

# Jetty Road Glenelg Masterplan

Phase 1 Engagement Summary Report

JUNE 2017



HOLDFAST BAY

oxygen



Jetty Road Glenelg Masterplan  
**Phase 01 Engagement Summary Report**

**PREPARED FOR**



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'Sidewalk Sunday' - Chapel Street

## Background Summary

Oxigen, Landscape Architects and Urban Designers, were engaged by the City of Holdfast Bay to develop a Masterplan for Jetty Road Glenelg.

Under Oxigen's team was specialist planning and engagement consultancy AECOM who were included in the project team to assist Council in the development and implementation of an innovative communication and engagement program. Phase 1 of the Masterplan focused on raising awareness of the project, explaining the role and scope of a Masterplan and providing various ways for people to tell Council what they liked, disliked and wanted to improve about their street and immediate precinct.

Council took the opportunity to use its 'Sidewalk Sunday' community events to commence Phase 1 and started the conversation with the residents, workers, traders and visitors to the precinct. This was supplemented by the establishment of Council's interactive project website and targeted stakeholder engagement events to generate a deeper understanding of the priority changes, additions and ideas for Jetty Road Glenelg into the future.

This early feedback will guide the project team in the development of concept designs for Jetty Road and their subsequent consultation process to be undertaken in Phase 2. Completion of Phase 1 engagement activities has provided the project team with further insight into the tools and techniques that can be used to maximise the understanding and involvement of people who want to part of establishing Jetty Road Glenelg's future.

*'The Masterplan for Jetty Road is a planning and design framework that describes a vision for the street and provides a guide for future development over time. Jetty Road and its broader precinct is currently a focus for recreation, entertainment and business, working successfully as a high street that serves the local Glenelg community. It is also a major tourist destination in South Australia.'*

*'This Masterplan retains the distinctive character of Jetty Road, whilst proposing new ideas and improvements that contribute to the attractiveness and function of Jetty Road.'*



An aerial photograph of the Glenelg area. A large, semi-transparent blue circle highlights a central residential neighborhood. To the left of the circle is a sandy beach and the ocean. Above the circle is a marina with several boats. To the right is a dense urban area with many buildings and a road. In the bottom right corner, there is a green oval-shaped field, possibly a sports field.

## Jetty Road Glenelg







# 01 Process

## Engagement Process

Community engagement for this project will be undertaken in three Phases. Phase 1 was undertaken in early 2017:

**Phase 1  
Start-up & listening**  
19th March -  
31st May 2017

'Sidewalk Sunday'  
'Mainstreet SA'

A combination of face-to-face and online engagement was undertaken to hear views from the community and stakeholders about what they like, don't like and want to see happen for Jetty Road Glenelg. It was an opportunity to inform anyone with an interest about the Masterplan project starting and the ways in which feedback could be provided. The online 'YourView' website was also available for the community to provide comments through an interactive map and brainstorm page.

**Phase 2 - Initial  
Concepts**  
July - August

Further face to face and online engagement with the community and stakeholders to seek feedback on initial concepts of the Masterplan. The community is encouraged to give feedback on the concepts via events and feedback mechanisms.

**Phase 3 - Draft  
Masterplan**  
September -  
November  
**Final Masterplan**  
December

The draft Masterplan is developed collating all feedback and comments that have been recorded over Phase 1 & 2 of the consultation. The draft Masterplan is provided online for comment.

