

The Gateway, Mulgrave Neighbourhood Activity Centre Streetscape Upgrade

CONSULTATION REPORT

Overview

This report provides the following:

- A detailed summary of the activities undertaken during the community consultation on the Gateway Neighbourhood Activity Centre Streetscape Upgrade (**Project**)
- Results of the feedback received from an online survey
- Submissions received
- Conclusion and recommendations

Consultation process

Stage 1 - Early stakeholder engagement

Early stakeholder engagement was conducted on 21 September 2022 and 1 - 5 May 2023, and included direct conversations with activity centre traders. Discussions in early May focused on flagging the upcoming consultation with traders and seeking feedback on any concerns they may have in relation to parking.

Stage 2 - Consultation

The consultation on the concept design was held for five weeks from 29 May 2023 to 30 June 2023. The consultation was centred on the preliminary concept design for the Project only.

Design Concept Plan and Graphics

A colour rendered preliminary concept design plan and parking time limits plan were prepared for inclusion in the consultation material shared with traders and the community.

Direct notification

Letters were sent to:

- All property owners and occupiers in The Gateway neighbourhood activity centre located on Springvale Road between Wilma Avenue and Dandenong Road, as well as occupiers of the adjacent Dan Murphy's and The Vale hotel. A total of 42 letters were sent.
- Residential properties within an approximate 400m or 5 minute walking catchment and within the municipal boundary (150 letters). Properties within the 400m catchment on the eastern side of Springvale Road but whose access to The Gateway is limited by the barrier of Springvale Road were not included.

Updates at community advisory group meetings, including:

- Disability Advisory Committee,
- Gender Equity Advisory Committee

Members of Council's Community Strengthening team also visited businesses in the activity centre during the consultation period to hand deliver the letter and ensure awareness.

Other notification / publicity

Posters were displayed at the activity centre to notify visitors of the Project, with a QR code directing people to the Shape Monash page.

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Copies of the flyer (poster) were available at the Mackie Road Neighbourhood House for people to read and take copies home. A flyer was also placed at the Mackie Café and flyers were distributed by hand to visitors at The Gateway at lunchtime on 22 June 2023.

Phone calls

No phone calls were received relating to the project during the consultation period.

Shape Monash

This project utilised Shape Monash as the main platform for the consultation. The letters and poster/flyers included a direct link to the Shape Monash page (shape.monash.vic.gov.au/gateway-streetscape).

Visitation

The page had the following hits over the consultation period: 174 views, 166 visits, 120 unique visitors.

Website activity peaked on 2 main occasions: around the beginning of the consultation when Shape Monash went live and week 3 of the consultation.

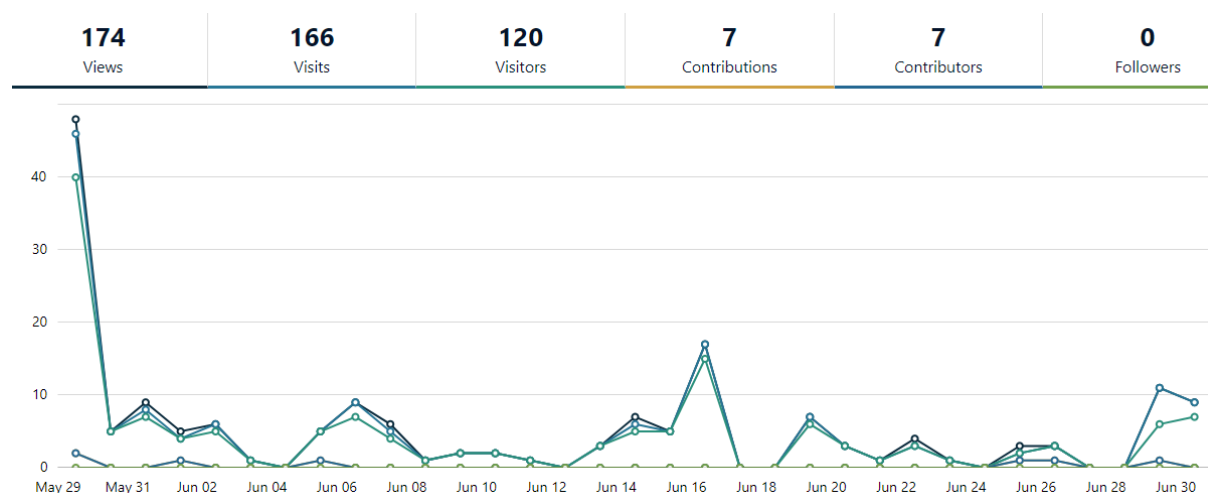


Figure 1 Shape Monash Visitation

Views - The number of times a Visitor visits the page on a Site.

