

A man in a brown sweater and white shirt is performing a handstand on the roof of a vintage green and white van. He is holding onto two wooden handles. The background shows a city street with trees and buildings.

MALING ROAD PLACEMAKING ENGAGEMENT SUMMARY

ENGAGEMENT ACTIVITIES

PLACEMAKING

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.

This report summarises the initial stage of community engagement in late 2019 for the Maling Road Placemaking Project.

These results have informed the development of the Place Vision, which will be presented to the community in the next stage of engagement in May 2020.

WHAT WE ASKED

Community members were asked four questions to understand how they currently use Maling Road:

1. How often do you usually visit Maling Road?
2. Why do you usually visit Maling Road?
3. How do you usually travel to Maling Road?
4. How strong is your sense of connection to Maling Road? (On a scale of 'Very strong' to 'No connection at all'.)

People were then asked three key questions to contribute their ideas to the placemaking vision for Maling Road:

1. What is unique about Maling Road?
2. What improvements would make you want to spend more time in Maling Road?
3. In an ideal world, how would you like Maling Road to look and feel in 5-10 years?

HOW YOU RESPONDED

In total, over 1,200 people shared their aspirations for the future of the Maling Road precinct.

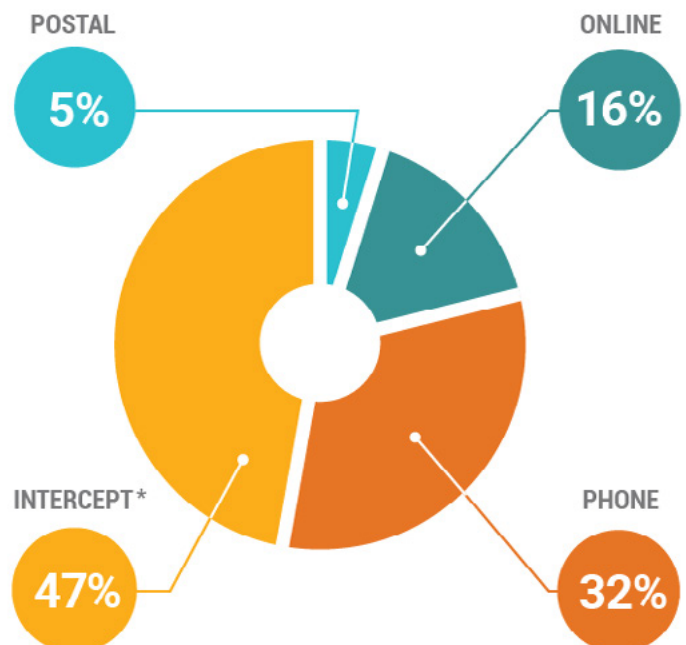
Forty-five people including business owners, residents, community group representatives and commercial property owners, participated in two co-design workshops.

More than 100 children shared their ideas through text and drawings.

A representative sample of 378 Canterbury residents were surveyed by telephone.

An additional 797 people contributed their ideas by completing a survey via mail, online or in person through intercept surveying on the street.

The findings from the surveys are detailed on following pages.



***Note:** On-street surveying captured responses from shoppers, visitors and business owners.

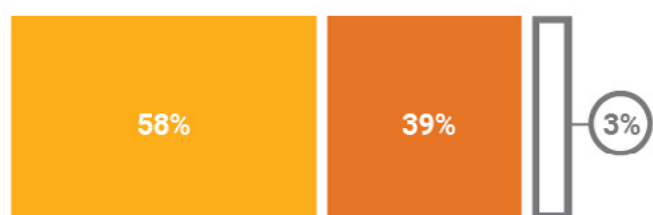
WHO PARTICIPATED?

A broad spectrum of people participated in the surveys. The majority were women (58%), and the most represented age groups were 50-64 (22%), 65+ (23%) and 35-49 (25%). The majority of participants were Canterbury residents. The remainder were visitors to the Maling Road precinct.

The widespread appeal of Maling Road is evident in the fact that visitors who completed intercept surveys on the street came from more than 60 suburbs across Melbourne. The views of a small number of regional, interstate and overseas visitors were also captured.

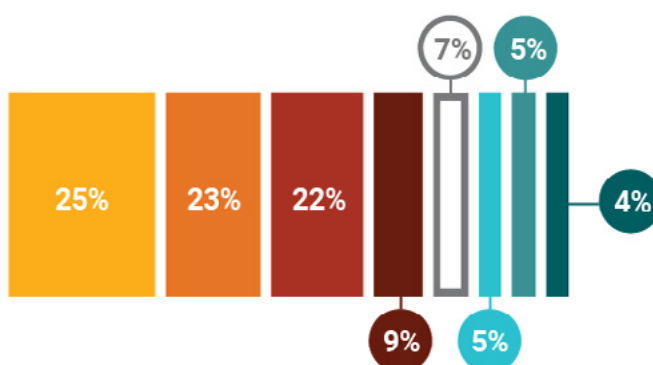
66% OF PEOPLE WHO COMPLETED THE SURVEYS LIVED IN CANTERBURY.

