

Contents

1. Executive Summary	2
1.1. Consultation objective	2
1.2 Community feedback at a glance	3
2. Introduction	7
2.1 Background	7
2.2 Community Consultation	8
2.3 Report Purpose	8
2.4 Limitations	8
2.5 Next Steps	9
3. Consultation Approach	10
3.1 Communication	10
3.2 Consultation platforms	11
4. Reach of the consultation	13
4.1 Reach of the consultation	13
5. Consultation feedback	14
5.1 Survey	14
5.2 Written submissions	49
5.3 CALD information sessions	52
5.4 Interactive map	56
6. Conclusion	60

1. Executive Summary

Moonee Valley City Council has worked extensively with the Airport West Activity Centre for many years. The first structure plan for the centre was prepared with community and stakeholder input and adopted by Council in 2008.

Council identified the need to review the 2008 Structure Plan following the State Government's announcement in March 2014 that the Metropolitan Planning Authority would work with Council and the management of Essendon Fields to develop a plan to integrate Airport West and Essendon Fields into one leading edge technology precinct. The precinct is anticipated to evolve as a significant commercial hub supported by a growing residential population in Airport West.

Council has therefore begun the process of reviewing the existing structure plan. Once completed, the revised Structure Plan will provide a long term vision for future growth and development within the activity centre over a 20 year timeframe. A draft Issues and Opportunities Report has been developed as the first step in this process.

The draft Issues and Opportunities Report provides a synthesis of the key issues affecting Airport West related to economic activity, land use, built form and urban design, access and movement, community infrastructure, heritage, open space and environmental sustainability. It also highlights anticipated opportunities for further investigation to be undertaken during the later development of the revised Structure Plan. The analysis and ideas presented in the report provided a starting point for further discussions with the community and stakeholders.

1.1. Consultation objective

The draft Issues and Opportunities Report provides background on the Structure Plan review process. It highlights the issues facing Airport West and identifies opportunities that respond to these challenges. Over August and September 2015, Council asked the community and stakeholders for their views on the draft Issues and Opportunities Report.

The overall purpose of this stage of engagement was to allow for the early consideration of the identified issues and opportunities by the community and to generate feedback and ideas prior to detailed work being undertaken. The feedback received will assist in the development of the revised draft Structure Plan and ensure it considers the expectations and aspirations of the community and stakeholders.

1.2 Community feedback at a glance

Overall, there was strong participation in the engagement process and a diversity of views were expressed, demonstrating the community and stakeholder's strong interest in the future of the activity centre.

Over 5,000 people were directly engaged during the 4 week consultation period. People participated in the following ways:

Consultation Activity	Participant Numbers
Survey in two formats: <ul style="list-style-type: none"> • Hardcopy • Online 	416: <ul style="list-style-type: none"> • 385 hardcopy • 31 online
Detailed written submissions	7
Drop in sessions (x4)	20 (approximately)
Information session (Italian)	11
Information session (Greek)	70 (approximately)
Website page views – Airport West Activity Centre Structure Plan Review page	533 total views: <ul style="list-style-type: none"> • 184 mobile site • 349 desktop site
Interactive map	90 total views: <ul style="list-style-type: none"> • 1 comment • 33 'agrees' • 4 'disagrees'
Summary brochures delivered to all residents, landowners and business owners in the study area	5,374

A series of broad observations can be drawn about the community and stakeholder's views on the future of the Airport West Activity Centre. The feedback has been collated into themes and is summarised below.

Housing

There are mixed views amongst the community about accommodating population growth in Airport West. 45 per cent of survey respondents believe growth should be restricted to *lots of subdivision into more one/two storey houses across the majority of the suburb*. This is in contrast to the 25 per cent of respondents who would prefer to see more *medium three/four storey apartments and townhouses across a larger area of the suburb* and the 24 per cent who would like to see *a few tall apartment blocks in specific areas*.

While 33 per cent of survey respondents believe there is no appropriate location for higher density development in Airport West, 15 per cent of those who provided a response to this question said any area would be ok. Some respondents explicitly recommend replacing industrial land uses with higher density residential development. Other suggestions for accommodating housing growth typically included:

- Along or near Matthews Avenue
- Near Westfield Shopping Centre
- Within or adjacent to the industrial/commercial area
- Close to public transport
- Along or near Keilor Road

Where respondents indicated they did not wish to see population growth accommodated within Airport West, common reasons cited included the negative impact of development on existing residential amenity, loss of neighbourhood character and pressures on infrastructure, particularly in terms of traffic and parking.

Economic activity

When asked to indicate which services and businesses they would like to see in Airport West, many survey respondents nominated health and wellbeing services followed by shopping. In contrast, some respondents believe that no further services are needed as Airport West already offers everything they need. A few respondents also expressed a desire for the expansion of the McNamara Avenue strip shopping centre. The information sessions held with the Greek and Italian senior citizen groups revealed that many people in these cohorts would like to see a return of the Australia Post Office to this shopping strip.

Some major landholders who provided detailed written submissions questioned the viability of the industrial and commercial areas whose current zoning prohibits residential development. As such, they believe a review of land use zoning to facilitate alternative uses (i.e. residential) is justified.

Built form and urban design

Feedback suggests the most valued aspects of Airport West's character are its local parks and reserves as well as street trees and landscaping. Additional aspects of valued character related to the built or natural environment include the prevailing low rise character of the residential areas and houses with front yards and setbacks.

In terms of improving the industrial and commercial areas, many comments indicate strong support for general streetscape improvements, including street trees and landscaping, as well as additional public open space. Urban design features the community would like to see in Airport West include additional open

space and activating public space (i.e. Westfield Shopping Centre car park), trees, pedestrian and cycling infrastructure, additional seating, improved lighting and well-designed suburb gateways and interfaces with freeways.

Many comments also state the need to improve some amenity issues related to the industrial precinct, including the appearance of buildings and signage, general maintenance and litter management.

Movement and transport

A large number of suggestions were made with regards to priorities for improving pedestrian and cyclist access in the area. The most frequently mentioned locations requiring improved pedestrian crossings include:

- Matthews Avenue/Fullarton Road/Keilor Road intersection
- Matthews Avenue to all tram stops
- Parer Road and Roberts Road

The most frequently mentioned locations which require the provisions of on-road bicycle lanes include:

- Matthews Avenue
- Moore Road
- McNamara Avenue
- Parer Road
- Roberts Road

Feedback also indicates that improved, DDA compliant footpaths are required throughout the suburb. In particular, the need to better provide for pedestrians and improve parking conditions at the Westfield Shopping Centre was reinforced. More generally, enhancing pedestrian and cycling links to and within the suburb, including over the Tullamarine Freeway to Essendon Fields was raised as an issue requiring attention.

Many comments raised safety issues at various intersections around the suburb. The most frequently mentioned locations were:

- Matthews Avenue and Fullarton Road
- McNamara and Roberts Road
- McNamara Avenue and Fullarton Road
- McNamara and Laurence Avenues
- King Street and Bowes Avenue
- Parer Road and Roberts Road
- Sexton Street and Westfield Drive

The comments relating to public transport highlighted areas requiring improvement, particularly relating to the need for new bus services, increasing the

frequency of existing bus services, links to Tullamarine Airport and a train service to the CBD.

A range of improvements were suggested for Matthews Avenue and congestion issues related to school drop-off/pick-up at St Christopher's Primary School were raised by many.

Community services and facilities

Some members of the community feel there is a need for the expansion and/or modernisation of existing community services and facilities. A library, community centre and youth services were most typically mentioned as required in the area. Other commonly requested facilities or services were a post office, leisure centre/swimming pool, childcare and maternal and child health services.

Heritage

Survey respondents indicated that they would prefer Airport West's unique heritage be celebrated via festivals/public events and signage. In contrast, some respondents indicated that they do not believe there is any heritage to celebrate and therefore do not support money being spent in this way. Many comments under this theme related to a request for a suburb name change.

Open space

Feedback suggests that the suburb is considered to be undersupplied with regards to public open space and there is an urgent need for the creation of new green spaces. In particular, the suburb's gap in open space distribution in the north-west, including the Westfield Shopping Centre as well as residential and commercial areas, was duly noted in many comments. The lack of landscaping and any form of open space throughout the industrial precinct west of Matthews Avenue was also a commonly raised concern. The extension of the green spine along Louis Street to the Westfield Shopping Centre is a clear priority for many in Airport West. Strong support was also shown for improving and maintaining existing open space to a higher standard, with many comments indicating that the suburb has been neglected in this regard.

Environmental sustainability

Survey respondents believe that sustainable features in new buildings, water sensitive urban design and green infrastructure are the most important initiatives to achieve environmental sustainability. There is also widespread agreement amongst respondents that buildings should include provisions for rainwater collection, more trees and solar panels in order to ensure new development is environmentally sustainable. There is also widespread recognition of the potential benefit of water recycling and porous surfaces.

2. Introduction

2.1 Background

In 2002, Airport West was identified as a Principal Activity Centre in the former metropolitan planning strategy, *Melbourne 2030*. In 2014, the State Government introduced a new metropolitan planning strategy, *Plan Melbourne*. Under *Plan Melbourne*, all former principal and major activity centres are now referred to as 'activity centres'.

Activity centres are a focus for residential dwellings, shops, services, open space, employment and public transport; they are places where people shop, work, meet, relax and live. As a designated activity centre, State Government policy identifies that Airport West has additional scope to grow and accommodate more people, jobs and services.

Council adopted a 'structure plan' for the Airport West Activity Centre in 2008. A structure plan is a long-term strategic plan for an activity centre which guides future land use, how people access and move around the area, the design of buildings and open spaces and infrastructure improvement.

In the period since the adoption of the structure plan, the State Government has significantly developed its ambition to work with Council and the management of Essendon Fields to develop a plan to integrate Airport West and Essendon Fields into one leading edge technology precinct.

The technology precinct is anticipated to evolve as a significant commercial hub supported by a growing residential population. An additional 16,000 jobs are expected to be accommodated in the precinct, while around 1,400 more people are projected to be living in Airport West by 2031.

Council has therefore committed to undertake a review of the existing Airport West Activity Centre Structure Plan. The revised structure plan will help the State Government develop a framework plan for this transition as well as assist Council to manage the changes associated with this anticipated growth. A draft Issues and Opportunities Report was developed as the first step in the review process.

The draft Issues and Opportunities Report provides a synthesis of the key issues affecting Airport West relating to economic activity, land use, built form and urban design, access and movement, community infrastructure, heritage, open space and environmental sustainability. It also highlights anticipated opportunities for further investigation to be undertaken during the later development of the revised structure plan.

Over August and September 2015, Council asked the community for their views on the draft Issues and Opportunities Report in order to gain a better understanding

of what they think are the most important issues facing Airport West and how they would like to see them tackled.

2.2 Community Consultation

The community consultation program was held between 15 August and 17 September 2015.

The objectives of the consultation were:

- To inform the community of Council's intention to review the Airport West Activity Centre Structure Plan.
- To understand the views of a variety of community members and stakeholders on the matters raised in the draft Issues and Opportunities Report relating to planning for the future of the activity centre.
- To reach a broad range of people with a connection to, or interest in, the study area.

2.3 Report Purpose

This report provides a summary of the feedback received during the consultation period of the draft Issues and Opportunities Report. It is designed to acknowledge the responses, issues and opportunities identified by the community and stakeholders.

In particular, this report outlines the feedback received from survey respondents, detailed written submissions, comments received during information sessions as well as feedback provided via an interactive map. The feedback has been paraphrased to illustrate the sentiment of the participants.

This report does not evaluate the merits of the feedback received. Council will evaluate all responses and consider them in the development of the revised Structure Plan.

2.4 Limitations

Limitations for the engagement program include:

- Respondents self-selected into the consultation and do not constitute a random sample. The feedback is not comparable to market research because respondents are not selected randomly. Targeted letters were sent to all owners and occupiers of property in the Study Area. Responses do not necessarily reflect the views of the general community.

2.5 Next Steps

Council will consider all feedback received during the consultation period, together with directions set out in State Government policy and evidence from research studies that have been undertaken. The information will be used to inform the revised Airport West Activity Centre Structure Plan.

3. Consultation Approach

Community consultation was undertaken as part of the draft Issues and Opportunities Report from 15 August to 17 September 2015. The purpose of the consultation was to seek the community's views on key issues and opportunities to be addressed within the revised structure plan.

3.1 Communication

The following methods of communication were used to create awareness of the project and the opportunities to be involved:

- Public notification

Advertorials were published in the Moonee Valley Leader on 17, 24, 31 August and 7 September 2015, to advise the community of the consultation period.

- Mail out

A total of 5,373 letters, including a summary brochure and survey, were posted directly to all residents and land owners of Airport West, as well as community groups and relevant stakeholders. Refer to Appendix A for the summary brochure and Appendix B for the survey template.

- Website

Information was made available online via Council's website, which included the following:

- Summary of the project to date.
- Links to the draft Issues and Opportunities Report and the documents that informed the report.
- A summary brochure.
- Links to the online survey and interactive map.

- Social media

Regular updates about the project and promotion of the online survey and interactive map were made via Council's social media accounts.

- Information at Council facilities

Copies of the draft Issues and Opportunities Report were available for viewing while summary brochures and surveys were made available for

hardcopy collection from Council's Civic Centre, Niddrie and Sam Merrifield Libraries as well as Bowes Avenue Community Centre.

3.2 Consultation platforms

The community, including local residents, landholders and other stakeholders, were given the opportunity to provide feedback via a number of platforms:

- Survey

There was an opportunity to complete a hardcopy or electronic survey. The survey sought feedback on a range of themes including housing; economic activity; built form and urban design; movement and transport; community services and facilities; heritage; open space; and environmental sustainability.

A total of 416 participants completed the survey. 31 surveys were completed online and 385 respondents completed the hardcopy.

- Written submissions

Detailed written submissions commenting on the draft Issues and Opportunities Report were received from 7 people, including a representative of one community group.

