Jetty Road Gleneig Masterplan

Phase 3 Engagement Summary Report & Overall Engagement Process

FINAL REVIEW | JANUARY 2018

а<u>е</u>сом oxigen



Jetty Road Gleneig Masterplan Phase 3 Engagement Summary Report & Overall Engagement Process

Landscape Architecture | Urban Design | Urban Planning

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PREPARED FOR

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HOLDFAST BAY

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FINAL REVIEW

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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.

Following Phase 1 engagement in March 2017, the City of Holdfast Bay commenced a council wide conversation about the draft Concept Plans for Jetty Road. Phase 2 engagement focused towards a more targeted and intensive consultation on the intial concept designs developed by the project team. The designs were used to generate interest and opinions on the project and the future range of potential directions for Jetty Road. This led to phase 03 engagement that aimed at going back to consult with the Draft Masterplan that was built up from feedback received from phase 1 and 2 engagement. Council held information sessions open to the public and Q&A drop in's with businesses. This was supplemented by Council's interactive project website and targeted stakeholder engagement events to generate a deeper understanding of the Draft Masterplan report and how feedback from previous phases of engagement has evolved.

This report sets out how we engaged the local community and stakeholders and the feedback we heard between 10th October and 13th November 2017 through phase 03.

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.'

Jetty Road Draft Masterplan

Ol Process

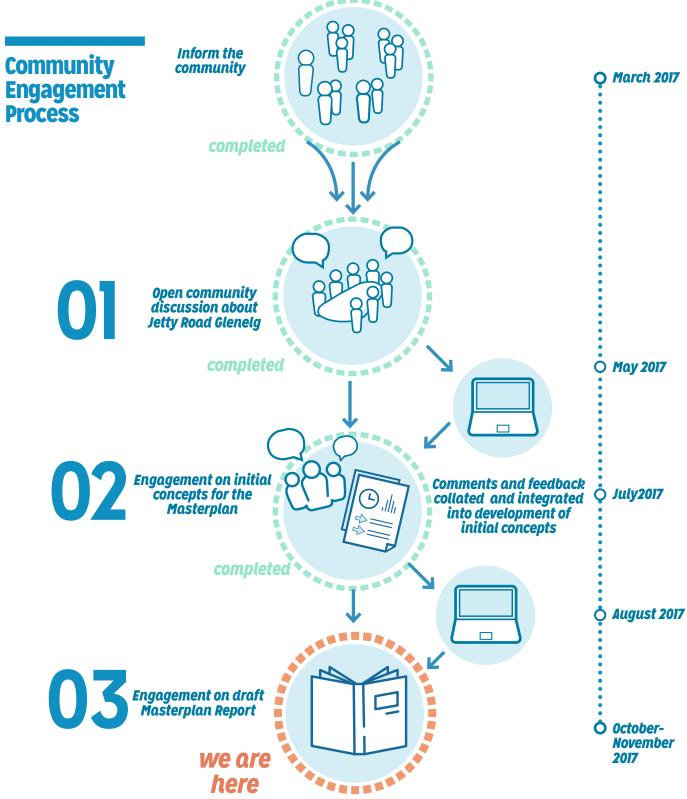
Engagement Process

Community engagement for this project was undertaken in three phases. Phase 3 was undertaken in late 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 3rd July - 14th August 2017	The Council invited everyone with an interest in Jetty Road to participate in the Phase Two Jetty Road Concept Plan engagement. The engagement methodology was based on lessons learned during Phase One and from other recent engagement activities conducted by the City of Holdfast Bay. The aim of the engagement was to reach a wide range of stakeholders in the City of Holdfast Bay and provide the community (including businesses) an opportunity to speak with the project team face to face .
Phase 3 Draft Masterplan 10th October - 13th November	The draft Masterplan was developed collating all feedback and comments that have been recorded over Phase 1 & 2 of the consultation. The Draft Masterplan was provided online for comment, community info sessions were held and individual Q&A's were provided to traders.
Final Masterplan December - January	Delivery of the Final Masterplan

Next Steps

Phase 3 feedback will guide the project team in the development of the Final Masterplan for Jetty Road and will be put forward to Council for final endorsement.



