

TO : City Infrastructure Committee

FROM : Director City Infrastructure and Group Manager Infrastructure Planning

DATE : 19 August, 2015

SUBJECT : **SANDY BAY RETAIL PRECINCT STREETScape REVITALISATION**

FILE : 30-1-69 JH:EB:AS (o:\council & committee meetings reports\cic reports\2015 meetings\26 august\working documents\sandy bay retail precinct streetscape revitalisation august 2015.docx)

1. INTRODUCTION

- 1.1. This report seeks approval of the proposed streetscape changes to the Sandy Bay retail precinct following the community engagement and for the allocation of funding.
- 1.2. This report also details:
 - 1.2.1. the findings of the community engagement undertaken for the conceptual Sandy Bay retail precinct streetscape design;
 - 1.2.2. changes undertaken to the streetscape design following the community engagement; and
 - 1.2.3. the staging options and associated costs associated with implementing the proposed streetscape design.

2. BACKGROUND

- 2.1. The Sandy Bay Road Retail Precinct on Sandy Bay Road, between Byron Street and Ashfield Street is a centre for major retail activity. However, in recent years the area has been identified as being in need of revitalisation and there are opportunities to make improvements to the retail strip's open space, streetscape, road and footpath infrastructure and generally improve the amenity of the precinct.
- 2.2. At the 24 July 2013 Infrastructure Services Committee meeting the then Lord Mayor introduced a Notice of Motion, which was adopted as follows:

That:

1. *A report be prepared outlining future options for the engagement between the Council, State Government and businesses within the Sandy Bay retail precinct to facilitate possible improvements to the appearance and maintenance of this iconic area.*

2. *Council representatives continue to engage with the Sandy Bay Traders group and provide feedback to the Committee.*
- 2.3. The City's Urban Designer developed a concept design for the Sandy Bay Retail Precinct streetscape which was presented to the Sandy Bay Traders Group on the 16 June 2014. The streetscape design received positive feedback.
- 2.4. The scope of the concept design included new paved footpaths, pedestrian thresholds/crossings, road median upgrade, new street furniture including seating and bins, introduction of pedestrian barriers, street plantings and precinct entry signs.
- 2.5. The streetscape design was further developed in consultation with representatives from the Sandy Bay Traders Group and input from the Manager City Marketing and the Manager Traffic Engineering.
- 2.6. The major changes to the preliminary concept design included banner poles in the median islands for seasonal and festival events (i.e. Christmas), pedestrian bollard street lighting, paved parking areas and the length of the paved footpaths being reduced to between the entry statements.
- 2.7. The streetscape design included improvements to the appearance and maintenance of Council owned assets within the Sandy Bay Precinct, rather than functional improvements of the road.
- 2.8. The main streetscape elements of the revised concept design were:
 - 2.8.1. Place making – building on the unique qualities of Sandy Bay with an integrated streetscape design.
 - 2.8.2. Identity – threshold markers/sculpture signage elements at the main entry points to the precinct to create a visible identity for the area.
 - 2.8.3. Paving – creating appropriate paved footpath and parking bays with a level of urban detail.
 - 2.8.4. Furniture – providing a consistent and considered family of street furniture creating unique seating hubs similar to the design elements present at Long Beach.
 - 2.8.5. Planting – installing shrub planting where appropriate.
 - 2.8.6. Marketing – providing opportunities to promote and market festivals and seasons throughout the year.
 - 2.8.7. Lighting – installing pedestrian scale bollard lights to enhance the area and encourage night time economy.

- 2.8.8. Palm tree removal – due to the perceived poor appearance of the palm trees located in the central road median it was proposed to remove them.
- 2.9. The revised streetscape concept design was presented to the Infrastructure Services Committee on the 28 January 2015.
- 2.10. At the subsequent Council meeting held on 23 February 2015 Council meeting the following was adopted:
 - 2.10.1. The conceptual streetscape design for the revitalisation of the Sandy Bay Retail Precinct, as shown on the Attachment D to item 6 of the Open Infrastructure Services Committee meeting of 28 January 2015, be endorsed in-principle.
 - 2.10.2. A community engagement plan be developed and implemented for the revitalisation of the Sandy Bay Retail Precinct on Sandy Bay Road, between Byron Street and Ashfield Road.
 - 2.10.3. A further report be provided with the results of the community engagement, the proposed detailed design, proposed project implementation and budgetary impacts.
 - 2.10.4. Discussion commence with Woolworths in relation to management and possible improvements to the existing public toilet facilities.
 - 2.10.4.1. Consideration be given to the flexibility of parking arrangements in the area.

3. COMMUNITY ENGAGEMENT

- 3.1. The consultant Inspiring Place was engaged to undertake the community engagement for the Sandy Bay retail precinct streetscape revitalisation. Their report on the community engagement is shown in **Attachment A** along with a copy of the streetscape plan.
- 3.2. The community engagement process was undertaken in accordance with the City's Community Engagement Framework. The engagement occurred between the 9 and 30 June 2015 during which there was a total of 330 survey responses received. Of these, 269 survey responses were from the community and 61 survey responses were from the Sandy Bay traders/businesses.
- 3.3. The potential revitalisation was the subject of an article in The Mercury newspaper on the 16 June 2015 which is shown in the community engagement report.

- 3.4. The survey asked if the proposed streetscape improvements would be beneficial to the Sandy Bay retail precinct and why. The majority of survey respondents (75%) considered the proposed streetscape improvements would be beneficial to the Sandy Bay retail precinct.
- 3.5. The survey provided the opportunity for respondents to indicate whether they strongly liked, liked, were not sure, disliked and strongly disliked the various elements proposed in the streetscape design.
- 3.6. The results of the survey showed that respondents indicated a clear majority view of either 'strongly like' or 'like' of the following elements:
 - 3.6.1. Paving the footpaths between Sandy Bay Rivulet and Princes Street/Russell Crescent.
 - 3.6.2. Paving the parking spaces between Sandy Bay Rivulet and Princes Street/Russell Crescent.
 - 3.6.3. Adding more shrub planting.
 - 3.6.4. Adding seating at the King Street intersection and outside Magnet Court.
 - 3.6.5. Installing lights at the pedestrian level between Queen Street and Gregory Street.
 - 3.6.6. Paving the pedestrian crossing at the King Street intersection.
 - 3.6.7. Wayfinding sign at the King Street intersection to help people find places.
 - 3.6.8. Adding some fence structures at the King Street intersection to help guide pedestrians to the safe crossing point.
- 3.7. There was some uncertainty, with 27% of respondents 'not sure', about the entry markers near the Sandy Bay Rivulet and Princess Street/Russell Crescent. However, there was a majority of 62% who 'strongly like' or 'like' the entry markers. The level of uncertainty may be due to limited awareness about the entry markers, which provide sculpture/signage elements at the main entry points to the precinct to create a visible identity for the area.
- 3.8. The main issues where there were divergent views were the addition of banner poles into the centre road strip to promote seasonal and festival events and the removal of the palm trees from the centre of the road strip to allow for the banner poles. The views are summarised below and also split into responses from the general community and traders.

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

- 3.9. The survey also 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 inter-linked.

Streetscape Element	Reasons provided for 'strongly dislike' or 'dislike' responses
Banner Poles in central road strip to promote seasons and events	<ul style="list-style-type: none"> Replace with other trees and not banners – more aesthetic Ugly/unsightly and become damaged over time Reduce advertising in the area Unnecessary Distracting for drivers Loss of identity
Remove Palm Trees from central road strip to allow for banner poles	<ul style="list-style-type: none"> Replace with other trees and not banner poles People like current palm trees – part of identity, keep the greenery Have both – trees and banner poles Waste of money, no reason to remove them

3.10. The survey asked if there were any other streetscape improvements that they would like to see. The main issue, with the most suggestions to improve is that of the traffic issues on Sandy Bay Road at the King Street intersection. Many respondents raised concerns about the safety of the crossing for both pedestrians and turning cars. Many respondents referred to the need for having turning right sequence and extending the pedestrian crossing time, along with one suggesting a diagonal pedestrian crossing at the King Street intersection.

3.11. The other main improvements suggested by the community were:

- more trees and garden beds;
- Magnet Court needs major upgrading;
- improved lighting;
- having a consistency of shopfronts;
- improve access to public toilets;
- reduce traffic speeds to 40km/h; and
- better bike parking.

3.12. The main improvements suggested by traders/retailers were:

- provide more seating;
- better traffic management around King Street intersection;
- more landscape/greenery within the precinct;
- provide more outdoor seating for cafes and restaurants; and
- more parking, including dedicated disabled parking spaces.

4. PROPOSED CHANGES TO STREETSCAPE

Banner Poles and/or Palm Trees

4.1. Whilst it is acknowledged that 65% of traders want the palm trees removed, just under half of the total respondents either 'strongly liked' or 'liked' the banner poles and removing the palm trees. However, as some of the main improvements suggested were more trees/greenery and loss of identity with the removal of the palm trees being identified as an issue, it is proposed to keep the four palm trees and reduce the number of banner poles from six to four.

- 4.2. This option would mean that there would be two banner poles on either side of the intersection with King Street in the centre median between Osborne Street and Russell Crescent. This would allow for opportunities to promote and market festivals and events. The four existing palm trees in the centre median are located to the south of the King Street intersection and have minimal impact on the visibility of the banners.
- 4.3. The option proposed by respondents of replacing the proposed banner poles with trees is not favourable as substantial trees are not frangible (i.e. energy absorbing) like banner poles and the type of tree would be very limited due to it having to be tall and thin so as not to block pedestrian or driver vision.
- 4.4. The option of using the existing street lights and attaching banners to them was not preferred as it would involve seventeen banners on street lights (excluding those near traffic lights) between Osborne Street and Russell Crescent with a higher operational cost and be less visually attractive with awning and street trees obscuring them.

Community Concerns and Improvements

- 4.5. The scope of these works is for improvements to the appearance and maintenance of Council owned assets along the Sandy Bay Road retail precinct, rather than functional improvements of the road or on land not owned by the Council. Comments outside this scope have been taken on board and may feed into other projects and/or considered during the detail design of this project such as more parking including dedicated disabled parking spaces. Comments regarding works on private land such as Magnet Court and generating a consistency to the shopfronts have been relayed to the Sandy Bay Traders Group.
- 4.6. The main community concern was at the intersection of King Street and Sandy Bay Road for pedestrians and turning cars. It is anticipated that adding some fence structures at the King Street intersection to help guide pedestrians to the safe crossing points and paving the pedestrian crossing at the King Street intersection will also assist. The concerns will also be considered further in consultation with the State Government.
- 4.7. The community comment to improve access to public toilets in the Sandy Bay retail precinct has been taken on board. As part of a separate project the City of Hobart is undertaking a Public Toilet Strategy which will address this issue.

