



BELGRAVE TOWNSHIP DESIGN FRAMEWORK

Community Engagement Report

September 2025



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.

PROJECT BACKGROUND

The Belgrave Township Design Framework (TDF) will set out an integrated design vision for Belgrave town centre, combining movement, amenity and economic outcomes. It will seek to address concerns and aspirations raised by community through design solutions for future development, including Council projects as well as new projects on private land, creating opportunities for improved housing and commercial activity. The TDF will support advocacy to State government regarding public transport and state owned road networks, while also forming the basis for Council's own open space, outdoor dining, landscape and public amenity projects.

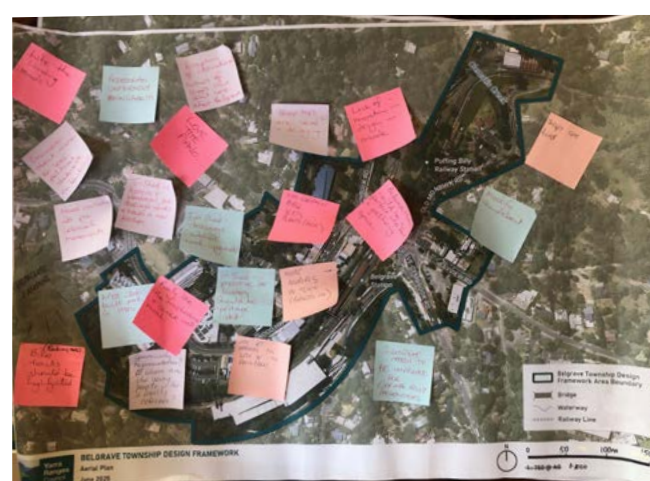
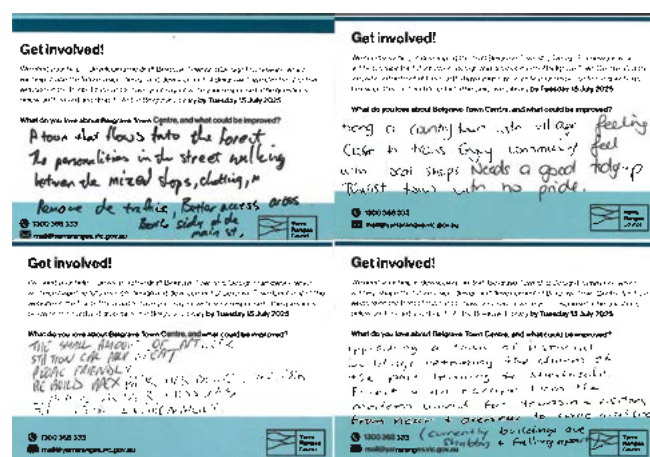
An initial round of formal community engagement was held between 10 June 2025 and 20 July 2025. The purpose of the consultation was to understand what is valued by the

community and what the community identify are the issues and opportunities in Belgrave. Council also sought to inform the community of the preparation of, and need for, a Belgrave Township Design Framework.

Council asked three key questions:

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

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



Our reach



A **six week engagement period** for the Belgrave Township Design Framework was undertaken between 10 June 2025 and 20 July 2025, and considered the school holiday period. Stakeholder meetings were held outside this period to accommodate schedules.



A project alert was sent to 2069 people who registered to receive updates with tags of local suburbs and/or Planning, Design and Renewal, Major Projects and Parks & Recreation on the Shaping Yarra Ranges webpage.



The Shaping Yarra Ranges Belgrave TDF webpage **was viewed 4030 times** by **2657 unique visitors**.



2312 postcards were delivered to mail and post boxes within Belgrave, Belgrave South, Belgrave Heights and Tecoma (the 3160 postcode), to advertise the community consultation period and direct towards the Shaping Yarra Ranges Belgrave TDF webpage.



Twelve A3 posters directed viewers towards the Shaping Yarra Ranges Belgrave TDF webpage were placed throughout Belgrave, including along Burwood Highway, in Alexander Car Park, Bayview Road, Blacksmiths Way and around the bus and railway station. Flyers were distributed to businesses and placed in community notice boards within Woolworths and outside the Local Member's office.



The 23 June 2025 edition of the [Ferntree Gully Star Mail](#) published [an article](#) concerning the Belgrave TDF consultation.



Between June and July, **three articles** about the Belgrave TDF were published in the local **E-Newsletter** which is delivered to **11,213 email addresses** every fortnight (as of 20 August 2025).



Website Visitors came from: Social Media Channels (36%); Direct to Shaping Yarra Ranges (27%); scanning the QR code on Posters/Postcards (23%); Search Engines (11%); and websites (3%).

FEEDBACK

A total of **953 submissions** were provided during the community consultation period. This feedback has been separated into **1569 comments** which, many included extensive, and detailed feedback and ideas. Council officers are very grateful for the time and effort made by many passionate locals during the process. All comments have been reviewed and will be considered (where appropriate) to inform the drafting of the Township Design Framework.