Who was engaged?

The Council invited everyone with an interest in Jetty Road to participate in the Phase 03 Jetty Road Draft Masterplan engagement. The engagement methodology was based on responses during Phase 02 and from other recent engagement activities conducted by the City of Holdfast Bay.

The aim of the engagement was to reach a wide range of stakeholders in the City of Holdfast Bay and provide the community (including businesses) an opportunity to gain a detailed insight into the Draft Masterplan report and speak with the project team face to face.

A number of communication channels were used to promote the engagement period, such as:

- the Jetty Road Trader Newsletter;
- postal invite to Info-sessions;
- · tailored emails sent to special interest groups;
- · local Messenger Newspaper advertisements; and
- Twitter and Facebook.

JettyRdGlenelg

/JettyRdGlenelg



Who was engaged	How did we engage
Local residents	 Messenger advertisements Social media Postal invite to Info-sessions Info-sessions x 3 @ 71 Jetty Road, Glenelg Email to MyView database City of Holdfast Bay website Digital slideshow at civic centre LCD screens
Local businesses	 Q&A drop in with each shop front (108 out of 184) Jetty Road Main Street Committee newsletter Jetty Road Main Street Committee meetings Postal invite to Info-sessions Info-sessions x 3 @ 71 Jetty Road, Glenelg Email to MyView database
Special interest and community groups	 Email to stakeholders on distribution list Letters to stakeholders on distribution list Meetings Follow-up phone calls to stakeholders on distribution list
Stakeholder groups (e.g. Department of Planning, Transport and Infrastructure, SA Tourism, Bicycle Institute of South Australia, and Bike SA)	 Steering group meetings Workshops Meetings
Tourists	 Large banner Social media Info-sessions x 3 @ 71 Jetty Road, Glenelg
Wider community	 Social media Council website Messenger advertisements Info-sessions x 3 @ 71 Jetty Road, Glenelg
Elected members	 Workshop and presentations Emails

O2 Engagement Opportunities

Summary of Phase 3

Phase 3 engagement invited the community and traders to provide feedback on the Draft Masterplan that has been developed by the project team and responded to feedback during Phase 1 and 2. The focus of the Phase 3 engagement process was to allow the community to gain an insight into the overall Masterplan document provide feedback. This feedback assists in the direction of the Final Masterplan and allows Council to gain an understanding of the community's perspective on The Masterplan report to date.

Engagement Opportunity	Details
On-line survey on the project website	http://yourviewholdfast.com/jettyroadglenelg
Hard copy surveys available at community events, at council customer service, libraries or available to order over the phone	 Brighton Library - 20 Jetty Road, Brighton Glenelg Library- 2 Colley Terrace, Glenelg Brighton Civic Centre, 24 Jetty Road, Brighton
Project email address	• mail@holdfast.sa.gov.au
Phone via the council customer service	• 8229 9999
Post	· Jetty Road Masterplan, PO Box 19, Brighton SA 5048
Verbally by speaking to staff at community info sessions	 Info-sessions @ 71 Jetty Road, Glenelg Sunday 29 October Tuesday 24 October Wednesday 25 October
Council Q&A drop in to shopfronts	 Council staff visited each shopfront along Jetty Road and provided a survey and provided a Q&A session
Project website tools: - Forum - Quick polls - Question and answer posts	http://yourviewholdfast.com/jettyroadglenelg

Engagement Events

Two key engagement events ran through the engagement period. These included:

Shopfront Q&A drop in

Friday 10th October Friday 27th October Monday 30th October Friday 3rd November



Tuesday 24 October Wednesday 25 October

*It is noted that an informal session was run outside of The Masterplan engagement by some community members.

attendees

aders door nocked of

84 on-street shopfronts

To engage people, aid conversations and obtain feedback a number of materials were made available:

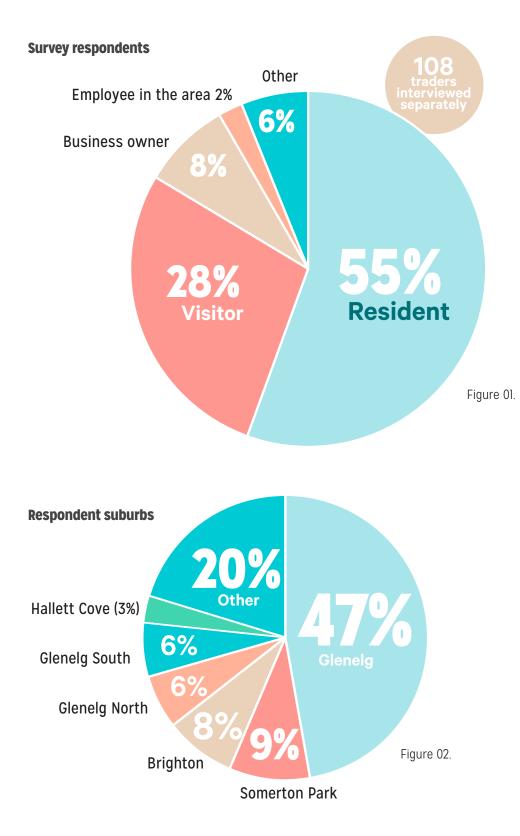
- · Large maps to aid conversations and gain feedback related to specific locations
- · Printed draft masterplan reports and summary reports
- · Hard copy feedback forms and feedback box
- Short 'have your say' forms for those who wanted to leave a quick comment.



Overview

764 people provided responses through various feedback channels. A breakdown of where the responses came from is provided in Figure 2.

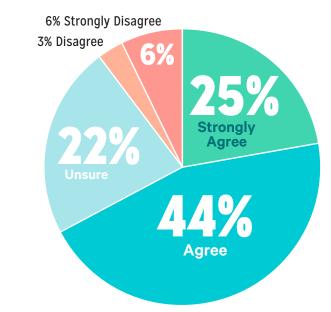




Summary of Survey Feedback

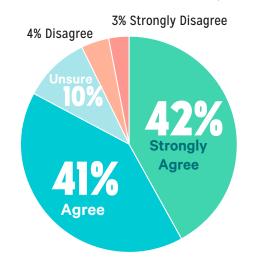
A feedback form was made available in hard copy and electronic format during the engagement period which contained 11 questions (10 closed and 1 open ended). 108 people completed the feedback form and returned it to the engagement team.

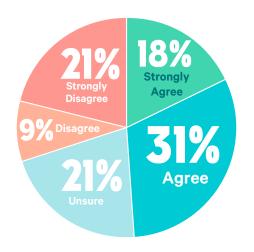
To what extent do you support the overall objectives of the Draft Masterplan?



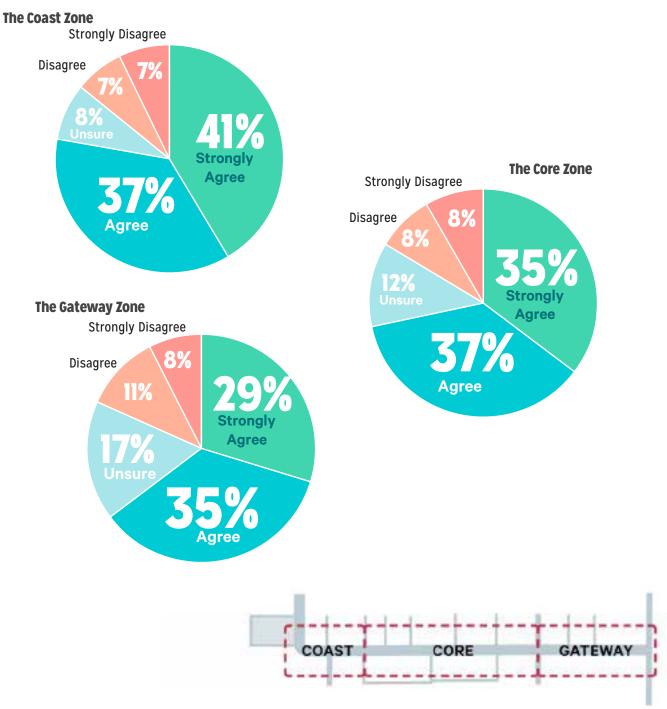
To what extent do you support a 30km/h corridor for Jetty Road, in order to provide greater safety for pedestrians, cyclists and vehicles as shown in the Draft Masterplan?

