

Yarra City Council

# Brunswick Street Streetscape Masterplan

4 May 2020

## Engagement Report



## **Acknowledgments**

Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations - and to their Elders past, present and future.

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# Executive summary

The Brunswick Street Streetscape Masterplan (the 'Streetscape Masterplan') covers the length of Brunswick Street between Alexandra Parade and Victoria Parade, as well as the streets directly around Fitzroy Town Hall and Atherton Gardens. It is focused on improvements to the footpaths and public spaces in this precinct, such as trees, greenery, seats, bike hoops, lighting and public art.

The project started in July 2019 and has included a series of internal workshops and engagement with the community. Two rounds of public consultation were carried out:

- Early engagement with the community to understand people's priorities and ideas to inform the draft Streetscape Masterplan. This included online surveys, three pop-up sessions and information distributed to stakeholder networks.
- Consultation on the draft Streetscape Masterplan, to understand if we got it right in terms of the ideas proposed. The consultation included online surveys, two pop-up sessions and information distributed to stakeholder networks.

## Round 1 consultation

The first round of consultation was held in August-September 2019, and asked people what they valued about the area and what they wanted to improve. In terms of what they liked, key responses related to:

- Heritage buildings
- Public art
- Variety of shops and independent traders
- Vibrant night life and music scene
- Diversity of people
- Sense of community

In terms of what they wanted to improve, the top responses related to:

- Prioritising pedestrians
- More trees and greenery
- Increasing bike lanes / bike safety
- Removal of graffiti and tagging
- More public art
- Improved safety
- More bins and street cleaning
- More furniture and places to sit

This feedback has helped inform the development of the Streetscape Masterplan.

The proposals in the Streetscape Masterplan aim to create new public spaces for the diverse community, rationalise the footpath space so that the shops, venues and heritage buildings are prominent features in the street, and provide more trees and greenery, public art, better lighting, bins and places to rest.

Some of the feedback is outside the scope of this Streetscape Masterplan, however we recognise that these issues are important to the community. These are responded to on pages 90-91 of the Streetscape Masterplan.

## Round 2 consultation

The draft Streetscape Masterplan was put on exhibition for comment and surveys asked for feedback on key aspects of the document:

- ideas to improve the footpath,
- opportunity for new public spaces at key street corners; and
- ideas for the areas around Fitzroy Town Hall and Atherton Gardens.

Overall, the masterplan received high levels of support from the community, and useful feedback has been provided to help refine the masterplan.

## Brunswick Street footpaths

Feedback was sought in response to a number of street-wide ideas to improve the footpaths, such as tree planting, greenery, street furniture and lighting. For the majority of ideas, over 75% of respondents supported these. Ideas relating to more trees and greenery received very high levels of support (over 90% of respondents).

Feedback received related to a number of themes, including accessibility, trees and greenery, changes to the road space, bike parking, paving, maintenance of garden beds, tree species, street trading and anti-social behaviour.

## Brunswick Street corners

Six key corners were identified for public space improvements, and the community were asked if they supported these locations and what types of improvements Council should focus on.

Between 71-76% of respondents supported the Westgarth, Kerr, Victoria and Gertrude Street locations. Around 65% of respondents supported the Bell and Hanover Street locations. For the types of improvements that these corners should focus on, the highest scoring were greenery and garden style spaces, keeping existing public art and lighting poles, diverse public art and additional bike parking.

Feedback received related to a number of themes, including concern about new public toilet locations at Kerr and Hanover Streets, trees and greenery, anti-social behaviour, opportunity to extend the space, type of public art, bike parking and opportunities for other corners.

### **Community hub around Fitzroy Town Hall and Atherton Gardens**

A number of opportunities for improvements in the streets around Fitzroy Town Hall and Atherton Gardens have been proposed. These include opportunities such as new public space, new landscaping and areas for sitting. Some of these ideas would require changes to the road space. The community was asked to comment on whether they supported these ideas and if they had any feedback.

Overall, the majority of the proposed improvements received high levels of support.

- Proposals for a new public space at King William and Condell Streets received over 90% support. However it is noted that a submission was received from Sacred Heart School and All Saints Church who are concerned about the impacts of the proposals on car parking and vehicle access.
- Proposals for a new pocket park in front of Florence Peel Centre and wider footpaths on Young Street received over 85% support.
- The proposals to improve the Town Hall forecourt, courtyard and space in front of the library received high levels of support (over 80%).
- The proposal to provide clear pedestrian wayfinding signage in the Town Hall precinct received about 70% support.
- Proposals to create a new public space on the north-east corner of Brunswick and Gertrude Streets, including an artwork, received about 90% support. Opportunities to remove fencing along Atherton Gardens boundary received about 80% support.

- The proposals to improve pedestrian access over Napier Street and upgrade the existing road closure and tram stop waiting area (corner Gertrude Street) received over 80% support.

Proposals to relocate a public toilet from Condell Street to Hanover Street received lower levels of support (48.4%), as a number of people had concerns about losing a toilet in the existing location as well as concerns about the new proposed location.

The feedback received related to a range of themes including public toilets, trees and greenery, reallocating the road space, play space, public art, vehicle access, parking, bike parking, clothing bins, signage clutter, activation of spaces, consultation with key groups, opportunity to learn more about Aboriginal and Torres Strait Islander heritage, bike access, and pedestrian priority.

### **Other feedback**

Feedback was received about providing stronger references to the heritage context and considerations, including heritage initiatives such as plaques on buildings, and explaining the link between this document and other strategic documents.

### **Changes to Masterplan**

A number of minor changes have been made to the wording in the Streetscape Masterplan to respond to feedback received and emphasise what people raised as important. These are discussed in the 'What did we hear?' section of this report.

Changes have also been made in relation to the concerns raised about new public toilets at Kerr and Hanover Streets and the relocation of the toilet from Condell Street. As this is a high level Streetscape Masterplan, the opportunities around public toilets have been more generally worded to allow for more feasibility work to be carried out to determine appropriate locations for any new/upgraded public toilets. This is discussed in the 'What did we hear?' section of this report.

## The project

The Brunswick Street Streetscape Masterplan covers the length of Brunswick Street (between Alexandra Parade and Victoria Parade), as well as the streets around Fitzroy Town Hall and Atherton Gardens (sections of Moor, King William, Condell, Napier and Gertrude Streets). Refer to study map below.

The Streetscape Masterplan is focused on the footpaths and public spaces in this precinct and provides a high level framework for how these spaces could be enhanced. This includes improvements such as trees, greenery, seats, bike hoops, lighting and public art.

The Streetscape Masterplan identifies opportunities for improvements which can be taken forward as individual projects for more design work and delivery through Council's capital works programme.

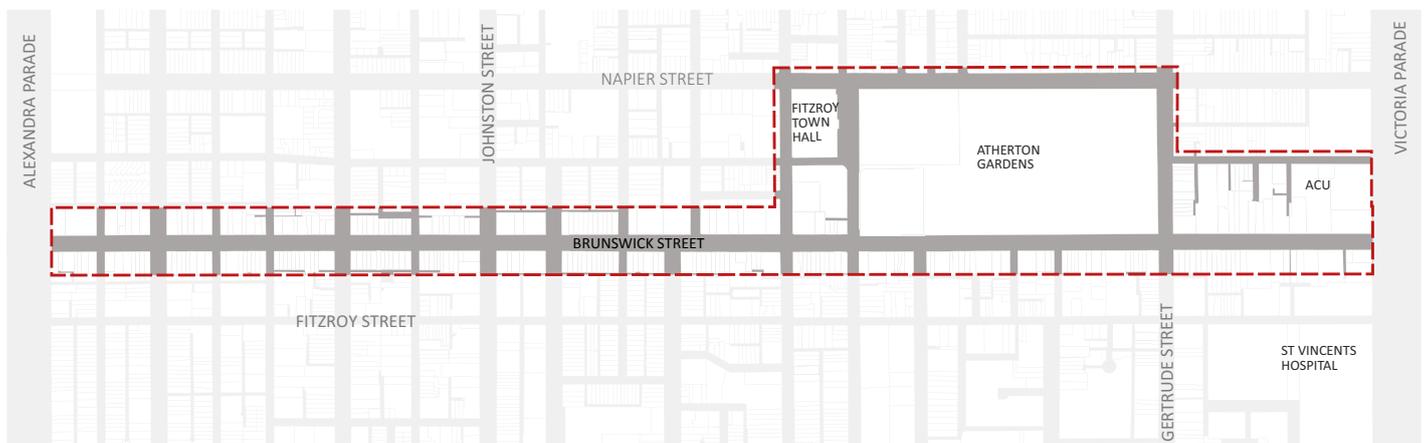
## Purpose of the engagement

The purpose of the engagement was to seek views from the community about the ideas proposed in the draft Streetscape Masterplan. Previous consultation was undertaken in August-September 2019 to gather initial ideas and understand the communities priorities. The latest consultation in February-March 2020 was an opportunity to check with the community if we got it right in terms of the proposed improvements, and understand if there are any issues to be considered in refining the Streetscape Masterplan document.