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

Who we heard from

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406 contributions came through the Shaping Yarra Ranges Belgrave TDF webpage
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22 representatives from **13 community groups** attended a **Community Group Forum** where participants contributed comments about issues and opportunities and drafted their Vision for Belgrave Township.
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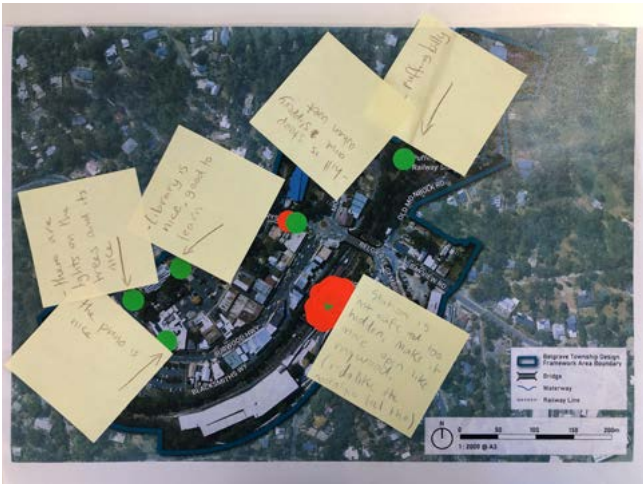
3 walking tours on 9 July, 15 July and 22 July provided the opportunity to walk around town with Council Officers to point out areas of concern, discuss ideas and share stories of lived experiences in Belgrave Township.
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In excess of 150 people in total attended the **five drop-in and pop-up events** at Belgrave Library, 18 & 24 June; Woolworths car park entry, 1 July; Belgrave Railway Station overpass, 3 July; Burwood Highway pedestrian crossing, 9 July; and the Big Dreams Market, 13 July.
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Workshops and meetings were held in Belgrave with **key stakeholders** to discuss their priorities and highlight key considerations for the future of Belgrave, including representatives of the Belgrave Traders Association, Victoria Police and Mater Christi.
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A **youth engagement session** took place with around **70 students** at Upwey High School, where students were invited to participate in activities to share their thoughts and ideas.
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Handwritten submissions from community members were collected at the Belgrave Library. **Emails and phone call submissions** were recieved through Council's customer service team and replied to.



WHAT THE COMMUNITY WANTS & PROMINENT SITES

We received a number of comments about what the community loves and desires for Belgrave. 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 relatively smaller.



Vision

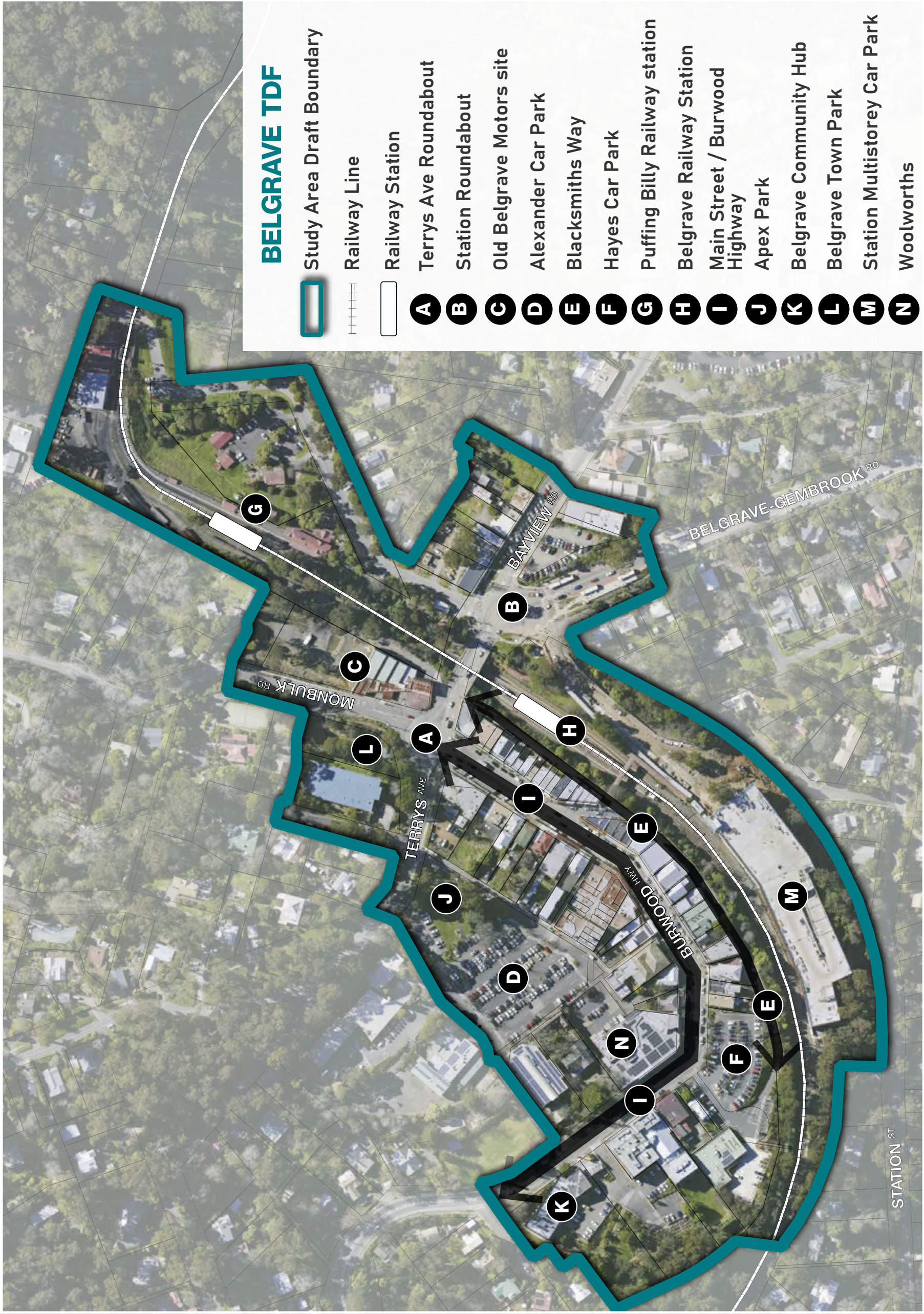
As part of the Community Groups’ Forum, participants were asked to write a postcard to themselves from the future describing what Belgrave township looks like in 10-20 years. This is a combined vision based on the responses from those postcards:

“
Belgrave is a vibrant, inclusive village that seamlessly blends the diversity of its people, the warmth of its community, and the unique character of the Hills. We embrace our historic charm while striving for a creative, sustainable future, connecting culture, the arts, and the natural beauty of the Dandenong Ranges with thoughtful streetscapes.

