

**REPORT TITLE: SANDY BAY RETAIL PRECINCT STREETSCAPE  
REVITALISATION - PALM TREES AND BANNER  
POLES - RESPONSE TO PETITION****REPORT PROVIDED BY:** Road Services Engineer  
Director City Infrastructure**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to respond to a petition that was presented to the Council at its meeting of 11 July 2016, requesting the removal of the four remaining palm trees located in the centre road strip of Sandy Bay Road (between King Street and Princes Street) and replacing them with more banner poles as part of the Sandy Bay retail precinct revitalisation.
- 1.2. It is a matter for the Council to determine whether there is community benefit in removing the four palm trees and replacing them with more banner poles.

**2. Report Summary**

- 2.1. The Sandy Bay retail precinct streetscape revitalisation construction works are expected to start in September 2016 to improve the streetscape of Sandy Bay Road between Byron Street and Ashfield Street.
- 2.2. The revitalisation proposes that four banner poles be installed to promote seasonal and festival events and to retain the four existing palm trees in the centre road strip.
- 2.3. A petition containing 27 signatures (representing 25 businesses in Sandy Bay) was presented to the Council at its meeting of 11 July 2016, requesting the removal of the palm trees and more banner poles be erected in their place.

Community engagement was undertaken in June 2015. Just under half (49%) of respondents either 'strongly liked' or 'liked' the inclusion of banner poles and removal of the palm trees. As the main improvement suggested was more trees/greenery and loss of identity with the removal of the palm trees was identified as an issue, it was proposed to keep the four palm trees and reduce the number of banner poles from six to four.

- 2.4. The removal of the palm trees and reduction in banner poles from six to four was approved by the Council at its meeting of 7 September 2015.
- 2.5. The placement of six banner poles is achievable if the palm trees are removed from the centre road strip. The placement of more than six banner poles is problematic, due to the location of services and to

ensure that the banner poles do not impede on sight lines for traffic lights or pedestrians.

- 2.6. The decision to either keep the palm trees and have four banner poles or remove the palm trees and have six banner poles, will be relayed to the community once the detailed design plans are finalised and before construction starts in September 2016.
- 2.7. Removal of the palm trees and installation of two additional banner poles would cost \$65,000 and be funded from reserves.

### 3. **Recommendation**

**That:**

1. ***The palm trees, located in the centre road strip of Sandy Bay Road (between King Street and Princes Street) remain and four banner poles be installed in the centre road strip OR***
2. ***The palm trees located in the centre road strip of Sandy Bay Road (between King Street and Princes Street) be removed and six banner poles in total be installed in the centre road strip, increasing the budget for the Sandy Bay retail precinct streetscape revitalisation project by \$65,000, to be funded from reserves.***

### 4. **Background**

- 4.1. The construction of the Sandy Bay retail precinct streetscape revitalisation project on Sandy Bay Road between Byron Street and Ashfield Street is due to commence in September 2016.
- 4.2. The project consists of new paved footpaths, pedestrian thresholds/crossings, road upgrade, new street furniture including seating, bins and bike racks, street plantings, precinct entry thresholds and banner poles.
- 4.3. The streetscape design includes improvements to the appearance and maintenance of City-owned assets within the Sandy Bay Precinct, rather than functional improvements of the road.
- 4.4. The Sandy Bay retail precinct revitalisation was approved by the Council on 7 September 2015 as per the resolution below:
  - 4.4.1. *The amended conceptual streetscape design for the Sandy Bay Retail Precinct included as Attachment B to item 5 of the Open City Infrastructure agenda of 26 August 2015, be approved.*
  - 4.4.2. *The Sandy Bay Retail Precinct Streetscape Project be funded from New Asset funds, at an estimated cost of \$1.2M with an*

*additional \$40,000 to be included as road asset renewal funding in the 2016/2017 Annual Plan*

- 4.4.3. *The Sandy Bay Retail Precinct streetscape revitalisation works be scheduled for completion in 2016/2017, acknowledging that some works may commence earlier in 2016.*
- 4.4.4. *The traffic issues raised during the community engagement process that relate to the intersection of King Street and Sandy Bay Road, Sandy Bay, be considered in consultation with representatives from the Department of State Growth.*
- 4.4.5. *The speed limit on Sandy Bay Road between Osborne Street and Ashfield Street, Sandy Bay, be reviewed following completion of the works.*
  - 4.4.5.1. *The Lord Mayor be requested to write to the Minister for State Growth regarding any planned speed limit changes for the main retail precinct on Sandy Bay Road.*
- 4.4.6. *Opportunities for increased bike parking be investigated as part of the detailed design for the Sandy Bay Retail Precinct streetscape revitalisation.*
- 4.5. The conceptual streetscape plan approved by the Council on the 7 September 2015 is shown in **Attachment A**.
- 4.6. A petition was received by the Council on 11 July 2016 from 27 people representing 25 businesses in Sandy Bay, requesting that the four palm trees in the centre road strip be removed and that the proposed four banner poles be increased due to the removal of the palm trees.
- 4.7. The palm trees are in reasonable condition although there are mixed views regarding their appearance.

