PLACESCORE™

HEIDELBERG ACTIVITY CENTRE LIVEABILITY STUDY 2020

BANYULE CITY COUNCIL

JUNE 2020
VERSION 3.0

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EXECUTIVE SUMMARY

THIS SECTION PROVIDES AN EXECUTIVE SUMMARY OF
KEY FINDINGS FOR BANYULE CITY COUNCIL

EXECUTIVE SUMMARY HEIDELBERG LIVEABILITY STUDY 2020

ABOUT THIS REPORT

This research project has four main objectives:

IDENTIFYING HOW THE HEIDELBERG ACTIVITY CENTRE IS CURRENTLY PERFORMING

Using Place Score's Place attributes, this Liveability Study identifies how the activity centre is currently contributing to place experience.

IDENTIFYING INVESTMENT PRIORITIES

Using people's values and what they currently perceive as contributing negatively to their place experience, this report will identify community priorities for each land use theme and inform the Structure Plan update.

INFORM FUTURE ENGAGEMENT

Provide recommendations for future community engagement with regard to where the community is aligned and conflicted and which user groups to engage in the future.

TRACK THE IMPACT OF INVESTMENT

The 2020 performance illustrated in this report will act as a baseline against which future results can be compared. This will allow the City of Banyule to measure how much of an impact its projects and investment have had on people's experience of place.

PROCESS

Between 3 February and 20 April 2020 Care Factor and Place Experience (PX) Assessments were undertaken for the Heidelberg Activity Centre.

256 PEOPLE SHARED WHAT IS THE MOST IMPORTANT TO THEM IN THEIR IDEAL NEIGHOURHOOD

324 PEOPLE RATED THE LIVEABILITY OF THE HEIDELBERG ACTIVITY CENTRE

188 ONLINE RESPONDENTS ALSO SHARED THEIR IDEAS

A TOTAL OF 768 INSIGHTS WERE SHARED BY THE COMMUNITY

2020 VALUES

Based on the Care Factor survey results, four main themes were identified. The Heidelberg community's ideal neighbourhood is:

1 - WALKABLE, CYCLABLE AND CONVENIENT

Respondents highly value active transport connections from home to a vibrant and diverse local economy.

2 - SURROUNDED BY PRISTINE NATURE

Respondents highly value a neighbourhood which uses natural features as a point of difference and celebrates and protects nature and landscapes.

3 - BUILT TO LAST

Respondents highly value a neighbourhood with well maintained, high quality open spaces that will stand the test of time.

4 - SAFE FOR ALL

Community members value a neighbourhood where all can feel safe.

2020 PERFORMANCE

Based on the PX Assessment completed by the community, the following trends have emerged:

HEIDELBERG'S PX SCORE IS LOWER THAN THE NATIONAL AVERAGE

3 pts
Below the national benchmark

63 /100
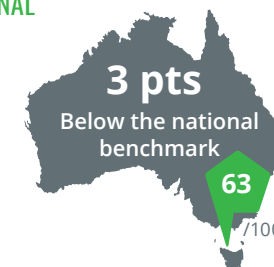
THE BEST PERFORMING PLACE ATTRIBUTES INCLUDE:

#1 Local businesses that provide for daily needs

#2 Access to neighbourhood amenities

#3 There are people like me

THE WORST PERFORMING PLACE ATTRIBUTES INCLUDE:

#50 Ease of driving and parking

#49 Sustainable urban design

#48 Things to do in the evening

COMMUNITY PLANNING DIRECTIONS

Synthesising the findings of the Heidelberg Liveability Study there are five key Community Planning Directions:

HOUSING & DEVELOPMENT
ENSURE THAT FUTURE MIXED USE AND HIGHER DENSITY RESIDENTIAL DEVELOPMENT IS LOCATED APPROPRIATELY, INTEGRATES LANDSCAPE, IS HIGH QUALITY DESIGN, MAKES A POSITIVE CONTRIBUTION TO THE STREETSCAPE, WELL BUILT AND AT A APPROPRIATE HEIGHT TO CONNECT TO THE GREEN, HISTORIC AND ARTISTIC VALUES OF THE COMMUNITY.

MOVEMENT
RE-BALANCE THE HIERARCHY FROM CAR DOMINANT TO MIXED MODE TO REFLECT THE DESIRED VILLAGE ATMOSPHERE, AND MAKE IT SAFER AND MORE ENJOYABLE TO WALK, CYCLE AND CATCH PUBLIC TRANSPORT.

PUBLIC REALM
PROTECT OUR MUCH LOVED NATURAL ENVIRONMENT AND CREATE A NETWORK OF GREEN COMMUNITY SPACES THAT REFLECT THE NEEDS OF DIFFERENT USER GROUPS AT DIFFERENT TIMES OF THE DAY, WEEK AND YEAR.

COMMUNITY FACILITIES
MAXIMISE THE VALUE OF EXISTING COMMUNITY FACILITIES AND AMENITIES BY ENSURING THAT THEY ARE IDENTIFIABLE, CONNECTED AND REFLECT THE NEEDS OF A DIVERSE CROSS SECTION OF THE COMMUNITY.

LOCAL ECONOMY
BUILD ON THE WELL PERFORMING LOCAL RETAIL AND HOSPITALITY OFFER TO DIVERSIFY INTO AN EXTENDED EVENING ECONOMY.

While this study provides a solid baseline understanding of what topics the community is aligned around, it also provides the directions for further investigation needed[1].

THE HOT TOPICS

1. MODAL HIERARCHY
Understanding the conflict between modal diversity and private vehicle dominance.

2. APPROPRIATE DEVELOPMENT
Defining what 'good development' looks like for Heidelberg.

CONVERSATIONS THAT STILL NEED TO HAPPEN

3. WORKERS & STUDENTS
Deepening our understanding of those with different values to those who identified as local residents.

4. PROPERTY DEVELOPERS, LANDOWNERS, LANDLORDS & BUILDING MANAGERS
Working collaboratively to define design and maintenance protocols.

MORE INFORMATION NEEDED

5. OPEN SPACE AS PEOPLE PLACES
Detailed direction regarding the network of places, their identity, function and activities.

6. NIGHT TIME ECONOMY
Customer research to understand different audiences and their needs for evening activities.

WHO'S MISSING?

7. YOUNG PEOPLE
Place Score are unable to survey people under the age of 15 years without parental consent. Further research and engagement by your Youth Services Team is recommended to understand the needs and aspirations of this cohort.

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Notes: [1]It is noted that not all community concerns are relevant to the drafting of the Structure Plan but should be considered in the development of Design Guidelines or similar.

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Heidelberg Activity Centre Liveability Study | June 2020

HEIDELBERG DATA AT A GLANCE

carefactor
neighbourhood

Care Factor asks respondents to prioritise different aspects of a neighbourhood to identify what is most important to them in their ideal neighbourhood.

Overall, most Heidelberg Activity Centre associates selected the following Top 5 Place Attributes:

RANK	ATTRIBUTE	% OF n
#1	**Walking/jogging/bike paths that connect housing to communal activity** (shops, parks etc.)	56%
#2	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	55%
#3	**General condition of public open space** (street trees, footpaths, parks etc.)	54%
#4	**Protection of natural environment**	52%
=#5	**Landscaping and natural elements** (street trees, planting, water features etc.)	49%
=#5	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)	49%

PXassessment
neighbourhood

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Here is how community rated the liveability of the Heidelberg Activity Centre:

HEIDELBERG ACTIVITY CENTRE'S PX SCORE IS:

63

Notes: Full data and breakdowns are available in the next sections. Care Factor percentages are based on the percentage of respondents that selected an attribute (n=256). PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

HEIDELBERG STRENGTHS AND PRIORITIES

These tables and graph illustrate the neighbourhood strengths, liveability improvement priorities and considerations for the Heidelberg Activity Centre.

STRENGTHS should be celebrated and protected.

LIVEABILITY IMPROVEMENT PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently underperforming. Improving these attributes will have the most significant impact on your community.

CONSIDERATIONS identify attributes to look-out for, they are negatively affecting liveability and can become more significant issues if more people start caring about them.

CF	STRENGTHS
7a	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
5a	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
1	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
2	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
7b	Sense of personal safety (for all ages, genders, day or night)
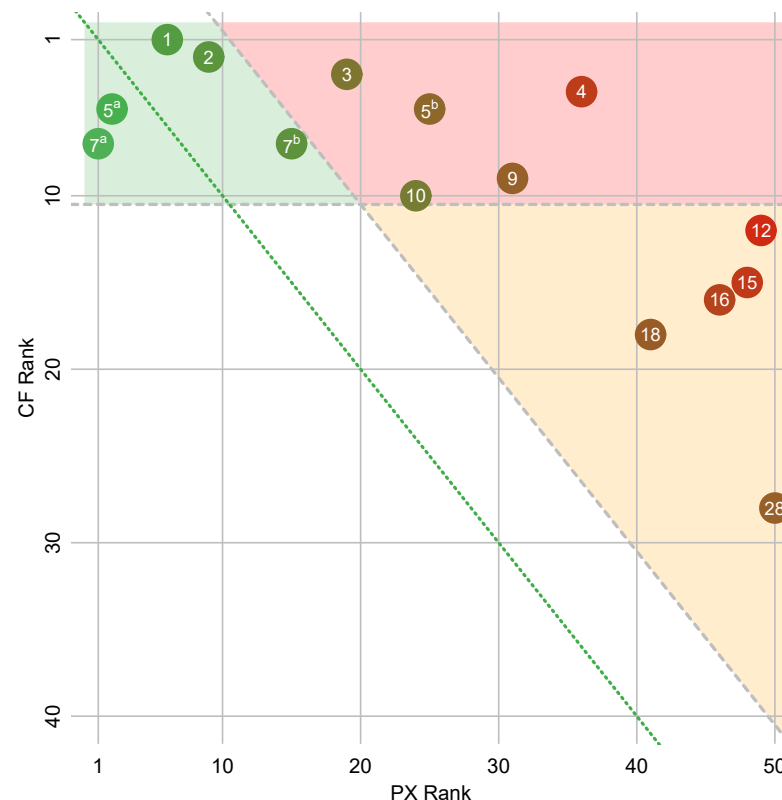
LEGEND

‑ ‑ ‑ *Horizontal: Top 10 CF threshold*
Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)

········ *Equal CF rank and PX Score (PX=CF)*

CF	LIVEABILITY IMPROVEMENT PRIORITIES
4	Protection of the natural environment
9	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
5b	Landscaping and natural elements (street trees, planting, water features etc.)
3	General condition of public open space (street trees, footpaths, parks etc.)
10	Quality of public space (footpaths, verges, parks etc.)

CF	FOR CONSIDERATION
12	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
15	Things to do in the evening (bars, dining, cinema, live music etc.)
16	Sustainable behaviours in the community (water management, solar panels, recycling etc.)
18	Evidence of Council/government management (signage, street cleaners etc.)
28	Ease of driving and parking

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Neighbourhood Strengths have a high CF and high PX. Liveability Priorities are the poorest performing CF ranked in the overall top 10. Consideratoons are the worst performing overall outside of the Top 10 CF. [1]A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

COMMUNITY IDEAS FOR CHANGE

Liveability study participants were asked an additional four questions regarding what they saw as the strengths and weaknesses of Heidelberg Activity Centre. In addition they were asked for their big and small ideas to make the neighbourhood a better place to live and to visit.
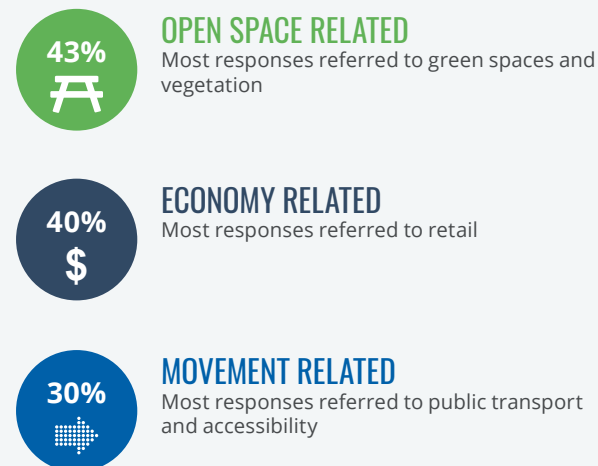
The 614 responses from 188 participants are classified under nine different themes in this report, including:

- Character
- Community
- Economy
- Environmental sustainability
- Housing and development
- Management and safety
- Movement
- Open space
- Social facilities and services

NOTE: FACEBOOK COMMENTS

Due to government isolation requirements, surveys were collected largely online and Place Score heavily promoted the Care Factor and PX Surveys via two paid Facebook campaigns. From 28 community comments posted, half were regarding high-rise and/or inappropriate development.

HEIDELBERG STRENGTHS

43% OPEN SPACE RELATED
Most responses referred to green spaces and vegetation

40% ECONOMY RELATED
Most responses referred to retail

30% MOVEMENT RELATED
Most responses referred to public transport and accessibility

HEIDELBERG CHALLENGES

66% MOVEMENT RELATED
Most responses referred to private vehicles, active transport, accessibility and public transport

46% HOUSING AND DEVELOPMENT RELATED
Most responses referred to built form and development

27% OPEN SPACE RELATED
Most responses referred to green spaces, vegetation, comfort and public spaces

MACRO IDEAS FOR CHANGE

56% MOVEMENT RELATED
Most responses referred to private vehicles, public transport, active transport and accessibility

44% HOUSING AND DEVELOPMENT RELATED
Most responses referred to built form and development

38% OPEN SPACE RELATED
Most responses referred to green spaces, public spaces, vegetation and comfort

MICRO IDEAS FOR CHANGE

55% OPEN SPACE RELATED
Most responses referred to vegetation, green spaces, unique features, amenities and public spaces

43% ECONOMY RELATED
Most responses referred to retail and trading

41% MOVEMENT RELATED
Most responses referred to active transport, private vehicles and accessibility

HOW DO YOU COMPARE?

HEIDELBERG'S LIVEABILITY SCORE IS LOWER THAN THE AUSTRALIAN AVERAGE

Your PX Score acts as a benchmark to track neighbourhood liveability performance over time and allows for comparison against other locations. The Heidelberg Activity Centre is performing as well as Stanmore-Camperdown; a medical precinct in Sydney's inner west.

PX SCORES:

76 Melbourne Central and the City, VIC

67 Sydney Metro Average

66 Australian National Average

63 Heidelberg Activity Centre

63 Stanmore-Camperdown (NSW)

56 Schofields (NSW)

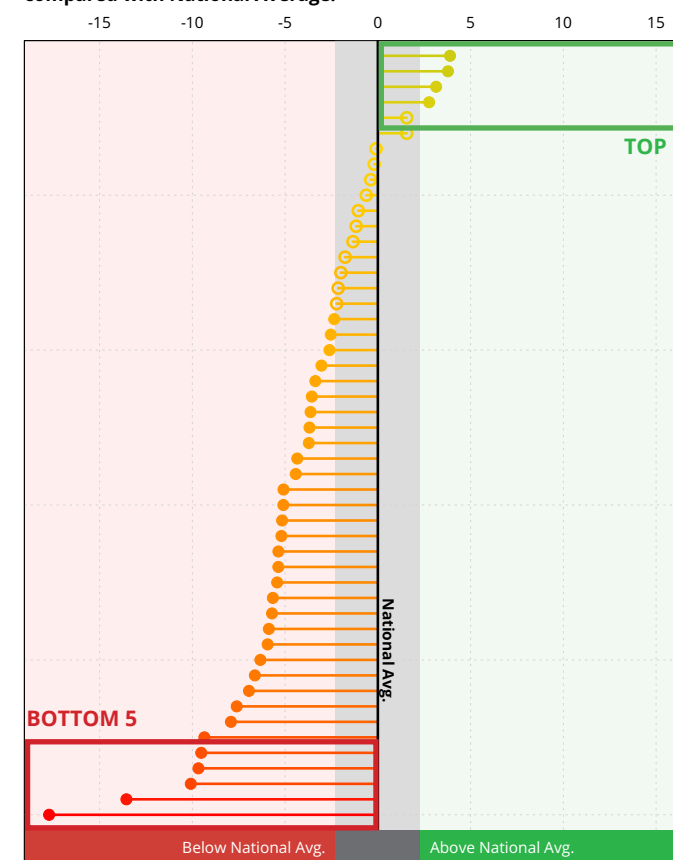| YOUR TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	**+3.9%**
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	**+3.8%**
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	**+3.1%**
Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	**+2.8%**
Family and community services (aged, disability and home care, protection and support services etc.)*	**+1.6%***

YOUR BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Ease of driving and parking	**-17.7%**
Quality of buildings (design and construction of homes, shops, schools etc.)	**-13.6%**
Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	**-10.1%**
Overall visual character of the neighbourhood	**-9.7%**
Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	**-9.5%**

PX Scores of all 50 attributes of Heidelberg Activity Centre. compared with National Average.

