



# Chiltern Land Precinct Plan Consultation Summary Report

June 2023

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## Acknowledgments

The project team acknowledges the original custodians of these lands. The people of the rivers and the hills have walked these lands for thousands of years as well as today, and we pay respect to the elders of the past, present and emerging.

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### Document Control

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The information contained in this document is for submission to Indigo Shire Council.

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1.0 Draft Consultation Summary Report	19.05.23	DF
2.0 Final Consultation Summary Report	07.06.23	DF

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**CoFutures...**

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# 1

## Introduction

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# Project overview

## Overview

Indigo Shire Council is developing a precinct plan for an 18 hectare parcel of land adjacent to the Chiltern train station. The precinct plan will provide a vision for the site which will be developed in collaboration with Indigo Shire Council, a Community Working Group (CWG) and the broader Chiltern community.

CoFutures and IncluDesign have been engaged by Council to lead an inclusive consultation process and to develop a Draft Precinct Plan to guide the future directions for the site.

This report provides a summary of findings based on stakeholders and community feedback received during the extensive consultation process held between March - April, 2023. The findings of this report will be used to inform the development of the first Draft of the Precinct Plan.

The map opposite shows the location of the site, the focus of the community consultation activities.



Figure 01 Map showing subject site

# Engagement context

## Project stages

The development of the Chiltern Land Precinct Plan is being undertaken in five broad stages, outlined in the diagram opposite. Stage 3 of the project involved an extensive range of community consultation activities to develop a vision for the site and canvass ideas about future opportunities to activate the site.

Following community consultation, the design team will begin preparing a Draft Precinct Plan, which will set out design principles and indicative concept layouts.

This plan will then be reviewed by the Community Working Group before being submitted to Council for endorsement. Following the finalisation of the Draft Precinct Plan, the document will be placed on formal public exhibition for further public consultation.

## Objectives of engagement

Consultation for this project is being undertaken in accordance with Indigo Shire's Community Engagement Strategy (2022-2025), which embeds the IAP2 core values for public participation. In addition to these values, the following objectives for this consultation have been identified:

- **Be timely** – consultation should occur throughout the project, including before, during and after the release of the key documents. This is to provide stakeholders with the opportunity for feedback at key milestones.
- **Be genuine and constructive** – provide transparent and genuine opportunities for stakeholders to be involved in shaping the project.
- **Have a broad reach** – work with key stakeholders and the project team to identify ways to reach wider audiences. This will ensure that both permanent and seasonal locals are able to thoughtfully contribute to the development of the plan.
- **Be engaging** – provide a mix of face-to-face and online engagement opportunities to maximise participation and reach.



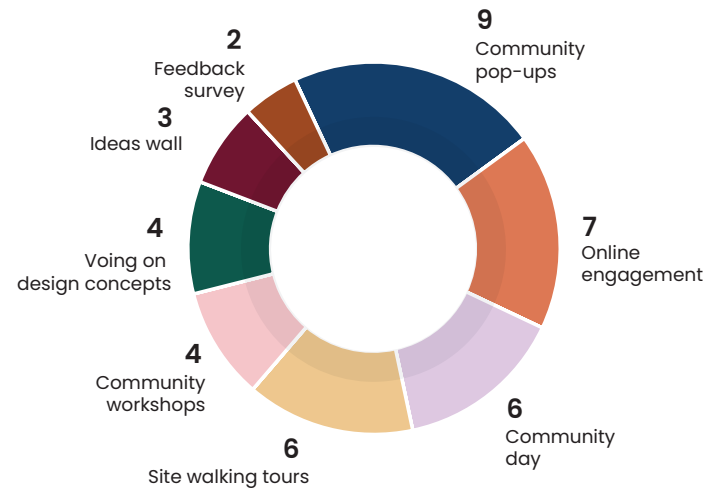
## Developing the Engagement Plan

Prior to commencing community engagement, the CWG members were invited to input and co-design the community engagement plan. Several workshops were conducted to determine what approach would be best with the local community and how to best promote the project.

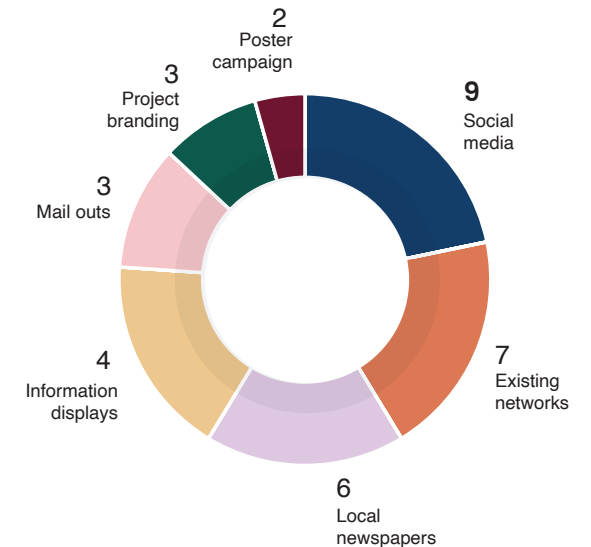
Members also provided input on the messaging of community-facing key information and survey questions to ensure an accurate understanding of the project. A summary of feedback from the CWG is provided in the graphs opposite.

Following these discussions, an Engagement Plan was developed and the community consultation process was confirmed. The Engagement Plan included a range of consultation and promotional activities. A summary of each of these consultation touch points is provided on the following pages.

CWG FEEDBACK ON ENGAGEMENT ACTIVITIES



CWG FEEDBACK ON WAYS TO PROMOTE



# Consultation activities



## Community Canvas Card Survey

A survey was distributed to the residents of Chiltern through 'canvas cards'. These were mailed to each resident living in Chiltern, and were available on the project website.

The questions were structured in a way to be engaging and quick to answer. They were also designed to evoke creative and inspirational answers.



## Community launch event

A community event was held in March 2023 to promote and launch the project. This event was held in Chiltern's town centre in Martins Lane.

This event also served as an information session for residents who wanted to find out more about the project, while encouraging them to complete the survey on the canvas cards or online.

Several AI boards were positioned at the site. One of the boards provided space for community members to write their own ideas or share their sentiment on those posted by others.



## Community Working Group workshops

The Chiltern Land Community Working Group was formed in December 2022 and comprises 10 local members from the community. Representatives from Council also attend each meeting.

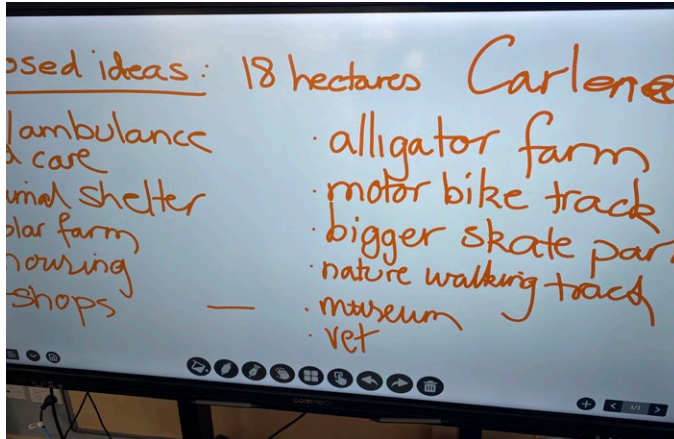
The CWG play a key role in helping to shape the direction of the project through regular meetings and ongoing engagement.

Meetings have been held every 2 - 3 months in the Senior Citizens Centre, Chiltern.



**Ideas Board**

Several AI boards from the community launch event were put up for display in an area with high foot-traffic. The boards helped to promote and provide information about the project to passersby. The QR code on the boards also encouraged feedback through the survey.



**Chiltern primary schools sessions**

Engagement sessions were run at Chiltern Primary School and St Joseph’s Primary School, Chiltern. Students were provided with a worksheet containing information and images about the site, as well as two activities. The activities asked students to think about what they love about Chiltern and what they would like to see the site become in the future. Students were encouraged to think creatively and express their ideas with words or pictures.



