



**A NEW HEART FOR THE
CANNING BRIDGE PRECINCT**

Moreau Mews Town Square Public Open Space

**Stage 1 - Community Engagement Report
November to December 2024**



City of
Melville



Executive summary

The City of Melville is planning a new public open space and streetscape improvements for Moreau Mews and Kishorn Road, Applecross. The project aims to develop a new town square public open space in the heart of the Canning Bridge precinct, transforming the area into a green, welcoming space where the community can relax, engage in leisure activities, and connect with one another.

A key focus of the project is to increase the greenery in the space. The design will feature new landscaping elements such as seating, trees, and a playground to create a healthy, attractive environment for all ages. Community input will be crucial in shaping the use of the space, ensuring the design reflects local needs and aspirations. Effective engagement with the community will foster a strong sense of ownership and pride.

To enhance the overall experience and connectivity, improvements to the surrounding streetscape are also being considered, including upgrades to pathways and lighting.

The initial phase of the engagement collaborated with the community to refine the project scope through visioning and design principles, ensuring that the final design for the Town Square Public Open Space meets both environmental sustainability goals and community expectations.

In total 310 contributed to the project from November to December 2024 through:

- Digital and hard copy surveys
- 3 drop in events at the location
- Seniors workshop

This report details the key themes, participation and reach for the engagement process.



Key findings

During the engagement process, feedback from participants—both verbal and written—was largely positive and enthusiastic. The community expressed strong support for the project overall, with many highlighting its potential benefits.

While the majority of feedback was favourable, a small amount of negative input was received from local business, primarily focused on current limited parking availability in the area, as well as the projected capacity of parking spaces once the project is completed.

Key themes and findings from the engagement include:

- **Community Vision:** Respondents envision the new community space as a place that fosters connection, belonging, and identity. They see it as an accessible and inclusive environment where people can come together.
- **Space Concept:** The overall vision for the space is a multi-purpose, nature-focused public area that caters to a wide variety of users and activities. There is an emphasis on balancing active and passive recreation, while providing amenities that enhance the community's overall experience.
- **Innovative Ideas:** The community has shared several big ideas, including the development of a multi-functional eco-park, tree canopy restoration, and design elements that prioritise inclusivity and sustainability. Additionally, there is interest in the concept of multi-level public open spaces, integrated with underground parking, maximising land use while maintaining green, accessible areas.
- **Incorporating shaded areas with trees, pergolas, and seating** to provide comfort for visitors was identified as the top design principle. This was closely followed by the desire to offer a variety of seating options (such as benches, picnic tables, and informal seating) in different configurations, encouraging social interaction and relaxation.
- **Relaxing, reading, or connecting with nature** was identified as the primary use of the site in the future, followed by social gatherings and walking.
- 51.59% of participants indicated they live within 400m of the site
- 67.51% of participants were aged 50 and over, while only 5.09% of respondents were from younger demographics
- 83.80% of participants indicated that they were not completing with children
- The most effective communication channels for the engagement were Facebook and direct email.

Engagement principles

A key factor in the project's long-term success is fostering genuine, collaborative community engagement. Our Council Plan highlights the importance of involving the community and stakeholders to incorporate diverse perspectives in decision-making.

This approach is guided by six principles aligned with the International Association of Public Participation (IAP2) and the City's Stakeholder Engagement Policy. These principles will be applied throughout the engagement process, adapting to factors like political considerations, branding, budget, and service delivery, with the goal of building trust, encouraging participation, and ensuring all voices are heard.

- **Integrity:** We will be transparent about the process, clearly outlining what the public can and cannot influence.
- **Inclusivity:** We strive to engage in a manner that actively involves affected communities and ensures that stakeholders feel welcomed, making it easy for them to participate.
- **Informed:** We will provide timely and relevant information to enable meaningful participation, ensuring communication occurs before, during, and after decisions are made.
- **Accountability:** We will consider your feedback and communicate how it has influenced our decisions.
- **Flexibility:** We will remain adaptable to the needs of the community, continually refining our processes to ensure they effectively address the diverse perspectives and circumstances of those we serve.
- **Excellence:** We will learn from the process and continuously strive for improvement.

