



7 Well Street pocket park

Community engagement summary report
February 2023

1 Contents

2	Background.....	2
3	Consultation process.....	2
3.1	Consultation purpose	2
3.2	Consultation methodology	2
4	Participant profile	3
5	Consultation findings.....	4
5.1	Support for actions	4
5.2	Survey feedback	4
5.2.1	Reason for liking or disliking the concept design	4
5.2.2	Vegetation feedback.....	7
5.2.3	Additional vegetation suggestions	9
5.2.4	Other feedback about the concept design	10
5.2.5	Direct correspondence about the concept design.....	12
5.3	Project Evaluation	13

2 Background

This document provides a summary of stakeholder and community feedback on the 7 Well Street pocket park design.

Council decided to create a pocket park in Well Street, Brighton, in December 2021 following community support for more public open space in the area. During the first phase of engagement on the future use of the site held between 7 October to 7 November 2021, our community told us they wanted ‘a passive space for relaxation, sitting and reading’.

This phase of community engagement undertaken from 16 January – 13 February 2023, focussed on the draft concept design and received 71 contributions.

Key findings

Participants were generally supportive of the concept design for the 7 Well Street pocket park with a majority (61%) responding that they loved the concept design or thought it was OK. Most respondents (83%) indicated that they would spend time in the pocket park throughout the year.

Common feedback included general support for a park (10 mentions), including playground equipment (10 mentions) and providing more seating (9 mentions).

Concerns raised by a few respondents (13), included safety concerns due to the secluded nature of the park and lack of lighting, litter, graffiti, vandalism, plant species selection, and unsocial behaviour.

Next steps

Community feedback will be considered to inform the detailed design of the pocket park. Council will consider community feedback and the proposed concept design, at its April 2023 meeting.

3 Consultation process

3.1 Consultation purpose

Council invited community feedback between 16 January – 13 February 2023 to understand the level of support for the proposed concept design of the 7 Well Street pocket park and ensure it meets community needs and expectations.

Community engagement was conducted in accordance with Council’s Community and Stakeholder Engagement Policy 2021. An engagement plan overview was published and is available to view on Council’s Have Your Say engagement website.

3.2 Consultation methodology

The tools and techniques selected for this project were informed by the project content, stakeholders and type of feedback sought.

Key tools for communicating the project

- Site signage
- flyers distributed to neighbouring residents and Church Street precinct
- email to 7 Well Street project subscribers (86)
- Council communication channels, including website news story, social media and e-newsletter to over 11,00 subscribers, digital advertising screens at Corporate Centre and Brighton library.

Key methods for gathering feedback

- online engagement through [Have Your Say](#), including opportunity to provide feedback via survey or upload a written statement
- contact email address and phone number of Council Officer provided for interested community members to ask for further information or provide feedback
- printed information available, as required.

Details	Activity
16 January 2023 – 13 February 2023 892 visitors 64 contributions	Have your say website Project information, online survey and written statement form hosted on the engagement platform Have Your Say Online survey: 64 responses Written statement form: 0 responses
16 January 2023 – 13 February 2023	Question and Answer forum No questions asked and responded to via the Q&A forum. 0 questions
16 January 2023 – 13 February 2023 7 submissions	Correspondence Direct feedback provided through contacting the Project Officer for further information or to provide feedback via phone or email.

4 Participant profile

Survey respondents (64) were asked to qualify their connection to the 7 Well Street site. All participants had a connection to the site:

- 3 stated they own/operate a business in Church Street activity centre
- 14 indicated they live on Well Street
- 24 said they live in Brighton
- 1 said they work in the Church Street activity centre
- 15 visit Church Street activity centre
- 3 preferred not to say
- 4 selected 'Other' as their connection to the Well Street site: one said they were a Black Rock resident who shops in Church Street, one stated they were a conservation biologist and zoologist who walks in the area, one was interested in the establishment of pocket parks and one said they live in Bayside and visit the area.

Demographic information was not requested from participants as it was not considered relevant to this phase of engagement.

5 Consultation findings

The following section summarises the key themes which arose in community feedback on the 7 Well Street pocket park design. 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.

5.1 Support for actions

Community feedback was supportive of the concept design with 30% of respondents loving the overall design of the pocket park and 31% stating it's OK. The majority (83%) of respondents indicated that they would spend time in the pocket park throughout the year.

