understand the impacts of the development on their activities and to consider relocation, or inclusion options, in the case of the supermarket development going ahead.



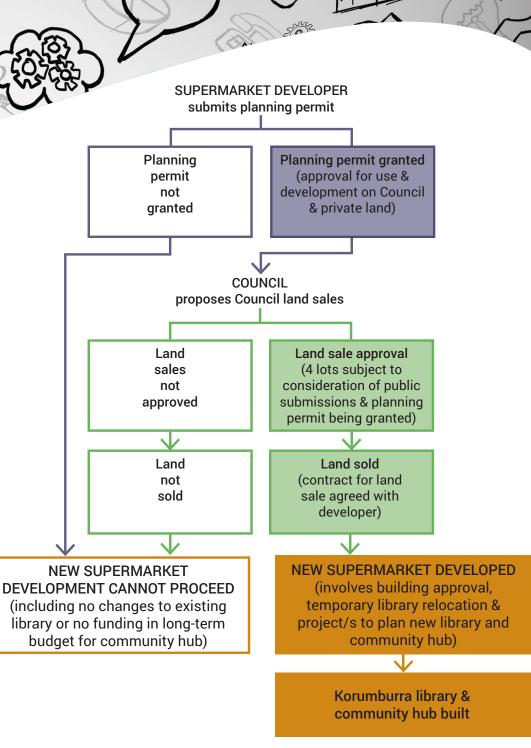
Process

Supermarket

Council has been in discussions with Michael's IGA, the supermarket developer, since their approach to Council in 2016. These discussions have been confidential because of the complexity of the proposal including the involvement of both private and Council assets, the need to ensure the feasibility of the proposal and to address many of the implications of the changes (e.g. loss of venue for some community groups).

The project to date has involved:

- Conceptual plans being prepared by the developer for the planning permit including traffic impact assessment.
- Discussing alternative arrangements for existing tenants of the library site.
- Briefing Council on this project.



As shown on the **diagram opposite**, the development of a supermarket at the site would require the issuing of a planning permit for the use and development of a supermarket at the site as well as the approval of the proposed sale of Council land. The development of a supermarket at the preferred site involves two different public consultation processes:

- 1. Planning permit process; and
- 2. Proposed Council land sales process.

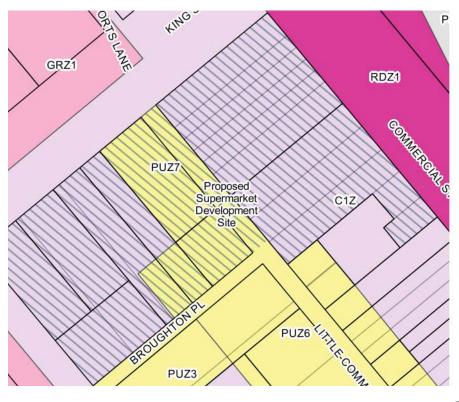
These processes require compliance with relevant legislation:

- 1. Planning & Environment Act 1987 (s.59 & 79) & Planning & Environment Regulations 2015 (s.32) which requires at least 14 days public notice of a planning permit (where notice is given) before a decision can be made and a maximum of 60 statutory days for decisions to be made (otherwise decisions may be appealed at the Victorian Civil and Administrative Tribunal); and
- 2. Local Government Act 1989 (s.189 & 223) which requires at least 28 days public notice for proposed Council land sales during which time a person has a right to make a submission on the proposed sale.

Planning permits may be applied for on other people's land. As such, the supermarket developer is entitled to apply for a planning permit on private land, Council land and the government road. In the case of land zoned Public Use Zone (PUZ) as shown on **map right**, the planning permit must be accompanied by general or conditional written consent of the public land manager (in this case, Council) to the application being made.

The planning permit application will be independently assessed by Council's Statutory Planning team following the standard planning permit process.

Land Zoning



It will be assessed against the South Gippsland Planning Scheme which includes policy for the Korumburra town centre introduced in 2014 via Amendment C93 to implement the Korumburra Town Centre Framework Plan (refer to **extract right**).

The planning permit application will be placed on public notice (advertising) for a period of 28 days to receive community feedback. Feedback for the proposed land sales will be sought at the same time.