### **Community Engagement (2015)**

- 4.8. A report was considered by the Council in February 2015 that included a conceptual streetscape design for the Sandy Bay retail precinct which was endorsed in-principle for community engagement to occur. Following the community engagement a further report was considered by the Council in September 2015.
- 4.9. Inspiring Place was engaged to undertake the community engagement for the Sandy Bay retail precinct streetscape revitalisation in accordance with the City's Community Engagement Framework.
- 4.10. The engagement occurred in June 2015 and 330 survey responses were received. Of these, 269 survey responses were from the broader community and 61 survey responses were from the Sandy Bay traders/businesses.

4.11. The conceptual streetscape design on which the community engagement was based showed the removal of the palm trees and the installation of six banner poles in the centre road strip to promote seasonal and festival.

4.12. Responses from the community engagement are summarised below:

| <b>Streetscape Element</b>  | <b>Responses (Number)</b> | <b>Strongly Like or Like</b> | <b>Neutral/ Unsure</b> | <b>Strongly Dislike or Dislike</b> |
|---|---------------------------|------------------------------|------------------------|------------------------------------|
| <i>Banner Poles in centre road strip to promote seasons and events</i>    | <i>All (330)</i>          | 49%                          | 20%                    | 31%                                |
|   | <i>Community (269)</i>    | 48%                          | 18%                    | 33%                                |
|   | <i>Traders (61)</i>       | 68%                          | 20%                    | 11%                                |
| <i>Remove Palm Trees from centre road strip to allow for banner poles</i> | <i>All (330)</i>          | 49%                          | 16%                    | 36%                                |
|   | <i>Community (269)</i>    | 44%                          | 17%                    | 38%                                |
|   | <i>Traders (61)</i>       | 65%                          | 13%                    | 22%                                |

4.13. The survey asked respondents to indicate the main reasons for 'strongly dislike' or 'dislike' responses. The main reasons given are shown below with the comments on adding banner poles and removing the palm trees being very intertwined.

| <b>Streetscape Element</b>  | <b>Reasons provided for 'strongly dislike' or 'dislike' responses</b>  |
|---|--|
| <i>Banner Poles in centre road strip to promote seasons and events</i>    | Replace with other trees and not banners – more aesthetic<br>Ugly/unsightly and become damaged over time<br>Reduce advertising in the area<br>Unnecessary<br>Distracting for drivers<br>Loss of identity |
| <i>Remove Palm Trees from centre road strip to allow for banner poles</i> | Replace with other trees and not banner poles<br>People like current palm trees – part of identity, keep the greenery<br>Have both – trees and banner poles<br>Waste of money, no reason to remove them  |

4.14. Whilst it is acknowledged that 65% of traders wanted the palm trees removed, just under half of the total respondents either 'strongly liked' or 'liked' the banner poles and removing the palm trees.

4.15. As some of the main improvements suggested were more trees/greenery and loss of identity with the removal of the palm trees, the option proposed was to keep the four palm trees and reduce the number of banner poles from six to four.

4.16. Retaining the palm trees and installing four banner poles was approved by the Council at its meeting in September 2015.

## 5. Proposal and Implementation

### Petition

5.1. The Council received a petition containing 27 signatures (representing 25 businesses in Sandy Bay) at its meeting of 11 July 2016, requesting the following:

5.1.1. *As business owners and key stakeholders in the Sandy Bay Shopping precinct we are seeking the removal of the 4 remaining palm trees located in the centre of Sandy Bay Road between King Street and Princes Street.*

*They are preventing banner poles from being located as originally proposed in the redevelopment of the Sandy Bay precinct.*

*Sandy Bay is the only suburb that does not have the ability to celebrate Christmas or other significant events such as Chinese New Year and other community events. It should be noted that this whole redevelopment process was initiated because HCC repeatedly told us that until there was appropriate infrastructure in Sandy Bay ie banner poles we would not be able to hang decorations and the like.*

*It should be noted that the majority of the people surveyed wanted them removed however HCC decided to keep them.*

*We would like the palm trees removed and banner poles erected in their place.*

5.2. The current proposal is for the four palm trees to remain and for four banner poles to be installed in the centre road strip. The petitioners have requested the removal of the palm trees and replacing them with banner poles.

