



**STREETSCAPE PERFORMANCE REPORT  
CLAREMONT STREET  
CITY OF STONNINGTON**

March 2021  
Version 1.0

# EXECUTIVE SUMMARY

Stonnington City Council engaged Place Score to measure the impact of streetscape attributes on place experience along Claremont Street in South Yarra. Claremont Street received an overall Place Experience (PX) Score of 65/100, which is one point lower than the Australian National Benchmark Average.

## ABOUT YOUR MAINSTREET

Claremont Street is a north-south oriented one-way street connecting Toorak Road to Melbourne High School in the suburb of South Yarra. It has buildings ranging between 3 and 18 storeys in height. Its adjoining land uses include hotels, guesthouses, cafes, apartments and residential apartments. The street has parking on one side, variable awnings, some vegetation and public art.

## ABOUT THE DATASET

Street PX Assessments were undertaken for Claremont Street in two parts - one was for Claremont Street (btw Toorak Rd and Yarra Ln) and the other for Claremont Street (btw Yarra Ln and Melbourne High School)

- Assessments were conducted on the 18th and 20th of March 2021
- 58 respondents completed the assessments, comprising 31 men and 27 women

## CLAREMONT STREET OVERALL



### STRONGEST PERFORMING ATTRIBUTES

- Welcoming to all people
- Service businesses (post offices, libraries, banks etc.)
- General condition of buildings
- Grocery and fresh food businesses
- Outdoor restaurant, cafe and/or bar seating

### POOREST PERFORMING ATTRIBUTES

- Car accessibility and parking
- Local history, heritage buildings or features
- Vegetation and natural elements (street trees, planting, water etc.)
- Public art, community art, water or light feature
- Street furniture (including benches, bins, lights etc.)

## CLAREMONT STREET (Btw Toorak Rd and Yarra Ln)



### STRONGEST PERFORMING ATTRIBUTES

- Service businesses (post offices, libraries, banks etc.)
- Outdoor restaurant, cafe and/or bar seating
- Grocery and fresh food businesses
- Culturally diverse businesses (range of ethnicities and interests etc.)
- General condition of buildings

### POOREST PERFORMING ATTRIBUTES

- Local history, heritage buildings or features
- Evidence of community activity (community gardening, art, fundraising etc.)
- Public art, community art, water or light feature
- Car accessibility and parking
- Evidence of public events happening here (markets, street entertainers etc.)

## CLAREMONT STREET (Btw Yarra Ln and Melbourne High School)



### STRONGEST PERFORMING ATTRIBUTES

- Welcoming to all people
- General condition of buildings
- Grocery and fresh food businesses
- Sense of safety (for all ages, genders, day/night etc.)
- Things to do in the evening (shopping, dining, entertainment etc.)
- Landmarks, special features or meeting places

### POOREST PERFORMING ATTRIBUTES

- Car accessibility and parking
- Vegetation and natural elements (street trees, planting, water etc.)
- Local history, heritage buildings or features
- Physical comfort (impacts from noise, smells, temperature)
- Quality of public space (footpaths and public spaces)

# STREETSCAPE PERFORMANCE SUMMARY

Out of 50 place attributes Place Score tracked the performance of 18 attributes specifically related to Claremont Street’s streetscape. Only 4 out of these are among the strongest performing attributes of the mainstreet. Investment should focus on protecting what is working well and improving upon what is currently underperforming.

## TO UPLIFT THE PERFORMANCE OF YOUR MAINSTREET, CONSIDER:

### RETAINING AND ADDING FREE AND COMMERCIAL SEATING



Protect the current formal and informal seating along the mainstreet and encourage businesses to expand trading into the public domain.

Evidence:

- ‘Outdoor restaurant, cafe and/or bar seating’ received an attribute score of 7.7/10 and performs 10.8% over the National Benchmark Average
- Group and individual seating related attributes perform 4.7% and 3.4% higher than the National Benchmark average respectively, however ‘Street furniture (including benches, bins, lights etc.)’ has received a low attribute score of 5.4/10 and performs 9% lower than the National Benchmark Average

### INCREASING AND MAINTAINING STREET GREENERY



Protect the existing vegetation along Claremont Street and investigate opportunities for greening the street through different forms of planting.

