

Toorak Village Streetscape Upgrade

Community Engagement Report

Round 1

Date Issued: May 2022

Prepared by:

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City of
STONNINGTON

Acknowledgment of Country

The City of Stonnington acknowledges that we are on the Traditional Lands of the Wurundjeri Woi Wurrung and Bunurong peoples of the East Kulin Nations and pay our respect to their Elders past, present and emerging. We extend that respect to all Aboriginal and Torres Strait Islander peoples.

Contents.

01 /	Introduction	4
02 /	Round 1 Consultations	5
2.2	Consultation Sessions - Summary	7
2.3	Consultation Sessions - Assessment of Merit Matrix	8
2.4	Placescore Report - Summary	11
2.5	Consultation Survey - Summary	12
2.6	Community Visions	18



East Facing View From 446 Toorak Rd.

01/ Introduction.

1.1 Objective

The City of Stonington have engaged a project for streetscape improvements within Toorak Village between the intersections of Wallace Ave and Grange Rd. The scope of works are concentrated to the sites pedestrian paths, with the aim of consolidating signage, services infrastructure and redundant elements, in addition to developing a strategy for upgrades to pavement, ambient lighting, landscaping and street furniture. The wholistic objective of this project is to upgrade the streetscape and re-establish Toorak Village as destination within the City of Stonnington that better serves locals and visitors alike.

A key component of this project is the required consultation of community, traders, and internal stakeholders. This document serves as a record and summation of findings generated from several face to face sessions and surveys conducted in the first round of consultations.

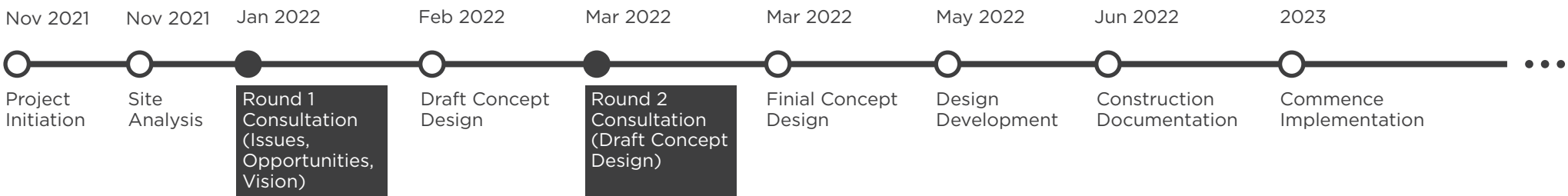
1.2 Site Area

The extent of scope for this project encompasses the footpaths on the north and south side of Toorak Road, between Wallace Avenue and Grange Road. The works will engage the Toorak Road footpath only, from the building line to the kerb and channel.



Extents of site investigation area

1.3 Project Timeline



02/ Round 1 Consultation Overview

Consultation Sessions

- Traders Association Consultation**
Date: 19th January 2022
Location: Dumpling Collective's - L1/34 Jackson St
Attendees: 10 + Council and design team
- Community Consultation**
Date: 1st February 2022
Location: Teams (Online)
Attendees: 21 + Council and design team
- Internal Stakeholders Consulation.**
Date: 2nd February 2022
Location: Teams (Online)
Attendees: Council (24) and design team

Consultation Surveys

- PXAssessment Survey**
Place Assessment by Place Score 2022
Date: 24 - 28 January 2022
Location: Toorak Village
Participants: 46
- Community Consultation Survey**
Date: 24th January - 14th February 2022
Location: Online
Participants: 373



North Facing View From 484 Toorak Rd.



Exerpt of Marketing Material for Community Engagement Opportunities

What is your connection to Toorak Village?

Work or own a business in the area

Live in the area

My usual shopping area

Not my local area but I visit often

Not my local area but I visit occasionally

Other

How often do you visit Toorak Village?

Everyday

A few times in a week

A few times in a month

A few times in the year

I've never visited the site

What would make you want to visit and spend time in Toorak Village?

Thinking about the last time you visited Toorak Village what two categories below would you associate with your chosen neighbourhood activity area?

Select your top three choices

Hospitality (cafes and dining)

Retail

Nightlife (bars, entertainment and nightclubs)

Sports, recreation or open space

Exerpt from Online Community Consultation Survey

2.3 Consultation Sessions

Assessment of Merit

The following matrix encompasses key comments made throughout the three face to face consultation sessions as categorized by subject, and provides an initial evaluation of merit based on relevance to the projects scope, in addition to a preliminary design team response.

No.	Comment	Session	To be investigated further.	Comment not relevant to this project.	Council to consider in other projects	Design Team Response
Paving/ Kerb & Channel						
1.1	Consider easily removable pavers in the event that electrical works would require footpath construction.	Traders Association	X			Pavement serviceability will be considered in new approach to paving. Pavement selections will need to be easily sourced for replacement 'removable pavers as such
Lighting						
2.1	"_ Strong sense that lighting is missing within the village, lighting to be a differentiating design element in Toorak Village _ Specific preference expressed for removing current up-lights on trees and replaced with more powerful higher quality up-lights or to introduce fairy lights?"	Traders Association	X			OSLA will work with specialist lighting consultants FPOV to develop site specific feature lighting design for Toorak Village.
2.2	Suggestion to implement feature lighting above the tram lines and utilise as event lighting that can shift with occasion.	Traders Association			X	Scale and implication of suggestion currently lies outside of scope and budget.
2.3	Can an Artist be consulted for feature lighting opportunities?	Traders Association	X			An additional artist is not required as FPOV are world class designers who will develop a unique proposal reinforcing public realm and architectural features.
2.4	Suggestion to highlight the Tudor buildings using up lights/ spotlights.	Traders Association			X	Tudor buildings (private property) lie outside of scope for this project.
2.5	Suggestion that lighting would be a good opportunity to stitch the villages design identity in order to create greater area cohesion.	Community	X			To be considered by OSLA and FPOV in the formulatiion of a strategy for lighting in Toorak Village.
Sculptures						
3.1	Need to evaluate the saturation point for sculptures on Toorak Road.	Traders Association	X			Noted. To be further developed in Concept Design for discussion with Council.
3.2	Create plan to both de-acquisition some sculptural works, and allow them to be movable/ transient within the permanent collection.	Traders Association			X	Curating of scultpures is out the scope of this project.

