

AVIATION ROAD MASTERPLAN

WHAT WE HEARD (JUNE 2022)

The Aviation Road Masterplan is the development of a concept plan and space upgrade for the major shopping strip in Laverton.

Community consultation for this stage of the engagement occurred between 2nd May 2022 and 5th June 2022, running across Participate and two face-to-face sessions.

Project Summary

The masterplan is to be developed to deliver several aims for this space including and not limited to:

- To enhance the streetscape and image of Aviation Road
- To improve road safety particularly for pedestrians and cyclists
- To create a more connected community with connections to Aircraft and Laverton stations, nearby Activity Centres, local shops, parks, gardens, residential areas, and trails.

Community Engagement

Throughout the engagement process, a multi-activity approach was performed:

Activity	Details
In Person Session	7th May 2022 – 10am-12pm, Bloc Party, Woods and Lohse St, Laverton.
In Person Session	14th May 2022 - 11am-2pm, McCormack Park, Laverton.
Interactive Map	Participate 2 nd May – 5 th June. Seeking feedback for issues and opportunities.

These community engagement opportunities were primarily shared via Council's digital platforms.

What we heard

Respondent statistics:

Platform	Details
Participate	432 site visits with 30 interactive map contributions.
Social	8679 people reached with 115 engagements across multiple platforms.
Email	607 emails sent to registered stakeholders.

Interaction Rate: 8.3% (Unique Visits vs participate contributions)

Interactive Map:

Community feedback was sought on the issues and opportunities at Aviation Road to aid in the development of the Aviation Road Masterplan.

The community were asked to share their opinion on the Aviation Road space, what did they like and what would they like to see improved?

(n=30)

The top 4 responses were:

- Traffic/Congestion Issues (n=7) 23.4%
- Tree planting/ Native Planting (n=6) 20.0%
- Safety and Pedestrian Crossings (n=5) 16.7%
- Upgrades to the carpark (n=5) 16.7%

There were several key pieces of feedback from this consultation. Community feedback online overall was quite general with a lot of contributions across various topics and areas within the space. In general, the online feedback aligned with the central aims of the Aviation Road Masterplan in terms of the potential issues and opportunities within the area.

In person Sessions:

Two Face to Face events were held with representatives from relevant project teams.

The top 4 responses from 17 featured feedback discussions were:

- Upgrades to the carpark (n=5) 29.4%
- Outdoor dining and seating opportunities (n=4) 23.5%
- Upgrades/redesign of the roundabout (n=2) 11.8%
- Traffic/congestion issues (n=2) 11.8%

Community feedback at the face-to-face sessions overall was quite general with a lot of contributions across various topics and areas within the space. In general, the feedback aligned with the central aims of the Aviation Road Masterplan in terms of the potential issues and opportunities within the area.

Next steps

A concept plan will be provided for community consultation in August/September 2022 via Council's Participate webpage. If you have any questions regarding the Aviation Road Masterplan or works in this area, please email projects@hobsonsbay.vic.gov.au.



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