Gender



Female Male Unstated

Age (years)



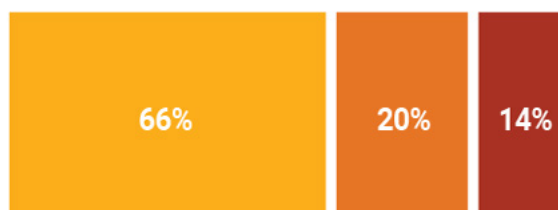
35-49 65+ 50-64 25-34
Unstated 18-24 12-17 0-11

Cultural background



English Speaking Non-English Speaking Unstated

Suburb of residence

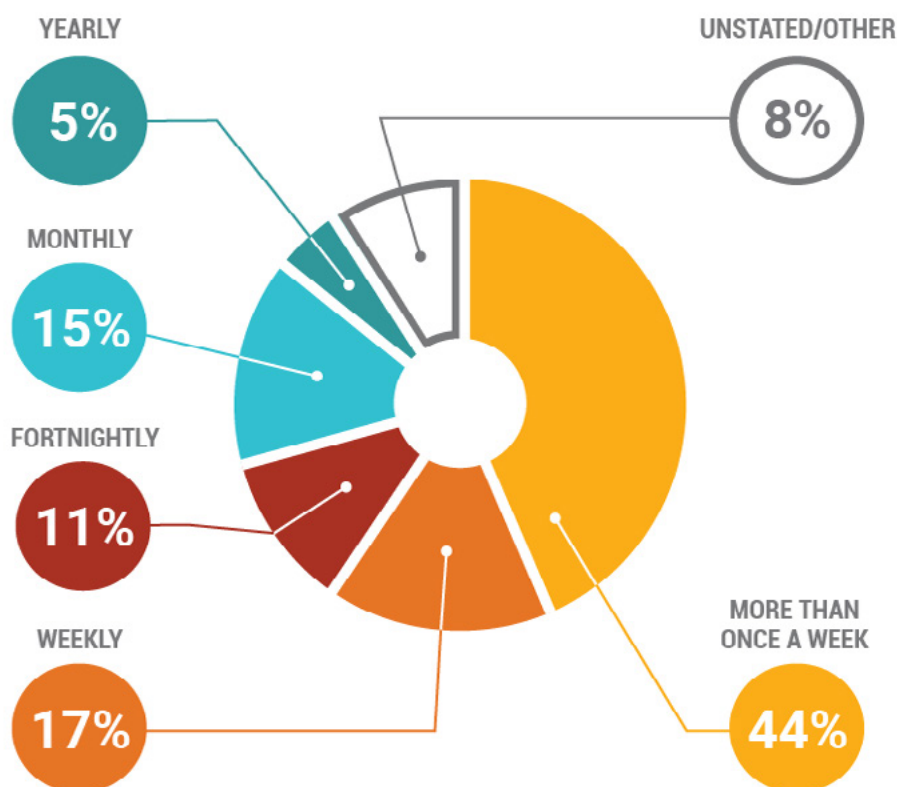


Canterbury Other Suburbs in Boroondara Outside Boroondara

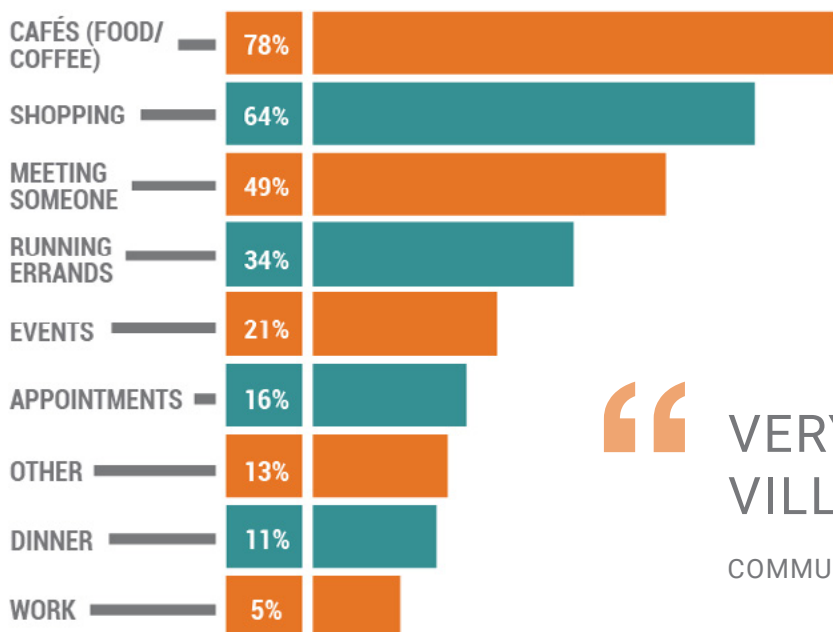
CURRENT USE

VISITING PATTERNS

Number of visits



Reason for visiting*



MOST PARTICIPANTS*
TRAVELLED
TO MALING ROAD



ON FOOT
66%

AND/
OR BY CAR
58%



ABOUT
7%

TOOK PUBLIC TRANSPORT

WHILE
4%
CYCLED



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

“ **VERY HISTORIC FEEL AND VILLAGE FEELING...** ”
COMMUNITY FEEDBACK

QUESTION: 'HOW STRONG IS YOUR SENSE OF ATTACHMENT TO MALING ROAD?'