2.3 Consultation Sessions

Assessment of Merit

Urban Design/ Placemaking						
4.1	Is it possible to restore the condition of tudor buildings?	Traders Association		X		Out of scope for this project and privately owned.
4.2	Given the new residential development, will you balance existing traditional aesthetics with the modernisation of surrounding architecture?	Traders Association	X			Yes, we are cognisant of the aesthetics of the future developments and will have this in mind in the development of the concept design.
4.3	Toorak Village needs a strong differentiating design language/ aesthetic – specifically one that speaks to its quality and opulence – key word provided was “Classy”	Traders Association	X			Agreed. A suitable design language will be developed for Toorak.
4.4	Matching Bins?	Traders Association	X			Yes, OSLA will develop a consistent approach to all streetscape elements. Bin selections to be approved.
4.5	Impliment a new community board or repurposed redundant wayfinding boards?	Traders Association	X			Yes, to be provided as part of design.
4.6	Consider the psychology of colour in relation to food and retail sales performance	Traders Association	X			Interesting thought to consider when designing retail and public realm. We will take this on board.
4.7	Suggested implementation of entry and exit archways (likened to Victoria parade), in order to further define and locate the village boundary.	Traders Association	X		X	Archways as such are out of scope due to budget however an entry & exit treatment will be considered in concept design.
4.8	Is it possible to implement large-scale mural art on the sides of blank walled buildings facing side streets.	Traders Association		X		Out of scope for this project and privately owned.
4.9	Electronic Directories.	Traders Association			X	Out scope for this project.
4.10	Unanimous distaste for the specific red used across light poles and other Toorak Village Street elements - can this be updated?	Traders Association	X			Noted. New or 'refreshed' colour palette to be developed.
4.11	Suggestion that the carpark behind Woolworths could be repurposed as a community space.	Traders Association			X	Out of scope for this project.
4.12	Identified the opportunity for an underground car park	Traders Association		X		Out of scope for this project.
4.13	Noted disappearance of activated laneways such as Jackson St – identified as a crucial to the old character of Toorak Village, and suggested that they should be reinstated	Traders Association	X		X	Currently out of scope for this project however being investigated by council
4.14	Food Market in car park?	Traders Association			X	Out of scope for this project.
4.15	Is it possible to remove cars and create a plaza?	Community		X		Currently out of scope.
4.16	Expressed that continuity is crucial to establishing a community feeling – that one end of the road needs to feel the same as the other	Community	X			Valid suggestion that will be considered in concept design.
Greening/ Trees						
5.1	Topiaries need to be uniform.	Traders Association	X			Agreed, to be developed in concept design.
5.2	More greenery, more colour, and more flowers in the street scape.	Traders Association	X			Agreed, to be developed in concept design.
5.3	More trees.	Community	X			Agreed, to be developed in concept design.

2.3 Consultation Sessions

Assessment of Merit

Traffic						
6.1	Noted that this project would be a waste of time and money if cars were not diverted from Toorak Road. If the road remains a Vic Roads artillery, the restaurants will suffer, the ambience will degrade, and the objectives of this project will not be achieved - Noted that council have an obligation to negotiate with Vic Roads in regard to traffic. Mailing Road is a key example of how traffic control can allow for a more established village environment.	Community			X	Diverting traffic is out of scope for this project.
Powerlines						
7.1	Can the powerlines be undergrounded?	Traders Association, Internal			X	This issue has been raised by the Trader's Association, and while it sits outside of the scope for this project, CitiPower have been engaged for a feasibility study for greater clarification.
7.2	Call for an audit of feasibility, and application for additional funding for undergrounding powerlines.	Traders Association			X	A feasibility audit has been engaged, however applications for additional funding will not take place within this project.
Program						
8.2	Proposed delay for program to accommodate underground powerlines.	Traders Association			X	Pending outcomes of Citipower feasibility study.
8.3	A preference for construction to take place in January 2023, as to fit within the quiet period for traders.	Traders Association	X			Noted. Construction program to be reviewed.
Outdoor Dining						
9.1	Is there the opportunity for sidewalks to extend into street parking as to increase footpaths and establish more outdoor dinning?	Community			X	Out scope for this project.
9.2	Need for more public seating throughout the village – particularly in light of COVID dinning trends	Traders Association	X			Agreed.

Placescore Report

Between 24 - 28 January 2022, Placescore on behalf of the City of Stonnington, collected the place experience assessments of Toorak Village by asking participants to complete face to face surveys on site.

The key findings are:

- 46 people completed an on-site assessment via face-to-face on 24 and 28 January 2022.
- Toorak Road (between Tintern Avenue and Canterbury Road) received a PX Score of 74/100.
- The strongest rated attribute is 'Ease of walking around (including crossing the street, moving between destinations)'.
- The poorest rated attribute is 'Evidence of community activity (community gardening, art, fundraising etc.)'.
- 45-64 yrs olds rate 'Amenities and facilities (toilets, water bubblers, parents rooms etc.)' 26% higher than 65+ yrs olds.
- 25-44 yrs olds rate 'Car accessibility and parking' 26% higher than 65+ yrs olds.
- Women rate 'Outdoor restaurant, cafe and/or bar seating' 19% higher than men.
- Men rate 'Evidence of recent private investment (new buildings, painting etc.)' 10% higher than women.



