



**GAFFNEY
VILLAGE**
Pascoe Vale



COMMUNITY CONSULTATION REPORT

**GAFFNEY VILLAGE SHOPPING STRIP
STREETScape RENEWAL**

March 2018

COMMUNITY CONSULTATION REPORT

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COMMUNITY SATISFACTION SURVEY

BEFORE STREETScape RENEWAL

Council is undertaking the design for streetscape improvements of the Gaffney Village Shopping Strip, as part of Council's Shopping Strip Renewal Program. The aim is to revitalise the area and improve the pedestrian amenity, walkability and presentation of the shopping strip.

A survey was undertaken in November 2018 to seek community feedback on the Gaffney Village Shopping Strip.

This report outlines the community responses collected from this survey.

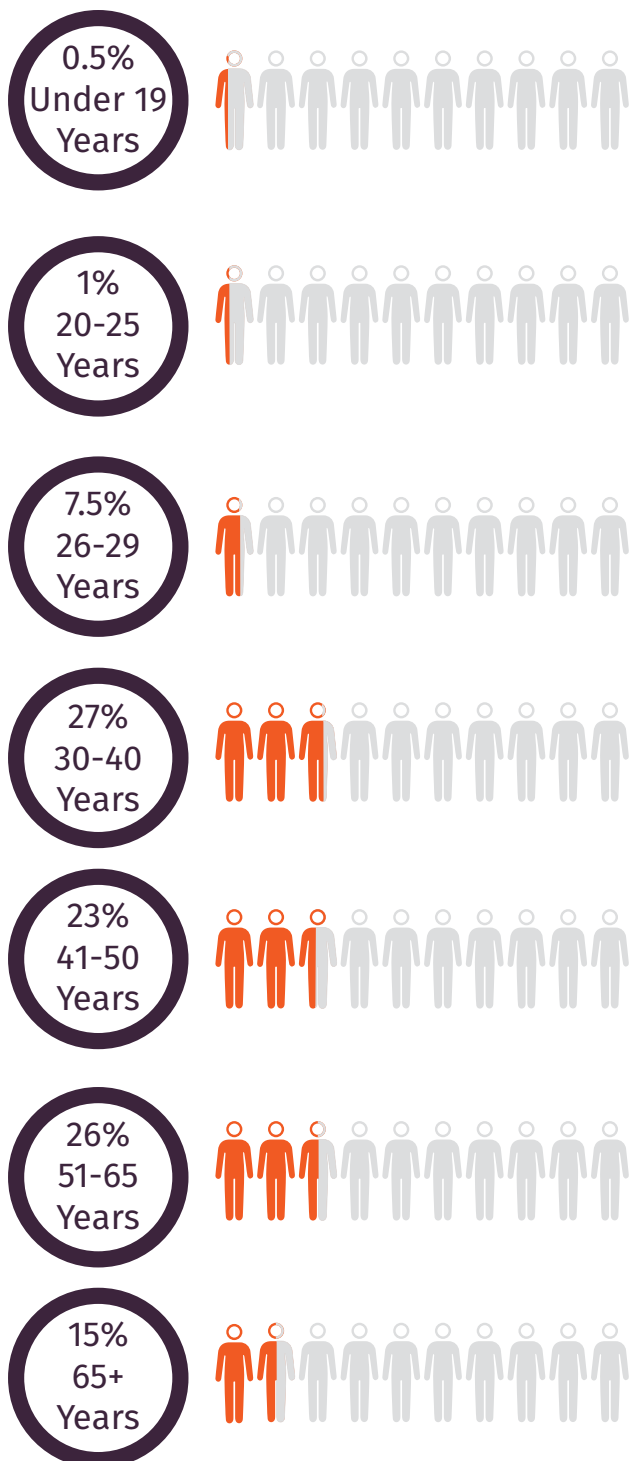


**221 PEOPLE RESPONDED TO
THE SURVEY**

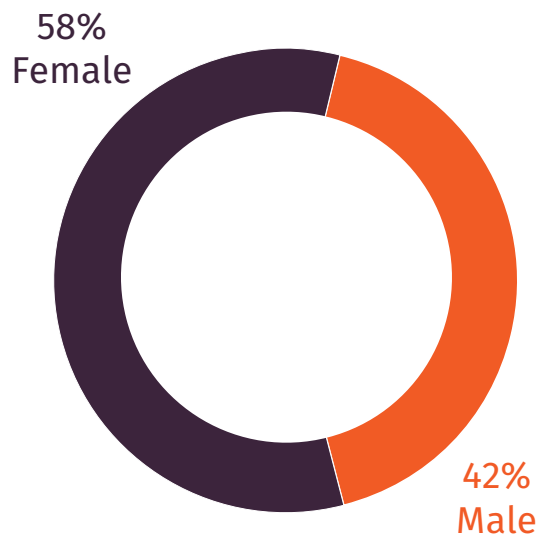
DEMOGRAPHICS

WHO WERE THE RESPONDENTS?

