

New Open Space on Budd Street Community Engagement Report



This report provides information on the community consultation for the **New Open Space on Budd Street** project and reports on the engagement outcomes. The consultation opened on 20/3/26 and closed at 9am on 13/4/26.

Executive Summary

Community engagement was undertaken to seek feedback on the Draft Concept Design for the new open space on Budd Street, Collingwood (between Easey Street and Sackville Street) with feedback informing preparation of the Final Concept Design. Community engagement activities included 2 in-person 'pop-up' events and online through the Your Say Yarra page.

The engagement reached the community through several communication channels, with the most effective activities being postcard distribution to 1,772 nearby residences and businesses, promotion through Council's social media channels (approximately 10,000 views), and inclusion in the Your Say Yarra newsletter, which was distributed to 2,382 subscribers. The engagement promotion advertised two new open spaces; Budd Street and Mater Street.

The majority of feedback was received through the online survey and was completed by 134 community members. A single survey was completed in person. Additionally, the project team consulted with the Disability Advisory Committee on access, inclusion and Universal Design.

The survey feedback demonstrates strong support for creating public open space on Budd Street, alongside clear expectations of what the space should deliver. While participants held differing views on how Collingwood's character should be expressed, there was broad alignment around the desire for increased greening, cooling, calm and everyday usability.

Feedback describing the design as 'temporary' or 'pop-up' was primarily directed at the painted asphalt and street-derived 'playful' elements. These elements were seen as reinforcing the former road condition and undermining perceptions of long-term commitment.

The more experimental or street-derived design elements generated mixed responses, with some valuing their creativity and others feeling they detracted from comfort and relief in a residential setting. Overall, the feedback emphasises a clear community sentiment for a greener and more park-like outcome with significant reduction to asphalt.

Engagement approach

Project background

Yarra City Council is proposing to create a new open space at Budd Street in Collingwood.

The 'Yarra Open Space Strategy 2020' (YOSS) recommends creating a new open space within Collingwood for the estimated increase in the residential and worker populations.

Collingwood currently has one of the lowest levels of open space among all neighbourhoods in Yarra, making this project an important step toward improving access to green spaces for the community.

The YOSS estimates 46% increase in worker population and 62% resident population by 2031.

Council undertook light touch sentiment testing with the community in the local area from Monday 1 September to Monday 22 September 2022.

The purpose of this sentiment testing was to raise awareness of the proposed open space opportunity and gather community sentiment on the concept. Overall, 93% of the 44 total participants supported the proposal to create a new open space in this area.

Earlier this year Council proposed a road discontinuance at this location. The results showed strong community support for the proposal and, at the Council Meeting on Tuesday 10 March, Council resolved to discontinue a section of Budd Street.

Level of community influence

1. Community feedback can help us to understand which proposed park features are the most important to include as we finalise the draft Concept Design.
2. Community feedback can identify any other concerns or suggestions to be considered as we finalise the draft Concept Design.

Engagement objectives

- Inform the community about the proposal to design and construct a new open space in Budd Street in Collingwood.
- Seek feedback from the community on the draft Concept design to understand which design elements are most important, to identify any concerns and suggested improvements and any other comments about the project.
- Reach and engage with directly impacted community members so they can have their say on the draft Concept Design.

Engagement methods:

- Online survey on YSY
- 2 in person “Pop up” events, held at the corner Budd Street and Easey Street on:
 - Wednesday 1 April from 12pm to 2pm
 - Saturday 4 April from 10am to 12pm.
- Targeted stakeholder engagement with the following groups:
 - Disability Advisory Committee

Engagement promotion

Highly impacted stakeholder	Promotion and reach
Nearby residents and businesses	• Postcards with QR codes distributed to 1772 occupiers of residences and businesses in the area surrounding Mater Street in Collingwood. • Mail outs of letters to owners of residences and businesses in the area surrounding Mater Street in Collingwood. • Signs (A1 corflutes) displayed on site at the corner of Mater and Wellington Streets in Collingwood.

