

REPORT



# Stonnington Activity Centre Engagement

*Stonnington City Council*

FINAL, Version 2, 04/01/2016

**capire**

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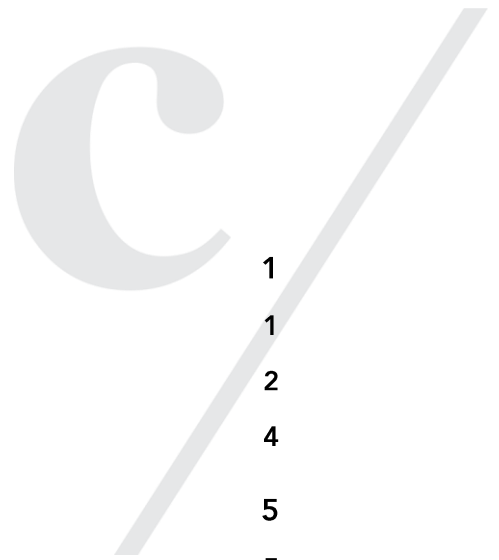
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# 1 Introduction

Stonnington City Council (Stonnington) engaged Capire Consulting Group (Capire) to assist in the delivery and reporting of community engagement for their Activity Centre Strategy (the Strategy). This report summarises the first phase of engagement for the Strategy conducted by Stonnington with the support of Capire.

Included in this report is a description of the engagement activities and a summary of the feedback received from participants.

Metropolis (Metropolis) Research was separately commissioned to conduct a household survey. Key findings from the household survey have also been included in this report. *Capire Consulting Group is not responsible for the integrity of the data derived from the Metropolis survey.*

## 1.1 Project background

Stonnington has one of the most extensive networks of activity centres in the Melbourne Metropolitan area. Activity centres range in size from Australia's largest shopping centre, Chadstone, to small neighbourhood shopping strips. To guide the future growth of these centres Stonnington is preparing a 20-30 year strategic framework for all activity centres, with a particular focus on the 17 smaller activity centres as shown in Figure 1.

Figure 1: Activity centre locations



The Strategy will set out future capacity for growth as well as identifying the economic, social and community role of each activity centre. The Strategy will focus on the look and feel of the centres including public realm, landscaping, and walking and cycling access and connectivity.

Stonnington is conducting two phases of consultation to inform the Strategy. The first phase took place in September 2015 and consisted of the following activities:

- an online survey hosted through Stonnington's website 'Tell us about your local shops' <http://connect.stonnington.vic.gov.au/localshops>
- street surveys conducted by Stonnington staff and Capire in 16 of the activity centres
- 600 drop-off and pick-up surveys distributed to households in close proximity to the activity centres across Stonnington by Metropolis Research.

The community feedback received in the first phase of consultation has been compiled into this report and will inform the draft Strategy to be prepared.

## 1.2 Project methodology

The first phase of community engagement took place between 5 and 30 September 2015. Table 1 shows a breakdown of activities.

Table 1: Description of engagement activities

ACTIVITY	DESCRIPTION
Promotion	<p>Stonnington promoted the engagement program through the following channels.</p> <ul style="list-style-type: none"> <li>Approximately 2,000 promotional postcards with information about the project and a link to the online platform were sent via registered mail to owners and occupiers in the activity centres.</li> <li>Large stickers promoting the engagement were placed on the footpath at key locations at each activity centre to build awareness of the project.</li> <li>Stonnington shared information about the engagement program on their Twitter feed and Facebook page.</li> <li>An advertisement was placed in the Aug/Sept issues of Stonnington's magazine.</li> </ul>
Online platform	<p>The online platform 'Tell us about your local shops' included information about the project, maps, project timeline, background documents and community survey. Community members could provide ideas about the changes that they would like to see in activity centres through the online survey which was open from 5 to 30 September 2015.</p> <p>Online survey questions have been included in Appendix A.</p>
Street intercept surveys	<p>Two-hour street survey sessions were held at 16 of the 17 activity centres. At each session staff used iPads to record community responses to the online survey and distributed hard copy surveys with reply paid envelopes to local traders. The schedule for the street survey session is below:</p> <p>Capire conducted ten survey sessions:</p> <ul style="list-style-type: none"> <li>High Street Glen Iris (centre no. 11), Tuesday 15 Sept, 12.00 – 2.00 pm</li> <li>Burke Road-Wattletree Road (no.12), Thursday 17 Sept, 12.00 – 2.00 pm</li> <li>Malvern Road-Darling Road (no. 13), Thursday 17 Sept, 2.30 – 4.30 pm</li> <li>Waverley Road-Malvern Road (no.14), Tuesday 22 Sept, 12.00 – 2.00 pm</li> <li>Tooronga Road-Malvern Road (no. 1), Tuesday 22 Sept, 2.30 – 4.30 pm</li> <li>Waverley Road-Darling Road (no. 2), Tuesday 22 Sept, 2.30 – 4.30pm</li> <li>Beatty Avenue (no. 5), Wednesday 23 Sept, 12.00 – 2.00 pm</li> <li>Prahan East Village (no.4), Wednesday 23 Sept, 2.30 – 4.30 pm</li> <li>Punt Road Windsor (no. 3), Wednesday 23 Sept, 2.30 – 4.30 pm</li> <li>Tooronga Road-High Street (no.9), Thursday 24 Sept, 12.00 – 2.00 pm</li> </ul> <p>Stonnington and Echelon staff conducted six survey sessions:</p> <ul style="list-style-type: none"> <li>High on Orrong (no. 6), Thursday 24 Sept, 12.00 – 2.00pm,</li> <li>Glenferrie Road, Toorak (no. 7), Thursday 24 Sept, 12.00 – 2.00pm</li> <li>Malvern Valley (no.15), Thursday 24 Sept, 2.30 – 4.30pm</li> <li>Warrigal Road-Waverley Road (no. 17), Thursday 24 Sept, 2.30 – 4.30pm</li> <li>Glenferrie Road-Malvern Road (no. 8), Wednesday 30 Sept, 12.00 – 2.00pm</li> <li>Wattletree Village (no. 10), Wednesday 30 Sept, 2.30 – 4.30pm</li> </ul> <p>The street survey used the same questions as the online survey, attached as Appendix A of this report.</p>
Household surveys	<p>Metropolis Research distributed approximately 600 drop-off and pick-up surveys to households in close proximity to the 17 activity centres. Completed surveys were either collected by Metropolis or returned by post.</p> <p>Household surveys were designed and analysed by Metropolis, and comprised different but similar sets of questions from the online and intercept surveys.</p>

## 1.3 Limitations

There were limitations associated with the community engagement that should be acknowledged. These are outlined below:

- Street surveys were collected at 16 of the 17 activity centres. At Stonnington's discretion the Batesford Road centre (no. 16) was omitted due to its size and the existing commercial premises having no active frontage. There were no online responses received for this centre.
- The number of street surveys collected at each activity centre varied. As only a single session was held in each centres, this could be attributed to a range of factors including; weather, volumes of foot traffic and time of day. Surveyor observations have been included in each centre summary in Section 3.2.
- The postcard disseminated to promote the consultation had an incorrect website link. This error was corrected in the first week of the consultation but may have reduced the number of people able to access the survey online.
- Not all participants chose to respond to all questions.
- In some cases participant comments are paraphrased and corrected for grammar and readability.
- Participants had varying levels of understanding and interpretation about activity centres and what changes may occur within them. This may influence a participant's capacity to answer some questions, or their interpretation of is subject matter, particularly in the self-guided online and household surveys.
- While questions in the household surveys were similar to the intercept and online surveys, differing limitations, methodologies and assumptions mean that this data cannot be consolidated.
- In some instances, household surveys referred to centres under alternate titles.
- Metropolis noted the following limitation their final report (Oct 2015):

*'It is important to bear in mind when examining these precinct level results that the sample size is relatively small for each individual precinct. Metropolis Research advises significant caution in the interpretation of these centre-specific results.'*

The same caution should be applied to the individual activity centre results outlined in section 3.2, due to the low number of responses.

## 2 Key findings

The following section outlines the key themes that emerged in the street and online surveys and summarises participants' preferred findings across all centres.

Key findings from the household surveys are included in this section for comparison with the results collected in the street and online surveys. Responses for individual activity centres are provided in Section 3.2.

### 2.1 Key themes

There were seven key themes that were consistently discussed across the 16 activity centres. These are described below. The key themes were determined through qualitative analysis of the issues, suggestions and broad comments provided by surveys participants.

#### 1. Accessibility

Participants frequently discussed the proximity of the centres to their homes and to public transport as something they like about the activity centre. For many participants, having access to ample and convenient parking was also a key determinant in their satisfaction with the activity centre.

#### 2. Sense of community

Participants consistently placed a high value on the sense of community in activity centres. In particular, participants liked the friendly locals, knowing everyone's names, and the intimate village feel at some centres. When discussing future commercial and residential development some participants spoke about the importance of 'maintaining charm' and their concern that new residential development and could impact the sense of community.

#### 3. Parking improvements

Increasing the number of carparks and reducing time restriction on current carparks was commonly suggested by participants in many centres. Some participants expressed concern about higher density residential development with reduced parking requirements and the flow-on effects on on-street parking.

#### 4. Strip shopping

For many participants a distinguishing feature of the activity centres in Stonnington is the small strip shopping with predominantly independent retailers, not chain stores or large shopping centres. Participants valued the independent and 'boutique' nature of these shops. There was overwhelming support for retaining this aspect of the activity centres.

## 5. Shop Diversity

The diversity of shops in the activity centres was something that participants both valued and wanted to see more of. The prevalence of cafes, post offices, bakeries, and speciality stores in most activity centres was commented upon by participants. When asked what improvements they would like to see participants frequently requested more shops particularly food options and banking facilities.

## 6. Streetscape improvements

Many participants provided suggestions for improving the streetscape in the activity centres. One of the highest priorities for participants was improving shop fronts and facades to 'freshen up' activity centres. Many participants also wanted to see wider footpaths, more seating and public toilets.

## 7. Pedestrian Access

In some activity centres improving pedestrian access and safety was important to participants. In particular, having more pedestrian crossings and, improving traffic signalling. Improving the quality of the footpaths for the safety of elderly and reduced mobility visitors was suggested by some participants.

### 2.1.1 Comparison with household surveys

Household survey participants also indicated that accessibility, sense of community, parking improvements and shop diversity are important, and should be further improved and enhanced in activity centres.

Household survey participants were also invited to nominate the two aspects they most liked about the centres they visited most often, and suggest anything they would like to change about the centres.

Metropolis reported that participants most frequently identified '**accessibility/location/proximity**' as their favourite aspect of the centre (49 per cent of participants), followed by '**sense of community/atmosphere/friendliness**' (22 per cent of participants), and '**range/variety/quality of shops**' (12.7 per cent of participants).

Metropolis reported that 36.6 per cent of participants identified at least one improvement they would like to see to the centre they visit the most. Of these improvements, **parking** related improvements were the most commonly identified (10.4 per cent of participants), followed by improvements to '**particular shops**' (6.0 per cent of participants) and '**range/variety/quality of shops**' (4.6 per cent of participants).

## 2.2 Changes to activity centres

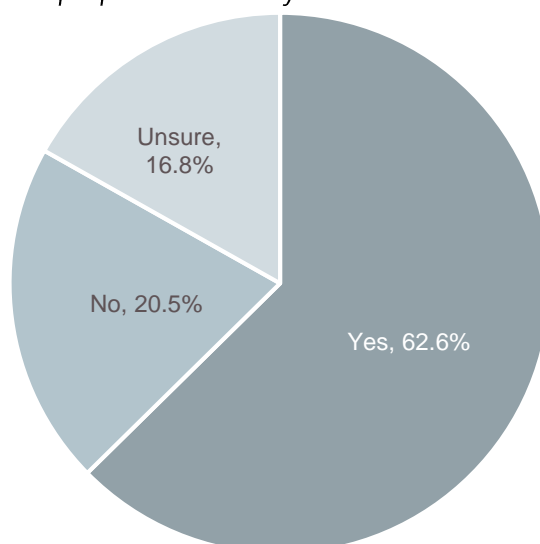
Street and online surveys included three key questions about the changes that participants would like to see in the centre they either visited most frequently (online survey participants), or were visiting on the day (street survey participants). Consolidated findings for each question are outlined below, along with a comparison with household survey findings.

Survey responses for each centre are included in the centres summaries in Section 3.2.

### 2.2.1 Centre boundaries

Participants were shown a map of their activity centre and asked to indicate whether they support the proposed activity centre boundary as the area where change will be encouraged. A total of 95 per cent of participants answered this question. Figure 2 shows the responses across all centres.

*Figure 2: Support for the proposed boundary as an area where change will be encouraged*



Over 60 per cent of participants responding to this question supported the proposed boundaries as the area where change will be encouraged.

The centres where participants most opposed to the proposed boundary and the key area for change were:

- Prahran East Village: general opposition to higher intensity development in this centre as it will detract from the local village atmosphere.
- Malvern Road-Darling Road (Darling Village): there was opposition from some participants who felt the proposed boundary was too large.
- Malvern Valley: participants did not want to see community centre, kindergarten and park included.

This question was not asked in the household surveys.

## 2.2.2 Centre development and improvements

Participants were presented with the following range of possible centre improvements:

- Increased development (e.g. commercial or residential development)
- Increased mix/diversity of uses? (more office, shops, services)
- Improvements to landscaping and trees
- Improvements to footpaths and seating areas
- Improvements to bicycle paths, parking and pedestrian crossings
- Improvements to public transport infrastructure (tram stops)

For each of these options, participants were asked to indicate whether they strongly support, support, are neutral, don't support or strongly don't support such improvements within their centre's boundary.

Table 2 shows overall support for the proposed changes across all centres. The most common response for each improvement is highlighted. Across all online and street surveys 94 percent of participants responded to the six questions about specific improvements.

*Table 2: Support for centre developments and improvements*

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	42	62	24	34	29
Increased mix/diversity of uses	64	66	26	19	12
Improvements to landscaping and trees	72	61	43	7	9
Improvements to footpaths and seating areas	84	48	45	9	2
Improvements to bicycle paths, parking and pedestrian crossings	80	51	46	10	2
Improvements to public transport infrastructure	46	38	84	10	7

Overall, participants were generally supportive of possible improvements, with particular preference for improved landscaping, footpaths and seating areas and bicycle, parking and pedestrian infrastructure.

### 2.2.2.1 COMPARISON WITH HOUSEHOLD SURVEYS

Household survey participants were also asked about the changes they would like to see in activity centres, however this question varies slightly from the street and online survey.



Household participants were asked:

- Do you support increased development in the centre?
- Do you support increased mix/diversity of uses in the centre?
- How important to you are improvements to landscaping and trees in this centre?
- How important to you are improvements to footpaths and seating in this centre?
- How important to you are improvements to bicycle paths and pedestrian crossings in this centre?
- How important to you are improvements to parking in this centre?
- How important to you are improvements to public transport infrastructure (e.g. tram stops) in this centre?

Two rating scales were used for these questions to measure level of support for some changes, and level of importance for others. The table below summarises these responses with the most common response for each change highlighted.

*Table 3: Support for centre improvements from household surveys*

Proposed improvement	Strongly support	Somewhat support	Neutral	Somewhat oppose	Strongly oppose	Can't say
Increased development	60	153	91	66	85	25
Increased mix/diversity of uses	114	175	105	35	30	21
	Very important	Somewhat important	Neutral	Somewhat un-important	Very un-important	Can't say
Improvements to landscaping and trees	207	158	84	17	6	8
Improvements to footpaths and seating areas	188	164	97	10	6	15
Improvements to bicycle paths and pedestrian crossings	158	110	124	35	40	13
Improvements to parking	173	129	109	26	31	12
Improvements to public transport infrastructure	145	121	116	43	43	12

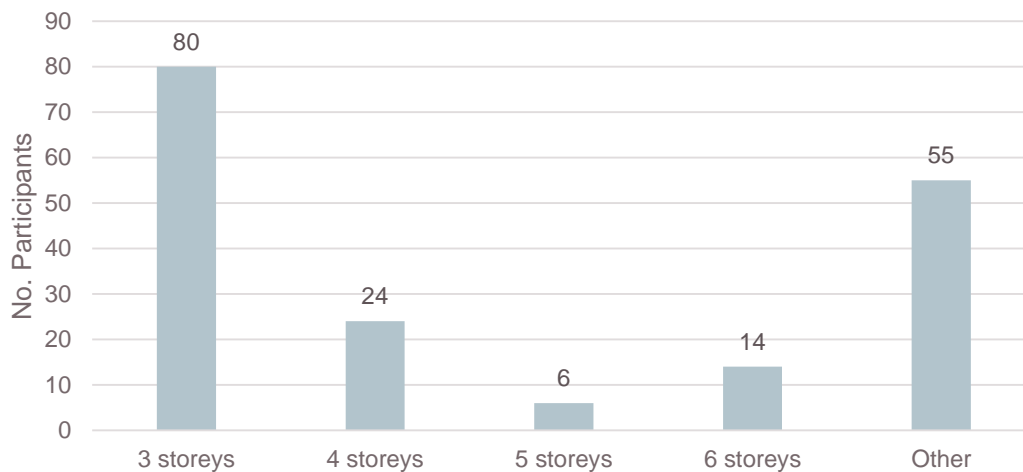
The levels of support/importance for the various changes were similar between street and online, and household surveys. The only significant difference was for improvements to public transport infrastructure. Household survey participants generally rated this change more important than street and online survey participants.

## 2.2.3 Centre heights

Participants were asked what they would consider to be an appropriate height limit for new development on any underutilised sites in their centre. In total 89 per cent of street and online survey participants answered this question.

Figure 3 shows responses across all centres.

*Figure 3: Preferred height limits (street and online survey)*



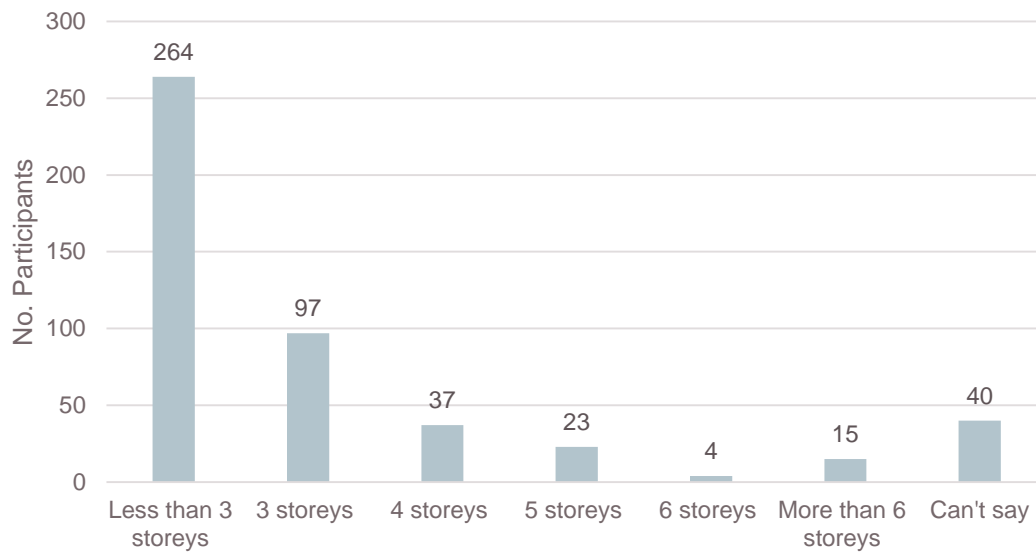
Overall, three storeys was the preferred height limit across all of the centres. High on Orrong was the only centre where three storeys was not the preferred height, instead the most common response was 'other' chosen by seven participants (39 per cent), and six storeys chosen by six participants (33 per cent).

Of participants who selected 'other', most commented that they would prefer heights of below three storeys.

### 2.2.3.1 COMPARISON WITH HOUSEHOLD SURVEYS

The household survey included a similar question which asked participants, 'if this centre has potential for new development, what would be your preferred height limit?'. Household survey participants were given a broader range of answers to choose from, including 'less than three storeys', 'more than six storeys' and 'can't say'.

Household survey results as shown in Figure 4.

*Figure 4: Preferred height limits (household survey)*

As with online and street surveys, most household survey participants preferred lower heights, with most indicating that heights of under three storeys were preferred.

Metropolis Research also reported that High on Orrong participants were slightly more likely than average to prefer higher development.

### 3 Summary of findings

A total of 201 survey responses were received in this first phase of engagement, comprising 167 street and 34 online. An additional 489 individual household surveys were collected by Metropolis Research.

The following section details the results of the 201 online and street surveys for each centre collected by Capire and Stonnington.

The key findings from the household surveys, collated and analysed by Metropolis, are also included for the ten centres receiving the highest number of responses. Alternate centre names used in the household surveys are shown in brackets.

*Table 4: Break down of survey responses*

No.	Activity centre name	Street survey participants	Online survey participants	Total street and online participants	Household survey participants
1	Tooronga Road-Malvern Road (Malvern Village)	21	6	27	66
2	Waverley Road-Darling Road (East Malvern Terminus)	13	3	16	n/a
3	Punt Road Windsor	3	1	4	n/a
4	Prahran East Village	26	8	34	76
5	Beatty Avenue	16	0	16	37
6	High on Orrong	17	0	17	27
7	Glenferrie Road, Toorak (Kooyong Village)	4	2	6	25
8	Glenferrie Road-Malvern Road (Malvern Hill Village)	4	1	5	60
9	Tooronga Road-High Street (High on Tooronga)	12	2	14	24
10	Wattletree Village	7	1	8	26
11	High Street, Glen Iris (Glen Iris Village)	10	2	12	n/a
12	Burke Road-Wattletree Road (Central Park Village)	12	5	17	40
13	Malvern Road-Darling Road (Darling Village)	7	2	9	n/a
14	Waverley Road-Malvern Road (East Malvern Village)	5	0	5	44
15	Malvern Valley	4	1	5	n/a
16	Batesford Road	0	0	0	n/a
17	Warrigal Road-Waverley Road	6	0	6	n/a
<b>TOTAL</b>		<b>167</b>	<b>34</b>	<b>201</b>	<b>425</b>

### 3.1 Overall participant profile

Online and street survey participants were asked to provide some information about themselves. A summary is provided below.

Figure 5: Participant age

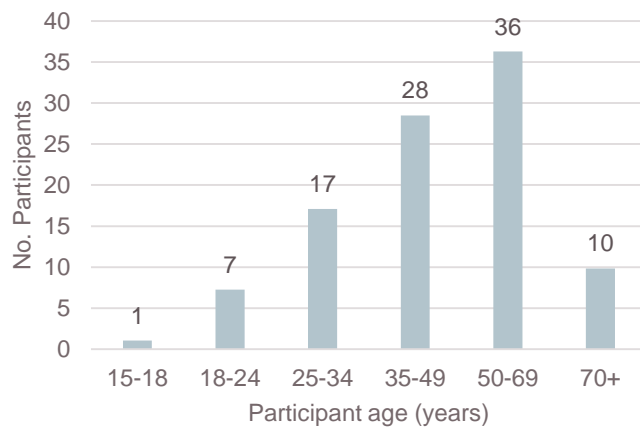


Figure 6: Participant gender

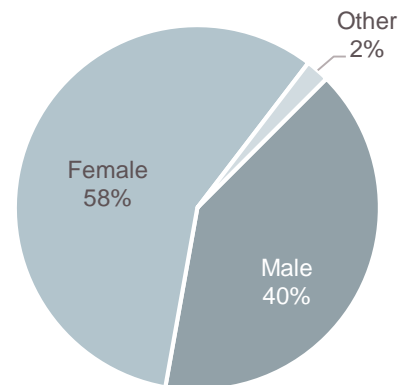
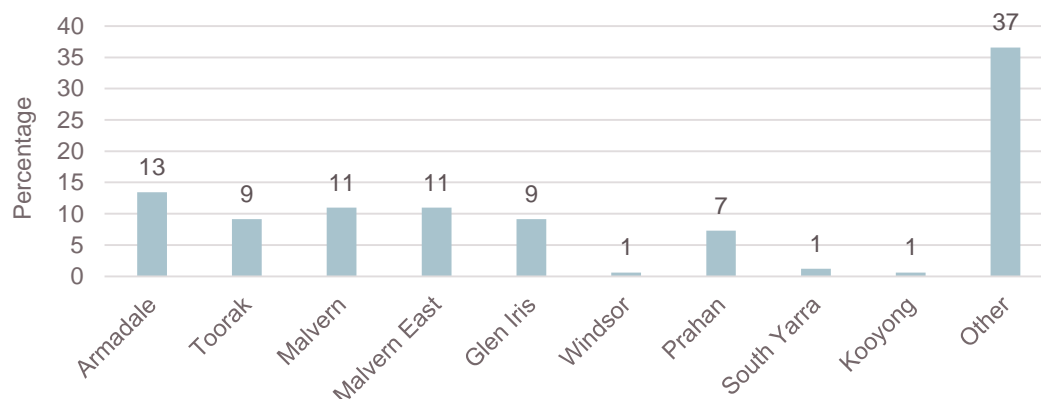


Figure 7: Participant home suburb



Overall, 63 per cent of participants lived in Stonnington. Participants who were employees within the activity centre were more likely to live outside Stonnington.

Participants who lived outside of Stonnington most commonly came from Glen Waverley, Ashburton, Bentleigh East, St Kilda, Caulfield and Carnegie.

### 3.1.1 Comparison with household survey

The household survey included a small number of demographic questions including age and gender. The age and gender breakdown of participants reported by Metropolis is shown below, it is important to note that the age brackets in the household surveys were different to the street and online surveys. The household survey did not ask participants for their home suburb.

Figure 8: Household survey participant age

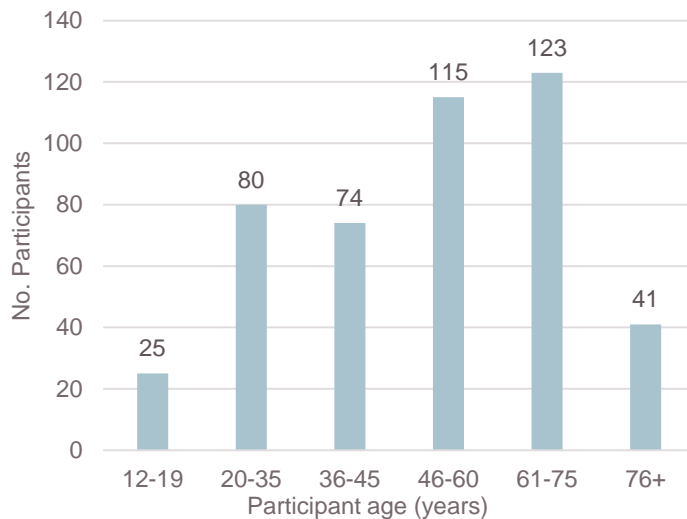
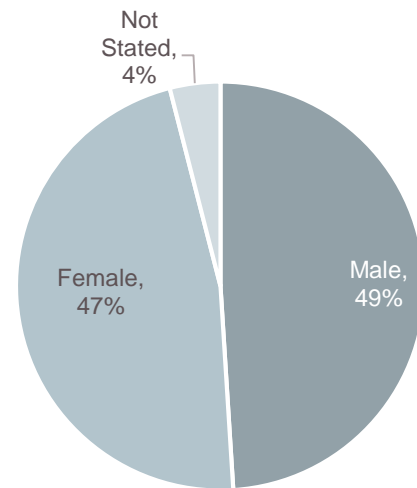


Figure 9: Household survey participant gender



Similar to the street and online survey, the majority of household survey participants were over 35 years old. There was a more even split between male and female participants in the household surveys, whereas there the majority of street and online participants were female (58 percent).

