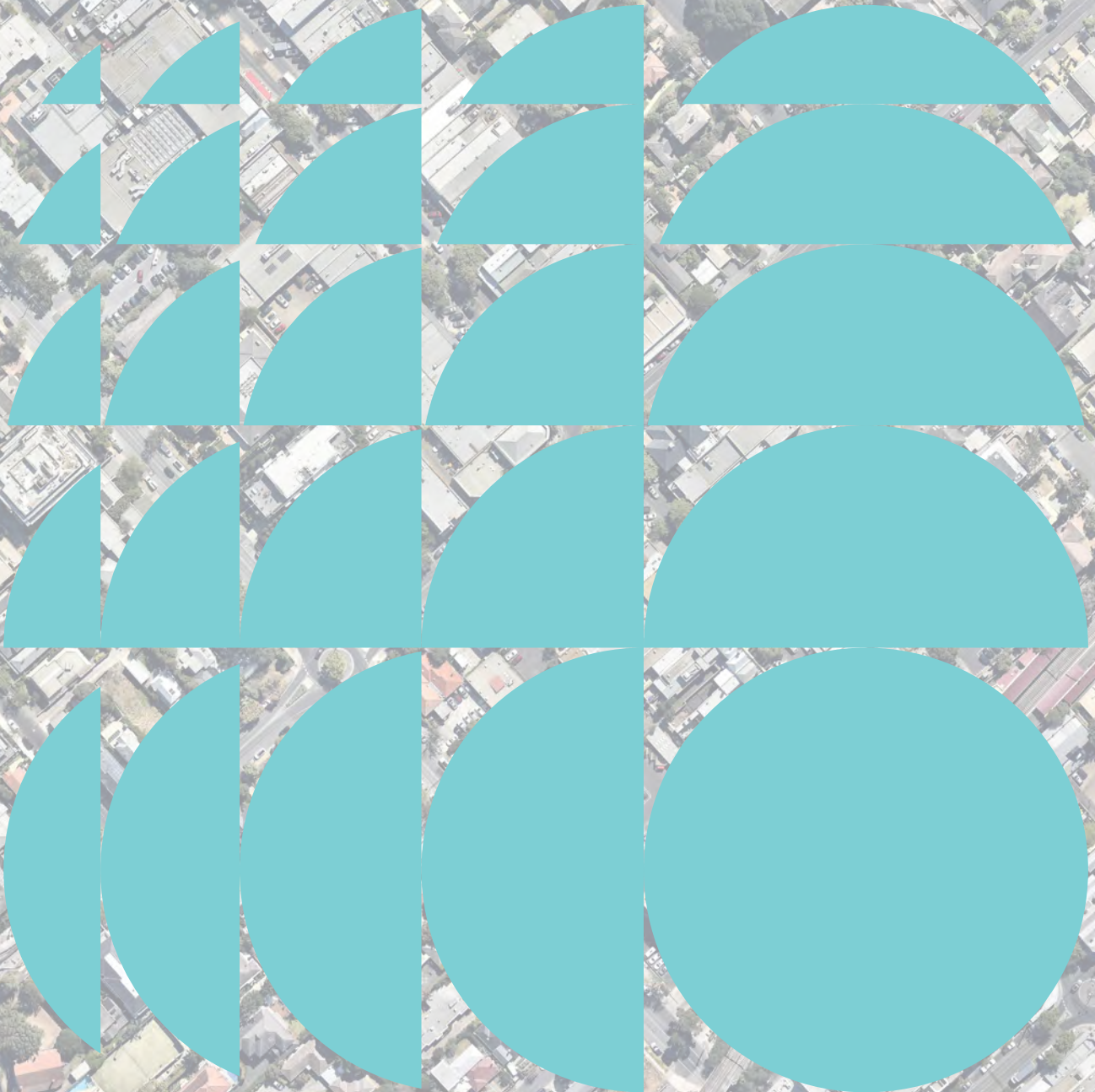


# ETHOS URBAN

City of Bayside

Black & Well Street Car Parking  
Project

Engagement Summary Report  
September — 2018



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This document has been prepared by:      This document has been reviewed by:

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Natalie Cefala      11.09.18      Jo Cannington      11.09.18

The information contained in this document is for submission to Bayside City Council. The client shall make its own enquiries analysis and calculations and form its own views in relation to the use or development of the property including the application of local government and statutory controls. It is assumed that the client will rely on its own expertise in considering the information.

Ethos Urban operates under a Quality Management System that has been certified as complying with ISO 9001:2008. This report has been prepared and reviewed in accordance with that system. If the report is not signed above, it is a preliminary draft.

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1.0 (DRAFT)	11.09.18	NC	JC
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**1.0**

# INTRODUCTION

# 1.0 Introduction

Similar to other inner city retail strips, Bayside City Council faces the challenge of providing sufficient car parking for traders, residents and visitors at Church Street. Council has authorised a feasibility study (undertaken by HillPDA Consulting) and identified a potential option to increase car parking within the Church Street Major Activity Centre.

Council has identified two Council-owned sites as central to developing these options. The sites are:

- 22-26 Black Street, Brighton
- 21-27 Well Street, Brighton

Both of the selected sites are currently at-grade car parking used by traders, residents and visitors who are visiting the Church Street Precinct.

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## 1.1 Objectives of this Project

Bayside City Council has commissioned Ethos Urban to undertake consultation with identified key stakeholders and the wider community in relation to the proposal to increase parking and utilisation of the at-grade car parking at Black & Well Street Brighton.

The general objectives of the project are:

- Develop and implement an engagement plan, responsive to stakeholder mapping
- Identify issues and opportunities to inform the development of a concept for development at Well Street and Black Street
- Test with the community the potential option to increase parking within the Church Street Major Activity Centre
- Host facilitation and engagement activities, with some Council support
- Document engagement findings
- Prepare key findings report

The project is also responding to the 2018 Annual Community Satisfaction Survey, where “Planning and Development” and “Parking” were the two biggest issues found in the survey within the Bayside community.

## 1.2 Purpose of this Report

The purpose of this report is to provide a summary of the key feedback and insights received throughout the engagement period.

## 1.3 What are the design options?

Council identified four design options. Three options for the Well Street and Black Street sites and a no change option (Refer to Table 1).

**Table 1 – Design Options**

OPTION 1		OPTION 2	
BLACK STREET	WELL STREET	BLACK STREET	WELL STREET
3 storey apartment building with part ground floor commercial (restaurant/cafe) and <b>one level of basement car parking</b>	3 level above ground parking with part ground floor commercial	3 storey apartment building with part ground floor commercial (restaurant/cafe) and <b>two levels of basement car parking</b>	3 level above ground parking with part ground floor commercial
33 new apartments + 3 commercial units	4 commercial units	33 new apartments + 3 commercial units	4 commercial units
0 public parking spaces + 73 private spaces	286 public parking spaces +22 private spaces	60 public parking spaces + 73 private spaces	286 public parking spaces +22 private spaces
TOTAL: 286 public parking spaces (Net increase of 86 public parking spaces)		TOTAL: 346 public parking spaces (net increase of 146 public parking spaces)	

OPTION 3		OPTION 4	
BLACK STREET	WELL STREET	BLACK STREET	WELL STREET
3 storey apartment building with part ground floor commercial (restaurant/cafe) and <b>two levels of basement car parking</b>	3 level above ground parking plus <b>1 level basement parking</b> with part ground floor commercial	No change	No change
33 new apartments + 3 commercial units	4 commercial units		
60 public parking spaces + 73 private spaces	376 public parking spaces +236 private spaces		
TOTAL: 436 public parking spaces (Net increase of 236 public parking spaces)		TOTAL: 200 public parking spaces (No net increase of public parking spaces)	

## 1.4 Engagement Approach

The community engagement approach including the activities and materials were designed in collaboration with the Bayside City Council.

The community engagement materials created to be used for the duration of this project include the following:

- Banner
- Brochure
- Poster
- Online/Hard copy survey
- Drop In Session Posters

The three main stakeholders engaged during the community consultation process include:

- Church Street Traders
- Brighton (and Bayside) residents
- Visitors to Church Street

The following table outlines the key engagement activities undertaken for this project.

**Table 2 – Engagement Program**

ACTIVITY/ MATERIAL	PURPOSE	STAKEHOLDER	TIMING	NOTES
Brochure	Provide information about the project and promote key ways for the community to have a say.	All	6/8  17/8 - 18/8	Letter-drop of brochures to all residents in close proximity to Black and Well Street.  Hand delivered to all traders along Church Street.
Letter to traders	Provide direct and personal correspondence with key stakeholders and provide opportunity for one-on-one interview.	Traders of Church Street	17/8 - 18/8	Hand delivered to all traders along Church Street.  Name, date and time were taken of each trader (or worker) who received hand delivered letter and brochure.
Project Survey	Key engagement method in order to receive community, shopper and trader feedback.	All	6/8 - 2/9 (online)	Surveys were available online from the 6 August to 2 September.  They were also available in hard copy at the Intercept Surveys and Drop In Sessions.
Intercept Surveys	To gain broader community, shopper and trader feedback, and to promote the project and drop-in sessions.	Shoppers, commuters, traders and workers	17/8-18/8	Intercept surveys were conducted along Church Street on 17 August and 18 August. This included bringing awareness to the project, online survey and drop in sessions, as well as handing our project brochures.
Drop-In Session	Provide an opportunity for community, shoppers and traders to learn and have their say about the project.	Broader community	22/8 and 25/8	Drop In sessions held at Brighton Town Hall where stakeholders could ask questions of both the consultation team and council staff, as well as give feedback and hard copy surveys



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### 1.4.1 Brochure

The project brochure (Figure 1) contained promoted project information, and also ways in which people could provide their feedback.

