

# Brighton East Village Upgrade – Community Engagement Summary Report



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## Overview

### Consultation purpose

The purpose of the consultation is to gauge the community's response to the proposed design concepts for the new streetscape and get any questions relating to design, process and construction works answered.

### Consultation Methodology

Council met with traders and sought feedback through the Have Your Say website and the Bayside Council Facebook page. Letter drops were made to residents within 500m of Brighton East Village, three advertisements were placed in the Bayside Leader and signage was installed throughout the village to communicate design concepts to visitors and customers to the centre and provide opportunities to participate in the consultation. 121 responses were received online, as well as direct conversations and written submissions to officers.

### Main features of Draft Streetscape Plan

Key improvements proposed include:

- New concrete footpaths with feature pavement throughout to improve accessibility and amenity
- Planting additional native Frangipani street trees
- New planted garden beds with native and indigenous species
- New furniture including seats, bicycle stands and bins
- Construction of underground water storage, drainage pits and pipes to reduce localised flooding
- Adding an accessible parking space

### Main Feedback

The community was mainly in favour of the need for upgrading the existing streetscape. The survey results demonstrated 88 respondents fully supported the design plan with 19 respondents somewhat in support of the concept, 5 respondents were unsure of the design concept and 8 respondents did not support the concept.

The feedback confirmed that most local residents agreed that the area was in need of an upgrade to attract more local business to the area.

Specific feedback related to the proposed native frangipani trees proposed as unsuitable species to introduce to the shopping strip, one suggested change was to include Crape Myrtle as the more appropriate species.

A large focus of feedback was outside of the project scope and included comments for upgrading the aesthetics of the electrical substation. A high number of comments regarding updating the pedestrian crossings and speed limits through the shopping centre were provided. There is a perceived issue within the local community that the high volume of traffic incoming from Nepean Highway is dangerous and needs to be addressed by Council.

An issue was raised to Council Officers and in the online survey about banning people from smoking outside of the local gym.

The main feedback we received from traders was about the timeframe for construction and the disruption this could have on their businesses.

There was no significant opposition from the community or traders about the need to upgrade the shopping centre.

## Next steps

Council officers will provide responses to all feedback provided and will make relevant changes to the plan where possible. Council will continue to advocate to VicRoads to update the speed limit along the shopping strip to facilitate a safe pedestrian environment.

We will consult with traders again to gauge their preference for when we will commence construction.

Council will consider any petition put forward to make Brighton East Village a smoke free zone.

Relevant tree species for the centre will be considered in collaboration with Council's Arborist.

Village signage will be reviewed separately to ensure compliance with Council standards.

## 1 Background

Council has developed a draft streetscape plan to ensure that the Brighton East shopping village is a vibrant and attractive hub for the community now and into the future.

Upgrades include the reconstruction of footpaths and roads, re-positioning of drainage, a standard accessible car space, and building gardens and tree pits where appropriate.

Council consulted with the community to improve its understanding of the concerns shoppers and traders have about the streetscape, the types of improvements they would like to see and gain a better understanding of their preferred look and feel for the centre.

Along with the streetscape renewal works Council will also be undertaking drainage works to reduce the impact of flooding at the intersection of Clive Street and Hawthorn Road. These works will be undertaken in a way to retain through traffic and minimise disruption to existing businesses.

This engagement process was intended to:

- Inform stakeholders about the upgrades planned for Brighton East Village
- Build awareness of the opportunity to have your say on the design concepts

## 2 Definitions and scope

The engagement process was open to all residents and any visitors to East Brighton Village.

Within this document, reference is made to stakeholders. These stakeholders are:

- Traders
- Resident – engaged
- Resident – broader
- Customers

Non-negotiables	Negotiables
Drainage design	Location of chairs, bins, are somewhat moveable
Street furniture must be from within Council selection	Introduction of gathering space
	Materials: colour and design of footpaths

### 2.1 Related Council documents and consultations

- Council's Community Plan
  - Liveability

## 3 Consultation process

### 3.1 Consultation purpose

The consultation was designed to provide traders, residents and visitors with the opportunity to provide feedback on the draft streetscape plan and encourage traders to give specific feedback about the construction timelines.

### 3.2 Consultation methodology



The following activities were undertaken:

- project information and surveys hosted on the on-line engagement platform *Have Your Say*;
- One on one walkaround to traders
- promotion of the project using Council communication channels including social media.

### 3.3 Consultation phase

Details	Activity
22 January – 17 February 2019  996 visitors 1060 visits 116 contributors 121 contributions 27 project followers	<b>On-line engagement platform <i>Have Your Say</i></b>  General survey – questions asking for respondents to rate their support for the streetscape design concept plan.
Trader meetings	<b>Attended trader information sessions</b>  Council officers attended a meeting called by traders to show the concept plan, discuss timeframes for implementation and ask for feedback.
22 January – 17 February 2019  20 comments 3,143 people reached	<b>Social media <i>Bayside Council Facebook page</i></b>  Facebook posts made in response to key messages and promotion of feedback opportunity

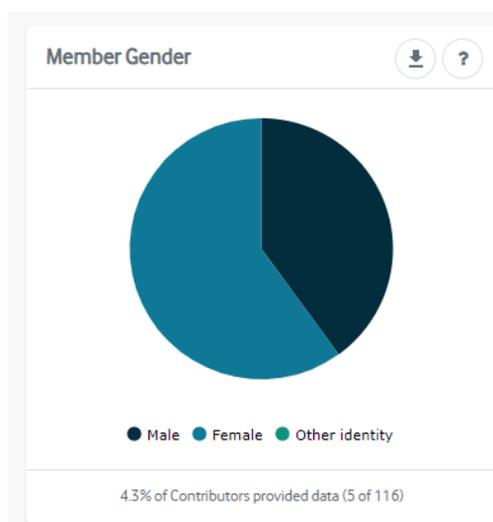
9, 367 engagements  
(likes, comments,  
shares, post & link  
clicks).