TOP 5

BOTTOM 5

National Avg.

Below National Avg. | Above National Avg.

Notes: Follow this link to see how all 50 Place Score attributes are performing compared to the national average
Each attribute is scored out of 100. *Within margin or error. The grey area illustrates attributes that are within the margin of error, meaning you should be cautious as they could be a bit lower, higher or the same as the national average. Australian sample used n=5700 (April 2020)

INTRODUCTION

THIS SECTION PROVIDES AN OVERVIEW OF THE PROJECT AND THE RESEARCH METHODOLOGY

ABOUT PLACE SCORE AND THIS RESEARCH

Place Score was engaged by Banyule City Council to undertake this Liveability Study to help inform the development of a new Structure Plan for the Heidelberg Activity Centre.

WHERE AND WHEN WAS THIS DATA COLLECTED?
Between 3 February and 20 April 2020 Place Score collected Neighbourhood Care Factor surveys and PX Assessments for Banyule City Council. This data is the basis for your Liveability Study. This Liveability Study forms part of the first stage of community engagement for the Heidelberg Activity Centre Structure Plan update. Due to government isolation requirements, surveys were collected largely online.

NEIGHBOURHOOD CARE FACTOR SURVEY
Which place attributes are most important to you in your ideal neighbourhood?

• 256 respondents

• Online and face-to-face data was collected between 3 February and 20 April 2020.

NEIGHBOURHOOD PX ASSESSMENTS
How is each place attribute impacting your personal enjoyment of your neighbourhood?

• 324 respondents

• Respondents were asked 'What's missing in your neighbourhood that would make it a better place for you?'

• 188 people shared their ideas across four open questions, totaling 614 responses

• Online and face-to-face data was collected between 3 February and 20 April 2020.

A TOTAL OF 768 RESPONSES WERE COLLECTED DURING THE RESEARCH PERIOD.

HOW THE PLACE SCORE SYSTEM WORKS:
Place Score offers two sophisticated data collection tools; Care Factor and Place Experience (PX) Assessments. Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived experience.

Together they help you identify what is important, how a place is performing and what the focus of change should be. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment.

There are many benefits in using Place Score for your project research:

• Community segmentation; geographic and demographic

• Insights that can be used for multiple projects over a number of years: strategic planning and implementation projects

• Quantitative data for evidence based planning to measure the impact of investment over time

• Identification of place attributes that the community all cares about as well as potential conflicts to minimise risk.

Care Factor
captures *what* attributes
your community **'values'**...

PX Assessment
captures *how* your community
'rates' each attribute...

A place attribute with a high Care Factor but a low
PX Score should be prioritised.

USING PLACE SCORE FOR YOUR STRUCTURE PLAN UPDATE

Place Score provides a rigorous evidence base for decision making by providing four different data sets:

1. CARE FACTOR (PLACE VALUES) - what your community thinks is most important in their 'ideal neighbourhood'. Like a 'place census' you can use this data to understand community values in a specific location or for a particular demographic group.

2. PX ASSESSMENT (PLACE PERFORMANCE) - how your community rates the liveability of their current neighbourhood. This measures performance and can be used as a baseline from which to compare the place after investment and over time.

3. PLACE PRIORITIES - by aggregating the Care Factor and the PX Assessment data we can identify what place attributes people both care about and think are performing poorly (priorities), and those that are performing well (retain and protect).

4. OPEN ENDED QUESTIONS - your community's ideas for changes that will make their lives better. This provides the opportunity to 'hear the voice of the community'.

This report is designed to assimilate your community's inputs directly into each of the key areas of the structure plan to help simplify Council's task:

• Community identified strengths and challenges of Heidelberg Activity Centre

• The community's aspirations for an ideal Heidelberg Activity Centre and innovative ideas for its transformation

• Planning Recommendations – Community Directions for 5 key land uses; housing, movement, public realm, community facilities, local economy

• Future engagement recommendations

CONNECTING PLACE SCORE TO STRUCTURE PLANNING AND LAND USE

The Care Factor and PX Assessment include 50 neighbourhood attributes. Because liveable neighbourhoods are a complex system of the both tangible and intangible, and the private and the public, not all Place Score attributes align directly with the Structure Plan update process. The following table summarises how Place Score has built the base structure for this report.

DIRECTION / THEME	PLACE SCORE ATTRIBUTES (TOTAL OF 50)
Community facilities	5 attributes
Local Economy	5 attributes
Housing & Development	4 attributes
Movement	4 attributes
Public realm	7 attributes

HOW DO WE COLLECT AND USE THE DATA?

PLACE SCORE COLLECTS THREE DIFFERENT SETS OF DATA TYPES:

DATA SOURCE	QUESTION ASKED
CARE FACTOR (CF)	*'Which place attributes are most important to you in your ideal neighbourhood?'* Respondents selected their three most important attributes in five categories to reveal what they value.
PLACE EXPERIENCE ASSESSMENT (PX)	*'How is each place attribute impacting your personal enjoyment of your neighbourhood?'* Respondents rated the performance of each attribute in five categories in relation to their neighbourhood.
OPEN-ENDED QUESTION (OPENS)	Respondents were asked to answer up to four questions about the perceived strengths and challenges of the Heidelberg Activity Centre and their ideas for the future. Responses have been classified according different themes by Place Score.

THERE ARE THREE DIFFERENT WAYS THE DATA IS REPORTED:

• Raw data (e.g. Care Factor top 10)

• Combined Care Factor and PX data (e.g. Liveability priorities)

• Raw and/or combined data coded against key land-use themes

SECTION	PAGES	DATA SOURCE			DATA REPORTING[1]
		CF	PX	OPENS	
NEIGHBOURHOOD CARE FACTOR AND PLACE EXPERIENCE (P.8-28)	Strengths and Priorities	Yes	Yes	No	Combined Care Factor and PX data
	Top 10 Care Factor	Yes	No	No	Raw data
	Liveability	No	Yes	No	Raw data
	Community ideas for change	No	No	Yes	Raw data
PLANNING TOOL BOX (P.29-51)	Key Findings	Yes	Yes	Yes	Raw and/or combined data coded against key land-use themes
	Priority level by demographic	Yes	Yes	No	Raw and/or combined data coded against key land-use themes
	Community ideas for change	No	No	Yes	Raw and/or combined data coded against key land-use themes
	Top values by suburbs	Yes	No	No	Top two Care Factor within one place dimension

GEOGRAPHIC FOCUS

The Heidelberg Liveabiltiy Study focussed on attracting participation from those people who live, work, visit or study in or around the Heidelberg Activity Centre, as indicated on the map below.
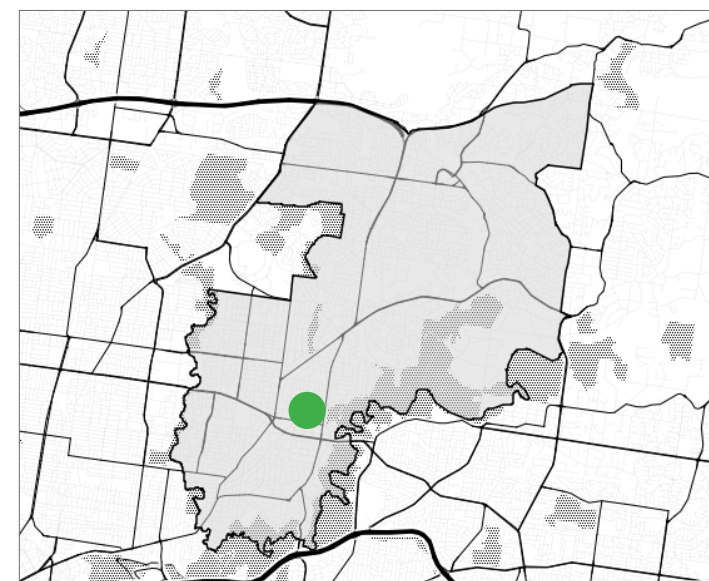

Image: The Banyule LGA is represented by the light grey shaded area on the map. The Heidelberg Activity Centre is denoted by the green circle on the map.

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Notes: [1]Section's introduction and footnotes include further details regarding the different methodologies.

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Heidelberg Activity Centre Liveability Study | June 2020

ABOUT THE RESPONDENTS

CONFIDENCE LEVEL:

Unless noted otherwise, a 95% confidence level with a margin of error of ±6.1% can be expected for overall Care Factor Data and ±2.7 pts for PX data.

	Demographic	Low Target	Achieved	Remark
CF	CF Sample	n = 200 for ±6.9% at 95% Confidence	n = 256	Target achieved
	15-24 yrs	12.4% ±5%	11.3%	Target Achieved
	25-44 yrs	40.8% ±5%	41%	Target Achieved
	45-64 yrs	26.8% ±5%	33.2%	1.4% above target margin
	65+ yrs	20% ±5%	14.5%	0.5% below target margin
	Male	48.5% ±5%	43.4%	0.1% below target margin
	Female	51.5% ±5%	56.6%	0.1% above target margin
PX	PX sample	n = 100 for ±4.9pts at 95% Confidence	n = 324	Above target
	15-24 yrs	12.4% ±5%	3.4%	4% below target margin
	25-44 yrs	40.8% ±5%	36.8%	Target Achieved
	45-64 yrs	26.8% ±5%	41.5%	9.7% above target margin
	65+ yrs	20% ±5%	18.3%	Target Achieved
	Male	48.5% ±5%	37%	6.5% below target margin
	Female	51.5% ±5%	63%	6.5% above target margin

CARE FACTOR DATA

Data was collected via online and face-to-face surveys during the period 3 February and 20 April 2020. A total of 256 people participated.

n=256
GENDER

43.4% 56.6% 0.0%

AGE[1]
- 15-24
- 25-44
- 45-64
- 65+

14.5% 11.3% 41% 33.2%
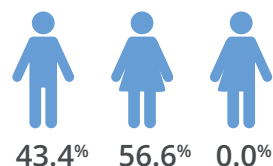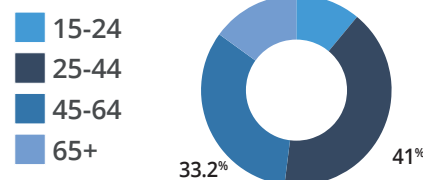
COUNTRY OF BIRTH

Australia	57.8%
United Kingdom[2]	11.7%
India	8.2%
China	3.5%
New Zealand	3.1%

PX DATA

Data was collected via online and face-to-face surveys during the period 3 February and 20 April 2020. A total of 324 people participated.

n=324
GENDER

37.0% 63.0% 0.0%

AGE[1]
- 15-24
- 25-44
- 45-64
- 65+

18.3% 3.4% 36.8% 41.5%
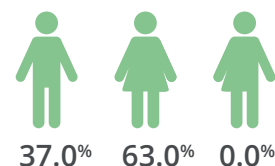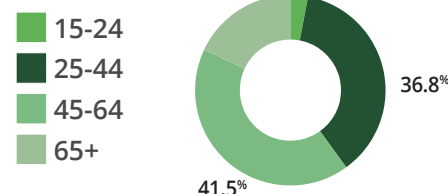
COUNTRY OF BIRTH

Australia	76.2%
United Kingdom[2]	9.0%
New Zealand	3.1%
India	2.2%
China	1.2%

2016 CENSUS DATA

This column captures the make-up of the Heidelberg suburb population in accordance with the 2016 census.

N=6,225
GENDER

48.5% 51.5% N/A

AGE[1]
- 15-24
- 25-44
- 45-64
- 65+

20% 12.4% 40.8% 26.8%
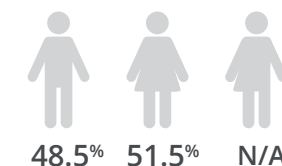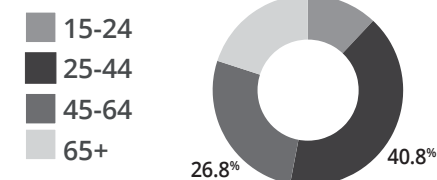
COUNTRY OF BIRTH

Australia	67.1%
India	3.1%
China	2.8%
England[2]	2.6%
Italy	1.9%

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Notes: [1]Place Score does not actively collect surveys from people aged under 15. Place Score are unable to survey people under the age of 15 years without parental consent. The ABS percentage of people aged 0-15 have been redistributed across other age groups. [2]Place Score groups the United Kingdom.

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Heidelberg Activity Centre Liveability Study | June 2020

NEIGHBOURHOOD CARE FACTOR - PLACE VALUES

YOUR CARE FACTOR DATA ACTS AS A 'PLACE CENSUS', IDENTIFYING WHAT IS MOST IMPORTANT TO YOUR COMMUNITY IN THEIR IDEAL NEIGHBOURHOOD.

NEIGHBOURHOOD PLACE VALUES

carefactor
neighbourhood

Place Score conducted a Neighbourhood Care Factor (CF) Survey asking respondents to select the attributes that were most important to them in their ideal neighbourhood. 256 people participated in the research. Active transport connections between home and local shops and the presence and care of nature were among the top Care Factors for the Heidelberg Activity Centre community.

WHAT DO WE ALL CARE ABOUT?

The Heidelberg Activity Centre community values a neighbourhood that is:

WALKABLE, CYCLABLE AND CONVENIENT

Respondents highly value active transport connections from home to the activity centre.

- '*Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)*' is the #1 Care Factor attribute overall.

- Respondents also highly value '*Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)*' (Care Factor =#5). 76% of those aged 65+ selected this attribute as being important to them.

- '*Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)*' was selected by 46% of respondents, making it =#7 Care Factor for Heidelberg.

- For respondents aged 15-24, an ideal and convenient neighbourhood would also include '*Things to do in the evening (bars, dining, cinema, live music etc.)*' (=#1 Care Factor).

SURROUNDED BY PRISTINE NATURE

Respondents highly value a neighbourhood which uses natural features as a point of difference and celebrates and protects nature and landscapes.

- '*Elements of the natural environment (views, vegetation, topography, water etc.)*' is the #2 Care Factor with 55% of respondents selecting it as being important to them.

- More than half of respondents (52%) selected '*Protection of the natural environment*' making it the #4 Care Factor for the area.

- '*Landscaping and natural elements (street trees, planting, water features etc.)*' was selected by 49% of respondents. Only 38% of respondents aged 15-24 selected it, compared to 69% of respondents aged 65+.

- Both the maintenance and quality of street trees, verges and parks are amongst the top 10 Care Factors.

BUILT TO LAST

Respondents highly value a neighbourhood with well maintained, high quality open spaces.

- '*General condition of public open space (street trees, footpaths, parks etc.)*' is the third most selected attribute with 54% of respondents selecting it as being important to them.

- It is valued by a higher percentage of respondents that identified as residents (58%) or visitors and shoppers (58%).

- '*Quality of public space (footpaths, verges, parks etc.)*' is also within the top 10 Care Factors with 41% of respondents selecting it as being important to them.

SAFE FOR ALL

Your respondents value a neighbourhood where all can feel safe.

- '*Sense of personal safety (for all ages, genders, day or night)*' is the =#7 Care Factor with 46% of respondents saying it is part of their ideal neighbourhood.

- 44% of respondents selected '*Sense of neighbourhood safety (from crime, traffic, pollution etc.)*'.