## 3.2 Activity centre summary

The following pages provide a summary of each of the 16 centres surveyed and the feedback received at each. The findings from the ten centres with the highest number of household surveys responses are also included for the relevant sections.

### 3.2.1 Tooronga Road-Malvern Road (Malvern Village)

**Survey date and time:** Tuesday 22 September, 2.30 – 4.30pm

**Total survey responses:** 21 intercept surveys, 6 online surveys

**Surveyor observations:**

The Tooronga-Malvern Road Activity centre comprises of strip shops and commercial businesses. A tram line runs through the centre along Malvern Road. Within the centre most of the activity was at tram stops and the IGA supermarket. The weather during the intercept survey session was cool and windy.

**Key messages from this centre:**

- Many participants felt that the centre was well serviced and suited to a variety of needs.
- Some participants observed that there is an excess of antique stores.

**Did participants know the centre by any particular name?**

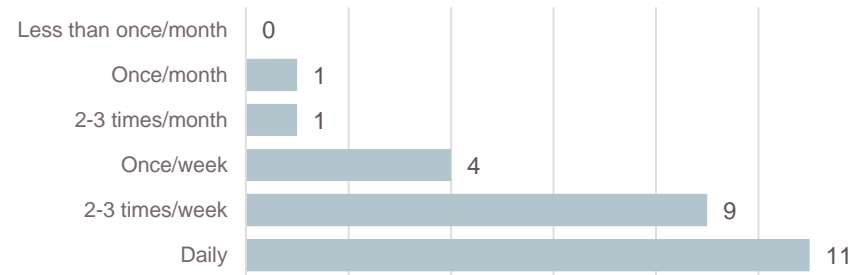
Six participants knew the centre as Malvern Village, three referred to it as Malvern Road Shops, and two as Tooronga Village. The remaining participants did not know the centre by any particular name.



Figure 8: Tooronga Road – Malvern Road Activity Centre (Malvern Village)

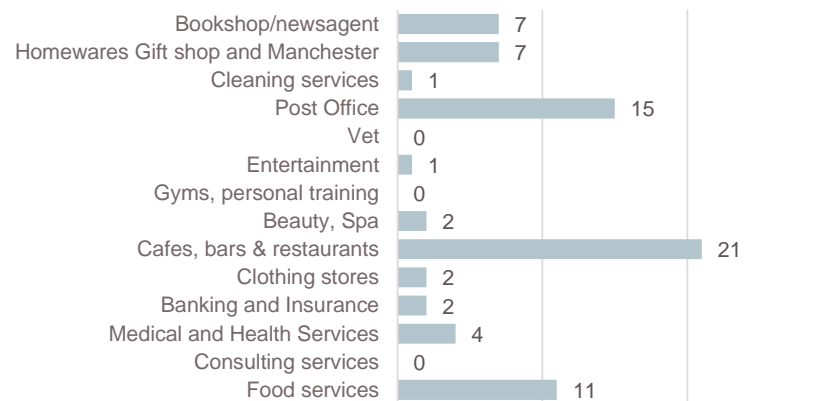
### How do participants currently use the centre?

Figure 9: How often do participants visit the centre?



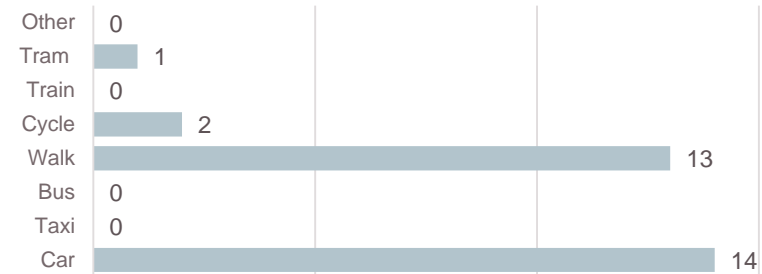
Most participants visit the centre daily (11 participants) or two to three times per week (9 participants).

Figure 11: What shop do participants use at the centre?



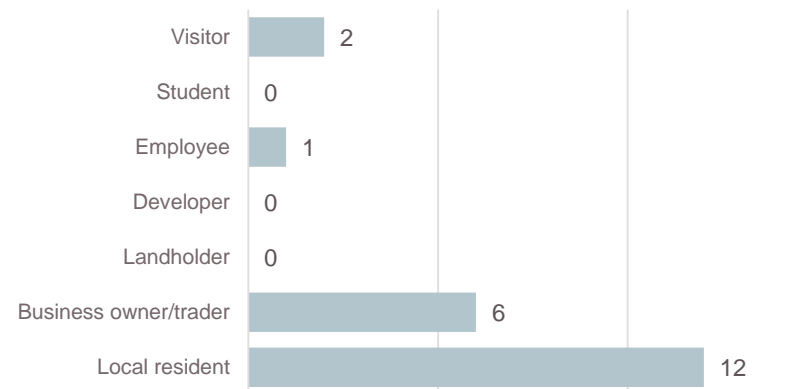
Cafés, bars and restaurants were the most commonly visited shop at this centre (21 participants), followed by Post Office (15 participants) and other food services (11 participants).

Figure 10: How do participants usually travel to the centre?



Participants most commonly travel to the centre by car (14 participants) or walked to the centre (13 participants).

Figure 12: What is the participant's relationship to the centre?



Most participants were local residents (12 participants) or business owner/trader (6 participants).



### What did participants like about the centre?

Participants frequently highlighted the diversity of shops as their favourite aspect, particularly the cafes and speciality shops. The 'low key' nature of the small strip shops was also mentioned several times. They found the centre convenient and parking adequate. There was division about the antique shops with some participants liking them and other glad to see a reduction in antique shops.

*'Good variety, especially antique/gift shops, plus everyday needs shops (post office, newsagent, cafes, takeaway, dry cleaner etc).'*

*'It has cute little shops and interesting little uses.'*

### What improvements to the centre did participants want to see?

Participants consistently requested more parking to allow people to shop locally. Increasing the number of shops was also regularly discussed for example more retail, another supermarket and local banking facilities. Several participants would prefer to limit the number of cafés as they believed there was not enough parking to support additional clientele. A few participants wanted to see the streetscape improved with better street-cleaning and more colourful facades.

*'Needs a bank in the strip. Stop having another cafe in the bottom of every new development. Enough already, use the space for other retail to increase variety.'*

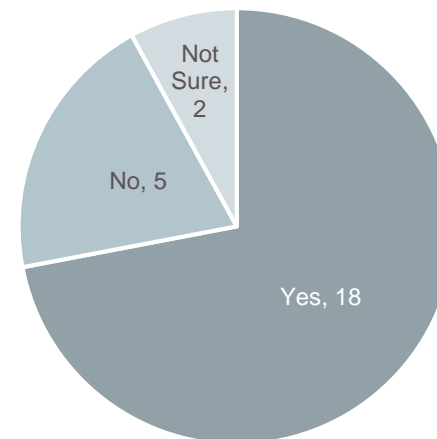
*'Lack of car parking has been an ongoing and major issue that discourages shoppers from shopping locally.'*

*'Bit dull needs more colour.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 13: Support for proposed boundary



The majority of participants (72 per cent) supported the proposed boundary. One participant gave an explanation that they did not support the boundary because it change should be more concentrated in the centre and the boundary should not extend so far west. Another participant thought the boundary could extend further north along Tooronga Road.

Participants were presented with a range of possible improvements and asked whether they supported these improvement in the centre.

Responses are detailed in the table below and the most common response for each improvement is highlighted.

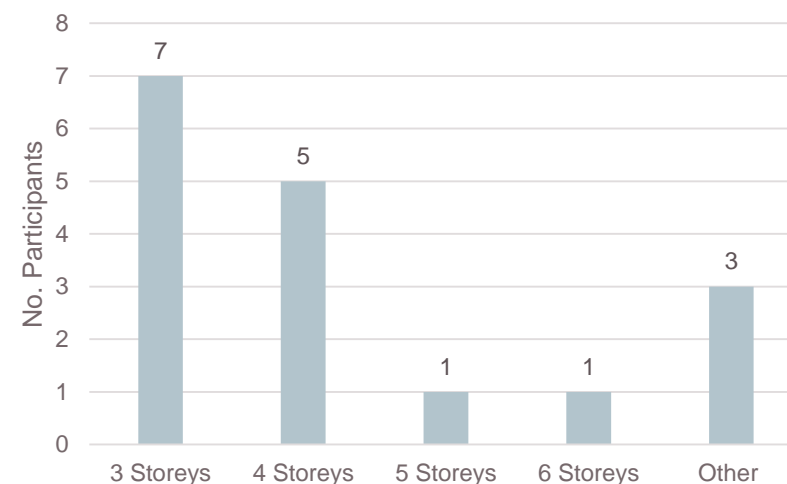
Table 5: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	3	7	1	3	5
Increased mix diversity of uses	9	5	1	1	2
Landscaping and trees	7	6	4	1	0
Footpaths and seating areas	8	5	4	1	0
Bicycle paths, parking and pedestrian crossings	9	3	5	1	0
Public transport infrastructure	4	3	7	3	2

Several participants expressed concern about increased development because of the impact it has on neighbourhood parking, they were more likely to support it if parking is contained within the development. Many participants felt that public transport infrastructure was 'very good' and therefore did not place it as a priority for improvements in the area.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 16: Preferred height limit



The three participants that choose 'other' identified two storeys as their preferred height limit. One participant expressed concern about how to manage heritage in their area with increased development.

### Tooronga Road-Malvern Road (Malvern Village) household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 6: Reasons for visiting Tooronga Road-Malvern Road (Household survey response)*

	No. responses
Cafes, bars, restaurants	50
Food shopping	29
Post office	22
To socialise with friends	20
Bookshops / newsagent	17
Homewares, gift shop, manchester	11
Clothing stores	8
To spend time / sit / relax	15
Medical & Health services	14
Banking and insurance	6
Beauty, spa	13
Gyms, personal training	5
Cleaning services	10
Entertainment	11
Vet	1
Consulting services	1
Other	6

Participants mostly visited to go to the cafes, bars and restaurants, or to shop for food.

*Table 7: Preferred height limit in Tooronga Road-Malvern Road (Household survey response)*

	No. responses
Less than three storeys	27
Three storeys	16
Four storeys	10
Five storeys	2
Six storeys	0
More than six storeys	0
Can't say	12

Participants preferred a height limit of less than three storeys.

*Table 8: Support for increased mix/ diversity of uses in Tooronga Road-Malvern Road (Household survey response)*

	No. responses
Strongly support	12
Somewhat support	36
Neutral	7
Somewhat oppose	2
Strongly oppose	3
Can't say	6

Most participants were somewhat supportive of an increased mix/diversity of uses.

*Table 9: Importance of improvements to landscaping in Tooronga Road-Malvern Road (Household survey response)*

	No. responses
Very important	35
Somewhat important	16
Neutral	11
Somewhat unimportant	1
Very unimportant	0
Can't say	3

Most participants considered improvements to landscaping to be very important.

*Table 10: Importance of improvements to footpaths and seating areas in Tooronga Road-Malvern Road (Household survey response)*

	No. responses
Very important	32
Somewhat important	19
Neutral	8
Somewhat unimportant	2
Very unimportant	1
Can't say	5

Most participants considered improvements to footpaths and seating areas to be very important.

*Table 11: Importance of improvements to bike paths and pedestrian crossings in Tooronga Road-Malvern Road (Household survey response)*

	No. responses
Very important	25
Somewhat important	16
Neutral	11
Somewhat unimportant	6
Very unimportant	6
Can't say	3

Most participants considered improvements to bike paths and pedestrian crossings to be very important.

*Table 12: Importance of improvements to parking in Tooronga Road-Malvern Road (Household survey response)*

	No. responses
Very important	18
Somewhat important	17
Neutral	18
Somewhat unimportant	4
Very unimportant	3
Can't say	6

Most participants considered improvements to parking to be very important, somewhat important, or were neutral.

*Table 13: Importance of improvements to public transport infrastructure in Tooronga Road-Malvern Road (Household survey response)*

	No. responses
Very important	19
Somewhat important	13
Neutral	23
Somewhat unimportant	4
Very unimportant	5
Can't say	3

Most participants were neutral towards improvements to public transport infrastructure.

### 3.2.2 Waverley Road-Darling Road (East Malvern Terminus)

**Survey date and time:** Tuesday 22 September, 2.30 – 4.30pm

**Total survey responses:** 13 street, 3 online

**Surveyor observations:**

This centre had high pedestrian activity. Many local residents were walking or shopping, and were curious and happy to discuss their centre with us. The milk bar and bakery were particular areas of high activity. The weather during the survey session was changeable with higher activity during sunny periods.

**Key messages:**

- Participants like the community atmosphere.
- Local residents were concerned that parking restrictions increased traffic on local streets.

**Did participants know the centre by any particular name?**

Three participants referred to the centre as Terminus Village and two as Waverley Road Shops. The remaining participants did not know the centre by any particular name.

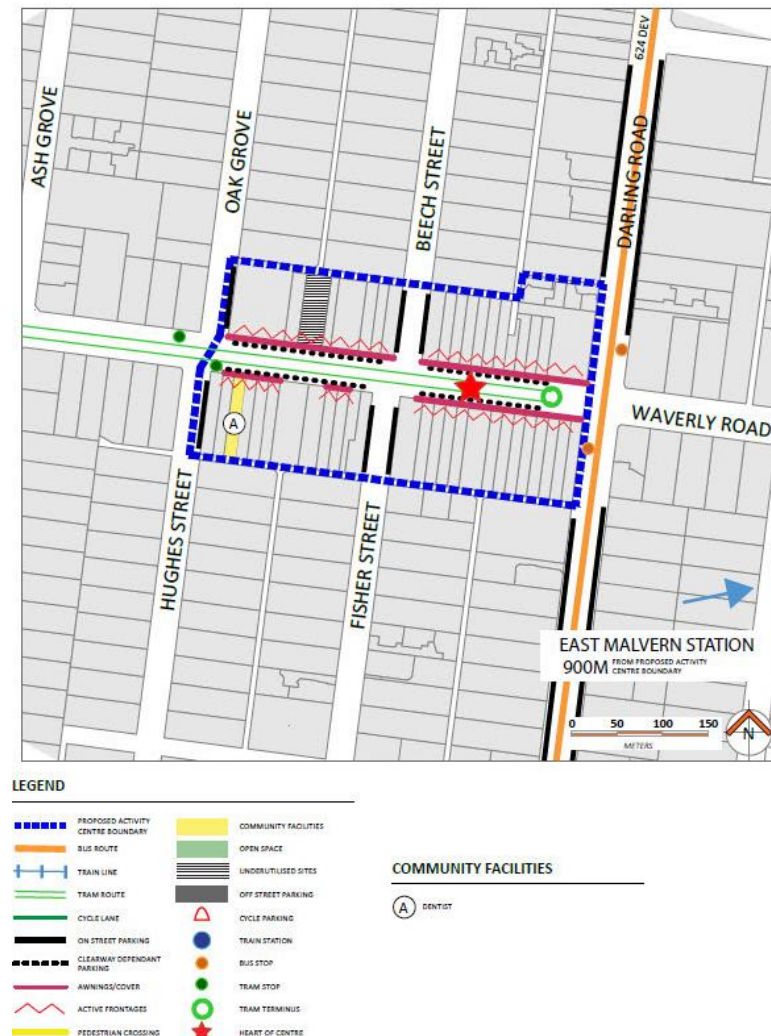
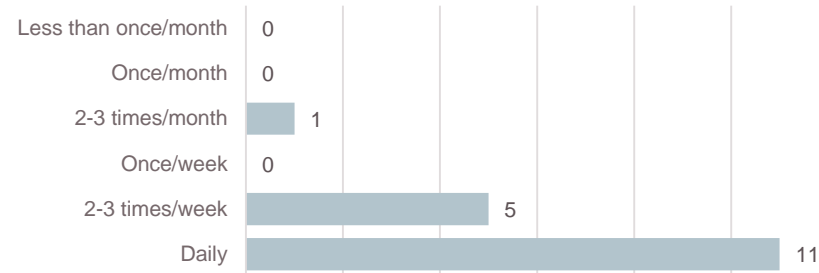


Figure 17: Waverley Road – Darling Road Activity Centre (East Malvern Terminus)

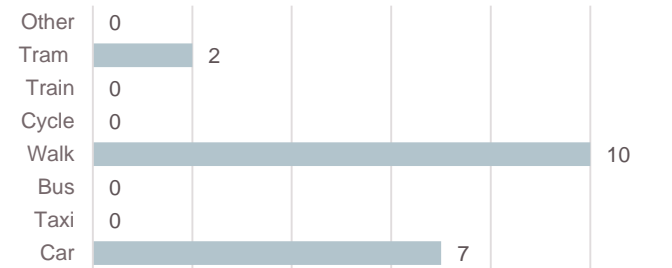
## How do participants currently use the centre?

Figure 18: How often do participants visit the centre?



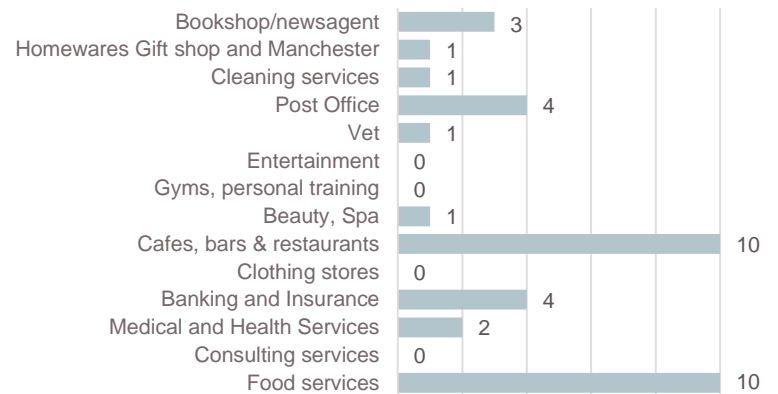
Most participants visited the centre daily (11 participants) or two to three times per week (5 participants).

Figure 19: How do participants usually travel to the centre?



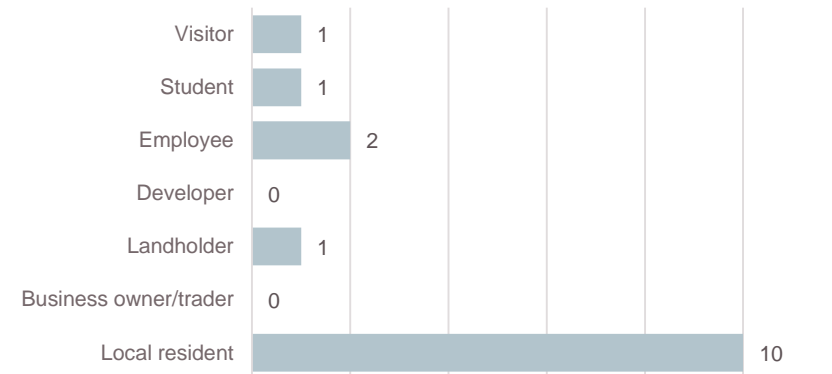
Most participants usually walk to the centre (10 participants) or travel to the centre by car (7 participants).

Figure 20: What shop do participants use at the centre?



Cafés, bars and restaurants (10 participants), and food services (10 participants) were the most commonly visited shop.

Figure 21: What is the participant's relationship to the centre?



Most participants were local residents (10 participants) or employees (2 participants).

### What did participants like about the centre?

Participant' favourite aspect is the convenient location, and for most people this centre 'has all the things you need'. Participants also described a good sense of community and peaceful feel.

*'A good little hub for the main things you need.'*

*'All the things I need, small and friendly.'*

### What improvements to the centre did participants want to see?

Many participants discussed general improvement to the whole centre including improving the shop fronts, filling empty buildings, improving maintenance and adding additional 'high end produce' shops. Several participants suggested re-painting the shop fronts and adding awnings to verandahs. Two participants requested more parking and another would like to see the tram stop upgraded.

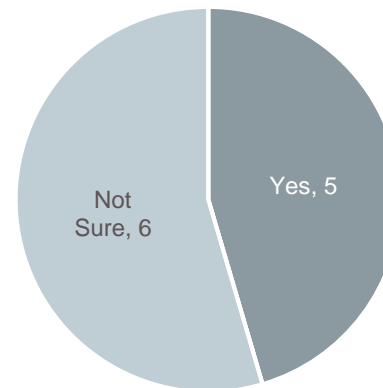
*'Everything! I am new to living in this area and feel it is so daggy and has so much potential. The whole street needs new cafes, shops, produce options. Get rid of the old shops that are never open.'*

*'The section would be so much better if there were nice old awnings put across the top of all the shops. It could be like a little Mailing Road like in Canterbury. A cute little hub of cafes and outdoor eating.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 22: Support for proposed boundary



The majority of participants (55 per cent) were not sure about the proposed boundary. All of participants who were not sure about the proposed boundary all took part in the street surveys. The feedback provided was that participants felt there is a need to control growth into surrounding suburbs.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next page and the most common response for each improvement is highlighted.

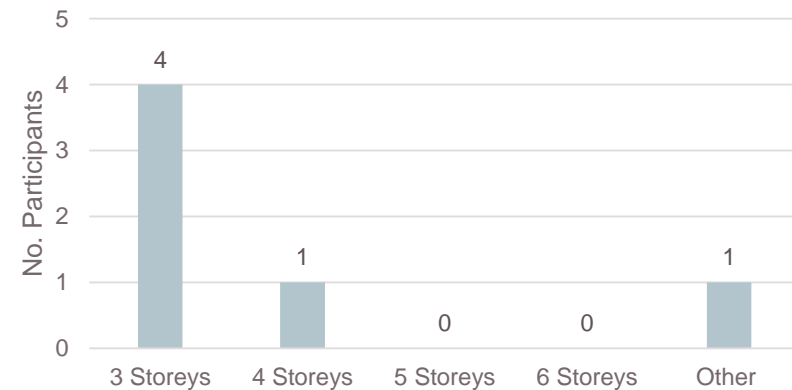
Table 14: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	3	7	1	3	5
Increased mix diversity of uses	9	5	1	1	2
Landscaping and trees	7	6	4	1	0
Footpaths and seating areas	8	5	4	1	0
Bicycle paths, parking and pedestrian crossings	9	3	5	1	0
Public transport infrastructure	4	3	7	3	2

Two participants provided comments about increased development. Their concerns were that new residential development looked 'cheap' and that there was insufficient parking. Two participants commented that the centre was 'run down' and needed more trees.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 23: Preferred height limit



The majority of participants would like to see a height limit of three storeys and the participant who selected other only wanted to see two storeys in the centre. There were no additional comments provided.



### 3.2.3 Punt Road Windsor

**Survey date and time:** Wednesday 23 September, 2.30 – 4.30pm

**Total survey responses:** 3 street, 1 online

**Surveyor observations:**

The centre was quiet during the survey session. Visitors were often reluctant to talk and were in the centre for a specific retail purpose. Pedestrians passed through the site between residential areas and the bus stop to the north of the centre and St Kilda junction to the south. Many pedestrians were observed jaywalking across Punt Road to reach the service station or the tram stop at St Kilda Junction. Many people passing through the centre were tourists and backpackers. A key area of activity was the liquor store and supermarket. The weather was warm but windy.

**Key messages:**

- The centre lacks cohesion and identify.
- Participants believed that improved customer parking and pedestrian amenity would improve the centre.

**Did participants know the centre by any particular name?**

One participant knew the centre as Punt Road Village.

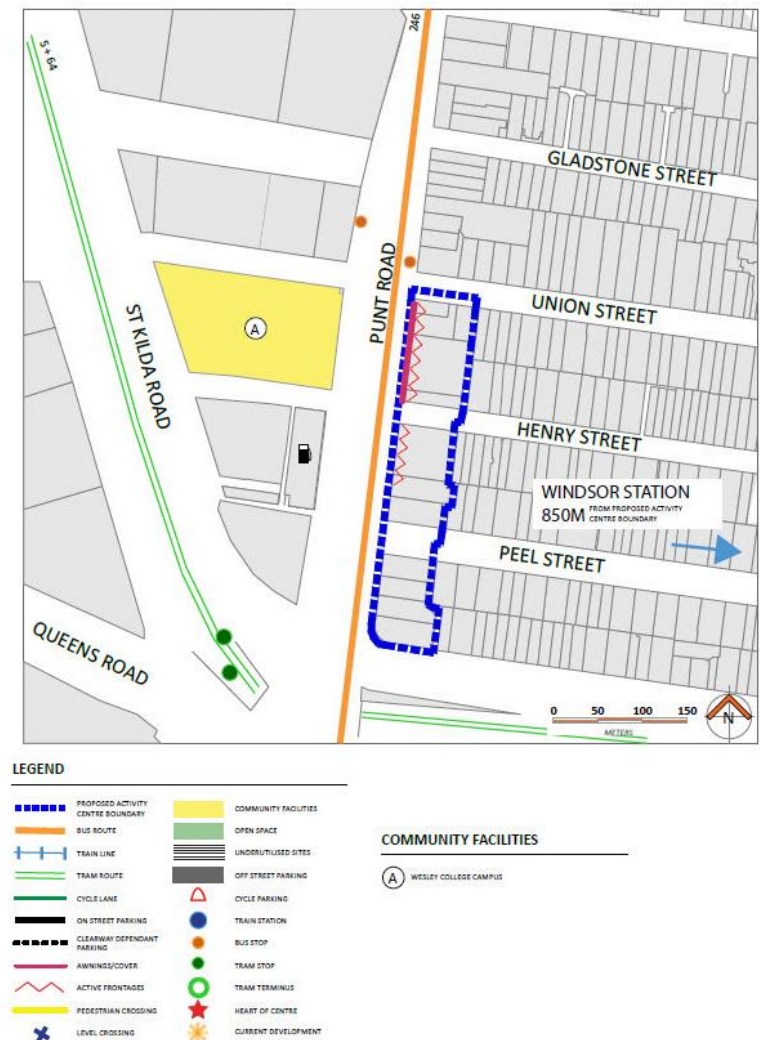


Figure 24: Punt Road, Windsor Activity Centre

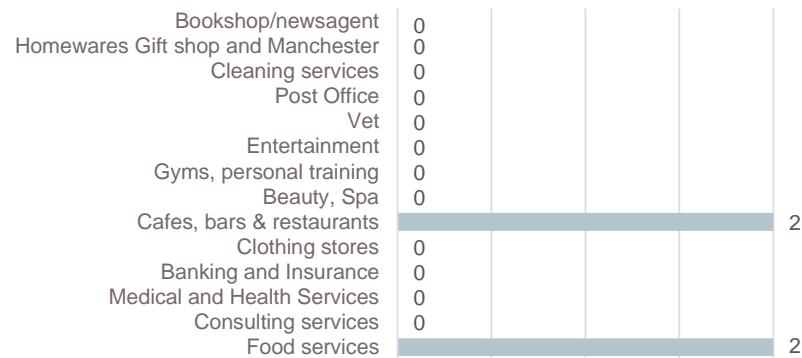
## How do participants currently use the centre?

