

# GLENFERRIE PLACEMAKING

## COMMUNITY ENGAGEMENT SUMMARY

DRAFT

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This report outlines the community consultations which informed the Draft Plan Plan to revitalise the Glenferrie Road precinct.

Central to the Draft Place Plan are the voices of more than 1,700 community members who identified ways to make the Glenferrie Road precinct in Hawthorn a better place.

Extensive community consultation in 2020 encouraged community groups, residents, local businesses, landlords, employers and staff and students of Swinburne University to contribute their ideas and aspirations for the Glenferrie Road precinct.

The community's views have guided the drafting of a Place Plan for Glenferrie, outlining ways the Glenferrie precinct can be enhanced. This Plan is now available at [www.boroondara.vic.gov.au/glenferrie-placemaking](http://www.boroondara.vic.gov.au/glenferrie-placemaking).

Ongoing consultation with community members is a critical element of Boroondara's approach to placemaking and your feedback about each proposal in the Place Plan is welcomed.

To get in touch or to find out more about the Glenferrie Place Plan, visit:



[www.boroondara.vic.gov.au/glenferrie-placemaking](http://www.boroondara.vic.gov.au/glenferrie-placemaking)



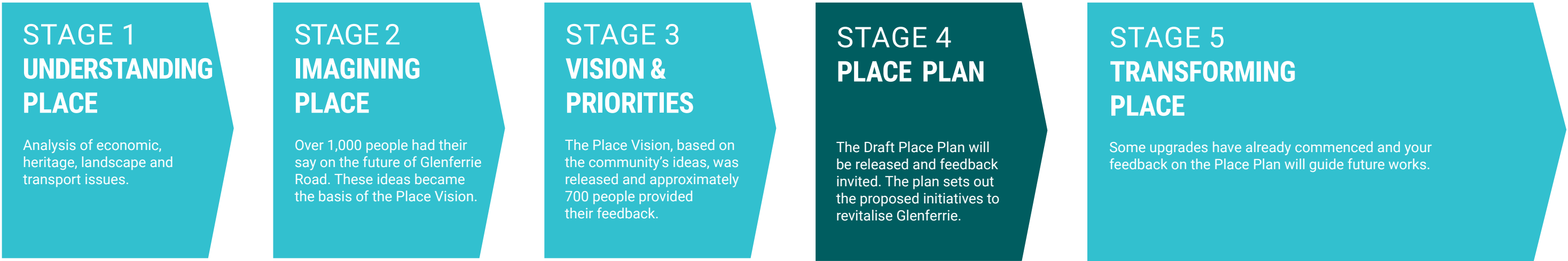
[placemaking@boroondara.vic.gov.au](mailto:placemaking@boroondara.vic.gov.au)



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# PLACEMAKING PROCESS

Boroondara’s approach to placemaking involves five stages. This Community Engagement Summary provides an overview of the consultation undertaken in stages 2 and 3.



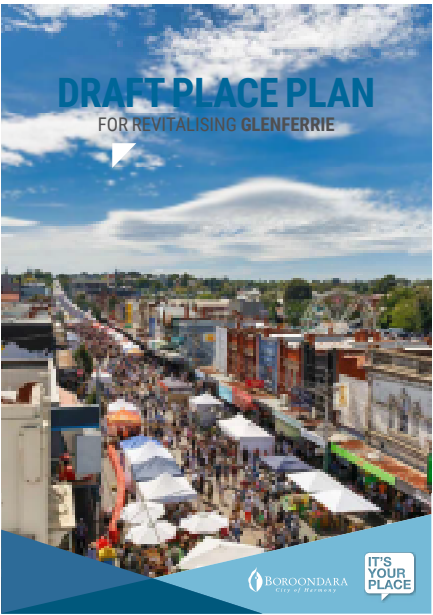
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## COMMUNITY ENGAGEMENT ACTIVITIES

- Stage 2 activities:

  - Letterbox drop
  - Community survey (telephone and online)
  - New Facebook group
  - Ideas Zone at the Glenferrie Festival
  - Community workshop
  - Online walkshop
  - Swinburne University student projects
- Stage 3 activities:

  - Place Vision released online
  - Facebook group discussions
  - Community feedback survey (online)
  - Community workshop
  - Swinburne University student projects





# COMMUNITY CONSULTATION

## GATHERING PEOPLE'S IDEAS

The creation of vibrant and inclusive places starts with talking to the people who use the space.