### Options

5.3. It is currently proposed to install two banner poles on either side of the King Street intersection. This could be increased to six in total if the palm trees are removed. The exact location of the banner poles would require further consideration.

5.4. The placement of more than six banner poles is problematic, due to the location of services and ensuring that the banner poles do not impede on sight lines for traffic lights or pedestrians.

5.5. If the palm trees are removed, it may be possible to relocate them. Advice would need to be sought from the City's Parks and Recreation Unit regarding the possibility of relocation and a suitable site for relocation.

**Possible replacement of palm trees**

- 5.6. The streetscape design has considered other locations for greenery outside the centre road strip, taking into consideration parking and footpath widths. There are the existing trees next to Magnet Court and as part of the new streetscape, there will be garden beds next to the Shell service station and a planter box at the King Street intersection.
- 5.7. The possibility of having six banner poles and replacing the palm trees with other suitable trees (say four new trees as four palm trees removed), in the centre road strip is not considered to be a viable option as the type of tree would be very limited due to the location, along with maintenance costs and safety issues.
- 5.8. The centre road strip is at its greatest width of between 1.8m and 1.5m between King Street and Princes Street. The centre road strip is then generally 1.2m or less in width which does not allow enough room for a tree to be planted.
- 5.9. Therefore, the planting of any trees within the centre road strip is limited to between King Street and Princes Street where there are four existing well established trees outside Magnet Court along the eastern footpath. It is noted that three of these existing trees are to be replaced.
- 5.10. The type of tree would need to be tall and thin and have a canopy width of not more than 1.5m. The height would need to be above 2m so as not to block pedestrian or driver vision.
- 5.11. The trees would cost approximately \$15,000 each and the ongoing maintenance of the trees would be approximately \$16,000 per annum due to traffic management, as one lane of traffic in each direction would need to be closed when tree works undertaken.
- 5.12. The possibility of installing six banner poles and replacing the palm trees with a few garden beds (say half a dozen garden beds, 2m or 3m in length) in the centre road strip is also not considered to be a viable option due to maintenance costs and safety concerns.
- 5.13. If low maintenance garden beds were installed, the City's Parks and Recreation Unit have advised that maintenance would be required every four weeks.
- 5.14. Garden beds would cost approximately \$10,000 each (1.5m x3m). Additionally, ongoing maintenance costs would be approximately \$20,000 per annum due to the frequency of maintenance required which would also involve the closure of one traffic lane in each direction when garden bed maintenance was undertaken.
- 5.15. Undertaking works near moving traffic presents safety risks that need to be mitigated thus rendering this option unviable.

## 6. Strategic Planning and Policy Considerations

- 6.1. The project supports the following elements from the current Capital City Strategic Plan 2015-2025:
  - 6.1.1. Goal 1 – Economic Development, Vibrancy and Culture, specifically Strategic Objective 1.1 *Partnerships with Government, the education sector and business create city growth* and Strategic Objective 1.3 *Vibrant city centre and suburban precincts*; and
  - 6.1.2. Goal 2 – Urban Management, specifically Strategic Objective 2.2 *A people-focussed city with well-designed and well managed urban and recreation spaces*.

## 7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
  - 7.1.1. The Sandy Bay retail precinct streetscape revitalisation project is to be funded from the 2016/2017 Annual Plan, with construction to commence in September 2016.
  - 7.1.2. Should the Council decide to do so, the removal of the palm trees and installation of a further two banner poles would be an additional cost to the project with \$65,000 to be funded from reserves consisting of:
    - 7.1.2.1. The removal of the palm trees for approximately \$25,000 due to their large size, with this amount to be expensed.
    - 7.1.2.2. The installation of two new banner poles for \$40,000 (\$20,000 each), with this amount to be capitalised.
- 7.2. Impact on Future Years' Financial Result
  - 7.2.1. The ongoing maintenance and operational cost of an additional two banner poles, banners and changing over the banners is approximately \$1,500 per year. This is assuming the purchase of one new set of banners per year and changing over the banners four times per year (initial cost of banners is included in the banner pole cost).
  - 7.2.2. The increase in maintenance and operational cost of \$1,500 per year would be included in the City's City Marketing Unit budget.
- 7.3. Asset Related Implications
  - 7.3.1. An additional two banner poles would incur an additional annual depreciation expense of \$1,000 per annum

**8. Legal, Risk and Legislative Considerations**

- 8.1. There are no known legal implications associated with this project.
- 8.2. Risks associated with the streetscape elements have been addressed and managed during the detailed design stage as part of the 'safety in design' process. If the palm trees are removed and an additional two banner poles installed in the centre road strip, then these items will be incorporated into the 'safety in design' process.

