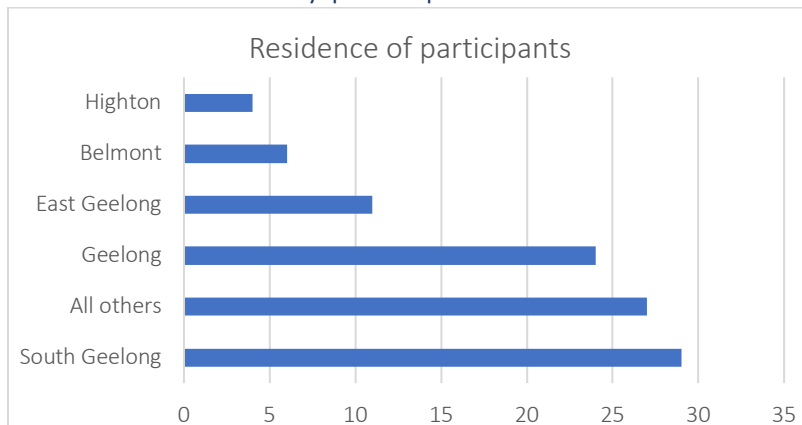


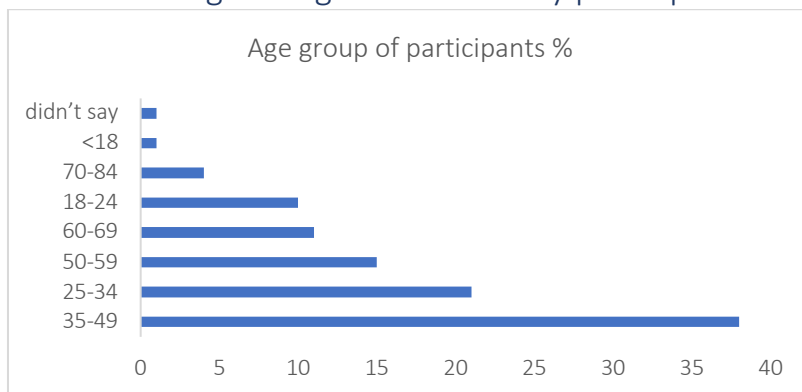
South Geelong Station Urban Design Framework Community Survey Summary Report

Where do the survey participants live?



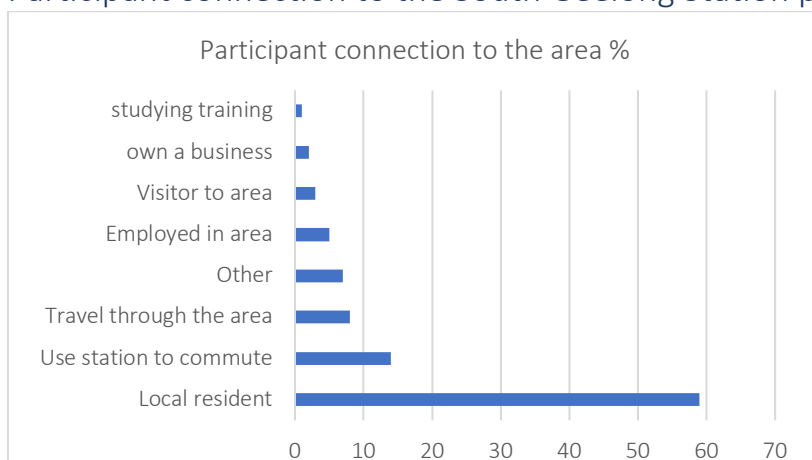
29% of survey participants live in South Geelong. This is the highest percentage. The next highest is 27% which relates to all others, so the suburbs are not known. 24 % live in Geelong

What is the age and gender of survey participants?



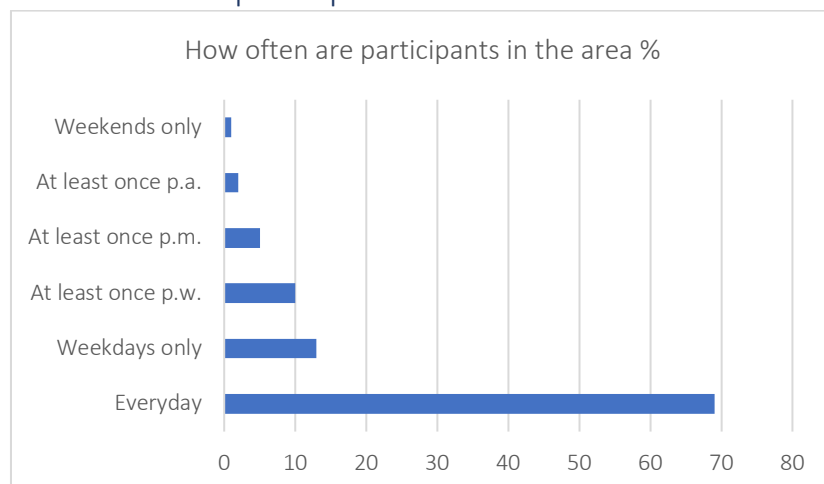
59% of participants were in the 25-49 age group. This grouping is likely to predominantly consist of families. There is reasonable participation across all age groups except for the < 18 years. Gender balance was 52% females, 45% males, 1% other and 1% prefer not to say.

