

Jetty Road Glenelg Masterplan

Phase 2 Engagement Summary Report

SEPTEMBER 2017



HOLDFAST BAY

AECOM
oxygen

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Jetty Road Glenelg Masterplan

Phase 2 Engagement Summary Report

PREPARED FOR



CITY OF
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PREPARED BY



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Planning + Engagement Consultants

ISSUE

DATE

FINAL REVIEW

15.09.17



Winter Wonderland - Moseley Square

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 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. Council took the opportunity to use its 'Winter Wonderland' community event to commence Phase 2 and started the conversation with the residents 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 masterplan status and the development of concepts from the Phase 1 engagement.

This report sets out how we engaged the local community and stakeholders and the feedback we heard between 3 July and 14 August 2017 through phase 02.

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 Glenelg

01 Process

Engagement Process

Community engagement for this project will be undertaken in three Phases. Phase 2 was undertaken in mid 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.

Draft Masterplan September - November

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.

Final Masterplan December

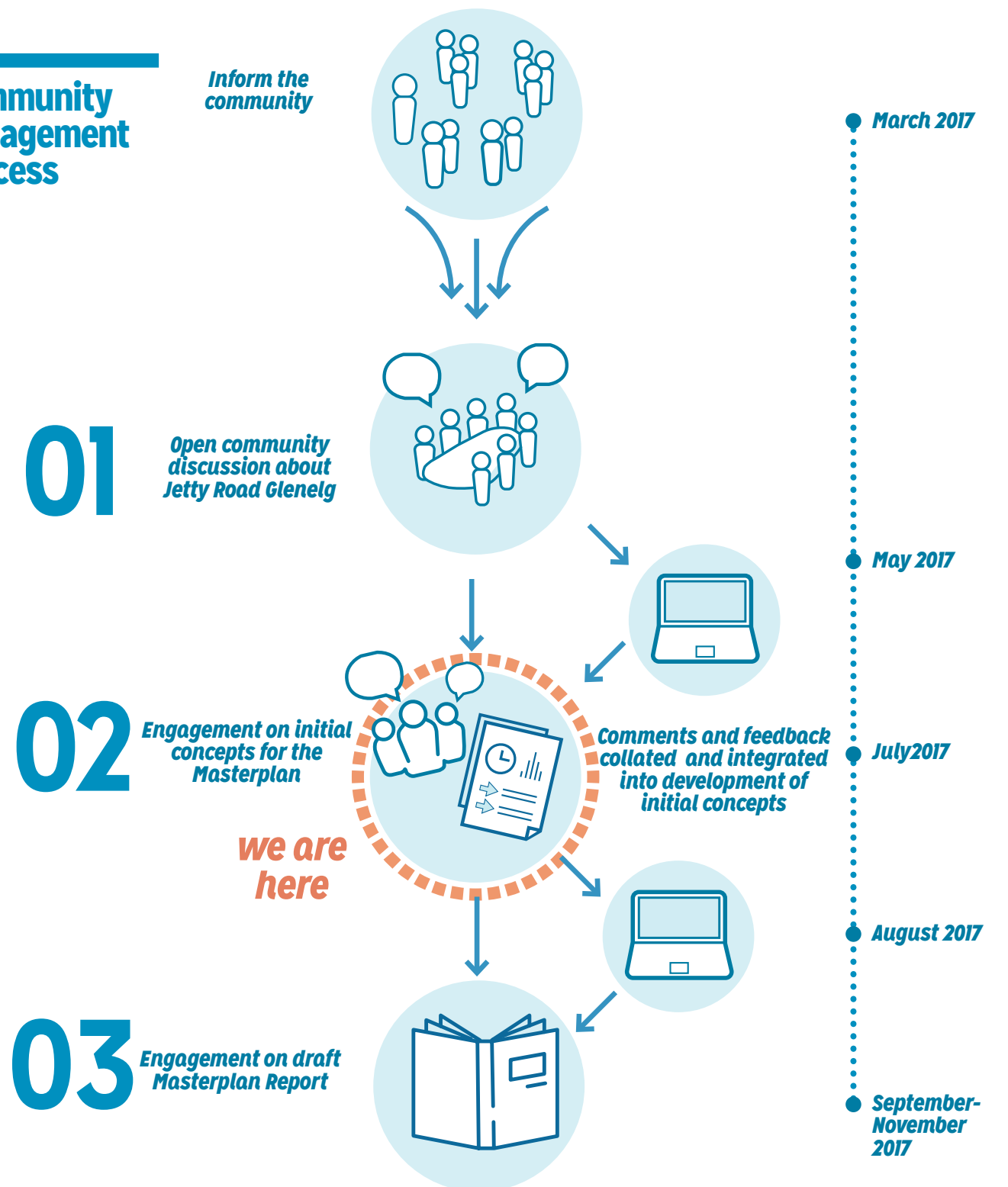
Delivery of the Final Masterplan

Next Steps

Phase 2 feedback will guide the project team in the development of the draft masterplan for Jetty Road and that will then be put forward for phase 3 engagement.

The next phase of engagement (Phase 3) will focus on presenting the draft Jetty Road Masterplan to the community and stakeholders and get their feedback before it is finalised. Phase 3 Engagement is planned to take place in late September 2017.

Community Engagement Process



Who was engaged?

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.

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

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

 /JettyRdGlenelg  /JettyRdGlenelg

Traders evening

Schools engagement

Pop-up shop

Who was engaged	How did we engage
Local residents	• Messenger advertisements • Community information event at Winter Wonderland • Social media • Pop-up shop @ 71 Jetty Road, Glenelg • Email to MyView database • City of Holdfast Bay website • Digital slideshow at civic centre LCD screens
Local businesses	• Door-knocking • Jetty Road Main Street Committee newsletter • Business engagement event • Jetty Road Main Street Committee meetings • Pop-up shop @ 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, Bike SA, and Taplin Real Estate)	• Steering group meetings • Workshops • Meeting
Schools	• Classroom presentation • Site tour and visual audit activity
Tourists	• Large banner • Social media • Bin Corflute • Pop-up shop @ 71 Jetty Road, Glenelg
Wider community	• Social media • Council website • Messenger advertisements
Elected members	• Workshop and presentation • Emails

02 Engagement Opportunities

Summary of Phase 2

Phase 2 engagement invited the community to provide comments on the initial concepts that have been developed by the project team. The focus of the Phase 2 engagement process was to allow for the community to provide feedback on the proposed initial concepts and comment on the direction of the overall masterplan strategy. The engagement was focused towards a more targeted and intensive consultation on the 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.

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 event and pop-up shop	- Pop-up shop @ 71 Jetty Road, Glenelg - Community event on Saturday 15 July 2017
Project website tools: - Forum -Quick polls - Question and answer posts	http://yourviewholdfast.com/jettyroadglenelg

Engagement Events

Three formal engagement events were held as part of Phase Two, these included:

Business Engagement Event

Tuesday 11th July 2017

26 attendees



Community Engagement Event

Saturday 15th July 2017

90 attendees



Engagement Pop-up Shop

Monday 17th July to 14th August 2017

32 attendees



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

- Large maps to aid conversations and gain feedback related to specific locations; participants could write their comments on the maps using sticky notes.
- Draft Concept Plan photo montages and information boards.
- Themed posters for placing comments on using sticky notes.
- Rating table to identify which project participants wanted to prioritise
- Hard copy feedback forms and feedback box
- Short 'have your say' forms for those who wanted to leave a quick comment.

Refer to page 28 for content provided for engagement

Additional Engagement Activities

In addition to the promoted engagement events we also arranged the following engagements:

Audience	Engagement Type
Young People	- Westminster Students Interactive Workshop - Sacred Heart Year 10 Geography Class - Sacred Heart Year 11 Geography Class - Hold Up Youth Committee
Stakeholder Groups	Meetings
Government stakeholders	Invitations to key stakeholders to provide feedback and meetings
Local businesses	- Door knocking businesses - Meetings with key developers
Elected members	Elected member workshop

Refer to page 34 for survey feedback summary



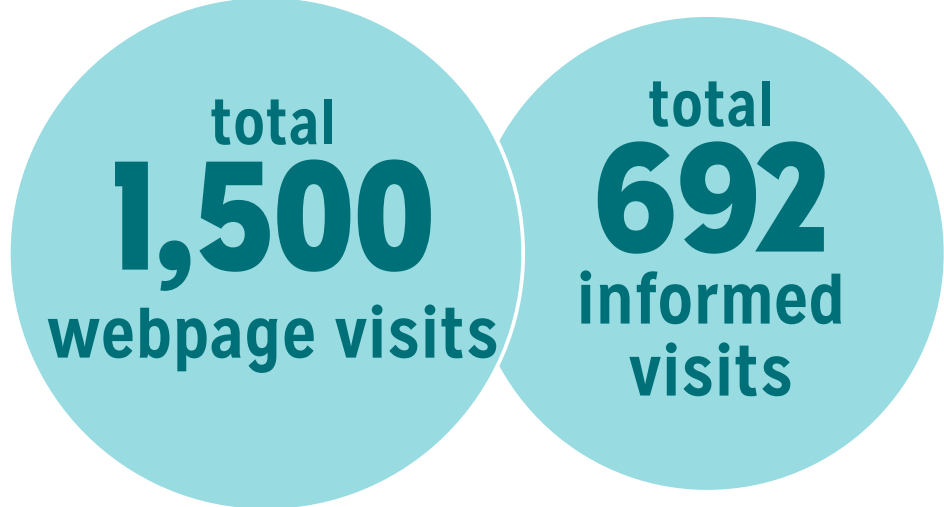
Series of engagement events

03 Feedback

During the engagement period our team spoke with over 232 people at engagement events, meetings, school site visits and workshops.

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

YourView



Survey*

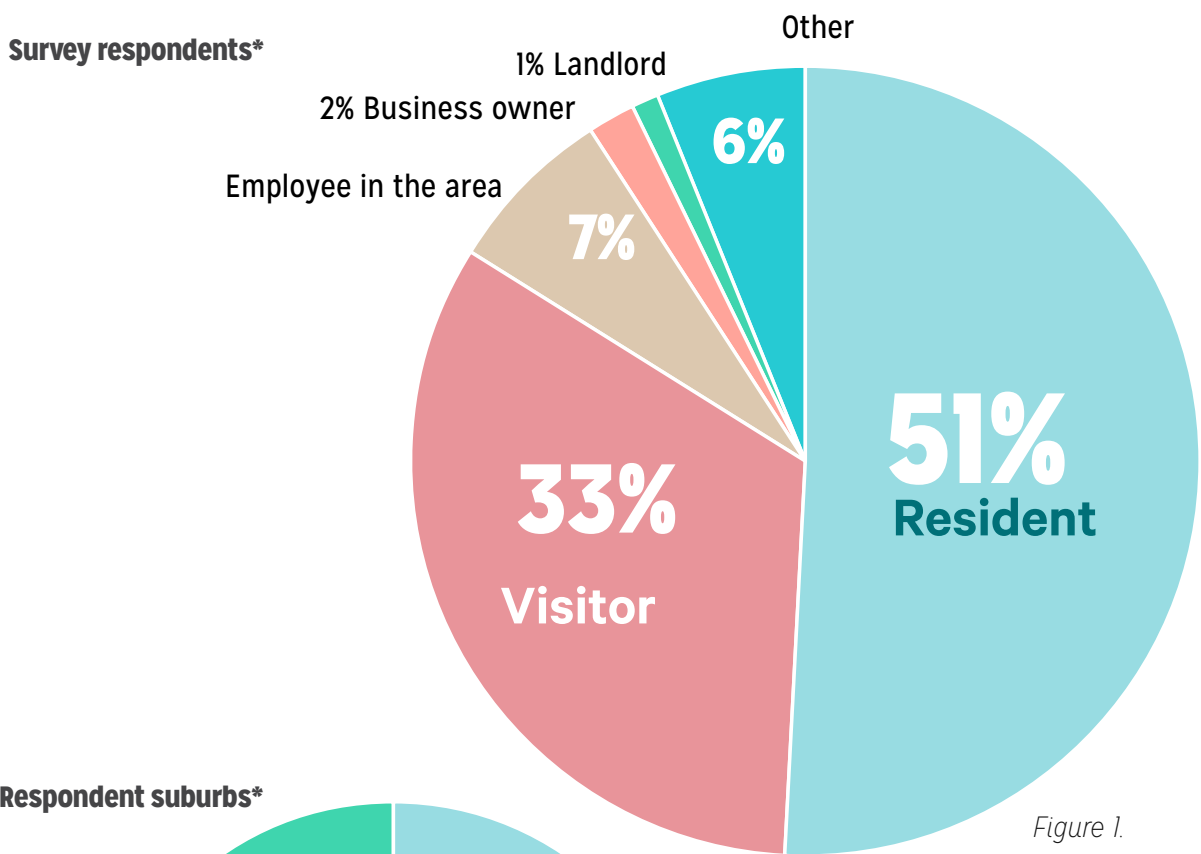
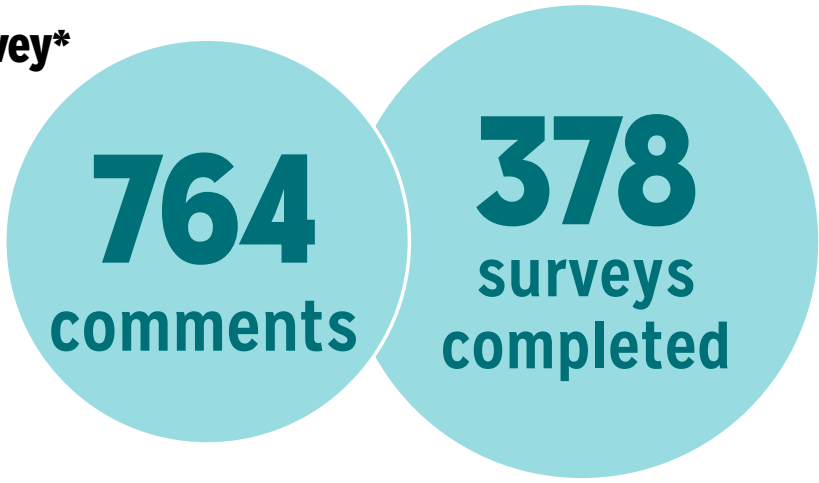
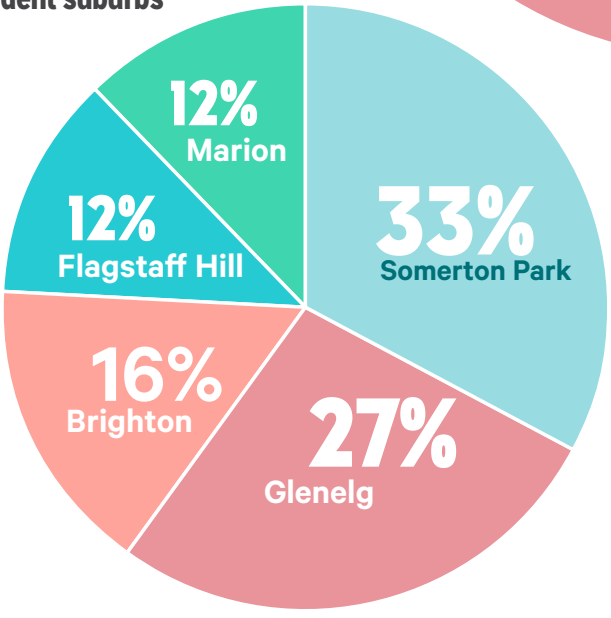


Figure 1.