Initially the brochure was distributed to residents adjacent to the Black and Well Street sites.

Following public feedback that the options page was unclear, it was then amended to provide a summary of the net car parking increases for each option. The updated brochure was then letter-dropped to all residents within the Brighton postcode on 13 August 2018.

This brochure was made directly available to all Brighton residents, Church Street traders and all those who interacted at the Intercept Survey sessions, and those who attended the drop in sessions.

A full copy of the project brochure (updated version) can be found in Appendix A.

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### 1.4.2 Letter to Traders

Letters to traders were hand delivered by one of the consultant team on 17 and 18 August to all traders along Church Street with a copy of the project brochure.

A log was kept about who received the letter and brochure on the day, what time and if they wanted a follow up one-on-one interview. A copy of this letter can be found at Appendix B.

The purpose of this letter was to alert traders along church Street separately, in the case they missed the resident brochure letter drop, and may be from outside the Bayside City Council municipality (Appendix C).



Figure 1. Project Brochure

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### 1.4.3 Project Survey

The survey was available for the duration of the consultation period online, and in hard copy at the Intercept Surveys and Drop In Sessions. The original survey submission date was extended by one week (to 2 September 2018) to allow for extra time to complete the survey.

The survey had questions which were both to sort the data, but also asked participants to rank the options provided and give feedback. The full survey can be found at Appendix D.

#### Summary of Questions

- Rank the options in order of preference
- Are you a Brighton trader, nearby resident or shopper/visitor to the area?
- What issues need to be taken into account for Black Street?
- What issues need to be taken into account for Well Street?
- Who should use these car parks?
- How should Council manage car parking fees?
- If Council does not proceed with these proposals, how should Council better manage the demand for car parking around Church Street?
- Suburb where you live?
- Do you live/have a business near these car parks? Which one?
- Other comments?

#### Feedback Received

The surveys had 902 responses in total, online and in hard copy (from the Drop In Sessions). participants were generally from the Brighton area (66.3%) , and mostly nearby residents.

More detailed analysis of the survey results can be found in later chapters of this report.

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### 1.4.4 Intercept Surveys

Two intercept survey sessions were held along Church Street:

1. Friday 17 August: 1pm - 4pm
2. Saturday 18 August: 10am - 1pm

These were held to further promote the project to traders, residents and visitors in the Church Street precinct, and gain broader stakeholder feedback. During these sessions, two of the consultant team spent an hour at three locations along Church Street to capture a wide audience along the shopping strip. This involved stopping people who wanted to talk about the project and handing out project brochures for them to take home and complete the indicated online survey. They were also advised to take home the project brochures, and if they had any questions regarding the project to attend the drop-in sessions that were occurring the following week.

While these were being undertaken, a third consultant was able to go to all Church Street traders over the duration of the Intercept Surveys, and hand a trader-specific cover letter and a brochure to each storefront. A log was kept to ensure that each trader tenancy received the notification to ensure that there was no store that missed out.

#### Feedback Received

Reception to the intercept surveys were mixed. While the majority of people did not want to fill out a survey on the spot, many people who stopped to discuss the project had already received the letter drop as Brighton residents.

For the first session, the consultant team had the most people between 1:30pm-3pm, and the least around 3:15 onwards , most likely due to school pick up times.

For the second session the consultant team had the most people between 9:30am-11am, whereas due to weather conditions the Church Street area grew progressively quieter thereafter.



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### 1.4.5 Drop in Sessions

There were two Drop in Sessions held the following week at Brighton Town Hall:

1. Wednesday 22 August: 4pm-7pm
2. Saturday 25 August: 9am - 12pm

The drop in sessions were promoted on the brochures, the website and at the intercept surveys. These were held to provide a forum at which they could find out more about the project with Council and consultant project team present, and ask any questions they had regarding the project. Many people opted to fill out hard copy surveys if they had trouble accessing it online or hadn't had time to do so already.

The first session experienced a high volume of people between 4-5:30pm, with approximately 50 people attending the session on Wednesday evening. The second session was attended by 51 people for the Saturday morning session.

#### Feedback Received

There was a diverse range of comments and conversations had at both drop in sessions. Some questions that were asked included:

- *What is the timeline of the project?*
- *Why are Council getting involved in property development?*
- *Can we have the Well Street/ Black Street development without the other?*
- *What will be done about car parking during construction if Options 1,2 or 3 were approved?*
- *Who will the parking be for?*
- *When will the chosen option be decided?*
- *Why weren't there other/more options available?*



Figure 2. Drop-In Sessions at the Brighton Town Hall







**2.0**

# SUMMARY OF FEEDBACK

## 2.0 Summary of Feedback

### 2.1 Summary of Participants

#### Who participated?

The below tables show how many participants engaged with the project throughout the consultation period.

**Table 3** – Engagement Responses

Method of Engagement	Number of Responses
Online Survey	862
Hard Copy Surveys	40
Total	902
Email Responses	57

**Table 4** – Face to Face Engagement Responses

Drop In Session	Number of Attendees
Wednesday Session	50
Saturday Session	51
Total	101

#### Where did participants live?

Most participants were from within the Bayside municipality, with 94.2% of respondents from within the municipality.

Within the municipality, the most respondents lived within Brighton (66.3%). This correlates with the engagement strategy, where all residents within the Brighton area had directly received project information via a letter drop.

Figure 3 shows the suburb breakdown of where survey respondents live.

Respondents were asked what category of stakeholder they fall under: trader/business owner, local resident or shopper/visitor. This summarises how the proposal will affect them and is an important factor in assessing the outcomes, and what options are favoured by each stakeholder category.

Figure 4 shows that over half of respondents identified as a local resident (58%), followed by shoppers/visitors (27.6%) and trader/business owners (14.4%).

Figure 5 shows that looking at stakeholders within Brighton alone, a larger proportion of stakeholders are local residents (69.7%), followed by shopper/visitors (23.1%) and traders/business owners (7.2%).