Belgrave remains a hub of artistic, quirky, down-to-earth people — a place where stories are shared among friends, families, and visitors, and where the forest meets the gateway of the Hills. Here, the town centre is more than just a place—it’s a living, evolving community, prepared for the future.
”

WHAT THE COMMUNITY WANTS & PROMINENT SITES

Prominent township sites



WHAT WE HEARD

We received a total of 953 comments in response to the questions about the 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. While a number of themes and sub-themes overlap, six key

themes emerged: Character; Commercial & Tourism; Roads & Transport; Facilities & Programs; Walking & Cycling; and Recreation & Open Space.

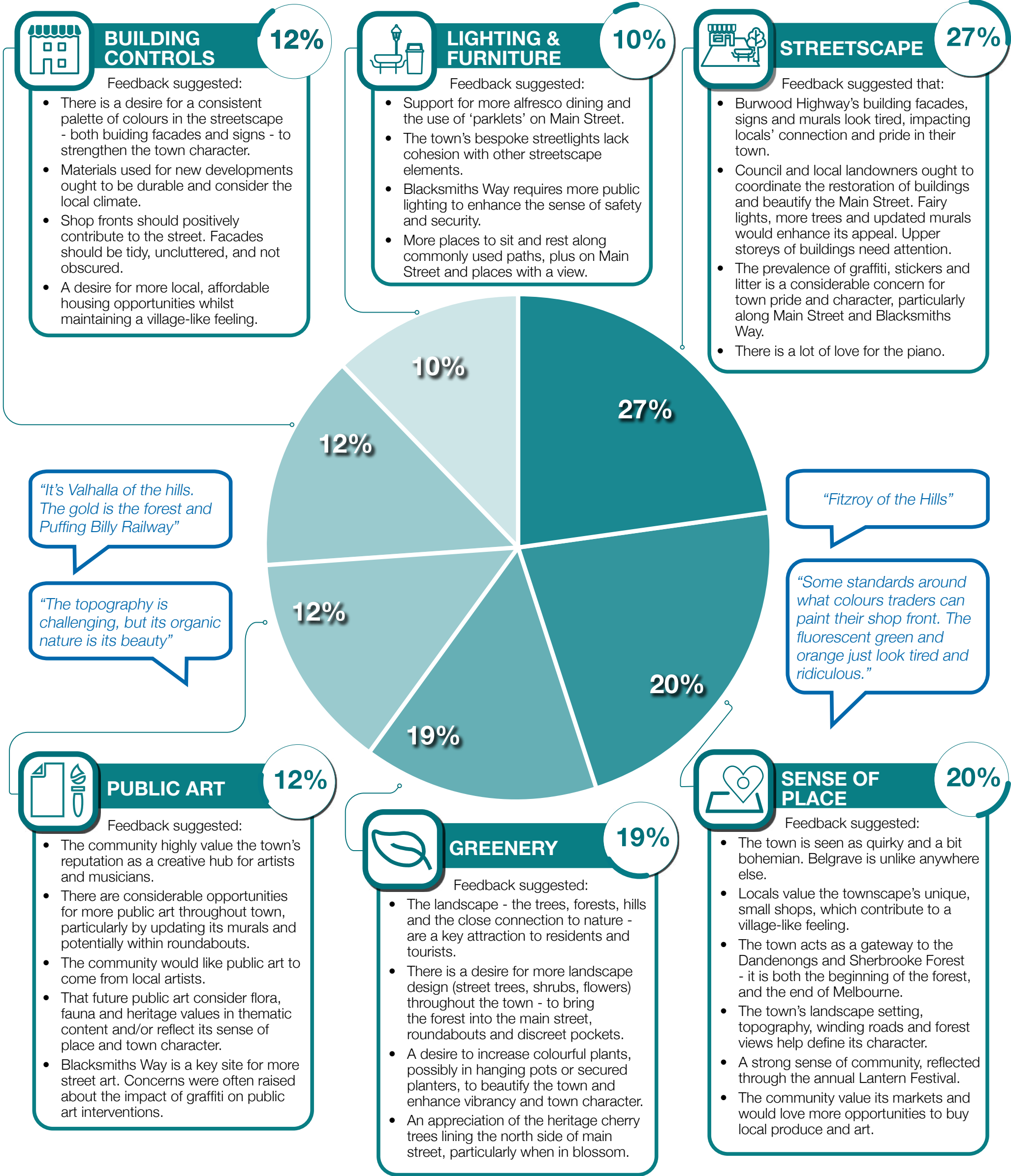
A summary of what we heard and the amount of comments (%) relevant to each theme is provided below. More detailed overviews of each theme are provided on the following pages.