Participant connection to the South Geelong Station precinct?



Predominantly survey participants live in the area or use the station to commute

How often are participants in the area?



69% of participants are in the area every day. This correlates with the high percentage of participants who are local residents

The precincts

Within the South Geelong Station study area are three precincts; the Station Hub Precinct, Moorabool Street and Richmond Oval. Not every survey participant was equally familiar with each precinct. 71% of participants were familiar with the Station Hub precinct. 18% were familiar with Richmond Oval and 11% with Moorabool Street. The differences in familiarity are reflected in the number of participants (N) who answered questions about each precinct.

Weighted scores

The next section of the report has tables that deal with the following questions for each precinct:

- What is the performance of a number of criteria/outcomes?
- How important it is to address a number of criteria/outcomes?
- How much support there is for future activity in a number of criteria/outcomes?

Participants were asked to respond to questions using the following scale:

- No opinion
- Poor (1 point)
- Good (2 points)
- Excellent (3 points)

The weighted score is calculated using the following formulas:

- $(\text{number of poor responses}) + (\text{number of good responses} \times 2) + (\text{number of excellent responses} \times 3)$
- $(\text{number of not important responses}) + (\text{number of important responses} \times 2) + (\text{number of very important responses} \times 3)$
- $(\text{number of don't support responses}) + (\text{number of support responses} \times 2) + (\text{number of strongly support responses} \times 3)$

A high number of no opinion responses will lower the weighted score. The weighted score is a number that shows the relative performance, importance or support for each criteria/outcome.

The tables for each precinct also show the number of participants who responded to the questions (N) and the rank of the top five weighted scores.

Summary - Ranking of criteria by precinct

The following table summarises the responses to the following questions for each precinct:

- What is the performance of a number of criteria/outcomes?
- How important it is to address a number of criteria/outcomes?

The weighted scores for all the criteria/outcomes have been ranked and the top 5 are highlighted.

This shows the similarities and differences between the precincts and is useful for setting priorities.

One criteria/outcome that scores highly across performance and importance is the “overall look of the area”. In Moorabool Street work on this criteria/outcome would be a priority because of the low performance score.

Another criteria/outcome with high levels of importance across all precincts is pedestrian safety.

It does not always follow that a low performance ranking will be matched with a high importance ranking.

An example is public seating which has low performance ranking and low importance rankings across all precincts. Consequently, work on public seating would not be a priority.

Criteria (outcome)	Station Hub		Richmond Oval		Moorabool Street	
	Performance	Importance	Performance	Importance	Performance	Importance
Universal access	2				4	4
Access for those requiring mobility aids		16	13	9		
Access for those with a vision impairment		15	14	10		
Traffic management	7	9	7	11	5	7
Public transport	1	3	4	9	6	8
Vehicle parking	5	11	1	14	10	11
Bicycle facilities and parking	13	14	11	12		
Pedestrian safety	8	1	4	3	8	1
Cycling safely	11	12	9	7		
Crime and public safety	4	4	6	5	9	9
Quality of public parks and spaces	12	4	8	1	7	5
Amount of public parks and spaces	11	5	3	3	2	8
Footpath condition	6	9	5	4	3	6
Street lighting	10	8	5	6	1	8
Public seating	14	16	12	13	14	10
Street trees and vegetation	9	5	10	3	13	2
Protecting heritage buildings		7	4			
Celebrating the history of the area		13				
Building design	7		4	8	12	8
Overall look of the area	3	2	2	2	11	3

Ranking of support for outcomes by precinct

The following table compares responses to the question “How much would you support these outcomes in the precinct”. The top 3 in each precinct are highlighted. There is consistency between Station Hub and Richmond Oval. Moorabool Street is different because there are a number of additional outcomes. Support is strong for greening streets and public places, safety and access and local business support. Support in Moorabool Street for revitalisation correlates to the low performance score for “overall look of the area” in the previous table.