To what extent do you support the relocation of the Moseley Square tram-strop to Colley Terrace in the place?





To what extent do you support removing some on-street carparking, in order to achieve increased tree planting, greater outdoor dining opportunities, wider footpaths and greater pedestrian safety in:



Setty Road Zaning Diogram

Summary of Traders Feedback

Traders were directly engaged through drop-in Q&A sessions. A Council member visited storefronts along the extent of Jetty Road, informing businesses of The Masterplan and their view. The methodology to this process was as follows (refer to page 20 for key results):

- · Introduction of officer and role.
- Asked if the manager or owner was available to speak with
- · In some instances neither the owner or the manager was present
- Regardless of the presence of the owner or manager the same message was relayed and provided either the survey or the flyer regarding the link back to the survey.
- Asked them if aware of the Jetty Rd Masterplan (there were varying levels of knowledge)
- The same process was followed for all regardless of knowlege.
- Businesses were all keen to hear any information prior to making comment.

Coast Zone

- Started by showing pages with the Mosely Square design and talked about the proposed beautification, proposed removal of the tram from the square, breaking down the barriers for pedestrians and flow of people in an out of the area
- Spoke of the tram going around into Colley Tce and the connect between the Marina and Jetty Rd
- · Identified existing tree(s) and proposed new trees (both in the street and Moseley Square)
- Pointed out the raised paved roads (crossings) leading into Jetty Rd and explained the traffic calming effects
- Explained the reduction in traffic speed limitis from 40km/h to 30km/h

Core Zone

- · Identified more addtional tree planting along the corridor.
- · Talked about the seamless curbing to the street and better accessibility for pedestrians
- Identified the current condition of Chapel St and the proposal to close this off and create more of activated plaza space.
- Dicussed the ability to connect one end of the street to the other by creating more activated spaces with a mid-point
- Explained there had been positive feedback to Chapel Street and phase 1 and 2 engagement.

Gateway Zone

- · Identified more tree-scaping
- · Talked about the disconnect between the gateway to Jetty Road and Moseley Square.
- · Explained the Masterplan aimed to connect the whole street
- · Mentioned the lack of an iconic gateway to Jetty Road when travelling along Brighton Road.
- Talked about the need to create a more inviting entrance statement identifying people had arrived in Jetty Rd particularly for Tram travellers
- After showing the street drawings for the gateway zone it was necessary to show design concept drawing of Gateway entrance to visually display the concept
- · Identified the Telephone Exchange was heritage and somewhat unattractive and the plan provides potential opportunities for the beautification of around the building
- Pointed out more tree planting in keeping with arriving at a beach location
- · Pointed out potential for public art.
- Identified the need to remove some parking at the entrance as one side had no parking and a turning lane and the southern side had some car parking spaces but would likely need to be replaced to make way for a more appealing entrance

Following the zone snapshot the following was discussed:

- · Showed page relating to carpark usage surrounding Jetty Rd and percentage of underutilisation
- Said that the proposed car park removals were only indicative in location and that depending on the feedback from all the consultation this would be taken into consideration before any final planning and there was opportunity for them to fill in the survey online – reinforced their input would be welcomed
- Depending on the level of conversation on parking (many weren't concerned at all) discussion would open up further detail on the parking strategy.
- Highlighted the potential to turn Waterloo Street into a one way street creating potentially eight carparks.
- · Prompted and unprompted conversation:
- Depending on the level of conversation and interest there was discussion about staff car parking, incentives for staff to utilise high-rise carparks and better signage for directing people to alternative carparks
- Comments were recorded and relayed back to them and discussed how it would be utilised. They were encouraged to visit the YourView website and provide further comments or undertake a survey.