Engagement promotion:

10,000 views and 67 people engaged with the post on our social media channels

Your Say Yarra email newsletter, reaching a total of 2,382 subscribers.

Promoted via Yarra Life which is distributed to every household in Yarra (over 60,000 properties).

News story on Yarra City Council's website.

Postcards displayed at Council buildings in Collingwood

Digital screens displayed at Council buildings (town halls, libraries, leisure centres).

Engagement results

Your Say Yarra project page:

- **Visitors** – The number of unique visitors that saw the page.
- **Responses** – The number of feedback responses that were submitted.

Visitors	Responses
572	134

In person engagement opportunities:

Two in person events were held on site at the corner of Budd and Easey Streets in Collingwood.

In-person event	Approximate number of people we spoke to	Responses
Wednesday 1 April	8	-
Saturday 11 April	15	1
TOTAL	23	1

Email responses

- One response was received by email. While these responses did not directly address the engagement questions, responses will be considered alongside responses provided to the online survey.

Who did we hear from?

Demographic data was collected from 137 responses to the online survey. 12 of these responses were flagged by the system as potential duplicates.

- 3 data sets were submitted from the same email and IP address but had different demographics, so they were determined not to be duplicate responses.
- The remaining 8 data sets were submitted from the same IP address but by different contributors with different emails and demographics so they were determined not to be duplicate responses.

What's your connection to Yarra?	Numbers	Percentage
Live in Yarra, in a property I own (either outright or with a mortgage)	87	63.50%
Live in Yarra, in a property I rent	28	20.44%
Own a property in Yarra but live outside of Yarra	3	2.19%
Work in Yarra	40	29.20%
Own a business / business occupier in Yarra	7	5.11%
Study in Yarra	7	5.11%
None of the above	3	2.19%
Prefer not to say	1	0.73%
What is your connection to Budd Street? (3 people skipped this question)	Numbers	Percentage
I live on Budd Street or a street that intersects with Budd Street	36	26.87%
I own or run a business on Budd Street or a street that intersects with Budd Street	0	0%
I work on Budd Street or on a street that intersects with Budd Street	7	5.22%
I study on Budd Street or on a street that intersects with Budd Street	1	0.75%
I travel through the location to access another destination	25	18.66%
I visit local shops, schools, parks or access services near the location	53	39.55%
Other	12	8.96%
Total	134	100%
What gender do you identify as?	Numbers	Percentage
Man	72	52.55%
Woman	53	38.69%
Self-described	6	4.38%
I prefer not to say	6	4.38%
Total	137	100%
What is your age range?	Numbers	Percentage
Under 11	0	0%
12 to 17	0	0%
18 to 24	10	7.30%
25 to 34	42	30.66%
35 to 49	50	36.50%
50 to 59	20	14.60%
60 to 69	8	5.84%

70 to 84	2	1.46%
85 and older	0	0%
I prefer not to say	5	3.65%
Total	137	100%
What suburb do you live in	Numbers	Percentage
Abbotsford	4	2.92%
Alphington	1	0.73%
Burnley	0	0%
Carlton North	2	1.46%
Clifton Hill	4	2.92%
Collingwood	86	62.77%
Cremorne	0	0%
Fairfield	1	0.73%
Fitzroy	15	10.95%
Fitzroy North	4	2.92%
Princes Hill	0	0%
Richmond	7	5.11%
I live outside of Yarra	13	9.49%
Total	137	100%
Select all that apply. I am....	Numbers	Percentage
Someone who speaks a language other than English at home.	8	5.84%
A person who was born overseas	29	21.17%
A person living with a disability.	12	8.76%
A member of the LGBTIQA+ community.	31	22.63%
Someone of Aboriginal or Torres Strait Islander descent.	1	0.73%
None of the above.	61	44.53%
I prefer not to say.	15	10.95%