In February 2020, a letter drop to more than 9,000 households and businesses invited the community who live, work, study and play near Glenferrie Road, Hawthorn to have their say in re-imagining the precinct.

More than 1,000 people shared their ideas through a range of engagement methods including a survey, a workshop, an online walkshop and at an Ideas Zone during the Glenferrie Festival.

## COMMUNITY SURVEY

In total, 829 people completed the first placemaking survey in February and March 2020. Of this, a representative sample of 400 local residents were surveyed by telephone by an independent market research firm using randomised or publicly available phone numbers. An online version of the survey was promoted through many channels and 429 people responded with their ideas.

## COMMUNITY WORKSHOP

In early March 2020, 45 local business operators, landlords, residents, representatives from community organisations, and Swinburne University staff and students joined forces to brainstorm enhancements to the area during a co-design workshop at the Hawthorn Arts Centre.



## GLENFERRIE FESTIVAL

The Glenferrie Festival on 1 March 2020 provided an ideal setting for an 'Ideas Zone'. Approximately 500 people of all ages and backgrounds completed different activities within the Ideas Zone. 281 people shared their 'big ideas' for the area, while 209 people wrote of their hopes for Glenferrie Road in the future and 62 people used post-it notes on maps of the area to identify what they value most. Families and groups of festival-goers lingered at the Ideas Zone reading the wall of ideas, relaxing with a free smoothie on the pop-up park seats and playing in children's cubby-houses.

## WALKSHOP AND OTHER EVENTS

An interactive 'walkshop' map on the Boroondara website collected more than 40 comments and suggestions from 19 community members.

Due to the COVID-19 pandemic, three community engagement events planned for March were cancelled in the interests of community safety. However, the high rates of engagement in each of the community activities in early March provided a firm foundation for identifying key issues and opportunities to enhance the Glenferrie Road precinct.

MORE THAN  
**300**  
PEOPLE JOINED THE  
GLENFERRIE  
PLACEMAKING  
GROUP ON  
FACEBOOK  
WITH ALMOST  
**200** POSTS  
AND OVER  
**600** REACTIONS REACHING  
MORE THAN  
**35,000**  
PEOPLE

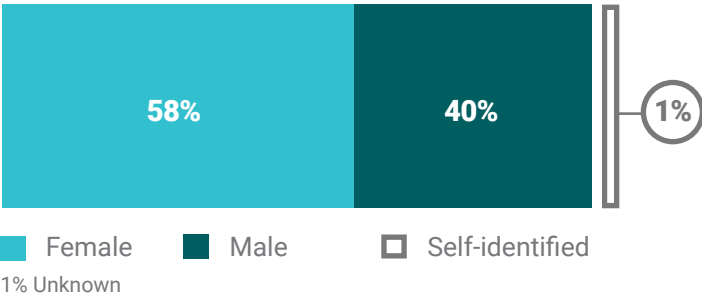


**281** PEOPLE  
CONTRIBUTED  
DURING THE  
**IDEAS  
ZONE**  
AT THE GLENFERRIE FESTIVAL  
**45** TRADERS  
LANDLORDS  
STUDENTS &  
RESIDENTS  
PARTICIPATED IN A  
**COMMUNITY WORKSHOP**