- 4.8. Within the proposed streetscape design there are new bike racks, more greenery where it can be incorporated, such as outside the service stations and Magnet Court, and increased seating especially near the King Street intersection and outside Magnet Court. More of these items will be accommodated in the detail design, where feasible.
- 4.9. The option of reducing the traffic speeds to 40km/h could possibly be incorporated in the entry marker signage elements at the main entry points to the precinct. The entry markers would need to be relocated to align with the location of the speed reduction signs. The likely locations are near Osborne Street Park and Shiploads. In the detail design approval for a speed limit change and design of the entry markers would need to be undertaken.
- 4.10. The extent of the footpath and median paving in the consultation concept design was between the entry statements. If the entry statements are moved to incorporate a speed limit change, it is proposed that the footpath paving is extended to Osborne Street (east side) and Byron Street (west side) and to Russell Crescent traffic lights. The paved parking bays previously located between the entry statements would instead be between Queen Street and Princes Street.
- 4.11. It is proposed that a lighting design specialist be engaged to determine ways to activate the area with ambient pedestrian lighting to enhance the area and encourage night time economy. The proposed pedestrian scale bollard lights are one of the significant cost items of the project, so it is considered that professional advice on the options to light the pedestrian area, such as LEDs in street furniture and along the footpath, is important to achieve the most appropriate lighting

Proposed Changes to the Streetscape

- 4.12. As the majority of survey respondents (75%) considered the proposed streetscape improvements were beneficial to the Sandy Bay retail precinct hence only minor changes to the streetscape are proposed following the community engagement being:
 - 4.12.1. Keep the four palm trees and reduce the number of banner poles from six to four in the central road strip.
 - 4.12.2. The entry markers relocated to outside Osborne Street Park and Shiploads with the option of incorporating a variable message speed limit sign within the sculptural element.
 - 4.12.3. Paved footpaths extended to Osborne Street (east side) and Byron Street (west side) and to Russell Crescent traffic lights. Paved parking bays between Queen Street and Princes Street.
 - 4.12.4. Pedestrian scale lighting review to be undertaken to seek advice on the best option to light the area.

- 4.12.5. The entry markers and fencing at Quayle Street to identify the area as 'Sandy Bay' and not 'the bay' following feedback from the community engagement and the Sandy Bay Traders Group.
- 4.13. The amended streetscape plan for the Sandy Bay retail precinct is shown in **Attachment B**.

5. IMPLEMENTATION

- 5.1. There are three options available for the implementation of this project namely:
 - 5.1.1. Option 1 is to 'do nothing' and to continue to undertake renewal works of the existing road reserve assets on a like for like basis with no improvements or additional street furniture which would take approximately fifteen years.
 - 5.1.2. Option 2 is to undertake all of the proposed works in one financial year, although it is noted that this option would impact on the availability of resources to deliver other works.
 - 5.1.3. Option 3 is to undertake the works over three financial years.
- 5.2. The preferred option is to undertake the works within a single year to minimise the length of time to complete the project, in recognition of the community benefits.
- 5.3. It is proposed that the detail design (including construction timeline and approvals) and costing are undertaken in 2015/2016, with construction to proceed as soon as practicable thereafter in 2016/2017, acknowledging that some works may commence earlier in 2016.
- 5.4. The external consultant review of the options for pedestrian scale lighting in will need to be undertaken relatively early on in the detail design and funding will need to be sought from this financial year to undertake this review.
- 5.5. Approval will need to be sought from State Growth for the proposed paved pedestrian crossing at the King Street intersection and the reduction of the speed limit at the entry markers.
- 5.6. Planning approval will be required for the streetscape in particular any signage, banner poles and pedestrian scale street lighting. Under Section 5.4 of the *Hobart Interim Planning Scheme 2015*, minor infrastructure such as footpaths, seating, rubbish bins, bike racks are exempt. As planning approval can take up to 42 days and needs to be advertised, this will need to occur early on in the detail design phase.

6. STRATEGIC PLANNING IMPLICATIONS

- 6.1. The project supports the following elements from the current Strategic Plan:
 - 6.1.1. Priority Area of Activity ONE – Economic Development, Vibrancy and Culture, specifically Strategic Objective 1.1 *Effectively engage with the business community.*
 - 6.1.2. Priority Area of Activity TWO – Urban Management, specifically Strategic Objective 2.9 *Develop and manage the City's urban spaces and infrastructure.*
 - 6.1.3. Priority Area of Activity FIVE – Governance, specifically Strategic Objective 5.5 *Engage and effectively communicate effectively with the community.*

7. FINANCIAL IMPLICATIONS

- 7.1. It is proposed that the review of the pedestrian scale street lighting is undertaken as part of the detail design. The cost for this is estimated at \$30,000 and will be funded from the 2015/2016 Roads Strategy and Projects budget function operating budget.
- 7.2. The streetscape implementation has a total preliminary estimated cost of \$1.24M. It is proposed to fund the project using \$1.2M New Asset funding with a further \$40,000 to be listed for consideration as road asset renewal funding in the 2016/2017 Annual Plan.
 - 7.2.1. It is noted that in 2014/2015 the Council had an underlying surplus, subject to audit, of \$3.59M. This compared to an original budget surplus of \$2.48M, thus providing an opportunity to invest the unbudgeted surplus in the City's infrastructure.
 - 7.2.2. The previous cost estimate was \$1.18M. The increase in cost is mainly due to the more paved footpaths in the revised concept plan between Osborne Street (east side) and Byron Street (west side) and to Russell Crescent traffic lights. Previously the paving stopped at the rivulet and Princes Street.
 - 7.2.3. It is proposed that the construction works be undertaken in 2016/2017 acknowledging that it may be possible to commence the works earlier in 2016.
- 7.3. Impact on Current Year Operating Result
 - 7.3.1. The proposed streetscape consists of renewal works and new capital works such as the banner poles and street lighting. The works are a 'one-off' spend with the proposed implementation to occur in 2016.

- 7.3.2. The review of the pedestrian scale street lighting by a specialist lighting consultant is expected to cost \$30,000. This is to be funded from the Roads Strategy budget function in 2015/2016.

7.4. Impact on Future Years' Financial Result

- 7.4.1. The proposed streetscape detail design shall take into consideration maintenance and operation of the infrastructure and minimise the maintenance and operational costs where possible.
- 7.4.2. Apart from the banner poles and pedestrian scale street lighting, the maintenance costs of the remaining infrastructure should be minimal and able to be incorporated into the current maintenance and operational budget.
- 7.4.3. The pedestrian scale street lighting is likely to have an increase in the maintenance and operational budget of approximately \$1,000 per annum based on the pedestrian scale bollards currently in use elsewhere in the city. This cost may come down depending on the type of lighting options proposed as part of review to be undertaken.
- 7.4.4. The cost of maintenance of the banner poles and changing over the banners is approximately \$2,000 per annum and this will need to be included in future operating budgets.

7.5. Asset Related Implications

- 7.5.1. The project is expected to incur additional annual depreciation in the order of \$30,000 per annum.
- 7.5.2. Based upon condition assessments the road assets related to the upgrade have remaining useful lives ranging between 2-16 years and the write off value of existing assets is approximately \$150,000.

8. RISK MANAGEMENT IMPLICATIONS

- 8.1. Risks associated with the streetscape elements will be addressed and managed during the detailed design stage as part of the 'safety in design' process.

9. LEGAL IMPLICATIONS

- 9.1. There are no known legal implications associated with this project.

10. ENVIRONMENTAL IMPLICATIONS INCLUDING CLIMATE CHANGE AND SUSTAINABILITY

- 10.1. There are no environmental or climate change implications associated with this project.
- 10.2. Whenever practicable the selection of the footpath paving materials and street furniture will incorporate the principles of sustainability in accordance with Council's Purchasing Policy Guidelines relating to use of recycled products.

11. SOCIAL IMPLICATIONS

- 11.1. The project will enhance the Sandy Bay Retail Precinct and is expected to increase pedestrian safety and amenity.

12. CUSTOMER IMPLICATIONS

- 12.1. During the detail design and construction, consultation will be undertaken in accordance with Council's Community Engagement Policy

13. MARKETING AND BRANDING IMPLICATIONS

- 13.1. The inclusion of street banner poles and street furniture proposed in the streetscape design present an opportunity for the City to promote and market festivals and seasonal events throughout the year.
- 13.2. The City's Marketing Unit has and will continue to be involved in the streetscape design for the Sandy Bay retail precinct. In particular the installation of festive panels on the proposed King Street fencing and banners on the proposed median banner poles.
- 13.3. The City's Marketing Unit has also requested that power be connected to the banner poles to allow further possibilities to promote and market events which has been involved in the preliminary estimate.
- 13.4. The ongoing management of banners on the banner poles within the median island would be undertaken by the Marketing Unit. The installation of the marketing banner poles would be best practice, such that the banners can be changed at ground level without the need to use a cherry picker.

14. COMMUNICATION AND MEDIA IMPLICATIONS

- 14.1. There will be opportunities for media releases during the life of the project in particular once funding is allocated and during construction.

15. DELEGATION

- 15.1. Council.

16. CONSULTATION

- 16.1. There has been and will continue to be consultation internally with the Manager Road and Environmental Engineering, the Manager Traffic Engineering, the Manager City Marketing and the Urban Designer, in the development of the streetscape design. The Director Financial Services has also been consulted.
- 16.2. Consultation of the streetscape has occurred as part of the community engagement undertaken by Inspiring Place in **Attachment A** and minor changes to the streetscape following the consultation are shown in the revised streetscape plan in **Attachment B**.
- 16.3. As part of the community engagement survey respondents were asked if they would like to be advised of the outcome and progress of the project via an email address. Those that provided an email address shall be notified of the outcome of this report and continue to be informed on the progress of the project.
- 16.4. The Sandy Bay Traders Group have and will continue to be consulted on the proposed streetscape plan and implementation.

17. COMMUNICATION WITH GOVERNMENT

- 17.1. There has been no communication with the State Government to date on streetscape issues. The Department of State Growth will need to be consulted in regard to paving treatments at signalised intersections

18. CONCLUSION

- 18.1. The consultants, Inspiring Place, were engaged to undertake the community engagement for the Sandy Bay retail precinct streetscape revitalisation. The engagement occurred in June 2015 and there were a total of 330 survey responses received. The majority of survey respondents (75%) considered the proposed streetscape improvements would be beneficial to the Sandy Bay retail precinct.
- 18.2. The main issues spread when there were more divergent views were the addition of banner poles into the centre road strip to promote seasonal and festival events and the removal of the palm trees from the centre of the road strip to allow for the banner poles.
- 18.3. Just under half of respondents either 'strongly liked' or 'liked' the banner poles and removing the palm trees. However, 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 is to

keep the four palm trees and reduce the number of banner poles from six to four.

- 18.4. The main concern, with the most suggestion to improve, is that of the traffic issues on Sandy Bay Road with the King Street intersection for pedestrians and cars turning. It is anticipated that adding some fence structures at the King Street intersection to help guide pedestrians to the safe crossing point and paving the pedestrian crossing at the King Street intersection will assist. The concerns are to be further considered in consultation with the Department of State Growth.
- 18.5. Comments from respondents were received regarding improving access to public toilets in the Sandy Bay retail precinct. As part of a separate project the City of Hobart is undertaking a Public Toilet Strategy which will address this issue.
- 18.6. As the majority of survey respondents considered the proposed streetscape improvements were beneficial to the Sandy Bay retail precinct only minor changes to the streetscape concept design are proposed, being:
 - 18.6.1. Keep the four palm trees and reduce the number of banner poles from six to four in the central road strip.
 - 18.6.2. The entry markers relocated to outside Osborne Street Park and Shiploads with the option of incorporating a variable message speed limit within the sculptural element.
 - 18.6.3. Paved footpaths extended to Osborne Street (east side) and Byron Street (west side) and to Russell Crescent traffic lights. Paved parking bays between Queen Street and Princes Street.
 - 18.6.4. Pedestrian scale lighting review to be undertaken to seek advice on option to light the area, other than the proposed pedestrian scale bollard lights.
 - 18.6.5. The entry markers and fencing at Quayle Street to identify the area as 'Sandy Bay' and not 'the bay' following feedback from the community engagement and the Sandy Bay Traders Group.
- 18.7. It is proposed that the review of the pedestrian scale street lighting is undertaken as part of the detail design. The cost for this is \$30,000 and it is proposed that this will be funded from the Roads Strategy budget function in 2015/2016.
- 18.8. It is proposed that the implementation of the works occur in 2016/2017 acknowledging that some works may commence earlier in 2016.