- The '*General condition of public open space (street trees, footpaths, parks etc.)*' is amongst the community's top 10 Care Factors. This may indicate a concern for the safety of footpaths for respondents aged 45+ with over 60% of them selecting it as being important.

NEIGHBOURHOOD PLACE VALUES

carefactor
neighbourhood

HEIDELBERG ACTIVITY CENTRE TOP 10 PLACE VALUES

The top 10 Care Factors are ranked based on how many people selected each attribute as being important to them in their 'ideal neighbourhood'.

RANK	ATTRIBUTE	% OF PEOPLE		RANK	ATTRIBUTE	% OF PEOPLE
#1	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)	56% THINGS TO DO		=#5	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)	49% THINGS TO DO
#2	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	55% UNIQUE		=#7	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)	46% SENSE OF WELCOME
#3	**General condition of public open space** (street trees, footpaths, parks etc.)	54% CARE		=#7	**Sense of personal safety** (for all ages, genders, day or night)	46% SENSE OF WELCOME
#4	**Protection of the natural environment**	52% CARE		#9	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)	44% SENSE OF WELCOME
=#5	**Landscaping and natural elements** (street trees, planting, water features etc.)	49% LOOK & FUNCTION		#10	**Quality of public space** (footpaths, verges, parks etc.)	41% LOOK & FUNCTION

THE FIVE PLACE DIMENSIONS ARE:

CARE
How well a neighbourhood is managed, maintained and improved. It considers care, pride, personal and financial investment in the area.

LOOK & FUNCTION
Physical characteristics of a neighbourhood: how it looks and works, the buildings, public space and vegetation.

SENSE OF WELCOME
The social characteristics of a neighbourhood, and how inviting it feels to a range of people regardless of age, income, gender, ethnicity or interests.

THINGS TO DO
Activities, events and inviting spaces to spend time in a neighbourhood that might lead to a smile or a new friend.

UNIQUENESS
Physical, social, cultural or economic aspects of an area that make a neighbourhood interesting, special or unique.

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Notes: Care Factor percentages are based on the percentage of respondents that selected an attribute, the ranking is based on the level of alignment in your community. =# indicates that the attribute is valued by the same percentage of respondents.
n=256

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NEIGHBOURHOOD PLACE VALUES

IN HEIDELBERG A RESPONDENT'S AGE, ANCESTRY AND CONNECTION TO THE HEIDELBERG ACTIVITY CENTRE IMPACTS THEIR PLACE VALUES

The following tables illustrate the differences in values between demographic groups. The circled numbers in the top row refer to the overall top 10 Care Factors on the previous page. The more aligned your community's place values the closer together the blue coloured boxes will be to the left, the more scattered the more diverse your community's values.

DEMOGRAPHIC BREAKDOWN[1]

ALL	256	#1	#2	#3	#4	#5	#5	#7	#7	#9	#10	Attributes with rank #3 and higher if not in the overall Top 10
Male	111	57%	50%	53%	46%	49%	53%	50%	48%	43%	40%	
Female	145	56%	59%	55%	56%	50%	46%	43%	45%	44%	41%	
Age												
15-24	29	38%	45%	45%	55%	38%	28%	34%	45%	28%	38%	Things to do in the evening (bars, dining, cinema, live music etc.) (55%)
25-44	105	54%	48%	48%	51%	49%	36%	43%	43%	42%	42%	
45-64	85	65%	69%	61%	52%	48%	60%	49%	48%	45%	40%	
65+	37	57%	49%	65%	49%	62%	76%	57%	51%	59%	41%	
Country of birth (Top 3)												
Australia	148	59%	61%	58%	51%	56%	53%	51%	52%	47%	39%	
United Kingdom	30	53%	50%	60%	50%	47%	60%	50%	40%	50%	50%	
India	21	52%	43%	43%	76%	38%	29%	33%	48%	38%	43%	Welcoming to all people(48%), Things to do in the evening (bars, dining, cinema, live music etc.) (48%)
Ancestry (Top 3)												
Australasian	101	61%	59%	58%	48%	51%	57%	51%	50%	47%	40%	
European	86	57%	58%	59%	50%	52%	52%	48%	48%	48%	45%	Mix or diversity of people in the area (57%), Sense of belonging in the community (52%)
South Asian	33	48%	36%	48%	67%	33%	24%	30%	42%	33%	39%	

DEMOGRAPHIC BREAKDOWN[1]

Identity[2]	256	#1	#2	#3	#4	#5	#5	#7	#7	#9	#10	Attributes with rank #3 and higher if not in the overall Top 10
Residents	176	61%	63%	59%	50%	54%	54%	52%	49%	47%	44%	
Visitors	45	56%	42%	58%	51%	40%	53%	53%	44%	38%	31%	
Workers	27	44%	37%	44%	59%	52%	41%	44%	41%	33%	37%	Locally owned and operated businesses (56%)
Students	31	39%	39%	48%	58%	35%	26%	29%	29%	32%	45%	Welcoming to all people (48%)
Neighbourhood Type												
Rural/Suburban (Low density)	83	65%	67%	60%	60%	54%	49%	52%	51%	51%	47%	
Inner-urban (Low-medium density)	94	50%	57%	55%	46%	50%	51%	45%	50%	40%	37%	
Inner-urban (Medium-high density)	67	58%	39%	51%	49%	45%	48%	48%	34%	39%	42%	
City (High density)	12	33%	33%	25%	50%	33%	33%	8%	50%	50%	17%	Evidence of Council/government management (signage, street cleaners etc.) (67%), Physical comfort (including noise, smells, temperature etc.) (50%), Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.) (50%)

LEGEND
- #1 attribute
- #2 attribute
- #3 attribute

Notes: Care Factor percentages are based on the percentage of respondents that selected an attribute, the ranking is based on the level of alignment in your community. [1]Demographic breakdown data should be used as a 'snapshot' as smaller samples (<80) do not meet the 95% confidence level. [2] Respondents could select more than one identity (e.g. Resident AND Worker). n=256

NEIGHBOURHOOD PLACE VALUES

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VISITOR, WORKER AND STUDENT PLACE VALUES DIFFER SIGNIFICANTLY FROM LOCALS

Different demographic segments attach varying values to the place attributes. This table illustrates which of the overall Top 10 attributes are more / less valued by each demographic cohort.

LEGEND
- *Less valued than the overall*
- *More valued than the overall*
- *Not in a cohort's Top 10*

	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	General condition of public open space (street trees, footpaths, parks etc.)	Protection of the natural environment	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	Landscaping and natural elements (street trees, planting, water features etc.)	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	Sense of personal safety (for all ages, genders, day or night)	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Quality of public space (footpaths, verges, parks etc.)	Top 10 attributes for each demographic cohort that are not in the Overall Top 10 (ie. we care about this more than everyone else...)
OVERALL CARE FACTOR	#1	#2	#3	#4	=#5	=#5	=#7	=#7	#9	#10	
Men (n=111)	#1	=#4	=#2	#8	=#2	#6	=#4	#7	#9	=#10	#10 Amount of public space (footpaths, verges, parks etc.)
Women (n=145)	=#2	#1	#4	=#2	#6	#5	=#9	#7	#8	#11	#9 Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
Residents[1] (n=176)	#2	#1	#3	#7	=#4	=#4	#6	#8	#9	#10	
Workers[1] (n=27)	=#5	=#13	=#5	#1	=#9	#3	=#5	=#9	#16	=#13	#2 Locally owned and operated businesses, #4 Things to do in the evening (bars, dining, cinema, live music etc.), #5 Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.), #9 Amount of public space (footpaths, verges, parks etc.), #9 Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)
Visitors[1] (n=45)	#2	=#9	#1	#5	=#3	#11	=#3	#8	#15	#20	#6 Things to do in the evening (bars, dining, cinema, live music etc.), #7 Locally owned and operated businesses, #9 Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
Students[1] (n=31)	=#7	=#7	=#2	#1	#31	#13	=#23	=#23	#17	=#4	#2 Welcoming to all people, #4 Things to do in the evening (bars, dining, cinema, live music etc.), #4 Mix or diversity of people in the area, #7 Overall visual character of the neighbourhood, #7 Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.), #7 Local education options (from elementary to adult education), #7 Sense of belonging in the community

Notes: [1]Respondents could select more than one identity (e.g. Resident AND Worker). The top row of this table identifies your overall top 10 Care Factors. The rows below it illustrate the rank each of the overall LGA's top 10 CF holds for each demographic cohort. The blue column on the right identifies attributes that are in a neighbourhood's top 10 CF but are not in the overall Top 10 CF.

NEIGHBOURHOOD LIVEABILITY - PLACE PERFORMANCE

THE PX SCORE IS A NUMBER BETWEEN ZERO AND 100 THAT MEASURES YOUR COMMUNITY'S LIVED PLACE EXPERIENCE. IT ALLOWS YOU TO IDENTIFY WHAT ATTRIBUTES ARE CONTRIBUTING POSITIVELY AND NEGATIVELY TO HOW LIVEABLE A NEIGHBOURHOOD IS, PROVIDING YOU WITH AN IMPORTANT TOOL FOR PRIORITISING INVESTMENT.

HEIDELBERG ACTIVITY CENTRE LIVEABILITY

PXassessment
neighbourhood

The Place Experience (PX) Assessment asked respondents to rate how each of 50 place attributes was impacting their personal enjoyment of the Heidelberg Activity Centre. 324 people participated. Connectivity, local amenities and friendliness were among the top-performing attributes for the Heidelberg Activity Centre community.

HOW LIVEABLE IS THE HEIDELBERG ACTIVITY CENTRE?
The Heidelberg Activity Centre community identified the neighbourhood as:

WELL CONNECTED WITH A STRONG LOCAL OFFERING

Respondents rated the Heidelberg Activity Centre highly when it comes to active and public transport, and local shops and amenities.

- *'Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)'* and *'Access to neighbourhood amenities (cafes, shops, health and wellness services etc.) '* are the two best performing attributes with scores of 7.9 and 7.8/10.
- Respondents also highly rated *'Locally owned and operated businesses'* (7.2/10).
- Attributes related to active and public transport and connections between housing, shops and other neighbourhoods were all amongst the top 10 highest rated attributes.

FRIENDLY AND WELCOMING

The Heidelberg Activity Centre is perceived as a neighbourhood where people feel welcomed and find other community members with similar interests.

- *'There are people like me (age, gender, interests, ethnic backgrounds etc.)'* is the third best performing attribute with a score of 7.6/10.
- Community members highly rated *'Welcoming to all people'* and *'Mix or diversity of people in the area'* scoring 7.1 and 7/10 respectively.
- Attributes relating to personal and collective safety are perceived as offering a fair performance with scores ranging from 6.2 to 6.8/10.

OFFERING A POOR DRIVING EXPERIENCE

Respondents rated their driving experience as poor.

- *'Ease of driving and parking'* is the worst performing movement attribute and the worst performing attribute out of 50 with a score of 4.5/10.

LACKING IN SUSTAINABLE DESIGN AND ACTIONS

Respondents perceive the activity centre as performing poorly in terms of sustainability

- *'Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)'* and *'Sustainable behaviours in the community (water management, solar panels, recycling etc.)'* are amongst the worst performing attributes (scores of 4.6 and 5.5/10 respectively).

LACKING IN UNIQUE PLACES TO WORK AND PLAY

The Heidelberg Activity Centre is perceived as offering limited landmarks, unique spaces, employment and entertainment options.

- *'Things to do in the evening (bars, dining, cinema, live music etc.)'* is the third-worst performing attribute with a score of 5.3/10.
- *'Local employment opportunities (within easy commute)'* is perceived as performing poorly with a score of 5.5/10.
- *'Unusual or unique buildings and/or public space design'*; *'Cultural and/or artistic community'* and *'Landmarks, special features or meeting places'* were all rated lower than 6/10.

HEIDELBERG ACTIVITY CENTRE LIVEABILITY

PXassessment
neighbourhood

RESPONDENTS GAVE THE HEIDELBERG ACTIVITY CENTRE A SCORE OF:

63
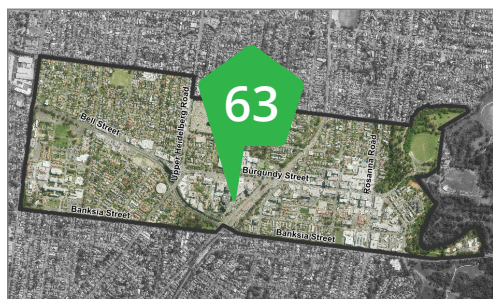
PLACE DIMENSIONS
Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

LOOK & FUNCTION
13 /20

SENSE OF WELCOME
13 /20

THINGS TO DO
13 /20

UNIQUENESS
12 /20

CARE
12 /20

WHAT IS IMPACTING THE LIVED EXPERIENCE TODAY
These tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

RATE	TOP 5 LIVEABILITY CONTRIBUTORS
#1	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)
#2	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)
#3	**There are people like me** (age, gender, interests, ethnic backgrounds etc.)
#4	**Connectivity** (proximity to other neighbourhoods, employment centres, shops etc.)
#5	**Locally owned and operated businesses**

RATE	BOTTOM 5 LIVEABILITY CONTRIBUTORS
#50	**Ease of driving and parking**
#49	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)
#48	**Things to do in the evening** (bars, dining, cinema, live music etc.)
#47	**Unusual or unique buildings and/or public space design**
#46	**Sustainable behaviours in the community** (water management, solar panels, recycling etc.)

LIVEABILITY BY DEMOGRAPHIC
This table identifies the Neighbourhood PX Scores as rated by different demographic groups.

Total PX Score	Men	Women	Intersex/ Unspecified	15-24	25-44	45-64	65+	Resident	Worker	Student	Visitor
63	63	63	N/A	80*	64	62	65	63	62*	83*	61*

LEGEND
- *Under 10 respondents*
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed

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Notes: PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required. *Sample size is less than 30, should be used with caution as standard error is more than ±5pts. Sample size with less than 10 respondents should be used with caution as standard error is more than ±10pts. n=324

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Heidelberg Activity Centre Liveability Study | June 2020

COMMUNITY COMMENTS & IDEAS

THIS SECTION PROVIDES A SUMMARY OF THE 618 RESPONSES RECEIVED ASKING THE COMMUNITY WHAT THEY REGARDED AS THE STRENGTHS AND WEAKNESSES OF HEIDELBERG ACTIVITY CENTRE, AND THEIR IDEAS FOR CHANGE.

COMMUNITY IDEAS FOR CHANGE

LIVEABILITY STUDY PARTICIPANTS WERE ASKED AN ADDITIONAL FOUR QUESTIONS

Community Strengths

What do you see as the current strengths of the Heidelberg Activity Centre? What makes it special? What should be kept and built upon? (121 responses)

Community Weaknesses

What are the challenges or problems that impact your experience of the Heidelberg Activity Centre? What would you fix? (188 responses)

Community Macro Ideas

Thinking big picture... what would you like to see change in the Heidelberg Activity Centre? Think housing, transport, environment, open space and recreation, job opportunities... (157 responses)

Community Micro Ideas

Thinking at the street level... what would you like to see change at the micro level in the Heidelberg Activity Centre? Think streetscapes (i.e. Burgundy Street) – the paving, street streets, public art, signage, general amenity? What about dining and shopping options – could there be more things to do at nighttime? Or public spaces – what could make them interesting, attractive, safe? (148 responses)

The 614 responses from 188 participants have been classified under 9 different themes in this report.

NOTE: FACEBOOK COMMENTS

Place Score promoted the Care Factor and PX Surveys via two paid Facebook campaigns. From 28 community comments posted, half were regarding high-rise and/or inappropriate development.

KEY COMMUNITY DIRECTIONS

COMMUNITY STRENGTHS
Most respondents mentioned the proximity to green spaces such as parks and reserves. Respondents also shared how they appreciate the diversity of retail, hospitality and fresh food options. Many respondents also mentioned the proximity to a public transport hub and hospital precinct. The latter providing services and employment. Interestingly, nearly a quarter of answers related to local heritage and identity, with many respondents sharing how they see built heritage and local art history as strengths.

