



Springvale Activity Centre Laneways Community Engagement Report

29 April 2016

City of Greater Dandenong

Contents

1. Introduction

2. Process

- Consultation methodology
- Primary School
- Focus groups feedback
- Online survey

3. Outcomes

- Opportunities and Constraints, Accesibility and CPTED
- Community stories

4. Out in the Community

5. Conclusion

Introduction

As part of Springvale Laneway revitalisation project ASPECT Studios worked with the City of Greater Dandenong to carry out consultation with the local community and key stakeholders to canvas their views about the future of Post Office lane and Laneway 248a, and gather stories, narratives or themes from which to develop the concept design.

A series of stakeholder focus group consultations were held over two days, followed by an 'Out in the community' session to gather the views of the broader community and visitors to the Springvale Activity Centre.

The material presented for the focus groups involved a combination of practical questions and a set of open-ended prompts to elicit responses around stories, themes or insights into the laneway. The outcomes of the focus group were then presented back to the general community.

During this consultation process a significant number of participants were engaged using different feedback mediums. Approximate numbers involved are listed below.

Focus Group #1 - Local Primary School: 8 students

Focus Group #2 - Access & Inclusion Group: 8

Focus Group #3 - Community Leaders and Springvale Literacy Centre Group: 20

Focus Group #4- Crime Prevention Through Environmental Design (CPTED) discussion and walk: 5

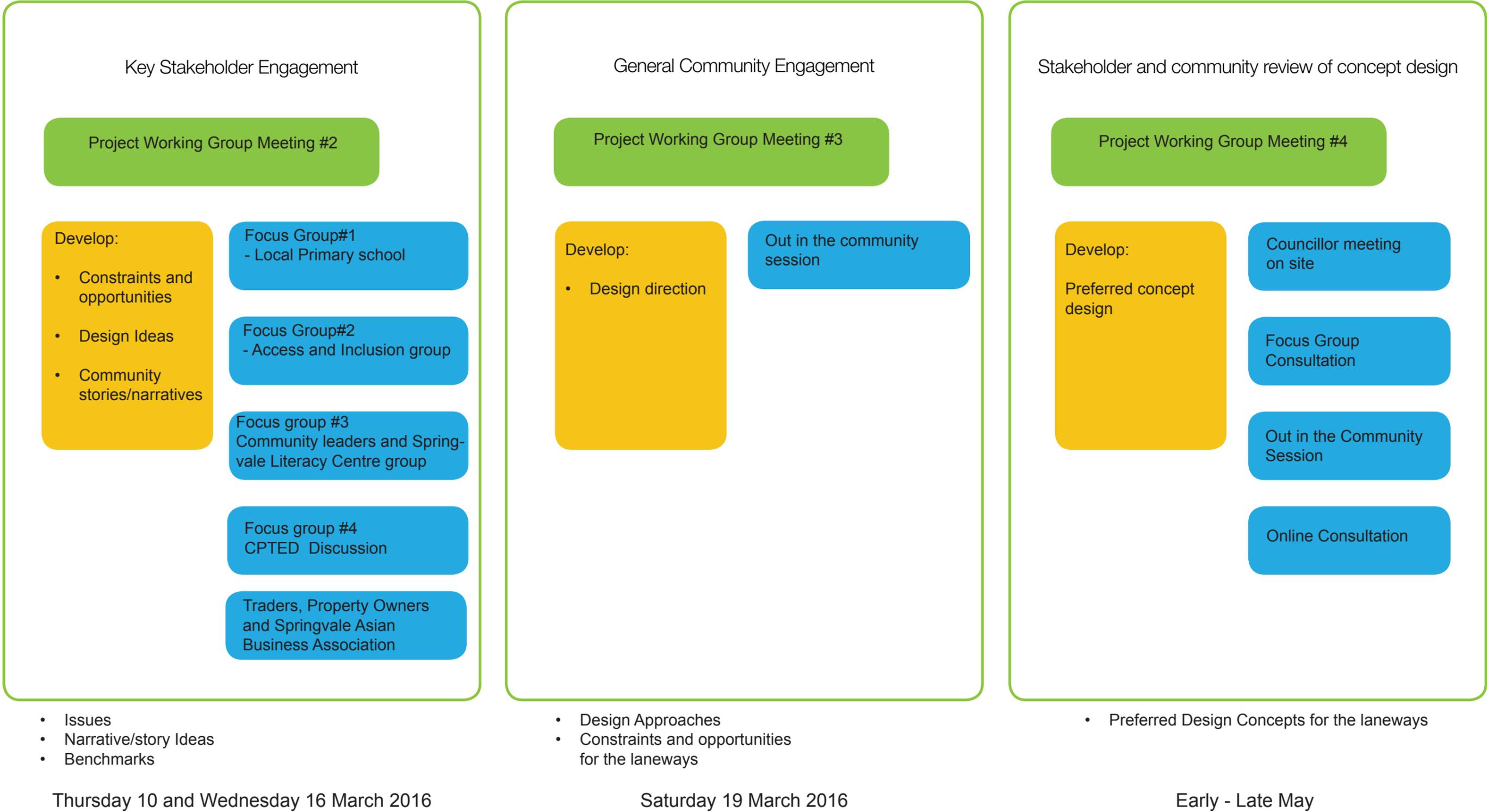
Focus Group #4 Traders, Property Owners and Springvale Asian Business Association: 5