The four lots (155-165 Commercial Street, 1 King Street, Lot 2 PS316156 and 28 Victoria Street) are proposed to be sold to the supermarket developer for the development of the new supermarket. Council will not sell any land under the sworn valuation price. It may be that the final design does not require all the land sales (e.g. 28 Victoria Street). Council Meetings will be held for Council to decide whether the proposed land sales will be considered, to consider submissions and to decide on final approval.

Should planning permission and land sale approval occur, it is expected that the completion of the new supermarket would be at least two years away. Construction will also require building approval and may require changes to Little Commercial Street (e.g. government road closure and new public thoroughfare established).

Should the supermarket be developed, a Planning Scheme Amendment should be prepared to fix up the planning controls that apply to the area. The Public Use Zone land should be rezoned to Commercial 1 Zone and the Public Acquisition Overlays that apply to the site removed. This timing of this amendment will be determined as the project progresses.

The next steps in the process for the new supermarket are:

- 1. Council to decide on whether or not to commence the statutory process for the proposed Council land sales (i.e. Council Meeting to resolve to sell the land for the supermarket site development and call for public submissions); and for
- 2. The supermarket developer to lodge a planning permit for the supermarket development.

Key extract from the South Gippsland Planning Scheme

Encourage the redevelopment of the existing library site and adjoining sites (south east corner of Commercial and King Streets) for a major retail use such as an additional supermarket. Ensure any new development of the site respects and enhances the town character by application of the following guidelines:

- Provide a skin of fine-grain specialty retail shops and active pedestrian interfaces to Commercial Street.
- Provide a distinctive and attractively designed
 landmark statement with the building and landscape
 treatments in recognition of the site's gateway entrance
 into the Korumburra Town Centre.
- Appropriately articulate, screen or treat any blank walls.
- Consider inclusion of co-located community facilities and services, such as a library, meeting spaces, public toilets and the like.
 - Clause 21.15 of the South Gippsland Planning Scheme

Community Hub & Library

Council will ensure smooth relocation of library services are provided during the supermarket development. Community input about the interim location and long-term location of the library will be welcome during the advertising of the proposed Council land sales and supermarket planning permit application.

Discussions have been held with the library to ascertain their preferences for an interim location and long-term location for the library. The planning for the interim relocation of the library is already underway in conjunction with West Gippsland Regional Library Corporation.

The long-term library location and design will be considered as part of future project/s. As part of this planning, the preferred community hub location at 4 Victoria St will be reviewed and other government land considered. This is likely to consider more broadly the future of Council land assets in Korumburra (see **map on page 16**). This is timely considering other work being undertaken in Korumburra including work to extend the rail trail to Korumburra and to improve the Korumburra station area. Council is seeking to undertake further planning that will consider Council land assets as part of the proposed Korumburra Revitalisation Project in Council's draft plan and budget. Further Council land sales may be involved if it is deemed that Council land (e.g. Milpara Community House south of the area shown on the map on page 16) is surplus to Council needs.

As well as incorporating a library, a new community hub could include public areas, cafe, Milpara Community House, community services, commercial kitchen, meeting rooms and event space.

Any proceeds from the proposed land sales may be used to help fund the future library which could be incorporated into the community hub. It is expected that additional funds will be required to complete the project. Grant funding opportunities are available and Council has made allowance for a future community hub. Council will need to consider whether to bring forward these funds to support the project.

It is expected that the temporary library location will be required for at least two years and that the construction of a new library will be at least five years away.

Community Groups

Arrangements with the community groups that currently use the library site will take place directly as any plans for the supermarket progress.

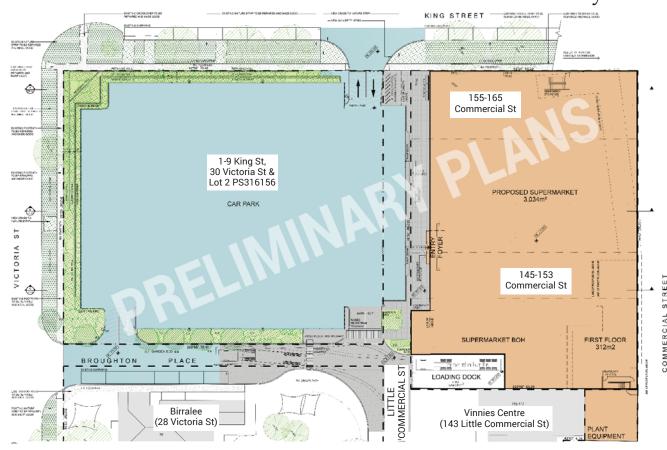
Proposal

Supermarket

The preliminary plans submitted by the supermarket developer propose to establish a 3,000sqm supermarket situated at the corner of King and Commercial Streets with car parking off King Street. The plans propose a two storey building with 300sqm office space on the first floor accessible from Commercial Street. Loading for the supermarket is proposed off Little Commercial Street.