19. RECOMMENDATION

That:

- 19.1. *The report JH:eb(o:\council & committee meetings reports\cic reports\2015 meetings\26 august\working documents\sandy bay retail precinct streetscape revitalisation august 2015.docx) be received and noted.*
- 19.2. *The amended conceptual streetscape design for the Sandy Bay Retail Precinct as provided at Attachment B, be approved.*
- 19.3. *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.*
- 19.4. *The Sandy Bay Retail Precinct streetscape revitalisation works be scheduled for completion in 2016/2017, acknowledging that some works may commence earlier in 2016.*
- 19.5. *The traffic issues raised during the community engagement process that relate to the intersection of King Street and Sandy Bay Road be considered in consultation with representatives from the Department of State Growth.*
- 19.6. *The speed limit on Sandy Bay Road between Osborne Street and Ashfield Street be reviewed following completion of the works.*

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.



(Scott Morgan)
**GROUP MANAGER
INFRASTRUCTURE PLANNING**



(Mark Painter)
**DIRECTOR
CITY INFRASTRUCTURE**

- | | |
|--------------|---|
| Attachment A | Community engagement feedback report Sandy Bay retail precinct streetscape revitalisation July 2015 |
| Attachment B | Proposed streetscape design for the Sandy Bay retail precinct |



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COMMUNITY ENGAGEMENT FEEDBACK REPORT

SANDY BAY RETAIL PRECINCT STREETScape REVITALISATION

Prepared for Hobart City Council

JULY 2015



COMMUNITY ENGAGEMENT FEEDBACK REPORT

**SANDY BAY RETAIL PRECINCT STREETSCAPE
REVITALISATION**

prepared for
Hobart City Council

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Date	Version
13/07/15	Draft Feedback Report to Council
22/07/15	Final Report

Project 15-12

TABLE OF CONTENTS

1 Introduction	1
2 Outcomes of Community Engagement	2
3 Responses to Questions	4
3.1 Total Responses	4
3.2 Respondent Use of the Precinct	4
3.3 Respondent Visit to the Precinct.....	4
3.4 Location of Retail Business	5
3.5 Opinions about the Streetscape Improvements.....	5
3.6 Opinions about benefits of the Proposed Streetscape Improvements	12
3.7 Other Suggested Streetscape Improvements.....	13
3.8 Email and Phone Call Comments	14
4 Comments	15
5 Evaluation	20
Approval	21

Attachment 1 Concept Plans

Attachment 2 Letter and Survey

Attachment 3 Media News Article

1 INTRODUCTION

The Sandy Bay Road Retail Precinct between Byron Street and Ashfield Street is a centre for major retail activity. However, in recent years the area has been identified as being in need of revitalisation and there are opportunities to make improvements to the retail strip's streetscape and improve the amenity of the precinct.

The City of Hobart, with assistance from the Sandy Bay Traders Group developed a concept plan that illustrates potential improvements to the publicly-owned land in the area.

The main streetscape elements are:

Place making – building on the unique qualities of Sandy Bay with an integrated streetscape design.

Identity – having threshold markers / sculpture signage elements at the main entry points to the precinct to create a visible identity for the area.

Paving – creating appropriate paved footpath and parking bays with a level of urban detail along with paved pedestrian crossing at the King Street intersection.

Furniture – providing a consistent and considered family of street furniture creating unique seating hubs similar to the design elements present at Long Beach.

Planting – installing shrub planting where appropriate.

Marketing – providing opportunities to promote and market festivals and seasons throughout the year.

Lighting – installing pedestrian scale bollard lights to enhance the area and encourage the night time economy.

Urban banner poles – installing new banner poles in the central road median with banners promoting seasons and events

Palm tree removal – due to the poor condition of the palm trees located in the central road median, it is proposed to remove them and install banner poles.

2 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback

In January 2015, Council adopted a number of recommendations for the revitalisation of the Sandy Bay Retail Precinct, including:

The conceptual streetscape design for the revitalisation of the Sandy Bay Retail Precinct be endorsed in-principle.

A community engagement plan be developed and implemented for the revitalisation of the Sandy Bay Retail Precinct on Sandy Bay Road, between Byron Street and Ashfield Road.

Consultants Inspiring Place Pty Ltd was engaged to develop a Community Engagement Strategy, implement the community engagement program and report on the findings.

2 OUTCOMES OF COMMUNITY ENGAGEMENT

The purpose of the Community Engagement Strategy was to inform and consult with the community about the proposed streetscape design improvements for the revitalisation of the Sandy Bay retail precinct.

The **primary interest stakeholders** directly affected by the project included:

Sandy Bay Traders Group;

individual retail traders within the precinct;

retail property owners; and

local customers/regular users of the Sandy Bay retail precinct.

The **secondary interest stakeholders** included groups and individuals that may have a direct or indirect interest in the project :

community and/or residents association and groups e.g. Sandy Bay Senior Citizen Club, HCC Bike Advisory Group, HCC Access Advisory Committee;

peak body interest groups e.g. RACT, Hobart Chamber of Commerce and Industry;

Council alderman;

Members of Parliament within the electorate;

residential property owners and residents within the Sandy Bay precinct; and

wider Hobart community.

A summary of the engagement techniques for the primary and secondary stakeholders is provided below. A copy of the letter and surveys are provided in Attachment 1.

Primary Interest Stakeholders	Engagement Techniques
Sandy Bay Traders Group	<ul style="list-style-type: none"> • Briefing about the engagement program • Letter and written survey • Copy of the plans provided • Meeting to provide outline of key findings
Individual retail traders within the precinct	<ul style="list-style-type: none"> • Letter and written survey delivered • Copy of the plans provided • Offer of contact and site discussions with consultant
Retail property owners	<ul style="list-style-type: none"> • Letter and written survey • Copy of the plans provided • Offer of contact and site discussions with consultant
Local customers/users of the Sandy Bay retail precinct	<ul style="list-style-type: none"> • Street interviews and surveys conducted • Copy of the plans provided • Copy of the surveys provided at street interviews and through display of plans at the Brew cafe
Secondary Interest Stakeholders	Engagement Techniques
Community and/or residents association and groups	<ul style="list-style-type: none"> • Letter and written survey • Copy of the plans provided • Offer of contact and site discussions with consultant
Peak body interest groups	<ul style="list-style-type: none"> • Letter and written survey • Copy of the plans provided • Offer of contact and site discussions with consultant
Council alderman	<ul style="list-style-type: none"> • Memo informing them of the engagement program
Members of Parliament within the electorate	<ul style="list-style-type: none"> • Letter and written survey • Copy of the plans provided • Offer of contact and site discussions with consultant
Residential property owners and residents within the Sandy Bay precinct	<ul style="list-style-type: none"> • Letter and written survey • Copy of the plans provided
Wider Hobart community	<ul style="list-style-type: none"> • Place master plans on Council's website for public access and review • Online response survey • Display the master plans at the Council offices • Public notices advertisement in the Mercury newspaper

4 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback

3 RESPONSES TO QUESTIONS

3.1 Total Responses

A total of 330 survey responses received between 9th June and 30th June 2015 of which:

127 were from online surveys;

131 were from written surveys; and

72 were from the street interviews/surveys.

Some 269 (82%) of these survey responses were from the community and 61 (18%) of the survey responses were from the Sandy Bay traders/business.

There were 13 additional responses to the consultant consisting of 7 phone calls and 6 emails or written submissions about the project.

3.2 Respondent Use of the Precinct

The respondents indicated that the main use of the Sandy Bay retail precinct was:

19% work within the precinct;

30% live within the precinct;

47% visit the precinct to access local business and services; and

4% do not use or visit the precinct.

3.3 Respondent Visit to the Precinct

The respondents indicated that they visit the Sandy Bay retail precinct:

75% - Often (daily or more than 3 times a week);

17% - Weekly (about 1-2 times a week);

5% - Monthly (about 1-2 times a month);

3% - Not that often; and

0% - Never.

3.4 Location of Retail Business

The retail business respondents were from:

44% - On Sandy Bay Road between Queen Street and Princes Street (area that was marked Stage 1 on the concept plan);

20% - On Sandy Bay Road between Quayle Street and Queen Street (area that was marked Stage 2 on the concept plan);

10% - On Sandy Bay Road between Princes Street and Ashfield Street (area that was marked Stage 3 on the concept plan); and

26% - Other (mainly side streets such as Gregory, Russell, Queen).

3.5 Opinions about the Streetscape Improvements

The surveys provided the opportunity for respondents to indicate what they thought about the key elements of the streetscape improvements by providing a response of whether they strongly liked, liked, were not sure, disliked or strongly disliked these proposed elements.

The final results from the online surveys, written surveys and street interviews are shown in Figure 1. It shows that respondents indicated a clear majority view of either 'strongly like' or 'like' response for each of the following streetscape elements:

Paving the footpaths between Sandy Bay Rivulet and Princes Street/Russell Crescent

Paving the parking spaces between Sandy Bay Rivulet and Princes Street/Russell Crescent

Adding more shrub planting

Adding seating at the King Street intersection and outside Magnet Court

Installing lights at the pedestrian level between Queen Street and Gregory Street

Paving the pedestrian crossing at the King Street intersection

6 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback

Wayfinding sign at the King Street intersection to help people find places

Adding some fence structures at the King Street intersection to help guide pedestrians to safe crossing point

However there was a greater spread of views for the other streetscape elements as summarized in Table 1.