How much would you support these outcomes in the precinct	Station Hub	Richmond Oval	Moorabool Street
Providing a greater mix of housing	9	7	
Promoting pedestrian and cyclist priority	4	8	
An area that is safe and accessible to all	2	4	2
Using innovative technology	6	2	6
Taking a dog friendly approach	8	6	9
Incorporating public art	7	9	4
Greener streets and public spaces	1	5	1
Supporting local businesses	3	3	
Design that celebrates the history of the area	5	1	
Revitalising the area			3
Increasing business diversity			5
Introducing a greater mix of uses			7
Introducing residential uses in the area			8
Providing a mix of housing			10
Maintaining existing large format retail and services			11

Station Hub Precinct

Performance

This table shows the performance of the criteria/outcomes for the station hub precinct. A high weighted score indicates survey participants are satisfied with performance.

With N being 250 the highest possible performance weighted score is 750.

The top five weighted scores and the % of the highest possible scores are set out below. Although public transport ranks one only 69% of participants thought so.

Criteria (outcome)	Rank	% of highest score
Public transport	1	69
Universal access (easy for people to move around)	2	61
Overall look of the area	3	57
Crime and public safety	4	56
Vehicle parking	5	55

Criteria (outcome)	Performance Station Hub precinct						
	No opinion	Poor	Good	Excellent	N	Weighted score	Rank
Universal access (easy for people to move around)	10	52	158	30	250	458	2
Access for those requiring mobility aids							
Access for those with a vision impairment							
Traffic management	8	92	141	9	250	401	
Public transport	13	36	124	77	250	515	1
Vehicle parking	9	101	112	28	250	409	5
Bicycle facilities and parking	50	65	107	28	250	363	
Pedestrian safety	10	95	130	15	250	400	
Cycling safely	39	75	111	25	250	372	
Crime and public safety	22	64	138	26	250	418	4
Quality of public parks and spaces	17	114	106	13	250	365	
Amount of public parks and spaces	14	115	106	15	250	372	
Footpath condition	12	87	135	16	250	405	
Street lighting	12	112	117	9	250	373	
Public seating	38	145	59	8	250	287	
Street trees and vegetation	7	117	109	17	250	386	
Protecting heritage buildings							
Celebrating the history of the area							
Building design	17	78	142	13	250	401	
Overall look of the area	7	80	142	21	250	427	3

Importance to address

This table shows how important participants thought it was to address the criteria/ outcomes in the precinct. A high weighted score indicates high importance. With N being 239 the highest possible weighted

score is 717. The top five weighted scores and the % of the highest possible scores are set out below. 80% to 87% of survey participants rated the top five criteria which is a relatively high level of support.

Criteria	Rank	% of highest score
Pedestrian safety	1	87
Public transport	2	82
Crime and public safety	3	82
Quality of public parks and spaces	3	82
Amount of public parks and spaces	4	80

