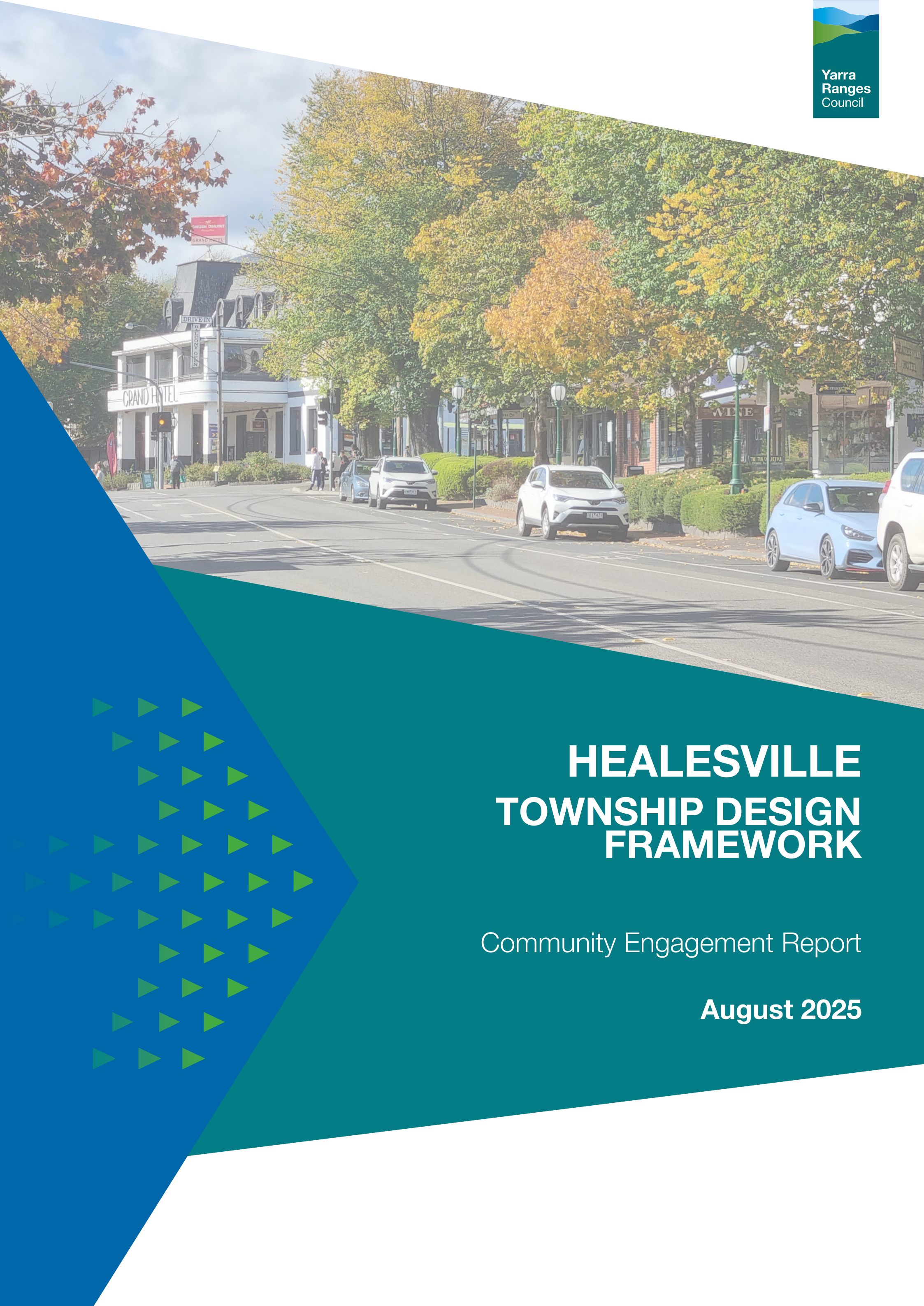




HEALESVILLE TOWNSHIP DESIGN FRAMEWORK

Community Engagement Report

August 2025

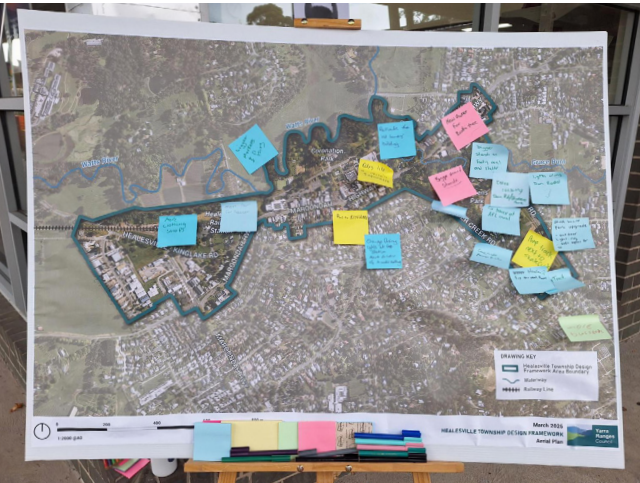
PROJECT BACKGROUND

The Healesville Township Design Framework (TDF) formed Action 4.1 of the Healesville Structure Plan in 2016 which was updated in 2022. Its purpose is to provide clear design guidance regarding the development and structuring of land within the Healesville Township along the Maroondah Highway. The Healesville Township Design Framework will be a strategic planning and placemaking tool that will set out an integrated design vision for desired future public and private development of places in Healesville. The TDF will provide direction for interventions that shape open space, buildings, landscape, and the public realm.

An initial round of community engagement was held between 18 March, 2025 and 27 April, 2025. The purpose of the consultation was to inform the community of the upcoming preparation of the Healesville Township Design Framework and explain why it is needed for the Healesville township. Council also sought to understand what is valued by the community and what the community identify are the issues and opportunities in Healesville. Therefore, the consultation asked the community three key questions:

- What do you love about Healesville?
- What are the issues?
- What improvements would you like to see in the future?