* Remaining 4% of comments were categorised as 'Other Feedback' and are beyond the scope of the TDF.

THEME 1 - CHARACTER

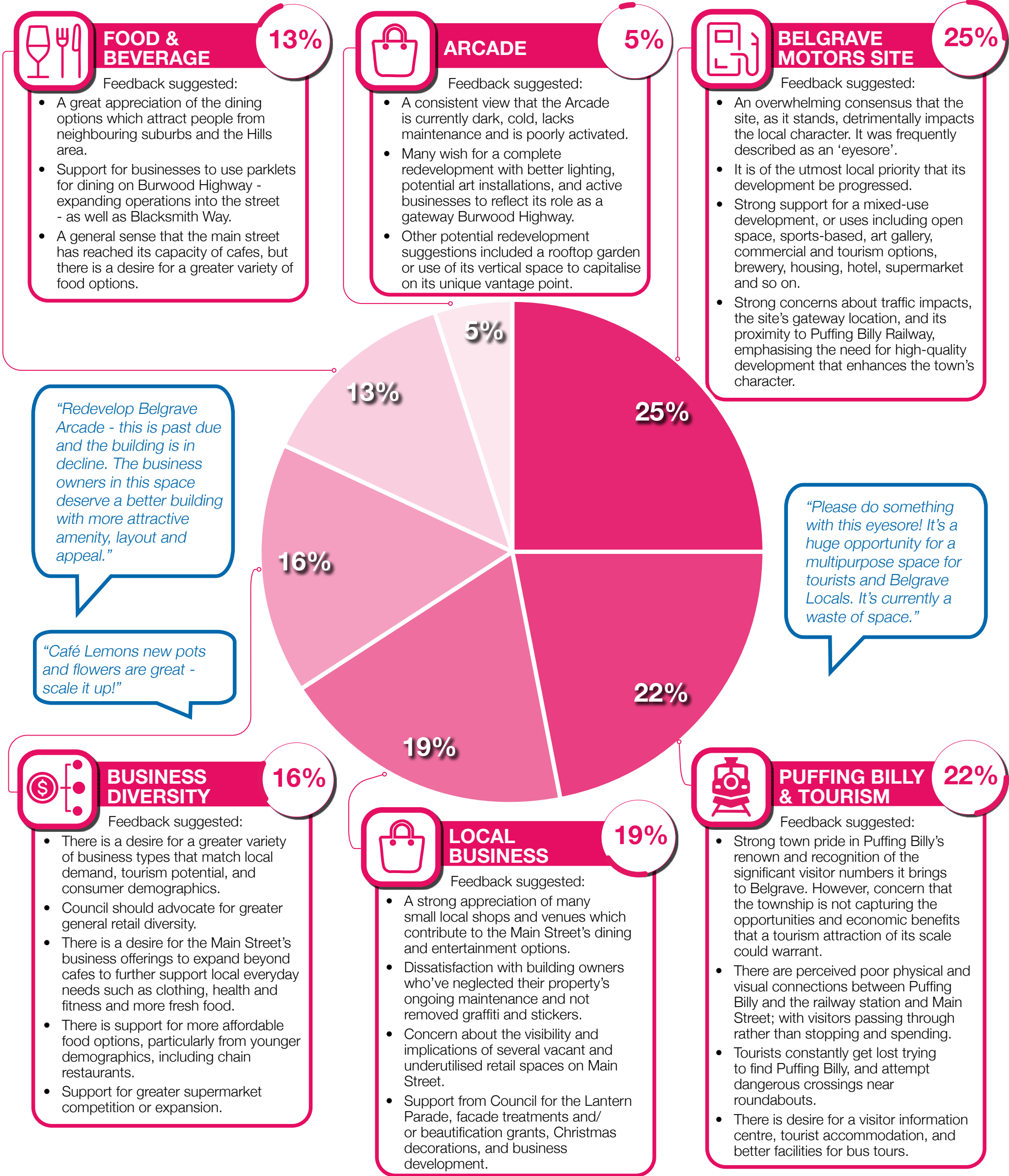
21% of total comments received during the consultation were related to the character of Belgrave. These comments were categorised into relevant topics, then tallied and summarised in the chart. The six topics with the most responses aligned with Streetscape; its Sense of Place; Greenery; Public Art; Building Controls; and Lighting & Furniture.



*Other topics with fewer responses included the general cleanliness and indigenous and post-colonial heritage.

