



# WERE STREET STREETScape PLAN

## Community Engagement Report

Final Report 23 April 2020

**Front page image:** Place-based pop-up engagement on Were Street

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## Executive summary

The purpose of this community consultation project is to gather community input to guide and assist Council with the development of the Were Street Streetscape Plan. People who live, work and visit Montmorency were identified as the target population to engage in this public consultation.

ChatterBox Projects was engaged by Banyule City Council to undertake three place-based pop-up community consultations throughout February 2020. These engagement activities were intended to compliment Council's online engagement and to broaden the reach of community awareness and input. Council's 'Shaping Banyule' online engagement platform was used to engage the community, capturing feedback and ideas via an online survey. The online survey was open from 1 to 28 February.

### Overview of participation profile

The communications and engagement activities were effective in engaging around **822 participants** comprising 494 survey respondents and 328 place-based pop-up engagement participants including ten students from Montmorency Primary School. Given the resident population for Montmorency is 8,960 people (ABS, 2016), a sample size of 822 participants along with evidence of consistently recurring themes in the responses, encourages good confidence in the outcomes of the findings.

Demographic data was not submitted by or captured for all participants, so the participation profile has been generated from the demographic and personal characteristics reported by the survey respondents:

- **The majority of respondents were female.**
- **Respondents were a variety of ages:** many respondents indicated one of three age groupings (35-44, 65-84 or 45-54 years), followed by 55-64 years.
- **A large majority of respondents live in Montmorency:** although some reported living in neighbouring suburbs or suburbs within the Banyule municipality.
- **The majority of respondents travel up to one kilometre to get to Were Street:** some respondents travel up to 500m, some travel 500m to one kilometre and others travel one to two kilometres. Some respondents travel five or more kilometres.
- **The majority of respondents have multiple connections to Were Street:** the majority of respondents have multiple connections to Were Street. Most live in or around Were Street; eat, drink, shop or use services in Were Street; and/or attend special events and activities in Were Street.
- **A large majority of respondents either drive or walk to travel to Were Street:** around half of the respondents normally drive to Were Street and slightly less walk to Were Street. A small number of respondents ride, use public transport or both drive and walk.
- **Almost all of the respondents' visit Were Street to shop, most also visit cafes or restaurants and some also attend events/activities and use services:** a large majority of respondents visit Were Street to do their shopping. Many also visit Were Street cafes or restaurants while some attend events/activities, use services or do other activities or errands.
- **The majority of respondents visit Were Street at least twice per week:** around half of the respondents visit Were Street on a daily basis and many visit two to three times per week to shop, visit cafes and restaurants, attend events/activities, use services or do other activities or errands. For many respondents, visiting Were Street is an activity that is part of their daily routine.

## Key findings from the analysis of the community feedback

**Participants indicated they love a variety of aspects about Were Street and that there are many elements that must be kept in future.** Topics that were referenced most frequently across all engagement activities were:

- Gardens, trees, open spaces, greenery and natural environments
- Village feel, small town character, ambience and uniqueness
- Variety of small, local and independent shops, cafes, restaurants, businesses and some specific favourite shops/businesses
- Sense of community, social connections, friendly atmosphere, people, events and activities
- The village look and feel, including the arty culture and public art.

**Participants indicated a number of aspects of Were Street that need to be changed in the future.** Topics that were referenced most frequently across all engagement activities were:

- Improve the public toilet facilities
- Redesign the car parking provision (parking spaces, car parking areas, disability parking spaces)
- Make changes to traffic management and reduce traffic movements
- Increase walkability by making the area more pedestrian friendly and adding more public seating
- Ensure there is a mix of quality shops, dining and entertainment options and that shopfronts are well maintained.

It is noted that a small number of respondents requested keeping Were Street as it is, indicating no changes are required other than maintenance.

**Participants indicated a number of aspects relating to Were Street that need to be let go of in the future.** Topics that were referenced most frequently were:

- Double white lines on the road and drivers crossing the double white lines
- Expectation for car parking
- Inconsistencies in the mix of an appropriate range of retail shops, quality dining and entertainment options and family friendly businesses
- Traffic congestion and ineffective traffic movements due to reliance on cars and two-way traffic flow as well as negative impact on pedestrian safety.

It is noted that some respondents reported they could not think of anything or nothing.

**Participants suggested a number of ideas for improving the physical accessibility of Were Street.** Topics that were referenced most frequently were:

- Make changes to traffic management and reduce traffic movement
- Improve footpath quality and capacity for shared use
- Redesign and increase car parking provision
- Improve and increase pedestrian crossings to enhance pedestrian safety.

It is noted that some respondents reported the accessibility of Were Street is fine or pretty good.

**Participants indicated support for improving all prescribed streetscape elements** (i.e. Public places to meet and gather; Places to sit and rest; Trees and greenery; Celebration of heritage and culture; Places to park my bike; Places to park my car; Footpaths, pedestrian access and movement; Cycling movement; Lighting (ie adequately lit, connectivity to transport/car parks, safety); Signage



(information and directional signage) and Public toilets. Elements that were referenced most frequently across all engagement activities were:

- Public toilets
- Trees and greenery
- Places to sit and rest
- Places to meet and gather

**Big and small ideas for Were Street drawings participants** were consistent with the previously reported findings. Children referred to the park, gardens and plants, less cars, and specific types of shops (toy shop, sushi shop, ice cream and lolly shop).

**Some participants provided other comments relating to the Were Street Streetscape upgrade and referred to a variety of topics.** Topics that were most frequently referenced (beyond the previously reported findings) were:

1. Were Street is great, a bit of an upgrade or no changes
2. Compliments about Were Street and the gardens
3. Need for community spaces with seating, a playground and areas for performances.

### Independent consultant observations and notes

The local community are very passionate about Were Street which was shown by the number of online surveys completed within the first three days of receiving a letter inviting them to participate (109 responses) and the number of people who dropped into the pop-up engagement events (over 300 participants). Many local residents made a specific trip to Were Street to attend one or more pop-up consultations.



During the pop-up consultations which were located in the Were Street Reserve, we observed how the community interacted with the space on different days and times. Were Street Reserve is a very important and very well used public space within the shopping precinct providing a space for social connection. It is used by many parents and their children for a place to meet and gather with others as well as for some respite while shopping. It is also used regularly by older residents to stop and rest and as a thoroughfare from the car park to Were Street by many.

The rocks that are located at the front of the reserve were very well used by children, they climbed on them, used them as a shop front and jumped and danced on them.

Many community members verbalised their appreciation of the recent improvements to the garden beds along Were Street and the gardens in the Were Street Reserve, with many wanting to personally thank the Council gardener.



During the pop-up consultations, many people started off the conversation with 'don't touch it' or 'leave it alone' but once we started to discuss the importance of having a streetscape plan to also protect what was important, many started to think differently about some future opportunities for Were Street. The verbal as well as written feedback was overwhelmingly supportive of keeping the 'village' feel. They also talked about the importance of having spaces to stop and connect with their friends and the community as well as for special events which many indicated they attend. They were open to future opportunities to enhance these public spaces as long as the village feel and trees and greenery were maintained.

The survey (online and paper options) and variety of interactive and engaging tools used in the consultation and the school workshop permitted a broad cross-section of the community to participate.

The community was highly engaged throughout the consultation, and Council could leverage this interest by keeping the community informed and engaged in the development of the draft streetscape plan. It may be beneficial for future stages of this project to outline how community feedback has been used to inform the creation of the draft plan.

# Part 1. Project background and overview of consultation

## 1.1 Background and purpose

The purpose of this community consultation project was to gather community input to guide and assist Council with the development of the Were Street Streetscape Plan. People who live, work and visit Montmorency were identified as the target population to engage in this public consultation.

To encourage community participation, Council undertook a range of communication activities to promote both the online survey and pop-up engagement program. This included a letterbox drop to 3,760 households in Montmorency as well as a range of social media posts on Facebook.

## 1.2 Overview of consultation program



ChatterBox Projects was engaged by Banyule City Council to undertake three place-based pop-up community consultations. These engagement activities were intended to compliment Council's online engagement and to broaden the reach of community awareness and input. Council's 'Shaping Banyule' online engagement platform was used to engage the community, capturing feedback and ideas via an online survey. The online survey was open from 1 to 28 February.

The place-based community consultation pop-up events took place during February 2020. The place-based engagements intercepted people while they were out and about in Were Street undertaking daily tasks such as shopping, dropping off or picking up children from school and meeting friends at a café. One pop-up event included a school workshop to engage specifically with children and young people from local schools.



The place-based pop-up approach provided opportunities to obtain feedback from people who may not usually engage with Council planning initiatives and enabled the engagement of a diverse range of community members including children, young people, adults, older adults, business owners and local workers.



The engagement program was designed to capture feedback about what people loved and valued now about Were Street and what they thought needed to be retained or changed in the future. A variety of interactive and engaging tools were used to ensure a wide section of the community participated including children.

The approach used for the place-based engagement activities was the ChatterBox pop-up trailer platform. This platform is a bright yellow, custom built mobile trailer that has been specifically designed to take creative and inclusive engagement tools to locations where people are already present.

The tools used as part of the pop-up platform were specifically designed to:

- gather data that aligned with the online survey
- enable people to get involved in a range of ways, especially if they felt uncomfortable filling in a survey or were time-poor
- encourage responses from a diverse range of people
- enable the community to provide feedback in a variety of ways at the same time, which was highly beneficial during busy times.



The purpose-built trailer was used for three place-based pop-up consultations including one school workshop. These were held on different days and times to capture people from different demographics.

**Table 1: Schedule of place-based, pop-up engagements**

POP UP	DATE	TIME	LOCATION
Pop-Up 1 (cancelled due to extreme weather)	Saturday 1 February	5pm-10pm	QWere Street Event
Pop-Up 1	Thursday 13 February	1pm-6pm	Were Street Park
Pop-Up 2	Saturday 22 February	9am-12pm	Were Street Park
Pop-Up 3 (including school workshop)	Monday 24 February	9:30am-12:30pm	Were Street Park

### 1.3 Overview of outcomes from the consultation program

The communications and engagement activities were effective in engaging around **822 participants**, 494 survey respondents and 328 place-based pop-up engagement participants including school workshop participants. Demographic data were not submitted by, or captured for, all participants, so the participation profile has been generated from the demographic and personal characteristics reported by the survey respondents (see Part 2 for more details).