Figure 25: How often do participants visit the centre?



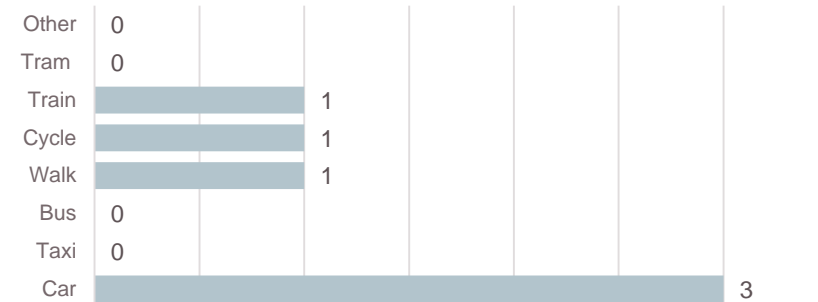
All participants visited the centre daily (4 participants).

Figure 27: What shops do participants use at the centre?



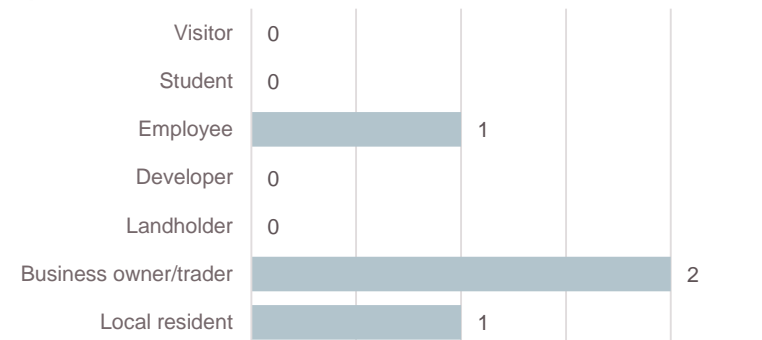
Cafés, bars and restaurants (2 participants), and food services (2 participants) were shops that participants use most.

Figure 26: How do participants usually travel to the centre?



Most participants usually travelled to the centre by car (3 participants).

Figure 28: What is the participant's relationship to the centre?



Most participants were business owner/traders (2 participants) or employees (1 participant).

### What did participants like about the centre?

Participants like the feel of the centre as it gave them a break from the busy traffic intersection. They also noted that customer parking was well supplied.

*'Lovely people, nice little niche in Windsor, feels like an oasis in the concrete jungle.'*

*'Customer parking, like cafes.'*

### What improvements to the centre did participants want to see?

Participants would like to see more small scale shops with greater diversity in products. There was also discussion about providing more parking and improving the pedestrian crossings so that more people can easily and safely cross Punt Road.

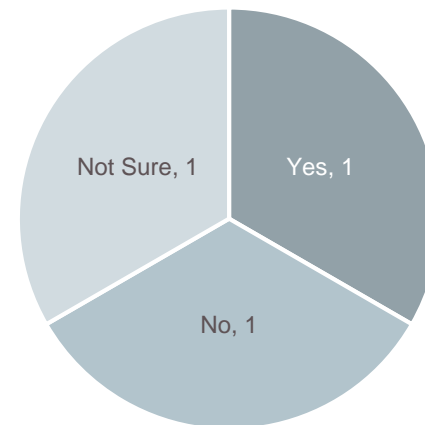
*'Have more parking available and improve the crossing light at Union Street, takes too long.'*

*'Stop big business moving in and taking away from Mum and Pop.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 29: Support for propose boundary



The participants were evenly split on their support for the proposed boundary. No additional comments were provided.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next page and the most common response for each improvement is highlighted.

Table 15: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	1	1	2	0	0
Increased mix diversity of uses	2	1	1	0	0
Landscaping and trees	2	0	2	0	0
Footpaths and seating areas	2	1	1	0	0
Bicycle paths, parking and pedestrian crossings	2	1	1	0	0
Public transport infrastructure	2	0	1	0	0

No additional comments were provided by participants regarding their support for changes in the area. The table shows that participants were generally in support or neutral about proposed changes.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 30: Preferred height limit



Only two participant chose to answer this question (one street, one online). Both participants were open to higher storeys with one choosing six storeys and the other saying they 'did not care'.

### 3.2.4 Prahran East Village

**Survey date and time:** Wednesday 23 September, 2.30 – 4.30pm

**Total survey responses:** 26 street, 8 online

**Surveyor observations:**

The centre, located on a major intersection, had high vehicle and public transport traffic. Some visitors walked their dogs through the centre, but most made only brief visits, parking directly outside where they were visiting. There was significant interest from the business owners/traders in the consultation process. The weather was cool with periods of sunshine.

**Key messages:**

- Participants were highly engaged and liked the village feel. They felt that the mix of shops made the centre independent and interesting.
- Participants believed that reducing parking restrictions would attract more visitors.
- Participants were divided on the subject of new development, but generally felt that any new development should not detract from the centre character.
- Participants generally supported public realm improvements to landscaping, footpaths and seating.

**Did participants know the centre by any particular name?**

Only four participants knew the centre by a particular name. Two knew it as High Street, one as Prahran Village and another as Armadale.

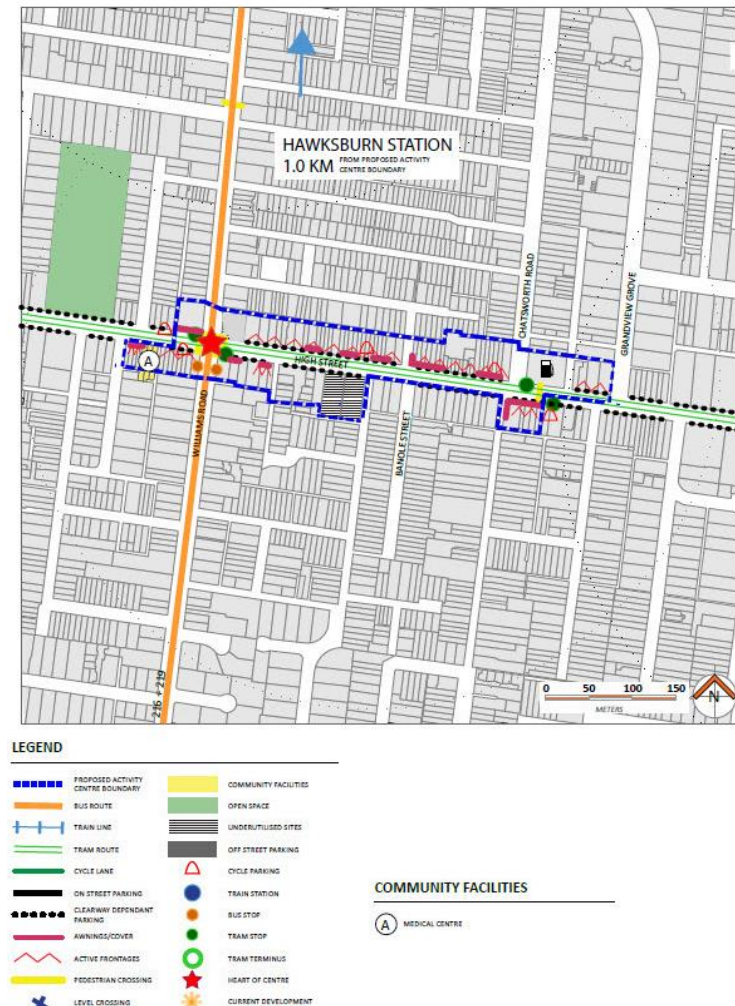
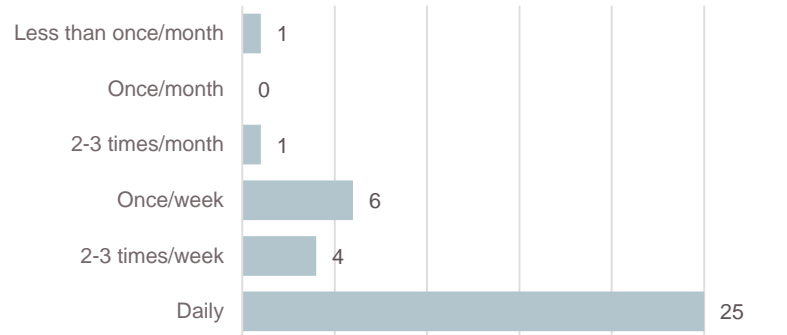


Figure 31: Prahran East Village Activity Centre

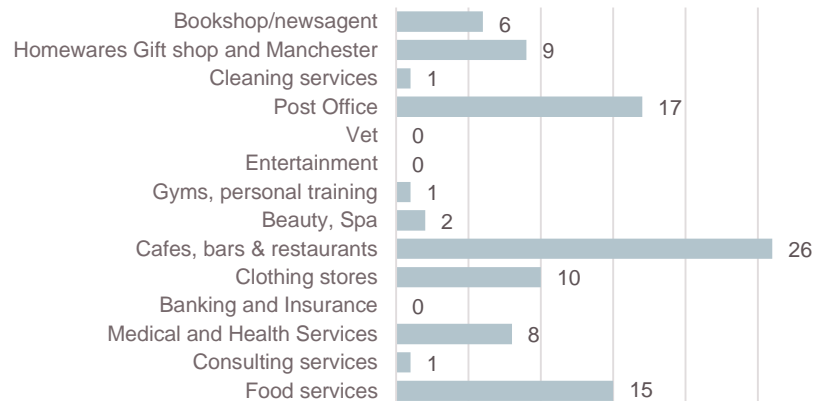
## How do participants currently use the centre?

Figure 32: How often do participants visit the centre?



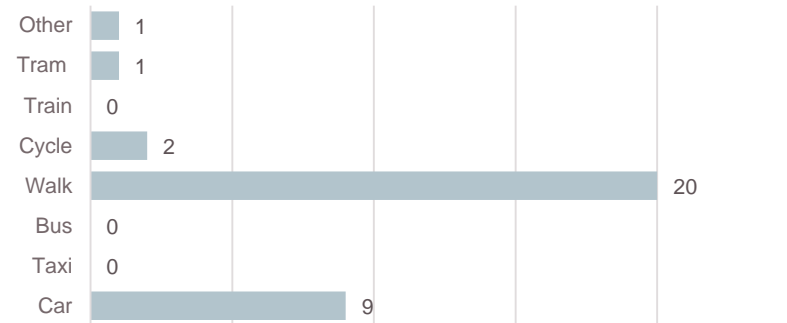
Most participants visited the centre daily (25 participants).

Figure 34: What shop do participants use at the centre?



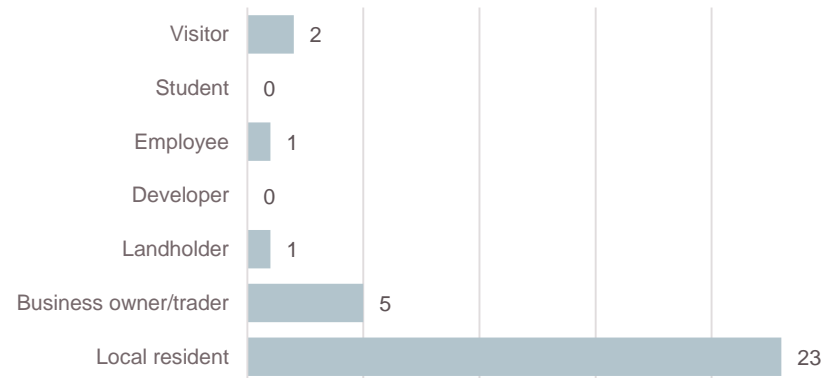
Participants most commonly visited to use cafés, bars and restaurants (26 participants) or Post Office (17 participants). A further 15 participants visited food services.

Figure 33: How do participants usually travel to the centre?



Most participants usually walked to the centre (20 participants). A further 9 participants usually travel by car.

Figure 35: What is the participant's relationship to the centre?



The clear majority of participants were local residents (23 participants). Business owner/trader represented a further five participants.

### **What did participants like about the centre?**

Participants were generally fond of this centre. A consistent theme was that the centre had a strong community or neighbourhood feel, that everyone knew each other and the traders were friendly. Participants really liked that the shops were all independent and interesting, and not just 'another Chapel Street or Chadstone'. They described the centre as having a 'boutique feel'. Many participants listed proximity to their residences as a key factor that they liked about the centre. Finally, a few participants described the centre as very accessible, particularly for public transport.

*'It has a little village and the shops/cafes are individual/independent rather than outlets of chain stores/franchises.'*

*'There is a strong community and friendly feel to the area.'*

*'The old world charm of a community spirit.'*

There was division about the possibility of higher density development. Some participants strongly opposed it and wanted to keep the 'village feel' while others expressed no concern about it. Two participants commented on some anti-social behaviour, and would like to see a greater police presence and management of rubbish and graffiti. Other suggestions included a 'pocket park', improving bicycle infrastructure, and installing a public toilet.

*'I'm pretty easy going about any future development'*

*'No change, it is important to maintain the village feel'*

*'Find areas that could be developed as 'pocket park' style outdoor seating and garden environs. This is very well done on the corner of High and Chatsworth.'*

### **What improvements to the centre did participants want to see?**

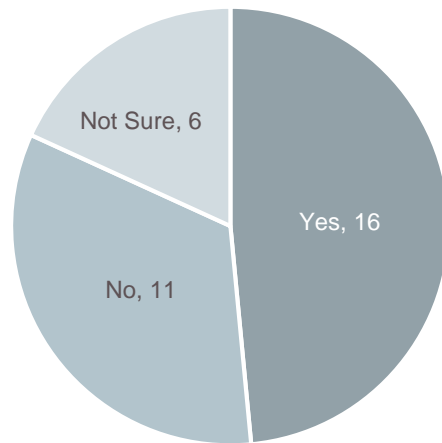
The most commonly discussed improvement was increasing the number of shops, particularly having more food options. Other commonly mentioned improvements were reducing the time restrictions on parking, which participants believed would enhance the number of visitors, and providing more outdoor seating and landscaping. One participant requested that the outdoor seating be higher because as an elderly person they have trouble bending down to sit on the current seating.



### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 36: Support for proposed boundary



There is no clear majority view on whether the boundary is supported, with those who said yes only making up 47 per cent of participants. Several participants were unsure of what is intended by the boundary and what impact it would have. Other participants commented about the lack of parking in the centre and their opposition to more residential development.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the right and the most common response for each improvement is highlighted.

Table 16: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	4	11	4	4	11
Increased mix diversity of uses	7	14	3	5	5
Landscaping and trees	12	15	6	0	1
Footpaths and seating areas	12	13	7	1	1
Bicycle paths, parking and pedestrian crossings	13	11	7	2	1
Public transport infrastructure	8	10	12	3	1

Participants were concerned predominantly with the impact increased development, particularly residential, might have on congestion and parking access in the centre. Some participants supported more commercial development while others did not. Comments provided about increased diversity of uses were in support of a more diverse array of shops that cater to different groups within the community.

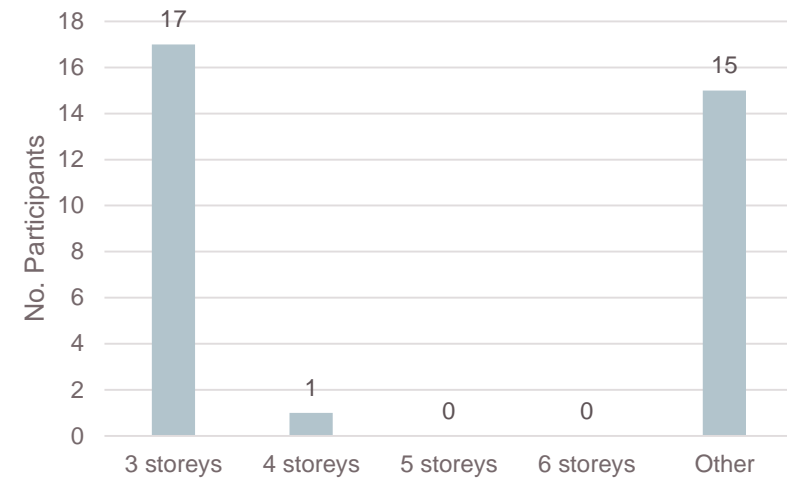


Many participants would like to see more trees, however one participant expressed concern about the placement of trees in front of businesses. More seating particularly for the elderly was also repeatedly suggested.

Participants commented on the length of time it takes to cross the road using the pedestrian lights and would like to see the time reduced. Some participants would also like to see more bicycle paths while others would like to have more off street parking.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 37: Preferred height limit



Half of the participants supported a height limit of three storeys. Of the 44 per cent of participants who chose 'other' 10 (29 per cent) specified two storeys. Another common response was a height limit the same height of the current facades.

### Prahran East Village household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 17: Reasons for visiting Prahran East Village (Household survey response)*

	No. responses
Cafes, bars, restaurants	50
Food shopping	44
Post office	28
To socialise with friends	29
Bookshops / newsagent	14
Homewares, gift shop, manchester	18
Clothing stores	25
To spend time / sit / relax	15
Medical & Health services	17
Banking and insurance	19
Beauty, spa	15
Gyms, personal training	10
Cleaning services	8
Entertainment	15
Vet	3
Consulting services	3
Other	8

Participants mostly visited to go to the cafes, bars and restaurants, or to shop for food.

*Table 18: Preferred height limit in Prahran East Village (Household survey response)*

	No. responses
Less than three storeys	37
Three storeys	13
Four storeys	5
Five storeys	10
Six storeys	3
More than six storeys	3
Can't say	5

Participants preferred a height limit of less than three storeys.

*Table 19: Support for increased mix/diversity of uses in Prahran East Village (Household survey response)*

	No. responses
Strongly support	20
Somewhat support	29
Neutral	13
Somewhat oppose	9
Strongly oppose	4
Can't say	2

The largest proportions of participants were somewhat supportive or strongly supportive of an increased mix/diversity of uses.

*Table 20: Importance of improvements to landscaping in Prahran East Village (Household survey response)*

	No. responses
Very important	36
Somewhat important	22
Neutral	10
Somewhat unimportant	5
Very unimportant	3
Can't say	1

Most participants considered improvements to landscaping to be very important.

*Table 21: Importance of improvements to footpaths and seating areas in Prahran East Village (Household survey response)*

	No. responses
Very important	27
Somewhat important	31
Neutral	13
Somewhat unimportant	2
Very unimportant	2
Can't say	0

Most participants considered improvements to footpaths and seating areas to be somewhat important to very important.

*Table 22: Importance of improvements to bike paths and pedestrian crossings in Prahran East Village (Household survey response)*

	No. responses
Very important	28
Somewhat important	26
Neutral	17
Somewhat unimportant	1
Very unimportant	3
Can't say	0

Most participants considered improvements to bike paths and pedestrian crossings to be very important.

*Table 23: Importance of improvements to parking in Prahran East Village (Household survey response)*

	No. responses
Very important	30
Somewhat important	17
Neutral	20
Somewhat unimportant	2
Very unimportant	7

Most participants considered improvements to parking to be very important.

*Table 24: Importance of improvements to public transport infrastructure in Prahran East Village (Household survey response)*

	No. responses
Very important	19
Somewhat important	27
Neutral	22
Somewhat unimportant	5
Very unimportant	4
Can't say	0

Most participants found improvements to public transport infrastructure somewhat important to neutral.

### 3.2.5 Beatty Avenue

**Survey date and time:** Wednesday 23 September, 12.00 – 2.00pm

**Total survey responses:** 16 street, 0 online

**Surveyor observations:**

The centre was quiet with little traffic. Many visitors spent longer periods of time in the centre to visit a Café or local grocer/Post Office. The weather was cool but sunny

**Key messages:**

- Participants felt that this was a well-loved centre and that visitors enjoyed spending time here.
- The underutilised squash courts were identified as an opportunity to improve the centre.
- Participants would like to see a greater diversity of shops.

**Did participants know the centre by any particular name?**

Four participants knew the centre as Beatty Avenue, and one knew it as the Rose Street Trading Precinct.

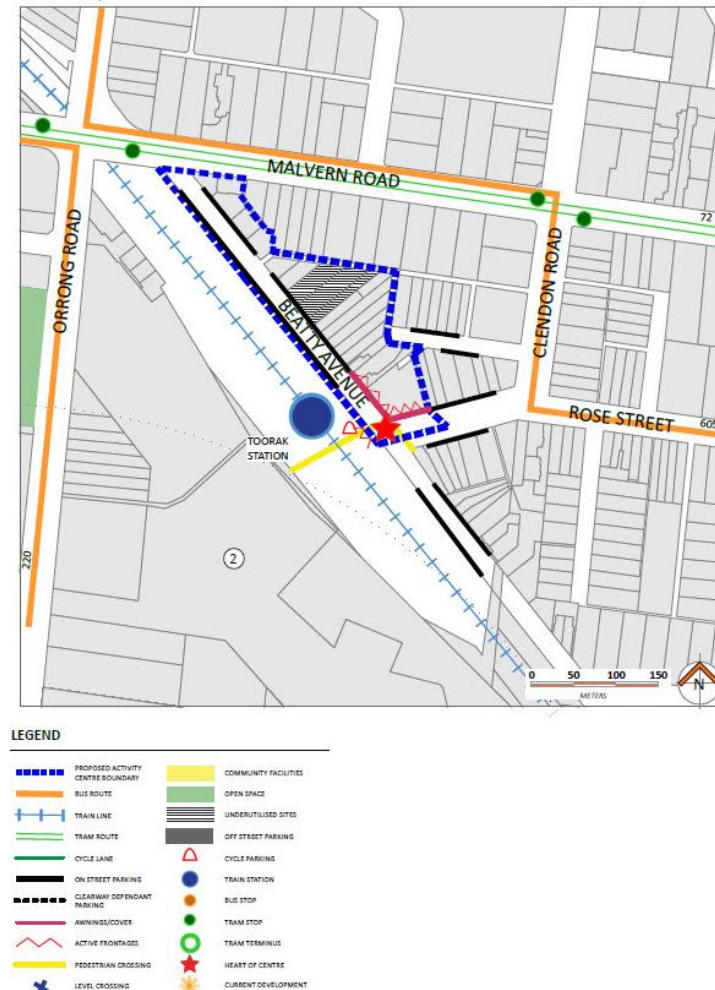
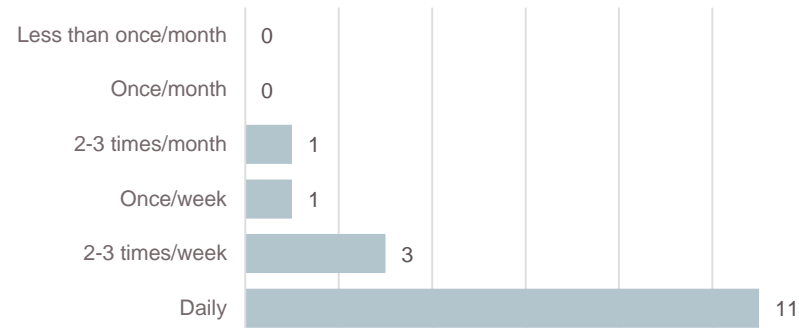


Figure 38: Beatty Avenue Activity Centre

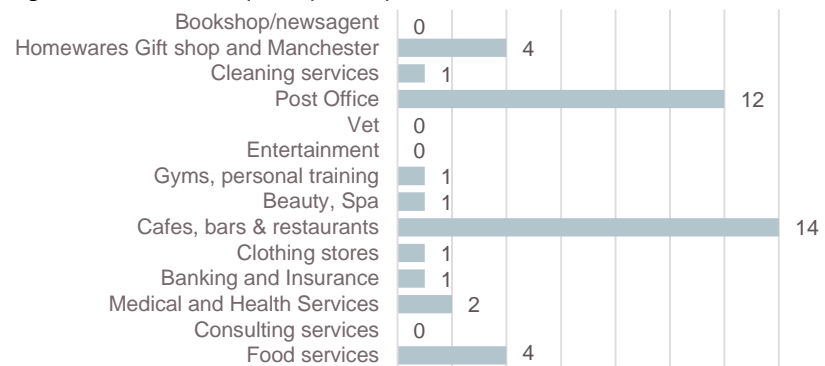
### How do participants currently use the centre?

Figure 39: How often do participants visit the centre?



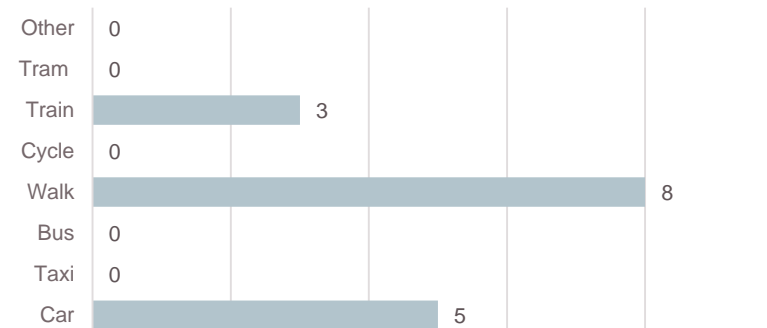
Most participants visit the centre daily (11 participants) or two to three times per week (3 participants).

Figure 41: What shop do participants use at the centre?



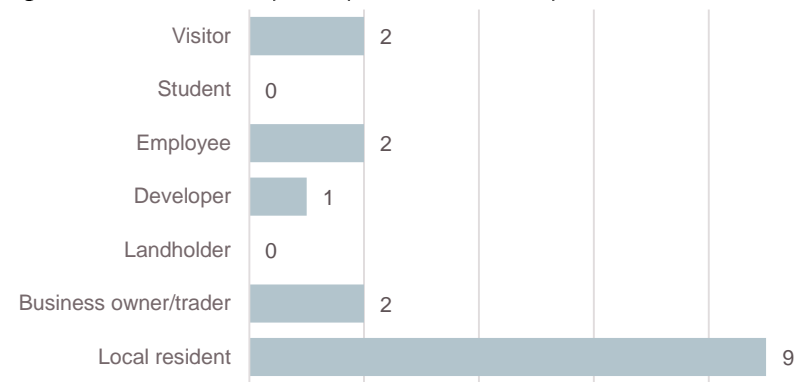
Most participants visited to use cafés, bars and restaurants (14 participants) or Post Office (12 participants).

Figure 40: How do participants usually travel to the centre?



Participants most commonly walk to this centre (8 participants), or travel by car (5 participants).

Figure 42: What is the participant's relationship to the centre?



Most participants were local residents (9 participants).

### What did participants like about the centre?

Participants were universal in their appreciation of the village feel. They consistently described the centre as friendly, aesthetically pleasing and unique. Participants also highlighted the proximity to the CBD and public transport as key things they liked.

*'That not many people know about it, great quality shops and cafes. Great sat morning feel it is a hidden treasure'*

*'Very good public transport, it is unique.'*

### What improvements to the centre did participants want to see?

Several participants discussed improving the underutilised space, the old Squash Courts. They saw it as an 'eyesore' and would like to see it cleaned up and the space utilised. Participants would like to have more diversity of uses in the centre, including retail spaces and parks. One participant suggested having a public toilet and another would like to see greater bicycle infrastructure.