Feed back Surveys: 45 returned to Council.

Online Surveys: 65 surveys completed

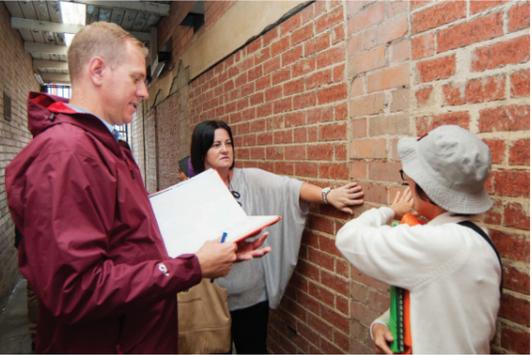
Process

Consultation methodology



Process

Focus Groups



Local Primary School

Access & Inclusion Group

Community Leaders and Springvale Literacy Centre Group

CPTED

Traders, Property Owners and Springvale Asian Business Association

Process

Springvale Rise Primary School

A consultation session was held with students from Springvale Primary School on Thursday 10 March to gain their views and ideas for how Post Office lane could look. Following a discussion and visit to the laneway the students returned to the school and workshopped their ideas with a local artist and summarised their ideas and views about the experience.

The summary and images below were supplied by the school

Q. What could it look like?

- Art
- Colour

Walls

- Text / narrative: history of Australia, of the local area, stories of local people
- Interaction: Button with 'Hello' in children's voices in different languages
- Game on the wall: interactive maze of the local Springvale activity centre
- Favourite places in Springvale: school, central/shops, new train station
- Vertical garden
- Water fountain (for filling drink bottles): a bird which dispenses water through its beak

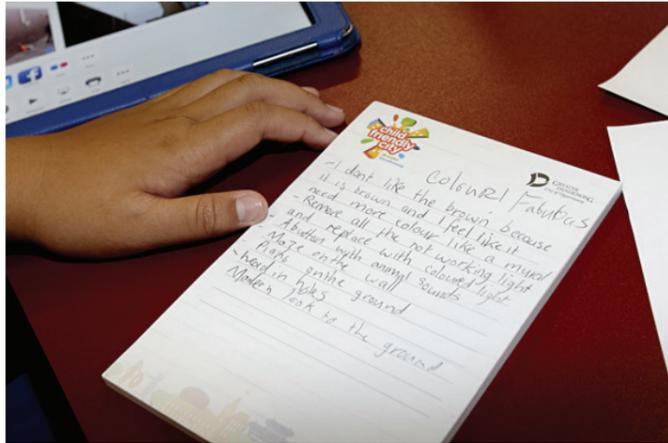
- Tall cylinders which are sensor lights which light up at night when people walk past each one