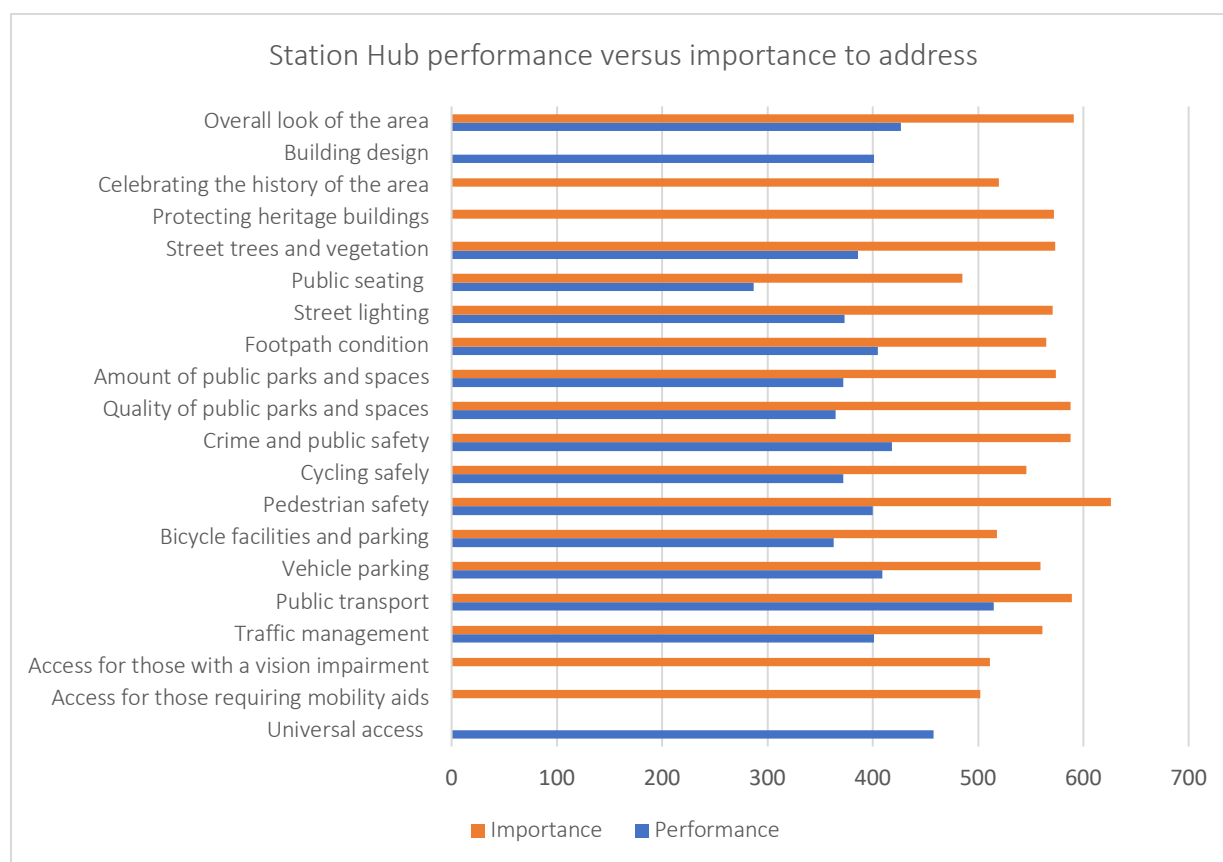
Criteria (outcome)	Station Hub precinct How important to address the criteria						
	No opinion	Not important	Important	Very Important	N	Weighted score	Rank
Universal access (easy for people to move around)						0	
Access for those requiring mobility aids	17	30	104	88	239	502	
Access for those with a vision impairment	16	28	102	93	239	511	
Traffic management	5	16	109	109	239	561	
Public transport	6	15	80	138	239	589	3
Vehicle parking	2	39	74	124	239	559	
Bicycle facilities and parking	12	32	99	96	239	518	
Pedestrian safety	3	7	68	161	239	626	1
Cycling safely	8	33	81	117	239	546	
Crime and public safety	5	17	80	137	239	588	4
Quality of public parks and spaces	4	13	91	131	239	588	4
Amount of public parks and spaces	5	21	86	127	239	574	
Footpath condition	3	20	103	113	239	565	
Street lighting	6	19	90	124	239	571	
Public seating	8	43	122	66	239	485	
Street trees and vegetation	4	14	104	117	239	573	
Protecting heritage buildings	7	22	80	130	239	572	
Celebrating the history of the area	10	41	85	103	239	520	
Building design					0	0	
Overall look of the area	7	10	85	137	239	591	2

Relationship between performance and importance

The following chart shows the relationship between performance and importance to address. It does not always follow that a low performance rating will be matched with a high importance to address.

The chart indicates that importance to address exceeds performance across all criteria. The criteria with smallest gap between performance and importance to address is public transport. Public seating has the

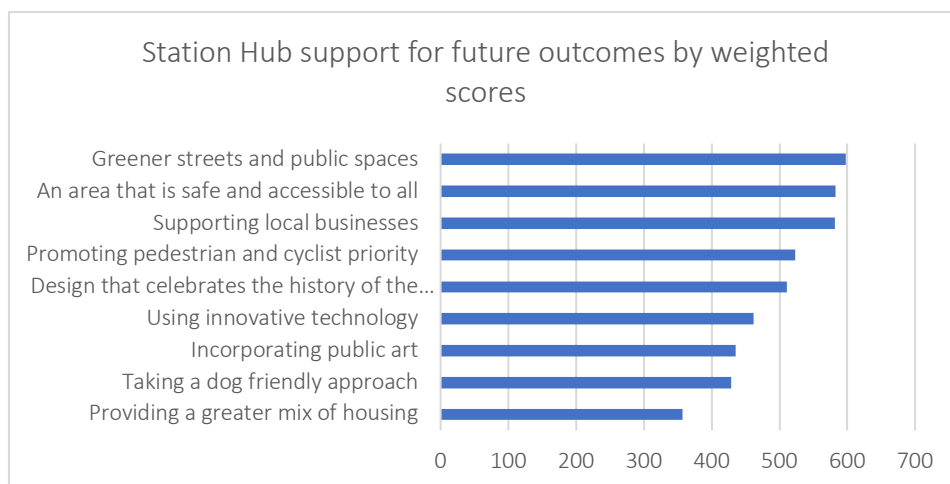
widest gap between performance and importance to address. The criteria with the highest importance to address are pedestrian safety and the overall look of the area.