Streetscape Element	Strongly Like or Like Response	Neutral/Unsure Response	Strongly dislike or dislike Response
Adding banner poles into the central road strip to promote seasons and events	49%	20%	31%
Removal of the palm trees from the central road strip to allow for the banner poles	49%	16%	36%
Entry markers near the Sandy Bay Rivulet and Princes Street/Russell Crescent	62%	27%	10%

Table 1 : Total Survey – Overall Response to Selected Streetscape Elements

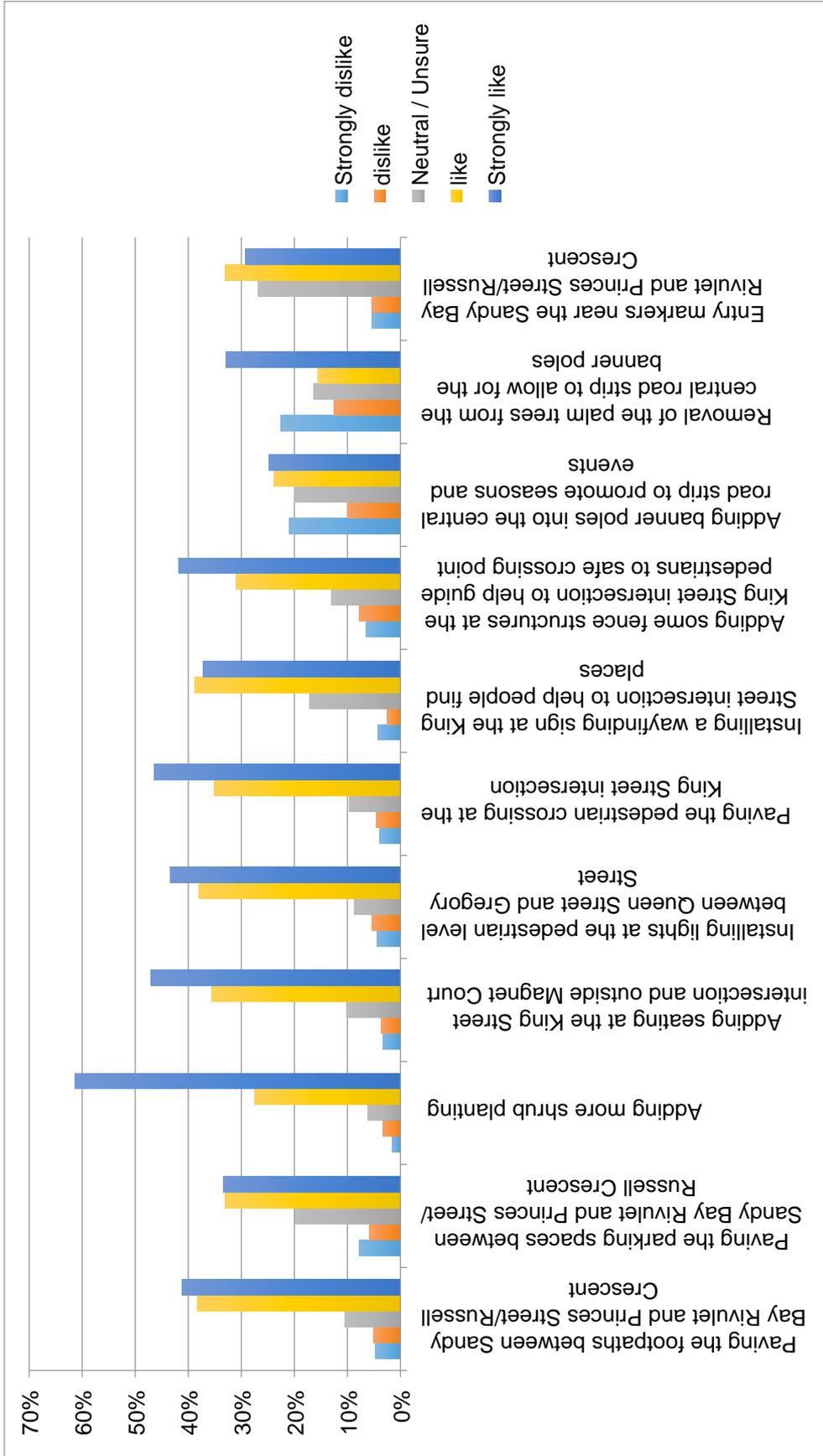


Figure 1 : Total Survey Responses (n = 330 for online surveys, written surveys and street interviews, surveys)

8 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback

The survey also asked respondents to indicate the main reasons for 'strongly dislike or 'dislike' responses to the streetscape elements. The main reasons given are listed in Table 2.

Streetscape Element	Reasons provided for the Strongly Dislike or Dislike Response
Adding banner poles into the central road strip to promote seasons and events	Replace with other trees and not banners – more aesthetic Ugly/unsightly and become damaged over time Reduce advertising in the area Unnecessary Distracting for drivers Loss of identity
Removal of the palm trees from the central road strip to allow for the banner poles	Replace with other trees and not banner poles People like current palm trees – part of identity, keep the greenery Have both – trees and banner poles Waste of money, no reason to remove them
Entry markers near the Sandy Bay Rivulet and Princes Street/Russell Crescent	Not necessary

Table 2 : Total Survey – Main Reasons for Response to Selected Streetscape Elements

The comments on adding the banner poles and removing the palm trees were very inter-linked with those opposing the loss of the palm trees also not wanting to see them replaced with poles and banners. The majority of those opposing these elements wanted more trees to be added into the precinct. There were far fewer comments on the entry markers with the responses largely attributed to not being seen as necessary.

Figure 2 shows the response from the community (excluding the Sandy Bay retailers response). As shown in Table 3 it indicates a slightly higher 'strongly dislike' and 'dislike' of about 1-2% than that for the total survey respondents.

Streetscape Element	Strongly Like or Like Response	Neutral/Unsure Response	Strongly dislike or dislike Response
Adding banner poles into the central road strip to promote seasons and events	48%	18%	33%
Removal of the palm trees from the central road strip to allow for the banner poles	44%	17%	38%
Entry markers near the Sandy Bay Rivulet and Princes Street/Russell Crescent	61%	27%	12%

Table 3 : Total Community Survey (not including Traders)– Overall Response to Selected Streetscape Elements

Figure 3 shows the response from the Sandy Bay retailers (excluding the community). Table 4 clearly shows support for all streetscape elements and in particular for those three streetscape elements receiving mixed views from the community. For instance the 'strongly like' and 'like' response was up by ~ 20% for the adding of banner poles and the removal of the palm trees.

Streetscape Element	Strongly Like or Like Response	Neutral/Unsure Response	Strongly dislike or dislike Response
Adding banner poles into the central road strip to promote seasons and events	68%	20%	11%
Removal of the palm trees from the central road strip to allow for the banner poles	65%	13%	22%
Entry markers near the Sandy Bay Rivulet and Princes Street/Russell Crescent	70%	26%	5%

Table 4 : Total Traders/Retailers – Overall Response to Selected Streetscape Elements

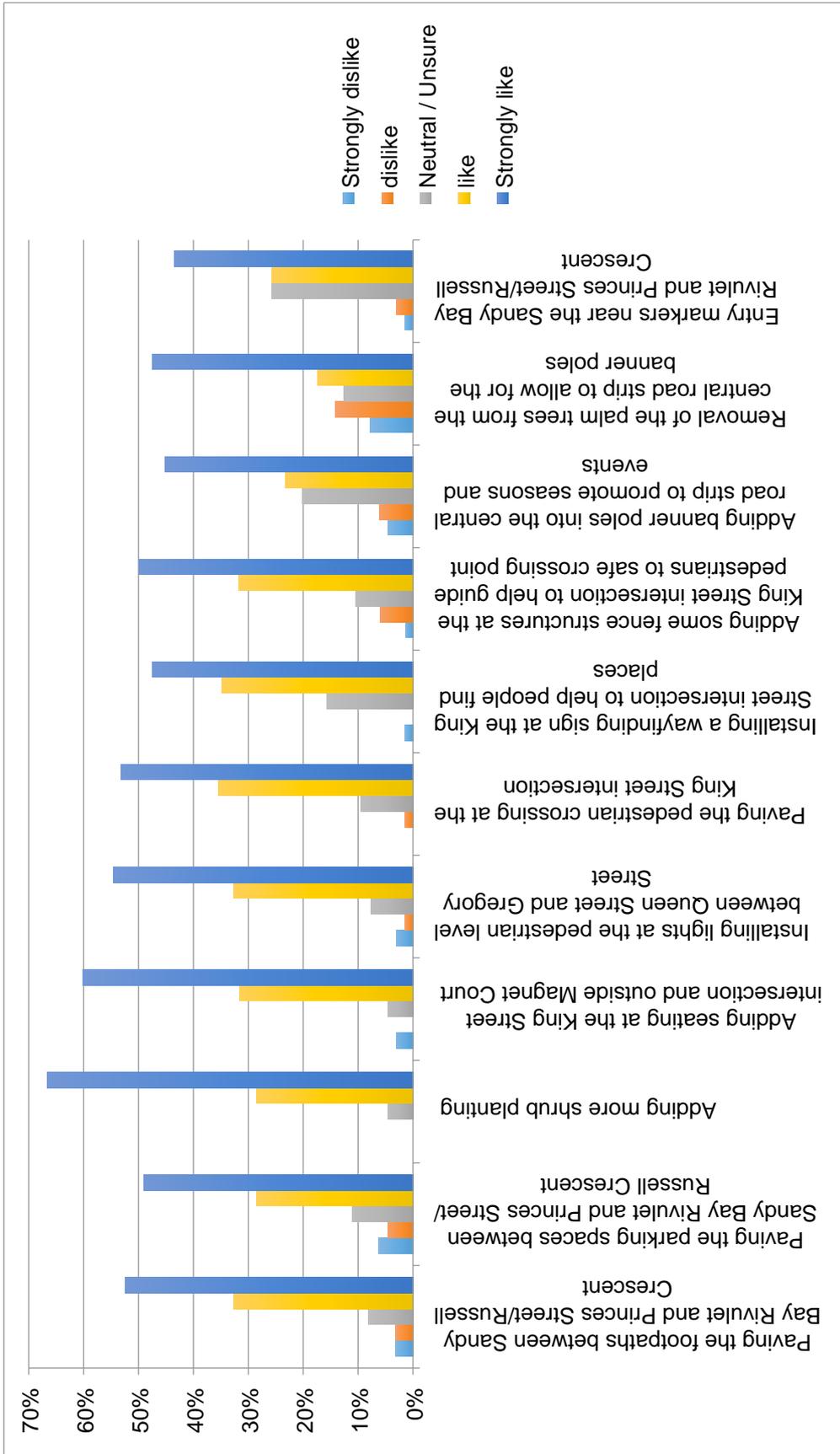


Figure 3 : Total Sandy Bay Traders/Retailers Responses (n= 61 written surveys and online surveys)

