

COMMUNITY ENGAGEMENT REPORT

Grandview Grove, College Street and Violet Grove local shopping strips

In August 2026, engagement at Grandview Grove, College Street and Violet Grove local shopping strips was undertaken with the aim of learning how these shopping strips are currently used and what improvements might be considered in the future.

All businesses at the local shopping strips were visited to let them know about the survey. Postcards highlighting the survey were left with the businesses to hand out to their customers. Businesses within the shopping strips were emailed a link to the survey for them to fill out or share with their customers. 1,000 postcards were delivered to residents surrounding each shopping strip.

Engagement with businesses varied across the three locations.

Grandview Grove:

28 responses were received from an area comprising three active businesses and one commercial office.

College Street:

All premises are leased; however, some businesses could not be contacted. A total of **26 responses** were received.

Violet Grove:

The area has one active business, and **9 responses** were received.

Grandview Grove Overview:

This summary presents an overview of the community feedback for the Grandview Grove shopping strip. These shops aren't a regular haunt for many people of the community because it has too few active businesses, several vacancies, and poor pedestrian access across Norman Street. Physical improvements are supported, but most respondents see them as secondary to attracting new businesses and investing in business facades which are both outside the scope of this project.

Key insights include:

Accessibility

Pedestrian access across Norman Street was one of the strongest and most consistent issues along with general accessibility concerns e.g. lack of disability parking, poor wheelchair accessibility, raised entries, cracked footpaths.

Safety

The majority feel safe however several respondents described the area as dark, poorly lit or deserted at night.

Amenities

Strong desire for more seating and shade. Many noted there is little reason to stay in the strip beyond completing an errand.

Aesthetics

Area perceived as lacking greenery, seating, and landscaping.

Community Identity

Most prefer retaining the Grandview Grove identity.

Recommendations

Include refreshing the appearance of the shopping strip through landscaping, seating, lighting and signage.

College Street Overview:

This summary presents an overview of the community feedback for the College Street shopping strip. The strongest message is not about access or safety. It's about relevance and amenity. Residents generally find the strip easy to access, safe and quiet, but many feel there is little reason to visit because the tenant mix does not meet their needs and the space lacks activity and appeal. The tenant mix is outside the scope of this project.

Key insights include:

Accessibility

Strong support for better pedestrian connections between the shopping strip and the park, playground and kindergarten opposite.

Safety

Most respondents reported feeling safe and finding the strip easy to access.

Amenities

Requests for additional seating appeared consistently across responses. Even people generally supportive of the strip identified a lack of places to sit and rest.

Aesthetics

Additional trees, landscaping, planters and vegetation were among the most common physical improvements suggested. Respondents described the area as too concrete-dominated.

Community Identity

Most prefer retaining the name "College Street Shops".

Recommendations

There is a clear difference between what people want physically and what they want commercially. Most physical improvements relate to seating, trees, crossings and amenity. However, the dominant concern is that the strip lacks businesses people regularly use. Streetscape upgrades will likely improve appearance and comfort, but they will not on their own address the underlying issue that many residents do not see the strip as a destination.

Violet Grove Overview:

This summary presents an overview of the community feedback for the Violet Grove shopping strip. The survey does not point to a major access problem. The central issue is economic and visual decline which is outside the scope of this project. Residents see the strip as convenient and locally important, but vacant shops, limited business diversity and poor presentation reduce activity and weaken perceptions of safety. The most consistent messaging within the scope of this project include increasing greenery, upgrading seating and strengthening pedestrian amenities.

Key insights include:

Accessibility

Suggestions included accessible parking, improved footpaths, wayfinding, safer crossings, raised crossings, zebra crossings and traffic calming measures.

Safety

While some respondents feel safe and welcome, others reported feeling unsafe due to graffiti, antisocial behaviour and poor maintenance.

Amenities

More seating and resting places are needed.

Aesthetics

Greening is the most common streetscape request.

Community Identity

Most prefer retaining the name 'Violet Grove Shops'.

Recommendations

Recommendations include increasing greenery, upgrading seating and strengthening pedestrian amenities.