

GLENFERRIE ROAD, HAWTHORN

PLACEMAKING

CONSULTATION



STAGE 2 -
IMAGINING
PLACE

 **BOROONDARA**
City of Harmony

**IT'S
YOUR
PLACE**

COMMUNITY ENGAGEMENT

PLACEMAKING

This report focuses on the findings of an extensive community survey regarding revitalisation of the Glenferrie Road, Hawthorn precinct. The survey was one of four community engagement activities undertaken to support this project.

These findings have informed the development of a Place Vision, which will be presented to the community for feedback in August 2020.

Throughout February and March 2020, Hawthorn residents and visitors to the Glenferrie Road, Hawthorn precinct were invited to share their ideas to revitalise this much-loved area. In total, 1,194 people had their say.

The Your Glenferrie Road - Placemaking Group on Facebook quickly attracted more than 300 members and the conversations reached 35,000 people. Posts encouraged people to participate in various activities designed to discover their aspirations for the precinct.



CONSULTATION ACTIVITIES

In February 2020, community members were invited to participate in a survey which was completed by 829 people.

Festival-goers at the Glenferrie Festival on Sunday 1 March 2020 were invited to spend time in the placemaking Ideas Zone.

- 281 people contributed their **big ideas** for the Glenferrie Road precinct
- 209 people shared their **future vision**
- 61 people identified the **unique** features of the precinct.

On Tuesday 4 March 2020, a co-design workshop attracted 45 community members, including business owners, residents, community group representatives, commercial property owners and Swinburne University staff and students. Participants considered what makes Glenferrie Road unique, how the precinct could be improved and their future vision for the precinct. Workshop participants commented positively on the current diversity of the precinct and identified its potential to become a more physically comfortable, accessible and welcoming space in the future.

An additional 19 people used the interactive 'walkshop' map of Glenferrie Road on Council's website to make 41 comments and share ideas for specific locations within the precinct. People identified five areas for improvement: safety, accessibility, aesthetics, use of vacant space and amenities.

CONSULTATION FINDINGS

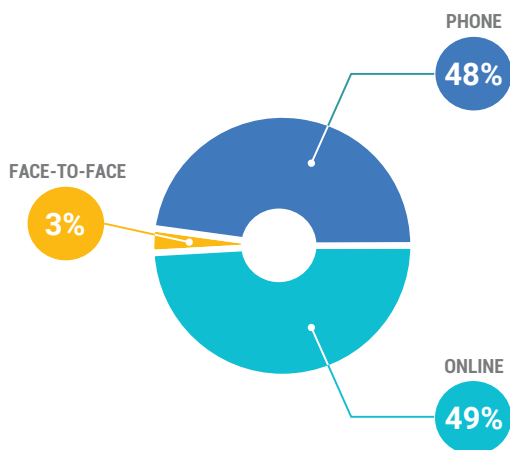
The data from each consultation activity was analysed separately to build a comprehensive picture of the community's aspirations for Glenferrie Road.

The themes and issues raised in each activity are consistent with the findings of the community-wide survey, which attracted the highest participation (829 people) and are the focus of this report.

SURVEY RESULTS

ONLINE AND PHONE SURVEY

- A representative sample of 400 Hawthorn residents were surveyed by telephone.
- An additional 429 people completed the survey online or in person at the Glenferrie Festival.

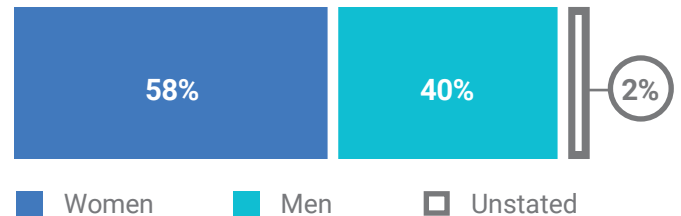


WHO PARTICIPATED?