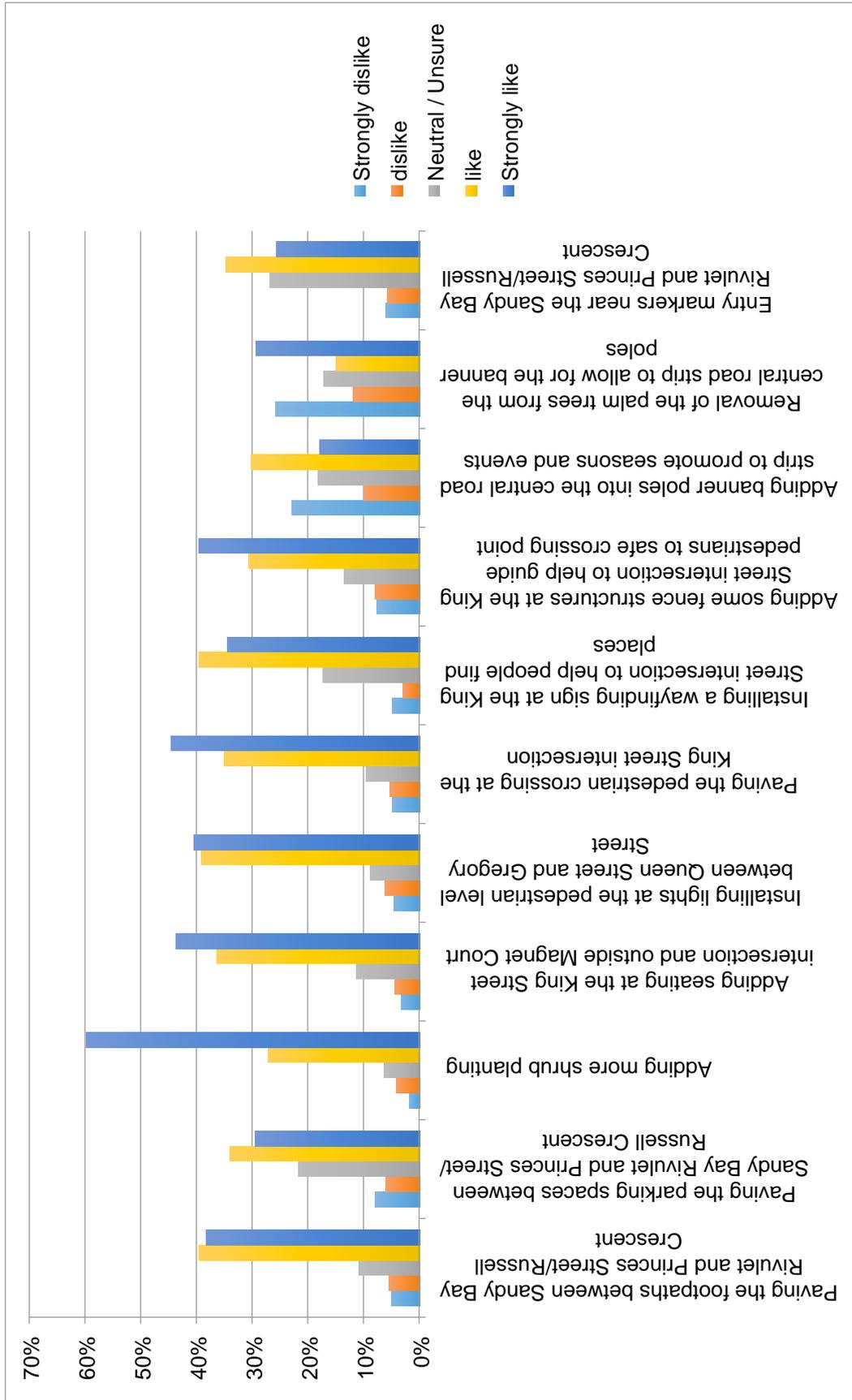


Figure 2 : Total Community Responses - excludes Sandy Bay Traders/Retailers responses (n = 269 online surveys, written surveys and street interviews)

12 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback

In the total surveys and breakdown of respondents (community and Traders) there was majority giving 'strongly like' and 'like' response. However there was a higher level of neutral/unsure of ~ 26% than all other elements. This may be due to limited awareness about the meaning or value of entry markers and threshold crossings within the streetscape.

3.6 Opinions about benefits of the Proposed Streetscape Improvements

The majority of survey respondents (75%) considered the proposed streetscape improvements were beneficial to the Sandy Bay retail precinct. The main reasons given by these respondents were:

- the precinct is tired and needs to be revitalized;
- upgrading is long overdue;
- it will make it more accessible, more pedestrian friendly;
- pedestrian needs must be recognized; and
- it will make it more aesthetically pleasing and vibrant.

Some 17% of respondents indicated they do not see benefits, with the main reasons being:

- it was a waste of money;
- it does not address the pedestrian and traffic problems at King Street and Sandy Bay intersection, congestion and parking;
- lack of open space and natural plantings;
- it does not address the need for better public toilets or bike lanes;
- the loss of identity with the removal of the palm trees; and
- cosmetic and needs a big picture plan working together with businesses.

Some 8% of respondents indicated they were not sure about the potential benefits.

3.7 Other Suggested Streetscape Improvements

The most dominant issue and consequently the most proposed improvement was to address the traffic issues on Sandy Bay Road and in particular with the King Street intersection. Many respondents raised concern about the safety of the crossing for both pedestrians and turning cars. Many respondents referred to the need for having turning right sequence and extending the pedestrian crossing time.

The other main improvements suggested by the community were:

- more trees and garden beds;
- Magnet Court needs major upgrading;
- improved lighting;
- unify the shopfronts;
- consider diagonal pedestrian crossing at King Street intersection;
- improve access to public toilets;
- reduce traffic speeds to 40km/hr;and
- better bike parking.

The main improvements suggested by Traders/retailers were:

- provide more seating;
- better traffic management around King Street intersection;
- more landscape/greenery within the precinct;
- provide more outdoor seating for cafes and restaurants; and
- more parking including dedicate disabled parking spaces.

14 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback

3.8 Email and Phone Call Comments

13 phone calls and emails were made in addition to the above surveys. The key points raised by the respondents were:

address the safety and traffic issues at King Street and Sandy Bay Road and in particular the issues involved with vehicles turning right into Sandy Bay Road (3 respondents including the RACT);

to extend the proposed streetscape improvements to cover the whole of the Sandy Bay retail precinct e.g. paving the footpaths up to Byron Street, extending improvements further along Gregory Street and Queen Street (3 respondents);

make Byron Street and Quayle Street the entry into the precinct (2 respondents);

consider a range of urban design aspects – get away from the grey colour tones, introduce terracotta warmth and colour look, better plantings in bigger pots, upgrade Magnet Court (2 respondents);

keep the palm trees and improve maintenance of the trees (2 respondents);

comments of the concept plan street furniture or access over the footpath outside existing businesses (2 respondents);

show the recent change of location for the bus stop on the western side of Sandy Bay Road opposite Magnet Court and opportunity for slightly widening pavement (1 respondent);

question as to whether there would be any loss of parking (1 respondent); and

limited longer term parking spaces (2 hour) (1 respondent).

4 COMMENTS

A selection of direct comments from the respondents completing the surveys are listed below for the:

reasons given for 'strongly dislike' or 'dislike' the three streetscape elements where there was higher level of mixed opinion (i.e. adding of banner poles, removal of palm trees and adding entry markers:

reasons given for the benefits of the proposed streetscape plan;

suggestions for other streetscape improvements.

Example of Survey Respondent Comments on Adding Banner Poles

As with other banner poles in Hobart, the wind will tear them and leave damaged signs that will hang around until the next promotion/event signs are installed. The poles are ugly and not necessary at all. How about some trees that will provide natural shade, break up the buildings, etc. Look at north Hobart and the olive trees - nice to see some green spaces. How about you try and match the trees that are already in Gregory Street and outside Magnet court.

The banner poles will be distracting for drivers - banner poles advertising products or events should be kept away from intersections and other areas on the road where drivers need to make decisions, especially at crossings where there is a lot of pedestrian activity.

If palms are removed I would prefer to see trees replacing them rather than banner poles.

Unnecessarily crowds an already busy streetscape. Good promotional opportunity for HCC, but not visually attractive.

I think it is a bad idea, I would prefer to see the creation of wider footpaths, a big promenade rather than just decorate the existing with banners and seats.

The public space requires more natural items, not more man-made objects. Unless it were works of art/sculpture.

I'd prefer natural features (e.g. street trees) rather than poles and banners. Sure, the banner poles sound like a good idea - but not if you're going to cut

16 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback

down trees!! If you must have the banner poles, alternate them with the trees, or besides the trees...

This will remove any sense of Sandy Bay's identity as distinct from the Hobart CBD. Okay, but not at the expense of removing current trees

Example of Survey Respondent Comments on Removal of the Palm Trees

The palm trees look great through Sandy Bay! Gives it a nice summer vibe, utilise them more with LED lighting, make it a real hub for tourists and beach goes in the summer months! Sandy Bay reminds me a little of Manly in Sydney! Sandy Bay has so much potential!

Why do the palm trees need to be removed? Are they a hazard? Ruining the road? Do they distract drivers or do people just think they are ugly? I do not support the idea of adding banner poles at any rate but if banner poles are favoured, then have both the banner poles and palms on the central road strip.

Trees should be added not removed - they provide a cooling effect, remove particulate matter and reduce the velocity of surface water run off.

The palm trees are a defining feature of the community and neighbourhood I have lived in for more than 10 years. Please don't remove it for tacky poles. Some maintenance and the planting of new palms would be appreciated.

NO...PLEASE DONT DO THIS. PUT THEM IN PLANTER BOXES OF SOME SORT - THUS PROTECTING THE CONCRETE FROM THE ROOTS AND GIVING ROOM FOR SINGAGE. They are iconic and it would be horrible to see them replaced with banners. Spend the money on making them healthier. It is wonderful to have trees instead of metal and advertising in the median strip. If they must be replaced then replace them with new palm. Could they be put in planter boxes or something - this would protect the ash felt from the tree roots and give you room for your advertising/signage if you must!

Banner poles would be a big step down from the current palm trees. The trees add some character, warmth and green space to the area that would not be replicated with the flora proposed in the plan.

The palm trees are long established as iconic of Sandy Bay. They don't cause road elevation, and look unique while providing token rain protection. There is no reason to remove them, and as a Sandy Bay resident I'd feel it an affront if

they were pulled from the ground. Don't remove what makes the Sandy Bay precinct unique.

More palm trees please. Compared to Victorian strip shopping centres, Sandy bay is ugly because of the lack of greenery. The palm trees provide a special and appropriate identity, given its beachside location and more should be made of this through appropriate tree planting.

Take away the palm trees and all you have left is Moonah.

Example of Survey Respondent Comments on Street Entry

Please don't rename our shopping centre. The name "Sandy Bay" is beautiful whereas "The Bay" is bland and generic by comparison. This precinct has been known as Sandy Bay for over a century! Having entry and exit markers seems unnecessary and artificial. It also seems strange to exclude Coles, McDonalds and Shiploads from bounded areas?

Think it is not necessary when the money needs to be spent on Regent St/King St intersection.

Example of Survey Respondent Comments on Benefits of the Streetscape Plan

Improving the pedestrian access and pavements will be useful and improve look of the area. The Sandy Bay Road streetscape, is old and tired. It needs a freshen up. to encourage new business and improved access for pedestrians.

At the moment the whole area feels a bit dated and also feels like it is more of a through way rather than somewhere where you can safely stop and spend time sitting outside. These improvements are all quite minimal and will help make the precinct feel much more up to date and vibrant.

Improvement to the precinct is long overdue. Area is currently unattractive compared to other small 'local' shopping precincts. Shoppers are likely to spend more time in an area that is pleasant to be in

The current "streetscape" is tired and confusing, a consistent neutral modern theme to the area will make it more coherent.

The general appearance of Sandy Bay does not reflect how the suburb is perceived.

18 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback

The area is currently used by many people and anything that makes it more user friendly and safer is an improvement. Guiding pedestrians where to cross and adding fencing is particularly important because people tend to meander across Sandy Bay Road wherever they fancy. Plants always improve areas. At the moment the precinct looks ugly due to varying architectural styles and random messy external shop fixtures, signage and decorations. Bringing a degree of uniformity to the streetscape will help with the overall appearance of the area.

The improvements would give a smarter, more defined focus to the area and make the area more attractive for shops and cafes.

The precinct does need aesthetic improvements, and I applaud the Traders Group and the Council for attempting to improve the area. However, this plan appears to address superficial symptoms, and leave the underlying issues untouched. The large investment that this project represents will be largely wasted if and when the Council takes up the larger and more important issues of transportation, congestion, connection to surrounding amenities, economic development, and placemaking along Sandy Bay Road.

Examples of Survey Respondent Comments on Other Streetscape Improvements

The intersection between King St and Sandy Bay Rd MUST have Arrow Traffic Lights. This intersection is and has been for a very long time, dangerous. As our community has a lot of elderly pedestrians, we need to be acutely aware of the allowed timing of these crossings. Traffic continually speeds through this intersection before giving way to pedestrians usually not seeing them as they have only crossed 2 out of the 4 lanes of traffic. I have seen many, many near misses and I have also seen people stranded in the middle of the road not knowing whether to keep walking across or not due to vehicles zooming through the intersection. I think some drivers are just unsure there are pedestrians crossing the road. it can take young families and or the elderly longer to cross four lanes of traffic.