IAP2 Spectrum of Public Participation

	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide balanced and objective information in a timely manner.	To obtain public feedback on analysis, alternatives and or/decisions.	To work directly with the public throughout the process to ensure public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of preferred solution.	To place final decision in making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced.	We will look to you for advise and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Engagement methodology

Our methodology aligns with the City's adopted Stakeholder Engagement Policy, which is founded on the International Association of Public Participation principles, spectrum, and core values. The identified level of participation for this stage of engagement was 'consult.'

Community engagement commenced on 15 November 2024 with the launch of the online survey and promotion of several engagement methods to facilitate participation from a broad cross-section of the City of Melville community. The consultation period concluded on 17 December 2024.

The engagement consisted of:

- 3 on-site pop up events attended by 17 people
- Online engagement
 - Dedicated project webpage on Melville Talks (3.9K visits during engagement)
 - Online survey completed by 274 people
- Survey
 - Placed at Council Buildings
 - In person and over the phone were also made available
- Workshop and information session attended by 19 people
 - Held at Opal Healthcare, Applecross Shore
- Junior Designer competition
 - Downloadable pack issued to local schools and communicated through Youth eNews. Zero submissions



Communication and promotion

The project was promoted via multiple communication channels to raise awareness and promote participation across a broad cross-section of the community, as follows:

- Direct email to local residents (2,134 emails)
- Direct email to a random sample of the community (1,981 emails)
- Direct email to local schools (4)
- Direct email to Melville Sounding Board (277 emails)
- Direct email to Canning Bridge previously engaged (221 emails)
- Direct letters issued to local residents and rate payers (1,499 letters)
- eNews distribution (19,400+ recipients)
- Social media
 - Facebook (10K+ reach)
 - Instagram (3+ reach)
- Website with 3.9K page visits during consultation period
- In person engagement and promotion (3 events)
- Newspaper advertising (209K+ reach)
- Bus shelter advertising (1.3M+ reach)
- Onsite posters, corflutes and banners



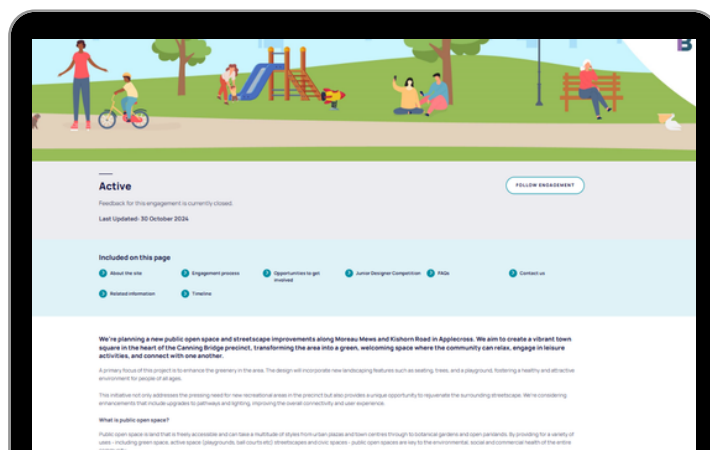
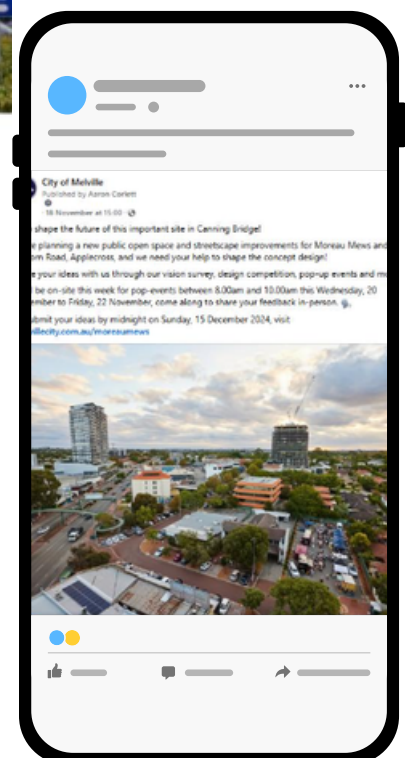
Shape the future of Canning Bridge

We've launched an important community engagement regarding public open space in Canning Bridge, where you can help shape the vision for an important site.

