



# Revitalising Central Dandenong

## Engagement Findings Report

Prepared by Capire Consulting Group on behalf of Capital Alliance

Final Report, 14 April 2022

## **DEFINITIONS**

### **COMMUNITY**

The term community refers to a group of people that has something in common such as identity, behaviours, interests or values. A community often share a sense of place in a given geographical area (e.g. a country, city, town, or neighbourhood) or in virtual space through communication platforms.

### **STAKEHOLDER**

The word stakeholder refers to individuals, groups or organisations with a stake or interest in the outcome of a decision. Stakeholders may also have the ability to influence the decision given their role or position.

### **ENGAGEMENT**

Engagement is defined as a planned process with the purpose of working with communities and stakeholders to inform decisions, share knowledge and strengthen relationships.

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# 1 Summary

## 1.1 Draft master plan for Central Dandenong Sites 11 to 15

The Revitalising Central Dandenong (RCD) project is an initiative led by Development Victoria and the Victorian Government to transform Central Dandenong into a vibrant and thriving capital of Melbourne's south-east region.

In December 2020, Capital Alliance was awarded the development rights to deliver RCD Sites 11-15 through a competitive public tender process ran by Development Victoria.

Sites 11 -15 comprises five land parcels, bounded by Halpin Way to the north, Thomas Street and Cheltenham Road to the east, the rail corridor to the south and Settlers Square and Dandenong Station to the west.

The development aims to celebrate Dandenong's cultural diversity through a variety of considered community and culturally focused spaces including the revitalisation of Little India.

Capital Alliance is delivering a revitalised cultural precinct within the first stage of the Masterplan with construction expected to commence in 2023 – subject to town planning approval.

## 1.2 Engagement scope and participation

The community and stakeholder engagement program was designed in consultation with the City of Greater Dandenong and Development Victoria. The intention of the program was for Capital Alliance (the developer) to:

- share the draft master plan with the community,
- answer any questions the community may have and
- respond to their feedback prior to the master plan application to DELWP.

The engagement was undertaken between Tuesday 8 March 2022 and Friday 25 March 2022.

Approximately 42 participants took part. Engagement activities were delivered with a mix of in-person and online sessions, including:

- a project information webinar (Thursday 17 March 2022, with 4 attendees);
- two community feedback sessions (Wednesday 23 March 2022, with 14 attendees);
- a local traders briefings (Wednesday 16 March 2022, 12 stakeholders);
- and a survey (online and hardcopy) (12 participants).

## 1.3 Key insights

On the basis of information received from public briefings, webinar and survey feedback, there appeared general support for the project as a whole, and a positive sentiment from the community regarding new investment and opportunities in Central Dandenong.

Local traders were mostly concerned about relocation, tenancy, and timing of construction stages. They would like to have certainty on the plans and continuous discussion with their landlord to ensure smooth transitioning to the new 'Little India'. There was a strong local pride amongst the traders and eagerness to maintain their strong community network in Central Dandenong.

There was a significant level of support to some elements of the master plan, particularly towards the vision, mixed-used precinct, community facilities, improvement in transport networks and the new Little India.

The community has been waiting for development in Central Dandenong for years, and there was a strong desire to see development happening.

Concerns about the master plan were mainly around safety in the area, car parking and certainty of development.

## **1.4 Next steps**

This report will be presented to Capital Alliance which will then be shared with Development Victoria and Council.

Capital Alliance and its design team will revise the master plan and submit to Development Victoria by April 2022. Capital Alliance and Development Victoria is committed to keep the community up to date about RCD. Participants who have signed up for further updates will receive further notice about next stages of the project.

## 2 Introduction

### 2.1 Project Background

The Revitalising Central Dandenong (RCD) project is an initiative led by Development Victoria and the Victorian Government to transform Central Dandenong into a vibrant and thriving capital of Melbourne’s south-east region. RCD consists of 170 hectares of land in the centre of the Dandenong CBD designated as a ‘declared project’ area under Victorian State Government legislation and seven hectares of project acquisition area. Sites 11-15 are the next phase of the RCD project and comprise approximately two hectares of the total project acquisition area.

In December 2020, Capital Alliance were awarded the development rights to deliver RCD Sites 11-15 (see Figure 1) through a competitive public tender process ran by Development Victoria.

Sites 11 -15 comprise five land parcels, bounded by Halpin Way to the north, Thomas Street and Cheltenham Road to the east, the rail corridor to the south and Settlers Square and Dandenong Station to the west.

The development aims to celebrate Dandenong’s cultural diversity through a variety of considered community and culturally focused spaces including the revitalisation of Little India.

Capital Alliance is committed to delivering a revitalised cultural precinct within the first stage of the master plan with construction expected to commence in 2023 – subject to town planning approval.



Figure 1 An aerial photo indicating the project sites 11 to 15 (Source: Development Victoria)

## 2.2 The draft master plan

The vision for the draft master plan is to restore central Dandenong as the capital of Melbourne's southeast through strategic urban design to create and foster a thriving precinct for the community that will complement the existing urban fabric and pay homage to the diverse culture that is Dandenong.