*The Final Masterplan is released*

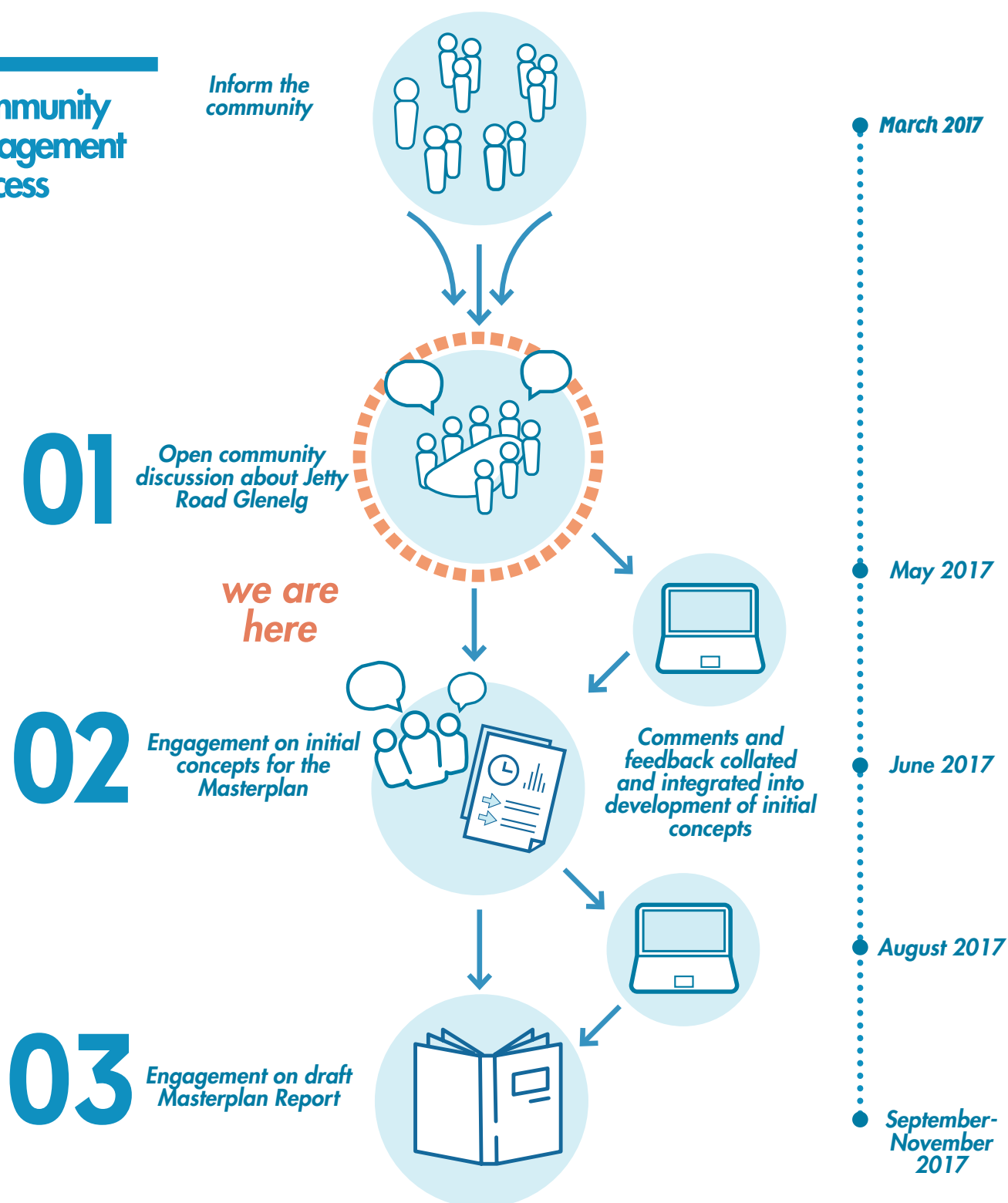
## Next Steps

This early feedback will guide the project team in the development of concept designs for Jetty Road and their subsequent consultation process to be undertaken in Phase 2.

Phase 2 consultation, estimated for June 2017 - August 2017, will engage the community on initial concepts that have been developed with Council. These concepts will be presented to the public and key stakeholders for comments and feedback through a community open consultation day and Yourviewholdfast.com



## Community Engagement Process





# 02 Engagement Opportunities

## Summary of Phase 1

Phase 1 engagement invited the community to provide comments on what should be included in the Masterplan for the main street. The focus of the Phase 1 engagement process was to introduce the project, explain the role and purpose of a Masterplan and seek initial feedback on the questions of:

- What do people love about Jetty Road?
- What changes would people make to Jetty Road?
- What could be added to Jetty Road?