This Engagement Report provides a summary of the feedback provided by the community during this consultation. The results will be incorporated into the Healesville Township Design Framework which will seek Council adoption.



Our reach

-  **6 week engagement period** for the Healesville Township Design Framework was undertaken (18 March 2025 - 27 April 2025).
-  **4,289 page views** of the Shaping Yarra Ranges Healesville Township Design Framework page from **3155 unique visitors**.
-  A **project alert was sent to 1728 people** who registered to receive updates with tags of Healesville and/or Urban Design on the Shaping Yarra Ranges webpage.
-  A **social media** advertising campaign was run through Facebook Ads which reportedly reached **over 27,000 people**.
-  **4267 postcards** were delivered to mail and post boxes within the Healesville postcode (3777) to advertise the community consultation period and direct towards the Shaping Yarra Ranges Healesville Township Design Framework Page.
-  **Posters** directing towards the Shaping Yarra Ranges Healesville Township Design Framework Page were placed throughout Healesville along the main streets, in shop windows and on community notice boards outside IGA, Coles, and others along Maroondah Highway.
-  The 25 March 2025 edition of the **local paper** published **one article** concerning the Healesville Township Design Framework.
-  Between March and April, **three articles** about the Healesville Township Design Framework were published in the local **E-Newsletter** which is delivered to **11,213 email addresses** every fortnight (as of 17 April, 2025).
-  **Website Visitors** came from: Social Media Channels (**56%**); Direct to Shaping Yarra Ranges (**19%**); Yarra Ranges Website (**4%**); Search Engines (**5%**); and from scanning the QR code on Posters/Postcards (**16%**).

FEEDBACK

An extensive program of engagement with the Healesville community was undertaken during the exhibition period, consulting with many passionate locals.

A total of **1143 submissions** were provided during the community engagement period. This feedback has been separated into **1194 comments** which was a substantial number of submissions, many including extensive and detailed feedback. All comments have been reviewed and where relevant have been considered for the drafting of the Township Design Framework.

This Community Engagement Report presents transparent communication of community feedback that was provided during the engagement period.



Who we heard from

 **378 contributions** came through the Shaping Yarra Ranges Healesville Township Design Framework page.

 21 representatives from **15 community groups** attended a **Community Group Workshop** where participants contributed comments about issues and opportunities and drafted a Vision for Healesville.

 **3 community walks** on 25 March, 27 March and 3 April provided the opportunity to walk around town with Council Officers to point out areas of concern, discuss ideas and share stories of lived experiences in Healesville.

 **In excess of 200 people** in total attended the **five Pop-Up sessions** at Healesville Connecting Communities Festival on 8 March, Healesville Station on 25 March, Memorial Hall on 27 March, Queens Park on 3 April, and Healesville Homegrown Food Fair on 6 April.

 Workshops and meetings were held in Healesville with **Key Stakeholders** to discuss their priorities and highlight key considerations for the future of Healesville.

 **Youth engagement sessions** took place at Healesville High School and Healesville Primary School where students were invited to participate in activities to share their thoughts and ideas.

 **Handwritten submissions** from community members were collected at the Healesville Link. **Email and phone call submissions** were recieved through Council's customer service team.

VISION

We received a total of **130 comments** in response to the question about what the community loves about Healesville.

These comments have been grouped based on key words and then tallied to generate the 'Word Cloud' below. More frequently heard words appear larger while less common words are smaller.

What does the community love about Healesville?



Vision

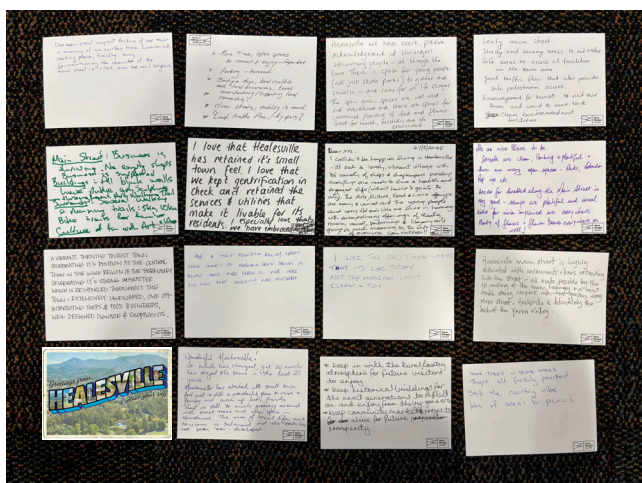
As part of the Community Group Workshop, participants were asked to write a postcard to themselves from the future describing what Healesville looks like in 20-30 years. This is a combined vision based on the responses from those postcards:



Healesville is a welcoming, vibrant township in the Yarra Valley, where heritage and nature thrive alongside thoughtful development. The town's deep connection to Indigenous cultural history and Coranderrk Station is respectfully celebrated in the public realm.

Locals and visitors enjoy lively shops, eateries, and community spaces, while parks support recreation, events, and everyday life. A well-connected network of paths and trails links Healesville to its surroundings, encouraging active, accessible, and healthy living.

Healesville is a place where stories are shared, nature is nurtured, and community life flourishes.