## Engagement objectives

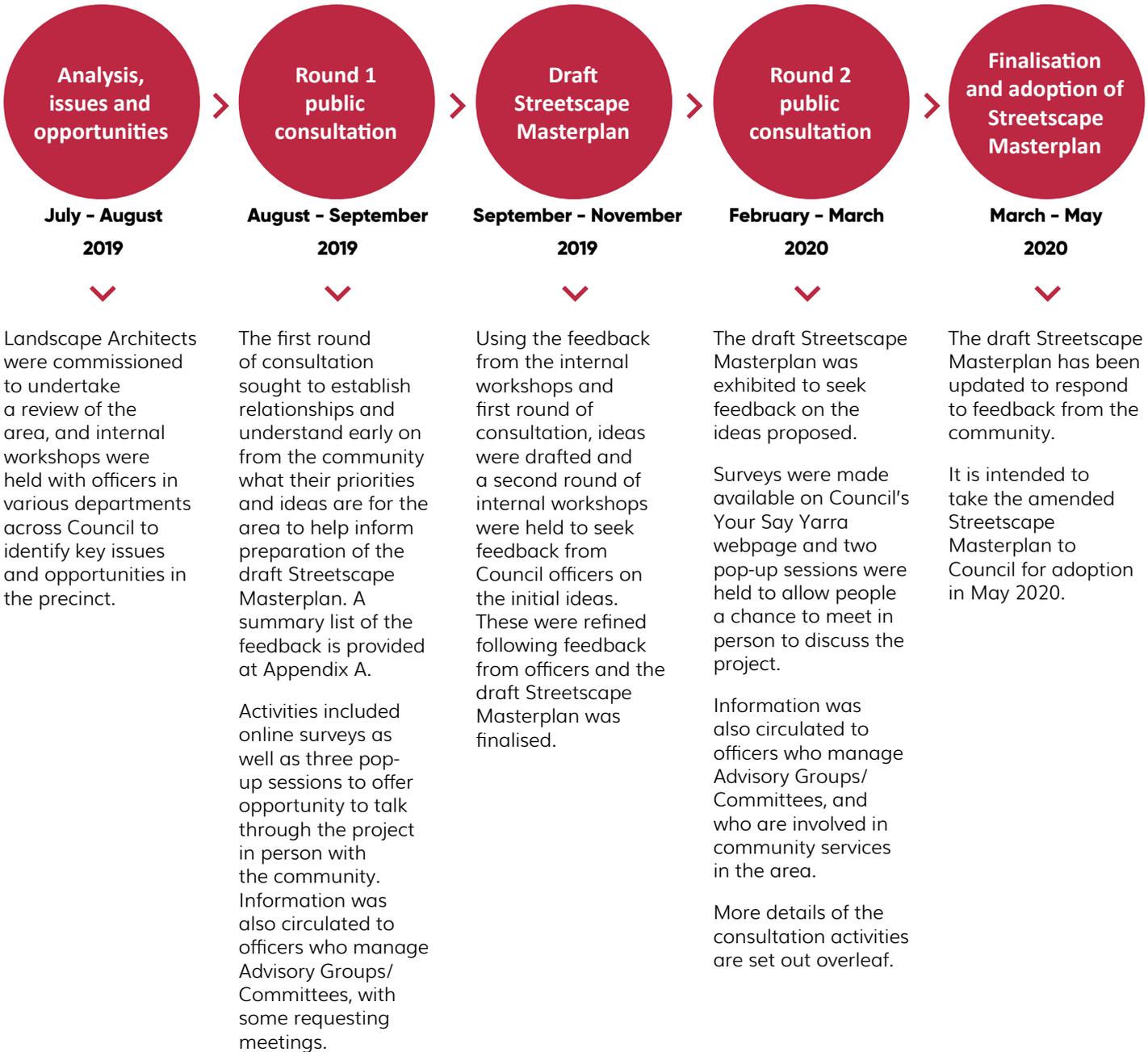
The objectives of the engagement were to ensure that:

- the Streetscape Masterplan responds to the needs and aspirations of the diverse community, including residents, traders and visitors;
- the project information and engagement activities enable meaningful participation from the community;
- participants (both internal and external) feel their contributions have been valued and that they have been kept informed;
- the feedback from the community is used to inform the development of the masterplan; and
- Councillors and the community feel confident that a robust community engagement process informed the masterplan.



# Engagement stages

The project started in July 2019 and included ongoing internal engagement as well as two rounds of public consultation, as shown below.



## What did we do?

For the latest round of consultation to seek feedback on the draft Streetscape Masterplan (February-March 2020), we carried out the following activities:

- Council's Your Say Yarra Page was set up to advertise the consultation and exhibit the draft Streetscape Masterplan.
- Given the large project area, two surveys were provided online: one for the Brunswick Street footpaths and street corners; and another for the community hub around Fitzroy Town Hall and Atherton Gardens.
- Postcards were delivered to approximately 6,000 properties in the area, and postcards were left at key services in the area (e.g. Library, Connie Benn, Town Halls).
- Emails were sent to those that had provided feedback on the first round of consultation.
- The consultation was advertised through Yarra News, Yarra Life, social media and other newsletters.
- Two pop-up information sessions were held to provide an opportunity for a range of community members (including local residents and Atherton Gardens residents, traders and service users) to have in-person chats about the project. These were held on a Saturday morning on Brunswick Street (near Westgarth Street) and a weekday after school at Atherton Reserve with a free halal BBQ.
- Information was provided to Council officers who manage Advisory Groups and Committees and to stakeholder networks.
- Hard copy surveys were provided at Connie Benn Centre for parents to fill in. It was originally intended to set up an informal pop-up session at Connie Benn to chat with parents, however this had to be postponed due to the COVID-19 pandemic.

## What did we ask?

The surveys summarised the key proposals and ideas identified in the Streetscape Masterplan and asked people if they generally supported these and if they had any feedback.

Two surveys were provided, one for the Brunswick Street footpaths and street corners, and one for the Fitzroy Town Hall and Atherton Gardens area, as set out below. Images from the draft Streetscape Masterplan were used in the surveys to show the types of proposals included.

### **Survey 1: Brunswick Street footpaths and key street corners**

This survey presented street wide opportunities to improve the footpaths, including tree planting, greenery, street furniture, paving and lighting. Respondents were asked to score whether they support the proposals (strongly agree, agree, neutral, disagree, strongly disagree), and any feedback.

The survey also presented opportunities for some of the street corners as new public spaces, and asked the community whether they supported these locations. Corners included Westgarth, Kerr, Victoria, Bell, Hanover and Gertrude Streets.

For these corners, the community was asked to prioritise what types of improvements we should focus on in designing these spaces. This included elements such as trees, greenery, public art, seating, public toilets, and opportunities for play.

### **Survey 2: Community hub around Fitzroy Town Hall and Atherton Gardens**

This survey set out opportunities for improvements to the area around Fitzroy Town Hall and Atherton Gardens, asking if people supported these ideas (by rating strongly agree, agree, neutral, disagree, strongly disagree) and if they had any feedback.

The types of improvements included opportunities for new public spaces, new trees, greenery, places to sit etc.

These opportunities related to spaces around:

- Fitzroy Town Hall
- King William Street (including the play space in front of Sacred Heart School)
- Condell Street (including the community garden)
- Young Street
- Napier Street
- Gertrude Street



# Who did we hear from?

During the first round of consultation in August-September 2019, we had 317 online surveys submitted as well as 273 comments on an online mapping tool.

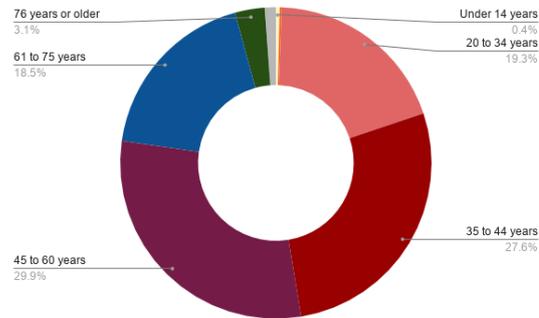
In the latest round of consultation over February-March 2020, we had:

- 1,693 visits to the Your Say Yarra webpage.
- 406 surveys for the Brunswick Street footpaths. This includes 377 online and 29 in person.
- 128 responses to the Fitzroy Town Hall area surveys. This includes 114 online and 14 in person.
- One submission from Sacred Heart School and All Saints Church.
- One individual submission.