The engagement program generated **2,946 submissions** via the online survey and place-based pop-up engagements. A variety of interactive tools were used at the pop-up engagements: Voting pod, Dotmocracy activity (voting with dots), Chatboards, Idea drawings and paper surveys.

- 2,128 comments were received via the survey (online and paper submissions)
- 660 votes were received via the Voting pod
- 89 surveys were distributed with reply paid envelopes
- 86 people completed a paper survey
- 69 comments were received via the Chatboards
- 81 people participated in the Dotmocracy activity
- 10 children participated in the school workshop
- 8 Idea drawings submitted by children and young people.

The voting pod activity did not limit the number of balls to only one per person (up to six could be used), and so this is not an accurate reflection of participants, but rather an estimate calculated by the maximum numbers of balls per voting tube.

#### 1.4 Consultation questions, data analysis approach and generalisability of the findings

Survey respondents and place-based pop up engagement participants were asked similar mostly open-ended questions, as shown in Table 1.

**Table 2: Summary of questions by engagement approach**

Question	Survey	Pop-up engagement
In Were Street, one thing we must keep in the future is ...	Yes	Yes, Chat board
In Were Street, one thing we must change in future is ...	Yes	Yes, Chat board
In Were Street, one thing we must let go of in the future is ...	Yes	N/A
Do you have any ideas for improving the physical accessibility of Were Street?	Yes	N/A
What five (streetscape) elements do you believe need improvement in Were Street?	Yes	Yes, Dotmocracy
Final comments	Yes	N/A
Things that we love about Were Street	N/A	Yes, Voting pod
My small or big idea for Were Street is ...	N/A	Yes – Ideas drawing

As the consultation generated large volumes of personalised feedback, the responses were analysed with the assistance of Microsoft Excel. The feedback was subjected to **content analysis using a template approach**. This analysis method is appropriate as it permits the data to be carefully sorted and categorised using prescribed and emergent themes.

The survey responses varied in detail and length, from single words to several sentences. Many responses contained comments which referred to multiple themes. Therefore, in order to extract the maximum value from the feedback, **the unit of analysis was at the word, sentence or phrase, depending on what was appropriate to reflect the view in a meaningful way**. In practice this meant shifting meaningful segments within each response to the most relevant theme.

The feedback was provided in Excel format and manually reviewed for recurring and common topics, which were then identified as themes. Following the identification of themes, each statement within each response was coded to generate frequency counts which reflect the relative centrality of the topic. Where a statement did not appear to neatly fit within a theme, it was classified as “Other”. The descriptive label developed for each theme was generated based on an interpretation of the community sentiment coded within each theme category. For themes with 50 or more ideas that are quite specific and often repeated, sub-themes are also presented in an indicative occurrence order.

Given the resident population for Montmorency is 8,960 people (ABS, 2016), a sample size of 822 participants along with evidence of consistently recurring themes in the responses, encourages good confidence in the generalisability of the findings.

## Part 2. Description of participation profile



The residents of Montmorency were identified as the target population to engage in this public consultation. People who worked and played in Montmorency were also encouraged to participate. The broader community could also participate by completing the online survey.

The communications and engagement activities were effective in generating a substantial number of participants who live, work or play in Montmorency. **Around 822 participants** were engaged in this public consultation. A total of 428 participants reported a residential address and 356 (or 83.2%) indicated Montmorency. The estimated resident population of Montmorency is 8,960 people living in 3,721 private dwellings (2016 census).

Participant demographic data were captured to varying degrees across the engagement activities. Therefore, it is not possible to provide a complete participation profile or to determine the extent to which participants reflect a representative sample of the Montmorency resident population.

Detailed demographic data were captured for the **494 survey respondents** (paper and online submissions), although some survey respondents elected not to disclose gender, age or residential suburb. No demographic data are available or reported in relation to the **three** place-based, pop-up engagements which comprised:

- 170 Voting pod participants (660 votes, estimated 3-4 votes per person)
- 81 Dotmocracy participants
- 69 Chatboard participants
- 10 school workshop participants
- 8 Idea drawing participants (children/young people)

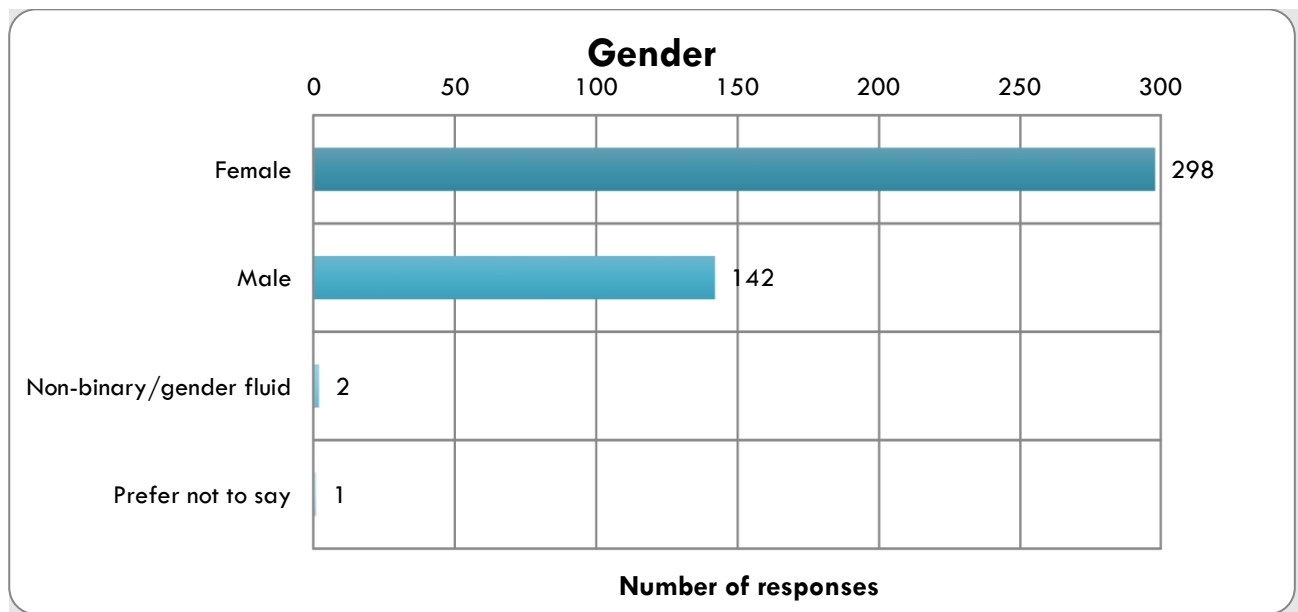
The findings presented in Part 3 of this report may be regarded as accurately reflecting the views of the participants. **As there is evidence of consistently recurring themes in the responses gathered across multiple engagement activities, this encourages good confidence in the findings to the Montmorency resident population.** It is noted that some individuals may have participated in more than one engagement activity and that the results of the school workshop engagement has been collated and captured in the overall data.

### 2.1 Gender of participants

Survey respondents were asked to indicate their gender. All response options were selected, albeit to varying degrees. It is noted that 51 respondents did not answer this question.

As shown in Graph 1, of the 443 respondents who indicated their gender, the majority are female (298 or 67.3%).

**Graph 1: Gender of survey respondents**

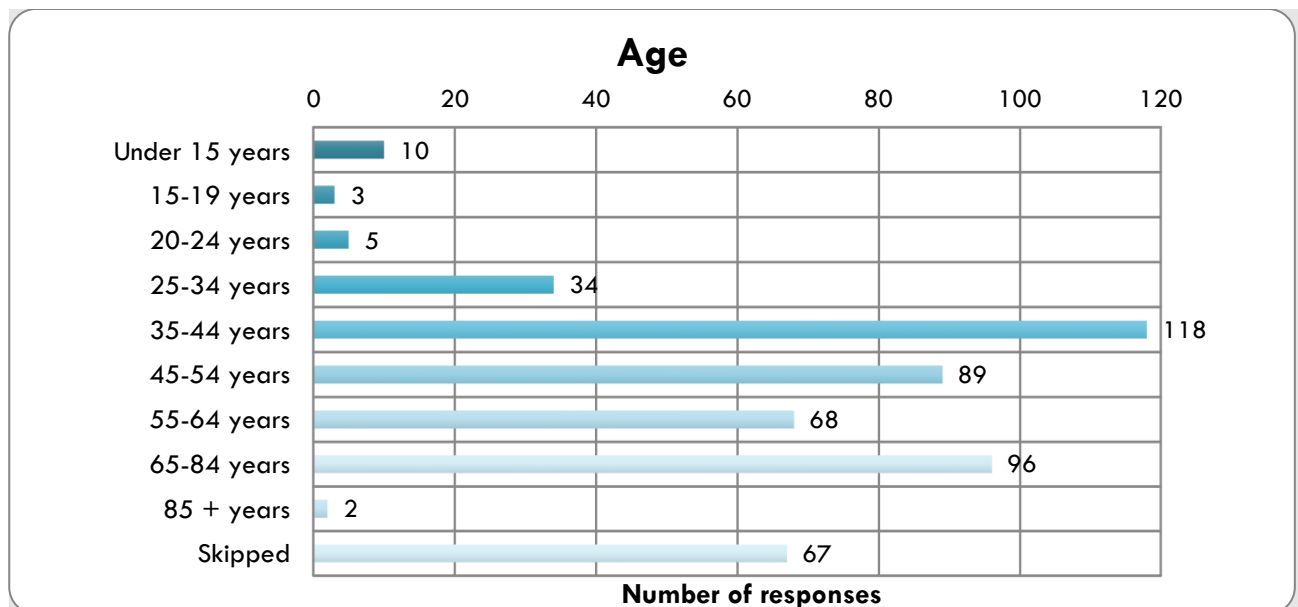


## 2.2 Age of participants

Survey respondents were asked to indicate their age grouping. All response options were selected, albeit to varying degrees. It is noted that 67 respondents skipped this question.