5.2 Survey feedback

5.2.1 Reason for liking or disliking the concept design

Survey participants were asked how they felt about the concept design for the 7 Well Street pocket park overall and could select from the following options, "I love it", "It's OK", "I have some concerns", "I don't like it at all" and "I don't know". Following their answer, they were asked to provide a reason for their response.

The feedback provided by the 62 submitters is summarised by theme in the table below:

Topic	Community feedback
Open space	Supportive of a park (10 mentions) Supportive of natural outdoor spaces and greening (5 mentions) Not supportive of using the site for park/open space (2 mentions)
Design elements/infrastructure	Needs more seating (8 mentions) Add playground equipment (6 mentions) More shade cover needed (4 mentions) Needs more picnic tables (2 mentions) Needs a rubbish bin (2 mentions) Add a water feature (2 mentions) Use wooden chairs/seating not metal Like the pedestrian access to the shopping centre Attractive design Too many seats Too much infrastructure No picnic table Needs wider grass area

Wiggly paths are difficult to manoeuvre wheelchairs

A good mix of practical facilities and native vegetation

Could be improved

Needs covered area to protect from sun/rain

Needs a water fountain with water for dogs,

There is no public toilet.

Vegetation/planting

Love the native plants

Needs some mature trees or shade until the saplings grow

Three levels of planting needed

Would like to see planting better focussed on attracting and keeping small native birds

Happy with the plant palette

More leafy trees instead of shrubs

More canopy trees

Dislike grass

General comments about the park

Not the place for a park (4 mentions)

Great place to relax

Church Street would definitely benefit from more greenery AND car parking space

Lovely place to have lunch

Peaceful space that will attract birds and provide much needed habitat for other animals

Perfect place to sit, breath and collect yourself after shopping

This will provide a lovely open air space that my friends and I can sit and enjoy the fresh air

I can sit there with my dog

love the idea of being able to relax in the park after shopping

A green canopy will result when trees mature

It will be nice to sit in a secluded park

A good mix of open area, shaded areas and seating

Pedestrian access to Church St is a brilliant addition.

It won't get used

Very little included in the park to draw people in

Too small for a park

No use for it if there is no playground

Financial

Waste of money (2 mentions)

Budget seems a bit light

As a ratepayer whose rates helped purchase this block I want it sold and proceeds returned to Council

The true cost to ratepayers is the land value plus the \$100000.00 for landscaping = \$2m

Concerns

Concerned about existing block wall

Concerned about metal chairs on hot days

Concerned about skateboarders

Concerned about future tree damage to neighbouring properties

Concerned about litter

Concerned about night parties

Concerned about teens gathering at night

Trees will create a visual blocker making the park unsafe

Concerned about vandalism

Concerned about safety

Other comments

The site should be used for carparking (5 mentions)

