

WOODVILLE PLACE PLAN

First COMMUNITY ENGAGEMENT REPORT



PROJECT BACKGROUND

A Place Plan is being prepared for Woodville Neighbourhood Activity Centre (NAC), with the aim of boosting the local economy and creating better connections to shops, facilities, and services.

Woodville NAC does not currently have a vision, plan, design guidelines or governance arrangements to support or direct its operation and evolution. The Woodville NAC Place Plan aims to fill this gap. The Place Plan will bring place making, urban design and economic development together into an integrated plan aimed at enhancing Woodville NAC and supporting 20-Minute Neighbourhood outcomes.

We have planned a three-step community engagement process to ensure timely and effective development of the plan while keeping the community highly engaged (figure 1). This document reports the findings of the first step.

A 3-step Community Engagement



Figure 1. Diagram showing how a three-step community engagement will be utilised.

The purpose of the first community engagement was to:

- Listen to what Woodville residents and visitors value about their neighbourhood; how the neighbourhood and especially the activity centre can be improved; and what the high-level key issues are.
- Recruit for a neighbourhood team through an expression of interest process

METHODOLOGY

The below tables outline the various methods and techniques used to engage with the community.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop website	1209 page views 683 total visitors to the page
Online survey	71 surveys completed
Social mapping tool	78 contributions from 28 people
Submissions	1 submission
Drop-in sessions at Woodville	35 local community residents participated

Communications / marketing activities	
Method / technique	Stakeholders engaged
Online promotion (Facebook - Ad)	Link Clicks: 166 Engagements: 169 Impressions: 28,187
Online promotion (Facebook - Organic post x3)	Link Clicks: 83 Engagements: 778
Letterbox drop	2166 postcards delivered to dwellings within 800m radius from the Woodville Park Shopping Centre
Posters (Corflute Signs x4)	4 signs were installed at the main entry to Woodville Park shopping Centre, near the FoodWorks, at the playground, and at the entry to Warringa Reserve carpark.
Email	Woodville Park Shopping Centre Owners Corporation Woodville Park School Woodville Primary School 1st Hoppers Crossing Scouts Woodville Park Kindergarten

SUMMARY OF FEEDBACK

Survey and Social Map Responses

We Asked	You Said
What do you like about Woodville?	<ul style="list-style-type: none"> Location and nearby attractions 39.4% Woodville Park Shopping Centre 32.3% Parks and playgrounds 30.3%
What aspects of Woodville would you like improved?	<ul style="list-style-type: none"> Woodville Park Shopping Centre 47.5% Parks and playgrounds 41.4% Footpaths and cycle paths 29.3% Community facilities 29.3% Overall presentation 29.3% Trees & landscaping 29.3%
What are key issues to address in Woodville?	<ul style="list-style-type: none"> Physical safety 43.4% Business mix 36.4% Quality and maintenance of public spaces and streets 35.4%