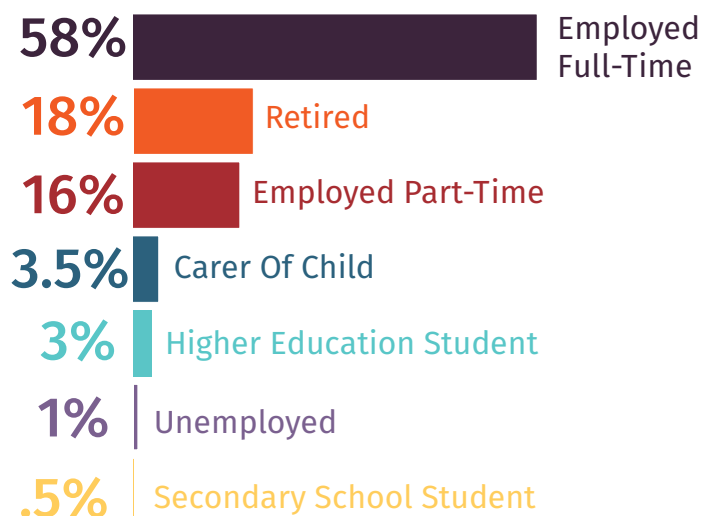
AGE



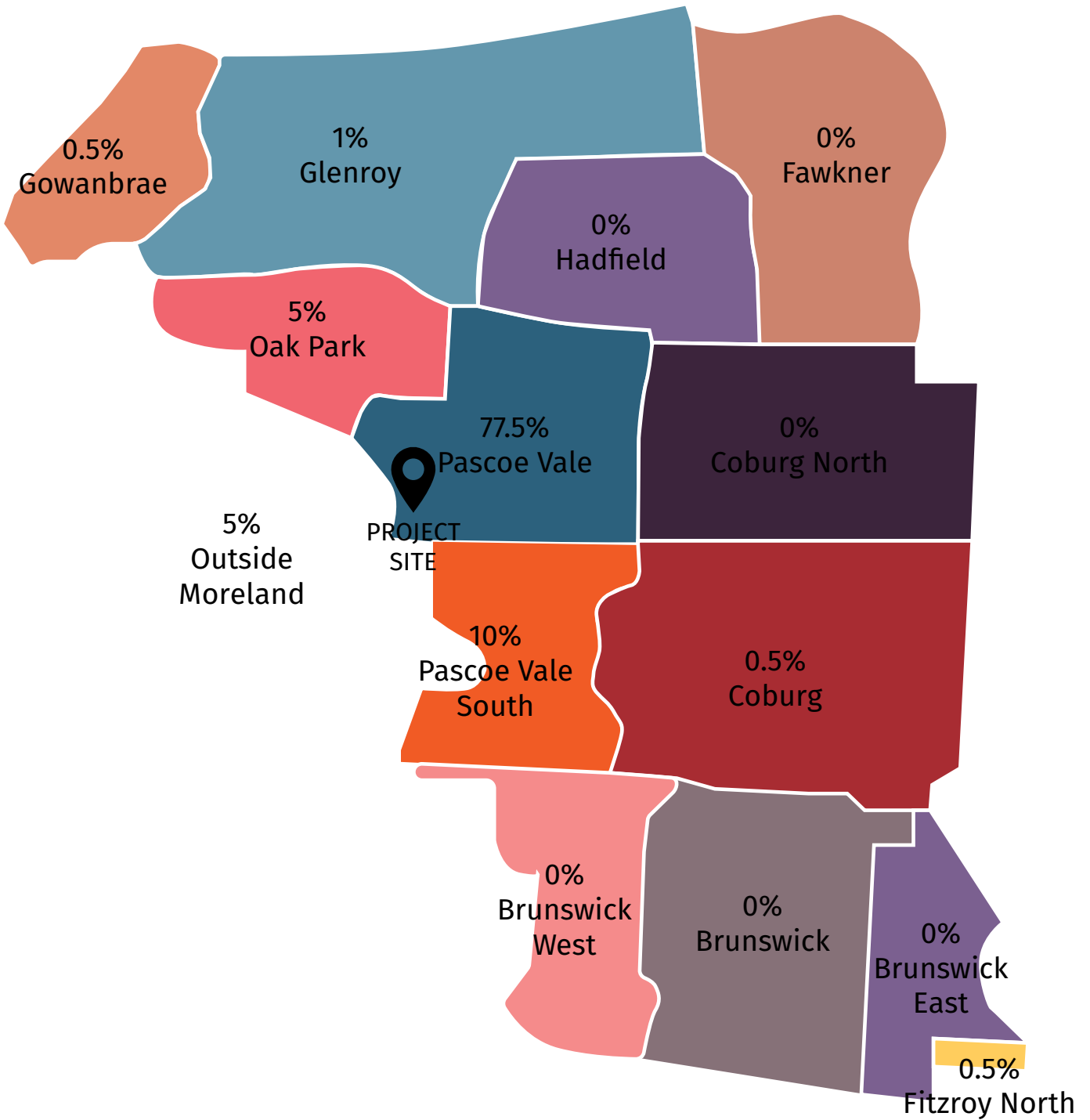
GENDER



