

MAKE MY PAKO SURVEY RESULTS



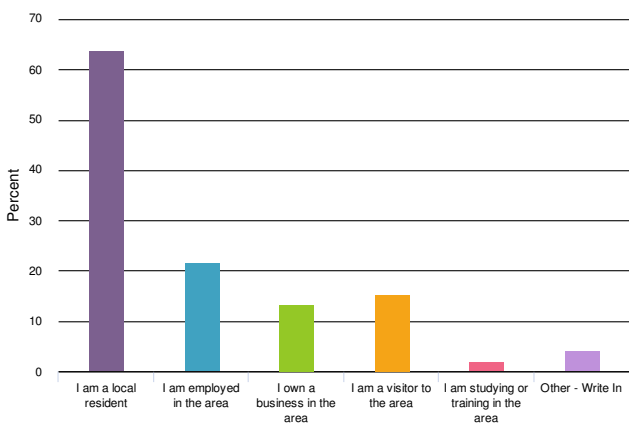
WHAT DID THE COMMUNITY SAY ABOUT PAKO?

The City's Make My Pako survey was open from the start of February to the end of March 2018. We received a total of 320 responses about the different precincts from 186 members of the community.

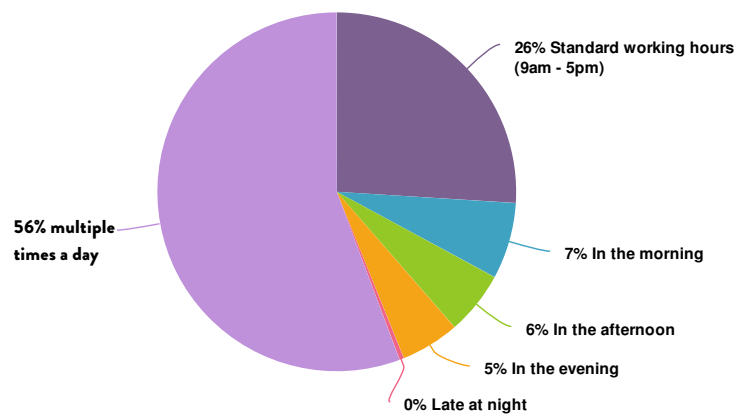
The following is a presentation of the survey results.

SURVEY RESPONDENTS & THE STUDY AREA

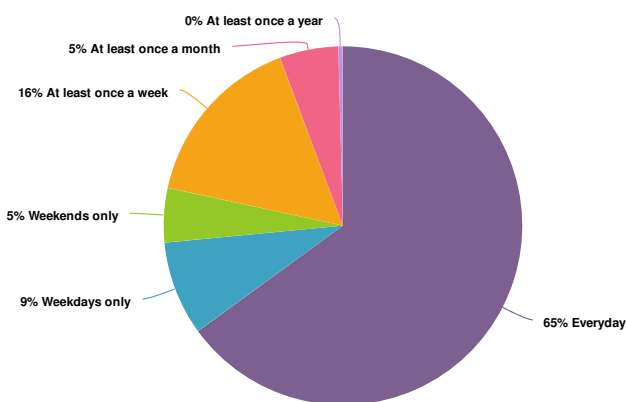
Which of the following best describes your connection to the area? (you can select multiple options)



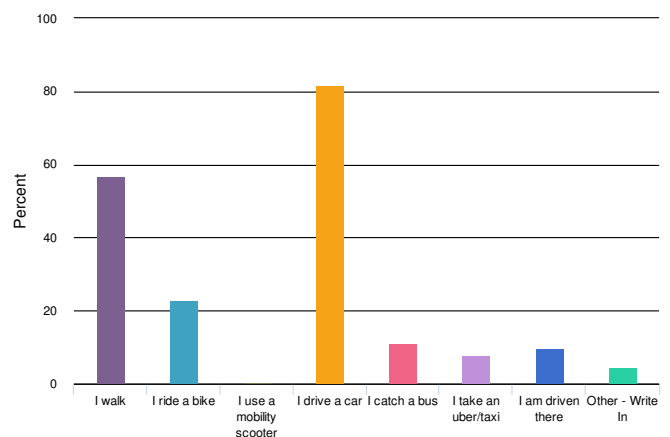
What time/s are you most often in the area?



How often are you in the area?