Evidence:

- Claremont Street performs poorly in terms of street planting, with ‘Vegetation and natural elements (street trees, planting, water etc.)’ receiving an attribute score of 5.1/10
- ‘Vegetation and natural elements (street trees, planting, water etc.)’ currently performs 15.2% lower than the National Benchmark Average
- ‘General condition of vegetation, street trees and other planting’ has an attribute score of 6.2/10

### ENSURING CLEAN AND QUALITY FOOTPATHS



Shift the perception around public space quality by ensuring regular cleaning and upkeep and fixing old and damaged pavements.

Evidence:

- Public space quality contributes poorly to Claremont Street’s place experience, with ‘Quality of public space (footpaths and public spaces)’ receiving an attribute score of 5.9/10
- ‘Quality of public space (footpaths and public spaces)’ currently performs 11.6% lower than the National Benchmark Average
- ‘Maintenance of public spaces and street furniture’ has an attribute score of 6.3/10

### PROTECTING AND ENHANCING VISUAL LANDMARKING



Build upon the street’s legibility and landmarking through elements of art and heritage.

Evidence:

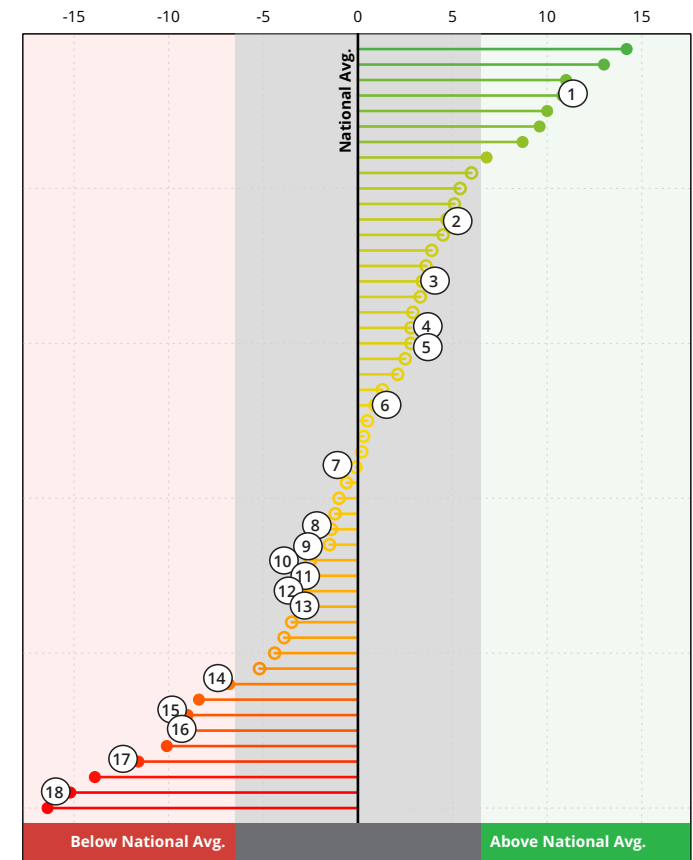
- Claremont Street performs well in terms of landmarks (attribute score 7/10) but poorly in terms of the presence of public art (attribute score 5.3/10)
- ‘Landmarks, special features or meeting places’ and ‘Public art, community art, water or light feature’ performs 2.8% higher and 1.4% lower than the National Benchmark Average respectively

# STREETSCAPE PERFORMANCE COMPARISON

Of the 18 streetscape attributes tracked by Place Score, only a third are performing higher than the National Benchmark Average. Attributes performing higher than the National Benchmark average are associated with outdoor dining and seating, landmarks, public investment and shelter. The lowest performing streetscape attributes are associated with street vegetation, street furniture and the amount and quality of public space.

- 69 Toorak Road, South Yarra
- 68 Stonnington LGA Mainstreets Average
- 66 National Benchmark Average
- 65 Claremont Street, South Yarra
- 55 Bangs Street, Prahran
- 38 Clifton Street, Prahran