**External stakeholder engagement**

Several groups and organisations from Chiltern and the broader region were contacted and asked to provide feedback regarding what they thought Council should consider in investigating what is achievable for the land. These external stakeholders were invited to discuss their thoughts, suggestions and concerns over a phone call, by email or in-person.



# Promotional activities

## Resident mail-outs

Canvas cards were used to conduct the survey were also used to promote the project. Information about the community launch event and the project in general was included in on the canvas cards. These cards were distributed to all the residents of Chiltern by mail to ensure maximum reach and participation.

## Social media

Opportunities to engage with the project were advertised on Indigo Shire's social media throughout the community consultation process. These social media posts included information about the project, ways to get involved, or and links to the project website.

Two reminders were posted on Indigo Shire's Facebook page regarding the community launch event: one was posted over 2 weeks before the event, and another was posted the day before the event.

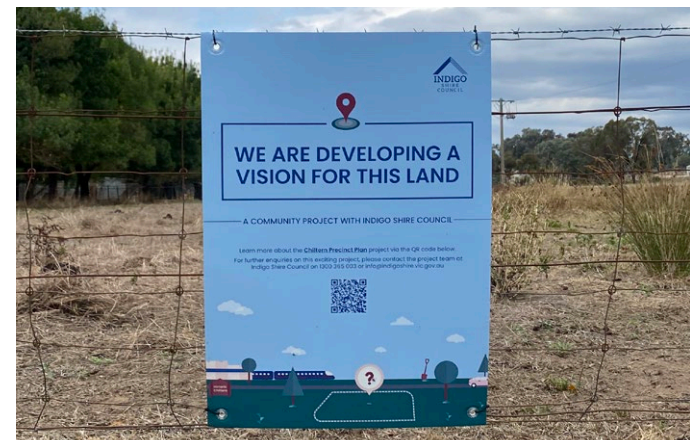
## Print media & press release

An overview of the project and opportunities for consultation were published in print media and a press release from Council. These articles were published in the local newsletter: The Chiltern Grapevine.

Indigo Shire's weekly newsletter - Your Indigo - also promoted the project and the community launch event.

## Poster campaign

Posters and signage were displayed at key locations throughout Chiltern. These posters contained information on the project and community launch event. The QR code on the posters directed residents to the project page on Indigo Shire's website.



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# 2

## What we heard

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# Summary of What We Heard

## KEY ENGAGEMENT STATISTICS



**1,200+**

Pieces of unique feedback



**151**

Survey responses



**100+**

Attendees at  
Community Launch



**73**

Ideas shared on the  
Inspiration Board



**50+**

Young people engaged



**35**

Total days of  
consultation



**12+**

External stakeholder groups  
and organisations engaged



**6**

Hours of Community  
Working Group Meetings

## WHAT PEOPLE LOVE ABOUT CHILTERN

Much of the feedback from the consultation activities revolved around what people love about Chiltern. This feedback described the values that Chiltern residents appreciate, and could predominantly be attributed to one of the following themes:

- Sense of community
- 'Small town' / country look and feel
- History and heritage
- Access to nature and wildlife

## WHAT IS MISSING IN CHILTERN

Community members described what they felt was currently missing in Chiltern. Many responses related to:

- Affordable housing for all
- Opportunities for employment
- Aged care facilities
- Medical services
- Retail mix
- Light industry
- Emergency services
- Enhancing tourism

## LAND USE PRIORITIES FOR THE SITE

Consultation participants had many ideas for land uses on the site.

Many of the suggested land uses address the needs of Chiltern, while others have the potential to preserve or enhance those aspects of the town that are valued by the community.

The top land use priorities for the site were:

- Aged care
- Intergenerational living
- Medical services
- Emergency services
- Employment and business
- Industry / light industry
- 'Welcoming' entrance into town (e.g. landscaped entry)
- Multipurpose sheds
- Outdoor recreation / sports
- Supporting sustainability and the environment

## Feedback summary

# Community survey

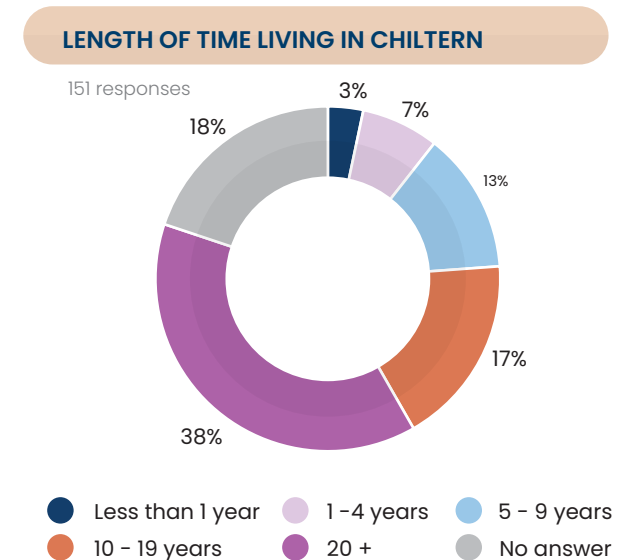
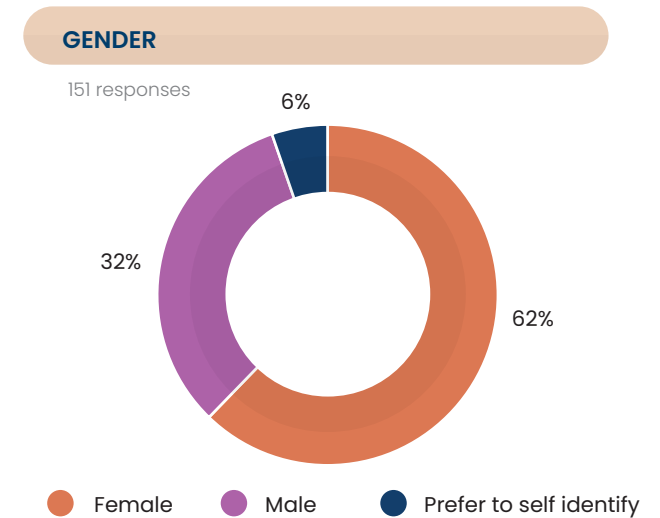
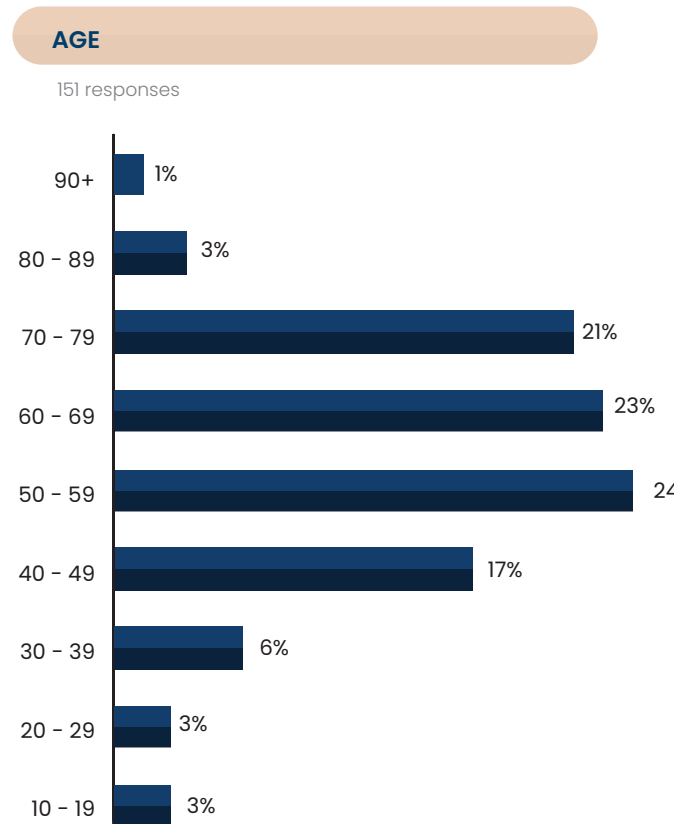
### Who we heard from

A range of Chiltern residents shared their thoughts and feedback via the community survey.

