

257 Dorset Road – Community Engagement Results

1. Background

Two main approaches were used to consult the community about what they would like the land at 257 Dorset Road, Boronia to be used for temporarily, while a permanent use for the site is decided:

1. A Pop-up community engagement and activation event held on the site on Saturday 16 November and Saturday 30 November 2019, from 10am -1pm
2. Online engagement through Social Pinpoint, an online portal.

The question posed to the community was **“What would you like to see at 257 Dorset?”**

In addition, the Knox City Council Facebook page received a number of comments about potential uses for the site. A summary of the feedback received at the pop-up events, on the online portal Social Pinpoint and via Facebook is presented below.

2. Pop-up events

Children’s drawings

Thirteen children drew what they would like to see at 257 Dorset Road. The drawings demonstrated that children would like to see trees or flowers and places/equipment for playing.

Written feedback

A total of 176 ideas were provided in response to the question “what would you like to see at 257 Dorset?” at the two pop-up events held in November. At least 62 (24%) of the people who provided these ideas lived in Boronia. The actual proportion is probably higher because most respondents did not use the available maps to indicate where they live.

Markets, space for play and for community activities, seating and different types of greenery were mentioned most often. The top 10 responses were:

- Market (type not specified)
- Play space or playground
- Seats
- Community garden
- Makers market
- Open space for community activities
- Live music
- Farmers market
- Trees or shrubs
- Green space.

3. Social pinpoint

A total of 33 comments were received online via the Social Pinpoint tool and 177 up votes and 53 down votes were made in response to these comments. The most “up-voted” and “down-voted” comments are presented below.

Some recurrent themes were evident in the comments that received the most up-votes; **parkland**, **markets**, and a **pump track**¹.

Comment	Up votes	Down votes
How about a Christmas market for local artists and makers or a bean bag night cinema for families.	16	0
Modular pump track - https://modularpumptrack.com.au/ After the 2-3 years you can reuse the track somewhere else. Would love to see some trees and grass in such a bleak area. There could be in planter boxes and then moved when you close the site.	15	2
Bike pump track for families to enjoy, Perfect spot at the station will bring people to local businesses also.	14	3
Love to see an outdoor gym or fitness-focused area. Something like this.	12	1
The council should buy more of the Boronia precinct and build a larger central park between the station and Dorset Road. Open this area up as the shopping strip is dead so why not make use of it.	12	1
It would be lovely to see more green space , tables and seating, sail shades, natural playspace, basic exercise equipment, community garden beds. Something that will bring more life into the area as it's getting pretty sad with so many shops closing along the strip. We need something that will bring the community out and about which will also hopefully mean more business to the local shops.	12	0
What about a series of raised wicking beds with lots of leafy greens and herbs for the community to pick. A community compost, food is free set up, community library and a place to sit and chat. The space could also be used for a monthly "Really, Really Free Market"	12	0

Most popular down votes.

Comment	Up Votes	Down Votes
Offer to sell the land to VicPolice to expand their premises. If only for 2-3 years, does this mean it will be sold off for development once the Boronia Strategy Plan is approved?	1	10
Long term car-parking. Trying to park around here is insane - especially if you want to visit Centrelink or even leave your car to catch a train or bus!	2	7

4. Facebook

A skate park and cark parking received the most comments on facebook, but comments referring to greenery and seating, or food trucks and community activities received more thumbs up votes.

5. Summary

Across the pop-up events, online engagement portal (Social Pinpoint) and Facebook a total of 482 pieces of feedback (including votes on other people’s suggestions) were collected as part of the engagement on the temporary use of 257 Dorset Road, Boronia. The only theme that emerged strongly in all the methods of engagement was greenery. Community members spoke about green space generally and also more specific elements including trees, flowers, gardens, community gardens, and lawns. There also seemed a level of support for some sort of children’s play space or playground. Themes that emerged across all but the children’s drawing activity included seating and markets.

¹ A pump track is a circuit of rollers, banked turns and features designed to be ridden completely by riders "pumping"—generating momentum by up and down body movements, instead of pedaling or pushing (from Wikipedia).



The online activity indicated a lot of support for a pump track, but this level of support was not evident in the feedback from the other engagement activities. Similarly, the Facebook comments about 257 Dorset Road suggested support for a skate park, but this was not so evident in the feedback from the other engagement activities. The somewhat inconsistent findings of the various engagement activities may be due to the different demographic cohorts that would be most likely to access each.