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

Visitors - The number of unique public or end-users to a Site. 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 on a Site 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 proposals and impacts on parking
- Plan of proposals with hot spot annotations
- Plan of proposals for download

- Plan of proposed parking time limits for download
- Project timeline
- Location map
- Frequently Asked Questions
- Council contact details for more information
- Feedback page, allowing people to:
 - Complete a short survey and provide feedback (prompting contact information)
 - Contact Council by phone or email
- Privacy Statement

One-on-one Conversations with traders

Council officers conducted one-on-one conversation with available traders within the Project area on 29 May 2023, 31 May 2023, 19 June 2023 and 22 June 2023 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 Gateway shopping centre? Choice from:
 - trader, business owner or employee within the Project area
 - trader, business owner or employee elsewhere in Monash or Greater Dandenong
 - resident or visitor
- Residents and visitors were asked to identify where they lived. Choice from:
 - Live in Mulgrave
 - Live elsewhere in the City of Monash
 - Live in the Greater Dandenong
 - Live elsewhere
- Participants were asked for their feedback on the concept design.
- Traders, business owners or employees were invited to leave their business name and phone number if they wanted to discuss their feedback with a Council officer.
- Participants were asked their gender.

Participants were able to include their email address if they wanted a copy of their survey responses sent back to them.

Submission responses

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

Feedback received

Shape Monash Survey Results

There were 7 responses to the online survey, with all participants providing feedback.

The survey was open between 29 May 2023 to 30 June 2023. The five weeks of consultation produced a very low response rate, with responses received at the beginning and final week of the consultation.

Consultation period	Respondents
Week 1: Mon 29 May to Friday 2 May	3
Week 2: Sat 3 June to Friday 9 June	1
Week 3: Sat 10 June to Friday 16 June	0
Week 4: Sat 17 June to Friday 23 June	0
Week 5: Sat 24 June to Friday 30 June	3
Total	7

About the survey respondents:

Respondents were asked 'What is your main connection to The Gateway shopping centre?'

Of the 6 submissions received only one was from a trader within The Gateway activity centre and two from residents of Mulgrave. Three respondents were residents of Monash and one was from Greater Dandenong.

What did people tell us?

Survey responses

The full set of responses to the online survey is included in 'Survey Submissions' of this report. For simple analysis, the sentiment of each response was recorded as either 'Positive', 'Mixed', 'Neutral', or 'Negative'. Overall, the sentiment is recorded for Traders and Residents as follows:

Sentiment

Survey participants were asked: *The proposed enhancements will make The Gateway more pedestrian friendly and support outdoor trading and dining, subject to budget approval. Do you have any feedback on the concept design?*

Sentiment of responses received:

- 1 Negative
- 1 Mixed
- 1 Neutral
- 1 Positive
- 3 Out of Scope

Gender analysis

Of the 7 submissions received, 5 were from men and 2 did not identify their gender.

Email Submission Responses

One email submission was received from a trader within The Gateway activity centre and a submission was received from the Gender Equity Advisory Committee.

Comments received in the email and survey submissions are provided in the next section.

Email Submissions

The following table includes all comments received by email. Individual submitters have been deidentified to protect privacy.

Submission no. and details	Respondent Comments
SUB01	We spoke last week when you called in about suggestions for upgrades. The only issue is there is no allocation for taxi parking. We have a number of elderly and disabled patients who come and go in taxis and unfortunately there is no bay for drivers. Most drivers park and come in to collect patients as they (the patient) often leave with blurry eyes due the dilation drops. The ideal taxi bay would be one outside WIN Realestate. Taxi drivers have such a difficult time finding a place to stop and park. Hopefully this can be discussed and considered.
SUB02	Safety and accessibility are key issues for women and gender diverse people in public spaces. The proposed changes to Gateway that aim to improve these and increase activation are positive using a gender lens – e.g. the widened footpaths, new plantings, increased opportunity for outdoor dining, slower speeds, accessible car parking spaces and new seating and signage all contribute to these goals. Minor suggestions are to consider: • that the new bench seats instead are seats with backs/arm rests (so they are more usable for a wider range of people) • that the new plantings are chosen so they do not create barriers to sightlines/ offer spaces for concealment

Survey Submissions

The following table includes all comments received online by survey respondents. Individual submitters have been deidentified to protect privacy.

Submission no.	Respondent Comments
SUB03	Yes, I don't think this project is a good idea, we need more car park space and no need to spend money on other things. You can change the car park time but why you reduce car park area and increase many useless things? Please save this money and create a double storey car park area afterwards, don't waste our money. Nobody here cares about outdoor dining or bicycles, most of our clients complain no place to park.

