

# WE'RE IMPROVING HOPPERS JUNCTION

## COMMUNITY ENGAGEMENT REPORT



November 2022



## PROJECT BACKGROUND:

The purpose of this community engagement for Improving Hoppers Junction, was to listen and to ask questions of the people who live, work and play in the place to discover their needs and aspirations and creating the space as a much-loved community owned space and steps towards creating a liveable city.

To ensure Council focuses on Hoppers Junction being a much-loved local place, a four-week community engagement process was undertaken to understand how the community currently use the space and what they would like to see improved, through accessibility, public seating, activations and being involved in their local community.

The engagement was held between 21 September – 23 October 2022, which included a Pop-Up Session onsite along with various methods of engagement were utilised to ensure our community had the opportunity to participate.



## METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	1,748 page views 1,430 total visitors to the page 30 project 'followers'
Online Survey	110 contributions
Mapping Tool	71 contributions
Pop-Up Drop-in Session	60 local community residents participated
Letterbox Drop	2km Radius Residents
Posters and Postcards	20 Businesses at Hoppers Junction displayed posters/postcards
Wyndham News Article	Wyndham wide households

Communications / marketing activities	
Method / technique	Stakeholders engaged
Online promotion (Facebook - Ad)	Engagement: 423 Click through to website: 376
Online promotion (Facebook – Organic x3 Posts)	Engagement: 1,747 Click through to website: 142

# SUMMARY OF FEEDBACK:

## Survey Responses

We Asked	You Said
How often you visit Hoppers Junction and reasons for visiting?	<p>31% visited weekly 26% visited 2-3 times a week 16% visited daily 16% visited once/twice a month 11% visited rarely</p> <p>37% visited to eat at a local cafe or restaurant 29% visited to shop or visit service-based businesses 20% visited to pass through to the train station 12% visited to meet friends 2% visited for other reasons</p>

We Asked	You Said
What improvements would you like to see made in Hoppers Junction?	<p>31% requested for public seating to sit and gather 29% requested for more plants and vegetation 23% requested for a more accessible area 16% requested for new artwork</p> <p>Other recommendations that also came through were around increasing activations in the space including markets and pop-up play spaces. Shaded seating/leisure spaces and increased outdoor dining offerings from the traders onsite.</p>

We Asked	You Said
What would make Hoppers Junction feel safer for you?	<p>26% requested for more lighting</p> <p>25% requested for more footpath trading and outdoor dining</p> <p>24% requested for spaces for people to sit and stay</p> <p>22% requested for more activations and events</p> <p>There was a lot of comments around community feeling safe currently but can be improved with additional signage around traffic flow and added shaded seating areas. Fixing the footpath Infront of the shops has also been flagged as a safety concern.</p>

We Asked	You Said
We're planning for new events in Hoppers Junction. What kind of events would you like to see in the future?	<p>30% requested for outdoor markets</p> <p>24% requested for music or entertainment</p> <p>18% requested for local events run by community groups</p> <p>15% requested for special events (e.g. Easter, Hindi Day, Christmas etc)</p> <p>9% requested for Car Club Sundays</p> <p>Suggestions around introducing a Community Garden and Youth/Kids activities and events were embraced.</p>

We Asked	You Said
Would you like to see any changes to how businesses operate in the area? E.g. outdoor retail or new offerings.	<p>Additional outdoor options such as shaded outdoor seating, more covered outdoor dining options and having additional outdoor play spaces near the dining for kids.</p> <p>Creating a Pop-Up space to be used for movie nights, play spaces, market, live music night and programs to be facilitated from this space.</p> <p>A refresh and improvement to business shopfronts as the overall space feels very dated and unloved. Real disconnect between each business. Also, a new variety of offerings in the space, local tapas Bar/retail and a nightlife local space.</p> <p>A recommendation also around including 5min carpark spaces, for those wanting to get in and out of the space.</p>

