

Bayswater Renewal Strategy

Stage 1 Community Engagement: Summary Report

Prepared for Knox City Council

December 2022



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Document Control

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VERSION NO.	DATE OF ISSUE	REVISION BY
1.0 Bayswater Renewal Strategy Engagement Summary Report (DRAFT)	29.11.22	DF
2.0 Bayswater Renewal Strategy Engagement Summary Report Final Draft	21.12.22	DF
3.0 Bayswater Renewal Strategy Engagement Summary Report Final	23.01.23	BI
4.0 Bayswater Renewal Strategy Engagement Summary Report Final	06.02.23	DF



1.1 The Bayswater Renewal Strategy

Project overview

The Bayswater Renewal Strategy will guide future land use and development over the next 30 years to ensure Bayswater remains a desirable place to live, work and play. It will set out a planning framework to manage growth and change that carefully balances social, economic and environmental priorities. The Strategy will replace the existing 'Bayswater 2020 Activity Centre Structure Plan' and will include a 5-10 year implementation plan that will reflect local priorities and future community needs.

Following a preliminary round of community consultation in 2020, an Issues and Opportunities Paper has been developed. The Paper identifies a series of opportunities and ideas, organised into 6 themes as follows:

- **Housing & residential development:** Bayswater's population is growing and over the next decade, the suburb will need more homes and a greater diversity of housing choices to accommodate new residents.
- **Business & economic development:** Bayswater is designated as a Major Activity Centre which means that it is a hub for services, employment, public transport and housing. The centre is known as a destination for convenience shopping, food outlets and retail services.
- **Environment, sustainability, & climate change:** Over the coming decade climate change will continue to influence many aspects of our daily lives and it is important to consider ways to reduce the impact on the environment. The preparation of the Renewal Strategy will provide an opportunity to embed environmentally sustainable development principles and strategies to support Council's net zero emissions target by 2040.
- **Urban design & built form:** In the past 15 years, Bayswater has seen the benefits from major revitalisation projects such as the redevelopment of Mountain High Shopping Centre, the Level Crossing Removal at Mountain Highway and the new Bayswater train station.
- **Transport & movement:** The new Bayswater train station and level crossing removal along Mountain Highway have improved the connectivity and accessibility around the centre.
- **Community infrastructure:** Community infrastructure plays a critical role in supporting vibrant, connected and socially sustainable communities. As one of the fastest growing populations in Knox, the Bayswater community and social infrastructure includes a range of arts, cultural, sporting and recreational facilities.

These six themes have formed the basis of the first round of community consultation to shape the development of the draft Renewal Strategy.

This report provides a summary of community and stakeholder engagement findings based on feedback received during the first phase of the engagement process. The report is structured as follows:

- Chapter 1: Project overview and engagement approach
- Chapter 2: What we heard
- Chapter 3: Next steps

1.2 Engagement Method

Engagement overview

CoFutures has been commissioned to lead public and stakeholder consultation for the Bayswater Activity Centre Renewal Strategy and is working in partnership with Plan2Place Consulting, Ethos Urban, and Knox City Council to deliver the project.

The consultation of the Renewal Strategy is being conducted in accordance with Knox City Council’s Community Engagement Policy. The objectives of consultation for this project are as follows:

- Informing stakeholders and community members of the project, to enable them to provide meaningful input.
- Reaching a wide and balanced range of stakeholder groups from a variety of interest areas.
- Developing a more detailed and place-based understanding of stakeholder and community priorities and aspirations for the Bayswater Activity Centre.
- Gathering feedback on the Draft Issues & Opportunities Report and Draft Renewal Strategy.

There are six broad stages for the project, outlined in the diagram below. Public consultation is being undertaken in two main phases; the first phase seeking feedback on opportunities and ideas for Bayswater and the second phase will share the draft Renewal Strategy for public review and feedback.

Further information about next steps of the project can be found in can be found in Chapter 3.

Engagement approach

The overall engagement methodology has been informed by a project-specific Engagement Plan, prepared at the start of the process. The Engagement Plan outlines key objectives for engagement, the scope of the engagement, a stakeholder analysis and consideration of different communication channels to promote the project.

Consultation activities to date have included:

- Preparation of a Summary Brochure which communicates ideas and opportunities for Bayswater, adapted from the Issues & Opportunities Paper;
- Community pop-up sessions in Bayswater;
- Engagement with key stakeholders and landowners;
- Feedback survey on ‘Have Your Say Knox’.
- Walk around to local businesses with flyers and posters to inform business operators of the project

Promotional activities to date have included:

- Mail-out of project flyers to Bayswater residents;
- Posters displayed at key locations around the centre;
- Flyers & brochures available in the Bayswater Library;
- Digital screens with project information in the Bayswater Library;
- Targeted promotion on Facebook / social media;
- News release on Council’s website;
- Advertisement of consultation the Studfield Wantirna Community News; and
- Flyer drop to store owners at Mountain High Shopping Centre.

Further information on key consultation activities and communications are provided on the following pages.



Current Stage

1.3 Engagement and Communications

Pop-up sessions

Two pop-up sessions were conducted during this first phase of engagement. At these sessions, local residents and stakeholders had the opportunity to engage with the project in-person and speak with members of the project team.

- **Pop-up 1:** Saturday 22 October 2022, 10:00am-11:30am, Marie Wallace Park Playground (although due to poor weather conditions, the session was relocated to the Senior Citizens Centre).
- **Pop-up 2:** Tuesday 25 October 2022, 12:00pm-13:30pm, Bayswater Library, Mountain High Shopping Centre.

The main purpose of the pop-ups was to raise awareness of the project and provide an opportunity for local people to share their initial thoughts and feedback on issues and opportunities for the centre.

Participants were also able to interact and respond to information boards which displayed indicative concept diagrams of Mountain Highway improvements and a 'dotmocracy' exercise, asking people to nominate their top priorities for Bayswater.



01 Pop Up display at the Senior Citizens Centre



02 Pop Up display outside of the Bayswater Library



03 Engaging with local people through a dotmocracy activity

Summary Brochure

An 8-page graphic summary of the Issues and Opportunities Paper was developed to help communicate the key concepts, opportunities and ideas for Bayswater.

The purpose of the summary brochure was to highlight the 32 opportunities identified in the Paper and to provide information about the project, timelines and process. The brochure was distributed to passers-by at the pop-ups and to key destinations around the activity centre (e.g. The Bayswater Library, Council offices). The brochure was also available for download in digital format on the Have Your Say Knox website.



04 Summary brochure of the Issues and Opportunities Paper

‘Have Your Say’ Knox

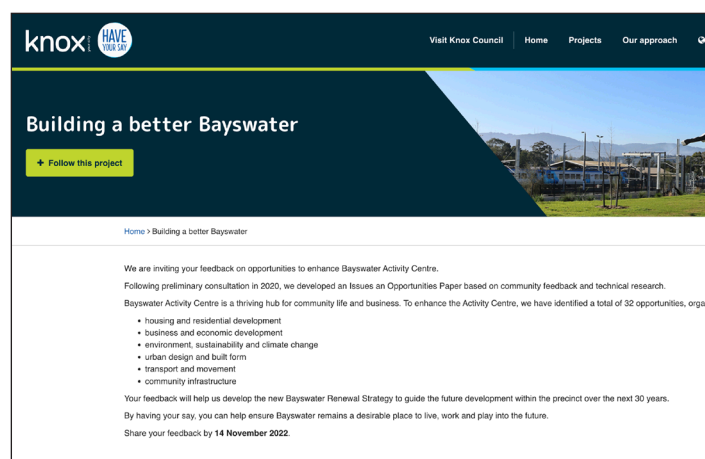
Council’s online engagement platform ‘Have Your Say’ provided a central repository for all project-related information. It provided access to the survey and other project materials for the public including:

- A summary of the 32 opportunities, organised into 6 key themes
- A map, to visualise and explain the key opportunities
- The full version of the Bayswater Issues and Opportunities Paper (prepared by Plan2Place)
- FAQs
- Project timeline
- Contact information

During the consultation period, people could also get in touch with the team via email at bayswaterrenewal@knox.vic.gov.au or send a hard copy submission to Council.