While we heard from respondents of different ages, the top 3 age cohorts of respondents were 50-59 year olds (24%), 60-69 year olds (23%) and 70-79 year olds (21%).

The majority of survey respondents were female (62%), while 32% were male and 6% preferred to self identify.

A large proportion of respondents said that they had lived in Chiltern for more than 20 years (38%), while 17% said that they had lived in Chiltern for 10-19 years. This indicates that many survey respondents have a deep and long-lasting connection to the town of Chiltern.





## Q7. In the future, I want Chiltern to be known as...

The majority of responses to this question were divided into two categories: tangible (place-oriented values) and intangible (community-oriented values). The place-oriented feedback related to physical characteristics of Chiltern, while the community-oriented feedback addressed the social and community qualities of the town.

Of 24 unique pieces of community-oriented feedback:

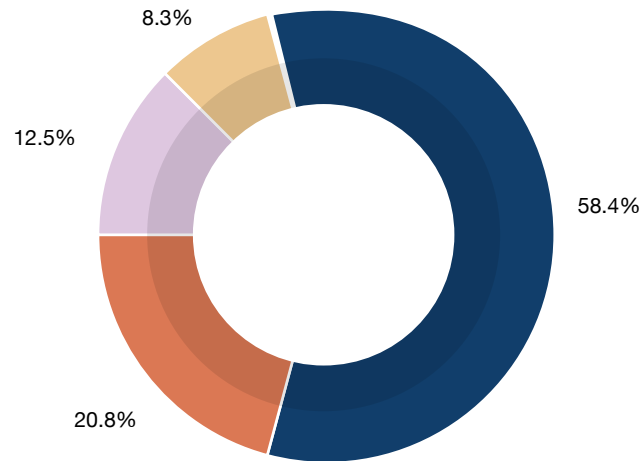
- **58.4%** of responses expressed that Chiltern should be friendly and welcoming.
- **20.8%** of comments related to Chiltern being a diverse and inclusive town.

Of 143 comments providing place-oriented feedback:

- **25%** of responses mentioned that Chiltern should be known as a desirable place to live.
- **14.6%** of responses said that Chiltern should be known as an attractive place for tourists to stop by.
- **14%** of responses said that Chiltern should be known as a place with rich history and heritage.

### COMMUNITY VALUES

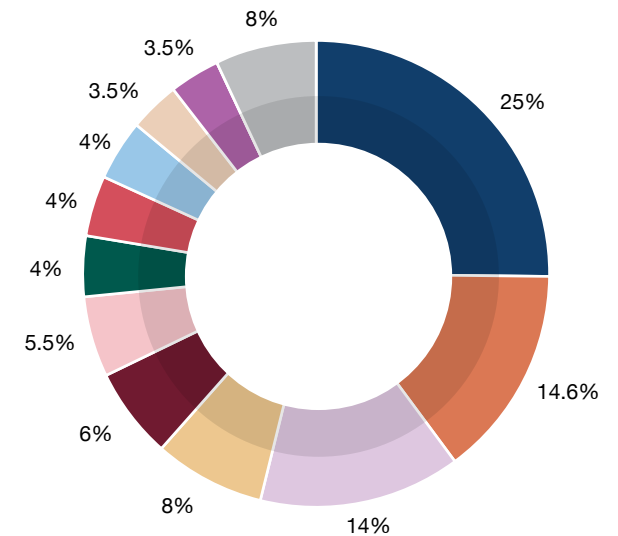
24 responses



- Friendly & welcoming
- Diverse & inclusive
- Livable
- Progressive

### PLACE VALUES

143 responses



- Place to live
- Place to stop
- Maintaining history & heritage
- Retail
- Close to nature
- Quiet & small
- Sustainable
- Place with arts & culture
- Well serviced with infrastructure
- Place to work
- Innovative and forward thinking
- Other

## Q8. What types of land uses would you like to see on this site?

Of 462 total individual selections:

- Aged care was the most commonly selected option, comprising **13.0%** of responses.
- Emergency services followed second, making up **11.7%** of responses.
- **11.3%** of responses included desire to see industrial uses on the site, while **10.8%** of responses included reserving the site for community uses.
- Only **3.5%** of responses included using the site as a truck rest-stop.

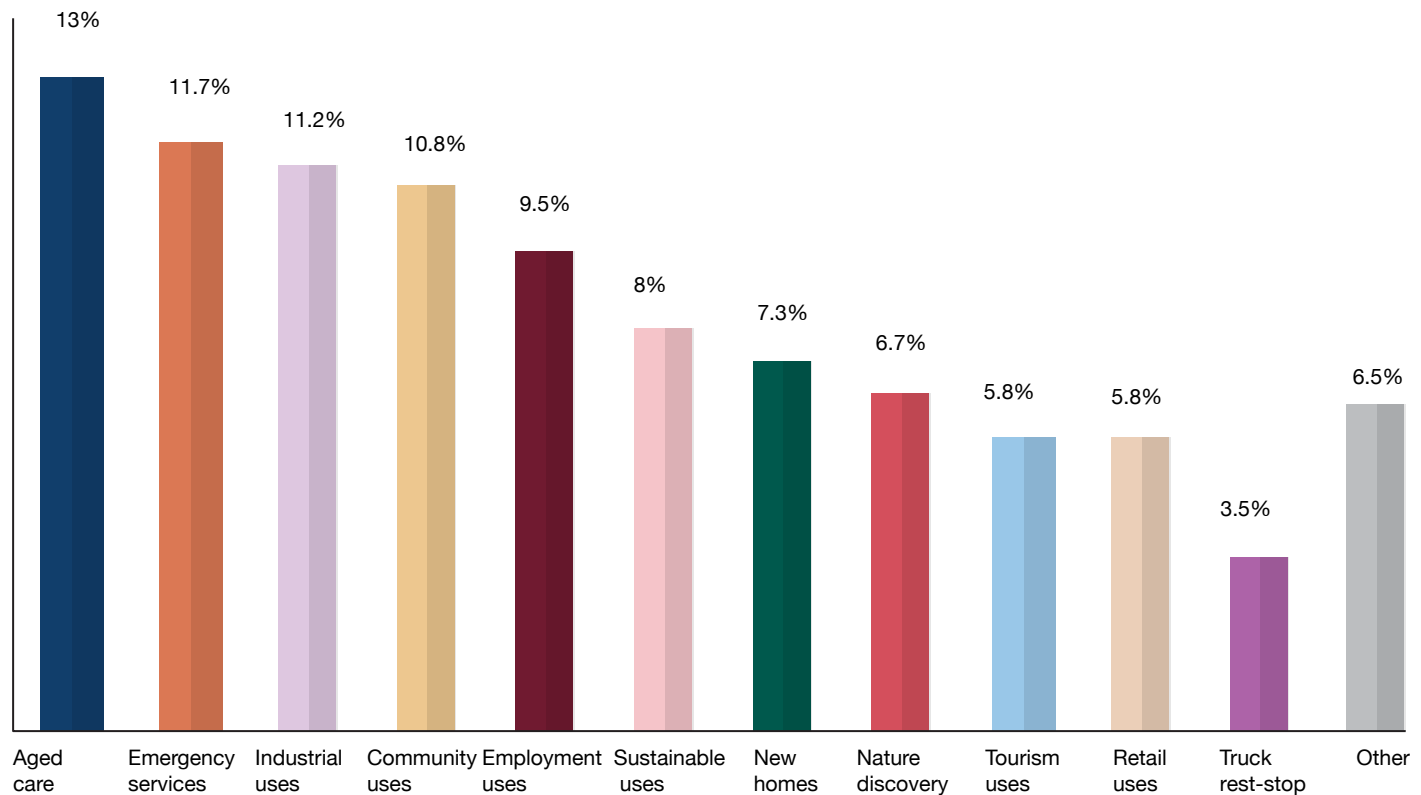
Many of the **6.5% of 'other'** responses reinforced the multi-choice options provided in the canvass cards, rather than providing original suggestions.