What mode/s of transport do you use to get to the area? (you can select multiple options)



CUSTOMER SERVICE CENTRE

Geelong
100 Brougham Street,
Geelong VIC 3220
8:00am - 5:00pm

CITY OF GREATER GEELONG

PO Box 104, Geelong VIC 3220
P: 03 5272 5272
E: contactus@geelongcity.vic.gov.au
www.geelongaustralia.com.au

LATEST NEWS:

[geelongaustralia](https://www.facebook.com/geelongaustralia) [@CityofGreaterGeelong](https://www.instagram.com/CityofGreaterGeelong)
 [@GreaterGeelong](https://twitter.com/GreaterGeelong) [CityofGreaterGeelong](https://www.linkedin.com/company/CityofGreaterGeelong)

NORTHERN PRECINCT



The City has used weighted scores for the following results in order to identify top responses or priorities. Weighted scores will help compare responses to questions in the tables for each precinct. The weighted score is calculated as follows:
 $Low\ count + (Medium\ count \times 2) + (High\ count \times 3)$.

Based on your experience, please rate the following for their PERFORMANCE around the northern precinct. There were 107 responses. The maximum weighted score indicating high performance would be $107 \times 3 = 321$. The lowest weighted score indicating low performance would be 107. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES	HIGHEST
ACCESS FOR THOSE REQUIRING MOBILITY AIDS	37 (0)	31 (31)	30 (60)	9 (27)	118	LOWEST
ACCESS FOR THOSE WHO HAVE A VISION IMPAIRMENT	42 (0)	38 (38)	20 (40)	7 (21)	99	
TRAFFIC MANAGEMENT	5 (0)	43 (43)	48 (96)	11 (33)	172	
PUBLIC TRANSPORT	22 (0)	26 (26)	43 (86)	16 (48)	160	
VEHICLE PARKING	3 (0)	50 (50)	44 (88)	10 (30)	168	
BICYCLE FACILITIES & PARKING	19 (0)	58 (58)	25 (50)	5 (15)	123	
PEDESTRIAN SAFETY	1 (0)	41 (41)	53 (106)	12 (36)	183	
CYCLING SAFETY	13 (0)	58 (58)	30 (60)	6 (18)	136	
CRIME & PUBLIC SAFETY	20 (0)	27 (27)	43 (86)	17 (51)	164	
QUALITY OF PUBLIC PARKS & SPACES	6 (0)	65 (65)	24 (48)	12 (36)	149	
AMOUNT OF PUBLIC PARKS & SPACES	6 (0)	70 (70)	22 (44)	9 (27)	141	
FOOTPATH CONDITION	3 (0)	48 (48)	45 (90)	11 (33)	171	
STREET LIGHTING	10 (0)	38 (38)	47 (94)	12 (36)	168	
PUBLIC SEATING	3 (0)	78 (78)	18 (36)	8 (24)	138	
STREET TREES & VEGETATION	4 (0)	73 (73)	18 (36)	12 (36)	145	
BUILDING DESIGN	7 (0)	45 (45)	45 (90)	10 (30)	165	
OVERALL 'LOOK' OF THE AREA	2 (0)	58 (58)	34 (68)	13 (39)	165	

Please tell us how you think any of the above could be improved or if there is anything else this project should consider. Recurring themes in open text answers:

- Concern over jaywalking & cyclists.
- Rail site underutilised & 'breaking' consistent streetscape.
- Area needs wider footpaths with easier access for different transport modes.
- Concern over lack of public parking.
- Lack of 'greening' and amount of public spaces/parks.
- Lack of connections with waterfront & Central Geelong.
- Electricity to be placed underground or bundled.
- Side street turning causing traffic congestion along Pakington Street.
- Lack of street furniture including; seating, lighting, & rubbish bins.
- Need to extend 'look' and 'feel' of retail strip.
- Some potential for low-scale mixed use development.