As shown in Graph 2, of the 427 respondents who indicated their age, persons in three age groupings were highly engaged: 35-44 years (118 or 27.6%); 65-84 years (96 or 22.5%) and 45-54 years (89 or 20.8%).

**Graph 2: Age groupings of survey respondents**



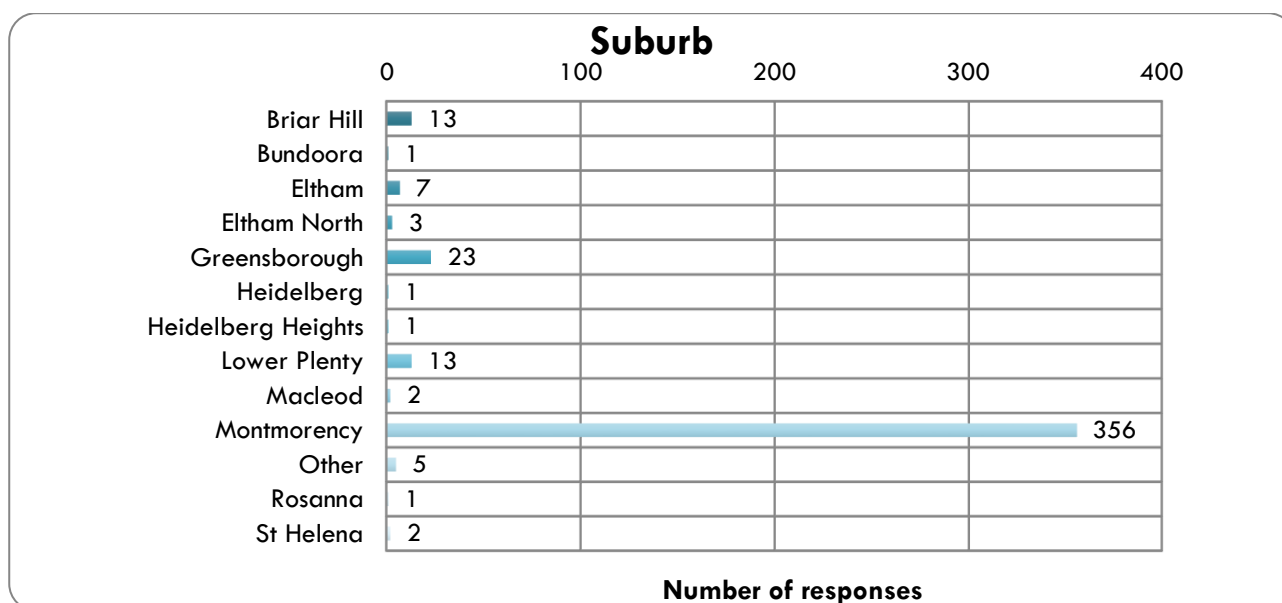


## 2.3 Participants' residential suburb

Survey respondents were asked to indicate their residential suburb. A total of 12 suburbs were indicated as well as "Other". It is noted that 66 respondents did not answer this question.

As shown in Graph 3, of the 428 respondents who indicated their residential suburb, a large majority reported living in Montmorency (356 or 83.2%). A further 60 (or 14.0%) of respondents reported living in neighbouring suburbs or suburbs within the Banyule municipality. A total of 12 (or 2.8% of) respondents reported living in a suburb outside of Banyule (seven in Eltham and five selected "Other").

**Graph 3: Residential suburbs of survey respondents**

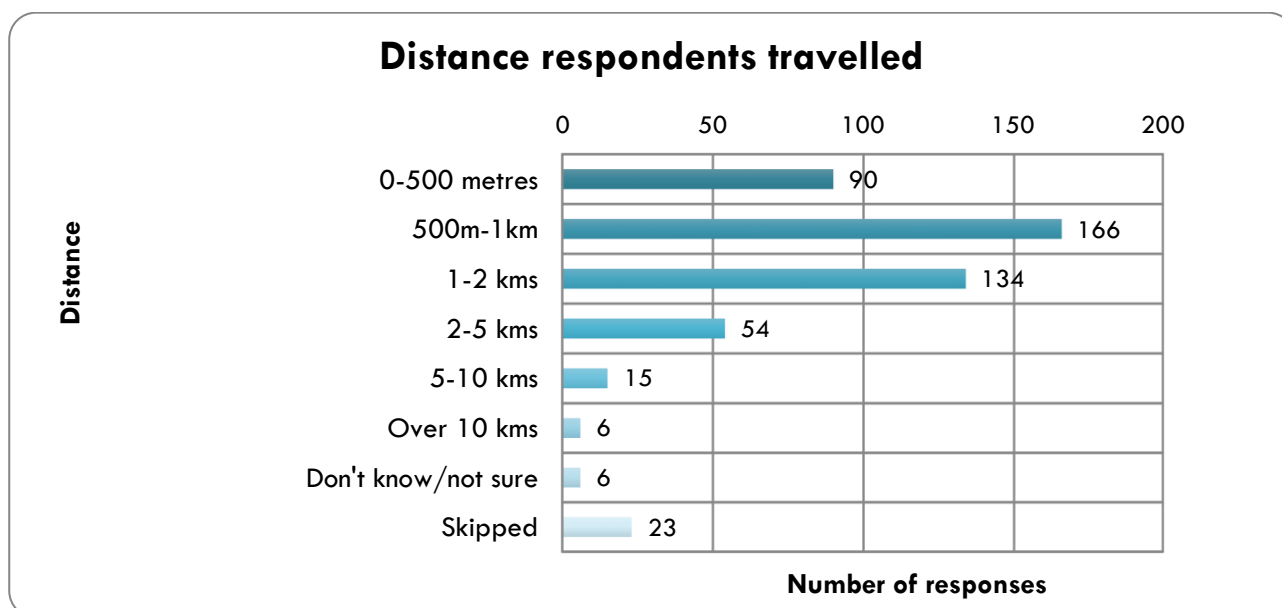


## 2.4 Distance participants travel to get to Were Street

Survey respondents were asked to indicate how far they travel to get to Were Street. All response options were selected, albeit to varying degrees.

As shown in Graph 4, over half of the 471 respondents indicated they travel up to one kilometre to get to Were Street (90 or 19.1% live within 500m and 166 or 35.2% live within 500m to one kilometre). A further 134 (or 28.5%) travel one to two kilometres to get to Were Street.

**Graph 4: How far survey respondents travel to get to Were Street**

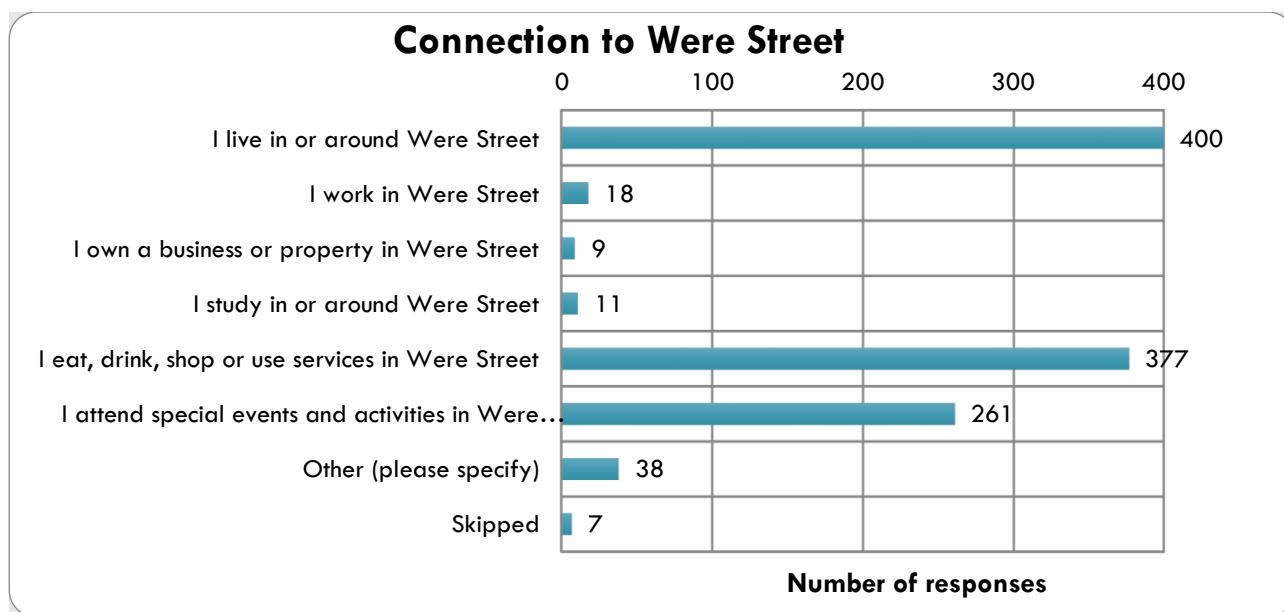


## 2.5 Participants' connection/s to Were Street

Survey respondents were asked to indicate their connection to Were Street and to select all response options that applied. All response options were selected for this question albeit to varying degrees, which indicates people with a variety of, and often multiple, connections to Were Street completed the survey.

As shown in Graph 5, of the 487 respondents who answered this question, a large majority live in or around Were Street (400 or 82.1%); eat, drink, shop or use services in Were Street (377 or 77.4%); and/or attend special events and activities in Were Street (261 or 53.6%).