Through the Moreau Mews Town Square engagement, we want your ideas ahead of public open space and streetscape improvements for Moreau Mews and Kishom Road.

I encourage you to have your say via the vision survey by heading [online](#).

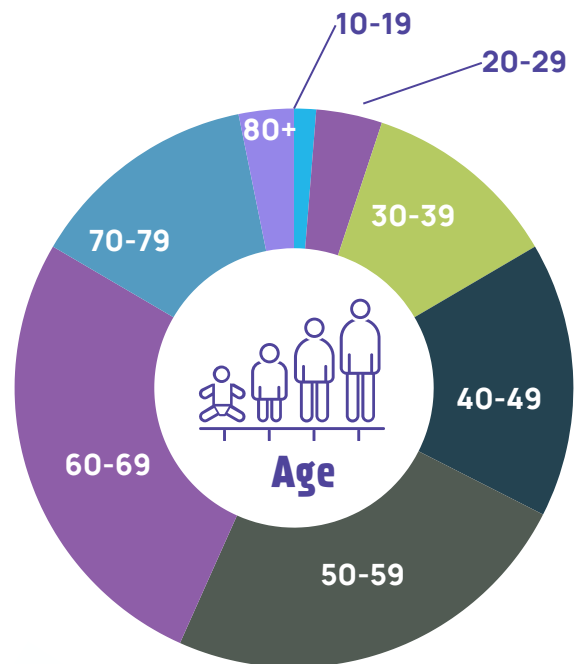
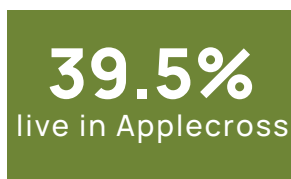
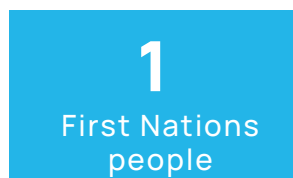
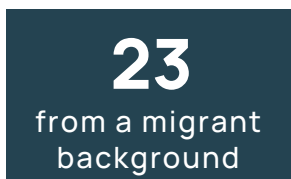
- Mayor Katy Mail