These plans will be superseded by the plans submitted as part of the planning permit application.

Preliminary Plans



Plans will be superseded by planning permit application plans

Ground floor plans











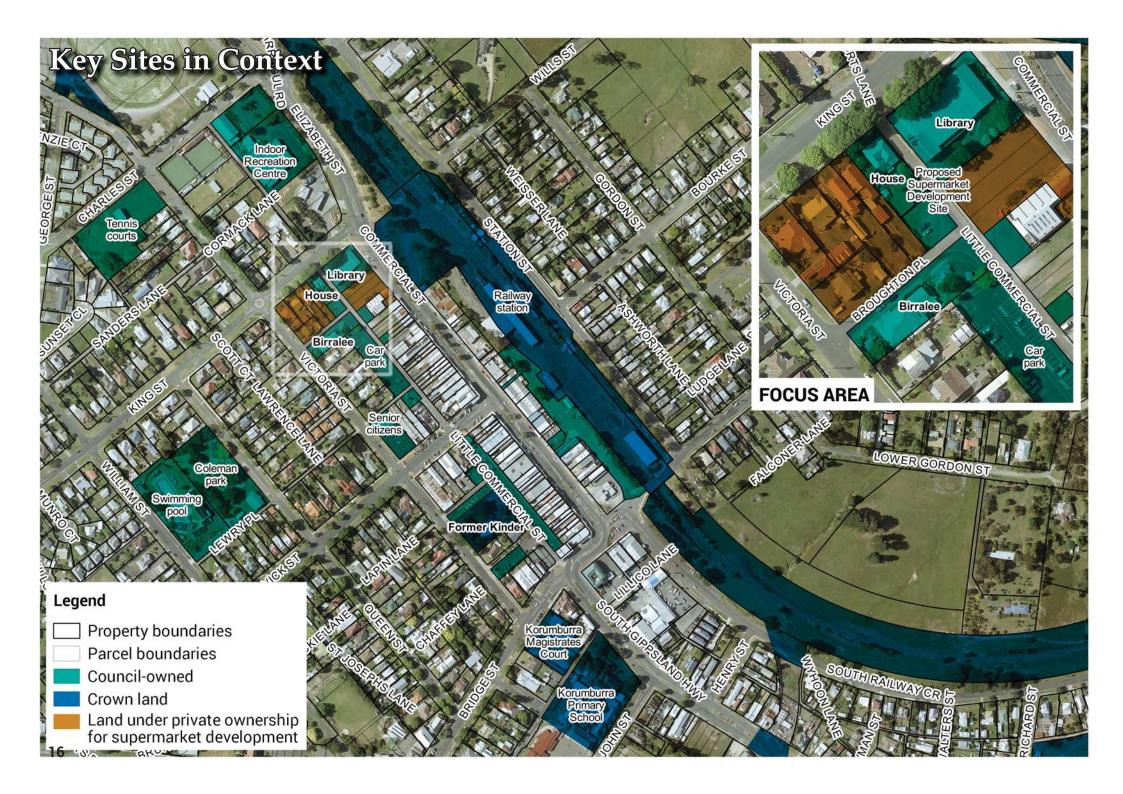


King Street

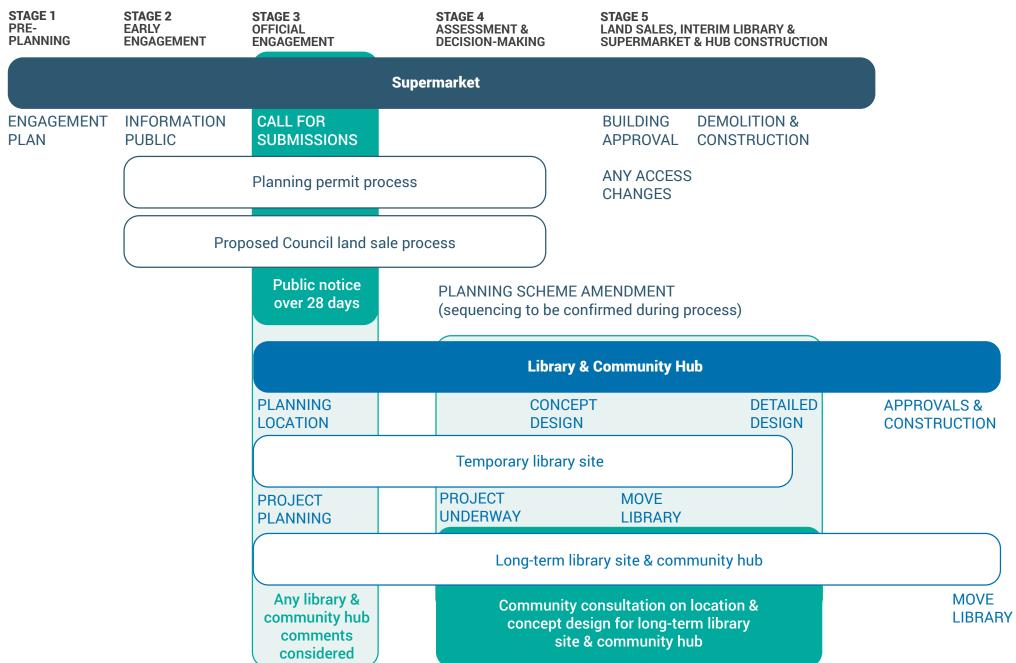


Artist Impressions of the Supermarket Proposal Preliminary Plans

Plans will be superseded by planning permit application plans



Engagement Timeline if Supermarket Proceeds





Stakeholders & Community

Stakeholders of the project are the target of all engagement activities and have been identified to determine the most appropriate ways to engage them and their peers. The proposed engagement tools are able to be adjusted to respond to the way that stakeholders would like to engaged during the project.

Influence Analysis

Each stakeholder identified in the project will have varying levels of influence on the end result of the project. By implementing a collaborative relationship between the majority of our stakeholders, we encourage a project where community influences Council's decisions.

Our engagement methods chosen address each stakeholder in an appropriate manner according to their influence on the overall project.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Promise	We will keep you informed	We will keep you informed, listen to and acknowledge your concerns and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and will incorporate your advice and recommendations into the decision to the maximum extent possible.	We will implement what you decide.

Project Stakeholders

Stakeholder	Level of influence	Expected interest
Broad community	Consult	General and varied including land owners, residents, businesses and visitors to the region
Community groups and other local organisations including: • Korumburra Business Association • Korumbura Community Development & Action Group • The Station @ Korumburra • Korumburra schools	Consult	As above
Nearby landowners, residents & businesses	Consult	As above with interest in nearby changes
Users of other Council land that may be reconsidered as part of the wider project Senior CitizensMilpara Community House	Involve	As above with interest in impact on changes to organisation's activities and available space
Users of existing properties proposed for sale Library Historical Society Rotary Club Lions Club Library meeting room - regular bookings Korumburra Round Table	Collaborate	As above with interest in impact on changes to organisation's activities and available space
Supermarket applicant	Collaborate	Business interest
