



Dendy Street Beach Redevelopment **Community Engagement Report**

About the project

In 2013 Council endorsed the Dendy Street Beach Masterplan. This masterplan outlines the construction of a new beach pavilion and key improvements to the site including:

- Improve stormwater drainage
- Improving beach access paths
- Constructing a new car park
- Landscaping
- Replacing the public amenities
- Improving signage

The new pavilion will incorporate the lifesaving club as well as a community meeting space, kiosk and café. Timeline for the redevelopment is presented below.

Dendy Street Beach MasterPlan	Community engagement	Concept Designs	Detailed designs	Construction commences
2013	Mid 2014 (NOW)	Late 2014	First half of 2015	Late 2015

About the engagement

Given the high profile of the site, an engagement program was planned to:

- Inform the community of the project
- Gather community feedback on desired 'look and feel' of the new pavilion to inform design

To prompt conversation, five different 'looks' were compiled using examples of other lifesaving clubs in Australia and New Zealand.

How we promoted it:

- Project Newsletter
- Postcards
- Posters
- Advertisements
- Let's Talk Bayside
- Social media
- Letters to key stakeholders

How people could participate:

- Online www.bayside.vic.gov.au/haveyoursay Live 1 August to 12 September
 - Discussion forums were set up for each of the five different 'looks' asking people why they liked it or why they didn't
- In person – Drop in sessions with free coffee 30 August and 6 September 10am-2pm
 - Council staffed manned large display boards showing the different 'looks' and using feedback forms asked which people liked the most and why and liked the least and why

Participants

How many people did we reach?

It's difficult to know exactly how many people saw the communications about the engagement for the project but the figures below give us some indication.

Method	Numbers
Project Newsletters letterboxes to Brighton and Hampton residents	13,000
Postcards	15,000
Unique visitors to project website	2,492

How many people actively participated?

From the beginning of August to the middle of September, 303 people actively engaged by making comments online, completing feedback forms, mailing or emailing. The break is as follows:

- 44 people made comments online (another 17 completed the quick poll or liked or disliked comments)
- 11 people sent or emailed feedback in (these were added to the online forum)

- 113 people completed feedback forms at the first drop in session on 30 August 2014 and drank 185 coffees
- 135 people completed feedback forms at the second drop in session on 6 September 2014 and drank 130 coffees

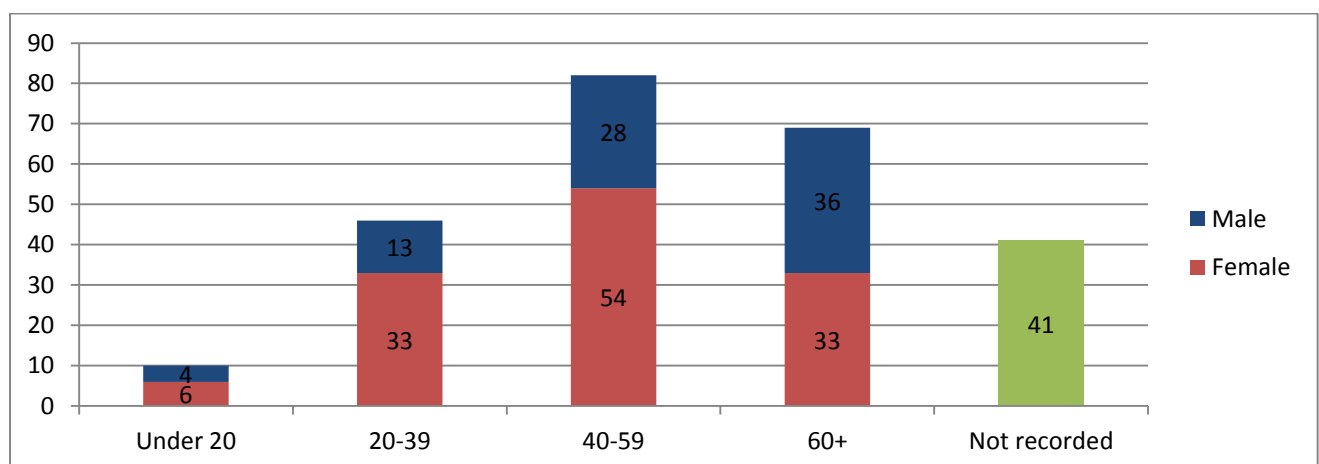
Where were people from?

Two thirds of active participants were Bayside residents, nearly one fifth were from elsewhere in Melbourne including neighbouring local government areas and less than five percent were from overseas or interstate.

	Drop Ins	Online	Post & Email	Total	%
Bayside	159	43		202	66.7
Other Melbourne	32	1		33	10.9
Neighbouring LGAs	27			27	8.9
Unknown	16		11	27	8.9
Interstate	8			8	2.6
OS	6			6	2.0
Total	248	44	11	303	100

What age and sex were they?

Where possible, basic demographics were recorded at the drop in sessions. The break down in age and sex is shown below and while the age group is similar to the overall Bayside composition, women were slightly over represented in the age groups under 60.