LOOK & FUNCTION

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

16 /20

STRONGEST PERFORMING (SCORE/10)	
Ease of walking around (including crossing the street, moving between destinations)	8.7
Physical safety (paths, cars, lighting etc.)	8.2
Overall look and visual character of the area	8.1



SENSE OF WELCOME

Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests

15 /20

Sense of safety (for all ages, genders, day/night etc.)	8.7
Grocery and fresh food businesses	8.5
Welcoming to all people	8.5



THINGS TO DO

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

13 /20

Walking paths that connect to other places	8.4
Free and comfortable places to sit alone	7.3
Things to do in the evening (shopping, dining, entertainment etc.)	7.2



UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

14 /20

A cluster of similar businesses (food, cultural traders, fashion etc.)	7.4
Public art, community art, water or light feature	7.2
Landmarks, special features or meeting places	7.1



CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

16 /20

Shop window dressing (visual merchandising)	8.4
Interaction with locals/ other people in the area (smiles, customer service etc.)	8.4
Cleanliness of public space	8.4

POOREST PERFORMING (SCORE/10)

Vegetation and natural elements (street trees, planting, water etc.)	7.1
Street furniture (including benches, bins, lights etc.)	7.2
Shelter/awnings (protection from sun, rain etc.)	7.6

Culturally diverse businesses (range of ethnicities and interests etc.)	6.2
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	6.9
Diversity of price points (\$ to \$\$\$)	7

Evidence of community activity (community gardening, art, fundraising etc.)	4.2
Evidence of public events happening here (markets, street entertainers etc.)	4.3
Spaces suitable for specific activities (play, entertainment, exercise etc.)	5.7

Unusual or unique buildings or public space design	6.4
Unique mix or diversity of people in the area	6.4
Unusual or unique businesses/shops	6.6

Evidence of recent public investment (new planting, paving, street furniture etc.)	6.2
Evidence of recent private investment (new buildings, painting etc.)	7.2
General condition of buildings	7.6

Consultation Survey

Between the 24th of January and 14th of February, The City of Stonnington conducted an online community consultation survey to gauge impressions and evaluations regarding the state of Toorak Village. Participants were asked to identify demographic information including age, locality and gender, and then complete a series of questions regarding their relationship to the village, their appraisal of its functional and aesthetic amenities, in addition to opportunities for comment on a number of pertinent issues.

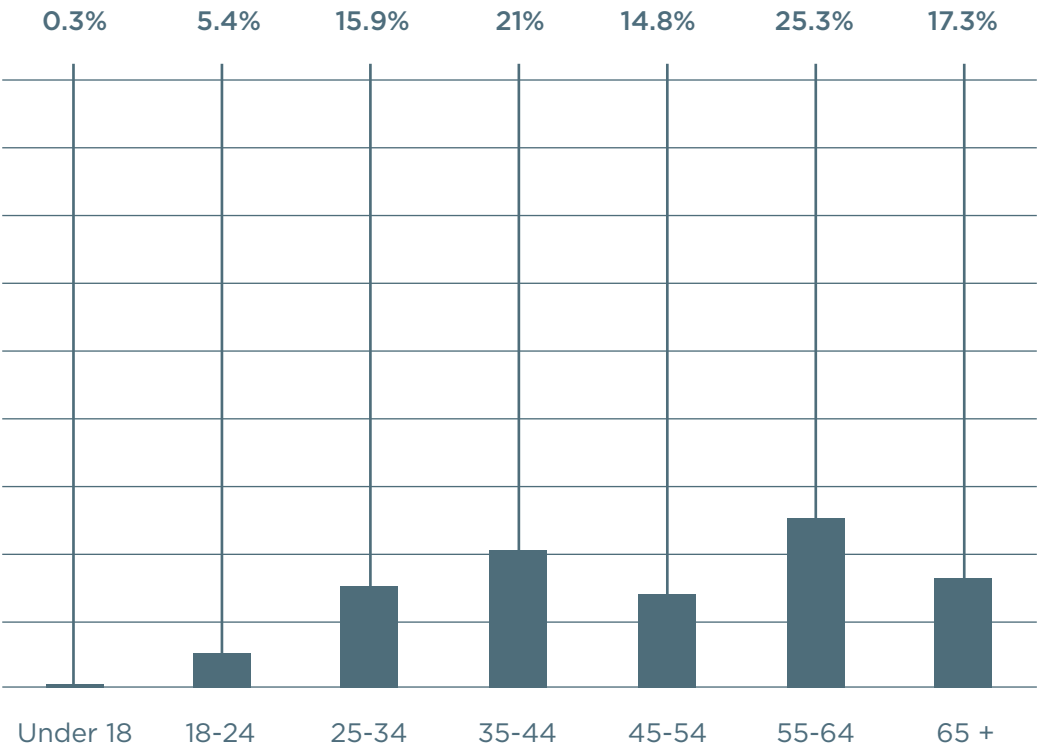
Key findings revealed:

- 42.5% of respondents visit the village daily, and 46% weekly.
- Over half the respondents walk, and only 31.6% drive to visit the village.
- 13% of participants describe the current character of the village as ‘Old’ and ‘Tired’, with 12% stating they would like the village to be known as ‘Vibrant’ in the future.
- 16% of respondents identified ‘more outdoor dining’ as the impetus for them to spend more time in the village, with 65.6% of all participants claiming its lacking as a major issue facing the streetscape.
- 40% of participants identified trees as their favorite part of the village, as 59.3% noted it as a key issue facing the street.
- 15.1% of respondents believe traffic is the biggest challenge facing the precinct, 16.3% claim safety as a major issue.