MACRO IDEAS FOR CHANGE
When asked about their ideas for change at the neighbourhood level, most respondents shared thoughts that echoed the perceived challenges for the area. These similarities reveal that for many respondents, the leading cause for concern may be at the neighbourhood level, namely transport and development. Indirectly, many ideas reflected the tension between development and population increase, and movement, amenities, greenery and heritage.

COMMUNITY CHALLENGES
Most respondents talked about movement. More specifically, respondents mentioned difficulties around parking close to points of interest (train station, shops, hospital), high levels of vehicular traffic, and walkability. The second most common challenge raised by community members was development and housing. Building heights, quality of construction and residential development were all amongst the top issues raised by the community.

MICRO IDEAS FOR CHANGE
When asked about what they would change at the street level, most respondents asked for more or better vegetation, green spaces or public art. Age appears to have an impact on micro ideas with community members aged 25-44 most likely to propose better hospitality options, with a strong focus on night-time trading and alfresco dining. Meanwhile, respondents aged 65+ were more focused on their mobility with ideas relating to parking and even footpaths.

COMMUNITY STRENGTHS

When asked about the strengths of the Heidelberg Activity Centre, most respondents mentioned the proximity to green spaces such as parks and reserves. Respondents, especially those aged 25-44, also shared how they appreciate the diversity of retail, hospitality and fresh food options. Many respondents also mentioned the proximity to a public transport hub and hospital precinct, with the latter providing services and employment. Interestingly, nearly a quarter of answers related to local heritage and identity, with many respondents sharing how they see built heritage and local art history as strengths.

121 RESPONSES

👤 34%   👤 66%

THE STRENGTHS SHARED BY THE COMMUNITY ARE[1]...

43% 🪑
OPEN SPACE RELATED
Most responses referred to green spaces and vegetation

40% $
ECONOMY RELATED
Most responses referred to retail

30% ⋮⋮⋮
MOVEMENT RELATED
Most responses referred to public transport and accessibility

24% ⚓
CHARACTER RELATED
Most responses referred to heritage and identity

18% 🧰
SOCIAL FACILITIES AND SERVICES RELATED
Most responses referred to health

Male — 39% MOVEMENT
[...] The new trees planted in the street are a good move. It is close to public transport (the train), close to a magnificent park and bicycle trails and there are a wide diversity of facilities in the region. [...]
MALE 55-64 YRS OLD

Female — 46% OPEN SPACE
Planting of trees along streets and landscaping in Burgundy Street. This should continue. I like the benches that have been installed. [...]
FEMALE 65-74 YRS OLD

25-44 yrs old — 50% ECONOMY
The proximity to jobs in the health precinct. The proximity to a wonderful community down in pocket near Banyule flats with amazing amenities [...]
FEMALE 35-44 YRS OLD

45-64 yrs old — 53% OPEN SPACE
Great central hub - transport, hospitals, shops etc. Historic elements in the area should be preserved and promoted. Green spaces are highly valuable and need to be maintained [...]
FEMALE 45-54 YRS OLD

65+ yrs old* — 46% OPEN SPACE
The diverse flora, beautiful gardens and available open spaces. Ensuring the older style and historic homes and other buildings.
MALE 65-74 YRS OLD

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COMMUNITY CHALLENGES

When asked about the challenges facing the Heidelberg Activity Centre, most respondents talked about movement. More specifically, respondents mentioned difficulties around parking close to points of interest (train station, shops, hospital), high level of vehicular traffic, and walkability. The second most common challenge raised by community members was development and housing. Buildings heights, quality of construction and residential development were all amongst the top issues raised by the community.

188 RESPONSES

👤 37%   👤 63%

THE CHALLENGES SHARED BY THE COMMUNITY ARE...

66%
MOVEMENT RELATED
Most responses referred to private vehicles, active transport, accessibility and public transport

46%
HOUSING AND DEVELOPMENT RELATED
Most responses referred to built form and development

27%
OPEN SPACE RELATED
Most responses referred to green spaces, vegetation, comfort and public spaces
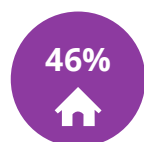
23%
MANAGEMENT AND SAFETY RELATED
Most responses referred to maintenance, physical safety and sense of safety

15%
ECONOMY RELATED
Most responses referred to retail and trading

Male — 62% MOVEMENT

Too much high density housing. Traffic is terrible. High turnover of burgundy street stores.
MALE 35-44 YRS OLD

Female — 68% MOVEMENT

Too much development. Apartments going up all over the place with no parking and looking cheap and shonky.
FEMALE 35-44 YRS OLD

25-44 yrs old — 67% MOVEMENT

Ensuring the terrain designed for to preserve outlooks, & provision for human powered movement (pedestrian & cycling) links. Better provide and protect outdoor civic spaces.
MALE 35-44 YRS OLD

45-64 yrs old — 66% MOVEMENT

The build quality of new apartment buildings is shocking! Parking around OLMC and St Johns Primary School around drop off and pick up times is not good at all.
FEMALE 45-54 YRS OLD

65+ yrs old — 62% MOVEMENT

We need safer cycling so more people can use bikes + better more frequent public transport bus services. [...] Better train frequency, especially at night. No buses after a certain time
FEMALE 65-74 YRS OLD

COMMUNITY MACRO IDEAS

When asked about their ideas for change at the neighbourhood level, most respondents shared thoughts that echoed the perceived challenges for the area. These similarities reveal that for many respondents, the leading cause for concern may be at the neighbourhood level, namely transport and development. Indirectly, many ideas reflected the tension between development and population increase, and movement, amenities, greenery and heritage.

157 RESPONSES

👤 36%   👤 64%

THE COMMUNITY'S MACRO IDEAS FOR CHANGE ARE...

56%
MOVEMENT RELATED
Most responses referred to private vehicles, public transport, active transport and accessibility

44%
HOUSING AND DEVELOPMENT RELATED
Most responses referred to built form and development

38%
OPEN SPACE RELATED
Most responses referred to green spaces, public spaces, vegetation and comfort

21%
COMMUNITY RELATED
Most responses referred to activities and community composition

20%
ECONOMY RELATED
Most responses referred to retail and employment

Male — 56% MOVEMENT

Fewer large monolithic buildings. Safer and easier to walk around the shopping precinct. Better connections between station and shops. Better bike and foot connections
MALE 55-64 YRS OLD

Female — 56% MOVEMENT

[...] More car parking at the shopping centres and train lines. Provision for more spaces at local schools. You cannot increase density without increasing our amenities!
FEMALE 35-44 YRS OLD

25-44 yrs old — 56% MOVEMENT

More cycling infrastructure in the area would be nice. Lots of MAMILs but would be nice to have some safer bike Lanes kids could travel on to get to shops.
MALE 35-44 YRS OLD

45-64 yrs old — 60% MOVEMENT

More parking for residents around the station, hospitals, and shopping precinct with longer hours to park. Better bus services to accommodate this. More parks for resident use with kids in mind for their enjoyment. [...]
FEMALE 55-64 YRS OLD

65+ yrs old — 48% MOVEMENT

Additional parking at station and hospital.
MALE 65-74 YRS OLD

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Notes: Responses have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed.

COMMUNITY MICRO IDEAS

When asked about what they would change at the street level, most respondents asked for more or better vegetation, green spaces or public art. Age appears to have an impact on micro ideas with community members aged 25-44 most likely to propose better hospitality options, with a strong focus on night-time trading and alfresco dining. Meanwhile, respondents aged 65+ were more focused on their mobility with ideas relating to parking and even footpaths.
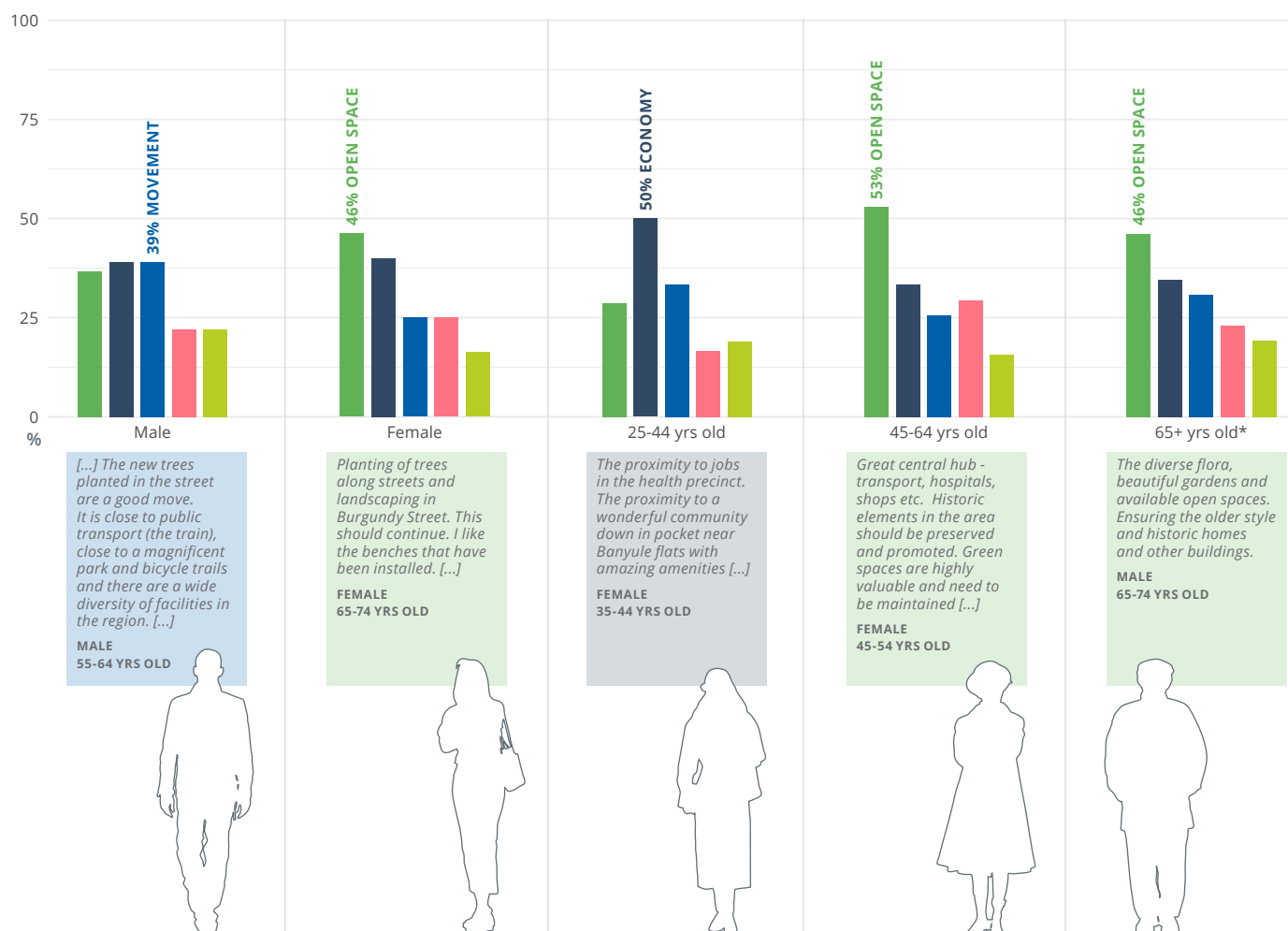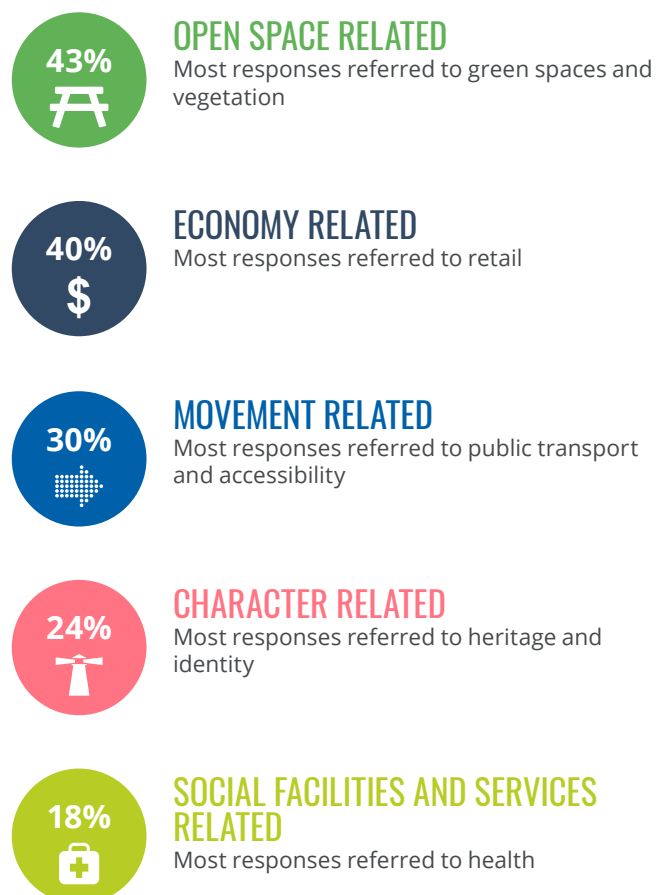
148 RESPONSES

🚶 36%   🧍 64%

THE COMMUNITY'S MICRO IDEAS FOR CHANGE ARE...

55% — **OPEN SPACE RELATED**
Most responses referred to vegetation, green spaces, unique features, amenities and public spaces

43% — **ECONOMY RELATED**
Most responses referred to retail and trading
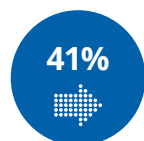
41% — **MOVEMENT RELATED**
Most responses referred to active transport, private vehicles and accessibility

26% — **MANAGEMENT AND SAFETY RELATED**
Most responses referred to sense of safety and maintenance

14% — **HOUSING AND DEVELOPMENT RELATED**
Most responses referred to built form

Male — 50% OPEN SPACE

[...] Planting of more deciduous shade trees the length of Burgundy street would create a whole new ambiance and make it more attractive place to visit.
MALE 55-64 YRS OLD

Female — 57% OPEN SPACE

More outdoor movie events. Improve toilet and BBQ facilities in parklands. Better maintenance of footpaths and bike tracks- even lighting in some areas. [...] Increase street tree/ vegetation planting [...]
FEMALE 35-44 YRS OLD

25-44 yrs old — 62% ECONOMY

There are a large number of empty shops or development sites on Burgundy Street which make it look uninviting and dirty. [...] Would be great to have more restaurants open of an evening during the week [...]
FEMALE 35-44 YRS OLD

45-64 yrs old — 58% OPEN SPACE

Close Burgundy street put in trees open air cafes fountains, sculptures.
FEMALE 45-54 YRS OLD

65+ yrs old — 58% MOVEMENT

More off street parking. Bicycle lanes in Burgundy and Ivanhoe shops precinct. Introduce public and street art. More trees and garden areas connected to and in the shopping strips [...]
MALE 65-74 YRS OLD

PLANNING TOOL BOX

THIS SECTION PROVIDES COMMUNITY DIRECTIONS FOR FIVE KEY LAND USES:

- HOUSING & DEVELOPMENT
- MOVEMENT
- PUBLIC REALM
- COMMUNITY FACILITIES
- LOCAL ECONOMY

PLANNING TOOL BOX

The planning tool box section aligns your community's data around five key land-use themes.

For each theme the tool box provides you with:

• Heidelberg Activity Centre directions and community investment priorities

• Key findings related to one planning theme - trends across demographic cohorts and priorities according to your community; what people consider to be the strengths, and potential obstacles or reactions to change within the Heidelberg Activity Centre.

• Community comments and ideas for change - Your community's ideas for change have been categorised to match up with a planning theme - providing you with additional data that might not come up in other sections of this report.

• Values mapping - Analysis of specific attributes related to each theme to highlight key trends and core values by suburbs across the Banyule LGA.