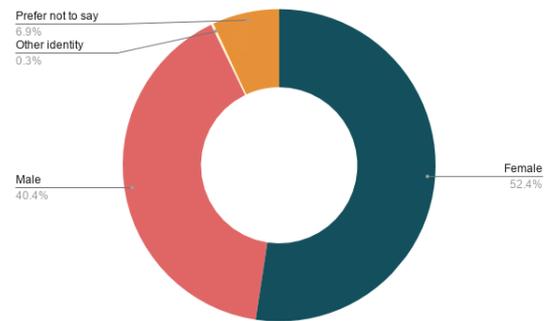
Across both surveys, there:

- was a high proportion of respondents from local area (including Fitzroy (3065), North Fitzroy/Clifton Hill (3068) and Collingwood (3066));
- were many people with a local connection to the area and who use local services around Fitzroy Town Hall and Atherton Gardens;
- were a high proportion of people that live and shop/eat/socialise in the area.
- was a mix of adult age groups (most commonly between 20 and 75)
- slightly more female responses than male\*;
- were 13.6% of respondents who identified as LGBTIQ+, 5.2% as a person with a disability, and 0.6% who identify as Aboriginal or Torres Strait Islander; and
- were about 13% of respondents who speak a language other than English at home.

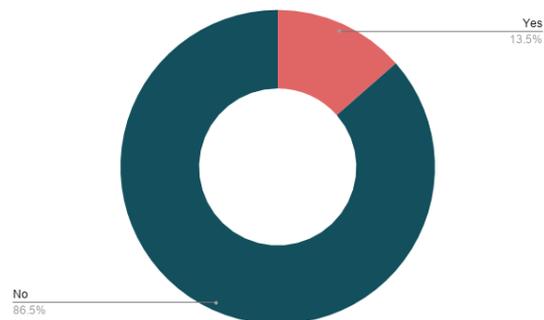
## Age



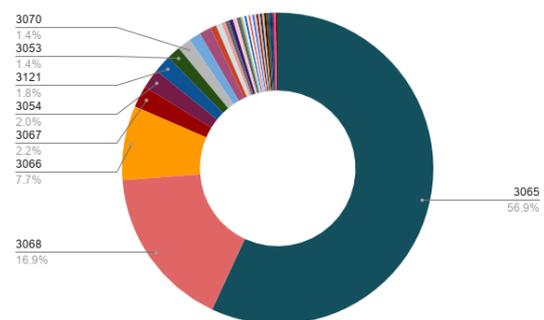
## Gender \*



## Language other than English spoken at home

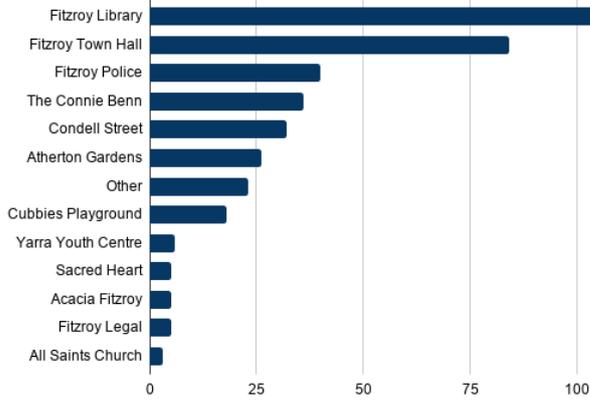


## Postcode

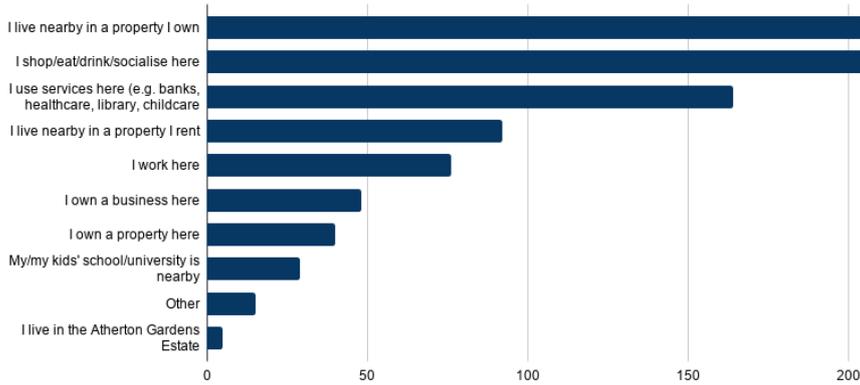


\* data collected from Survey 1 only  
 \*\* data collected from Survey 2 only

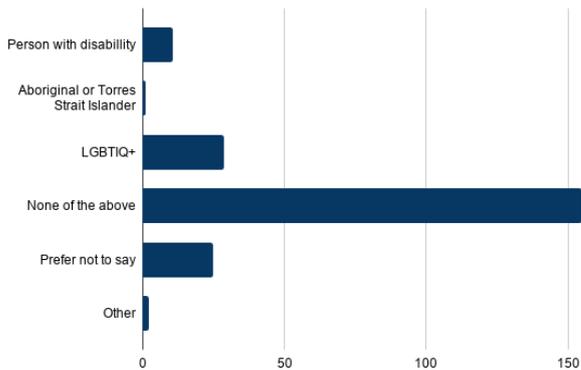
### Connection with area \*\*



### Connection with area \*



### Identify as



\* data collected from Survey 1 only

\*\* data collected from Survey 2 only

## What did we hear?

### Feedback on Brunswick Street footpaths

Survey 1 asked for feedback in response to a number of street-wide ideas for improving the footpath, illustrated on the image below. These include tree planting, greenery, street furniture and lighting.

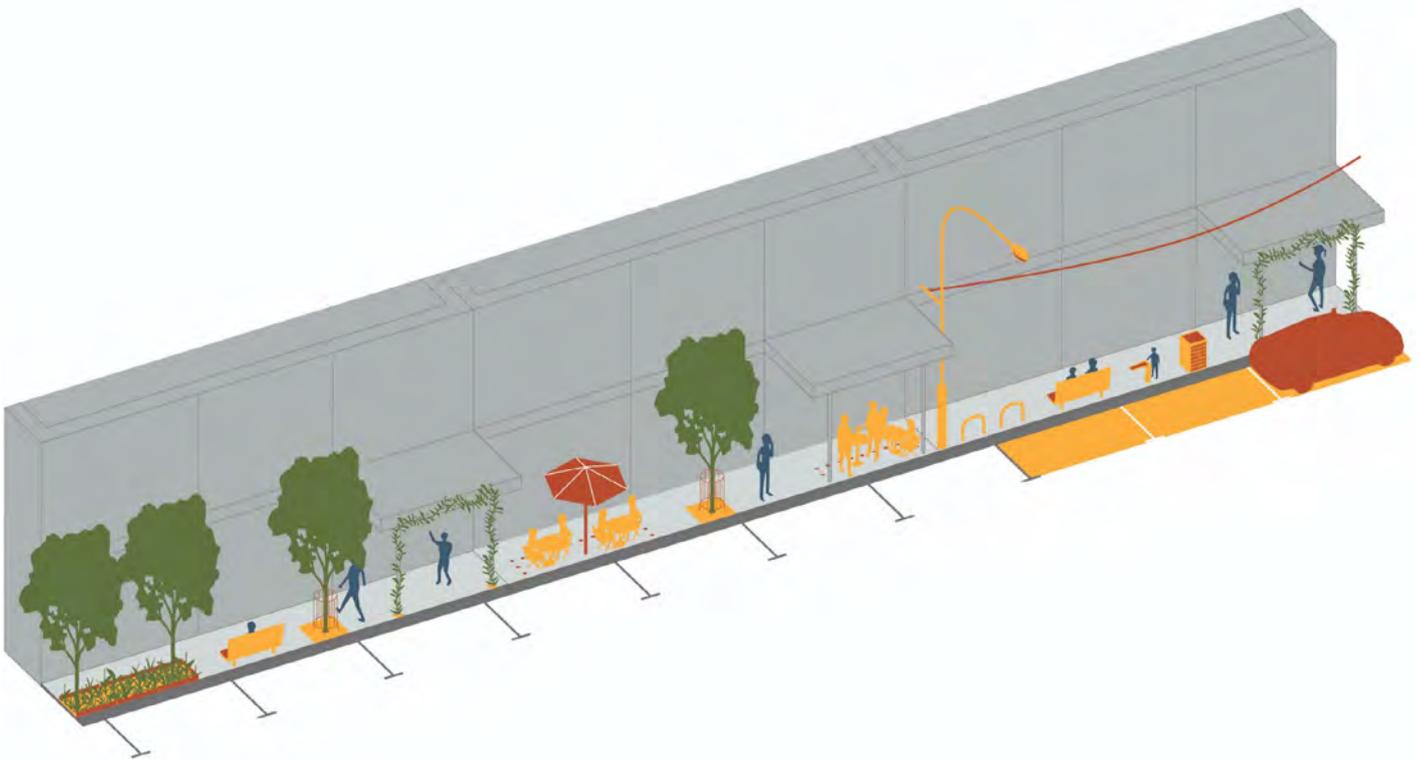
Overall, there was a high level of support for these ideas, as shown in the figures and charts overleaf. For the majority of ideas, over 75% of respondents supported these, by either strongly agreeing or agreeing to the statements. Ideas relating to more trees and greenery received very high levels of support (over 90% support).

A couple of ideas were slightly under this percentage but still had reasonable levels of support. These related to asphalt paving / bluestone kerb and channel (72.4% support) and paving markers to delineate trading areas (64% support).