*'The old Squash courts are the only issue, bit of an eyesore.'*

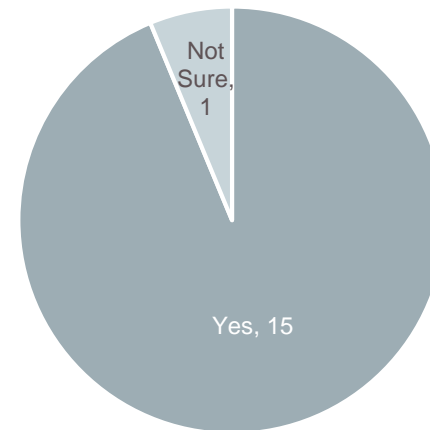
*'Would appreciate more diversity of uses.'*

*'Don't need any more coffee shops or retail spaces, need parks'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 43: Support for proposed boundary



The majority of participants (94 per cent) supported the proposed boundary. Participants consistently commented about the lack of car parking within the proposed boundary.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next day and the most common response for each improvement is highlighted.

Table 25: Support for proposed improvements

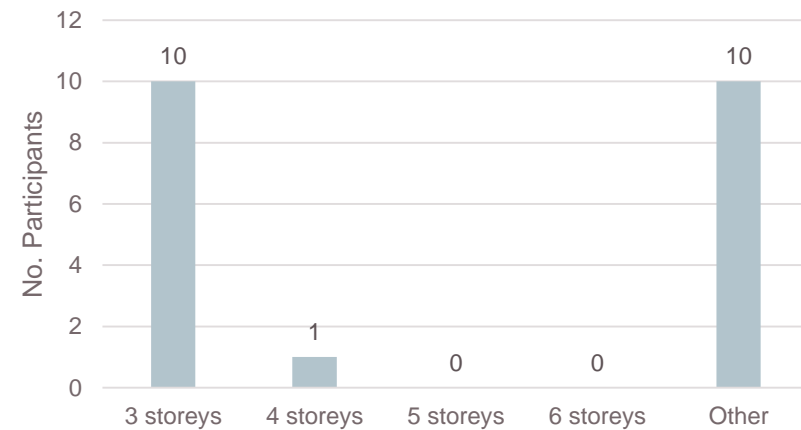
Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	7	6	0	4	0
Increased mix diversity of uses	4	5	4	3	0
Landscaping and trees	5	3	6	2	0
Footpaths and seating areas	4	6	3	3	0
Bicycle paths, parking and pedestrian crossings	4	6	4	1	0
Public transport infrastructure	4	4	4	4	0

Participants were divided on whether they supported residential or commercial development within the centre however, a higher number of participants were in support of increased development overall.

Several comments were made by participants about improving the squash court site as they felt it is currently an eye sore and enable unsafe behaviour. Some participants also discussed the lack of parking in the centre.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 44: Preferred height limit



Participants predominantly supported a height limit of three storeys or chose the other option. Of those who chose other half specifies two storeys and the other half asked for height limits to be in keeping with current facades.

### Beatty Avenue household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 26: Reasons for visiting Beatty Avenue (Household survey response)*

	No. responses
Cafes, bars, restaurants	31
Food shopping	5
Post office	15
To socialise with friends	16
Bookshops / newsagent	5
Homewares, gift shop, manchester	16
Clothing stores	9
To spend time / sit / relax	10
Medical & Health services	1
Banking and insurance	0
Beauty, spa	4
Gyms, personal training	0
Cleaning services	2
Entertainment	2
Vet	0
Consulting services	0
Other	2

Participants mostly visited to go to the cafes, bars and restaurants.

*Table 27: Preferred height limit in Beatty Avenue (Household survey response)*

	No. responses
Less than three storeys	26
Three storeys	4
Four storeys	1
Five storeys	0
Six storeys	0
More than six storeys	3
Can't say	3

Participants preferred a height limit of less than three storeys.

*Table 28: Support for increased mix/ diversity of uses in Beatty Avenue (Household survey response)*

	No. responses
Strongly support	6
Somewhat support	16
Neutral	6
Somewhat oppose	4
Strongly oppose	5
Can't say	1

Participants mostly considered increased mix/diversity of uses to be somewhat important.

*Table 29: Importance of improvements to landscaping in Beatty Avenue (Household survey response)*

	No. responses
Very important	17
Somewhat important	15
Neutral	4
Somewhat unimportant	0
Very unimportant	2
Can't say	0

Most participants considered improvements to landscaping to be very important or somewhat important.

*Table 30: Importance of improvements to footpaths and seating areas in Beatty Avenue (Household survey response)*

	No. responses
Very important	14
Somewhat important	12
Neutral	11
Somewhat unimportant	0
Very unimportant	0
Can't say	0

Most participants considered improvements to footpaths and seating areas to be very or somewhat important.



*Table 31: Importance of improvements to bike paths and pedestrian crossings in Beatty Avenue (Household survey response)*

	No. responses
Very important	5
Somewhat important	7
Neutral	14
Somewhat unimportant	5
Very unimportant	7
Can't say	0

Participants were mostly neutral towards improvements to bike paths and pedestrian crossings.

*Table 32: Importance of improvements to parking in Beatty Avenue (Household survey response)*

	No. responses
Very important	9
Somewhat important	7
Neutral	10
Somewhat unimportant	5
Very unimportant	5
Can't say	0

Most participants were neutral or considered improvements to parking to be very important.

*Table 33: Importance of improvements to public transport infrastructure in Beatty Avenue (Household survey response)*

	No. responses
Very important	9
Somewhat important	4
Neutral	9
Somewhat unimportant	1
Very unimportant	14
Can't say	0

Most participants were neutral or considered improvements to public transport infrastructure this to be very unimportant.

### 3.2.6 High on Orrong

**Survey date and time:** Thursday 24 Sept, 12.00 – 2.00pm

**Total survey responses:** 17 streets, 0 online

**Surveyor observations:**

The centre is small, comprised of a mix of small businesses and oriented towards High Street. The main intersection is marked by a 7/11, the Orrong Hotel, a pharmacy and small IGA. A tram line runs through the centre along High Street with a stop outside the 7/11 on the north side and independent cafe on the south side. Most of the activity was on the south-eastern side and in/out of the 7/11. The western end of centre was much quieter but the fish n chip shop was attracting lunchtime business due to construction workers from nearby 590 Orrong Road. The weather was cold.

*Note: No data was collected relating to method of travel to the centre.*

**Key messages:**

- Participants enjoy the convenience.
- Participants would like to see greater diversity of shops such as a supermarket or improved entertainment venues.

**Did participants know the centre by any particular name?**

Three participants knew the centre as Orrong Road Shops. Another participant knew the centre as High Road.

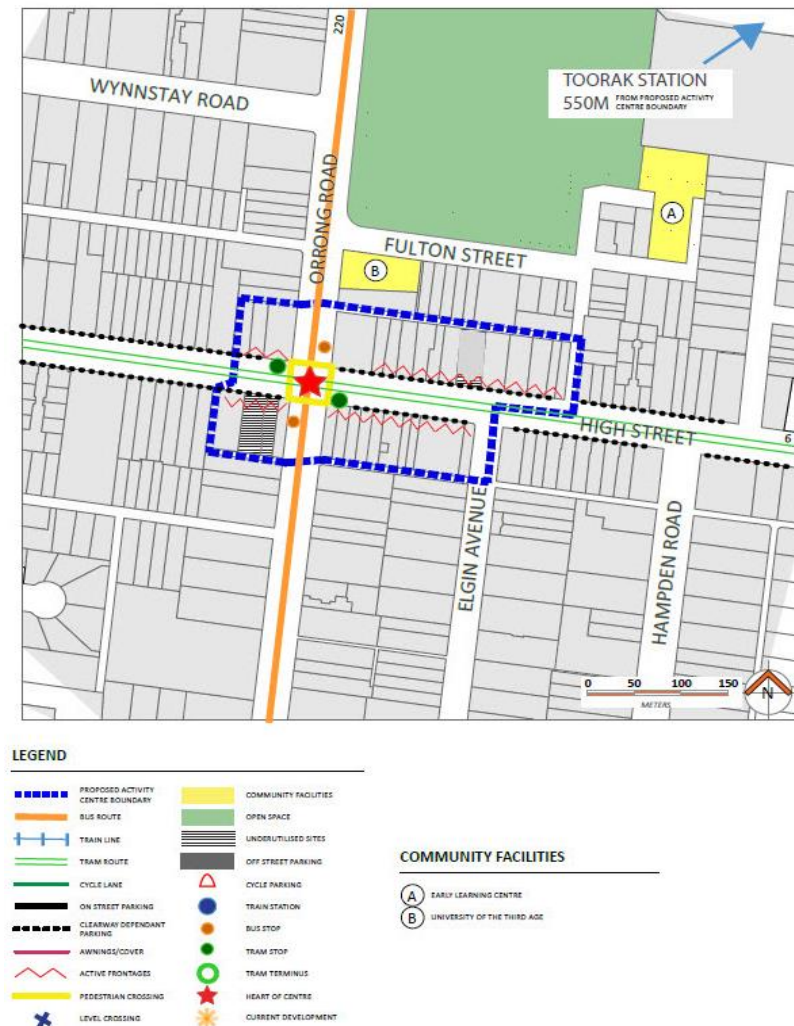
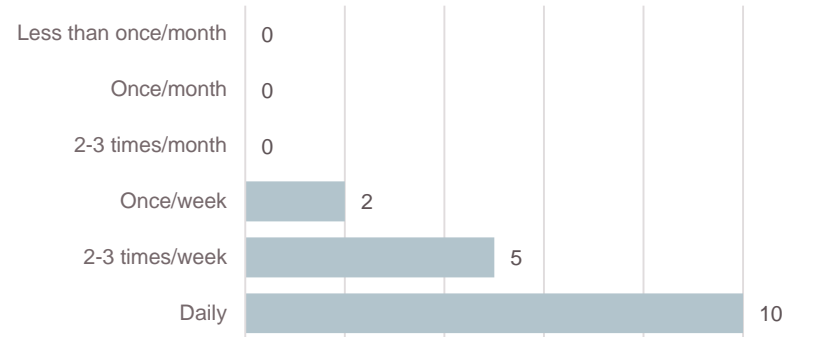


Figure 45: High on Orrong Activity Centre

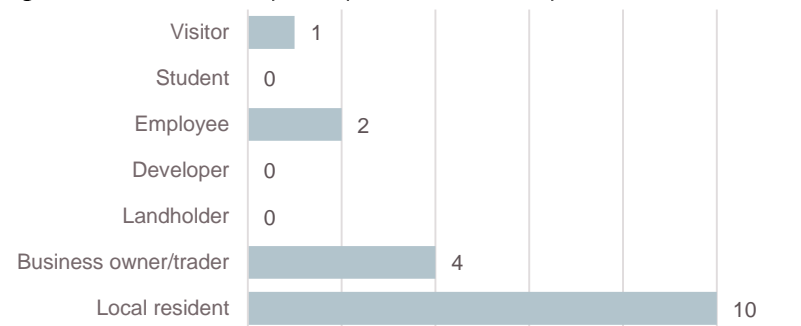
### How do participants currently use the centre?

Figure 46: How often do participants visit the centre?



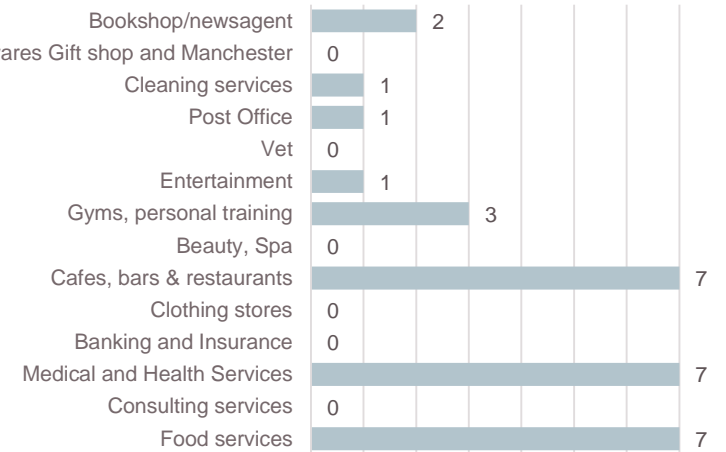
Most participants visited this centre daily (10 participants) or two to three times per week (5 participants).

Figure 47: What is the participant's relationship to the centre?



Most participants at this centre were local residents (10 participants) or business owner/trader (4 participants).

Figure 48: What shop do participants use at the centre?



Participants most commonly used cafés, bars and restaurants (7 participants), food services (7 participants) and medical and health services (7 participants).

### What did participants like about the centre?

Most participants mentioned the location as their favourite aspect, particularly the proximity to home and 'other amenities'. Participants described the centre as convenient, friendly and safe. Two participants listed the Orrong Pub as the reason they liked the centre.

*'It is close to all amenities.'*

*'Safety - feels friendly at night.'*

### What improvements to the centre did participants want to see?

While many of the participants said they did not want to see any improvements, several participants would like to have more people and shops. Specific retail options mentioned were supermarkets, cafes and a 'better pub', however participants wanted to see its 'charm' maintained. Two participants discussed pedestrian access and one suggested having wider footpaths and more seating options. One participant suggested more parking.

*'Progress is okay but maintain its charm.'*

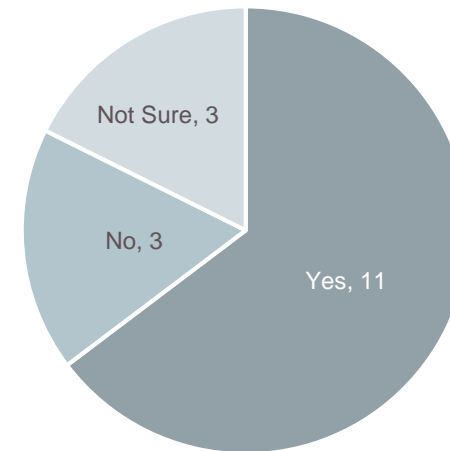
*'Footpaths could be widened for people to sit and relax.'*

*'Not much, it is pretty good.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 49: Support for proposed boundary



The majority of participants (65 per cent) supported the proposed boundary. The participants who did not support it said that they would like to see the proposed boundary extended.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next page and the most common response for each improvement is highlighted.

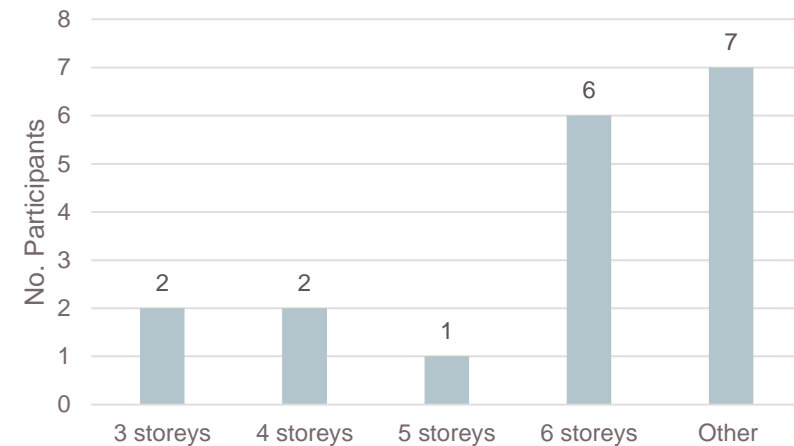
Table 33: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	5	4	2	3	3
Increased mix diversity of uses	2	9	3	1	2
Landscaping and trees	0	7	7	2	1
Footpaths and seating areas	8	2	4	2	1
Bicycle paths, parking and pedestrian crossings	2	5	6	3	1
Public transport infrastructure	1	3	9	2	2

Only a few comments were provided by participants about the changes they supported within the centre. Two participants commented on how having more development in the centre would equal more people and therefore more jobs for surrounding businesses. The footpaths in the centre were described as poor and a participant highlighted the need for greater shelter at the bus stop.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 50: Preferred height limit



Participant supported a varying range of height limits in the centre Six storeys had the greatest support with 37 percent. Of those who chose 'other' four preferred two storeys while the other three said they did not care.

### High on Orrong household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 34: Reasons for visiting High on Orrong (Household survey response)*

	No. responses
Cafes, bars, restaurants	14
Food shopping	13
Post office	6
To socialise with friends	9
Bookshops / newsagent	2
Homewares, gift shop, manchester	4
Clothing stores	3
To spend time / sit / relax	2
Medical & Health services	2
Banking and insurance	2
Beauty, spa	9
Gyms, personal training	8
Cleaning services	3
Entertainment	0
Vet	0
Consulting services	0
Other	2

Participants mostly visited to go to the cafes, bars and restaurants, or to shop for food.

*Table 35: Preferred height limit in High on Orrong (Household survey response)*

	No. responses
Less than three storeys	10
Three storeys	5
Four storeys	3
Five storeys	0
Six storeys	0
More than six storeys	3
Can't say	6

Participants preferred a height limit of less than three storeys.

*Table 36: Support for increased mix/ diversity of uses in High on Orrong (Household survey response)*

	No. responses
Strongly support	6
Somewhat support	8
Neutral	6
Somewhat oppose	6
Strongly oppose	0
Can't say	1

Participants were divided, however the largest proportion considered increased mix/diversity of uses to be somewhat important.

*Table 37: Importance of improvements to landscaping in High on Orrong (Household survey response)*

	No. responses
Very important	10
Somewhat important	9
Neutral	5
Somewhat unimportant	4
Very unimportant	0
Can't say	0

Most participants considered improvements to landscaping to be very important or somewhat important.

*Table 38: Importance of improvements to footpaths and seating areas in High on Orrong (Household survey response)*

	No. responses
Very important	10
Somewhat important	8
Neutral	6
Somewhat unimportant	1
Very unimportant	3
Can't say	0

Most participants considered improvements to footpaths and seating areas to be very important.

*Table 39: Importance of improvements to bike paths and pedestrian crossings in High on Orrong (Household survey response)*

	No. responses
Very important	6
Somewhat important	9
Neutral	9
Somewhat unimportant	1
Very unimportant	3
Can't say	0

Participants were mostly neutral towards improvements to bike paths and pedestrian crossings or considered them to be somewhat important.

*Table 40: Importance of improvements to parking in High on Orrong (Household survey response)*

	No. responses
Very important	7
Somewhat important	13
Neutral	2
Somewhat unimportant	4
Very unimportant	2
Can't say	0

Most participants were neutral or considered improvements to parking to be somewhat important.

*Table 41: Importance of improvements to public transport infrastructure in High on Orrong (Household survey response)*

	No. responses
Very important	9
Somewhat important	9
Neutral	4
Somewhat unimportant	4
Very unimportant	2
Can't say	0

Most participants considered improvements to public transport infrastructure this to be very or somewhat important.

### 3.2.7 Glenferrie Road, Toorak (Kooyong Village)

**Survey date and time:** Thursday 24 Sept, 12.00 – 2.00pm

**Total survey responses:** 4 street, 2 online

**Surveyor observations:**

The centre is small with no vacant shops. Shops included cafes, a clothing shop, a florist, a post office and some commercial services premises.

The main activity was associated with people waiting for the tram including many students from St Kevins and staff from Kooyong Lawn Tennis Club and Vision Australia. Businesses reported that the centre was quieter than usual due to works occurring at the Burke Road Level Crossing.

The weather was fine.

**Key messages:**

- Participants like the small scale and local character.
- Improved visual amenity was generally supported, such as improvement to shop fronts.

**Did participants know the centre by any particular name?**

Two participants knew the centre as Kooyong Shops. The other names listed by one participant each were Glenferrie Road, Toorak and Kooyong Village.

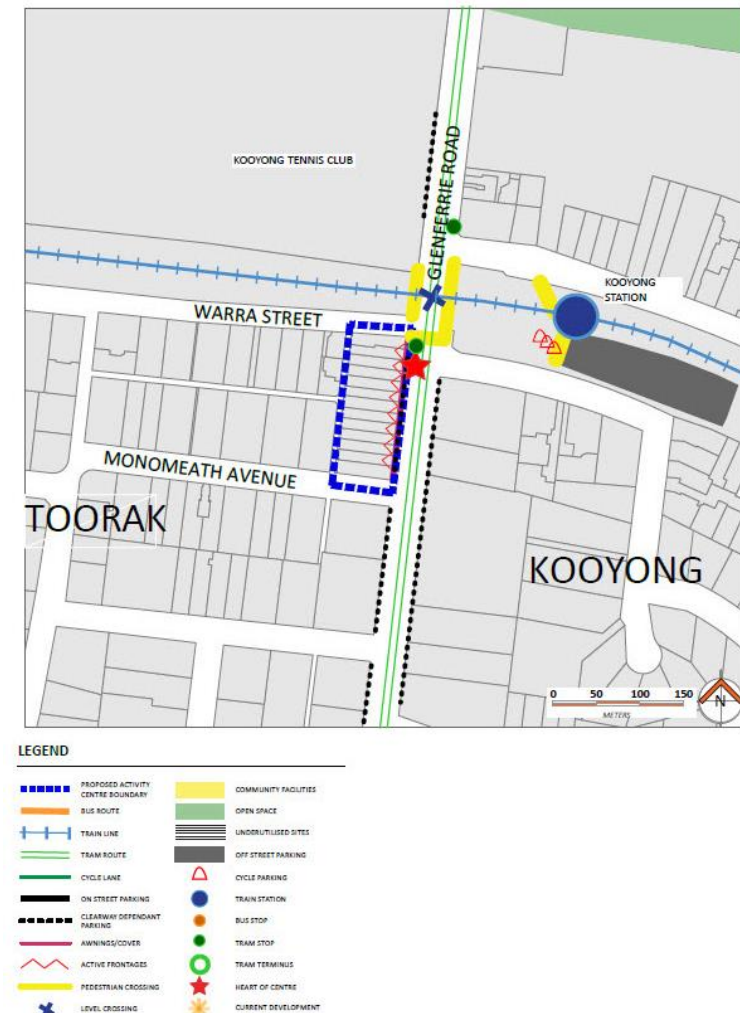
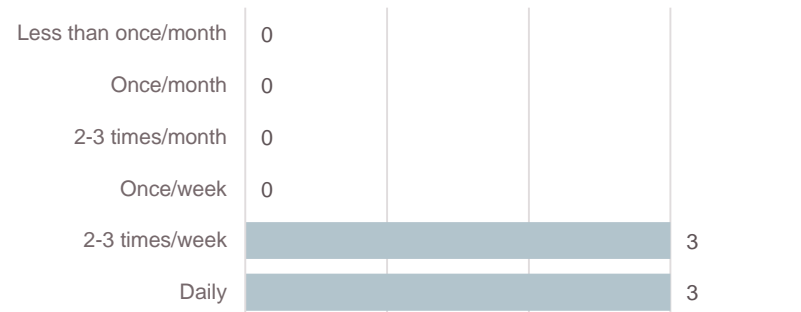


Figure 51: Glenferrie Road, Toorak Activity Centre (Kooyong Village)



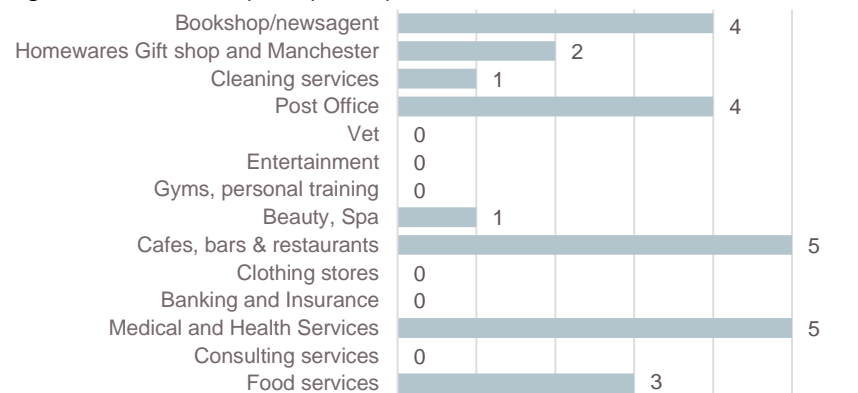
## How do participants currently use the centre?

Figure 52: How often do participants visit the centre?



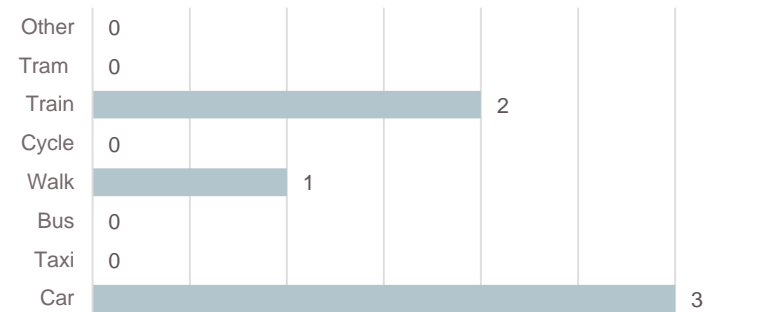
Participants visited the centre daily (3 participants) or two to three times per week (3 participants).

Figure 54: What shop do participants use at the centre?



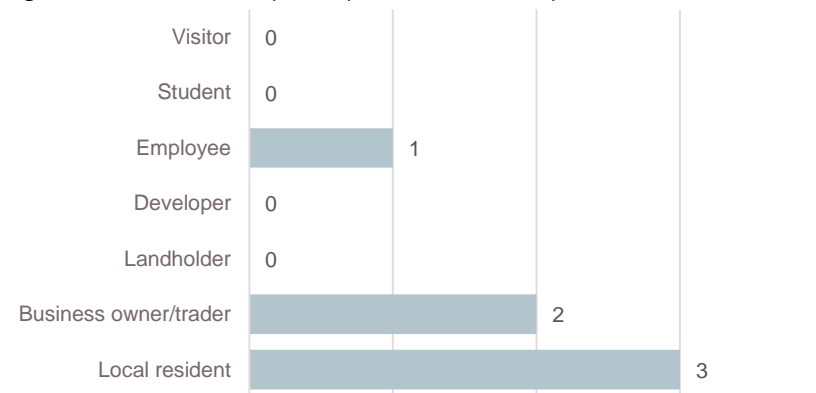
The most commonly used shops are cafés, bars and restaurants (5 participants), and medical and health services (5 participants). bookshop/newsagent (4 participants) and Post Office (5 participants) were also popular shops.

Figure 53: How do participants usually travel to the centre?



The largest proportion of participants usually travel to the centre by car (3 participants) or by train (2 participants).

Figure 55: What is the participant's relationship to the centre?



Most participants are local residents (3 participants) or business owner/trader (2 participants).

### What did participants like about the centre?

Location was mentioned by several participants as a key benefit, particularly proximity to 'home'. Participants also liked the small scale 'strip' shops. The business owners/traders both described the customer base as local and loyal.

*'Location, main road frontage, loyal customer base.'*

*'I like that it is a strip shopping centre, within walking distance of your house.'*

### What improvements to the centre did participants want to see?

Participants frequently discussed improving the visual, including improving 'shop front visual merchandising' and painting shop frontages. A few participants encouraged more retail and entertainment options in the area. One participant would like to see the footpath improved while another would like slower speed limits.

