

Bellerive Avenue, Mount Waverley

Local Activity Centre

Centre Upgrade

CONSULTATION REPORT

Overview

This report provides the following:

- A detailed summary of the activities undertaken during the community consultation on the Bellerive Avenue Activity centre streetscape upgrade
- Themes from feedback
- Conclusion

Consultation process

Stage 1 – Early stakeholder engagement

Early stakeholder engagement was conducted on 22 April 2024 and included direct conversations with the activity centre traders. Discussions focused on potential design that would look at widening of footpaths to encourage greater room for outdoor dining/trading and improve the overall look and amenity of the streetscape.

Stage 2 – Consultation

The consultation on the concept design was held for five weeks from 22 April 2024 to 19 May 2024. The consultation was centred on the preliminary concept design for the project.

Design concept plan and graphics

A coloured rendered preliminary concept plan was prepared for inclusion in the consultation material shared with traders and the community.

Direct notification

Letters were sent to:

- All traders in the Bellerive Avenue neighbourhood activity centre.
- All property owners and occupiers along Bellerive Avenue, in premises directly affected by potential construction and changes to parking restrictions along Bellerive Avenue.
- All residents within approximately a 400m radius or 5-minute walking catchment of the Bellerive Avenue Activity Centre.

Other notification/publicity

Posters on windows and promotional flyers on shop counters were displayed at the activity centre, notifying visitors of the project, with a QR code directing people to the Shape Monash page.

Shape Monash

This project used Shape Monash as the main platform for consultation. The letter and poster/flyers included a link to the Shape Monash page - shape.monash.vic.gov.au/bellerive-avenue

Visitation

The page had the following hits over the consultation period: 218 views, 204 visits, 158 unique visitors.

Website activity peaked at the start upon people receiving the consultation letter and plateaued after that.

Performance Summary

					
218	204	158	14	14	4
Views	Visits	Visitors	Contributions	Contributors	Followers

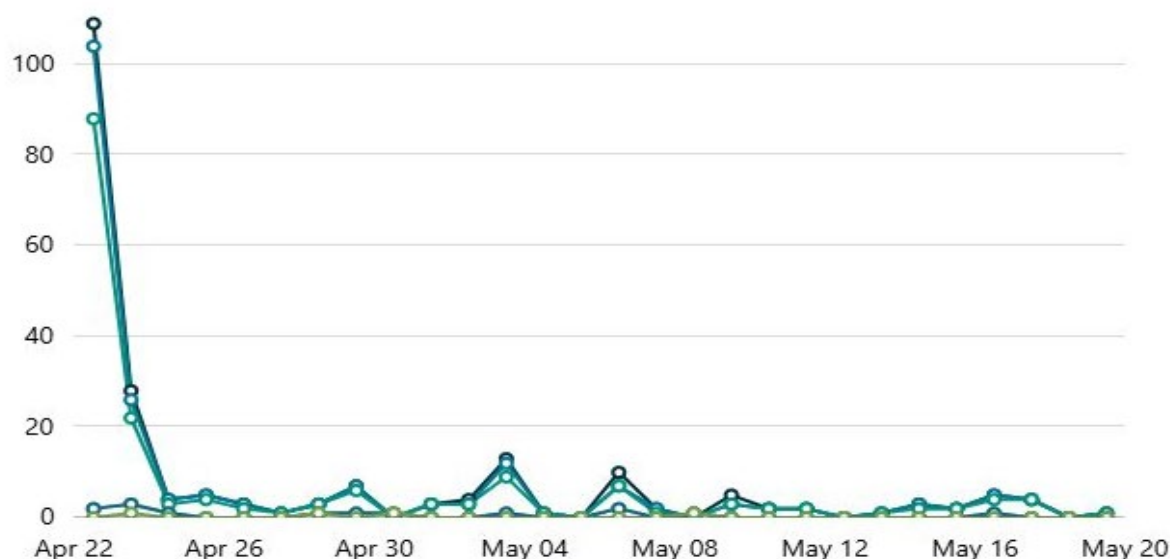


Figure 1 Shape Monash Visitation

Views - The number of times a visitor visits the page.

Visits - The number of end-user sessions associated with a single visitor.

Visitors - The number of unique public or end-users. A visitor is only counted once, even if they visited a site several times in one day.

Contributions – The total number of responses or feedback collected through the participation tools.

Contributors – The unique number of visitors who have left feedback or contributions through the participation tools.