**Graph 5: Survey respondents' connection/s to Were Street**



A total of 38 respondents selected 'Other' and provided the following responses (where more than one respondent provided a similar response, the number is indicated in brackets):

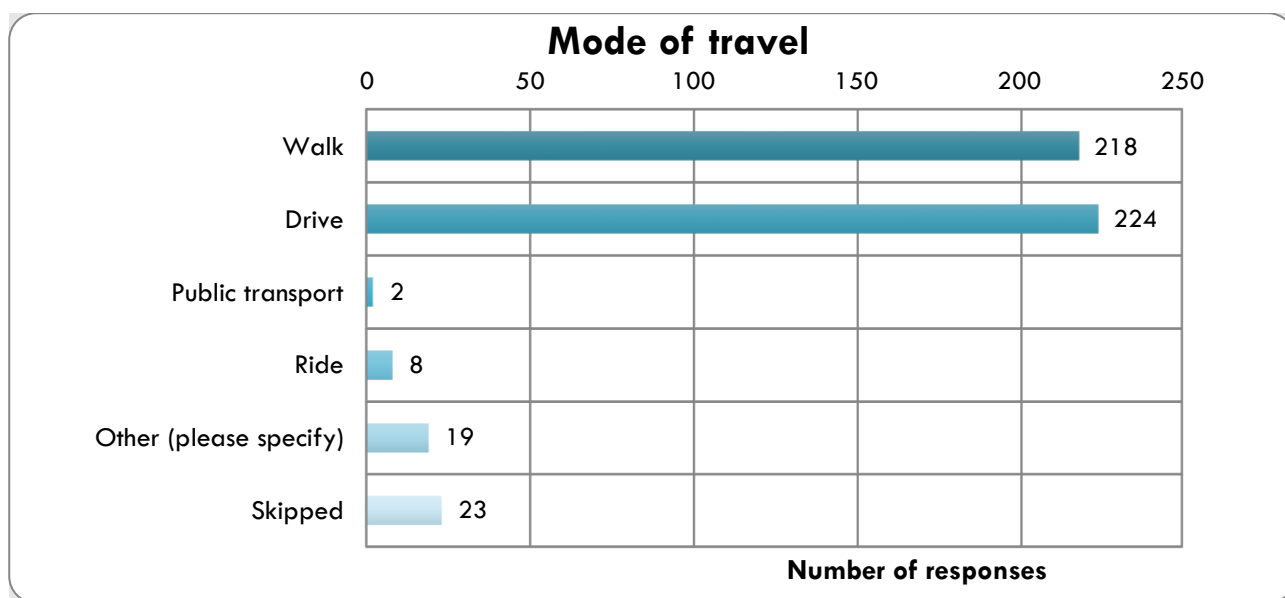
- Go to Monty Primary School (14)
- Public transport (8)
- Visit cafes, shops (4)
- Live (3)
- Grew up in Hoban Ave 50's / 60's moved to Eltham 1983
- Hang with friends
- I adore Were Street
- I first lived in Montmorency in 1955 when Were St was a dirt road, my father had a shoe repair shop from 1957 to 1983
- I use toilets
- I walk from Briar Hill every morning to grab a coffee - shop and chat with the amazing and friendly business shop assistance
- Previously worked at fruit shop
- Walk my dog
- We meet people here
- Were Street businesses sponsor my charity fundraising activities.

## 2.6 Participants' usual mode of travel to get to Were Street

Survey respondents were asked to indicate how they normally travelled to Were Street. All response options were selected, albeit to varying degrees.

As shown in Graph 6, 442 of the 471 respondents who indicated their normal travel mode reported they either drive (224 or 47.6%) or walk (218 or 46.3%). The 19 respondents who selected "Other" they indicated they drive and walk. A very small number of respondents indicated that they normally ride or use public transport to travel to Were Street.

**Graph 6: How survey respondents normally travel to Were Street**

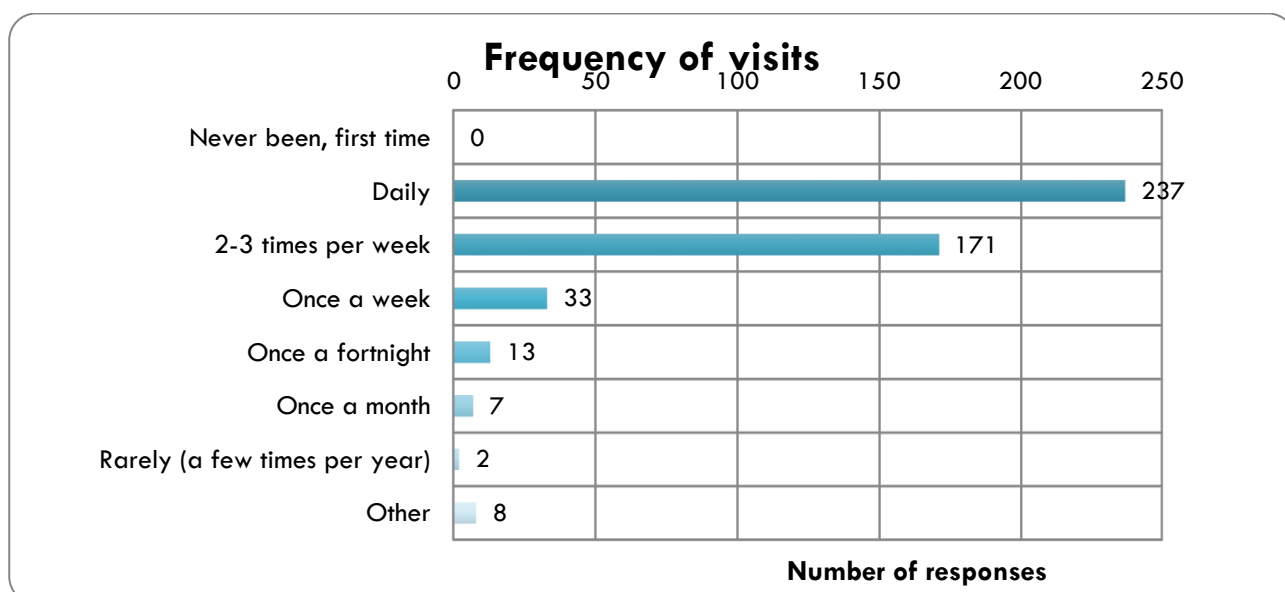


## 2.7 Frequency of participants' visits to Were Street

Survey respondents were asked to indicate how often they visit Were Street. All response options with the exception of "Never been, first time", were selected.

As shown in Graph 7, a large majority of respondents are visiting Were Street at least twice per week. Around half of the 471 respondents indicated they visit Were Street daily (237 or 50.3%), and many visit Were Street two to three times per week (171 or 36.3%).

**Graph 7: How often survey respondents visit Were Street**



A total of eight respondents selected 'Other' and provided the following responses:

- 4-5 times a week
- 4-6 times per week
- 5 days a week
- I avoid Were Street as much as possible as people tend to park for long periods making it extremely difficult to visit. I am sure Were St retailers must be adversely affected by overstayers
- Once a week and sometimes 2-3 times per week
- Walk four or five times per week or more by car
- Would like to go more often but can never get a parking spot, too many cafes not enough parking.

## 2.8 Reasons why participants currently visit Were Street

Survey respondents were asked to indicate they currently do when visiting Were Street and to select all response options that applied. All response options were selected for this question albeit to varying degrees, which indicates people often do more than one action when visiting Were Street at present.

As shown in Graph 8, a large majority of the 484 respondents who answered this question indicated that they shop (463 or 93.7%) and visit cafes or restaurants (434 or 89.7%). Around half the respondents also attend events/activities (258 or 53.3%) or use services (241 or 49.8%). Other respondents work when they visit Were Street (19 respondents) or do other activities or errands (60 respondents).

**Graph 8: What survey respondents currently do when visiting Were Street**



A total of 60 respondents indicated 'Other' and provided the following responses (where more than one respondent provided a similar response, the number in indicated in brackets):

- Catch the train (20)
- Walk the dog (9)
- Meet friends (7)
- Go to and from school (5)
- Promote community groups (2)
- Gym (2)
- Pilates

- Admire the gardens
- Fundraising.

In summary, based on the demographic and personal characteristics reported by most of the **494 survey respondents**:

- **The majority of respondents are female.**
- **Respondents are a variety of ages:** many respondents indicated one of three age groupings (35-44, 65-84 or 45-54 years), followed by 55-64 years.
- **A large majority of respondents are living in Montmorency:** although some reported living in neighbouring suburbs or suburbs within the City of Banyule.
- **The majority of respondents travel up to one kilometre to get to Were Street:** some respondents travel up to 500m, some travel 500m to 1km and others travel 1-2kms. Some respondents travel 5+kms.
- **The majority of respondents have multiple connections to Were Street:** most respondents live in or around Were Street; eat, drink, shop or use services in Were Street; and some also attend special events and activities and do errands in Were Street.
- **A large majority of respondents either drive or walk to travel to Were Street:** while many respondents travel less than or 1km to get to Were Street, around half of the respondents normally drive to Were Street. Slightly less respondents walk and a small number of respondents ride, use public transport or both drive and walk.
- **Almost all of the respondents visit Were Street to shop, most also visit cafes or restaurants and some also attend events/activities and use services:** most respondents come to Were Street to do their shopping and visit cafes or restaurants. Some also visit Were Street to attend events/activities, use services, catch the train, work, walk the dog, meet friend or to do other activities or errands.
- **The majority of respondents are visiting Were Street at least twice per week:** around half of the respondents visit Were Street on a daily basis and many visit two to three times per week.

For many respondents, driving or walking to Were Street is an activity that is part of their daily routine. Most respondents have multiple connections to Were Street. Most live in or around Were Street; eat, drink, shop or use services in Were Street; and some also attend events/activities and do errands in Were Street. It is unclear why respondents living less than or 1km of Were Street choose to drive or walk. Although it is plausible that some may prefer to drive if they are carrying or purchasing large items, have young children or limited mobility. Others may prefer to walk if they are doing errands, seeking to exercise or walk a dog.



## Part 3. Findings from the analysis of the community feedback

This section reports the findings from the analysis of the community feedback gathered via survey (online and paper submissions), place-based pop-up engagement activities including the school workshop.