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SUB04	This area is the only public space for the whole West Mulgrave (area between Springvale Rd, Princes Highway, Wellington Rd and business centre) an area that is the least advanced in the whole Monash Council. In that view, it is imperative to become mainly a resident friendly area. Until now it is used as stop buy and go area with heavy vehicles parking at all times. I suggest that: - the parking lots need to be drastically decreased and part of the existing parking area needs to be transformed into green area or even a small open sports facility (table tennis, a basketball court, etc), similar to areas in Clayton under the train railway - the complex needs to be unaccessible for heavy vehicles (trucks, etc) - other changes of the surrounding areas are needed 1) parking lots along the service road of Princes highway 2) widening of path along the Princes highway towards the traffic lights (the current path is quite narrow) 3) widening, proper colouring of the pedestrian crossings towards eastern part of Springvale Rd, southern part of Princes highway 4) negotiating with Dandenong Council regarding the southern part of Princes highway where a pedestrian or bike path is totally missing!
SUB05	I think the initial design looks good. It would be good to consider adding additional streetlighting on the street and carpark as I think the entire precinct currently only has one streetlight so it's fairly dark at night.
SUB06	Please don't put speed bumps across the road - they are dangerous to pedestrians and drivers. Please open the laneway joining Jaycar to the rear carpark and exit near hotel and Dan Murphy. Has it been shown by a survey that a lot of potential customers can't park in the area as it is, so drive through and go elsewhere? Opening the lane would provide a simple solution. I always drove up the lane until it was blocked. Introducing 2 hr parking limits will not solve anything. Prior to introducing anything like this, please do a survey to actually see over a period of time how long people park there. I would guess that very few would exceed 2 hrs already. Has there been a need for a bike path or is the need perceived? As it is, there are no restrictions to bikes to the area.
SUB07	Most cars use this as an additional turning lane. Extra speed restrictions would prevent this from being a short cut. More bicycle infrastructure (the turning lane) and bike racks are essential to me.
SUB08	Would appreciate better connectivity along the Western edge of Springvale Rd
SUB09	The area will benefit from a parklet in the green, open space area.

Conclusion

There was a very low response rate to The Gateway consultation which included:

- Letters to visitors and traders
- Letters to residents
- Shape Monash page (over 300 Mulgrave subscribers were emailed)
- Signage on site
- Distribution of flyers to the local community centre
- One-on-one conversations with traders and visitors on several occasions leading up to and throughout the consultation period
- Updates to Council advisory committees

The low number of responses (7 survey submissions and 2 email submissions) is not unusual for this type of project due to its relatively low impact and limited scope for stakeholder influence arising from the focus on safety and access improvements.

There was no distinct trend in the sentiment recorded for the submissions received. The low response rate suggests that those who were notified are likely to be supportive of the proposals.

Recommendations

The following is a summary of recommendations proposed in response to feedback received in the submissions. Note that issues raised in the submissions that are either out of scope or already sufficiently addressed by the Project are not included.

Issue 1 Lack of taxi rank for pick-up/drop-off of eye clinic patients

Recommendation:

- A taxi rank at this centre is not supported as these are usually only provided where there is high demand, such as larger shopping centres or train stations. However, consideration will be given to other options to support pick-up/drop-off of eye clinic patients, including a possible 6 month trial of a short stay time restriction (eg 15 minutes) for one car space opposite 891/889 Springvale Rd. This may encourage a higher turnover and support a range of users including eye clinic and physio patients, customers of takeaway food outlets and delivery drivers servicing the food outlets. Follow up enforcement of a new time limit restriction will be required to ensure it is observed. Note that this trial is subject to a transport engineering review and further consultation with traders.

Issue 2 Additional lighting needed for street and car park area

Recommendation:

- A review of existing lighting in the area has shown that it complies with the relevant Australian Standards, and an upgrade has not been included as part of the scope of this project. A full lighting upgrade of the street and car park can be considered in the future. Note that a lighting upgrade at the proposed new zebra crossing to meet Australian Standards is included in the Project scope.

- Council will also consider grant funding opportunities to support a possible future lighting upgrade.

Issue 3 Ensure a safe and accessible environment for women and gender diverse people by avoiding planting that obstructs sightlines or creates concealed areas.

Recommendation:

- Ensure planting selection and placement maintains clear sightlines and avoids opportunities for concealment, including:
 - Use of low growing shrubs and groundcovers (less than 600mm height)
 - Maintaining trees for a clear stem height of approximately 1.8m at maturity by keeping the canopy uplifted