Council officers	Collaborate	Assessment against regulation (planning, health etc) in accordance with relevant legislation
Councillors	Empower	Representing South Gippsland Shire Council in accordance with relevant legislation

Engagement Approach

The following table sets out the goals of the project engagement plan and how this will be delivered using various methods. It also considers how the engagement plan will be evaluated to check that the chosen approach and methods reach the goals so that adjustments throughout the process can be made as needed.

Purpose	Engagement goals	Desired outcomes	Engagement tools (discussed in more detail on	next page)	Evaluation data collection points
Providing information	To inform the stakeholders and the public about the project and the opportunity to engage.	Diversity of information delivery modes.	Bulletin Burra Flyer Council front display Council Meeting agenda Council noticeboard Community website FAQs Formal advertising Information in key locations	Information session Korumburra Round Table Letter box drop Media briefing Media releases Poster Previous town contact list Project web page Social media	Website activity Facebook insights Customer service enquiries
Understanding reactions and implications or consequences of the proposal	To understand the views of stakeholders and communities.	 Representation – adequacy and diversity of representation across the Korumburra community. Understanding of stakeholder and community perspectives. 	Council presentation opportunities Face-to-face meetings Information session Social media Submission opportunities	nities	Feedback received Submission demographic information (where available)
Generate support for the proposal	To create understanding and support for the proposal.	 Stakeholders report confidence in the process. Stakeholder support for the proposal. 	Face-to-face meetings Information in key locations Information session Korumburra Round Table Letter box drop	Media briefing Media releases Project web page Social media	Feedback received Press
Process & outcomes shaped by stakeholder input	To shape the proposal and process to respond to the perspectives and needs of stakeholders.	 A clear line of action between decision and stakeholder input. When changes have not been made to the proposal or process, adequate feedback provided to explain reasoning. 	Council presentation opportunities Face-to-face meetings Formal advertising Information session Social media Submission opportunities	inities	Feedback received Press Planning permit decision Councillor meeting minutes