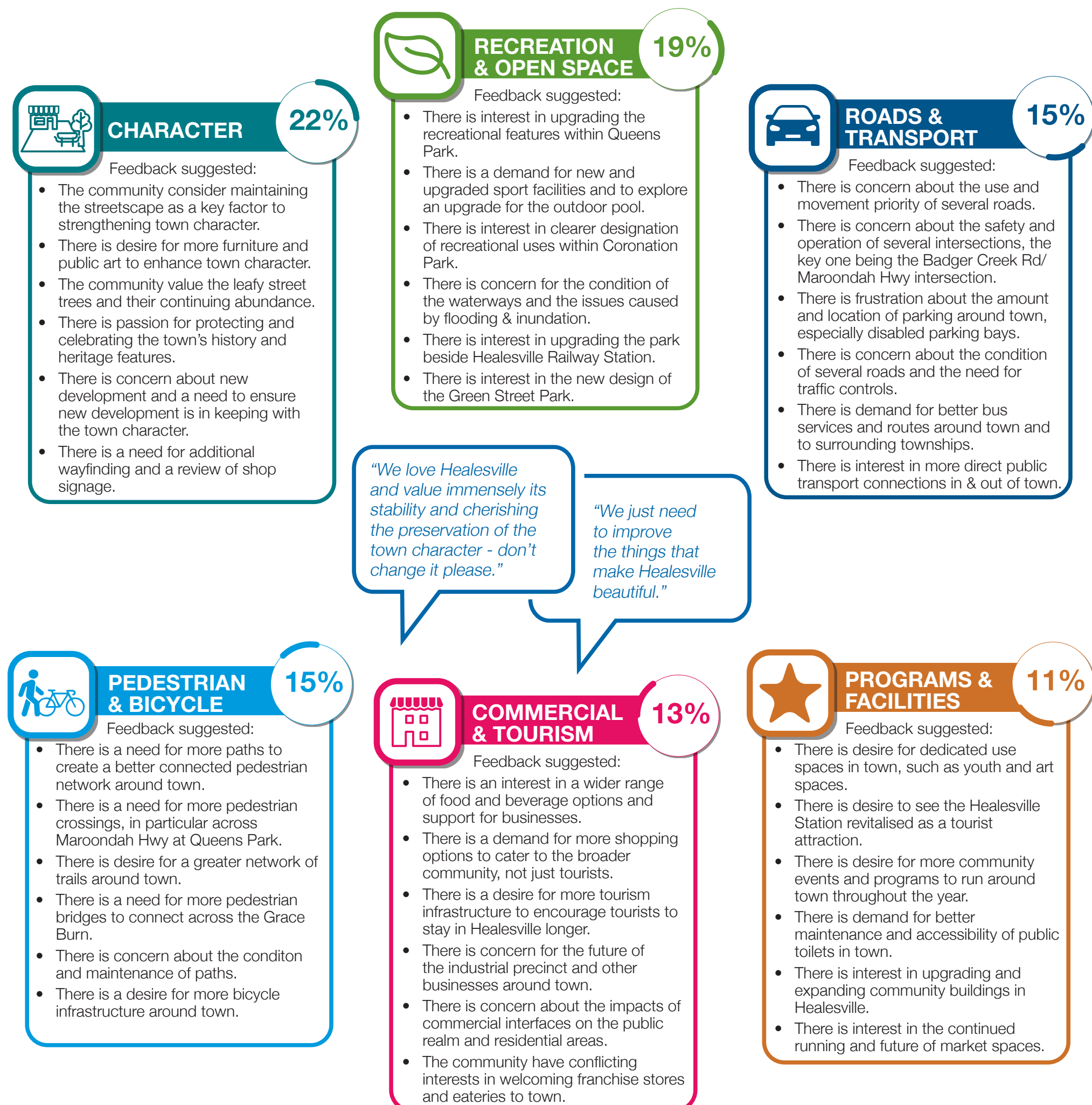


WHAT WE HEARD

We received a total of **1064 comments** in response to the questions about current issues and the improvements the community would like to see in the future.

These comments have been categorised into relevant themes, then tallied by topic frequency and summarised in charts. Six key themes emerged which are Character; Recreation & Open Space; Roads and Transport; Pedestrian & Bicycle; Commercial & Tourism; and Programs & Facilities.

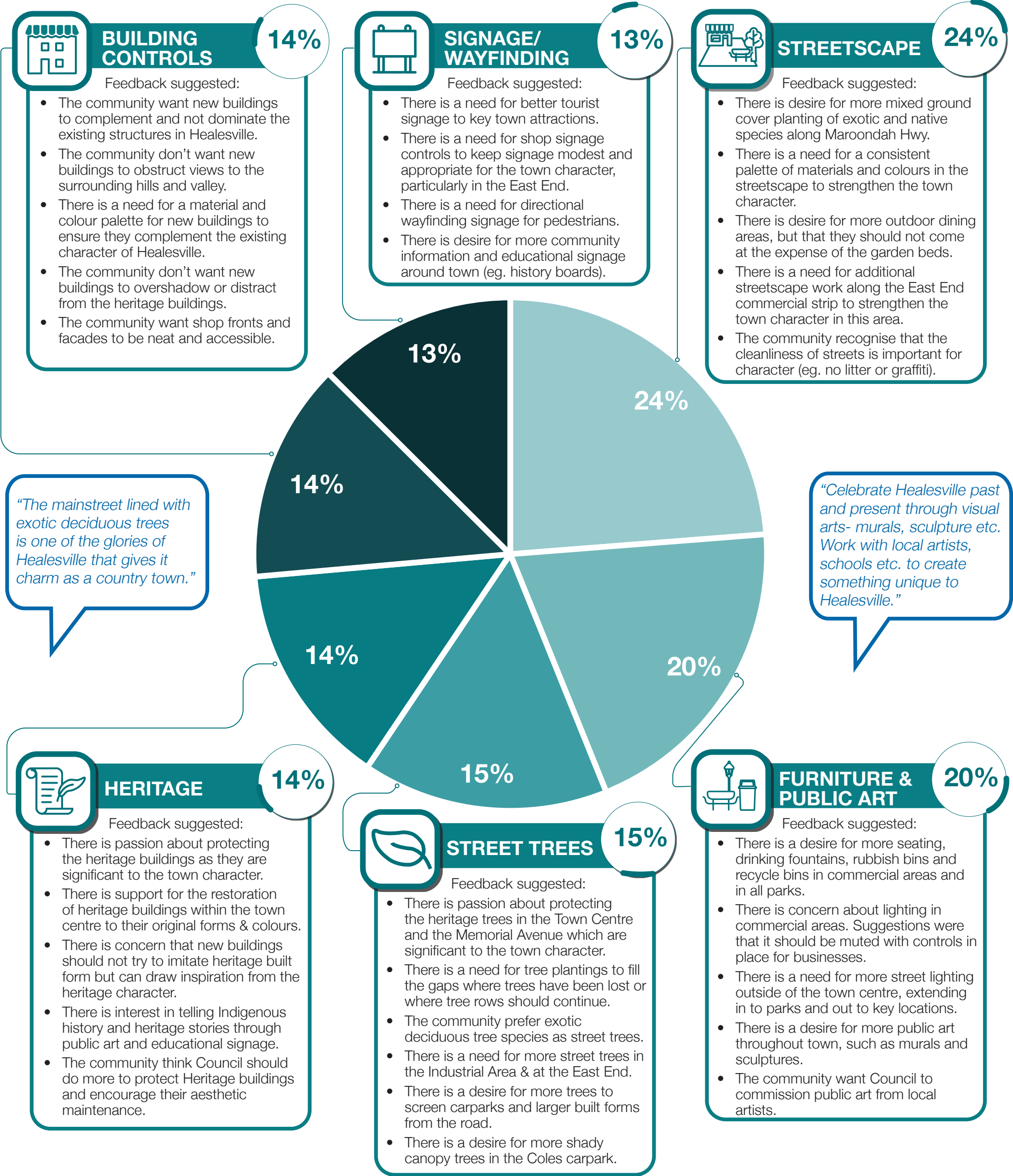
A summary of what we heard and the amount of comments (%) relevant to each theme is provided below. More detailed overviews of each theme are provided on the following pages.



