Armadale Activity Centre masterplan
Engagement Snapshot

City of STONNINGTON

Timeline

28 January to 18 February 2025
(Park proposal engagement)

About

In January 2025, we asked residents, traders and visitors to help guide us as we begin planning for Armadale's future with a focus on the area around Armadale Station, including Cheel, Fetherston and Armadale Streets to the east and Morey Street and Kingsway to the west.

Your priorities will help shape the Armadale Activity Centre masterplan to guide future public space improvements and support a thriving, sustainable and connected community hub.

How we engaged

- Facebook
- Instagram
- Website News
- Connect Stonnington
- Online survey

4 Pop-up sessions

2000 Postcards

80 Letters to businesses

3 Signs

1 Online survey

10,300+ Social media followers

Engagement response

322 Online surveys completed

161 On-site assessment surveys completed

What we learned

Online survey

Our community's ideal activity centre is clean and connected with local history, a focus on businesses and outdoor dining.

Top 10 most important attributes for Armadale Activity Centre (n=322)

1 (66%) Cleanliness of public space

2 (62%) Outdoor restaurant, cafe and/or bar seating

3 (59%) Local history, heritage buildings or features

4 (57%) Vegetation and natural elements (street trees, planting, water etc.)

5 (55%) Grocery and fresh food businesses

6 (55%) Elements of the natural environment (views, vegetation, topography, water etc.)

7 (54%) A cluster of similar businesses (food, cultural traders, fashion etc.)

8 (52%) Overall look and visual character of the area

9 (52%) Interesting things to look at (people, shops, views etc.)

10 (50%) General condition of vegetation, street trees and other planting

What we learned
continued

Site assessments

We visited High Street, Kingsway Arcade, Morey Street and Armadale Station and spoke with residents, visitors, workers and students about what is working well and recommended areas for investment.

The identified areas to nurture, manage and prioritise combine insights from the online survey with the onsite assessment data to highlight strengths and priorities.

Nurture (n=322)

These attributes are the strongest contributors to the area's liveability.



Cleanliness of public space



Local history, heritage buildings or features



Outdoor restaurant, cafe and/or bar seating



A cluster of similar businesses (food, cultural traders, fashion etc.)



Sense of safety (for all ages, genders, day/ night etc.)



Interesting things to look at (people, shops, views etc.)



Overall look and visual character of the area



Ease of walking around (including crossing the street, moving between destinations)



Businesses that reflect the local community and values

Manage (n=483)

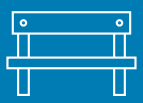
These attributes could benefit from further investment as they are not performing as well as they could.



Vegetation and natural elements (street trees, planting, water etc.)



Things to do in the evening (shopping, dining, entertainment etc.)



Maintenance of public spaces and street furniture



General condition of vegetation, street trees and other planting

Prioritise (n=483)

Encouraging investment in these attributes would deliver the biggest benefit to the community.



Grocery and fresh food businesses



Elements of the natural environment (views, vegetation, topography, water etc.)

Who we heard from

Respondent age range (n=483)

6%	33%	38%	23%
15-24	25-44	45-64	65+

Respondent gender (n=483)




37%	61%	2%
Man	Woman	Prefer not to say

Respondent connection to the area (n=483)






80%	7%	12%	1%
Local residents	Workers	Visitors	Students

Mode of travel (n=483)






69%	43%	26%	18%
Walking	Car	Train	Tram

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