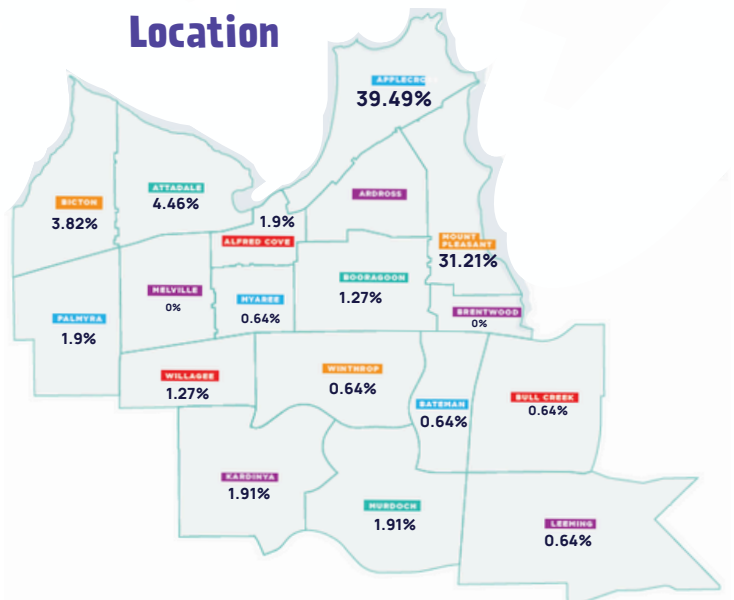
We heard from

Participation n157

Note: participants could select multiple options



Location

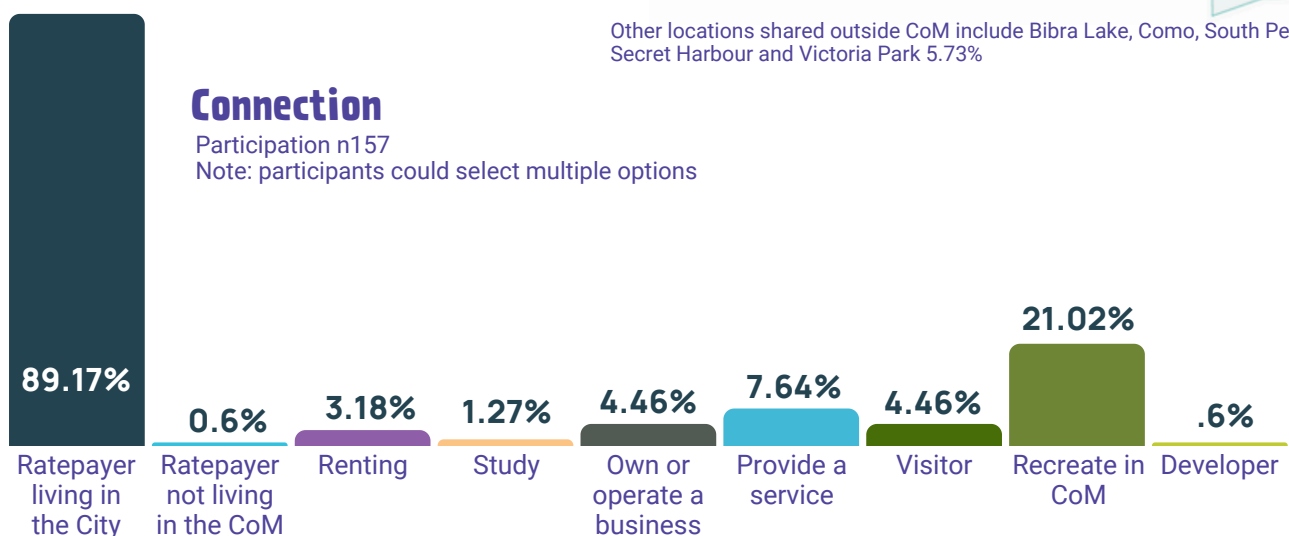


Other locations shared outside CoM include Bibra Lake, Como, South Perth, Secret Harbour and Victoria Park 5.73%