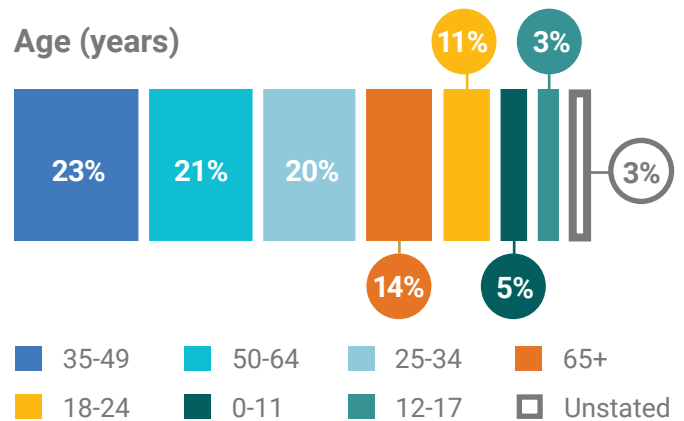
A broad spectrum of people had their say. The most represented age groups were 25-34 (20%), 35-49 (23%) and 50-64 (21%).

77% OF PEOPLE WHO COMPLETED THE SURVEY LIVED IN HAWTHORN.

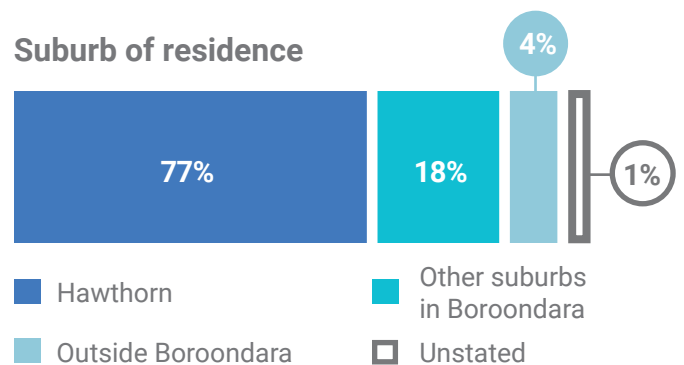
Gender



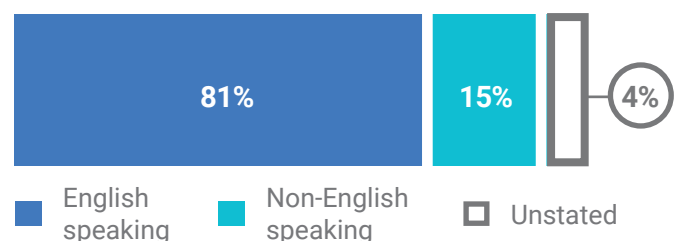
Age (years)