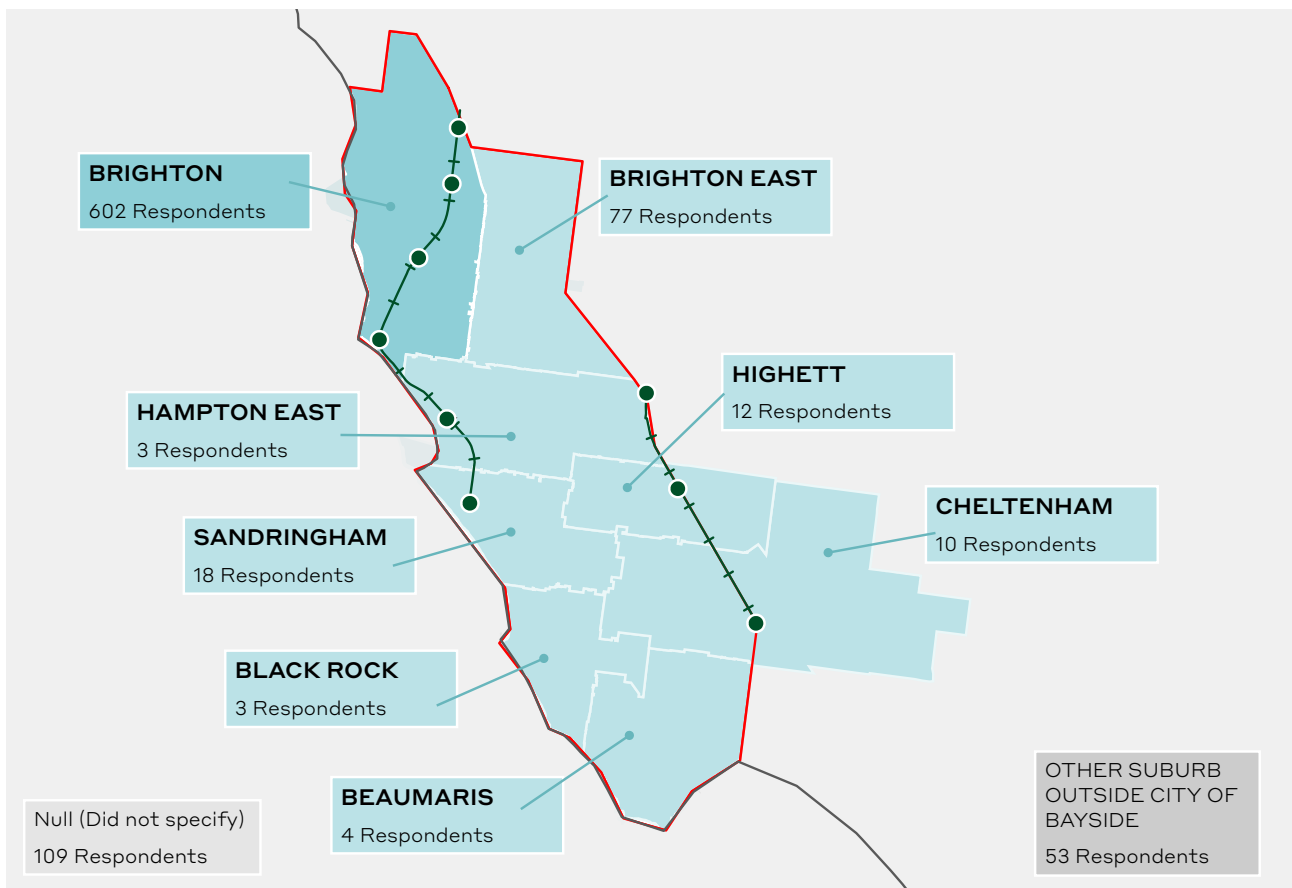


Figure 3. Suburb Participants Breakdown



Figure 4. Stakeholders - All

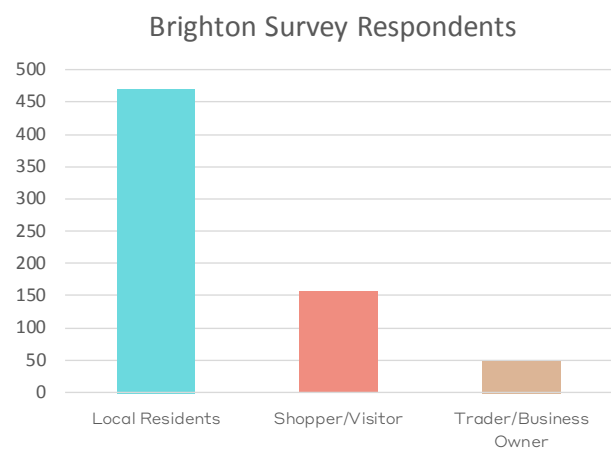


Figure 5. Stakeholders - Brighton

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## 2.2 Summary of Votes

The following information uses all survey data that was collected during the consultation period, both online and hard surveys collected at the Drop In Sessions.

Any other forms of feedback, such as via email, can be found in the next chapter of this report. This information has been separated as email feedback wasn't necessarily through the survey, but also included discussion and comments regarding the project.

The first question of the survey contained the four proposed options and asked participants to either rank all four options in order of preference, or just number their first preference.

When ranked, the results were:

- **Option 1:** was ranked mostly third (**29.3%**), and overall is on the fence leaning negatively.
- **Option 2:** was ranked mostly second (**33%**), and overall is on the fence leaning positively.
- **Option 3:** was ranked mostly first (**41%**), with a very high priority ranking and very little disagreement.
- **Option 4:** was ranked mostly first (**47.7%**), with a high amount ranking it the lowest (**29%**), representing people “love or hate” this option.

See Figure 6 for full ranking results from the survey.

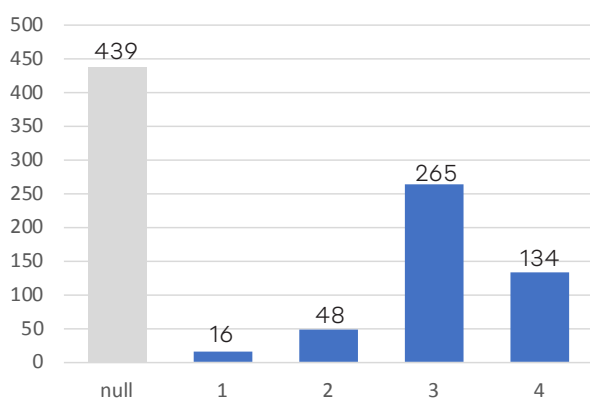
It is also noted that a large amount of surveys had only one preference vote, or this question was skipped, resulting in a larger amount of null data.

In Figure 7, the data from the survey rankings was used to figure out the overall average rankings for each option. The lowest scores indicate the highest approval ratings and is calculated by averaging all ranked votes for each option. The results showed that Option 3 followed by Option 2 had the highest overall approval ratings, followed by Option 4 then Option 1.

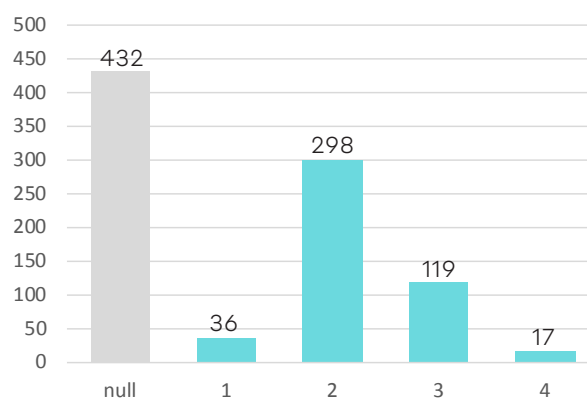
All coded survey definitions can be found at Appendix F, to show what the general comments were when analysing and coding the survey data.



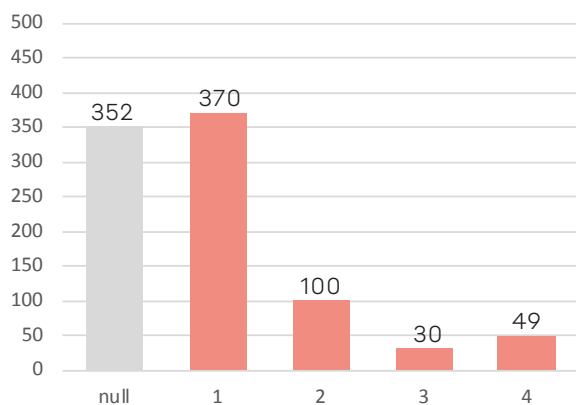
**OPTION 1** - 3 storey apartment with one level basement car parking, 3 level above ground parking with ground floor commercial - net increase of 86 public parking spaces.



**OPTION 2** - 3 storey apartment with two levels basement car parking, 3 level above ground parking with ground floor commercial - net increase of 146 public parking spaces.



**OPTION 3** - 3 storey apartment with two levels basement car parking, 3 level above ground parking and 1 level basement parking with ground floor commercial - net increase of 236 public parking spaces.



**OPTION 4** - No change - no net increase of public parking

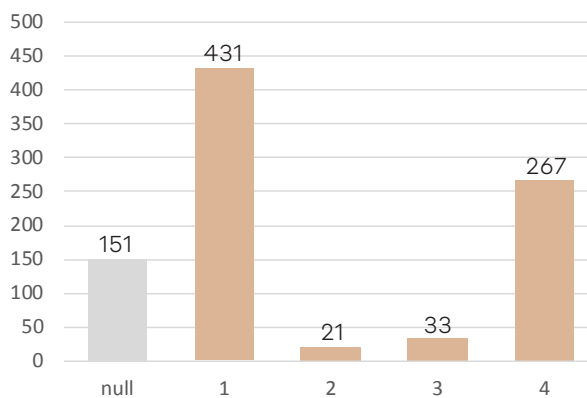


Figure 6. Option Rankings - All

Average Ranking

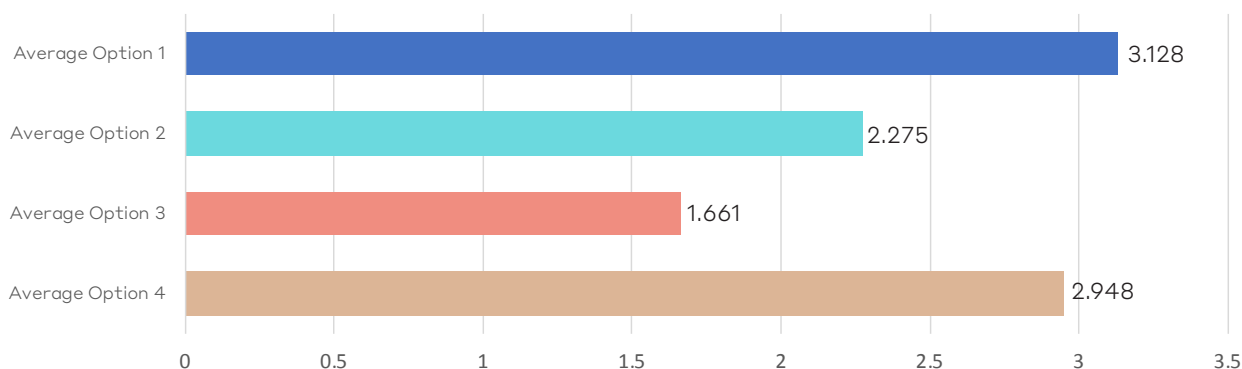


Figure 7. Average Rankings - All

Question 3. If Council proceeds with further investigations into Options 1, 2 or 3, what issues need to be taken into account for the Black Street car park and apartments?

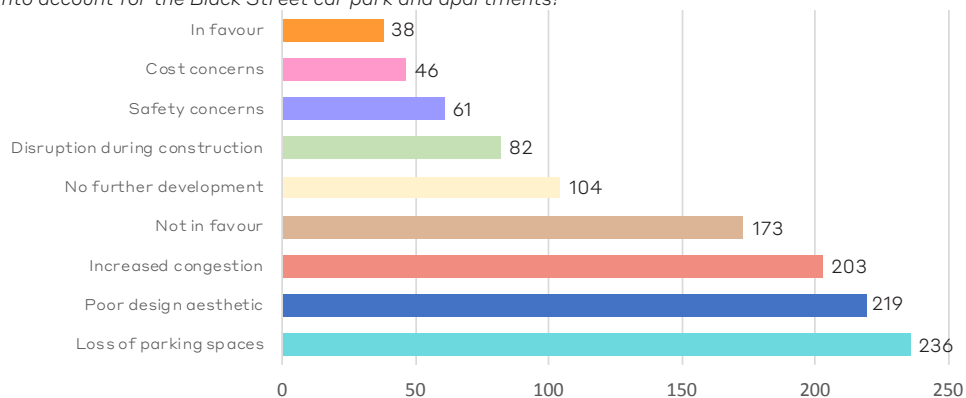


Figure 8 shows that issues people see occurring regarding Black Street are mainly the loss of parking spaces, potentially poor design and aesthetic of the apartments and increased congestion due to additional residents along the street.