### 3.1 Things that we love and must keep in Were Street in the future

**Survey respondents** were asked “In Were Street, what is one thing that must be kept in the future ...” and invited to provide a personalised response. A total of 452 survey respondents answered this question. Respondents referred to a variety of elements that make Were Street a great public place, by way of examples:

- Comfort and image: Green, historic, safe and clean
- Sociability: Neighbourly, friendly, interactive and welcoming
- Uses and activities: Local businesses, active and celebratory
- Access and linkages: Walkable and accessible

Table 2 presents descriptive themes and sub-themes with overall frequency counts. Respondents value many aspects of Were Street. The four most frequently reported elements that must be kept in the future are:

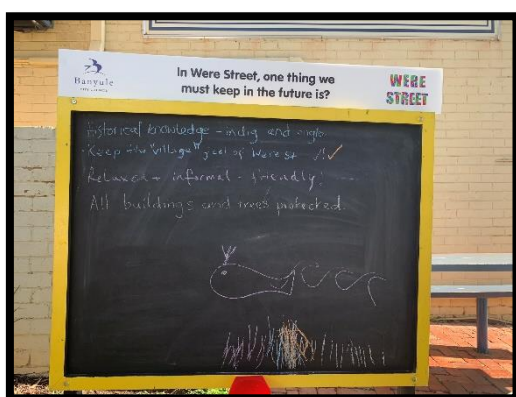
1. Our gardens, trees, open spaces, greenery and natural environments (comfort and image)
2. Our village feel, small town character, ambience and uniqueness (comfort and image)
3. The variety of small, local and independent shops, cafes and businesses (uses and activities)
4. Our sense of community, social connections and friendly atmosphere (sociability).

**Table 2: Summary table of things to keep in the future with frequency counts (452 survey responses)**

Themes in things to keep in the future responses	Number of survey responses referencing theme
Our gardens, trees, open spaces, greenery and natural environments. Sub themes include: <ul style="list-style-type: none"> <li>• Beautiful gardens</li> <li>• Trees (large, gum, old, ironbark) and shade</li> <li>• Open green, grassed areas, parks and parkland</li> <li>• Green streetscape, landscape and vegetation</li> <li>• Natural environment with native and indigenous plants</li> <li>• Plants and planter boxes</li> </ul>	174
Our village feel, small town character, ambience and uniqueness. Sub themes include: <ul style="list-style-type: none"> <li>• Village feel and atmosphere</li> <li>• Small town feel and country character</li> <li>• General ambience</li> <li>• Uniqueness, charm and artistic vibe</li> </ul>	167
The variety of small, local and independent shops, cafes and businesses. Sub themes include: <ul style="list-style-type: none"> <li>• Variety of shops</li> <li>• Small local independent businesses and traders</li> <li>• Café culture, dining and takeaway options</li> <li>• Access to the essentials (post office, supermarket, butcher, baker, grocer, pharmacy)</li> <li>• No big chains or corporates</li> <li>• Single storey shop fronts</li> </ul>	73
Our sense of community, social connections and friendly atmosphere. Sub themes include: <ul style="list-style-type: none"> <li>• Community feel, sense of community and community events</li> <li>• Friendly people, atmosphere and family-friendly environment</li> </ul>	64
Our café culture and interactive outdoor dining	48

Themes in things to keep in the future responses	Number of survey responses referencing theme
Ample car parking (including 11 references to retaining free parking)	42
Arty culture, mosaics, street furniture, artwork and murals	37
Our history, the windmill and building facades	37
General accessibility and walkability	27
Community and trader events and activities	24
Restrictions on future development height, keep low	18
Public entertainment spaces and town square	18
Safe and flowing traffic movement, mixed views about double lines	13
Outdoor and public seating	12
The toilet block area gardens	12
Keep as is	11
Sense of safety	8
Other – single mentions or not specifically relevant	8
Clean and tidy	5
Public transport and train station	4
School	3

**Chatboard participants** at the place-based pop-up engagements were asked “In Were Street, one thing we must keep in the future is ...” and invited to write a personalised response on a black board.



A total of 24 comments were submitted. As shown in Table 3, there were:

- 6 references to trees, gardens and greenery
- 5 references to specific shops
- 2 references to village feel and atmosphere (with ticks of support).
- And a variety of other topics were mentioned once.

**Please note:** comments are presented verbatim although some spelling errors have been corrected without changing the context of the comment. Comments with ticks next to them indicate support from other attendees at the pop-up events.

**Table 3: Chatboard participants' ideas for things that must be kept in Were Street**

• Green
• The trees
• Trees
• Trees
• Thanks to the gardeners
• Keep gardens and trees
• The chip shop
• Food Works
• Bake House
• Milk Bar
• Health Food Store
• Keep the 'village' feel of Were Street ✓✓
• Relaxed and informal
• Historical knowledge-indig (sic) (indigenous) and anglo
• All buildings and trees protected
• Speed humps and raised pedestrian crossings (don't lose too many parking spots though)
• More water-sensitive urban design (WSUD) and signs to explain
• Noticeboard
• Train station
• Keep the roads
• The collore (sic) colour
• ART
• The dogs
• Courtyard

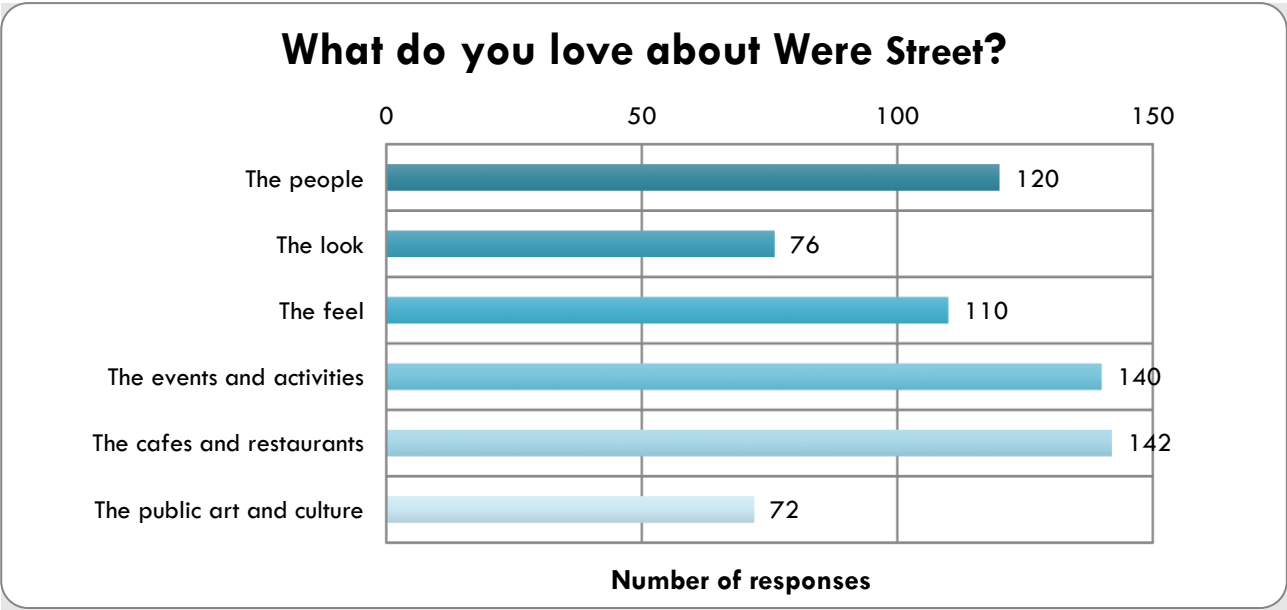
**Voting pod participants** at the place-based pop-up engagements were asked “What do you love about Were Street?” and could place a ball in one or all of the voting tubes. The six voting tubes were labelled: People; Look; Feel; Events and activities; Cafés and restaurants; and Public art and culture.



A total of the 660 (votes) balls were submitted by approximately 170 participants. As shown in Graph 9, Voting pod participants voted for all of the prescribed aspects. Cafés and restaurants and Events and activities were selected by the majority of participants, followed by The people. Many participants also selected The feel; The look and The public art and culture.



**Graph 9: Voting pod participants votes for what they love about Were Street**



**In summary**, participants indicated they love many aspects of Were Street and that there are many elements that must be kept in future. Key elements that were referenced most frequently across all engagement activities are:

- Gardens, trees, open spaces, greenery and natural environments
- Village feel, small town character, ambience and uniqueness
- Variety of small, local and independent shops, cafes, restaurants, businesses and some specific favourite shops/businesses
- Sense of community, social connections, friendly atmosphere, people, events and activities
- The village look and feel, including the arty culture and public art.

### 3.2 One thing that must be changed in the future

**Survey respondents** were asked “In Were Street, one thing we must change in future is ...” and invited to provide a personalised response. A total of 433 survey respondents answered this question. Respondents referred to a variety of attributes that need to be changed to make Were Street a better public place, by way of examples:

- Comfort and image: Public toilets (safe/clean), public seating, green, attractive and walkable
- Sociability: Evening use
- Uses and activities: Mix of local businesses, active and fun
- Access and linkages: Car parking and traffic (convenient/accessible), pedestrian activity

Table 4 presents descriptive themes and sub-themes with overall frequency counts. While respondents reported many aspects of Were Street, the three most frequently referenced elements that need to be changed in the future are:

1. Improve the public toilet facilities (comfort and image)
2. Redesign the car parking provision (access and linkages)
3. Make changes to traffic management and reduce traffic movements (access and linkages).