As there has been general support for the footpath proposals, there are no changes to these ideas in the document. However a number of respondents provided additional feedback, which has been responded to overleaf, and includes some suggested wording changes to the Streetscape Masterplan.

The most common themes that people raised relate to the following:

- Accessibility
- Trees and greenery
- Changes to the road space
- More bike parking
- Higher quality paving
- Maintenance of garden beds
- Tree species
- Street trading
- Anti-social behaviour

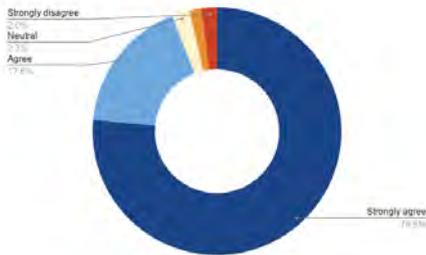


<b>Key themes</b>	<b>Response</b>	<b>Changes to Masterplan</b>
Accessibility is important, and any proposals should maintain adequate access on the footpath.	The proposals (e.g. trees, street furniture) will maintain at least 1.5 metres clear access along the footpath, to meet accessibility requirements. Proposals include paving markers for trading areas to maintain unobstructed footpath space and manage non-permanent structures.	Additional wording on pages 36-43 to reiterate accessibility requirements and need to keep at least 1.5 metres clear.
The need for more trees, greenery and shade for amenity and to deal with the urban heat island effect.	This is a key feature of the Streetscape Masterplan and the high level of support is noted.	Additional wording on page 38 to emphasise maximising opportunities for tree planting.
Opportunity to change the road space / reduce car parking to achieve other benefits such as bike lanes, wider footpaths and trees.	This is not in the scope for the Streetscape Masterplan. It is noted that some members of the community would like to see more significant changes to the road space in future, as explained in pages 90-91 of the masterplan document.	Additional wording on page 6 to make the scope of the Streetscape Masterplan clear up front.
Support for more bike parking on the footpaths.	The Streetscape Masterplan shows proposals for bike parking on the footpath, in particular for bike hoops to be parallel with the kerb.	Additional wording on pages 40-41 to reference an increase in bike parking.
Higher quality paving is preferred to asphalt, and consider accessibility for kerb and channel.	Over 70% of respondents supported asphalt footpaths and bluestone kerb and channel. The street corners will provide opportunities for higher quality paving, which will be more cost effective and easier to maintain. Sawn bluestone will be explored for any new kerb and channel where pedestrian access is required (these have already been provided at the crossing points over side streets).	-
Maintenance of garden beds is important	Agree this is an important consideration, and any proposals taken forward will consider maintenance requirements.	Additional wording on page 38 to mention maintenance.
Uncertainly about degree of diversity in tree species and important to have some uniformity along the street.	The Urban Forest Strategy seeks to achieve a diversity of species overall, however it is recognised that certain streets are likely to have more uniformity in species to provide a consistent character and streamline maintenance requirements. There is an opportunity to achieve diversity in species in the Brunswick Street area overall, recognising that sections of Brunswick Street are likely to have similar tree species.	Amended wording on pages 38-39 to clarify that there is an aim to provide diversity in species overall but that there are sections that would likely have uniform species.
Mixed comments about importance of street trading and ensuring trading does not impede pedestrian access.	Street trading is a key feature of Brunswick Street and will be balanced with other amenities such as permanent seats, trees etc. As mentioned above paving markers will help to manage non-permanent structures on the footpath to maintain adequate pedestrian access.	-
Anti-social behaviour is a current concern, and should be considered for any future proposals.	This is noted and is always a challenge in areas such as Brunswick Street, which have a strong night time function and high pedestrian activity. Any proposals as they are taken forward will consider the context and any issues.	-

## Survey responses on Brunswick Street footpaths

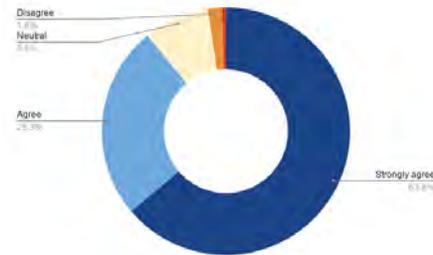
Increased trees: Plant a variety of species, space more closely together to help establish a canopy for shade

94.1% support



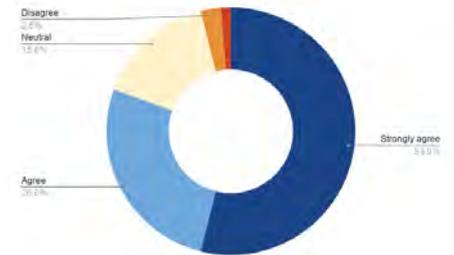
LED street lighting that is even and environmentally responsible

89.1% support



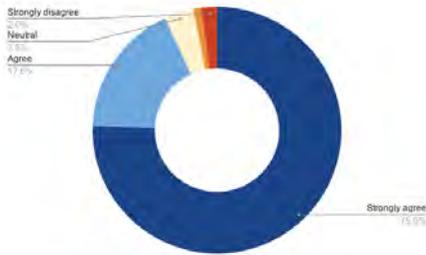
Reduce tangle of power lines: Bundle power so less power lines are blocking heritage facades and buildings

80.5% support



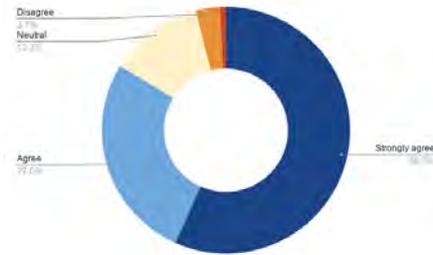
Encourage other greenery, including vertical planting on awnings and against blank facades

93.1% support



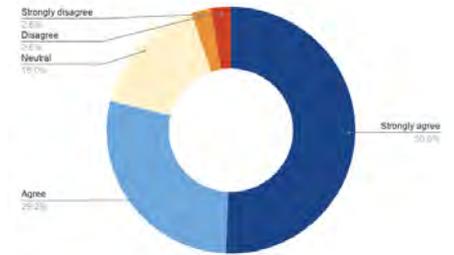
Make sure footpath is at least 1.5m wide enough for pedestrian access, and allow access from nearby parking spaces

83.7% support



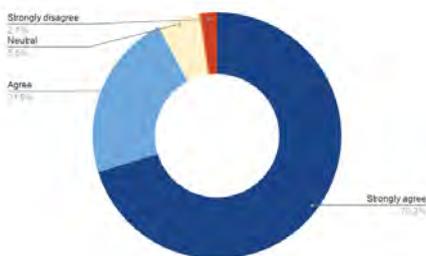
At least 3 drinking fountains along the length of Brunswick Street

78.8% support



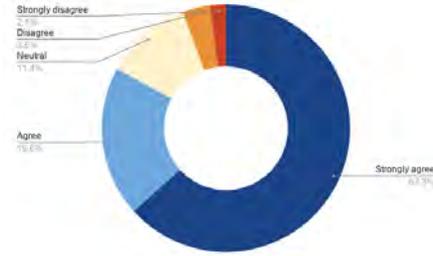
Protect new trees by providing robust trunk protection and planting trees when they're at a more advanced stage of growth

92.2% support



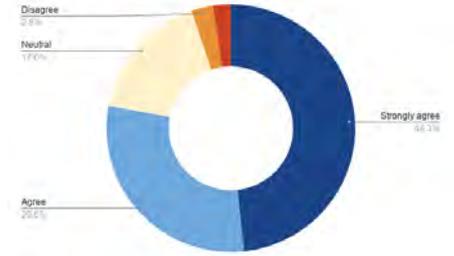
More garden beds, with raised edges to prevent rubbish build-up and decrease damage from foot traffic

82.9% support



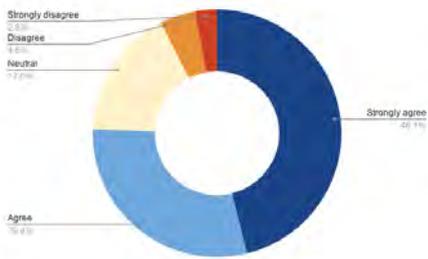
More rubbish and recycling bins

77.9% support



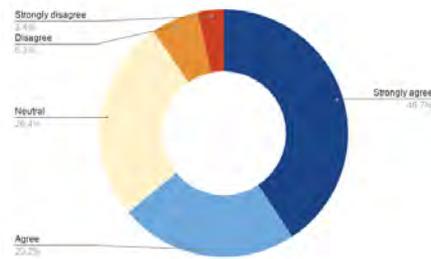
At least one seat every 60 meters to give people more places to sit and rest

75.5% support



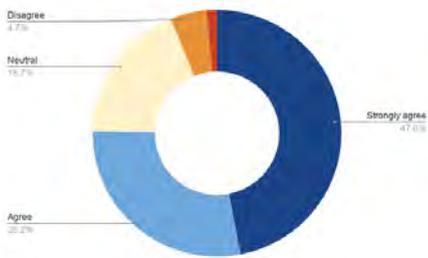
Use paving markers to make it clear where outdoor trading and dining areas start and end

64% support



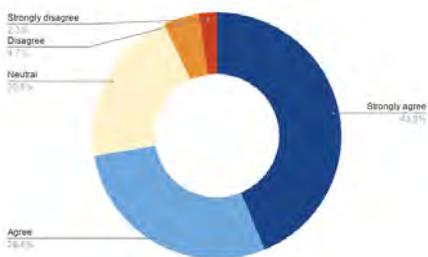
Explore ways to reduce the number of parking signs, for example creating parking zones

75.2% support



Maintain asphalt paving along the footpath. Use heritage bluestone along the kerb and channel

72.4% support



# What did we hear?

## Feedback on Brunswick Street corners

The following street corners were identified as opportunities for new public space:

- Westgarth Street
- Kerr Street
- Victoria Street
- Bell Street
- Hanover Street
- Gertrude Street

The public were asked about whether they supported these corners identified and on what types of improvements we should focus on, as illustrated in the artist's impressions below.