Segmented data

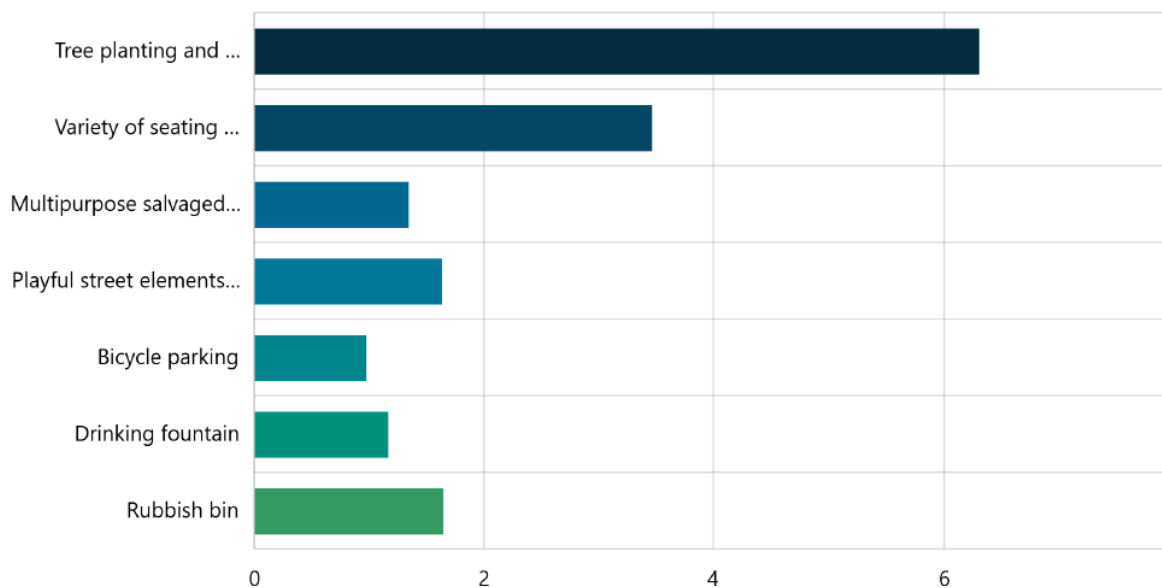
Demographic information will be analysed and, when there are less than 75% of participants who are Yarra residents, reports will be segmented so that separate results are provided for responses by Yarra residents.

More than 80% of participants indicated that they live in Yarra, either in a property they own or rent. Given the high percentage of responses from Yarra residents' segmentation is not required for this consultation.

Additionally, we asked contributors to indicate their relationship to Budd Street. 26.87% said that they either lived on Budd Street or a street that intersects with Budd Street.

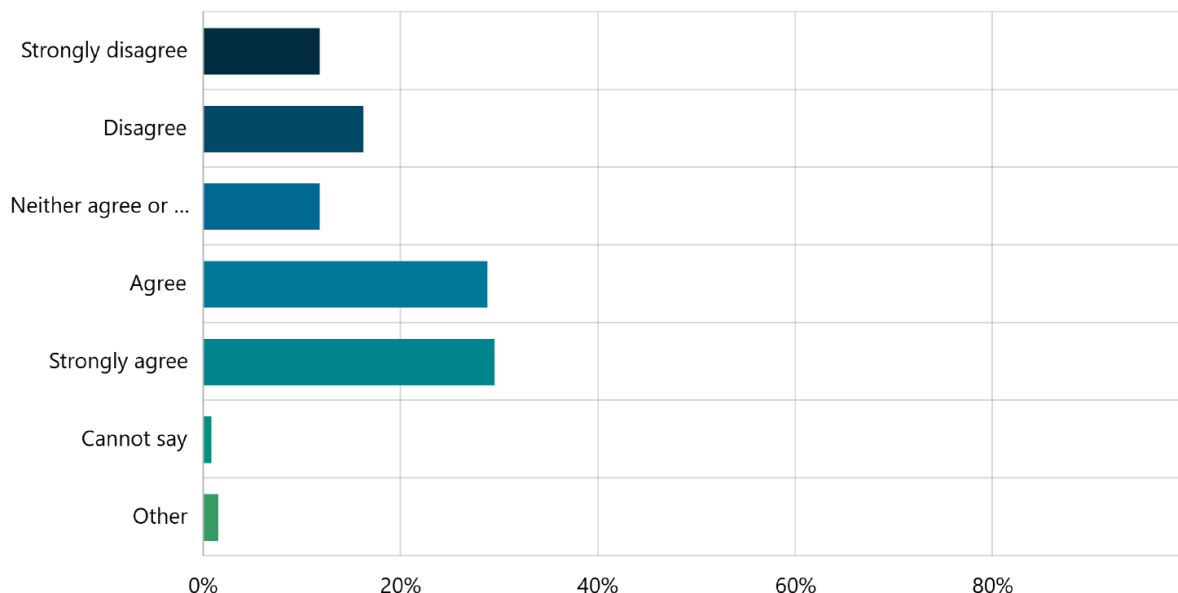
What did we hear?