The master plan strategy is centred on the importance of place and what this means for the Dandenong community:

- A Place to Live
- A Place to Do Business
- A Place to Meet
- A Place to Enjoy
- A Place to Create
- A Place for the Future
- A Place for People
- A Place for Active & Sustainable Travel

This draft masterplan focuses on several aspects:

- **Land Uses** – A diversity of scale and uses which includes, commercial, education, entertainment, community, leisure and a minimum of 470 residential apartments. This means that the precinct will be able to support a variety of businesses to achieve 18-hour land use activation.
- **Urban Design** – An integrated, vibrant, mixed-use precinct which is responsive to the Dandenong context, yet transformational and visionary. The interaction of new buildings and spaces will create a dynamic, welcoming, and enjoyable place for the whole community, which reflects and expands Dandenong's importance and potential in the wider Melbourne context.
- **Architecture** – A diverse urban offering which establishes a built form and public realm character. The masterplan includes a vision that ties buildings and public spaces into cohesive and distinct precincts.
- **Traffic and Movement** – A transport network that enhances urban amenity and provides excellent access for all.
- **Streetscape/Landscape** – A streetscape designed to be adaptive and resilient to climate change; human-scale urban spaces with great connectivity to the community, public spaces that retain the connection to and a deep sense of place.
- **ESD** – The Environmentally Sustainable Design strategy for the precinct will be targeting a 5-star Green Star Communities Rating Certification and the design principles align with Green Building Council of Australia (GBCA) objectives.
- **Little India** – Re-orientating Little India as a north-south pedestrian environment, improving solar access to the public realm and creating a vibrant, inviting experience.
- **Placemaking** – The future Central Dandenong will provide a diversity in uses and activities include retail, food hub, educational facility, cultural precinct, community hub, incubator/co-working space, and 18+ hour activation.
- **Community Spaces** – Forecourt, retail, food hub, co-working, Innovation hub



- **Comfort and Image** –Extended public realm design, integrated seating, lighting, landscaping, active frontages, passive surveillance.
- **Access and Linkages** – Improved Foster St, Mason St, Little India, Realigned Gilbert Lane, Station / bus interchange, active edges, visual interest, shading and shelter

### 2.3 Community engagement and this report

Throughout March 2022, Capital Alliance and its team undertook a series of engagement activities to seek feedback on the draft master plan of Sites 11 to 15 (refer to as ‘the draft master plan’).

The objective of the engagement is to build community understanding of the project and inform the design of the masterplan of RCD. The engagement process was designed in consultation with the City of Greater Dandenong (CoGD), the Department of Environment, Land, Water and Planning (DELWP) and Development Victoria (DV). Public events were facilitated by independent facilitator Capire Consulting Group.

Capital Alliance, DV and CoGD have reached out to the local traders through existing communications channels and targeted emails to ensure traders were aware of the engagement process. Invitation letters to local traders have specifically asked if participants required any assistance to attend the briefing session. No requests were made.

The team engaged with the local community to gather feedback and answer queries about the project.

This report, prepared by Capire Consulting Group (Capire), summarises the engagement process, participation, key findings, and observations of engagement. This report will be submitted to Capital Alliance and shared with CoGD and DV. A public summary will be shared with the public.

### 2.4 Notes for the reader

When reading this report, please note the following:

- This engagement happened during the global pandemic (COVID-19). This meant that the engagement strategy was developed to include individuals who may not be comfortable attending face-to-face sessions. An online briefing session was conducted and key documentation was made available online.
- This report summarises the findings from public engagement events and survey responses only.
- Some comments from participants may be out of the scope of this project or address matters outside of the project area. Capire has captured these comments in this report.
- This report does not include analysis of mainstream media reporting, however for completeness, media articles noted as responding to the project and are included in the appendices and provide additional insight to community feedback, particularly from Little India traders.

- Capital Alliance made considerable effort to reach as many people as possible in Dandenong through a range of promotion activities (see Section 3 of this report).
- The information in this report does not reflect the views of a representative sample of the community and stakeholders. Individuals who participated in the engagement process self-selected to take part in the project. The overall results therefore must not be regarded as a representation of the views of a statistically validated sample of the community.

### 3 Engagement Process

This section provides an overview of the engagement activities and a summary of participation.

#### 3.1 Promotion

The engagement activities were mainly promoted through a project website, media release, letterbox drops, targeted emails to local traders and groups, local newspaper, Development Victoria and Council’s website.

**Project website:** <https://rcd.capitalalliancegroup.com>

**Development Victoria:** <https://www.development.vic.gov.au/news/getting-on-with-revitalising-central-dandenong>

**Council:** <https://www.greaterdandenong.vic.gov.au/revitalisation-and-placemaking/revitalising-central-dandenong>

The table below summarises the total reach for each promotional channel.

Table 1 Total number of reach for each promotional channel.



#### Letter box drop

13,725 properties within the Central Dandenong Declared Project area provided letterbox drop from the 16 March to 19 March 2022



#### Public notice

Dandenong Star public advertisement advising of project website and community events (Tuesday, March 15, 2022)



#### Email to Little India Traders and Local Trader Groups

Email invitation to local traders that includes information about briefing sessions and registration process.

#### 3.2 Engagement activities

The engagement process took place between Tuesday 8 March 2022 and Friday 25 March 2022.