Respondent suburbs*



*includes school engagement feedback

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.

This feedback was categorised and summarised into the following themes:

Accessibility

- Consider inclusion of tactile treatments
- Be aware of colour contrasts between paving
- Removal of A-frame signs on footpaths
- Be consistent in colour selection
- Improve disability accessibility
- Strengthened access for service vehicles from rear lanes

Art

- Potential to include aboriginal art on the Telstra building
- Inclusion of sculptures along the foreshore
- More street art
- Artwork in line with distinctive character of Glenelg
- Artwork along the street collaborating with Warriparendi school children
- Art and graffiti on side streets to brighten lanes
- Artistic features on footpaths

Carparking

- Mixed opinions between less on-street car parking and more space for people and loss of any car parks
- It should be noted that businesses who attended the business engagement event were supportive of the removal of some car parking to provide more space for dining and pedestrians
- Require better signage to car parking available off Jetty Road
- Allow for further parking for loading and disabled
- More free car parking

Community issues and needs

- Lockers for storage of personal items required
- Additional quiet areas for busking locations
- Space for studying outdoors by the library
- Consider dementia friendly design

Cycling

- More clarity and information needed about how cyclists connect to Jetty Road
- Build on tourism cycling linkages
- Include safe and convenient bike lock up points
- Wayfinding maps included at the end of the Mike Turtur cycleway
- Support for Augusta Street as an alternative cycle corridor
- Some felt bikes should be off Jetty Road – particular concern regarding pedestrian conflict
- Improvement to Tram Stop 16 platform design to make cycling safer

Footpaths and pedestrians

- Supportive of wider footpaths
- New pavement required
- Improvement to Colley Terrace and Moseley Square pedestrian crossing
- Supportive of shared use zone
- Improvement to pedestrian crossings along Jetty Road

Heritage

- Consideration of the registered Aboriginal Heritage site on the corner of Milton Street and Chapel Street
- Maintain the historical and distinctive character of the street and immediate surrounds
- Ensure the restoration of old buildings along Jetty Road

Infrastructure

- Preference for the removal of the Telstra building
- Consideration of solar panels and smart technology
- Including free Wi-Fi along full length of Jetty Road

Licensing

- More activation along the street beyond 10am – 5pm
- Introduce small bar licensing – mixed views some felt it would be a positive others felt it would attract more drinking

Laneways

- Potential for Chittleborough Lane to be activated
- Zones that allow for a broader demographic user group
- Further refinement of laneway activation
- High preference for St John’s Row laneway improvements

Landscaping and vegetation

- Emphasis on the overall landscape along the streets extent requires improvement
- More spaces for reflection
- Support for the introduction of palm trees at the gateway and Colley Terrace
- Support for rollover kerbs
- Ensure new landscaping is in keeping with the surrounding region
- Support for more trees and greenery
- Provide further shading at active pedestrian areas

Lighting, safety and security

- Incorporate feature lighting to the Jetty
- Support for lighting in street trees
- Improve lighting down Partridge/Gordon Street
- Placement of trees should minimise blocking the flow of light to pedestrian areas and ensure CCTV visuals are not obscured
- Additional LED signage and lighting
- Consider slower speed limits
- Consider bollards to protect pedestrians

Public amenities

- Incorporation of an Outdoor pool/ lagoon on the foreshore
- More pop-up shops/events
- More free recreational activities along the street
- A regular local market
- Include locations for Gopher charging stations
- Include more spaces for celebrations
- More public toilets/ changing facilities/ showers/ parenting and feeding facilities
- Including drinking fountains
- Suggestions of a public skate park along the foreshore

Public transport

- Support for the tram to be shifted from Moseley Square to Colley Terrace
- Investigate the bus interchange congestion issues
- Recommendations for bus speeds to be reduced
- Improved shelter and shade at tram stops

Road layout

- Suggestions for traffic calming to be considered
- Suggestions for Jetty Road to be converted to a one way street
- Recommendations for a segment of Jetty Road to be closed
- Suggestions for pedestrian and public transport only
- Consideration for emergency vehicle access

Seating

- Recommendations for metal sides and arm rests to be avoided on seating that will not be shaded during the heat of a summer's day to avoid risk of burns and ensure comfortable and practical usage all year around
- Supportive of seating around poles
- Consideration for designing seating for the elderly
- Inclusion of undercover seating

Wayfinding

- Improved public toilet signage
- Integration of advanced signage on Brighton Road and ANZAC Highway to promote events
- Consideration of key tourist languages and universal symbols
- A series of signage that integrates Wigley Reserve, the Esplanade and Marina
- Improve way-finding on side streets
- Include directional maps
- A new refreshed wayfinding signage suite



Winter Wonderland - Moseley Square

Summary of Survey Feedback

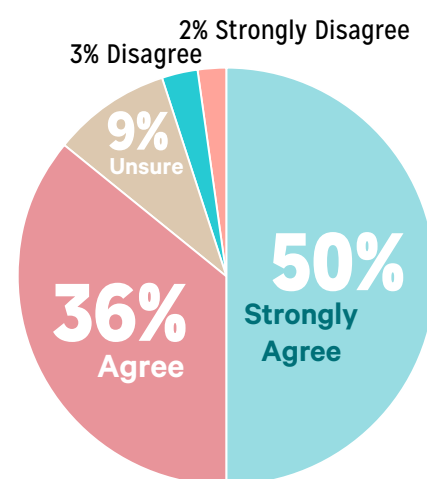
A feedback form was made available in hard copy and electronic format during the engagement period which contained 14 questions (12 closed and two open ended). 378 people completed the feedback form and returned it to the engagement team.

It should be noted that 337 school students participated in the engagement and provided their feedback via the hard copy feedback form; these responses have been included in the analysis.

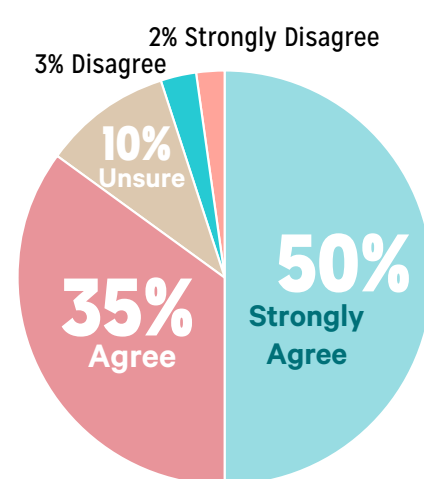
Refer to the appendices (page 32) for all detailed survey feedback.

Do you support the Masterplan's initial concepts for...

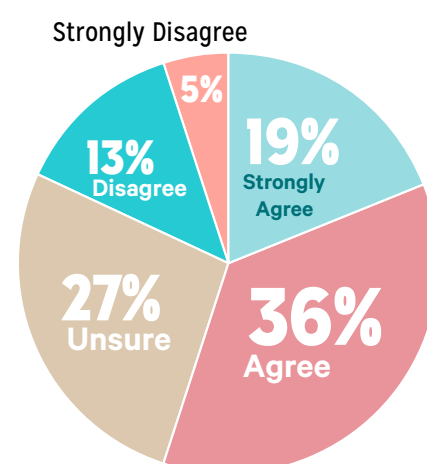
more space for pedestrians



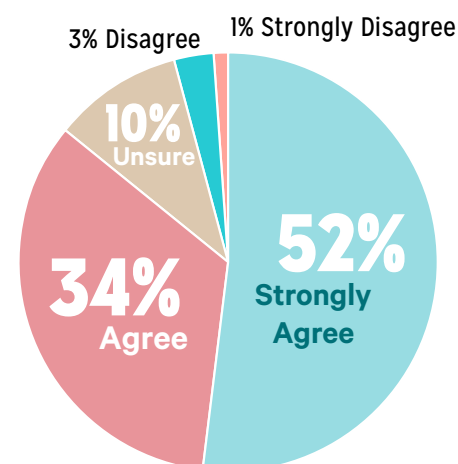
more space for outdoor dining



on-street short term carparking



improving pedestrian safety



Key Comments

"Get rid of cars and make the street for pedestrians and trams only"

"Moving the tram to Colley Ice provides a great visual link east/west as well as improving safety."

"I think that using more space for peoples and outdoor settings is great."

"Gateway at both ends is good - using palm as entry statement."

"Want to see more trees and wider footpaths which are included in the Concept Plans."

"The décor, greenery and furniture looks very attractive and functional."

"Lights above would make Jetty Road look very nice and attract more people, especially at night."

"Better promotion of off-street car parking"

"Really like Chapel Street closure & resulting event space"



03 Summary

Overview

The Phase 2 engagement process achieved engaging the community and key stakeholders with a package of initial concepts that reflected feedback that was collated from Phase 01. This level of engagement allowed the community to track the progress of the masterplan and gain an understanding of how their Phase 01 feedback was interpreted and acknowledged in developing the initial concepts.

The focus of the Phase 2 engagement process was to introduce the initial concepts and seek feedback on the direction the masterplan is proposing. The main aim was to seek initial feedback on the questions of:

- What key moves do you agree with along Jetty Road?
- Do you have any key priorities that should be addressed along Jetty Road?
- Is there anything else that should be considered in the concepts?

Through the 'Winter Wonderland' Community Open Day, traders information evening and the 'YourView' Council website an analysis of the feedback provides the following snapshot:

What key moves do you agree with along Jetty Road?

- Support for Chapel Street Plaza
- Support for Palms at the Brighton Road entry and the west end of Jetty Road
- Slowing traffic speeds and an improved pedestrian focused environment

Do you have any key priorities that should be addressed along Jetty Road?

- Improved footpaths conditions + pedestrian safety
- Clearer wayfinding to off-street parking
- Safer cycling environment

Is there anything else that should be considered in the concepts?

- Integration of public art
- Further heritage consideration

Phase 3 community engagement will allow for comment on the initial draft masterplan. This will encase all feedback that has been collated to date from both Phase 1 and Phase 2. The community will be able to comment on such elements as: implementation/staging, materials, furniture etc.

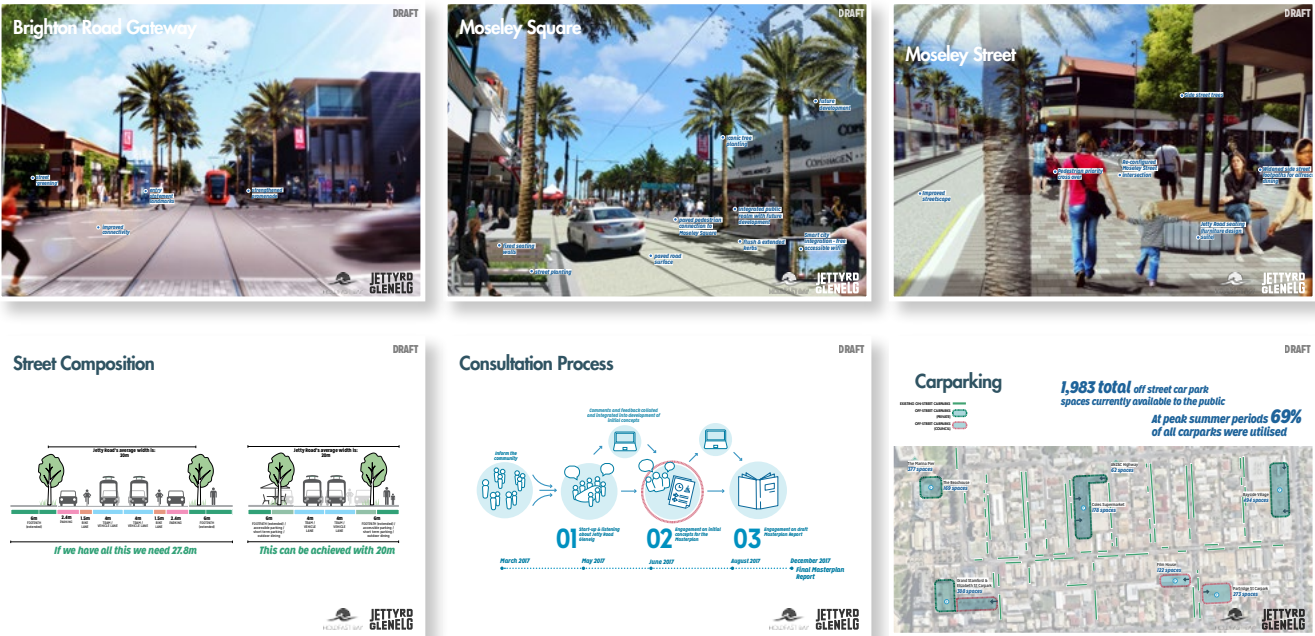


04 Appendices

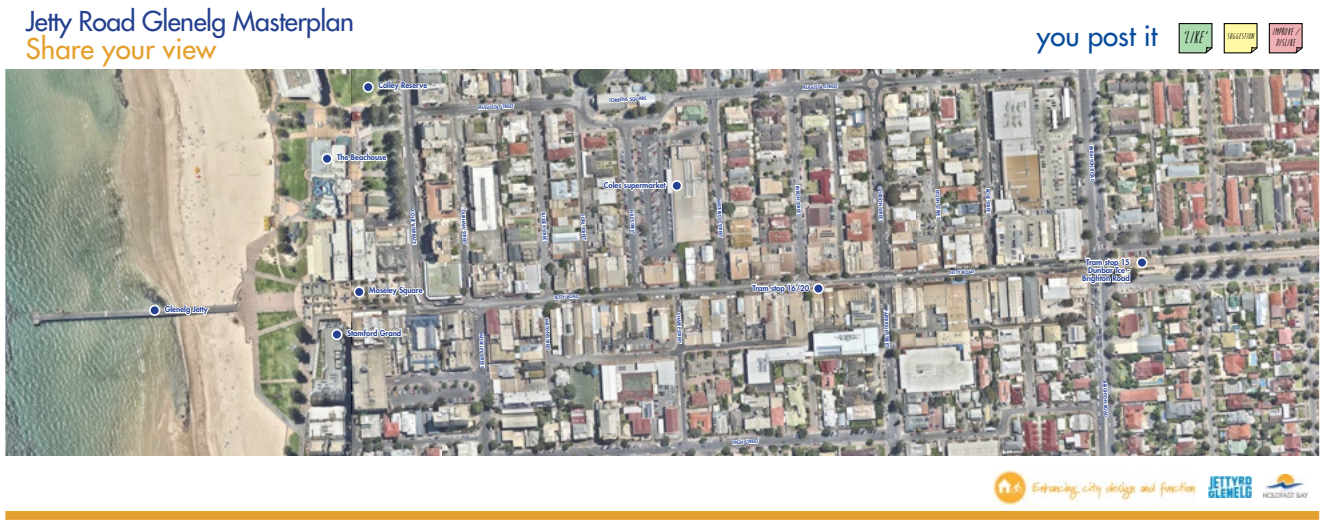
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Engagement Content