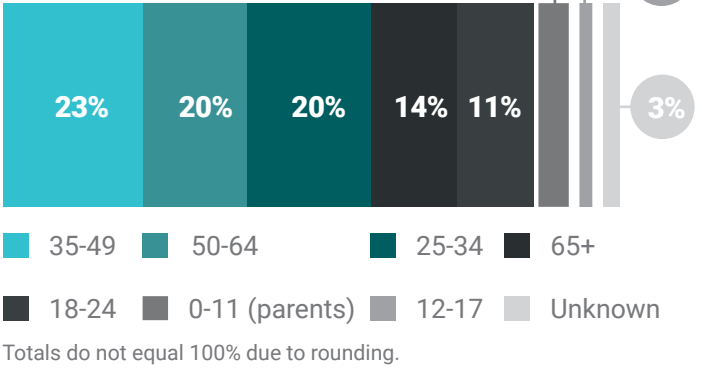


# WHO PARTICIPATED

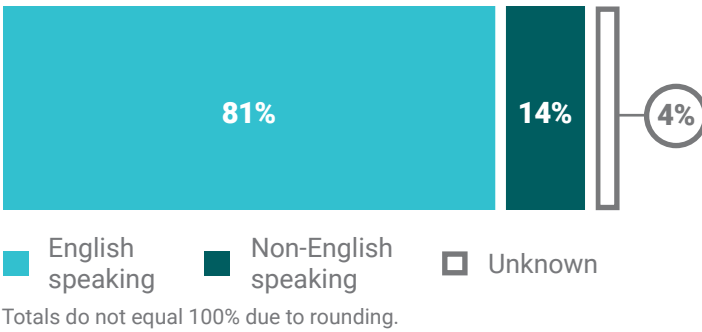
## Gender



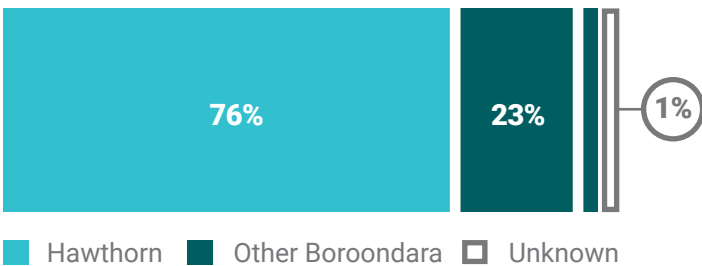
## Age (years)



## Cultural diversity



## Suburb of residence



# CONSULTATION FINDINGS

COMMUNITY SURVEY	
1.	What makes Glenferrie Road unique?
2.	What improvements would make you want to spend more time in Glenferrie Road?
3.	In an ideal world, how would you like Glenferrie Road to look and feel in five to 10 years?

## Q3. 5 -10 YEAR VISION

The feedback that emerged most frequently can be grouped into three themes.

Analysis of responses to this question reveal sixty percent of respondents want a precinct that feels **welcoming and relaxing**. In their responses, people said this may require improvements to the infrastructure, creating open spaces for socialising, relaxing and working, and improving safety along with atmospheric touches such as street art.

A third of respondents (33%) want Glenferrie Road to be a **thriving community hub**. They desire a

cross-section of amenities serving people from all walks of life. The community believes a more vibrant future for the precinct depends on helping small businesses thrive and by activating community spaces with diverse events.

A small but passionate subset of respondents (7%) envision the future of Glenferrie Road as a **charming historical neighbourhood**. They believe this can be achieved by balancing new developments with preserving and leveraging its heritage charm.

## Q1. WHAT IS UNIQUE?

People who completed the survey spoke about the diverse people and local businesses who come together in the precinct to create a supportive and inclusive community, with many saying Glenferrie Road is “the heart of Hawthorn”.

The survey results reveal the precinct is valued for its **selection of amenities, easy accessibility and its diverse local community**. All these factors contribute to its appealing vibe.

Likewise its **proximity to the city and well-connected public transport** is highly valued by the community.