We Asked	You Said
Do you have any other feedback you would like to share about Hoppers Junction?	<p>Celebrate local history in space:</p> <ul style="list-style-type: none"> <li>- Historical Fact Sheet</li> <li>- Mural</li> <li>- Historic Board</li> <li>- Hoppers family</li> <li>- Indigenous connection</li> </ul> <p>Space and shop fronts looked tired and neglected, businesses need to brighten up their spaces.</p> <p>Creating a community plaza spaces/community area like Pop Up Parks and what Yarraville have done in their spaces for markets, movie nights, activities etc. Also add kids activities such as sensory play spaces, soft flooring. Potentially better utilise the Drop off zone to create this.</p> <p>Create a crossing connection between the park, train station , shops and Hoppers Crossing Shopping Centre.</p> <p>Create an art gallery along bus station and back laneway.</p> <p>Create a night life space, live music, drinks and atmosphere to enjoy locally.</p> <p>Lots of love for the multicultural diverse business offerings on site from Butcher, cafes, Indian cuisine, Chinese cuisine, Thai cuisine, Charcoal Chicken, Pizza, Burgers and so much more.</p>

Mapping Tool Responses

You Said	
Issues	<ul style="list-style-type: none"> <li>- Requires additional lighting, area is too dark at night in car park and park space</li> <li>- Shopfronts need improvement and modernising</li> <li>- Cleanliness of back laneway needs improving</li> <li>- Pedestrian Crossing to connect the Junction to Hoppers Crossing Shopping Centre and train station to shops.</li> <li>- Footpath needs urgent improvements, its uneven, slopes down and a challenge for people in wheelchairs.</li> <li>- Changing Civic Centre Road name as is confusing with Werribee.</li> <li>- Frequent maintenance of park from litter and broken glass which creates an unsafe environment.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>- Closing off the Drop off Zone to create a multipurpose space for special events, pop up play, markets. Add fake grass and additional seating spaces.</li> <li>- Remove the front strip parking and make the dead-end road parking area instead. Make the area outside the shops into an extended parkland /walkway with spaces for dining outside the restaurants.</li> <li>- Creating a more enclosed space in the park with large hedges along the fence line to parking</li> <li>- Add more vegetation in the space</li> <li>- Adding local programs and activities in park e.g. fitness activities</li> <li>- Farmers Market/ Markets monthly</li> <li>- Need play spaces for older kids</li> <li>- Needing night-life options – local pub/brewery, entertainment</li> <li>- Cleaning up the park, planting more native plants, good lighting is a great start.</li> <li>- More street/wall art, similar to the existing artwork on the outside of the bakery.</li> <li>- Additional seating in park spaces and speakers for low music playing</li> <li>- Water bottle refill station</li> <li>- More community owned spaces, community garden, shared library, art project etc.</li> </ul>



## Pop Up Session Responses

	You Said
Issues	<p>Disabled parking access is restricted due to the location of the parklet, people exiting the passenger side can't get out especially if mobility impaired</p> <p>Planter boxes are too high near Elio Pizza and block the view line when you are turning – we like them, but perhaps they can be brought back away from the curb slightly</p> <p>Playground around the corner- more laws to stop the drinking in the park. Dodgy people drinking near the playground</p>
Opportunity	<p><b>Public realm and footpath improvements</b></p> <ul style="list-style-type: none"> <li>- Brighten and improve the footpath</li> <li>- Love the outdoor dining areas - more space for this to happen</li> <li>- Pram parking</li> <li>- Would like to see more dog friendly areas</li> <li>- We love Woodville Shopping centre improvements, can you replicate this and put it in Hoppers Junction</li> <li>- Create a plaza to connect shopping and the Junction</li> <li>- Push parking back and close the front row for dining and play</li> </ul> <p><b>Pop up play/spaces</b></p> <ul style="list-style-type: none"> <li>- Have something here similar to Point Cook Pop Up Park but smaller in scale</li> <li>- Little areas for kids to play whilst you shop - not a full-sized playground but small little spaces</li> <li>- Kids activities on the pavement like giant snakes and ladders, hopscotch, informal play</li> <li>- Increase the tree canopy</li> <li>- Existing Playground improvement to include middle years age</li> </ul>