THEME 2 - COMMERCIAL & TOURISM

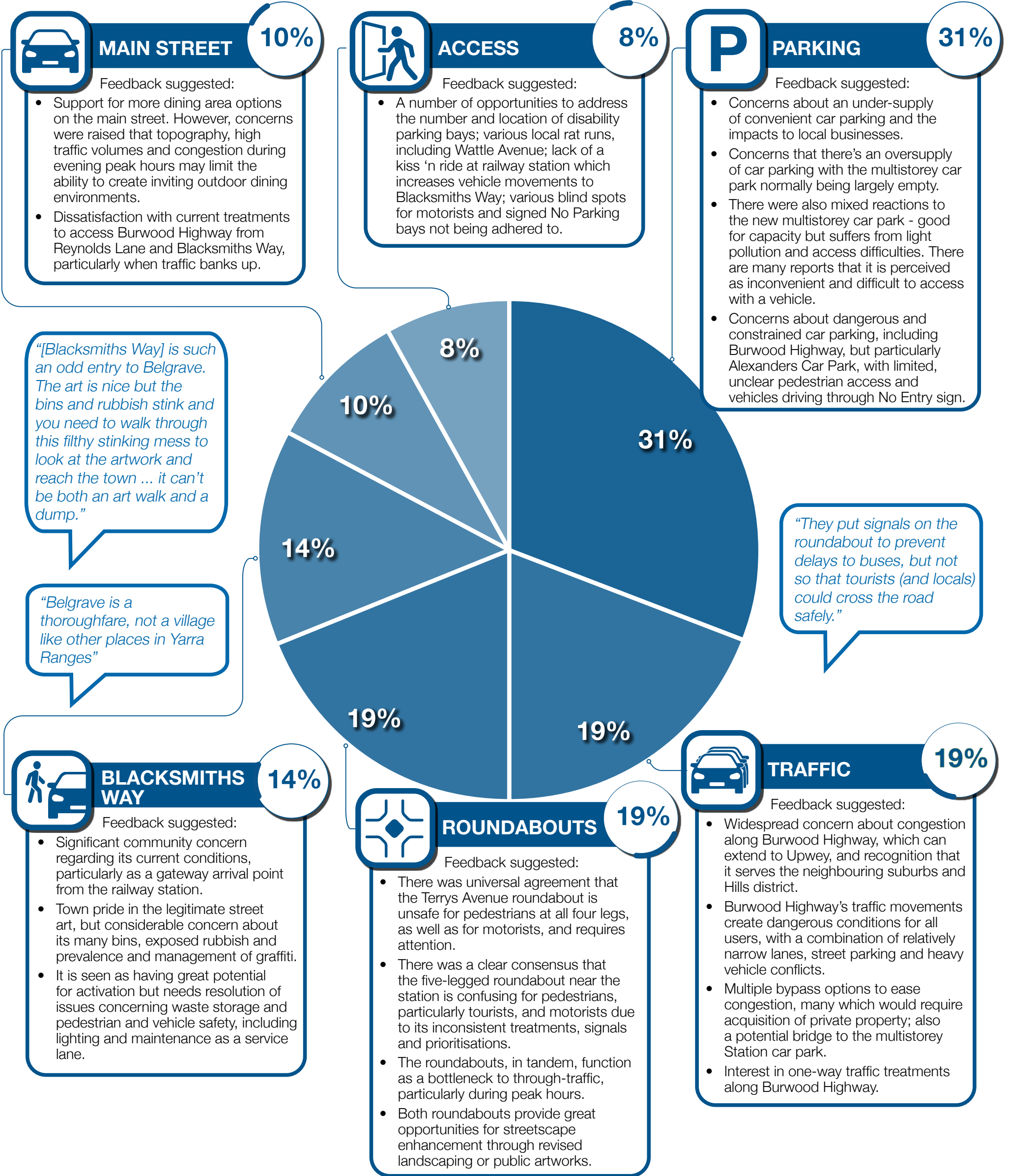
21% of total comments received during the consultation were related to commercial and tourism in Belgrave. These comments were categorised into relevant topics, then tallied and summarised in the chart. The six topics with the most responses were the Belgrave Motors site, Puffing Billy & Tourism; Local Business; Diversity; Cafes, Food & Beverage; and the Arcade.



*Other topics with fewer responses included the Cameo Cinema, Woolworths, rail trail tourism, Bayview shops, Sooki Lounge and being a regional hub.

THEME 3 - ROADS & TRANSPORT

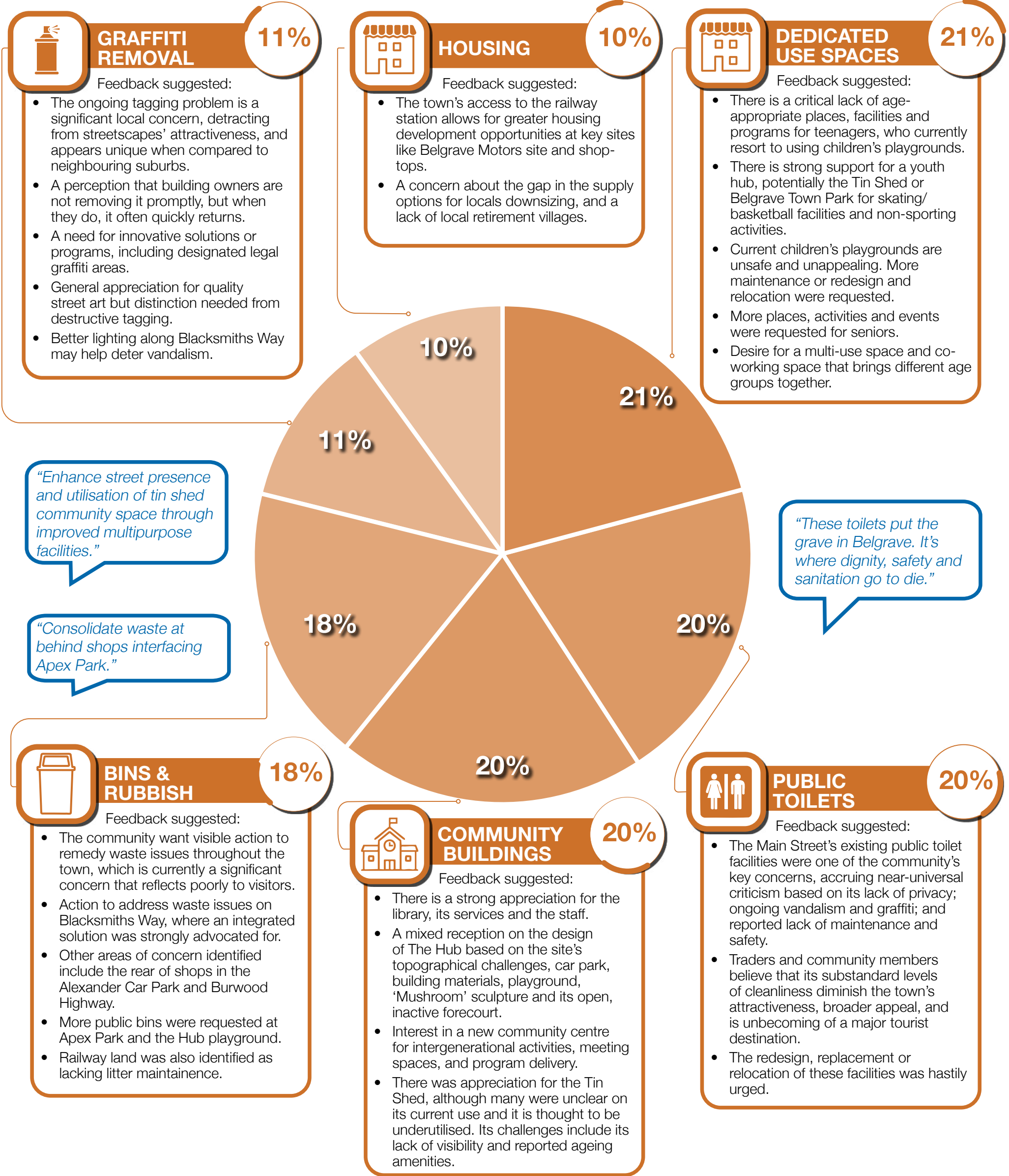
19% of total comments received during the consultation were related to roads and other transport themes in Belgrave. These comments were categorised into relevant topics, then tallied and summarised in the chart. The six topics with the most responses were Parking (for all existing sites and generally); Roundabouts; Traffic; Blacksmiths Way; Main Street/Burwood Highway and Access.