Figure 8. Question 3 Survey Response (ALL)

Question 4. If Council proceeds with further investigations into Options 1, 2 or 3, what issues need to be taken into account for the Well Street car park?

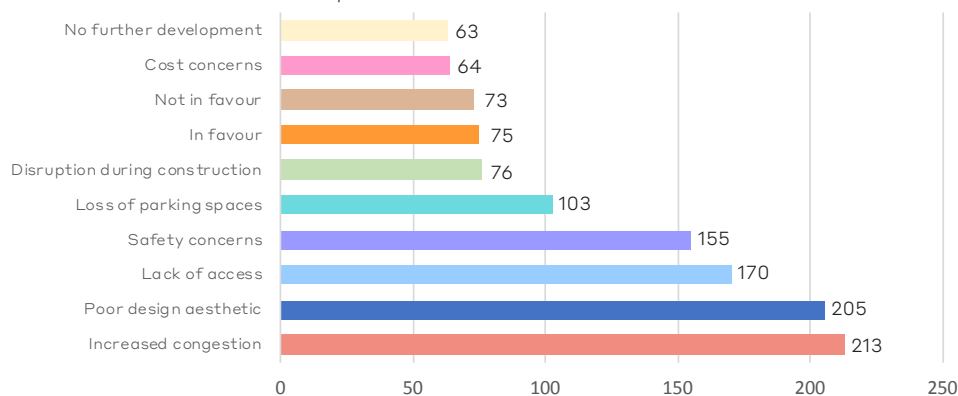


Figure 9 shows that issues people see occurring regarding Well Street are mainly the increased congestion, poor design aesthetic of a 3 storey car park, and the lack of access.

Figure 9. Question 4 Survey Response (ALL)

Question 5. Do you have any comments on who should be able to park in these car parks?

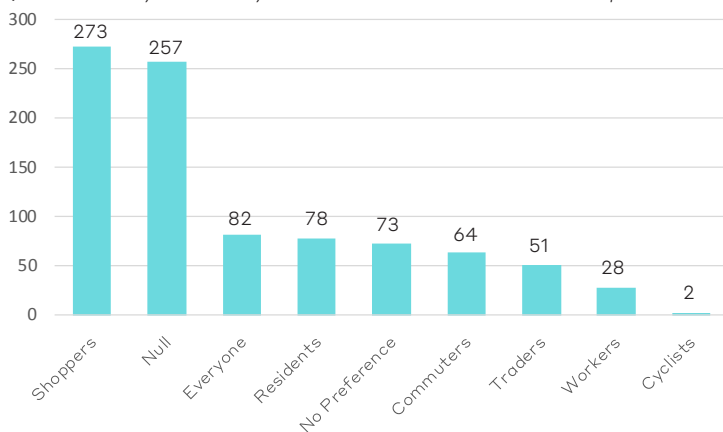


Figure 10 shows that participants mostly want shoppers to be able to use the car parking, while there were nearly as many blank answers left.

Figure 10. Question 5 Survey Response (ALL)



Question 6. Do you have any comments on how Council should manage parking fees in these car parks?

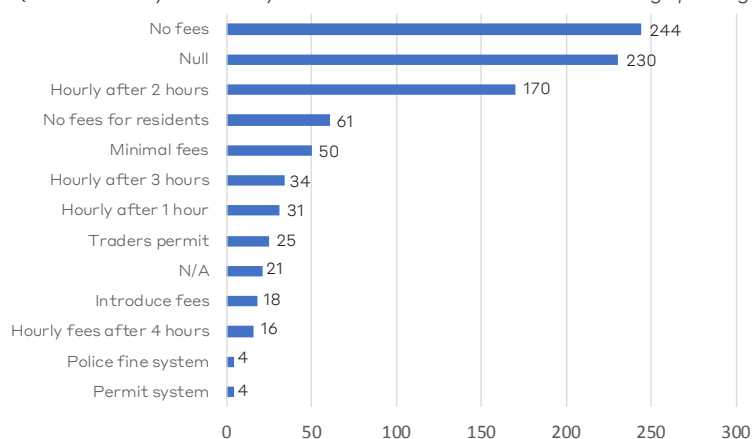


Figure 11 shows that a large majority of people who answered this question want no fees, followed by hourly fees after two hours. It is also noted that a large number of people left this question blank.

Figure 11. Question 6 Survey Response (ALL)

Question 10. Any other comments?



Figure 12 shows that a large number of people are not in favour of the options in general, and specifically against any residential development. 40 people mention that they are against all proposals, while others call for Council to act, and not settle for Option 4 (no change).

This shows how varied the survey responses are with many conflicting comments showing as the most common comments.

Figure 12. Question 10 Survey Response (ALL)







**3.0**

# DETAILED FINDINGS

## 3.0 Detailed Findings

Detailed feedback results have been split into the following categories in order to show a comparison of data and preferences between stakeholder groups:

- Summary of all responses
- Resident responses
- Trader responses
- Shopper/visitor responses
- Email feedback

### 3.1 Residents Responses

#### Demographics

Using the survey data, 78.8% of resident participants were from Brighton, while 4.2% were from Brighton East, and 15.6% did not specify a suburb.

#### Rankings

- Residents had a strong preference of Option 4 with 275 votes.
- Option 4 proved to be divisive, with 275 votes having it as a first preference, and 124 votes as a last preference, showing that residents had contrasting opinions regarding this option.
- Option number 3 also had a strong number of first preference votes at 186.
- Residents preferred Option 2 as a second preference (147 votes) and Option 1 as a third preference (125 votes).

See Figure 13 for the overall rankings of each option.

#### Priority & Fees

The top three responses for who local residents want prioritised for use of car parking are:

1. Shoppers (139 responses)
2. Residents (54 responses)
3. No preference (50 responses)

Regarding how Council should manage parking fees if the proposal were to go ahead, there was a strong response for no fees (134 responses) and hourly fees after 2 hours (87 responses), while there were a lot of blank answers (151 responses).

#### Issues Identified by Option

Local residents thought problems that would arise with Black Street were:

- Loss of parking spaces
- Increased congestion
- Poor design/aesthetic
- Against further development
- Disruption during construction

Local residents thought problems that would arise with Well Street were:

- Safety/security concerns
- Poor design/aesthetic
- Lack of access
- Increased congestion
- Loss of parking spaces

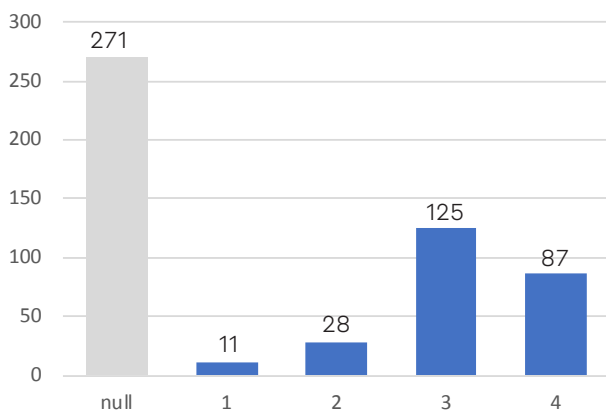
#### Other ideas and comments

Other common local resident ideas and comments included (in order of occurrence):

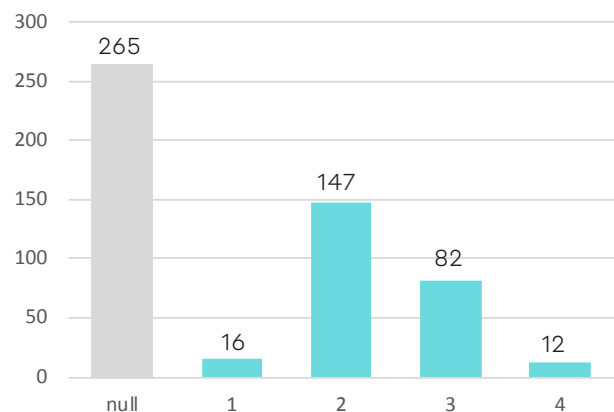
- Not in favour
- Against further residential development
- Does not support any proposal
- Council must act (Against Option 4)
- Increase parking yield
- Improve overall access/amenity
- Poor communication/consultation
- Impose parking restriction on traders



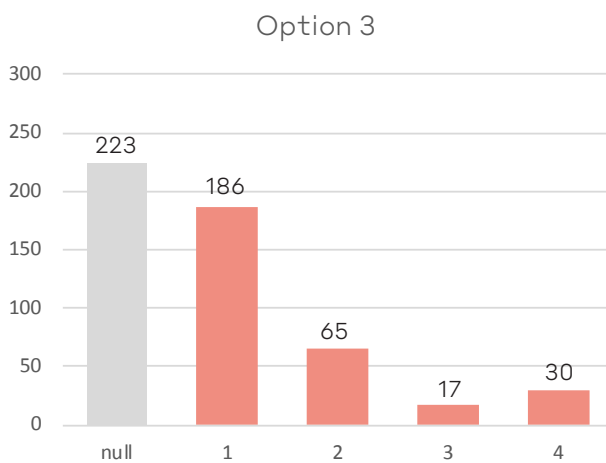
**OPTION 1** - 3 storey apartment with one level basement car parking, 3 level above ground parking with ground floor commercial - net increase of 86 public parking spaces.