- Drop in sessions

Four drop in sessions were held over the four week consultation period:

- Thursday 27 August 2015, 3.45-5pm - Ratcliff Community Hall
- Saturday 29 August 2015, 12 noon-2pm - Ratcliff Community Hall
- Saturday 5 September 2015, 12 noon-2pm - Ratcliff Community Hall
- Wednesday 9 September 2015, 3pm-7pm - Bowes Avenue Community Centre

Members of the public were invited to drop in and discuss the Draft Issues and Opportunities Report with a Council officer. Background information was available for viewing and community members were given the opportunity to complete the survey. Approximately 20 people attended these sessions.

- Information sessions for culturally and linguistically diverse (CALD) communities in Airport West

The largest non-English speaking countries of birth in Airport West are Italy and Greece. Airport West is therefore home to very active Italian and Greek senior citizens groups who meet on a regular basis. As such, information sessions were organised to cater to the needs of residents from these two culturally and linguistically diverse groups.

The purpose of these events was to engage with groups who represent the two largest CALD groups within Airport West. The sessions provided an opportunity to provide information, answer questions, generate discussion and receive feedback from participants in a culturally appropriate format with the aid of interpreters.

The information sessions were promoted in the summary brochure. They were held on the following dates:

- Italian session: Wednesday 2 September 2015 – Ratcliff Community Hall
- Greek session: Thursday 3 September 2015 – Ratcliff Community Hall

There were 11 participants in attendance at the Italian session and approximately 70 people at the Greek session.

- Interactive map

An online interactive map was developed which allowed the community to graphically visualise the locations of the issues and opportunities identified in the draft Issues and Opportunities Report.

The map also allowed for feedback to be collected via comments and agree/disagree buttons. 90 people viewed the interactive map over the consultation period, with one comment, 33 'agrees' and 4 'disagrees' recorded on the map.

4. Reach of the consultation

The following section outlines the overall reach of this stage of the engagement.

4.1 Reach of the consultation

Over 5,000 people were directly engaged in the 4 week consultation period. They contributed in the following ways:

Consultation Activity	Participant Numbers
Survey in two formats: <ul style="list-style-type: none"> • Hardcopy • Online 	416: <ul style="list-style-type: none"> • 385 hardcopy • 31 online
Detailed written submissions	7
Drop in sessions (x4)	20 (approximately)
Information session (Italian)	11
Information session (Greek)	70 (approximately)
Website page views – Airport West Activity Centre Structure Plan Review page	533 total views: <ul style="list-style-type: none"> • 184 mobile site • 349 desktop site
Interactive map	90 total views: <ul style="list-style-type: none"> • 1 comment • 33 'agrees' • 4 'disagrees'
Summary brochures delivered to all residents, landowners and business owners in the study area	5,374

5. Consultation feedback

5.1 Survey

All members of the community were invited to complete a survey, including people who live, work or own property in the study area. The survey was available in both hardcopy and electronic (online) formats and was able to be completed between 15 August and 17 September 2015.

Questions in the survey focused on encouraging three sets of feedback:

- **Demographics:** Respondents were asked to provide their gender, age bracket and to nominate what type of interest they had in the centre e.g. resident, business owner, land owner, visitor etc.
- **Issues and Opportunities:** Respondents were asked to answer a series of questions and provide comments related to the themes addressed in the draft Issues and Opportunities Report. These include: housing; economic activity; built form and urban design; movement and transport; community services and facilities; heritage; open space; and environmental sustainability.
- **Final Reflections:** Respondents were asked to provide any other comments they would like to make about planning for the future of the Airport West Activity Centre.

Respondents to the survey are referred to as “respondents” for the purpose of this report. It should be noted that not all respondents answered every question in the survey, resulting in variations of sample sizes that often do not total the full sample numbers (n=425). Where possible survey data was analysed against the demographics.

5.1.1 Demographic profile of respondents

The demographic profile in Figure 1 shows the characteristics of respondents who indicated that they live in Airport West (n=316), compared to the latest Census data for the suburb (ABS, 2011).

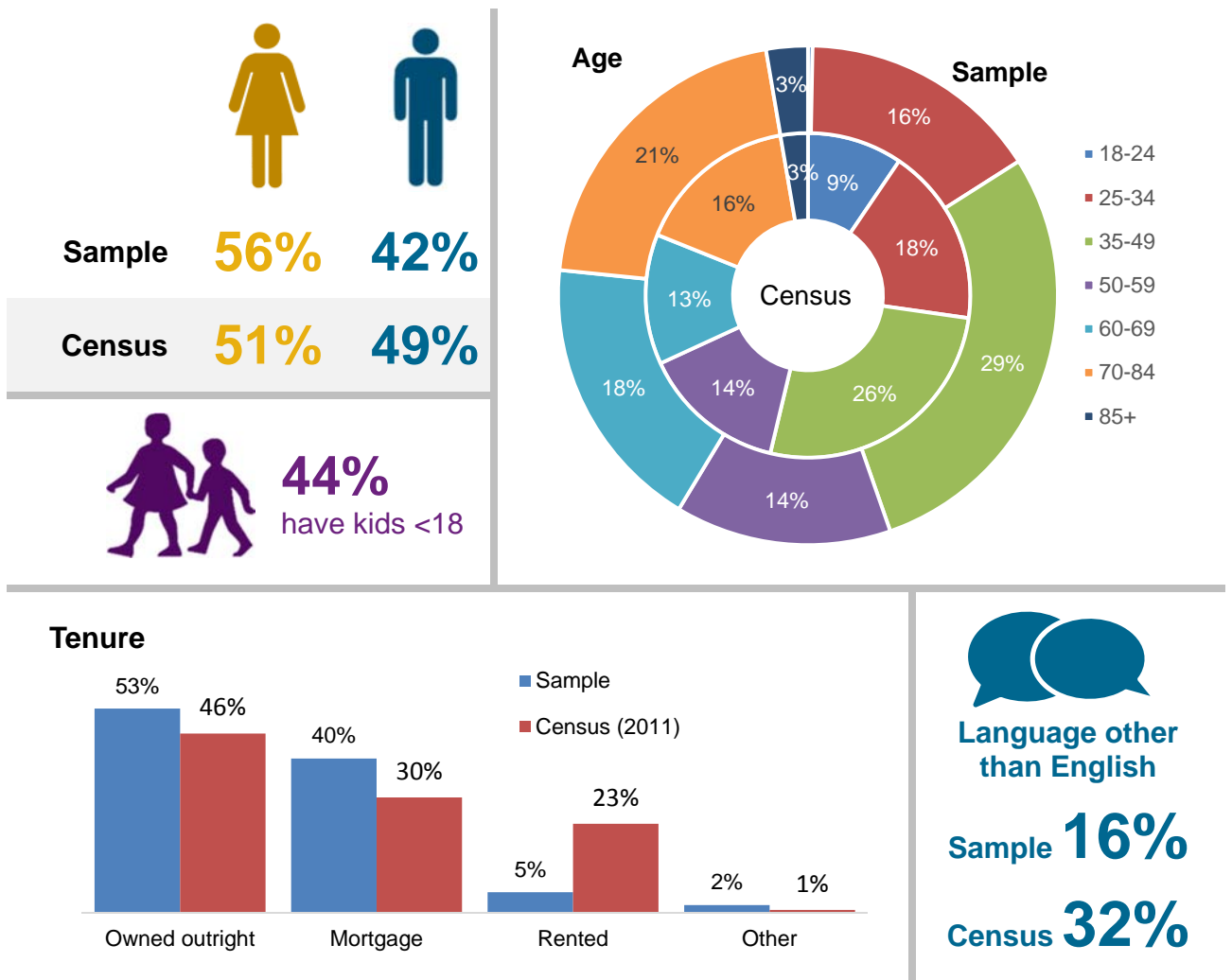


Figure 1: Demographic profile of respondents who live in Airport West compared to 2011 Census data

56 per cent of responses were from females and 42 per cent from males. The most common age groups were 35-49 (29 per cent) and 70-84 (21 per cent).

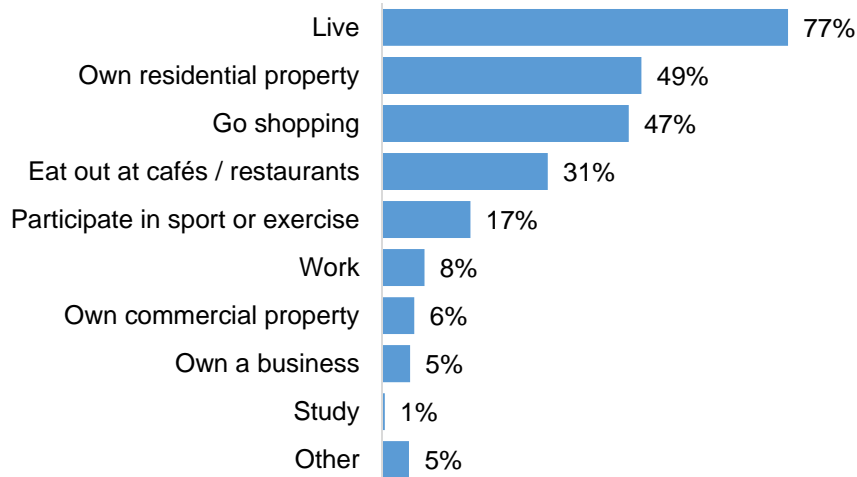
The sample shows an under-representation of young people, those who speak a language other than English, males and renters. It is typical for community research to be under-represented in these categories.

5.1.2 Connection to Airport West

Respondents were asked indicate their connection to Airport West. 412 people responded to this question. The chart below summarises the overall contributions

by interest group. Please note that these percentages are approximate only as respondents could choose all categories that relate to them.

Connection to Airport West



Which of the following best describes your connection with Airport West? Multiple response. Base: all respondents who provided an answer, n=412

Of the full sample that answered this question (n=412), the vast majority (77 per cent) indicated that they *live* in Airport West. Of those who are not residents (n=96), the majority indicated that they *own investment properties* (63 per cent), *go shopping* (27 per cent) and/or *own commercial property* (20 per cent) in the suburb.

There were only 13 respondents who neither live nor own property (commercial or residential) in Airport West; most of these visit the area to *go shopping* (69 per cent) and or *eat out at cafes/restaurants* (31 per cent).

Most of those who said *go shopping* live in the area (87 per cent). 79 per cent of those who *work* in the area also live in Airport West and most of those who *own commercial property* don't live in the suburb (76 per cent).

Of the 96 respondents who do not live in Airport West, a third (33 per cent) were not willing to say where they live, 39 per cent live outside of Moonee Valley and 29 per cent live in suburbs within the municipality.

5.1.3 Issues and Opportunities

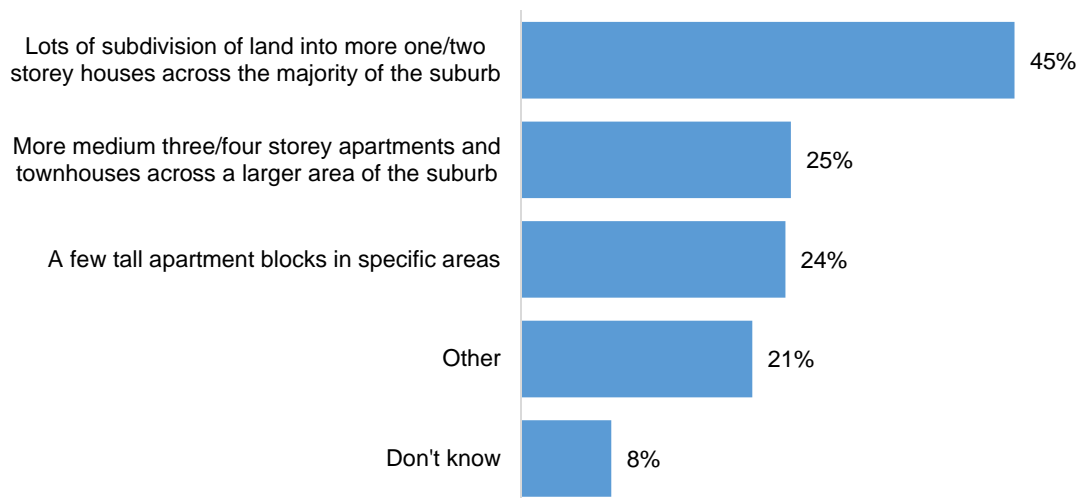
The feedback received from the survey responses are collated into the key themes below.

Housing

Preference for accommodating population growth

Respondents were informed that the population of Airport West is expected to increase by 1,400 people in the next 20 years, and asked their preference for accommodating this additional growth.

Preference for accommodating population growth



Bearing in mind that the population of Airport West is going to increase by 1,400 people in the next 20 years, how do you think Council should guide additional housing to accommodate Airport West's increasing population? Multiple response. Base: all respondents who provided an answer, n=404.

Of the full sample that answered this question (n=404), the majority (45 per cent) would prefer to see population growth accommodated via *lots of subdivision of land into more one/two storey houses across the majority of the suburb*.