**Table 4: Summary table of things to change in the future with frequency counts (433 survey responses)**

Themes in things to change for the future	Number of survey responses referencing theme
Improve the public toilet facilities. Sub-themes include: <ul style="list-style-type: none"> <li>• Toilets/public toilets</li> <li>• Fix/upgrade the toilet block</li> <li>• Maintain and clean the toilets</li> <li>• Have toilets that are child-friendly and have a baby change facility/parent room</li> <li>• Have toilets with disability access and changing facilities</li> </ul>	195
Redesign the car parking provision. Sub-themes include: <ul style="list-style-type: none"> <li>• Increase car parking including off-street parking and train station parking</li> <li>• Increase disabled parking spaces</li> <li>• Provide some short term, drop-off/pick-up parking spaces for shoppers and school children</li> <li>• Reduce or remove car parks</li> </ul>	80
Make changes to traffic management and reduce traffic movements. Sub-themes include: <ul style="list-style-type: none"> <li>• Reduce traffic and congestion</li> <li>• Monitor and prosecute vehicles crossing double white lines and disregarding road signs</li> <li>• Remove the double white lines in the middle of the road</li> <li>• Make Were Street a one-way street</li> </ul>	68



Themes in things to change for the future	Number of survey responses referencing theme
<ul style="list-style-type: none"> <li>Have a break in the double white lines to allow access</li> <li>Replace the double white lines with a solid, elevated median strip</li> </ul>	
Increase walkability by making the area more pedestrian friendly, improve/widen the footpaths for shared use (shoppers, pedestrians, alfresco diners, dog owners)	49
Increase greenery to soften the streetscape, have more trees and increase tree canopy and shade	42
Ensure there is a consistent and appropriate mix of varied retail shops, quality dining and entertainment options, family friendly businesses and that shops are supported locally	30
Increase access to spaces for the community to meet and play including evening and night-time use options	26
Reduce the number of vacant or empty shops and ensure shops and façades are well maintained	24
Fix the car parking areas behind the newsagents, post office and petrol station, clean up and beautify these areas	15
Increase public seating and outdoor street seating	14
Increase art work and improve signage and lighting, including festive lighting	14
Embrace sustainability and upgrade waste and recycling bins	10
Keep Were Street as it is, no changes required other than maintenance	9
Ensure future developments are contained and appropriate	8
Host community events including a market	6
Other – single mentions or not specifically relevant	5

**Chatboard participants** at the place-based pop-up engagements were asked “In Were Street, one thing we must change in the future is ...” and invited to write a personalised response on a black board.



A total of 44 comments were submitted. As shown in Table 4, there were:

- 6 references to the toilets/public toilet block
- 6 references to shops
- 4 references to public art
- 3 references to car parks
- 3 references to accessibility
- 3 references to attractiveness
- 3 references to recycling/waste

- 2 references to disabled car parking
- 2 references to general car parking
- 2 references to installing a drinking fountain
- 2 references to double white lines
- And a variety of other topics were mentioned once.

**Please note:** comments are presented verbatim although some spelling errors have been corrected without changing the context of the comment.

**Table 5: Chatboard participants ideas for one thing that must be changed**

• Clean toilet
• New toilet block - liquid soap, toilet rolls, hand dryers, daily cleaning, line the walls
• Clean toilets
• Better toilets and cleaned properly
• Better toilet paper - the big reels maybe
• Baby change table in toilets
• Dog shop
• Mexican food shop
• Food store - more terrace
• More shops
• A sushi shop
• Dog café
• A wall for street art please
• Art wall
• Make the mural a giant chalk board for kids
• New art
• More shops and car parks
• More car parks
• Seal carpark behind post office
• Wheelchair access-assistive features for those with special needs
• Fix uneven surfaces, esp footpaths
• Accessibility into shops from footpath - shops too hard for wheelchairs and prams
• Look better
• The paint on the shops and the shop signs
• All shop signage could be heritage style
• Recycling
• The lack of recycling bins
• Less packaging/toys/bags made of plastic

• More disabled parking
• More disabled car spots
• Get rid of double white lines
• Double lines - either police or get rid of them
• Drinking fountain and bottle filler at top, middle and bottom of street
• Public water fountain
• Library
• Food trucks
• An open grassy park
• More trees on west side for shade and reduce glare
• Art nouveau cinema
• Live music
• Pedestrian refuge at top of hill - Rattray Road
• More trees for shade - proper care
• Public seating between supermarket and chemist
• More public spaces to hang out without spending \$\$

**In summary**, participants suggested many aspects of Were Street that need to be changed in the future. Key elements that were referenced most frequently across all engagement activities are:

- Improve the public toilet facilities
- Redesign the car parking provision (parking spaces, car parking areas, disability parking spaces)
- Make changes to traffic management and reduce traffic movements
- Increase walkability by making the area more pedestrian friendly and adding more public seating
- Ensure there is a mix of quality shops, dining and entertainment options and that shopfronts are well maintained.

It is noted that a small number of respondents requested keeping Were Street as it is, indicating no changes are required other than maintenance.

### 3.3 Things to let go of in the future

**Survey respondents** were asked “In Were Street, one thing we must let go of in the future is ...” and invited to provide a personalised response. A total of 261 survey respondents answered this question. Respondents referred to a variety of things that need to be let go of to make Were Street a better public place.

Table 6 presents descriptive themes and sub-themes with overall frequency counts. While respondents referred to many aspects relating to Were Street, the four most frequently referenced elements to let go of in the future are:

1. Double white lines on the road and drivers crossing the double white lines
2. Expectation for car parking.
3. Inconsistencies in the mix of an appropriate range of retail shops, quality dining and entertainment options and family friendly businesses

4. Traffic congestion and ineffective traffic movements due to reliance on cars and two-way traffic flow as well as negative impact on pedestrian safety

It is noted that some respondents reported they could not think of anything or nothing.

**Table 6: Summary table of things to let go of in the future with frequency counts (261 survey responses)**

Themes in things we must let go of in the future	Number of survey responses referencing theme
Double white lines on the road and drivers crossing double white lines	49
Cannot think of anything or nothing	35
Expectation for car parking	30
Inconsistencies in the mix of an appropriate range of retail shops, quality dining and entertainment options and family friendly businesses	27
Traffic congestion and ineffective traffic movements due to reliance on cars and two-way traffic flow as well as negative impact on pedestrian safety	26
Obstructions due to footpath tables, unkempt building presentation	20
Current public toilet facilities	17
Empty shops	13
High rise developments	13
Unsafe brick paving, narrow walkways and trip hazards	10
QWere Street event to be balanced with other traditional events and event street closures	9
Other – single mentions or not specifically relevant	7
Planting of non-Australian natives and unsuitable trees	5
Rubbish, graffiti, anti-social behaviour and plastic bags	5
Outdated street artwork and arts features	4

### 3.4 Ideas for improving the physical accessibility of Were Street

**Survey respondents** were asked “Do you have any ideas for improving the physical accessibility of In Were Street?” and invited to provide a personalised response. A total of 301 survey respondents answered this question. Respondents provided a variety of ideas for improving physical access and linkages.

Table 7 presents descriptive themes and sub-themes with overall frequency counts. While respondents referred to many aspects, the four most frequently referenced elements for improving the physical accessibility of Were Street are:

1. Make changes to traffic management and reduce traffic movement
2. Improve footpath quality and capacity for shared use
3. Redesign and increase car parking provision
4. Improve and increase pedestrian crossings to enhance pedestrian safety.

It is noted that some respondents reported the accessibility of Were Street is fine or pretty good.

**Table 7: Summary table of ideas to improve the physical accessibility of Were Street (301 survey responses)**

Themes in ideas to improve the physical accessibility of Were Street responses	Number of survey responses referencing theme
<p>Make changes to traffic management and reduce traffic movements. Sub-themes include:</p> <ul style="list-style-type: none"> <li>• Redesign the parking and traffic line marking and removing or changing the double white line and road markings</li> <li>• Convert to one-way traffic</li> <li>• Increase monitoring and enforcement of road rules and parking restrictions</li> <li>• Divert traffic away from Were Street, close part of the street, create a car free zone, make it a mall, set up different parking areas for school pick-ups or offer community transport options</li> <li>• Install a central median strip, median strips or refuge islands</li> <li>• Install mechanisms to slow traffic, increase driver visibility and reduce speed limits</li> </ul>	73
<p>Improve footpath quality and capacity for the shared use. Sub-themes include:</p> <ul style="list-style-type: none"> <li>• Upgrade and level footpath surfaces to make them flat, smooth and less hazardous</li> <li>• Widen footpaths to increase access for pedestrians with wheelchairs, prams, double prams, walkers and guide dogs</li> <li>• Address and reduce inappropriate footpath encroachment by café alfresco dining and shop displays</li> <li>• Widen footpaths to accommodate alfresco dining and good pedestrian access (narrow the road)</li> <li>• Provide spaces for pram parking</li> <li>• Increase wheelchair accessibility by having more kerb breaks and smooth the kerbs and gutters to assist transition from road to footpath</li> <li>• Build new pedestrian footpaths in nearby streets</li> <li>• Reduce steps and provide bannister rails where access is difficult</li> </ul>	68
<p>Redesign and increase car parking provision. Sub-themes include:</p> <ul style="list-style-type: none"> <li>• More parking generally</li> <li>• Provide more parking off-street near to Were Street</li> <li>• More parking around Monty Train Station and for train commuters</li> <li>• Provide short term, drop-off/pick-up parking spaces for shoppers and school children</li> </ul>	61
<p>Improve and increase pedestrian crossings to enhance pedestrian safety. Sub-themes include:</p> <ul style="list-style-type: none"> <li>• Install new pedestrian crossings (Rattray Road, both ends of Were Street, halfway up the Were Street, across Binns Street, outside Montibello, near the school, near the newsagency, near top café, in surrounding streets or side streets)</li> <li>• Improve pedestrian safety and slow traffic by raising pedestrian crossings or adding speed bumps</li> <li>• Improve pedestrian safety by adding flashing lights and more signage to pedestrian crossings to draw the attention of drivers and pedestrians</li> <li>• Increase use of pedestrian crossings by removing some nearby tables, chairs, parking bays and pruning bushes which impede driver visibility</li> <li>• Pedestrian crossings</li> </ul>	58
Upgrade or build new public toilet facilities that are clean, suitable for children and have change table facilities	29
Fix the car park behind the newsagents and improve car parking behind the shops (supermarket and post office)	26
Accessibility of Were Street is fine, it is pretty good	24
Install more disabled car parking spaces along Were Street	22
Focus on pedestrians and encourage walking, improve pedestrian access, movement and safety	22