Suburb of residence

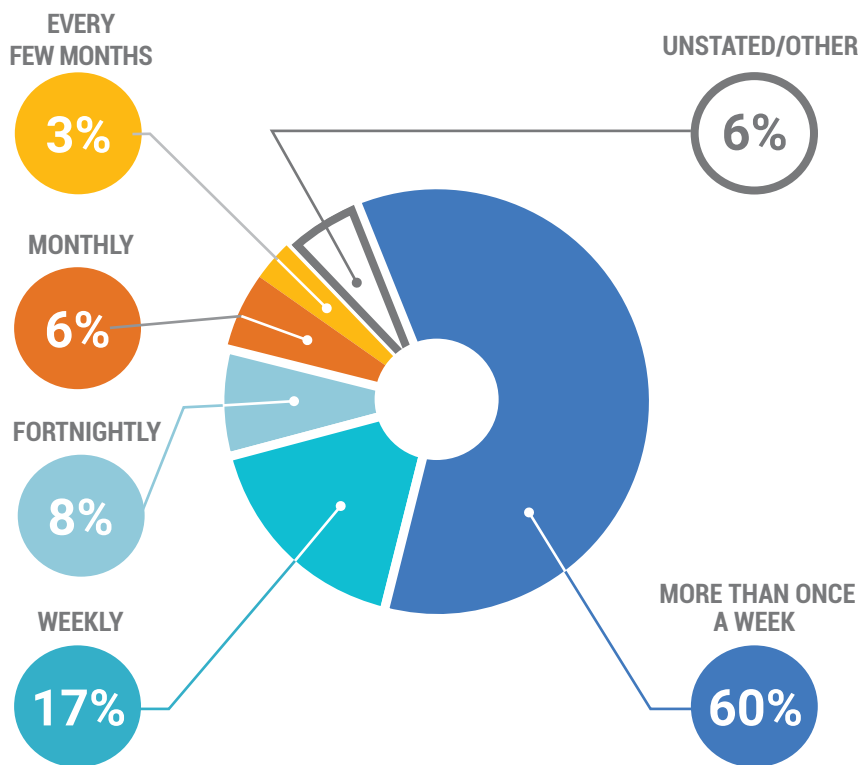


Country of birth



VISITING PATTERNS

FREQUENCY OF VISITS



MOST PARTICIPANTS* TRAVELLED TO GLENFERRIE ROAD



ON FOOT
68%

AND/OR
BY CAR

60%



ABOUT

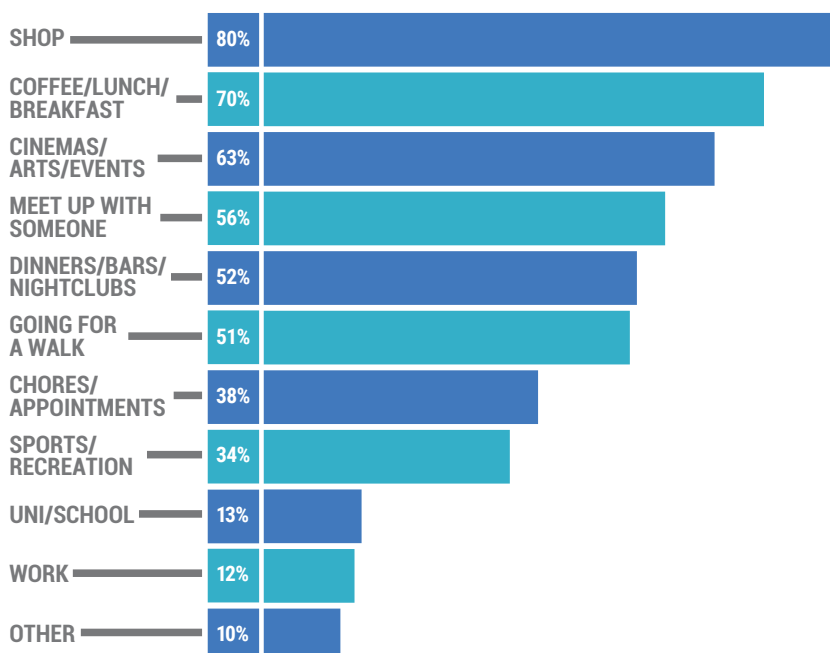
26%

TOOK PUBLIC TRANSPORT

WHILE
7%
CYCLE



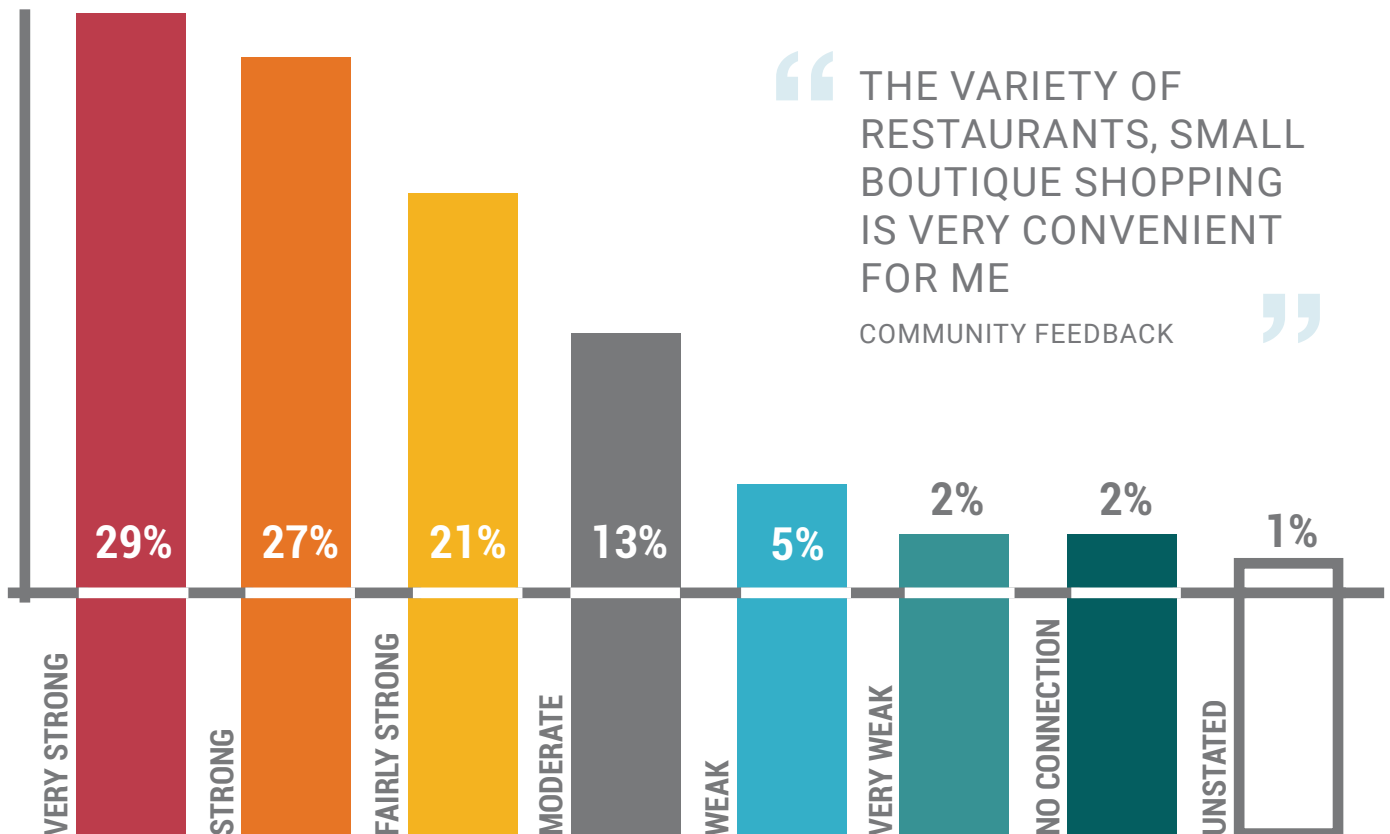
REASONS FOR VISITING*



* People could give as many responses as they wished to this question. For this reason, the responses do not add up to 100%.

SENSE OF CONNECTION

QUESTION: HOW STRONG IS YOUR SENSE OF CONNECTION TO GLENFERRIE ROAD?



“ MIX OF CULTURES AND PEOPLE. IT'S GREAT TO SEE AS MANY YOUNG PEOPLE AND FAMILIES AS THERE IS ELDERLY
COMMUNITY FEEDBACK ”

“ IT HAS A LIVELY, COMMUNITY FEEL FOR ALL AGES, WITH FAMILIES, UNIVERSITY STUDENTS AND RETIREES
COMMUNITY FEEDBACK ”

UNIQUE FEATURES

QUESTION: WHAT IS UNIQUE ABOUT GLENFERRIE ROAD, HAWTHORN?

Analysis of all the survey responses to this open-ended question revealed there are five features that are valued by the community. These are listed in the left hand column of the table below. The elements of each feature are listed on the right hand side of the table.