In your opinion, how IMPORTANT is it to address the following in the northern precinct? *There were 104 responses. The maximum weighted score indicating high performance would be 104 x 3 = 312. The lowest weighted score indicating low performance would be 104. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.*

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES	HIGHEST	LOWEST
ACCESS FOR THOSE REQUIRING MOBILITY AIDS	25 (0)	7 (7)	29 (58)	43 (129)	194		
ACCESS FOR THOSE WHO HAVE A VISION IMPAIRMENT	24 (0)	8 (8)	33 (66)	39 (117)	191		
TRAFFIC MANAGEMENT	2 (0)	11 (11)	39 (78)	52 (156)	245		
PUBLIC TRANSPORT	12 (0)	17 (17)	40 (80)	35 (105)	202		
VEHICLE PARKING	2 (0)	15 (15)	41 (82)	46 (138)	235		
BICYCLE FACILITIES & PARKING	6 (0)	18 (18)	39 (78)	52 (156)	252		
PEDESTRIAN SAFETY	2 (0)	7 (7)	35 (70)	60 (180)	257		
CYCLING SAFETY	6 (0)	18 (18)	28 (56)	52 (156)	230		
CRIME & PUBLIC SAFETY	6 (0)	10 (10)	38 (76)	50 (150)	236		
QUALITY OF PUBLIC PARKS & SPACES	3 (0)	8 (8)	32 (64)	61 (183)	255		
AMOUNT OF PUBLIC PARKS & SPACES	2 (0)	7 (7)	29 (58)	66 (198)	263		
FOOTPATH CONDITION	4 (0)	11 (11)	39 (78)	50 (150)	239		
STREET LIGHTING	4 (0)	14 (14)	42 (84)	44 (132)	230		
PUBLIC SEATING	1 (0)	18 (18)	47 (94)	38 (114)	226		
STREET TREES & VEGETATION	1 (0)	8 (8)	28 (56)	67 (201)	265		
BUILDING DESIGN	3 (0)	17 (17)	43 (86)	41 (123)	226		
OVERALL 'LOOK' OF THE AREA	1 (0)	7 (7)	34 (68)	62 (186)	261		

Is there anything you would like to see **LESS** of in the northern precinct?

Recurring themes in open text answers:

- People jaywalking & other unsafe pedestrian & cyclist behaviour.
- Large delivery/rubbish trucks causing traffic congestion & noise.
- Bulky goods/industrial businesses.
- Empty shops & graffiti.
- Rubbish & badly maintained footpaths & street furniture.
- Asphalt & concrete.
- Unattractive buildings.
- Large chain stores.

Is there anything you would like to see **MORE** of in the northern precinct?

Recurring themes in open text answers:

- Speed humps or other ways of enforcing speed limits.
- Car parking & designated pedestrian crossings.
- Trees & vegetation.
- Improved connections to Central Geelong, waterfront, & North Geelong.
- More public spaces and parks.
- Street furniture including; seating, rubbish bins, & better lighting.
- More people & activity in the street & business diversity.

How interested would you be in the following possible FUTURE OUTCOMES for the northern precinct? There were 103. The maximum weighted score indicating high performance would be $103 \times 3 = 309$. The lowest weighted score indicating low performance would be 103. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES	HIGHEST
INCREASING BUSINESS DIVERSITY	4 (0)	10 (10)	46 (92)	43 (129)	231	LOWEST
INTRODUCING RESIDENTIAL USES IN THE AREA	6 (0)	36 (36)	34 (68)	27 (81)	185	
PROVIDING A MIX OF HOUSING	8 (0)	48 (48)	27 (54)	20 (60)	162	
INTRODUCING A GREATER MIX OF USES	2 (0)	26 (26)	44 (88)	31 (93)	207	
PROMOTING PEDESTRIAN & CYCLIST PRIORITY	1 (0)	19 (19)	19 (38)	64 (192)	249	
AN AREA THAT IS SAFE & ACCESSIBLE TO ALL	1 (0)	3 (3)	26 (52)	73 (219)	274	
USING INNOVATIVE TECHNOLOGY	7 (0)	20 (20)	31 (62)	45 (135)	217	
TAKING A DOG FRIENDLY APPROACH	3 (0)	35 (35)	29 (58)	36 (108)	201	
INCORPORATING PUBLIC ART	2 (0)	20 (20)	28 (56)	53 (159)	235	
REVITALISING THE AREA	1 (0)	6 (6)	21 (42)	75 (225)	273	
GREENER STREETS & PUBLIC SPACES	1 (0)	6 (6)	16 (32)	80 (240)	278	
MAINTAINING EXISTING LARGE FORMAT RETAIL & SERVICES	5 (0)	32 (32)	37 (74)	29 (87)	193	

Use the space below to share any ideas that could help improve the northern precinct.