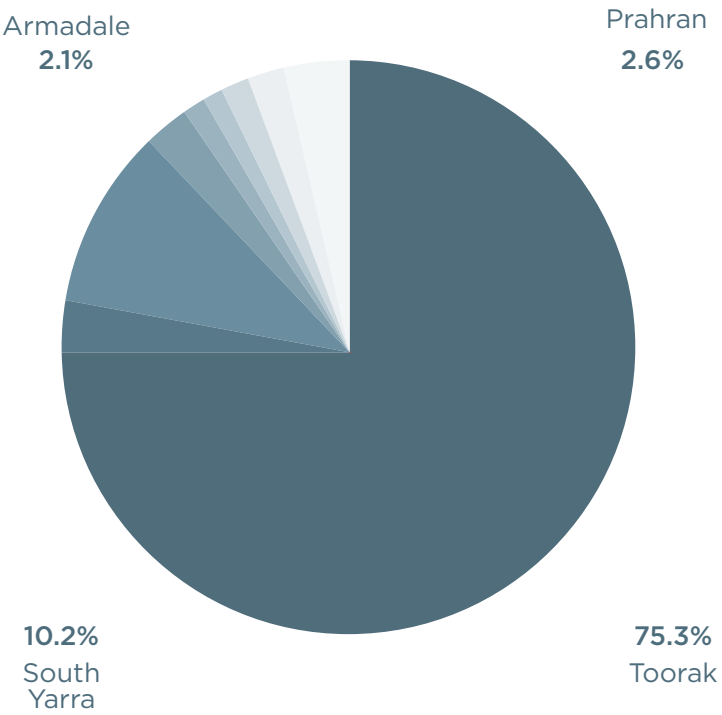
East Facing View From 515 Toorak Rd.

Which age group are you in?



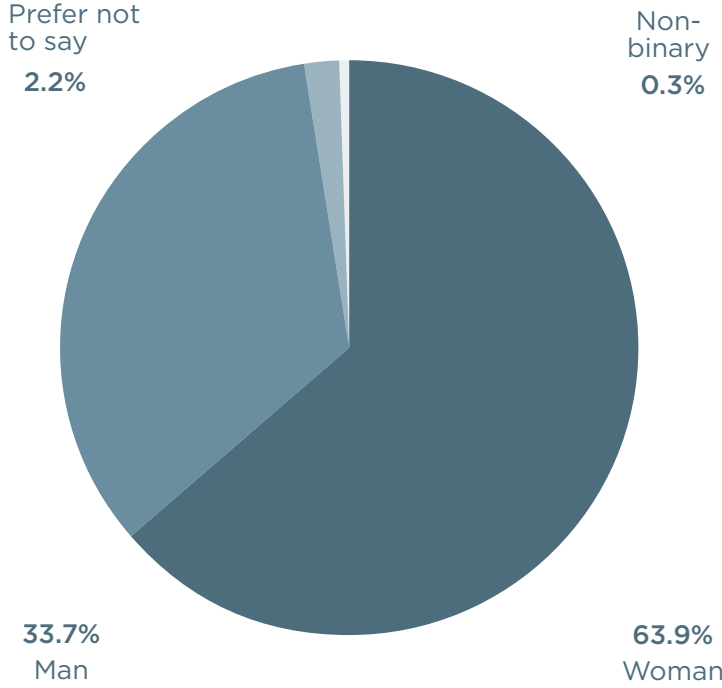
01	Under 18	1	0.3%
02	18-24	20	5.4%
03	25-34	59	15.9%
04	35-44	78	21.0%
05	45-54	55	14.8%
06	55-64	94	25.3%
07	65 and Above	64	17.3%
		371	

Which Suburb do you live in?



	Toorak	281	75.3%
	Armadale	8	2.1%
	South Yarra	38	10.2%
	Prahran	10	2.6%
	Malvern	5	1.3%
	Malvern East	4	1.1%
	Windsor	5	1.3%
	Kooyong	1	0.3%
	Hawksburn	7	1.9%
	None of the Above	14	3.8%
		373	

How do you describe your gender?



	Woman	237	63.9%
	Man	125	33.7%
	Non-binary	1	0.3%
	I Use a Different Term	0	0.0%
	Prefer Not to Say	8	2.2%
		371	

What do you love most about the Toorak Village precinct?

Most Frequent Response:
Convenience/Proximity

"I love the people the most. Whether is the locals enjoying the cafes or the business owners who operate in the village. There's a real sense of local pride, it's great that soon there will be a fresh look that (hopefully) reflects that attitude." - quote

In one word, how would you describe the Toorak Village precinct now?