**OPTION 2** - 3 storey apartment with two levels basement car parking, 3 level above ground parking with ground floor commercial - net increase of 146 public parking spaces.



**OPTION 3** - 3 storey apartment with two levels basement car parking, 3 level above ground parking and 1 level basement parking with ground floor commercial - net increase of 236 public parking spaces.



**OPTION 4** - No change - no net increase of public parking

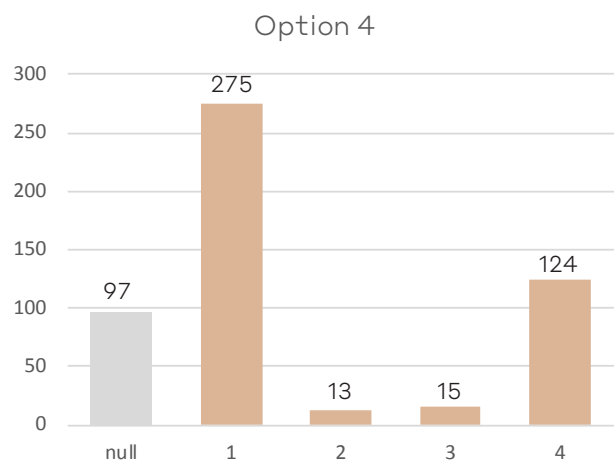


Figure 13. Options ranked by residents

- Commercial opportunism by council

## 3.2 Trader Responses

### Demographics

Using the survey data, 36.6% of trader participants were from Brighton, while 18.5% were from suburbs outside of the municipality.

### Rankings

- Traders had a strong preference of Option 3 with 135 votes.
- Option 2 was a strong second preference, and number 1 had an overall third preference.
- Option 4 proved to be divisive, with 57 votes having it as a first preference, and 86 votes as a last preference, showing that traders had a high level of disagreement regarding Option 4.

See Figure 14 for the overall rankings of each option.

### Priority & Fees

The top three responses for who traders want prioritised for use of car parking are:

1. Shoppers (48 responses)
2. Traders (24 responses)
3. Workers (14 responses)

Regarding how Council should manage parking fees if the proposal were to go ahead, there was a strong response for no fees (51 responses) and hourly fees after 2 hours (38 responses), while there were a lot of blank answers (99 responses).

### Issues identified by Option

Traders thought problems that would arise with Black Street were:

- Loss of parking spaces
- Increased congestion
- Poor design/aesthetic

- Cost concerns
- Disruption during construction

Traders thought problems that would arise with Well Street were:

- Safety/security concerns
- Poor design/aesthetic
- Cost concerns
- Increased congestion
- Loss of parking spaces

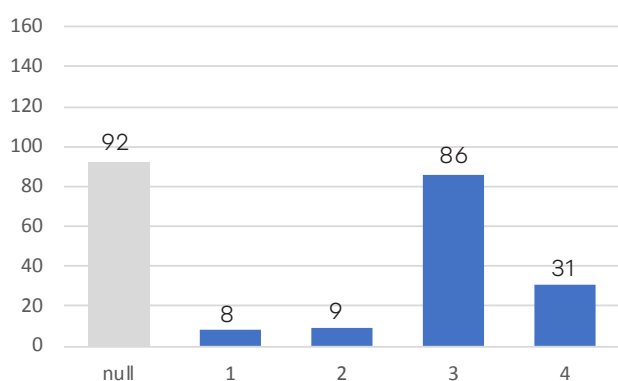
### Other ideas and comments

Other common trader ideas and comments included (in order of occurrence):

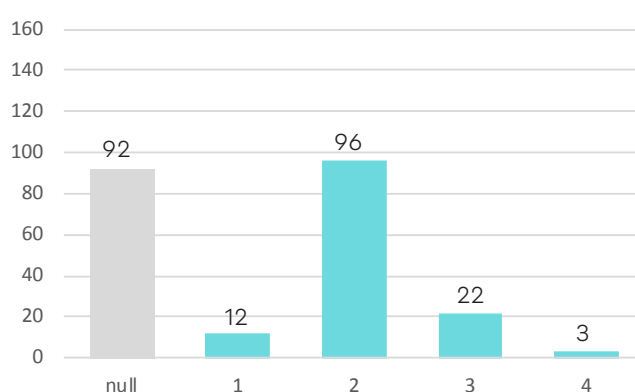
- Council must act (against option 4)
- Increase parking restrictions
- Not in favour
- Increase parking yield
- Against further residential development
- Designated parking for traders/staff
- Does not support any proposal



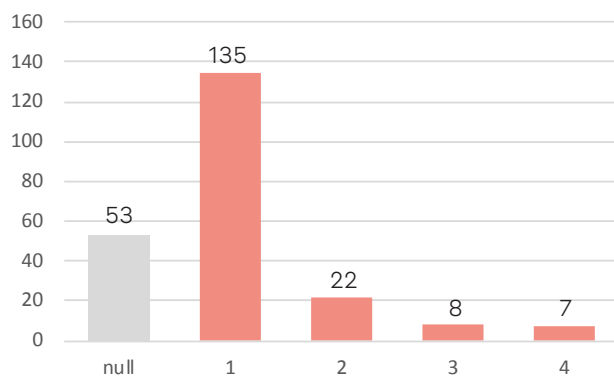
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**OPTION 2** - 3 storey apartment with two levels basement car parking, 3 level above ground parking with ground floor commercial - net increase of 146 public parking spaces.



**OPTION 3** - 3 storey apartment with two levels basement car parking, 3 level above ground parking and 1 level basement parking with ground floor commercial - net increase of 236 public parking spaces.



**OPTION 4** - No change - no net increase of public parking

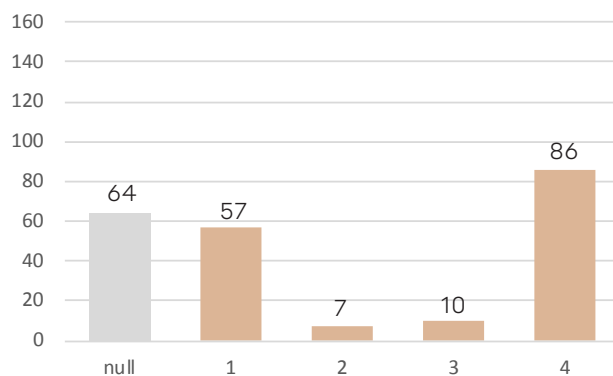


Figure 14. Options ranked by traders

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## 3.3 Shoppers/Visitors Responses

### Demographics

Using the survey data, 43.3% of shoppers/visitors participants were from Brighton, while 11.7% were from Brighton East, 2.9% were from outside Bayside City Council and 29.6% did not specify a suburb.

### Rankings

- Shoppers/visitors had two strong preferences of Option 4 with 110 votes followed by Option 3 with 91 votes.
- Option number 4 also had the highest level of disagreement, with 61 votes ranking Option 4 as a fourth preference.
- Option 2 was favoured as a second preference (70 votes), and Option 1 as a third preference (61 votes).

See Figure 15 for the overall rankings of each option.

### Priority & Fees

The top three responses for who shoppers/visitors want prioritised for use of car parking are:

1. Shoppers (69 responses)
2. Residents (18 responses)
3. Everyone (17 responses)

Regarding how Council should manage parking fees if the proposal were to go ahead, there was a strong response for hourly fees after 2 hours (42 responses), followed by no fees (37 responses), while there were a lot of blank answers (92 responses).

### Issues Identified by Option

Shoppers/visitors thought problems that would arise with Black Street were:

- Loss of parking spaces
- Poor design/aesthetic
- Not in favour
- Increased congestion
- Against further development

Shoppers/visitors thought problems that would arise with Well Street were:

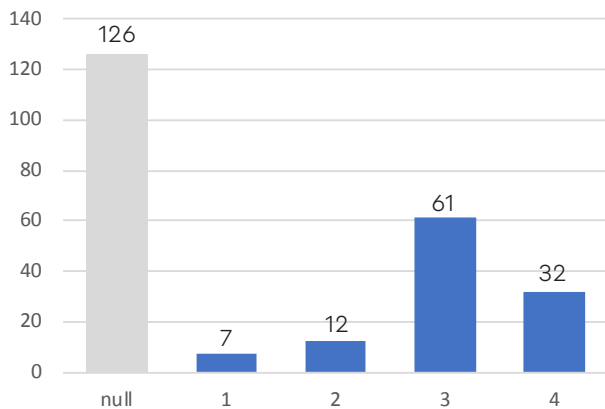
- Safety/security concerns
- Poor design/aesthetic
- Lack of access
- Increased congestion
- Loss of parking spaces

### Other ideas and comments

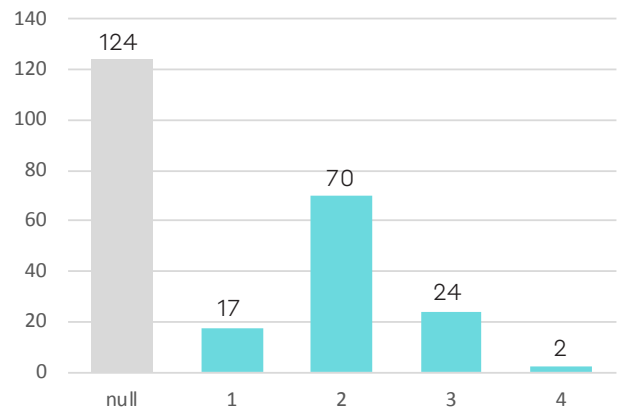
Other common shopper/visitor ideas and comments included (in order of occurrence):

- Increase parking yield
- Not in favour
- Against further residential development
- Improve overall access/amenities
- Impose restrictions on traders
- Does not support any proposal
- Maximise use of existing parking facilities
- Automate parking fines by using sensors

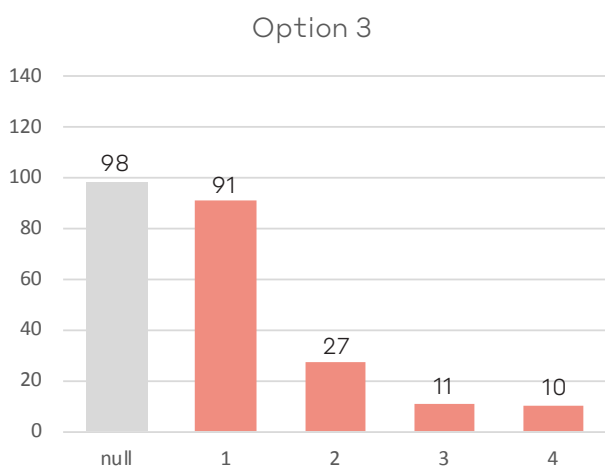
**OPTION 1** - 3 storey apartment with one level basement car parking, 3 level above ground parking with ground floor commercial - net increase of 86 public parking spaces.