EMPLOYMENT



SUBURBS

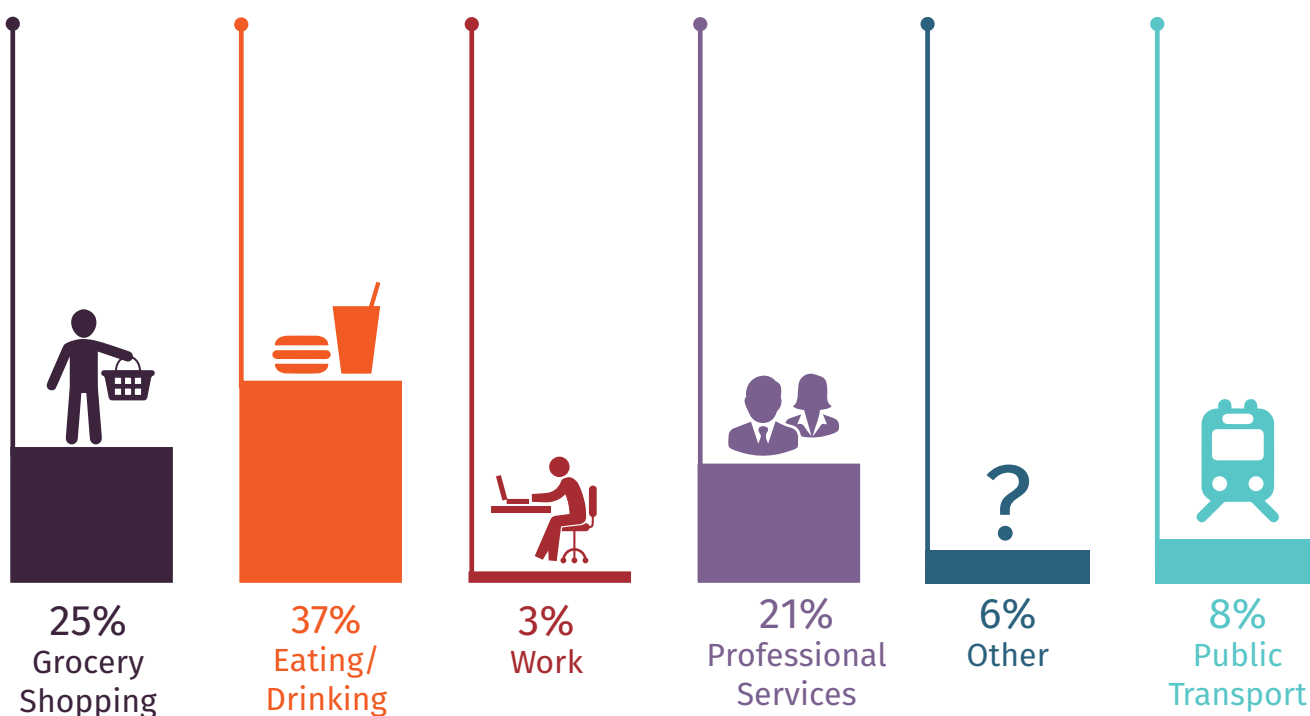


WHAT AREA DO YOU LIVE IN?