Floor

- Keys of a piano which could be connected to sound
- Artwork of the world globe which spans the bricks/tiles of the floor and continues up the walls
- Above wind chimes
- Different coloured lanterns which light up at night

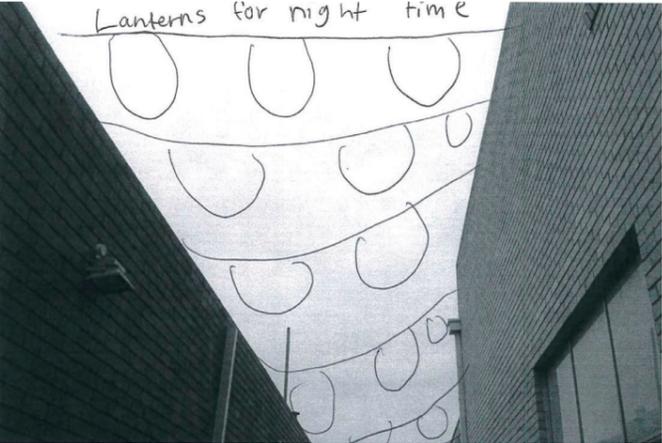
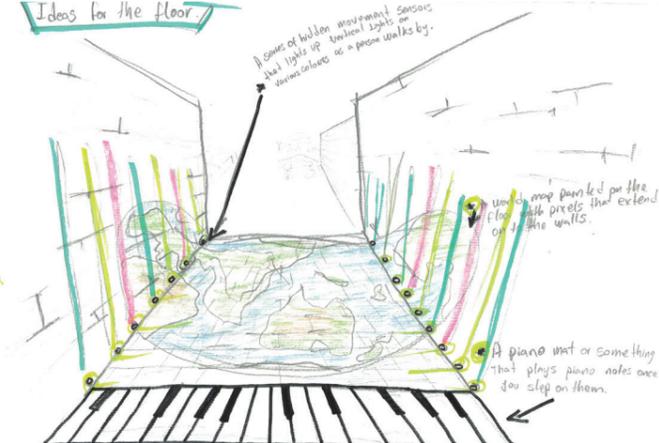
Q. How did you find the consultation and providing feedback to Council?

- 'Great'
- 'Fun'
- 'I would like to do it again'
- Learnt about art
- Good to visit the laneway to help us come up with ideas
- Enjoyed sharing ideas
- 'Felt part of the community'