**9. Environmental Considerations**

- 9.1. The removal of the palm trees means a reduction in the number of trees in the Sandy Bay retail precinct. Trees generally make a valuable contribution to all urban landscapes by providing shade, absorbing water during rain events and improving air quality.

**10. Social and Customer Considerations**

- 10.1. Prior to construction commencing, consultation will be undertaken in accordance with the Council's Community Engagement Policy.

**11. Marketing and Media**

- 11.1. The City's Marketing Unit will continue to be involved in the streetscape design for the Sandy Bay retail precinct, in particular the installation of the banner poles to promote and market festivals and seasonal events throughout the year.
- 11.2. There will be opportunities for media releases during the life of the project in particular when construction commences.

**12. Community and Stakeholder Engagement**

- 12.1. During the community engagement in June 2015, the proposed streetscape plan showed the removal of the palm trees and the installation of six banner poles.
- 12.2. As a result of the feedback received the retention of the palm trees and reduction in banner poles from six to four was approved by the Council at its meeting in September 2015.
- 12.3. This decision was communicated to the members of the community who asked to be kept informed about the survey results. This information was also placed on the Council's website.
- 12.4. The decision to either keep the palm trees and install four banner poles or remove the palm trees and install six banner poles, will be communicated to the community once the detailed design plans are finalised and before construction commences in September 2016.

- 12.5. Consultation has also been undertaken internally with the Manager Traffic Engineering, Manager City Marketing, Acting Manager Parks and Recreation and the design team for the Sandy Bay retail precinct streetscape revitalisation project regarding the removal of the palm trees and replacing them with banner poles.

### 13. Delegation

- 13.1. This matter is delegated to the Council.

*As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.*



Emily Burch  
**ROAD SERVICES ENGINEER**



Mark Painter  
**DIRECTOR CITY INFRASTRUCTURE**

Date: 22 July 2016  
File Reference: F16/83106

Attachment A: Sandy Bay Streetscape Plan - August 2015 ↓ 



**preamble**

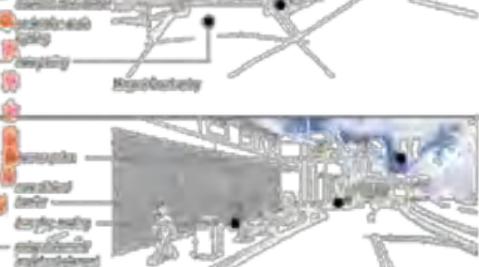
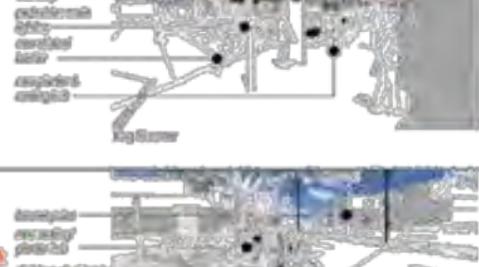
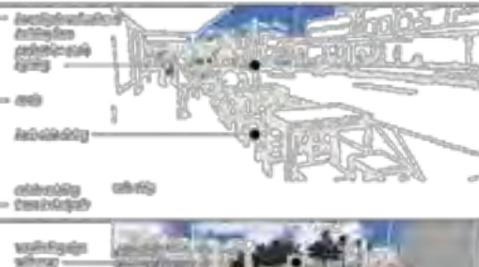
An investigation into possible improvements to the appearance and maintenance of the Sandy Bay shopping area between Quayle Street & Russell Crescent

**design approach**

The plan leverages off the sense of place established at Long Beach and seeks to create a relationship between the Sandy Bay shopping area and the Long Beach promenade

**master plan elements**

- placemaking** - Building on the unique qualities of Sandy Bay with an integrated streetscape design
- identity** - Roadside markers - sculptural signage elements to create a visible identity for the area
- paving** - creating appropriate paved footpath & parking bays with a level of urban detail
- furniture hubs** - providing a consistent and coordinated family of street furniture
- creating unique seating hubs similar to the design elements present at Long Beach
- install street planting where appropriate
- planting** - providing opportunities to promote & market local produce and seasons throughout the year
- marking** - install pedestrian scale English lighting to encourage right-of-way economy
- lighting** - it is proposed to keep existing central palm trees



- existing residential buildings
- existing commercial buildings
- vacant
- proposed parking bays
- seating hubs
- furniture hubs
- planting
- English lighting
- central palm trees

**Sandy Bay Streetscape**  
a master plan to upgrade the Sandy Bay Road streetscape



30 AUG 11