Recurring themes in open text answers:

- Make the historic rope works accessible to the public.
- More public spaces with areas for children, dog-off-leash areas & public art.
- More business diversity.
- Potential for mixed use low density residential development.
- More areas for outdoor dining.
- More community events & support Pako Festa.
- More trees and vegetation.
- Make the area more attractive & address the rail sidings yard.
- Improve access for everyone & add more pedestrian crossings.
- Extend 'look' and 'feel' of retail strip.

NORTHERN PRECINCT - SUMMARY

107 of the 186 respondents answered questions relating to the northern precinct.

PERFORMANCE - LOWEST 5

1	Access for those who have a vision impairment
2	Access for those requiring mobility aids
3	Bicycle facilities & parking
4	Cycling safety
5	Public seating

IMPORTANCE - HIGHEST 5

1	Street trees & vegetation
2	Amount of public parks & spaces
3	Overall 'look' of the area
4	Pedestrian safety
5	Quality of public parks & spaces

FUTURE OUTCOMES - HIGHEST 5

1	Greener streets & public spaces
2	An area that is safe & accessible to all
3	Revitalising the area
4	Promoting pedestrian & cyclist priority
5	Incorporating public art

RETAIL CORE PRECINCT



Pakington Street near Hope Street



Pakington Street near Lawton Avenue

Based on your experience, please rate the following for their **PERFORMANCE** around the retail core precinct. There were 162 responses to the performance questions. The maximum weighted score indicating high performance would be $162 \times 3 = 486$. The lowest weighted score indicating low performance would be 162. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES
ACCESS FOR THOSE REQUIRING MOBILITY AIDS	45 (0)	54 (54)	53 (106)	10 (30)	190
ACCESS FOR THOSE WHO HAVE A VISION IMPAIRMENT	57 (0)	63 (63)	34 (68)	8 (24)	155
TRAFFIC MANAGEMENT	4 (0)	50 (50)	93 (186)	15 (45)	281
PUBLIC TRANSPORT	30 (0)	29 (29)	81 (162)	22 (66)	257
VEHICLE PARKING	7 (0)	35 (35)	79 (158)	41 (123)	316
BICYCLE FACILITIES & PARKING	29 (0)	75 (75)	49 (98)	9 (27)	200
PEDESTRIAN SAFETY	3 (0)	52 (52)	87 (174)	20 (60)	286
CYCLING SAFETY	21 (0)	89 (89)	45 (90)	7 (21)	200
CRIME & PUBLIC SAFETY	21 (0)	38 (38)	79 (158)	24 (72)	268
QUALITY OF PUBLIC PARKS & SPACES	3 (0)	32 (32)	103 (206)	24 (72)	310
AMOUNT OF PUBLIC PARKS & SPACES	4 (0)	50 (50)	80 (160)	28 (84)	294
FOOTPATH CONDITION	1 (0)	68 (68)	77 (154)	16 (48)	270
STREET LIGHTING	13 (0)	26 (26)	93 (186)	30 (90)	302
PUBLIC SEATING	4 (0)	72 (72)	70 (140)	16 (48)	260
STREET TREES & VEGETATION	1 (0)	39 (39)	91 (182)	31 (93)	314
PROTECTING HERITAGE BUILDINGS	13 (0)	27 (27)	85 (170)	37 (111)	308
CELEBRATING THE HISTORY OF THE AREA	9 (0)	50 (50)	75 (150)	28 (84)	284
OVERALL 'LOOK' OF THE AREA	1 (0)	23 (23)	103 (206)	35 (105)	334

HIGHEST

LOWEST

Please tell us how you think any of the above could be improved or if there is anything else this project should consider. Recurring themes in open text answers:

- Consider new pavement treatment, bricks are hazardous & expensive to maintain.
- Pedestrian crossings at key intersections.
- Increase trees & vegetation.
- Prioritise pedestrians in the area & widened footpaths.
- Concern over graffiti in the area.
- Upgrade street furniture & upkeep heritage significant buildings.
- Better drainage to avoid water collecting after rain.
- Decluttering streetscape & improving universal access.
- Retain 'village' character & not over design area.
- Improve public transport & connections to surrounding area.