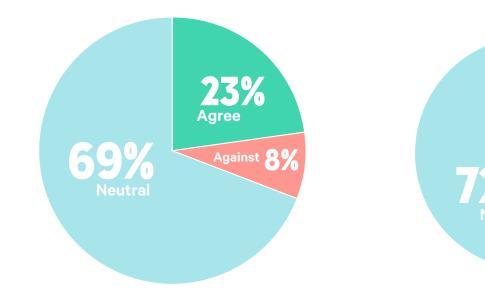
Through Q&A drop in's to businesses along Jetty Road, open discussions were recorded with key themes being received. The following information was collected:

Traders feedback



To what extent do you support removing some onstreet carparking, as indicated in the Draft Masterplan report? To what extent do you support the overall objectives of the Draft Masterplan?

Agree



1% Against

Key feedback themes

All verbal comments and written feedback has been analysed and shared amongst the project team. Below, in alphabetical order, is a summary of all key themes and issues mentioned.

Accessibility

- $\cdot\,$ Consideration of paving selection for trafficable areas with pedestrian use. Ensure there is a clear contrast between types.
- $\cdot\,$ Not enough disability parking and streetscape improvement to cater for the disabled.

Carparking

- · Overall support for car parking reductions proposed if the following is considered:
 - · Improved promotion required of off-street carparks.
 - $\cdot\,$ Consideration of parking times and costs for staff parking areas.
 - · Explore potential sites for future off-street carparking Elizabeth St carpark.

Community issues and needs

 $\cdot\,$ Ensure there is more consultation on how streetscape works will be constructed and the impacts on traders.

Cycling

- $\cdot\,$ Concerns with the proposed tram on Colley Terrace and the further issues this will create with cyclists.
- Predominant support for the tram stop 16 proposal, with some concern over cyclists not stopping for pedestrians.

Footpaths and pedestrians

- · Strong support for wider footpaths.
- · Positive feedback on new paving and 'refreshing the street'.

Infrastructure

- · Preference for the removal of the Telstra building.
- $\cdot\,$ Consideration of solar panels and smart technology.
- · Including free Wi-Fi along full length of Jetty Road.

Pedestrians

- · Support for reduced traffic speeds to improve pedestrian safety.
- · Requirement to have clear pedestrian crossing points.

Public transport

- Mixed response on the shift of the tramstop from Moseley Square to Colley Terrace.
- · Concern over pedestrian safety if tram goes down Colley Terrace.
- $\cdot\,$ Consideration must be taken for co-ordindation with bus routes.

Traffic

- · Strong support for 30km/h speed limit along the extent of Jetty Road.
- Further focus on Moseley Street intersection with numerous issues with cars, cyclists, trams and buses.
- · Consideration of service access to side streets.

Key Themes & Comments

It has been recognised from all phases of engagement that key themes have varied between different stakeholders, in particular residents / visitors and traders / businesses. Below are some comments and themes that snapshot the mixture of feedback from phase 03 engagement from various stakeholder groups.

Residents / Visitors

- "Although a strong supporter of the concept of a pedestrian friendly area but I am strongly opposed to the continuation of motor vehicle traffic in the Core area."
- "I don't think the plan has a strong enough long term vision."
- "I think the plan is fantastic
 really well done and I hope this becomes a reality."

Traders / Businesses

- "A trader opposite my store regularly rubs chalk off tyres to avoid fines and assists other traders staff by attending to their cars at the same time"
- "Taking away the parking doesn't concern (when upgrade happened they made budget)"
- Better parking for staff similar to what was on offer when the Tram upgrade happened on vacant land

- "Please please please make the whole street more inviting and friendly with streetscape."
- "A very good vision for the street. Well balanced in terms of the need for street widening + trees and availability of car spaces. practical and sensible recommendations for an improved future."
- Staff having to drive around for at least 15 mins during work time to move cars and find parks
- Not fussed about removal of parking (rear car parking available)
- "Love it love it love it"
- Off street carparking confusing

 worried about not having a ticket. Hesitate in Partridge Street carpark.