Support for future work across various outcomes

The next table indicates how much support participants would give to action across a number of outcomes. The top 3 are tightly grouped.

How much would you support these outcomes in the Station Hub precinct	No Opinion	Don't Support	Support	Strongly support	N	Weighted score	Rank
Providing a greater mix of housing	24	95	74	38	231	357	
Promoting pedestrian and cyclist priority	10	30	80	111	231	523	4
An area that is safe and accessible to all	4	5	88	134	231	583	2
Using innovative technology	27	17	116	71	231	462	
Taking a dog friendly approach	28	49	82	72	231	429	
Incorporating public art	29	44	83	75	231	435	
Greener streets and public spaces	6	7	63	155	231	598	1
Supporting local businesses	5	8	80	138	231	582	3
Design that celebrates the history of the area	23	13	87	108	231	511	5



Richmond Oval Precinct

Performance

This table shows the performance of the criteria/outcomes for the Richmond Oval precinct. A high weighted score indicates survey participants are satisfied with performance. With N being 81 the highest possible weighted score would be 243.

The top five weighted scores and the % of the highest possible scores are set out below. Although vehicle parking ranks one only 64% of participants thought so.

Criteria (outcome)	Performance Richmond Oval precinct						
	No opinion	Poor	Good	Excellent	N	Weighted score	Rank
Access for those requiring mobility aids	19	28	33	1	81	97	
Access for those with a vision impairment	26	31	24	0	81	79	
Traffic management	5	24	48	4	81	132	
Public transport	14	12	39	16	81	138	4
Vehicle parking	4	15	45	17	81	156	1
Bicycle facilities and parking	11	33	30	7	81	114	
Pedestrian safety	2	27	45	7	81	138	
Cycling safely	9	26	40	6	81	124	
Crime and public safety	6	22	48	5	81	133	
Quality of public parks and spaces	5	27	47	2	81	127	
Amount of public parks and spaces	4	15	54	7	80	144	3
Footpath condition	3	26	45	6	80	134	
Street lighting	4	24	46	6	80	134	
Public seating	7	48	22	3	80	101	
Street trees and vegetation	5	34	35	6	80	122	
Protecting heritage buildings	5	19	49	7	80	138	4
Building design	5	19	49	7	80	138	4
Overall look of the area	3	15	55	7	80	146	2

Importance to address

This table shows how important participants thought it was to address the criteria in the precinct. A high weighted score indicates high importance. With N being 78 the highest possible weighted score is 234. The top five weighted scores and the % of the highest possible scores are set out below. 89% of participants rated quality of public parks and spaces as number one in importance.

Criteria (outcome)	Importance to address: Richmond Oval precinct						
	No opinion	Not important	Important	Very Important	N	Weighted score	Rank
Access for those requiring mobility aids	6	8	41	23	78	159	
Access for those with a vision impairment	6	10	40	22	78	156	
Traffic management	5	15	34	24	78	155	
Public transport	6	13	31	28	78	159	
Vehicle parking	3	27	28	20	78	143	
Bicycle facilities and parking	3	17	37	21	78	154	
Pedestrian safety	2	5	23	48	78	195	3
Cycling safely	3	9	32	34	78	175	
Crime and public safety	2	9	28	39	78	182	
Quality of public parks and spaces	2	1	18	57	78	208	1
Amount of public parks and spaces	2	5	23	48	78	195	3
Footpath condition	2	4	34	38	78	186	
Street lighting	2	4	40	32	78	180	
Public seating	4	18	34	22	78	152	
Street trees and vegetation	2	5	23	48	78	195	3
Protecting heritage buildings					0	0	
Building design	3	9	34	32	78	173	
Overall look of the area	1	3	24	50	78	201	2