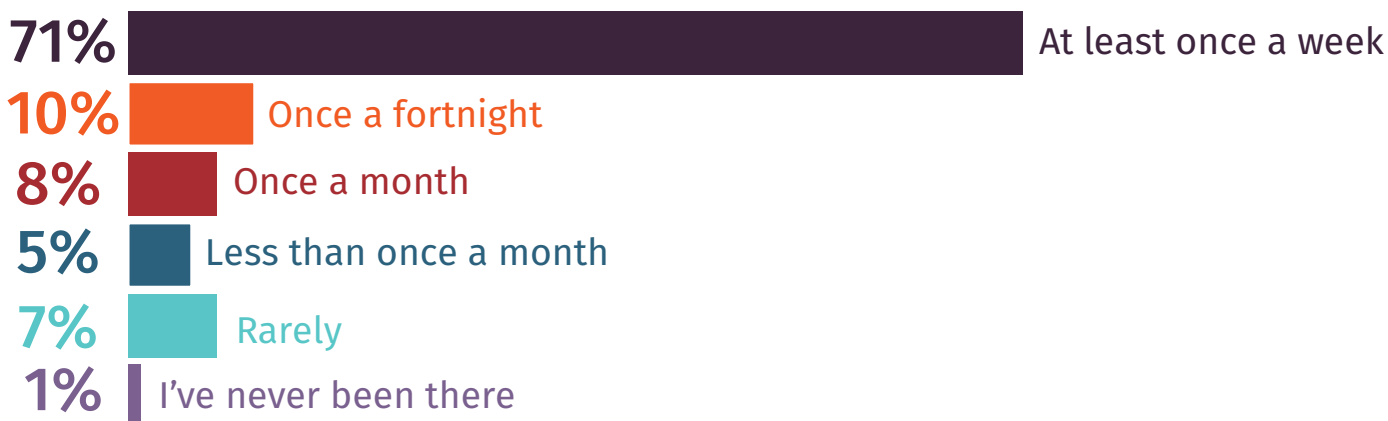
PROJECT SPECIFIC FINDINGS

USE

WHY DO YOU USE THIS SHOPPING STRIP?

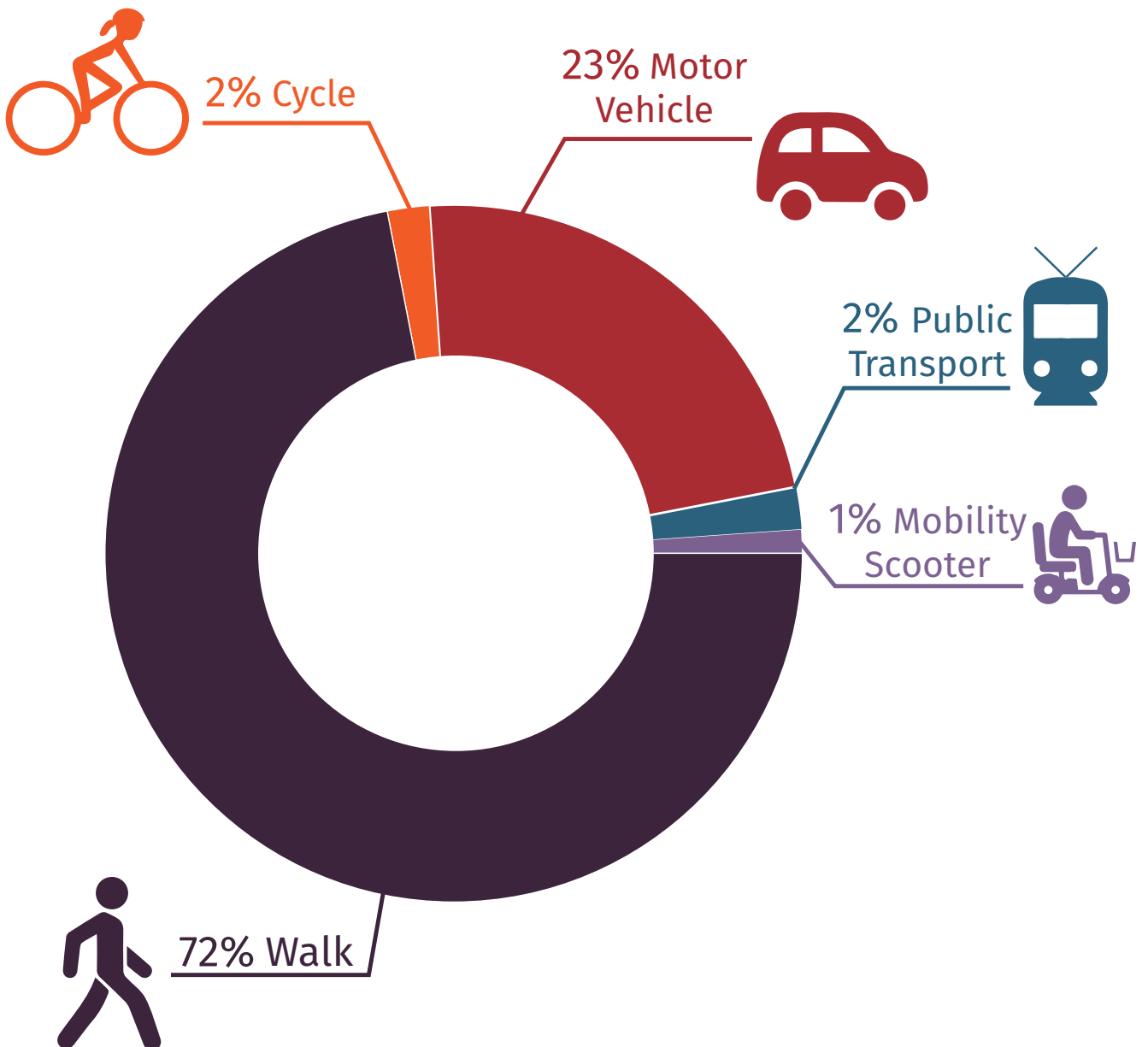


HOW OFTEN DO YOU GO TO THE SHOPPING STRIP?