Maybe get more lights
Colourful walls

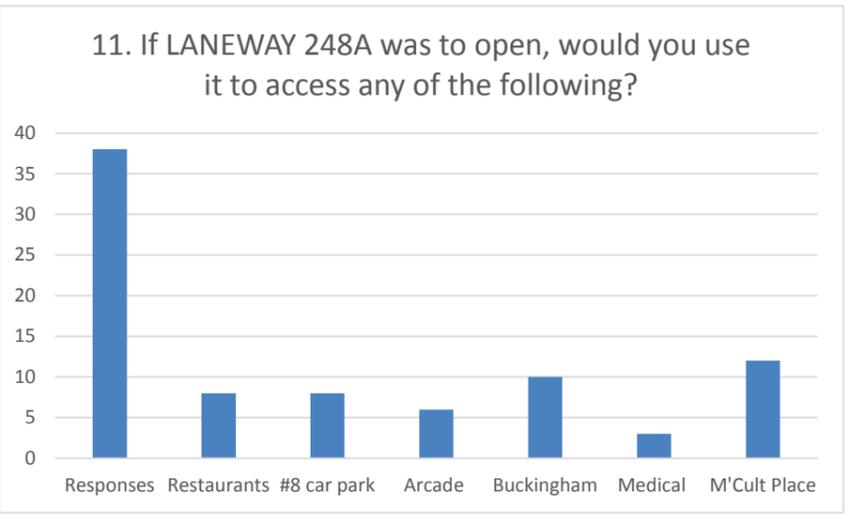
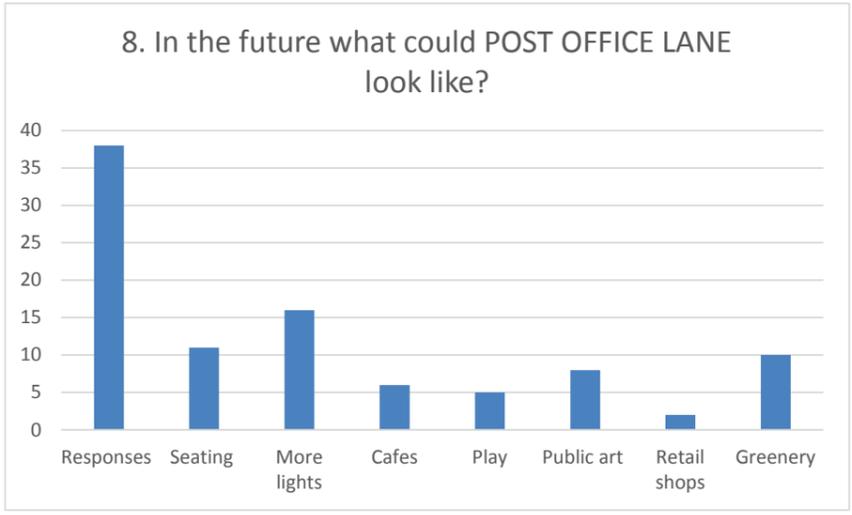
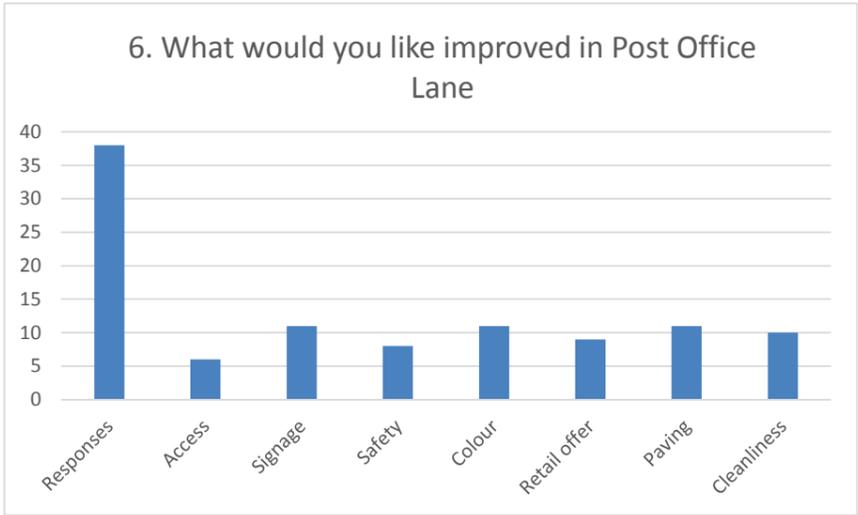
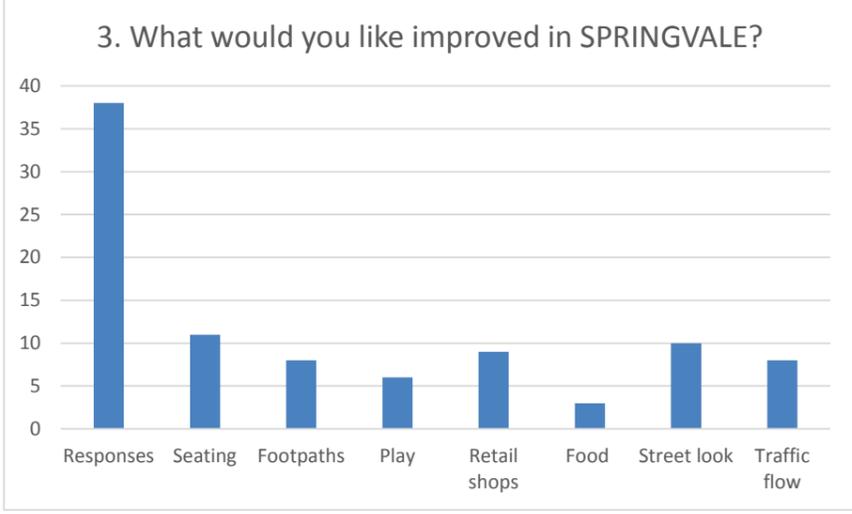
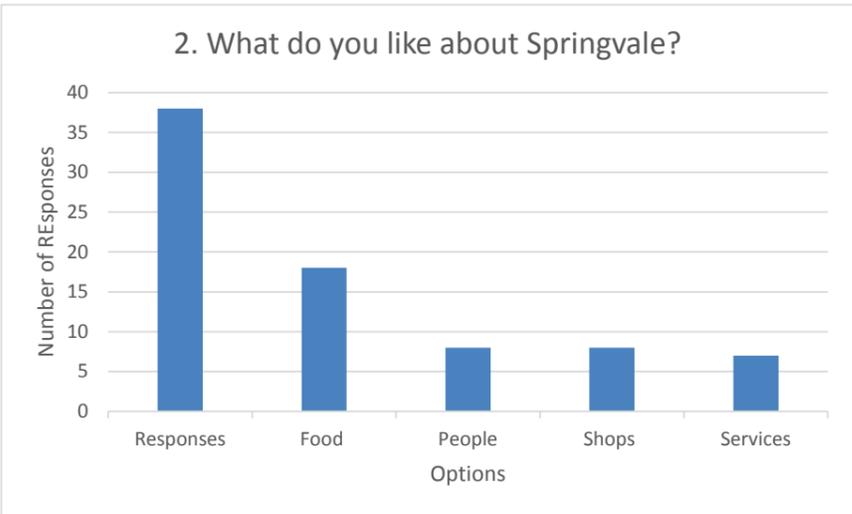
clumby, rough
- people could trip over and fall