During the 17th October -14th November visits to the webpage as follows:

- 643 page visits
- 447 visits
- 296 visitors
- Gained 31 project followers
- Summary Issues and Opportunities Paper downloaded 146 times



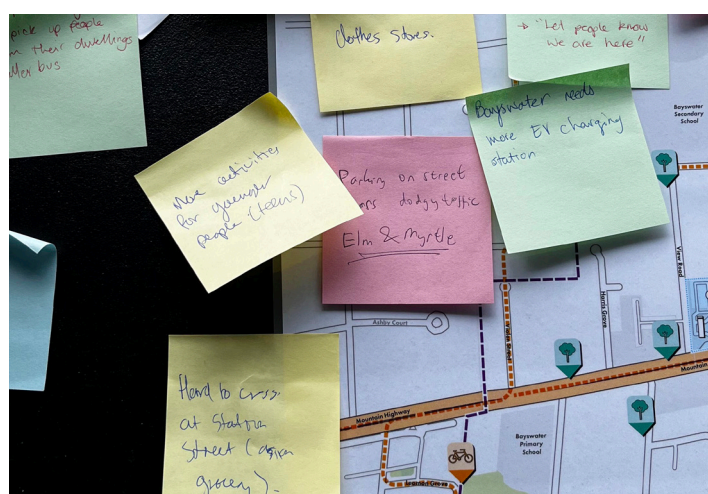
05 Project webpage at Have Your Say Knox City Council website

Feedback survey

A 16-question survey sought feedback on each of the six project themes. The purpose of the survey was to canvass feedback about the community priorities regarding each of the themes, using a mix of multiple-choice and open-ended questions. Responses to each question were optional, allowing people to choose questions they wanted to respond to.

The survey was available on the Have Your Say Knox City Council website and could be also accessed via QR codes on all printed materials.

Analysis of survey feedback is provided in Chapter 2.



06 Post-it notes placed on the project map during one of the pop-up session

Resident mail-out

To raise awareness of the project and the consultation activities, project flyers were mailed out to approximately 4,500 residents as well as local business owners and occupiers within and adjacent to the Bayswater Activity Centre.

The flyers provided information about the project, a QR code to access the Have Your Say page / project survey as well as promoting the pop up sessions and ways to get involved. There were a total of 14 QR code scans, occurring within the first 2 weeks after it was delivered to households.

Flyers were also distributed to the Bayswater Library, Civic Centre Customer Service Counter.



07 Flyer with information about how to provide feedback on the project

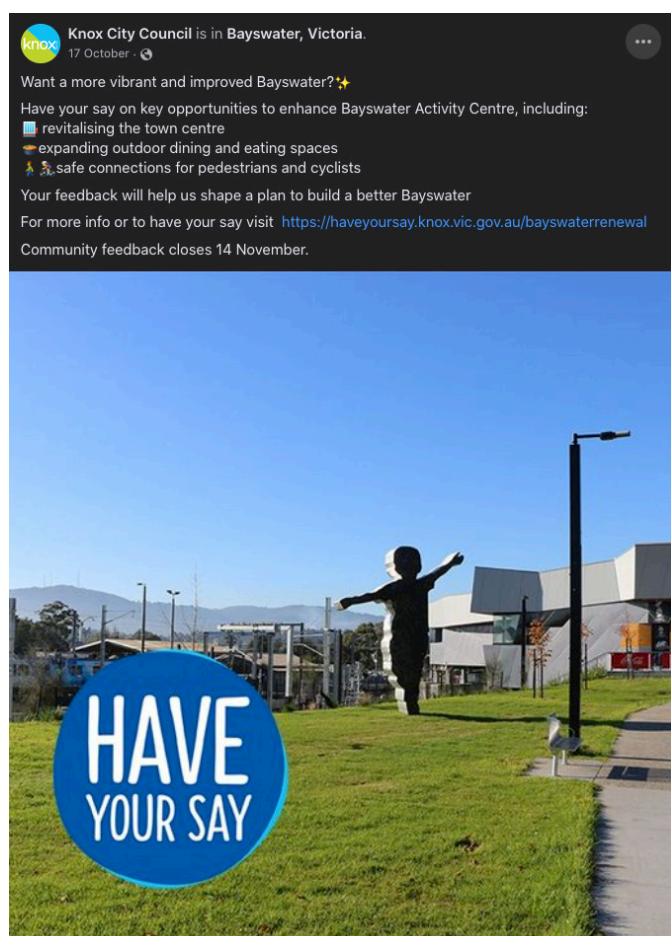
Social media

The project was promoted on Council's social media channels to raise awareness and to increase reach / participation. A link to the project page and survey was provided as a direct click through. The purpose of the campaign was to motivate the Bayswater community to provide feedback on our issues and opportunities paper to help shape the upcoming draft Bayswater Renewal Strategy.

During the consultation period, two posts were made:

- **Post 1:** 17 October 2022, reached 10,080 people
- **Post 2:** 7 November 2022, reached 1,443 people

These posts were placed on Knox City Council's Facebook page, which has approximately 20,000 followers. Facebook events were also created for each pop up and promoted via social media.



11 Post on Knox City Council's social media channel

Local media and other promotion

A range of other communication and promotional channels were also used to promote the project:

- **Media release:** published on 17th October, sent to local newspapers. Included quotes from the Mayor and information about the pop up sessions.
- **Promotion across 5 x local news papers:** Studfield, Ferntree Gully, Boronia and the Basin, Rowville-Lysterfield and Wantirna Community Local News. Circulation of 56,000+.
- **News update on Council's website:** published on 8 November.
- **Email updates to subscribers of Knox eNews:** sent on 19th October and 9th November to 6,300+ recipients.
- **Digital screen displays:** at Civic Centre, Family and Children Centres and Libraries.
- **Direct emails:** to previously engaged stakeholders and community groups.
- **A1 corflue signs:** displayed at Bayswater Park and the Arts Centre.
- **A3 Posters:** displayed in window shopfronts in Bayswater Activity Centre.
- **A4 posters:** displayed in restrooms in Bayswater Activity Centre.
- **Distribution of project flyers:** walk around to local businesses in and outside of Mountain High Shopping Centre to promote the project.



Enhancing Bayswater Activity Centre

Help us build a better Bayswater and have your say on opportunities to improve Bayswater Activity Centre. Feedback closes on 14 November.

[Read full story](#)

10 Snapshot of e-newsletter update distributed to existing subscribers



2.1 Headline Feedback

Key themes

To measure community sentiment and to understand the most popular/commonly reoccurring topics raised during consultation, we have analysed and disaggregated all qualitative feedback received.

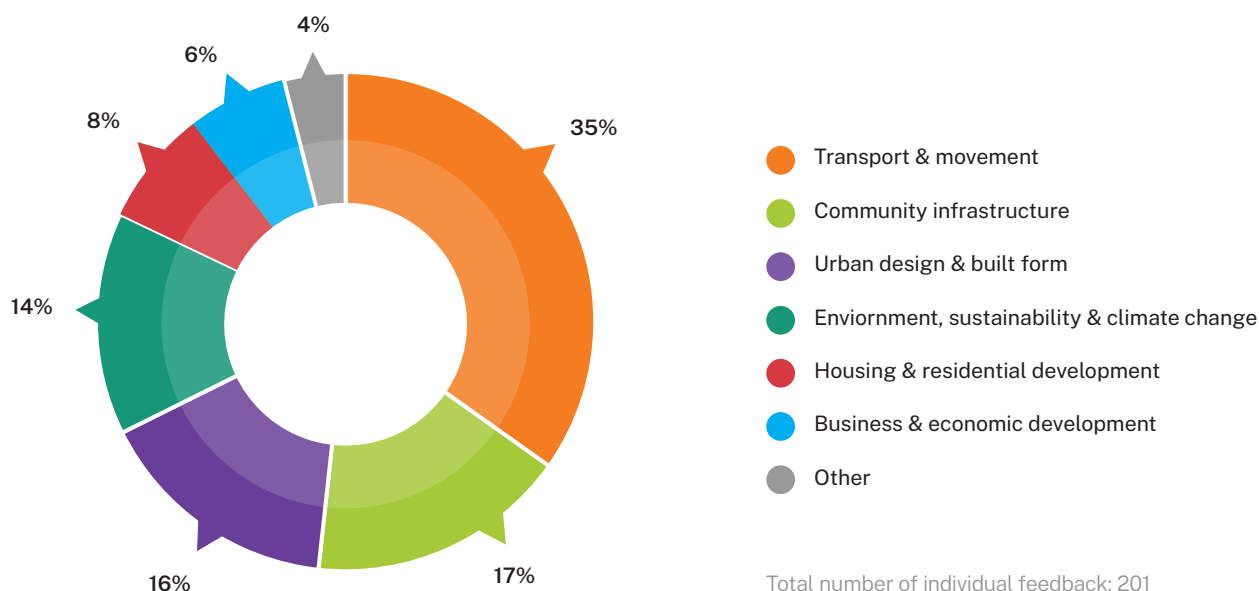
A total of 201 pieces of individual feedback were recorded. The pie chart below visualises the total amount of qualitative feedback (by theme) collected from:

- Community pop-ups;
- Written submissions; and
- Qualitative feedback from survey responses.

The theme of most interest to respondents was transport and movement, representing 35% of all community feedback. Community infrastructure and urban design were the next most frequently cited topics. Housing, business and economic development were amongst the least discussed topics representing less than 15% of all feedback combined.

The infographic on the following pages provides a visual summary of 'who we heard from' as well key feedback topics. A thematic breakdown of feedback, organised by activity, is provided on the pages 12-24.

Percentage of individual feedback by theme



Total number of individual feedback: 201

Who we heard from

TOTAL PARTICIPATION



Total days of engagement

(17 October -14 November)



Survey responses and submissions

(44 survey /12 submissions)



Pop-up participation

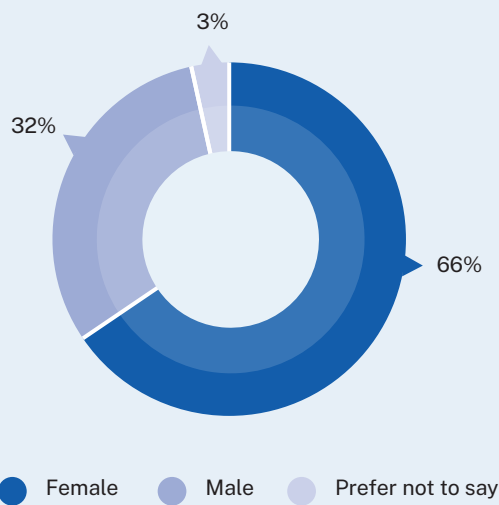
(Across 2 pop up sessions held in Bayswater, October 2022)



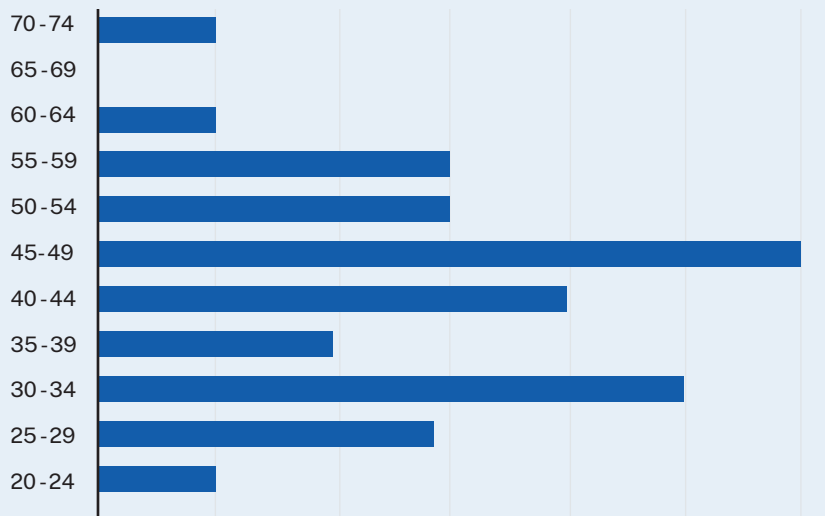
Pieces of unique feedback

(Total individual pieces of feedback received)

GENDER OF RESPONDENTS



AGE OF RESPONDENTS



LOCATION OF RESPONDENTS



Summary of key themes

1



TRANSPORT & MOVEMENT

35% of feedback

KEY CONCERNS

- **Lack of places for pedestrians to cross safely** along Mountain Highway and Scoresby Road.
- **Car parking** at the station is at capacity and constraints with **time restricted** parking at Mountain High Shopping Centre.
- Conflict between **cyclists, e-scooters and pedestrians**.

OPPORTUNITIES

- **Improve frequency and connectivity of bus network** to more local and regional destinations.
- **Better cycling connections** in and around Bayswater.
- Install more **pedestrian crossing points**.

2



COMMUNITY INFRASTRUCTURE

17% of feedback

KEY CONCERNS

- **Lack of vibrancy** at night time.
- **Limited community activities** and events for local people.
- Not enough **activities for younger people**.

OPPORTUNITIES

- Consider increasing capacity / programs of **Bayswater Library**.
- **Intergenerational community facilities**.
- **Public art and murals** to reflect local identity.
- **Better connectivity between local destinations** and facilities.

3



URBAN DESIGN & BUILT FORM

16% of feedback

KEY CONCERNS

- **Lack of lighting** around the centre, particularly in lane ways.
- **Pedestrian safety** and connectivity is not prioritised.
- Public spaces are **not welcoming** and feel 'tired'.
- **Poor signage and wayfinding**, particularly to the Library.

OPPORTUNITIES

- More **attractive public spaces** needed and more places to sit, enjoy lunch and relax.
- Support for a central 'heart' to make Bayswater **more vibrant**.
- Support **outdoor dining** and more diverse eating options.

4



ENVIRONMENT, SUSTAINABILITY, CLIMATE

14% of feedback

KEY CONCERNS

- **Litter and rubbish** around the centre.
- **Lack of greenery** and landscaping in public spaces around the activity centre.
- Poor choices in **plant and tree species** that are unsuitable for urban environments.

OPPORTUNITIES

- Support for **more trees, landscaping** and planting in public spaces and median strips.
- Support for **electric vehicle charging** stations.
- Consider wider **vegetation protection controls** across the activity centre.

5



HOUSING & RESIDENTIAL DEVELOPMENT

8% of feedback

KEY CONCERNS

- Concern that more development in Bayswater will result in **increased congestion**.
- **Dislike for higher density development** above 3 storeys.
- **Poor design quality** of new residential development.

OPPORTUNITIES

- More **affordable and diverse housing** options.
- More **urban greening** in new developments.
- **Mixed use** residential and commercial.

6



BUSINESS & ECONOMIC DEVELOPMENT

6% of feedback

KEY CONCERNS

- Visual appearance of the **centre is unattractive** and does not inspire investment.
- **No purpose/reason to visit Bayswater**, lacks an 'anchor' or destination attractor.


OPPORTUNITIES

- Greater variety of **food and drink premises**.
- Make public spaces more attractive to **encourage workers from Bayswater Business Precinct**.

2.2 Survey findings

Thematic analysis

The following pages provide a thematic analysis of all survey feedback collected throughout the engagement. The analysis is organised into each of the six engagement themes.



Housing and residential development

The Bayswater Renewal Strategy will consider range of opportunities that promote residential development within the core of the Bayswater Activity Centre that will provide more diverse and affordable housing options.


We asked participants for feedback relating to issues and opportunities for housing and residential development across Bayswater. A total of 19 open ended responses for this theme were provided as follows:

Likes / Support


- More affordable and diverse options.
- A mix of commercial / businesses and residential uses within the same building.
- High quality design outcomes that incorporate generous outdoor open spaces and vegetation
- Support for multi-story apartment development along Mountain Highway.

