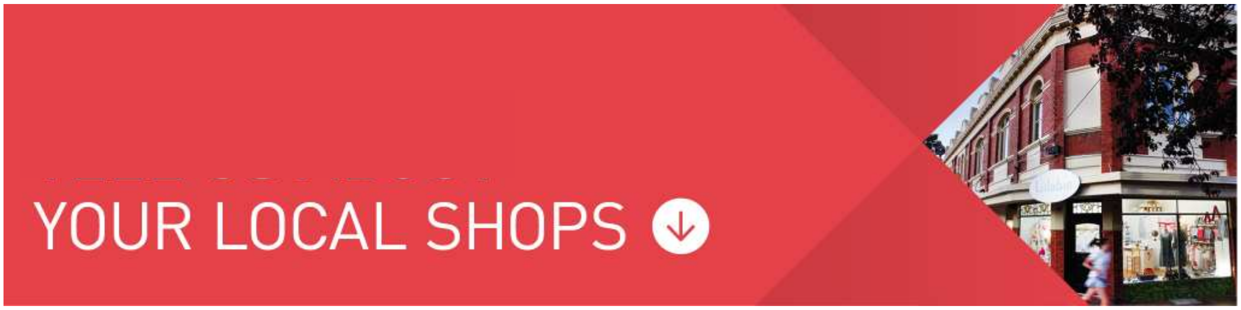

Consultation Stage 1 Summary - September 2015

Council is preparing a Stonnington-wide Activity Centres Strategy for our retail and commercial centres. The Strategy will set out a 20-30 year strategic framework for the future capacity for growth as well as identifying the economic, social and community role of individual activity centres. Stage 1 Consultation was undertaken from 5 to 30 September 2015.

Purpose of Stage 1 Consultation: To introduce the project to stakeholders and gather information to inform the initial formulation of the Strategy.

Activities: Online survey. Street intercept surveys held in centres. Household surveys dropped off to nearby residents and picked up or returned by mail.

Postcards: 2000 distributed	**Online survey:** 34 participants
Social media posts: 7 Sept 2015, 16 Sept 2015, 17 Sept 2015	**Street intercept surveys:** 167 participants
Ads: Advertorial Sept, InStonnington Aug/Sept 2015	**Household surveys:** 489 participants
Street decals: Stickers placed on the footpath in all neighbourhood centres around Stonnington.	**Who:** 63% of participants were residents. Participants who were employees were more likely to live outside of Stonnington.

Neighbourhood Activity Centres

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

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Liked aspects

- Street and online surveys: Accessibility, Sense of community, Shop diversity.
- Household surveys: Accessibility (49% - 235), Sense of community (22% - 108), Shop diversity (60.3% - 61).

Improvements to centres

- Street and online surveys: Landscaping and trees (72), Footpaths & seating areas (84), Bicycle paths, parking & pedestrian crossings (80), Public transport infrastructure (46).
- Household surveys: Landscaping and trees (43.1% - 207), Footpaths & seating areas (39.2% - 188), Parking (36% - 173), Bicycle paths & pedestrian crossings (32.9% - 158), Public transport infrastructure (30.2% - 145).

Reason for visiting centres

- Street and online surveys: Cafes, post office, bakery, specialty stores.
- Household surveys: Cafes, bars & restaurants (318), food shopping (237), Post office (150) and socialising with friends (149).

Travel to centres

Household surveys - Most respondents visited local centres either frequently or regularly and either walked (39.2% - 188) or travelled by car (44.2% - 212).

Development

- Street and online surveys - Support for increased development: strongly support (42), support (62), neutral (24), don't support (34), strongly don't support (29).
- Household surveys - Support for increased development: strongly support (60), somewhat support (153), neutral (91), somewhat oppose (66), strongly oppose (85), can't say (25).

Preferred maximum height limit

- Street and online surveys: three storeys (80).
- Household: less than three storeys (55% - 264).

Figures from Metropolis Research household surveys.

www.connectstonnington.vic.gov.au/localshops

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