	ATTRIBUTES RELATED TO YOUR TEMPORARY ACTIVATIONS	DIFFERENCE FROM NATIONAL AVERAGE
①	Outdoor restaurant, café and/or bar seating	<b>+10.8%</b>
②	Free and comfortable group seating	<b>+4.7%</b>
③	Free and comfortable places to sit alone	<b>+3.4%</b>
④	Landmarks, special features or meeting places	<b>+2.8%</b>
⑤	Evidence of recent public investment (new planting, paving, street furniture etc.)	<b>+2.8%</b>
⑥	Shelter/awnings (protection from sun, rain etc.)	<b>+0.9%</b>
⑦	Sense of safety (for all ages, genders, day/night etc.)	<b>-0.6%</b>
⑧	Public art, community art, water or light feature	<b>-1.4%</b>
⑨	Point of difference from other similar streets or places	<b>-1.5%</b>
⑩	Physical safety (paths, cars, lighting etc.)	<b>-2.5%</b>
⑪	Overall look and visual character of the area	<b>-2.7%</b>
⑫	Cleanliness of public spaces	<b>-2.8%</b>
⑬	Maintenance of public spaces and street furniture	<b>-3.0%</b>
⑭	General condition of vegetation, street trees and other planting	<b>-6.8%</b>
⑮	Street furniture (including benches, bins, lights etc.)	<b>-9.0%</b>
⑯	Amount of public space (footpaths and public spaces)	<b>-9.1%</b>
⑰	Quality of public space (footpaths and public spaces)	<b>-11.6%</b>
⑱	Vegetation and natural elements (street trees, planting, water etc.)	<b>-15.2%</b>



PX score of all 50 attributes of your mainstreet compared with Place Score's National Benchmark

**PLACE EXPERIENCE ASSESSMENT REPORT  
CLAREMONT STREET**

# CLAREMONT STREET, SOUTH YARRA, VIC

(BTW TOORAK ROAD AND MELBOURNE HIGH SCHOOL)



Claremont Street is a north-south oriented one-way street connecting Toorak Road to Melbourne High School in the suburb of South Yarra. It has buildings ranging between 3 and 18 storeys in height. Its adjoining land uses include hotels, guesthouses, cafes, apartments and residential apartments. The street has parking on one side, variable awnings and some vegetation and public art.

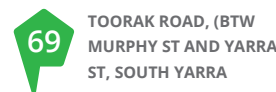
## KEY FINDINGS

- 58 people completed an on-site assessment via face-to-face surveys on 18th March and 20th March 2021.
- Claremont Street (btw Toorak Rd and Melbourne High School)) received a PX Score of 65/100.
- The strongest rated attribute is 'Welcoming to all people'.
- The poorest rated attribute is 'Car accessibility and parking'.
- People with Asian ancestry rate 'Local history, heritage buildings or features' 25% higher than people with Australasian ancestry.
- Women rate 'Quality of public space (footpaths and public spaces)' 20% higher than men.
- People with Australasian ancestry rate 'Diversity of price points (\$ to \$\$\$)' 18% higher than people with Asian ancestry.
- People with European ancestry rate 'Culturally diverse businesses (range of ethnicities and interests etc.)' 12% higher than people with Asian ancestry.
- Men rate 'A cluster of similar businesses (food, cultural traders, fashion etc.)' 6% higher than women.

### THE PX SCORE IS:

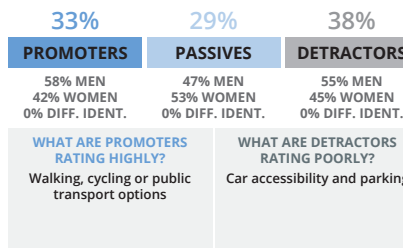


### How does this compare with other similar places?



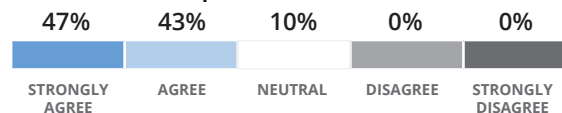
### NET PROMOTER SCORE (NPS)<sup>3</sup>

How likely is your community to recommend this place?



How did your community respond to the statement...