Followers – The number of visitors who have 'subscribed' to a project using the 'Follow' button

Content of the Shape Monash page

The page included the following:

- Introductory text
- Summary of the key proposal
- Plan of proposal with hot spot annotations
- Plan of proposal for download
- Project timeline
- Location map
- How to provide feedback
- Council contact details for more information
- Feedback page allowing people to:
 - Complete a short survey to provide feedback
 - Contact Council by phone or email
- Privacy statement

One-on-one conversations with traders

Council officers conducted one-on-one conversations with available traders within the project area on 22 April 2024 to discuss their feedback and any concerns they may have with the proposals.

Opportunities for feedback

People were able to provide their feedback in the following ways:

- Completing a survey on Shape Monash
- Providing a submission by email
- By phone

Survey

The survey asked the following questions:

- What is your main connection to the Bellerive Avenue Activity Centre?
 - Trader, business owner or employee within the Bellerive Avenue Activity Centre
 - Trader, business owner or employee elsewhere within Monash
 - Local resident within the vicinity of the Bellerive Avenue Activity Centre
 - Visitor to the area
- Do you have any feedback on the concept design?

Submission responses

All submissions were acknowledged, either automatically (if done through the Shape Monash portal) or manually (if provided by email).

Feedback received

There were 14 responses to the online survey, 3 email submissions and 1 telephone submission, with all participants providing feedback.

The online survey ran from 22 April 2024 to 19 May 2024. Response rate was highest in the first week of consultation.

Consultation period	Respondents
Week 1: Mon 22 April to Sunday 28 April	9
Week 2: Mon 29 April to Sunday 5 May	5
Week 3: Monday 6 May to Sunday 12 May	3
Week 4: Monday 13 May to Sunday 19 May	1
Total	18

About the survey respondents

Respondents were asked “What is your main connection to the Bellerive Avenue Activity Centre?”

Of the 18 submissions:

- 14 answered “Local resident within the vicinity of the Bellerive Avenue Activity Centre”
- 3 answered “Visitor to the area”
- 1 was feedback from a trader

What did people tell us?

Key themes of the feedback on the concept design.

Theme	Our response
Pedestrian crossing safety	<i>The design was amended to ensure the pedestrian walkway leading to the raised tabletop crossing was obvious to both pedestrians and motorists. Department of Transport approval has been given for the pedestrian tabletop crossing.</i>
Roadworks in adjacent areas to improve traffic flow	<i>Outside of scope of this project and budget</i>
Removal of billboards on Stephensons Road	<i>Billboards on private land and part of a commercial agreement are outside the control and management of Council.</i>
More shops variety and current shops to be improved	<i>Redevelopment and footpath widening is hoped to encourage business owners to provide outdoor dining or trading options for the community. Business owners asked to improve facades upon completion of redevelopment.</i>
Tree plantings and vegetation-related visibility	<i>Tree planting locations have been approved by the Department of Transport from a safety perspective. Trees have been chosen to provide a canopy across the strip that will encourage outdoor dining and an aesthetically pleasing atmosphere.</i>

	<i>Trees will be installed in pits that will ensure underground services and buildings are not affected. Trees have been chosen that will take around 5 years to reach maturity.</i>
Improvement to adjacent bus shelter	<i>Outside of scope of this project.</i>
Plantings along green strip on Stephensons Road	<i>Low profile Australian natives will be planted within this area.</i>
Supportive of redevelopment	<i>Feedback encouraging project to proceed.</i>

Conclusion

There was a moderate response rate to the Bellerive Avenue consultation which included:

- Letters to traders
- Letters to visitors
- Shape Monash page
- Posters on trader windows
- Flyers on trader counters
- One-on-one conversations with traders leading up to and throughout the consultation process.

The number of responses (14 survey submissions, 3 email submissions and 1 telephone submission) was considered typical for this type of project due to its relatively low impact.

The sentiment of the submissions received varied, with no distinct trend. Responses were generally positive or neutral when suggesting design improvements for the upgrade.

All suggestions and themes from the above table were considered by the project working group consisting of internal Council officers from Urban Design, Capital Works, Design Engineering, Traffic Engineering, Economic Development and Horticulture, in conjunction with the design architects.

Next steps

Thank you to everyone who provided their feedback for the concept design stage of the Bellerive Avenue upgrade.

This report and the underlying feedback was used by the project team and the designers to review the design in line with the project's budget and scope. The final design is available to view on Shape Monash.

Construction is set to start soon, and local residents will receive a letter with further details.

This report, and other updates on the project, will be shared on the Shape Monash project page:

- <https://shape.monash.vic.gov.au/bellerive-avenue>