A dedicated project website ([www.rcd.capitalalliancegroup.com](http://www.rcd.capitalalliancegroup.com)) was also established and hosted the following documents:

- project information, diagrams and images
- promote public events and registration
- Frequently Asked Questions (FAQs)
- master plan document and background material

A combination of in-person and online engagement activities were held. These were:

<b>Local Trader’s Briefing</b>	Wednesday 16 March 1pm – 3pm
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<b>Online Briefing Webinar</b>	Thursday 17 March 10am – 11am
<b>Community Drop-in Sessions at Dandenong Civic Centre</b>	Wednesday 23 March 2pm – 4pm Wednesday 23 March 6pm – 8pm

A survey was used to collect feedback from the community through the project website (<https://rcd.capitalalliancegroup.com>) and hard copy forms distributed at in-person sessions.

The table below summarises the participation for each engagement activity.

*Table 2 Total number of participation*



## Demographics

Demographics questions were asked in the survey but not all participants have completed the questions. Among the survey respondents, there were 5 females and 7 male participants. There were participants from a range of age groups (see Table 3).

*Table 3 Age groups of survey participants*

Age group	Number of participants
18 - 29	1
30 – 39	3
40 - 49	3
60 - 69	3
50 - 59	1
80 and above	1

Amongst the survey respondents, four of them worked in the Dandenong area, three lived in the area, two were visitors and one owned a business in Dandenong.

Amongst the drop-in session participants, there were local traders, hospitality business owners, nearby residents, community workers, a journalist.

## 4 Engagement Findings

This section summarises the key feedback received during this phase of engagement about the RCD project sourced from the drop-in sessions and surveys.

### 4.1 Level of support for the RCD Vision

Participants were asked to rate their level of support for the draft vision for Central Dandenong. Survey responses were shown in Figure 2 below.

The survey responses show that most of the respondents (10 out of 12 respondents) either agree or strongly agree with the vision proposed in the draft master plan. There was one response for 'neutral' and one response for strongly disagree.

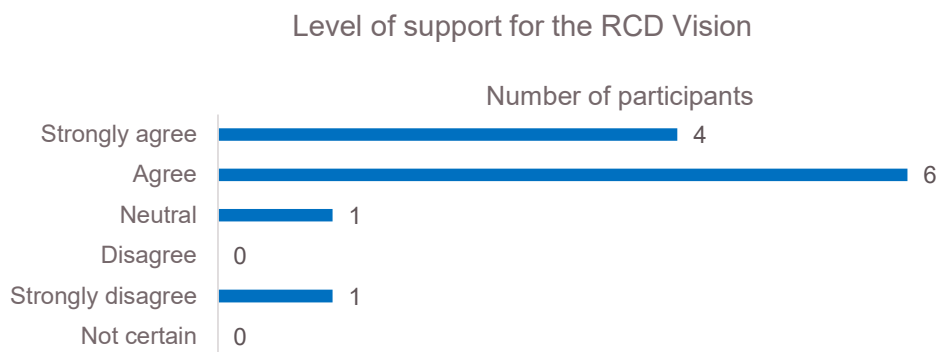


Figure 2 Level of support for the draft master plan vision (N=12)

The survey did not ask participants to elaborate on their answers. The rationale behind their choices is understood through their comments in other survey responses or face-to-face interactions in the drop-in sessions.

One survey participant who disagreed strongly with the vision suggested that the development seems at odds with City of Greater Dandenong's policies around open space, engagement, sustainability and climate.

In the drop-in sessions, amongst the 14 community members who attended, there was general support for the project. Participants welcomed the idea of developing Central Dandenong. Participants generally felt that the new development would bring new community facilities and infrastructure into Central Dandenong and attract new residents, workers and visitors into the area.

Some quotes from participants were provided below to illustrate their sentiment.

***'This is long overdue.'***  
- drop-in session participant

***'I hope this development will start to bring new visitors into this area. We have been waiting for something to happen for decades.'***  
- drop-in session participant

## 4.2 Level of support for the key ideas in the draft master plan

Participants were asked to rate their level of support for the key ideas proposed in the draft master plan for Central Dandenong. Survey responses were shown in Figure 3 below.