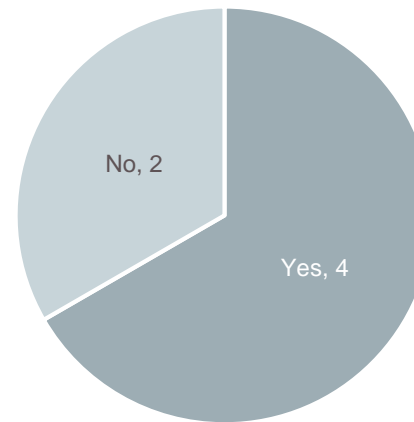
*'Opportunity for more attractive precinct, improve footpath.'*

*'Make the place friendlier, prettier and slow traffic to 50 kilometres per hour.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 56: Support for proposed boundary



The majority of participants (67 per cent) supported the proposed boundary. One participant gave an explanation that they did not support the boundary because it should include the tennis club and Vision Australia. There were no other comments provided.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next page and the most common response for each improvement is highlighted.

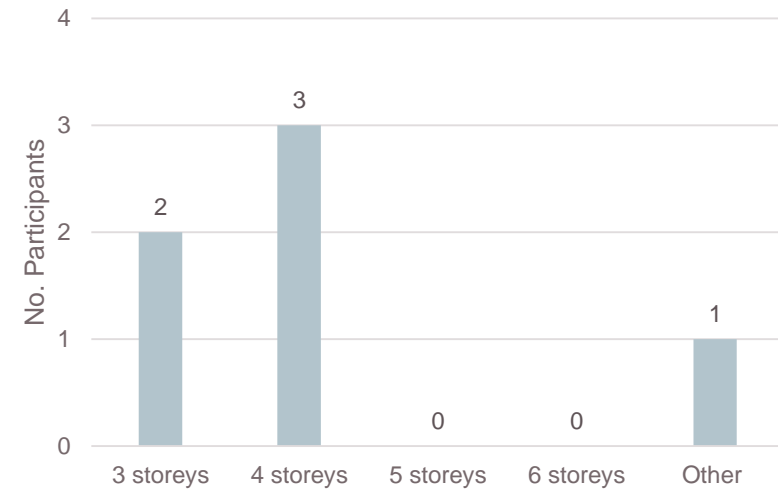
Table 42: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	3	1	1	0	1
Increased mix diversity of uses	4	2	0	0	0
Landscaping and trees	4	0	2	0	0
Footpaths and seating areas	4	1	1	0	0
Bicycle paths, parking and pedestrian crossings	4	0	2	0	0
Public transport infrastructure	2	1	3	0	0

A few participants commented in support of greater diversity in uses wanting to see more mid-range and boutique shops. One participant would like to see improved street cleaning.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 57: Preferred height limit



Four storeys was the height limit selected by the highest number of participants (50 per cent). The one participant who chose 'other' specified their preferred height limit as ten storeys. No comments were provided by participants.

### Glenferrie Road, Toorak (Kooyong Village) Household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 43: Reasons for visiting Glenferrie Road, Toorak (Household survey response)*

	No. responses
Cafes, bars, restaurants	18
Food shopping	10
Post office	13
To socialise with friends	8
Bookshops / newsagent	16
Homewares, gift shop, manchester	3
Clothing stores	2
To spend time / sit / relax	1
Medical & Health services	2
Banking and insurance	3
Beauty, spa	3
Gyms, personal training	5
Cleaning services	1
Entertainment	0
Vet	0
Consulting services	0
Other	0

Participants mostly visited to go to the cafes, bars and restaurants or the post office.

*Table 44: Preferred height limit in Glenferrie Road, Toorak (Household survey response)*

	No. responses
Less than three storeys	14
Three storeys	7
Four storeys	2
Five storeys	0
Six storeys	0
More than six storeys	0
Can't say	2

Participants preferred a height limit of less than three storeys.

*Table 45: Support for increased mix/ diversity of uses in Glenferrie Road, Toorak (Household survey response)*

	No. responses
Strongly support	5
Somewhat support	9
Neutral	3
Somewhat oppose	4
Strongly oppose	1
Can't say	2

Participants were divided, however the largest proportion considered increased mix/diversity of uses to be somewhat important.

*Table 46: Importance of improvements to landscaping in Glenferrie Road, Toorak (Household survey response)*

	No. responses
Very important	9
Somewhat important	7
Neutral	7
Somewhat unimportant	3
Very unimportant	0
Can't say	0

Most participants considered improvements to landscaping to be very important or somewhat important.

*Table 47: Importance of improvements to footpaths and seating areas in Glenferrie Road, Toorak (Household survey response)*

	No. responses
Very important	11
Somewhat important	6
Neutral	8
Somewhat unimportant	0
Very unimportant	0
Can't say	1

Most participants considered improvements to footpaths and seating areas to be very important.

Table 48: Importance of improvements to bike paths and pedestrian crossings in Glenferrie Road, Toorak (Household survey response)

	No. responses
Very important	8
Somewhat important	4
Neutral	6
Somewhat unimportant	5
Very unimportant	0
Can't say	3

Participants were divided however most considered improvements to bike paths and pedestrian crossings to be very important.

Table 49: Importance of improvements to parking in Glenferrie Road, Toorak (Household survey response)

	No. responses
Very important	12
Somewhat important	5
Neutral	6
Somewhat unimportant	1
Very unimportant	1
Can't say	0

Most participants considered improvements to parking to be very important.

Table 50: Importance of improvements to public transport infrastructure in Glenferrie Road, Toorak (Household survey response)

	No. responses
Very important	5
Somewhat important	5
Neutral	8
Somewhat unimportant	1
Very unimportant	4
Can't say	1

Most participants were neutral towards improvements to public transport infrastructure to be somewhat important.

### 3.2.8 Glenferrie Road-Malvern Road (Malvern Hill Village)

**Survey date and time:** Wednesday 30 Sept, 12.00 – 2.00pm

**Total survey responses:** 4 street, 1 online

**Surveyor observations:**

The centre comprises strip commercial businesses oriented around the main intersection. Trams run along both roads, focusing some of the activity around nearby shops. The main activity at the centre was focussed around the 4 corner sites:

- Café on the north east corner drawing significant foot traffic
- a pharmacy on the south east corner
- a service station on the south west corner
- a pub on the north west corner

The weather on the day was slightly windy but sunny. An office building is located on the eastern most extremity of the precinct.

**Key messages:**

- Participants like the friendly community atmosphere and its convenient location for local residents.
- Participants were generally accepting of possible residential and commercial development as long as suitable parking is provided.

**Did participants know the centre by any particular name?**

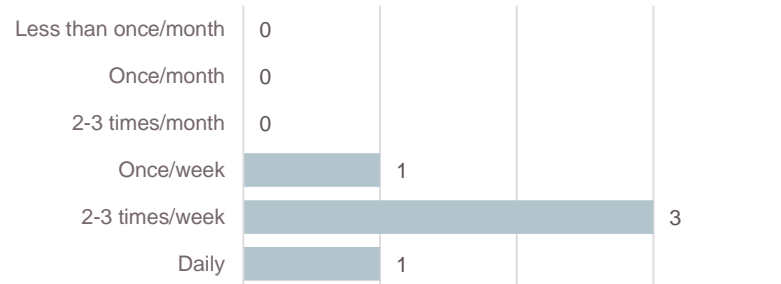
One participant knew the centre as Malvern Hill.



Figure 58: Glenferrie Road – Malvern Road Activity Centre (Malvern Hill Village)

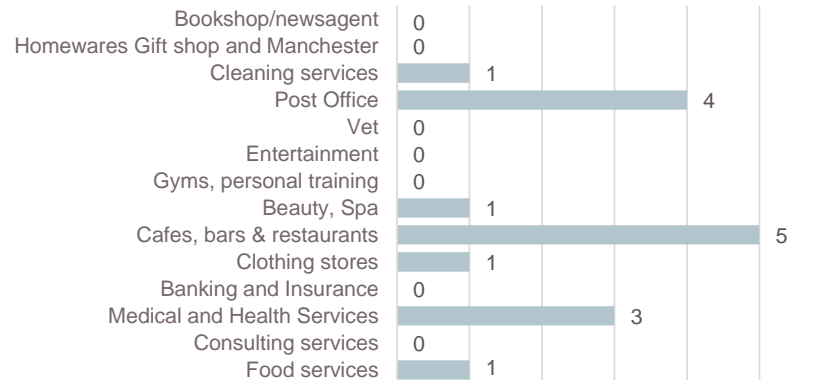
### How do participants currently use the centre?

Figure 59: How often do participants visit the centre?



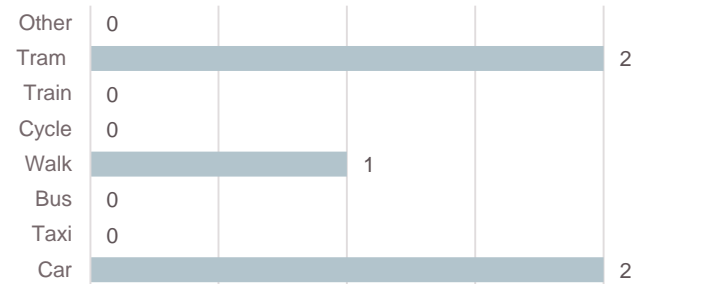
Most participants visited this centre two to three times per week (3 participants).

Figure 61: What shop do participants use at the centre?



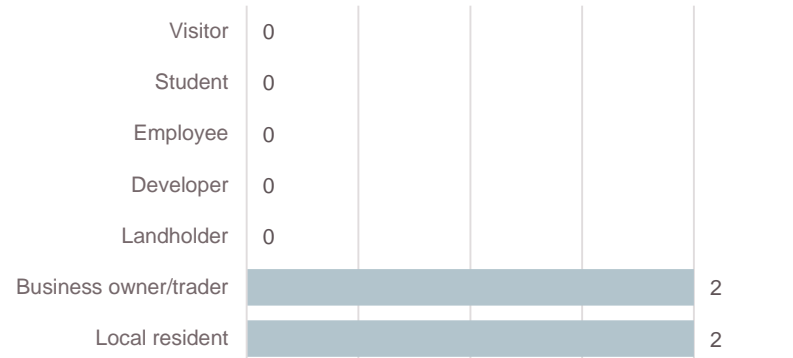
Cafés, bars and restaurants (5 participants) and Post Office (4 participants) the most commonly used shops. A further 3 participants visit for Medical and Health Services.

Figure 60: How do participants usually travel to the centre?



Car (2 participants) and Tram (2 participants) re the most common method of travel to this centre.

Figure 62: What is the participant's relationship to the centre?



Participants were local residents (2 participants) or business owner/trader (2 participants).

### What did participants like about the centre?

Participants consistently liked the proximity of the centre to 'home' and public transport. They also described it as 'friendly', 'local' and 'intimate'. As with many of the other centres participants appreciated the small scale strip shopping. One participant expressed concern that the prevalence of restaurants and food outlets made the centre quiet during the day.

*'No big department stores just locally owned, small businesses. Not too busy, intimate and friendly business owners and a community feel.'*

*'Glenferrie Road is just a great place to shop although food seems to have taken over unfortunately which leaves a quietness during the day for other businesses.'*

*'Convenient trams are great, close to Hawthorn.'*

### What improvements to the centre did participants want to see?

The majority of the participants discussed the possibility of more residential and commercial development, as long as parking was also improved and would not have detrimental impacts on current businesses. Another participant requested that the shop names and addresses are updated on Google Maps.

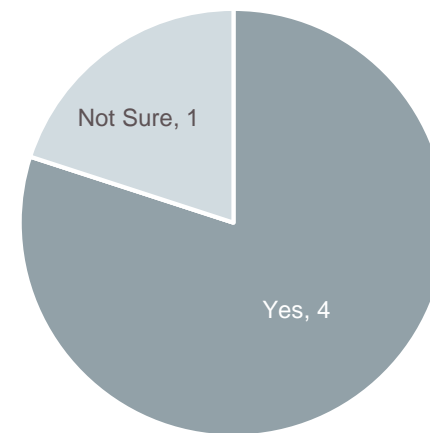
*'Bigger and more development but not at expense of current businesses.'*

*'More parking and more commercial/shops.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 63: Support for proposed boundary



The majority of participants (80 per cent) supported the proposed boundary. No comments were provided by participants on the proposed boundary.

Participants were presented with a range of possible improvements and asked whether they supported these improvement in the centre. Responses are detailed in the table below and the most common response for each improvement is highlighted.



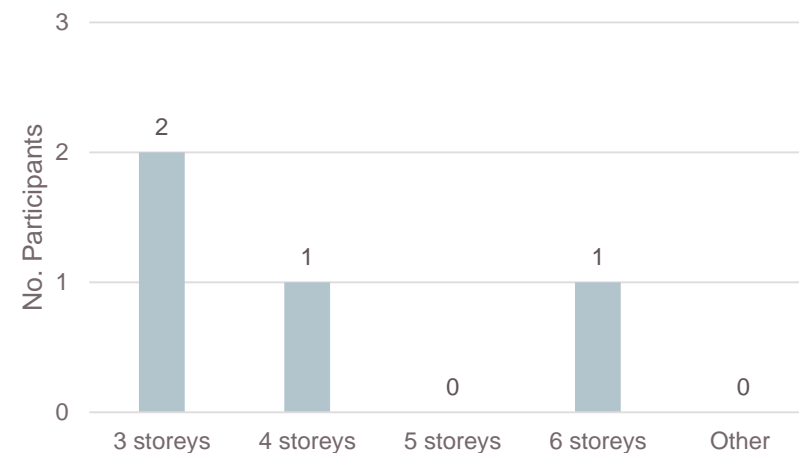
Table 51: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	2	0	1	1	1
Increased mix diversity of uses	2	1	1	0	0
Landscaping and trees	3	1	1	0	0
Footpaths and seating areas	3	0	2	0	0
Bicycle paths, parking and pedestrian crossings	5	0	0	0	0
Public transport infrastructure	1	1	3	0	0

The only comments made about proposed changes by participants were in regards to parking. Two participants would like to see more parking.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 64: Preferred height limit



Three storeys was preferred by 50 per cent of participants. No comments were provided by participants about their preferred height limit in the centre.

### Glenferrie Road – Malvern Road (Malvern Hill Village) Household Survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 52: Reasons for visiting Glenferrie Road – Malvern Road (Household survey response)*

	No. responses
Cafes, bars, restaurants	35
Food shopping	39
Post office	20
To socialise with friends	22
Bookshops / newsagent	19
Homewares, gift shop, manchester	18
Clothing stores	18
To spend time / sit / relax	10
Medical & Health services	14
Banking and insurance	13
Beauty, spa	9
Gyms, personal training	9
Cleaning services	8
Entertainment	4
Vet	1
Consulting services	0
Other	4

Participants mostly visited to go to the cafes, bars and restaurants, or to shop for food.

*Table 53: Preferred height limit in Glenferrie Road – Malvern Road (Household survey response)*

	No. responses
Less than three storeys	25
Three storeys	10
Four storeys	12
Five storeys	5
Six storeys	1
More than six storeys	2
Can't say	6

Participants preferred a height limit of less than three storeys.

*Table 54: Support for increased mix/ diversity of uses in Glenferrie Road – Malvern Road (Household survey response)*

	No. responses
Strongly support	23
Somewhat support	20
Neutral	13
Somewhat oppose	1
Strongly oppose	2
Can't say	2

Participants were generally somewhat or strongly supportive of increased mix/diversity of uses.

*Table 55: Importance of improvements to landscaping in Glenferrie Road – Malvern Road (Household survey response)*

	No. responses
Very important	25
Somewhat important	22
Neutral	12
Somewhat unimportant	1
Very unimportant	0
Can't say	1

Most participants considered improvements to landscaping to be very or somewhat important.

*Table 56: Importance of improvements to footpaths and seating areas in Glenferrie Road – Malvern Road (Household survey response)*

	No. responses
Very important	28
Somewhat important	18
Neutral	13
Somewhat unimportant	0
Very unimportant	0
Can't say	1

Most participants considered improvements to footpaths and seating areas to be very important.

*Table 57: Importance of improvements to bike paths and pedestrian crossings in Glenferrie Road – Malvern Road (Household survey response)*

	No. responses
Very important	23
Somewhat important	18
Neutral	14
Somewhat unimportant	3
Very unimportant	1
Can't say	0

Most participants considered improvements to bike paths and pedestrian crossings to be very important.

*Table 58: Importance of improvements to parking in Glenferrie Road – Malvern Road (Household survey response)*

	No. responses
Very important	31
Somewhat important	10
Neutral	13
Somewhat unimportant	3
Very unimportant	1
Can't say	2

Most participants considered improvements to parking to be very important.

*Table 59: Importance of improvements to public transport infrastructure in Glenferrie Road – Malvern Road (Household survey response)*

	No. responses
Very important	25
Somewhat important	19
Neutral	10
Somewhat unimportant	2
Very unimportant	1
Can't say	3

Most participants found improvements to public transport infrastructure to be very important.

### 3.2.9 Tooronga Road-High Street (High on Tooronga)

**Survey date and time:** Thursday 24 September, 12.00 – 2.00pm

**Total survey responses:** 12 street, 2 online

**Surveyor observations:**

The centre experienced peaks and troughs of activity during the survey session. People of all ages visited the cafes, chemist, gym and florist. Most young people concentrated around the gym and public transport stops. The weather was mild.

**Key messages:**

- Participants felt that the centre provided some good shopping and eating options, but was not a 'destination' in itself.
- Participants enjoy the high amenity including a plentiful supply of parking.
- There was a general preference for a greater diversity of shops including more cafés and restaurants.

**Did participants know the centre by any particular name?**

One participant knew the centre as the High Street Local.

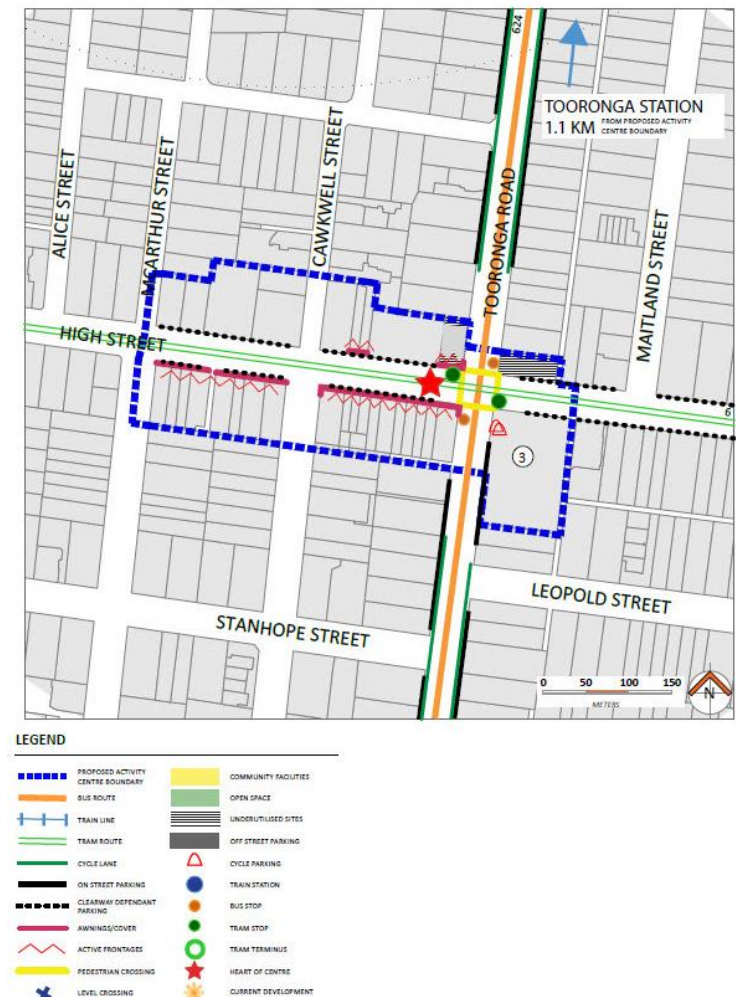
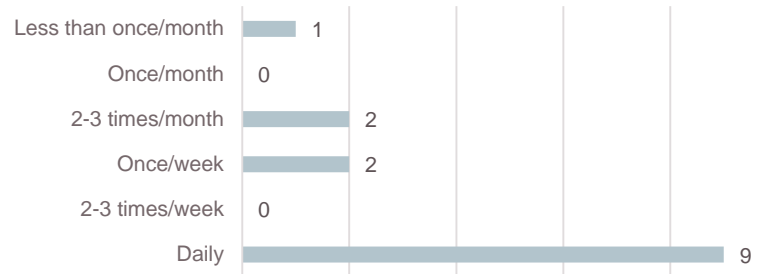


Figure 65: Tooronga Road – High Street Activity Centre (High on Tooronga)

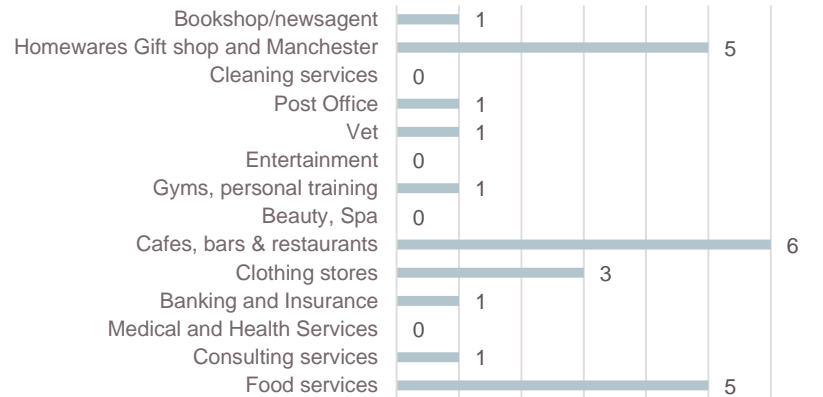
### How do participants currently use the centre?

Figure 66: How often do participants visit the centre?



The majority of participants visit the centre daily (9 participants).

Figure 68: What shop do participants use at the centre?



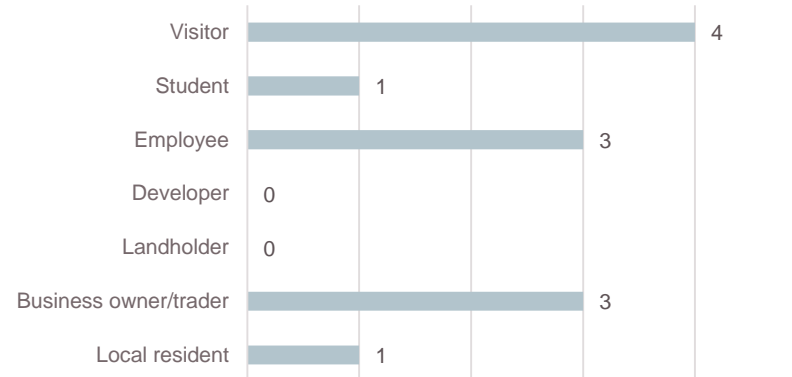
Cafés, bars and restaurants (6 participants) were the most common reason for visiting the centre, followed by Post Office (5 participants) and Homewares, Gift shop and Manchester (5 participants).

Figure 67: How do participants usually travel to the centre?



Most participants travel to the centre by car (10 participants).

Figure 69: What is the participant's relationship to the centre?



The largest proportion of participants at this centre were visitors (4 participants) followed by Business owner/trader (3 participants) and Employees (3 participants).

### What did participants like about the centre?

Participants consistently discussed the accessibility, particularly the parking availability and proximity to public transport. Two participants also mentioned the 'quality' of the shops and another described the centre as 'peaceful'.

*'Close to home, it is my little neighbourhood, on the tramline and peaceful.'*

*'You can park which is good.'*

*'I like the quality of shops.'*

### What improvements to the centre did participants want to see?

The majority of the participants would like to see an increase in the number and diversity of shops, particularly more food outlets and restaurants. A few participants would like to see more parking. One participant expressed strong opposition to increased development as they believe it does not fit with current 'neighbourhood character'. Another participant requested greater 'municipal services'.

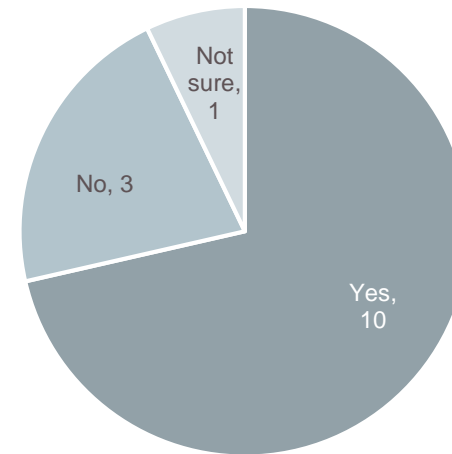
*'Restaurants and other options, more attractions, don't hang out here with friends.'*

*'No it is fine, just more development of high rise units/shops etc.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 70: Support for proposed boundary



The majority of participants (71 per cent) supported the proposed boundary. One participant felt they were unsure of the intent of the boundary and another expressed concern about the impact on congestion and parking if there are more people in the area. Two participants felt that it was important to have a supermarket in the centre.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next page and the most common response for each improvement is highlighted.

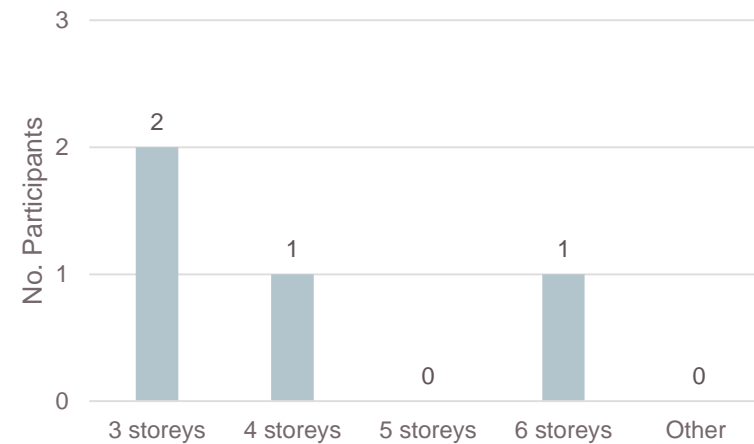
Table 60: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	3	7	1	4	0
Increased mix diversity of uses	6	5	1	3	0
Landscaping and trees	8	4	3	0	0
Footpaths and seating areas	9	2	2	2	0
Bicycle paths, parking and pedestrian crossings	6	2	6	1	0
Public transport infrastructure	6	1	8	0	0

Participants commented on the need for more parking in the area especially if the increased development. Many participants would like to see the footpaths improved, in particular levelling the footpath and repairing pot holes.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 71: Preferred height limit



Three storeys was the preferred height limit for 50 per cent of the participants. The other participants supported higher limits as long as the 'amenity' of the centre is retained.

### Tooronga Road – High Street (High on Tooronga) household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 61: Reasons for visiting Tooronga Road – High Street (Household survey response)*

	No. responses
Cafes, bars, restaurants	8
Food shopping	9
Post office	1
To socialise with friends	3
Bookshops / newsagent	2
Homewares, gift shop, manchester	5
Clothing stores	4
To spend time / sit / relax	0
Medical & Health services	9
Banking and insurance	1
Beauty, spa	2
Gyms, personal training	10
Cleaning services	1
Entertainment	1
Vet	0
Consulting services	0
Other	6

Participants mostly visited to go to the gym or personal training, for medical and health services, or to shop for food.