Themes in ideas to improve the physical accessibility of Were Street responses	Number of survey responses referencing theme
Other – single mentions or not specifically relevant	21
Have more places for people to sit, more public seating on the street/footpath, in the shade and under shelter	19
Install more bicycle racks and lockable or secure bike parking	18
Install dog tie-up points with access to shade and a water fountain with dog bowl	13
Maintain the gardens, greenery and large trees and increase green space and plants near sitting areas	12
Not sure, no comment	10
Replace the steps at shop entry points with smooth ramps	7
Improve lighting at night time	4

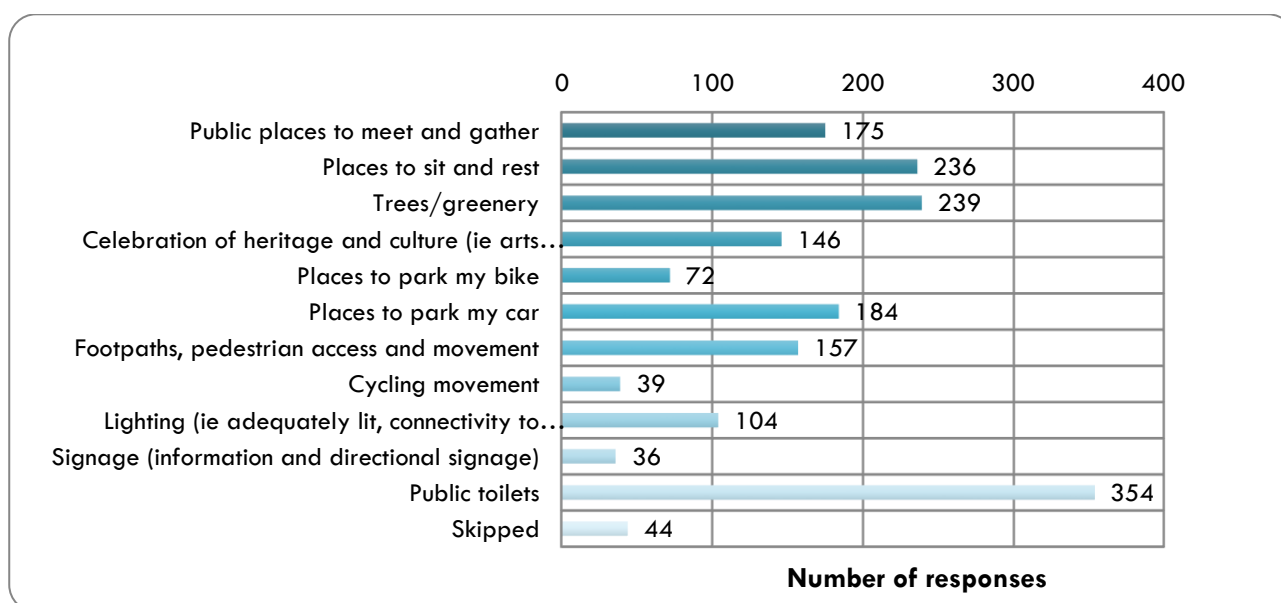
### 3.5 Key streetscape elements that need improving in Were Street

**Survey respondents** were asked “What 5 elements do you believe need improvement in Were Street?” and could select up to five elements from a prescribed list of 11 elements. A total of 452 survey respondents selected between one and five elements.

Graph 10 shows the level of support shown by respondents for improving each of the prescribed elements. Respondents showed support for all elements being improved. The three most frequently referenced elements that need improving in Were Street are:

1. Public toilets
2. Trees/greenery
3. Places to sit and rest

**Graph 10: Elements that need improving in Were Street (452 survey respondents)**



**Survey respondents** were also prompted “Let us know why you chose these elements for improvement”. A total of 348 of the 452 respondents provided feedback. Some respondents reported one or more reasons explaining why elements were chosen for improvement, some

respondents indicated both reasons and improvement ideas while other respondents reported improvement ideas only.

All responses have been reviewed and aggregated in this section. Table 7 presents the 11 prescribed elements presented in descending order as per Graph 10. Each element is accompanied by descriptive labels or themes emerging from the survey responses. The theme descriptive label indicates the general sentiment indicated within the responses. Analysis of the explanations regarding why elements were chosen for improvement revealed in general terms:

- Current public toilet arrangements are unsuitable
- Greenery and trees are essential to the character of Were Street and Monty
- Places to meet and gather are integral to retaining a sense of community
- Parking a car is difficult and current arrangements are unsuitable for drivers and pedestrians
- Current public spaces are insufficient for the community to meet and gather
- Some footpaths are frustrating
- Artwork that reflects culture, heritage, local and indigenous history is important
- Some areas are poorly lit
- Bike parking spaces are inadequate
- Were Street is not currently conducive to cycling movement and
- Traffic-related signage is inadequate.

**Table 8: Summary table of reasons why each element needs improving (348 responses)**

<b>Public toilets</b> <ul style="list-style-type: none"> <li>• The toilets are an important convenience and service a large number of people and need to be fixed/ upgraded</li> <li>• The toilets are unhygienic and need to be regularly cleaned</li> <li>• The toilets are dark, poorly lit and need lockable doors</li> <li>• The toilets need a mirrors, soap, toilet paper and a needles bin</li> <li>• The toilets are not accessible for people with wheelchairs or low mobility</li> <li>• The toilets are unsuitable for changing babies nappies and children</li> </ul>
<b>Trees/greenery</b> <ul style="list-style-type: none"> <li>• Greenery, trees and gardens are important to soften the streetscape, absorb pollution, support the wildlife, and large canopy trees provide shade in hot weather</li> <li>• Greenery and trees are essential to the character of Were St and Montmorency, being part of the green wedge of Melbourne the more the better</li> <li>• Monty is particularly leafy with native trees and more natives are needed in Were Street</li> <li>• Greenery and nature has a calming effect and adds to aesthetics of streetscape</li> </ul>
<b>Places to sit and rest</b> <ul style="list-style-type: none"> <li>• Were Street is hilly and people, especially younger and elderly people, need places to sit and rest</li> <li>• There is a need for more public seating and communal outdoor seating along the street, on nature strips and outside shops to support social interactions and so people can sit</li> </ul>
<b>Places to park my car</b> <ul style="list-style-type: none"> <li>• The lack of car parking spaces in and around Were Street makes it difficult and frustrating for drivers</li> <li>• There is a need to redesign and improve parking provision</li> <li>• Improve the car parks at the rear of the shops</li> <li>• Provide short term, drop-off/pick-up parking spaces for shoppers and school children</li> </ul>
<b>Places to meet and gather</b> <ul style="list-style-type: none"> <li>• Community is central to the beauty of Were Street and Monty is a community. The sense of community will be encouraged by having gathering places (for daytime and evening use)</li> <li>• There is a need for child and family-friendly spaces to gather, have picnics or take-away meals and free places where locals can meet with friends</li> <li>• Provide flat surfaced spaces with communal tables and seating and ideally shade and shelter that can be used as meet up places</li> </ul>

<b>Footpaths, pedestrian access and movement</b> <ul style="list-style-type: none"> <li>• The footpaths are narrow, hazardous and slippery.</li> <li>• Footpaths need to be upgraded with level surfaces and some shelter</li> <li>• Footpaths need to be widened for shared use, to accommodate alfresco dining and good access for pedestrians with wheelchairs, mobility aids and prams</li> <li>• Make Were Street more walking-friendly and improve pedestrian safety</li> </ul>
<b>Celebration of heritage and culture (ie arts and events, temporary and permanent public art)</b> <ul style="list-style-type: none"> <li>• There is inadequate artwork, information and plaques to reflect our culture, heritage, local and indigenous history</li> <li>• There is a need for contemporary public art, sculptures in the park and murals on the laneway near Monty bakehouse by quality artists to refresh the artwork and brighten up the place</li> <li>• As Were St hosts QWere Street, install permanent public art to reflect the inclusiveness of festival</li> <li>• Provide opportunities and events that celebrate local artists, visual arts and performing arts and involve community arts projects</li> <li>• Provide more live music, more Indigenous music. An open air theatre, stage or movies would be welcomed</li> </ul>
<b>Lighting (ie adequately lit, connectivity to transport/car parks, safety)</b> <ul style="list-style-type: none"> <li>• Pedestrian crossings are poorly lit and need better lighting at night</li> <li>• There is inadequate lighting at night and CCTV around the train station, lane-ways and near car parks</li> <li>• Were Street is used from early to late and needs to be well lit to improve personal safety and reduce tripping hazard risks for pedestrians</li> <li>• Installing quality public lighting and fairy/festoon lights would add to the street ambience</li> </ul>
<b>Places to park my bike</b> <ul style="list-style-type: none"> <li>• Parking for cyclists is minimal</li> <li>• More bicycle racks and lockable or secure bike storage would reduce some of the car traffic</li> </ul>
<b>Cycling movement</b> <ul style="list-style-type: none"> <li>• There is no cycling allowance in the road space (or leading to Were Street)</li> <li>• There is a need for more bikes and pedestrians and fewer cars. Many residents live close and can walk or cycle</li> <li>• Were Street is not bike friendly, it is dangerous and congested with reversing cars</li> <li>• There is a need for a bike path along the railway to reach Were Street</li> </ul>
<b>Signage (information and directional signage)</b> <ul style="list-style-type: none"> <li>• Signage at both ends of street is inadequate in relation to instructing drivers to not cross double lines to park.</li> <li>• There is a need for signage that shows traffic rules and assists visitors to navigate the one way lanes, double lines, no U turns or right turns and how to access car parking</li> <li>• There is a need for better public signage or a directory with Village-related information and a map</li> <li>• Pedestrian safety could be improved by having illuminated signs at the pedestrian crossings</li> </ul>