Information Boards



Aerial Map



Information Booklet

Phase 02
Survey

Jetty Road Glenelg Masterplan Survey

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

We want your views on the Jetty Road Glenelg masterplan. Your feedback will help inform decisionmaking and further enhance the concept designs.

Spark your ideas by taking a look at the background information we've put together on the project website: www.yourviewholdfast.com/jettyroadglenelg

Please provide your feedback by 13 August 2017.

About you

1. What is your residential post code?

2. I am a (tick all that apply):

- Resident
- Visitor
- Work in the area
- Business owner
- Landlord
- Other (please provide details below)

3. How do you normally get to Jetty Road Glenelg?

- Walk
- Cycle
- Drive
- Train / bus
- Taxi/ Uber
- Other (please provide detail below)

4. How did you hear about the Jetty Road Glenelg Masterplan?

- Council website
- Article in local messenger
- Email or letter from council
- Word of mouth
- Social media
- Poster
- Other (please provide details below)

5. Please tick your age group:

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

6. Car parking

You said you want accessible and short term on-street parking along Jetty Road and the current off-street parking better promoted.

To what extent do you agree the concept plans address (please tick one response):

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree
Short term parking on Jetty Road	☐	☐	☐	☐	☐

7. Footpaths and crossing points

You said you want getting around Jetty Road to be safer and easier.

To what extent do you agree the concept plans address (please tick one response):

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree
More space for pedestrians	☐	☐	☐	☐	☐
Pedestrian safety	☐	☐	☐	☐	☐

8. Cycling

You said you want a clear and safe cycling corridor, improved connectivity to the off-road cycleway and more bicycle parking.

To what extent do you agree the concept plans address (please tick one response):

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree
Safer cycle routes	☐	☐	☐	☐	☐

9. Landscaping and streetscaping

You said street 'greening' and shade were important. You also said an entry statement to Jetty Road from Brighton Road should be more prominent.

To what extent do you agree the concept plans address (please tick one response):

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree
An iconic gateway to Jetty Road	☐	☐	☐	☐	☐
Shade	☐	☐	☐	☐	☐

10. Community spaces

You said footpaths should be wider so there can be more outdoor dining, that you want more events and activation of side streets, you want places to sit and relax.

To what extent do you agree the concept plans address (please tick one response):

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree
Community and event spaces	☐	☐	☐	☐	☐

11. Business and tourism opportunities

You wanted accessible parking for customers and visitors, more space for outdoor dining and more pop-up events.

To what extent do you agree the concept plans address (please tick one response):

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree
Increased visitors	☐	☐	☐	☐	☐
Promote pop-up event spaces	☐	☐	☐	☐	☐
Outdoor dining spaces	☐	☐	☐	☐	☐

12. Please rank in order what is most important to you? (1 being the most important, 8 being the least important).

- Iconic gateway to Jetty Road
- Wider footpaths
- Chapel Street closure and community space
- Moseley Square upgrade
- Safer cycling routes
- Tree planting along Jetty Road and side streets
- Pedestrian safety
- Improving promotion of off-street car parking

13. Is there anything else that could be done to attract visitors to Jetty Road precinct?

14. Are there any other comments you would like to make about the Jetty Road, Glenelg masterplan project?

If you need more space please attach additional pages.

If you want to be kept informed about the Jetty Road Masterplan please provide your details in CAPITAL LETTERS below:

Name

Postal address

Email

What to do with your completed form?

If you are completing this form at the public information event, please return to a member of the project team or place in the feedback box provided at the event.

Alternatively please return the form by post to:

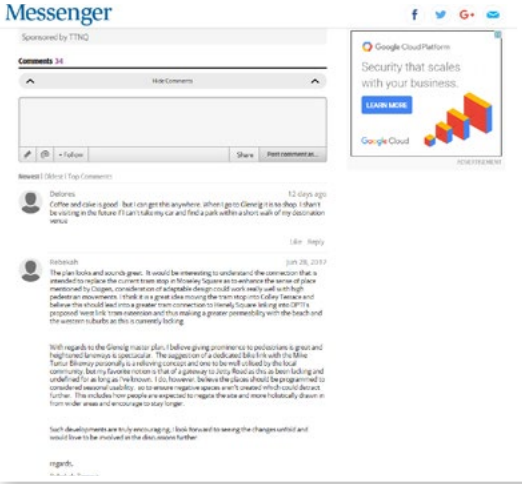
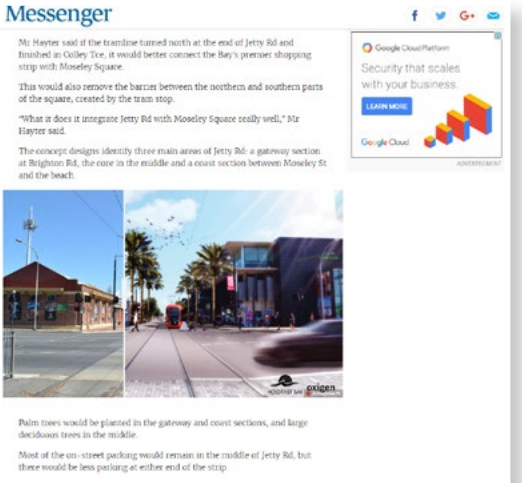
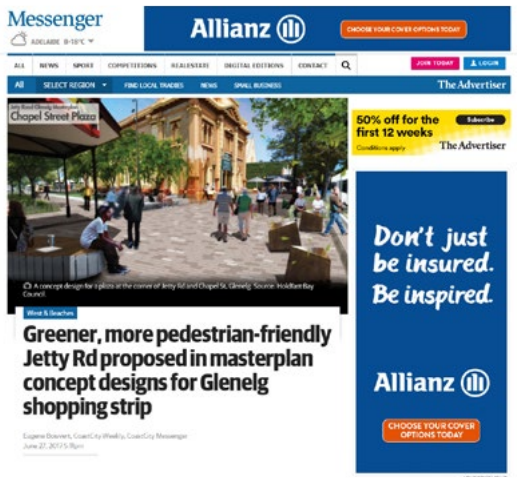
Jetty Road Masterplan, PO box 19, Brighton SA 5048

Or you can scan the form and send via email to:

jetty2017@holdfast.sa.gov.au

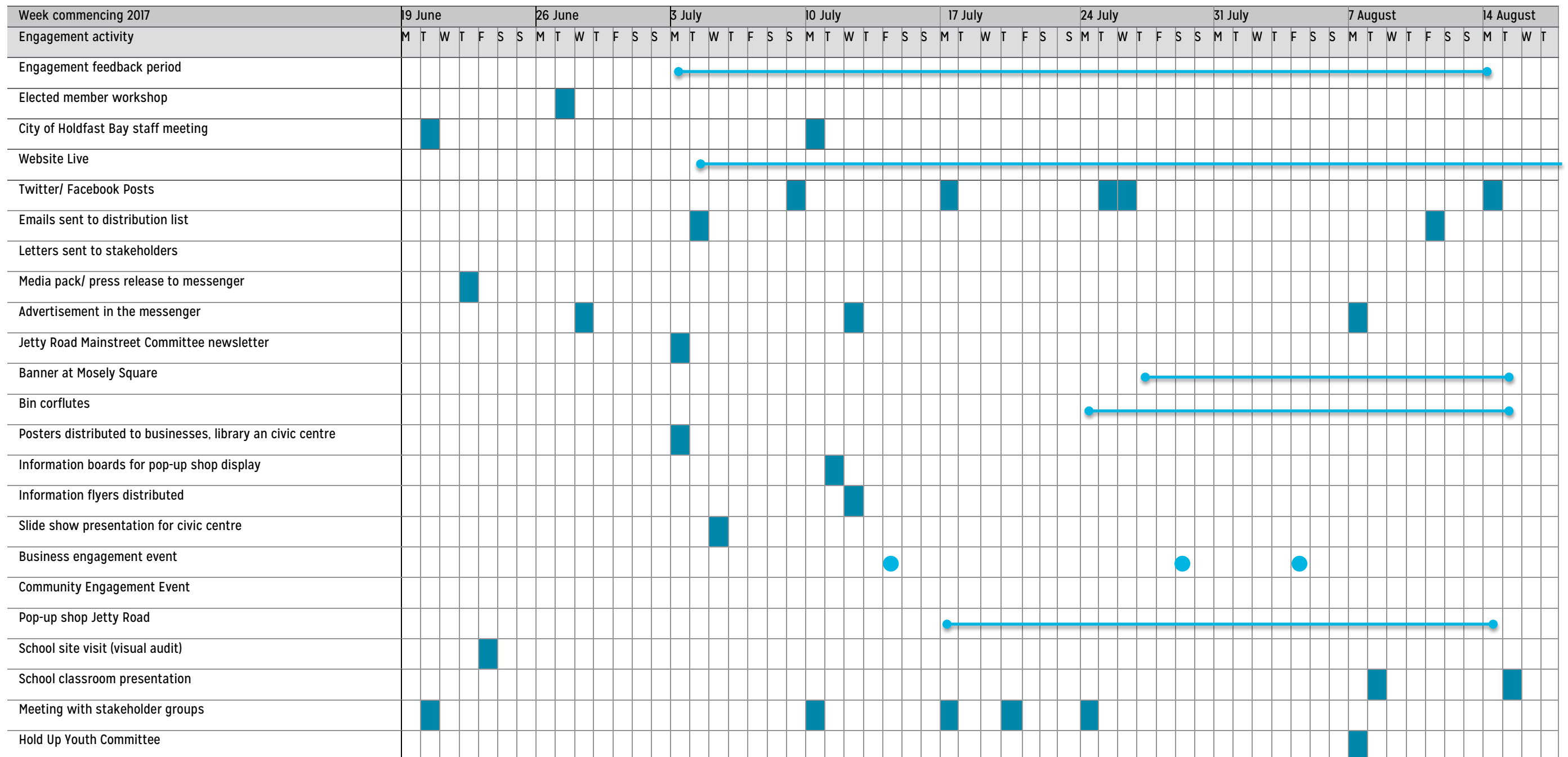
Thank you for taking the time to provide
comments on the Jetty Road Glenelg Masterplan.

Media coverage



When we engaged

Phase Two of Engagement ran for six weeks between Monday 3 July to Monday 14 August. Feedback was accepted until 5pm Monday 14 August 2017.



Survey Feedback Summary

A feedback form was made available in hard copy and electronic format during the engagement period which contained 14 questions (12 closed and two open ended). 378 people completed the feedback form and returned it to the engagement team.

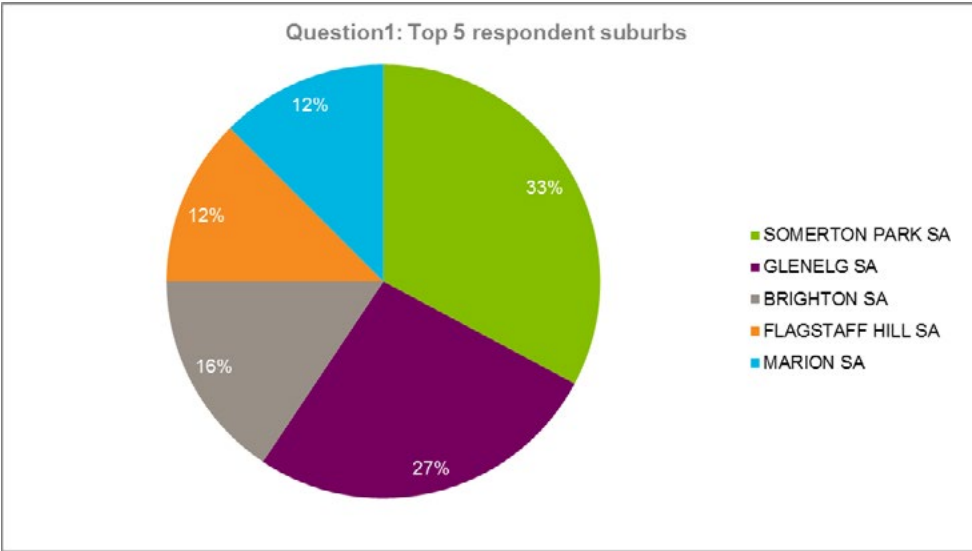
It should be noted that 337 school students participated in the engagement and provided their feedback via the hard copy feedback form; these responses have been included in the analysis.