Most Frequent Positive Response:
Evolving

Most Frequent Constructive Response:
Tired

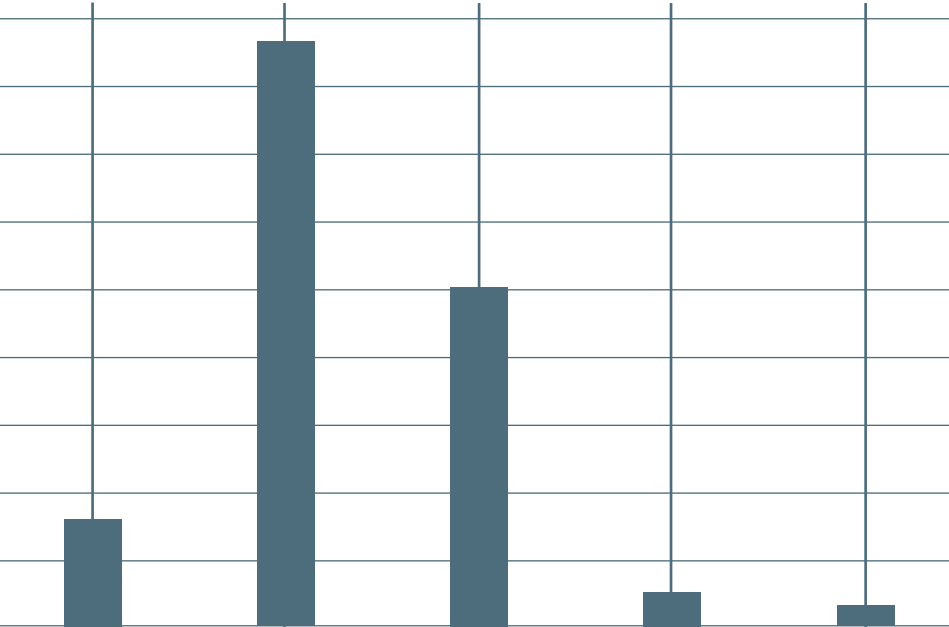
In one word, what would you like the Toorak Village precinct to be known for in the future?

Most Frequent Response:
Vibrant

Other Featured Responses:
Elegant, Inviting, Quality.

What is your connection to Toorak Village?

Work or Own Business in Area	Live in Area	Shopping Area	Not Local, Visit Often	Not Local, Visit Occasionally
8.0%	87.7%	48.1%	4.8%	2.7%

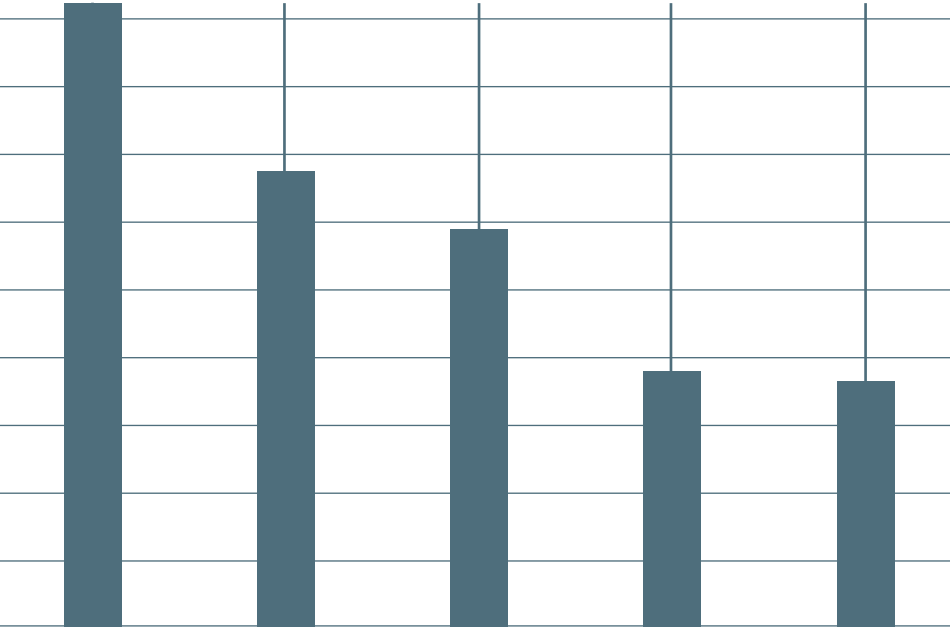


01	Work or Own Business in Area	30	8.0%
02	live in Area	328	87.7%
03	Shopping Area	180	48.1%
04	Not Local - Visit Often	18	4.8%
05	Not Local - Visit Occasionally	10	2.7%
	Other	3	0.8%

*Respondents could choose more than one response 374

How do you spend your time in Toorak Village?

Shopping	Food & Dining	Walk/ Exercise	Socialising	Passing Through
92.5%	66.8%	59.0%	38.6%	37.0%



01	Shopping	345	92.5%
02	Food & Dining	249	66.8%
03	Walk/ Exercise	220	59.0%
04	Catching up with Friends & Family	144	38.6%
05	Passing Through	138	37.0%
06	Other	27	7.2%

*Respondents could choose more than one response 373

How would you describe the character of Toorak Village?

Most Frequent Response:
Old, Tired

"Currently missing its soul a bit - more of a traffic thoroughfare which does not invite to stroll from shop to shop and pause to take in a village vibe. More space for people and greenery would draw more visitors and in turn attract businesses and outdoor entertainment." - quote