The most frequently mentioned feature is **The selection of amenities**, with 57% of comments about this. When broken down, 74% of these comments related to the 'overall mix of amenities', and 26% mentioned 'specific attractions', such as Lido Cinemas or the Hawthorn Arts Centre, that made the precinct unique.

THE SELECTION OF AMENITIES 57%	OVERALL MIX OF AMENITIES 74%	SPECIFIC ATTRACTIONS 26%	
THE CONVENIENCE OF ACCESS 15%	EXTERNAL CONNECTIVITY (TO PLACES BEYOND HAWTHORN) 43% However some people thought road connectivity could be improved.	INTERNAL CONNECTIVITY (WITHIN THE PRECINCT) 34%	AVAILABILITY OF PARKING 23% However some people thought there was not enough parking.
THE COMMUNITY OF LOCALS 13%	DEMOGRAPHIC DIVERSITY 43%	LOCAL BUSINESSES 31%	FRIENDLY COMMUNITY 26%
THE APPEAL OF THE "VIBE" 10%	SOCIAL VIBRANCY 58%	TANGIBLE HERITAGE 27%	GENERAL AESTHETIC 15%
IT'S NOT UNIQUE 5%	THERE IS A LACK OF UNIQUE CHARACTERISTICS 100%		

“ I LOVE SUPPORTING THE LOCAL BUSINESSES ”
COMMUNITY FEEDBACK

“ YOU COULD
SPEND DAYS
HERE AND NOT
GET BORED ”



“ THE INDIVIDUAL
CHARACTER OF
THESE PLACES
SHOULD BE
MAINTAINED AT
ALL COSTS ”

“ NOT A FRIENDLY
AREA ANYMORE BUT
COULD BE IF FAMILIES
AND SENIORS ARE
ENCOURAGED TO
BE PART OF IT, NOT
ONLY STUDENTS AND
CASUAL TRAFFIC ”



“ THOSE OF US WHO
HAVE LIVED HERE
A LONG TIME KNOW
IT'S UNIQUE TO
HAVE SO MANY
AMENITIES WE CAN
WALK TO ”

IMPROVEMENTS

QUESTION: WHAT WOULD MAKE YOU WANT TO SPEND MORE TIME IN GLENFERRIE ROAD, HAWTHORN?

The community's suggestions to improve and enhance Glenferrie Road fell into four distinct categories, listed in the left hand column.

COMFORTABLE PLACES TO SPEND TIME 40%	EMPHASISING GREENERY 33%	UPDATING PUBLIC FURNITURE AND FACILITIES 18%	PROVIDING USABLE OPEN SPACE 14%	IMPROVING CLEANLINESS 14%
	MAKING SPACES FEEL SAFE 10%	ENGAGING CHILDREN 6%	REVITALISING PEDESTRIAN LANEWAYS 5%	
STREET DESIGN FOR EASY ACCESS 23%	IMPROVING PARKING 33%	IMPROVING PEDESTRIAN MOVEMENT 30%	MANAGING TRAFFIC 20%	PEDESTRIANISING GLENFERRIE ROAD 17%
REVITALISED RETAIL FOR A THRIVING PRECINCT 19%	IMPROVING RETAIL MIX 49%	REVITALISING SHOPFRONTS 25%	SUPPORTING LOCAL NIGHTLIFE 14%	SUPPORTING LOCAL BUSINESSES 12%
DIVERSE ACTIVATIONS FOR A VIBRANT COMMUNITY 17%	ACTIVATING THE STREET 90%	CELEBRATING THE SEASONS 10%	Although Diverse activations were suggested in 17% of all responses, there were divergent views about the types of activations (such as "introduce street art, but not street performances").	

Many community members gave similar suggestions for updating infrastructure to create more comfortable places to spend time or for supporting a diverse residential and commercial community.

A large number of suggestions were made about modifying the street for easy accessibility. Interestingly, different views were shared about the availability of parking amongst people surveyed:

- When asked 'What makes Glenferrie Road unique?', 47 people commented on the availability of parking.
- When asked 'What would make you want to spend more time in Glenferrie Road, Hawthorn?', 120 responses suggested increased parking.
- A further 63 responses suggested pedestrianizing Glenferrie Road.