4.5.1 Question 1: What is your suburb/ residential post code?

The highest percentage of respondents indicated they were from Somerton Park followed by Glenelg and Brighton (refer to Figure 5).

Other suburbs listed included: Seacliff, Glenelg North, Edwardstown, Hallett Cove, Colonel Light Gardens, Plympton, Grange, Daw Park, Pasadena, Hawthorndene, Ascot Park, Mitcham, Morphettville, Blackwood, Hove, South Brighton, Warradale, Wayville, Glenelg East, Adelaide, Happy Valley, Gala Vale (NSW), Morphett Vale, Woodville Park, Glengowrie, Park Holme and Torrens Park.

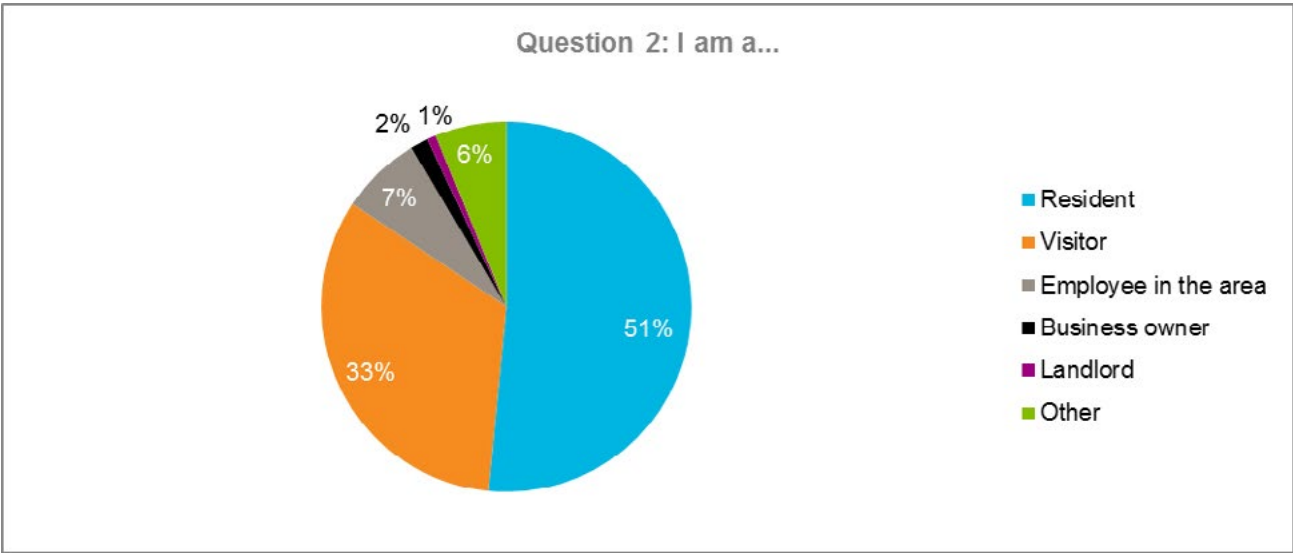
Figure 5 Question 1: Top 5 respondent suburbs



4.5.2 Question 2: I am a (tick all that apply)

Respondents were asked to indicate if they were a: resident, visitor, work in the area, business owner, landlord or other. Most respondents indicated they were a resident (51%) and/or a visitor (33%).

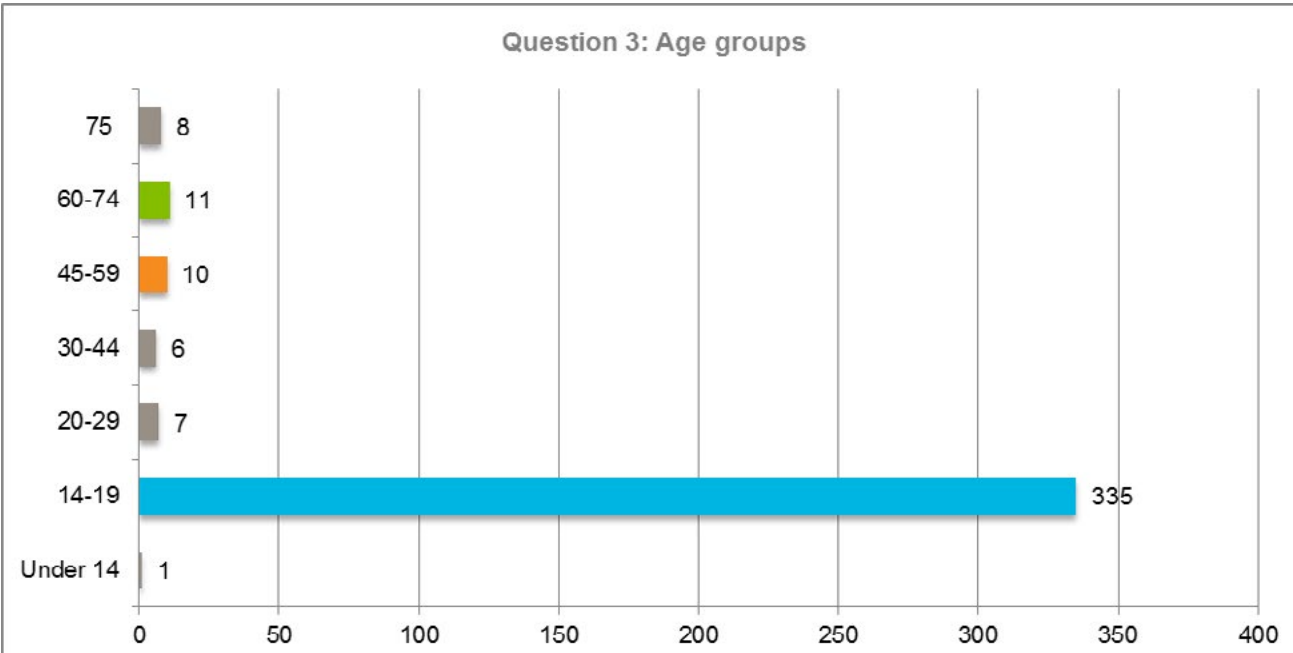
Figure 6 Question 2: I am a...



4.5.3 Question 3: Please select your age group

Respondents were asked to tick their age group and based on responses, most who completed the feedback form were aged between 14-19 years of age (n=335). The second highest age category was 60-74 year olds and 45-59 year olds. It should be noted at 337 school students completed the feedback form.

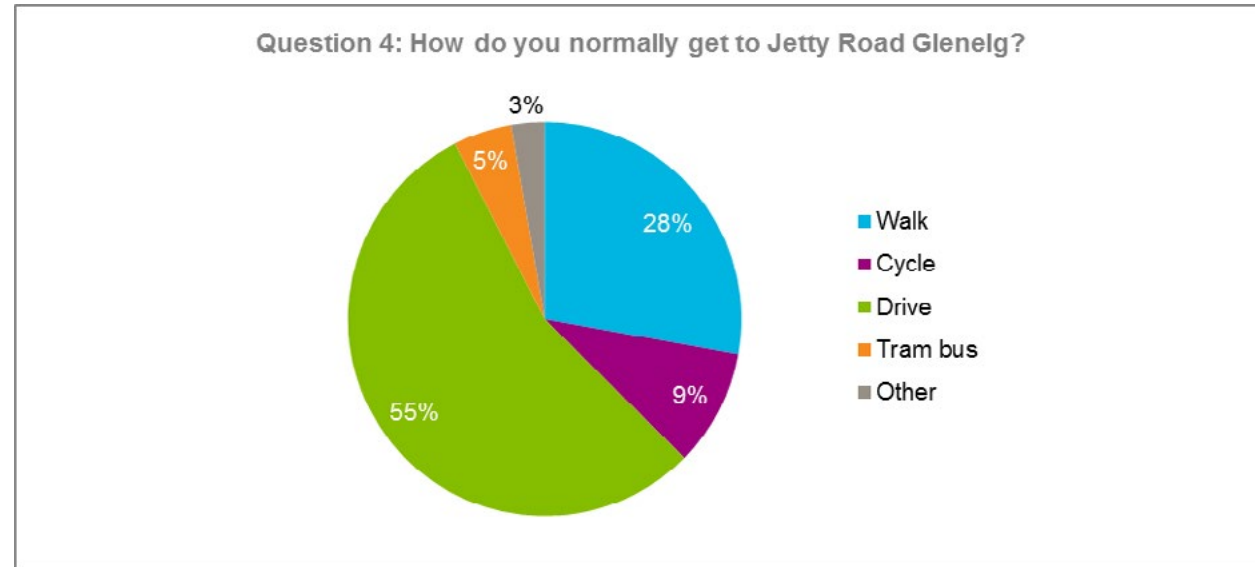
Figure 7 Question 3: Age groups



4.5.4 Question 4: How do you normally get to Jetty Road Glenelg?

Question 4 asked respondents how they normally get to Jetty Road, Glenelg and most people indicated they drive (n=241), followed by walking (n=122) and then cycling (n=42).

Figure 8 Question 4: How respondents get to Jetty Road, Glenelg



When broken down by user type the most common form of getting to Jetty Road for residents, employees in the area, landlords and business owners was walking and for visitors, driving. Students from Brighton High School indicated they most often get to Jetty Road by driving (getting a lift).

The following graphs are divided into user groups.

Figure 9 Resident mode of travel

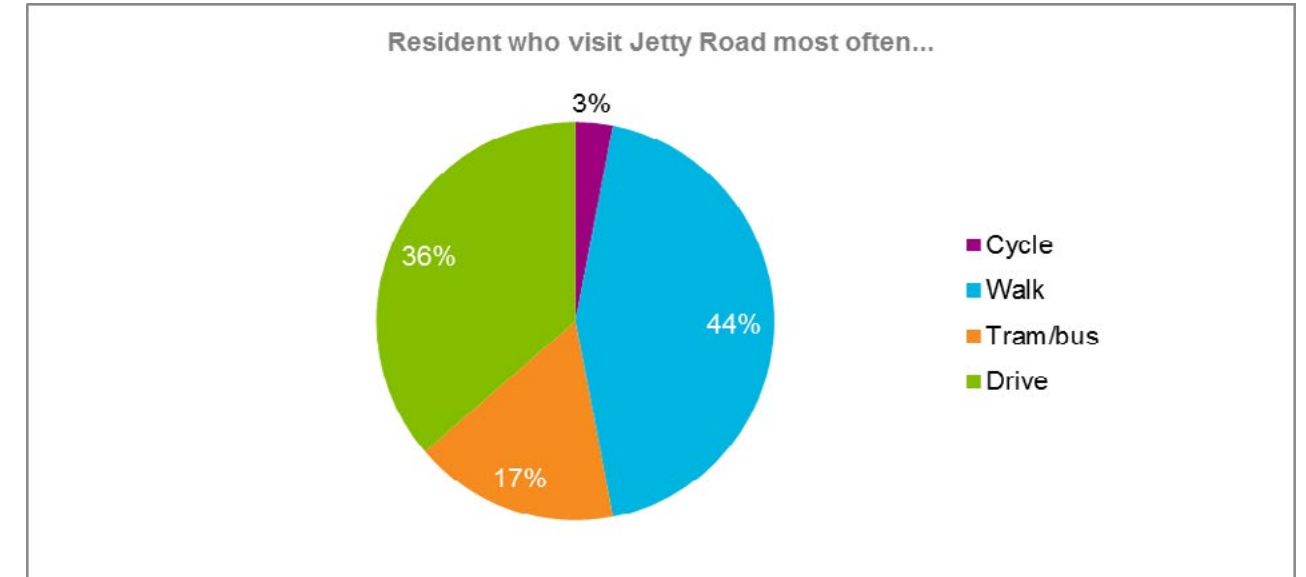
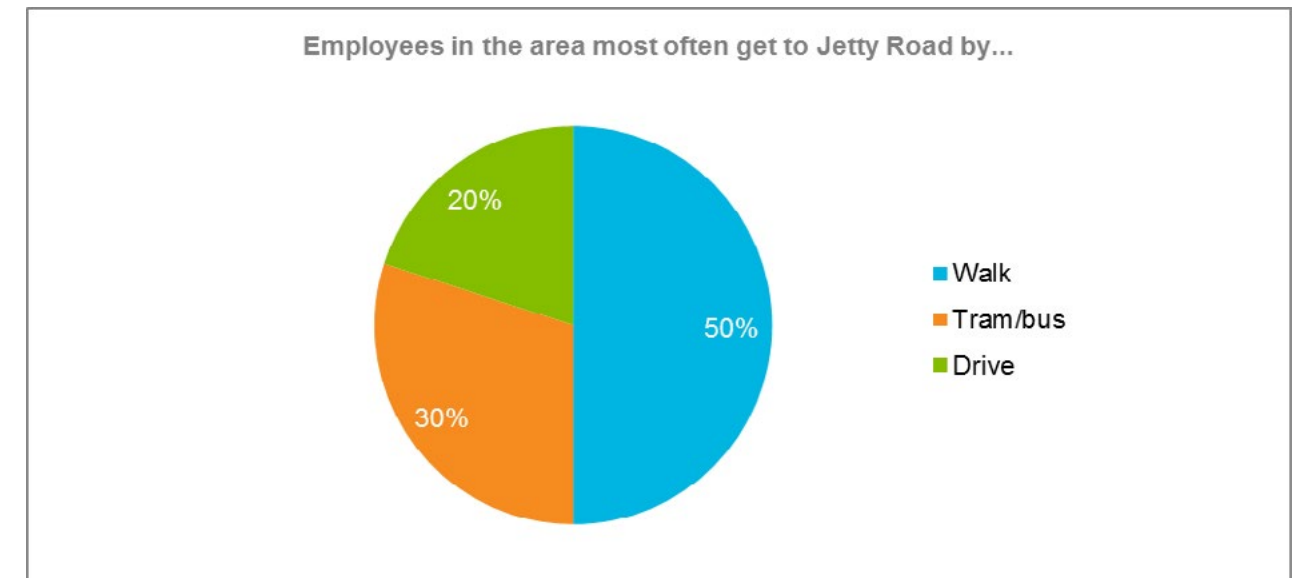


Figure 10 Employee mode of travel



Note: No employees in the area indicated they cycled to work.

Only one business owner and one landlord completed the survey; both indicated they most often get to Jetty Road by walking.