Community wifi

Council has taken away too much parking

Use the space for a skate area or other youth focused spaces

Need more public housing in Brighton

Should be returned to housing or multi-level development

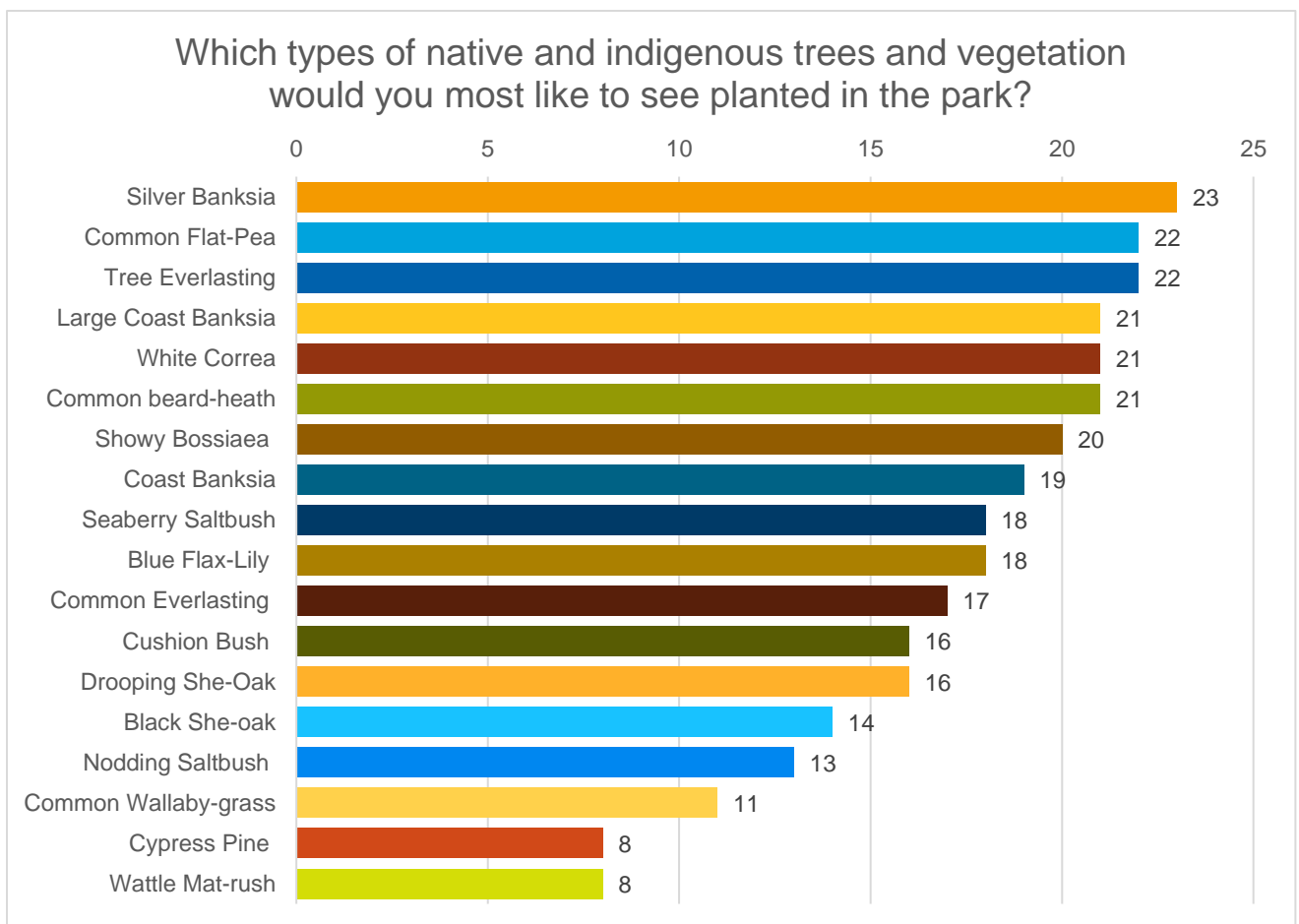
I would like to see the finished park before I make comment

Can this be an off leash dog pocket park
 Need a small-dog only, fenced area somewhere in Brighton
 consider small alterations to the plan and answer some queries
 Skate park would have been nice