Out of 45 'other' suggestions, the top 3 suggested uses (not including those already in the multiple-choice options) were:

- Light industrial (**13.3%**)
- Parks & leisure (**11.1%**)
- Access & connectivity (**6.7%**);
- Medical services (**6.7%**);
- Service station (**6.7%**).

### FUTURE LAND USES

462 selections



### Q9. What other considerations are important for us to think about for the future of the site?

The final question was open-ended, asking respondents to express thoughts or suggestions that should be considered regarding the future of the site. This question received 202 individual pieces of feedback, covering themes that mostly fit into two categories: site specific, or general town needs. Of the 202 unique responses:

- **38** comments were made highlighting desired land uses for the site, with the top 3 suggestions including aged care & living, emergency services, and light industry.
- **38** suggestions were also made for the site that related to enhancing its attractiveness.
- **9** comments focused on maintaining and enhancing Chiltern's image and 'small town' feel.
- **8** comments suggested desired land uses to address Chiltern's need for affordable housing for all ages, medical services, and light industry.
- Some responses indicated concerns about the site being used as a service station, and some suggested that while Chiltern does need aged care, this site is not the place for it due to its distance from key services and amenities.

Site specific topics	No. of comments
Land use - desired	38
Attractiveness	38
Noise	16
Access & connectivity	13
Land use - undesired	13
Town image	10
Sustainability	6
Location of land uses	4
Safety	3
Environment	3
Supporting the community	2
Proximity to services	2
Affordability	2
Quality & maintenance	2
Explore major land use moves	2
Employment opportunities	2
Competitiveness	1

General Chiltern topics	No. of comments
Town image	9
Land use - desired	8
Sustainability	4
Attractiveness	4
Supporting the community	3
Employment opportunities	3
Town demographic	2
Quality & maintenance	1
Safety	1
Noise	1
Access & connectivity	1
Other	1



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## **Q9. What people said...**

### **Maintaining the attractiveness, town image and 'country feel' of Chiltern:**

*"It's the face of Chiltern, make it pretty not industrial, it needs to show what Chiltern is, and foremost it's a quiet town with beautiful surrounds."*

### **Mitigating noise impacts from the railway line and the Hume Freeway:**

*"Noise - train and fwy is close by. Soundproofing a must."*

### **Attracting new residents to Chiltern with housing and employment opportunities:**

*"...generate income for local businesses, potential jobs and introduce new families to the township. This would help schools, sporting clubs, volunteer organisations and attract further people to our township."*

### **Promoting tourism in Chiltern:**

*"Chiltern is a haven for bird life & history of gold mining - maybe a centre informing visitors of these things."*

### **Considering environmental sustainability, and preserving Chiltern's flora and fauna:**

*"Climate impact needs to be forefront. Whatever its use is, effort should be made to add vegetation and many shade trees to encourage native birds and animals and provide natural cooling in the summer."*

### **Providing appropriate housing for residents of all ages:**

*"We need age care, senior living, retirement homes, continuous living. I want to live here as I age. No age care here otherwise I need to move other areas."*

# Community launch event

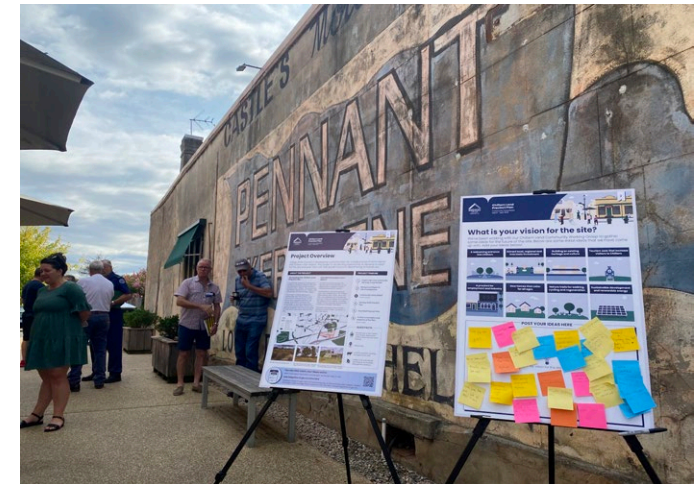
## Activity overview

Residents were invited to attend the project launch event to provide feedback and share their thoughts with the project team and Community Working Group. The event was attended by 100 individuals. Alongside conversations and discussions, community members also provided 73 pieces of unique feedback on our ideas board.

Throughout the event, residents and attendees were invited to provide their feedback through multiple ways. This included:

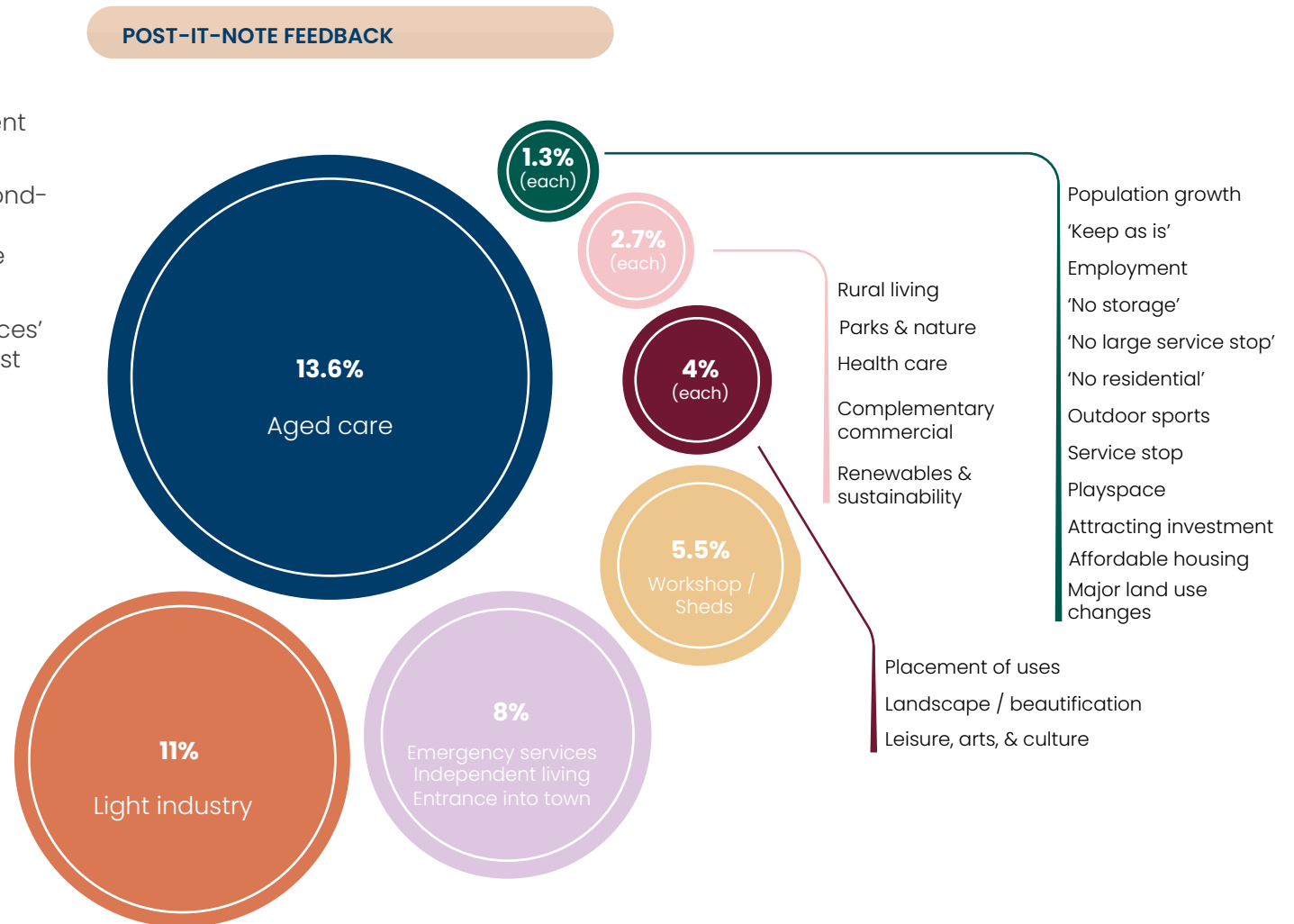
- Interacting with the project team and having their feedback noted.
- Posting their own thoughts and ideas on an ideas board.
- Invited to participate in filling out a survey on canvas cards.