Process

Outcomes From Community Consultation: Online Survey

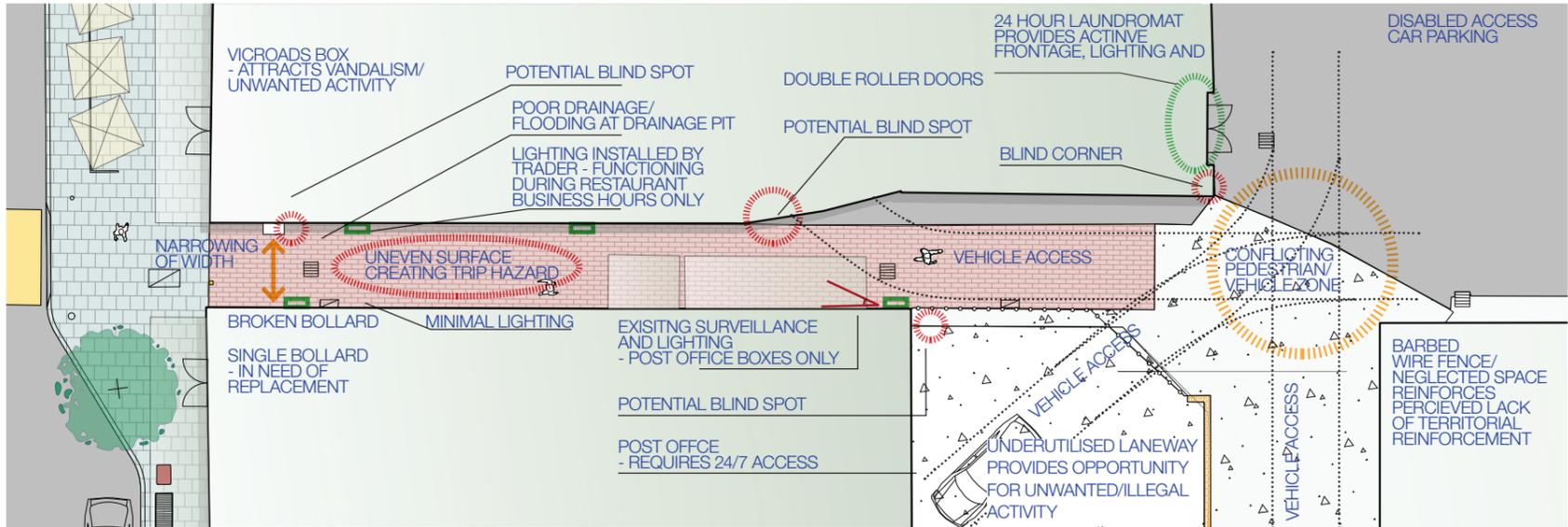
An online survey was hosted through the City of Greater Dandenong website to gain some quantitative information about the aspirations of the community. While the survey results showed some interest in all areas polled, it did offer preference for certain elements. Seating was an area that was desired for Springvale generally, and for Post Office Lane, seating, more lights and greenery had the strongest emphasis.