Between 71-76% of respondents supported the Westgarth, Kerr, Victoria and Gertrude Street locations. Around 65% of respondents supported the Bell and Hanover Street locations. This represents a reasonable level of support, therefore these locations will remain in the document. However some changes and additional wording is proposed to refine these, in particular on the public toilet proposals.

For the types of improvements that these corners should focus on, the highest scoring were greenery and garden style spaces, keeping existing public art and lighting poles, diverse public art and additional bike parking.

The most common themes that people raised relate to the following:

- Public toilets
- Trees and greenery
- Anti-social behaviour
- Opportunity to expand the space
- Type of public art
- Bike parking
- Opportunities for other corners

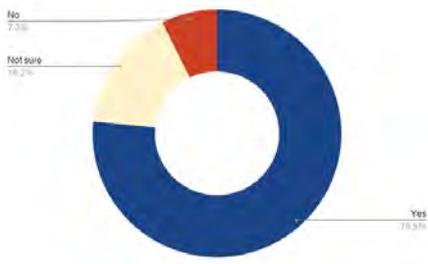


Key themes	Response	Changes to Masterplan
Concerns about public toilets, including the locations proposed and issues with anti-social behaviour.	<p>As set out in the Council Plan and the Public Toilet Strategy, Council has a responsibility to provide public toilets for the community. Generally, Council tries to place new toilets in areas of higher activity (such as shopping streets) where more people will benefit from them.</p> <p>We recognise that the proposed locations have been highlighted as concerns for many respondents, in particular:</p> <ul style="list-style-type: none"> <li>• Kerr Street location in close proximity to residential properties, and considering that there is already a public toilet at the corner of Kerr and Smith Streets.</li> <li>• Hanover Street location in relation to cafe seating, limited space and in relation to existing concerns about anti-social behaviour.</li> <li>• The Hanover Street toilet was intended to replace the toilet on Condell Street which is due for an upgrade. Many people did not support the removal of a toilet from the Condell Street area (refer to pages 22-23 of this document).</li> </ul> <p>Although Council does have a responsibility to provide new and upgraded toilets, we are willing to make the wording more general in this document so that further feasibility work and consultation can take place as projects are taken forward.</p>	<p>More general wording provided for the street corners between Johnston and Alexandra (Westgarth and Kerr Street) that these locations will be explored for future provision of toilets in the area (pages 46, 48, 50, 52 and 54).</p> <p>For Hanover Street, the toilet has been removed from the image and this proposal will demonstrate what landscaping upgrades can be achieved on smaller side streets (pages 62-63). Changes have been made to the Condell Street proposal on pages 70 and 75 to state that the toilet is to be upgraded and opportunity to review the location of the toilet, including potential to relocate slightly closer to Brunswick Street corridor.</p>
Trees and greenery are important	Agreed - the plan aims to increase opportunities for increased greenery and trees in these spaces.	Minor order of wording on page 46 to emphasise importance of trees and greenery.
Concerns that spaces will attract more anti-social behaviour.	This is acknowledged and will always be a challenge when providing public space for the community. As projects are taken forward more design work will be carried out to look at seating locations, visibility, lighting, etc. and consult with the community to ensure that site-specific issues are responded to.	-
Opportunity to expand footpath further	Can be looked at as proposals are taken forward - this would be additional cost to move kerbs.	Additional wording provided on page 46.
Types of public art should be high quality and complement Brunswick Street's character	Proposals will incorporate high quality design and materials. Any public art will follow Council's Public Art Policy to ensure a robust process in terms of choosing the right artists and artwork for the context.	-
More bike parking is needed	Agreed - this has already been written for each corner but has not been illustrated as the location will depend what footpath/parking space is available.	Additional wording provided on page 46 to emphasise bike parking.
Opportunities for other corners	A few people identified other corners. The Streetscape Masterplan can't focus on every corner, but the principles and ideas are transferable if other corners come up as opportunities in future.	Additional wording to clarify that other corners can be looked at using the general ideas/principles set out in the masterplan.

## Brunswick Street corners - locations identified

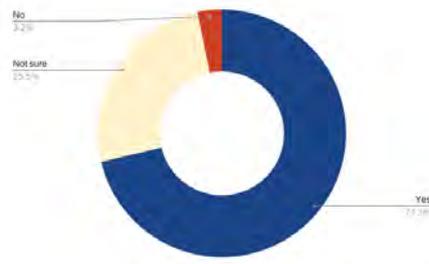
Gertrude Street

76.5% support



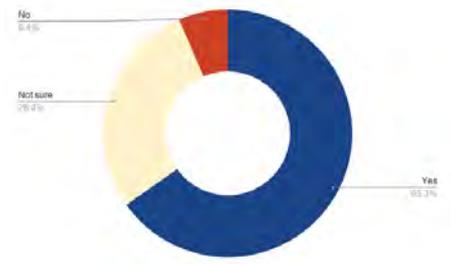
Victoria Street

71.3% support



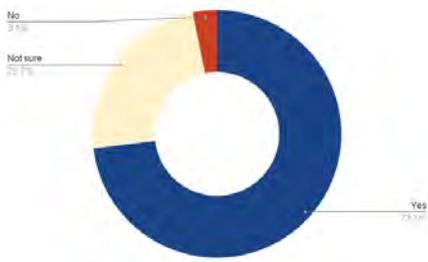
Bell Street

65.2% support



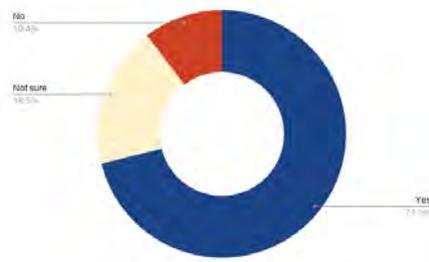
Westgarth Street

73.1% support



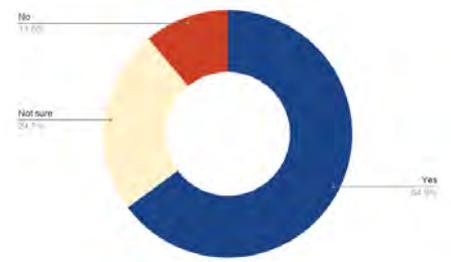
Kerr Street

71.1% support



Hanover Street

64.9% support



## Brunswick Street corners - types of improvements

Number of votes for each item  
(noting that 381 people responded to this question)



## What did we hear?

### Community hub around Fitzroy Town Hall and Atherton Gardens

A number of opportunities for improvements in the streets around Fitzroy Town Hall and Atherton Gardens have been proposed. The community was asked to comment on whether they supported these and if they had any feedback.

The improvements relate to the area around Fitzroy Town Hall, Young Street, King William Street, Condell Street, Napier Street and Gertrude Street. These include opportunities such as new public space, new landscaping and areas for sitting. Some of these ideas would require changes to the road space.

Overall, the majority of the proposed improvements received high levels of support. The key issue that had lower levels of support related to the relocation of the public toilet from Condell Street, which is discussed in the following pages.

The findings and key themes are set out underneath each proposal on the following pages. These are responded to and some changes have been recommended to the Streetscape Masterplan document.





## Condell Street

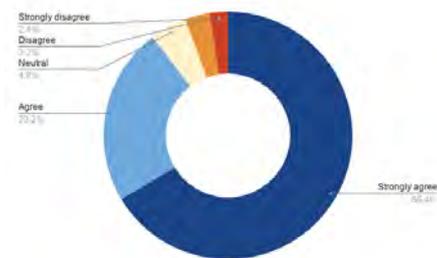
High levels of support were received for a new public space on Condell Street (almost 90%). However a submission was received from Sacred Heart School and All Saints Parish raising concerns about any changes to the road space, which is addressed overleaf. The removal and relocation of the public toilet did not receive as much support - only 48.4%.