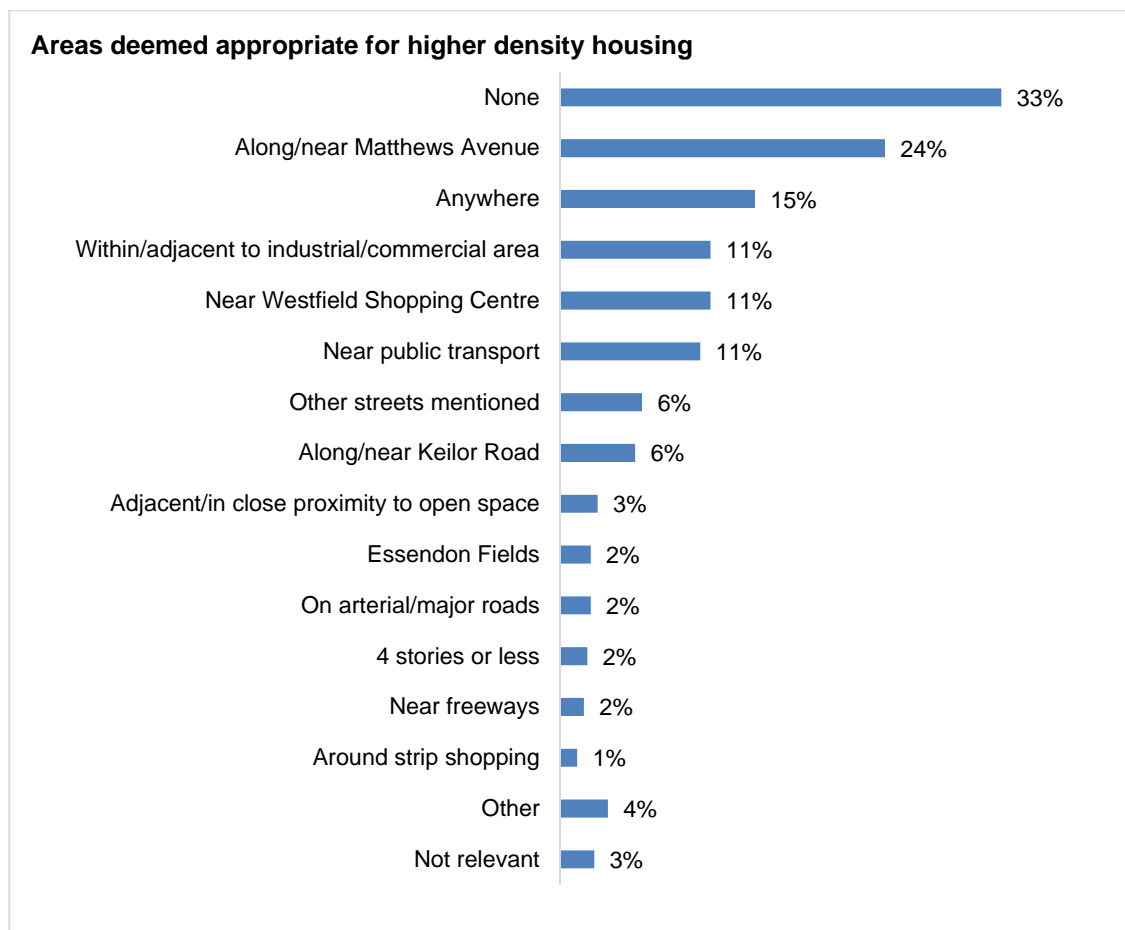
A quarter of respondents (25 per cent) would like to see more medium density development in the form of *three/four storey apartments and townhouses across a larger area of the suburb*. While almost a quarter (24 per cent) would prefer *a few tall apartment blocks in specific areas*.

The majority of 'other' suggestions related to respondents simply not wanting any more residential development in the area (17 per cent, 4 per cent overall), or no more developments over 1 or 2 storeys (16 per cent, 3 per cent overall). A suggestion to limit subdivision to 2 to 3 dwellings on a lot was made in several instances (15 per cent, 3 per cent overall) while 14 per cent (3 per cent overall) expressed concern that current infrastructure, particularly in relation to roads and on street parking, cannot support an increase in population.

Medium density was selected as a preferable option by a notably high proportion of respondents who are not residents of Airport West (33 per cent, compared with 22 per cent of residents), while residents show a higher instance of providing ‘other’ comments (25 per cent), mostly opposing infill development in existing residential areas.

Areas deemed appropriate for higher density housing

Respondents were asked to share where they think the most appropriate locations for higher density development would be in Airport West. Respondents could either tick one of two boxes which had the options *none* or *any area would be ok*. They could also provide alternative suggestions.



Which areas of Airport West do you think would be most appropriate for higher density housing? By ‘higher density’ we mean both ‘high density (flats/apartments three or more storeys) and ‘medium density’ (townhouses, villa units and flats/apartments up to two storeys) development. Multiple responses. Base: all respondents who provided an answer, n=390.

Of the full sample that answered this question (n=390), 31 per cent ticked the box which said *none*, indicating they believe there is no appropriate location for higher density residential development in Airport West. It should be noted, however, that of 31 per cent of respondents who ticked the none box, 9 per cent of them went on to nominate locations suitable for growth in the comments, often with a qualifier such as 'if need be'. 15 per cent respondents said any area would be ok.

It is interesting to note that 14.4 per cent of those who selected a few tall apartment blocks in specific areas in the previous question, went on to say no location was appropriate for this type of development. Similarly, 33 per cent of those who chose *lots of subdivision of land into more one/two storey houses across the majority of the suburb* also state that there is no appropriate area in Airport West to accommodate any form of higher density housing, including units. This demonstrates a potential conflation of the terms "higher density" and "high density".

The remaining comments were grouped into themes for ease of analysis. A further two per cent commented that nowhere would be appropriate for further growth, bringing the total in this category up to 33 per cent (when combined with respondents who ticked the box).

From the comments provided, it is apparent that respondents are concerned about the impact of infill development on existing single dwellings. They are therefore keen for any new higher density development to have minimal impacts on existing residential amenity, with solar access, privacy, traffic congestion and availability of on street car parking all raised as key issues. As such, respondents were more inclined to nominate the following locations to accommodate housing growth:

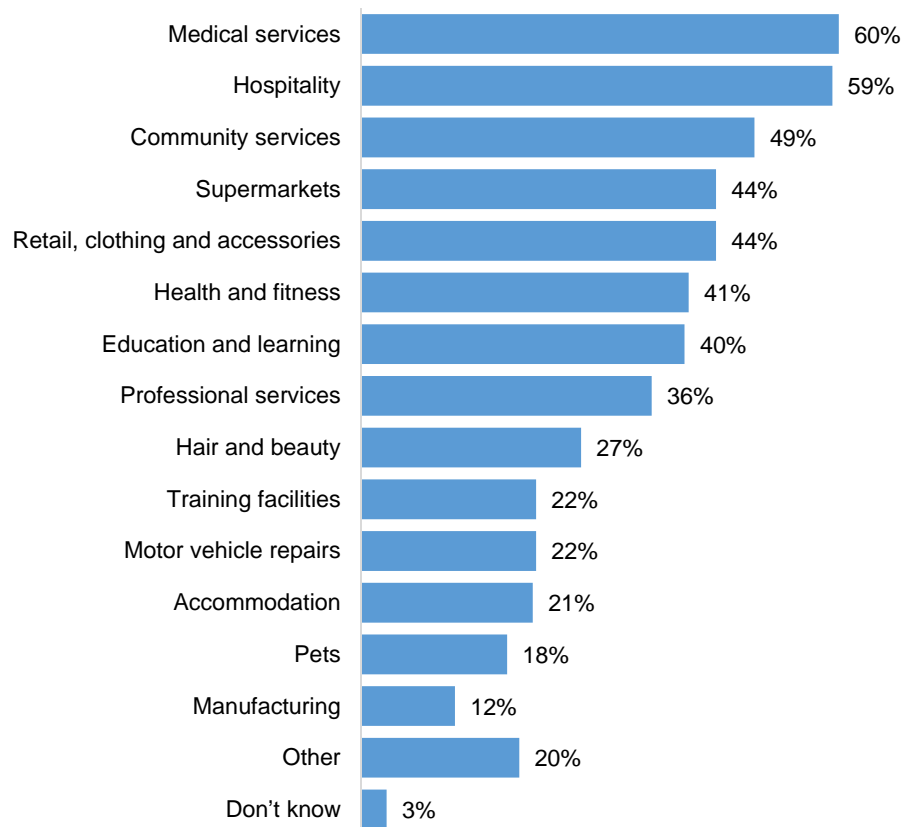
- Along or near Matthews Avenue (24 per cent)
- Near Westfield Shopping Centre (11 per cent)
- Within or adjacent to the industrial/commercial area (11 per cent)
- Close to public transport (particularly the 59 tram) (11 per cent)
- Along or near Keilor Road (6 per cent)
- 'Other streets' (6 per cent), including
 - Fullarton Road
 - Roberts Road
 - Moore Road
 - McNamara Avenue
 - Parer Road

Economic activity

Services and business respondents would like to see in Airport West

Respondents were asked to select from a list services and businesses that they would like to see available in Airport West.

Services and businesses respondents would like to see in Airport West



What services and businesses would you like to see available in Airport West? Multiple responses. Base: all respondents who provided an answer, n=412.

Of the full sample that answered this question (n=412), many nominated health and wellbeing services followed by shopping.

Those who said 'other' were encouraged to provide comment. Many mentioned that the options presented in the survey were already available, so no further services would be needed.

Others suggested a range of additional services, including, but not limited to, the following:

- Post Office in McNamara Avenue
- Pharmacy
- Swimming pool
- Hardware store
- Library

A few respondents also expressed a desire for the expansion of the McNamara Avenue strip shopping centre.

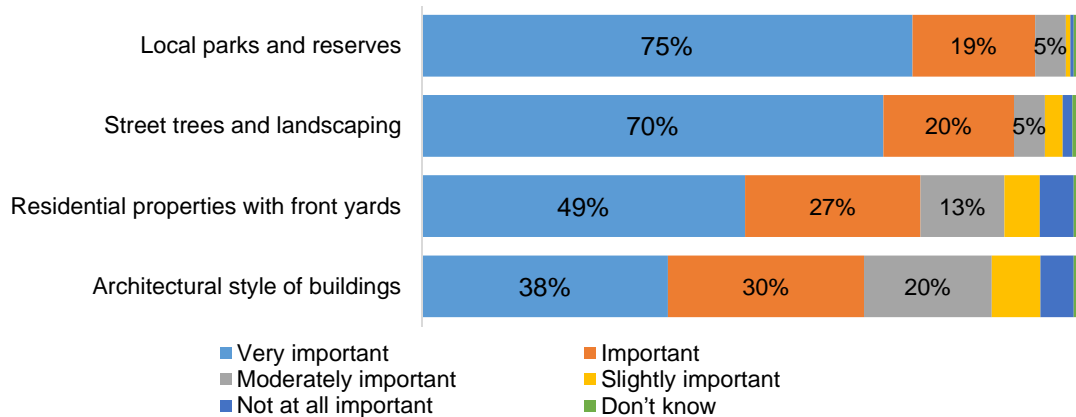
Those who live in the area show higher instances of saying they would like to see more medical, hospitality, community and/or pet services, whilst those who don't live locally show higher instances of selecting accommodation and/or professional services.

Built form and urban design

Important aspects of Airport West's character

When presented with a list of four aspects related to Airport West's character and asked to rate the importance of each, all were rated by most respondents as very important or important, with *local parks and reserves* receiving the strongest ratings.

Most important aspects of Airport West's character



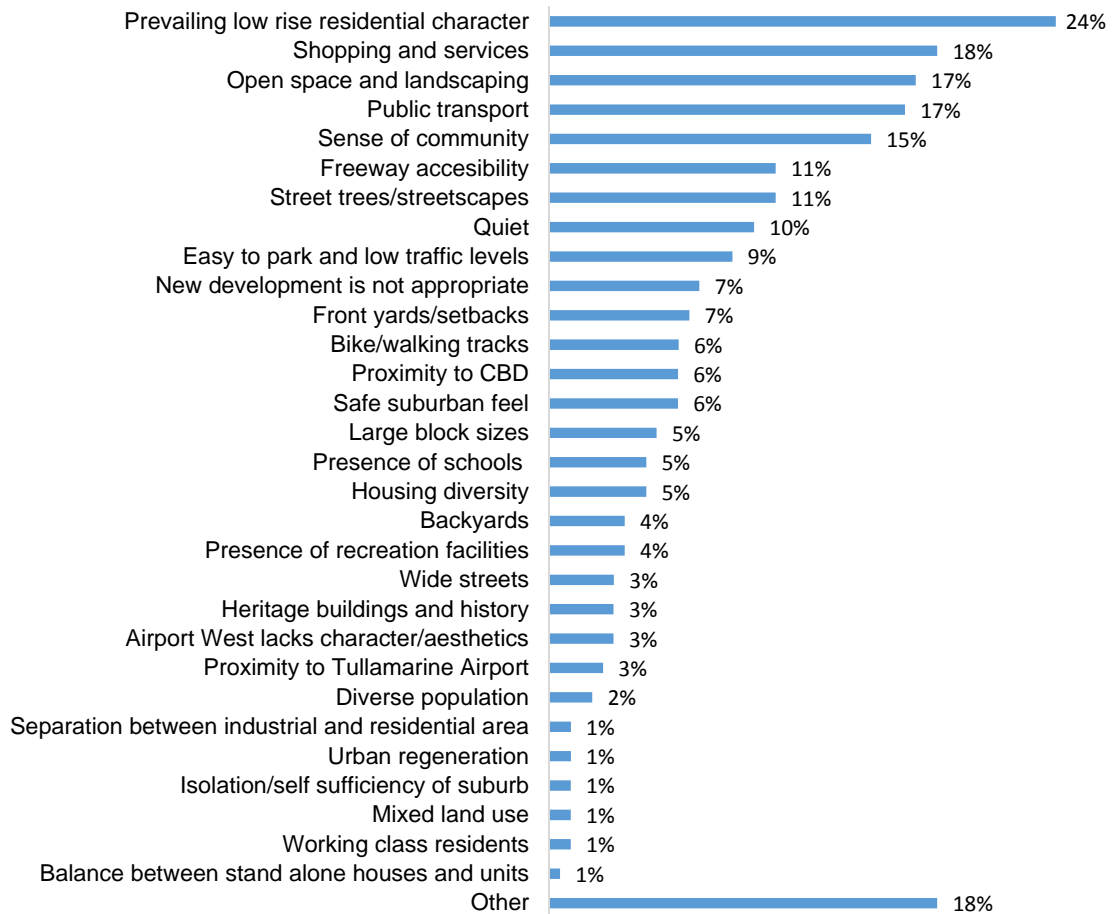
How important to you are each of the following aspects of Airport West's character? Multiple responses. Base: all respondents who provided an answer, n= 411.