In your opinion, how IMPORTANT is it to address the following in the retail core precinct? *There were 156 responses to the importance questions. The maximum weighted score indicating high performance would be 156 x 3 = 468. The lowest weighted score indicating low performance would be 156. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.*

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES	HIGHEST	LOWEST
ACCESS FOR THOSE REQUIRING MOBILITY AIDS	19 (0)	14 (14)	42 (84)	81 (243)	341		
ACCESS FOR THOSE WHO HAVE A VISION IMPAIRMENT	22 (0)	13 (13)	42 (84)	79 (237)	334		
TRAFFIC MANAGEMENT	3 (0)	16 (16)	49 (98)	88 (264)	378		
PUBLIC TRANSPORT	15 (0)	22 (22)	60 (120)	58 (174)	316		
VEHICLE PARKING	5 (0)	33 (33)	69 (138)	49 (147)	318		
BICYCLE FACILITIES & PARKING	12 (0)	28 (28)	43 (86)	73 (219)	333		
PEDESTRIAN SAFETY	2 (0)	12 (12)	38 (76)	104 (312)	400		
CYCLING SAFETY	6 (0)	19 (19)	40 (80)	91 (273)	372		
CRIME & PUBLIC SAFETY	9 (0)	11 (11)	57 (114)	79 (237)	362		
QUALITY OF PUBLIC PARKS & SPACES	2 (0)	9 (9)	64 (128)	81 (243)	380		
AMOUNT OF PUBLIC PARKS & SPACES	2 (0)	18 (18)	61 (122)	75 (225)	365		
FOOTPATH CONDITION	4 (0)	16 (16)	32 (64)	104 (312)	392		
STREET LIGHTING	3 (0)	19 (19)	64 (128)	70 (210)	357		
PUBLIC SEATING	2 (0)	16 (16)	83 (166)	55 (165)	347		
STREET TREES & VEGETATION	2 (0)	17 (17)	55 (110)	82 (246)	373		
PROTECTING HERITAGE BUILDINGS	5 (0)	11 (11)	51 (102)	89 (267)	380		
CELEBRATING THE HISTORY OF THE AREA	5 (0)	17 (17)	58 (116)	76 (228)	361		
OVERALL 'LOOK' OF THE AREA	3 (0)	8 (8)	46 (92)	99 (297)	397		

Is there anything you would like to see **LESS** of in the retail core precinct?

Recurring themes in open text answers:

- Car traffic & cars in general.
- Graffiti, rubbish & signage.
- Obstructed footpaths.
- Empty shops.
- Limited mix of businesses & opening hours.
- Large chain stores or franchises.
- Pedestrians jaywalking.
- Underutilised bus services.
- Unkept buildings.

Is there anything you would like to see **MORE** of in the retail core precinct?

Recurring themes in open text answers:

- Police presence & CCTV.
- Public spaces.
- Trees & vegetation.
- Improved universal access & provision of handicap parking.
- More activity & people on the street throughout the day.
- More business diversity & longer opening hours.
- Street furniture including; rubbish bins, seating, lighting.
- Cycling infrastructure including bike parking.

How interested would you be in the following possible **FUTURE OUTCOMES** for the retail core precinct?

There were 149 responses to the importance questions. The maximum weighted score indicating high performance would be $149 \times 3 = 447$. The lowest weighted score indicating low performance would be 149. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES	HIGHEST
INTRODUCING MORE RESIDENTIAL USES IN THE AREA	14 (0)	73 (73)	39 (78)	23 (69)	220	LOWEST
PROVIDING A GREATER MIX OF HOUSING	12 (0)	84 (84)	31 (62)	22 (66)	212	
PROMOTING PEDESTRIAN & CYCLIST PRIORITY	5 (0)	19 (19)	33 (66)	92 (276)	361	
AN AREA THAT IS SAFE & ACCESSIBLE TO ALL	3 (0)	3 (3)	32 (64)	111 (333)	400	
USING INNOVATIVE TECHNOLOGY	8 (0)	25 (25)	53 (106)	63 (189)	320	
TAKING A DOG FRIENDLY APPROACH	7 (0)	49 (49)	53 (106)	40 (120)	275	
INCORPORATING PUBLIC ART	5 (0)	19 (19)	44 (88)	81 (243)	350	
GREENER STREETS & PUBLIC SPACES	1 (0)	7 (7)	38 (76)	103 (309)	392	
SUPPORTING LOCAL BUSINESSES	2 (0)	1 (1)	31 (62)	115 (345)	408	
DESIGN THAT CELEBRATES THE HISTORY OF THE AREA	4 (0)	8 (8)	49 (98)	88 (264)	370	

Use the space below to share any ideas that could help improve the retail core precinct.

