

Toorak Village Streetscape Improvements

Project Management and Delivery – Engagement Snapshot



Timeline

24 January 2022 to
14 February 2022

About

In January 2022 we ran a three-week engagement program to better understand what residents, businesses and the general community think of the Toorak Village streetscape now, and what they would like to see done to improve it.

How we engaged

- › Facebook
- › Instagram
- › Website News
- › Connect Stonnington
- › Twitter
- › Online survey
- › Onsite intercept survey



2,400+
Direct mail



6
Precinct signs



3
Stakeholder/
community
meetings



6
Digital
screens



5,000
eNewsletter

Engagement response



373
Online surveys
completed



46
In-person surveys
completed

What we learned

Respondents connection
to Toorak Village (n=374)



88%
Live
locally



48%
Shop in
the area



42%
Daily



46%
Few times
a week

Why respondents visit Toorak Village (n=373)



92%
Shop



67%
Dine



59%
Exercise



39%
Meet friends

What we learned
continued

How respondents get to Toorak Village (n=373)



62%
Walk



32%
Drive

What respondents saw as major issues with the existing streetscape (n=369)



69%
Lack of
greenery



66%
Not enough
space for
outdoor dining



59%
Lack of
shade trees



42%
Not enough
seating



26%
Poor
lighting

What respondents liked most about the Toorak Village streetscape (n=353)



80%
Heritage
architecture



52%
Sculptures



40%
Trees



20%
Paving details

How respondents
describe Toorak
Village today
(n=343)

RUN DOWN *Tired*
Hit and miss **BLAND** *Quaint*
DULL *Friendly* **OLD** *BORING*
Village atmosphere *Beautiful but needs updating* **Heritage**
Needs to be preserved *Unique* **CHARMING**
INCONSISTENT

What would make
respondents
spend more time
in Toorak Village
(n=355)

MORE CAFES AND RESTAURANTS *Better* *BETTER SHOPS*
MORE *More* **landscaping** **More**
SHADE *greenery* *Increased public space* **outdoor dining**
Improved outdoor spaces