Concerns / Key Issues

- Significant concern over new multi-level housing developments (3 stories or more) and their potential impact on the character on Bayswater (mixed views on this).
- Car parking overflowing onto the surrounding streets.
- Apartments and townhouse developments negatively impacting the neighbourhood character of the area.
- Perception that new development will increase pressure and strain on existing public facilities and infrastructure.
- Lack of affordable and social housing options.



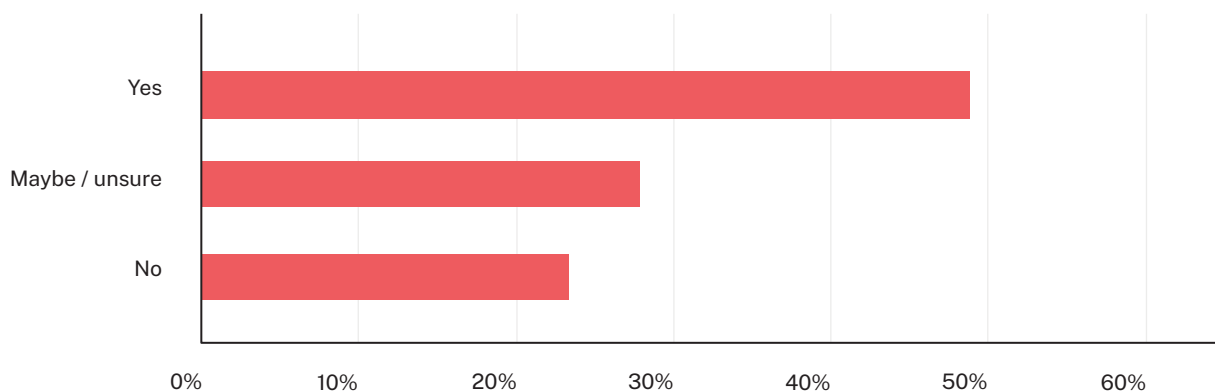
More public housing needs to be available.



I would only support more residential development in Bayswater if there was sufficient parking places available within the development and not spilling out on the street.

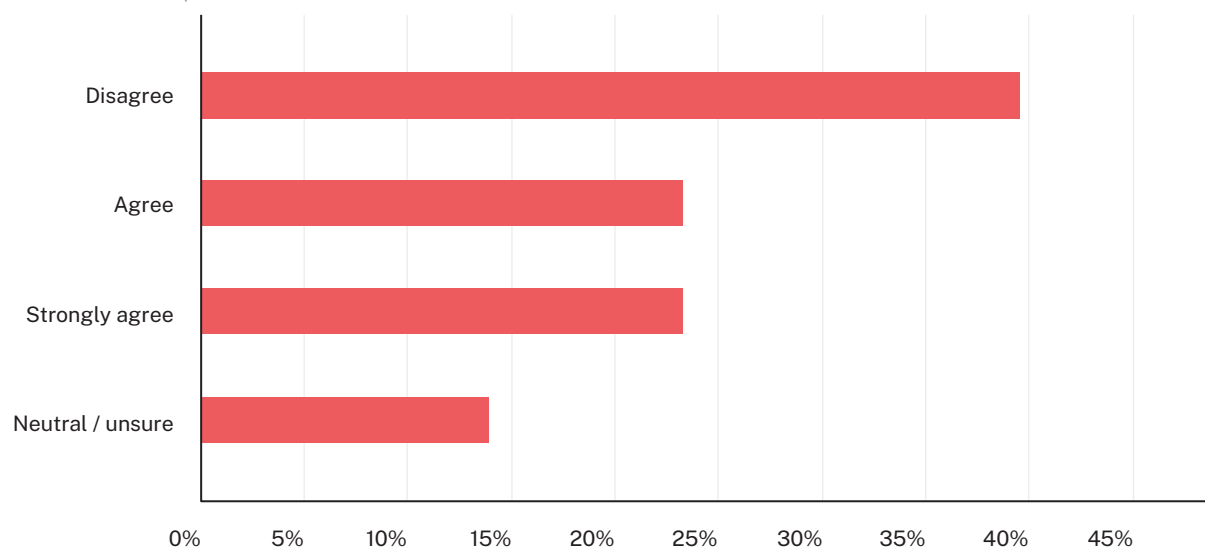
Do you think more affordable and diverse housing are needed in Bayswater?

Total number of responses: 43



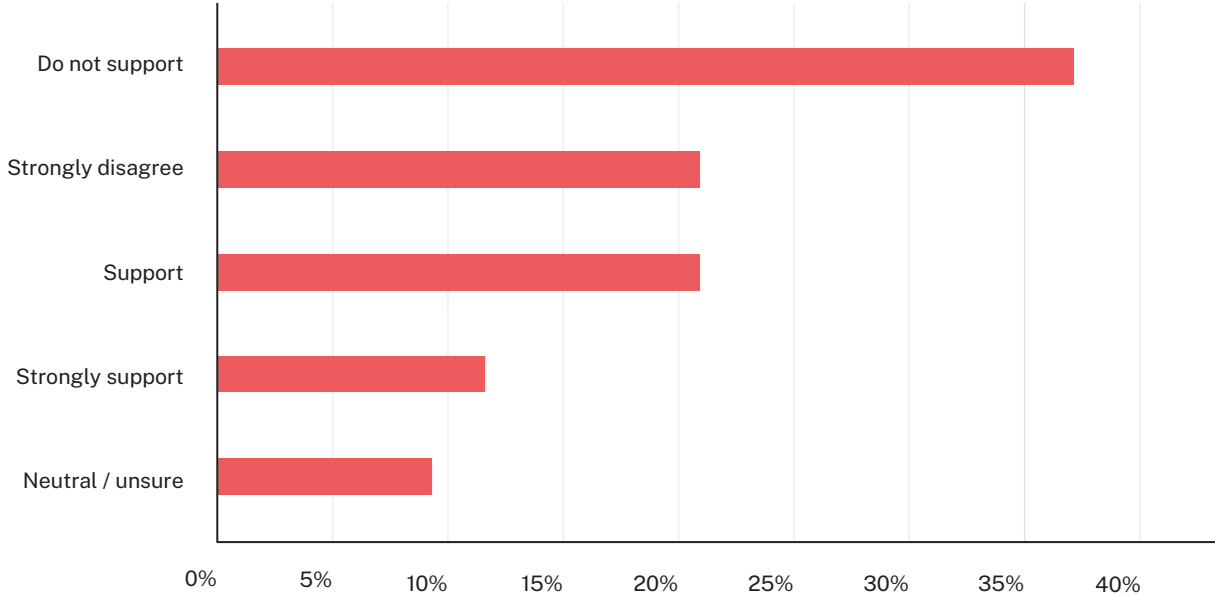
Do you agree that more housing within the central core of Bayswater Activity Centre will help to increase its vibrancy and desirability as a place to live, work and visit?

Total number of responses: 43



Do you support medium and higher density housing in Bayswater Activity Centre?

Total number of responses: 43





Business and economic development

The Bayswater Renewal Strategy will explore different opportunities to attract more commercial and economic investment to make Bayswater a more desirable destination to work, establish and operate a business. We asked participants for feedback relating to issues and opportunities for business and economic development across Bayswater. A total of 16 open ended responses for this theme were provided as follows:

Likes / Support

- A variety of shopping and food options.
- An inclusive and vibrant night-time economy.
- Attractive public spaces and community events to enhance economic activity.
- Consideration for more diverse types of business such as bars, micro-breweries and places to eat.

Concerns / Key Issues

- Currently very quiet at night time with limited activities.
- Some respondents felt that there were already sufficient commercial/offices uses in the Bayswater Business Park.



There's no stand-out business that makes people want to stop in the Bayswater CBD.

You need things that will make people get off the train and visit.



Hard to find somewhere in the afternoon to get a snack, smoothie etc.

Which priorities do you think are the most important to make Bayswater a desirable place to own operate or establish a business?