*Other topics with fewer responses included speeding, road maintenance, topography (Terrys Avenue), general safety, train line, signage and wayfinding.

THEME 4 - FACILITIES & SERVICES

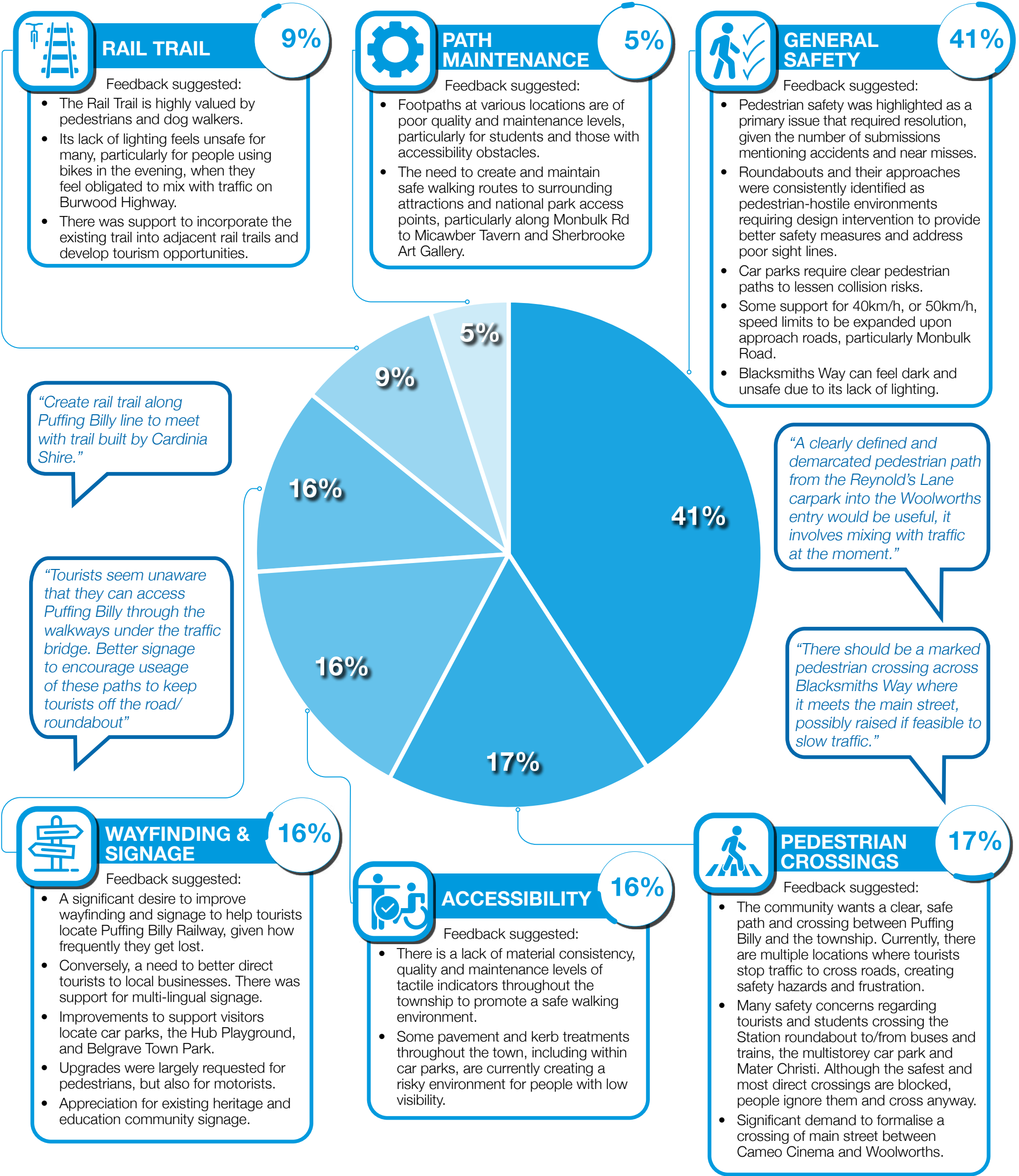
14% of total comments received during the consultation were related to community facilities, services and programs in Belgrave. These comments were categorised into relevant topics, then tallied and summarised in the chart. The six topics with the most responses were Dedicated Use Spaces; Public Toilets; Community Buildings; Bins & Rubbish; Graffiti Removal and Housing.