Not streetscape but concern about lack of public toilets in the retail precinct.

Lower speed limit and one lane of traffic only. Longer times on pedestrian lights. Better bike lanes.

We must look beyond fenced playgrounds (with special concrete seating) and look to create functional and engaging spaces for all generations to enjoy.

Provide retailers (cafés and eateries) the opportunity to engage with the streetscape by handing-back the occasional on-street car park.

I don't think there is enough land to work in many improvements. Real improvement won't happen until some space gets allocated - areas such as magnet court and the forecourt of Woolworths would be great spaces if you removed cars and gave them back to pedestrians

Definitely. More tree planting. Big exotic trees please and some Canary Island date palms. Now they would make a statement.

Speed limit needs to be lowered from 50km to 40km through the shopping area. Drivers turning into Woolworths lower carpark from Sandy Bay Road often ignore the 'no left turn' sign and others dangerously do a U turn in the upper carpark entry! We walk in this area every day as we live close by and the number of near misses is staggering!

If Council is serious about improving the precinct, and helping it evolve into the destination that it could be, this project should be based on real analysis of traffic flows along the entire length of Sandy Bay Road from the CBD to Lower Sandy Bay, and should endeavour to include pedestrians and bicyclists as full participants in the precinct.

20 Sandy Bay Retail Precinct Streetscape Revitalisation Community Engagement Feedback**5** EVALUATION

The evaluation criteria were identified in the Community Engagement Plan and an assessment is provided in Table 5.

Criteria	Assessment
Satisfies Council's Principles of Engagement	The community engagement process embraced and met all of the Council's Community Engagement Framework including the Policy Statement and Principles.
Engenders support and positive feedback from the Sandy Bay Traders Group	The engagement process involved an initial briefing with the Sandy Bay Traders Group to outline the engagement program being undertaken. The preliminary results of the surveys was presented and discussed with representatives from the Sandy Bay Traders Group.
Achieves general acceptance by the primary and secondary interest stakeholders (i.e. feedback does not indicate major flaws or concerns about the community engagement process);	No feedback comment was received to indicate any major flaws or concerns about community engagement process. The major concern expressed during the street interviews was the traffic management and safety issues with the intersection of Sandy Bay Road and King Street. It was explained that these issues could be addressed by Council in separate projects.
Provides useful information and advice that Council staff consider will assist Council in proceeding to implementing the streetscape design improvements for the revitalisation of the Sandy Bay retail precinct	The total survey return from 330 respondents provides Council staff with useful insight into the level of support and sensitivity with each of the proposed streetscape improvement elements. It indicated 75% of all respondents considered the proposed improvements were beneficial to the Sandy Bay retail precinct.

Table 5 Evaluation Criteria Assessment

The positive aspects of the engagement process included:

the relatively high response (330 completed surveys) from the community;

involvement and support of the Sandy Bay Traders Group during the process including individual retailers that allowed use of display windows for displays supporting the street interviews/surveys;

including street interviews that offered a more engaging opportunity for the customers/users of the precinct to have their say and be more aware of the project;

media news and articles that profiled the project and invited community input (refer to Attachment 3);

the shift in the street interviews towards a display inviting people to place dots on the questions rather than complete a survey ~ this encouraged people to get involved along with footpath chalk marking pre-warning people about the display and interviews;

the benefit of having written surveys, online surveys and street interviews to cater for differing audiences; and

the favourable response from those involved in the street interviews about the Council seeking their views.

The community engagement was affected by the adverse weather conditions requiring the street interviews/surveys to be conducted over a longer time period. If Council was to undertake a similar project in the future it is suggested that:

initial briefings and de-briefings are planned with the major stakeholder (in this case the Sandy Bay Traders Group);

letters/surveys continue to be personally delivered to the traders/retailers within the retail precinct as this allowed for promoting awareness of the engagement program;

use of a mix of engagement techniques (e.g. online, written, displays, street interviews/surveys, telephone contact); and

consideration of display/dot markings for the street interviews/surveys in preference to clip-board surveys.

The community engagement for the revitalisation of the Sandy Bay Retail Precinct has been undertaken and a report will now be prepared by the City of Hobart for consideration of the Council. Contact details provided at the end of the survey of those who would like to be advised of the outcome of the project have been provided to the City of Hobart.

APPROVAL

Full Name

Position Title

Signature

Date

ATTACHMENT 1

SANDY BAY RETAIL PRECINCT CONCEPT PLANS

preamble

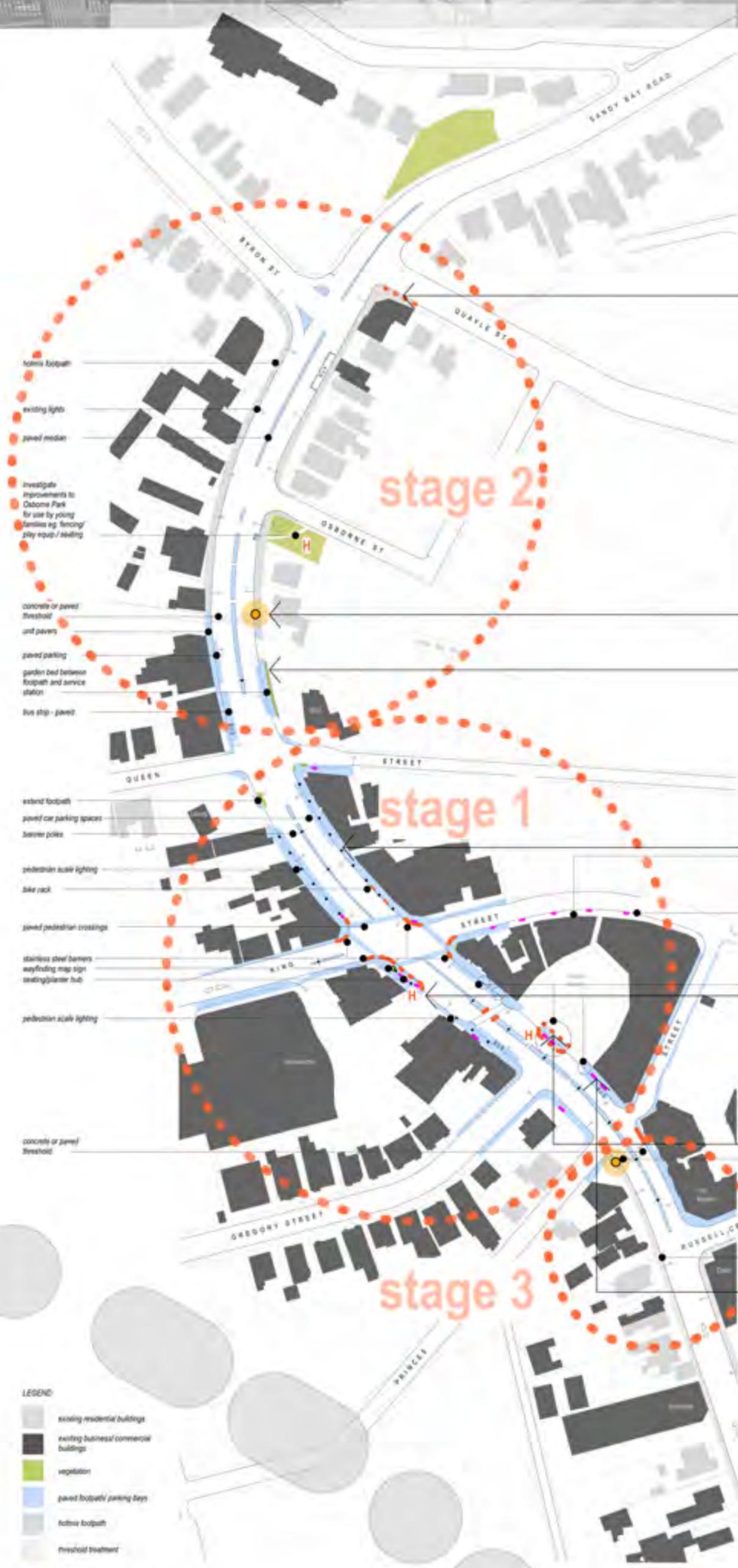
'an investigation into possible improvements to the appearance and maintenance of the Sandy Bay shopping area between Quayle St & Russell Crescent'

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 - 'the bay' - and the Long Beach promenade

master plan elements

- placemaking** - building on the unique qualities of Sandy Bay with an integrated streetscape design
- identity** - threshold 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 considered family of street furniture
- creating unique seating hubs similar to the design elements present at Long Beach
- planting** - install shrub planting where appropriate
- marketing** - providing opportunities to promote & market festivals and seasons throughout the year
- lighting** - install pedestrian scale footpath lighting to encourage night-time economy
- palm trees** - it is proposed to remove existing central palm trees to allow for banner poles



precedents



wayfinding



materiality



- LEGEND**
- existing residential buildings
 - existing business/commercial buildings
 - vegetation
 - paved footpath/ parking bays
 - footpath
 - threshold treatment
 - seating
 - stainless steel barrier/bollards
 - special concrete seating hub

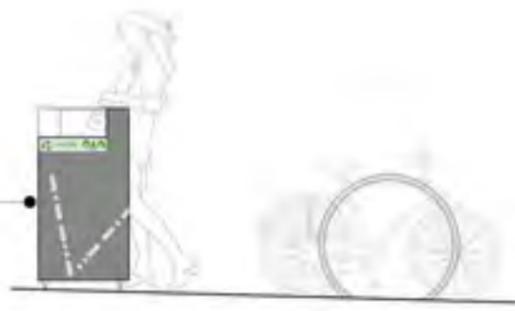
'the bay' streetscape
 a master plan to upgrade the Sandy Bay Rd streetscape



29 MAY 15



- banner poles
- pedestrian lighting
- steel rubbish bin



- seats as per Long Beach precinct - upgrade slat material to timber or other 'warm' material
- kerbside dining



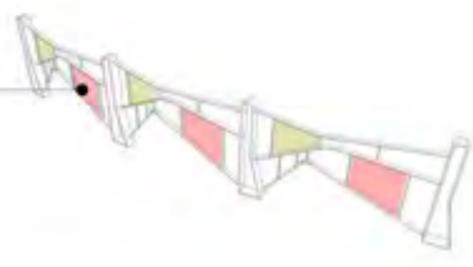
- wayfinding signage
- pedestrian lighting
- seating hub
- stainless steel elements
- consistent paved footpaths



_feb-oct



- coloured boll elements for festive season
- barrier bollard installation



_nov-jan



- planting/beating
- paved crossings
- concrete elements



_a furniture family

* designs shown are illustrations only



_place making



'the bay' streetscape

a master plan to upgrade the Sandy Bay Rd streetscape

ATTACHMENT 2

COMMUNITY ENGAGEMENT LETTER AND SURVEY

Enquiries to: John Hepper
☎: 0362311818
✉: johnhepper@inspiringplace.com.au
Our Ref: 820
:SMLP
(document2)
Your Ref:

21 May 2015

Dear Sir/Madam

SANDY BAY ROAD RETAIL PRECINCT REVITALISATION COMMUNITY ENGAGEMENT

The Sandy Bay Road Retail Precinct between Byron Street and Ashfield Street is a centre for major retail activity. However, in recent years the area has been identified as being in need of revitalisation and there are opportunities to make improvements to the retail strip's streetscape and improve the amenity of the precinct.

The City of Hobart, with assistance from the Sandy Bay Traders Group has developed a concept plan which illustrates potential improvements to the publicly-owned land in the area, a copy of which is enclosed for your information.