Question 1. Which of the following park features do you feel are most important to include as we finalise the draft Concept Design? Please rank the top 3 that are most important to you.



- 111 of 137 participants ranked 'Tree Planting and Garden Beds' as #1 (81%)
- 125 of 137 participants ranked 'Tree Planting and Garden Beds' in their top #3 (91%)
- 59 of 137 participants ranked 'Variety of Seating Option' as #2 (43%)
- 79 of 137 participants ranked 'Variety of Seating Options' in their top #3 (58%)

Question 2. Please indicate your level of agreement with this statement. The Draft Concept fits in with the character of Collingwood.



- 79 of 137 participants (58%) agreed with the statement
 - 40 participants 'Strongly agree' and 39 participants 'Agree'
- 36 of 137 participants (26%) disagreed with the statement,
 - 16 participants 'Strongly disagree' and 22 participants 'Disagree'
- 19 of 136 participants (14%) responded to 'Neither agree or disagree', 'Cannot say' or 'Other'

Key Themes

The following themes have been identified through review of all community feedback.

Feedback Theme 1: Greening is a community priority	
What did we hear	Our response
The results of the survey demonstrated broad community support for substantially more greening with participants describing Collingwood as dense, heat-affected and short of supply of open space. Greening was described as essential infrastructure to address urban heat, climate adaption, health and wellbeing and to provide outdoor space for apartment dwellers. Participants also described the effects of greening to provide calm, reduce noise and improve safety. The community has emphasised their desire for: - Larger garden beds - Soil and permeability - Canopy trees that provide shade - Urban cooling and habitat benefits - Grass (usable, to sit on) Mixed comments were received about tree species with some advocating for local, indigenous or native species for ecological value and biodiversity. Others called for a diverse and deciduous tree species with emphasis for increased canopy, shade and greening.	• To review opportunities to increase planted and permeable areas through reduction of hard surfaces where feasible. • The design will seek to maximise tree canopy through appropriate supporting soil volumes with consideration to existing underground services. • Tree species selection will be considered to prioritise canopy cover/shade. • To consider an expanded deck, picnic table and range of seating types to provide additional ways to sit and gather. • A lawn area is not feasible due to maintenance and wears issues in a limited/small area. The design will respond to the intent of this feedback by expanding seating/seating types and garden beds to deliver usable, green and comfortable space. Green Space and Tree Canopy What we heard: • Strong support for increased greenery and reduced hard surfaces. • Feedback on different tree species and increased shade. Our response: • Due to underground services related to the Citipower site, there are constraints around where planting can occur and how deep the garden beds can be. • The concept design will maximise tree planting and garden beds where possible. • Tree selection will be modified for a better species mix and more shade.
Feedback Theme 2: Permanence and quality	
What did we hear	Our response
The painted asphalt makes the space feel: - Temporary (rather than permanent) - Low cost or experimental - Too busy or visually noisy	• To review the extent of asphalt in preference for expanded greening and refine the street graphic to reduce

- Insufficiently different to a closed street

The extent of asphalt is described as a missed opportunity to further reduce hard surfaces for urban heat mitigation, with the community expressing a strong preference for increased greening and more permanent treatments.