*Table 62: Preferred height limit in Tooronga Road – High Street (Household survey response)*

	No. responses
Less than three storeys	9
Three storeys	11
Four storeys	2
Five storeys	1
Six storeys	0
More than six storeys	0
Can't say	1

Participants preferred a height limit of three storeys.

*Table 63: Support for increased mix/ diversity of uses in Tooronga Road – High Street (Household survey response)*

	No. responses
Strongly support	9
Somewhat support	5
Neutral	9
Somewhat oppose	0
Strongly oppose	0
Can't say	1

Participants were divided, however the largest proportion strongly supported increased mix/diversity of uses.

*Table 64: Importance of improvements to landscaping in Tooronga Road – High Street (Household survey response)*

	No. responses
Very important	11
Somewhat important	8
Neutral	2
Somewhat unimportant	2
Very unimportant	0
Can't say	1

Most participants considered improvements to landscaping to be very important.



*Table 65: Importance of improvements to footpaths and seating areas in Tooronga Road – High Street (Household survey response)*

	No. responses
Very important	12
Somewhat important	7
Neutral	5
Somewhat unimportant	0
Very unimportant	0
Can't say	1

Most participants considered improvements to footpaths and seating areas to be very important.

*Table 66: Importance of improvements to bike paths and pedestrian crossings in Tooronga Road – High Street (Household survey response)*

	No. responses
Very important	7
Somewhat important	9
Neutral	5
Somewhat unimportant	0
Very unimportant	2
Can't say	1

Participants were divided however most considered improvements to bike paths and pedestrian crossings to be somewhat important.

*Table 67: Importance of improvements to parking in Tooronga Road – High Street (Household survey response)*

	No. responses
Very important	12
Somewhat important	7
Neutral	4
Somewhat unimportant	1
Very unimportant	0
Can't say	1

Most participants considered improvements to parking to be very important.

*Table 68: Importance of improvements to public transport infrastructure in Tooronga Road – High Street (Household survey response)*

	No. responses
Very important	10
Somewhat important	2
Neutral	6
Somewhat unimportant	4
Very unimportant	2
Can't say	1

Most participants were neutral towards improvements to public transport infrastructure to be very important.

### 3.2.10 Wattletree Village

**Survey date and time:** Wednesday 30 Sept, 2.30 – 4.30pm

**Total survey responses:** 7 street, 1 online

**Surveyor observations:**

Wattletree Village mostly comprised commercial businesses oriented along Wattletree Road, with little commercial activity along Tooronga Road. A tram runs along Wattletree Road. The core of the activity in the centre is situated around the post office, with some activity around the cafes and the nursery. An office building is located on the north west. The weather was slightly windy but sunny.

*Note: No data was collected relating to method of travel to the centre.*

**Key messages:**

- Participants like the convenience of this centre and the ample parking.
- Participants would like to see a greater diversity of shops in the centre.

**Did participants know the centre by any particular name?**

One participant knew the centre as Wattletree Road.

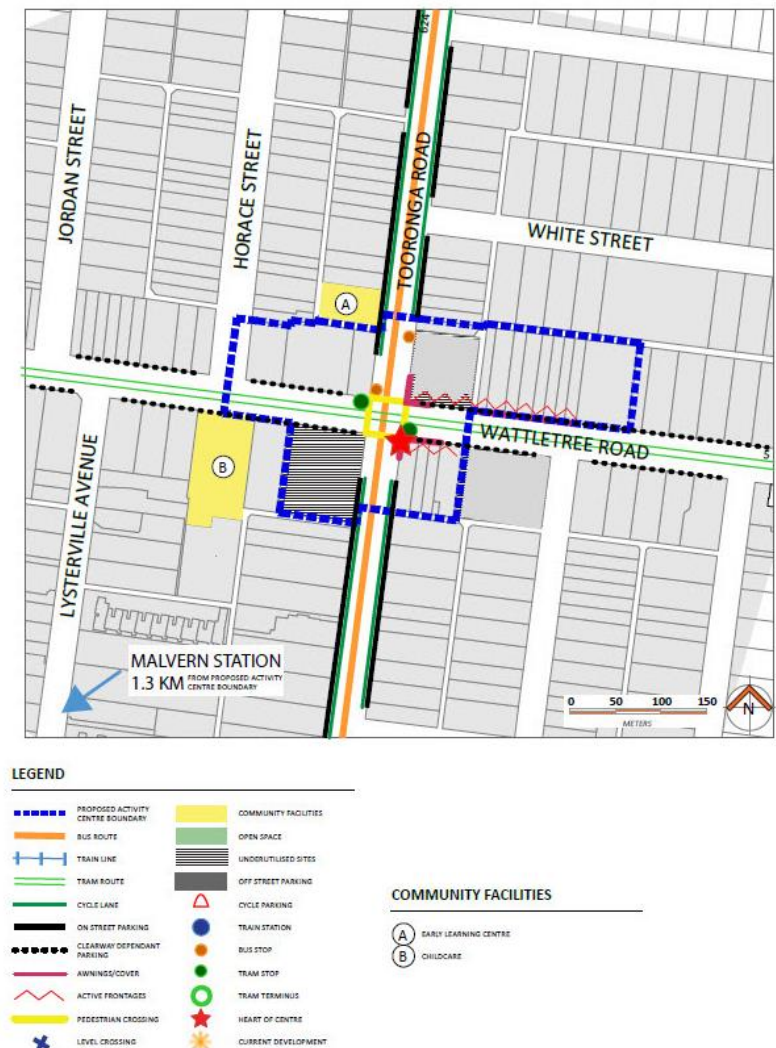
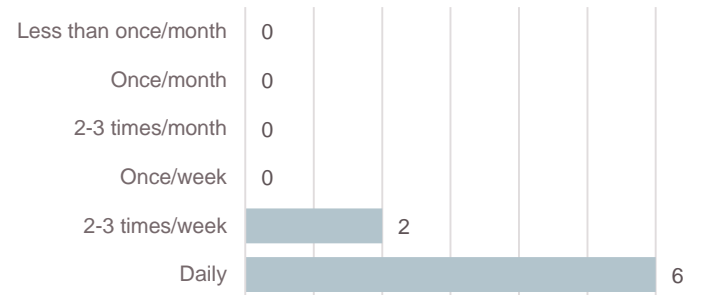


Figure 14: Wattletree Village Activity Centre

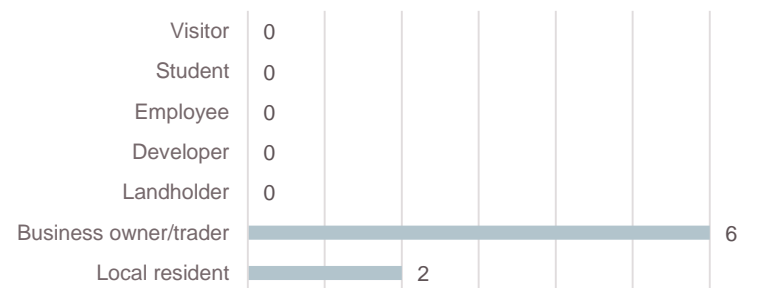
### How do participants currently use the centre?

Figure 73: How often do participants visit the centre?



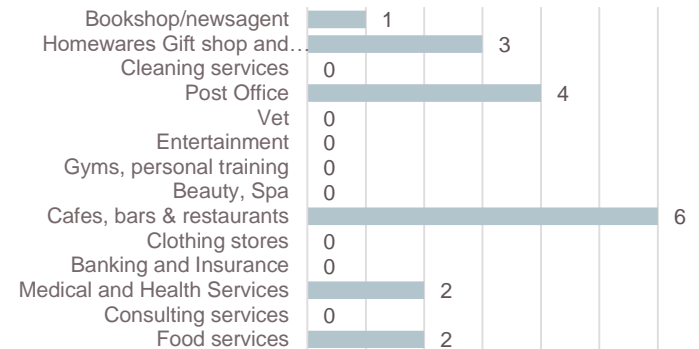
Most participants visit daily (6 participants) or two to three times per week (2 participants).

Figure 75: What is the participant's relationship to the centre?



Most participants are business owner/traders (6 participants).

Figure 74: What shop do participants use at the centre?



Cafés, bars and restaurants (6 participants) were the shops used most often, followed by the Post Office (4 participants).

### What did participants like about the centre?

Participants consistently discussed the accessibility and convenience of the centre as what they liked about it. In particular they described regular traffic and ease of parking. One participant liked the small intimate nature of the shops, while another highlighted the 'friendly locals'.

*'Car spot out the front, a lot of through traffic.'*

*'Away from big shopping strips, intimate.'*

### What improvements to the centre did participants want to see?

Many of the participants want to see a greater number and diversity of uses including more retail shops, restaurants and residential development. Two participants would also like to see more parking off and on street. The footpath was described as 'uneven' and 'unsafe' by a participant. Another participant suggested improving the landscaping in the centre and allowing traders to display goods out the front.

*'Potential to expand high rise apartments. Parking is an issue, need spaces out front for loading as I get fined for parking at my own business.'*

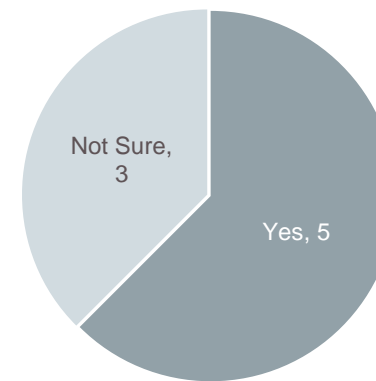
*'More shops needed, especially food shops.'*

*'Footpath is uneven and unsafe. Diversity in businesses, too many offices, needs more active uses and off street parking.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 76: Support for proposed boundary



The majority of participants (36 per cent) supported the proposed boundary.

Participants were presented with a range of possible improvements and asked whether they supported these improvement in the centre. Responses are detailed in the table below and the most common response for each improvement is highlighted.

Table 69: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	2	3	1	1	1
Increased mix diversity of uses	5	1	1	0	1
Landscaping and trees	3	1	4	0	0
Footpaths and seating areas	4	2	2	0	0
Bicycle paths, parking and pedestrian crossings	5	2	1	0	0
Public transport infrastructure	2	2	4	0	0

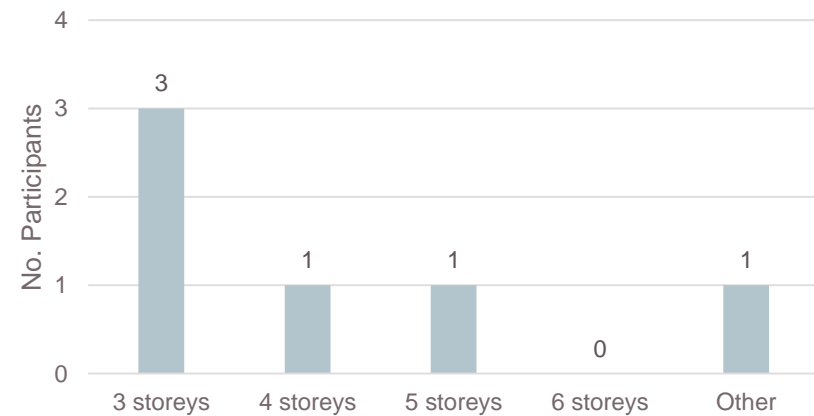
Participants were generally in support of proposed improvements to the centre. There was support and strong for improving footpaths and seating areas, bicycle paths, parking and pedestrian crossings. While participants generally supported increased mix and diversity of uses, and increased development, one participant strongly did not support both of these proposal changes.

Commercial uses were preferred for new development in the centre. Participants specifically noted that they would like to see more retail shops, grocery shops, and cafes, and that this could make the centre more of a destination. Participants suggested that more seating was required in the centre.

Improvement to landscaping and trees and public transport infrastructure were the proposal improvements that most participants were neutral towards.

Participants were asked if there was an underutilised site in their centre what they would consider to be a reasonable height limit would be for new development. Their responses are shown below.

Figure 77: Preferred height limit



Three participants preferred a height limit of three storeys. One participants reiterated their support for new development by suggesting that 'more development means a bigger community.'

### Wattletree Village household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 70: Reasons for visiting Wattletree Village (Household survey response)*

	No. responses
Cafes, bars, restaurants	19
Food shopping	20
Post office	7
To socialise with friends	9
Bookshops / newsagent	9
Homewares, gift shop, manchester	10
Clothing stores	9
To spend time / sit / relax	4
Medical & Health services	5
Banking and insurance	7
Beauty, spa	3
Gyms, personal training	2
Cleaning services	4
Entertainment	0
Vet	2
Consulting services	0
Other	2

Participants mostly visited to shop for food or to go to the cafes, bars and restaurants.

*Table 71: Preferred height limit in Wattletree Village (Household survey response)*

	No. responses
Less than three storeys	15
Three storeys	3
Four storeys	1
Five storeys	1
Six storeys	0
More than six storeys	1
Can't say	5

Participants preferred a height limit of less than three storeys.

*Table 72: Support for increased mix/ diversity of uses in Wattletree Village (Household survey response)*

	No. responses
Strongly support	6
Somewhat support	9
Neutral	7
Somewhat oppose	1
Strongly oppose	2
Can't say	2

Participants were divided, however the largest proportion considered increased mix/diversity of uses to be somewhat important.

*Table 73: Importance of improvements to landscaping in Wattletree Village (Household survey response)*

	No. responses
Very important	11
Somewhat important	5
Neutral	7
Somewhat unimportant	1
Very unimportant	0
Can't say	2

Most participants considered improvements to landscaping to be very important.

*Table 74: Importance of improvements to footpaths and seating areas in Wattletree Village (Household survey response)*

	No. responses
Very important	7
Somewhat important	11
Neutral	5
Somewhat unimportant	0
Very unimportant	0
Can't say	3

Most participants considered improvements to footpaths and seating areas to be somewhat important.

Table 75: Importance of improvements to bike paths and pedestrian crossings in Wattletree Village (Household survey response)

	No. responses
Very important	12
Somewhat important	5
Neutral	5
Somewhat unimportant	0
Very unimportant	1
Can't say	4

Participants considered improvements to bike paths and pedestrian crossings to be very important.

Table 76: Importance of improvements to parking in Wattletree Village (Household survey response)

	No. responses
Very important	9
Somewhat important	7
Neutral	6
Somewhat unimportant	0
Very unimportant	1
Can't say	4

Most participants considered improvements to parking to be very or somewhat important.

Table 77: Importance of improvements to public transport infrastructure in Wattletree Village (Household survey response)

	No. responses
Very important	6
Somewhat important	9
Neutral	6
Somewhat unimportant	2
Very unimportant	1
Can't say	3

Most participants considered improvements to public transport infrastructure to be somewhat important.

### 3.2.11 High Street, Glen Iris (Glen Iris Village)

**Survey date and time:** Tuesday 15 September, 12.00 – 2.00pm

**Total survey responses:** 10 street, 2 online

**Surveyor observations:**

The centre contains a busy traffic junction both cars and public transport. Within the centre the key activity was at the bakery and post office. Participants generally spent a short time in the centre, and many were passing through the centre to access the train station or tram stop. The weather was cool with intermittent rain and sunshine.

**Key messages:**

- Participants like the convenience in relation to public transport.
- Participants noted that the centre was generally run-down and feels 'forgotten'.
- Participants generally supported increased diversity of uses and improvement to parking and the public realm.

**Did participants know the centre by any particular name?**

Two participants knew the centre as Glen Iris shopping centre. Other participants referred to the centre as Station Shops, Glen Iris Village, Glen Iris Proper and High Street, Glen Iris.

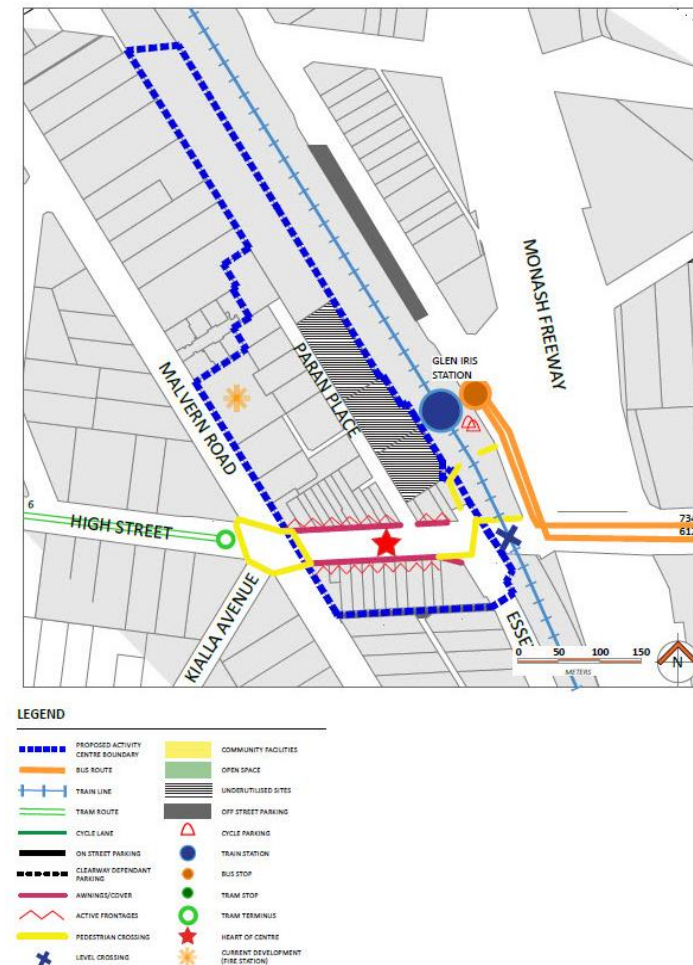
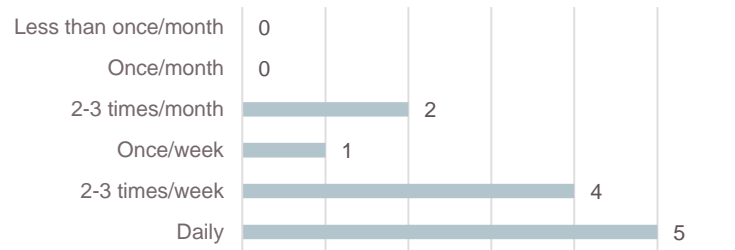


Figure 78: High Street, Glen Iris Activity Centre (Glen Iris Village)



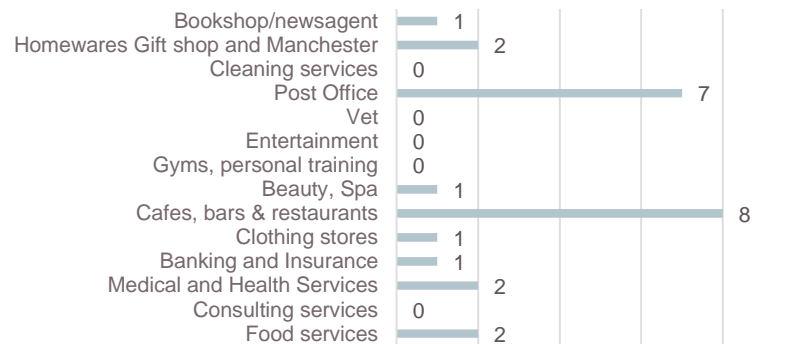
### How do participants currently use the centre?

Figure 79: How often do participants visit the centre?



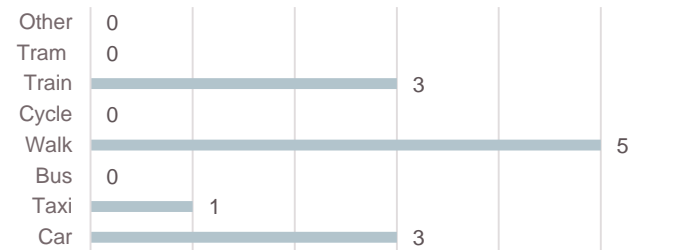
Most participants visit daily (5 participants) or two to three times per week (4 participants).

Figure 81: What shop do participants use at the centre?



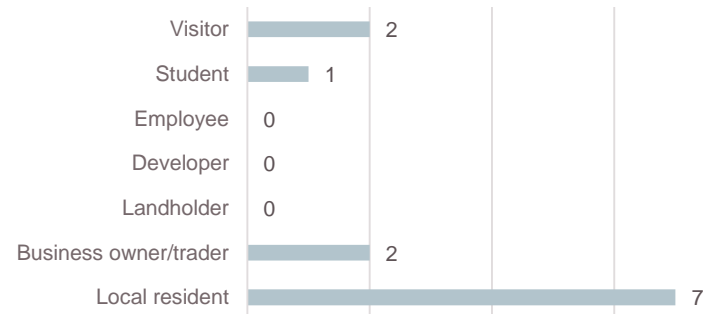
Cafés, bars and restaurants (8 participants) and Post Office (7 participants) the most commonly visited shops.

Figure 80: How do participants usually travel to the centre?



The largest proportion of participants usually walk to the centre (5 participants). Train (3 participants) and Car (3 participants) are also common methods of travel.

Figure 82: What is the participant's relationship to the centre?



The majority of participants at this centre are local residents (7 participants).

### What did participants like about the centre?

The highlight of the centre for most participants was the local shops, particularly the bakery, post office, pharmacist and café. They described the service as 'friendly', 'personal' and 'pleasant'. The convenience of the centre including proximity to 'home' and transport, was also discussed.

*'Personal service from the pharmacist and the post office.'*

*'A friendly place to shop and close to my home.'*

### What improvements to the centre did participants want to see?

A participant described the centre as 'the forgotten centre', and this was reflected in the number of improvements participants discussed. Pedestrian access and safety was a concern, with participants suggesting that the footpaths need improvement as well as pedestrian crossings. Participants also wanted to see an improvement in the street scape including landscaping, visual appearance of shops and more seating. Two participants called for more parking, and another wanted to see more shops, particularly filling the vacant retail spaces. One participant felt very strongly about the need for a green arrow to turn right from High Street going east to avoid traffic accidents.

*'More shops/businesses (e.g. restaurants, groceries, even gym) as there are a lot of empty shops.'*

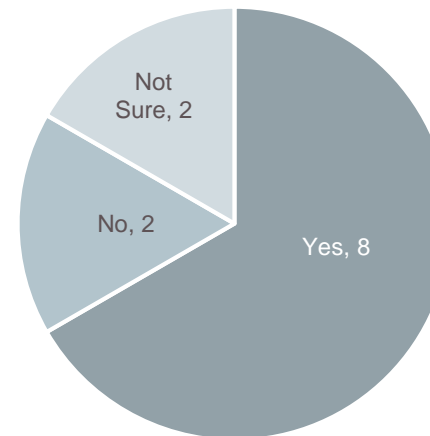
*'Parking is horrific and shops are run down, needs something done to.'*

*'We're the forgotten centre. Footpath improvements, particularly on the east side. It would be good to have a street sweeper once a year.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 83: Support for proposed boundary



The majority of participants (67 per cent) supported the proposed boundary. One participant who did not support the boundary suggested that the activity centre should be contained to the shops located on High Street.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table to the right and the most common response for each improvement is highlighted.

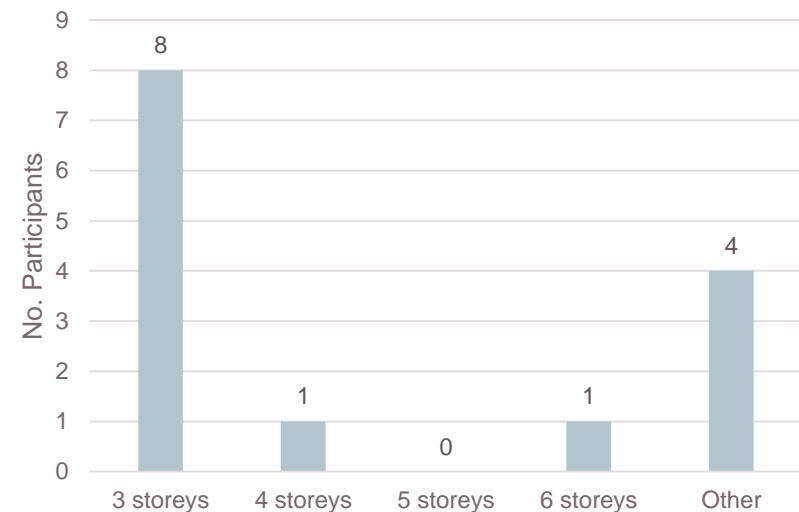
*Table 84: Support for proposed improvements*

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	1	6	3	2	1
Increased mix diversity of uses	4	7	0	1	0
Landscaping and trees	9	2	1	0	0
Footpaths and seating areas	10	1	1	0	0
Bicycle paths, parking and pedestrian crossings	6	1	5	0	0
Public transport infrastructure	4	0	7	1	0

Participants were generally supportive of the proposed changes. While there was general support for increased development and increased mix and diversity of uses, there were also participants who did not, or strongly did not support these proposed changes. One participant noted that the quality and density of increased development would determine if it would be appropriate for the centre.

Participants were asked if there was an underutilised site in their centre what they would consider to be a reasonable height limit would be for new development.

*Figure 85: Preferred height limit*



The largest proportion of participants identified three storeys as their preferred height limit for new development.

### 3.2.12 Burke Road-Wattletree Road (Central Park Village)

**Survey date and time:** Thursday 17 September, 12.00 – 2.00pm

**Total survey responses:** 12 street, 5 online

**Surveyor observations:**

The centre had a steady flow of visitors including local employees getting a quick 'bite to eat' and residents spending time in the cafes and local stores. The weather was sunny with a cool wind.

**Key messages:**

- This centre had a strong community feel which encouraged social interaction
- Participants enjoyed the convenience and its proximity to Central Park and public transport.
- Participants believed that that visual amenity could be improved but were otherwise generally opposed to new development.

**Did participants know the centre by any particular name?**

Ten participants knew the centre as the Central Park Shops. Other names referred to were The Village and Wattletree Road Shops.

