



Castella Streetscape Renewal Plan

Consultation and Engagement Report
November 2021

Acknowledgement of Country

We respectfully acknowledge the Traditional Owners, the Wurundjeri People as the custodians of this land.

We also pay respect to all Aboriginal community elders, past and present, who have resided in the area and have been an integral part of the history of this region.


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yarraranges.vic.gov.au
mail@yarraranges.vic.gov.au
Phone: 1300 368 333

Who we spoke to


Castella Street has a highly engaged and proud community who actively participated in a suite of consultation and engagements for the Castella Streetscape Renewal Plan.

 Consultation and Engagement period for the Castella Streetscape Renewal Plan were undertaken (21 September 2021 - 29 October 2021)


 A letter was mailed out to 21 Landlords and Shop Owners in Castella Street to provide details of how to view the draft plan and provide feedback

 3 people attended a webinar that was conducted on the evening of the 21st September. The webinar allowed members of the community that were available to attend an opportunity to gain information on the website for the draft Castella Streetscape Renewal Plan and how to have their say.

 339 page views of the Shaping Yarra Ranges Castella Streetscape Renewal Plan page from 186 unique visitors

 17 contributors through the Shaping Yarra Ranges Castella Streetscape Renewal Plan web page

 The draft Castella Streetscape Renewal Plan was exhibited for 4 weeks

 Visitors came from: Social Media Channels (1.37%); Direct to Shaping Yarra Ranges (60.27%); Yarra Ranges Website (19.18%); Search Engines (16.44%); and Other Sources (3.74%)

What we heard

Community feedback was generally supportive of the Castella Streetscape Renewal Plan. With the submissions recognising the key issues and opportunities available along Castella Street, while providing direct commentary in response to the proposed streetscape plan.

The draft Castella Streetscape renewal plan undertook a wide-ranging consultation and engagement process through avenues such as: mailout; email; face-to-face shop owner engagement; a webinar; and Shaping Yarra Ranges webpage.

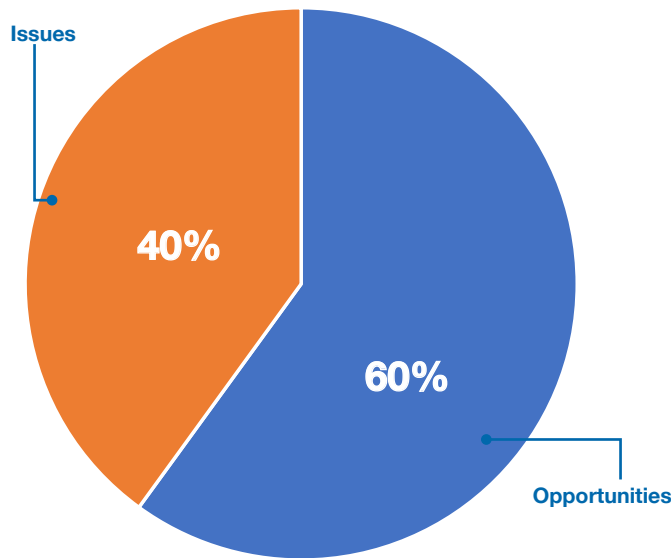
Of the comments submitted, 60% provided commentary on the opportunities along Castella street, while 40% where raising issues that need to be addressed.

The data that has been captured provides an insight into the priorities that shop owners and business's have

for Castella Street. The commentary on the existing conditions of Castella Street includes the need for better lighting, removal of bins off street, better planting, and the need to recognise the street's historical nature.

The passion and pride of the Castella Street shop owners and landlords was clearly evident in the submissions that were received, and will directly shape the design outcomes for this streetscape plan.

General comments on the existing condition of Castella Street, including: bins, lighting, planting, car parking etc.



Where were submissions from?



"Is it possible to replace the standard looking street lighting along Castella Street with lighting that is more suited to the heritage and historical feel of the Street."

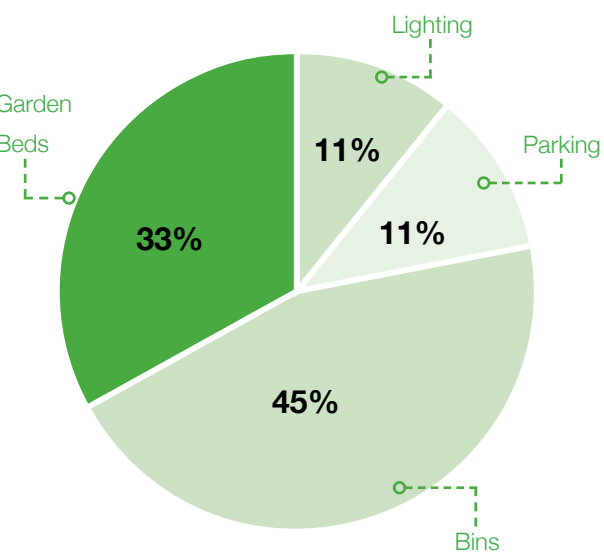
Most used words/phrases



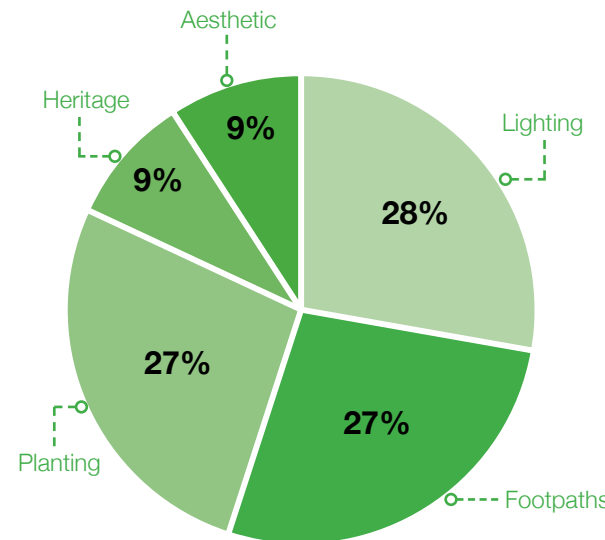
Design Priorities for Castella Street

Data insights captured through the Shaping Yarra Ranges web page on proposed design interventions for Castella Street.

Issues:



Opportunities:



FEEDBACK	
Bin Enclosures	Feedback is overwhelmingly supportive in removing bins from Castella Street. However, bin enclosures should be a subtle, blending in with the streetscape, and wherever possible bins should be stored behind shop fronts. Materiality and colour are of high importance.
Footpath Resurfacing	The feedback on resurfacing of over 120m of footpath in Castella Street is generally positive. Ensuring paver's do not become tripping hazards and the necessity of such an undertaking have been raised as issues.
Parklet	Recognition of not losing parking spaces has been seen as a priority. Adequate shade, accessibility, and safety have also been raised as concerns. Otherwise, the parklet is generally well received.
Garden Beds and Seating	Comments displayed enthusiasm for planter boxes and additional on-street seating.
New Planting Plan	Many of the detailed suggestions on the planting plan of Castella Street show an enthusiasm for an aesthetic that generates awareness of the historic nature of the street. Both natives and exotic plants are supported in the comments.

Next Steps

Now that the first consultation phase has been completed, and comments have been closed on the Shaping Yarra Ranges Web page for this project, we enter the design phase. In this phase, we begin the analysis of the feedback provided by the Castella Street community, identifying the design priorities and solutions to the issues that have been raised. This will eventuate in a concept plan that will go up on-line for Community feedback and comment.