Figure 11 Visitor mode of travel

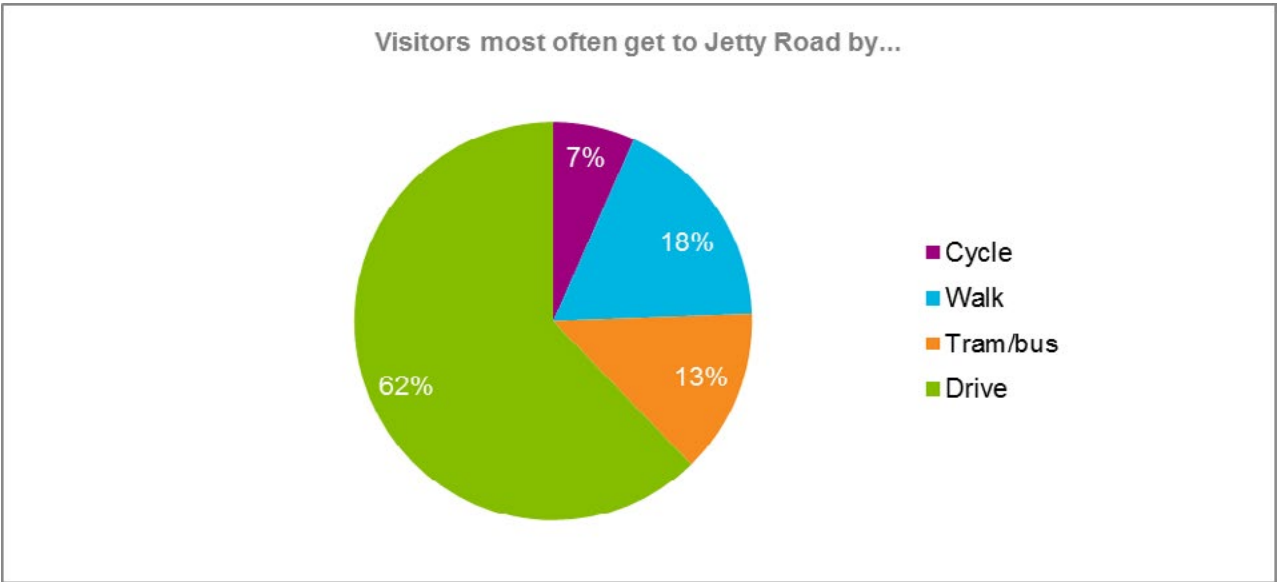
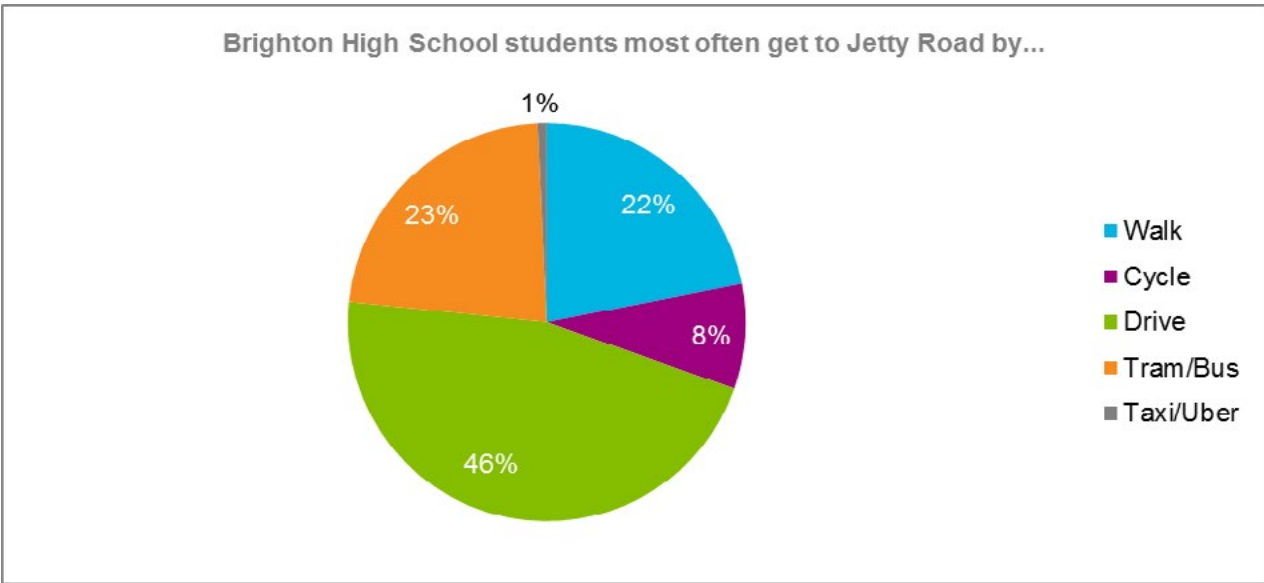


Figure 12 Brighton high school mode of travel



4.5.5 Question 5: How did you hear about the Jetty Road Glenelg Masterplan?

To help inform future communication mediums we asked respondents to indicate how they heard about the Jetty Road Masterplan. Overall most respondents indicated they heard about the Masterplan through school, followed by word of mouth and then by articles in the messenger.

Figure 13 Question 5: How respondents heard about the masterplan

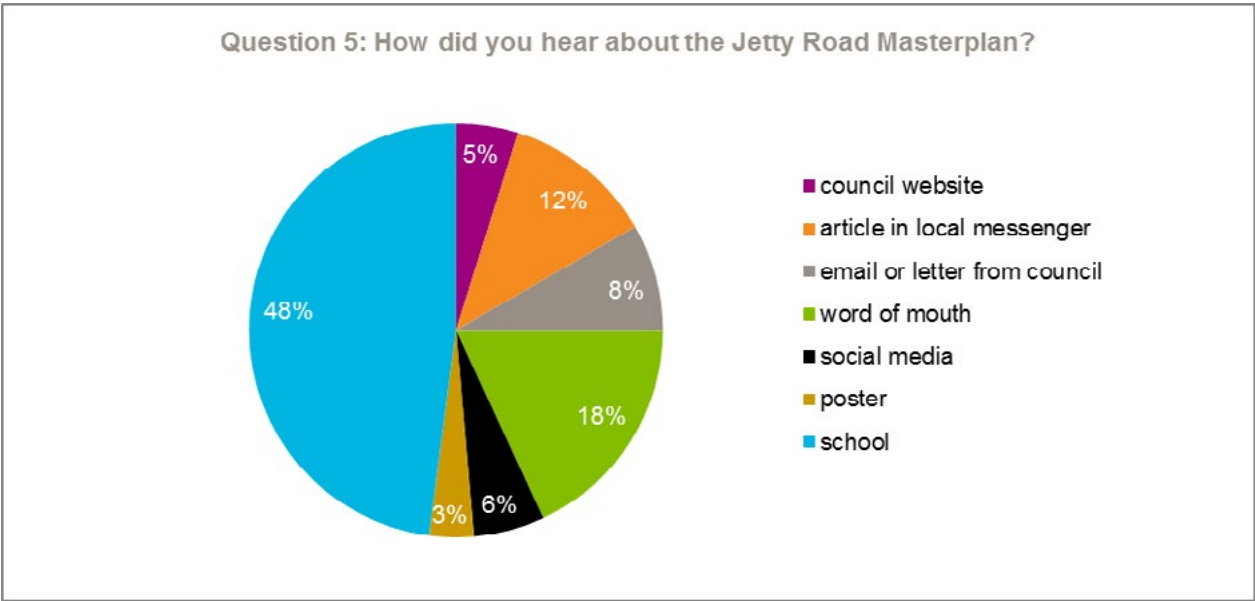
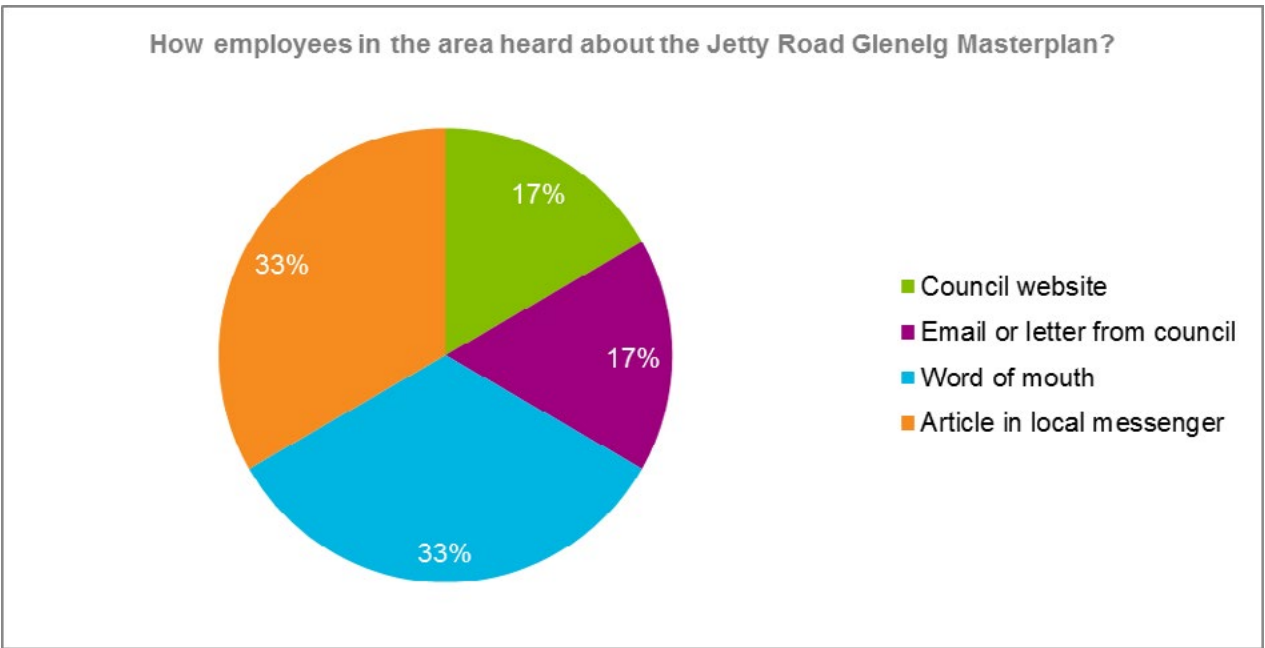


Figure 14 Employee method of communication



Note: No employees indicated they heard about the Jetty Road Glenelg Masterplan via social media or posters.

Figure 15 Resident method of communication

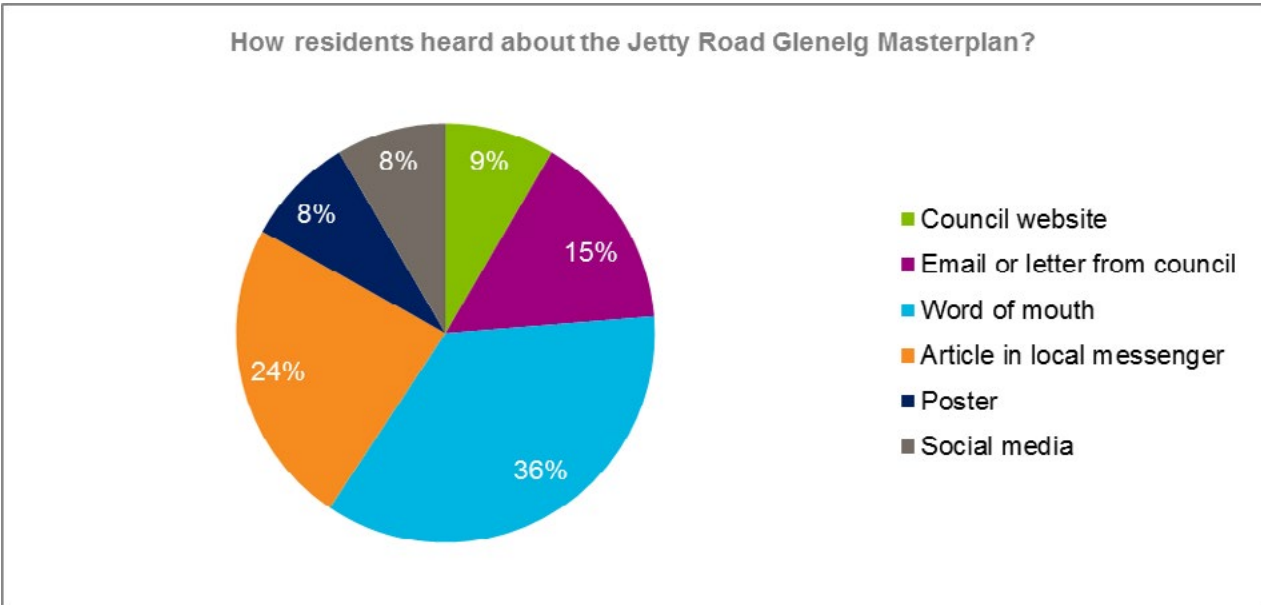
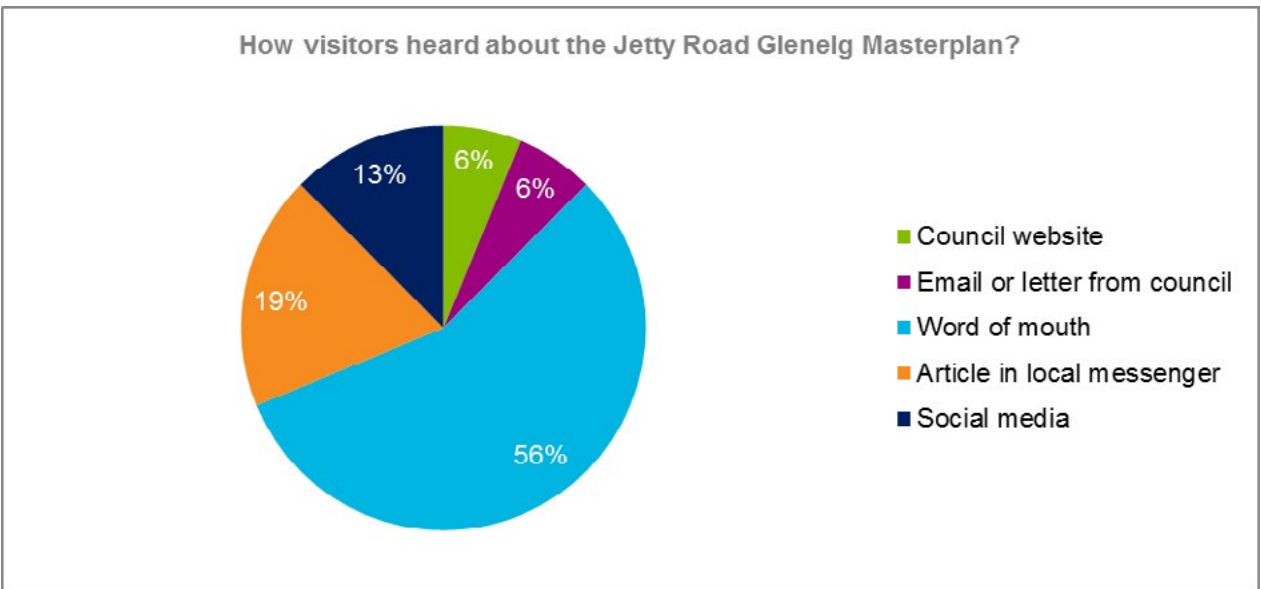


Figure 16 Visitor method of communication



Note: No visitors indicated they heard about the Masterplan via posters.