* Remaining 5% of comments were categorised as 'Other Feedback' and are beyond the scope of the TDF.

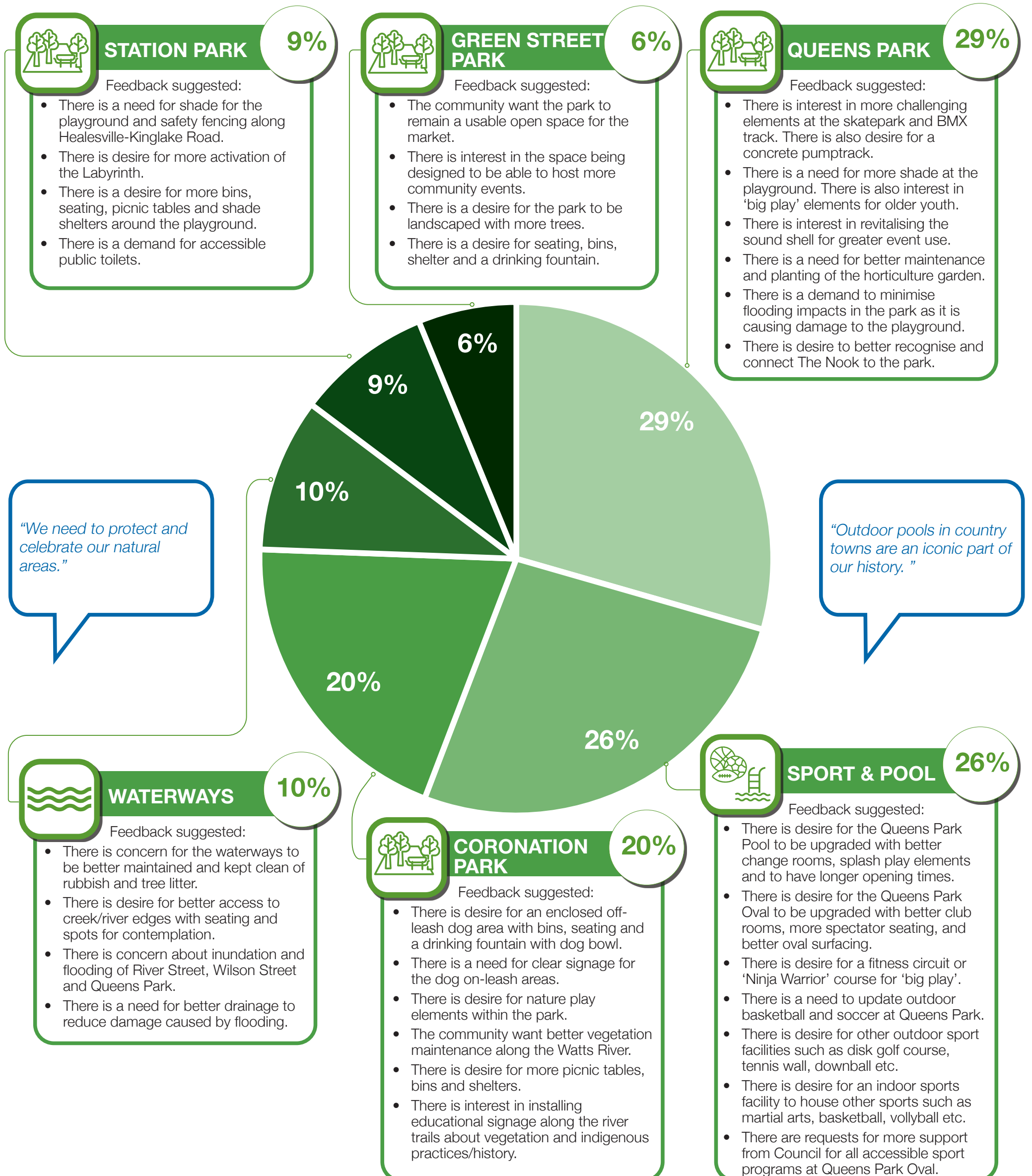
THEME 1 - CHARACTER

22% of total comments received during the consultation were related to the character of Healesville. These comments have been categorised into relevant topics, then tallied and summarised in the chart. The 6 topics with the most responses were Streetscape; Furniture & Public Art; Street Trees; Heritage; Building Controls; and Signage/Wayfinding.