The main streetscape elements are:

- **Place making** – building on the unique qualities of Sandy Bay with an integrated streetscape design.
- **Identity** – having threshold markers / sculpture signage elements at the main entry points to the precinct to create a visible identity for the area.
- **Paving** – creating appropriate paved footpath and parking bays with a level of urban detail along with paved pedestrian crossing at the King Street intersection.
- **Furniture** – providing a consistent and considered family of street furniture creating unique seating hubs similar to the design elements present at Long Beach.
- **Planting** – installing shrub planting where appropriate.
- **Marketing** – providing opportunities to promote and market festivals and seasons throughout the year.
- **Lighting** – installing pedestrian scale bollard lights to enhance the area and encourage the night time economy.
- **Urban banner poles** – installing new banner poles in the central road median with banners promoting seasons and events

- **Palm tree removal** – due to the poor condition of the palm trees located in the central road median, it is proposed to remove them and install banner poles.

The City is now seeking wider community input into the concept design and the feedback received will assist the development of the final design for the revitalisation of the area. In addition to writing to local retailers, residents, property owners and interest groups, the plans will also be on display in the City's Customer Service Centre at 16 Elizabeth Street, Hobart and on the web at hobartcity.com.au/xxxxyyy

Enclosed please find a feedback form and reply-paid envelope for your use. We would appreciate if the survey could be returned by no later than **Wednesday 30th June 2015** so your views can be considered.

If you would like to discuss the concept design, please contact John Hepper from Inspiring Place Pty Ltd, who has been engaged by the City to facilitate the community engagement program for this project. You are welcome to contact John by phone on 03 6231 1818 or by email to johnhepper@inspiringplace.com.au to talk or arrange a convenient time to meet.

Following the community engagement, the feedback will be analysed and the detailed design for the streetscape revitalisation will be developed. Both the outcome of the community engagement and the detailed design will be the subject of a report to the Council later in 2015.

I hope you take the opportunity to contribute your views about the revitalisation of the Sandy Bay Road retail precinct.

Yours faithfully

SANDY BAY RETAIL PRECINCT REVITALISATION SURVEY

We would appreciate receiving your comments to the following questions about the proposed improvements on publicly owned land within the Sandy Bay retail precinct.

1. How do you use the Sandy Bay retail precinct? (please tick the box that indicates your main use of the precinct)

- work within the precinct
- live within the precinct
- visit the precinct to access local business and services
- do not use or visit the precinct
- other, please specify.....

2. How often do you visit the Sandy Bay retail precinct? (please tick a box)

- Often – daily or more than 3 times a week
- Weekly – about 1-2 times a week
- Monthly – about 1-2 times a month
- Not that often
- Never

3. If you have a business within the precinct, where is it located? (please tick a box)

- On Sandy Bay Road between Quayle Street and Queen Street (area marked Stage 2 on the concept plan)
- On Sandy Bay Road between Queen Street and Princes Street (area marked Stage 1 on the concept plan)
- On Sandy Bay Road between Princes Street and Ashfield Street (area marked Stage 3 on the concept plan)
- Other, please list street

4. Do you like or dislike the following proposed improvements to the street environment within the Sandy Bay retail precinct? (please tick a box for each line)

Proposed Streetscape Improvement along Sandy Bay Rd	Strongly dislike	Dislike	Unsure	Like	Strongly like
1. Paving the footpaths between Sandy Bay Rivulet and Princes Street/Russell Crescent	<input type="checkbox"/>				
2. Paving the parking spaces between Sandy Bay Rivulet and Princes Street/Russell Crescent	<input type="checkbox"/>				
3. Adding more shrub planting	<input type="checkbox"/>				
4. Adding seating at the King Street intersection and outside Magnet Court	<input type="checkbox"/>				
5. Installing lights at the pedestrian level between Queen Street and Gregory Street	<input type="checkbox"/>				
6. Paving the pedestrian crossing at the King Street intersection	<input type="checkbox"/>				
7. Wayfinding sign at the King Street intersection to help people find places	<input type="checkbox"/>				
8. Adding some fence structures at the King Street intersection to help guide pedestrians to safe crossing point	<input type="checkbox"/>				

Question 3 continued

Proposed Streetscape Improvement along Sandy Bay Rd	Strongly dislike	Dislike	Unsure	Like	Strongly like
9. Adding banner poles into the central road strip to promote seasons and events	<input type="checkbox"/>				
10. Removal of the palm trees from the central road strip to allow for the banner poles	<input type="checkbox"/>				
11. Entry markers near the Sandy Bay Rivulet and Princes Street/Russell Crescent	<input type="checkbox"/>				

5. If you indicated 'dislike' or 'strongly dislike' to any of the proposed improvements listed in Question 2 could you indicate the main reason for your view?

Proposed Streetscape Improvement	Reason for dislike or strongly dislike
1. Paving the footpaths between Sandy Bay Rivulet and Princes Street/Russell Crescent	
2. Paving the parking spaces between Sandy Bay Rivulet and Princes Street/Russell Crescent	
3. Adding more shrub planting	
4. Adding seating at the King Street intersection and outside Magnet Court	
5. Installing lights at the pedestrian level between Queen Street and Gregory Street	
6. Paving the pedestrian crossing at the King Street intersection	
7. Wayfinding sign at the King Street intersection to help people find places	
8. Adding some fence structures at the King Street intersection to help guide pedestrians to safe crossing point	
9. Adding banner poles into the central road strip to promote seasons and events	
10. Removal of the palm trees from the central road strip to allow for the banner poles	
11. Entry markers near the Sandy Bay Rivulet and Princes Street/Russell Crescent	

6. Do you think that the proposed streetscape improvements will be beneficial to the Sandy Bay retail precinct?

Yes No Unsure

7. What is the main reason for your answer above?

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.....
.....
.....
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.....

8. Are there any other streetscape improvements that you would like to see on publicly owned land within the Sandy Bay retail precinct?

.....
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.....
.....
.....

Thank you for completing the survey. We would appreciate if the survey could be returned by no later than **Wednesday 30th June 2015**.

If you would like to be advised of the outcome of this survey and be kept informed of the progress of this project please provide an email address:

.....

and

Your name Your postcode

ATTACHMENT 3

MEDIA NEWS ARTICLE

NEWSFRONT

mercury.com.au



NEW LOOK: Artist renderings of planned changes to the Sandy Bay shopping precinct. Above, Sandy Bay Rd heading towards Tarana.

Bunnings bracing for a bumper weekend

BLAIR RICHARDS

HECTIC scenes accompanied the first day of trading at the new Glenorchy Bunnings store, pointing to a potentially huge opening weekend.

The carpark was packed to overflowing as home and garden enthusiasts yesterday rushed to get a first look at \$8.5 million worth of stock spread over a sprawling 16,000sqm warehouse.

Bunnings managing director John Gillam said the huge number of people who turned out to the "soft opening" indicated the store was headed for an enormous grand opening weekend.

"It's a very exciting day," Mr Gillam said.

Eighty jobs were created at the new store in addition to the 100 workers who transferred from the former Moonah site.

The hardware giant used the first day of trading at the new flagship store to announce more Tasmanian expansion plans.

Mr Gillam said Bunnings had a further three warehouses planned for Kingston, Mornington and Devonport over the next two years, a combined investment of \$77 million.

Couple appeal council refusal on quarry plan

CAMPANIA farming couple Craig and Sally Williams have lodged a planning appeal against the Southern Midlands Council's decision last month to knock back their quarry extension.

The council voted 4-3 against the development application despite the project being approved by the Environmental Protection Agency.

Mayor Tony Bisdée said the main reason the application had been refused was that it was unfair to the eight neighbouring properties.

High profile neighbour, the Holy Tantra Jin-Gang-Dhyana group, had informed the council it would consider taking its proposed \$100 million Tasmanian Chinese Buddhist Cultural Park elsewhere if the council approved the quarry expansion.

Time to have a say on shopping zone facelift

ALEX LUTTRELL and JESSICA HOWARD

THE first of several retail precinct upgrades due to be rolled out across the Hobart municipality has entered phase two.

A public consultation process has begun for the \$1.18 million Sandy Bay retail precinct streetscape redesign.

The redesign will take place on Sandy Bay Rd between Byron St and Russell Cres.

The project includes entry point markers, furniture and seating hubs, better lighting and shrub planting.

Also included is the removal of palm trees in the road median — to be replaced by poles adorned with banners — and paved footpaths and parking bays.

The community is encouraged to have its say on a survey on the Hobart City Council website by June 30.



CROSSINGS: Intersection of King St and Sandy Bay Rd.



PAVING: Sandy Bay Rd, near entry to Magnet Court.

Mercury readers have already made several suggestions online, including improved safety measures for drivers.

"Remove the on-street parking in front of the bank to allow for a short turn-in lane into Magnet Court," Daniel Baldwin said on the Mercury's Facebook page.

"That dangerous King St/Sandy Bay Rd intersection

needs something to happen soon. It is an accident waiting to happen. As a King Street resident, I have come close so many times to being wiped out because motorists coming from the Derwent end of King Street do not seem to know their road rules," Roz Allardice added.

The Sandy Bay project forms one part of a council plan to look at benefits and

costs of upgrading several non-CBD shopping and restaurant strips.

The council will advertise for a consultant to develop the plans for retail precincts in Lower Sandy Bay, Lenah Valley, New Town, South Hobart, North Hobart and Battery Point.

This consultation process will include public engagement before draft plans are expected

to go before the council in December.

Meanwhile, the public consultation process of the estimated \$2 million Hobart bus mall redevelopment closed late last month, with a report to go before the council next month.

Proposed changes include adding more pedestrian space, larger shelters, improved lighting, security, signage and time-table information.