5.2.2 Vegetation feedback

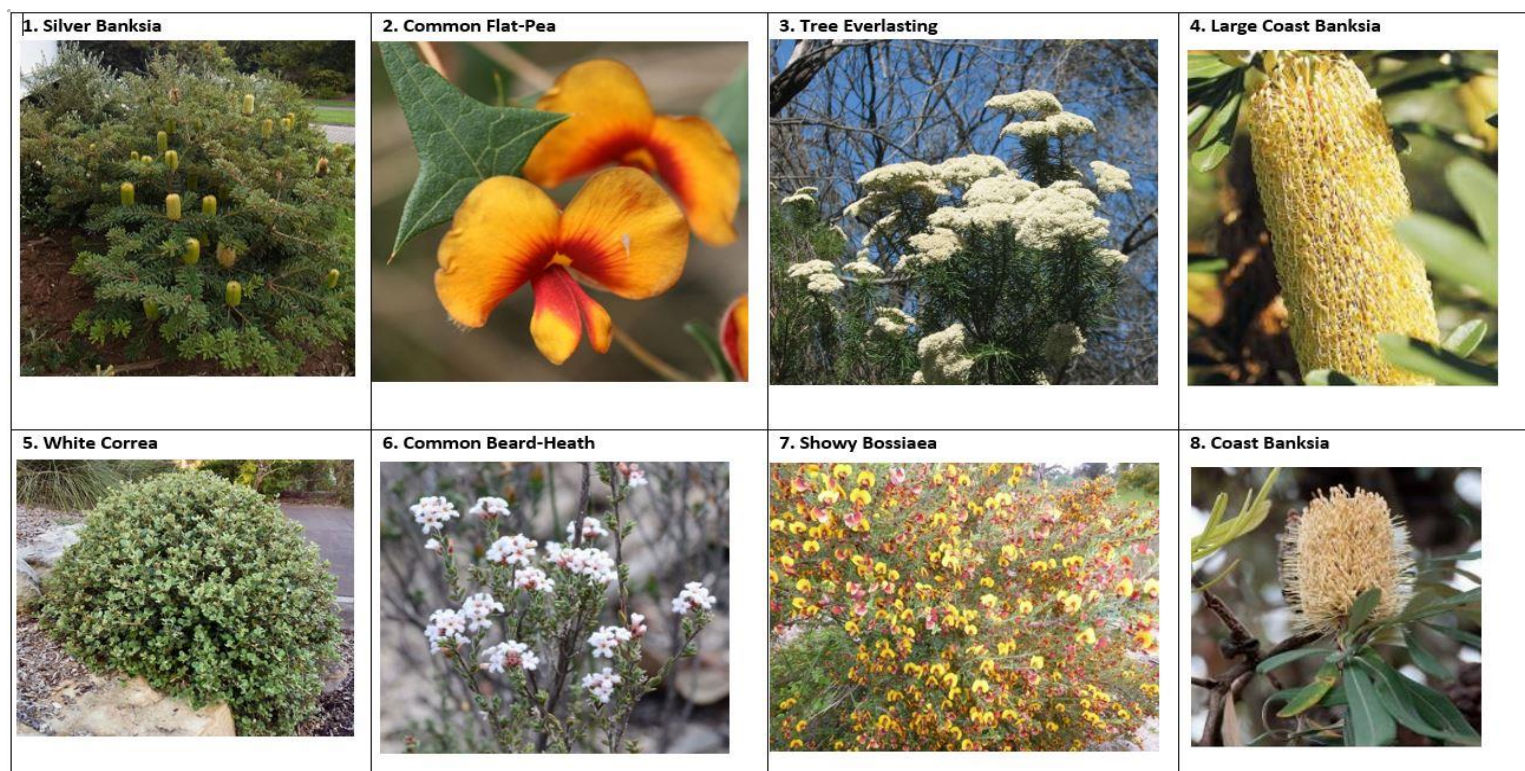
Survey participants were asked which types of native and indigenous trees and vegetation they would most like to see planted in the park and asked to select their preferred plants from the planting palette provided.

The feedback provided by the 37 respondents is summarised in the below graph to show the most popular vegetation and the least popular vegetation selections.