Recurring themes in open text answers:

- Longer extended trading hours & more community events.
- Allow mix & blend of uses & businesses.
- Public art & improve street furniture.
- Greening & more provision of public space & wider footpaths.
- Better maintenance of trees, pavement & heritage significant buildings.
- Shop-top housing & pop-up installations.
- Ensuring better access for all.
- Improve side street access to Pakington Street.
- Minimal interventions to revitalise area & maintain unique character.

RETAIL CORE PRECINCT - SUMMARY

162 respondents out of the total 186 survey entries answered questions relating to the retail core precinct.

PERFORMANCE - LOWEST 5

1	Access for those who have a vision impairment
2	Access for those requiring mobility aids
3	Bicycle facilities & parking
4	Cycling safety
5	Public transport

IMPORTANCE - HIGHEST 5

1	Pedestrian safety
2	Overall 'look' of the area
3	Footpath condition
4	Quality of public parks & spaces
5	Protecting heritage buildings

FUTURE OUTCOMES - HIGHEST 5

1	Supporting local businesses
2	An area that is safe & accessible to all
3	Greener streets & public spaces
4	Design that celebrates the history of the area
5	Promoting pedestrian & cyclist priority

GORDON AVENUE PRECINCT



Gordon Avenue looking towards Pakington Street



Gordon Avenue looking towards Latrobe Terrace.

Based on your experience, please rate the following for their **PERFORMANCE** around the **Gordon Avenue precinct**. There were 56 responses to the performance questions. The maximum weighted score indicating high performance would be $56 \times 3 = 168$. The lowest weighted score indicating low performance would be 56. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES	HIGHEST
ACCESS FOR THOSE REQUIRING MOBILITY AIDS	16 (0)	23 (23)	14 (28)	3 (9)	60	LOWEST
ACCESS FOR THOSE WHO HAVE A VISION IMPAIRMENT	20 (0)	26 (26)	7 (14)	3 (9)	49	
TRAFFIC MANAGEMENT	3 (0)	16 (16)	32 (64)	5 (15)	95	
PUBLIC TRANSPORT	10 (0)	11 (11)	25 (50)	10 (30)	91	
VEHICLE PARKING	5 (0)	16 (16)	27 (54)	8 (24)	94	
BICYCLE FACILITIES & PARKING	10 (0)	28 (28)	14 (28)	4 (12)	68	
PEDESTRIAN SAFETY	2 (0)	22 (22)	26 (52)	6 (18)	92	
CYCLING SAFETY	11 (0)	29 (29)	11 (22)	4 (12)	63	
CRIME & PUBLIC SAFETY	7 (0)	14 (14)	29 (58)	5 (15)	87	
QUALITY OF PUBLIC PARKS & SPACES	6 (0)	28 (28)	10 (20)	11 (33)	81	
AMOUNT OF PUBLIC PARKS & SPACES	3 (0)	29 (29)	13 (26)	10 (30)	85	
FOOTPATH CONDITION	3 (0)	23 (23)	22 (44)	7 (21)	88	
STREET LIGHTING	4 (0)	15 (15)	30 (60)	6 (18)	93	
PUBLIC SEATING	2 (0)	35 (35)	13 (26)	5 (15)	76	
STREET TREES & VEGETATION	2 (0)	41 (41)	5 (10)	7 (21)	72	
BUILDING DESIGN	2 (0)	30 (30)	17 (34)	6 (18)	82	
OVERALL 'LOOK' OF THE AREA	1 (0)	34 (34)	14 (28)	6 (18)	80	

Please tell us how you think any of the above could be improved or if there is anything else this project should consider. Recurring themes in open text answers:

- 'Greening' the street.
- More street lighting & safer pedestrian environment.
- Better connection & presentation of street from train station.
- Concern over lack of parking.
- Revitalise area with less 'industrial' feel & look.
- Dedicated bike path & better bus infrastructure.
- Lighting to be placed underground & bundled.
- Improve universal access.
- Lack of street furniture including; seating, drinking fountains, lighting, & rubbish bins.
- Decide if area should remain 'industrial'.
- Potential for more mixed use.