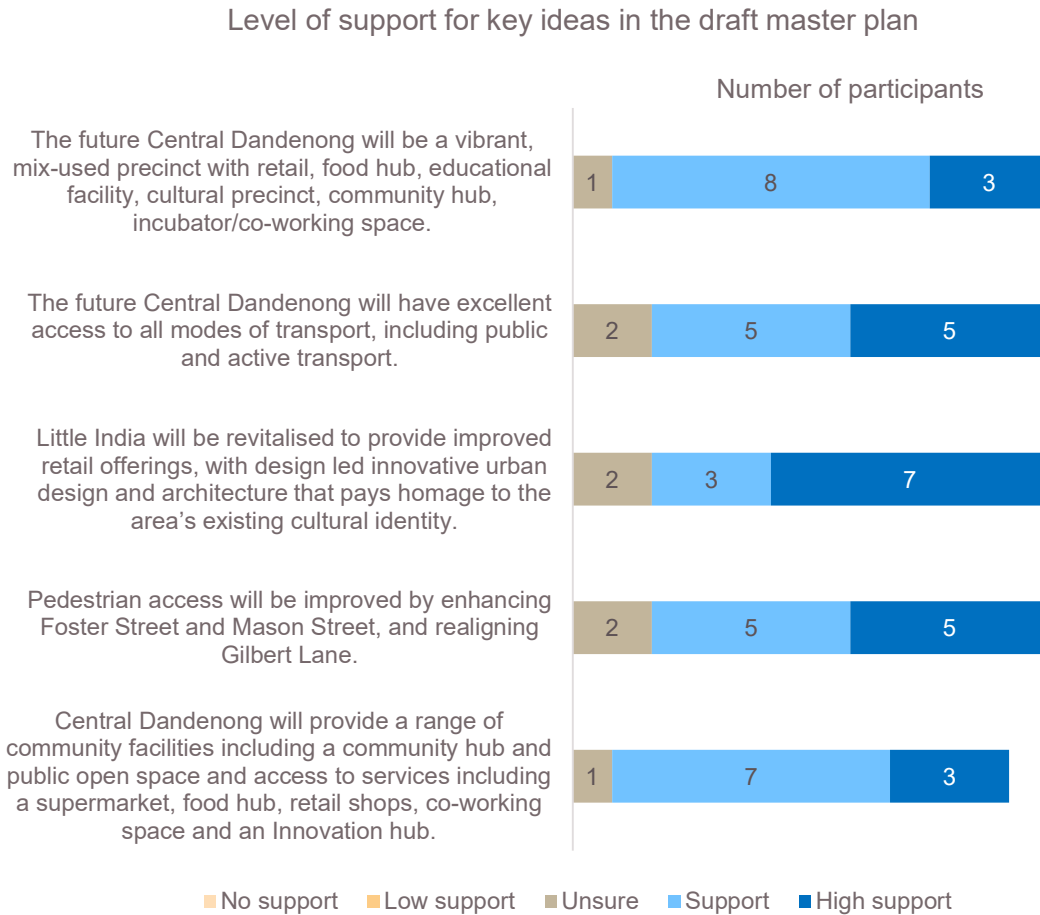


Figure 3 Level of support for the key ideas in the draft master plan (N=12)

The following sections (4.2.1 to 4.2.6) summarised the emerging themes from survey responses by each proposed idea.

### 4.2.1 Idea 1: Creating a vibrant, mixed-use precinct

This idea proposed that *'the future Central Dandenong will be a vibrant, mix-used precinct with retail, food hub, educational facility, cultural precinct, community hub, incubator/co-working space.'*

A total of 12 responses were received for this survey question. Most respondents (11 out of 12 respondents) either chose 'high support' or 'support' for this idea. One person was unsure about this idea, whilst there were no responses for 'no support' or 'low support'.

Key themes emerged from the engagement activities were summarised below:

- Participants sought clarifications about the retail and commercial offerings in the precinct; the size of retail/hospitality/office lots; and if there will be a defining industry/service associated with the precinct.

- Participants sought further details about the landscape design of the precinct.
- Participants identified the need to upgrade Lonsdale Street shop frontages
- Some participants shared their experiences of anti-social behaviour in Central Dandenong. They shared aspirations for this project to revitalise the area and make Central Dandenong a better place to live.
- Some participants were concerned about safety in the proposed open space (Courtyard) and that the bottle shop would encourage anti-social behaviour. During the drop-in sessions, participants suggested the master plan consider passive surveillance through urban design initiatives.
- One participant queried about a proposal in 2018 about a new stadium on Stud Road (out of project scope) and whether it is included in the plan

#### **4.2.2 Idea 2: Improved pedestrian access**

This idea proposed that *'the future Central Dandenong will have excellent access to all modes of transport, including public and active transport.'*

Most respondents (10 out of 12 respondents) either supported or strongly supported this key idea. Two respondents were unsure about this idea, whilst there were no responses for 'no support' or 'low support'.

Key themes emerged from the engagement activities were summarised below:

- Traders enquired about the location of the Foster Street entrance into Little India.
- Comment that connections between Dandenong Station and the park near the precinct has been neglected.
- Suggestion to connect the bottle shop and the station especially for the cycling path.
- Improve safety between the station and the precinct.

Some quotes from participants were provided below to illustrate their sentiment.

***'Please ensure there is adequate provisions for CCTV and fast response police units.'***

– survey respondent

***'More safety access from station to services.'***

– survey respondent

#### 4.2.3 **Idea 3: Revitalising Little India**

This idea proposed that *‘Little India will be revitalised to provide improved retail offerings, with design led innovative urban design and architecture that pays homage to the area’s existing cultural identity.’*

Most respondents (10 out of 12 respondents) either supported or strongly supported this key idea. Two respondents were unsure about this idea, whilst there were no responses for ‘no support’ or ‘low support’.

Key themes emerged from the engagement activities were summarised below:

- General support for the relocating ‘old’ Little India (Foster St) to the ‘new’ Little India laneway
- There was concern that local traders are being ‘priced out’ but not supported in this development
- Most concerns around this idea were about the implementation stages. These include:
  - the timing of the move (whether the traders can be moved at the same time)
  - whether all Little India traders will be accommodated in the new Little India
  - temporary location for traders during construction
  - conditions of new tenancy (rental prices).
- There was a perception about unfair treatment between shops in earlier and later project stages
- Concerns about whether the community and traders will be priced out from the precinct
- Queries about the number of shops, size of shops, availability of frontages proposed in the new Little India
- Traders aspired to stay on the same street in the future to maintain the sense of community and identity of Little India.

Some quotes from participants were provided below to illustrate their sentiment.