**OPTION 2** - 3 storey apartment with two levels basement car parking, 3 level above ground parking with ground floor commercial - net increase of 146 public parking spaces.



**OPTION 3** - 3 storey apartment with two levels basement car parking, 3 level above ground parking and 1 level basement parking with ground floor commercial - net increase of 236 public parking spaces.



**OPTION 4** - No change - no net increase of public parking

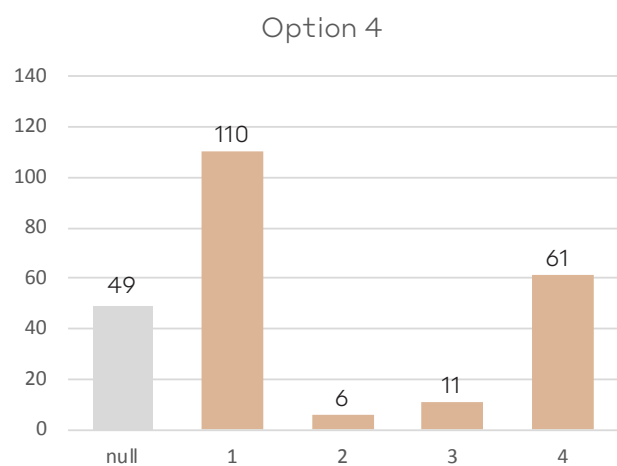


Figure 15. Options ranked by shoppers/visitors



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## 3.4 Emailed Feedback

In total, Council received 5 survey-formatted responses, and 52 additional submissions through REX requests, email text and attachments, and phone messages.

### SURVEY SUBMISSIONS

From the additional surveys, there were no Brighton trader respondents. Four out of five indicated that they are a nearby resident. Option 4 and Option 1 were each preferred by 2 respondents, while the fifth respondent preferred Option 3. Concerns of overcrowding, overdevelopment, and more congestion were cited by those that preferred Option 4.

Both respondents that preferred Option 1 remarked that commercial businesses such as shops and cafés would be a welcome addition to Black Street, but a residential apartment block less so. Respondents felt that shoppers should have first priority at car parks, but that train commuters and traders also need space.

### OTHER TEXT SUBMISSIONS

Many of the submissions only contained general questions or complaints about the proposal. It was not possible to determine an options preference for 17 (one-third) of the responses. Approximately 50% of the submissions expressed a preference for Option 4. This option received the most votes. Option 3 received 6 votes (approximately 12%) while Option 1 and Option 2 each received only 2 votes.

Respondents' comments focussed on the following themes.

- **Needing more information:** Many respondents wished to know more information about the overall proposal or four options and felt they were not yet informed enough to give feedback. A common question centred on the appearance of the proposed future developments and

how they would blend with the surrounding development. Another common query was whether there would be parking fees imposed at the new car parks.

Example comments:

*"The options look similar, but what are the details?"*

*"Will there be turning lanes, where will the exits be, will there be 2 hour parking, how do I exit my driveway when there are cars coming and going, what about the noise?"*

- **Dissatisfaction with Process:** Approximately one-fifth of respondents expressed frustration with the overall process. Most commonly, they felt that the materials used were misleading, and that council was attempting to give the impression that the proposal would yield a greater net increase in parking than it would in reality. A few respondents stated that they had turned to email to communicate their feedback because the online survey was not user-friendly. There were also some frustrations with the level of communication throughout the process. One respondent felt that traders' opinions were being favoured over residents', while another felt the opposite. Another suggested that Council was over-communicating and wasting money, as they had received 3 brochures.

Example comments:

*"I have received 3 brochures for this proposal. So have my neighbours. This is a waste of ratepayer money."*

*"The flyer is misleading. The calculations for net gain in parking are not correct. Either someone can't do math or you were intentionally misleading"*

- **Objection to perceived overdevelopment:**

The most common objection that respondents had to the proposal was that overdevelopment. One-fourth of respondents expressed concern that Brighton was becoming overdeveloped, crowded, and losing its village feel and existing neighbourhood character. Respondents who voiced this concern generally selected Option 4 as preferred.

- Create angled on-street parking rather than redevelop these sites
- All basement car parking rather than 3-storey buildings
- Two storeys rather than three to reduce visual impact
- Increase parking provision so more is not needed in five years

Example comments:

*"The source of overcrowding in our streets is overdevelopment"*

*"Locals are anxious about the rapid rate of development"*

These responses also proved to be varied, similarly to the online and hard copy surveys analysed above. These submissions were mostly feedback on the project as a whole, and not necessarily one issue, but more to do with how council had presented the project, and other concerns that have resulted from it.

- **Increased congestion:** Respondents worry that more parking will attract more cars, and congestion will worsen. The concern that the development of Option 1, 2, or 3 would increase congestion in the area and exacerbate traffic concerns was often cited alongside concerns of overdevelopment.

Example comments:

*"With so many Apartments comes so many people all with Cars which causes so much congestion"*

*"Commercial and residential developments will result in more vehicles and congestion and be adverse to the existing amenity"*

- Several submissions **proposed alternatives to the 3 Options** presented by Council, including:
  - Develop one site but not the other
  - Install parking meters rather than create more parking







**4.0**

# OBSERVATION & SYNTHESIS OF OPTIONS

## 4.0 Observation & Synthesis of the Options

This project has identified that parking is an important issue for Brighton residents however, there is strong debate about how the issue should be resolved.

Overall,

- Options 3 and 4 were the group's overall preferred options based on first preference, but there was a lot of debate and disagreement over option 4.
- People expressed a range of concerns over Option 1, less so over 2 and 3, specifically whether this option was worth considering given the overall yields- and concern about the loss of public car parking at Black Street.
- There was strong commentary about "not supporting any option" and calling for more options beyond these sites.
- Many comments also requested a more strategic look at the function of the area as a whole and that the solution should not be focused on these sites until the problem was further understood.

### **Further issues to consider with Black St car park & apartments?**

- Traffic implications: noise, congestion, and traffic flow at nearby busy intersections
- Design and visual amenity of apartments
- Landscaping
- Ease of access to underground parks, including pedestrian access. And signage.
- Security and cleanliness of underground parks
- Parking must be enough for residents, shoppers, traders, as well as some train commuters
- Disruption during development
- Parking restrictions: fees and time limits? Concern for loss of FREE spaces
- Proportion of private to public parking spaces

- Will increase in residents and commercial uses at the apartments increase demand past what is being provided?
- Impact on surrounding homeowners
- Overshadowing from apartment block
- Bike parking
- Impact on local services
- What commercial uses are appropriate for the ground floor

**Overall Issues:** not satisfied with the 3 options, budget, cost/benefit analysis not provided, alternative to make this spot open space, parking deemed either unnecessary or inadequate, selling off of public land.

### **Q4 Further issues to consider with Well St car park? From all:**

- Already having congestion issues, especially with the delivery trucks
- Disruption during development
- Size of spaces
- Attractiveness of a car park
- Parking restrictions: fees and time limits? Concern for loss of FREE spaces
- Parking must be enough for residents, shoppers, traders, as well as some train commuters
- Why not underground parking here?
- Impact on surrounding homeowners
- Ease of access to underground parks, including pedestrian access. And signage.
- Security and cleanliness of underground parks
- Landscaping
- Updating the public toilet block
- Potential for 40kph zone

**Who should be able to park in these car parks,**



### **and how should fees be managed?**

**Traders say:** Parking should be for traders, staff, and shoppers, not commuters. Perhaps a designated level or area for traders and staff that is medium-long term parking. Traders and staff currently facing issues of fines when they are unable to find a free space while they work. Preference is for free parking. At minimum, no fees for the first 2 hours. Potential for fees for long-term parking spaces, but traders and staff would not be subject to this—one suggests the use of a pass that exempts from fees. Or, a monthly or annual use plan for traders and staff. If applied, fees should be reasonable so as to continue to attract shoppers to the area. Little to no support for 1-hour parking limits.