Proposed Engagement Tools

Note that the tools may be modified throughout the process as engagement is organised and feedback is received.

Tool	Purpose	Details	Stage / Week Starting Date
Bulletin	Providing information	Bulletin with information about the project background, scope, process, proposal and next steps to be sent out (letter box drop), available at key locations and online from the first day of advertising.	Stage 3 (sent out via letter box drop late Stage 2)
Burra Flyer	Providing information	Information advertising the project and opportunities to provide feedback.	Stage 3
Council front display	Providing information	Information about the project from the day that the agenda is available (week starting 12 June 2017). Information about the project including opportunities to provide feedback from the first day of advertising.	Stage 2 (12.06.07) Stage 3
Council Meeting agenda	Providing information	Information provided online regarding project when a decision of Council is required at a Council Meeting. For example, this Council Meeting will be available from the week starting 12 June 2017 as part of the Council Meeting agenda to be considered for approval. A Council Meeting is required to resolve to sell or not sell Council land. A Council Meeting is required to consider any submissions regarding the proposed sale of Council land. A Council Meeting is also required to consider the final approval of the proposed sale of Council land.	Stage 2 (12.06.07) Stage 2 Stage 4 Stage 5
Council noticeboard	Providing information	Information advertising the project and opportunities to provide feedback and formal notification of the planning permit and proposed Council land sales in the local newspapers (The Star and The Sentinel Times).	Stage 3
Council presentation opportunities	Understanding stakeholders Stakeholders shaping the process	Opportunity to present to Council on a public presentation day throughout the process. This will be of particular relevance during the advertising period. The presentations may be held as part of a separate hearing day.	Stages 1-5 (Stage 3 particularly)
Community website	Providing information	Information advertising the project and opportunities to provide feedback from the first day of advertising.	Stage 3
FAQs	Providing information	Information about the project from the day that the agenda is available (week starting 12 June 2017).	Stage 2 (12.06.07)

Tool	Purpose	Details	Stage / Week Starting Date
Face-to-face meetings	Understanding stakeholders Generating support Stakeholders shaping the process	Meetings with supermarket applicant, library and community groups that occupy the library to negotiate proposed plans in early 2017 as discussed with Council.	Stages 1-5 (particularly Stage 1)
Formal advertising	Providing information Stakeholders shaping the process	Formal advertising of the planning permit and proposed Council land sales will consist of letters to nearby land owners and occupiers, planning permit application advertising signs on site facing Commercial St and King St and a notice of the planning permit application and land sales in the Council noticeboard and information available at Council's website and in hard copy (at Council offices, Coal Creek, Korumburra library and Milpara Community House).	End of Stage 2 for letters Stage 3 for signs & Council noticeboard
Information in key locations	Providing information Generating support	Information provided at Council offices, Korumburra library, Coal Creek and Milpara Community House. This Council Meeting and FAQs available from the day that the agenda is available (week starting 12 June 2017). Planning permit, bulletin and Council Meeting available from first day of advertising.	Stage 2 Stage 3
Information session	Providing information Understanding stakeholders Generating support Stakeholders shaping the process	Drop-in session/s at the meeting room in the library building at the start of the advertising of planning permit and proposed Council land sales. It will provide an opportunity for the community to ask questions in person.	Start of Stage 3
Korumburra Round Table	Providing information Generating support	Updates to the Korumburra Round Table at their regular meetings. This group includes representation from different community groups in Korumburra.	Stages 1-5
Letter box drop	Providing information Generating support	Unaddressed bulletin with information about the project sent to everyone in Korumburra prior to formal advertising.	End Stage 2 for Stage 3
Media briefing	Providing information Generating support	Meeting to provide the media with information about the project before it is available in Council Meeting agenda and provide them with the opportunity for questions.	End Stage 1 for Stage 2