***‘Deliver the project with high attention to Indian traders and support their transition.’***

– survey respondent

***‘Ensure the integrity of Dandenong community remains. Dandenong residents must not be priced out of the area.’***

– survey respondent



#### **4.2.4 Idea 4: Improved transport access**

This idea proposed that *‘Pedestrian access will be improved by enhancing Foster Street and Mason Street, and realigning Gilbert Lane.’*

Most respondents (10 out of 12 respondents) either supported or strongly supported this key idea. Two respondents were unsure about this idea, whilst there were no responses for ‘no support’ or ‘low support’.

Key themes emerged from the engagement activities were summarised below:

- General concern about whether the precinct will be providing enough car parking spaces to accommodate an increase in visitors and residents
- Provide a right turn into the precinct from Lonsdale Street
- Provide a better North-South trail/ cycling connection (Djerring Trail connection via Foster St and Walker St via Sword St)
- Provide train station parking (in stage 3, 4 and 5)
- Provide ride-share services/ facilities to encourage multi-modal travel (from train to ride-share or train-to-bike exchange)

#### **4.2.5 Providing community facilities and services**

This idea proposed that *‘Central Dandenong will provide a range of community facilities including a community hub and public open space and access to services including a supermarket, food hub, retail shops, co-working space and an Innovation hub.’*

Most respondents (10 out of 11 respondents) either supported or strongly supported this key idea. One respondent was unsure about the key idea. No responses indicated low to no support for the key idea.

Key themes emerged from the engagement activities were summarised below:

- General support for providing more community facilities
- Support the provision of a community hub to anchor the project
- Provision for fast response police units to keep the area safe

#### **4.2.6 Other ideas/ comments**

Participants also provided other feedback on the draft master plan that were not asked in the survey.

Below is a summary of these comments or suggestions:

- A local trader suggested that the seagull’s population in Dandenong has been a local issue, this has also contributed to local traders’ maintenance cost. There was a suggestion to conduct local ecology studies and whether future environmental initiatives will impact the seagull’s population.
- Some participants were curious about the proposed ‘quality’ of the development. They aspired to a high-quality built form, including the use of surfacing material that continues the palette in the precinct, as well as desire for an upmarket hotel to be built.
- General concern about safety in the area.

## 5 Key insights on the draft master plan

Based on the engagement findings from the local trader briefing, online project webinar, online and hard copy surveys, the following key insights were concluded:

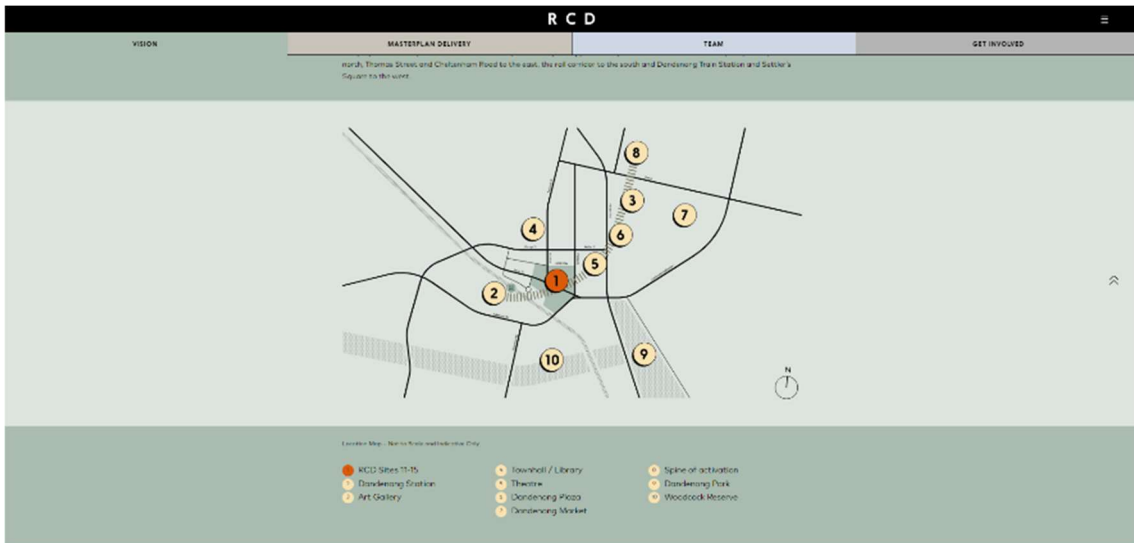
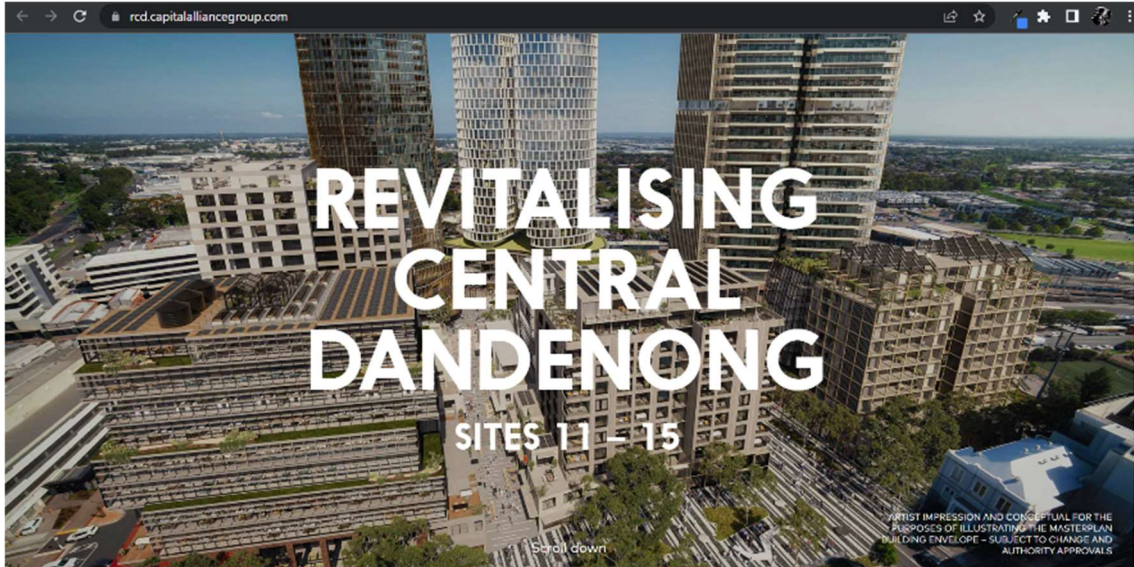
- i. There appeared to be general support for the project as a whole, and positive sentiment from the community seeing new investment and opportunities in Central Dandenong.
- ii. Local traders were particularly concerned about relocation, tenancy, and the timing of construction stages. They would like to have certainty on the plans and continuous discussion with their landlord to ensure smooth transitioning to the new 'Little India'. There was a strong local pride amongst the traders and an eagerness to maintain their strong community network in Central Dandenong.
- iii. There was a significant level of support to some elements of the master plan, particularly towards the vision, mixed-used precinct, community facilities, improvement in transport networks and the new Little India.
- iv. Community members noted that has been *waiting for development in Central Dandenong for years*, and there was a strong desire to see development happening.
- v. Concerns about the master plan were mainly around safety in the area, car parking and certainty of development.