The graphic on Page 17 illustrates feedback collected on the Ideas board.



## Key findings: Ideas board

- The most common feedback given was the need for 'aged care' (13.6%) with 'independent living' also being a key topic (8%)
- The demand for 'light industry' was the second-most common feedback received (11%) with further 4% of feedback dedicated for it to be located appropriately.
- Feedback on the need for 'emergency services' and an 'entrance to town' was the third-most common received (8% each).



# Community Working Group

## Community Working Group workshops

A Community Working Group (CWG) has been established for this project and is composed of representative members from the Chiltern community. The role of the CWG is to:

- Co-create a community engagement plan in partnership with Council officers and the project team.
- Provide diverse, inclusive and respectful perspectives on the key project outputs.
- Provide input in partnership with Council officers and external specialists on the draft precinct plan to be considered for adoption

To date, the CWG has met three times and will continue to be involved in the development of the Draft Precinct Plan. The purpose of each workshop held to date, is summarised below:

- Workshop 1: Introduction to the Project
- Workshop 2: Co-designing the engagement approach
- Workshop 3: Identifying land use priorities for the site

The following pages provide a summary of feedback gathered during the CWG workshops and in particular a summary of feedback from Workshop 3.

A series of activities and collaborative exercises have been undertaken with the CWG to:

- gauge priorities for the site
- understand what the community's vision and values about Chiltern, and;
- how the site can achieve these visions and values.
- manage expectations on what is achievable for the land within different time frames.

During the third workshop, the following activities were undertaken:

- Activity 1: Prioritising land uses
- Activity 2: Developing a unique narrative for Chiltern
- Activity 3: Thinking across time scales

The findings from each of these activities is presented on the following pages.



## ACTIVITY 1: PRIORITISING LAND USES

The first activity asked CWG members to consider what they thought were priorities for future use of the land on the site. Members were asked to place various cards representing different land into categories labeled 'high', 'medium' or 'low', to reflect the priority of the land use according to the member.

The 'high' category received the most responses. The top two land use priorities in this category related to emergency services and intergenerational living, followed by uses relating to sustainability.

The 'medium' category received 18 responses in total. The most common land uses in the medium priority category related to employment and light industry. This was closely followed by land uses relating to a welcoming entrance to Chiltern.

A total of 11 land uses were placed in the 'low' priority category. Land uses related to rural living, and service stations had 3 entries each in this section.

High priority	Count
Emergency services	6
Intergenerational living	6
Sustainability	5
Employment & light industry	4
Welcoming entrance	4
Aged care	4
Planning controls	2
Parks & nature	2
Tourism	1
Vehicle access	1

Medium priority	Count
Employment & light industry	5
Welcoming entrance	4
Tourism	2
Emergency services	2
Agribusiness	2
Sustainability	1
Parks & nature	1
Service station	1

Low priority	Count
Service stations	3
Rural living	3
Tourism	2
Parks & nature	2
Sustainability	1
Emergency services	1

## ACTIVITY 2: PLACE VALUES EXERCISE

The second activity was designed to explore the values and vision of Chiltern and the land, as well as the role of the land in achieving the vision.

Members of the CWG were asked to think of phrases that they associated with each of the following 'prompt' questions:

- What is Chiltern known for?
- What would you like Chiltern to be known for in the future?
- What is the role of this site in helping Chiltern become a destination in the future?

These phrases would be used to determine the qualities, values, and 'personality' of the place. Responses could be grouped into recurring themes, which are shown in the tables and placed in order of the number of times they were mentioned.

In response to the first question, positive aspects of what Chiltern is known for were identified. The most common responses were associated with Chiltern's local character and heritage, as well as arts, culture and sports. However, it was noted that there are limited services and commercial activity.

The second question encouraged CWG members to develop their vision for Chiltern in the future. The majority of responses centred on Chiltern being a place for people to stop by, as a destination in its own right.

The third question focused on the site's role in helping Chiltern become a destination in the future. Responses highlighted the importance of the site in supporting business, and attracting employment and economic development to Chiltern as a whole.

What is Chiltern known for?	Count
Local character & heritage	3
Arts, culture, & sports	3
Limited commercial activity & services	3
Parks & nature	2
Community network	2
Local businesses	2
Demographic challenges	1
Industrial land	1
Changing characteristics	1

What do you want Chiltern to be known in the future?	Count
Place to stop by	4
Population & growth	3
Community services & care	3
Local businesses	2
Local character & heritage	1
Welcoming environment	1
Arts & culture	1

What is the role of this land?	Count
Attracting employment & economy	6
Complementing Chiltern town centre	3
Community services & care	3
A place to stop by	2
Fostering new ideas & activities	1
Regional connectivity	1
Project awareness	1
Affordable housing	1
Diversity of uses	1

### ACTIVITY 3: THINKING ACROSS TIME SCALES

The third activity invited participants to think about how the land will evolve and what is achievable in the short, medium, and long term. Inspiration and precedent imagery was shared to help participants visualise different land use options.

CWG members were asked to place cards representing different land uses into either the short term (approx. 1-2 years), medium term (approx. 3-5 years), or long term (approx. 5+ years) category.

The short term category received the most responses, with 19 possible uses suggested. The majority of the responses received for short term actions or changes to the site were associated with establishing an entrance into the town, for example by landscaping.

The medium term category received a total of 12 responses. The most suggested use for the site in this time frame was to house multi-purpose sheds.

The long term category received 11 responses, with suggestions for the site to provide intergenerational living, aged care and senior living opportunities the most popular. Supporting employment and industry on the site was also suggested for the long term.

High priority	Count
Entrance into town	5
Emergency services	4
Senior living	2
Community uses	2
Car parking	1
Rest area	1
Outdoor sports	1
Parks & nature	1
Access & movement	1
Storage	1

Medium term	Count
Multipurpose sheds	4
Employment & industry	2
Aged care	1
Intergenerational living	1
Emergency services	1
Community uses	1
Agribusiness	1
Rest area	1

Long term	Count
Intergenerational living	3
Aged care	2
Employment & industry	2
Senior living	2
Major land use changes	1
Emergency services	1

# External stakeholders

No.	Submitter	Summary of feedback/considerations
1	<b>Commercial Aged Care Provider – Bapcare</b>	<ul style="list-style-type: none"> <li>• Contacted, pending feedback</li> </ul>
2	<b>Investcare</b>	<ul style="list-style-type: none"> <li>• Contacted, pending feedback</li> </ul>
3	<b>Beyond Housing</b>	<ul style="list-style-type: none"> <li>• Suggests increasing housing density, for example including 3-5 units on some suburban blocks.</li> </ul>
4	<b>RetireAustralia</b>	<ul style="list-style-type: none"> <li>• Contacted, pending feedback</li> </ul>
5	<b>Nestd Homes</b>	<ul style="list-style-type: none"> <li>• Notes similar examples in Wangaratta.</li> <li>• Envisages opportunity for sustainable and diverse housing on the site.</li> <li>• Suggests implementing placemaking strategies to mix residential and commercial uses on the site.</li> </ul>
6	<b>Regional Development Victoria (RDV)</b>	<ul style="list-style-type: none"> <li>• Suggests exploring funding possibilities.</li> <li>• Encourages contacting Ovens Murray Regional Partnership and Regional Development Australia.</li> </ul>
7	<b>CFA Victoria</b>	<ul style="list-style-type: none"> <li>• Suggests co-location of emergency service facilities on site, where some resources may be shared.</li> <li>• Notes vehicle access via the site’s road frontage, and site’s ability to house sheds.</li> </ul>
8	<b>Ambulance Victoria</b>	<ul style="list-style-type: none"> <li>• Contacted, pending feedback</li> </ul>
9	<b>Housing Industry Australia</b>	<ul style="list-style-type: none"> <li>• Notes that land shortage is a concern in north-east Victoria and across the state in general.</li> <li>• Concern that the site is not suitable for residential development of any scale, due to distance from town centre and overall declining population.</li> </ul>