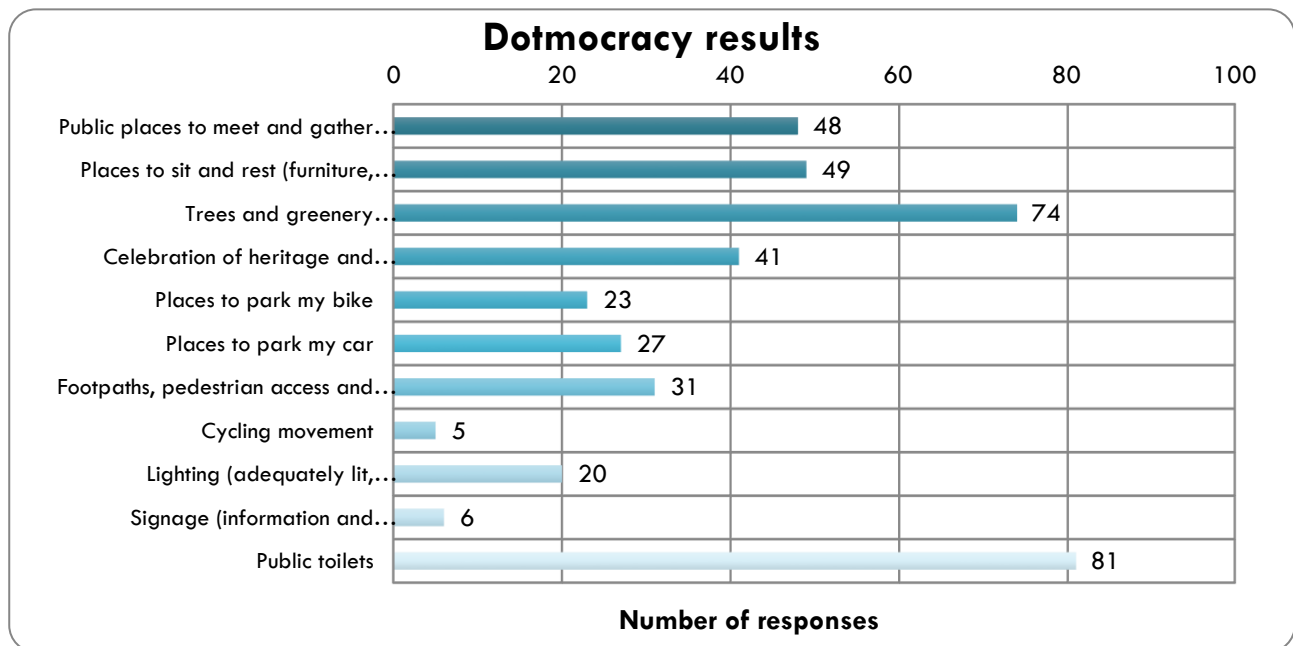
**Dotmocracy participants** at the place-based pop-up engagements were asked “What 5 streetscape elements are the most important to improve in Were Street?” and invited to place five votes (dots) on the activity board.

A total of 405 votes (dots) were received by 81 participants.

Graph 11 shows the level of support shown by respondents for improving each of the prescribed elements. While respondents showed support for all elements, the top four elements for improving in Were Street are:

1. Public toilets
2. Trees/greenery
3. Places to sit and rest
4. Public places to meet and gather

**Graph 11: Dotmocracy participants votes for streetscape elements that are most important to improve**



**In summary**, participants showed support for improving all of the prescribed streetscape elements.

Elements that were referenced most frequently across all engagement activities are:

- Public toilets
- Trees/greenery
- Places to sit and rest
- Places to meet and gather

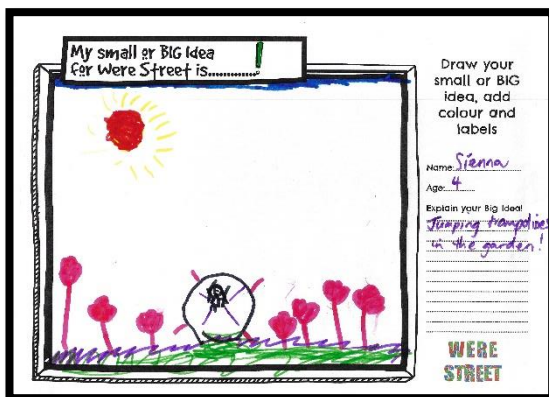
It is noted that these findings are largely consistent with, and reiterate, the findings reported in prior summary tables.



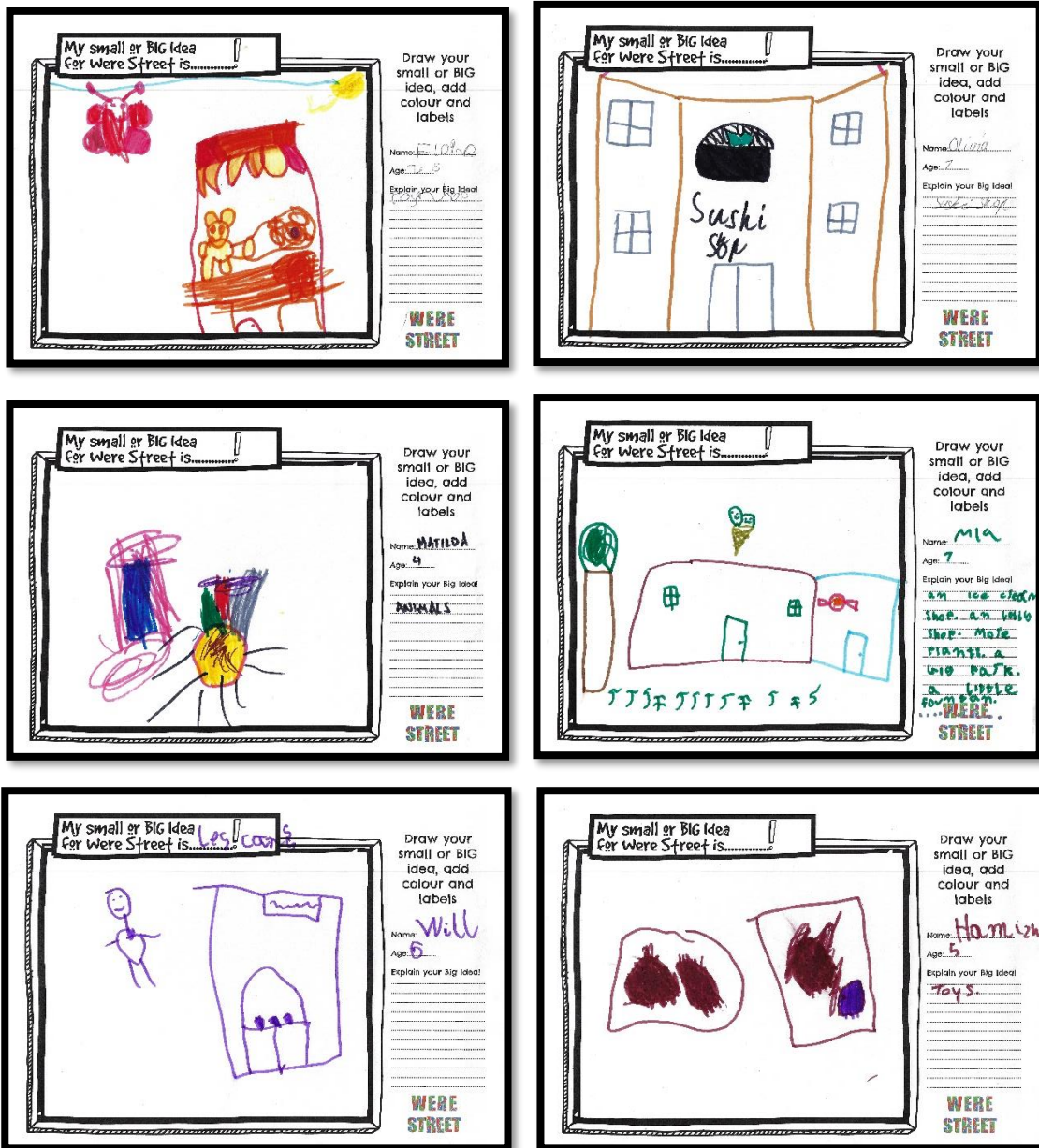
### 3.6 Children's' big ideas for Were Street

A total of 14 children provided their 'small or big ideas' for Were Street and eight were interpretable as several were submitted by very young children.

All drawings were by children aged four to seven years. Mia who is seven and Abby who is five would like to see a bigger park and gardens, Will, six, would like to see less cars, Eloise and Hamish who are both five would like to see a toy shop, Sienna who is four would like to see jumping trampolines in the park, Matilda who is four would like to see more animals, Olivia who is seven would like to see a sushi shop and Mia would also like to see an ice cream and lolly shop, more plants and a water fountain.







### 3.7 Final comments for the Were Street Montmorency Streetscape upgrade

**Survey respondents** were asked “Any other comments you’d like to make in relation to the Were Street Montmorency Streetscape upgrade?” and could provide a personalised response.

A total of 227 survey respondents answered this question. A large portion of the ideas submitted as “other comments” reiterated what had already been submitted and has been reported in previous summary tables. For ease of reading, only new ideas are described here.

As shown in Table 9, the three most frequently referenced topics (beyond the repeated comments previously reported) are:

1. Were Street is great, a bit of an upgrade or no changes
2. Compliments about Were Street and the gardens
3. Need for community spaces with seating, a playground and areas for performances.



**Table 9: Summary table of comments relating to the Were Street Streetscape upgrade (227 responses)**

<b>Themes in comments relating to the streetscape upgrade responses</b>	<b>Number of times mentioned in responses</b>
Repeated comments previously presented	126
Were Street is great, a bit of an upgrade or no changes	46
Compliments about Were Street and the gardens	26
Need for community spaces with seating, a playground and areas for performances (with weather cover)	20
Thanks for the opportunity to provide input and feedback about the consultation/project	17
Improve personal safety through more lights, rubbish bins, smoking bans and noise limits	13
Host community events, night-time activities or a regular market	10
Other – single mentions	9
Keep the shops independent and local and develop guidelines for shop façade consistency	8
Consider new features such as water fountains, statue, sculpture and plaque	6

\* \* \* \* \*