Total number of responses: 35

RANK PRIORTIY

1 A clear identity and role for the centre that makes it stand out

2 More diverse office retail uses

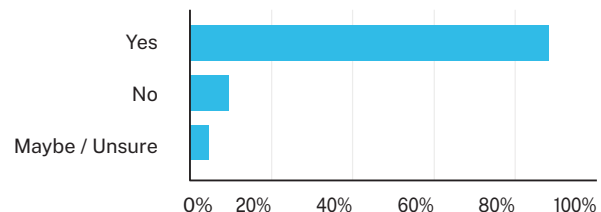
3 Better integration with the Bayswater Business Precinct

4 An inclusive night-time economy

5 More commercial floorspace in the core

Do you think more attractive public spaces will make Bayswater a more desirable place to work and do business?

Total number of responses: 43





Environment, sustainability, and climate change

As climate change continues to influence many aspects of daily life, it is important to consider opportunities to embed environmentally sustainable development principles to support Council's net zero emissions target. While these opportunities will contribute to the environment, it will also provide health and wellbeing improvements for the local community. We asked participants for feedback relating to issues and opportunities for environment, sustainability and climate change across Bayswater. A total of 16 open ended responses for this theme were provided as follows:

Likes / Support

- General support for more greening initiatives such as increasing shrub and tree canopy cover across Bayswater.
- Using nature strips and median strips for more tree planting and shade.
- Consider incentives to increase solar panel usage.
- Plant mature trees and appropriate species which attract bird life.
- Installation of electric charging stations and consideration of electric buses.
- Protection and prioritisation of the environment.



More flowering shrubs to be added to streetscapes and areas set up for use.

Concerns / Key Issues

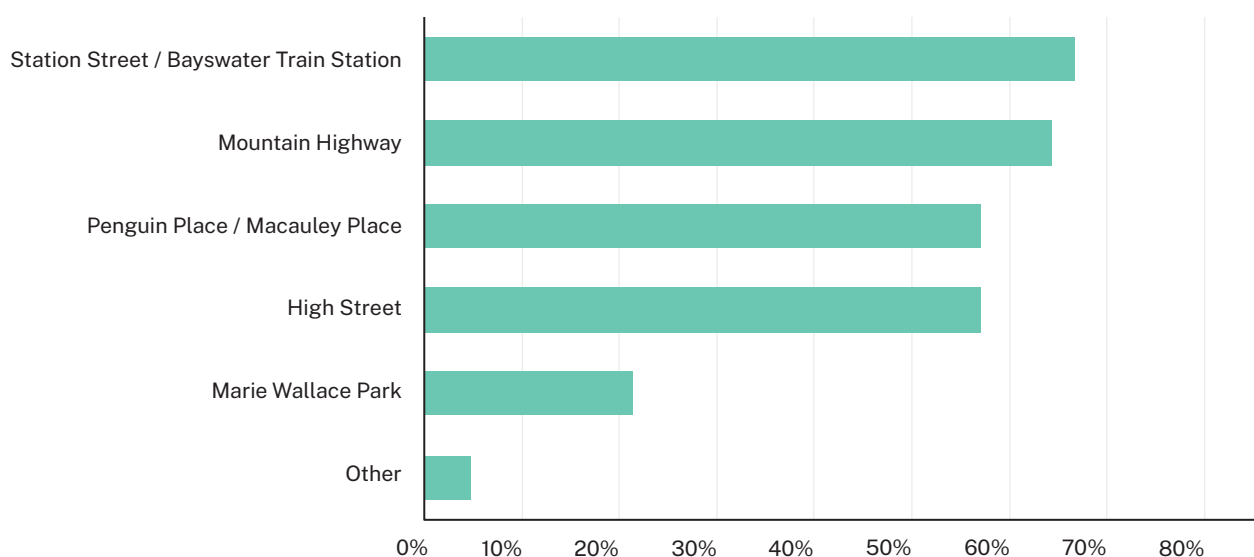
- Lack of space for garden areas to encourage more trees within higher density developments.
- Concern around rubbish and cleanliness along streets and footpaths, particularly along Mountain Highway.



Managing rubbish around bayswater shops and keeping parks clean and free of rodents.

Which locations do you think would benefit the most from additional tree planting and urban greenery?

Total number of responses: 42





Urban design and built form

There are still significant opportunities to revitalise existing public spaces in Bayswater. Penguin Place has been identified as an opportunity to be the central heart of the activity centre that would see improvements to its immediate surrounding. We asked participants for feedback relating to issues and opportunities for urban design and built form across Bayswater. A total of 15 open ended responses for this theme were provided as follows:

Likes / Support

- Outdoor dining and seating spaces.
- Public art and lighting to enhance the safety and vibrancy of existing laneways.
- Signage to key locations around Bayswater.
- Improving the shops and laneway around the Train Station and Mountain High Shopping Centre.
- Exploring Penguin Place as the 'heart' of the activity centre (mixed views on this).



Council should activate public spaces more and provide more seating, built shelter and trees.

Concerns / Key Issues

- Mixed views around Penguin Place as the central 'heart' of the activity centre.
- Run-down façades of shops.
- Need to improve access around the centre for people with mobility requirements to make it more inclusive for all abilities.
- Only one entry point into Mountain High Shopping Centre currently.
- Negative sentiments towards the general 'aesthetic' of Bayswater.
- Lack of lighting at night time contributing to a sense of feeling unsafe.



Make it feel safer to be out at night.

Rank, in order of priority, opportunities to improve urban design and built form

Total number of responses: 35

RANK PRIORITY

1 **More outdoor dining and eating places**

2 **Better access and connection to parks**

3 **Placemaking initiative to promote the arts and celebrate local culture**

4 **Redevelop underutilised spaces for new housing, employment & community spaces**

5 **Guidelines to promote high quality design**

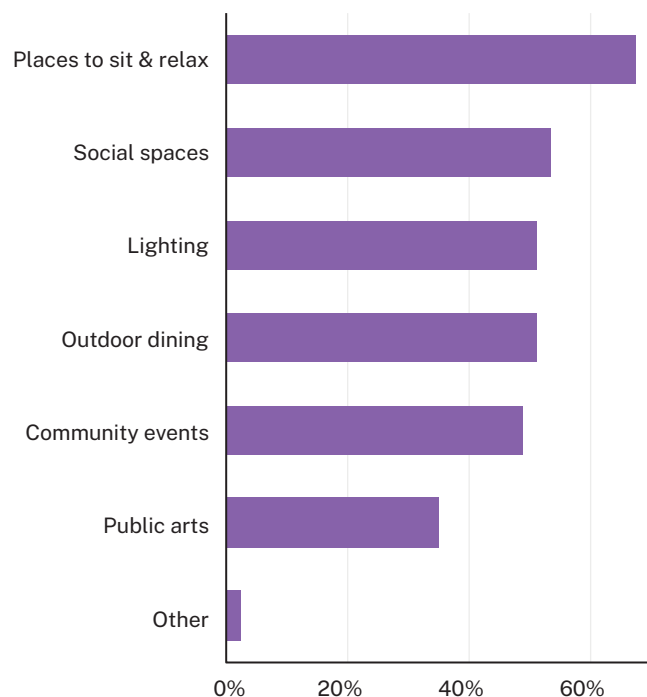
6 **Penguin Place to become the new town centre**

7 **Protect existing cultural heritage**

8 **Review planning policies**

What improvements do you think would make Penguin Place a more attractive place to visit and spend time?

Total number of responses: 43





Transport and movement

The project team are exploring a range of opportunities that consider specific improvements along Mountain Highway, as well as enhancements to the wider network that will encourage more people to catch public transport, walk and cycle around the activity centre. We asked participants for feedback relating to issues and opportunities for transport and movement network across Bayswater. A total of 16 open ended responses for this theme were provided as follows:

Likes / Support

- More places for pedestrians to cross along Mountain Highway.
- Pedestrian crossings along busy streets will help to connect both sides of the community.
- Electric vehicle charging points and consideration for bicycle/scooter rental programmes.
- More frequent public transport services.