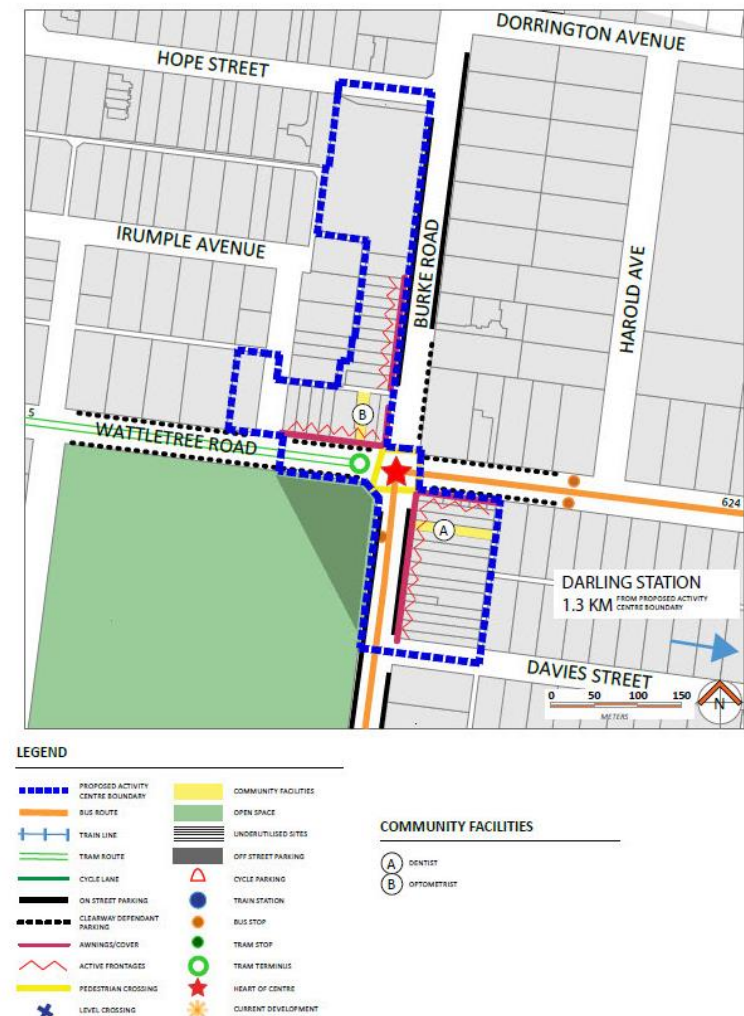
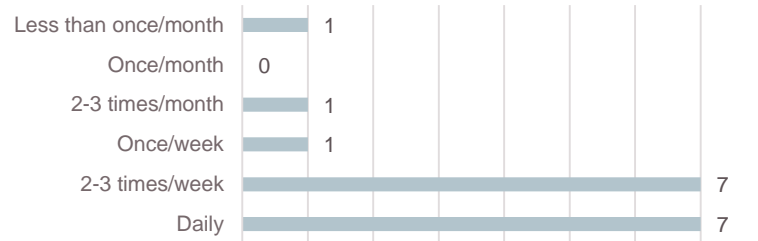


Figure 86: Burke Road – Wattletree Road Activity Centre (Central Park Village)

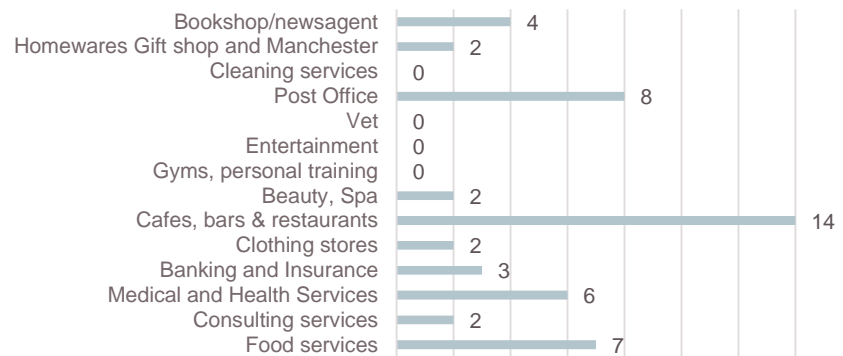
### How do participants currently use the centre?

Figure 87: How often do participants visit the centre?



Most participants visit daily (7 participants) or two to three times per week (7 participants).

Figure 90: What shop do participants use at the centre?



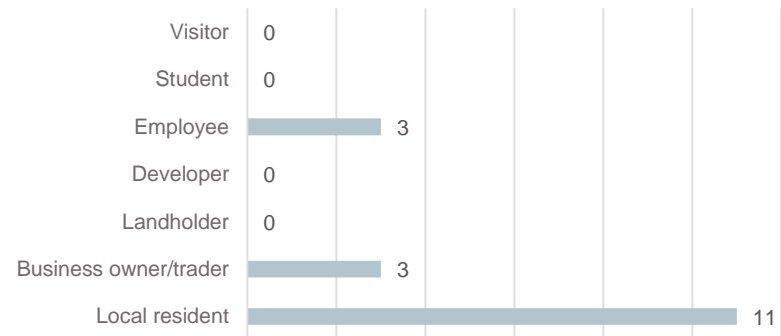
Cafés, bars and restaurants (14 participants) are the most commonly used shops followed by Post Office (8 participants) and food services (7 participants).

Figure 89: How do participants usually travel to the centre?



The largest proportion of participants usually travel to this centre by car (10 participants) or walk to the centre (9 participants).

Figure 91: What is the participant's relationship to the centre?



The majority of participants are local residents (11 participants).

### What did participants like about the centre?

Many participants referred to the community feel of the centre, a place where everyone knew each other and fostered social interaction. The variety and quality of shops was highlighted by several participants. The proximity to Central Park was another consistently listed benefit. A few participants also discussed the accessibility of the centre with the tram stop and free parking.

*'Ticks all the boxes for a place for workers to come for lunch.'*

*'This centre forms an important aspect of social interaction.  
We are lucky to be living in such close proximity to this place.'*

*'Nice mix of shops, cafes and trees.'*

### What improvements to the centre did participants want to see?

There was not a lot of change that residents wanted to see. The key improvement discussed was improving the street scape including more seating, 'freshening' the building facades and improve the footpaths. Two participants suggested having more activities in the centre for example cross promotion events between shops and local businesses. A few participants expressed concern that it was getting increasingly harder to access parking in the centre.

*'Freshened up, a new lease of life for the facades.'*

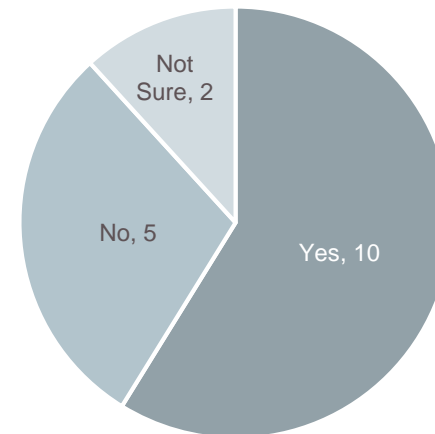
*'Parking sometimes is tight, but generally not much has to be changed.'*

*'Better promotion and integration with facilities on the street, childcare and museum.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 92: Support for proposed boundary



The majority of participants (59 per cent) supported the proposed boundary. One participant felt that the centre 'reads well as a village'.

Another participant suggested that the centre interfaces with surrounding uses should allow a variety of uses.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next page and the most common response for each improvement is highlighted.

Table 79: Support for proposed improvements

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	2	3	1	4	5
Increased mix diversity of uses	3	5	2	4	2
Landscaping and trees	7	7	0	1	1
Footpaths and seating areas	9	3	4	0	0
Bicycle paths, parking and pedestrian crossings	8	6	1	2	0
Public transport infrastructure	4	4	4	1	1

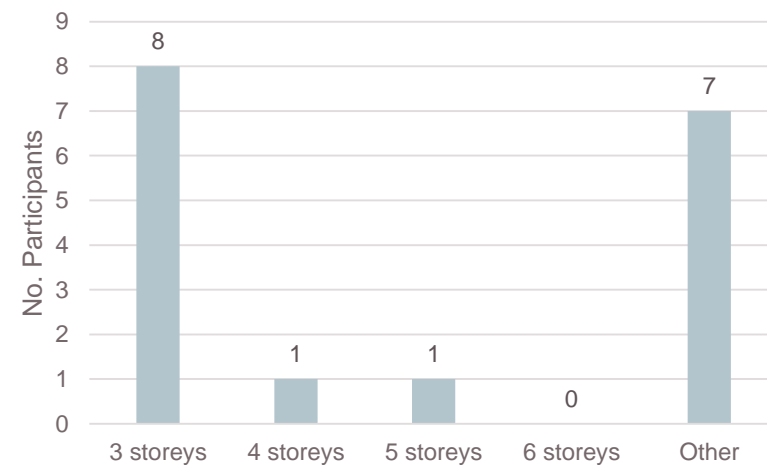
Participants were divided on the subject of new development and introducing increased diversity of uses. The largest proportion of participant strongly did not support increased development. Participant who were opposed to increased development expressed concern that new development would adversely impact the heritage character of the centre.

Participants generally supported or strongly supported improvements to landscaping and trees, footpaths and seating areas, pedestrian crossings, bicycle infrastructure and public transport infrastructure.

Participants spoke about ensuring that improvement protect the park and provide additional seating, picnic tables and BBQs.

Participants were asked if there was an underutilised site in their centre what would their height limit would be for new development. Their responses are shown in the figure below.

Figure 93: Preferred height limit



Most participants identified three storeys as their preferred height limit. Participants did not provide any further comment. .

### Burke Road – Wattletree Road (Central Park Village) household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 80: Reasons for visiting Burke Road – Wattletree Road (Household survey response)*

	No. responses
Cafes, bars, restaurants	34
Food shopping	14
Post office	5
To socialise with friends	15
Bookshops / newsagent	6
Homewares, gift shop, manchester	3
Clothing stores	0
To spend time / sit / relax	6
Medical & Health services	4
Banking and insurance	12
Beauty, spa	1
Gyms, personal training	2
Cleaning services	1
Entertainment	0
Vet	0
Consulting services	0
Other	1

Participants mostly visited to go to the cafes, bars and restaurants, or to shop for food.

*Table 81: Preferred height limit in Burke Road – Wattletree Road (Household survey response)*

	No. responses
Less than three storeys	31
Three storeys	6
Four storeys	0
Five storeys	1
Six storeys	0
More than six storeys	0
Can't say	2

Participants preferred a height limit of less than three storeys.

*Table 82: Support for increased mix/ diversity of uses in Burke Road – Wattletree Road (Household survey response)*

	No. responses
Strongly support	3
Somewhat support	11
Neutral	11
Somewhat oppose	5
Strongly oppose	8
Can't say	2

Participants were generally neutral or considered increased mix/diversity of uses to be somewhat important.

*Table 89: Importance of improvements to landscaping in Burke Road – Wattletree Road (Household survey response)*

	No. responses
Very important	12
Somewhat important	13
Neutral	12
Somewhat unimportant	2
Very unimportant	0
Can't say	0

Most participants considered improvements to landscaping to be very important to neutral.

*Table 90: Importance of improvements to footpaths and seating areas in Burke Road – Wattletree Road (Household survey response)*

	No. responses
Very important	9
Somewhat important	17
Neutral	9
Somewhat unimportant	3
Very unimportant	0
Can't say	2

Most participants considered improvements to footpaths and seating areas to be somewhat important.



Table 91: Importance of improvements to bike paths and pedestrian crossings in Burke Road – Wattletree Road (Household survey response)

	No. responses
Very important	12
Somewhat important	3
Neutral	8
Somewhat unimportant	5
Very unimportant	12
Can't say	0

Participants were divided with equal proportions considering improvements to bike paths and pedestrian crossings to be very important and very unimportant.

Table 92: Importance of improvements to parking in Burke Road – Wattletree Road (Household survey response)

	No. responses
Very important	13
Somewhat important	9
Neutral	8
Somewhat unimportant	6
Very unimportant	4
Can't say	1

Most participants considered improvements to parking to be very important.

Table 93: Importance of improvements to public transport infrastructure in Burke Road – Wattletree Road (Household survey response)

	No. responses
Very important	12
Somewhat important	7
Neutral	12
Somewhat unimportant	7
Very unimportant	3
Can't say	0

Participants were divided with respect to public transport infrastructure. Most participants were neutral or considered this to be very important.

### 3.2.13 Malvern Road-Darling Road (Darling Village)

**Survey date and time:** Thursday 17 September, 2.30 – 4.30pm

**Total survey responses:** 7 street, 2 online

**Surveyor observations:**

There was a lot of car traffic, but pedestrian areas had little activity. The noise of nearby construction was very prominent on the street, making conversations difficult. Many participants were just passing through the centre, stopping for a short time at the post office and bakery. The weather was cold with strong winds.

**Key messages:**

- Participants like the convenience and accessibility via car and public transport.
- Participants would like to see a greater diversity of shops in the centre including a supermarket and restaurant.
- Some participants supported public realm improvements and suggested that improved pedestrian crossings would improve safety in the centre.
- Participants were generally supportive of centre development as long as it did not detract from the existing centre character.

**Did participants know the centre by any particular name?**

One participant knew the centre as Darling Village.

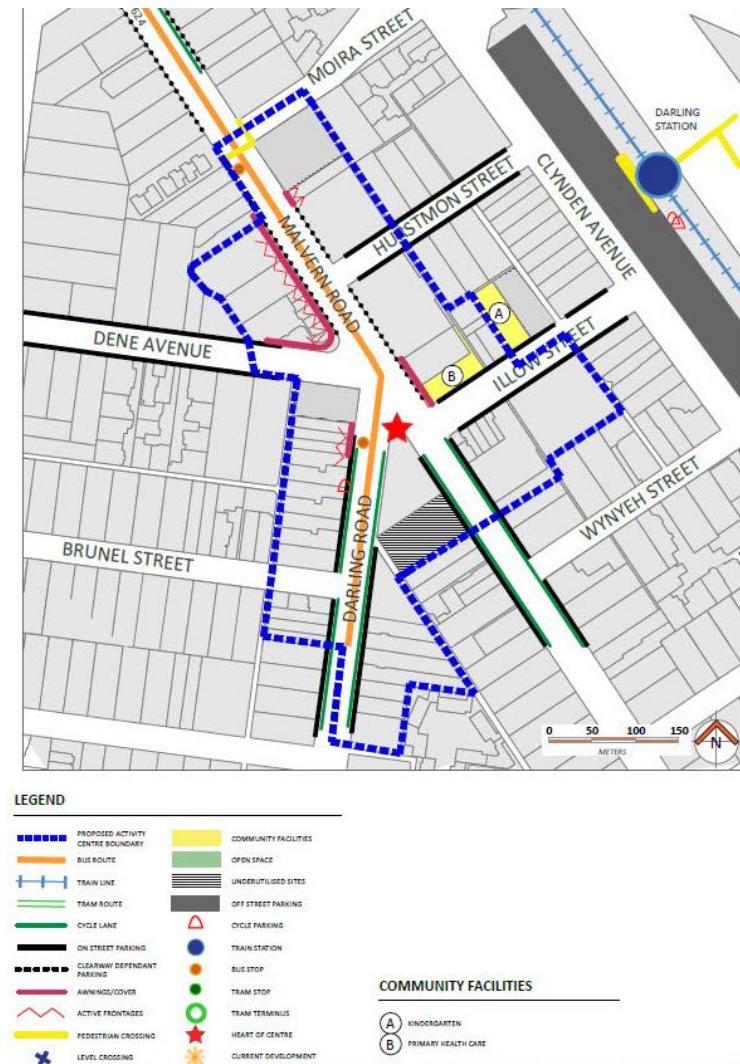
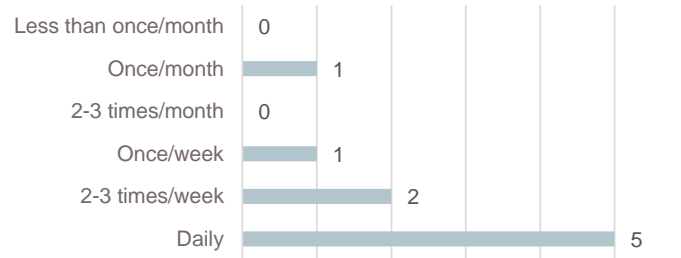


Figure 94: Malvern Road – Darling Road Activity Centre (Darling Village)

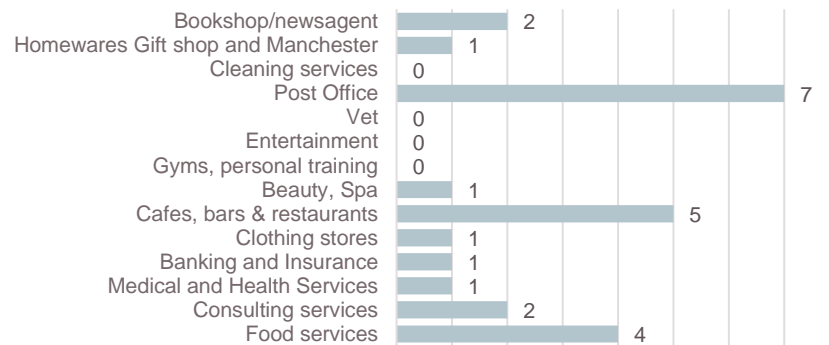
### How do participants currently use the centre?

Figure 95: How often do participants visit the centre?



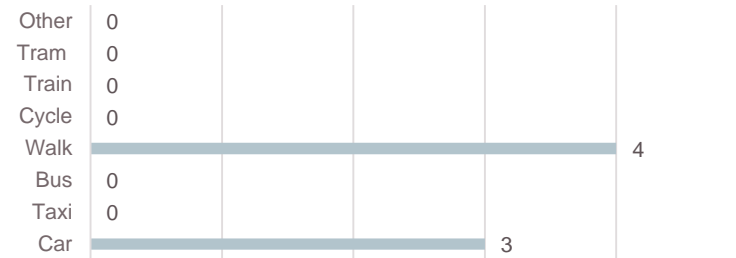
Most participants visit the centre daily (5 participants).

Figure 97: What shop do participants use at the centre?



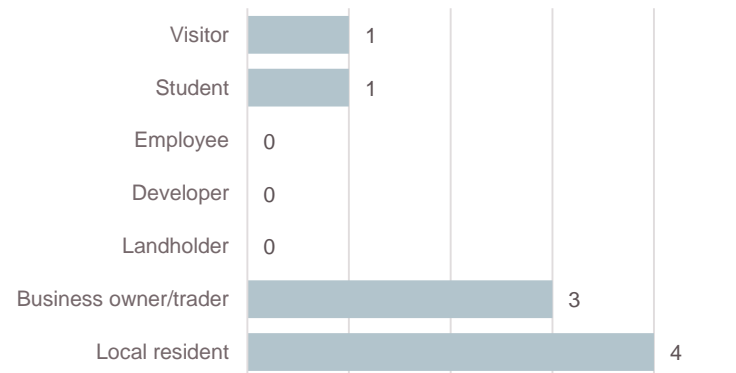
The Post Office is the most common reason for participant visiting (7 participants), followed by cafés, bars and restaurants (5 participant).

Figure 96: How do participants usually travel to the centre?



Walking is the most common method of travel for participants (4 participants), followed by car (3 participants).

Figure 98: What is the participant's relationship to the centre?



Local residents represent the largest proportion of participants (4 participants), followed by Business owner/trader (3 participants).

### What did participants like about the centre?

Convenience and accessibility were the key benefits, particularly proximity to train station and parks, as well as easy access to the city by car. A few participants highlighted the friendliness of the people.

*'Variety of shops and offices. Proximity to railway station.  
Proximity to walking paths and parks. Friendly atmosphere.'*  
*'Easy access to city via car.'*

### What improvements to the centre would participants like to see?

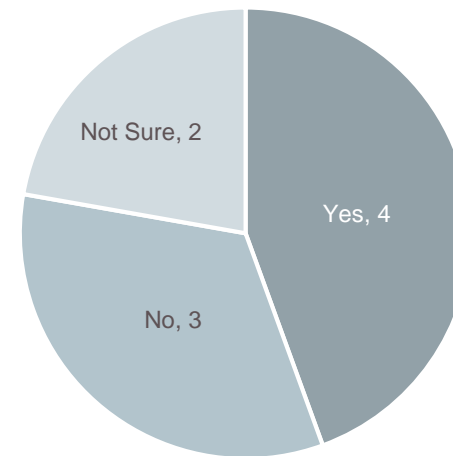
Several participants would like to see more restaurants and shops, including a supermarket. Two participants expressed concern about the traffic lights, describing it as 'confusing' and dangerous for pedestrians. Greater maintenance of the streetscape including cleaning up rubbish, graffiti and glass was requested by a few participants. One participant also suggested improving landscaping and adding more seating.

*'Confusing traffic lights for access to and from Illowa Street and 7-11. Lights allow traffic in one direction while stopping other direction for Darling Road turn from Malvern Road. Dangerous for pedestrians, especially children coming from railway station.'*  
*'Add a grocery store e.g. Aldi. More cafe/restaurant shop fronts along Malvern.'*  
*'Nature strip maintained. Little Chloe cafe outdoor seating area would be nice. Rubbish dumping occurs.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 99: Support for proposed boundary



The largest proportion of participants (44 per cent) supported the proposed boundary. One participant who did not support the boundary believed that it was too big. Another was not sure if they supported the boundary and suggested that it could be extended further north east to Clynden Avenue.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next page and the most common response for each improvement is highlighted.

*Table 94: Support for proposed improvements*

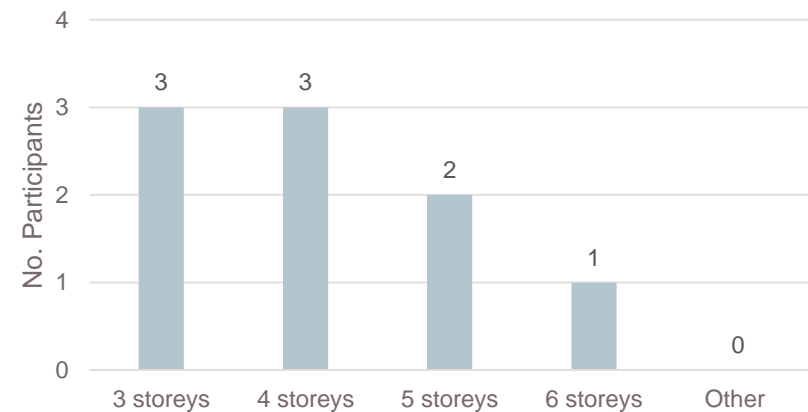
Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	2	4	0	3	0
Increased mix diversity of uses	3	3	2	1	0
Landscaping and trees	5	2	1	0	0
Footpaths and seating areas	4	3	2	0	0
Bicycle paths, parking and pedestrian crossings	5	3	1	0	0
Public transport infrastructure	2	5	2	0	0

Participants generally supported most proposed improvements, particular improvement to landscaping and trees, footpaths and seating areas, bicycle paths, parking and pedestrian crossings.

Some participants did not support increased development and increased mix and diversity of uses, however these were generally supported overall.

Participants who did not support increased development expressed concern about how development may impact on centre character and suggested that new development 'should be designed to have attractive features not just square boxes'.

Participants were asked if there was an underutilised site in their centre what they would consider to be a reasonable height limit would be for new development. Their responses are shown below.

*Figure 100: Preferred height limit*

Most participants nominated three or four storeys as their preferred height limit. One participant did not 'want to see (the centre) become like a South Yarra or Richmond with high development'.

### 3.2.14 Waverley Road-Malvern Road (East Malvern Village)

**Survey date and time:** Tuesday 22 September, 12.00 – 2.00pm

**Total survey responses:** 5 street, 0 online

**Surveyor observations:**

The centre was quiet with very little traffic. Most pedestrians were people who work in the centre and had little time to speak. The IGA supermarket and café on Malvern Road were the major destinations in the centre. Many traders are wholesale or commercial businesses and did not consider that they were part of an activity centre. The weather was cool and windy.

**Key messages:**

- Wholesale and commercial businesses in this centre do not consider that they are part of an activity centre.

**Did participants know the centre by any particular name?**

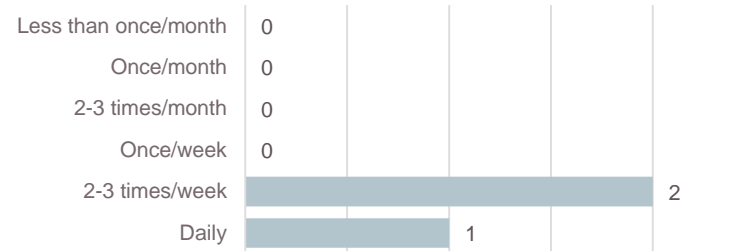
Participants did not know the centre by any particular name.



Figure 101: Waverley Road – Malvern Road Activity Centre (East Malvern Village)

### How do participants currently use the centre?

Figure 102: How often do participants visit the centre?



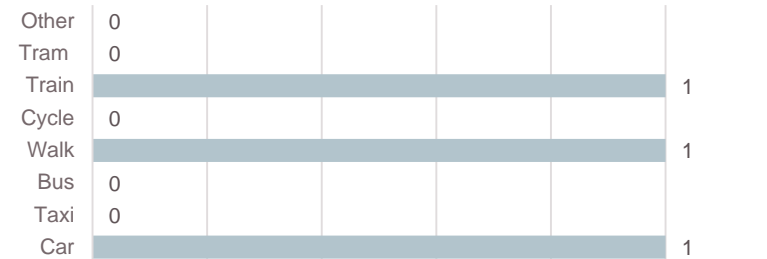
Most participants visit the centre two to three times per week (2 participants).

Figure 104: What shop do participants use at the centre?



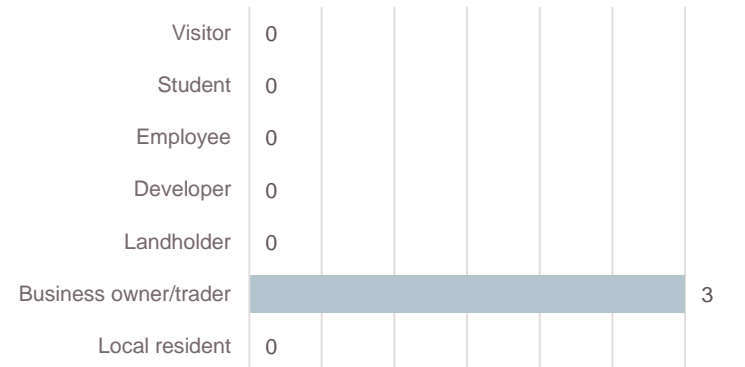
Cafés, bars and restaurants (3 participants) are the shops most commonly used.

Figure 103: How do participants usually travel to the centre?



Participants use a variety of transport modes to travel to the centre.

Figure 105: What is the participant's relationship to the centre?



All participants were business owner/traders (3 participants).



### What did participants like about the centre?

Both the participants who answered this question listed location as what they liked about the centre, particularly the proximity to home and work.

*'Location, it is close to where we work.'*

### What improvements to the centre did participants want to see?

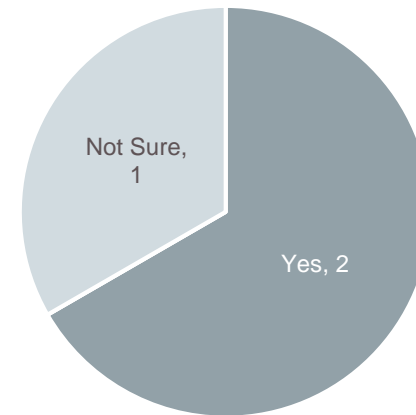
One participant provided suggestions for improvement. They would like to see two hour parking and a loading zone for couriers instead of the current one hour parking.

*'Currently there is one hour parking. I would like to see a loading zone for couriers and two hour parking in other spaces.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 106: Support for proposed boundary



The majority of participants (67 per cent) supported the proposed boundary. Participants did not provide any further comment.

Participants were presented with a range of possible improvements and asked whether they supported these improvement in the centre. Responses are detailed in the table below and the most common response for each improvement is highlighted.