Business owners and landlords indicated they heard about the Jetty Road Masterplan from articles in the local Messenger and posters.

4.5.6 Agreement to proposed concept plans in addressing key principles

Questions 6 to 11 asked respondents to indicate to what extent they agree the concept plans address a number of factors which were raised during the first phase of consultation. Respondents could select: strongly agree, agree, unsure, disagree and strongly disagree.

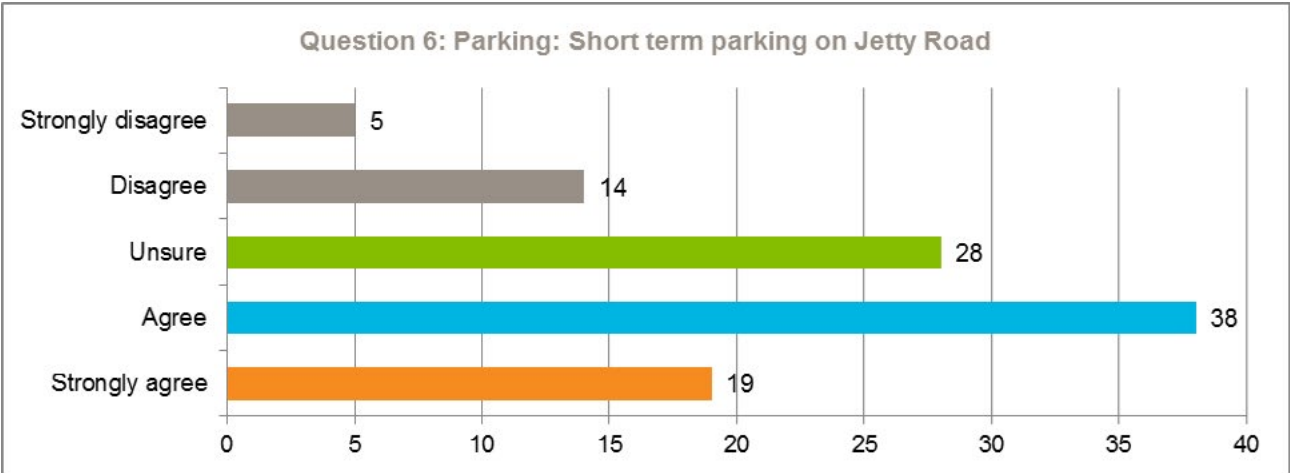
Respondents were asked to indicate to what extent they agree the concept plans address:

- Car parking
 - Short term parking on Jetty Road
- Footpaths and crossing points
 - More space for pedestrians
 - Pedestrian safety
- Cycling
 - Safer cycle routes
- Landscaping and streetscaping
 - An iconic gateway to Jetty Road
 - Shade
- Community spaces
 - Community and event spaces
- Business and tourism opportunities
 - Increased visitors
 - Pop-up event spaces
 - More space for outdoor dining.

4.5.7 Question 6: Car parking

This question asked respondents to indicate to what extent they agree the concept plans address short term parking on Jetty Road. Of those who responded 55% (n=57) agreed or strongly agreed that the concept plans addressed short term parking on Jetty Road while 27% (n=28) indicated they were unsure. It should be noted that this question was not completed by school children as they do not drive.

Figure 17 Question 6: Car parking

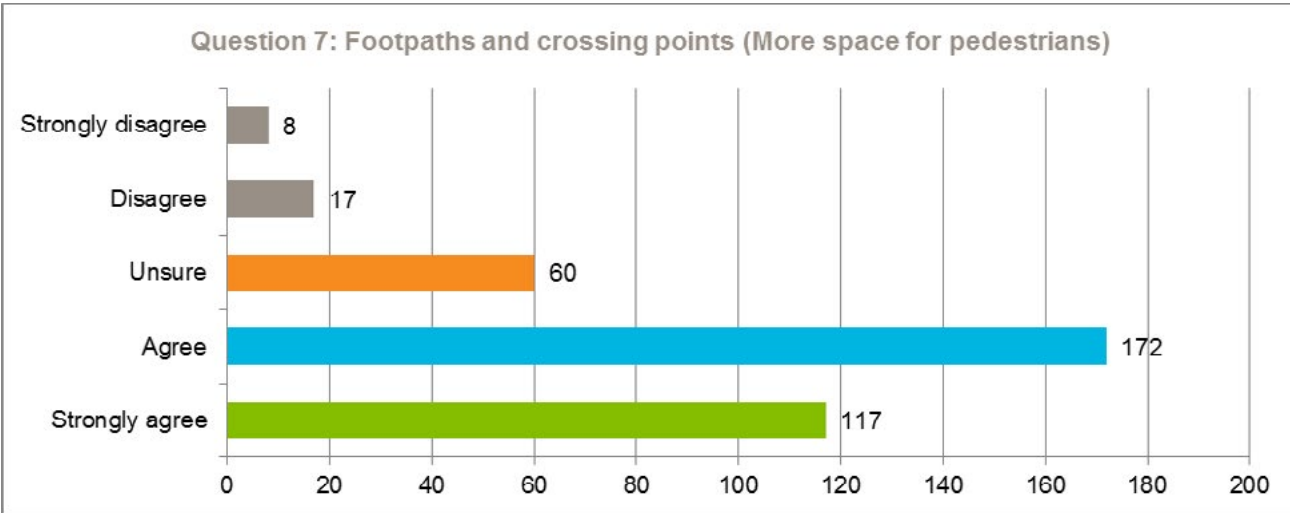


4.5.8 Question 7: Footpaths and crossing points

This question asked respondents to indicate to what extent they agree the concept plans address a) more space for pedestrians and b) pedestrian safety on Jetty Road.

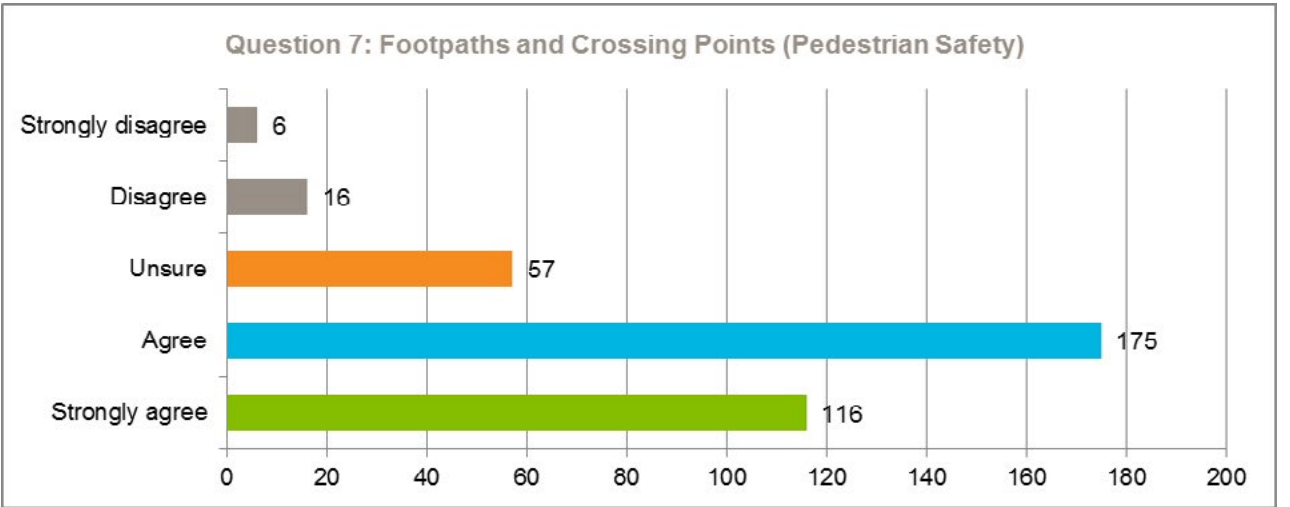
- a. Of those who responded 77% (n=289) agreed or strongly agreed that the concept plans addressed pedestrian safety.

Figure 18 Question 7 a): More space for pedestrians



- b. Of those who responded 78% (n=291) agreed or strongly agreed that the concept plans addressed pedestrian safety.

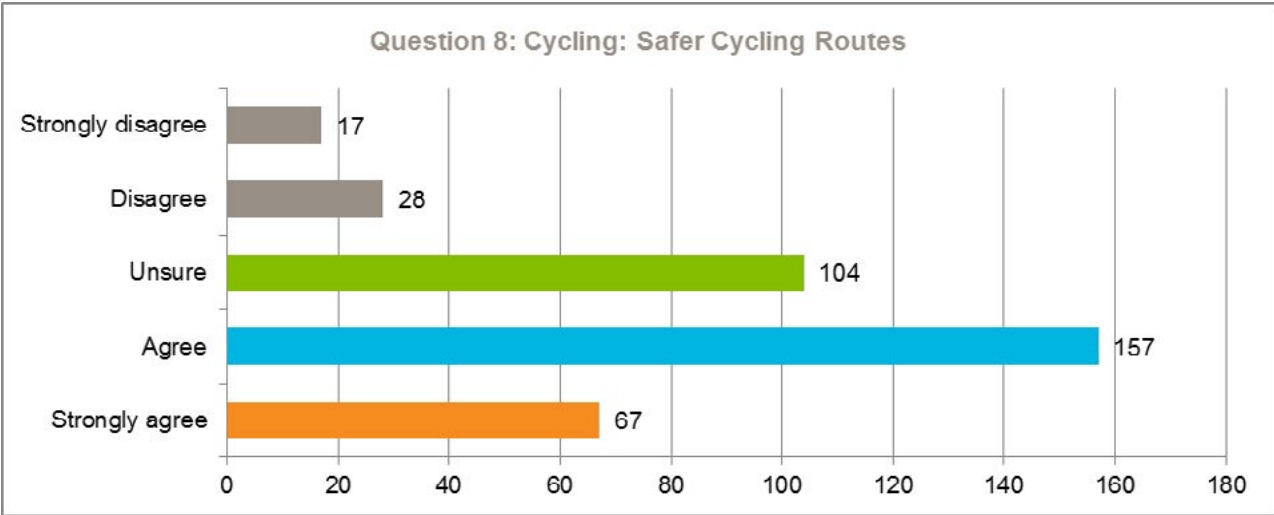
Figure 19 Question 7 b): Pedestrian safety



4.5.9 Question 8: Cycling

This question asked respondents to indicate to what extent they agree the concept plans address safer cycling routes on Jetty Road. Of those who responded 60% (n=224) agreed or strongly agreed that the concept plans addressed safer cycling routes while 28% (n=104) indicated they were unsure.

Figure 20 Question 8: Safer cycling routes

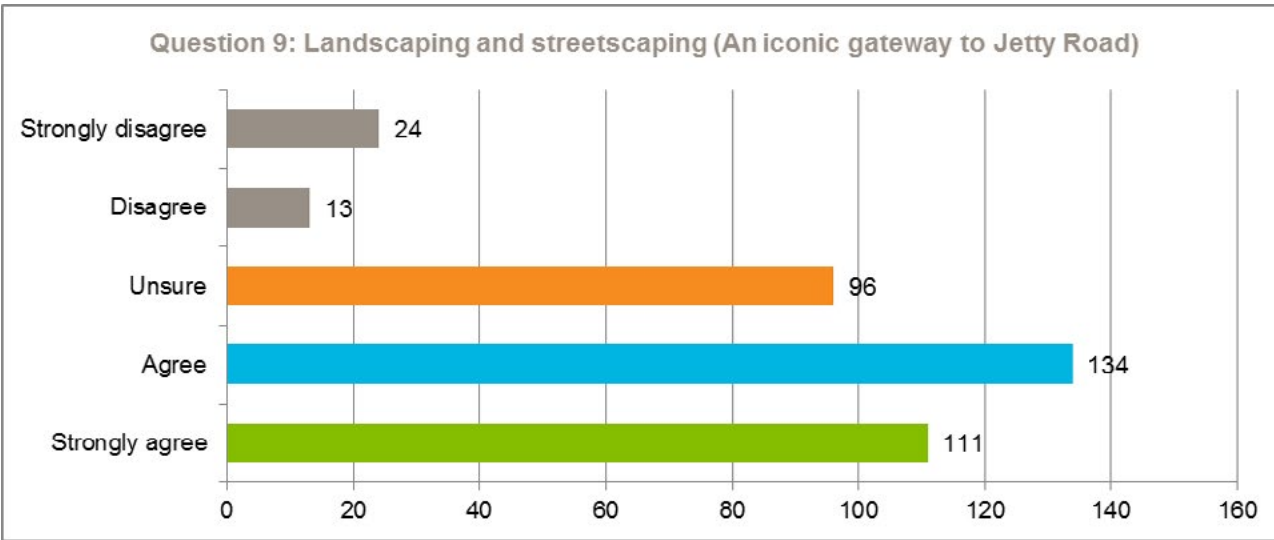


4.5.10 Question 9: Landscaping and streetscaping

This question asked respondents to indicate to what extent they agree the concept plans address an iconic gateway to Jetty Road and shade on Jetty Road.