The community and stakeholders were given a number of opportunities to share their views in the Start-up and Listening Phase.

**Face-to-face engagement:** To enable the community and stakeholders to meet the project team and provide their feedback face-to-face engagement activities were undertaken.

**Community Open Day:** The first event was delivered to coincide with the City of Holdfast Bay's 'Sidewalk Sunday' community event on Sunday 19th March 2017 (10am – 4pm). The event was a relaxed and informal opportunity for the community to meet the project team and discuss Jetty Road. City of Holdfast Bay organised music, magicians, craft stalls and games for anyone in the community including tourists and visitors. The Masterplan project team encouraged feedback via map based activities, comment slips and recorded all feedback provided verbally on note sheets. Information boards and a take-home information flyer were made available and those attending were encouraged to opt-in to the project mailing list.

**Targeted stakeholder meetings:** Stakeholder meetings were arranged with significant people in the area. These meetings will be ongoing throughout the project period.

**Mainstreet Conference SA:** On 6-7 April 2017, City of Holdfast Bay staff attended the Mainstreet Committee Conference SA and encouraged attendees to share their views of Jetty Road via a map based activity, conference panel discussion and as part of site walk of Jetty Road. The attendees were a mix of local government staff, small business owners and property owners.

**Jetty Road Main Street Meeting:** Masterplanning process and early concepts were presented to the Jetty Road Main Street Committee on the 3rd of May 2017.

**Council Elected Member Workshop:** The project team presented early concepts and feedback received to date to councillors on the 30th of March. Verbal feedback received from councillors was recorded.



**840**  
web page  
visits

**54**  
map markers



**191**  
face-to-face  
engagement

**485**  
comments to  
date



## Key themes

A total of 367 comments were received from the community. This included comments recorded over the engagement events, emails, letters, comment slips and those collated from the 'YourView' website.

This feedback was categorised and summarised into the following themes.

### **Walkability / Pedestrians**

- Improved connectivity, particularly into the side streets and safety
- Improved streetscape conditions - footpaths require widening; too much congestion

### **Vehicle Movement**

- An improvement in atmosphere is required - slow speed environment.
- Mixed responses over the full closure of Jetty Road to become a fully pedestrianised mall shared with the tram.

### **Vegetation**

- More trees and greenery to the street and side streets. Current lack of shade.

### **Public Realm**

- Focus toward improved public spaces with more open spaces for activities and meeting.
- Closure of some side streets to facilitate for outdoor dining and public space / events.
- Appearance updating old tired infrastructure.

### **Public Art**

- Better engagement and integration with the arts.

### **Parking**

- Reduce parking along the main strip but put emphasis on side street and off street parking, particularly through rear access.
- Improve parking access for local staff.

### **Laneways & Side streets**

- Side streets and laneways are underutilised and require uplift. Lots of small businesses on these streets would benefit.

### **Development**

- Support for new development but consideration must be taken into account for the existing heritage buildings and the character of Jetty Road.

### **Attractions & Events**

- More pop-up events and regular community days such as street markets and side street events.
- More to do in the street and foreshore.





'Sidewalk Sunday' - Chapel Street



## Key Comments

*"Improvement to the side streets of Jetty Road."*

*"Improved and greater rear access carparks"*

*"More pop up events, both small and large scale."*

*"Bring everyone outside instead of closing 'our doors'."*

*"Improved frontages to shopfronts with greater footpath space."*

*"Greener environment to create 'ambience'."*

*"Jetty Road is great in both summer and winter"*

*"More people and less cars!"*

*"Wider footpaths to add value to businesses - help to create an atmosphere through lingering"*





## Engagement materials

To support the face to face and online engagement a number of materials were made available to provide additional project information and contact details.

**Information boards:** these were made available at the engagement events and on the project website for download. They included an overview of the history of Jetty Road, the Masterplanning process, opportunities for feedback and the project timeline.

**Information flyer:** the flyer announced the start of the project and included a summary of the Masterplanning process and details for providing feedback. The flyers were distributed to numerous local council community venues including Glenelg Library, Brighton Library and the Brighton Civic Centre. Further copies were also provided at the community open day, Mainstreet SA Conference and to the City of Holdfast Bay Community Bus.