Concerns / Key Issues

- Increasing pressure for car parking associated with increased residential development and increased densities within Bayswater.
- Concern about the impact of new development on congestion in Bayswater.
- Time-restricted car parking at Mountain High Shopping Centre
- Pressure on existing 'park and ride' facility at Bayswater Train Station, resulting in overflow of parking onto surrounding residential streets.
- Lack of places for pedestrians to cross Mountain Highway and Scoresby Road



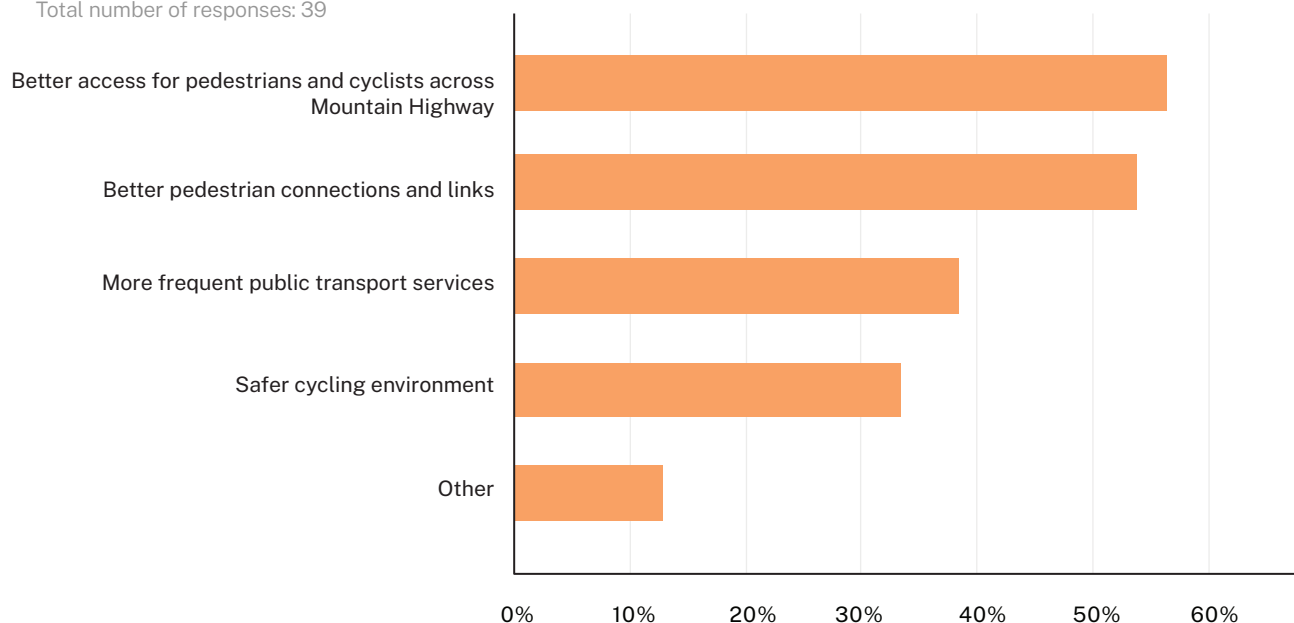
Under/overpass/more traffic lights connecting community on both sides of Mountain Highway.



Better integration of public transport with the business park across Scoresby Road.

What would encourage you to walk, cycle or catch public transport to/from Bayswater more frequently?

Total number of responses: 39





Community infrastructure

Bayswater needs to ensure it meets the needs of its current and future residents. The project team has undertaken a review of existing community facilities and identified a number of opportunities to enhance Bayswater's community infrastructure. We asked participants for feedback relating to issues and opportunities for community infrastructure across Bayswater. A total of 13 open ended responses for this theme were provided as follows:

Likes / Support

- Improving and upgrading public amenities such as toilets, drinking fountains and public places to sit.
- Increase the size / capacity of the Bayswater Library.
- Expanding the offerings and programmes at Knox Community Arts Centre.
- Public spaces for all ages and abilities that encourages intergenerational sharing.
- Increase the program of local community events.

Concerns / Key Issues

- Community Arts Centre and High Street are disconnected.
- Unwelcoming public spaces surrounding the Knox Community Arts Centre.
- Lack of places to eat, sit and relax in public spaces.



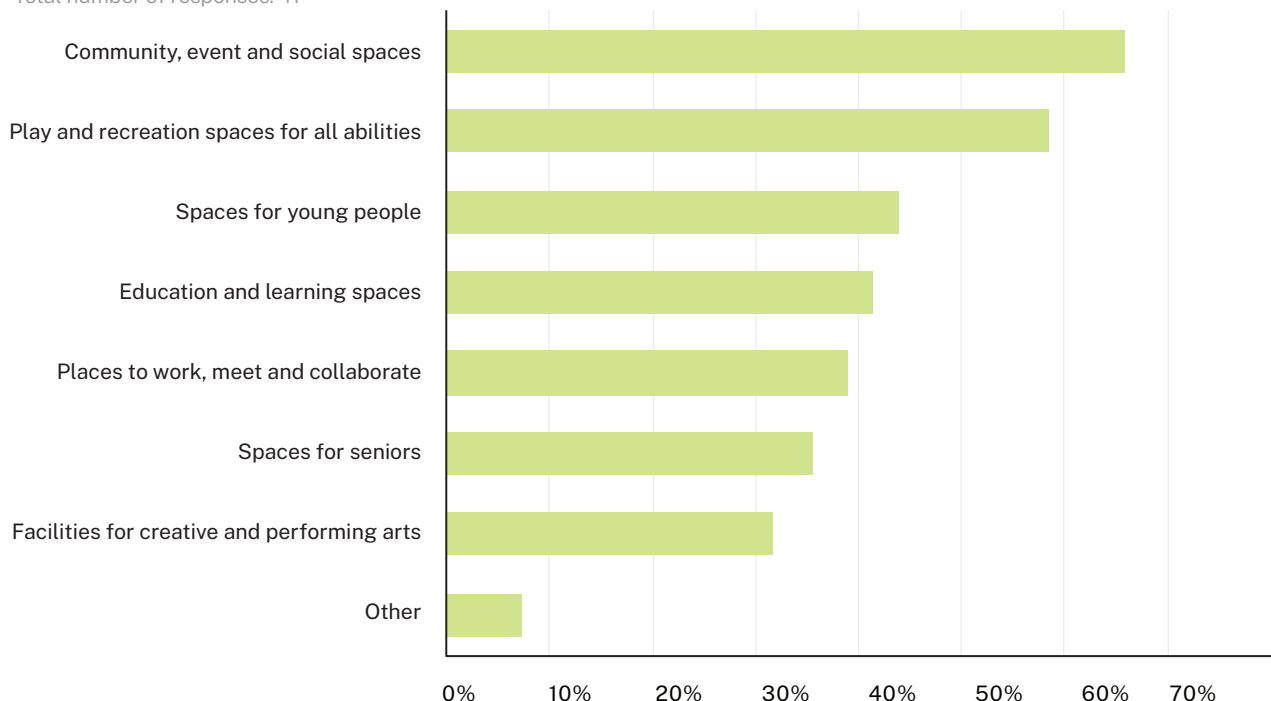
There is so much potential for the library to do more if they had purpose built space for children's, youth and family activities, seniors events, community workshops and talks.



The community centre/ art space and places to eat (e.g High Street) are too far apart.

What community facilities would you like to see in the Bayswater Activity Centre?

Total number of responses: 41



2.3 Pop Up Feedback

Activity feedback

Residents were invited to attend two pop-up activity sessions to provide feedback and share their thoughts directly with the project team. The pop-up sessions were visited by 61 individuals who provided 51 pieces of feedback.

The pie-chart below visualises the feedback received across each of the 6 key themes.