## Q2. ROOM FOR IMPROVEMENT

Four themes (or ideas) emerged most frequently from people’s ‘blue-sky’ suggestions to improve the precinct.

Suggested most frequently were ideas to create **comfortable places to spend time**, such as greening the street, updating street furniture and creating open spaces for small gatherings.

The second most frequent suggestions focus on **making access and movement easier** for people on foot by providing smooth, wide and clutter-free footpaths, and for people in vehicles seeking convenient, stress-free parking.

In third place were suggestions to **revitalise retail** by attracting a more diverse mix of businesses and encouraging better maintenance of privately-owned shopfronts.

**Art and seasonal activities** celebrating the diverse local community were the focus of the final set of suggestions.

These four sets of suggestions from the community provide a strong basis for plans to revitalise Glenferrie Road.



# DEVELOPING A PLACE VISION

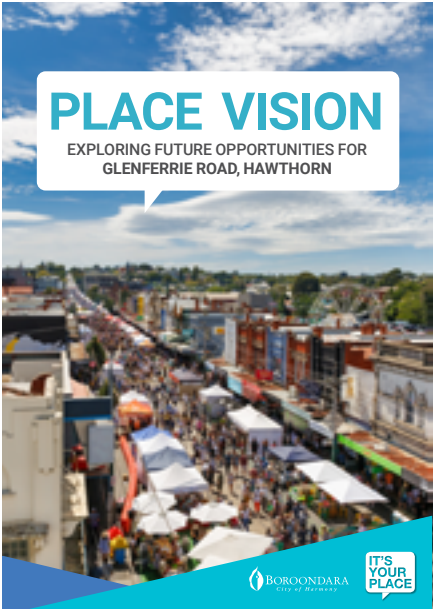
The community's ideas and findings from the consultations informed the development of a Place Vision.

The Place Vision was published in August 2020.

The Place Vision laid out a series of opportunities to revitalise the precinct, based on the views and ideas gathered during the community consultations in early 2020.

The Place Vision also included a vision statement to summarise and reflect the key findings of the community consultations.

The community was invited to give feedback on the vision. Did it capture the community's aspirations for the Glenferrie Road precinct?



“

*Glenferrie will be a vibrant and accessible place where everyone feels welcome. The streets and public spaces will offer more greenery and opportunities for people to meet, shop, learn and hold events.*

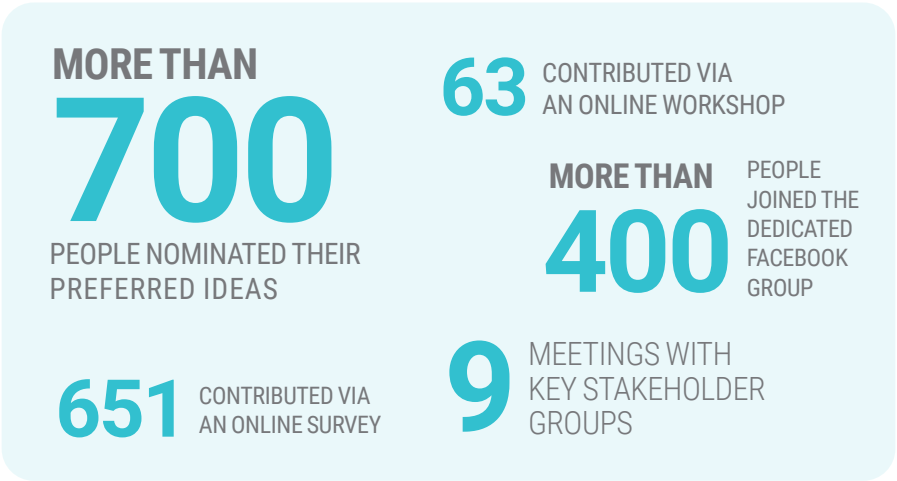
*The local economy and community will flourish, with people and businesses representing the area's rich diversity.*