**Aerial Maps:** long-plot maps were made available at the community open day and the Mainstreet SA Conference as feedback activities and were also made available for download from the project website.

**Website:** [yourviewholdfast.com/JettyRoadGlenelg](http://yourviewholdfast.com/JettyRoadGlenelg)

Refer to Appendix for consultation material.

## Feedback mechanisms

Feedback can be provided in a number of ways:

**Phone:** (08) 8229 9999

**Email:** [mail@holdfast.sa.gov.au](mailto:mail@holdfast.sa.gov.au)

**Post:** PO Box 19, BRIGHTON SA 5048

**Online:** engagement tools via the project website [yourviewholdfast.com/JettyRoadGlenelg](http://yourviewholdfast.com/JettyRoadGlenelg)

**Hard copy:** comment slips were made available at engagement events

**Post-card drop box:** at City of Holdfast Bay customer service centre

**Face-to-face:** at customer service counter and engagement events



## Online Engagement

The Jetty Road Glenelg Masterplan website ([www.yourviewholdfast.com/jettyroadglenelg](http://www.yourviewholdfast.com/jettyroadglenelg)) was established as the 'central hub' for information on the project, and went live immediately prior to the first face to face engagement event (Sidewalk Sunday). This was chosen to assist Council in maximising the reach of its communications materials and provide opportunities for online engagement with interested stakeholders on different aspects of the project.

In addition to introducing the project and raising awareness, the website also hosted two feedback tools:

**Mapping tool:** this tool allowed users to flag key areas they either liked, disliked or had a suggestion for. This platform of engagement allowed for a key understanding of specific areas along Jetty Road that are of significance to the community.

**Brainstormer:** the brainstorming tool encouraged visitors to share their aspirations for what could be achieved on Jetty Road.

Refer to Appendix for example of content.



## Promotion

To promote the Phase 1 engagement information was made available through a number of channels.

**Advert in messenger:** Information was provided in the Coast City Messenger promoting Phase 1 of engagement in April 2017. Details were provided about the YourView website where further content could be accessed.

**Electronic direct mail:** all stakeholders on the YourView mailing list were sent an invitation to attend the first engagement event and provide feedback via the project website.

**Newsletter articles:** the first community open day (Sidewalk Sunday) was promoted through the March Jetty Road Main Street Traders newsletter and the City of Holdfast Bay latest News online accessible from the council homepage.

**Internal council communications:** all City of Holdfast Bay staff were advised of the commencement of the Masterplan consultation via an internal email in March 2017.

**Social media:** A social media campaign with Council's Facebook page and twitter page directed people to the website.



/JettyRdGlenelg



/JettyRdGlenelg





# 03 Summary

## Overview

The Phase 1 engagement process successfully raised the profile of the project and Council's intentions to develop a long term plan for the development of Jetty Road Glenelg. The establishment and promotion of the website, communication materials and engagement with key stakeholder groups has raised interest levels and pre-empted the more detailed consultation to be delivered on the concept designs for Phase 2.

The focus of the Phase 1 engagement process was to introduce the project, explain the role and purpose of a Masterplan and seek initial feedback on the questions of:

- What do people love about Jetty Road?
- What changes would people make to Jetty Road?
- What could be added to Jetty Road?

Through the 'Sidewalk Sunday' Community Open Day and the 'YourView' Council website an analysis of this feedback provides the following snapshot:

### **What do people love about Jetty Road**

- People love the coastal destination.
- The combination of functioning as a local community high street whilst still accommodating for tourists.
- An active street at all times of the year in both summer and winter.

### **Changes to Jetty Road**

- Improved pedestrian priority and less vehicle dominance.
- Safer and wider footpaths for accessibility, reduced congestion and more opportunities for public open space and seating
- Clear wayfinding and signage for both vehicles and pedestrians.

### **Additions to improve Jetty Road**

- Improved continuity and uniformity to the street - requires an overall iconic style.
- Improved community activation - more pop-up events and regular street events.
- Enhancement of the streetscape; particularly decluttering current furniture.