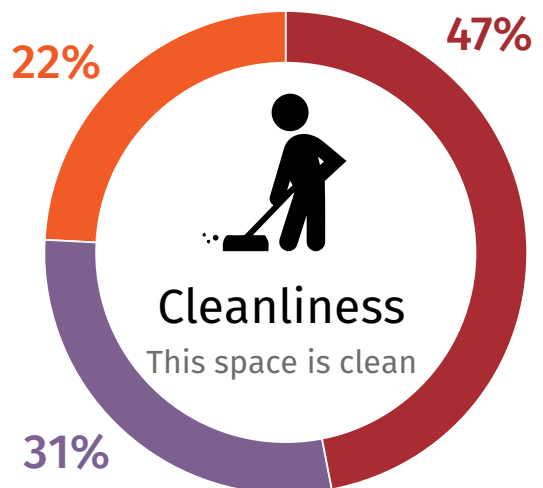
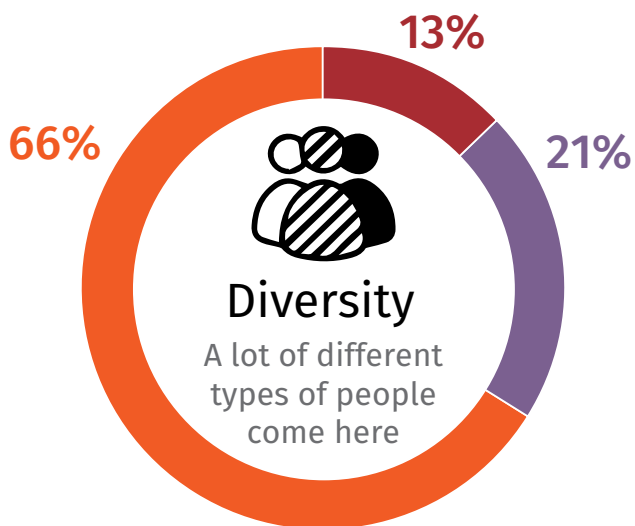
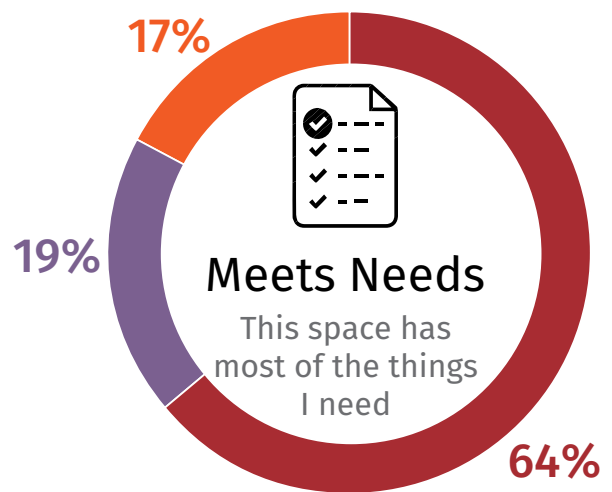
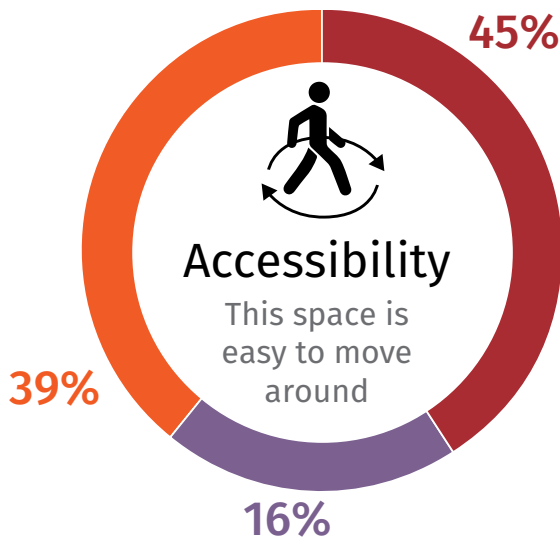



TRANSPORT

HOW DO YOU USUALLY GET TO THE SHOPPING STRIP?