No.	Submitter	Summary of feedback/considerations
10	<b>Storage Companies</b>	<ul style="list-style-type: none"> <li>Mentions that regionally there is significant demand for storage sheds, notes that more sheds are being constructed in Tangambalanga where demand is high. However, do not receive the same level of enquiries for Chiltern.</li> </ul>
11	<b>Billsons</b>	<ul style="list-style-type: none"> <li>Contacted, pending feedback</li> </ul>
12	<b>Winemakers of Rutherglen</b>	<ul style="list-style-type: none"> <li>Contacted, pending feedback</li> </ul>
13	<b>Chiltern Tourism and Development Association</b>	<ul style="list-style-type: none"> <li>(Represented in Community Working Group)</li> </ul>
14	<b>FoodShare Albury Wodonga</b>	<ul style="list-style-type: none"> <li>Contacted, pending feedback</li> </ul>
15	<b>Indigo North Health</b>	<ul style="list-style-type: none"> <li>Concern that there would not be enough demand for a residential care facility on the site, which requires a minimum of 60 beds.</li> <li>Supports a facility where residents can age in place and have health care services visit them.</li> </ul>
16	<b>Commercial Real Estate Agents – Dixons Commercial</b>	<ul style="list-style-type: none"> <li>Concerns about the sustainability of retail on the site.</li> <li>Supports light industrial use on the site, mentioned success of the Jindera Industrial Estate, NSW, which has attracted small-scale developers.</li> </ul>
17	<b>Commercial Real Estate Agents – AW Commercial</b>	<ul style="list-style-type: none"> <li>Supports light industrial use on the site, suggests appropriate zoning would allow for a wide variety of uses.</li> <li>Mentions that the site could be similar to Jindera Industrial Estate, which is now sought after.</li> <li>Notes high volume of enquiries from investors and businesses from Melbourne and Sydney interested in locating facilities in Chiltern, due to freight corridor and cheaper costs.</li> </ul>

No.	Submitter	Summary of feedback/considerations
18	IndiGrow	<ul style="list-style-type: none"> <li>• Supportive of project progression.</li> <li>• Notes importance of community consultation throughout the planning process.</li> <li>• Mentions importance of cultural heritage of the site and engaging with Traditional Owners.</li> <li>• Notes importance of technical studies on the site.</li> </ul>
19	Invest Albury/Wodonga	<ul style="list-style-type: none"> <li>• Mentions high demand for industrial land in Wodonga, and the possibility of activating additional land to meet demand.</li> <li>• Notes the Logic Business Park example in Wodonga, and that <math>\frac{3}{4}</math> of lots there are now sold.</li> </ul>
20	Greater Hume Shire Council	<ul style="list-style-type: none"> <li>• Mentions that in the case of the Jindera Industrial Estate, it was slow to start but further stages of the development have seen strong interest and need to be managed through an EOI process.</li> </ul>

# Youth engagement

## Activity Overview

Two youth engagement sessions were run at Chiltern Primary School and St Joseph's Primary School, Chiltern. Students were provided with a worksheet containing information and images about the site, as well as two activities.

### Activity 1: Draw what you love about Chiltern

Activity 1 asked students to draw a picture to represent what they love about Chiltern, and what makes Chiltern special to them. Students were then asked to describe their pictures in a few sentences. Many of the pictures depicted outdoor spaces, along with elements of nature and animals. Several drawings also included Chiltern's sports and recreation facilities, houses, schools, and shops such as the Chiltern Bakery and IGA.

### Activity 2: Imagining the future

Activity 2 encouraged students to imagine what they would like to see the site become in the future. Choosing their top 3 options, they could make up their own unique ideas, and/or select from the following ideas:

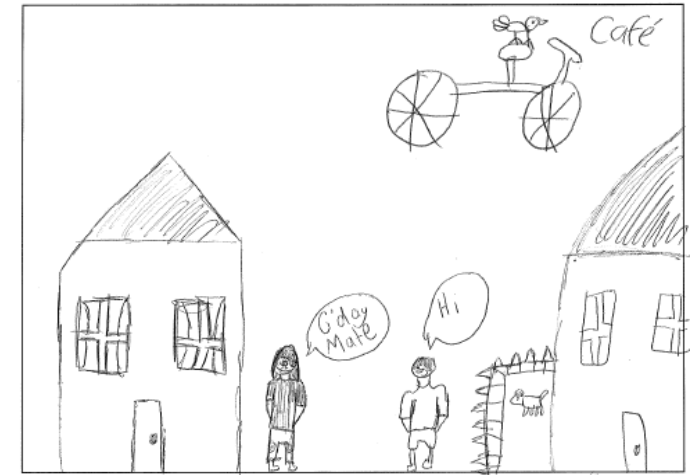
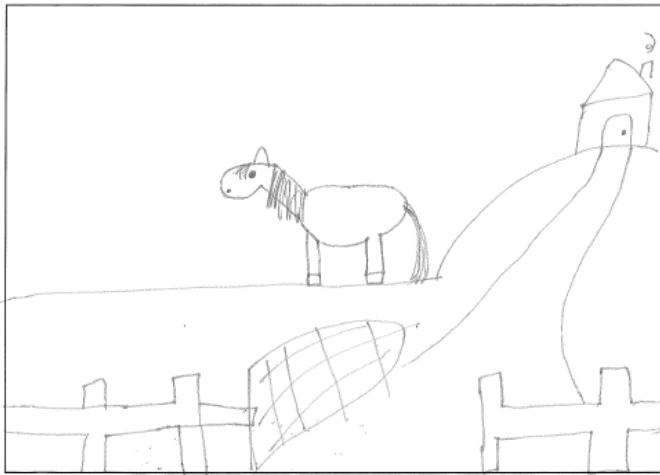
- A welcoming place for everyone
- A great place to visit
- Celebrating Chiltern's heritage and history
- A place for tourism and visitors
- A hub for employment and jobs
- New homes
- A place to enjoy nature
- Environmentally sustainable

Of 98 total selections made, the top 3 responses were:

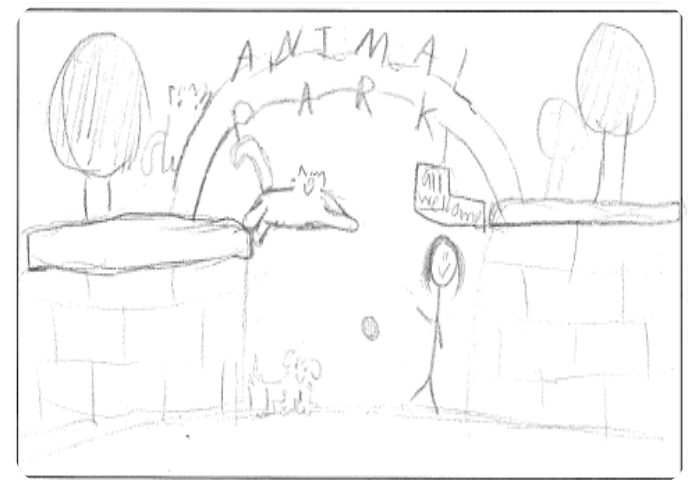
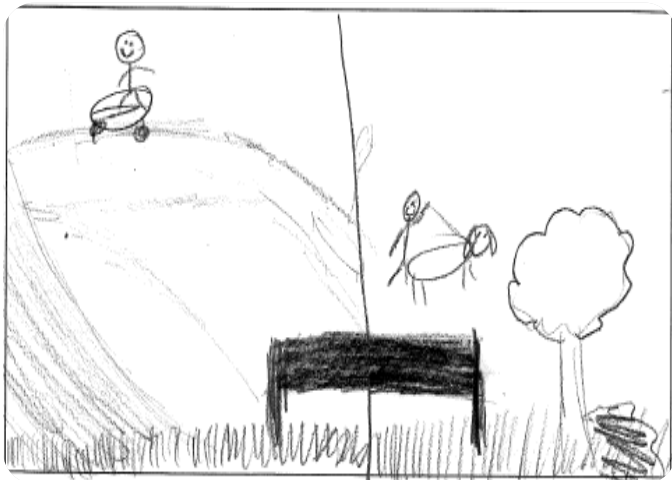
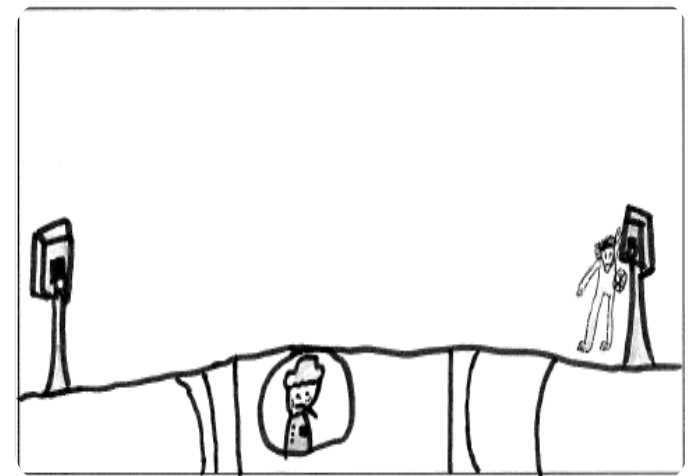
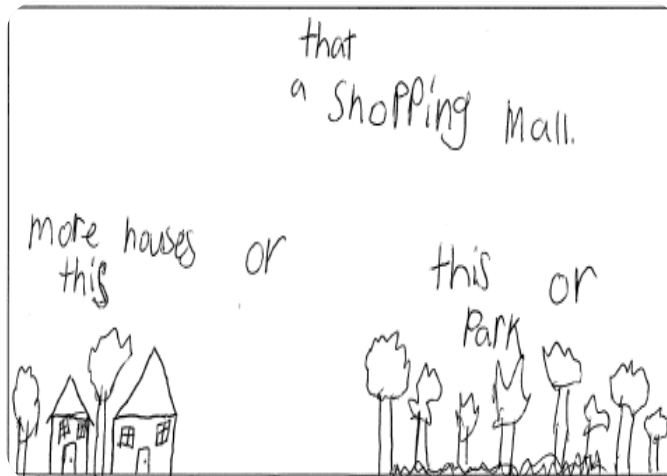
- A place to enjoy nature (21.4%)
- A welcoming place for everyone (19.4%)
- A great place to visit (16.3%)

Students who wanted to share ideas other than the suggestions provided were asked to draw or describe their vision for the site. These sketches largely focused on outdoor and natural spaces, such as nature and animal parks. Several drawings depicted theme parks and zoos, as well as additional sports and recreation facilities.

Examples of responses to Activity 1: Draw what you love about Chiltern



Examples of responses to Activity 2: Imagining the future



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# 3

## Summary and next steps

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# Developing the Draft Precinct Plan

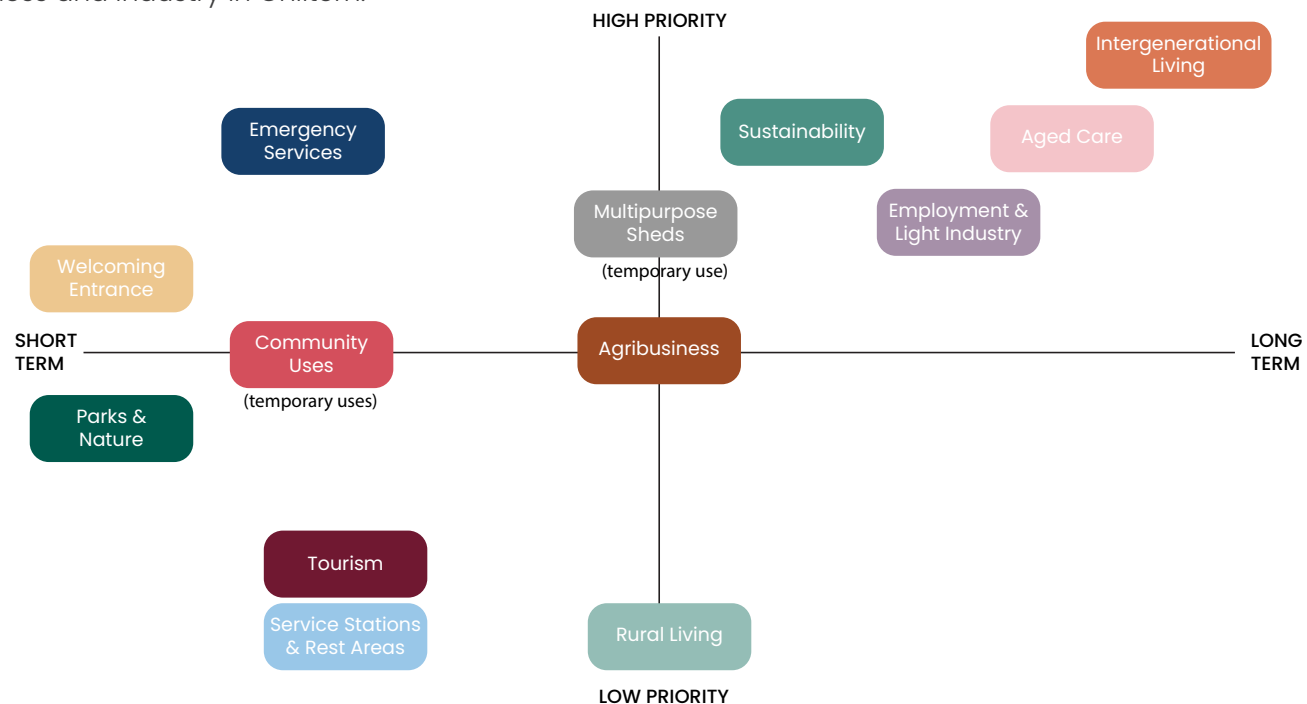
## Prioritisation of land uses

Based on all feedback received, the most commonly occurring land uses identified by the community have been plotted against the level of priority (y-axis) and time frame (x-axis). The prioritisation of these land uses reflects the town's needs, as identified by the community.

Key insights are summarised below:

- **Intergenerational living and aged care** were often cited as 'lacking' in Chiltern, and were identified as high priority for delivery in the long term.
- **Emergency services** were also identified as high priority for use on the site in the short term. It is noted that there were divergent views around the level of priority for this land use amongst different stakeholder groups.
- Given the general sentiment that Chiltern needs more **opportunities for employment and light industry**, uses that support these activities were considered high priority in the longer term.
- Developing a **welcoming entrance** into town was seen as a somewhat high, short term priority which could enhance the attractiveness of Chiltern.

- Uses that support sustainability and the environment were also considered high priority for longer term delivery, however this is different to parks & nature which were of lower priority.
- Multipurpose sheds were considered a higher priority for the site, which could support business and industry in Chiltern.



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## Key considerations for the Draft Precinct Plan

Over the coming months, the project team will begin developing the Draft Precinct Plan, informed by the community and stakeholder feedback received throughout the consultation activities. Key sections of this report will also be incorporated into the final Draft Precinct Plan.

Key considerations are listed below:

### Strong support

- There were several very clear and strong place values coming out of the consultation process around the themes of 'community', 'history and heritage' and 'quiet lifestyle'. These values could inform a suite of design principles for the Precinct Plan.
- Community perspectives around the importance of intergenerational living / seniors living and aged care were consistent with CWG priorities. There was support for this site to play a key role in accommodating these land uses in the future.
- High quality visual appearance of site and future development is a very important consideration.

- Strong support for improvements into town along Chiltern-Beechworth Road including a gateway / landscaped entrance and public beautification.
- Respecting and complimenting built heritage is a key community value.

### General Support

- General agreement that there are significant opportunities for this site to maximise and leverage proximity to Hume Freeway and NE region.
- Some priorities discussed with the CWG did not come through strongly in broader community sentiment, e.g. the need for emergency services and provision of more rural living / housing options.
- The proximity / distance to town from the site is both an opportunity and a constraint.
- Growth and change to be commensurate with the size and scale of the town.
- Consideration for how future land use and development can support / encourage families to thrive in Chiltern.