Phase 2 community engagement will focus on more targeted and intensive consultation on the concept designs developed by the project team. The designs will be used to generate interest and opinions on the project and the future range of potential directions for Jetty Road.



'Sidewalk Sunday' - Chapel Street



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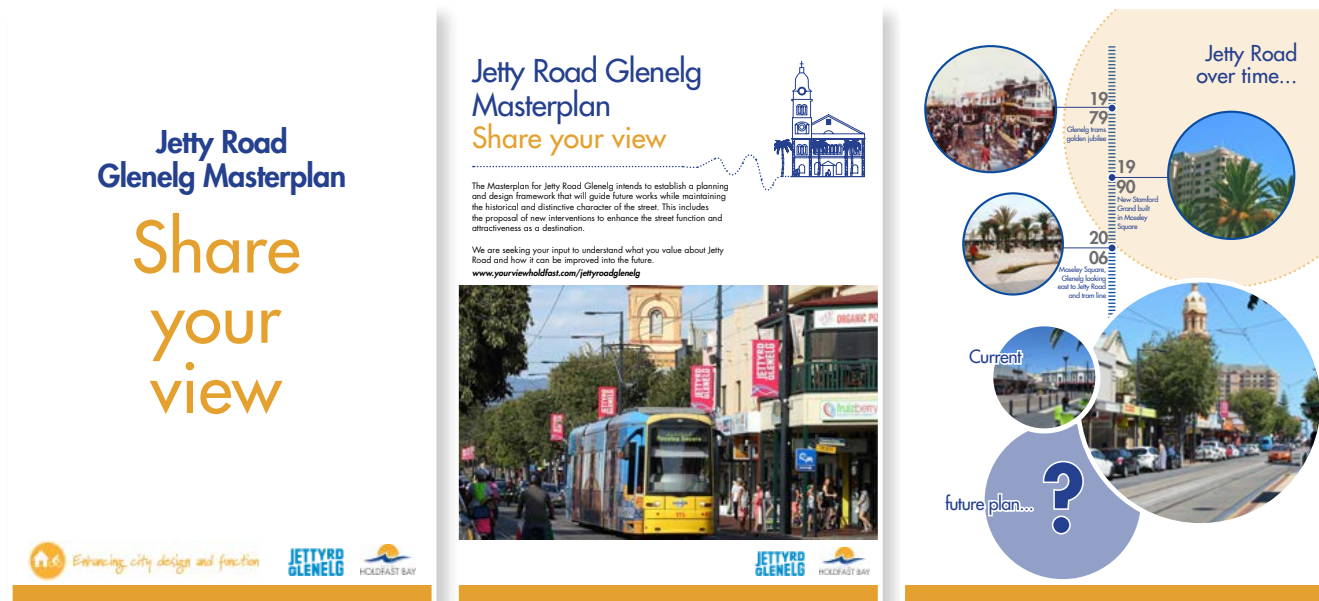




'Sidewalk Sunday' - Chapel Street



## Sidewalk Sunday Content

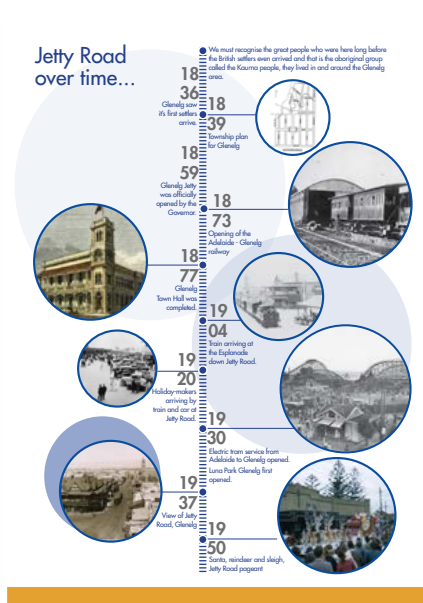


## Information Boards



*Aerial Map*





### What makes Jetty Road?

Street life
 Shopping
 Cultural identity

Holiday
 Streetscape
 Connections

### What makes a great street?

There are numerous examples of streets across the world that have captured our vision for our future, while still retaining their original character and history.