Connection

Participation n157

Note: participants could select multiple options



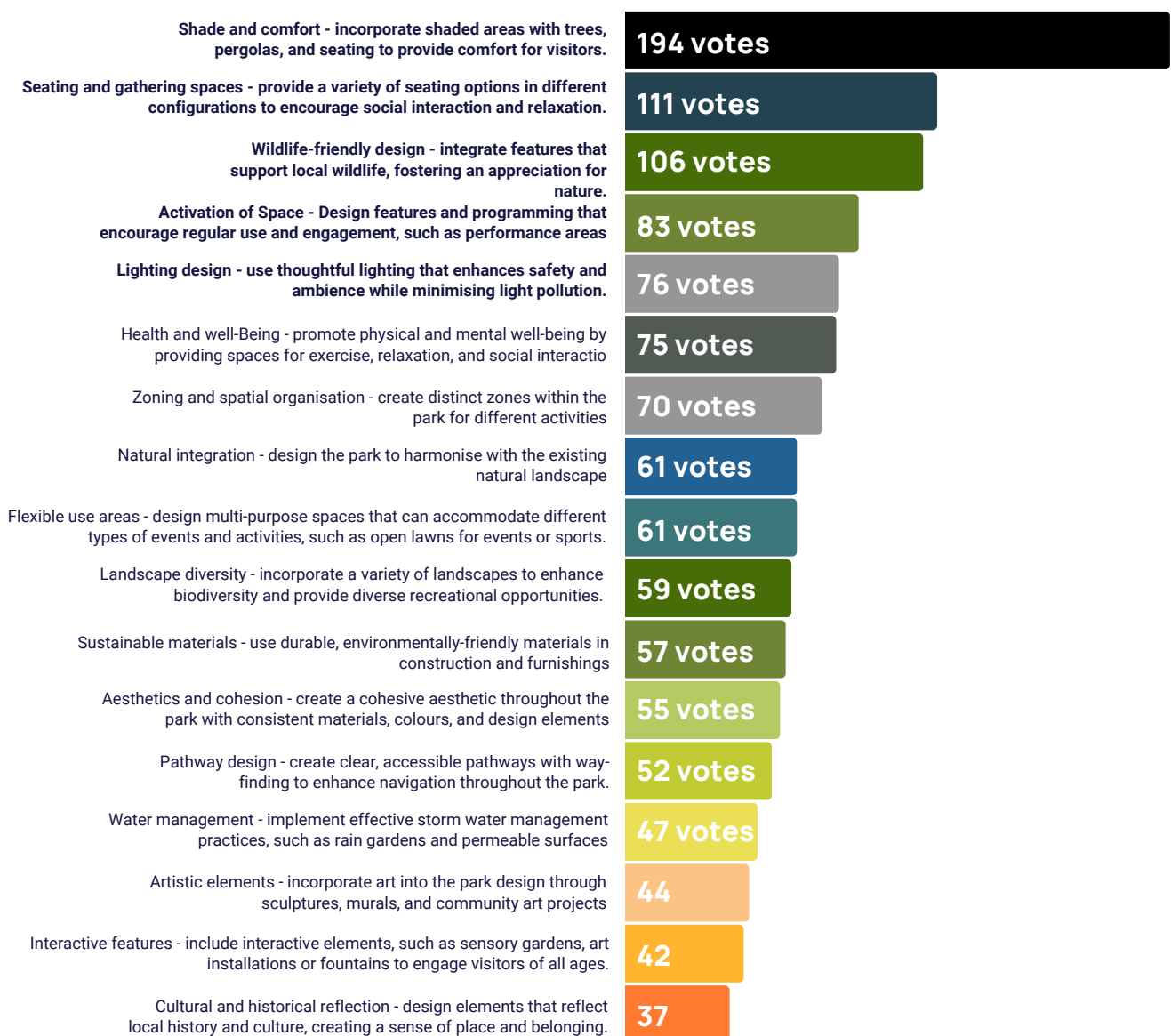
Engagement outcomes

To ensure consistency in our engagement approach, we asked the same questions across both in-person and online platforms. In addition to gauging support for various actions, the online survey included extra questions to gain further insights. To analyse the responses, we employed both data aggregation analysis and AI analysis.

Survey questions

Q1. From the list below, please share your top five design principles. While we'd love to consider all of them, for now, we'd like to understand which ones you believe should be prioritised. Note: participants could select up to five design principle choices.

n291 participated with 1,230 votes received



Q2. In 20 words or less, what does community mean to you, and how do you envision this new space enhancing that sense of community?

Answered n143 Skipped n131

The key themes regarding what 'community' means to the respondents and how the new space might enhance that sense of community are:

- **Gathering and Interaction** - The respondents emphasise the importance of a space where people can come together, interact, and connect with each other. They see the new space as an opportunity for residents, workers, and visitors to meet, socialise, and engage in various activities.
- **Sense of Belonging and Identity** - The respondents highlight the desire for a sense of belonging to the local community, a shared identity, and a feeling of being part of a larger collective. The new space is seen as a way to foster this sense of community and belonging.
- **Accessibility and Inclusivity** - The respondents emphasise the need for the new space to be accessible and inclusive, catering to people of all ages, backgrounds, and abilities. They want the space to be welcoming and safe for everyone.
- **Connection with Nature** - Many respondents value the importance of incorporating natural elements, such as trees, greenery, and open spaces, into the new community space. They see this as a way to enhance the overall well-being and enjoyment of the space.
- **Amenities and Activities** - The respondents suggest that the new space should provide various amenities and activities, such as a coffee shop, food trucks, play areas for children, and spaces for events and gatherings. These elements are seen as ways to encourage the use and enjoyment of the space by the community.
- **Sense of Community and Cohesion** - The respondents express a desire for the new space to foster a stronger sense of community, social cohesion, and a shared purpose among the residents. They see the space as a way to bring people together and enhance the overall well-being and quality of life in the local area.