COMMUNITY DIRECTIONS

HOUSING & DEVELOPMENT
ENSURE THAT FUTURE MIXED USE AND HIGHER DENSITY RESIDENTIAL DEVELOPMENT IS LOCATED APPROPRIATELY, INTEGRATES LANDSCAPE, IS HIGH QUALITY DESIGN, MAKES A POSITIVE CONTRIBUTION TO THE STREETSCAPE, WELL BUILT AND AT A APPROPRIATE HEIGHT TO CONNECT TO THE GREEN, HISTORIC AND ARTISTIC VALUES OF THE COMMUNITY.

MOVEMENT
RE-BALANCE THE HIERARCHY FROM CAR DOMINANT TO MIXED MODE TO REFLECT THE DESIRED VILLAGE ATMOSPHERE, AND MAKE IT SAFER AND MORE ENJOYABLE TO WALK, CYCLE AND CATCH PUBLIC TRANSPORT.

PUBLIC REALM
PROTECT OUR MUCH LOVED NATURAL ENVIRONMENT AND CREATE A NETWORK OF GREEN COMMUNITY SPACES THAT REFLECT THE NEEDS OF DIFFERENT USER GROUPS AT DIFFERENT TIMES OF THE DAY, WEEK AND YEAR.

COMMUNITY FACILITIES
MAXIMISE THE VALUE OF EXISTING COMMUNITY FACILITIES AND AMENITIES BY ENSURING THAT THEY ARE IDENTIFIABLE, CONNECTED AND REFLECT THE NEEDS OF A DIVERSE CROSS SECTION OF THE COMMUNITY.

LOCAL ECONOMY
BUILD ON THE WELL PERFORMING LOCAL RETAIL AND HOSPITALITY OFFER TO DIVERSIFY INTO AN EXTENDED EVENING ECONOMY.

PLANNING TOOL BOX

HOW TO READ YOUR RESULTS

The planning tool box highlights what you should retain and protect as well as the level of investment needed to improve different aspects of liveability. The core principle is that you should invest in improving attributes with a high Care Factor ranking and a low PX Score as, once improved, they will have the most significant impact on liveability. This table identifies how to read the different levels of priority presented in the following pages.

RETAIN AND PROTECT		CF RANK /50	SCORE /10
Protect	**These attributes currently contribute the most to the liveability of your neighbourhoods.** These attributes have a high Care Factor Ranking (valued by the most people in your community) and have a high PX Score (performing well)	Rank 1-15	≥7
INVESTMENT PRIORITY		**CF RANK /50**	**SCORE /10**
High	**Investing in these attributes will contribute the most to improve the liveability of the Heidelberg Activity Centre.** These attributes have a high Care Factor Ranking (valued by the most people in your community) and have low PX Score (NOT performing well)	Rank 1-15	<7
Medium	**Investing in these attributes will contribute to improve the liveability of the Heidelberg Activity Centre.** These attributes are generally in the top half of the Care Factor rankings and have a low PX Score (NOT performing well)	Rank 16-30	<7
Low	**Investing in these attributes will slightly contribute to improve the liveability of the Heidelberg Activity Centre.** These attributes are generally in the bottom half of the Care Factor Ranking (selected by the least number of people in your community) and have a low PX Score (NOT performing well)	Rank 31-50	<7
No	**No additional investment is needed for these attributes as they are currently over-performing.** These attributes have a low Care Factor Ranking (selected by the least number people in your community) and have a high PX Score (performing well)	Rank 16-50	≥7

PLANNING TOOL BOX:
HOUSING & DEVELOPMENT

1 - DIRECTIONS & COMMUNITY INVESTMENT PRIORITIES

2 - COMMUNITY IDEAS FOR CHANGE

3 - KEY VALUES BY SUBURB

carefactor
PXassessment
neighbourhood

KEY FINDINGS FOR FURTHER INVESTIGATION

The following findings should be interrogated further in the next stage of engagement:

- Quality is valued by more respondents than typology or price point

- Community comments revealed significant concerns with the appropriateness of residential development in the area

- There is a perception from some that high quality buildings and gardens are being replaced by low quality development

- To attract more students and younger people to move to live in and around the centre there would need to be more diversity of housing prices and tenures

- Consideration should be given on how to ensure that new medium density buildings be well built, in the right location, lower height and incorporate landscape to retain quality village feel

WHO THINKS DIFFERENTLY?

- Improving the '*General condition of housing and other private buildings*' is a high investment priority for respondents aged 65+.

- Respondents aged 15-24, and students are the only demographics for whom the '*Range of housing prices and tenures (low to high $, buy or rent etc.)*' is a medium priority for investment.

- '*Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)*' is ranked #9 by women respondents and visitors, although not in the overall Top 10 Care Factors.

- Students are not as concerned with the condition and quality of buildings as other users of the area.

PRIORITY LEVEL BY DEMOGRAPHIC (HIGH CF AND LOW PX)

LEGEND
- *Retain and protect*
- *No priority - Not a priority*
- *Low priority*
- *Medium priority*
- *High priority*

	General condition of housing and other private buildings	Quality of buildings (design and construction of homes, shops, schools etc.)	Range of housing prices and tenures (low to high $, buy or rent etc.)	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)
Overall Average	Medium	Medium	Low	Low
Men	Medium	Medium	Low	Low
Women	Medium	Medium	Low	Low
Resident	Medium	Medium	Low	Low
Worker[1]	Low	Medium	Low	Low
Visitors[1]	Low	Medium	Low	Low
Students[1]	No	No	Medium	No

WHAT DO WE ALL CARE ABOUT?

There are four housing attributes; only one is in your top 30 Care Factors:

- *#25/50 Quality of buildings (design and construction of homes, shops, schools etc.)*

BEST PERFORMING ATTRIBUTE

6.7/10

General condition of housing and other private buildings

ROOM FOR IMPROVEMENT

5.5/10

Quality of buildings (design and construction of homes, shops, schools etc.)

WORST PERFORMING ATTRIBUTE

5.4/10

Range of housing prices and tenures (low to high $, buy or rent etc.)

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Notes: Figures and trends highlighted in this page but not present in the following pages of your planning tool box were selected by Place Score based on notable differences between demographics. [1]PX Sample is less than 30 respondents (Workers CF=27, PX=24; Visitors CF=45, PX=23; Students CF=31, PX=10).

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Heidelberg Activity Centre Liveability Study | June 2020

PLANNING TOOL BOX: HOUSING & DEVELOPMENT

Heidelberg associates are very concerned about inappropriate development. While some are vehemently against any development, many would like more consideration regarding appropriate locations, heights and quality of design.

WHEN ASKED WHAT THEY CURRENTLY LIKE[1] ABOUT THE HEIDELBERG ACTIVITY CENTRE, THE IDEAS WERE...
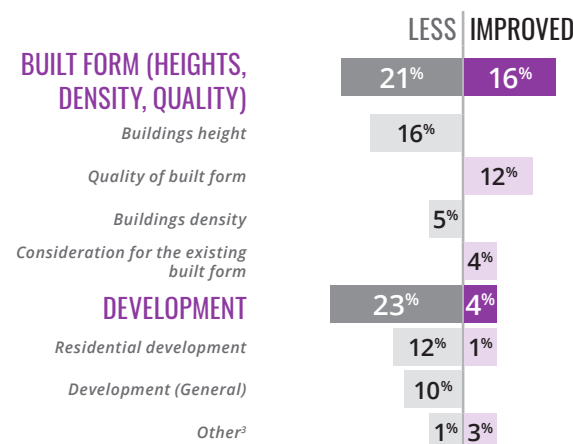
24% CHARACTER RELATED

More specifically, strengths referred to:

HERITAGE
Built heritage — 16%
Other[3] — 12%
5%

IDENTITY
Protection and celebration of village identity — 11%
Branding and celebration of local uniqueness — 7%
4%

WHEN ASKED WHAT THEY WOULD CHANGE[2] ABOUT THE HEIDELBERG ACTIVITY CENTRE, THE IDEAS WERE...

46% HOUSING AND DEVELOPMENT RELATED

More specifically, responses referred to:

	LESS	IMPROVED
BUILT FORM (HEIGHTS, DENSITY, QUALITY)	21%	16%
Buildings height	16%	
Quality of built form		12%
Buildings density	5%	
Consideration for the existing built form		4%
DEVELOPMENT	23%	4%
Residential development	12%	1%
Development (General)	10%	
Other[3]	1%	3%

Place Score promoted the Care Factor and PX Surveys via two paid Facebook campaigns. From 28 community comments posted, half were regarding high-rise and/or inappropriate development.

"Cut back on high rise buildings, they will destroy our suburb."

"[...] stop building places unfit for healthy habitation, minimal to no green space, no natural light even in some apartments..."

"Less high rise buildings NOT more as this creates chaos on already full streets and side streets."

"Please ensure homes that characterise the area aren't bulldozed for concrete boxes - medium density is important but there are plenty of ugly houses with no character that stand while lovely houses are destroyed."
FEMALE, 45-54 YEARS OLD.

"Too many multi story complexes which don't provide their own sufficient car spaces for their residents too many high rise buildings with little to no greenery/garden areas [...]"

FEMALE, 55-54 YEARS OLD.

"The council needs to carefully consider placement of the apartment buildings it approves. There is room for more medium density along major toads, but I don't think it's appropriate for apartment blocks higher than 3 levels above the ground in suburban street."
FEMALE, 55-64 YEARS OLD.

PLANNING TOOL BOX: HOUSING & DEVELOPMENT

Compared to other attributes, housing related attributes were selected by fewer respondents. Overall fewer than 20% of respondents selected the '*Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)*' as being important to them in their ideal neighbourhood. However the '*Quality of buildings*' was selected as important by up to 50% of respondents, spiking for residents of Heidelberg Heights.

LEGEND
- 0-10%
- 10-20%
- 20-30%
- 30-40%
- 40-50%
- 50-60%
- 60-100%

How much we value '**Quality of buildings (design and construction of homes, shops, schools etc.)**' by suburb.
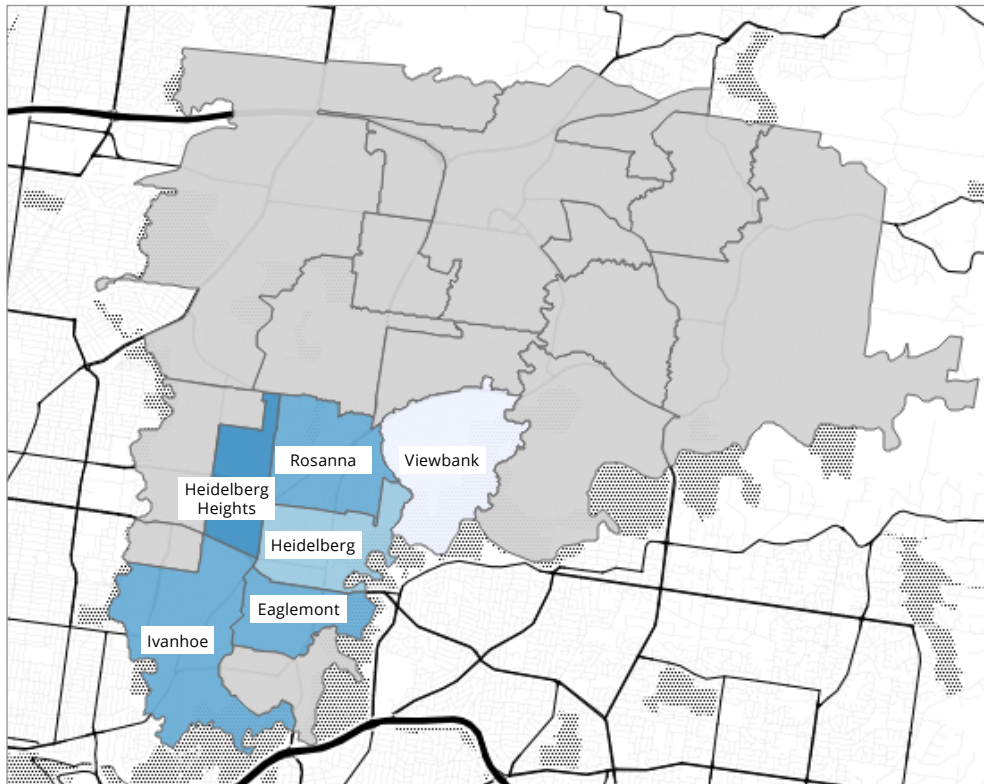
How much we value '**Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)**' by suburb.

Notes: Place Score selected these two attributes based on Care Factor Methodology which asks respondents to select three attributes out of 10. The two mapped attributes were part of the same dimension and as such were in competition. These two attributes were also amongst the highest Care Factors for this theme. Only suburbs with ten or more respondents are displayed. The colour represents the percentage of respondents residing in a suburb that selected the attributes as being important to them in their ideal neighbourhood.

PLANNING TOOL BOX: MOVEMENT

1 - DIRECTIONS & COMMUNITY INVESTMENT PRIORITIES

2 - COMMUNITY IDEAS FOR CHANGE

3 - KEY VALUES BY SUBURB

carefactor
PXassessment
neighbourhood

KEY FINDINGS FOR FURTHER INVESTIGATION

The following findings should be interrogated further in the next stage of engagement:

- Many more people value modal choice as a way to access their centre than easy of driving and parking (#1 and #14, compared to #29)

- Modal choice is a high priority for those who associate with the Heidelberg Activity Centre as a resident

- People complain about traffic and parking (46% of community ideas) but not as many people value vehicle infrastructure as key to their ideal neighbourhood (low Care Factor)

- More people would be likely to walk, cycle or catch public transport if the experience was more enjoyable and safer

- Students are the only group to rank '*Ease of driving and parking*' high in the Care Factor

- Those coming from afar (visitors) currently have the worst movement experience relatively to their values. They would value better active and public transport over better car accessibility.

WHO THINKS DIFFERENTLY?

- When averaged, movement-related attributes have a higher Care Factor rank for women than for men (#16 vs #22). This means a higher percentage of women selected mobility-related attributes as being important to them. This is reflected in the higher number of priorities for women. Interestingly, '*Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)*' is the only attribute with a significant difference in performance with men rating it 0.5/10 lower than women.

- Visitors have the most investment priorities and are the only group rating '*Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)*' lower than 7/10.

- Respondents that identified as local residents and visitors are the only groups for whom '*Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)*' is a high priority for investment.

PRIORITY LEVEL BY DEMOGRAPHIC (HIGH CF AND LOW PX)

LEGEND
- 🟩 *Retain and protect*
- 🟨 *No priority - Not a priority*
- 🟧 *Low priority*
- 🟧 *Medium priority*
- 🟥 *High priority*

	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	Ease of driving and parking	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
Overall Average	High	No	Medium	Protect
Men	Medium	No	Low	Protect
Women	Protect	No	Medium	Protect
Resident	High	No	Low	Protect
Worker[1]	Protect	No	Low	Protect
Visitors[1]	High	High	Medium	High
Students[1]	No	No	High	Protect

WHAT DO WE ALL CARE ABOUT?

There are four movement attributes; all four are in your top 30 Care Factors:

- #1/50 *Walking/jogging/bike paths that connect housing to communal amenity*
- #14/50 *Access and safety of walking, cycling and/or public transport*
- #26/50 *Connectivity*
- #29/50 *Ease of driving and parking*

BEST PERFORMING ATTRIBUTE

7.5/10

Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)

ROOM FOR IMPROVEMENT

6.9/10

Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)

WORST PERFORMING ATTRIBUTE

4.5/10

Ease of driving and parking

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Notes: Figures and trends highlighted in this page but not present in the following pages of your planning tool box were selected by Place Score based on notable differences between demographics. [1]PX Sample is less than 30 respondents (Workers CF=27, PX=24; Visitors CF=45, PX=23; Students CF=31, PX=10).

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PLANNING TOOL BOX: MOVEMENT

Heidelberg associates value modal choice but are impacted negatively by traffic and car parking limitations. While 46% of responses talked about improving parking and traffic, 5% asked for a reduction and 33% asked for more modal choice and better accessibility generally.