### "I care about this place and its future"

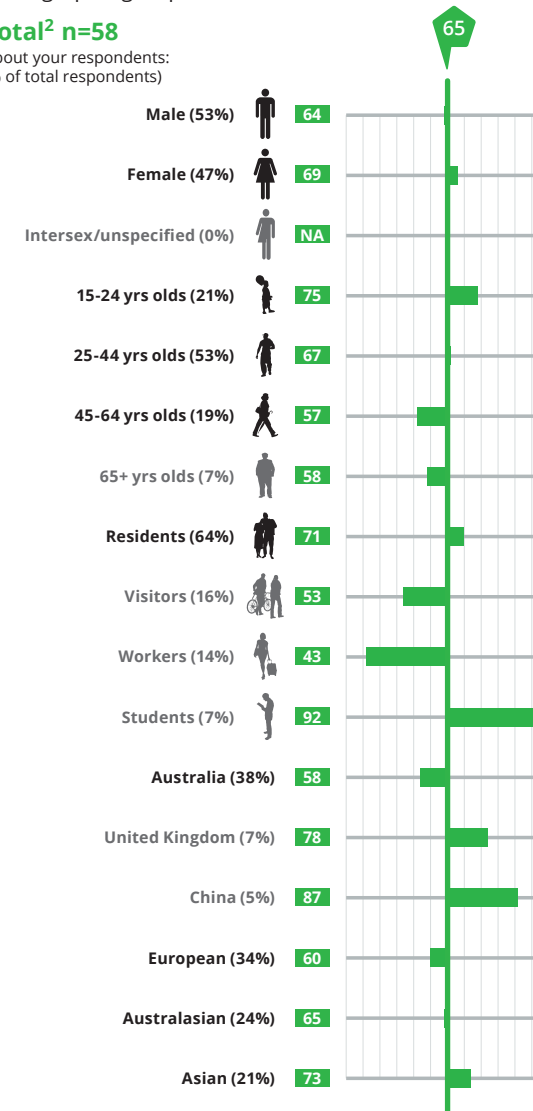


## COMMUNITY GROUP PX SCORES

Groups within your community may perceive place experience differently to one another. The following infographic provides you with the PX Scores for different demographic groups.

### Total<sup>2</sup> n=58

About your respondents:  
(% of total respondents)



# CLAREMONT ST, SOUTH YARRA, VIC

(BTW TOORAK ROAD AND MELBOURNE HIGH SCHOOL)

## THE FIVE DIMENSIONS OF GREAT PLACES

The Place Score™ attributes have been defined as a result of extensive investigation of community, academic and commercial research to identify the factors that contribute to place experience under 5 key place dimensions. The strongest and poorest attributes, and their contribution to the overall PX Score are noted under the respective place dimension.



### LOOK & FUNCTION

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

12 /20

STRONGEST PERFORMING (SCORE/10)	
Ease of walking around (including crossing the street, moving between destinations)	7
Overall look and visual character of the area	6.9
Physical safety (paths, cars, lighting etc.)	6.7



### SENSE OF WELCOME

Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests

14 /20

Welcoming to all people	8.1
Service businesses (post offices, libraries, banks etc.)	7.9
Grocery and fresh food businesses	7.8



### THINGS TO DO

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

13 /20

Outdoor restaurant, cafe and/or bar seating	7.7
Walking paths that connect to other places	7.5
Interesting things to look at (people, shops, views etc.)	7.3



### UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

12 /20

A cluster of similar businesses (food, cultural traders, fashion etc.)	7.3
Unique mix or diversity of people in the area	7.3
Landmarks, special features or meeting places	7



### CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

14 /20

General condition of buildings	7.9
General condition of businesses and shopfronts	7.5
Evidence of recent private investment (new buildings, painting etc.)	7.5

## HOW DOES PX SCORE WORK?

PX Score provides you with a number between 0 and 100 that measures your community's experience of their place. It allows you to identify the place attributes that are contributing positively and negatively to place experience; providing you with an important tool for prioritising investment. Participants were asked to complete face to face surveys rating 50 place attributes in terms of the contribution to their personal experience.

POOREST PERFORMING (SCORE/10)	
Vegetation and natural elements (street trees, planting, water etc.)	5.1
Street furniture (including benches, bins, lights etc.)	5.4
Quality of public space (footpaths and public spaces)	5.9
Car accessibility and parking	4.3
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	5.9
Diversity of price points (\$ to \$\$\$)	6.9
Evidence of community activity (community gardening, art, fundraising etc.)	5.5
Evidence of public events happening here (markets, street entertainers etc.)	5.5
Space for group activities or gatherings	5.9
Local history, heritage buildings or features	4.8
Public art, community art, water or light feature	5.3
Elements of the natural environment (views, vegetation, topography, water etc.)	5.7
Evidence of recent public investment (new planting, paving, street furniture etc.)	6.2
General condition of vegetation, street trees and other planting	6.2
Maintenance of public spaces and street furniture	6.3

**PLACE SCORE**

Suite 1, Level 5, 2-12 Foveaux Street,  
Surry Hills NSW 2010 Australia

[placescore.org](http://placescore.org)

ABN 19 610 823 286

T: +61 2 8021 7027