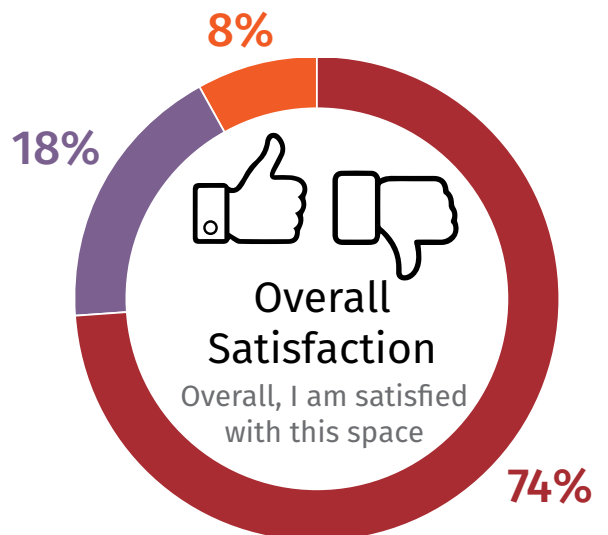
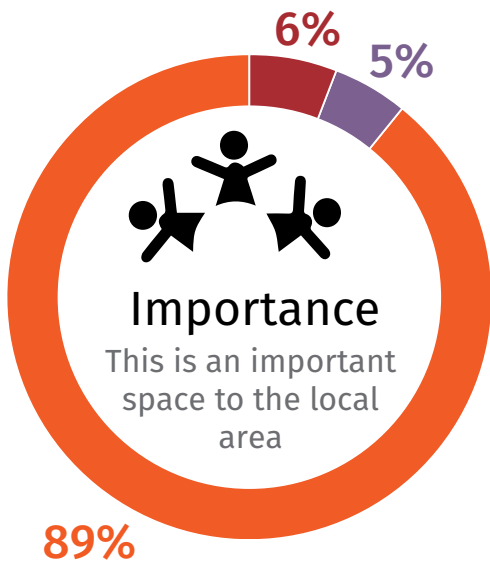
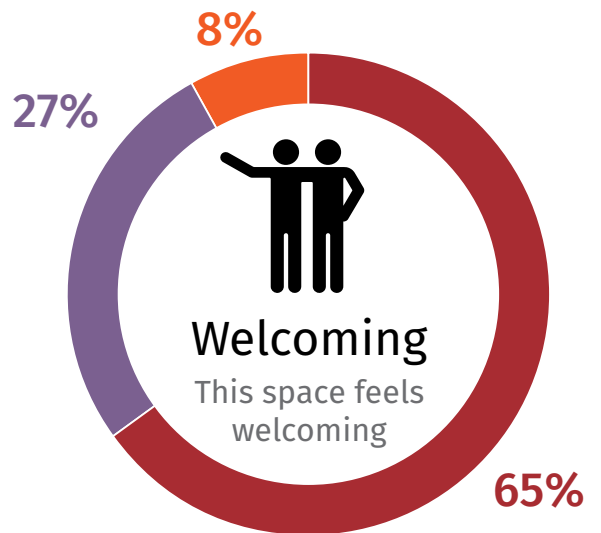
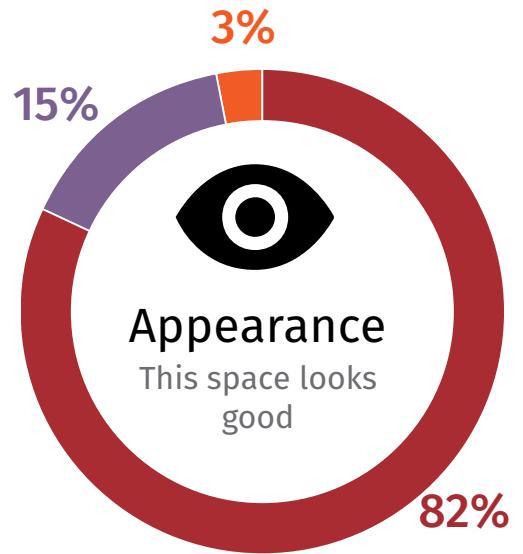
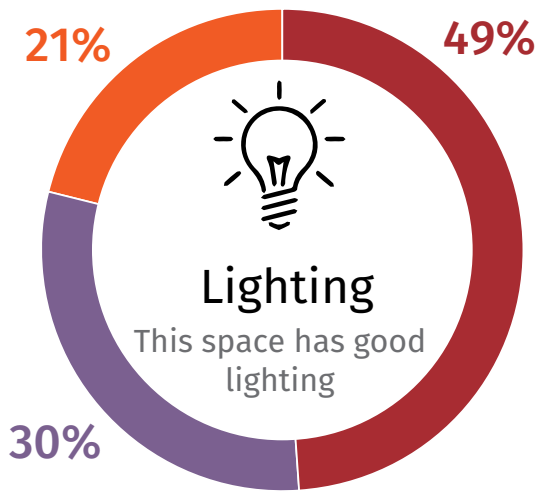
SATISFACTION RATING