Tool	Purpose	Details	Stage / Week Starting Date
Media releases	Providing information Generating support	Media release provided at key stages of the project starting with media release available week starting 5 June 2017.	End Stage 1 for Stage 2 & End Stage 2 for Stage 3
Posters	Providing information	Placed in town (e.g. at library, Coal Creek, willing shops, newsagent noticeboard, Middle Pub noticeboard) to advertise the project and opportunities to provide feedback from the first day of advertising.	Stage 3
Previous town contact list	Providing information	Email list and mobile phone list to send emails and text messages informing interested parties of the project on the first day of advertising.	Stage 3
Project web page	Providing information Generating support	Council web page for the project with all available information including copies of this Engagement Strategy, proposed Council land sale information and a link to planning permit (when it is on advertising) available from the day the agenda is available (week starting 12 June 2017). The page will be updated at each stage of the project with a link to other related project pages (e.g. future Korumburra Revitalisation project web page).	Stages 2-5 (from 12.06.17)
Social media	Providing information Understanding stakeholders Generating support Stakeholders shaping the process	Updates provided on Council's Facebook page and on the Korumburra App at key project stages, directing people to the website for more information starting on the day that the agenda is available. The Facebook page provides opportunities for community responses (likes, shares and comments). The App can provide alerts to subscribers via push notifications (where enabled).	Stages 2-5 (from 12.06.17)
Submission opportunities	Understanding stakeholders Stakeholders shaping the process	Opportunities for written submissions in relation to the proposed Council land sales or planning permit to be submitted via email or hard copy (via mail, submitted at Council offices, Korumburra library, Coal Creek or Milpara Community House).	Stage 3

Evaluation Plan

The following plan sets out the way that the project's engagement will be evaluated. The criteria will assist with debriefing from the project to determine any key areas for improvement for future engagement processes.

Criteria	Success Criteria Indicators	How to Collect Data	Evaluation Technique	
Outcome Criteria - what was achieved?				
Quality of Outcomes The final outcomes meet the objectives	The supermarket proposal and proposed Council land sales are able to proceed Council considers options and implements all changes where reasonable	Project outcome Council Meeting minutes	Councillor votes Compare results to aims of Korumburra Town Centre Framework Plan	
Objectives The method achieves the objectives set	A diversity of views are received from the community	Submissions	Demographic analysis (where information is available)	
Implementable The decision was implementable	New supermarket constructed and library available	Project outcome	On-the-ground changes	
Acceptance Criteria - how well the methods w	ere selected and delivered?			
Representative The participants are a representative sample of the affected or interested public	A broad range of individuals from all communities participate	Submissions Face-to-face meetings	Demographic analysis (where information is available) Stakeholder feedback	
Independence Independent and unbiased	The response to community feedback is fair	Council report	Community feedback	
Early Involvement The public is involved in the decision making process from the onset when appropriate	Where key decisions can be assisted with community input they will be consulted	Engagement schedule	Identify opportunities where the community were involved	
Acceptance Criteria – how well the methods were selected and delivered?				
Influence The feedback or input impacted on the decision	Councillors discuss the communities' feedback and consider responses and any changes	Council Meeting	Council Meeting minutes	

Criteria	Success Criteria Indicators	How to Collect Data	Evaluation Technique		
Acceptance Criteria – how well the methods were selected and delivered?					
Relationships The process supported positive relationships and acknowledged conflicts and worked through the conflict in a constructive manner	Positive relationships are maintained with the Korumburra community, particularly key stakeholders	Interactions with the team	Number of interactions with the team and feedback		
Valued Participants felt their contribution was valued	Participants were happy to be involved with the project as they could identify that their views were valued	Submissions	Number of votes collected Number of participants Community feedback		
Process Criteria – how well the public and sta	keholders accepted the process?				
Resource Allocation Participants have the necessary information, human, material and time resources	Participants are given detailed information on what they are giving feedback on	Submissions	Community feedback		
Task Definition Participants are clear about the task, the scope and the output of the method	Participants have a clear knowledge of how they are expected to participate	Submissions	Number of queries and assistance needed		
Structure Decision Making An appropriate process for decision making is used and communicated clearly so participants understood how and why a decision is made	Participants are aware of how their contribution is being utilised to determine the projects being proposed	Engagement strategy Submissions	Community feedback		
Cost-effective The project provided desired results without excessive spending	Project is successful without costing more than the projected budget	Budget	Project conducted under budget		