What was said

How we've collated the data

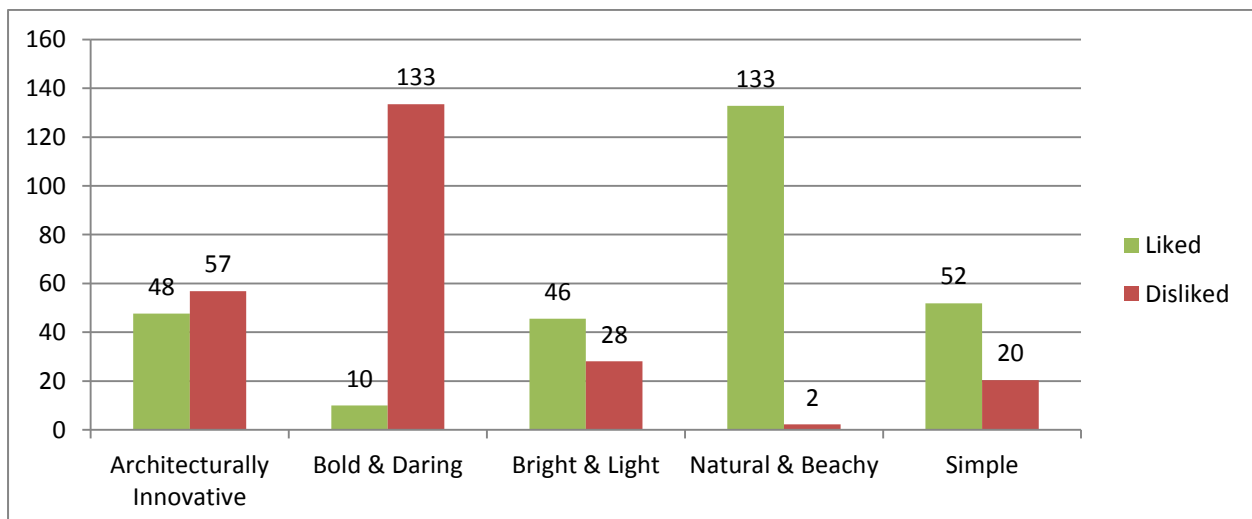
Comments from the online forums, post, emails and drop in sessions were collated and where individuals indicated most favourite and least favourite we have allocated one point. In the instances where they have liked or disliked more than one, we have split the point up accordingly. The score give us an overview of the 'most popular' but what we think is most interesting is the next cut of data where we themed why people liked or didn't like particular designs. This qualitative data gives us a richer understanding of what people would like to see in the new design and will assist the architects in designing the new pavilion.

The five styles of architecture people commented on

In order to elicit responses, we grouped five different architectural styles. The benefit of this approach is that the visuals made it easy for people to quickly and passionately form opinions. The disadvantage of this is that small two dimensional pictures don't provide adequate context to set them apart easily, hence why the reasons given serve such an important part of the puzzle. Large pictures of the styles with their examples can be seen at the end of this document.






Most liked and most disliked






Using the points system described above, Natural & Beachy proved the most popular with as many people liking it as disliked Bold & Daring.



Why we liked them and why we didn't

The next two pages are the most telling in terms of what the Bayside community values in a new pavilion. It also highlights that the things some people love about the designs are the same thing that others dislike about them. This tells us that the final design is unlikely to please to everyone!

Why we liked them	Architecturally Innovative	Bold & Daring	Bright & Light	Natural & Beachy	Simple	Total
						
Compliments the natural environment	13	1	8	42	14	78
Sympathetic, Blends in, unobtrusive	3	1	5	29	7	45
Materials (Timber/wood)	1			32	1	34
Balcony, deck, outdoor area			9	12	6	27
Materials (Stone)				19		19
Distinctive, stands out, makes a statement	14	4				18
Materials (general)	3			12	1	16
Contemporary, modern	1		3	10		14
Roof			1		10	11
View, outlook	2		6		1	9
Colours	1	2	1	5		9
Materials (Glass)			6			6
Simple	1			5		6
Laid back, inviting				6		6
Won't date			2	3	1	6
Compliments the bathing boxes	1	1	3			5
Traditional, not too modern					5	5
Bright and open			3		1	4
Practical, appropriate for a lifesaving club				1	3	4
Compliments houses	2		1			3
Low profile					3	3
Total	42	9	48	176	53	328

Why we didn't like them	Architecturally Innovative	Bold & Daring	Bright & Light	Natural & Beachy	Simple	Total
						
Too much, overbearing, OTT, garish	11	12	5			28
Looks like toilet block, airport bunker, shoe box, airport terminal, museum, school, school camp	10	9			1	20
Too much concrete	1	15			1	17
Doesn't fit environment	6	10				16
Boxy, bulky, heavy, square	9	1	3		1	14
Colour	1	9				10
Will date		6			3	9
Office block, City, CBD	1	3	4			8
Ugly, eye sore	1	5	1	1		8
Distinctive, stands out		8				8
Looks cheap	1	2			3	6
Looks like apartments, housing	1		2		3	6
Too bright		1	3			4
Boring, uninspiring, common		1	1		2	4
Materials		2	1			3
Too traditional, old					3	3
Too high		1	1			2
Not functional, practical		2				2
Too industrial		2				2
Too simple					2	2
Too modern	1					1
Materials	1					1
Will polarise people	1					1
Not warm and inviting		1				1
No windows					1	1
Total	45	90	21	1	20	177

Other things the community wanted to say

We received a number of comments that relate to the new pavilion and some people didn't necessarily want to choose a preferred look. These comments are summarised below.