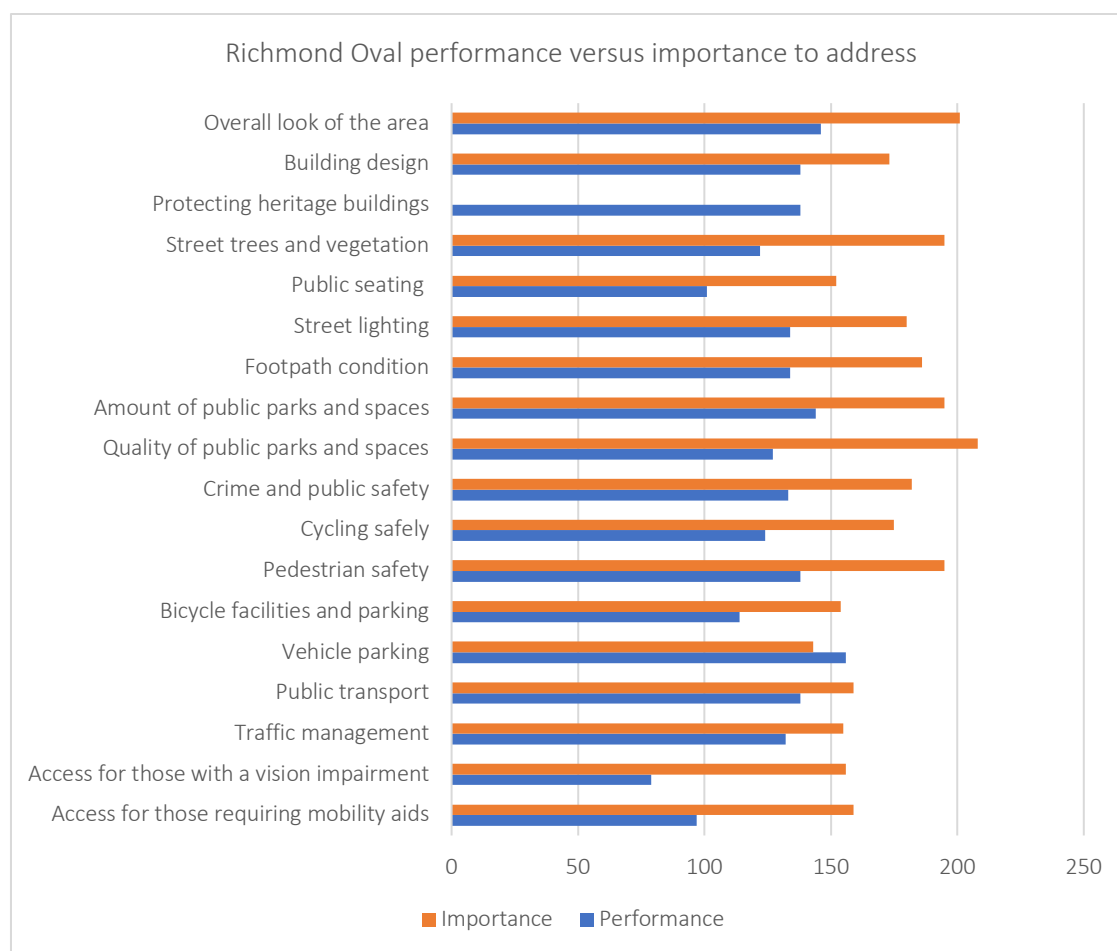
Relationship between performance and importance

The following chart shows the relationship between performance and importance to address. It does not always follow that a low performance rating will be matched with a high importance to address.

The chart indicates that importance to address exceeds performance across all criteria.

Access for people with people with vision impairment and mobility difficulty are two areas where low performance is matched with a high importance top address.

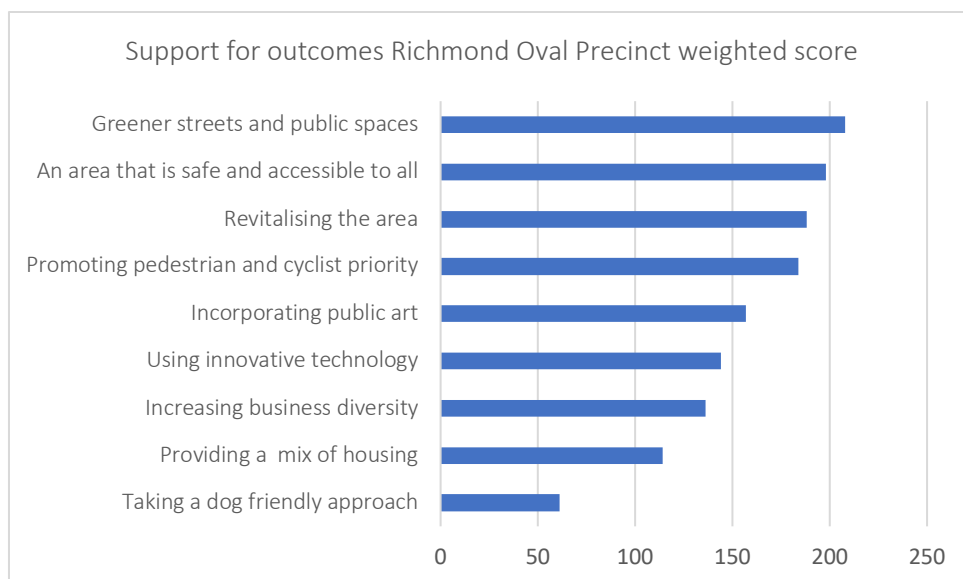
The two areas with the highest importance to address are quality of public parks and spaces and the overall look of the area.