Outcomes

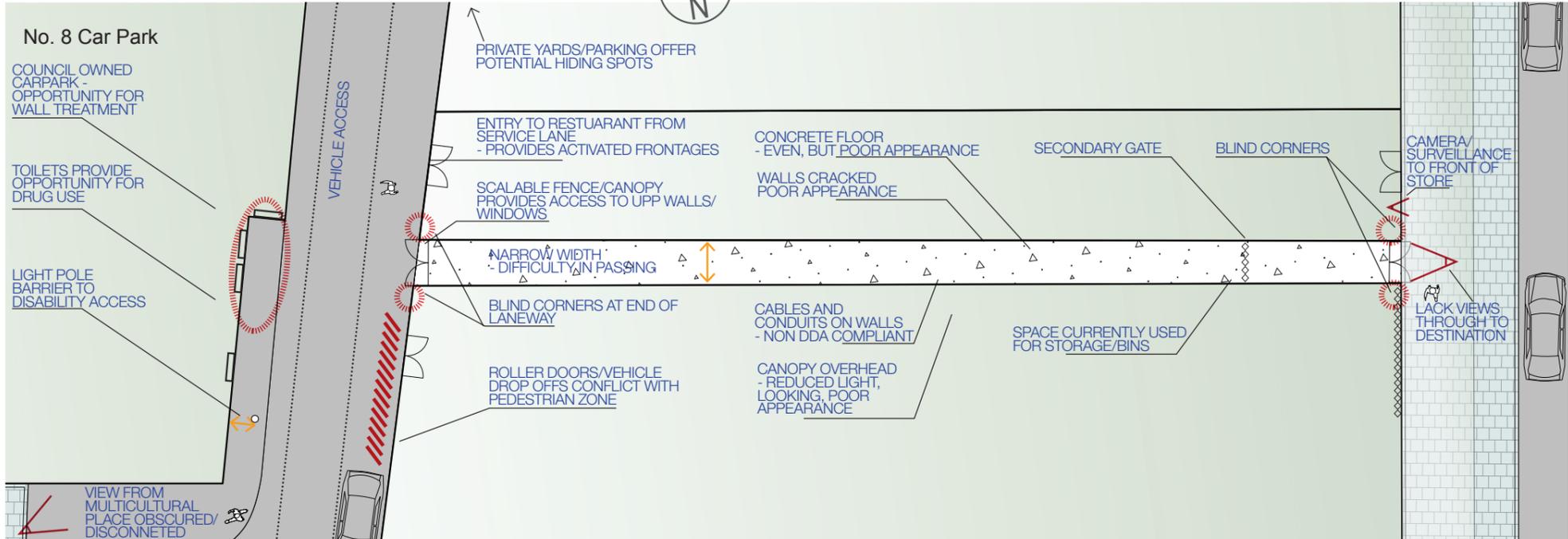
Opportunities and Constraints, Accesibility and CPTED

Focus groups were held on Thursday 10 March that specifically looked at equal accesibility issues and crime prevention through environmental design (CPTED). A number of site issues were highlighted as needing to be addressed in both areas. These have been summarised in the plans below.