- Phasing / staging / funding and implementation of the Draft Precinct Plan is a key consideration.
- Exploration of temporary uses in the short - medium term to activate the site e.g. storage sheds and other community uses.

### Mixed views

- Mixed views on the site as a suitable location for housing.
- 'Sustainability' did not feature prominently amongst feedback (when unprompted), however there were frequent references to nature and proximity to national parks mentioned in 'values' based feedback. This was particularly important amongst younger people and school-age children.
- Avoid detracting from town centre and ensuring that the site plays a complimentary role and function for the township.
- Use of the site for 'heavy' industry, service station or truck parking areas generally not supported.



## Next Steps

Once complete, the Draft Precinct Plan will be made available for review by the Community Working Group and then more broadly with the Chiltern community.

The project team is committed to ongoing dialogue with the community throughout the development of this project. Project updates will be provided on the Have Your Say website;

**[www.indigoshire.vic.gov.au/About-Council/Have-your-say/Engage-with-us/Chiltern-Land-Development-Project](http://www.indigoshire.vic.gov.au/About-Council/Have-your-say/Engage-with-us/Chiltern-Land-Development-Project)**



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# A

## Appendices

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# Community Launch Event Information Boards

**Chiltern Land Precinct Plan**  
Community Consultation  
March - April 2023

1

## Project Overview

Indigo Shire Council is developing a precinct plan for a large parcel of land next to the Chiltern train station. This project is an exciting opportunity to develop a vision for the site and your input will help guide Council in determining its future use.

### ABOUT THE PROJECT

#### Developing the Chiltern Land Precinct Plan

Council has started an exciting new project to develop a Precinct Plan for two parcels of land at the southern entrance into Chiltern. This project is a significant opportunity for Chiltern, the community and the broader region.

The project is being delivered in partnership with the Chiltern Land Community Working Group (CWG). We've also engaged planning and design specialists CoFutures and InclusiveDesign to lead the preparation of the Draft Precinct Plan. We are now seeking feedback from the community to help inform the future vision for the site.

#### How did this project come about?

In 2021, Council purchased the two parcels of land, initially as an opportunity to support a future industrial precinct in Chiltern.

Developing an industrial precinct was a key initiative from the Chiltern Placemaking Plan (2016). Since this Plan was adopted, and considering the size of the purchased land parcels, the opportunity to explore a broader range of land uses and development outcomes has been identified.

The land is located at the southern entrance to the Chiltern, as shown in the map below.

### PROJECT TIMELINE

- 1 Project start and Community Working Group formed
- 2 Background Report & site investigations
- 3 Community consultation (current phase)
- 4 Develop Draft Precinct Plan
- 5 Final Draft Precinct Plan
- 6 Further consultation and adoption of the Plan (future stage)

**Legend**

- Chiltern Land (subject area)
- Train line
- Main road
- Local road
- Public open space

01 View of the site, looking north

02 View looking north down Waterloo Road (between the parcels of land)

03 Existing structure along the western boundary (Beechworth-Chiltern Road)

**You can also share your ideas online**

Learn more about the Chiltern Land project via the QR code, or visit: [www.indigoshire.vic.gov.au/chilternland](http://www.indigoshire.vic.gov.au/chilternland)

Feedback closes 16 April, 2023. For further enquiries on this exciting project, please contact the project team at Indigo Shire Council on 1300 365 003 or [info@indigoshire.vic.gov.au](mailto:info@indigoshire.vic.gov.au)

**Chiltern Land Precinct Plan**  
Community Consultation  
March - April 2023

2

## What is your vision for the site?

We've been working with our Chiltern Land Community Working Group to gather some ideas for the future of the site. Below are some initial ideas that we have come up with. Add your ideas below!

<b>A welcoming entrance into Chiltern</b> 	<b>Attract local, regional and interstate investment</b> 	<b>Building on existing heritage and culture</b> 	<b>Tourism uses that increase visitors to Chiltern</b> 
<b>A precinct for employment and industry</b> 	<b>New homes that cater for all ages</b> 	<b>Nature trails for walking, cycling and regeneration</b> 	<b>Sustainable development and renewable energy</b> 

**POST YOUR IDEAS HERE**

My vision for the site is...

# Community Canvas Cards

## PART 3: IMAGINING A FUTURE FOR THE SITE

We've been working with the Chiltern Land Community Working Group to gather some ideas for the future of the site. Below are some initial ideas that we have come up with, we would love to know what you think.

### 7. What types of land uses would you like to see on this site?

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> New homes       | <input type="checkbox"/> Emergency services | <input type="checkbox"/> Truck rest-stop  |
| <input type="checkbox"/> Employment uses | <input type="checkbox"/> Community uses     | <input type="checkbox"/> Retail uses      |
| <input type="checkbox"/> Industrial uses | <input type="checkbox"/> Tourism uses       | <input type="checkbox"/> Nature discovery |
| <input type="checkbox"/> Aged care       | <input type="checkbox"/> Sustainable uses   | <input type="checkbox"/> Other            |

### 8. What other considerations are important for us to think about for the future of the site?

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Thank you for sharing your feedback. Please bring this completed feedback form along to the Community Launch Event or drop it in to the Chiltern Post Office by 16 April, 2023.

**You can also share your feedback online**  
Scan the QR code, or visit:  
[www.indigoshire.vic.gov.au/chilternland](http://www.indigoshire.vic.gov.au/chilternland)

For further enquiries on this exciting project, please contact the project team at Indigo Shire Council on 1300 365 003 or [info@indigoshire.vic.gov.au](mailto:info@indigoshire.vic.gov.au)



**Chiltern Land Precinct Plan**  
**Community Launch Event**  
Saturday 25 March, 10am - 12pm

**Get involved in this exciting project!**  
Come down to Martins Lane for our Community Launch Event to learn more about the project, provide your feedback, and enjoy some complimentary baked goods.  
You can also have your say via the QR Code. Feedback closes on 16 April, 2023.

## Have your say

### Chiltern Land Precinct Plan

Council is currently developing a Precinct Plan for two parcels of land at the southern entrance into Chiltern.

The land was purchased by Council in 2021, initially as an opportunity to support a future industrial precinct in Chiltern, a key initiative from the Chiltern Placemaking Plan (2016).

In collaboration with the Chiltern Land Community Working Group and a team of planning and design specialists, Council has begun preparing the Draft Precinct Plan.

We are now excited to launch community consultation for the project and we invite you to come along to the **Community Launch Event on 25 March from 10am - 12pm** in Martins Lane.

You will be able to learn more about the project, share your feedback and vision for the land.



## Community Feedback Form

This parcel of land is a significant opportunity for the Chiltern township and we need your ideas to help shape the future vision for the land. Your feedback will be used to inform a Precinct Plan, which will guide future change and development of the site over the medium to long term.

### PART 1: ABOUT YOU

Firstly, just a little bit about you. We collect demographic information to make sure that our community engagement process is representative of the Chiltern community.

#### 1. Gender

- Female  Male  Prefer to self identify

#### 2. Age group

- |                                  |                                  |                                  |
|----------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> Under 9 | <input type="checkbox"/> 30 - 39 | <input type="checkbox"/> 60 - 69 |
| <input type="checkbox"/> 10 - 19 | <input type="checkbox"/> 40 - 49 | <input type="checkbox"/> 70 - 79 |
| <input type="checkbox"/> 20 - 29 | <input type="checkbox"/> 50 - 59 | <input type="checkbox"/> 80 - 89 |
|                                  |                                  | <input type="checkbox"/> 90+     |

### PART 2: WHAT MAKES CHILTERN SPECIAL?

Please fill in the gaps below to help the project team understand what makes Chiltern unique to you now and in the future.

- I've been living in Chiltern for \_\_\_\_\_ years, and I think Chiltern is a special place because \_\_\_\_\_
- Chiltern is best known for \_\_\_\_\_
- Currently, Chiltern is missing \_\_\_\_\_
- In the future, I would like Chiltern to be known as \_\_\_\_\_