Active street frontages
 Technology innovation
 Amenity - distinctive street frontages

Lighting and public art
 Historical cues
 Street spaces

Integrated infrastructure
 Iconic or distinctive in built
 Quality surface materials

### Public Engagement Steps

Planning alone will not make Jetty Road 'sing'. A commitment to community involvement and engagement will allow Jetty Road to become an area from which place of meaning and connection that will bring to life the cultural environment and economic life of Glenelg and its surrounding suburbs.

The Jetty Road Glenelg Masterplan aims to engage with all users that interact with Jetty Road. There is a high level of community consultation and engagement involved in creating a new plan for Jetty Road. Our engagement has been focused on how we have shaped, culture, and place. We have been part of the planning process and shape your vision for how Jetty Road should be transformed.

### How you can share your view

**01 Phase 1 - Early 2017**  
Initial Engagement

**Outcomes:**

- Gain shared understanding of the Project's identity and vision from different user groups. Develop shared values/norms/visions.
- Capture the Community's views, opinions, for Jetty Road Glenelg.
- Identify strengths and weaknesses of Jetty Road.
- Identify common vision for the Jetty Road Glenelg Masterplan.

**02 Phase 2 - Mid 2017**  
Engagement on Draft Concepts

**Outcomes:**

- Investigate specific opportunities and issues to generate ideas.
- Identify key priority areas.
- Develop a draft vision and concepts for Jetty Road, taking into consideration the range of consultation.
- Gain further input from key stakeholders, bodies and businesses on the vision for Jetty Road.
- Set the draft vision and concepts with the Community and other key stakeholders.

**03 Phase 3 - Late 2017**  
Engagement on Draft Masterplan

**Outcomes:**

- Collate gathered vision and design direction for Jetty Road Glenelg.
- Develop a draft masterplan for Jetty Road, which includes priority areas and long term implementation measures.
- Present draft Masterplan to the Community and stakeholders for comment.
- Develop final Masterplan based on Community feedback.

### Jetty Road Glenelg Masterplan

The Masterplan for Jetty Road Glenelg aims to establish a planning and design framework that will guide future work while maintaining the historical and distinctive character of the area. This includes the proposal of new interventions to enhance the street function and place character as a destination.

We are seeking your input to understand what you value about Jetty Road and how it can be improved into the future.

[www.yourviewholdfast.com/jettyroadglenelg](http://www.yourviewholdfast.com/jettyroadglenelg)

For further information contact:  
mail@holdfast.sa.gov.au  
08 8229 9999  
20 Jetty Road | Brighton SA 5088

**JETTY ROAD GLENELG** HOLDFAST BAY

Enhancing city design and function

## Jetty Road Glenelg Masterplan

Share your view on the Jetty Road Glenelg Masterplan.

We are developing a Masterplan for Jetty Road Glenelg and we want your help.

- what do you value about Jetty Road?
- what historical and distinctive character should be preserved?
- how can the street function and attractiveness be enhanced?

We value your comments and they will be taken into consideration as we develop the Draft Masterplan.

*A Masterplan is a document that outlines a vision to how the development of the Jetty Road Glenelg precinct could look like over the next 10 years.*

**JETTY ROAD GLENELG** HOLDFAST BAY

## Share your view

You can share your view in a number of ways:

Send an email: [mail@holdfast.sa.gov.au](mailto:mail@holdfast.sa.gov.au)  
Call us: (08) 8229 9999  
Write a letter or send photos: PO Box 19, BRIGHTON SA 5048  
Speak with the project team at upcoming events.