Figure 2. The Woodville Park Shopping Centre



Figure 3. The Woodville Park playground








Figure 4. Lack of footpath and nature strip maintenance

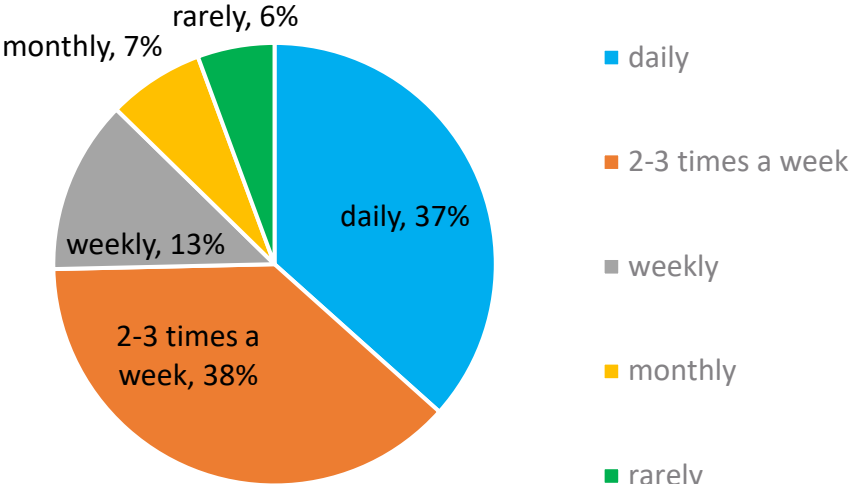
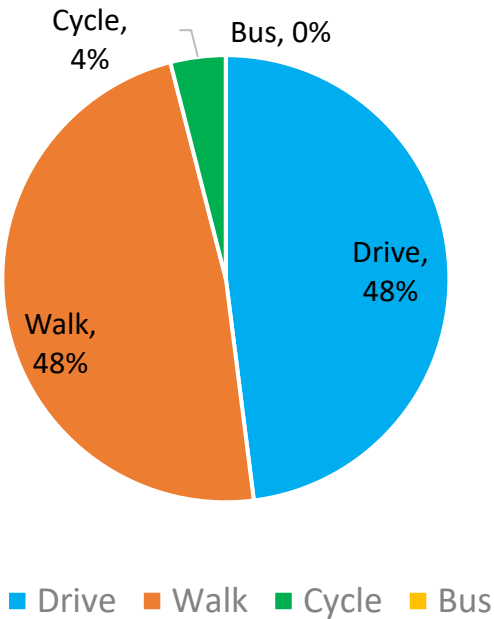


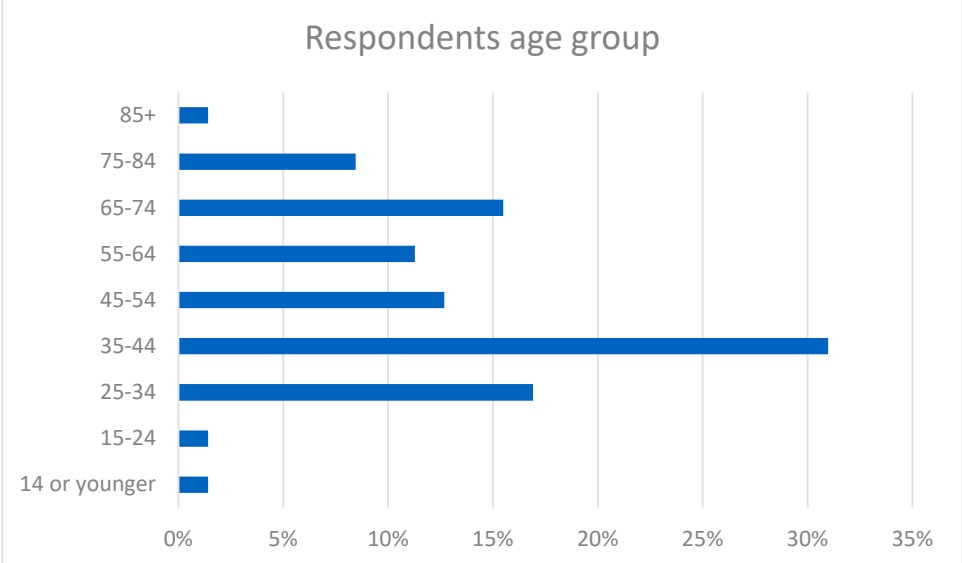
Figure 5. D1 Drain

Survey Responses Only

We Asked	You Said
What is your overall current satisfaction level of Woodville?	 4  30  28  9 Average:  3.41
What would you love to see in Woodville? (open-ended)	<ul style="list-style-type: none"> Improved business mix and services in Woodville Park Shopping Centre such as cafés, pharmacy, better food offerings, post office, pubs etc. 25 times More community spaces and facilities such as an enclosed off-leash dog park, a community garden, community houses etc. 10 times More community and family events such as music events, markets, festivals, art classes etc. 10 times Improved parks and playgrounds with BBQ facilities, shelters, inclusive playgrounds, mini sports courts etc. 10 times