Those who do not live in Airport West do not assign as great an importance to architectural style of buildings (58 per cent very important/important, compared to 70 per cent for residents), or to residential property with front yards (39 per cent very important, compared to 53 per cent for residents).

Additional aspects of valued character

Respondents were invited to nominate additional valued aspects of Airport West's character; 199 respondents provided additional comments. These comments were grouped by theme, as summarised in the following chart.

Additional aspects of valued character



Please tell us about any other aspects of Airport West's character that you value. Recorded verbatim and then coded into themes. Multiple responses. Base: all respondents who provided an answer, n = 199.

While the intent of this question was to gauge what respondents value in terms of the built and natural environment, many responses raised a wider range of features which they consider to form an integral part of Airport West's character. For example, of the top five themes, only two related to the built or natural environment. These were appreciation of the prevailing low rise character of the suburb's residential area (24 per cent) as well as open space and landscaping (17 per cent).

The remaining three of the top five themes related to shopping opportunities (18 per cent), public transport (17 per cent) and sense of community (15 per cent).

It should be noted that three of the themes raised by respondents are repeated from the list of choices provided in the previous question. These were related to open space and landscaping (as mentioned above), street trees/streetscape (11 per cent), and front yards/setbacks (7 per cent).

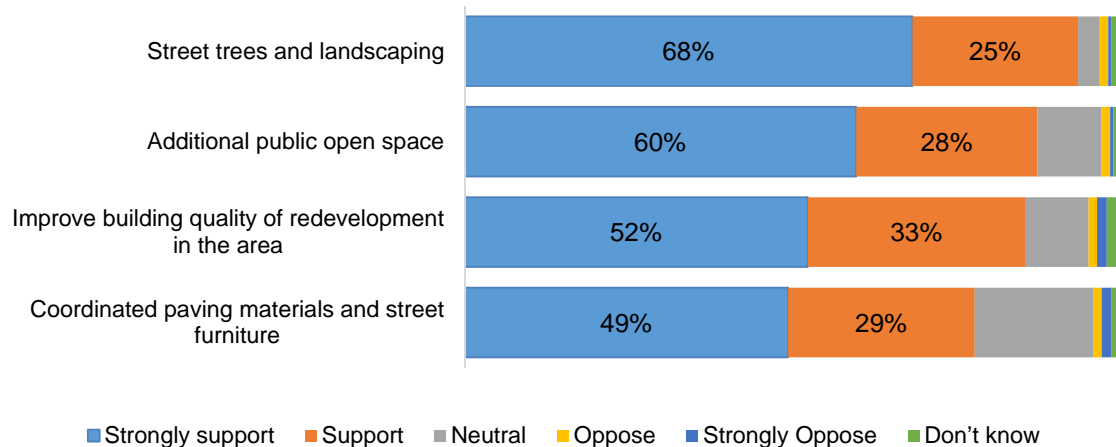
Respondents also praised the “quiet” nature of the suburb (10 per cent) and the relative ease of parking and lack of congestions (9 per cent).

The majority of ‘other’ comments relate to improvements respondents would like to see in the area, as opposed to existing characteristics. These included improvements to public transport provision, footpath upgrades and general beautification of the area. Respondents also provided comments on aspects they do not value, such as the presence of factories and the ‘run down’ appearance of the industrial area.

Ideas for improving the appearance of the Airport West’s industrial and commercial precincts

Respondents were asked to rate their support for a series of ideas relating to improving Airport West’s industrial and commercial areas. The provision of *additional public open space* as well as *street trees and landscaping* were the most supported options.

Ideas for improving industrial and commercial areas



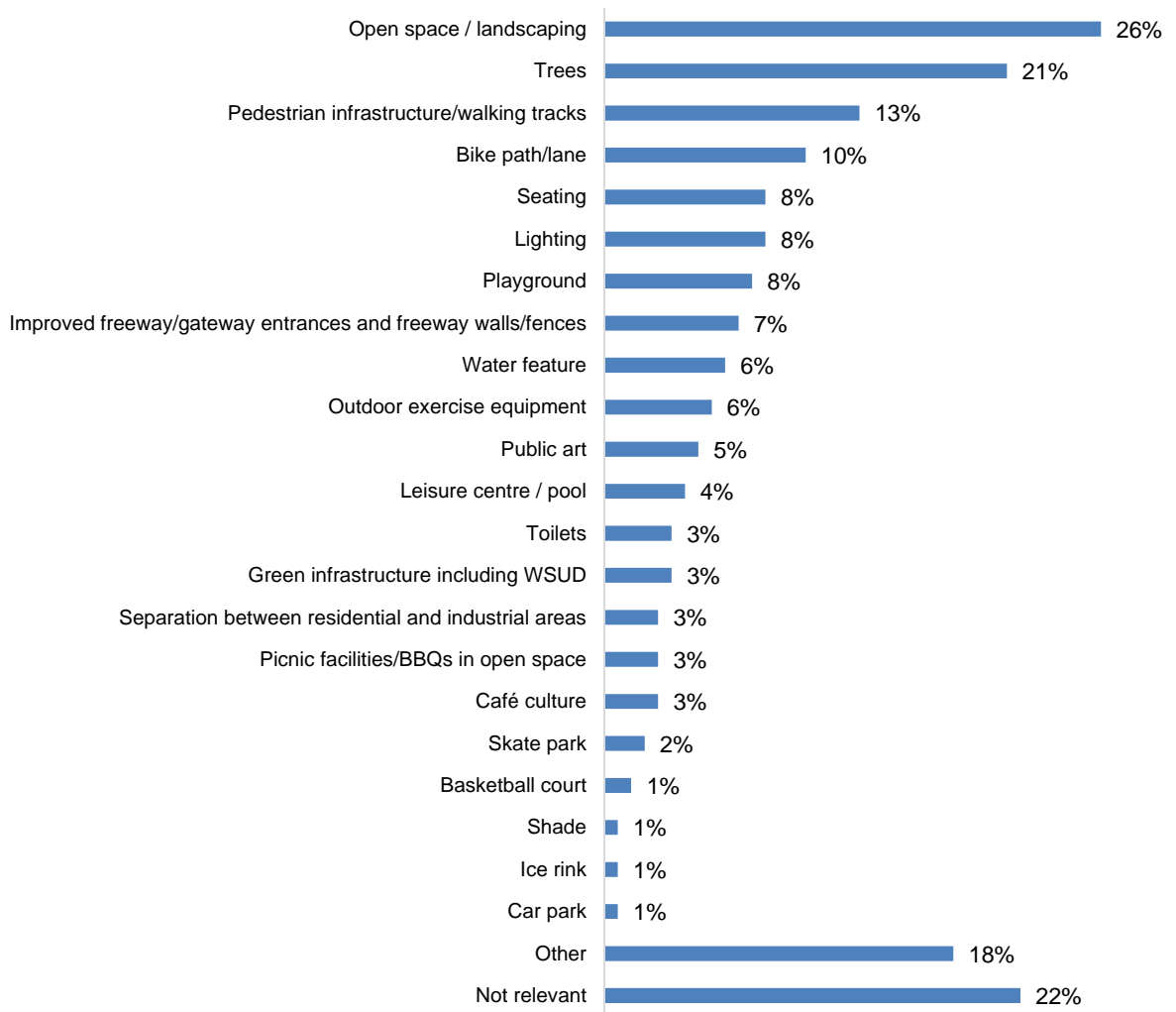
Thinking about the industrial and commercial precincts of Airport West, to what extent do you support or oppose the following ideas for improving their appearance? Multiple responses. Base: all respondents who provided an answer, n= 405.

Those who live in Airport West show stronger levels of support for each of these options for improving industrial and commercial areas than those who don’t live locally.

Urban design features respondents would like to see in Airport West

Respondents were provided with the opportunity to share any urban design features they have seen elsewhere that they would like to see in Airport West; 143 respondents provided a range of ideas, which have been categorised into themes as shown in the chart below.

Urban design features respondents would like to see in Airport West



Are there any urban design features you have seen around that you would like to see happen in Airport West? Recorded verbatim and then coded into themes. Multiple response. Base: all respondents who provided an answer, n=143.

Whilst a few respondents provided specific examples, most comments were relatively general. The most common ideas related to open space and landscaping (26 per cent), such as introducing additional public open spaces or improving existing open spaces. Trees were one of the primary ideas put forth (21 per cent), with respondents suggesting that better and more consistent tree planting would help improve the area's character. The other most frequently cited responses related to the provision of better pedestrian and cycling infrastructure (13 and 10 per cent, respectively), particularly in the form of better footpaths, additional walking and cycling tracks linking open space and the provision of on-road bicycle lanes.

Comments relating to 'other' included:

- Limit on buildings heights
- Contemporary design
- Reduction in visual clutter/improved signage design in industrial and commercial areas
- Better public transport seating/shelter
- Place making/tactical urbanism
- Dog park

Gateway design

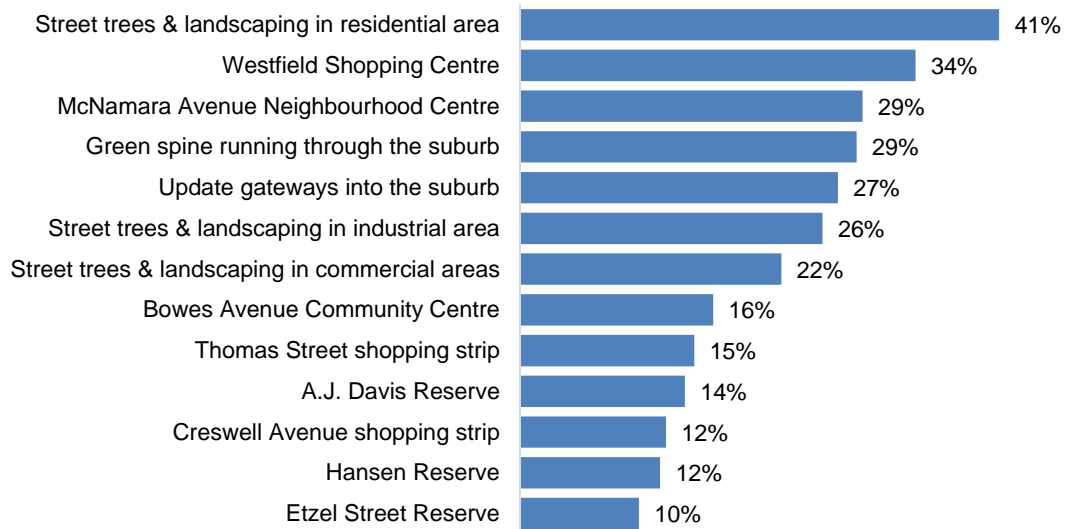
In order to assist with the development of design guidelines, respondents were asked to share three words to describe the message they would like to convey to visitors via gateway design. The nature of this question was such that it is more suited to a qualitative survey, where the discussion can be guided. As it was included in a quantitative survey without the ability to explain the concept, and therefore guide answers, very few of the responses provided the anticipated information. Instead, people tended to provide words they felt could be literally used on gateway signage. These have been collated in the following word cloud.



Upgrades to open space

Respondents were presented with a list of areas in Airport West and asked to rank them in order of priority for upgrade. The following chart shows the incidence of each area being named as one of the top three priorities.

Public space upgrade priorities - incidence of being selected in top 3



There are a number of areas within Airport West which could be improved in terms of appearance and public spaces. Please number these in order of priority, with the area you think should be upgraded first as 1. Multiple responses. Base: all respondents who provided an answer, n = 378

Residents of Airport West more frequently ranked the *green spine* (31 per cent compared to 20 per cent non-residents) and local shopping strips in the top three (Creswell Avenue: 15 per cent compared to 2 per cent non-residents; Thomas Street: 17 per cent compared to 7 per cent non-residents). Non-residents more often rank *street trees and landscaping in industrial areas* (33 per cent, 24 per cent residents) and/or *update gateways into the suburb* (35 per cent, 25 per cent residents) in the top three.

Movement and transport

Opportunities to improve pedestrian and cyclist access

Respondents were asked to share locations where access for pedestrians and/or cyclists could be improved. In the online version of the survey, respondents could pin-point locations on a map and then type in comments about the location. The hardcopy version invited respondents to nominate an address and provide supporting comments.

Figure 2 shows the locations identified by respondents of both the online and hardcopy surveys.