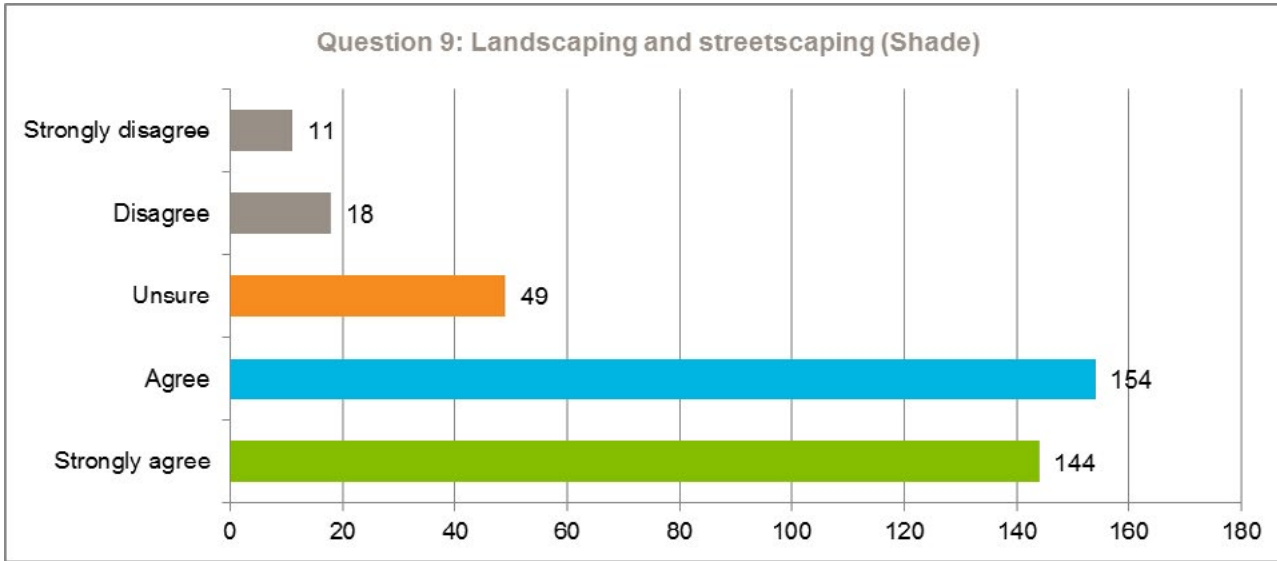
- a. Of those who responded 65% (n=245) agreed or strongly agreed that the concept plans addressed an iconic gateway to Jetty Road while 25% (n=96) indicated they were unsure.

Figure 21 Question 9 a): An iconic gateway to Jetty Road



- a. Of those who responded 79% (n=289) agreed or strongly agreed that the concept plans addressed shade while 13% (n=49) indicated they were unsure.

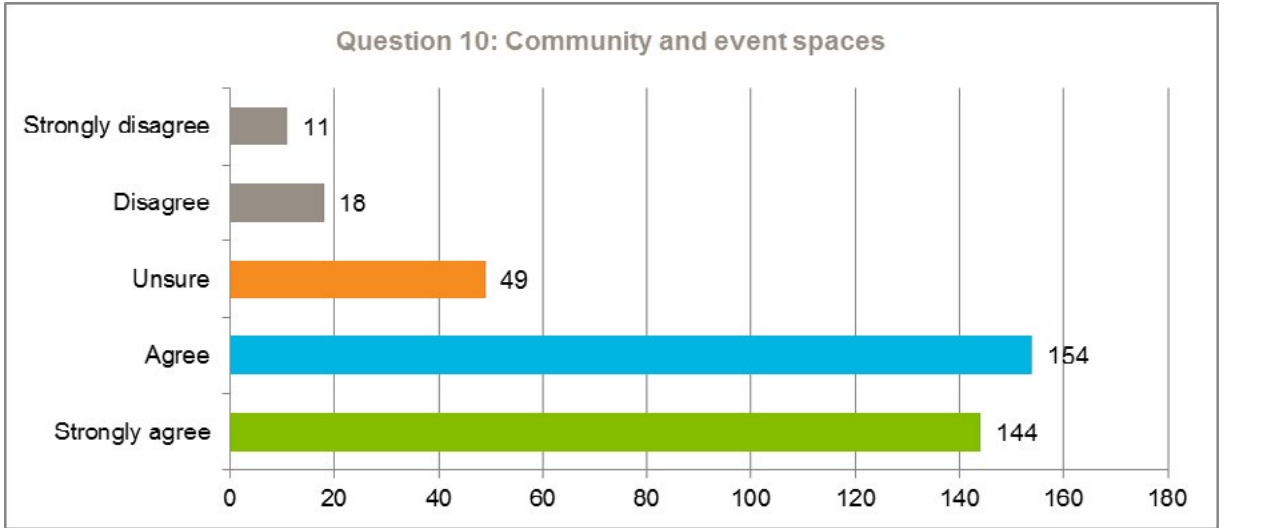
Figure 22 Question 9 b): Shade



4.5.11 Question 10: Community spaces

This question asked respondents to indicate to what extent they agree the concept plans address community and event spaces on Jetty Road. Of those who responded 87% (n= 298) agreed or strongly agreed that the concept plans addressed community and event spaces while 8% indicated they were unsure.

Figure 23 Question 10 Community and event spaces

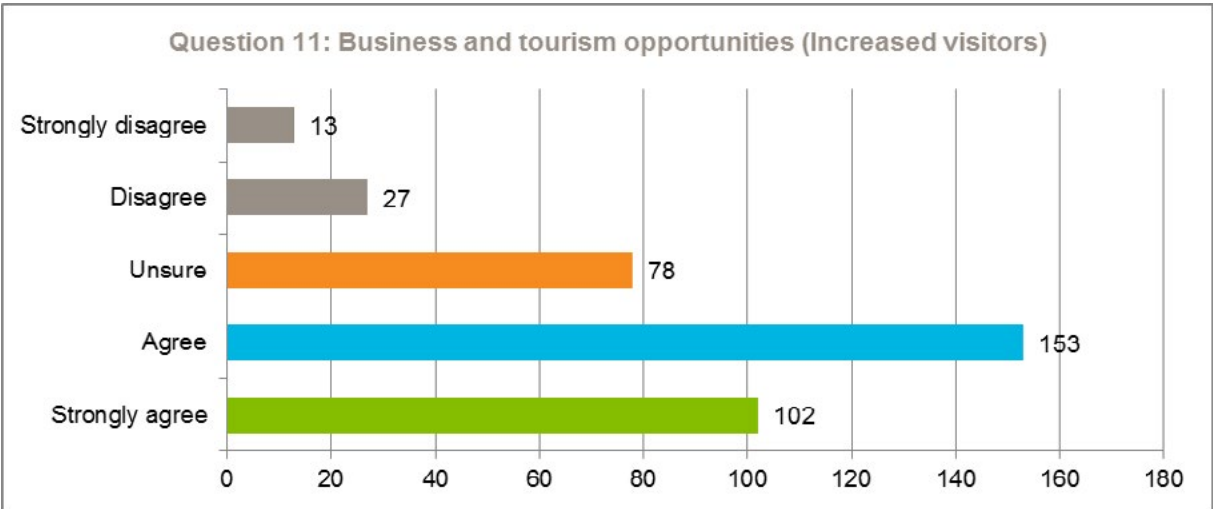


4.5.12 Question 11: Business and tourism opportunities

This question asked respondents to indicate to what extent they agree the concept plans address increased visitors, promotes pop-up event spaces and outdoor dining spaces on Jetty Road.

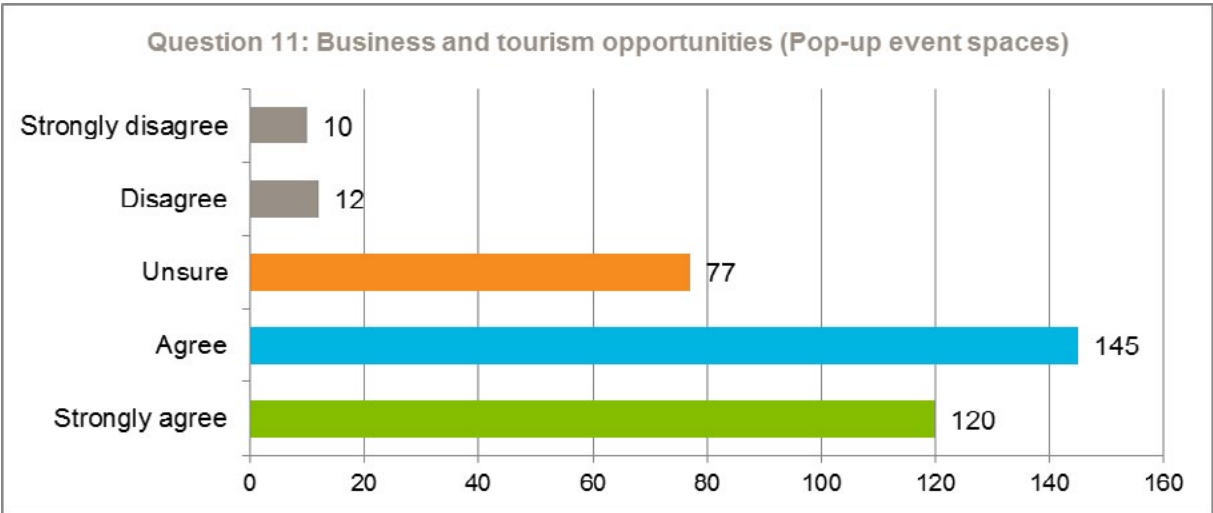
- a. Of those who responded 68% (n=255) agreed or strongly agreed that the concept plans addressed increased visitors while 21% (n=78) indicated they were unsure.

Figure 24 Question 11 a): Increased visitors



- b. Of those who responded 73% (n= 265) agreed or strongly agreed that the concept plans addressed pop-up event spaces while 21% (n=77) indicated they were unsure.

Figure 25 Question 11 b): Pop-up event spaces



- c. Of those who responded 77% (n= 274) agreed or strongly agreed that the concept plans addressed more space for outdoor dining while 19% (n=66) indicated they were unsure.

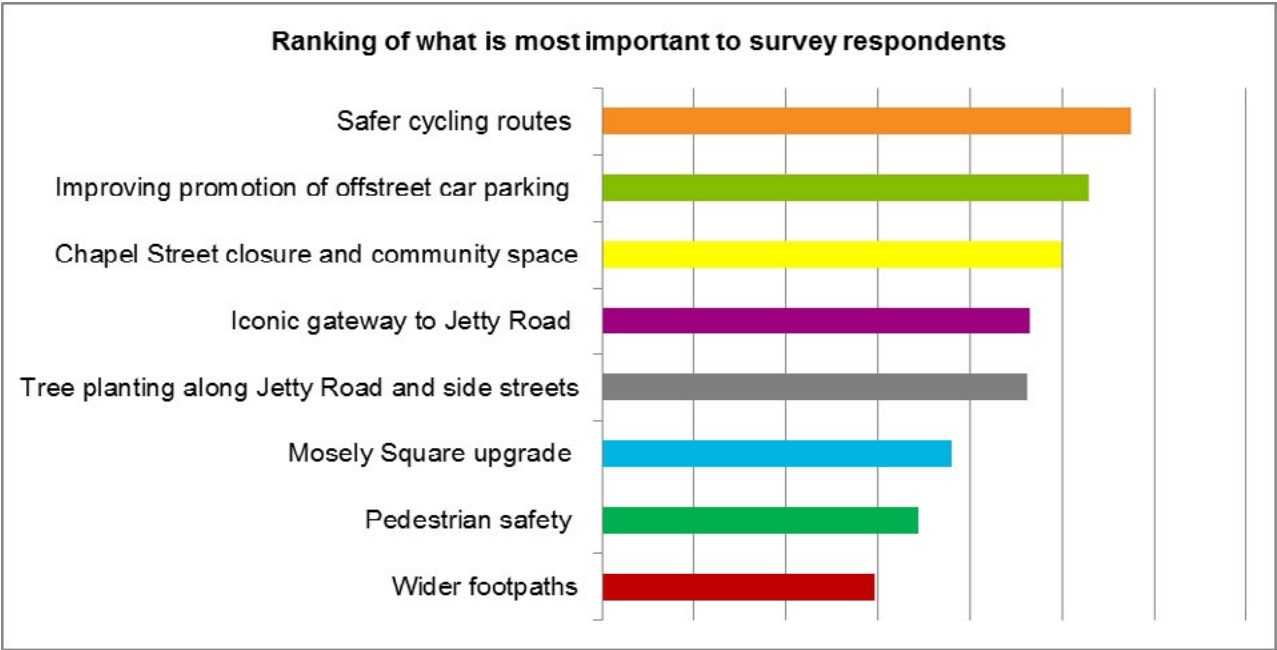
Figure 26 Question 11 c): More space for outdoor dining



4.5.13 Question 12: Please rank in order what is most important to you?

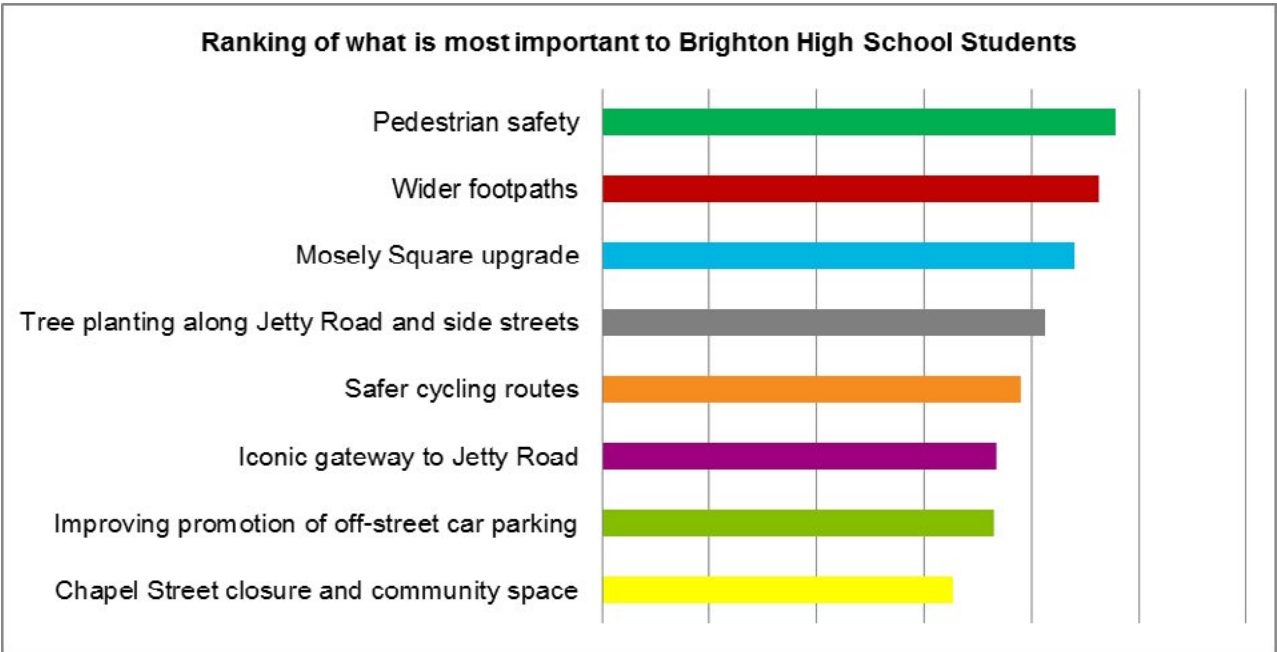
Respondents were asked to rank what was most important to them ranging from 1 to 8, one being the most important and eight being the least important. Pedestrian safety was most important to respondents, followed by wider footpaths and the upgrade of Mosely Square. Least important was Chapel Street closure and community space.