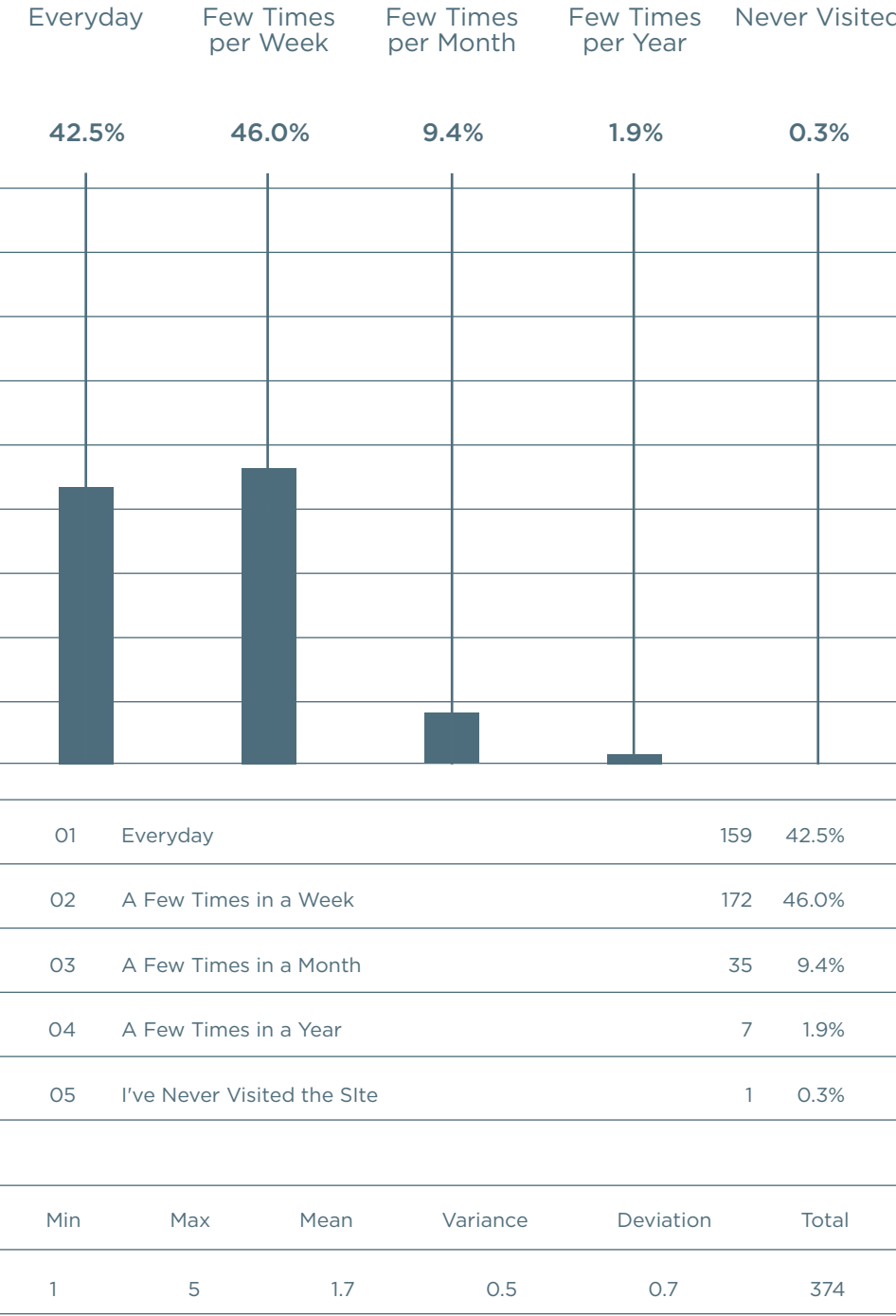
*22% of responses mention Hawksburn Village in contrast

What would make you want to visit and spend time in Toorak Village?

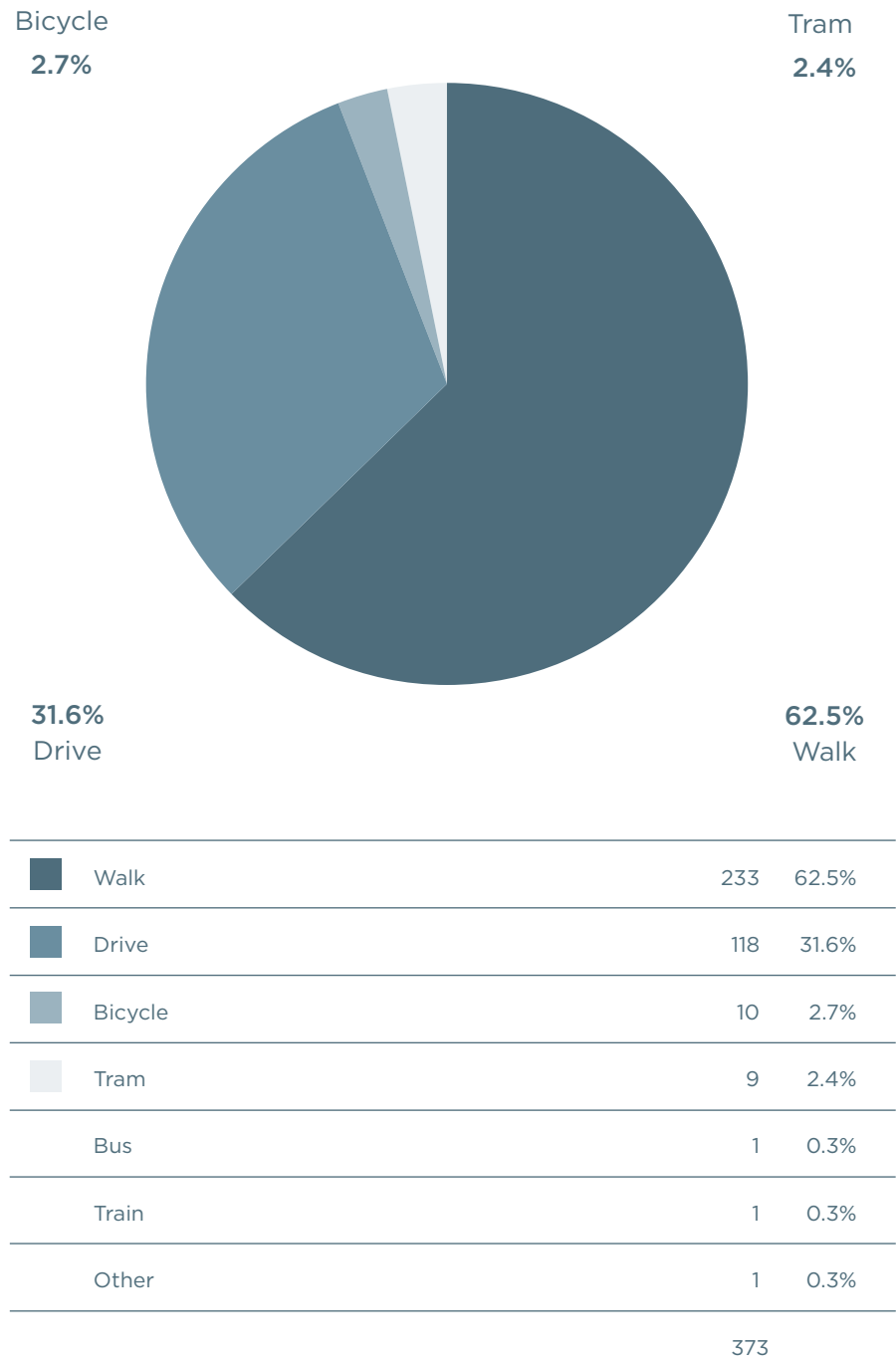
Most Frequent Response:
More outdoor dining for restaurants and cafes