"I don't think the plan has a strong enough long term vision. I think it should be removing all carparking, closing of sections to cars and focusing (the design) as a pedestrian space. This is a project with huge potential to highlight Glenelg as a tourist destination. It's the perfect location, connected to the city by the tram and close to the airport. I would like to think in 10 yeas we will be less car based and value the human connection with public open spaces." -Resident

Summary of Overall Engagement Process

The Jetty Road Masterplan Engagement has been run over a 1 year period in three phases of engagement. The project has evolved through this process and they key themes that have been recieved have developed in response to changes made in the Masterplan. The following matrix explains some of the key themes that have arised out of each phase and how they have changed.

March 2017

O.....





Inform the community



Engagement Events

- · Community Open Day (Sidewalk Sunday) Listening
- Elected Members Workshop Project outline and early concept development
- Mainstreet Conference SA sought comments from mainstreet professionals
- JRMC Presentation early concepts discussed
- 485 comments recorded from phase 01

Media Channels

- YourView Website 840 web page visits
- Messenger advertisement
- Moseley Square Banner and Bin Corflute Advertisement
- · Stakeholder database emailed
- JRMC Newsletter
- Social Media platforms

Key Themes

- Improved streetscape environment
- Wider footpaths
- Less vehicle focus slower speeds and less traffic
- Improved pedestrian safety
- Outdoor dining



3rd July - 14th August

10th October - 13th November



Engagement Events

- 11th July, Business Trader Event (26 attendees)
- 15th July, Community Open Day (Winter Wonderland, 90 attendees)
- 17th July to 14th August, Engagement Pop-up Shop (32 attendees)

Media Channels

- YourView Website 1,500 web page visits
- Digital screens and plans at Council Civic Centre
- Messenger advertisement
- Moseley Square Banner and Bin Corflute Advertisement
- Stakeholder database emailed
- JRMC Newsletter
- Social Media platforms

Key Themes

- Consideration for staff carparking
- Balance of accommodating for the local community and tourist peak seasons
- Breaking down the street into zones
- Street greening
- Support for Chapel Street Plaza





Engagement Events

•••••••

- 10th, 27th, 30th October & 3rd November, Shopfront Q&A drop in sessions (108 businesses interviewed)
- 24th, 25th & 29th October, Shofront info sessions

Media Channels

- YourView Website 1,580 web page visits & 388 documents downloaded
- Letter box drop to local businesses and residents with invitation flyer
- Digital screens and plans at Council Civic Centre
- Messenger advertisement
- · Stakeholder database emailed
- JRMC Newsletter
- Social Media platforms

Key Themes

- Support for 30km/h slow speed corridor
- Emphasis on promoting off-street carparking
- Strong support for streetscape improvements in-lieu of on-street carparking.



03 Summary

Overview

The phase 03 engagement delivered a process that engaged the community and traders with a Draft Masterplan report that encased further detail on the proposals developed in response to the phase 1 & 2 engagement feedback.

The focus of the phase 03 engagement process was to seek feedback on all proposals outlined in the Draft Masterplan report. The main aim was to seek feedback on specific issues that had raised interest in phase 02 and receive comment if these issues had been resolved. This included key questions on:

- To what extent do you support the overall objectives of the Draft Masterplan?
- To what extent do you support removing some on-street carparking, in order to achieve increased tree planting, greater outdoor dining opportunities, wider footpaths and greater pedestrian safety in the coast/core/gateway zones.
- To what extent do you support a 30km/h corridor, in order to provide greater safety for pedestrians, cyclists and vehicles as shown in the draft masterplan?

Through the Information sessions, Q&A with businesses and the 'YourView' Council website an analysis of the feedback provides the following snapshot:

To what extent do you support the overall objectives of the draft masterplan?

Strong support overall with 69% of people strongly agreeing or agreeing with the Draft Masterplan.

Support for some removal of on-street carparking?

- · An average of 70% agree with the removal of carparking outlined in the report.
- · Only 8% of businesses interviewed are against the proposed parking changes.