”

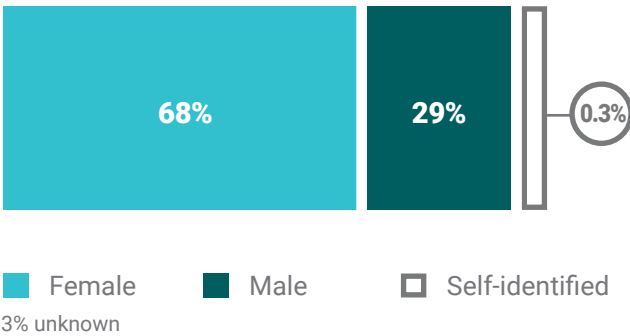
VISION STATEMENT

# WHO GAVE FEEDBACK

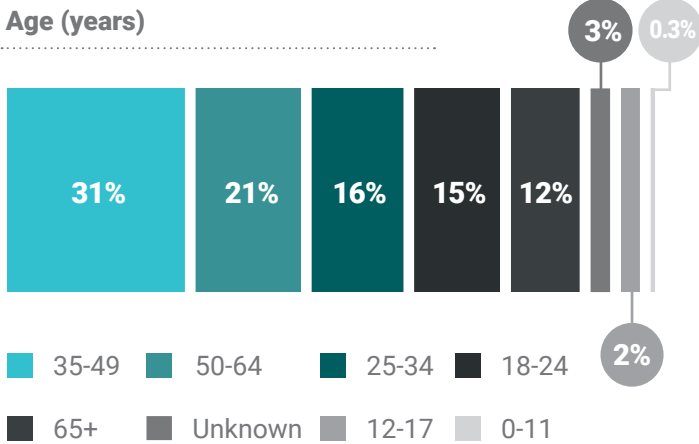
Through August and September 2020, the community gave feedback on the Place Vision.



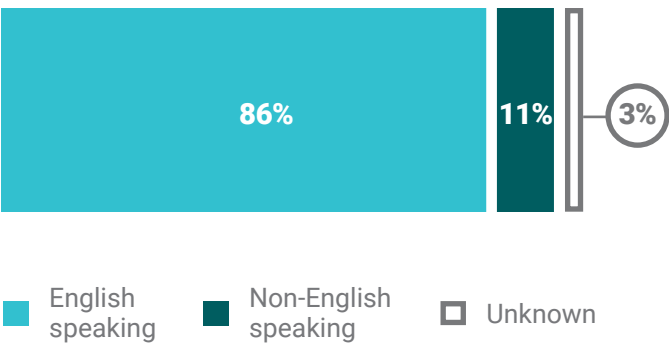
Gender



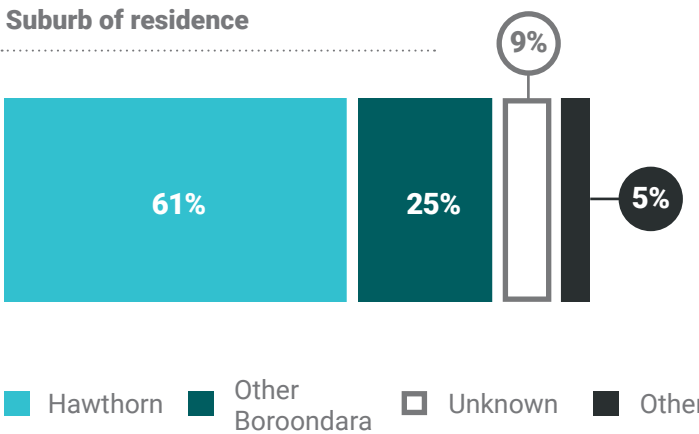
Age (years)



Cultural diversity



Suburb of residence





# COMMUNITY PRIORITIES

## PRIORITISING IDEAS

The Place Vision laid out a series of opportunities to revitalise the precinct, based on the views and ideas gathered during the community consultations in early 2020.