"Widened footpaths to enable street dining... Replacing the clipped trees with shade trees and lots of public seating, not associated with a business, to enable a community feel for the many older residents." - quote

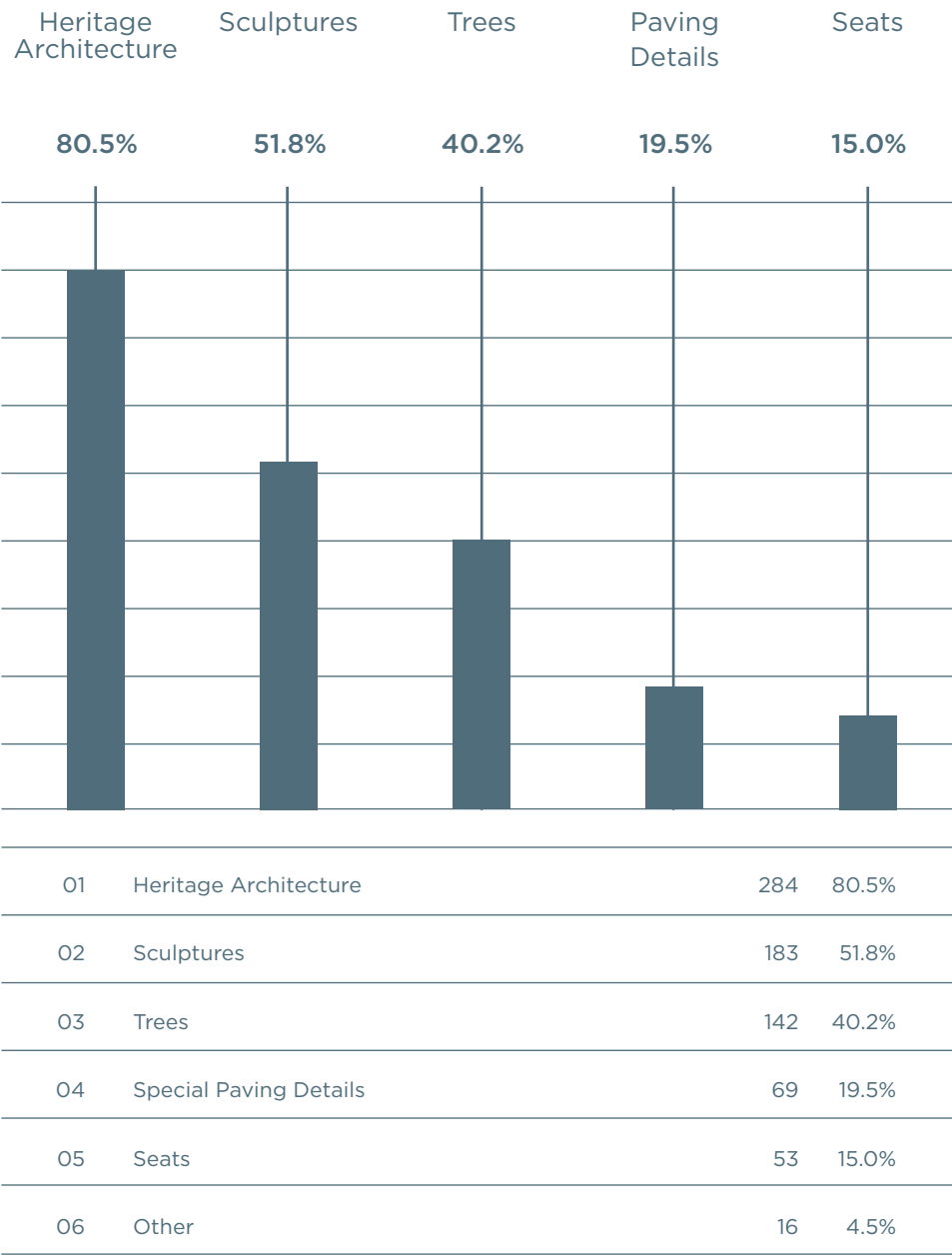
How often do you visit Toorak Village?



How do you most often travel to Toorak Village?