In your opinion, how **IMPORTANT** is it to address the following in the Gordon Avenue precinct? There were 53 responses to the importance questions. The maximum weighted score indicating high performance would be $53 \times 3 = 159$. The lowest weighted score indicating low performance would be 53. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES	HIGHEST	LOWEST
ACCESS FOR THOSE REQUIRING MOBILITY AIDS	7 (0)	8 (8)	15 (30)	23 (69)	107		
ACCESS FOR THOSE WHO HAVE A VISION IMPAIRMENT	8 (0)	7 (7)	16 (32)	22 (66)	105		
TRAFFIC MANAGEMENT	3 (0)	7 (7)	19 (38)	24 (72)	117		
PUBLIC TRANSPORT	7 (0)	10 (20)	19 (38)	17 (51)	109		
VEHICLE PARKING	3 (0)	14 (14)	20 (40)	16 (48)	102		
BICYCLE FACILITIES & PARKING	6 (0)	8 (8)	14 (28)	25 (75)	111		
PEDESTRIAN SAFETY	3 (0)	4 (4)	13 (26)	33 (99)	129		
CYCLING SAFETY	5 (0)	5 (5)	13 (26)	30 (90)	121		
CRIME & PUBLIC SAFETY	6 (0)	5 (5)	17 (34)	25 (75)	114		
QUALITY OF PUBLIC PARKS & SPACES	2 (0)	7 (7)	15 (30)	29 (87)	124		
AMOUNT OF PUBLIC PARKS & SPACES	2 (0)	7 (7)	15 (30)	29 (87)	124		
FOOTPATH CONDITION	1 (0)	9 (9)	15 (30)	28 (84)	123		
STREET LIGHTING	1 (0)	10 (10)	20 (40)	22 (66)	116		
PUBLIC SEATING	2 (0)	11 (11)	20 (40)	20 (60)	111		
STREET TREES & VEGETATION	2 (0)	7 (7)	12 (24)	32 (96)	127		
BUILDING DESIGN	2 (0)	12 (12)	20 (40)	19 (57)	109		
OVERALL 'LOOK' OF THE AREA	1 (0)	9 (9)	15 (30)	28 (84)	123		

Is there anything you would like to see **LESS** of in the Gordon Avenue precinct?

Recurring themes in open text answers:

- Banking up of traffic from Latrobe Terrace.
- Graffiti.
- Cars.
- Asphalt & concrete.
- Empty & unkept buildings.
- Overhead powerlines.
- Unused bus stops.
- Industrial & warehouse buildings.

Is there anything you would like to see **MORE** of in the Gordon Avenue precinct?

Recurring themes in open text answers:

- Trees & vegetation.
- Attractive public spaces.
- New high quality development including higher density residential.
- More pedestrian & cyclist friendly environment.
- Shelter & street furniture.
- More activity & mix of businesses.
- Improved connections to train station.
- Revitalising area & allowing character to develop.

How interested would you be in the following possible **FUTURE OUTCOMES** for the Gordon Avenue precinct?

There were 53 responses to the importance questions. The maximum weighted score indicating high performance would be $53 \times 3 = 159$. The lowest weighted score indicating low performance would be 53. 'No opinion' responses lower the overall weighted scores. The top 3 lowest & highest scoring have been highlighted.

	NO OPINION (0 POINTS)	LOW (1 POINT)	MEDIUM (2 POINTS)	HIGH (3 POINTS)	TOTAL WEIGHTED SCORES	HIGHEST
INCREASING BUSINESS DIVERSITY	1 (0)	7 (7)	21 (42)	24 (72)	121	LOWEST
INTRODUCING RESIDENTIAL USES IN THE AREA	1 (0)	26 (26)	14 (28)	12 (36)	90	
PROVIDING A MIX OF HOUSING	2 (0)	28 (28)	12 (24)	11 (33)	85	
PROMOTING PEDESTRIAN & CYCLIST PRIORITY	2 (0)	26 (26)	15 (30)	29 (87)	143	
AN AREA THAT IS SAFE & ACCESSIBLE TO ALL	1 (0)	3 (3)	10 (20)	39 (117)	140	
USING INNOVATIVE TECHNOLOGY	3 (0)	11 (11)	18 (36)	21 (63)	110	
TAKING A DOG FRIENDLY APPROACH	2 (0)	18 (18)	16 (32)	17 (51)	101	
INCORPORATING PUBLIC ART	1 (0)	12 (12)	14 (28)	26 (78)	118	
REVITALISING THE AREA	1 (0)	3 (3)	15 (30)	34 (102)	135	
GREENER STREETS & PUBLIC SPACES	1 (0)	3 (3)	10 (20)	39 (117)	140	
MAINTAINING EXISTING LARGE FORMAT RETAIL & SERVICES	2 (0)	19 (19)	19 (38)	13 (39)	96	