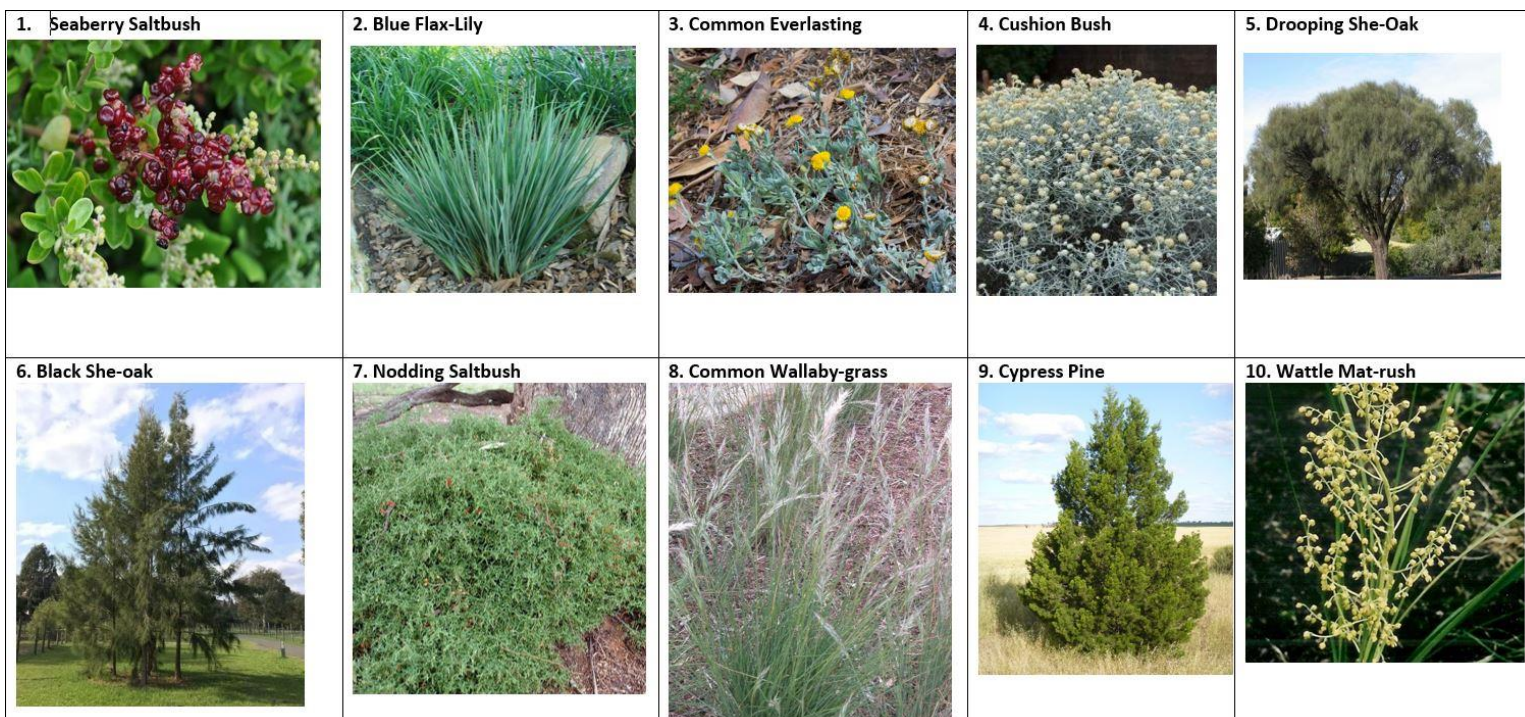
The top 8 planting choices where vegetation was preferred by more than 50% of respondents were, Silver Banksia (62%) Common Flat-Pea (59%) Tree Everlasting (59%) Large Coast Banksia (57%), White Correa (57%), Common Beard-Heath (57%), Showy Bossiaea (54%) and Coast Banksia (51%)

Figure 1: Images of most popular vegetation



Less popular vegetation where fewer than 50% of respondents selected these plants included, Seaberry Saltbush (49%), Blue Flax-Lily (49%), Common Everlasting (46%) Cushion Bush (43%), Drooping She-Oak (43%), Black She-Oak (38%), Nodding Saltbush (35%), Common Wallaby-Grass (30%), Cypress Pine (22%) and Wattle Mat-Rush (22%).

Figure 2: Images of less popular vegetation



5.2.3 Additional vegetation suggestions

Survey participants were asked if there were any other species of native and indigenous plants they would like to see in the park.

The feedback provided by the 19 respondents is summarised in the table below.

Topic	Community feedback
Additional vegetation suggestions	<p>Peppermint gums</p> <p>Flowering gums</p> <p>Flindersia australis - non invasive roots too!</p> <p>Melia azedarach - deciduous</p> <p>Hymenosporum flavum - smells sensational</p> <p>And climbing plants to cover the pergola and in front of the brick wall - eg hardenbergia</p> <p>Correa reflexa,</p> <p>Lasiopetalum baurei</p> <p>Acacia suaveolens</p> <p>Aotus ericoides</p> <p>Goodenia ovata</p> <p>Indigofera australis</p> <p>Acacia stricta</p> <p>Plane Trees</p> <p>Small eucalypts</p> <p>Eriostemons for their scented leaves if you thought they could cope with conditions.</p> <p>Dichondra repens</p> <p>Grevillia, eucalyptus</p> <p>Flowering eucalyptus</p> <p>Chocolate lilies</p> <p>Peppercorn tree</p> <p>Wattle - the bright yellow flowers are lovely to look at.</p> <p>Pin Cushion Hakea is a beautiful native small tree, with spectacular flowers full of nectar for our native birds.</p> <p>Grevilleas are also great for native birds to feed from and come in a brilliant array of colours.</p>
Other comments	<p>The priority as I see it is for good shade cover, and a beautifully formed trunk.</p> <p>Anything giving plenty of shade All of these are good.</p> <p>Not specifically but the more variety the better for people and native animals alike!</p> <p>I will leave it to the experts but please ensure shade trees are included and neat well maintained garden</p>

beds. Many natives lack colour and become untidy over time.