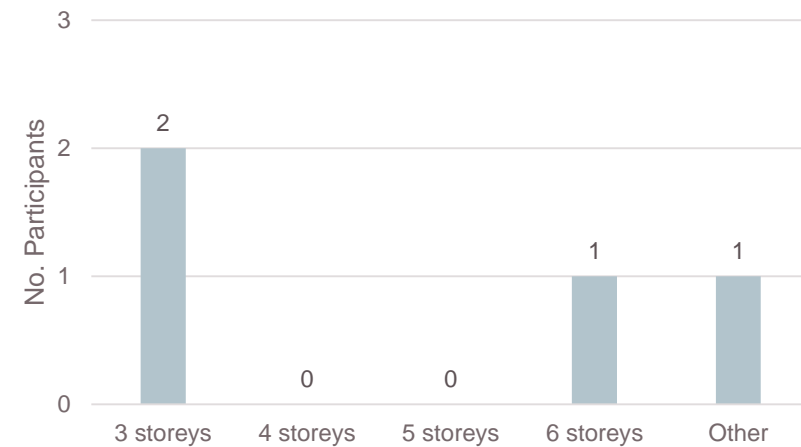


*Table 95: Support for proposed improvements*

Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	1	2	0	0	0
Increased mix diversity of uses	1	2	0	0	0
Landscaping and trees	0	2	1	0	0
Footpaths and seating areas	1	1	1	0	0
Bicycle paths, parking and pedestrian crossings	1	1	1	0	0
Public transport infrastructure	0	1	2	0	0

Participants were generally supportive of proposed improvements. A higher proportion of participants were neutral towards improvement to public transport infrastructure, including one participant who felt that it was not necessary.

Participants were asked if there was an underutilised site in their centre what they would consider to be a reasonable height limit would be for new development. Their responses are shown below.

*Figure 107: Preferred height limits*

Two participants nominated three storeys as their preferred height limit. Participants did not provide any further comment.

### Waverley Road – Malvern Road (East Malvern Village) household survey findings

The following provides a snapshot of the responses from the household survey conducted by Metropolis.

*Table 96: Reasons for visiting Waverley Road – Malvern Road (Household survey response)*

	No. responses
Cafes, bars, restaurants	28
Food shopping	24
Post office	26
To socialise with friends	14
Bookshops / newsagent	16
Homewares, gift shop, manchester	1
Clothing stores	3
To spend time / sit / relax	14
Medical & Health services	11
Banking and insurance	5
Beauty, spa	5
Gyms, personal training	0
Cleaning services	10
Entertainment	2
Vet	6
Consulting services	0
Other	4

Participants mostly visited to go to the cafes, bars and restaurants, or to shop for food.

*Table 97: Preferred height limit in Waverley Road – Malvern Road (Household survey response)*

	No. responses
Less than three storeys	26
Three storeys	15
Four storeys	0
Five storeys	2
Six storeys	0
More than six storeys	1
Can't say	0

Participants preferred a height limit of less than three storeys.

*Table 98: Support for increased mix/ diversity of uses in Waverley Road – Malvern Road (Household survey response)*

	No. responses
Strongly support	9
Somewhat support	10
Neutral	17
Somewhat oppose	2
Strongly oppose	3
Can't say	3

Participants were generally neutral towards increased mix/diversity of uses.

*Table 99: Importance of improvements to landscaping in Waverley Road – Malvern Road (Household survey response)*

	No. responses
Very important	17
Somewhat important	15
Neutral	10
Somewhat unimportant	0
Very unimportant	2
Can't say	0

Most participants considered improvements to landscaping to be very or somewhat important.

*Table 100: Importance of improvements to footpaths and seating areas in Waverley Road – Malvern Road (Household survey response)*

	No. responses
Very important	21
Somewhat important	14
Neutral	9
Somewhat unimportant	0
Very unimportant	0
Can't say	0

Most participants considered improvements to footpaths and seating areas to be very important.

*Table 101: Importance of improvements to bike paths and pedestrian crossings in Waverley Road – Malvern Road (Household survey response)*

	No. responses
Very important	14
Somewhat important	3
Neutral	17
Somewhat unimportant	8
Very unimportant	2
Can't say	0

Most participants were neutral or considered improvements to bike paths and pedestrian crossings to be very important.

*Table 102: Importance of improvements to parking in Waverley Road – Malvern Road (Household survey response)*

	No. responses
Very important	10
Somewhat important	19
Neutral	11
Somewhat unimportant	0
Very unimportant	4
Can't say	0

Most participants considered improvements to parking to be somewhat important.

*Table 103: Importance of improvements to public transport infrastructure in Waverley Road – Malvern Road (Household survey response)*

	No. responses
Very important	16
Somewhat important	8
Neutral	7
Somewhat unimportant	11
Very unimportant	2
Can't say	0

Participants were divided with respect to public transport infrastructure. Most participants were neutral or considered this to be very important.

### 3.2.15 Malvern Valley

**Survey date and time:** Thursday 24 Sept, 2.30 – 4.30pm

**Total survey responses:** 4 street, 1 online

**Surveyor observations:**

The centre comprises of single storey shops and is generally in need of renewal. The centre is car dominated and incorporates a large car garage at the southern end and on street car parking throughout.

The centre had a steady stream of local trade. There are no cafes in the centre, however the Dairy Bell being a major focus of retail activity.

Weather was overcast but dry.

**Key messages:**

- Participants enjoy the community atmosphere and friendliness.
- The centre's proximity to community facilities is considered a strength.

**Did participants know the centre by any particular name?**

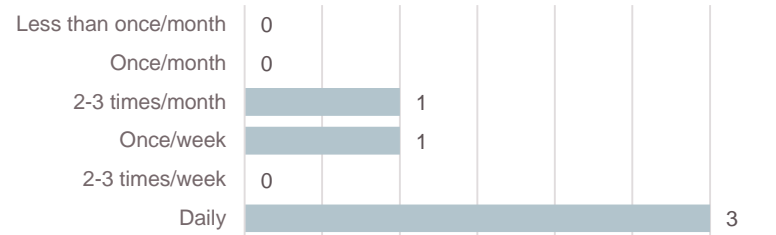
Participants did not know the centre by any particular name.



Figure 108: Malvern Valley Activity Centre

### How do participants currently use the centre?

Figure 109: How often do participants visit the centre?



Most participants visit this centre daily (3 participants).

Figure 111: What shop do participants use at the centre?



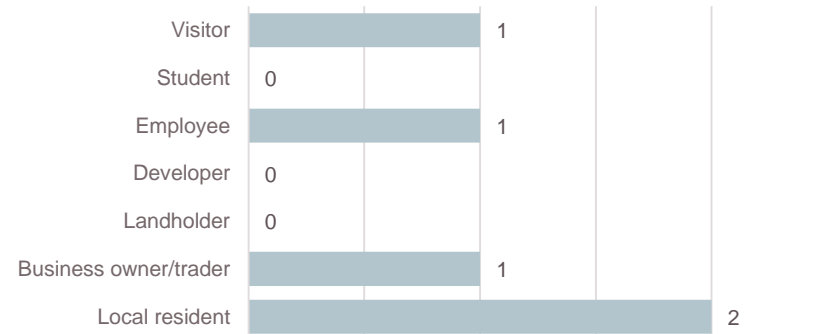
Food services (2 participants) were the most common shops used.

Figure 110: How do participants usually travel to the centre?



The majority of participants usually travel to the centre by car (4 participants).

Figure 112: What is the participant's relationship to the centre?



Local residents (2 participants) and people visiting for business (1 business owner/trader participants, 1 employee participants) were the most common types of participants.

### What did participants like about the centre?

Participants talked about the local community, how friendly people were, and that everyone knew everyone else's name. One participant highlighted the multicultural nature of the community. The location of the centre, particularly proximity to the park and schools, was another common positive of the centre for many of the participants.

*'Easy to get into and out of, close to the kid's school.'*

*'People are friendly and they know each other's names. It's a multicultural community.'*

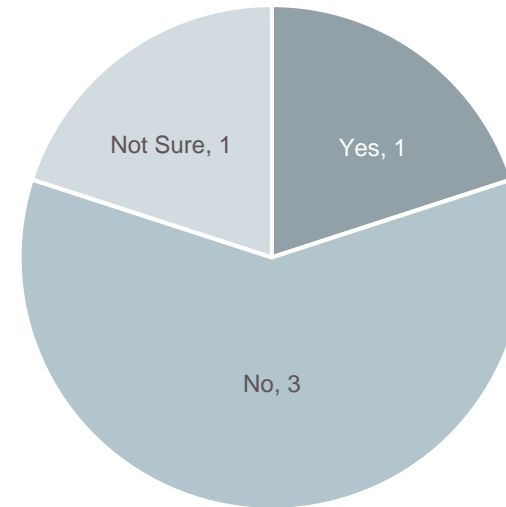
### What improvements to the centre did participants want to see?

Participants had no improvements to suggest.

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 113: Support for proposed boundary



The majority of participants (60 per cent) did not support the proposed boundary.

Participants suggested that the boundary should not include the community centre, the kindergarten, or the park. One participant suggested that the centre boundary should be larger.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table below and the most common response for each improvement is highlighted.

Table 104: Support for proposed improvements

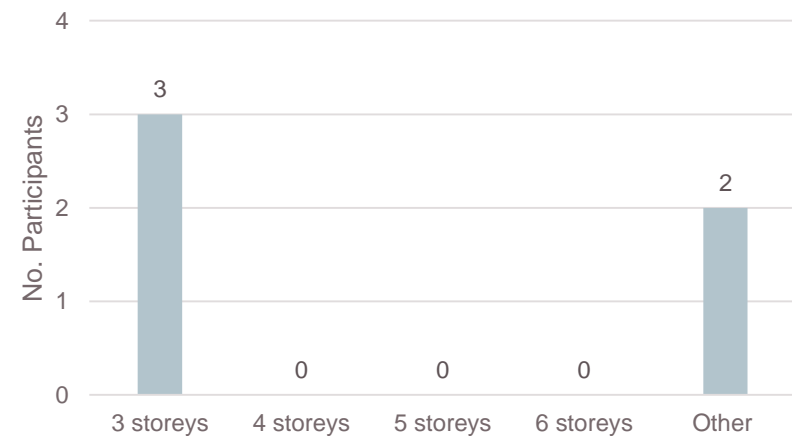
Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	0	2	1	2	0
Increased mix diversity of uses	1	1	3	0	0
Landscaping and trees	1	3	0	1	0
Footpaths and seating areas	0	2	3	0	0
Bicycle paths, parking and pedestrian crossings	0	5	0	0	0
Public transport infrastructure	0	0	5	0	0

Participants were generally supportive of improvements to landscaping and trees, and bicycle paths, parking and pedestrian crossings. Participants were generally neutral to increased mix

diversity of uses and improvements to public transport infrastructure. Participants were divided with respect to increased development.

Participants were asked if there was an underutilised site in their centre what they would consider to be a reasonable height limit would be for new development. Their responses are shown below.

Figure 114: Preferred height limit



Most participants nominated three storeys as their preferred height limit.

Participants did not provide any further comment.

### 3.2.16 Warrigal Road-Waverley Road

**Survey date and time:** Thursday 24 Sept, 2.30 – 4.30pm

**Total survey responses:** 6 street, 0 online

**Surveyor observations:**

The centre had very little street activity. Centre traders noted that the Mixed Martial Arts studio on Warrigal Road generates a lot of activity. The weather was cold and windy.

**Key messages:**

- The location, including its proximity to Chadstone Shopping centre, was considered a strength.
- Traffic management and increased pedestrian safety was the most suggested improvement.

**Did participants know the centre by any particular name?**

The participants did not know the centre by any particular name.

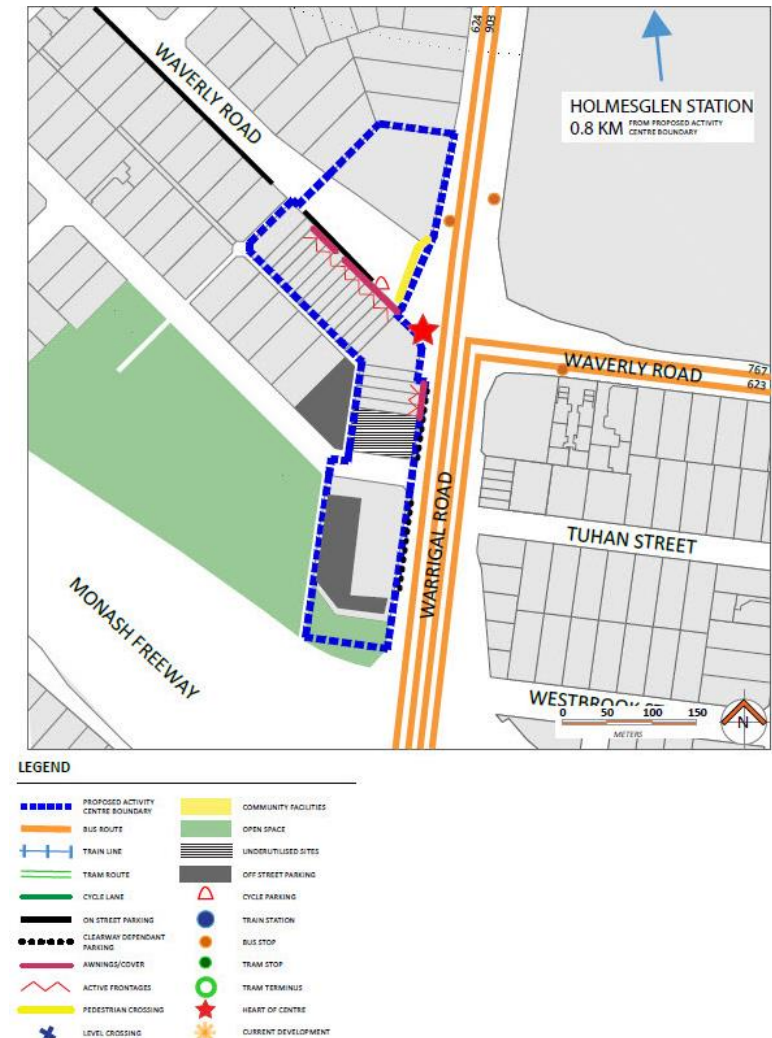
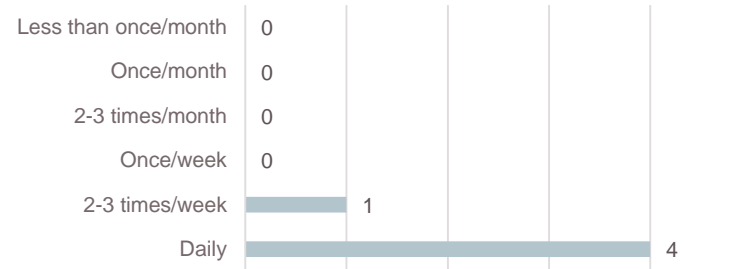


Figure 115: Warrigul Road – Waverley Road Activity Centre



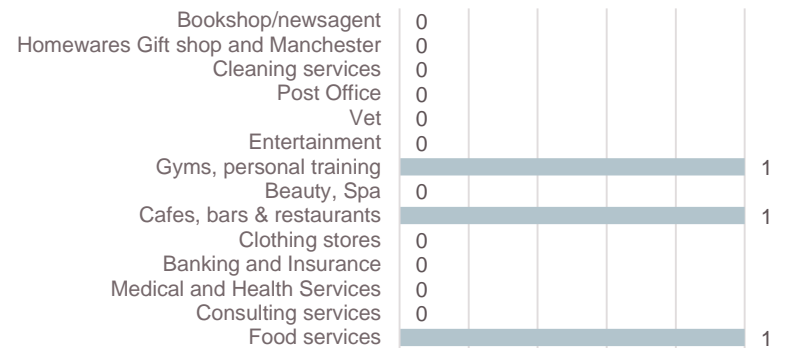
### How do participants currently use the centre?

Figure 116: How often do participants visit the centre?



Most participants visit daily (4 participants).

Figure 118: What shop do participants use at the centre?



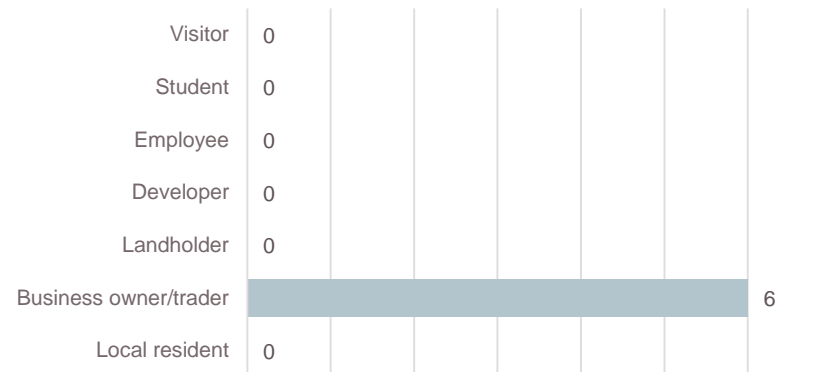
Participants visit use food services, cafés, bars and restaurants, and gym, personal training (1 participant each).

Figure 117: How do participants usually travel to the centre?



The majority of participant's travel by car (5 participants)

Figure 119: What is the participant's relationship to the centre?



All participants at this centre are business owner/traders (6 participants).

### What did participants like about the centre?

The majority of participants listed location as the key aspect they liked about the centre, particularly proximity to the City and Chadstone Shopping centre. Two participants also mentioned the local small businesses.

*'Proximity to the City, transport and Chadstone.'*

*'I like the local small businesses.'*

### What improvements to the centre did participants want to see?

Participants discussed the management of traffic and would like to see more clearly defined car parking spaces and bollards on the footpaths to protect pedestrians.

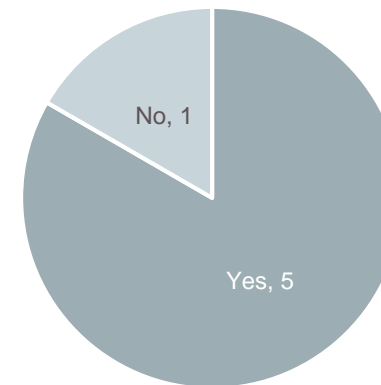
*'Walk safe barriers would be good, perhaps bollards along shop frontages.'*

*'More defined parking lots along Waverley Road.'*

### What changes did participants believe should occur in the centre?

Participants were shown a map of the activity centre and asked to indicate whether they support the proposed boundary as the area where change will be encouraged.

Figure 120: Support for proposed boundary



The majority of participants (71 per cent) supported the proposed boundary. One participants suggested that the centre boundary should exclude Red Rooster.

Participants were presented with a range of possible improvements and asked whether they supported the improvement in the centre. Responses are detailed in the table on the next page and the most common response for each improvement is highlighted.

Table 105: Support for proposed improvements

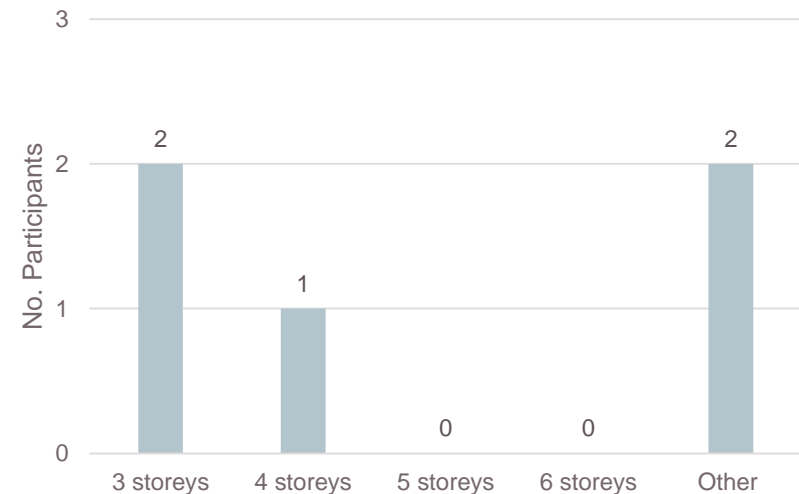
Within the boundary do you support the following?	Strongly support	Support	Neutral	Don't support	Strongly don't support
Increased development	2	1	1	2	0
Increased mix diversity of uses	3	1	1	0	0
Landscaping and trees	0	0	6	0	0
Footpaths and seating areas	0	1	5	0	0
Bicycle paths, parking and pedestrian crossings	3	1	2	0	0
Public transport infrastructure	0	0	6	0	0

Participants generally supported or strongly supported improvements to bicycle paths, parking and pedestrian crossings, and increased mix and diversity of uses. Participants were neutral toward proposed improvement to landscaping and trees, footpaths and seating areas and public transport infrastructure. One participant suggested that a pedestrian barrier could be installed to improve safety at the Warragul Road crossing.

Participants were divided with respect to increased development.

Participants were asked if there was an underutilised site in their centre what they would consider to be a reasonable height limit would be for new development. Their responses are shown below.

Figure 121: Preferred height limit



Participants mostly nominated three or four storeys as their preferred height for new development.

Participants did not provide any further comment.

## Appendix A: Online survey

# Activity Centres Strategy Survey 2015

### Privacy Statement

*Information provided by you will only be used for the purposes for which it was collected. Personal information provided will not be disclosed to any outside organisation or third party. Individuals about whom "personal information" is provided in this Survey may apply to the City of Stonnington's Privacy Officer on telephone number 8290 1333 for access to or correction of the information. It is requested that surveys be completed by people aged 15 years and over only.*

### To complete this survey, please:

- Tick the box or circle adjacent to your selected response
- Return your completed survey in the reply paid envelope provided



**Purpose of the survey:**

The Strategy will set out a 20-30 year strategic framework for the future capacity for growth as well as identifying the future economic, social and community role of individual activity centres. The Strategy will focus in greater detail on those neighbourhood activity centres without Structure plans. The purpose of this survey is to gather information to inform the preparation of the Activity Centres Strategy.

Q1. Chose a centre that you use the most within Stonnington?

- ☐ 1. Tooronga Road-Malvern Road (Malvern Village)
- ☐ 2. Waverley Road-Darling Road (East Malvern Terminus)
- ☐ 3. Punt Road Windsor
- ☐ 4. Prahran East Village
- ☐ 5. Beatty Avenue
- ☐ 6. High on Orrong
- ☐ 7. Glenferrie Road, Toorak (Kooyong Village)
- ☐ 8. Glenferrie Road-Malvern Rd (Malvern Hill Village)
- ☐ 9. Tooronga Road-High Street (High on Tooronga)
- ☐ 10. Wattletree Village
- ☐ 11. High Street, Glen Iris (Glen Iris Village)
- ☐ 12. Burke Road-Wattletree Road (Central Park Village)
- ☐ 13. Malvern Road-Darling Road (Darling Village)
- ☐ 14. Waverley Road-Malvern Road (East Malvern Village)
- ☐ 15. Malvern Valley
- ☐ 16. Batesford Road
- ☐ 17. Warrigal Road-Waverley Road

Q2. Do you know this centre by a particular name? (please comment)

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**An activity centre boundary defines where the focus of change and increased development (commercial, office and higher density residential development) is encouraged. MAP 1 (Attached)**

Q3. Do you support the proposed activity centre boundary as the area where change (public realm improvements and increased development) will be encouraged? (please explain any variations to the proposed boundary)

		Please explain
Yes	<input type="radio"/>	
No	<input type="radio"/>	
Don't know	<input type="radio"/>	

Q4. Within the boundary shown do you support the following?

	Strongly Support	Support	Neutral	Don't Support	Strongly don't support	Comment
Increased development (e.g. commercial or residential development)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Increased mix/ diversity of uses? (more office, shops, services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Improvements to landscaping and trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Improvements to footpaths and seating areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Improvements to bicycle paths, parking and pedestrian crossings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Improvements to public transport infrastructure (tram stops)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Q5. If your centre has an underutilised site identified in the map above, what would your height limit be for new development (commercial, office or higher density residential development)?

- ☐ 3 storeys
- ☐ 4 storeys
- ☐ 5 storeys
- ☐ 6 storeys
- ☐ Other \_\_\_\_\_

Q6. How do you generally get to your most visited centre?

- ☐ Car
- ☐ Taxi
- ☐ Bus
- ☐ Walk
- ☐ Cycle
- ☐ Train
- ☐ Tram
- Other (Please specify) \_\_\_\_\_

Q7. How often do you visit your centre?

- ☐ Daily
- ☐ 2-3 times / week
- ☐ Once / week
- ☐ 2-3 times / month
- ☐ Once / month
- ☐ Less than once / month

- ☐ Food services (supermarket, green grocer, butcher etc)
- ☐ Consulting services (Engineering, planning, building, accounting, legal)
- ☐ Medical and Health Services (Dental, Optometry, Physio, pharmacy)
- ☐ Banking and Insurance
- ☐ Clothing stores
- ☐ Cafes, Bars and Restaurants

- ☐ Beauty, Spa
- ☐ Gyms, Personal Training
- ☐ Entertainment (Cinemas, Nightclubs and Theatre)
- ☐ Vet
- ☐ Post office
- ☐ Cleaning services (dry cleaning, laundry)
- ☐ Homewares, Gift shop, Manchester
- ☐ Bookshops/newsagent

Q9. What do you like most about your chosen centre?

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Q10. Is there anything that you would like to change about your centre?

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- ☐ Tooronga Road-Malvern Road (Malvern Village)
- ☐ Waverley Road-Darling Road (East Malvern Terminus)
- ☐ Punt Road Windsor
- ☐ Prahran East Village
- ☐ Beatty Avenue
- ☐ High on Orrong
- ☐ Glenferrie Road, Toorak (Kooyong Village)
- ☐ Glenferrie Road-Malvern Rd (Malvern Hill Village)
- ☐ Tooronga Road-High Street (High on Tooronga)
- ☐ Wattletree Village
- ☐ High Street, Glen Iris (Glen Iris Village)
- ☐ Burke Road-Wattletree Road (Central Park Village)
- ☐ Malvern Road-Darling Road (Darling Village)
- ☐ Waverley Road-Malvern Road (East Malvern Village)
- ☐ Malvern Valley
- ☐ Batesford Road



- ☐ Warrigal Road-Waverley Road
  - ☐ Chapel Street Prahran
  - ☐ Glenferrie Road, Malvern – High Street, Armadale
  - ☐ Chadstone Shopping Centre
  - ☐ Toorak Village
  - ☐ Hawksburn Village
  - ☐ Waverley Road Malvern East
  - ☐ Malvern Road-Burke Road (Gardiner Village)
  - ☐ Other outside of Stonnington (please name)
- 
- 

Q12: Please nominate the gender description that you most identify with?

- ☐ Female
- ☐ Male
- ☐ Other\_\_\_\_\_

Q13: What is your age range?

- ☐ 15-18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-49
- ☐ 50-69
- ☐ 70+

Q14: What suburb do you live in?

- ☐ Armadale
- ☐ Toorak
- ☐ Malvern
- ☐ Malvern East
- ☐ Glen Iris
- ☐ Windsor
- ☐ Prahran
- ☐ South Yarra
- ☐ Kooyong
- ☐ Other – (please state)\_\_\_\_\_

Q15: What is your relationship to the centre?

- ☐ Local resident
- ☐ Business Owner / Trader
- ☐ Landholder
- ☐ Developer
- ☐ Employee
- ☐ Student
- ☐ Visitor from elsewhere in Stonnington / Melbourne
- ☐ Other (Please specify) \_\_\_\_\_

Q16. If you would like to receive updates regarding the Activity Centres Strategy please provide your contact details below

Name\_\_\_\_\_ Email \_\_\_\_\_