Most common themes in the feedback relate to:

- Public toilets
- Less parking / road space
- Trees and greenery

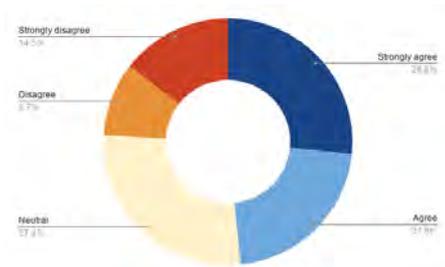
*Extend the central median garden to create more public space, which could contain expanded garden and park space, more shelter and picnic seating etc.*

89.6% support



*Remove public toilet. There is opportunity to install two new toilets closer to Brunswick Street: Kerr Street and Hanover Street.*

48.4% support



## King William Street

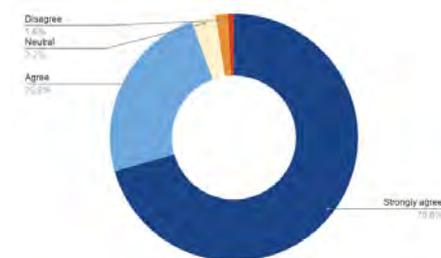
Very high levels of support for creating a new public space on King William Street, including a space for children to play (94.4%). However the local school and church submitted their concerns about changes to the road space which is responded to overleaf.

Most common themes in the feedback relate to:

- Less parking / road space
- Trees and greenery
- Play space
- Public art
- Necessary vehicle access

*Create a street where children can safely play. This could include new trees and nature play, places to sit, linemarking for ball sports, and public art.*

94.4% support



## Young Street

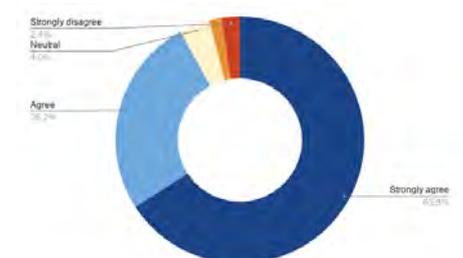
The proposals for a new pocket park in front of Florence Peel Centre and wider footpaths on Young Street received high levels of support (over 85%).

Most common themes in the feedback relate to:

- Less parking / road space
- Need to formalise parking and consider parking requirements
- Clothing bins

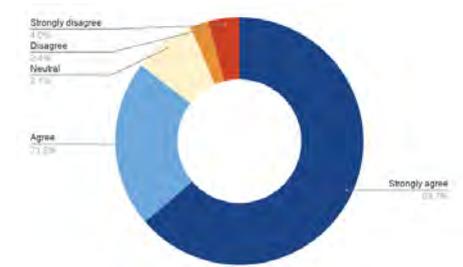
*Remove current clutter on the corner of Young and Moor streets and redesign as a pocket park outside the Florence Peel Centre.*

92.1% support



*Extend the footpaths to provide safer pedestrian access on both sides of the street.*

85.5% support



<b>Key themes</b>	<b>Response</b>	<b>Changes to Masterplan</b>
Concern about the loss of a public toilet in this area and concerns about the replacement toilet proposed at Hanover Street.	Refer to response to this issue at page 17 of this document.  The location of the proposed upgraded toilet at Condell Street can be explored in more detail when this project to redesign the space is taken forward.	Refer to suggested changes on page 17 of this document.
Concern from Sacred Heart School Principal and All Saints Parish Priest about impact of any proposals on car parking and vehicle access for staff and visitors, emergency access and deliveries.	It is acknowledged that the school and church have concerns about car parking and vehicle access. It is also noted that the surveys showed a very high level of support from the community for upgrading these spaces to create more public space and areas for play, sitting, trees etc.  The ideas shown in the masterplan illustrate the potential of the spaces, however any projects that are taken forward will require further feasibility work, including parking, vehicle access and traffic. More extensive consultation with the community and key users of the space would be undertaken as projects are taken forward to ensure that any changes meet the needs and aspirations of adjacent sites and the local and wider community.	Additional wording provided at page 72 to explain that as the project is taken forward, more feasibility work and consultation will be carried out to ensure that any proposed changes meet the needs of the community.
Proposals should reduce the extent of car parking and road space.	The proposals for increased public space and wider footpaths received high levels of support from the community. Additional feedback from the community included a mix of comments around reducing the road space and also considering necessary parking.  As any projects are taken forward, more feasibility work and consultation will be carried out to better understand the community aspirations and requirements of the space.	Refer above.
Proposals should formalise car parking on Young Street and consider necessary vehicle access in the area.	Refer above.	Refer above.
Support for safe play space for kids and opportunity for diverse types of play such as ball sports, skating, scooter riding, adventure play.	As this project is taken forward, any opportunities for play will be developed in close consultation with the school and the community, to ensure that it meets the needs of the school and offers other benefits to the community after school and on the weekends.	-
Some concerns about the type of public art and whether this would legitimise more graffiti in this area, including on nearby heritage buildings.	Any opportunities for public art will follow Council's Public Arts Policy and procedures, and will be developed in close consultation with the community, to ensure a high quality outcome. As part of this the types of public art can be explored and consider any issues around graffiti.	-
Clothing bins are needed in the area. Can they be retained or repositioned close-by.	This is acknowledged and can be investigated as this project is taken forward.	Additional wording provided on page 72 so that this can be explored when the project is taken forward.

## Fitzroy Town Hall

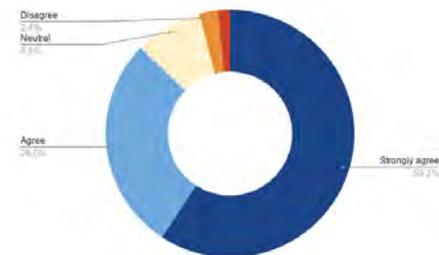
The proposals to improve the town hall forecourt, courtyard and space in front of the library received high levels of support (over 80%). The proposal to provide clear signage in the precinct received about 70% support.

Common themes raised include:

- More trees and greenery
- More bike parking
- Signage clutter
- Community use / activation of spaces
- Less parking / road space
- Retain parking / vehicle access

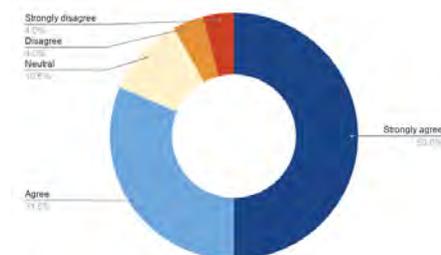
*Redesign the courtyard as a new outdoor space that could be linked to Fitzroy Town Hall and Fitzroy Library activities.*

87.2% support



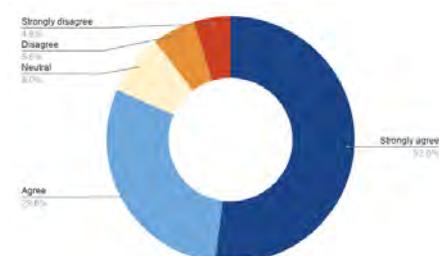
*Extend the footpath outside library to provide a more prominent library entrance, with places to sit.*

81.5% support



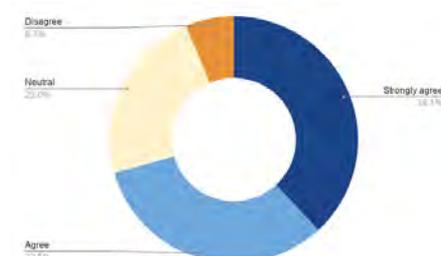
*Improve the Town Hall forecourt with high-quality paving, removing car parking but still allowing vehicle access, and exploring opportunities for seating and lighting.*

81.6% support



*Introduce clear signage to help people find their way around the precinct.*

70.6% support



<b>Key themes</b>	<b>Response</b>	<b>Changes to Masterplan</b>
Proposals should provide more trees and greenery.	Agreed - as proposals are taken forward, opportunities for trees and greenery will be explored.	Additional wording on page 72 to provide more reference to trees/ greenery.
Proposals should provide more bike parking.	Agreed - as proposals are taken forward, opportunities for bike parking will be explored along with any other opportunities such as seating, trees/greenery, lighting etc.	-
Wayfinding important but avoid too many signs.	Agreed this is important.	Additional wording on page 72 to mention reducing signage clutter.
Opportunity for community uses and activation of spaces in precinct.	As proposals are taken forward, consultation with the community and key users of the space will be carried out to understand how they want to use the space and opportunities for activation.	-
Proposals should reduce the extent of car parking and road space.	As any projects are taken forward, more feasibility work and consultation will be carried out to better understand the community aspirations and requirements of the space, including any required vehicle access and parking.	Additional wording provided at page 72 to explain that as the project is taken forward, more feasibility work and consultation will be carried out to ensure that any proposed changes meet the needs of the community.
Proposals should retain parking / vehicle access.	Refer above.	Refer above.