## 6 Next steps

- i. This report will be presented to Capital Alliance which will then be shared with Development Victoria and Council.
- ii. Capital Alliance and its design team will revise the master plan and submit to Development Victoria by April 2022.
- iii. Capital Alliance and Development Victoria are committed to keep the community up to date about RCD. Participants who have signed up for further updates will receive further notice about next stages of the project.

## Appendices

### Appendix A: Screenshots of the Project Website



**Appendix B: Photos of in-person drop-in sessions**



## Appendix C: Media release on Development Victoria's website

17 MARCH 2022

### Getting On With Revitalising Central Dandenong



The revitalisation of central Dandenong into a vibrant new residential, retail and commercial hub is one step closer, with the release of the project's draft master plan as part of a community consultation process.

Melbourne-based developer Capital Alliance is leading the consultation and has released the draft master plan for community feedback, along with design renders to give locals a glimpse of what it will look like.

The draft masterplan includes creating at least 470 new dwellings, a hotel and conference centre, offices and community spaces. An urban brewery entertainment district will also be built, as well as an education facility, retail, a medical facility, a cinema and dining.

(#100)

## Appendix D: Project information on Council's website

Visit the [COVID Corner - Community Information Centre page](#) for Coronavirus (COVID-19) information and support.

Search this site ...

I want to ...

Menu



Home > Plan and Build > Council Projects and Works > Revitalisation and Placemaking > Revitalising Central Dandenong

# Revitalising Central Dandenong

## Project Background

Dandenong is the heart of Melbourne's growing south east corridor. The State Government's \$290 million Revitalising Central Dandenong (RCD) initiative is a vital project, rejuvenating the city centre and creating a fresh new future for central Dandenong.

It continues to enhance value creation and economic development outcomes with the intent to leverage close to \$1.3 billion in private investment – of which \$700 million has already been delivered on the ground. The Revitalising Central Dandenong initiative is being delivered by the Victorian Government, through Development Victoria, in partnership with the City of Greater Dandenong.

[Visit Development Victoria website](#)

## Capital Alliance

In 2020 the Victorian Government announced Melbourne developer Capital Alliance will invest \$600 million to develop the area by the Dandenong transport hub – creating more than 2600 jobs during construction and close to 5000 ongoing positions when the development is complete.

Construction on the first stage of the development is expected to commence in 2023 – delivering a supermarket, food market hall and residential development alongside Little India. The Victorian Government is delivering the project through Development Victoria with support from Greater Dandenong Council.

[Read article - "A game-changer for Central Dandenong"](#)

Appendix E: Tear sheet from Dandenong Star Advertisement

NEWS

# All smiles at Men's Shed

By Cam Lucadou-Wells

Endeavour Hills Men's Shed at last formally opened its \$1.2 million 'new' headquarters on 1 March.

The 58 members moved into their impressively-sized shed in Syd Pargeter Reserve just on 12 months ago, but the opening ceremony had been Covid-delayed.

In short time however, the shed has been a hive of activity - with a woodwork and metal-work workshop, sausage sizzles, a ukulele and guitar group and a camera club.

Secretary Paul Morris says there's often enquiries from "wives and girlfriends" as much as men.

"They say I wish you could get my dad or husband out of the house because he's a bit of a nuisance.

"And the men come down and fall in love with the place."

The aim of the Men's Shed is to improve men's health, Mr Morris says.

"Everyone is smiling here - that's what it's all about."