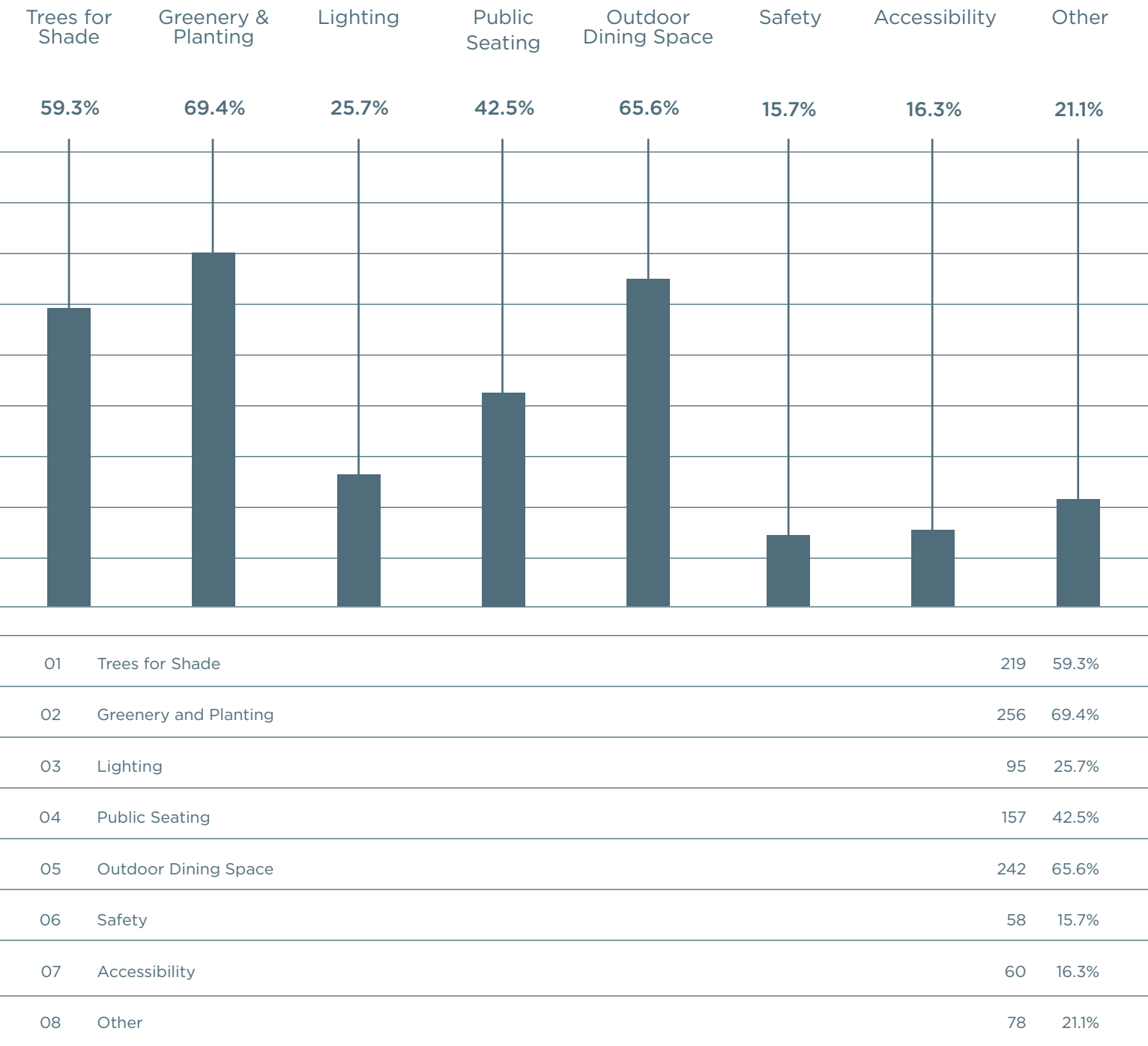
What are your favourite streetscape elements in Toorak Village?



*Respondents could choose more than one response

353

Currently what do you see are the major issues facing the streetscape in Toorak Village?



*Respondents could choose more than one response

369

What do you think is the biggest challenge for the Toorak Village precinct?

Top Five Most Frequent Responses:



Other Relevant Responses:

- "The nice trees being pruned incorrectly"
- "for being in the middle of a very leafy suburb it feels extremely concrete & dry."
- "Declutter and create a unique landscape"
- "Get life out off the indoor malls and onto the streets"
- "Finding its identity"
- "No sense of activity on the streets."
- "Narrow footpaths - people stop and chat in the middle, making it difficult for foot traffic"
- "Improve total amenity as a coordinated all-weather facility with predominant internal pedestrian connections."
- "There is nothing happening at the two ends of the village. It is just a drive through for most people!"
- "Lack of gathering spaces"
- "Keeping the village feel"

Five Community Visions

Based on a wholistic analysis of each consultation, we have developed in response five guiding principles to inform our concept design outcome.

Cultivate

- *Cultivate this streetscape as a village - a community of locals serving each other and those who seek out the destination.*

Continue

- *Establish continuity throughout all aspects of the urban realm in order to unify the village's identity and define its boundaries.*

Restore

- *Restore the Village to a quality of design and materiality for which it was once heralded, through a new balance of historical influence and contemporary aesthetic.*

Reinvigorate

- *Enliven this streetscape by celebrating its art, indulging in greenery, and enhancing activation for traders.*

Re-envision

- *Allow this project to take the first steps in envisioning a future for Toorak Village that can be expanded upon and realized in larger subsequent projects.*



City of
STONNINGTON

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