WHEN ASKED WHAT THEY CURRENTLY LIKE[1] ABOUT THE HEIDELBERG ACTIVITY CENTRE, THE IDEAS WERE…
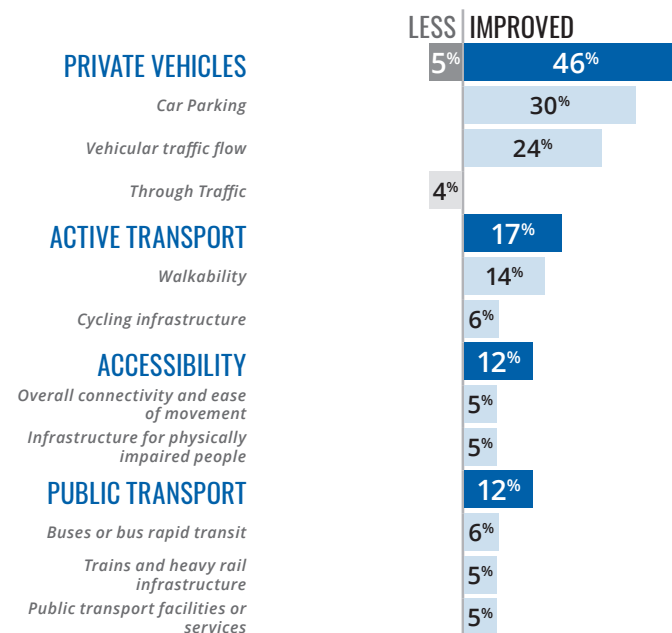
30% **MOVEMENT RELATED**

More specifically, strengths referred to:

PUBLIC TRANSPORT	**13%**
Trains and heavy rail infrastructure	8%
Public transport facilities or services	7%
ACCESSIBILITY	**12%**
Overall connectivity and ease of movement	12%
OTHER[3]	**8%**

WHEN ASKED WHAT THEY WOULD CHANGE[2] ABOUT THE HEIDELBERG ACTIVITY CENTRE, THE IDEAS WERE…

66% **MOVEMENT RELATED**

More specifically, responses referred to:

LESS | IMPROVED

	LESS	IMPROVED
PRIVATE VEHICLES	5%	**46%**
Car Parking		30%
Vehicular traffic flow		24%
Through Traffic	4%	
ACTIVE TRANSPORT		**17%**
Walkability		14%
Cycling infrastructure		6%
ACCESSIBILITY		**12%**
Overall connectivity and ease of movement		5%
Infrastructure for physically impaired people		5%
PUBLIC TRANSPORT		**12%**
Buses or bus rapid transit		6%
Trains and heavy rail infrastructure		5%
Public transport facilities or services		5%

> *"It is close to the train station, has a good range of supermarkets and smaller shops. Could use more cafes or restaurants similar to Ivanhoe's main boulevard."*
>
> **FEMALE, 25-34 YEARS OLD.**

> *"Built up environment and housing density. Parking costs and availability. Connections between buses and trains."*
>
> **FEMALE, 25-34 YEARS OLD.**

> *"Access. Poor experience for cyclists, limited car parking options. It such a congested strip that I tend to just drive right through Instead of stopping to explore and wander."*
>
> **FEMALE, 35-44 YEARS OLD.**

PLANNING TOOL BOX: MOVEMENT

More Heidelberg associates value *'Access and safety of walking, cycling and/or public transport'* over the *'Ease of driving and parking'* in their ideal neighbourhood. For Rosanna and Viewbank this is over 50% of respondents compared to fewer than 30% who selected the attribute associated with private vehicles for Rosanna and 40% for Viewbank.

LEGEND

- 0-10%
- 10-20%
- 20-30%
- 30-40%
- 40-50%
- 50-60%
- 60-100%
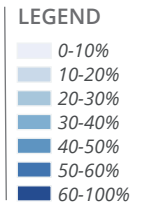
How much we value **'Ease of driving and parking'** by suburb.
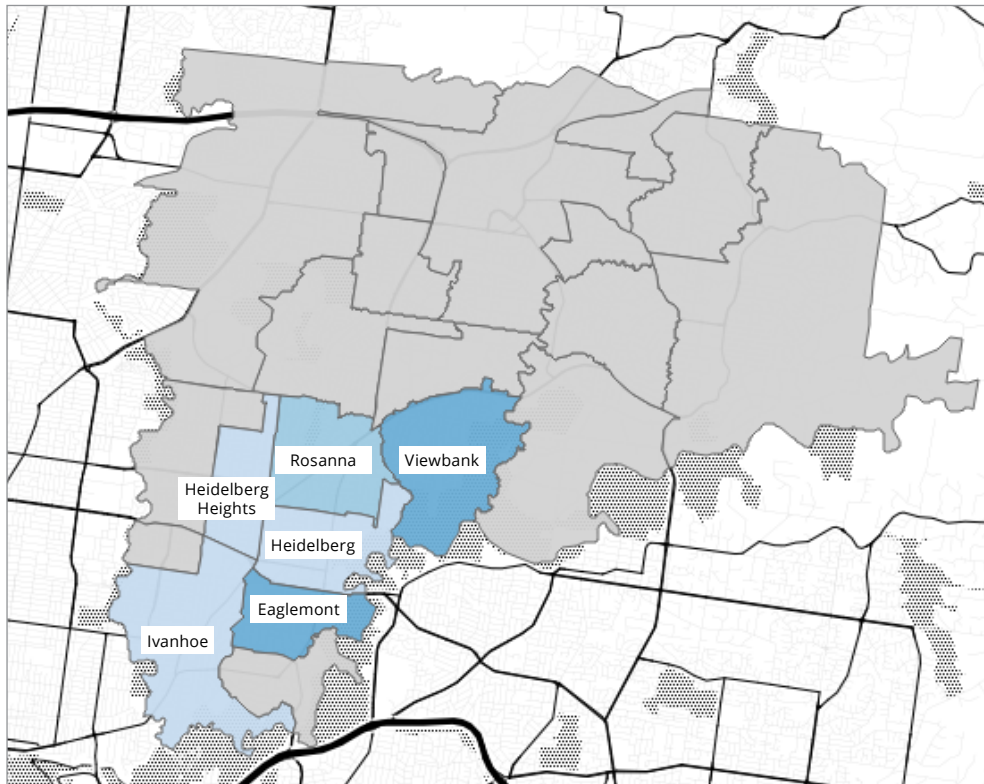
How much we value **'Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)'** by suburb.

Notes: Place Score selected these two attributes based on Care Factor Methodology which asks respondents to select three attributes out of 10. The two mapped attributes were part of the same dimension and as such were in competition. These two attributes were also amongst the highest Care Factors for this theme. Only suburbs with ten or more respondents are displayed. The colour represents the percentage of respondents residing in a suburb that selected the attributes as being important to them in their ideal neighbourhood.

PLANNING TOOL BOX:
PUBLIC REALM

1 - DIRECTIONS & COMMUNITY INVESTMENT PRIORITIES

2 - COMMUNITY IDEAS FOR CHANGE

3 - KEY VALUES BY SUBURB

PLANNING TOOL BOX: PUBLIC REALM

KEY FINDINGS FOR FURTHER INVESTIGATION

The following findings should be interrogated further in the next stage of engagement:

- All groups are generally aligned in that local liveability would be improved if the amount, quality and the care of the public realm was improved

- '*Spaces for group or community activities*' is a high priority for workers only (note small sample) but with a potential positive impact on almost everyone

- Community ideas also reveal a strong desire for more street trees and plantings, public places to unwind and a better connection between the commercial core and nearby parks and reserves

WHO THINKS DIFFERENTLY?

- Slightly more men than women value the '*Amount of public space*' over the '*Quality of public space*', and vice versa.

- A similar percentage of men and women selected '*Free places to sit comfortably by yourself or in small groups*' (23% and 25% respectively). However, women rated this attribute's performance 4% lower than men.

- Students are the most contented with the public realm with every attribute performing above their Care Factor rank or 7/10.

- Workers are the group with the most high priority for investment.

PRIORITY LEVEL BY DEMOGRAPHIC (HIGH CF AND LOW PX)

LEGEND
- 🟩 *Retain and protect*
- 🟨 *No priority - Not a priority*
- 🟡 *Low priority*
- 🟧 *Medium priority*
- 🟥 *High priority*

	Amount of public space (footpaths, verges, parks etc.)	Free places to sit comfortably by yourself or in small groups	General condition of public open space (street trees, footpaths, parks etc.)	Physical comfort (including noise, smells, temperature etc.)	Quality of public space (footpaths, verges, parks etc.)	Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
Overall Average	Medium	Low	High	Medium	High	Low	Medium
Men	High	Low	High	Medium	High	Medium	Medium
Women	Medium	Medium	High	Low	High	Low	Medium
Resident	High	Medium	High	Low	High	Low	Medium
Worker[1]	High	Low	High	No	High	High	Medium
Visitors[1]	Medium	Low	High	Medium	Medium	Medium	Medium
Students[1]	No	Protect	Protect	No	Protect	No	Protect

WHAT DO WE ALL CARE ABOUT?

There are seven public domain attributes; five are in your top 30 Care Factors:

- #3/50 *General condition of public open space*
- #10/50 *Quality of public space*
- #16/50 *Amount of public space*
- #22/50 *Spaces suitable for specific activities or special interests*
- #29/50 *Physical comfort*

BEST PERFORMING ATTRIBUTE

6.8/10

Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)

ROOM FOR IMPROVEMENT

6.4/10

Quality of public space (footpaths, verges, parks etc.)

WORST PERFORMING ATTRIBUTE

6.2/10

Free places to sit comfortably by yourself or in small groups

Notes: Figures and trends highlighted in this page but not present in the following pages of your planning tool box were selected by Place Score based on notable differences between demographics. [1]PX Sample is less than 30 respondents (Workers CF=27, PX=24; Visitors CF=45, PX=23; Students CF=31, PX=10).
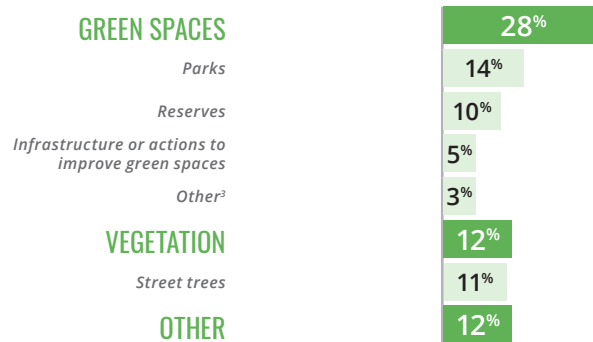
PLANNING TOOL BOX: PUBLIC REALM

Vegetation and nature are highly valued and closely associated with the identity of the area - what makes it unique and special. For the Heidelberg community, street upgrades are unlikely to be providing too much greenery, usable open space, public art and seating.

WHEN ASKED WHAT THEY CURRENTLY LIKE[1] ABOUT THE HEIDELBERG ACTIVITY CENTRE, THE IDEAS WERE...
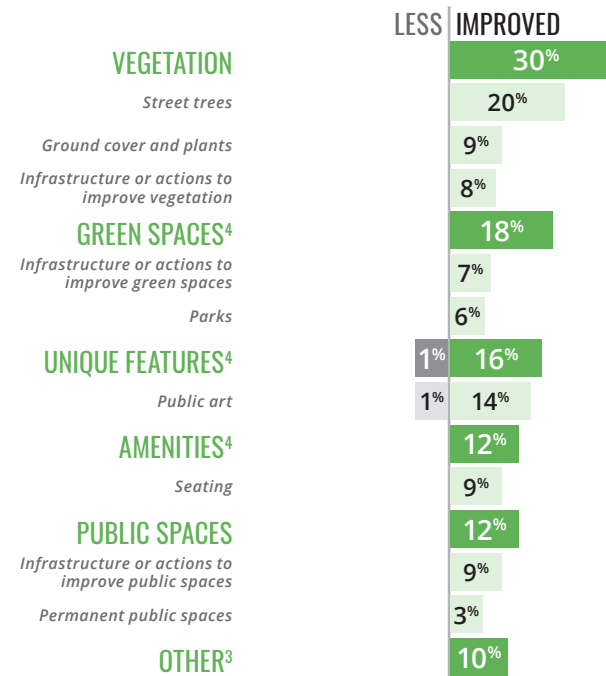
43% OPEN SPACE RELATED

More specifically, strengths referred to:

GREEN SPACES	28%
Parks	14%
Reserves	10%
Infrastructure or actions to improve green spaces	5%
Other[3]	3%
VEGETATION	12%
Street trees	11%
OTHER	12%

WHEN ASKED WHAT THEY WOULD CHANGE AT THE STREET LEVEL[2], THE IDEAS WERE...

55% OPEN SPACE RELATED

More specifically, responses referred to:

	LESS	IMPROVED
VEGETATION		30%
Street trees		20%
Ground cover and plants		9%
Infrastructure or actions to improve vegetation		8%
GREEN SPACES[4]		18%
Infrastructure or actions to improve green spaces		7%
Parks		6%
UNIQUE FEATURES[4]	1%	16%
Public art	1%	14%
AMENITIES[4]		12%
Seating		9%
PUBLIC SPACES		12%
Infrastructure or actions to improve public spaces		9%
Permanent public spaces		3%
OTHER[3]		10%

> "[...] The new trees planted in the street are a good move. It is close to public transport (the train), close to a magnificent park and bicycle trails and there are a wide diversity of facilities in the region."
> **MALE, 55-64 YEARS OLD.**

> "More places with outside dining. Public spaces- keep them clean and well planted/treed. Do NOT sell off public parks."
> **FEMALE, 55-64 YEARS OLD.**

> "More public art, more bars and social areas. More grassed areas and trees outside of parks - along streetscape."
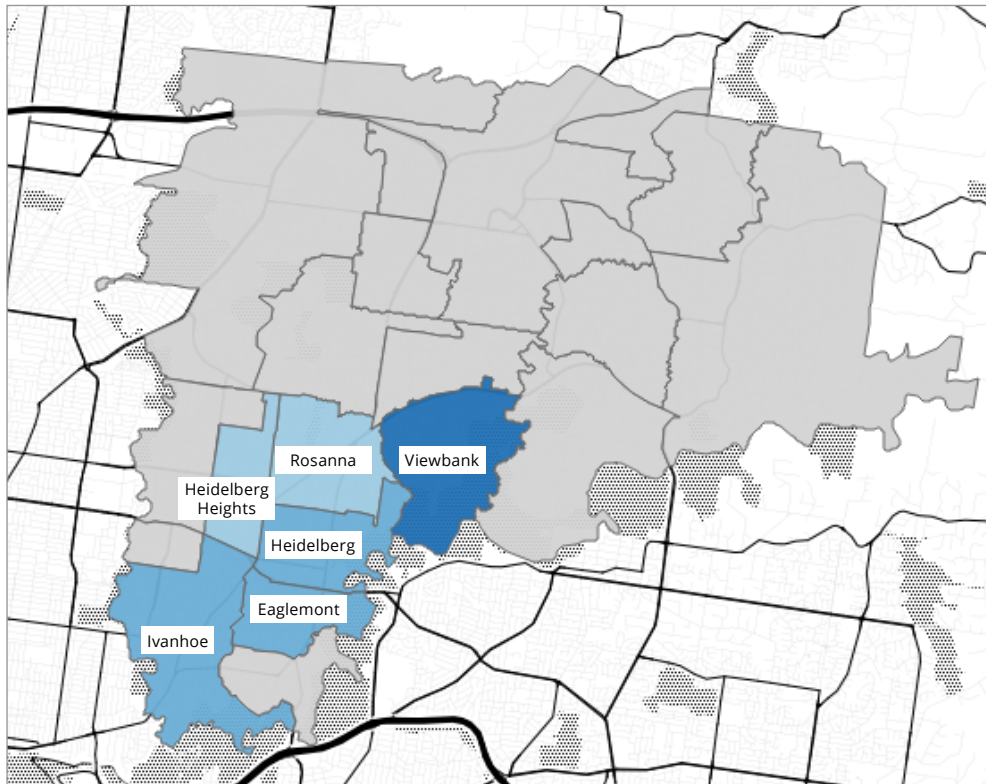> **FEMALE, 25-34 YEARS OLD.**

Notes: [1]Respondents were asked: 'What do you see as the current strengths of the Heidelberg Activity Centre? What makes it special? What should be kept and built on?'. [2] Respondents were asked: 'Now consider at the street level... what would you like to see change at the micro level in the Heidelberg Activity Centre? Think streetscapes (i.e. Burgundy Street) – the paving, street streets, public art, signage, general amenity? What about dining and shopping options – could there be more things to do at nighttime? Or public spaces – what could make them more interesting, attractive, safe?'. [3]Other refers to themes or sub-themes that did not meet the minimum threshold. Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. 4 Remaining % of ideas would be classified as 'Other' and is not displayed for legibility.