Their new workshop is abuzz most days, with members working on special projects - often in response to public requests.

Like outdoor furniture for Montague's orchards in Lysterfield and for Parks Victoria in Cardinia Reservoir, raised garden beds for a disabled pensioner, and children's toys.

At the official opening were Casey chair of administrators Noelene Duff, Narre Warren North MP Luke Donnellan and Bruce MP Julian Hill.

Ms Duff said that the new site would allow the members to continue the great work for the community and to expand their activities.

"Since 2017, the Endeavour Hills Men's Shed has provided a place where people can come together to share their skills, find a creative outlet and make those invaluable social connections.

"At a time when social isolation is increas-



Endeavour Hills Mens Shed ukelele players and guitarists perform for the opening on 1 March.

ing in the community, groups like this that provide purpose and a sense of belonging for people are so valuable.

"While the workshop is a fantastic space for the Men's Shed, the rest of this building has delivered a new hireable space that will be well used by other members of the community for

a range of activities."

The new shed is a far cry from the group's cramped first home at Essex Drive Community Centre, which was shared with other users.

Before each get-together, the men had to roll in a mobile storage unit of tools and shuffle around the furniture to create a workshop.

City of Casey contributed \$1.1 million to the shed, the State Government \$80,000 and the Men's Shed \$40,000.

The Endeavour Hills Men's Shed is aiming for 100 members. It's open from Tuesday-Saturday 10am-3pm with a Tuesday meeting and sausage-sizzle lunch. To join, call 0418 313 395.

## REVITALISING CENTRAL DANDENONG

### COMMUNITY INFORMATION

Capital Alliance (CA) in partnership with Development Victoria is pleased to share our Masterplan vision with the local community which will see the urban renewal of Revitalising Central Dandenong (RCD) sites 11 to 15 and unveil the site to present as Victoria's second Capital City.

Capital Alliance, alongside our team of leading industry experts, have drawn on local and international inspiration and successes to develop the Masterplan with the support of local and state government stakeholders.

We invite local residents, business owners and stakeholders to attend our community information sessions and welcome any feedback.

### ONLINE BRIEFING SESSION

Thursday 17<sup>th</sup> March 2022  
Time: 10:00am - 11:00am  
Registration: Via email

### IN-PERSON BRIEFING SESSIONS\*

Wednesday 23<sup>rd</sup> March 2022  
Session 1: 2:00pm - 4:00pm  
Session 2: 6:00pm - 8:00pm  
Location: City of Greater Dandenong Civic Centre - 255 Lonsdale St Dandenong VIC 3157  
Registration: Via email

Should you wish to receive further information and/or submit your feedback to us, please contact us via email or our website as follows:

Website: [rcdcapitalalliancegroup.com](http://rcdcapitalalliancegroup.com)  
Email: [rcd@capitalalliance.com.au](mailto:rcd@capitalalliance.com.au)

\*COVID density restrictions apply, COVID Vaccination Certificate required on entry.



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Appendix F: Letterbox drop collateral

# REVITALISING CENTRAL DANDENONG

## COMMUNITY INFORMATION

Capital Alliance (CA) in partnership with Development Victoria is pleased to share our Masterplan vision with the local community which will see the urban renewal of Revitalising Central Dandenong (RCD) sites 11 to 15 and unveil the site to present as Victoria's second Capital City.

Capital Alliance, alongside our team of leading industry experts, have drawn on local and international inspiration and successes to develop the Masterplan with the support of local and state government stakeholders.

We invite local residents, business owners and stakeholders to attend our community information sessions and welcome any feedback.

### ONLINE BRIEFING SESSION

**Thursday 17<sup>th</sup> March 2022**  
**Time:** 10:00am – 11:00am  
**Registration:** Via email

### IN-PERSON BRIEFING SESSIONS\*

**Wednesday 23<sup>rd</sup> March 2022**  
**Session 1:** 2:00pm – 4:00pm  
**Session 2:** 6:00pm – 8:00pm  
**Location:** City of Greater Dandenong  
Civic Centre – 255 Lonsdale St  
Dandenong VIC 3157  
**Registration:** Via email

Should you wish to receive further information and/or submit your feedback to us, please contact us via email or our website as follows:

**Website:** [rcdcapitalalliancegroup.com](http://rcdcapitalalliancegroup.com)  
**Email:** [rcd@capitalalliance.com.au](mailto:rcd@capitalalliance.com.au)

\*COVID density restrictions apply. COVID Vaccination Certificate required on entry.