Opportunity	<p><b>Pedestrian connections and safety</b></p> <ul style="list-style-type: none"> <li>- Slow traffic down</li> <li>- Pedestrian crossing at the Elio Pizza end of the carpark</li> <li>- Better signage</li> <li>- Increased safety measures such as lighting</li> <li>- Walkway connecting the Hoppers Crossing shopping centre precinct to Hoppers Junction</li> <li>- Drop off point for station that is clearly identified</li> </ul> <p><b>Landscape/greenery</b></p> <ul style="list-style-type: none"> <li>- We like the scale of the area, you can make it trendy and attractive</li> <li>- More parkland to sit out amongst trees with seating</li> <li>- Community gardens in the space</li> <li>- More landscaping to create a destination not just drive through centre, more shade (trees) and overall, more greenery</li> </ul> <p><b>Community events and infrastructure</b></p> <ul style="list-style-type: none"> <li>- Farmers markets</li> <li>- More community feels for the current logo</li> <li>- Community based activities</li> <li>- BBQ area</li> </ul> <p><b>Business improvements</b></p> <ul style="list-style-type: none"> <li>- Shopfront and window makeovers and improvements</li> <li>- Educate traders about litter and amenity</li> </ul> <p><b>Parking &amp; Bikes</b></p> <ul style="list-style-type: none"> <li>- Change to angle parking as current arrangement feels tight</li> <li>- Parking access is great</li> <li>- Ticketed parking spaces</li> <li>- Don't put too many bike paths in unless you are going to do it well</li> <li>- Push bike station (repair station)</li> <li>- Bike rider - if you put in any concrete barriers or blocks make sure you paint them yellow</li> <li>- Not so narrow car parking bays</li> </ul>
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# WHAT HAS HAPPENED SINCE?

## Placemaking Improvements

Pedestrian Crossing Installed to create a safer connectivity between Hoppers Crossing Shopping Centre, Hoppers Junction and the Train Station. Pedestrian Crossing has been installed on Entry to Hoppers Junction and in the middle.



## Activations

With a high percentage of responses came through with the community requesting Markets in the space, we are excited to host our first Christmas Market activation in Hoppers Junction on Saturday 3 December 2022.

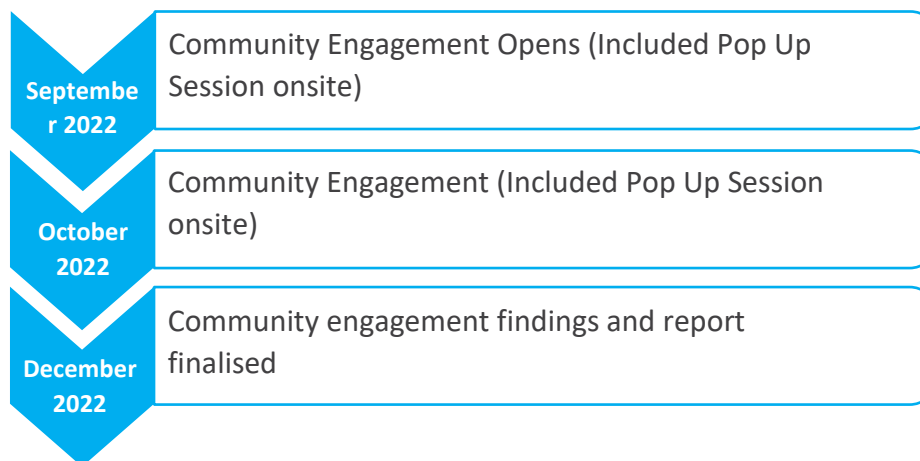
## Town Team (Community-led Group)

On Thursday 10<sup>th</sup> & 17<sup>th</sup> of November we meet with several local community residents within Hoppers Crossing and surrounding to seek their interest in being involved in the activations and ideas for Hoppers Junction improvements moving forward. These invites were to all members who selected yes to wanting to be involved in making these changes happen. We are aiming to meet at the start of 2023 again and commence the Town Team journey with this group in Hoppers Junction.

## NEXT STEPS:

- Council will use the feedback provided by this consultation to put together a Placemaking and Activation Plan for 2023 and future years moving forward. We will trial and pilot a few different recommendations in the space to see what works.
- Council is working on forming a community-led Town Team group within Hoppers Junction to create a sense of pride and ownership of Hoppers Junction by the local community. This group will collaborate and commence making their desired ideas for the space, through arts projects, activations or a community-based program. If you would like to be involved at any time, please email [hoppersjunction@wyndham.vic.gov.au](mailto:hoppersjunction@wyndham.vic.gov.au).

## STAGES OF THE PROJECT



## HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.