Figure 27 Ranking of what is most important to survey respondents



Note: This graph excludes Brighton High School Student survey responses.

Figure 28 Ranking of what is most important to Brighton High School Students



Note: The above graph contains Brighton High School Student survey responses only.

4.5.14 Question 13: Is there anything else that could be done to attract visitors to Jetty Road precinct?

The final two questions in the feedback form were open ended and responses have been themed.

Theme	Comment
Public amenity improvements	• Pop-up bars / laneway bars with outdoor heating like Melbourne. • More community learning areas. Like more libraries or internet cafes. More of a student environment. • Improve the overall 'vibe'. • Free recreational activities e.g. half-court basketball, stand up paddle board hire & permanent ice skating arena. • Bring back Luna Park. • Stalls along the beachfront. • Recreational skate park on the beach front. • Make more places which attract the teenage market, such as Sunday markets. • Climbing gym. • Bee keeping. • Events. • A sea 'bus' connecting jetties. • Sunset cruise options from the Jetty. • Market street. • Live shows. • A shopping mall. • Shaded area. • More recreational activities and shops • Games. • Use of new technologies. • Improve beach cleanliness.

Theme	Comment
Events and 'other' visitor attractions	• Having more special events like sport, fashion, food & wine. • Need for uniformity between shop awnings. • Need for better upkeep of upper storey facades. • More events in Moseley Square. • More activities / events to attract all ages e.g. pop-up markets. • Markets. • More night events. • Posters / billboards. • More things unique to Jetty Road. • More family activities. • Music, buskers, artwork, artist studios.
Retail variety	• Better variety of shops and eateries, especially to the east. • Rent rates that encourage start-ups and established business to prosper and stay. • Festivals. • Fast food establishments for an easy meal and free Wi-Fi. • Better stores. • Modern dining. • Under water café (e.g. Santa Monica). • Improve restaurant opening times - closing hours 8-9pm on Friday/sat nights not helping. • Cheap street food - venues serve snack throughs windows to street. • Interactive spaces.

Note: The above table contains raw comments from responders.

Further comments were made in respect to diverse themes, as outlined below:

Theme	Comment
Signage	Update and make signage more vibrant.
Art	- More street art - More graffiti and artwork - Places to visit that are free - perhaps a series of art galleries with exhibitions open to everyone.
Car parking	- More free car parking - Car parking capacity needs more work in this plan - Consider making the Coles carpark multi-deck, or building a rooftop car park on top of the Coles building (like Woolworths) - Parking seems to be an issue, especially longer term parking if council want people to "stay and play" - Better promotion of off-street car parking - Colley Terrace paid parking does this have to be paid 24 hours, could evenings be free? - No car parking on Jetty Road
Cycling	- Ban cyclists completely - Ensure that cyclists will continue to be provided access to the road environment along JR (including footpaths) as currently provided under the law. - Riders will continue to dismount and walk when it is safer and more convenient to do so. - Provide more racks to park bikes in side streets. - No cycling on Jetty Road. Have more bike racks on side street near Jetty Road.
Infrastructure	- KI Ferry to Glenelg Jetty - Free and improved wifi (nbn) - Speed the tram up through Jetty Road as it is slow - Commercial "windblocks", screens & stylized shelters could be placed in key areas + outdoor seating areas to mitigate high winds (which often render sections of the esplanade and Square unusable during bad weather and winter months) - The jetty redevelopment/extension is a great ICONIC idea - Connect the marina with Moseley Square better (so you can effectively walk to each other without being too exposed to the elements) - Tram stop presence in Moseley Square is important.
Lighting	Night lights (fairy lights)
Gateway	The gateway entrance dolphin or big fish of some sort maybe 10 years ago or more - please put this back if it has been kept.
Maintenance	Control rubbish bins on corner of Jetty Road and Durham Street

Theme	Comment
Pedestrians	- Have walking lights at a couple of more spots along the Jetty Road, changing every 3 minutes no buttons. For older people to cross. - Change into pedestrian mall with use of all multi-level car parks supplied - Turn Jetty Rd into a pedestrian mall from the Partridge St/Gordon St intersection allowing Tram access only - Modern footpath - The pedestrianisation would extend Moseley Square activity up into Jetty Road as was seen during the Tour Down Under closure.
Pedestrians/ Traffic	- Please consider diverting buses to less congested eastern end of Jetty Road. - Western end from Partridge Street is congested and pedestrian safety issues. - Pedestrian crossings stopping traffic would create more carbon monoxide fumes.
Promotion	Promote events more.
Road layout	- Gordon Street, High Street, Moseley Street, onto Colley Terrace onto Anzac Highway would make an ideal one way ring road. - Road closures for occasional events is fine but not all the time. - Close Jetty Rd to cars. - Close half of Jetty Road and put pop up events (no car sections). - No roadway - only trams and people. No footpaths - just one continuous surface.
Seating	- Seating with back support. - More spaces to sit down.
Traffic	Could all the non-state government buses showing 'not in service' etc signs be diverted to other streets. There are a large number using Jetty Road and increase traffic considerably.
Vegetation/ Pedestrians	Want to see more trees and wider footpaths which are included in the Concept Plans.
Vegetation	- Plant more trees in Durham Street - Flowers - More trees and greenery needed in draft concepts - Gordon Street intersection on Jetty Road going north had Norfolk Islands which were removed and need replacing with suitable tall species e.g. like tall palms on draft concepts.
Other	Focus should be concentrated on Moseley Square and the immediate surrounds.

Note: The above table contains raw comments from responders.

4.5.15 Question 14: Are there any other comments you would like to make about the Jetty Road, Glenelg masterplan project?

Respondents were given the opportunity to make additional comments about the masterplan project and comments included:

Theme	Comments
Car Parking	- There is not enough short term parking as it is, which is only driving tourists away. I have seen the same problem overseas and have been unable to visit some sites because of no parking or alternatively expensive parking fees. - Don't remove any car parks. - With car/bus traffic and the few on-street parking spaces removed from Jetty Road, there would be significantly greater room for expanded footpaths, allowing safe transit for pedestrians and cyclists up and down Jetty Road. Widened footpaths allow for outdoor dining, which is far safer when cars are removed from the mix. - Shop at Jetty Road Glenelg because it is quick and convenient to stop out the front of shops and make it easy. - Concerned about loss of car parks in middle to replace with trees. Raised car park areas may work as long as protect pedestrians in light of recent events with drivers purposely running down people (Bourke Street Mall and London).
Cycling	- General concept good. The mixing of cyclists and pedestrians is not good. This leads to conflict and cyclists ignore areas signed for pedestrians. In front of the Grand and Moseley are examples where cyclists do not dismount and weave their way through pedestrians and children at inappropriate speed. - Safer cycling.
Entrance Statement	Gateway at both ends is good - using palm as entry statement.
Events	- Consider events for teenagers - little kids always catered for. - Bring back the birdman rally!
Heritage	I think the plan, although look modern looks Americanised and should try to stick to both the culture of Australian e.g. not using palm trees, as well as maintaining history of Glenelg.
Landscaping	- Must ensure that surfaces used are non-slip. - Must use contrasting colours on kerb to footpath for visually impaired. - More alfresco dining means more items on the footpaths - needs to be removed at night - no planters. - The décor, greenery and furniture looks very attractive and functional. - I think that using more space for people and outdoor settings is great.
Lighting	Lights above would make Jetty Road look very nice and attract more people, especially at night.

Theme	Comments
Other	- Consider allowing alcohol at events. - Pleased with the clarity of concepts identified and solutions offered. The displaying of the proposed street plans in an available shop window was very useful as I could imagine the real outcomes by turning around and seeing the marked widths of the footpaths etc. - In general I think you have done a great job. I love the concepts for Chapel St closure, pop-up events in side streets, tree planting, street furniture etc. If all of this happens it will make an enormous difference. Well done so far!! - Disagree with the proposed private residential development by TAPLIN above the Colley Tce/Jetty Rd corner. Moseley Sq is the centrepiece of Glenelg and should remain iconic and accessible to all. - The new TAPLIN cinema complex and Woolworths shopping area at the start of Jetty Rd are eyesores - cold cement fortresses! - There is plenty of room for highrise apartments along the esplanade and sidestreets off Jetty - which will attract higher investments if the square and strip have a worldclass vibe. Aim big: something like the balconies you see in the French Quarter of New Orleans or Ocean Dr in Miami! - Really supportive of regeneration to the area! - Ideas seem achievable. - Beach chairs for hire. - Mobile vendors.
Pedestrians	- There is ample evidence that in retail precincts such as Jetty Road, shoppers that walk and cycle for their shopping needs, spend more per month than those shoppers arriving by car. Ensuring safe and convenient access to those that prefer to walk and ride will only benefit local business along the precinct. The lack of understanding that current businesses have in regards the benefit of these transport options and their understandable though flawed assumption that "more car parking" equates to more business, displays a requirement that Council must play a greater educational role in providing local businesses with the best evidenced based information to generate improved economic outcomes for the community. - More zebra crossings.
Public amenities	- Some good ideas, there seems to be a lot of cosmetic/beautifying ideas, which is nice, yet to really bring people you need to add new functionality. - Jetty Road lately has been competing with the new Henley Beach refurbishment, in which people can somewhat easily park and be right on the beach with a major water feature. - Ensure public toilets are strategically placed. - Consideration of a built in little stage to attract performers and plays in Chapel Street or Moseley square. - Tidal pool on Glenelg Beach or even Glenelg North, just the basic concrete type that they have all up the NSW coast (e.g.. Coogee coastline or Icebergs) - A fountain (that the children can play in Summer time) in the Chapel street development, to really invigorate the area and link it more to the cinemas.

Theme	Comments
Public transport	- Keep tram stop in Mosely Square, this is a good location for the tram stop, delivering visitors directly to the 'heart' of Glenelg with ocean views as they step off. Removing the tram stops from Jetty Road would eliminate a key transport method and an iconic part of the Glenelg experience, whilst moving the final stop onto Colley Terrace would be a financial burden and create traffic issues. - Maximum benefit is provided from leaving the tramline and stops unchanged. As people are familiar with trams operating in the area, and trams run at slow speeds along Jetty Road, the risk posed by collisions with pedestrians is relatively low. - The concept of shifting tram terminus from Moseley Square to Colley has some great merit to provide a suitable open space for public forum, entertainment, promotional events etc. Provides a great visual link east/west as well as improving safety.
Retail variety	- It does not matter how much council spends as the properties are privately owned. It's the mix of shops that is a problem as how many clothes shops do we actually need? - Make things cheaper! Way too expensive!
Road layout	- Really like Chapel Street closure & resulting event space - Have no cars turning into Jetty Road from Partridge and Gordon street, have car turn from Brighton road and Colley terrace- traffic now slowing down/ road safety issue. - Trams and pedestrians only - Don't make it one way - Closing the majority of Jetty Road to East/West traffic, whilst leaving open two channels allowing North/South traffic flow (Moseley Street to Colley Terrace via Jetty Road and Partridge Street to Gordon Street, in addition to Brighton Road). The limited amount of East/West traffic would divert onto Anzac Highway, Augusta Street and High Street all of which are capable of dealing with a minor increase in traffic. By maintaining traffic through Moseley Street onto Colley Terrace, buses will not need to be diverted and access to the beachfront, Colley Reserve and the Beachouse remains as easy as it currently is. - Get rid of cars and make the street for pedestrians and trams only - Need to manage north / south traffic flow better for smoother access - Would like to see car free zone - Partridge street to be tram end of Moseley Square and have this as a real quality tourist strip - What plans are there for using areas between Augusta street and jetty road and high street and jetty road for car parks and arcades to Jetty Road? E.g. Woolworths and Coles join jetty Road to August St with arcades and car parks.
Seating	Metal furniture - very hot!

Theme	Comments
Vegetation	- Tall palm trees on Moseley Square currently and those on draft concept picture could be planted along length of Jetty Road clear of the tram overhead lines. They would photograph beautifully and attract Australian and overseas tourists. - If Norfolk Island trees are suitable, the tall palms on your concept plan take minimal ground space and their root systems are non-invasive. They also would help eliminate strong carbon monoxide fumes emitted by buses. - Do not plant palm trees - there are plenty of 'Aussie' trees that would be suitable. - Along entire jetty road, tall mature palm trees, away from overhead tram lines, close to the footpath, would create stunning immediate greening and shade promoting the coastal environment. - Consider productive trees - oranges and lemons.

Note: The above table contains raw comments from responders.