## 4 Participant profile

### On-line survey respondents

There were 121 responses in total. The chart below shows the gender of the online respondents.

Nearly 65% of the responses received were from people who shopped/visit Brighton East Village, 85% of the responses were from people who live nearby the village and 2% of the responses were from people who work near the centre.



Traders, residents and owners were notified through letters and brochures of consultation and where available traders were provided with information at their businesses during the advertised period.

## 5 Consultation findings

The following section summarises the key themes outlined in community feedback on the Brighton East Streetscape Upgrade. In the interest of stakeholder and community privacy, individual quotes have not been included within this public document. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets and italics.

### 5.1 Support for actions

Council sought community views on the draft design of the Brighton East streetscape.

The online survey asked three questions:

- What is your relationship with the centre?
- Rate your support for the streetscape design concept
- Provide any more feedback for consideration

Below is a summary table of the key themes of feedback we collected:

<b>Topic</b>	<b>Community feedback</b>	<b>In scope</b>
Bins	Need more bins ( <i>2 mentions</i> ). Bins are adequate	Yes
Seating	Need more seating to enhance the village atmosphere ( <i>3 mentions</i> ). More seating is unnecessary ( <i>1 comment</i> )	Yes
Traffic/ pedestrian crossing	Traffic and parking is an issue ( <i>4 mentions</i> ) Dangerous road to cross Include pedestrian crossing near tram stop	No
Footpath	Uneven surface Widen footpath ( <i>2 mentions</i> ) Feature pavement	Yes
Vegetation	Trees and street trees are welcome ( <i>2 mentions</i> ) Needs more greenery to soften the streetscape Dislike native frangipani as street planting ( <i>2 mentions</i> ) Crepe Myrtle would be a better choice Most of the trees are already existing in the current area – not enough change	Yes
Parking	Retain car spaces Make Clive Street resident parking only Loss of car spaces included in the plan is an issue	No
Electrical substation	Upgrade the look of the electrical substation ( <i>6 mentions</i> ) Graffiti issue identified on substation	No
Jaycar – Clive Street streetscape	Pathway near substation needs to be included in the upgrades ( <i>3 mentions</i> )	Yes
Drainage	Occasional flooding – needs to be the priority ( <i>2 mentions</i> ) Opportunity to incorporate water treatment in planting	Yes
Street lighting	Upgrade lighting ( <i>2 mentions</i> )	No
Streetscape plan in general	Great improvements for the village appearance and environment ( <i>2 mentions</i> ) Improvements will encourage more people to shop locally ( <i>2 mentions</i> ) Do not agree with the expense, stop wasting money ( <i>3 mentions</i> ) Missed opportunity to include street art	Yes
Smoking ban	Create a smoke free zone outside gym ( <i>2 mentions</i> )	No

Signage	Needs clearer signage at southern and northern end	No
Construction timing	Parking and access to shops will be affected by proposed works Opportunity to move to a quieter period for local traders	Yes

## 5.2 Stage 2 streetscape upgrade

Through the consultation process, Council has become aware of the community support for including the area between the tram stop and Clive Street as part of the upgrades.

Challenge	Detail
Two separate streetscape plans	Stage two of the upgrades are planned to be implemented separately. There's an opportunity to deliver both stages at the same time in order to minimise disruption to traders.

## 5.3 Construction timing

The timeline proposed to commence construction was originally marked for April 2019. Council became aware that this timing and duration was going to have a financial impact on a number of traders who had concerns following the close proximity to recent road works undertaken by Yarra Trams. A key driver for the project is the urgency to upgrade the essential drainage infrastructure within the centre and mitigate the risk of flooding.

Some of the traders have requested to reschedule the works to commence in a quieter time such as Easter and September school holidays.

Challenge	Detail
Council currently out to tender to deliver the works in 2018/19 financial year	Council will have to get approval to carry forward the budget allocated to the works in 2018/19 to 2019/20 budget.

## 5.4 Smoking ban

Through the consultation process, Council has been approached about an issue regarding smoking outside of a local fitness centre, In2Great Fitness and Wellness, receiving a request to impose a smoking ban throughout the centre.

Challenge	Detail
Banning smoking is outside of the project scope	Council has informed the concerned traders that they are required to submit a petition via the normal process for this ban to be considered by Councillors.

## 5.5 Project Evaluation

The consultation process was successful at meeting its key objective of seeking feedback from both traders and residents on the draft streetscape plan.

In relation to stakeholder satisfaction some concerns were raised about the timing for construction which is now being reconsidered by Council. Traders will be consulted again to confirm their time preferences and to discuss the opportunity to deliver both stages of the plan at the same time.

Overall the engagement activities were effective at reaching over the expected number people who contributed to the online survey and provoking a high number of comments, questions and debate on the Facebook posts.