## Gertrude/Brunswick corner

Proposals to create a new public space on the north-east corner of Brunswick and Gertrude Streets, including an artwork, received about 90% support. Opportunities to remove fencing along Atherton Gardens boundary received about 80% support.

Common themes raised include:

- More consideration and consultation on any changes to fencing.
- Consultation with Aboriginal and Torres Strait Islander community.
- Opportunity to learn more about Aboriginal and Torres Strait Islander culture and heritage.
- Trees and greenery.

Create a welcoming entry to the Atherton Gardens by introducing a space for people to meet and gather. Install seating and lighting, keep existing mature trees and explore opportunities for other tree planting and greenery.

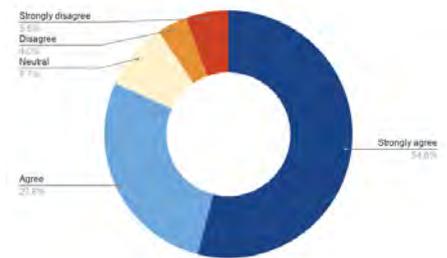
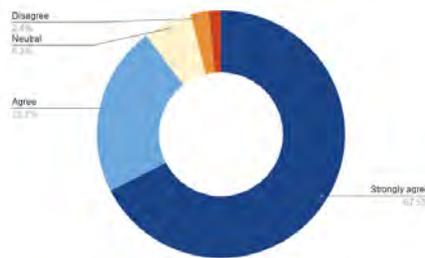
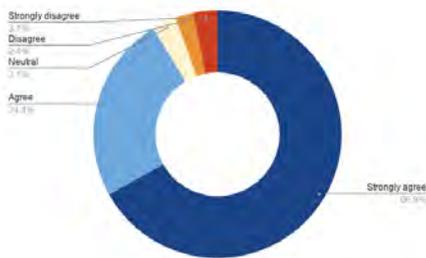
Commission a significant artwork that celebrates Fitzroy's Aboriginal and Torres Strait Islander heritage. Integrate with a custom tram stop.

Explore opportunities to remove the fencing along the Atherton Gardens to provide a more welcoming entry.

91.3% support

89.7% support

81.7% support



Key themes	Response	Changes to Masterplan
Any proposals to change fencing need further consideration and consultation with Atherton Gardens residents	Agreed - any projects that are taken forward for more design work here will include close engagement with Atherton Gardens residents.	Additional wording on page 80 to mention engagement with Atherton Gardens residents.
Any proposals at this location require close engagement with the Aboriginal and Torres Strait Islander community.	Agreed - any projects that are taken forward for more design work here will include close engagement with the Aboriginal and Torres Strait Islander community, as guided by Council's Aboriginal Partnerships team.	Additional wording on page 80 to mention engagement with the Aboriginal and Torres Strait Islander community.
Opportunity to learn more about Aboriginal and Torres Strait Islander culture and heritage.	Proposals taken forward will include close consultation with the Aboriginal and Torres Strait Islander community to determine appropriate public realm changes, artwork and other opportunities to tell stories about the area.	Refer above.
Existing landscape (and mature trees) in Atherton Gardens important and opportunity for more trees/greenery.	The proposals will retain existing mature trees in Atherton Gardens. As proposals are taken forward, this will explore opportunities to remove some of the dense shrubbery at the corner and replace with trees and greenery that better contribute to the space.	-

## Napier Street

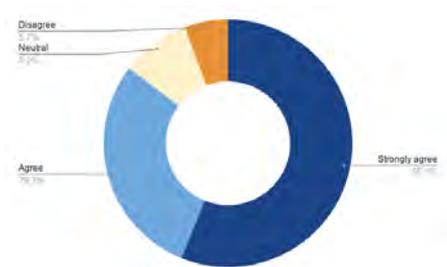
The proposals to improve pedestrian access over Napier Street and upgrade the existing road closure and tram stop waiting area (corner Gertrude Street) received high levels of support (over 80%).

Common themes raised include:

- Bike access
- Pedestrian priority and bike speeds
- Trees and greenery

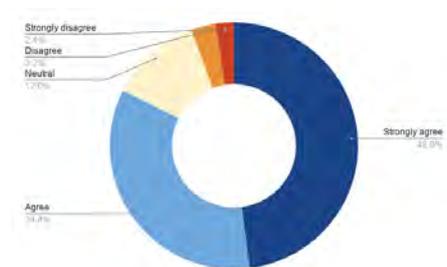
Rejuvenate the existing road closure on Napier Street (near Webb Street). This could include more planting, paving, seating and street lighting.

85.4% support



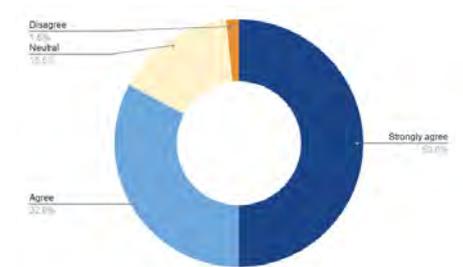
Make it safer to cross the road between the Yarra Youth Centre and the Atherton Reserve by extending the footpath and providing an informal crossing point.

82.4% support



Improve the waiting area at the tram stop on the corner of Napier and Gertrude Street with a covered seating area.

82.8% support



Key themes	Response	Changes to document
Napier Street is a key cycling route - cycle access important	Napier Street is recognised as a key cycling route and any proposals will consider this as they are taken forward.	Additional working on page 80 to mention bike access.
Pedestrian priority is important - need to consider bike speeds	Napier Street is recognised as a key cycling route however is also a key walking route to local schools and services. Any proposals taken forward will consider opportunities to improve pedestrian priority (e.g. crossing points, visibility, lighting).	-
Trees and greenery are important	Agreed - proposals will look at opportunities for increasing trees and greenery wherever possible.	-

## What did we hear?

### Other

#### Other feedback

Other feedback received that more generally referred to the document (rather than specific proposals) is responded to below.

Key themes	Response	Changes to document
Limited acknowledgment of heritage value of area, including key buildings and spaces.	As the Streetscape Masterplan was developed the area's history and heritage were considered alongside other elements such as character, use of the area, trees/greenery, and provision of street furniture.	Additional wording provided on page 8, 20-21, 36 and 46 to refer to heritage features and considerations.
Opportunities for other heritage initiatives to be explored such as heritage plaques on buildings.	Changes to buildings are not specifically part of the scope of this project however are added to the summary of other actions, and can be explored in future.	Additional wording provided at page 91 to include heritage initiatives such as plaques on buildings.
The masterplan should refer to other key strategic documents that relate to the area.	The Streetscape Masterplan is focused on the footpaths and public spaces, however other current and future documents consider other elements in the space (e.g. development of buildings, transport function of the road etc.)	Additional wording provided at page 6 to refer to other policies and any potential current/future strategic work.

#### Report updates

A few other updates to the report have been made:

- Updates to the engagement section at page 30 to summarise both rounds of public consultation and feedback received.
- Updates to the summary of actions at page 86 to provide a clearer implementation plan setting out the projects to be delivered under this Streetscape Masterplan and key teams to be involved.



# Appendix A

## Summary of feedback from Round 1 consultation

In response to the question about what is special about the area, the top comments (listed in order) related to:

### **Heritage buildings**

Brunswick Street includes long sections of intact heritage buildings that include high quality materials and interesting features such as the tiled facades and entrances.

### **Public art**

Brunswick Street is known for its mosaic chairs and also has a number of murals and other public artworks.

### **Variety of shops and independent traders**

Brunswick Street generally has a good proportion of independent shops, with many long standing traders.

### **Vibrant night life and music scene**

The area has many pubs, bars and music venues, some of which are much loved institutions (e.g. the Black Cat, the Evelyn).

### **Diversity of people**

Brunswick Street has historically attracted people from all walks of life and continues to be a place of diversity and self-expression.

### **Sense of community**

The area has a diverse mix of established residents and new people moving into the precinct, and there are a number of community facilities around the Fitzroy Town Hall that make Brunswick Street unique from other retail streets.

In response to the question about what could be improved about the area, the top comments (listed in order) related to:

### **Prioritising pedestrians**

This includes widening the footpaths, better enforcement of the footpath trading (outdoor tables and chairs), increasing pedestrian safety and access.

### **More trees and greenery**

This includes planting more trees, increasing shade, adding greenery (such as planter boxes, and vertical greenery) and providing more green space.

### **Increasing bike lanes and better bike safety**

This includes calls for dedicated and protected bike lanes.

### **Removal of graffiti and tagging**

This also identified problem areas particularly where there are vacant properties.

### **More public art**

Something that is already a feature the people want more of.

### **Improved safety**

This is especially at night with increased lighting, and concerns about drug and alcohol use.

### **More bins and street cleaning**

### **More furniture and places to sit**

## **Appendix B**

Surveys from Round 2 consultation

# Brunswick Street Streetscape Masterplan

## Brunswick Street's footpaths



### Streetwide opportunities

Let us know what you think of these ideas for Brunswick Street's footpaths.

Please refer to diagram on the next page for examples.