Participants also called for replacement of painted asphalt with higher quality surface treatments such as permeable paving or stone.

A smaller number of participants expressed support for the super graphic (painted road treatment as an artistic element which offers the park a graphic identity.

The playful/street-derived elements (in addition to the painted asphalt) reinforced the perception that the design is temporary.

- To review opportunities to introduce alternative hard surface materials to elevate the quality of the park.
- The location and use of playful elements will be refined in consideration with the overall park design to reduce visual clutter.

Park amenities

What we heard:

-

Strong feedback on the look and feel of the space including an overuse of hard surfaces, looks temporary/unfinished, and lacks the feeling of a traditional park.

Our response:

-

We will review the extent of asphalt used and replace with visually softer surfaces where possible.

-

High quality surfaces will be used where greenery is not possible.

-

Permeable surfaces will be prioritised.

-

The design will include more flexible seating spaces for socialising and gathering, with areas for calmer/more passive use.

Feedback Theme 3: Desire for a calm, passive space

What did we hear

Our response

Many participants told us they want Budd Street to be a place for:

- Sitting, resting and eating lunch
- Quiet enjoyment
- Neighbourhood use by people of all ages
- Respite from activity of Smith St and Wellington Street

Terms which participants used which relate to calm include:

- Quiet
- Passive use
- Relaxation
- Respite from busy streets
- Visual simplicity
- Low movement and low noise

The desire for calm unpins the other themes:

- Many requests for increased greening are justified to make the space calmer
- Visual simplicity and fewer hard elements are often requested to support calm

Calm was often mentioned in opposition to specific elements, rather than on its own. Participants commonly linked calm to:

- Skating, scooters and BMX
- Visual clutter and 'novelty' street elements
- Busy or high-contrast surface treatments
- Fear of anti-social behaviour at night
- Activity occurring close to homes

- The design will focus on increasing garden beds and reducing painted asphalt to support community emphasis on calm, cooling and visual simplicity.
- The design will include more flexible seating spaces for socialising and gathering, with areas for calmer/more passive use
- The location and extent of the multi-functional salvaged light pole will be reviewed in consideration of other parks uses/users.
- Consideration will be given to passive surveillance, lighting and clear sightlines to support safety and comfort at night.

Use of the space

What we heard:

•

Strong support for a space that encourages sitting, pausing and escaping the busy surrounding streets.

•

Retain the informal playful elements.

•

Mixed feedback on the inclusion of skateable elements.

Our response:

•

The space will retain flexibility for varied use including recreational purposes.

•

Recreational uses will be retained but be better integrated in the surrounding landscape with softer design.

Feedback Theme: Parking and traffic movement

What did we hear

A small number of participants raised concerns about traffic and parking impacts including:

- Potential loss of on-street parking
- Impacts on vehicle access or circulation
- Concerns about traffic redistribution to nearby streets
- Impacts on nearby businesses reliant on car access

Our response

- Parking impacts will be managed through detailed design
- Council passed a resolution at the Ordinary Council Meeting held on Tuesday 10th March "As part of any works associated with the discontinuance, Council conducts a review of parking restrictions in the surrounding area"

including to investigate the potential implementation of permit parking.”

Parking and Vehicle Access (both sites)

What we heard:

-

Strong concern about the loss of on street parking.

-

Concerns about vehicle movement and local access.

-

Requests to retain accessible parking and ensure safe vehicle movement.

Our response:

-

Parking impacts will be carefully managed through detailed design.

-

Accessible parking and safe vehicle manoeuvring will be retained where possible and considered alongside pedestrian safety outcomes.

-

Bicycle parking is included in both locations to support active travel.