	Want	Don't want
Café	18	1
Reflects and respects the boxes	15	
Balcony, veranda, outdoor space	11	
Weather proof and doesn't fade (esp timber)	9	
Restaurant	7	3
Environmentally friendly	6	
Parking	5	
Amenities, toilets, showers	4	
Space for the community	4	
Functions area	4	
Do it properly	3	
Has views	3	
Functional, practical	2	
Timber	2	
Vandal proof	2	
Playground	1	
Timeless	1	
Respect cultural heritage	1	
Fitness station	1	
Bike parking	1	
Makes a statement	1	9
Higher		5
Stones		1
Bigger		5
Bus parking		3
Concrete		1

Some interesting quotes from online participants

"Natural and beachy blends with the environment, won't date and won't compete with beach boxes. It is an ideal choice. A number of versatile spaces that can be used for social purposes would be ideal. Fairhaven has used an aesthetic blend of stone and wood."

"The pavilion should be architecturally Innovative and add/complement the iconic status of the bathing boxes. The bathing boxes are already one of the icons of Melbourne. We have a chance to create an even more unique beach in Australia."

"While Brighton has a range of residential architectural designs, there is a requirement that the Dendy Street Beach needs something that fits with the landscape and does not over shadow the

beach Importantly the design should not date and be 'over' modernised as the longevity of the building is critical."

"Natural and beach[y] is good and doesn't have to be at the exclusion of architectural innovation. Material which blend with the surrounds and reference the beach boxes make sense. ... I think architecturally innovative is appropriate for the location as long as the brief specifies references to beach and history of the beach houses. This beach is so iconic."

"The existing structure was no doubt was a safe option decades ago. If we want something unique, distinctive and something to be proud of risks need to be taken. The Sydney Opera House & Federation Square were both risks that have paid off as iconic designs appreciated worldwide despite them both being initially controversial when first proposed. This is a special part of the world and we shouldn't just copy what others do."

"Bold and daring has it's place but requires a skilled architect to make the correct statement. Cheap and tacky can easily become the result without the right design elements being struck. Simply adding colour alone to poor designs wont achieve the required statement."

"I think that a combination of the simple, but beachy aspect with plenty of outdoor areas for relaxation with enough height to enjoy the seaside panorama would suit the area. A design which incorporates clean lines and wave like movement, glass and sandstone may be considered."

"I think that anything needs to be highly innovative, to reflect the bathing boxes that are the icon of the location. It is the bathing boxes that are the feature, see how many visitors are there every day, summer and winter. A new facility need[s] to take the breath away, so that visitors see the boxes and then see the new facility and are again captivated by this special location."

"Natural and beachy should be the preferred option, with an attempt to blend the new structure into the surroundings. The thing to avoid is something which stands out and blights the views of the iconic bathing boxes."

Did views vary amongst Bayside residents and others?

A quick cut of the data showed minimal differences between the views of Bayside residents in comparison to others. Bayside residents were more likely to like 'Natural & Beachy' (49% compared with 36%) and residents outside of Bayside were more likely to like 'Simple' (24% compared to 14%). Other differences are within a few percent.

What happens next

This report will now be forwarded to the architects developing concept designs. This information should assist them to create a design that reflects the wishes of the community where possible and appropriate.

Keeping in touch

As the project progresses, we will continue to communicate with our community and key stakeholders. We have email addresses of our online participants and another 57 people gave us their emails to be kept informed of the project at the drop in sessions. We will continue to use Let's Talk Bayside to communicate major stages of the redevelopment.

Thank you

If you are reading this report as a participant, Council sincerely thanks you for your time and effort. The response rate was better than expected and the quality of responses was extremely well considered. If we don't have your email and you'd like to be kept in the loop, please email enquiries@bayside.vic.gov.au with attention to Community Engagement Dendy St Beach.

The 5 Styles

Architecturally Innovative



Examples shown: Top: City Beach Cambridge, WA, Bottom Left: Devonport, TAS, Bottom Right: Muriwai, NZ

Bold & Daring



Examples shown: L: North Bondi, NSW, R: Lyall Bay, NZ

Bright & Light



Examples shown: Top Left: Ballina, NSW, Top Right: Henley, VIC, Bottom: Seacliff, VIC

Natural & Beachy



Examples shown: Top: Fairhaven, VIC, Bottom Left: Carrum, VIC, Bottom Right: Seaford, VIC

Simple



Examples shown: Top: Mandurah WA, Bottom: Mt Martha, VIC