PLANNING TOOL BOX: PUBLIC REALM

LEGEND
- 0-10%
- 10-20%
- 20-30%
- 30-40%
- 40-50%
- 50-60%
- 60-100%

Depending on their suburb of residence, between 20% and 60% of Heidelberg associates, value
'Amount of public space' as being important in their ideal neighbourhood. For Viewbank this is over 50%
of respondents compared to fewer than 30% who selected the attribute in Rosanna and Heidelberg
Heights. This could be largely due to Viewbank being flanked by the significant amount of public open
space provided by the Banyule Flats Reserve and Rosanna Golf Course. *'Quality of public space'* is
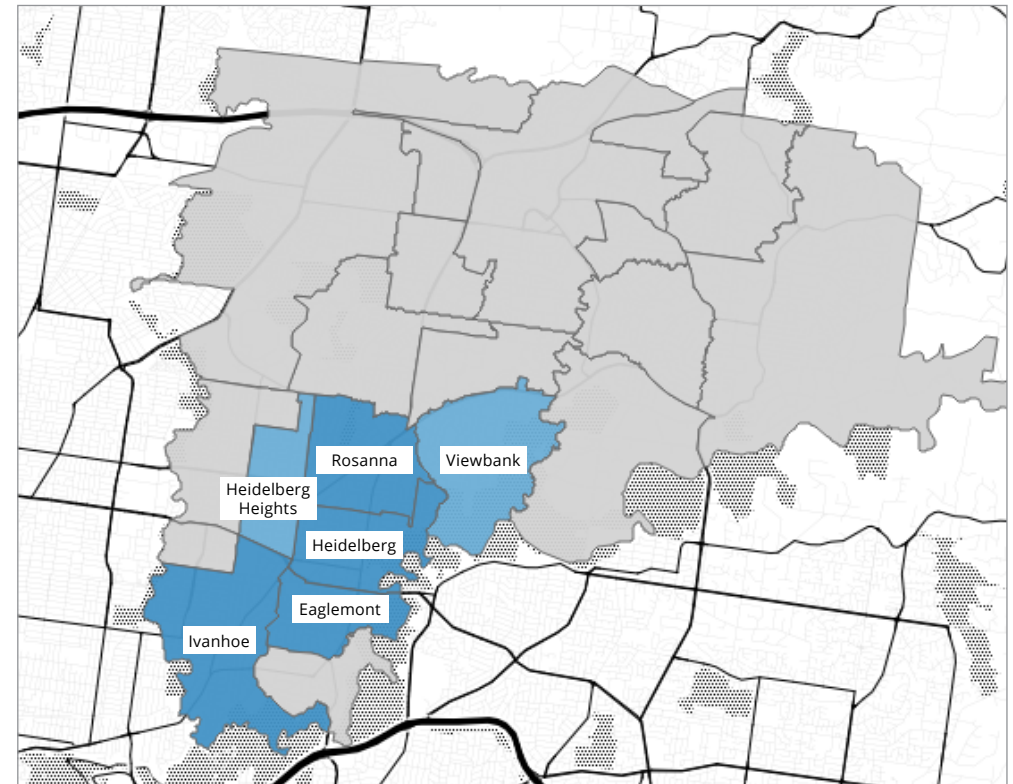valued by more people overall: 30-40% across the relevant suburbs.
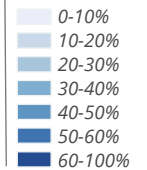
How much we value **'Amount of public space (footpaths, verges, parks etc.)'**
by suburb.

How much we value **'Quality of public space (footpaths, verges, parks etc.)'**
by suburb.

PLACESCORE
www.placescore.org

Notes: Place Score selected these two attributes based on Care Factor Methodology which asks respondents to select three attributes out of 10. The two mapped attributes were part of the same dimension and as such were in competition. These two attributes were also amongst the highest Care Factors for this theme. Only suburbs with ten or more respondents are displayed. The colour represents the percentage of respondents residing in a suburb that selected the attributes as being important to them in their ideal neighbourhood.

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PLANNING TOOL BOX: COMMUNITY FACILITIES

1 - DIRECTIONS & COMMUNITY INVESTMENT PRIORITIES

2 - COMMUNITY IDEAS FOR CHANGE

3 - KEY VALUES BY SUBURB

PLANNING TOOL BOX: COMMUNITY FACILITIES

KEY FINDINGS FOR FURTHER INVESTIGATION

The following findings should be interrogated further in the next stage of engagement:

- Community facilities are not a high priority for most respondents

- Consideration regarding the number and variety of community facilities, how easy they are to get to and how welcoming they are

- Community facilities, while performing poorly, are not amongst the Heidelberg community's top valued attributes. The low level of interest in community facilities is also reflected in the small percentage of responses related to this topic

- Surveyed student, whom would have been 15 years and older, highly value local education options and perceive the current offer as performing well.

WHO THINKS DIFFERENTLY?

- Respondents aged 15-24 are the only age group that highly value and rate '*Local education options (from elementary to adult education)*'.

- On average, respondents aged 45-64 rated attributes related to community facilities 2.5% lower than the average.

- Visitors ranked '*Access to shared community and commercial assets (library, bike/car share, sport facilities/ gyms etc.)*' as #15 in the Care Factor and low in terms of performance (5.3/10).

- Students ranked '*Local education options (from elementary to adult education)*' as #7 in the Care Factor and high in terms of performance (9.2/10). Indicating the overall lower performance of the attribute may be a result of parents' rating rather than students' rating.

PRIORITY LEVEL BY DEMOGRAPHIC (HIGH CF AND LOW PX)

LEGEND
- 🟩 *Retain and protect*
- 🟨 *No priority - Not a priority*
- 🟧 *Low priority*
- 🟧 *Medium priority*
- 🟥 *High priority*

	Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)	Child services (child care, early learning, after school care, medical etc.)	Family and community services (aged, disability and home care, protection and support services etc.)	Local education options (from elementary to adult education)	Spaces suitable for play (from toddlers to teens)
Overall Average	Medium	Low	Low	Low	Low
Men	Medium	Low	Low	Low	Low
Women	Medium	Low	Low	Low	Low
Resident	Medium	Low	Low	Low	Low
Worker[1]	Low	Low	Low	No	Low
Visitors[1]	High	Low	Low	Low	Low
Students[1]	No	No	No	Protect	No

WHAT DO WE ALL CARE ABOUT?

There are five community facilities attributes; only one is in your top 30 Care Factors:

- *#21/50 Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)*

BEST PERFORMING ATTRIBUTE

6.6/10

Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)'

ROOM FOR IMPROVEMENT

6.2/10

Family and community services (aged, disability and home care, protection and support services etc.)

WORST PERFORMING ATTRIBUTE

5.5/10

Spaces suitable for play (from toddlers to teens)'

# PLANNING TOOL BOX: COMMUNITY FACILITIES

There were not as many community comments and ideas regarding Community Facilities as other themes. The current health facilities are seen as a strength of the area, as are the other community assets such as schools.

WHEN ASKED **WHAT THEY CURRENTLY LIKE**[1]
ABOUT THE HEIDELBERG ACTIVITY CENTRE,
THE IDEAS WERE...

18% SOCIAL FACILITIES AND SERVICES RELATED

More specifically, strengths referred to:

HEALTH	12%
Health facilities	8%
Other[2]	4%
OTHER[2]	7%
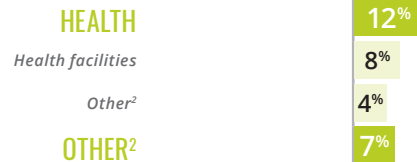
> *"An average community with high concentration of Health precincts making it attractive for elderly."*
>
> **MALE, 75-84 YEARS OLD.**

> *"Fitness facilities, swimming pools with more availability."*
>
> **MALE, 25-34 YEARS OLD.**

> *"Easy access to schools, hospitals, community services."*
>
> **MALE, 25-34 YEARS OLD.**

> *"In light of the housing developments around, more green space and play areas for children that are clean and well maintained - Ford Park play space is a wonderful local example."*
>
> **FEMALE, 25-34 YEARS OLD.**

> *"More spaces available for community groups to be supported and to flourish. Renting space is very expensive. e.g. repair cafe, tool library, community workshop"*
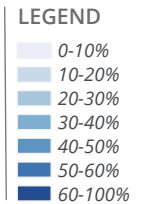>
> **MALE, 25-34 YEARS OLD.**

> *"Need more secondary education options Is there any possibility of creating options to encourage outdoor water activities?"*
>
> **FEMALE, 45-54 YEARS OLD.**

Notes: [1]Respondents were asked: 'What do you see as the current strengths of the Heidelberg Activity Centre? What makes it special? What should be kept and built on?'. [2]Other refers to themes or sub-themes that did not meet the minimum threshold. Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Themes are in order from left to right based on recurrence amongst the overall responses. Percentages are rounded to the first digit, which may lead to minor differences when summed.

PLANNING TOOL BOX: COMMUNITY FACILITIES
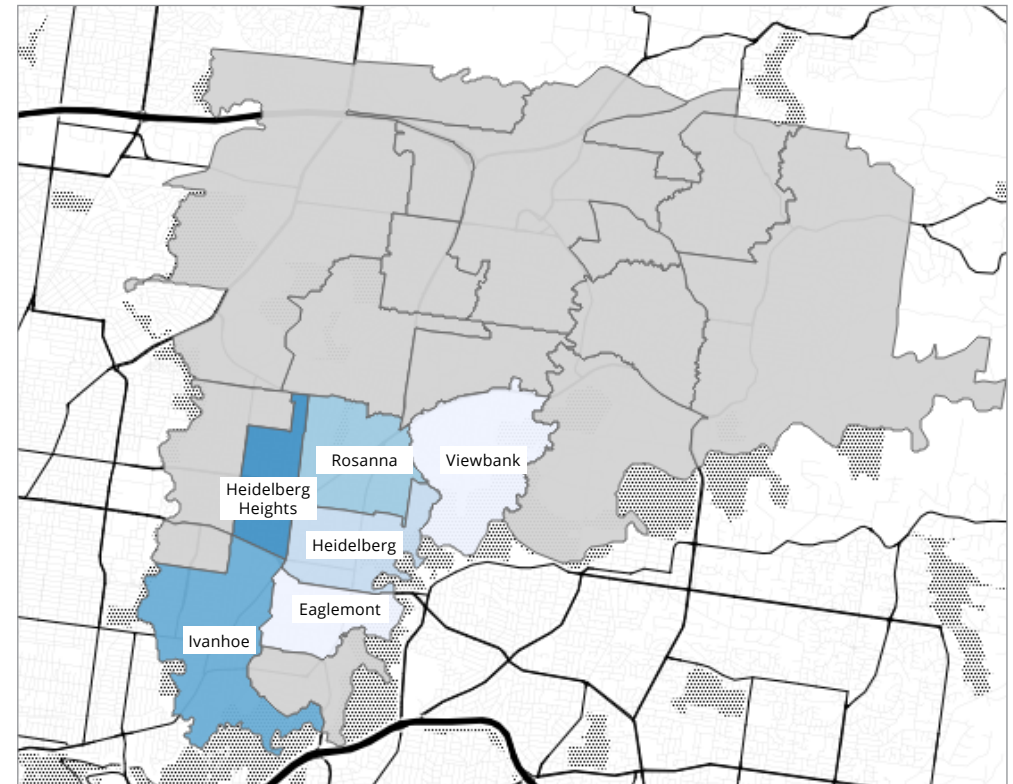
carefactor
neighbourhood

Overall, more respondents selected the *'Access to shared community and commercial assets'* as being important in their ideal neighbourhood over *'Family and community services'*. However, more respondents living in Heidelberg Heights selected *'Family and community services'*, which may in part be due to the amount of social housing located in and within close proximity to this suburb, where access to these services may be in higher demand.

LEGEND

- 0-10%
- 10-20%
- 20-30%
- 30-40%
- 40-50%
- 50-60%
- 60-100%

How much we value '**Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)**' by suburb.
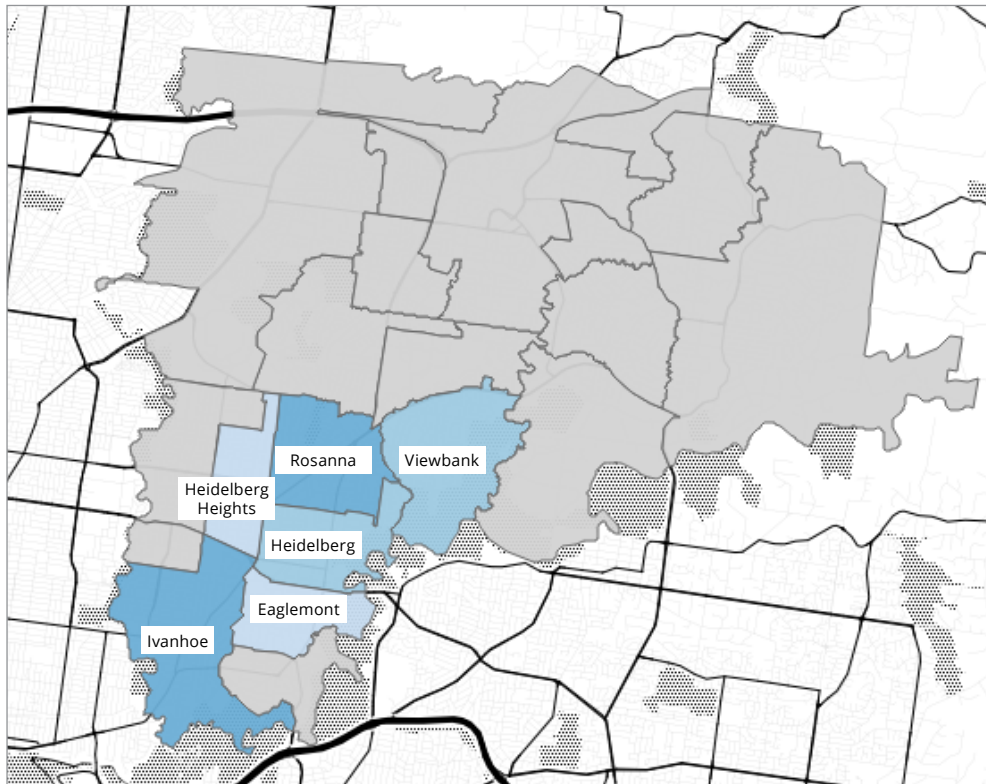
How much we value '**Family and community services (aged, disability and home care, protection and support services etc.)**' by suburb.

PLACESCORE
www.placescore.org

Notes: Place Score selected these two attributes based on Care Factor Methodology which asks respondents to select three attributes out of 10. The two mapped attributes were part of the same dimension and as such were in competition. These two attributes were also amongst the highest Care Factors for this theme. Only suburbs with ten or more respondents are displayed. The colour represents the percentage of respondents residing in a suburb that selected the attributes as being important to them in their ideal neighbourhood.

PLANNING TOOL BOX:
LOCAL ECONOMY

1 - DIRECTIONS & COMMUNITY INVESTMENT PRIORITIES

2 - COMMUNITY IDEAS FOR CHANGE

3 - KEY VALUES BY SUBURB

PLANNING TOOL BOX: LOCAL ECONOMY

KEY FINDINGS FOR FURTHER INVESTIGATION

The following findings should be interrogated further in the next stage of engagement:

- The current business mix is contributing positively to local liveability and should be protected and developed

- There are some groups who would benefit from more options in the evening

- Connectivity to other employment centres is seen to be performing well which may be leading to lower a lower percentage of respondents valuing local employment

- Exploring options for a more interesting and diverse evening economy and outdoor trading opportunities would benefit many groups

WHO THINKS DIFFERENTLY?