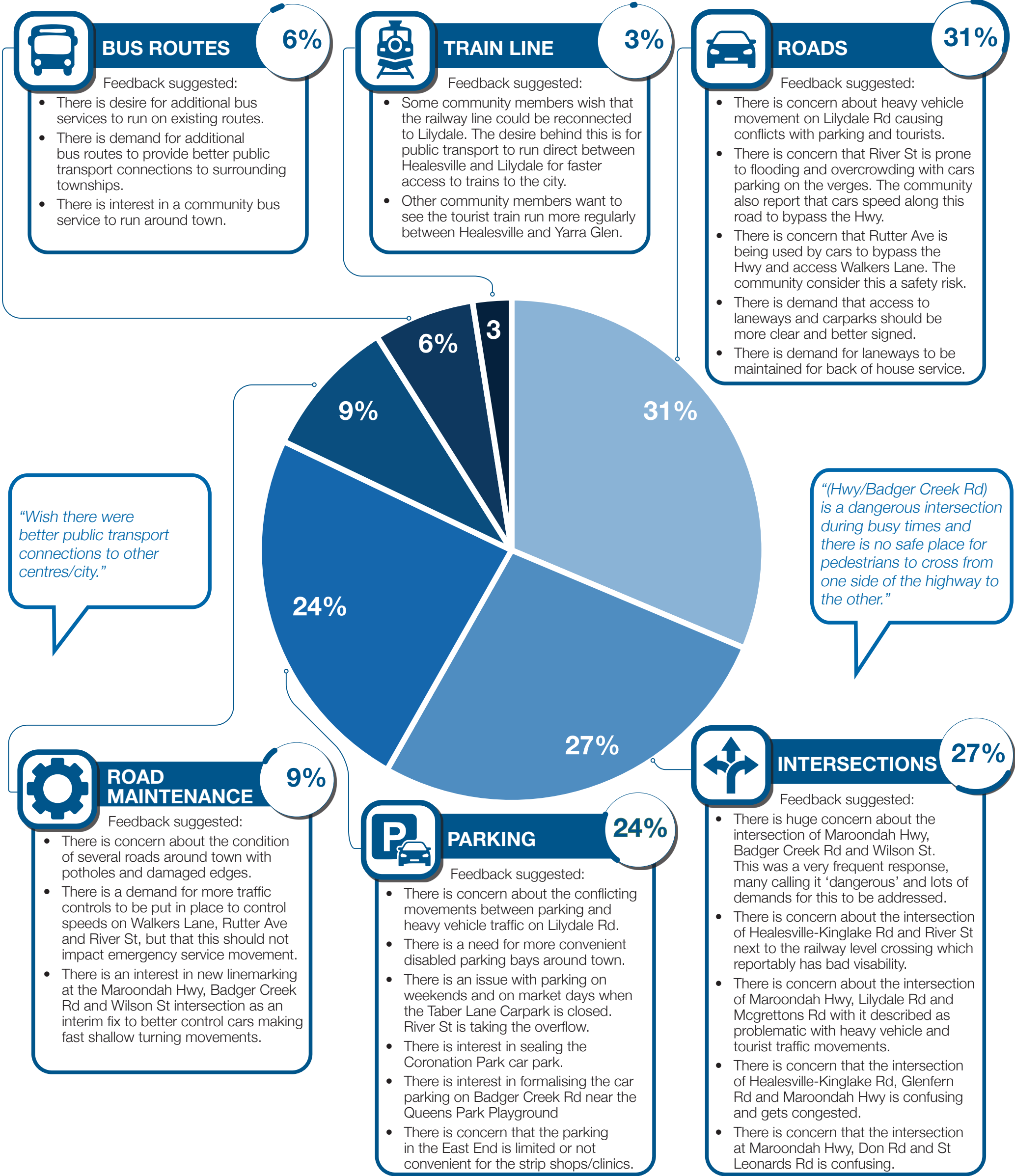
THEME 2 - RECREATION & OPEN SPACE

19% of total comments received during the consultation were related to recreation and open space in Healesville. These comments have been categorised into relevant topics, then tallied and summarised in the chart. The 6 topics with the most responses were Queens Park; Sport & Pool; Coronation Park; Waterways; Station Park; and Green Street Park.