CAPITAL ALLIANCE



## Appendix G: Media Reporting

- **“Little India in Dandenong’s \$600 m big spend”**, South Asia Times, 24 March 2022  
<https://www.southasiatimes.com.au/community/little-india-in-dandenongs-600-m-big-spend/>
- **“Sky high development could redefine Dandenong, but Little India traders fear 'heartbreaking' losses”** ABC News, 17 March 2022  
<https://www.abc.net.au/news/2022-03-17/dandenong-development-plans-released/100587268>
- **ABC VIDEO: “Dandenong traders fear losses from plan to transform precinct”, ABC TV News, 18 March 2022 (2 Minutes)**  
<https://www.abc.net.au/news/2022-03-18/dandenong-traders-fear-losses-from-plan-to-transform/13801732>
- **\$600m Little India masterplan released – Star Journal**  
[https://dandenong.starcommunity.com.au/news/2022-03-17/600m-little-india-masterplan-released/?fbclid=IwAR2EKiJIKSj\\_SOsTBvsBilBOKXraML0A0T4a7ltaJgEOfvTI0F17Sz48zew](https://dandenong.starcommunity.com.au/news/2022-03-17/600m-little-india-masterplan-released/?fbclid=IwAR2EKiJIKSj_SOsTBvsBilBOKXraML0A0T4a7ltaJgEOfvTI0F17Sz48zew)
- **“Capital Alliance Drafts \$600m Dandenong Development”** The Urban Developer, 23 March 2022  
<https://www.theurbandevolver.com/articles/capital-alliance-drafts-aud600m-dandenong-development>
- **“Masterplan revealed for Dandenong revitalisation”** Inside Construction, Industry News 27 March 2022  
<https://www.insideconstruction.com.au/section/projects/masterplan-revealed-for-dandenong-revitalisation/>

## Appendix H: Email invitation to traders briefing session

Dear [name],

Capital Alliance in partnership with Development Victoria is pleased to be delivering Revitalising Central Dandenong (RCD) Sites 11 to 15. The draft masterplan is now ready for your review.

Through this project, our vision is to restore Central Dandenong as the capital of Melbourne's southeast through strategic urban design to create and foster a thriving precinct for the community.

To view the draft master plan, visit <https://rcd.capitalalliancegroup.com/>.

**Capital Alliance would like to invite local traders in Central Dandenong to a targeted briefing session.** This session provides you with an opportunity to view the proposed documents, ask questions to the project team and provide feedback.

Details of the briefing session:

Date: Wednesday 16th March 2022

Time: 1.00pm – 3.00pm

Location: Dandenong Civic Centre

Registration is required for this briefing. To register, please visit <https://rcd.capitalalliancegroup.com/>

If you have further questions about the briefing session, or require support to attend the session, please feel free to contact [rcd@capitalalliance.com.au](mailto:rcd@capitalalliance.com.au).

Warm regards,  
Capital Alliance

## Appendix I: Survey questions

### Draft Master Plan Feedback Survey

Capital Alliance in partnership with Development Victoria is pleased to be delivering Revitalising Central Dandenong (RCD) Sites 11 to 15.

[Location map]

The draft masterplan has been prepared in union with leading industry experts and we have drawn inspiration and learnt experiences both locally and internationally to inform our masterplan proposal.

This survey will seek your feedback on some of the proposed ideas in Central Dandenong. Your feedback will help the design team to revise the draft master plan. You can read more about the master plan here.

It will take you approximately 10 minutes to complete.

If you need help completing this survey, please contact [rcd@capitalalliance.com.au](mailto:rcd@capitalalliance.com.au)

### The Vision

*“The vision of this master plan is to restore Central Dandenong as the capital of Melbourne’s southeast through strategic urban design to create and foster a thriving precinct for the community. This will compliment the existing urban fabric and pay homage to the diverse culture that is in Dandenong.*

*This means Central Dandenong will be:*

- *A Place to Live*
- *A Place to Do Business*
- *A Place to Meet*
- *A Place to Enjoy*
- *A Place to Create*
- *A Place for the Future*
- *A Place for People*
- *A Place for Active and Sustainable Travel”.*

1. Please rate your level of support for the above Vision.

Strongly agree  Somewhat agree  Neutral  Somewhat disagree  Strongly disagree  I'm not sure

Described below are some key ideas the Capital Alliance is exploring for Central Dandenong. Please indicate your level of support by selecting:

- **No support** – *I have no support for this idea*
- **Low Support** – *I have low support for this idea*
- **Unsure** – *I am unsure about this idea*
- **Support** – *I support this idea*
- **High support** – *I have high support for this idea*

What is your level of support for the following **key ideas** in the master plan?

	No support	Low support	Unsure	Support	High support
2. The future Central Dandenong will be a vibrant, mix-used precinct with retail, food hub, educational facility, cultural precinct, community hub, incubator/co-working space.					
3. The future Central Dandenong will have an excellent access for all modes of transport, including public and active transport					
4. Little India will be reorientated to provide a north-south pedestrian link, which improve solar access to retailers and in the public realm to create a vibrant experience.					
5. Pedestrian access will be improved by enhancing Foster St and Mason St, and realigning Gilbert Lane.					
6. Central Dandenong will provide a range of community facilities and access to services including a food hub, incubator or co-working space and an Innovation hub.					

7. Do you have any further comments or ideas for the future of Central Dandenong? **(50 words maximum)**

This can relate to any of the options above or anything else related to the draft master plan.

8. What else would you like to know about this project? **(50 words maximum)**

**Section 2: About you**

9. Which of the following best describes your main relationship with Dandenong? (select all that apply)
- I live in Dandenong
  - I work in Dandenong
  - I own a business in Dandenong

- I study in Dandenong
- I am a visitor of Dandenong
- Others, please specify: \_\_\_\_\_

10. If you were born overseas, where is your birthplace?

11. What is your gender?

- Man
- Woman
- Self-described
- Prefer not to say

12. How old are you?

- Under 18
- 18 - 29
- 30 – 39
- 40 - 49
- 50 - 59
- 60 – 69
- 70 - 79
- 80 and above

13. Would you like to stay involved in the project?

- Yes (please provide your name and email address, or phone number)
- No