The community was invited to feedback their views on five key areas:

- Glenferrie Road streetscape
- Glenferrie Station
- Recreational facilities
- Hawthorn Arts Centre
- Broader public realm.

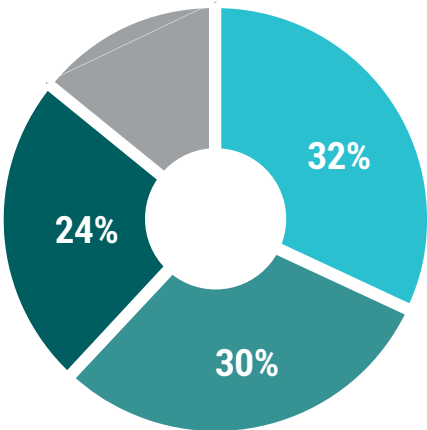
Community feedback on each of these four locations and the broader public realm appears below.

In summary, the community has consistently prioritised three improvements to the key public spaces:

- Greenery and shading
- Seating in public spaces
- Improved footpaths for accessibility.

These priorities, nominated by the community, have informed the initiatives within the Draft Place Plan.

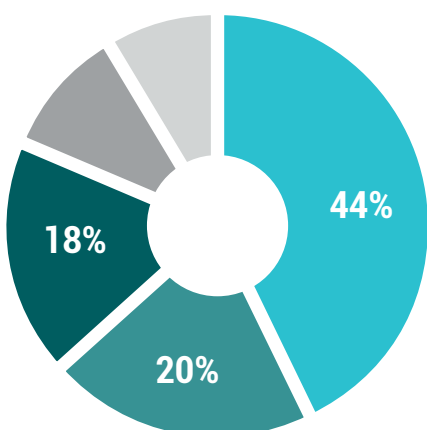
## GLENFERRIE ROAD STREETSCAPE



**Question: From your own perspective, which of the following improvements along the strip of shops on Glenferrie Road, Hawthorn will make you want to spend more time there?**

- 32% Space for outdoor dining and public seating
- 30% Greenery and landscaping to provide shade
- 24% Wider footpaths that are accessible for everyone
- 14% Relaxed spaces for meeting up with friends and enjoying small, outdoor performances and events

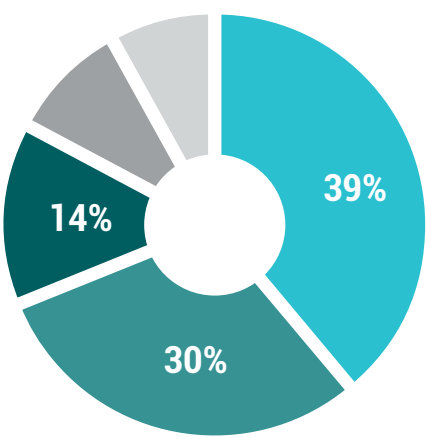
## GLENFERRIE STATION



**Question: From your own perspective, which improvements to the laneways and public spaces around Glenferrie Station will make it more welcoming?**

- 44% Greening and landscaping
- 20% Upgraded surfaces along the footpaths and laneways
- 18% Creative lighting in the laneways and under the rail bridge
- 10% Wayfinding signage and train and tram information that's visible from outside the Station
- 8% Public art and murals

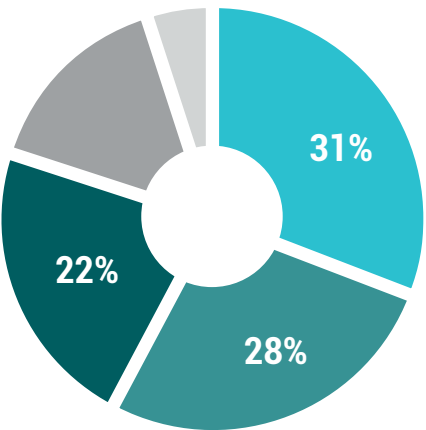
## RECREATIONAL FACILITIES



**Question: What recreational facilities would you like to see in the precinct, particularly around the Hawthorn Aquatic and Leisure Centre and towards the Glenferrie Oval?**