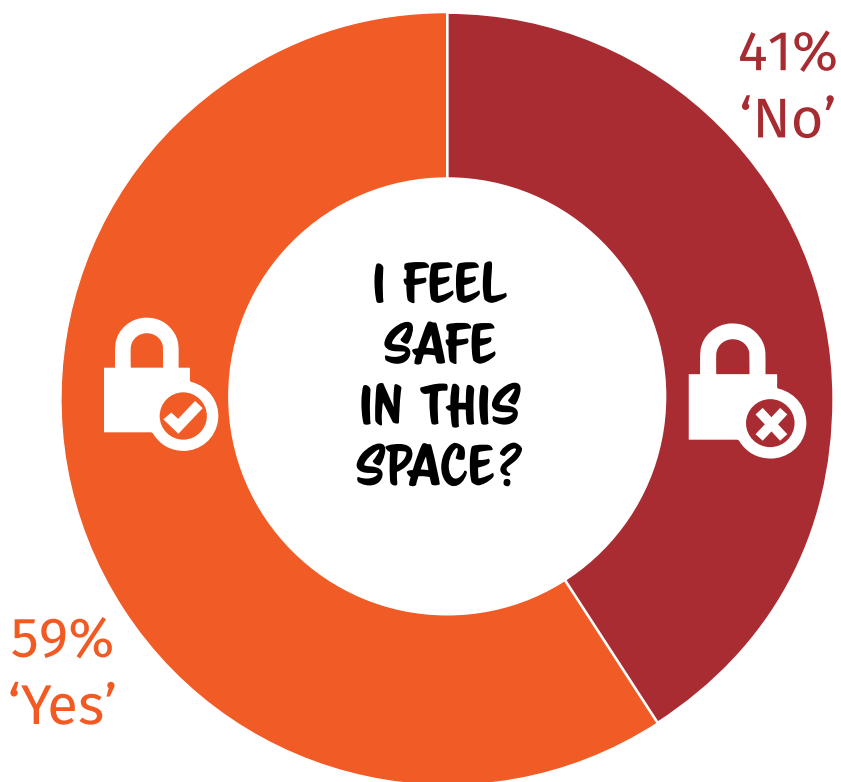
 Strongly Agree / Agree

 Neutral

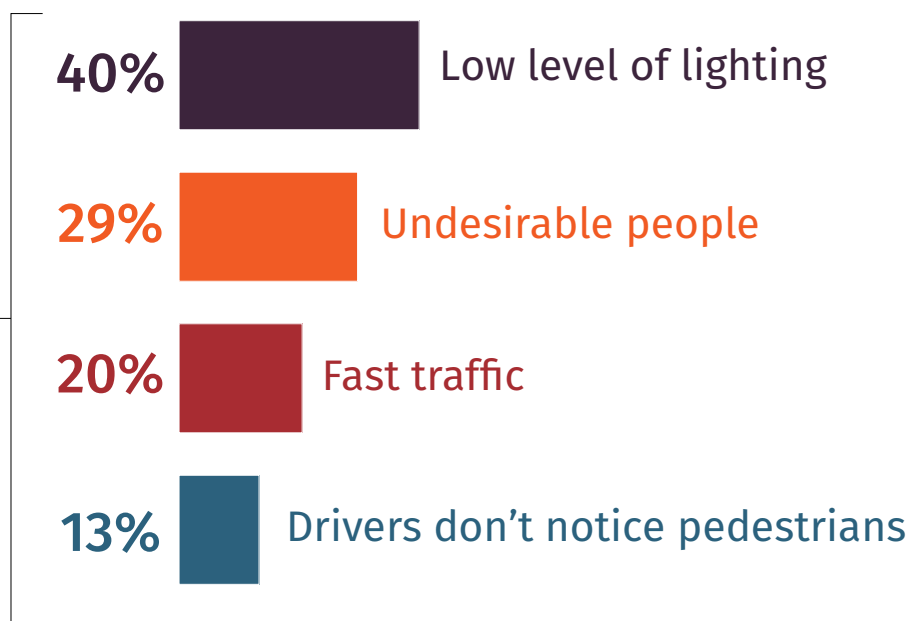
 Strongly Disagree / Disagree



SAFETY



WHY DID YOU SAY 'NO'?