Key Themes

- · Improved promotion of off-street carparks.
- · Reduction in vehicle traffic and greater focus towards pedestrians.
- · Consideration for the entirety of street and not just one section.

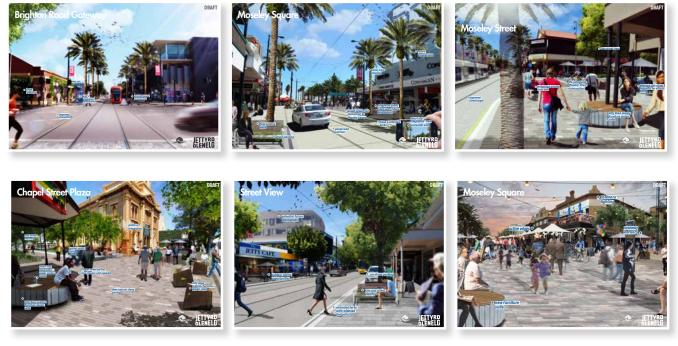
These findings will guide the Final Masterplan report that will be put forward for endorsement by Council.





Engagement Content	28
Phase 03 Survey	30

Engagement Content



Information Boards



Aerial Map





Draft Masterplan Report





Postal invite



Jetty Road Glenelg Masterplan Survey

This feedback form is available electronically at <u>www.yourviewholdfast.com/jettyroadglenelg</u>

Your feedback is important to us. The feedback you provided as part of the engagement of draft concepts phase has shaped the draft masterplan (the plan).

The project team is interested in understanding what is important to businesses, residents, land owners and visitors. It would help us if you could fill out the feedback form below.

Please provide your feedback by 13 November 2017

About you

1. What is your residential post code?

2. I am a:

□Resident
□Visitor
\Box Work in the area
□Business owner
Landlord
\Box other (please provide details below)

3. Please tick your age group:

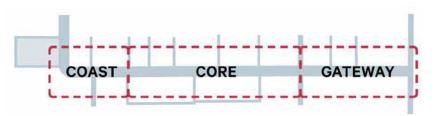
□Under 19 □20-29 □30-44 □45-59 □60-74 □75 +

About the project – the extent to which you agree with the Draft Masterplan

4. Zones

What Zone is most important to you?

- Coast Zone (Moseley Square to Milton / Sussex Street)
- Core Zone (East of Milton / Sussex Street to west of Partridge / Gordon Street)
- Gateway Zone (East of Partridge / Gordon Street to Brighton Road)
- □ All zones are important





5. Vision



Strongly agree	Agree	Unsure	Disagree	Strongly disagree		
6. Tram						
To what extent do you support the relocation of the Moseley Square tram-stop to Colley Terrace in the plan?						
Strongly agree	Agree	Unsure	Disagree	Strongly disagree		

7. Streetscape

To what extent do you support removing some on-street car parking, in order to achieve increased tree planting, greater outdoor dining opportunities, wider footpaths and greater pedestrian safety in:

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree
The Coast Zone					
The Core Zone					
The Gateway Zone					

8. Road Safety

To what extent do you support a 30km/h corridor for Jetty Road, in order to provide greater safety for pedestrians, cyclists and vehicles as shown in the draft Masterplan?

Strongly agree	Agree	Unsure	Disagree	Strongly disagree



9. Carparking

To what extent do you support the plan's objective of providing for short term (30 mins) and accessible/disabled on-street parking on Jetty Road within:

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree
The Coast Zone					
The Core Zone					
The Gateway Zone					

10. Carparking

Jetty Road currently has numerous off-street car parks. Which of the following would encourage you to better use off-street parking (tick all that apply)

□Wayfinding and directional signage

□Vacancy signage

□Distance signage

Better promotion of time allocations and/or fee structure

□Other – please comment

11. Tram Stop

To what extent do you support the new design for tram stop 16 to reduce the risk to cyclists riding between the platform and the tram rails shown in the plan (p88-91)?

Strongly agree	Agree	Unsure	Disagree	Strongly disagree