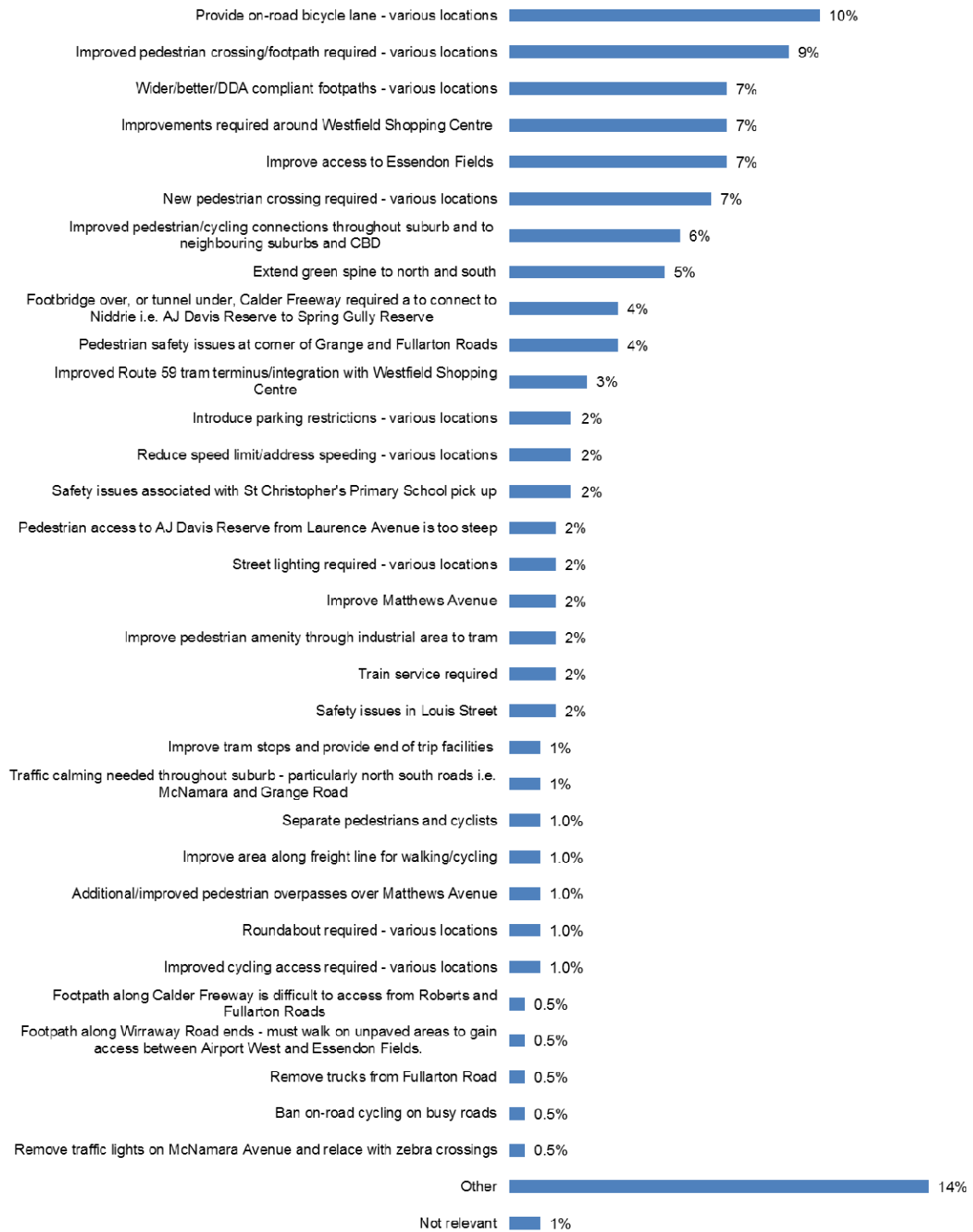


LEGEND

- ◆ Suggestion for pedestrian and bicycle access improvement
- Airport West suburb / study area boundary
- Open space

Figure 2: Opportunities to improve pedestrian and cyclist access

Pedestrian and cyclist access improvements



If there are any particular areas in Airport West where you think access for pedestrians and/or cyclists can be improved? Please provide the address (approximate ok) and a comment to explain how it can be improved. Multiple response. Base: all respondents who provided an answer, n=195.

This question resulted in a wide range of suggestions. The most common response highlighted the need to improve cycling opportunities via the provision of dedicated on-road bicycle lanes at various locations throughout the suburb (10 per cent). The most frequently mentioned locations included:

- Matthews Avenue
- Moore Road
- McNamara Avenue
- Parer Road
- Roberts Road

Facilitating pedestrian access via improved crossings at various locations throughout the suburb was also mentioned by many (9 per cent). The most frequently mentioned locations included:

- Matthews Avenue/Fullarton Road/Keilor Road intersection
- Matthews Avenue to all tram stops
- Parer Road and Roberts Road intersection

Similarly, 7 per cent of respondents who answered this question would like to see wider and DDA compliant footpaths in many locations throughout Airport West, with McNamara Avenue being a particular hotspot. Other respondents believe improvements around the Westfield Shopping Centre (7 per cent) and better access to Essendon Fields (7 per cent) are also important issues.

Opportunities to improve traffic and public transport

Respondents were asked to share locations where either car traffic or public transport could be improved. In the online version of the survey, respondents could pin-point locations on a map and then type in comments about the location. The hardcopy version invited respondents to nominate an address and provide supporting comments.

Figure 3 shows the locations identified by respondents of both the online and hardcopy surveys.



LEGEND

- ▲ Suggestion for traffic and public transport improvement
- Airport West suburb / study area boundary
- Open space

Figure 3: Opportunities to improve traffic and public transport

Traffic and public transport improvements



We would now like you to think about any areas where either car traffic or public transport could be improved. Please provide the address (approximate OK) and a comment to explain how it can be improved. Multiple response. Base: all respondents who provided an answer, n=247

This question solicited a wide range of comments and suggestions. The majority of respondents raised safety issues at various intersections around the suburb (15 per cent). The most frequently mentioned locations were:

- Matthews Avenue and Fullarton Road
- McNamara Avenue and Roberts Road
- McNamara Avenue and Fullarton Road
- McNamara and Laurance Avenues
- King Street and Bowes Avenue
- Parer Road and Sexton Street
- Parer Road and Roberts Road
- Sexton Street and Westfield Drive

9 per cent of respondents expressed dissatisfaction with current bus services and called for the provision of new services, including buses to:

- Tullamarine Airport
- Essendon Fields
- DFO
- Roberts Road
- Schools within Moonee Valley
- On-call/by demand

Similarly, a further 4 per cent would like to see an increase of frequency of existing bus services. A train servicing Tullamarine Airport and the CBD was also mentioned by many (7 per cent), with the Westfield Shopping Centre being a frequently cited potential location for a train station.

Respondents suggested a range of improvements required for Matthews Avenue (6 per cent), such as improving traffic flow and congestion; road widening to allow for turning lanes and a bike lane; resurfacing; and more aesthetically pleasing barriers between the road and Tullamarine Freeway.

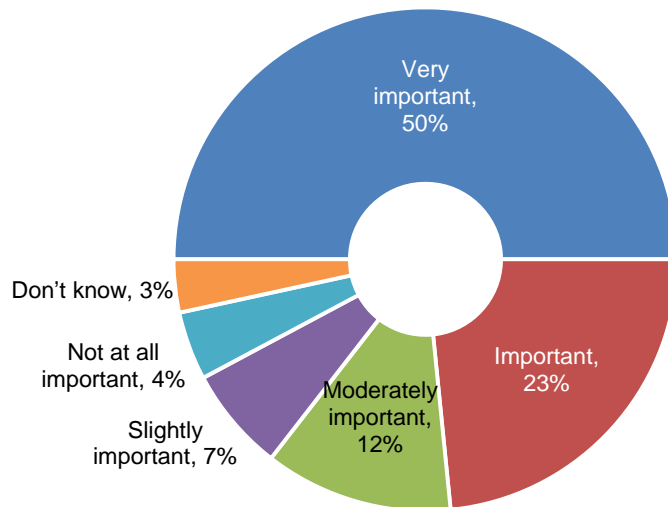
Traffic and parking issues associated with St Christopher's Primary School were also a concern for some respondents (6 per cent).

It is interesting to note that although responses to the question regarding locating housing growth (see page 17) revealed that lack of off-street parking associated with unit development is perceived by respondents to be causing congestion within the residential streets of Airport West, only 2 per cent of those who answered this question raised off-street parking as a concern when asked specifically to comment on traffic issues.

Pedestrian crossings over the Tullamarine Freeway

Respondents were informed of VicRoad's intention to replace existing pedestrian crossings over the Tullamarine Freeway with ramps that are not compliant with the Disability Discrimination Act 1992 (DDA) and were asked how important they think it is for these ramps to be DDA compliant.

Importance of Tullamarine Freeway overpasses being DDA compliant



At present, VicRoads is planning to replace existing pedestrian crossings over the Tullamarine Freeway with ramps that are not compliant with the Disability Discrimination Act; that is, they may not be accessible to some people with disabilities. How important or unimportant do you think it is that these ramps are Disability Discrimination Act compliant? Base: all respondents who provided an answer, n=406

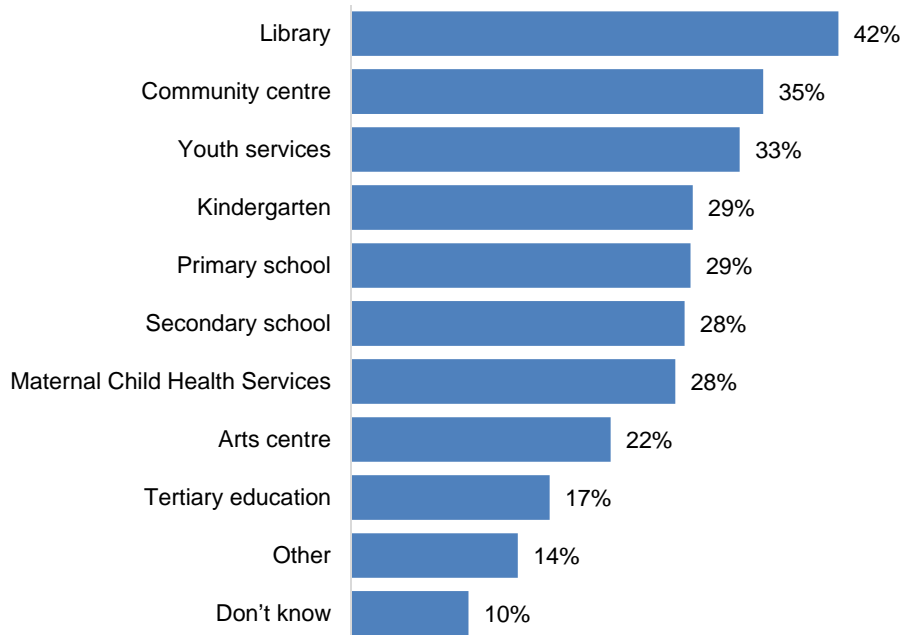
Of the full sample that answered this question (n=406), the clear majority support the provision of DDA compliant overpasses. Indeed, over 70 per cent rate this as either *important* or *very important*.

Community services and facilities

Additional community facilities

Respondents were asked to select from a list provided additional community services they would like to see available in Airport West.

Additional community facilities



Which of the following additional community facilities would you like to see available in Airport West? Multiple response. Base: all respondents who provided an answer, n=402

The top three selected were *library* (42 per cent), *community centre* (35 per cent) and *youth services* (33 per cent). The primary facilities mentioned in 'other' were a post office, leisure centre/swimming pool and cafès.

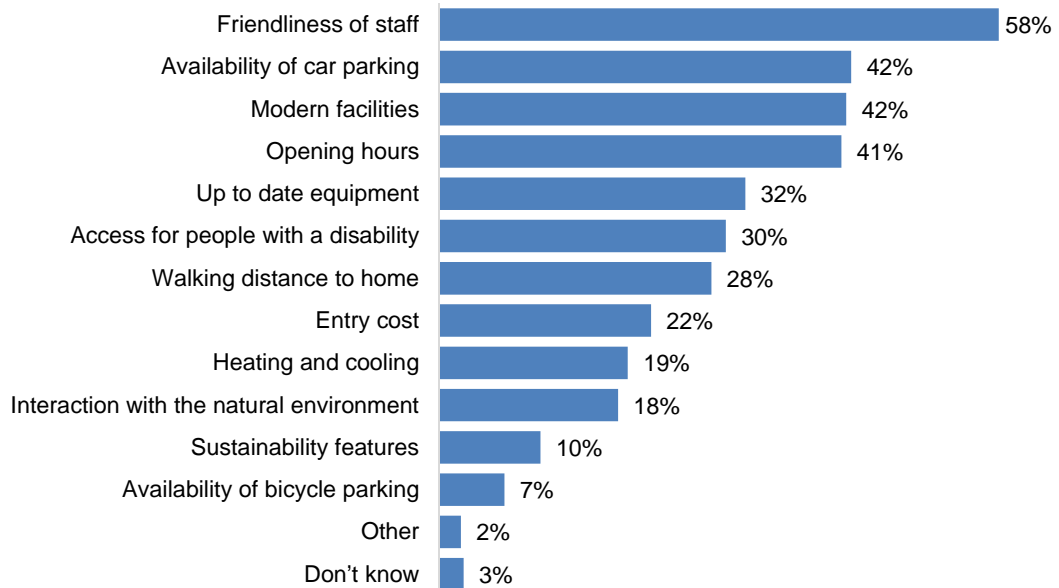
A library was appealing to a higher proportion of those who live in the suburb (44 per cent), females (49 per cent) and those aged under 50 years (47 per cent). Those under 50 years also showed higher instances of calling for additional maternal and child health services (33 per cent), kindergarten (39 per cent) and/or secondary school (38 per cent).

A community centre was selected as a desirable additional service by a higher proportion of females (42 per cent) and those without children (40 per cent).

What makes a community facility a great place to visit

Respondents were asked to nominate from a list provided the top three things they think make a community facility a great place to visit. Many respondents selected more than three things; where this occurs all responses have been recorded.

What makes a community facility great



Thinking about what it is that makes a community facility a great place to visit, which of the following are the three most important features of these services and facilities? Multiple response. Base: all respondents who provided an answer, n=403.

Respondents who answered this question (n=403) were in strong agreement that the *friendliness of staff* (58 per cent) is the primary driver to positive perceptions about community facilities. *Availability of car parking* (42 per cent), *modern facilities* (42 per cent) and *opening hours* (41 per cent) are also important factors.

There were a range of notable variations by demographics. *Modern facilities* was selected by a higher proportion of those with children (56 per cent, compared to 39 per cent of those without children), those under 50 years (57 per cent, compared to 32 per cent 50+ year olds) and those who speak English (44 per cent, compared to 33 per cent of those who speak a language other than English – this may be due to those whose primary language is not English not understanding the term).

Understandably, a high proportion of residents selected *walking distance to home* (32 per cent) than non-residents (15 per cent).