“ PEOPLE ARE LESS
INCLINED TO STAY
AROUND ... BECAUSE
IT GETS SO HOT ”

“ ... THERE IS NOWHERE
CLOSE ... TO GO AND
SIT UNDER A TREE
AND RELAX ”

“ THE FOOTPATHS
ARE NOW TOO
NARROW ... AND
CROWDED ”

“ REDEVELOP THE
AREA AROUND
THE STATION ”

“ I WOULD LIKE ...
A GOOD RANGE OF
DELIS AND FRUIT
SHOPS ... ”

“ SPRING RACING,
GRAND FINAL DAY,
EASTER ... IN THE
PAST THESE WERE
A GREAT FEATURE ”

FUTURE IDENTITY

QUESTION: HOW WOULD YOU LIKE GLENFERRIE ROAD TO LOOK AND FEEL IN 5–10 YEARS?

When people shared their visions for the future of the Glenferrie Road precinct, three desires emerged.

<div>A "PLACE TO BE"</div> <div>60%</div>	<div>IMPROVING SPACES AND INFRASTRUCTURE</div> <div>49%</div>	<div>CREATING SPACES TO SPEND TIME</div> <div>23%</div>	<div>FACILITATING AN ACCESSIBLE AND SAFE EXPERIENCE</div> <div>20%</div>	<div>ADDING ATMOSPHERIC TOUCHES</div> <div>8%</div>
<div>A THRIVING COMMUNITY HUB</div> <div>33%</div>	<div>OFFERING A DIVERSE CROSS-SECTION OF AMENITIES</div> <div>52%</div>	<div>SERVING THE WHOLE COMMUNITY</div> <div>18%</div>	<div>HELPING LOCAL BUSINESSES THRIVE</div> <div>16%</div>	<div>ACTIVATING THE COMMUNITY WITH EVENTS</div> <div>14%</div>
<div>A CHARMING HISTORICAL NEIGHBOURHOOD</div> <div>7%</div>	<div>RETAINING AND EXTENDING HISTORICAL CHARM</div> <div>57%</div>	<div>CONTROLLING DEVELOPMENT CAREFULLY</div> <div>43%</div>		

“ TO STAY COMMUNITY MINDED. SMALL BUSINESSES MUST BE TREASURED ”
 COMMUNITY FEEDBACK

“ BY DAY, A HIVE OF ART, CAFES, CLOTHING AND HEALTH ORIENTED SPACES. BY NIGHT A BUZZ OF ENTERTAINMENT, INTELLECTUAL TALKS, EXHIBITION OPENINGS ”
 COMMUNITY FEEDBACK

“ A SAFE DESTINATION FOR PEOPLE ”
 COMMUNITY FEEDBACK

“ GREENER, CLEANER AND SLEEKER ”
 COMMUNITY FEEDBACK

“ MAINTAIN THE BEAUTIFUL OLD ARCHITECTURE ”
 COMMUNITY FEEDBACK

NEXT STEPS

TIMELINE

The findings of the community consultation reported here have informed the development of the Place Vision for Glenferrie Road.

The Place Vision will be available in August 2020 for the community to review and comment on, as part of Stage 3 - Vision and Priorities.

Your feedback is integral to this process, and we want to hear what you have to say about the Place Vision.

www.boroondara.vic.gov.au/placemaking/glenferrie-road-placemaking-project



IT'S YOUR PLACE

Placemaking is a holistic, hands-on approach to creating people-centred places for the health and wellbeing of our community. It involves listening to the people who live, work, visit, study and play in a place to discover their needs and aspirations.



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Your Glenferrie Road - Placemaking Group

Thank you to all community members who contributed to this consultation despite the challenging circumstances of the COVID-19 pandemic. Your ideas will play a vital role in assisting the economic recovery of Glenferrie Road through placemaking.

July 2020