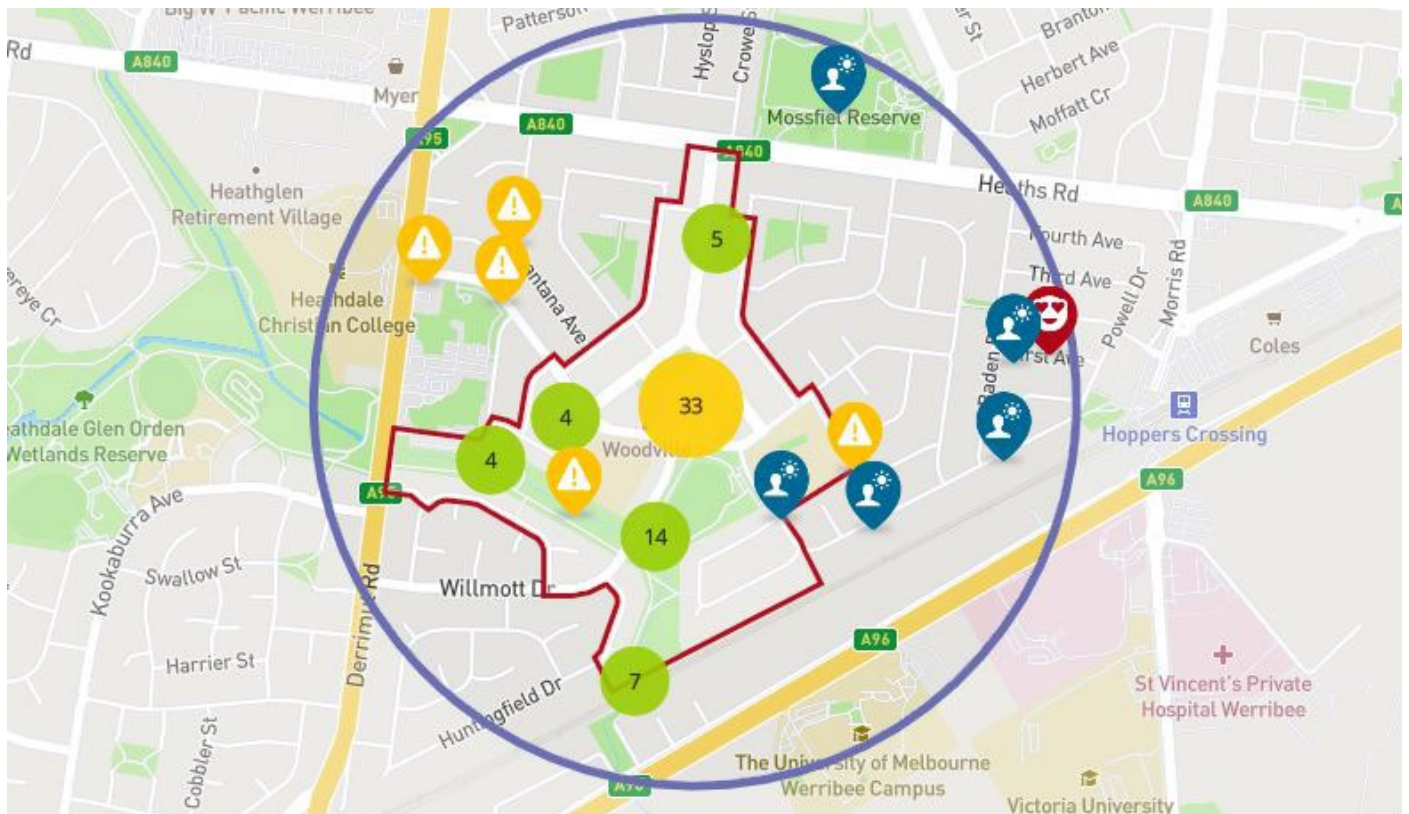
About the Survey Respondents

We Asked	You Said												
<p>Why do you visit Woodville Activity Centre?</p>	<ul style="list-style-type: none"> Grocery shopping 81.7% Play at Woodville Park & Playground 45.1% Recreation in the open spaces 40.1% 												
<p>How often do you visit the Woodville Activity Centre?</p>	 <p>A pie chart illustrating the frequency of visits to the Woodville Activity Centre. The chart is divided into five segments: 'daily' (37%, blue), '2-3 times a week' (38%, orange), 'weekly' (13%, grey), 'monthly' (7%, yellow), and 'rarely' (6%, green). A legend to the right of the chart maps these colors to their respective frequency labels.</p> <table border="1"> <thead> <tr> <th>Frequency</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>daily</td> <td>37%</td> </tr> <tr> <td>2-3 times a week</td> <td>38%</td> </tr> <tr> <td>weekly</td> <td>13%</td> </tr> <tr> <td>monthly</td> <td>7%</td> </tr> <tr> <td>rarely</td> <td>6%</td> </tr> </tbody> </table>	Frequency	Percentage	daily	37%	2-3 times a week	38%	weekly	13%	monthly	7%	rarely	6%
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<p>How do you "usually" travel to Woodville Activity Centre?</p>	 <p>A pie chart showing the usual mode of travel to the Woodville Activity Centre. The chart is divided into four segments: 'Drive' (48%, blue), 'Walk' (48%, orange), 'Cycle' (4%, green), and 'Bus' (0%, yellow). A legend below the chart maps these colors to their respective travel modes.</p> <table border="1"> <thead> <tr> <th>Travel Mode</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Drive</td> <td>48%</td> </tr> <tr> <td>Walk</td> <td>48%</td> </tr> <tr> <td>Cycle</td> <td>4%</td> </tr> <tr> <td>Bus</td> <td>0%</td> </tr> </tbody> </table>	Travel Mode	Percentage	Drive	48%	Walk	48%	Cycle	4%	Bus	0%		
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We Asked	You Said																				