Use the space below to share any ideas that could help improve the Gordon Avenue precinct.

Recurring themes in open text answers:

- Extend existing education uses.
- Encourage business diversity & greater mix of uses.
- Greening & street trees.
- Revitalising area & more public spaces.
- Improve traffic from Latrobe Terrace intersection.
- Improve connections to train station.
- More publicly accessible parking.
- Introduce street furniture including; seating, lighting, rubbish bins & shelter.
- Place powerlines underground or bundle.
- Allow medium scale development.

GORDON AVENUE PRECINCT - SUMMARY

56 respondents out of the total 186 survey entries answered questions relating to the Gordon Avenue precinct.

PERFORMANCE - LOWEST 5

1	Access for those who have a vision impairment
2	Access for those requiring mobility aids
3	Cycling safety
4	Bicycle facilities & parking
5	Street trees & vegetation

IMPORTANCE - HIGHEST 5

1	Pedestrian safety
2	Street trees & vegetation
3	Quality of public parks & spaces
4	Amount of public parks & spaces
5	Footpath condition

FUTURE OUTCOMES - HIGHEST 5

1	Promoting pedestrian & cyclist priority
2	Greener streets & public spaces
3	An area that is safe & accessible to all
4	Revitalising the area
5	Increasing business diversity

MORE ABOUT 'WHO' ANSWERED THE SURVEY

What suburb do you live in?

Top 3 locations:

- 41% from Geelong West.
- 10% from Newtown.
- 6% from North Geelong.

Received survey responses from a total of 28 different locations within Greater Geelong including; Highton, Belmont, the Bellarine, Waurn Ponds, East Geelong, Corio, among others.

What is your age?

Value	Percent
18-24	5.9%
25-34	16.1%
35-49	33.9%
50-59	24.2%
60-69	16.1%
70-84	2.7%
85+	0.5%
I'd prefer not say	0.5%

Do you identify as?

Value	Percent
Female	61.6%
Male	36.8%
I'd prefer not to say	0.5%
Other - Write In	1.1%

COMMENTS RECEIVED VIA EMAIL

We have received comments through the project website, below is a summary of key issues/ideas:

- Prioritising pedestrians and cyclists in areas of Pakington Street with shops and cafes.
- Consideration to facilitating more mix of residential and commercial uses along Gordon Avenue.
- Extending the 'look' and 'feel' of the retail core area to the northern precinct.
- More trees and footpath treatment along the northern precinct.
- More activity & people on the street throughout the day.
- Laneways in the area require more lighting.
- Consideration to 'one way' arrangement of side streets to facilitate traffic along Pakington Street.
- More speed humps and pedestrian crossings along Pakington Street.
- Upgrades to car parking areas, particularly the one between Candover and Preston Street.
- Improved maintenance of Council assets along Pakington Street; lighting, bins, benches, etc.
- Improved integrated waste management and service delivery.
- Encourage collaboration with traders for streetscape upgrade work.



CUSTOMER SERVICE CENTRE

Geelong
100 Brougham Street,
Geelong VIC 3220
8:00am – 5:00pm

CITY OF GREATER GEELONG

PO Box 104, Geelong VIC 3220
P: 03 5272 5272
E: contactus@geelongcity.vic.gov.au
www.geelongaustralia.com.au

LATEST NEWS:

 [geelongaustralia](https://www.facebook.com/geelongaustralia)  [@CityofGreaterGeelong](https://www.instagram.com/CityofGreaterGeelong)
 [@GreaterGeelong](https://twitter.com/GreaterGeelong)  [CityofGreaterGeelong](https://www.linkedin.com/company/CityofGreaterGeelong)