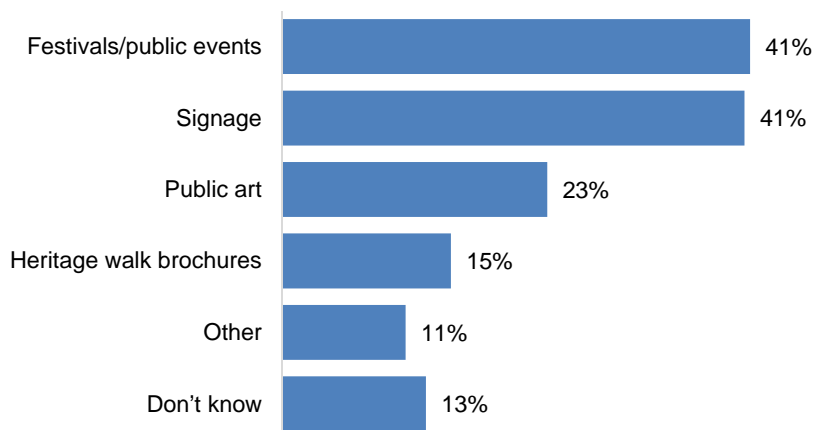
Access for people with a disability was selected by a higher proportion of those aged 50 years or over (40 per cent, compared to 16 per cent of those aged under 50).

Heritage

Best way to celebrate Airport West's heritage

Respondents were asked to nominate from a list provided, how they think Airport West's unique heritage can best be celebrated.

Best way to celebrate heritage



Which of the following do you think would be the best way to celebrate Airport West's unique heritage? Multiple response. Base: all respondents who provided an answer, n=402

Of the full sample that answered this question (n=402), the majority selected *festivals/public events* (41 per cent) and/or *signage* (41 per cent).

Most of the 'other' comments related to a name change request for the suburb (6 mentions), or calling for money not to be spent on this aspect (6 mentions), with some respondents asserting that there is no heritage to celebrate (6 mentions).

Findings across demographics are fairly consistent, although those under the age of 50 show a higher incidence of selecting *public art* as a preferred way to celebrate heritage (36 per cent) and *heritage walk brochures* were more popular amongst those aged 50 years or over (20 per cent) and/or those without children (20 per cent).

Open space

Opportunities to create new public open space

Respondents were asked to pinpoint a location on a map of Airport West where they felt would be an opportunity to create new public open space. Figure 4 (on the next page) shows the locations nominated by respondents.

The cluster of comments to the north of Moore Road relate to the Westfield Shopping Centre. Many respondents stated that more open space is needed in this area, as well as cycling infrastructure and outdoor seating.

Respondents also noted the gap in open space distribution in the suburb's north-west which comprises residential and commercial areas as well as the lack of landscaping and any form of open space throughout the industrial precinct west of Matthews Avenue.

A number of respondents expressed a desire to see the green spine extended north along Louis Street to the Westfield Shopping Centre, noting that the path currently comes to an abrupt end.

Other common suggestions included calls for improvements around existing open space, such as Hansen and Etzel Reserve and A.J. Davis Reserve, and for the provision of open space in the vacant land along the Albion-Jacana freight line adjacent to the suburb's western boundary.



LEGEND

- Suggestion for new open space
- Airport West suburb / study area boundary
- Open space

Figure 4: Opportunities to create new public open space

Ideas for improving open space in Airport West

Respondents were asked to share their ideas for improving a range of existing public open spaces across Airport West. The following provides a summary of the responses for each location.

- **Steele Creek (44 ideas put forth)**

When grouping the comments into themes, the most common ideas related to trees and landscaping (16 mentions), primarily relating to the waterway, with calls for the removal of the concrete lining and converting the creek bed to its original natural state.

A number of respondents (7 mentions) suggested that there is a need for better access to A.J. Davis Reserve, as well as links to other parks and walking paths, and 4 respondents suggested that bike paths need to be improved.

The other key ideas revolved around the need for more or better seating (5 mentions) and toilets (3 mentions).

- **A.J. Davis Reserve (66 ideas put forth)**

As with Steele Creek, a number of respondents (17 mentions) suggested that an improvement in trees and landscaping is needed in this area, specifically in relation to removing the creek's concrete lining and converting it to its original natural state.

Many people (14 mentions) also put forth comments about infrastructure provision, calling for the installation of outdoor exercise equipment and an upgrade of the playground equipment.

The other ideas put forth by 7 or more people were:

- Better access/walking path links (9 mentions)
- Lighting (8 mentions)
- Clean up the park (8 mentions)
- Seating (7 mentions)

- **Etzel Street Reserve (45 ideas put forth)**

Many of those who put forth ideas for improving Etzel Street Reserve put forth suggestions regarding infrastructure provision (17 mentions); these were primarily related to children's play equipment, including fixing the existing equipment and provision of additional features.

Eleven respondents had ideas for the space relating to trees and landscaping, primarily calling for more trees. Toilets were also mentioned by 7 people, calling for the current toilets to be improved, or additional facilities to be installed in the reserve.

- Hansen Reserve (41 ideas put forth)

Upgrading infrastructure was the primary suggestion for this location (13 mentions), primarily through installing exercise equipment and upgrading the existing tennis court. The other main theme was trees and landscaping (10 mentions), with a call for more trees to be planted in the reserve.

Seating (6 mentions) and management of litter and graffiti (5 mentions) were also key themes for this location.

- Lawrence/Lock Reserve (23 ideas put forth)

Half of the ideas put forth for the Lawrence/Lock Reserve related to trees and landscaping (11 mentions), with people calling for better landscaping in general, and more trees. The other key suggestion was more seating (8 mentions).

- McNamara Reserve (50 ideas put forth)

The main ideas for this area were installing barbeque facilities (12 mentions), seating (9 mentions) and improved landscaping (9 mentions), in particular more trees.

Respondents also suggested that better lighting was necessary (8 mentions), 7 called for new or improved playground equipment and 6 wanted some sort of shade structure or gazebo.

A number of respondents also called for toilets (5 mentions) or a basketball court (4 mentions)

- Roberts Road Reserve (41 ideas put forth)

The primary suggestion for this reserve was to upgrade the landscaping (11 mentions) with specific reference to planting native trees. Lighting (8 mentions), seating (7 mentions) and toilets (7 mentions) were the other three primary ideas. Furthermore, 6 respondents said that the playground could be improved and 4 said that there was a need for better litter management.

- Roberts Road/Bowes Avenue Reserve (46 ideas put forth)

A number of respondents stated that they were not aware this space is a formal reserve due to a lack of facilities present on the site. This is reflected in the commonly requested improvements, which are mostly calls for basic infrastructure such as seating (11 mentions) and a playground (9 mentions) as well as better landscaping (17 mentions).

- Bowes Reserve (39 ideas put forth)

The main suggested improvement for Bowes Reserve was landscaping (10 mentions), specifically more trees. The two other main ideas were seating (8 mentions) and playground equipment (7 mentions).

- Weather Station Reserve (37 ideas put forth)

The primary suggestions for this reserve were landscaping (14 mentions), playground equipment (8 mentions) and seating (5 mentions). A few people also suggested finding a way to open the space up, such as removing the existing fence. Furthermore, 2 people suggested improving the adjacent community centre.

- Spring Gully Reserve (20 ideas put forth)

Landscaping (8 mentions) and seating (4 mentions) were the ideas most commonly put forth for this location. There were also a few calls for the removal of the galvanized fence to the rear of the car park and a formal creek crossing (currently limited to rocks).

It became evident through the analysis of written suggestions that a number of respondents simply copy and pasted their comments into all boxes in the online survey. These instances were mostly related to tree planting and native species (5 responses), with one respondent suggesting exercise equipment and one suggesting surveillance cameras at every location.

When provided the opportunity to make any other suggestions for parks and reserves, the main additional thoughts and ideas put forth were:

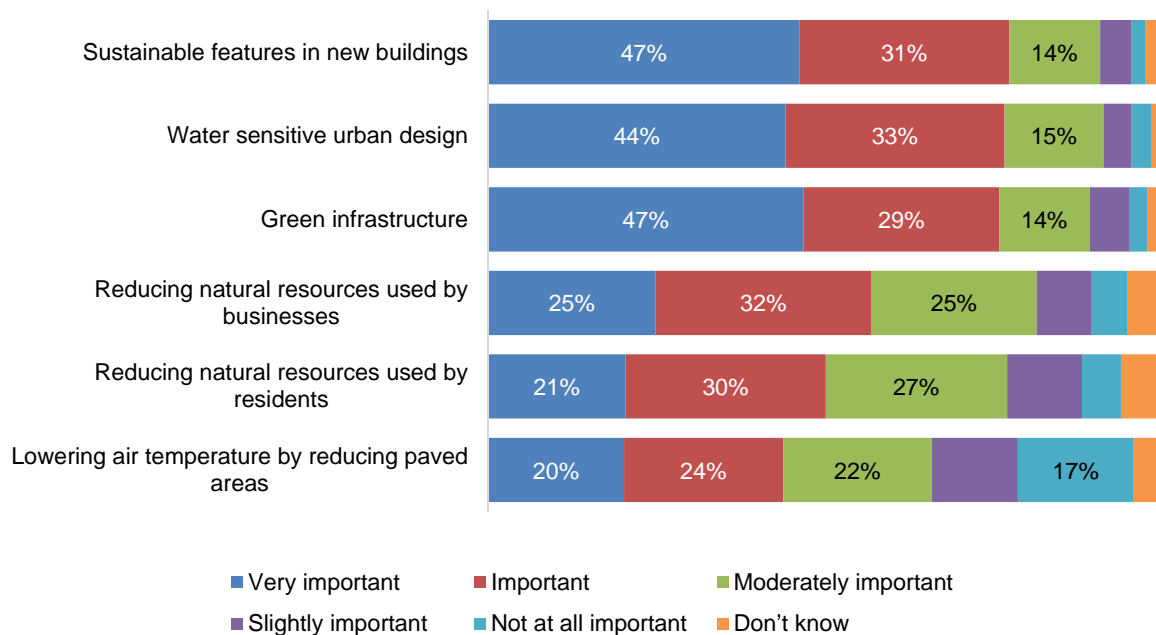
- Off lead dog park
- Extension of the green spine
- Better landscaping in general, using native species
- Better maintenance of public open space

Environmental sustainability

Importance of initiatives to achieve environmental sustainability

Respondents were asked to rate the importance of various options for achieving a more sustainable environment.

Importance of initiatives to achieve environmental sustainability



Thinking about your local neighbourhood, how important to you are each of the following? Base: all respondents who provided an answer, n= 396.

The top three most important options selected by respondents relate to *sustainability features in new buildings*, *water sensitive urban design* and *green infrastructure*. It is possible that the low importance rating for a reduction in paved areas to lower air temperature stems from a lack of awareness of the urban heat island effect.

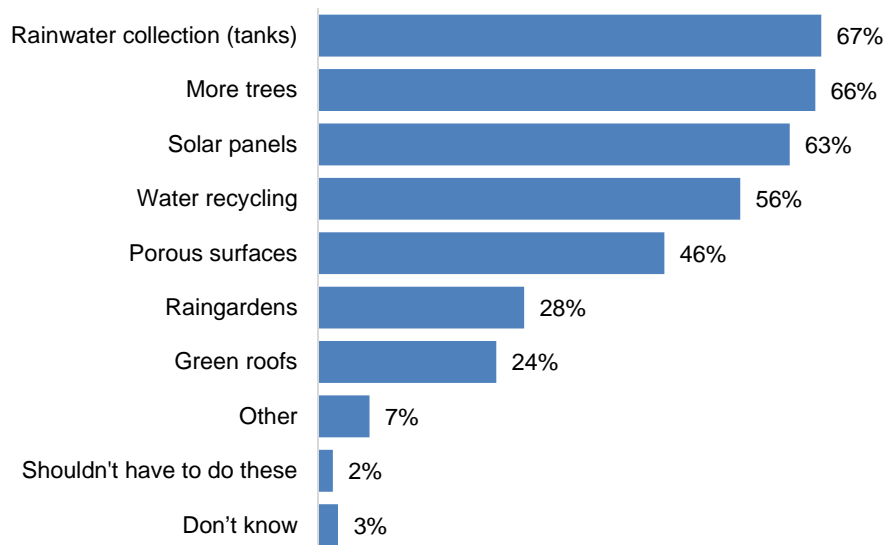
Those aged 50 and over and those who speak a language other than English at home show consistently higher incidences of rating each of these initiatives as very important, particularly water sensitive urban design (55 per cent and 64 per cent respectively) and resource reduction by businesses (32 per cent and 34 per cent respectively) and resource reduction by residents (27 per cent and 29 per cent respectively).

Those 50 years of age and over also show a higher incidence of rating sustainable features for new buildings as very important (57 per cent, as did those who live in the area (49 per cent, compared to 38 per cent of non-residents).

Best ways to make buildings more sustainable

Respondents were asked to select the best ways to make new buildings more environmentally sustainable from a provided list of options.

Best ways to make buildings more sustainable



What do you think are the best ways to make new buildings more environmentally friendly and sustainable? Multiple response. Base: all respondents who provided an answer, n=407

There is widespread agreement amongst respondents who answered this question (n=407) that buildings should include provisions for *rainwater collection* (67 per cent), *more trees* (66 per cent) and *solar panels* (63 per cent). There is also widespread recognition of the potential benefit of *water recycling* (56 per cent) and *porous surfaces* (46 per cent). Raingardens and green roofs are less familiar as concepts, which may account for their low instances of being selected by respondents.

Those who only speak English show higher instances of selecting each of these options, suggesting that there may be a need for further education in the merits of these types of building features in languages other than English.

Demographic analysis also reveals that females show a higher incidence of naming rainwater collection, green roofs and/or raingardens, suggesting that communications regarding the benefits of these may be missing the male market.

Finally, those who live in Airport West show a higher incidence of selecting water recycling and/or green roofs than non-residents.