Don't mind

Anything with colour and shade!

I do not know anything about native and indigenous plants so will leave the Council to select them.

Large rocks to provide additional seating.

Questions	Are any of these poisonous for humans (kids) or animals?
Concerns	Wallaby grass is an important indigenous species but their seeds may be problematic to dogs

5.2.4 Other feedback about the concept design

Survey participants were asked if they had any other feedback about the concept design for 7 Well Street pocket park.

The feedback provided by the 46 submitters is summarised by theme in the table below:

Topic	Community feedback
Open space	Support for more green spaces and pocket parks
Design elements/infrastructure	Add playground equipment (4 mentions) Shade needed over the seats (2 mentions) More picnic tables (2 mentions) Add water feature (2 mentions) Separate the car park and pocket park - a reo or metal mesh fence to even 1.2m covered with climbing plants Bike rack is excellent idea Love the wide path Man made shade should be installed until trees can provide adequate shade Concept design is good Fence is needed between 7&9 Well St Too much furniture Linkages need work Remove bike racks and picnic table Too much seating Path looks too wide

	<p>Park should be more natural, less man made elements</p> <p>Source of water for birds needed</p> <p>No gravel paths, sealed paths</p> <p>Design is sterile and lacks direction and purpose</p> <p>Brick wall could be painted</p> <p>Solar ground lighting or some lighting to ensure safety at night</p> <p>Drinking fountain</p> <p>Bins</p> <p>Happy with design</p> <p>Bike rack should be moved to the East boundary, the garden bed at the front of 5 Well continued to 7 Well (with removal of dividing fence at the front of the block) with suitable plantings similar to that in 5 Well</p> <p>Add a small pond</p> <p>More seating</p>
Vegetation/planting	<p>Dog friendly plants and water</p> <p>Plants/habitat for native birds</p> <p>Add nectar producing natives to attract birds</p> <p>Use beautiful inland species that could be selected instead of coastal plant species.</p> <p>Include drought tolerant natives that will not be too big and will provide colour throughout the year such as Wattle or flowering gums</p> <p>Do not plant she-oak, not banksia, not Lillie pillies. Plant Acacia, Cypress, Lemon Myrtle, Honey Myrtle, and Crepe Myrtle.</p>
Financial	<p>Carparking would cost less than a park</p> <p>It was meant to be a car park. It was paid for by a Parking Levy 40 years ago.</p> <p>Waste of Council money</p> <p>Waste of ratepayer money</p>
Concerns	<p>Concerned about falling tree limbs from Banksia</p> <p>Concerned about graffiti</p>

**General
comments/questions**

Don't do it (2 mentions)
Looking forward to it
Not happy with location
Thank you for your good work
Reconsider
Great idea
Will be a change from heavy traffic in Well St
Brilliant decision
Quiet garden to relax
A small express 30 minute car park would be perfect for Dendy chemist and Coles but if I lived nearby I would definitely prefer a mini-park. The concrete space outside back of Dendy seems just redundant and grey though if a park is introduced next door - ideas to develop that into a usable space?
Is there provision for a waste bin?
What lighting provision is being made? What operating hours?
Is the crossover leading to 7 Well being removed to create a continuous verge/ nature strip?
What is the timing to completion of the project, given it is fully provided for in the current budget?
Maybe one of the bench seats could be provided shading?
Is there water for dogs and other native animals?
signage? rubbish bin? dog poo bags / bins? water dispenser for humans / pets?

Other

Prefer carparking
Keep cat curfew strict
Dog friendly community garden
Electric charging station

5.2.5 Direct correspondence about the concept design

Seven written statements were received via email correspondence directly to the project officer. The feedback provided by the 7 respondents is summarised below.