- 39% Public space and seating to meet friends and relax
- 30% Greenery, landscaping and community gardens (where people can grow plants)
- 14% Space and facilities for community events, live music and performance
- 9% Outdoor recreation spaces such as table tennis and basketball
- 8% Children's play equipment and games

## HAWTHORN ARTS CENTRE

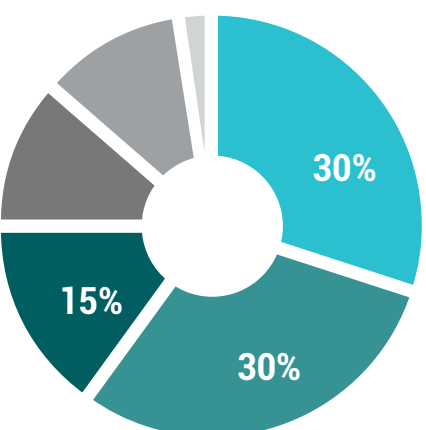


**Question: Which of the following enhancements around the Hawthorn Arts Centre appeal to you?**

- 31% Greenery, landscaping and seating
- 28% Temporary art displays and creative art classes
- 22% Food and beverage and space for outdoor dining
- 15% Creative lighting and outdoor cinema projections
- 5% Games and activities such as giant chess

Totals do not equal 100% due to rounding.

## PUBLIC REALM



**Question: When you think about the Glenferrie Road precinct in Hawthorn, which of the following are most important to you?**

- 30% Greenery, landscaping and seating
- 30% Wider footpaths for universal access
- 15% More parking space in nearby public carparks
- 12% Maintaining on-street parking on Glenferrie Road
- 11% Improved bike lanes and bike parking
- 2% Wider and more accessible platforms at tram stops

# COMMUNITY FEEDBACK

85% OF RESPONDENTS AGREED THE VISION STATEMENT WAS SUITABLE.  
THE MOST COMMON REASONS THEY GAVE WERE:

"The greenery"

"It's community minded"

"It's accessible, inclusive and welcoming"

4% DISAGREED, 9% WERE UNSURE. WHY?

"Need to focus on retail activity more"

"A lack of detail in the vision statement"

"A lack of focus on the historical element of the street's character"



# ENGAGING SWINBURNE

**OVERVIEW**  
Throughout each stage of the placemaking process, Council has engaged with Swinburne University.

Swinburne University is a significant presence in Glenferrie, and close cooperation and coordination will be essential to improving the wider precinct.

Together, Boroondara and Swinburne University aim to harness the University's creative, technological and research expertise to deliver a strong and beneficial presence in the public realm.

**CAMPUS MASTER PLANNING**  
Consultation with Swinburne has ensured key initiatives proposed by Council in the Glenferrie Place Plan align with Swinburne's campus planning objectives. This collaborative approach has

helped outline a role for Swinburne in the implementation of initiatives proposed in the Draft Place Plan, such as Glenferrie Mews.

**STUDENTS**  
Teaching academics and students at Swinburne have embraced the placemaking process and the opportunity to consider a local issue.

During 2020, several business, design and information technology subjects were crafted around placemaking.

Students worked on speculative and creative projects that align with the real-world challenges and opportunities highlighted in the Place Vision. They've developed business proposals, wayfinding strategies and architectural interventions. They've also come up with innovative ways to link technology, user experience design and underused spaces, and they've

even gamified strategies to boost sustainable transport use and traffic to local businesses.