- *'Things to do in the evening'* is =#1 Care Factor for 15-24 year olds

- Workers care more than anyone else about 'Locally owned and operated businesses' (#2)

- 25-44 yrs olds see the local economy as Heidelberg's key strength as well as the opportnity for improving the street level experience of the centre

PRIORITY LEVEL BY DEMOGRAPHIC (HIGH CF AND LOW PX)

LEGEND
- 🟩 *Retain and protect*
- 🟨 *No priority - Not a priority*
- 🟧 *Low priority*
- 🟧 *Medium priority*
- 🟥 *High priority*

	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	Local employment opportunities (within easy commute)	Locally owned and operated businesses	Things to do in the evening (bars, dining, cinema, live music etc.)
Overall Average	Protect	Protect	Low	Protect	High
Men	Protect	Protect	Low	Protect	High
Women	Protect	Protect	Low	Protect	Medium
Resident	Protect	Protect	Low	Protect	Medium
Worker[1]	Protect	Protect	No	Protect	High
Visitors[1]	Protect	Protect	Medium	Protect	High
Students[1]	No	No	No	No	Protect

WHAT DO WE ALL CARE ABOUT?

There are 5 economy attributes; 4 are in your top 30 Care Factors:

- #6/50 *Access to neighbourhood amenities*
- #7/50 *Local businesses that provide for daily needs*
- #11/50 *Locally owned and operated businesses*
- #15/50 *Things to do in the evening*

BEST PERFORMING ATTRIBUTE

7.9/10

Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)

ROOM FOR IMPROVEMENT

5.5/100

Local employment opportunities (within easy commute)

WORST PERFORMING ATTRIBUTE

5.3/10

Things to do in the evening (bars, dining, cinema, live music etc.)
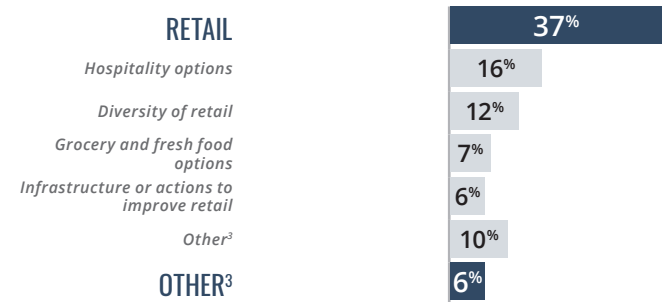
PLANNING TOOL BOX: LOCAL ECONOMY

Heidelberg associates see the retail and hospitality offer of the centre as one of its most significant strengths and they would like to see it improve into the future to offer more entertainment options, places to eat and shop outdoors and in the evenings.

WHEN ASKED WHAT THEY CURRENTLY LIKE[1] ABOUT THE HEIDELBERG ACTIVITY CENTRE, THE IDEAS WERE...

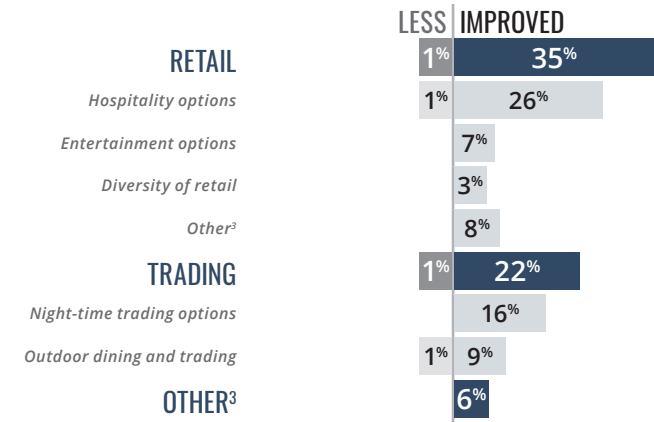**40% $** ECONOMY RELATED

More specifically, strengths referred to:

RETAIL	37%
Hospitality options	16%
Diversity of retail	12%
Grocery and fresh food options	7%
Infrastructure or actions to improve retail	6%
Other[3]	10%
OTHER[3]	6%

WHEN ASKED WHAT THEY WOULD CHANGE AT THE STREET LEVEL[2], THE IDEAS WERE...

43% $ ECONOMY RELATED

More specifically, responses referred to:

LESS | IMPROVED

	LESS	IMPROVED
RETAIL	1%	35%
Hospitality options	1%	26%
Entertainment options		7%
Diversity of retail		3%
Other[3]		8%
TRADING	1%	22%
Night-time trading options		16%
Outdoor dining and trading	1%	9%
OTHER[3]		6%

> "[...] Having a gourmet supermarket like Leo's in addition to bigger chain supermarkets is a big asset and it generally feels welcoming and easy. Going shopping doesn't feel like a hassle."
> **FEMALE, 35-44 YEARS OLD.**

> "Street scales could be more attractive with seating a vegetation and more public amenities would be great also. More night time activities shopping, restaurants, outdoor theatre and music."
> **FEMALE, 55-64 YEARS OLD.**

> "More fresh grocery options would be welcome such as a butcher and green grocer on Burgundy to encourage local shopping and wandering. Some interesting nighttime dining and bars. It's so quiet and honestly feels a bit dodgy at night, really not that appealing right now (having just dined on Burgundy St last night)."
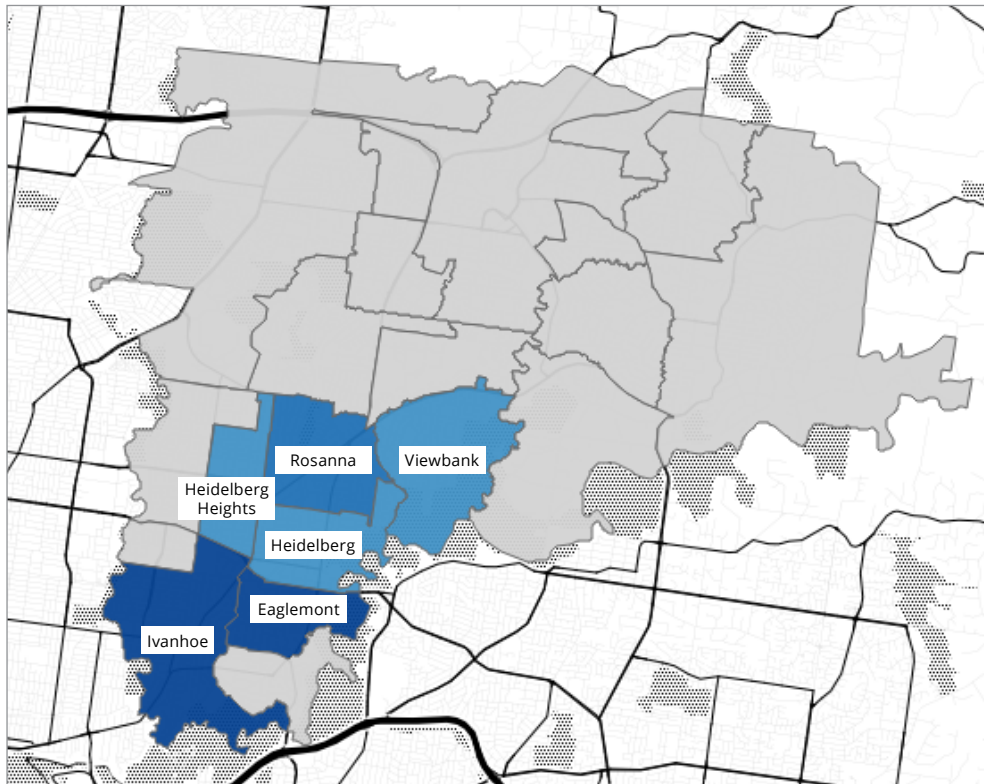> **FEMALE, 35-44 YEARS OLD.**

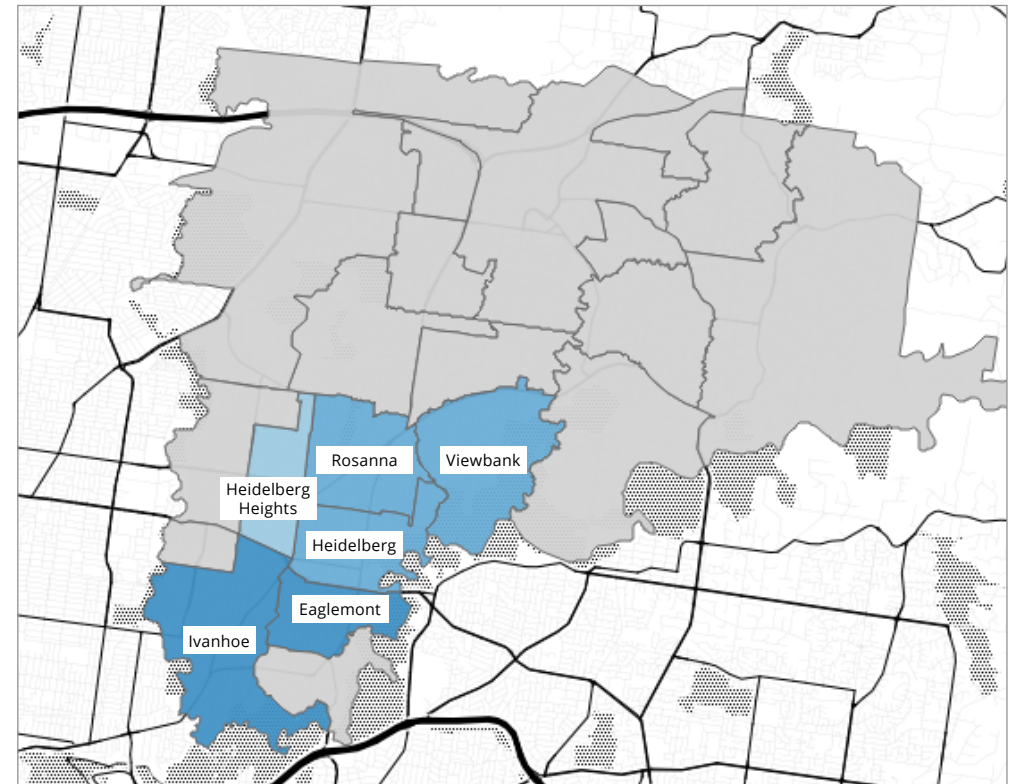# PLANNING TOOL BOX: LOCAL ECONOMY

LEGEND
- 0-10%
- 10-20%
- 20-30%
- 30-40%
- 40-50%
- 50-60%
- 60-100%

Overall, more respondents value '*Access to neighbourhood amenities*' over '*Things to do in the evening*', particularly respondents living in Eaglemont and Ivanhoe. Interestingly, respondents living in Eaglemont and Ivanhoe also value 'Things to do in the evening' more than other respondents. Fewer than 30% of Heidelberg Heights respondents selected '*Things to do in the evening*' as important to their ideal environment.
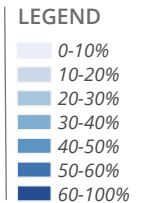
How much we value '**Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)**' by suburb.

How much we value '**Things to do in the evening (bars, dining, cinema, live music etc.)**' by suburb.

Notes: Place Score selected these two attributes based on Care Factor Methodology which asks respondents to select three attributes out of 10. The two mapped attributes were part of the same dimension and as such were in competition. These two attributes were also amongst the highest Care Factors for this theme. Only suburbs with ten or more respondents are displayed. The colour represents the percentage of respondents residing in a suburb that selected the attributes as being important to them in their ideal neighbourhood.

ENGAGEMENT RECOMMENDATIONS

THIS SECTION PROVIDES RECOMMENDATIONS FOR FURTHER ENGAGEMENT DURING DELIVERY OF STAGE 2 OF THE STRUCTURE PLAN UPDATE

STAGE 2 ENGAGEMENT: RECOMMENDATIONS

This section includes recommendations for future engagement subjects. It draws on the quantitative data collected during the Heidelberg Liveability Study 2020 to identify topics that may require further engagement to fully understand community values or concerns. Where the Heidelberg Liveability Study 2020 has been able to illustrate that the community is aligned it is recommended that no further engagement be undertaken.

While this study provides a solid baseline understanding of what topics the community is aligned around, it also provides the directions for further investigation needed. It is noted that not all community concerns are relevant to the drafting of the Structure Plan but should be considered in the development of Design Guidelines or similar.

THE HOT TOPICS...

MODAL HIERARCHY

While the Care Factor data clearly shows that there are 28 Place Attributes that are more important to more people than "*Ease of driving and parking*', this topic is sure to garner debate. When asked about the challenges facing the activity centre, 46% of respondents talked about improving parking and traffic, 5% asked for a reduction and 33% asked for more modal choice and better accessibility generally. Overall the values and performance data supports increased investment in modal diversity and the reduced dominance of private vehicles.

Questions you may consider asking:

• Who needs to drive to the centre and when?

• What would need to change to get you to walk, cycle or catch public transport?

• How can we make it easier to support our visitors getting around?

• What are the key destinations that you would prioritise connecting via safe, active and interesting pedestrian paths?

• How can our movement choices support our value of sustainability?

APPROPRIATE DEVELOPMENT

Most people know what they don't like but find it hard to articulate what they do like. Put simply, people don't like change - especially if it feels like they end up with less than when they started. Heidelberg's identity is linked to nature and to the arts yet this is not being reflected in new buildings.

Questions you may consider asking:

• What does good development in Heidelberg look like?

• Where is the right place to cluster housing and amenity?

• How can we integrate our love of nature and the arts into new places?

• How do we respect our heritage and be open to the future needs of our community?

CONVERSATIONS NEEDED WITH...

WORKERS AND STUDENTS

The sample sizes for these groups were not large but their results were noticeably different from other groups. Further research to understand the needs and aspirations of this group would be helpful in planning for their future which is quite different from shoppers or local residents.

Questions you may consider asking:

• What would make you want to work/ go to school/university in Heidelberg?

• What would stop you?

• What types of businesses would make your day better? Support you in your work? Or in your time off?

• What do you need in the public domain to make it more attractive and useful for you?

• How can we make Heidelberg safer? Where are the grey areas?

PROPERTY DEVELOPERS, LANDOWNERS, LANDLORDS AND BUILDING MANAGERS

The design, condition and quality of buildings is of considerable concern to the community. Working with land and building owners, and managers to develop design and maintenance protocols.

Questions you may consider asking:

• How do we maintain the valued scale and character of Heidelberg?

• What would a uniquely Heidelberg architecture entail?

• What would design guidelines include?

• How can we contribute to the quality and care of Heidelberg?

MORE DETAIL NEEDED....

OPEN SPACE AS PEOPLE PLACES

Open space is highly valued by the local community however there are still many details to be investigated. Specifically, understanding how the current spaces are being used and by whom and what is missing.

Questions you may consider asking:

- What open spaces are being used for what activities and by whom?
- What can't you do outdoors today that you would want to do int he future?
- What is the hierarchy of public spaces?
- What is missing from the network?
- What links are there? What are missing?

NIGHT TIME ECONOMY

There is clear support for extending trade into the evening and into the outdoors also. Further research is needed to understand who is in the centre after hours, what economic activity will support them staying longer, and what is missing to attract others to come to the centre.

Questions you may consider asking:

- Who is around 'after hours'?
- What do you want to be able to do in the evening?
- Is a weeknight different from a weekend?
- What types of businesses would make stay in the evening? Is the current offering catering for varied age groups and interests?
- How do we ensure that all people feel safe?

WHO'S MISSING....

YOUNG PEOPLE

Place Score are unable to survey people under the age of 15 years without parental consent. Further research and engagement by your Youth Services Team is recommended to understand the needs and aspirations of this cohort.

THANK YOU

FOR MORE INFORMATION
PLEASE CONTACT PLACE SCORE

PLACESCORE.ORG
+61 (2) 8021 7027