- Redeveloping the area into a park and more green space in Brighton is welcomed. Please consider including some seated space with wifi.
- Pocket park is needed. Please to see all the proposed native vegetation. Hopefully it encourages birds, bees and butterflies.
- Project seems altruistic to turn the lot into a pocket park, in a largely residential neighborhood behind Coles. It could be sold to a developer and money used to beautify Church Street. If turned into a pocket park, have food trucks rotating there so its something groovy and cool. A 'parklet' seems a waste of space.
- Plan appears suitable and look forward to the area being available for use.
- Remove the wall between the carpark and no #7 Well St as it will give more open space. Continue the walkway from the shopping centre to the park area to include tables, chairs fixed and Benches around. Please include something for the kids maybe a sandpit, slide. or mini garden where they can plant. Add a water feature or fountain to the back wall. Maybe get the local schools to do a project and get them to submit some plans as they will surely visit the area. Add a mural on the existing block wall that features Australian and Indigenous themes and highlights Bayside including beach boxes.
- What are the plans for the dividing fence between 7 Well St and 9 Well St when the new park is built.

5.3 Project Evaluation

This report presents the findings from the analysis of the community feedback gathered during community engagement from 16 January – 13 February 2023.

The consultation was promoted to key stakeholders including previous Have Your Say project subscribers, nearby residents and businesses.

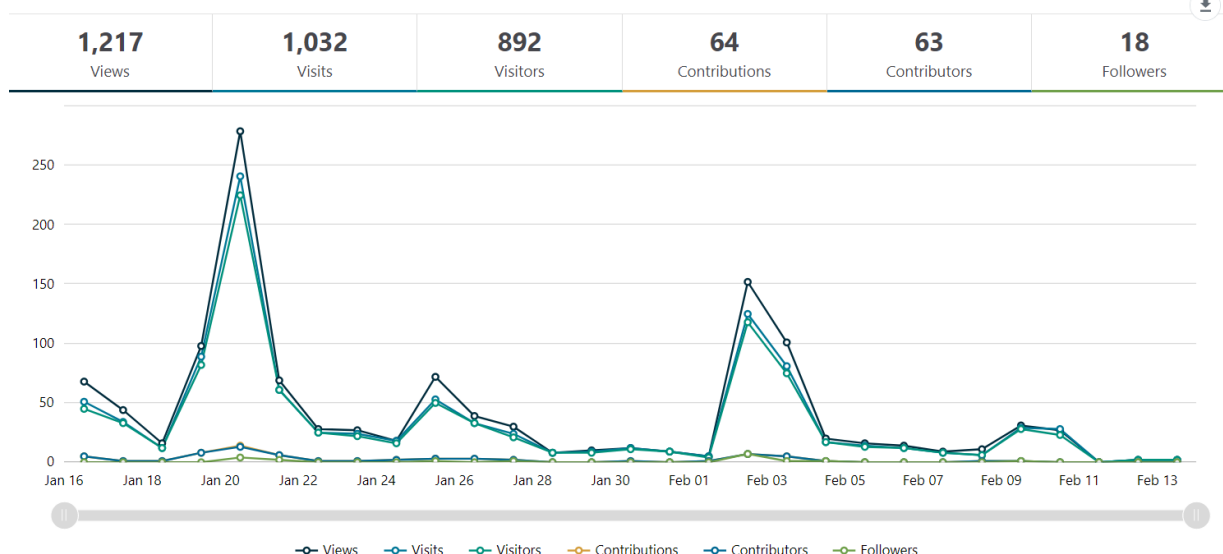
The website news story and This Week in Bayside e-newsletter also ensured the wider Bayside community was given the opportunity to provide feedback. The communications reached over 11,000 people.

The length of consultation was four weeks, with most responses received in the first two weeks.

The engagement program received a total of 69 contributions, including 64 online surveys completed via Have Your Say and 6 written statements received via email correspondence.

Have Your Say project page – reach and participation

Performance Summary



Engagement targets for the Have Your Say webpages were that:

- 20% of visits would last at least one active minute (exceeded, 46.9%)
- 10% of visits would have at least two actions performed, such as moving around the project page or clicking on links (exceeded, 41.8%)
- 5% of visits had at least one contribution made (exceeded, 5.9%)

Satisfaction with engagement process

Almost all participants (95%) found the information was very or mostly easy to find and understand; 3% said they weren't sure and 2% said they found the information very hard to find and understand. With the relatively small sample size, 2% represents 1 person.