Keep an eye on the project website and social media for further details about how you can get involved:

[www.yourviewholdfast.com/jettyroadglenelg](http://www.yourviewholdfast.com/jettyroadglenelg)  
[/JettyRdGlenelg](https://twitter.com/JettyRdGlenelg)  
[/JettyRdGlenelg](https://www.facebook.com/JettyRdGlenelg)

**JETTY ROAD GLENELG** HOLDFAST BAY

Enhancing city design and function

## YourView Content

**HOLDFAST BAY**  
**Your View:**  
**Jetty Road Masterplan**

Home Sign In

Home » Your View: Jetty Road Glenelg Masterplan

### Your View: Jetty Road Glenelg Masterplan

We invite you to share your view on the Jetty Road Masterplan.

**What is the project about?**

We are embarking on the developing a Masterplan for Jetty Road, Glenelg and we're seeking your views.

The Master Plan for Jetty Road Glenelg intends to establish a planning and design framework that will guide future works while maintaining the historical and distinctive character of the street. This includes the proposal of new interventions to enhance the street function and attractiveness as a destination.

**What opportunity do you have to be involved?**

Planning alone will not make Jetty Road 'sing'. A commitment to community involvement and response will allow Jetty Road to become an even more active place of meaning and connection that contributes towards the cultural environment and economic life of Glenelg and to metropolitan Adelaide.

The Jetty Road Glenelg Masterplan aims to engage with all users that interact with Jetty Road. There is a high level of community consultation and engagement involved in creating a new plan for Jetty Road. Our engagement has been broken down into three keys steps:

- Phase 1 - Early 2017 Initial Engagement
- Phase 2 - Mid 2017 Engagement on Draft Concepts
- Phase 3 - Late 2017 Engagement on Draft Masterplan

We are seeking your input to understand what you value about Jetty Road and how it can be improved into the future. Please take the opportunity to provide your early comments using the tools provided on this page or contact the project team:

- Send an email: [mail@holdfast.sa.gov.au](mailto:mail@holdfast.sa.gov.au)
- Call us: (08) 8229 9999
- Write a letter or send photos: your View: Jetty Road Masterplan

**Photos**

there

**Key Dates**

Pop-up engagement start  
19 March 2017

**Related documents**

- Information Boards Jetty Road Glenelg Masterplan (4.97 MB) (pdf)
- Project Contact Flyer (107 KB) (pdf)
- Jetty Road Glenelg Map (6.87 MB) (pdf)