In summary, the respondents envision the new community space as a place that can bring people together, foster a sense of belonging and identity, be accessible and inclusive

"equality. Sense of community can be enhanced by the space being accessible and multi-purpose so everyone can use it"

"I see this as a place where residents of the adjacent high rise buildings can feel nature"

"people coming together"

"safety welcoming and inclusiveness"

"spaces for connection"

"clear open space area with gardens and minimal structures to provide relief from surrounding built environment"

"green spaces to reduce stress and encourage respect"

Q3. What big idea would you like the City to consider as part of the concept development of the new public open space?

148 ideas were shared.

The big ideas were extracted and the summary highlights various innovative concepts and features that the community envisions, such as a multi-functional eco park, tree canopy restoration, and inclusive design elements.

1. Multi-functional eco park - develop a multi-functional eco park that can cater to the enjoyment of all members of the community with parking underneath
2. Tree canopy restoration - prioritise the planting of trees and restoring the tree canopy that has been lost in the area due to the development of large buildings and concrete structures.
3. Undercover rotunda - construct an undercover rotunda or similar structure with seating inside, providing shelter from rain and shade in the summer, while being lightning-proofed.
4. Cafe and European-style piazza - establish a cafe and a European-style piazza with a coffee shop, jacarandas, plane trees, and a sophisticated, well-crafted space that respects the local residents.
5. Sustainable rain water collection - construct a giant, self-sustaining rain water collecting tower or cocktail table with a sky garden and green walls filled with edible plants and flowers for wildlife, bees, and insects, with natural bird houses on the wall.
6. Nature-inspired space - create a lovely, green, shaded space with seating that feels like a tranquil park or a "secret garden".
7. Community activities and social capital - develop a place for real community activities and a reason for people to engage, fostering social capital through initiatives like beekeeping, exercise, fresh produce, footpath libraries, and baking. Accessible and Inclusive Space - Ensure the space is accessible and welcoming to all, where "normal" and "accessible" can coexist, reducing stigma and encouraging cooperation.
8. Sanctuary from high-rise buildings - provide a sanctuary from the surrounding high-rise buildings, where all ages can relax and be protected from the heat
9. Sculptural and artistic elements - incorporate sculptural elements, archways, decorated columns, and significant plantings that make a statement and attract visitors.
10. Performance and entertainment space - Include a small stage-like area for local musicians to perform on weekends and some evenings in the summer.
11. Dog-friendly space - allocate an area where dogs can be contained and play together without the risk of being run over.
12. Sustainable water management - Explore the possibility of using the grey water from the surrounding apartment buildings to irrigate the new parkland and surrounding street verges.
13. Biodiversity and nature education - Incorporate biodiversity-enhancing features, such as bird baths, flowing water features, and opportunities for children's nature-based education and tours.
14. Pedestrian and bike-friendly - prioritise pedestrian and bicycle access, with limited vehicle access and car parking on the periphery.
15. First nations cultural engagement - incorporate First Nations cultural elements, design, and in-place learning opportunities.
16. Diverse programming and Amenities - Include features like pickleball courts, hawkers markets, movie nights, and outdoor fitness equipment to cater to a wide range of community interests and needs.

Q4. What types of activities or amenities would you like to see considered in the concept design?