<p>How are you connected to Woodville?</p>	<ul style="list-style-type: none"> • I live in Woodville 79% • My children go to school/play sport in Woodville 17% • I work in Woodville 13% • I am a visitor 11% • I own a property in Woodville (which I don't live in or work from) 7% • I am a business owner 3% • I am a student in Woodville 1% • Other 2% 																				
<p>What is your age?</p>	<p>Respondents age group</p>  <table border="1"> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>85+</td> <td>2%</td> </tr> <tr> <td>75-84</td> <td>8%</td> </tr> <tr> <td>65-74</td> <td>15%</td> </tr> <tr> <td>55-64</td> <td>11%</td> </tr> <tr> <td>45-54</td> <td>13%</td> </tr> <tr> <td>35-44</td> <td>31%</td> </tr> <tr> <td>25-34</td> <td>17%</td> </tr> <tr> <td>15-24</td> <td>2%</td> </tr> <tr> <td>14 or younger</td> <td>2%</td> </tr> </tbody> </table>	Age Group	Percentage	85+	2%	75-84	8%	65-74	15%	55-64	11%	45-54	13%	35-44	31%	25-34	17%	15-24	2%	14 or younger	2%
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<p>What is your gender?</p>	<ul style="list-style-type: none"> • Male 39% • Female 61% 																				

Social Map Responses

Respondents were invited to 'drop a pin' and provide comments relating to a specific area within Woodville. The figure below illustrates the number of responses and their locations. On the following pages the comments are summarised.



You said

ISSUES

Woodville Park Shopping Centre:

- Lane way at rear of businesses detracts from the park. Would be great if this area could be kept cleaned and possibly beautified to compliment the park area.
- Hooning in the Shopping Centre carpark is very disturbing especially at night.
- The loss of a larger supermarket was a real blow to this strip.
- The back of the Woodville shops feels unsafe.
- The overall presentation of the shopping centre

D1 Drain:

- Flooding or water gathering issues in the railway underpass.



- The railway underpass feels very unsafe.
- The drain [D1 Drain] is nearly flat towards the off-leash area (no obvious river), it is always muddy.
- The eastern end of the D1 Drain has been neglected in terms of landscaping and maintenance.
- This spot [the Heathdale/Glen Orden Train crossing at Willmot Dr] is not safe even with speed bumps.