- Key Issues
- Potential blind spots
 - Poor lighting
 - Uneven ground surface
 - Poor drainage
 - Conflicting pedestrian/Vehicular movement

Existing Plan of Post Office Lane



- Key Issues
- Narrow/constricted space
 - Poor lighting
 - Dirty/ poor appearance
 - Disconnection from destination at Western end

Existing Plan of Laneway 248a

Outcomes

Community Stories

Through discussion with the focus groups several directions and themes emerged as community narratives.

Post office Lane

Several members of the focus groups discussed the importance of the post office to the community and the history of Springvale.

The Post Office manager mentioned that it had originally been open from 1870, and later the new building was opened by politician Billy Snedden.

One senior citizen (Mary) told of how the letter box at the senior citizens club was repeatedly set on fire by local teenagers, so she had to get a post box at the post office for the group.

Another community leader (Be) said she also had a post box in the lane for their literacy group, and had dropped by earlier that day to pick up the post.

A Neighbourhood House leader (Kelly) talked about remembering as a small child she would come with her mum and walk through the lane to go to the post office and bank, and then cross the road to and sit and have an ice cream where there is now a jewellery store.

In this sense the lane is very much a living part of the community, a central line of communication and outreach for the various groups / communities that use it.

Possible design themes:

- Communication/Letters/language
- Networks/ Links
- Many individuals connected
- History of Post Office founding of Springvale

Coming through hard times

A shared memory emerged as people reflected on how Springvale has changed over the years. There is a clear sense of a community emerging from difficult times, and an anticipation for better times to come.

Many talked about how dangerous the precinct has been for a period and the change that this has caused; One Senior Citizen (Mary) talked about how her family urged her to move away, but she chose to stay.

Neighbourhood house leader (Kelly) told of how her Grandmother witnessed someone overdose on drugs on the bench next to her.

However, they were always quick to express that things had turned around, and how much better and safer the situation is now. A feeling of optimism and forward thinking was always affirmed.

While this this may not be a story we would want to see expressed in the laneways in any literal sense, this narrative offers potential to express in some way the sense of optimism for the present and the future of the precinct that is evident in speaking to the community.

Possible design themes:

- Optimism/lightness
- Celebration of now and the future
- Neighbourhood/community strength
- Returning/Reconnecting with place (like an old friend)
- Growing/building together

Mixed community

A number of participants highlighted the diverse community of Springvale as a character or story they would like expressed.

One of the school children suggested the laneway be covered with a map of the globe that spans the ground and continues up the wall

One member from the literacy group expressed that there are many different people in Springvale - 'Vietnamese, cambodian, indian', and that we should look at 'Multiculturalism' as their story.

Mary from the senior citizens group said that originally Springvale was mainly a Greek/Italian community – later many Asian people moved in.

While multiculturalism is an established feature of Melbourne, and Australia in general, there may be a unique mix that could be considered. There is a feeling of tension in the relationship between the communities – but a sense that perhaps this is starting to be overcome.

One senior citizen said that she now goes to Springvale every day now, and says it is “Like going to Hong Kong”

Possible design themes

- Waves of arrival
- Coming together
- Hardworking
- Richness/solidarity in diversity
- Inclusion

Local heritage/geography

A number of participants, such as the school group, touched on the theme of local history, geography, indigenous flora/fauna and stories of local people.

Possible design themes:

- Local/indigenous stories
- Geographic narratives
- Celebration of place

Outcomes

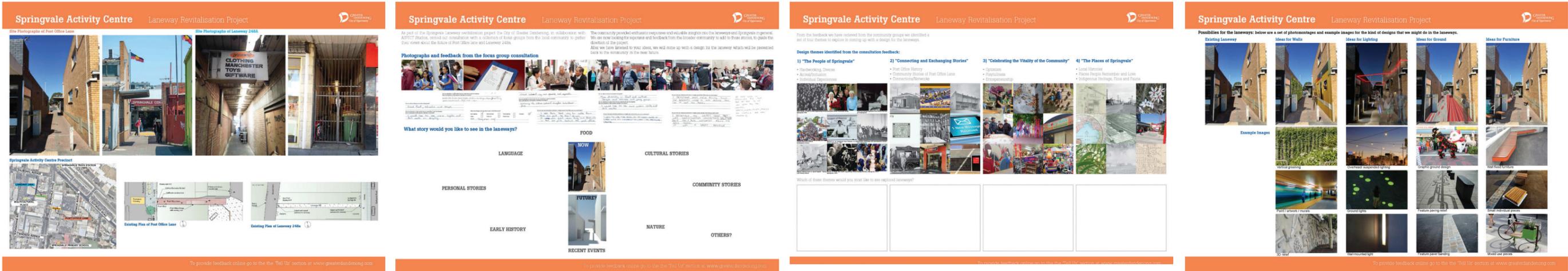
Out in The Community

A general Out in the Community consultation session was held in Post Office Lane on Saturday 19 March, in which users of the laneway were asked to express on their views on the directions presented.

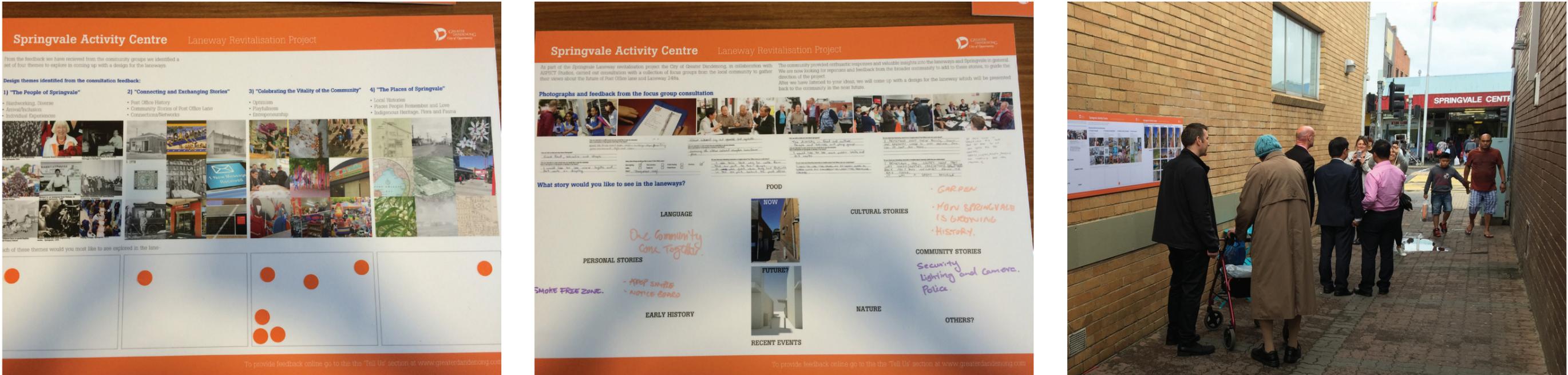
A set of A1 image boards were fixed to the wall of the lane presenting the themes isolated from the consultation, along with a set of design possibilities showing how these themes might be expressed.

Participants were asked to place an orange dot on their preferred option.

Boards as presented to the community



Photographs of boards from the day, showing community responses



Conclusion

The design theme

While the participants of the Out in the Community session were generally positive about the themes presented, a preference for the theme of 'Celebrating the vitality of the community' emerged from the discussions and interaction. This was agreed on as the direction for the further development of the concept design .

“Celebrating the Vitality of the Community”

- Optimism
- Playfulness
- Entrepreneurship



Vitality:
the state of being strong and active; energy.

synonyms:
liveliness, life, energy, animation, spirit, spiritedness, high-spiritedness, vivacity, exuberance, buoyancy, bounce, vibrancy, verve, vim, pep, brio, zest, zestfulness, sparkle, spark, effervescence, dynamism, passion, fire, vigour, forcefulness, ardour, zeal, relish, gusto, push, drive, punch, elan;

Optimism
Hopefulness and confidence about the future or the success of something.
confidence, buoyancy,

Playful
Full of fun and high spirits;

Entrepreneurship
Entrepreneurial spirit is characterized by innovation and risk-taking