Answered n162

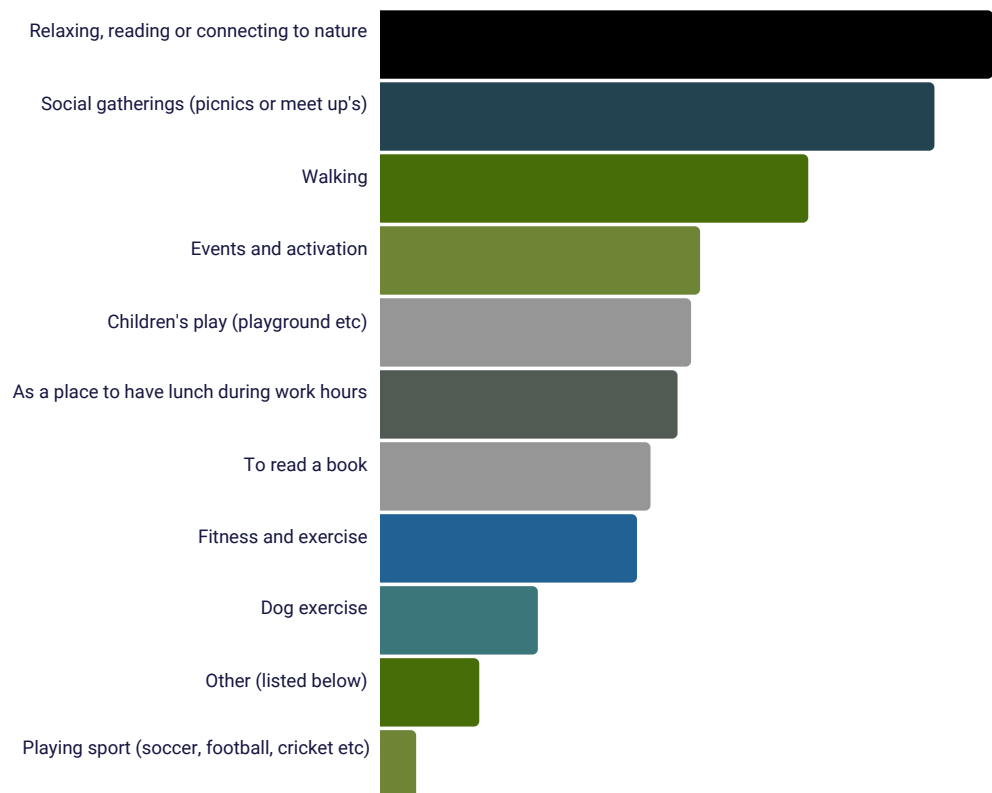
The community would like to see the following types of activities and amenities considered in the concept design:

- Play and Recreation Areas
 - Children's play areas and playgrounds
 - Teenagers' basketball area and skate park
 - Water play features
 - Exercise equipment and fitness areas for all age groups
 - Open spaces for activities like boules, volleyball, and cycling
- Relaxation and Gathering Spaces
 - Shaded seating areas and picnic tables
 - Quiet, reflective spaces
 - Amphitheatre or performance space for community events
 - Open-air art exhibitions and markets
 - Areas for community gatherings, yoga, and meditation
- Nature and Greenery
 - Abundant trees and landscaping
 - Sensory gardens and native plant areas
 - Bird-watching opportunities
 - Water features and connections to the nearby river
- Amenities and Services
 - Cafes, food trucks, and dining options
 - Public toilets and drinking water
 - Bike parking and accessibility for people with disabilities
 - Lighting and safety features
- Community-Oriented Features
 - Spaces for community events, workshops, and presentations
 - Areas for youth-focused activities
 - Opportunities for art, music, and cultural expression
 - Facilities that promote social interaction and a sense of community

The overall vision seems to be for a multi-purpose, nature-focused public space that caters to a diverse range of users and activities, while maintaining a balance between active and passive recreation, and providing amenities that enhance the community's experience.

Q.5 How do you envision using the future of this space? Select all that apply

Answered n176 Skipped n98



Other uses include:

“creative pursuits”

*“quiet area with no through
vehicle traffic”*

“meditation”

“sit and chat”

“picnics”

***“food and
beverage”***

“food trucks”

***“bird
watching”***

“pickleball”

In addition to the survey questions, the seniors workshop participants shared the following landscape elements they would like considered in the new space.