*Other topics with fewer responses included general and specific issues about council which are outside the scope of the TDF.

THEME 5 - WALKING & CYCLING

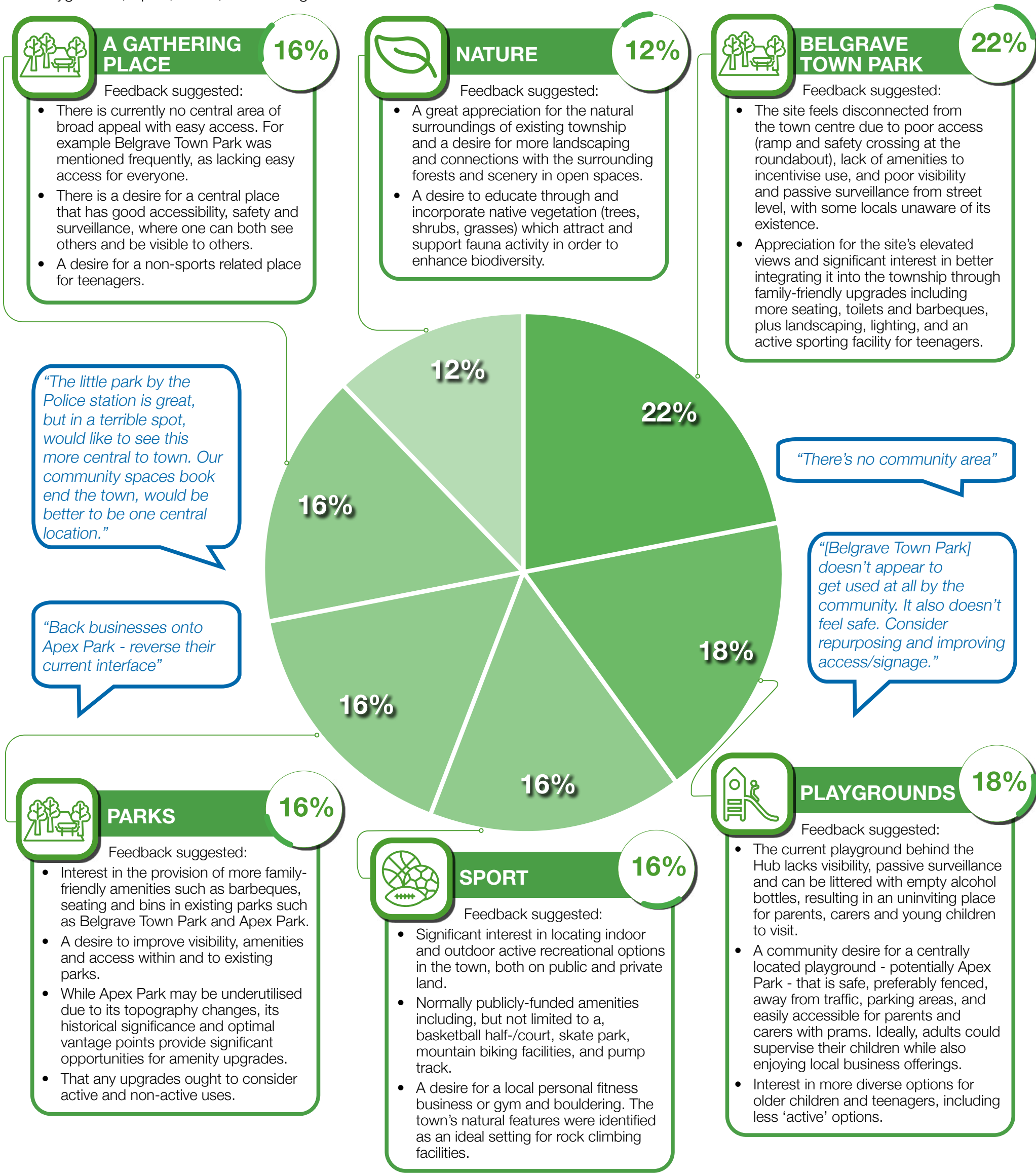
12% of total comments received during the consultation were related to concerns related to walking and cycling into and around Belgrave township. These comments were categorised into relevant topics, then tallied and summarised in the chart. The six topics with the most responses were General Safety; Pedestrian Crossings; Accessibility; Wayfinding & Signage; the Rail Trail and Path Maintenance.



*Other topics with fewer responses included paths outside of the TDF study area.