A wealth of future-focused ideas were presented to Council staff for consideration. These contributions have helped outline a brighter future for the precinct, and while many ideas are beyond the scope of the Place Plan, they have fuelled thinking about future possibilities.

In coming semesters, students will continue to develop placemaking-related ideas, while teaching staff and Council will collaborate to open up spaces and opportunities for display, testing and implementation of student work.

A selection of blue-sky ideas developed by students follow to illustrate the engagement between Council and Swinburne University.





# STUDENT IDEAS

Showcasing  
blue-sky thinking from  
students of Swinburne  
University

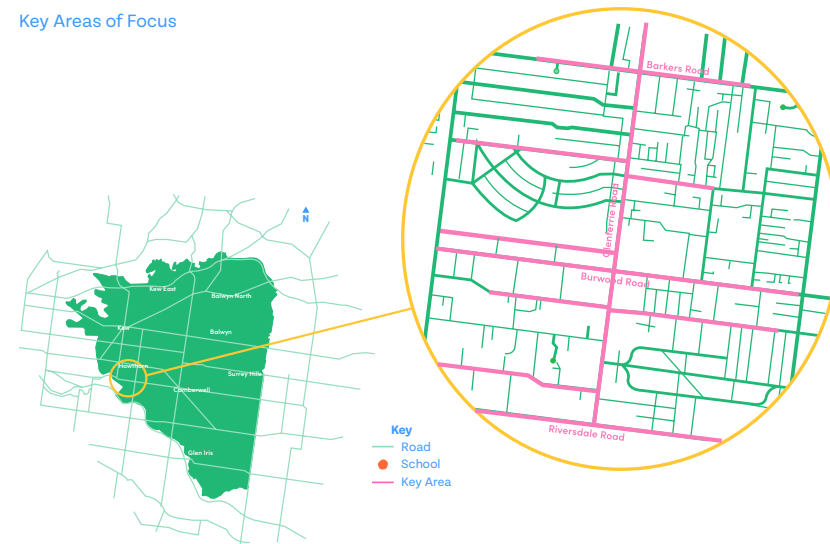
## PROJECT 1: SWITCHING GEARS

Switching gears was a student project aimed at increasing cycling and other active transport for trips around Boroondara and beyond. It proposed the creation of a 'Safe Peddle District' for children and young people in Glenferrie, complete with a coordinated campaign featuring signage, posters, ground decals and apps.



Map of Glenferrie

Key Areas of Focus



## PROJECT 2: GROW GLENFERRIE

Grow Glenferrie was a student project addressing the growing demand for green spaces in Glenferrie where extra space is hard to come by. By accessing a kit of infrastructure and a coordinated marketing strategy, the public are able to take control of greening public spaces.



Glenferrie Map:



The box includes...



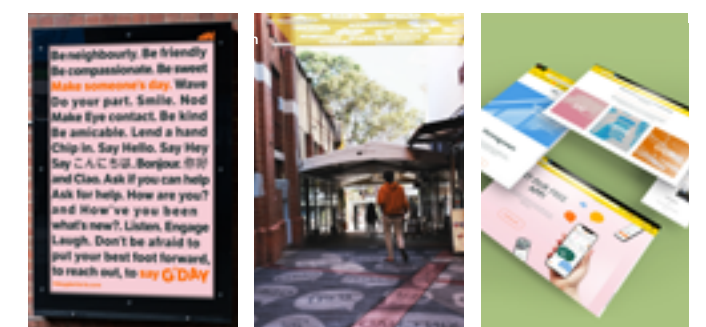
## PROJECT 3: G'DAY GLENFERRIE

G'day Glenferrie was a student project to reconnect community with locally owned businesses. Through the production of an app, it would encourage community engagement and local connection among community members and local businesses.



Glenferrie Road

As of March 2020



# IT'S YOUR PLACE

This summary of community engagement is a supplement to the draft Place Plan for the Glenferrie Road precinct published in July 2021.

July 2021