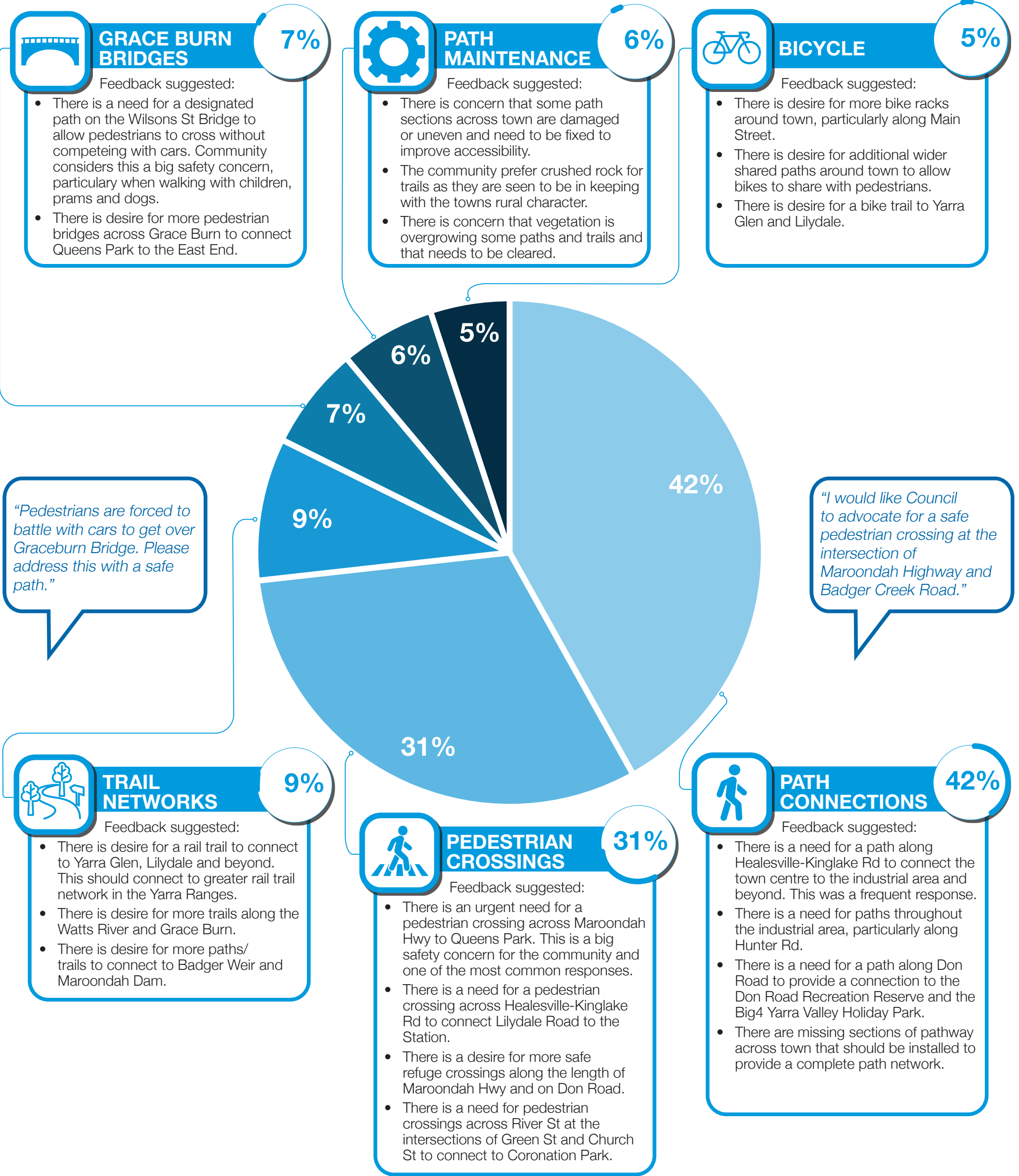
THEME 3 - ROADS & TRANSPORT

15% of total comments received during the consultation were related to roads and other transport methods in Healesville. These comments have been categorised into relevant topics, then tallied and summarised in the chart. The 6 topics with the most responses were Roads; Intersections; Parking; Road Maintenance; Bus Routes; and Train Line.