Support for future work across various outcomes

The next table indicates how much support participants would give to action across a number of outcomes. The top five areas are shown in the rank column. Greener streets and public spaces rate 1 with 91% of the total possible weighted score closely followed by an area that is safe and accessible to all.

How much would you support these outcomes in the Richmond Oval precinct	No Opinion	Don't Support	Support	Strongly support	N	Weighted score	Rank
Increasing business diversity	8	15	38	15	76	136	
Providing a mix of housing	7	34	25	10	76	114	
Promoting pedestrian and cyclist priority	1	8	25	42	76	184	4
An area that is safe and accessible to all	1	1	25	49	76	198	2
Using innovative technology	10	11	32	23	76	144	
Taking a dog friendly approach	5	11	25		35	61	
Incorporating public art	7	8	34	27	76	157	5
Revitalising the area	4	5	18	49	76	188	3
Greener streets and public spaces	1	0	17	58	76	208	1



Moorabool Precinct

Performance

This table shows the performance of the criteria/outcomes for the Moorabool street precinct. A high weighted score indicates survey participants are satisfied with performance. With N being 77 the highest possible weighted score is 231.

The top five weighted scores and the % of the highest possible scores are set out below. Although street lighting ranks one only 69% of participants thought so.

Criteria (outcome)	Performance Moorabool precinct						
	No opinion	Poor	Good	Excellent	N	Weighted score	Rank
Universal access (easy for people to move around)	3	20	44	10	77	148	4
Traffic management	3	25	38	11	77	145	5
Public transport	6	18	43	10	77	144	
Vehicle parking	8	28	34	7	77	124	
Pedestrian safety	2	33	33	8	76	131	
Crime and public safety	10	18	41	7	76	128	
Quality of public parks and spaces	2	27	36	11	76	143	
Amount of public parks and spaces	2	21	39	14	76	155	2
Footpath condition	3	16	47	10	76	150	3
Street lighting	2	11	52	11	76	159	1
Public seating	5	46	24	1	76	98	
Street trees and vegetation	2	49	21	4	76	107	
Building design	6	30	37	3	76	116	
Overall look of the area	3	39	29	5	76	117	

Importance to address

This table shows how important participants thought it was to address the criteria in the precinct. A high weighted score indicates high importance. With N being 73 the highest possible weighted score is 219. The top five weighted scores are set out below. 86% of participants rated pedestrian safety as number one in importance closely followed by street trees and vegetation and the overall look of the area.

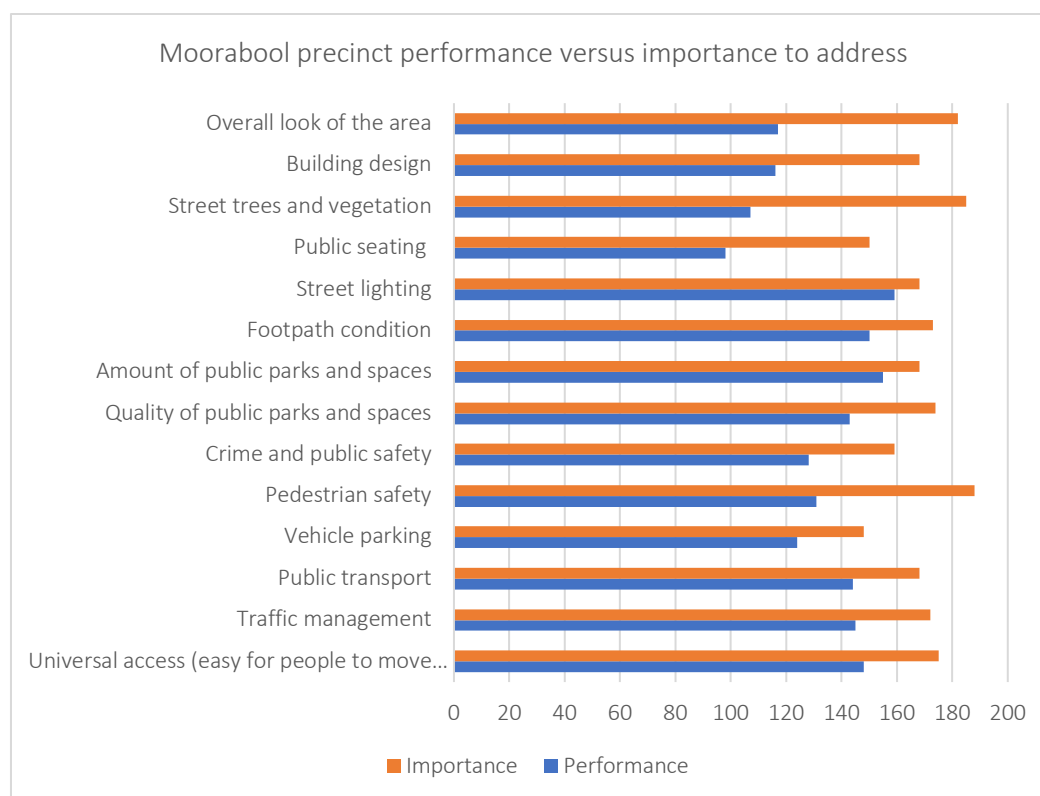
Criteria (outcome)	Importance to address in Moorabool precinct						
	No opinion	Not important	Important	Very Important	N	Weighted score	Rank
Universal access (easy for people to move around)	2	6	26	39	73	175	4
Traffic management	1	9	26	37	73	172	
Public transport	1	9	30	33	73	168	
Vehicle parking	2	20	25	26	73	148	
Pedestrian safety	1	3	22	47	73	188	1
Crime and public safety	4	9	30	30	73	159	
Quality of public parks and spaces	2	4	31	36	73	174	5
Amount of public parks and spaces	2	7	31	33	73	168	
Footpath condition	1	6	31	35	73	173	
Street lighting	1	11	26	35	73	168	
Public seating	4	11	35	23	73	150	
Street trees and vegetation	1	3	25	44	73	185	2
Building design	3	6	30	34	73	168	
Overall look of the area	2	3	25	43	73	182	3