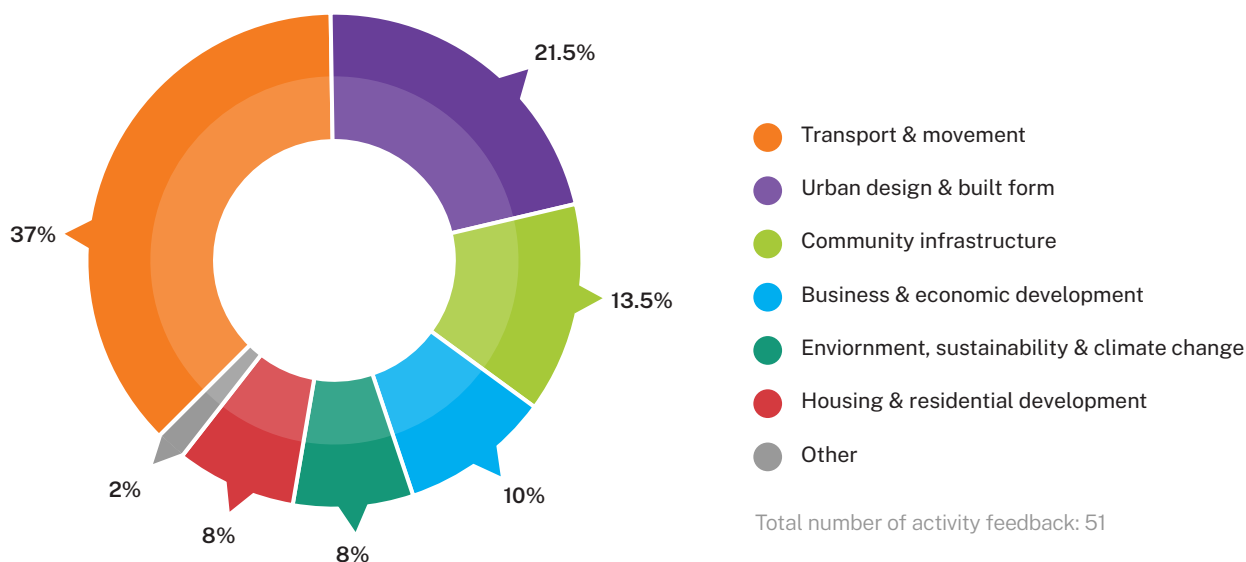
Throughout the pop-ups, multiple ways were provided for residents to articulate their feedback:

- Interacting with the project team and having their feedback noted. We have provided a sample of quotes from local community members on page 20,
- Identifying specific locations for ideas or opportunities. We have visualised spatial feedback on page 21.
- A dotmocracy board with the six themes presented where residents can leave dots to indicate what they would like to see more of. Results can be seen on page 22.

Key findings

- The most commonly brought up theme at the pop ups was 'transport & movement' (37%).
- Urban design and the environment were the most selected themes in the dotmocracy activity, however the least selected overall.
- Participants expressed concern regarding the increase in parking demand associated with higher density housing.
- Participants expressed a desire for more outdoor seating and dining options.
- Participants were very supportive of the programs and activities at Bayswater Library.
- Residents suggested more signage is needed to guide people towards the town centre and library.

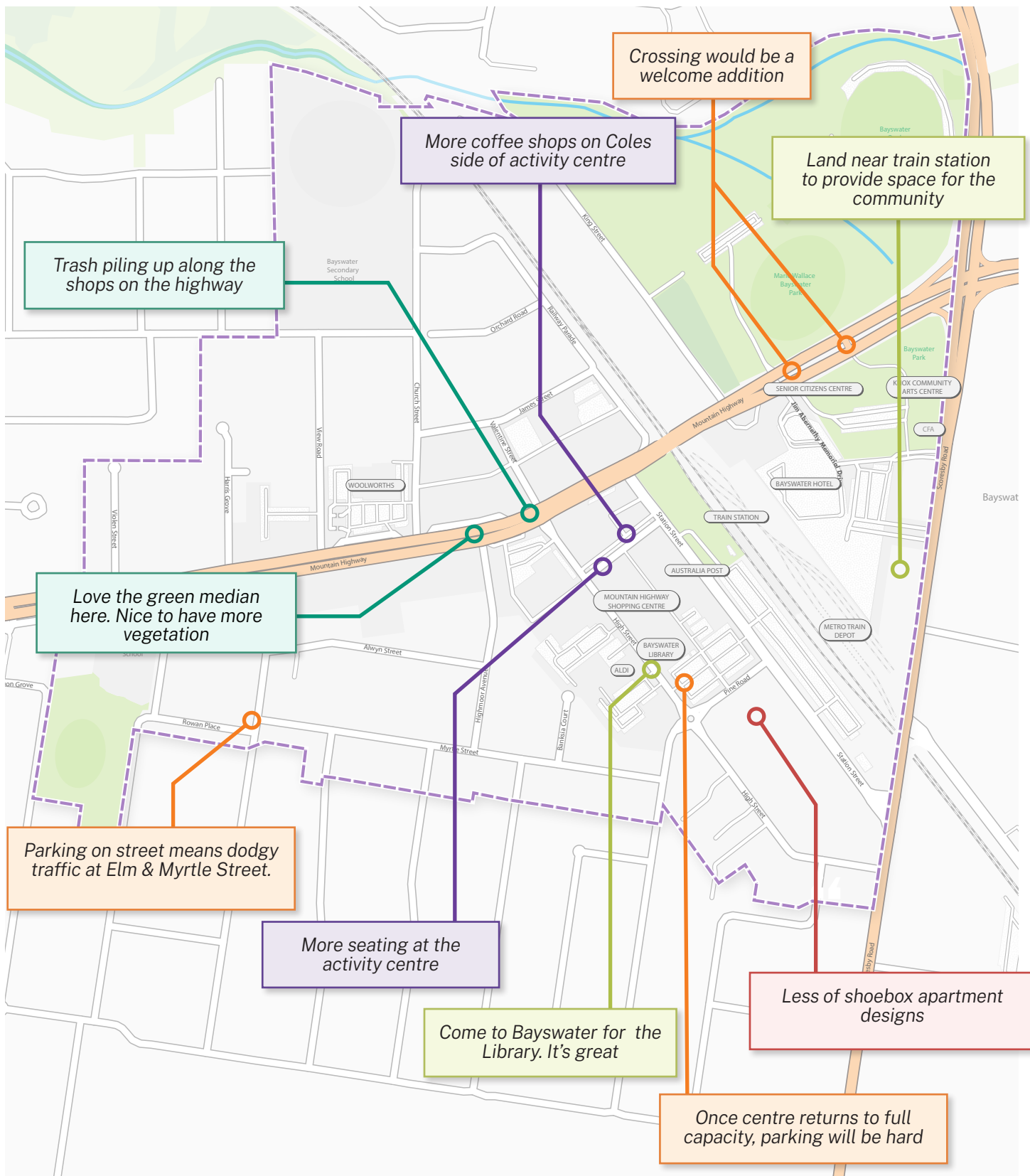
Pop-up activity feedback by theme



Community quotes from pop up, organised by theme

 Housing and residential development <p><i>Higher quality townhouse. More outdoor space</i></p> <p><i>More suburbia, less apartments</i></p>	 Business and economic development <p><i>More diversity of clothes stores</i></p> <p><i>Good variety of food in Bayswater</i></p> <p><i>Monday night is dead. No take away shops</i></p>	 Environment, sustainability, & climate change <p><i>Love trees and greenery</i></p> <p><i>Choose the right trees in the right location</i></p>
 Urban design and built form <p><i>Better signage to guide people from the highway to the town centre</i></p> <p><i>Signage for Bayswater Library non-existent, it's hard to find</i></p> <p><i>Places to eat outside are really important</i></p> <p><i>More parks and green spaces</i></p>	 Transport and movement <p><i>Concern about parking + higher density</i></p> <p><i>Some of the streets in Bayswater are too narrow for cars to be parking on both sides of the road</i></p> <p><i>Parking limit only 2 hours. Hard to get everything done</i></p> <p><i>Half an hour is too long to wait (for the bus)</i></p> <p><i>Community bus service</i></p> <p><i>More time allocated to the pedestrian crossing</i></p> <p><i>Bayswater needs more electric vehicle charging station</i></p>	 Community infrastructure <p><i>Like the help available at the Library</i></p> <p><i>Toy library + community facilities</i></p> <p><i>More activities for younger people (teens)</i></p>
 Other <p><i>More community consultation pop ups</i></p>		

Location-specific suggestions (quotes) from community pop ups



Results from pop-up 'dotmocracy' activity



I would like more of this...