**Residents say:** Shoppers should have first priority for these spaces. Traders can be allocated some spaces at Black St, but otherwise should be responsible for their own parking and the parking of their staff. Others state that shoppers and traders should have equal access to spaces, but all spaces should be subject to limits to prevent train commuters from parking there all day. A minority believe the spaces should be open access for all, with no limits. There is a perception that visitors from outside the area are taking the parking of Bayside residents, and many residents emphasize that only Bayside residents should be able to park in these new spaces, as they are the ratepayers. Many suggest that Bayside residents should be issued parking permits that would exempt them from any fees at the new parking spaces, while visitors would be subject to a fee. Train commuters are most often identified as the group that should pay for longer-term parking. Free parking is supported the most, but some respondents again emphasize that it should only be free for residents, as ratepayers. Charging a fee after 2 hours or 4 hours is supported by a large number of participants.

**Shoppers/visitors say:** Similar to the residents, shoppers believe that Church St and surrounding area shoppers should be the first priority. Traders should also have access to some spaces. This group also suggests the possibility of exclusive parking access for Bayside Council Residents (ratepayers). Some suggest that traders should contribute to the construction of their own spaces, separate from those for residents and shoppers. Again, separate parking arrangements for commuters are preferred. Respondents refer to all-day rates or expanded parking at the train station for commuters. Many from this group are in favour of time restrictions on parking to cater to shoppers and visitors. Because shoppers/visitors may also be movie-goers, some spaces with limits above 2 hours are needed. According to shoppers/visitors, charges for longer-term parks can be imposed. Again, there is a perception that traders are not residents (ratepayers) and therefore it is appropriate to subject them to fees for all-day parking. Some note that travelling to the area by public transport is easy, and parking should be expensive to discourage more people from driving to the area rather than using the train, tram, or active transport.



**How to better manage car parking demand? (If NOT proceeding with option 1/2/3)**

**Traders say:**

- Provide more spaces for longer-term (more than 1 hour) parking
- Encourage public transport
- Increase parking provision with higher density developments
- Greater inspection of existing parking areas
- Designated trader/staff parking
- Remove existing parking limitations in some areas so that staff/traders are not fined
- Issue permits so that traders/staff are exempt from nearby 2-hour parking
- Increase the 2-hour limit to 4 hours to give customers and staff more time

**Residents say:**

- Encourage the use of public transport
- Improve biking and pedestrian infrastructure to encourage active transport
- Pay-for-time parking/fee for all-day parking
- Increase parking provision with higher density developments
- Halt development so the area's population does not continue to increase
- Introduce 45 degree parking on streets surrounding Church Street
- Operate a shuttle bus to the shopping centre from the surrounding area
- Parking technology like that of Southland
- Better signage to direct visitors to existing parking areas
- Increase the size of the Middle Brighton Station car park
- Parking permits for local residents

**Shoppers/Visitors say:**

- Designate a small parking area of longer-term spaces for traders/staff
- More spaces with time limits, especially on-street spaces on and around Church St
- Better parking technology—number plate recognition and automatic fines
- Greater inspection of existing parking areas/enforcement of time limits
- Improve existing parking spaces, including signage
- Encourage public and active transport usage
- Offer a shuttle service from areas around Church St/from existing car parks elsewhere
- Some spaces at 4-hour time limits for spending more time at the shopping centre
- Introduce 45 degree parking on streets surrounding Church Street
- Prohibit traders from parking in public spaces
- Some spots with ½ hour or 1 hour time limits for short trips

**Additional comments**

**Traders say:**

- Concern for loss of village feel with the development of the Black St apartment block and others like it
- Public parking is most need at the Black St site, so this should not decrease here to increase at Well St
- Frustration with the current state of parking
- Need for all-day trader/staff parking
- No 1-hr parking

**Residents say:**

- Concerned about over development
- Perceived lack of consideration for residents, protecting of trader and visitor interests only
- Competing with traders for spaces
- Don't sell council land
- With new development, even an increase in parking could be at capacity in the near future
- Leave parking as is, it is not too difficult to find a space

**Shoppers/Visitors say:**

- Parking around Sandy Village also becoming difficult
- Balancing costs, additional housing, and additional parking is a great idea
- No additional parking needed, only change in current practices in existing spaces, e.g. better enforcement and more time limits
- Too much car dependency in Bayside—traders, shoppers should be encouraged to bike, walk, or use active transport
- Council should explore selling other potential sites to fund additional parking rather than developing Black St into apartments, which would add to congestion

**Feedback on process (from all):**

- Frustration at the perceived misrepresentation of the parking yields in the 3 options presented to the community
- Questions around timeline and cost
- Dissatisfaction with the provided options
- Questions around why this is necessary
- General mistrust of the motives of Council
- Lack of understanding as to why the changes at the two sites are packaged together







**5.0**

# NEXT STEPS

## 5.0 Next Steps

Next steps for the project include Council and the consultant team finalising the engagement Summary report.

The project findings will then be circulated to Councillors for project briefing to decide on the outcome of this project.

The final decision will be made on the basis of this report, as well as findings from the separate Council parking audit that s being held simultaneously to this project (see Figure 16).

Once a decision is made, the public will be notified and the project will either progress, or no changes will be made.



Figure 16. Options ranked by shoppers/visitors







**2.0**

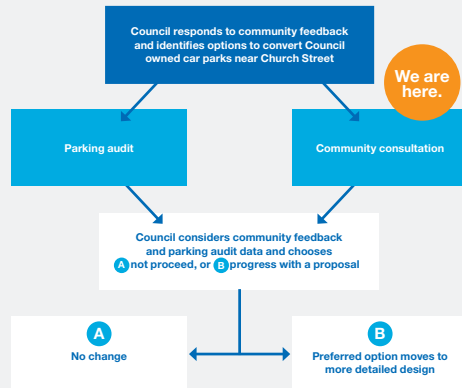
# APPENDICES



# A. Project Brochure

## The decision-making process

Along with community consultation, Council is also undertaking an official parking audit of this area. This will enable Council to use both quantitative and qualitative research to inform its decision.



Join the conversation online at

[bayside.vic.gov.au/HaveYourSay](https://bayside.vic.gov.au/HaveYourSay)

Attend a drop-in session

Wednesday 22 August 4pm – 7pm, or Saturday 25 August 10am – 1pm  
Brighton Town Hall, Chr Carpenter and Wilson Street, Brighton

Consultation closes

Sunday 26 August 2018

For further information contact

Nicholas Beck, Property Coordinator, Tel 9599 4441



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# have your say

## More public parking for Church Street

Council is currently seeking your feedback to determine if it should redevelop two Council-owned car parks in Brighton – and, if so, which of its proposed options should proceed.

The proposed sites are located at 22-26 Black Street and 21-27 Well Street adjacent to the Church Street shopping strip.

The redevelopment of these sites could deliver up to 236 additional public parking spaces. Currently, the Black Street car park has 93 public parking spaces and Well Street has 107 public parking spaces.

We want to hear from you about whether you support this idea and, if so, which option you prefer. **Feedback closes on Sunday 26 August 2018.**



## What is the project about?

Insufficient parking in and around the Church Street shopping strip is a key concern raised by both traders and residents. In response to these concerns, Council has looked at its available parking sites in this area to determine how parking spaces could be increased.

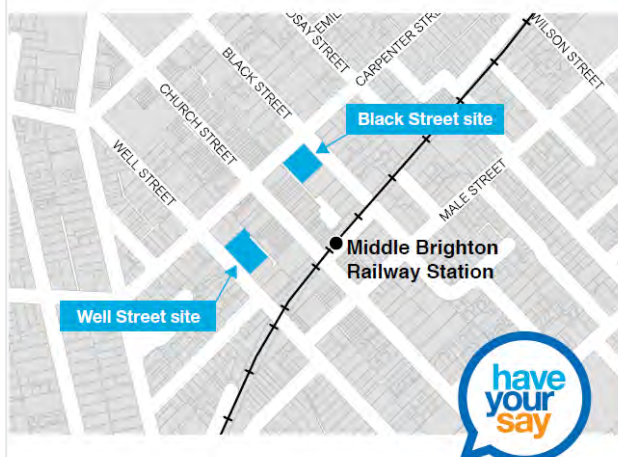
The Well Street car park behind Woolworths and the Black Street car park on the corner of Carpenter Street both provide good locations for increased public parking facilities.

Council has developed a range of options but before we move to a more detailed design phase we want to hear from the community about if and how, any redevelopment should occur.

## Why are both sites being considered?

The construction and maintenance of multi-storey car parks is expensive and Council is committed to any possible redevelopment occurring in a way that is cost-neutral to the community. To achieve this goal, the creation of the business case for each option requires both Well and Black Street sites to be redeveloped.

The preliminary options have been developed to comply with relevant discretionary planning controls in terms of height limits, set backs and parking provisions.



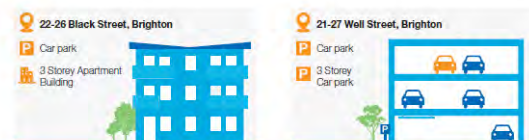
## Options

With the exception of the no change option, all of the proposals would see the construction of a three storey apartment building at Black Street and a three storey car park at Well Street.

All of the options would include new residential and commercial units but with varying degrees of basement parking.

We know that this type of development would be a significant change.

As part of this consultation process we want to hear from you about a range of issues. In particular, we know that minimising impacts on neighbours will be key if any of the proposals should go ahead.