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preamble

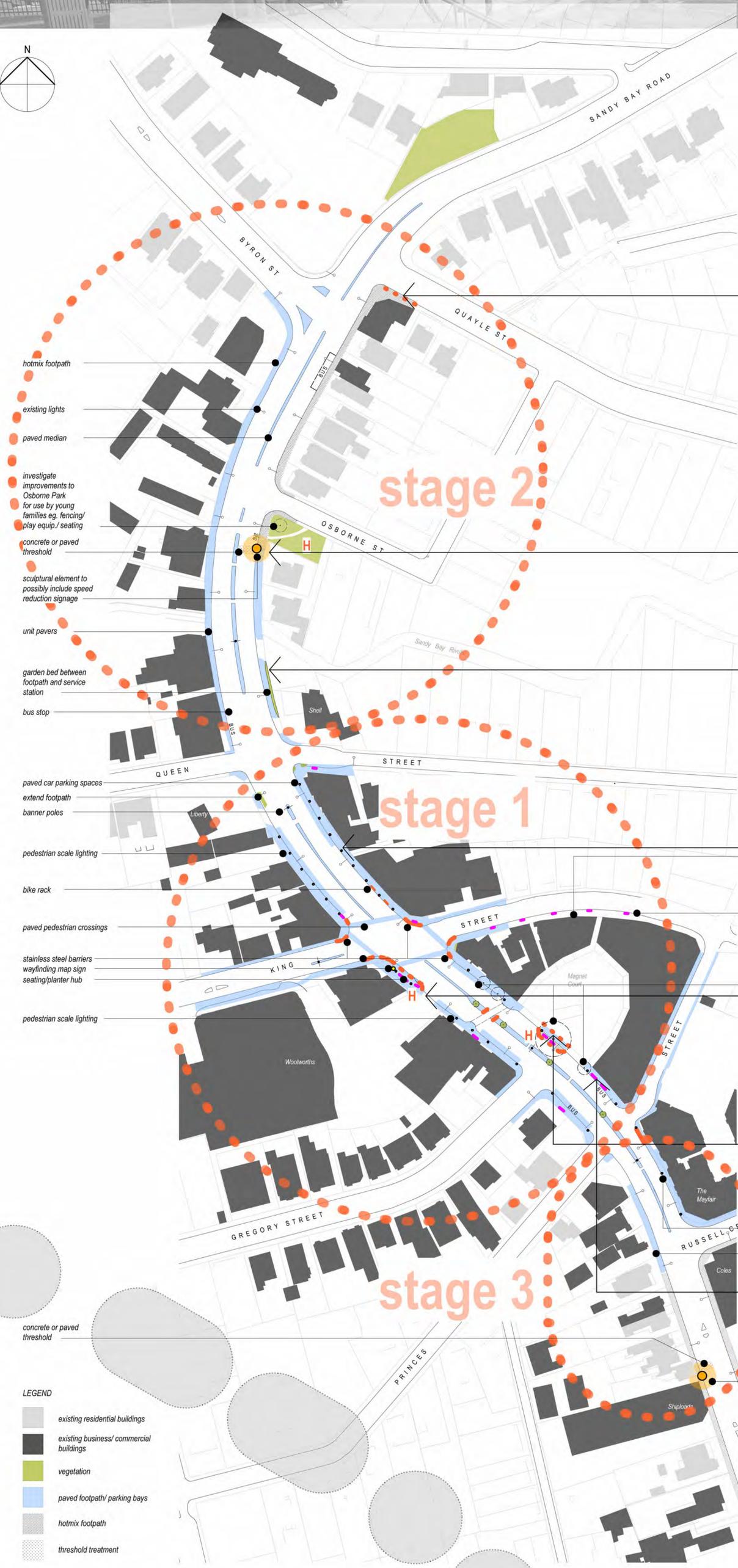
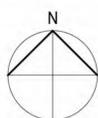
'an investigation into possible improvements to the appearance and maintenance of the Sandy Bay shopping area between Quayle Street & Russell Crescent'

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 identity**
 - _ building on the unique qualities of Sandy Bay with an integrated streetscape design
 - _ threshold markers - sculptural signage elements to create a visible identity for the area
- paving furniture hubs**
 - _ creating appropriate paved footpath & parking bays with a level of urban detail
 - _ providing a consistent and considered family of street furniture
 - _ creating unique seating hubs similar to the design elements present at Long Beach
- planting marketing lighting palm trees**
 - _ install shrub planting where appropriate
 - _ providing opportunities to promote & market festivals and seasons throughout the year
 - _ install pedestrian scale footpath lighting to encourage night-time economy
 - _ it is proposed to keep existing central palm trees

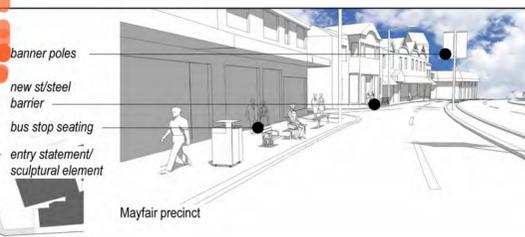
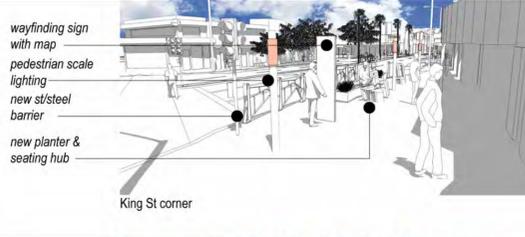
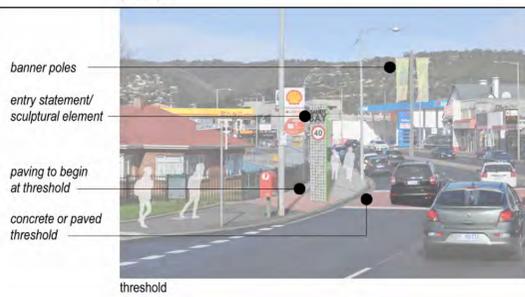


stage 2

stage 1

stage 3

- hotmix footpath
- existing lights
- paved median
- investigate improvements to Osborne Park for use by young families eg. fencing/ play equip./ seating
- concrete or paved threshold
- sculptural element to possibly include speed reduction signage
- unit pavers
- garden bed between footpath and service station
- bus stop
- paved car parking spaces
- extend footpath
- banner poles
- pedestrian scale lighting
- bike rack
- paved pedestrian crossings
- stainless steel barriers wayfinding map sign seating/planter hub
- pedestrian scale lighting



precedents



wayfinding



materiality



- LEGEND**
- existing residential buildings
 - existing business/ commercial buildings
 - vegetation
 - paved footpath/ parking bays
 - hotmix footpath
 - threshold treatment
 - seating
 - stainless steel barrier/bollards
 - H special concrete seating hub

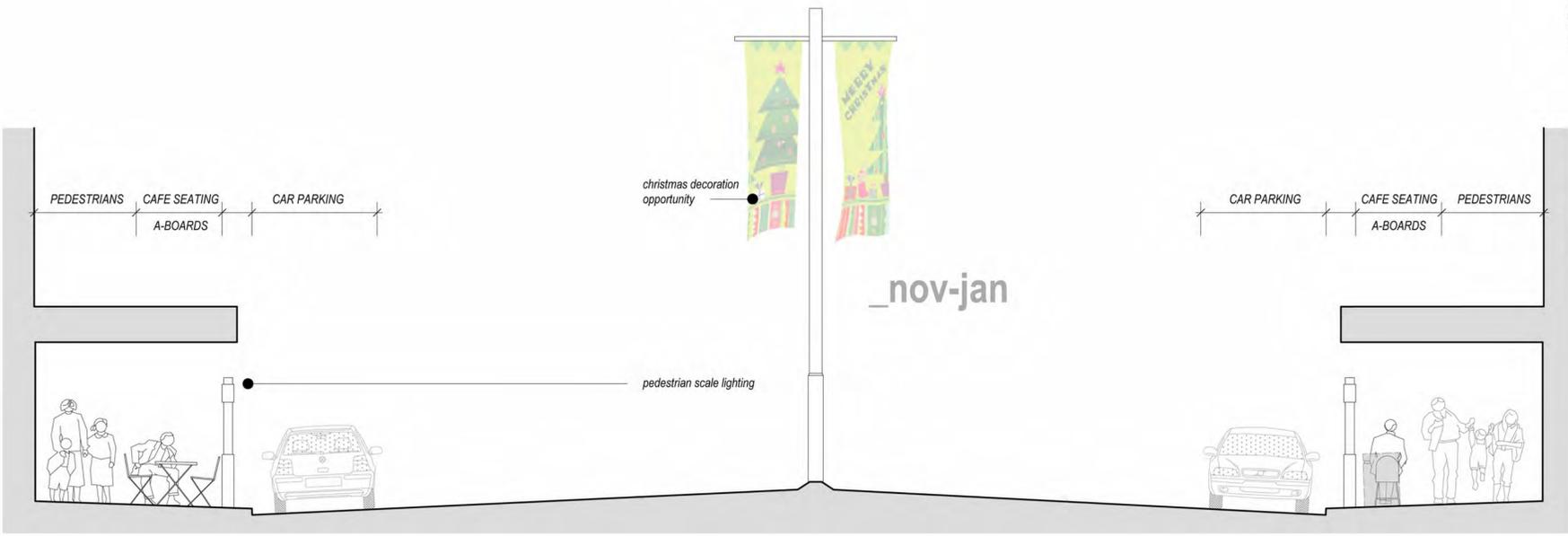


Sandy Bay Streetscape

a master plan to upgrade the Sandy Bay Road streetscape

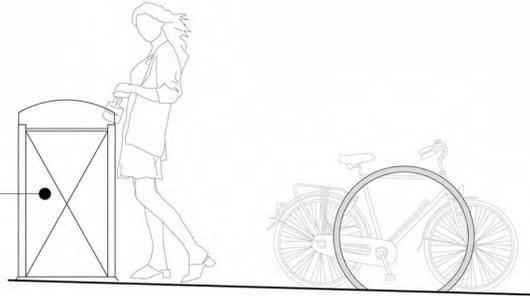


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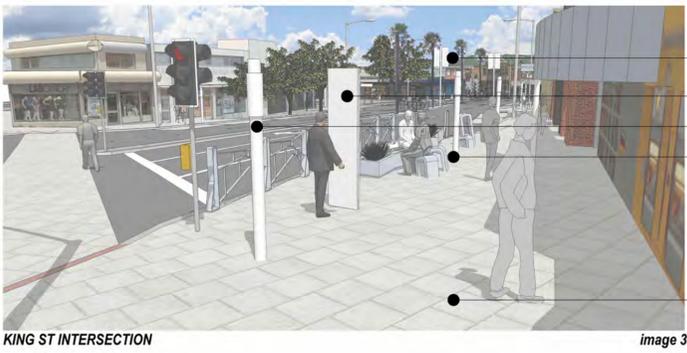
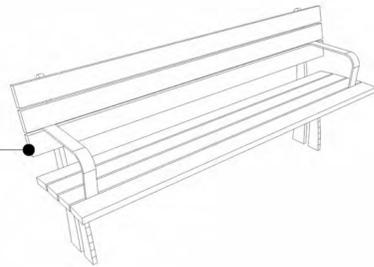
pedestrian lighting

steel rubbish bin



kerbside dining

seats as per Long Beach precinct - upgrade slat material to timber or other 'warm' material



banner poles

wayfinding signage

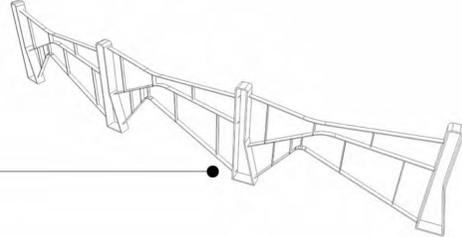
pedestrian lighting

seating hub

stainless steel elements

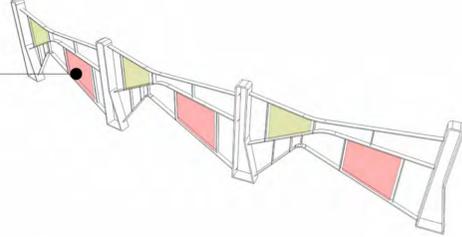
consistent paved footpaths

_feb-oct



coloured infill elements for festive season

barrier/bollard installation



planting/seating

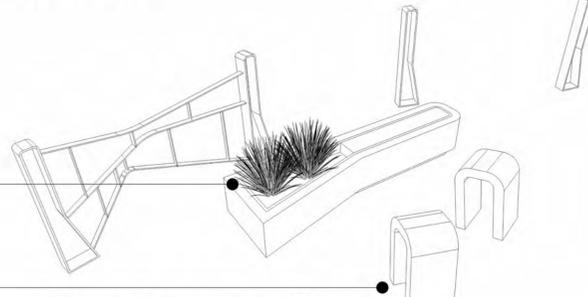
paved crossings

concrete elements

_nov-jan

_a furniture family

* designs shown are illustrations only



_place making



Sandy Bay Streetscape

a master plan to upgrade the Sandy Bay Road streetscape