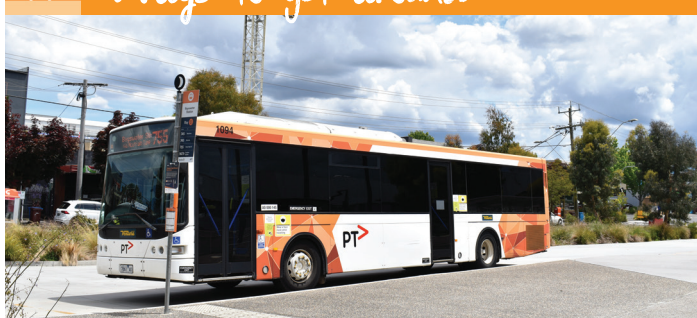
I would like more of this...



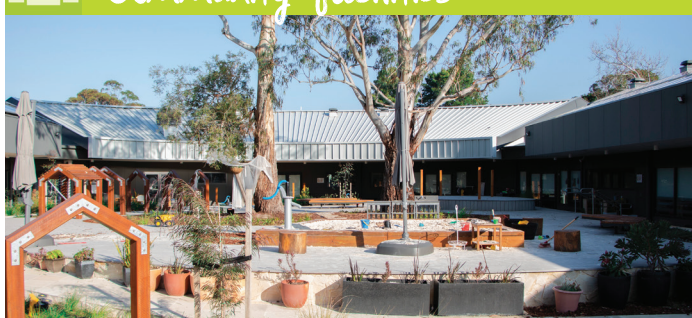
I would like more of this...



I would like more of this...



I would like more of this...



I would like more of this...



2.4 Written submissions

Submission feedback

We received 12 written submissions during the consultation period. A summary of the key topics raised in each submissions is provided on the following page.

The wordcloud below provides an unbiased visual representation of the most commonly and frequently cited words.

Wordcloud, representing written submission feedback



No.	Submitter	Summary of feedback / considerations
1	Resident	<ul style="list-style-type: none"> Concern around use of Pine Road as a vehicle thoroughfare. Suggests reducing speed limit along Pine Road (high priority). Prioritise safety of pedestrian experience around Bayswater Train Station.
2	Resident	<ul style="list-style-type: none"> Concern regarding the conflict between pedestrian and car movements along Mountain Highway, particularly in relation to accessing Hatter and Hare (a local cafe on east side of Mountain Highway). Suggests providing more car parking spaces in this location to alleviate conflict. Would like to see encouragement of more off street parking in residential streets to improve safety (specifically references Elm Street). Consider ways to deter drug usage around the Activity Centre.
3	Resident	<ul style="list-style-type: none"> Calls for comprehensive vegetation protection across the Bayswater Activity Centre. Expressed concern regarding the lack of existing tree protection at the corner of Church and James Street. where it is currently identified as a site for urban renewal.
4	Metro East Bicycle User Group	<ul style="list-style-type: none"> Increase accessibility into Bayswater Activity Centre from as many regional destinations as possible. Suggests opportunity for Mountain Highway to be converted into a green spine, similar to Maroondah Highway in Chirnside Park or Stud Road in Wantirna . Supportive of cycling lanes along the service roads of Mountain Highway.
5	Resident	<ul style="list-style-type: none"> Supports the expansion of the outdoor dining experience in Bayswater and more coffee shops similar, citing Croydon as a good example. Considers the shops in Bayswater run down and not appealing for locals and visitors.
6	Resident	<ul style="list-style-type: none"> Suggests the need for a dedicated walking path around the activity centre where only pedestrians are permitted. It would need to consider ways to reduce speed of cyclists to avoid conflicts with pedestrians.
7	Selbourne Capital Pty Ltd	<ul style="list-style-type: none"> Suggests improving transport connections by incorporating smaller and 'smarter' buses. Prioritise investments in retail, business, conference facilities, health, and public amenities. Considers the success of the renewal will be dependant on the vibrant and apartment lifestyle
8	Resident	<ul style="list-style-type: none"> Suggests a dedicated walking paths for pedestrians to walk and feel safe without being disturbed by cyclists and e-scooters or skateboards. Concern about the speed of which cyclists and scooters, creating conflict with pedestrians. Mentioned the lack of policing and signage that keep cyclists from violating rules and conventions.
9	Resident	<ul style="list-style-type: none"> Would like to see a community market held regularly at Penguin Place or Macauley Place in the activity centre. to encourage local and social connectivity. Suggests a community notice board where locals can advertise local events. Concern regarding the use of Elm Streets as a thoroughfare. Highlights the danger posed by on-street parking obstructing views. Supportive of a large mural on the side of a building, similar to the one that was previously on the side of the youth centre that was demolished.
10	Bayswater History and Community News Facebook	<ul style="list-style-type: none"> Concern expressed regarding the implementation of the project and visible 'on the ground' outcomes.
11	Resident	<ul style="list-style-type: none"> Suggests installation of outdoor exercise equipment suitable for adult use in the Bayswater Activity Centre, similar to the existing outdoor gym near Elwood Beach.
12	Resident	<ul style="list-style-type: none"> Concern that the traders and shoppers would be disadvantaged with Penguin Place being selected as the 'heart' of Bayswater. Not supportive of this location for this initiative. Concern regarding potential removal of parking spaces at Penguin Place. Considers apartment typologies preferable over town houses due to parking issues. New apartments must have minimum parking allocations. Supportive of setbacks in residential development for canopy tree planting, citing Boronia as a successful example. Would like to see more frequent bus services that meet every train. Also suggests that Bayswater needs better off-peak-hours train service. Would like to see more local buses brining passengers from around Bayswater into the activity centre. Supports the lane reduction and traffic signal introduction on Mountain Highway. Supports more placemaking activities, a culture-led renewal, which incorporates indigenous culture. Supports electric vehicle charging points. Concern regarding the consultation process and limited opportunities to engage with the project. Felt that the ideas presented were already pre-determined and lacked originality from 2005 Structure Plan. Suggests a need for more consultation with local people and ward Councillors, especially in regards to what is the 'heart' of Bayswater.



3.1 Developing the Renewal Strategy

Informing the Draft Strategy

Following this phase of community consultation, a range of emerging priorities for the development of the draft Renewal Strategy can be identified. This feedback will be shared with the project team for consideration and further analysis.

Based on community feedback to date, there are a series of emerging insights that are relevant for the following stages of this project. These include:

- Further exploration of a civic ‘heart’ in Bayswater: there is broad support for this initiative, however mixed views as to whether Penguin Place is the right location.
- Defining the form, scale and density of new development in the context of Bayswater and explaining how / why / where this might be necessary.
- Breaking the nexus between urban renewal (and associated density) and potential traffic / congestion.
- Interventions and concepts to make public spaces more attractive, inclusive and welcoming, that reflect the local Bayswater community and context.
- Initiatives to improve connectivity and accessibility in and around Bayswater Activity Centre.
- Exploration of potential a destination ‘draw card’ that could help to anchor future renewal and investment in the centre.

Phase 2 Engagement

Over the coming months we will be reviewing and carefully considering all community and stakeholder feedback received to date. The project team will then begin developing the draft Renewal strategy.

Once complete, the draft Strategy will be made available for community review and feedback. During Phase 2 of the public consultation period, the following engagement activities are anticipated;

- Targeted consultation with key stakeholder groups
- Pop up information sessions to be held at different locations across Bayswater
- Opportunities for public feedback via survey/ feedback forms, submissions and other activities.
- Consultation with internal teams at Council and other external departments and agencies.

In addition to these consultation activities, we will be developing a range of communication materials which will explain and summarise key concepts presented in the draft Renewal Strategy.

We are committed to ongoing dialogue with the community throughout the development of this project. Ahead of the next phase, we will be reviewing the engagement process for upcoming consultations, to ensure that it remains accessible and representative of diverse demographic cohorts and perspectives across Bayswater.

The second phase of the consultation is anticipated to launch in early-mid 2023. Project updates will be provided on the Have Your Say website;

haveyoursay.knox.vic.gov.au/bayswaterrenewal