LIKES / DISLIKES



TOP THINGS THAT PEOPLE LIKE ABOUT THE SHOPPING STRIP.



Proximity to public transport



Choice of stores/ services



The new mural



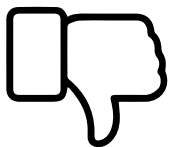
Proximity to home



Easy to access



Local feel



TOP THINGS THAT PEOPLE DON'T LIKE ABOUT THE SHOPPING STRIP.



Lack of greenery and shade



Quality of lighting



Condition of shopping area



Fast traffic



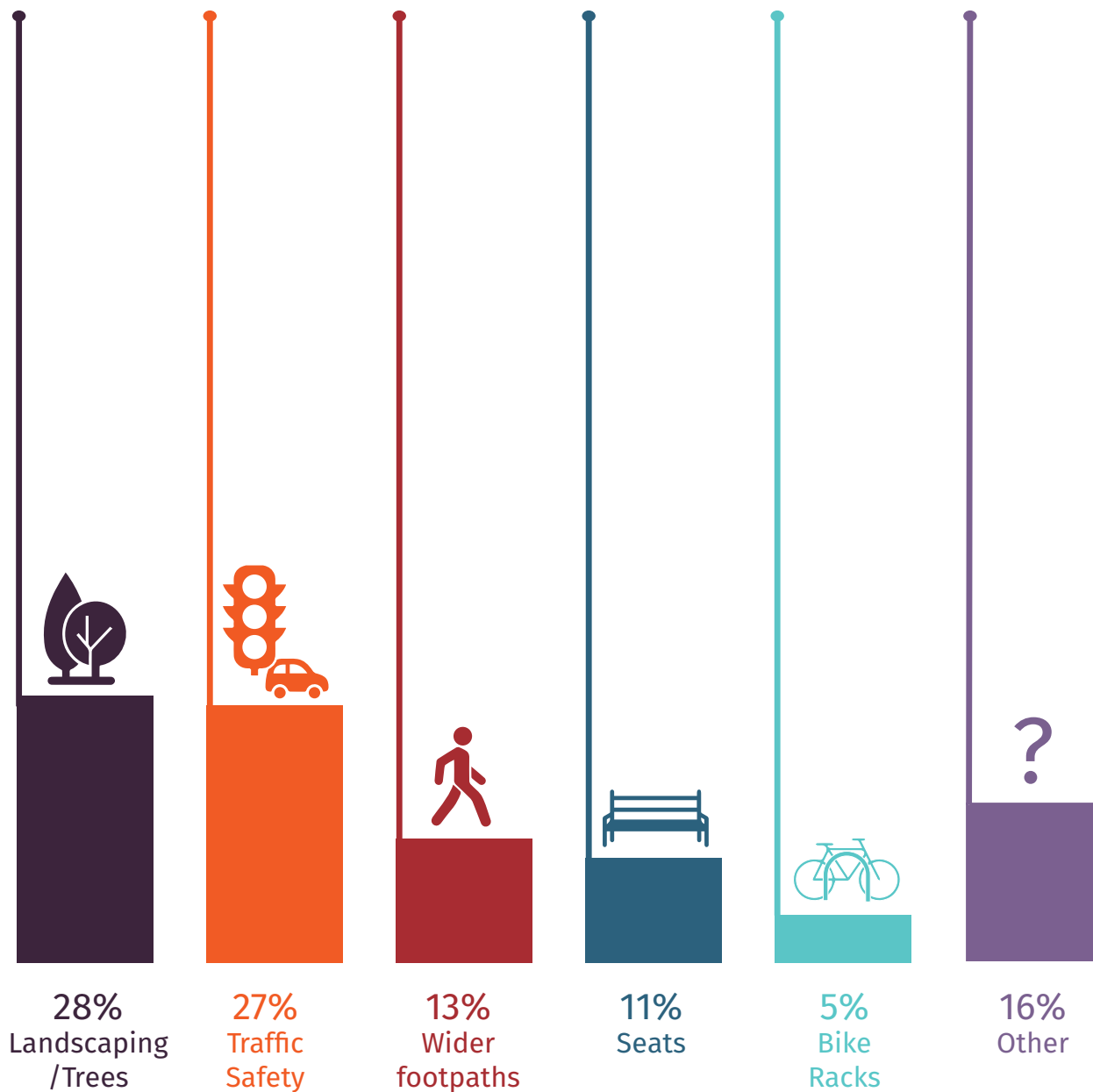
Quality and mix of shops



Cleanliness

IMPROVEMENT IDEAS

TOP 3 THINGS THAT WOULD MOST IMPROVE THE SPACE





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For further information, visit:
moreland.vic.gov.au/gaffney-village
Or call: 9240 1111