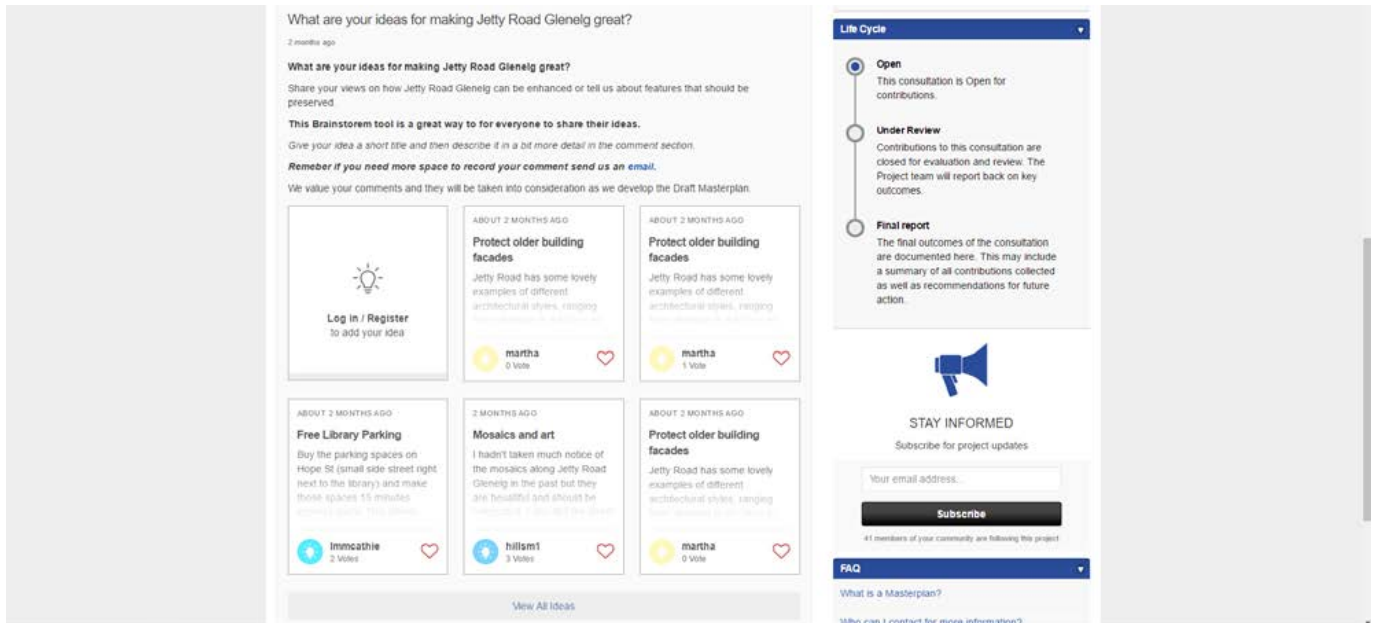
**Who's listening**

Emily Kenchington  
Role: Strategic Planner (Policy)  
Organisation: City of Holdfast Bay

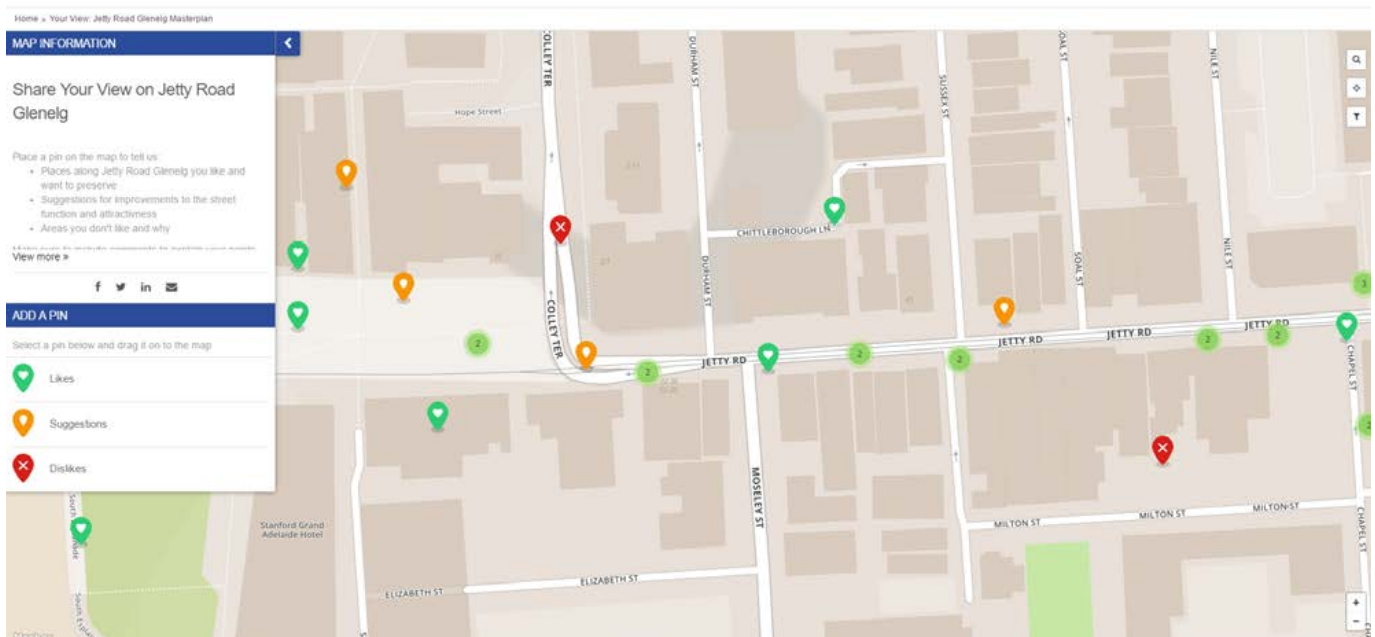
EK

*YourView Home Page*





Brainstormer



Mapping Tool



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