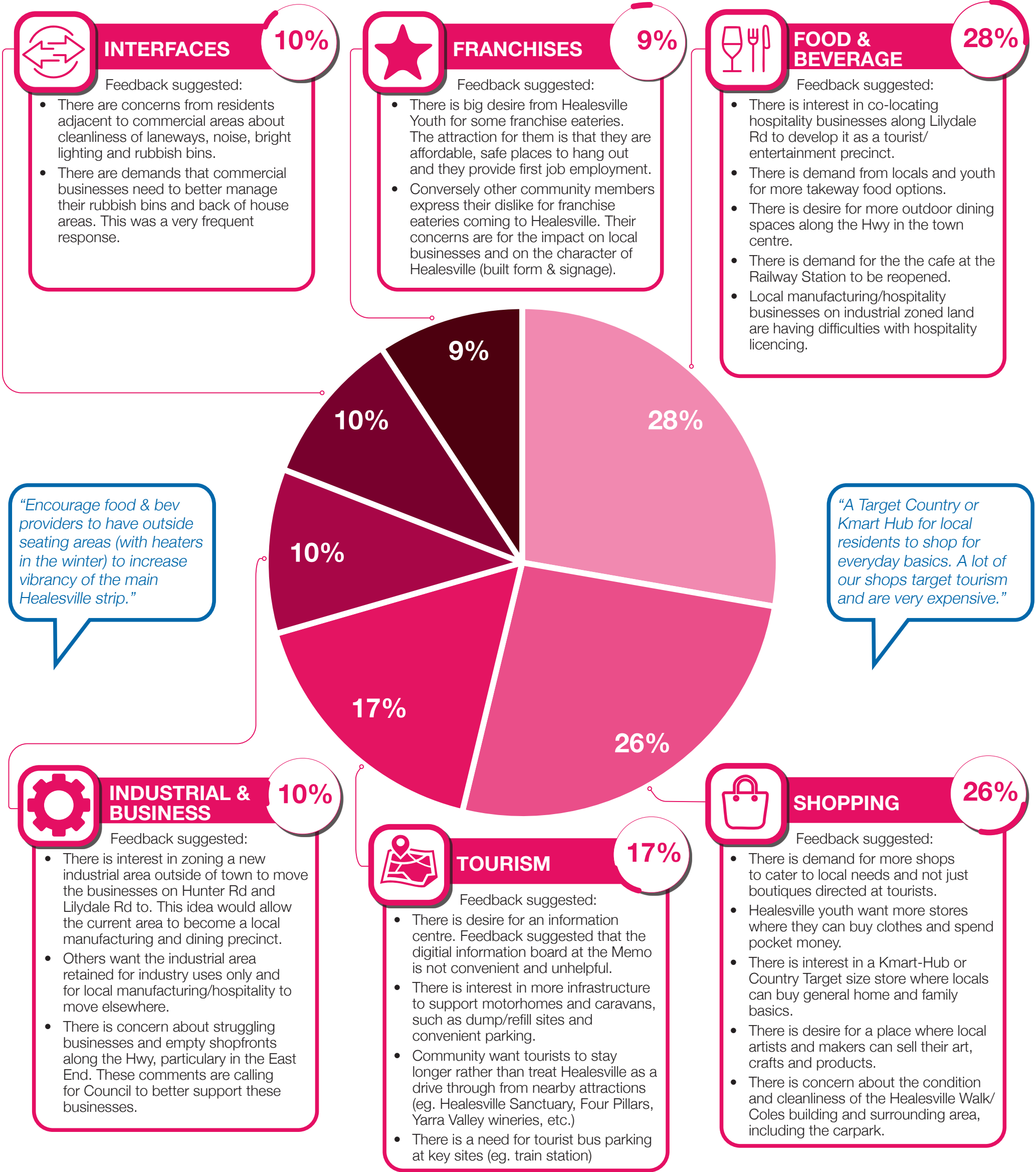
THEME 4 - PEDESTRIAN & BICYCLE

15% of total comments received during the consultation were related to paths and crossings for pedestrians and cyclists in Healesville. These comments have been categorised into relevant topics, then tallied and summarised in the chart. The 6 topics with the most responses were Path Connections; Pedestrian Crossings; Trail Networks; Grace Burn Bridges; Path Maintenance; and Bicycle.



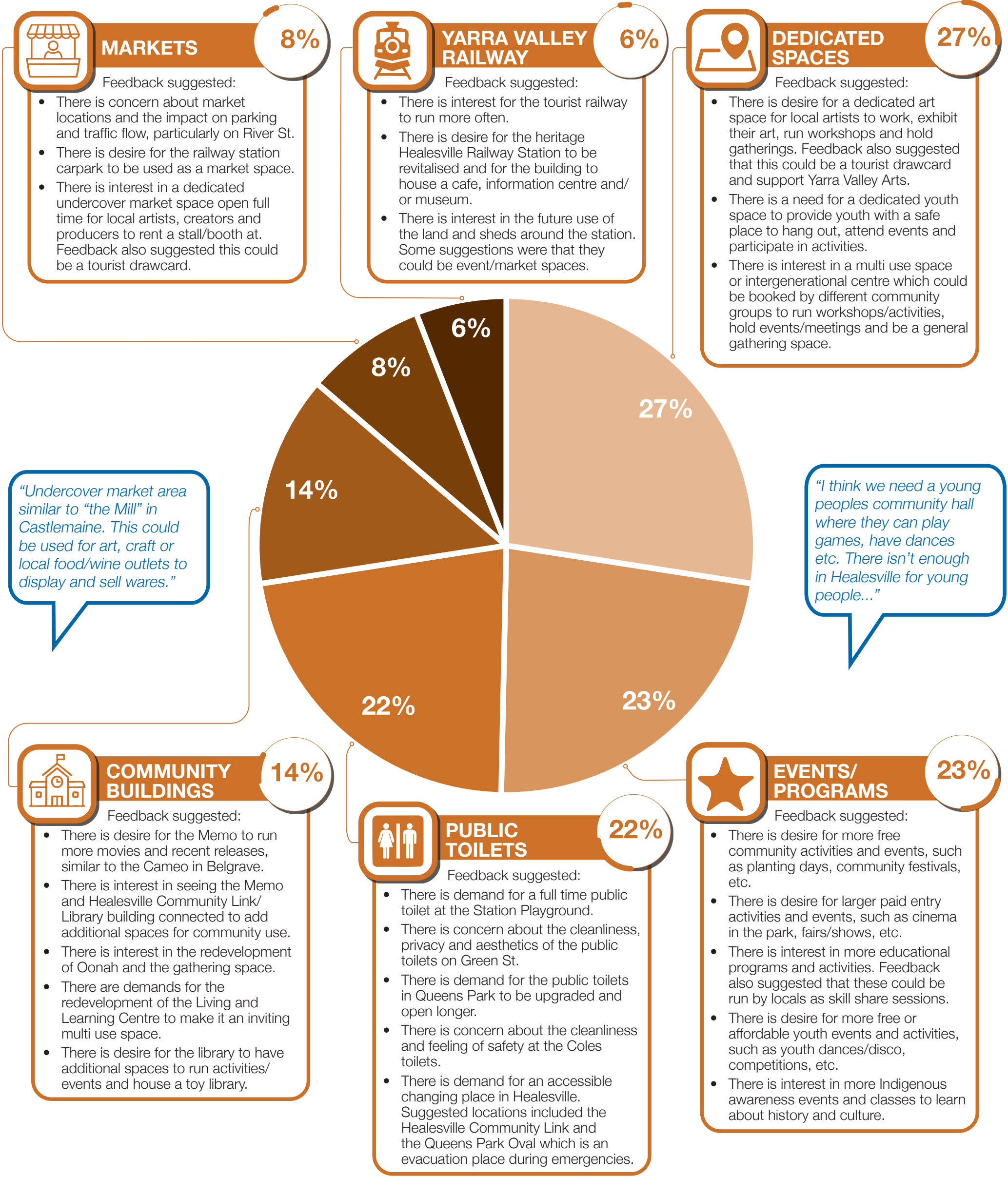
THEME 5 - COMMERCIAL & TOURISM

13% of total comments received during the consultation were related to commercial and tourism in Healesville. These comments have been categorised into relevant topics, then tallied and summarised in the chart. The 6 topics with the most responses were Food & Beverage; Shopping; Tourism; Industrial & Business; Interfaces; and Franchises.