Additional feedback

In addition to the survey questions, respondents were provided with the opportunity to share other comments about planning for the future of the area. There was a substantial response to this question with almost half (n=196) of respondents choosing to provide additional information. While many ideas put forth were repeats of information provided earlier in the survey, there were a number of themes that emerged amongst the comments:

- The majority of comments (36 per cent) related to concerns with medium and high density infill development. In particular, respondents cited the need to prevent poor design outcomes, protect existing neighbourhood character and reduce adverse impacts on existing residential amenity. To this end, many respondents stated that this type of development should be restricted to locations on the periphery of the suburb, along main roads and in proximity to public transport. Many comments also noted the lack of off street parking associated with recent unit developments has led to new residents parking on the street and causing congestion (28 per cent).
- There is a call for the extension of the green spine and creation of more public open space (14 per cent), particularly in the north of the suburb. It is perceived that public open space will be of increasing importance for future residents of higher density development which may not provide sufficient private open space on site.
- There were many respondents who expressed a desire to see the suburb name change (11 per cent), whilst 1 per cent said that it should stay as it is. A name change was also raised in several responses to various other questions throughout the survey. Reasons respondents gave for a name change included a belief that the name is not reflective of the suburb's identity and a perceived stigma attached to being associated with an airport and the industrial area. It should be noted, however, that this is not a poll, therefore these responses cannot be used to represent wider community sentiments.
- There was sentiment amongst some respondents that the area would benefit from improved amenity, stating that the local streetscapes, open spaces and infrastructure appear run-down and inadequately maintained (10 per cent).
- It is clear some respondents would like a train station to service the suburb (9 per cent), with suggestions throughout the survey that the Westfield

Shopping Centre would be an appropriate location. A further 6 per cent of respondents stated that public transport improvements are required, particularly in terms of bus services.

- A few comments raised the need for improved upkeep of the area (8 per cent), stating that the suburb has been ignored by Council over the years and as such, the physical environment suffers from visible signs of neglect. Respondents typically cited the poor appearance of public open space, dilapidated state of roads and footpaths as well as the 'untidy' appearance of the industrial area.
- The expansion and modernisation of existing community facilities and provision of additional community services was raised by 7 per cent of respondents who answered this question. Examples of desired facilities and services included a library, childcare and maternal and child health services, a library, additional community halls as well as sports facilities and a pool.
- Some respondents would like to see the Westfield Shopping Centre upgraded (4 per cent). Suggestions for improvements included the provision of outdoor areas that can be enjoyed by the community, a safer and more attractive car park and an improved environment for shoppers arriving by foot.
- There were calls for the rezoning of the industrial area (4 per cent) to allow for residential development. It was suggested that less industrial land uses would soften the appearance of what is essentially the gateway into the residential hinterland of the suburb.

5.2 Written submissions

A total of 7 submissions were received by people who chose to make detailed comments on a range of issues not covered in the survey. The following table provides a summary of each submission.

Submission number	Summary of comments
1	<ul style="list-style-type: none"> • Provides a detailed history of family's connection to Airport West. In particular, documents parent's post-war migration to the suburb and the development of their business and place of residence in the area. • Would like public recognition of father's contribution to the suburb should any opportunities arise for naming of public spaces.
2	<ul style="list-style-type: none"> • Supports the identification of the nominated land use, built form, economic and transport issues and opportunities. • States that the Westfield Shopping Centre is contemplating short to medium-term opportunities for the site which have the potential to support and facilitate further investment and growth in the activity centre. • Believes the revised Structure Plan should facilitate future investment and improve the competitiveness of the shopping centre to limit escape expenditure. • Does not support promoting future redevelopment of Essendon Fields via policy as it will directly impact the viability of Westfield Shopping Centre and the wider activity centre. • Future development at McNamara Avenue and Louis Street should be complimentary to Westfield Shopping Centre. • Supports the amalgamation of the bus interchange and tram terminus to the east of Westfield Shopping Centre as well as the implementation of cycling and walking enhancements. • Believe the revised Structure Plan should consider: <ul style="list-style-type: none"> ○ The opportunity for development bonuses to aid in the promotion of development activity ○ That catalyst projects could assist in the delivery of short-term Structure Plan goals.
3	<ul style="list-style-type: none"> • Supports increased height and improved amenity on the corner of Hood Street/English Street and Matthews Avenue. • Questions the ability to provide for quality office space in this location as suggested by the draft Issue and Opportunities Report due to competition with Essendon Fields. • Requests that residential uses (apartments) should be considered for this site. • Allowing for residential uses at this location would provide the landowner with opportunities to deliver amenity upgrades to the Matthews Avenue streetscape, wrapping around into Hood Street, reinforcing and improving the gateway presentation.
4	<ul style="list-style-type: none"> • The existing activity centre boundary contains sufficient residential land therefore a boundary adjustment is not warranted.

	<ul style="list-style-type: none"> • Questions if residential land will be dealt with in conjunction with the development of the Housing Strategy and what role the Strategic Planning Advisory Committee will have in the Structure Plan review. • Opposes increased residential density abutting open space and remote from good public transport.
5	<ul style="list-style-type: none"> • Provides in principle support for the following elements: <ul style="list-style-type: none"> ○ Investigation of improved physical links of pedestrian bridges or road connections between Airport West and Essendon Fields ○ A heavy rail station within Airport West as part of a future train line extension to Melbourne Airport. ○ Better provision of public transport into Airport West and Essendon Fields ○ Provision of DDA compliant pedestrian crossing points over the Tullamarine Freeway ○ Investigation of upgrade to Moore Road to become an east-west connection road with a direct connection from the Western Ring Road to Matthews Avenue. • Essendon Airport would be pleased to work with Council to jointly lobby PTV to provide better services to the expanding local workforce. • Grade separation of the light rail at the English Street interchange must be considered and planned for now to remove conflict and facilitate growth in road and rail transport. Alternatively, expansion of Matthews Avenue into the light rail corridor, allowing the space to be shared by cars and trams could be considered. • Matthews Avenue requires a Lane Use Management System in order to maximise road efficiency.
6	<ul style="list-style-type: none"> • Supports increasing employment opportunities in the centre however cautions against creating an oversupply of retail uses that are vulnerable to economic downturns. • Steele Creek receives too much diffuse pollution from the light industrial area of Airport West. Renewal of industrial and commercial building stock should incorporate water sensitive urban design (WSUD) principles which will benefit Steel Creek. • Accepts that population growth will require more compact development but states that careful planning should seek to minimise detrimental amenity impacts that higher density can bring. • Small areas of open space should not be dwarfed by tall buildings. • Recommend locating medium density, 12 metre high buildings closer to: <ul style="list-style-type: none"> ○ Public transport ○ The commercial precincts ○ Adjacent to industrial areas • Support medium density in Matthews Avenue and land adjacent to Westfield Shopping Centre. • Higher built form must have appropriate setbacks to prevent sheer facades and wind tunnels. • Does not support medium density around Bowes Avenue Community centre or adjacent to A.J. Davis Reserve. • Support using open space contributions to acquire land for a 1-2 hectare park in the north of the suburb. The process must allow for genuine public consultation. • Investigate opportunities to acquire adjacent properties to widen and enhance the green spine. Suggests two properties in King Street could

	<p>be suitable. Also suggests the purchase of a property to link El Reno Crescent to the green spine.</p> <ul style="list-style-type: none"> • Recommends land in Roberts Road, adjacent to Steel Creek, be used for a community garden. • The Complete Streets concept should be fully implemented in Airport West. • Current tree selection in Airport West is adversely impacting on waterway quality. Tree selection should be based on WSUD principles and support Complete Streets. • Overhead wires should be removed to facilitate large canopy trees. • New residential development must have sufficient setbacks to allow for landscaping. • Sustainable building design is supported for both residential and commercial buildings. • Raises concerns with the green spine design and its lack of stormwater capture at the end of the Clydesdale Road drain. • Supports DDA compliant overpasses at the English Street interchange which facilitate both pedestrian and cyclist access.
7	<p>Detailed submission which makes several recommendations related to two distinct themes:</p> <p><u>Strategy plan</u></p> <ul style="list-style-type: none"> • That the proposal to develop a leading edge technology precinct be supported through developing links with the University of Melbourne or RMIT and that a strategy plan be prepared demonstrating how this proposal will be implemented within specified timelines. • That within this strategy plan, consideration be given as to how the National Broadband network can contribute to this strategy. • That linkages be established with schools in Airport West to encourage and facilitate participation in the Stephanie Alexander schools kitchen garden program and Council allocate funds to assist with this. • Plan for a performing arts program within the activity centre. Consider 3-15 Matthews Avenue as a venue for a performing arts incubator. <p><u>Fullarton Road Industrial Precinct</u></p> <ul style="list-style-type: none"> • That the Fullarton Road industrial precinct be rezoned as residential and that the rezoning includes a design and development overlay (DDO) that supports the implementation of ESD and the eco village concept.

These submissions can be categorised by the following:

- 2 are on behalf of private property owners and relate to the impact of the revised structure plan on the future development of the subject sites.
- 1 is from a major landholder which requests consideration be given to a rezoning of the Fullarton Road industrial precinct.
- 1 is from Essendon Airport Pty Ltd and provides in principle support for the initiatives contained in the draft Issues and Opportunities Report as they relate to Essendon Fields.
- 1 is from a local community group who raise several issues and have a strong focus on the provision of public open space and protecting Steele Creek through the use of WSUD.

- 1 is from a resident of Moonee Valley with general concerns about the timing and process of the structure plan review, particularly with regards to residential land.

5.3 CALD information sessions

Council facilitated two information sessions to engage with groups who represent the two largest non-English speaking groups within Airport West: Italian and Greek. These sessions provided an opportunity to provide information, answer questions, generate discussion and receive feedback from participants in a culturally appropriate format with the aid of interpreters.

On 2 September 2015, an information session was held for the Italian community of Airport West, supported by an interpreter. The session took place immediately following the Circolo Pensionati Italiani di Airport West's ('Italian pensioners circle') regular meeting at Ratcliff Hall. 11 people attended this session.

On 3 September 2015, an information session was held for the Greek community of Airport West. The session was supported by two interpreters. The session took place during the Airport West Greek Senior Citizens' Club of Airport West regular meeting at Ratcliff Hall. Approximately 70 people were in attendance.

At each of the sessions, Council officers delivered a presentation outlining the scope of the project and a brief summary of the draft Issues and Opportunities Report. The presentation was followed by an interactive discussion soliciting the views of the groups.

Participants were asked to work in small groups to discuss the following key questions:

- What would you like to keep the same?
- What would you like to change about Airport West?
- What would make it easier for you to get around the centre?

Most commonly raised points from the sessions were as follows:

- What would you like to keep the same?
 - Maintaining the low scale feel of the residential areas. Many participants expressed concerns over the impacts of development and increased buildings heights on their privacy and existing neighbourhood character.
 - Community facilities, with specific reference to Ratcliff Hall and the ability to use a multipurpose indoor hall.
 - Opportunity to access community transport.
 - The ability to remain in the family home and age in place.

- What would you like to change?
 - Improve the current community facilities, with reference to upgrading the building and facilities of Ratcliff Hall and building a new hall as Ratcliff Hall was heavily used and difficult to gain access to.
 - Reinstating the Australia Post Office at McNamara Avenue.
 - The number of units without car parking spaces.

- What would make it easier for you to get around the centre?
 - Extending existing bus services into residential areas
 - Improving the community bus service: access, where it will go and making it free
 - A bus service to Keilor Cemetery
 - A train service

The tables below list and summarise the points participants raised in the two sessions.

Italian Session

Key Theme	Like to keep the same	Like to change
Built form and urban design	<ul style="list-style-type: none"> • Privacy is an important aspect of the suburb's identity. • Important to maintain setbacks in residential areas. 	<ul style="list-style-type: none"> • The regulations about parking on the street, home owners should be able to park at the front of their property. • Improve the quality of the footpaths. • Improve the street cleaning.
Community services and facilities	<ul style="list-style-type: none"> • Community facilities, in particular ensuring Ratcliff Hall remains a facility that the community have access to as it provides the space and opportunity to participate in social activities. 	<ul style="list-style-type: none"> • Improve the current community facilities, with reference to Ratcliff Hall. The hall needs upgrading. • Improve access to public toilets. Toilets at the football oval and Gilbert Road require a greater level of servicing and should be open longer hours. There should be more public toilets in the area with a request for one in Roberts Road Reserve.
Economic		<ul style="list-style-type: none"> • The Post Office moving to Essendon Fields is inconvenient and should be returned to McNamara Avenue.
Movement and transport		<ul style="list-style-type: none"> • Increase the number of buses on the current bus routes. • Extend 501 bus through residential area and provide stops in Niddrie, Westfield Shopping Centre and tram stops along Matthews Avenue. • Provide a greater level of community transport. • Provide a bus to Keilor Cemetery

		<ul style="list-style-type: none"> • Improve the bus stops and provide timetable information. • Improving public transport and buses will improve social isolation.
Open space	<ul style="list-style-type: none"> • Access to open space is important. 	

Greek Session

Key Theme	Like to keep the same	Like to change
Built form and urban design	<ul style="list-style-type: none"> • The low rise character of the buildings and houses. • The current neighbourhood character. • Maintain the current population and ensure the suburb doesn't become overcrowded. 	<ul style="list-style-type: none"> • Better building design and image for the suburb. • Concern that there will be high rise development. • Provide a buffer between industry and housing and improve the appearance of the industrial area. • Improve the quality of the roads and reduce congestion. • Improve the quality of the footpaths. • Improve the quality of the street signs and numbers on houses. • It's important that people can park in front of their home.
Community services and facilities	<ul style="list-style-type: none"> • Community facilities, with specific reference to Ratcliff Hall and the ability to use a multipurpose indoor hall. 	<ul style="list-style-type: none"> • Improve and provide increased community infrastructure: schools, community centres (another one like Ratcliff Hall as it is heavily used), and facilities that can be accessed in the evening. • Improve the facilities at Ratcliff Hall.
Economic	<ul style="list-style-type: none"> • Local shopping strips i.e. McNamara Avenue 	<ul style="list-style-type: none"> • Improve the small shopping strips, increasing variety and number of shops. • The Post Office moving to Essendon Fields is inconvenient and it should be returned to McNamara Avenue.
Movement and transport	<ul style="list-style-type: none"> • Access to public transport. • Community bus. 	<ul style="list-style-type: none"> • Improve Matthews Avenue (needs resurfacing) and the access to getting on to freeway. • Provide more public transport. • The buses are not frequent enough, in particular the 501. • Provide a new bus that goes around Airport West and to the centre of the suburb. • Provide public transport in Roberts Road. • Provide a bus to Keilor Cemetery.