Overall neighbourhood:

- There is a primary school, special school, kindergarten, day care and shopping centre in Woodville. Trying to get safely out of the Woodville estate is extremely hard. Especially at school drop off and pick up. I'm surprised there hasn't been an accident.
- The mound around the oval makes it difficult for people to connect to the shops.
- Overgrown footpath. Can't get a pram through.

IDEAS

- Nature strips not maintained by properties. Vehicles park up on footpaths and vehicles park on the verge.

Woodville Park

- Some basic exercise-type equipment may attract people interested in fitness. Plus, Yoga/PTs classes in the park. See reference image.



- Shelters, BBQs, public toilets, shaded seating, freshwater taps in the park.
- More surveillance, maintenance and replacement to the trees and landscaping in Woodville Park.
- Replace the trees that were removed from the centre median [Woodville Park Dr].
- An enclosed purpose-built toddler park.
- A community garden here [in Woodville Park] which could benefit people on low incomes and provide opportunities to socialize and build connections.

Woodville Park Shopping Centre

- This [shopping centre eastern wing] could be a lively strip after hours with a cafe/bar that's open late.
- Promotion/advocacy for more mixed business (local and hospitality-based businesses).
- More day-to-day services such as a pharmacy, post office, newsagency, etc.
- A public toilet is needed at the shopping centre.
- Would be great to see some nightlife here [Shopping Centre].
- A community centre with specific focus on engaging youths and teens that includes spaces to move and play, chill and relax, and eat and drink (e.g. coffee, milkshakes) [at the western carpark of the shopping centre].
- Possible use of carpark for events - food trucks etc (understanding it is a private carpark), to compliment/promote the local shops/businesses.

	<p>D1 Drain & Warringa Crescent Reserve:</p> <ul style="list-style-type: none"> • A fenced off-leash dog park with water fountain please. • Plant more trees along walking paths for shade in summer [around the Warringa Crescent Reserve]. • A playground near the reserve. • Is it possible to make some of this area [D1 Drain] into a flat, playing ground for kids to play soccer, basketball etc? • Street art / community mural / student art for the railway underpass. • Improved connection to the East Werribee Area through the railway underpass. • Better landscaping for streets and D1 Drain • Clean up, beautify, and provide a path at the culvert [under the Willmott Dr]. • Extend the Creek under the road [Willmott Dr]. • A native play or bush kindy at the D1 Drain open space. • Fill the bare area [behind Encore on D1 Drain] with native trees/bushes & mulch that will provide food & habitat for the large variety of birds/wildlife that live and visit. <p>Overall neighbourhood</p> <ul style="list-style-type: none"> • A bike parking cage and cycling promotion program for the school. • Increased speedhumps or chicane/islands, lighting, and even cameras could help deter the illegal car activity. • Lights (across Wyndham) not only at night but early in the morning as well (e.g., 5-5:30am). • Direct public transport to the stations (i.e., smart minibuses). • Mark the paths (and in other areas) to give directionality to cyclists and pedestrians. • I believe there should be more work on our urban forest and nature strip tree planting all across Wyndham including Woodville considering that Wyndham had the lowest canopy coverage in Victoria! • Let's try and have the powerlines all moved underground [for aesthetics]
COMPLIMENTS	<ul style="list-style-type: none"> • The D1 Drain park looks really beautiful with all the indigenous plants around the creek. The frogs were very noisy last night - love it. • Additional / newer business in the shopping centre (like the vet).

- ## Word Cloud

The word cloud below is based on all the comments made by survey and social map participants.



NEXT STEPS:

- Council will form a community-led Woodville Neighbourhood Team via contacting those who have expressed their interest to be part of this team in this consultation. If you would like to be involved, please email hadi.zamanifard@wyndham.vic.gov.au
- In collaboration with the Neighbourhood Team and other departments in Council and state government, Council will use the feedback provided by this consultation to inform preparation of a draft Place Plan for Woodville Activity Centre. The Plan then will be shared on the Help Woodville Thrive Loop page for feedback from the community.

STAGES OF THE PROJECT



HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page at <https://theloop.wyndham.vic.gov.au/help-woodville-thrive> and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.