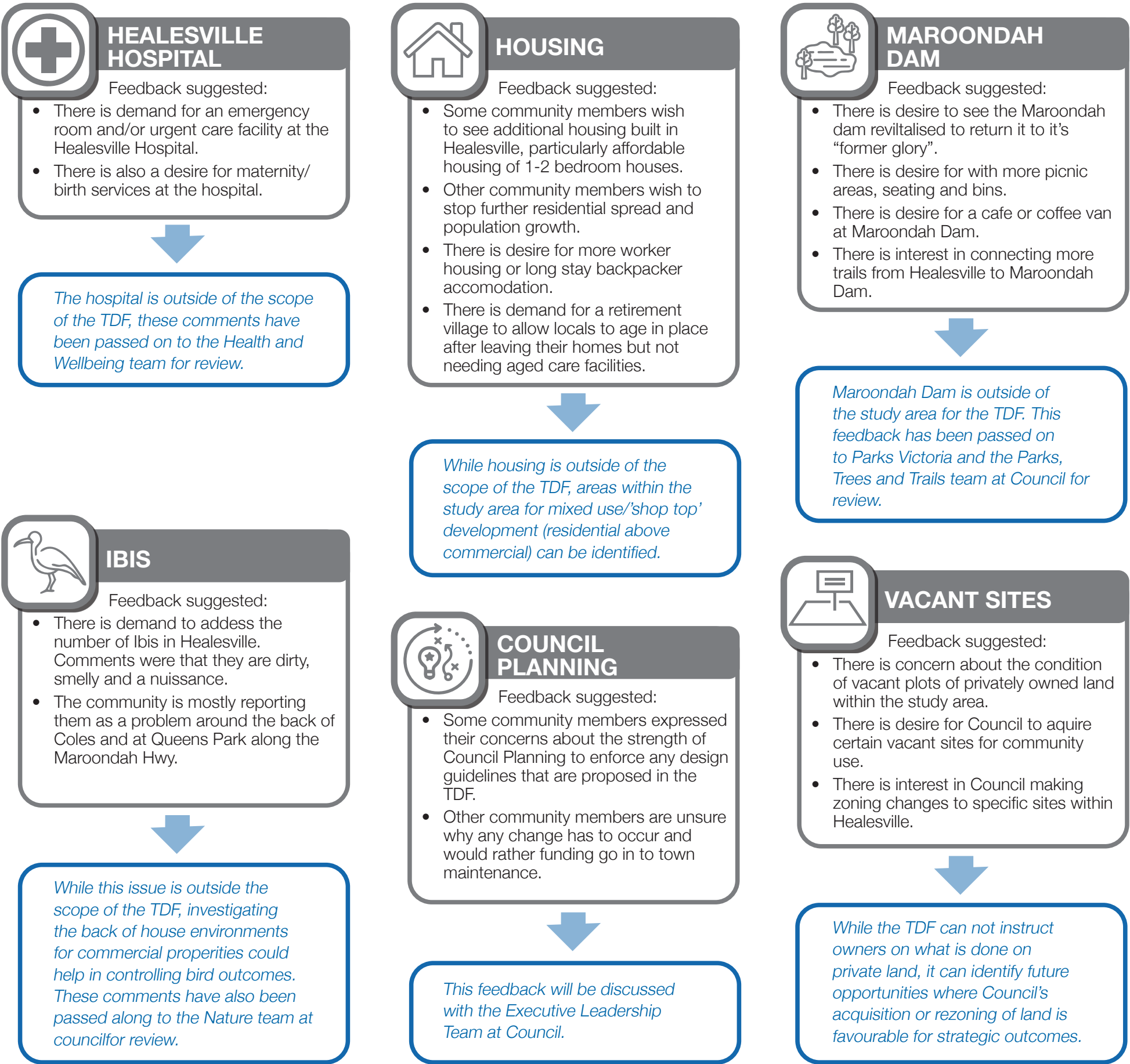
THEME 6 - PROGRAMS & FACILITIES

11% of total comments received during the consultation were related to programs/events and community facilities in Healesville. These comments have been categorised into relevant topics, then tallied and summarised in the chart. The 6 topics with the most responses were Dedicated Use Spaces; Events/Programs; Public Toilets; Community Buildings; Markets; and Yarra Valley Railway.



OTHER FEEDBACK

Many submissions were provided that were not relevant to the ideas and/or intent of the Healesville Township Design Framework. That is not to say that these submissions are not noteworthy, but they are beyond the scope of the Township Design Framework to resolve. For transparency, these comments have been noted below and have been forwarded on to the relevant Council departments for review.



NEXT STEPS

The feedback from the initial community consultation will now assist Council Officers in drafting the Healesville Township Design Framework (TDF) Report.

The drafting of the Healesville Township Design Framework (TDF) will involve analysing the issues and opportunities identified by the community and Council Officers and then proposing projects for township improvements.

Precincts will be identified within the study area to approach the projects based on land uses and community activity.

Key Stakeholders will continue to be engaged throughout the drafting process to ensure community desires and priorities are at the forefront of decision making. Such stakeholders will include Traders Groups, Indigenous Community, Community Groups, etc.

Once the Draft TDF report is complete, it will be released to the community for a full round of consultation. During this engagement period, the community will be able to review and provide comments on the draft and any projects proposed within it.

Council Officers will then review all comments and make changes to the document based on the feedback. This will finalise the Healesville Township Design Framework Report.

The final report will be presented to the Councillors and be sought for adoption.

Upon adoption, The Healesville Township Design Framework will become a public document and can be used to adocate for and progress the projects proposed within it.





Acknowledgement of Country

Yarra Ranges Council acknowledges the Wurundjeri and other Kulin Nations as the Traditional Owners and Custodians of these lands and waterways. We pay our respects to all Elders, past, present, and emerging, who have been, and always will be, integral to the story of our region. We proudly share custodianship to care for Country together.