		<ul style="list-style-type: none"> • It is easy to get around if you have a car, but if you don't it's difficult as you get older. • Important to continue the community bus. • Would like the community bus to transport people to other municipalities and to be free of charge. • 90 minute parking not long enough needs to be extended. • Provide a train station. • Improve dangerous intersection at the corner of King Street and South Road. • Improve access for people in wheelchairs.
Open space	<ul style="list-style-type: none"> • Trees 	<ul style="list-style-type: none"> • Increase open green space with more trees and better connections. • Provide playgrounds, outdoor barbeque areas and seating in parks. • Provide seating in Bowes Avenue Reserve. • The creek is desolate at night and this area needs to be improved.
Other	<ul style="list-style-type: none"> • Rates are ok as it pays for sewage and roads. • Important to have the ability to stay in the area and be close to family and friends to have opportunities to meet in public places. • Proximity to Niddrie, Keilor and the airport. 	<ul style="list-style-type: none"> • The rates are too high for pensioners and we want to stay in the area with friends. • Aging infrastructure needs improving i.e. sewage system not coping. • The air traffic impacts lifestyle.

5.4 Interactive map

An online interactive map was developed to allow interested parties to easily find out how the project affects them and allow for informal feedback to be collected.

The map was searchable by clicking on a theme, with results showing the issues and opportunities identified in the draft Report. Where issues and opportunities were not able to be shown geographically, these were shown in a 'pop-out' box.

Users were able to select a location on a map and make comments, state whether they agree or disagree with the identified issues and opportunities or add additional issues and opportunities to the map.

90 people accessed the interactive map over the four week consultation period. The map received one comment, 33 'agrees' and 4 'disagrees'. The one comment made on the map related to the provision of additional open space around Hansen Reserve and the need to 'break up' built form of units in long streets. The issues and opportunities that attracted the 'agrees' and 'disagrees' are outlined in the table below.

Issue/opportunity	Agree	Disagree
<p>Housing opportunity</p> <p>Niche locations may offer opportunities to support apartment development before median house prices reach levels that encourage broader underlying demand. Locations that may provide relatively greater support for apartment development may include those:</p> <ul style="list-style-type: none"> • Within walking distance of the Keilor Road Activity Centre (in the south-east) which offers an established lifestyle precinct. • Adjacent to the McNamara Avenue Neighbourhood Centre which over time may potentially include a wider mix of retail activities, including a café precinct. • Adjacent to the Green Spine that extends through Airport West. 	4	2
<p>Economic opportunity</p> <p>The expected level of demand for new office space within Airport West over the next 20 years is estimated to be up to around 3,000m². This would be the equivalent of 3-5 developments comprising ground floor showrooms with offices above. The preferred location for new office space is along Matthews Avenue adjacent to the English Street connection to Essendon Fields.</p>	1	-
<p>Economic opportunity</p>	2	-

<p>The McNamara Avenue Neighbourhood Centre offers the opportunity to provide a more convenient and centrally located alternative for top-up shopping through the expansion of the existing supermarket. Two options may exist for facilitating an expanded supermarket within the centre:</p> <ul style="list-style-type: none"> • Expanding the IGA supermarket northwards to include the adjacent retail premises and childcare facility resulting in a development site of around 2,000m². • The consolidation of residential zoned sites bounded by McNamara Avenue, Roberts Road and Highlawn Avenue, which would provide three street frontages and exposure to Roberts Road. 		
<p>Economic opportunity</p> <p>The Fullarton Road industrial precinct offers both industrial and residential development opportunities.</p> <p>This will require further investigation in relation to the competing policy positions of preserving industrial land for employment versus encouraging more intensive residential development.</p>	1	-
<p>Built form and urban design issue</p> <p>Poor quality built form and inconsistent public space design fail to make a positive contribution to the streetscape image at gateways in and out of the suburb.</p>	2	-
<p>Built form and urban design opportunity</p> <p>Manage built form, amenity and traffic issues at interfaces between different land uses such as industrial and residential. This could be achieved through landscaping, noise and emission controls or building setbacks. The green spine provides an opportunity to increase the sense of separation between industrial and residential uses.</p>	1	-
<p>Built form and urban design opportunity</p> <p>Consider the options for creating a community and civic focal point. This may be created within a large public space, or via a network of smaller public spaces throughout the study area. Existing clusters of community facilities, such as McNamara Avenue or Bowes Avenue, could be consolidated. In addition, connections should be improved to nearby community facilities, such as the Niddrie Library.</p>	4	-
<p>Built form and urban design opportunity</p>	2	-

Create a strong interconnection between Airport West and Essendon Fields through a co-ordinated urban design vision for the Tullamarine Freeway/ Matthews Avenue 'spine'.		
Movement and transport issue The off-road walking and cycling network has several gaps. In particular, the pedestrian overpasses over the Tullamarine Freeway can only be accessed via stairs and are therefore not Disability Discrimination Act (DDA) Compliant. Road bridges that connect Airport West to adjacent areas do not include dedicated cycle facilities.	6	-
Movement and transport issue Limited bus service coverage is provided through the centre of the suburb. There is no direct public transport access between Airport West and Essendon DFO.	1	-
Movement and transport opportunity Investigate the upgrade of Moore Road as a connection between Essendon Fields and the M80 Ring Road to reduce dependence on Westfield Drive and provide Essendon Fields with additional capacity.	1	-
Movement and transport opportunity Improve pedestrian and cycling connections over the Tullamarine Freeway to better link Airport West and Essendon Fields.	2	-
Movement and transport opportunity Make the eastern industrial precinct a safer and more enjoyable area to walk through, which will encourage people to walk to/from Essendon Fields and the light rail corridor.	1	-
Heritage issue Only one building in Airport West is currently protected through the Heritage Overlay. Places of potential heritage significance need further investigation.	1	-
Heritage opportunity Undertake Stage 2 Heritage Studies recommended by the Heritage Gap Study and pursue options for statutory protection of heritage sites where warranted.	1	2

<p>Community services and facilities issue</p> <p>There is not enough capacity at the Airport West Kindergarten to cater for additional demand.</p>	1	-
<p>Community services and facilities issue</p> <p>Residents in Airport West have the highest use of community halls in the municipality and Bowes Avenue Community Centre is at capacity.</p>	1	-
<p>Community services and facilities opportunity</p> <p>Continue to monitor the availability of childcare, kindergarten and maternal and child health facilities in light of changing population and demographic trends.</p>	1	-

6. Conclusion

Having been identified by the State Government as part of a new employment precinct, the scale and pace of change in Airport West is set to increase. Council has therefore begun the process of reviewing the existing structure plan for the Airport West Activity Centre. Once completed, the revised structure plan will provide a long term vision for future growth and development within the activity centre over a twenty year time frame. A draft Issues and Opportunities Report has been developed as the first step in this process.

Over August and September 2015, Council asked residents, landowners, stakeholders and the wider community for their views on the draft Issues and Opportunities Report in order to gain a better understanding of what they think are the most important issues facing Airport West and how they would like to see them tackled.

Over 5,000 people were directly engaged during the 4 week consultation period. People were able to participate in various ways, including completing a survey, making written submissions, attending drop-in and information sessions and making comments on an online interactive map.

This Community Consultation Key Findings Report provides a summary of the feedback received during the consultation period. It is designed to acknowledge the responses and will inform the development of the revised structure plan to ensure it considers the expectations and aspirations of the community and stakeholders. From the feedback received, some key observations have been made and are summarised in the themes below.

Housing

There are mixed views amongst the community about accommodating population growth in Airport West. 45 per cent of survey respondents believe growth should be restricted to *lots of subdivision into more one/two storey houses across the majority of the suburb*. This is in contrast to the 25 per cent of respondents who would prefer to see more *medium three/four storey apartments and townhouses across a larger area of the suburb* and the 24 per cent who would like to see *a few tall apartment blocks in specific areas*.

While 33 per cent of survey respondents believe there is no appropriate location for higher density development in Airport West, 15 per cent of those who provided a response to this question said any area would be ok. Some respondents explicitly recommend replacing industrial land uses with higher density residential development. Other suggestions for accommodating housing growth typically included:

- Along or near Matthews Avenue
- Near Westfield Shopping Centre
- Within or adjacent to the industrial/commercial area

- Close to public transport
- Along or near Keilor Road

Where respondents indicated they did not wish to see population growth accommodated within Airport West, common reasons cited included the negative impact of development on existing residential amenity, loss of neighbourhood character and pressures on infrastructure, particularly in terms of traffic and parking.

Economic activity

When asked to indicate which services and businesses they would like to see in Airport West, many survey respondents nominated health and wellbeing services followed by shopping. In contrast, some respondents believe that no further services are needed as Airport West already offers everything they need. A few respondents also expressed a desire for the expansion of the McNamara Avenue strip shopping centre. The information sessions held with the Greek and Italian senior citizen groups revealed that many people in these cohorts would like to see a return of the Australia Post Office to this shopping strip.

Some major landholders who provided detailed written submissions questioned the viability of the industrial and commercial areas whose current zoning prohibits residential development. As such, they believe a review of land use zoning to facilitate alternative uses (i.e. residential) is justified.

Built form and urban design

Feedback suggests the most valued aspects of Airport West's character are its local parks and reserves as well as street trees and landscaping. Additional aspects of valued character related to the built or natural environment include the prevailing low rise character of the residential areas and houses with front yards and setbacks.

In terms of improving the industrial and commercial areas, many comments indicate strong support for general streetscape improvements, including street trees and landscaping, as well as additional public open space. Urban design features the community would like to see in Airport West include additional open space and activating public space (i.e. Westfield Shopping Centre car park), trees, pedestrian and cycling infrastructure, additional seating, improved lighting and well-designed suburb gateways and interfaces with freeways.

Many comments also state the need to improve some amenity issues related to the industrial precinct, including the appearance of buildings and signage, general maintenance and litter management.

Movement and transport

A large number of suggestions were made with regards to priorities for improving pedestrian and cyclist access in the area. The most frequently mentioned locations requiring improved pedestrian crossings include:

- Matthews Avenue/Fullarton Road/Keilor Road intersection
- Matthews Avenue to all tram stops
- Parer Road and Roberts Road

The most frequently mentioned locations which require the provisions of on-road bicycle lanes include:

- Matthews Avenue
- Moore Road
- McNamara Avenue
- Parer Road
- Roberts Road

Feedback also indicates that improved, DDA compliant footpaths are required throughout the suburb. In particular, the need to better provide for pedestrians and improve parking conditions at the Westfield Shopping Centre was reinforced. More generally, enhancing pedestrian and cycling links to and within the suburb, including over the Tullamarine Freeway to Essendon Fields was raised as an issue requiring attention.

Many comments raised safety issues at various intersections around the suburb. The most frequently mentioned locations were:

- Matthews Avenue and Fullarton Road
- McNamara and Roberts Road
- McNamara Avenue and Fullarton Road
- McNamara and Laurence Avenues
- King Street and Bowes Avenue
- Parer Road and Roberts Road
- Sexton Street and Westfield Drive

The comments relating to public transport highlighted areas requiring improvement, particularly relating to the need for new bus services, increasing the frequency of existing bus services, links to Tullamarine Airport and a train service to the CBD.

A range of improvements were suggested for Matthews Avenue and congestion issues related to school drop-off/pick-up at St Christopher's Primary School were raised by many.

Community services and facilities

Some members of the community feel there is a need for the expansion and/or modernisation of existing community services and facilities. A library, community

centre and youth services were most typically mentioned as required in the area. Other commonly requested facilities or services were a post office, leisure centre/swimming pool, childcare and maternal and child health services.

Heritage

Survey respondents indicated that they would prefer Airport West's unique heritage be celebrated via festivals/public events and signage. In contrast, some respondents indicated that they do not believe there is any heritage to celebrate and therefore do not support money being spent in this way. Many comments under this theme related to a request for a suburb name change.

Open space

Feedback suggests that the suburb is considered to be undersupplied with regards to public open space and there is an urgent need for the creation of new green spaces. In particular, the suburb's gap in open space distribution in the north-west, including the Westfield Shopping Centre as well as residential and commercial areas, was duly noted in many comments. The lack of landscaping and any form of open space throughout the industrial precinct west of Matthews Avenue was also a commonly raised concern. The extension of the green spine along Louis Street to the Westfield Shopping Centre is a clear priority for many in Airport West. Strong support was also shown for improving and maintaining existing open space to a higher standard, with many comments indicating that the suburb has been neglected in this regard.

Environmental sustainability

Survey respondents believe that sustainable features in new buildings, water sensitive urban design and green infrastructure are the most important initiatives to achieve environmental sustainability. There is also widespread agreement amongst respondents that buildings should include provisions for rainwater collection, more trees and solar panels in order to ensure new development is environmentally sustainable. There is also widespread recognition of the potential benefit of water recycling and porous surfaces.

It is clear from the volume of responses received that this is a very engaged community who wish to be heard in terms of their aspirations for the future of the Airport West Activity Centre and surrounds. In particular, the high response rate of the survey (7.7 per cent) shows that the community have a keen interest in how their suburb will evolve. It will therefore be important to continue to engage this group in the next stage of the Airport West Activity Centre Structure Plan Review.