THEME 6 - RECREATION & OPEN SPACE

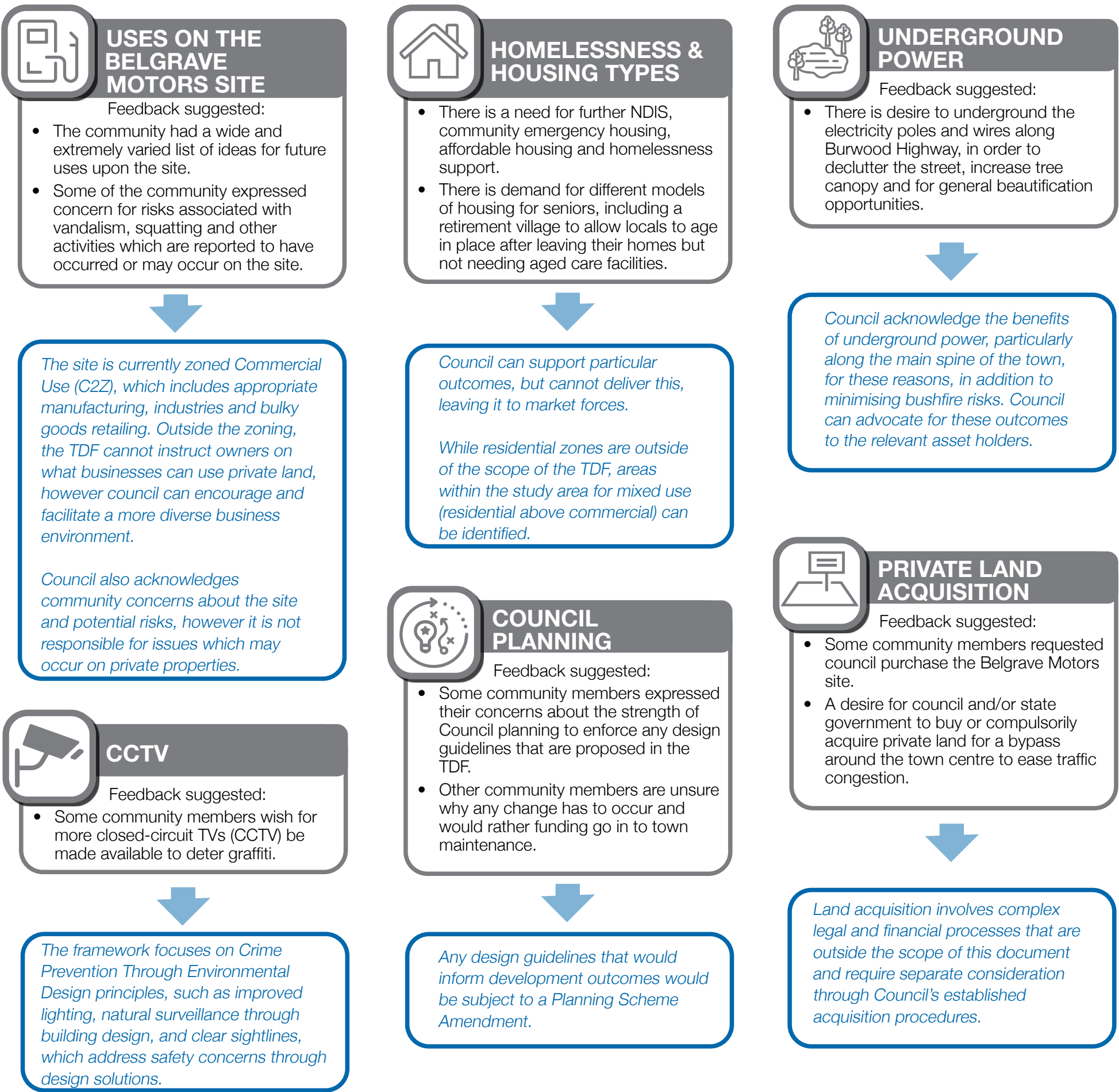
9% of total comments received during the consultation were related to recreation and open spaces in Belgrave. These comments were categorised into relevant topics, then tallied and summarised in the chart. The six topics with the most responses were Belgrave Town Park; Playgrounds; Sport; Parks; a Gathering Place and Nature.



*Other topics with fewer responses included the community garden, public art, park maintenance, swimming pool, tennis courts and amenities outside TDF area.

OTHER FEEDBACK

We received some submissions that were outside what the Township Design Framework can address. While we appreciated these submissions and the insights they provided about community priorities, they weren't directly relevant to the Belgrave TDF's purpose, fell outside the 10-20 year planning timeframe, or related to matters handled by other authorities. For transparency, we've listed these comments below and will forward them to the appropriate Council departments or responsible authorities for their consideration.



Other

Other topics with fewer responses included:

- Parks outside of Draft TDF Area
 - Roads outside of Draft TDF Area
 - Trails outside of Draft TDF Area
 - Paths outside of Draft TDF Area
- Emergency Services
 - A community battery
 - St Thomas More Catholic Church and School site
- Public Transport Services
 - Other amenities outside the Draft TDF area

NEXT STEPS

The feedback from the initial community consultation will now assist council officers in drafting the Belgrave Township Design Framework Report.

The drafting of the Belgrave TDF will involve analysing the issues and opportunities identified by the community, stakeholders and council officers and then proposing projects in response for township improvements.

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

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

Once the Draft TDF report is complete, it will be released to the community for 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 any changes to the document based on the feedback. This will finalise the Belgrave Township Design Framework Report.

The final report will be presented to Council for adoption.

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