Option 1		Option 2	
Black Street	Well Street	Black Street	Well Street
3 storey apartment building with part ground floor commercial (restaurant/café) and one level of basement parking	3 level above ground parking with part ground floor commercial	3 storey apartment building with part ground floor commercial (restaurant/café) and two levels of basement parking	3 level above ground parking with part ground floor commercial
33 new apartments + 3 commercial units	4 commercial units	33 new apartments + 3 commercial units	4 commercial units
0 public parking spaces + 73 private spaces	280 public parking spaces + 22 private spaces	60 public parking spaces + 73 private spaces	280 public parking spaces + 22 private spaces
TOTAL: 290 public parking spaces (net increase of 80 public parking spaces)		TOTAL: 349 public parking spaces (net increase of 149 public parking spaces)	
Option 3		Option 4	
Black Street	Well Street	Black Street	Well Street
3 storey apartment building with part ground floor commercial (restaurant/café) and two levels of basement parking	3 level above ground parking plus 1 level basement parking, with part ground floor commercial	No change	No change
32 new apartments + 3 commercial units	4 commercial units		
60 public parking spaces + 73 private spaces	376 public parking spaces + 22 private spaces		
TOTAL: 436 public parking spaces (net increase of 236 public parking spaces)		TOTAL: 200 public parking spaces (no increase of public parking spaces)	



## B. Letter to traders

### **More public parking for Church Street Brighton**

*Council is currently seeking your feedback to determine if it should redevelop two Council-owned car parks in Brighton*

The consultant team will be running two [drop in](#) sessions in the week of 20 August, and are looking for trader group feedback on the proposed development options.

The proposed sites are located at 22-26 Black Street and 21-27 Well Street adjacent to the Church Street shopping strip. The redevelopment of these sites could deliver up to 236 additional public parking spaces. Currently, the Black Street car park has 93 public parking spaces and Well Street has 107 public parking spaces.

*We want to hear from you about whether you support this idea and, if so, which option you prefer.*

#### **How can you participate?**

##### **Fill in a survey:**

Fill in the attached survey and send this to:

PO Box 27, Sandringham VIC 3191

OR

Fill out the survey online at [yoursay.bayside.vic.gov.au/church-street-parking](https://yoursay.bayside.vic.gov.au/church-street-parking)

##### **Attend a drop-in session:**

Surveys can also be handed in at the [drop in](#) sessions, where the consultant team will also be answering any questions you may have about the project. Come by the Brighton Town Hall to hear more and share your feedback. Corner Carpenter and Wilson Street, Brighton.

**Wednesday 22 August 2018, 4:00PM – 7:00PM**

**Saturday 25 August 2018, 10:00AM – 1:00PM**

**SURVEYS CAN BE COMPLETED UNTIL SUNDAY 2 SEPTEMBER 2018**

## C. Street Signage

# Should Council build a multi-storey car park here?

 [bayside.vic.gov.au/HaveYourSay](https://bayside.vic.gov.au/HaveYourSay)  
Have your say before **26 August**



## More public parking for Church Street

Council is currently seeking your feedback to determine if it should redevelop two Council-owned car parks at 22-26 Black Street and 21-27 Well Street in Brighton – and, if so, which of its proposed options should proceed.

Join the conversation online at

 [bayside.vic.gov.au/HaveYourSay](https://bayside.vic.gov.au/HaveYourSay)

<b>Attend a drop-in session</b> Wednesday 22 August 4pm – 7pm, or Saturday 25 August 10am – 1pm. Brighton Town Hall, Cnr Carpenter and Wilson Street, Brighton	<b>Consultation closes</b> Sunday 26 August 2018 <b>For further information contact</b> Nicholas Beck: Property Coordinator, Tel 9599 4441
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## D. Hard Copy Survey



### BLACK & WELL STREET PUBLIC PARKING PROJECT

Council is currently seeking your feedback to determine if it should redevelop two Council-owned car parks in Brighton – and, if so, which of its proposed options should proceed.

The proposed sites are located at 22-26 Black Street and 21-27 Well Street adjacent to the Church Street shopping strip.

The redevelopment of these sites could deliver up to 236 additional public parking spaces. Currently, the Black Street car park has 93 public parking spaces and Well Street has 107 public parking spaces.

We want to hear from you about whether you support this idea and, if so, which option you prefer. Feedback closes on Sunday 2 September 2018.

#### SURVEY

##### 1. Please browse through the four options:

\* you can rank all four options by writing 1 next to your **most** preferred option, writing 2 next to your second preference etc, with 4 being your **least** preferred option; OR

\* you can just select your most preferred option by writing a 1 next to it.

<b>Option 1</b>		<b>Option 2</b>	
<b>Black Street</b> 3 storey apartment building with part ground floor commercial (restaurant/café) and <b>one level of basement parking</b> 33 new apartments + 3 commercial units 0 public parking spaces + 73 private spaces	<b>Well Street</b> 3 level above ground parking with part ground floor commercial 4 commercial units 286 public parking spaces + 22 private spaces	<b>Black Street</b> 3 storey apartment building with part ground floor commercial (restaurant/café) and <b>two levels of basement parking</b> 33 new apartments + 3 commercial units 60 public parking spaces + 73 private spaces	<b>Well Street</b> 3 level above ground parking with part ground floor commercial 4 commercial units 286 public parking spaces + 22 private spaces
<b>TOTAL: 286 public parking spaces (net increase of 86 public parking spaces)</b>		<b>TOTAL: 348 public parking spaces (net increase of 146 public parking spaces)</b>	
<b>Option 3</b>		<b>Option 4</b>	
<b>Black Street</b> 3 storey apartment building with part ground floor commercial (restaurant/café) and <b>two levels of basement parking</b> 33 new apartments + 3 commercial units 60 public parking spaces + 73 private spaces	<b>Well Street</b> 3 level above ground parking plus <b>1 level basement parking</b> , with part ground floor commercial 4 commercial units 376 public parking spaces + 22 private spaces	<b>Black Street</b> No change	<b>Well Street</b> No change
<b>TOTAL: 436 public parking spaces (net increase of 236 public parking spaces)</b>		<b>TOTAL: 0 new public parking spaces</b>	





2. Are you a....(please tick)

- ☐ Brighton trader/business owner or operator?
- ☐ nearby resident?
- ☐ shopper/visitor to the area?

3. If Council proceeds with further investigations into Options 1, 2 or 3, what issues need to be taken into account for the Black Street car park and apartments?

1.

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2.

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3.

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4. If Council proceeds with further investigations into Options 1, 2 or 3, what issues need to be taken into account for the Well Street car park?

1.

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2.

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3.

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**5. Do you have any comments on who should be able to park in these car parks?**  
(eg prioritise train commuters, traders, shoppers?)

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**6. Do you have any comments on how Council should manage parking fees in these car parks?**

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**7. If Council DOES NOT proceed with these proposals (car parks remain as is), what suggestions do you have to better manage the demand for car parking around Church Street?**

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8. Suburb where you live:

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9. (Optional)

If you live - or have a business - near these car parks, please provide the name of your street so we can understand the potential impact of this proposal:

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10. Any other comments?

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*Thank you for completing this survey!*

11. Would you like to keep in contact with this project? If so, please provide your email address to receive project updates.

.....

Please return this survey by **2 SEPTEMBER 2018**, to the [Brighton Library](#) or the [Service Centre](#).

**Brighton Library**  
14 Wilson St, Brighton VIC 3186

**Council Service Centre**  
76 Royal Avenue, Sandringham VIC 3191

For more information about the project, please visit:

 [bayside.vic.gov.au/HaveYourSay](https://bayside.vic.gov.au/HaveYourSay)

## E. Drop In Session Posters

# BLACK & WELL STREET PUBLIC PARKING PROJECT

**Fill out your survey!**



The survey has now been available online since **6 August 2018**.

You can fill out the survey online (link below) or fill one out today.  
These can be returned to the [Brighton Library](#) or [Council Service Centre](#).



Feedback closes on **Sunday 2 September 2018**.



So far **448 people** have answered the survey online.



# WELCOME

# BLACK & WELL STREET PUBLIC PARKING PROJECT

Drop In Sessions



Come inside to learn more about the project, talk to the team and fill out the project survey.



## F. Coded Summary Explanations

### 1. Poor design/aesthetic

A range of comments were made that indicate that something about the design (including the look, may include height, but also the functionality of the option) or the aesthetic (which is more closely related to the appearance of the option) of an option is not optimal for the respondent. Could include issues with: heritage appearance, streetscape, vegetation, height, shadows.

### 2. Increased congestion

The respondent has commented that there will be increased congestion (mostly with regard to vehicular) after the construction of the option is completed.

### 3. Loss of parking spaces

The respondent has indicated that the option associated will not provide enough additional parking spaces, or results in a net loss of parking spaces.

### 4. Lack of access

The option associated has an issue with loss of pedestrian, bicycle or vehicular access. These comments also regularly mentioned access issues for elderly or mobility impaired people, or people using trolleys and prams.

### 5. Not in favour

A general comment from the respondent indicating they do not support the option proposed.

### 6. Safety/Security concerns

Indicated a range of comments about the effect of the new developments on the overall safety and security for people walking and driving past and through the option's new design or for people parking their cars.

### 7. No further development

These comments mostly indicated that the respondents are against additional residential apartment development, although some were against any further development at all.

### 8. Disruption during development

The respondent expressed concerns that there will be traffic, construction or pedestrian disruption during the construction period associated with that option.

### 9. In favour

A general comment from the respondent indicating they do not support the option proposed.

### 10. Cost concerns

Concerns that a particular option will incur direct costs to them (i.e. parking fees) or will cost the municipality in a significant way.

### 11. N/A

These comments were not constructive or off the topic.



ETHOS  
URBAN