“ IT'S LOCAL, WELCOMING. THERE'S A SENSE OF COMMUNITY. ”

COMMUNITY FEEDBACK



CURRENT IDENTITY

QUESTION: 'WHAT IS UNIQUE ABOUT MALING ROAD?'



All survey responses were analysed and some key themes emerged about what makes Maling Road unique.

These themes are displayed in the left hand column of the table below, while the columns to the right describe each theme's components.

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

CHARACTER 60%	UNIQUE HERITAGE	PLEASANT VILLAGE ATMOSPHERE	
SHOPS AND SERVICES 52%	GOOD MIX However, some people commented that there were too many cafés.	PLEASANTLY SMALL SCALE	VACANCIES ARE AN ISSUE
COMMUNITY 28%	STRONG SENSE OF COMMUNITY	MALING ROAD IS CLOSE BY	GOOD RAPPORT WITH TRADERS
MOVEMENT AND ACCESS 13%	TRAFFIC IS WELL MANAGED However, some people thought it was difficult to drive through.	THE STREET IS WALKABLE	THE STATION IS CLOSE BY

“

PROBABLY IF THEY HAD RESTAURANTS
INSTEAD OF JUST CAFÉS – A BIT OF DIVERSITY...

COMMUNITY FEEDBACK

”

IMPROVEMENTS

QUESTION: 'WHAT WOULD MAKE YOU WANT TO SPEND MORE TIME IN MALING ROAD?'

Some strong themes emerged about what improvements would make participants want to spend more time in Maling Road.

These themes are displayed in the left hand column of the table below, while the columns to the right describe each theme's components. People could give as many responses as they wished to this question. For this reason, the responses do not add up to 100%.

REVITALISE RETAIL 57%	IMPROVE WINING AND DINING	BETTER RETAIL MIX	EVENING/NIGHT ECONOMY	REDUCE NUMBER OF EMPTY SHOP FRONTS
UPGRADE AMENITIES 28%	MORE/BETTER AMENITIES	TECHNOLOGY*	UPKEEP BUILDINGS	
REIMAGINE THE ROADS 26%	IMPROVE PARKING	IMPROVE ROAD DESIGN	MANAGE TRAFFIC FLOW	
HOST EVENTS 22%	ARTS EVENTS AND FESTIVALS	SPECIAL INTEREST	SEASONAL	NIGHT-TIME LIFE-STAGE SPECIFIC
IMPROVE AESTHETICS 19%	INSTALL ART	PRESERVE HERITAGE	ENHANCE LIGHTING	IMPROVE STREET APPEAL
CATER TO ALL LIFE STAGES 15%	CHILDREN	YOUNG ADULTS	FAMILIES	MIDDLE-AGE AND OLDER ADULTS
GREEN OUR STREET 12%	DEDICATED GREEN SPACE	MORE GREENERY		

***Note:** This category mainly contained responses that referred to a prompt in the telephone survey script, which included 'enhance with technology' to encourage people to 'think big'.

FUTURE IDENTITY

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

Survey responses to this question were analysed according to two urban design principles: the way places look and the way places feel.

These themes are displayed in the left hand column of the table below, while the columns to the right describe each theme's components. People could give as many responses as they wished to this question. For this reason, the responses do not add up to 100%.

THE WAY MALING ROAD 'LOOKS' 50%	HERITAGE RETAINED	LOOK VERY SIMILAR	GREENING UNDERTAKEN	MAINTENANCE UNDERTAKEN
THE WAY MALING ROAD 'FEELS' 44%	FEEL VERY SIMILAR	HISTORIC FEEL RETAINED	IS VIBRANT AND ENERGISED	VILLAGE FEEL RETAINED



NEXT STEPS

TIMELINE

The implementation timeline below provides an overview of the key stages involved in the Maling Road Placemaking Project.

As mentioned earlier, the results of the community engagement outlined in this report informed the development of the Place Vision for Maling Road.

The Place Vision will be available for review in May 2020, in the next phase of community engagement for Stage 3 – Vision and Priorities.

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

To get in touch and to learn more about the project, visit: www.boroondara.vic.gov.au/maling-road-placemaking.



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ART
INSTALLATIONS
WOULD BE
GREAT...

COMMUNITY FEEDBACK

”

IT'S YOUR PLACE



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