Relationship between performance and importance

The following chart shows the relationship between performance and importance to address. It does not always follow that a low performance rating will be matched with a high importance to address.

The chart indicates that importance to address exceeds performance across all criteria.

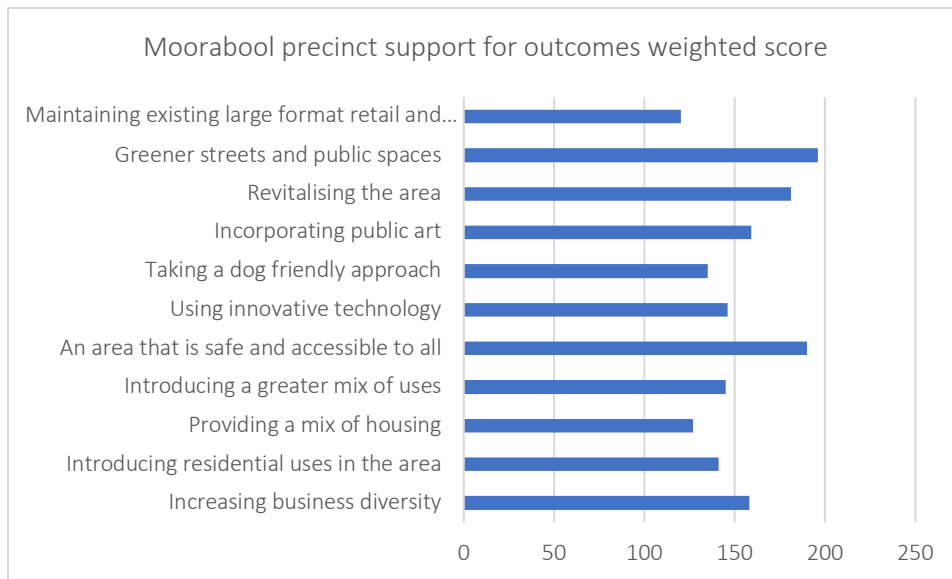
Street trees and vegetation, pedestrian safety and overall look of the area are the areas with the highest importance to address.



Support for future work across various outcomes

The next table indicates how much support participants would give to action across a number of outcomes. The top five areas are shown in the rank column with greener streets and public spaces rating one with 89% of the total possible weighted score closely followed by an area that is safe and accessible by all.

How much would you support these outcomes in the Moorabool precinct	No Opinion	Don't Support	Support	Strongly support	N	Weighted score	Rank
Increasing business diversity	3	9	34	27	73	158	5
Introducing residential uses in the area	4	13	40	16	73	141	
Providing a mix of housing	4	26	28	15	73	127	
Introducing a greater mix of uses	6	11	34	22	73	145	
An area that is safe and accessible to all	1	2	22	48	73	190	2
Using innovative technology	11	4	32	26	73	146	
Taking a dog friendly approach	10	15	24	24	73	135	
Incorporating public art	5	9	27	32	73	159	4
Revitalising the area	1	6	23	43	73	181	3
Greener streets and public spaces	1	3	14	55	73	196	1
Maintaining existing large format retail and services	12	19	25	17	73	120	



End document

23/8/2019