	1 Strongly agree	2 Agree	3 Neutral	4 Disagree	5 Strongly disagree
Increased trees: Plant a variety of species, space more closely together to help establish a canopy for shade (1)	<input type="checkbox"/>				
Encourage other greenery, including vertical planting on awnings and against blank facades (2)	<input type="checkbox"/>				
More garden beds, with raised edges to prevent rubbish build-up and decrease damage from foot traffic (3)	<input type="checkbox"/>				
Protect new trees by providing robust trunk protection and planting trees when they're at a more advanced stage of growth (4)	<input type="checkbox"/>				
At least one seat every 60 meters to give people more places to sit and rest (5)	<input type="checkbox"/>				
More rubbish and recycling bins (6)	<input type="checkbox"/>				
At least 3 drinking fountains along the length of Brunswick Street (7)	<input type="checkbox"/>				
Use paving markers to make it clear where outdoor trading and dining areas start and end (8)	<input type="checkbox"/>				
LED street lighting that is even and environmentally responsible (9)	<input type="checkbox"/>				
Maintain asphalt paving along the footpath. Use heritage bluestone along the kerb and channel (10)	<input type="checkbox"/>				
Make sure footpath is at least 1.5m wide enough for pedestrian access, and allow access from nearby parking spaces (11)	<input type="checkbox"/>				
Reduce tangle of power lines: Bundle power so less power lines are blocking heritage facades and buildings (12)	<input type="checkbox"/>				
Explore ways to reduce the number of parking signs, for example creating parking zones (13)	<input type="checkbox"/>				



# Brunswick Street Streetscape Masterplan

## Brunswick Street's footpaths



Do you have any comments about the general plans for the Brunswick Street Footpaths?

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### Corners that have potential for additional public space

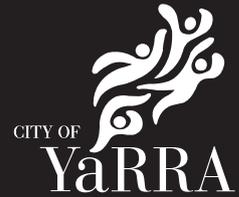
We've identified some street corners that we could focus on to create special spaces for the community.

Do you think these are the right corners to focus on?

	Yes	No	Not sure
Westgarth Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kerr Street (including potential for new public toilet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Victoria Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bell Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hanover Street (including potential for new public toilet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gertrude Street (near entry to Atherton Gardens estate)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Brunswick Street Streetscape Masterplan

## Brunswick Street's footpaths

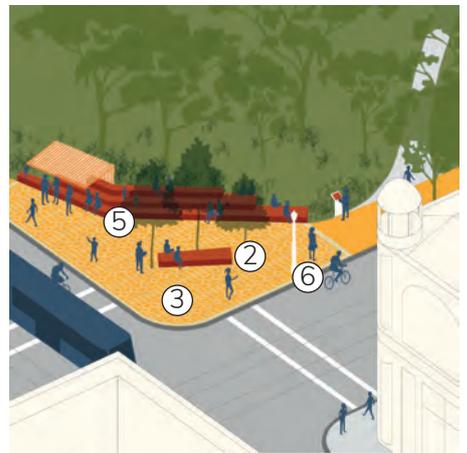
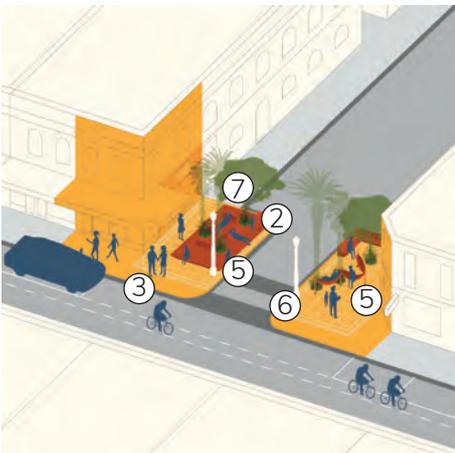
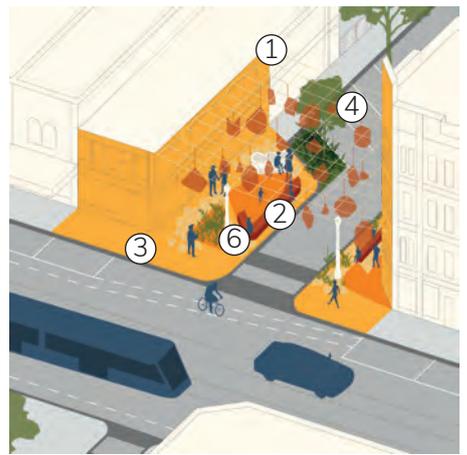
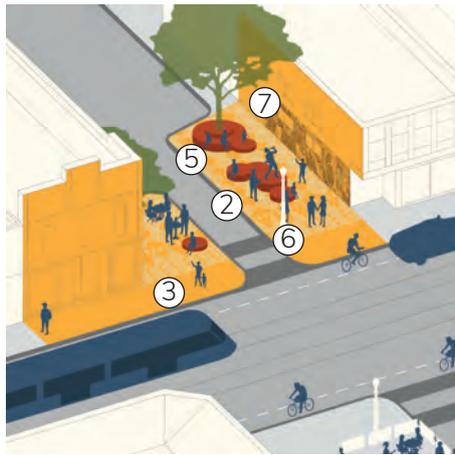
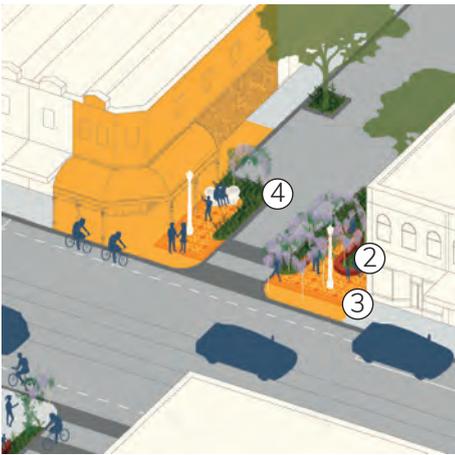


### What kind of opportunities and features should we focus on in these corners?

Take a look at some ideas for how we can enhance some spaces for the community.

Select all the opportunities you think we should focus on in these corners (tick all that apply).

Please note that all images are just concepts, showing initial ideas and opportunities. We will use your feedback to decide what ideas to take forward for further design and consultation.



- Diverse public art (1)
- Additional public seats (2)
- Textural and interesting paving (3)
- Greenery and garden-style spaces (4)
- Creative structures that could be used in different ways, for example sitting, lounging or socialising (5)
- Lighting features (6)
- Opportunities for play (7)
- New public toilets (there is opportunity for one at Kerr Street and one at Hanover Street) (8)

- Keep existing public art and heritage features, including mosaic chairs and lamp posts
- Additional bike parking
- Other (please specify)

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# Brunswick Street Streetscape Masterplan

## Brunswick Street's footpaths



Do you have any comments about our ideas to enhance certain corners?

Did we miss any street corners with potential for something extra? Can you think of any other ways we can enhance the public spaces on these street corners?

### A little about you

This information helps us ensure that a diverse range of people have shared their ideas.

What suburb do you live in?

Do you speak a language other than English at home?  Yes  No

If you live in or around Brunswick Street, do you... (tick only one)

- Own/pay mortgage on your home  Rent privately  
 Rent social or Government housing  Prefer not to say  
 Other (specify)

How old are you?

- Under 14 years  15 to 19 years  20 to 34 years  35 to 44 years  45 to 60 years  
 61 to 75 years  76+ years  Prefer not to say

Gender

- Female  Male  Other  Prefer not to say

I identify as

- Person with disability  Aboriginal or Torres Strait Islander  LGBTIQ+  
 None of the above  Prefer not to say

If you would like to be kept up to date about this project, please leave your details below.

Name  Email

Address: (If you don't have email)

**Privacy statement:** We are committed to the responsible collection and handling of personal information, consistent with the principles in the Information Privacy Act and the Health Records Act. We will only use the personal information you provide for the purposes for which it was collected and any other authorised use. The information we collect may also be used for other planning and research purposes to improve our services to the community. We will never reveal personal information we collect to third parties, unless disclosure is required or authorised by law.

# Brunswick Street Streetscape Masterplan

## Fitzroy Town Hall surrounds



### Fitzroy's civic hub

The area surrounding Fitzroy Town Hall is an important civic hub. We've put together some ideas for this area, and we want your feedback. The following pages outline some initial ideas and opportunities. We will use your feedback to take this forward for further consultation and design.



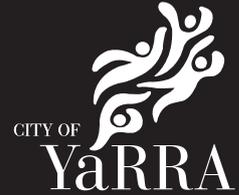
### 1. A warmer welcome to Fitzroy Town Hall, Library and other services

What do you think of these ideas for this space?

	1 Strongly agree	2 Agree	3 Neutral	4 Disagree	5 Strongly disagree
Introduce clear signage to help people find their way around the precinct	<input type="checkbox"/>				
Improve the Town Hall forecourt with high-quality paving, removing car parking but still allowing vehicle access, and exploring opportunities for seating and lighting	<input type="checkbox"/>				
Extend the footpath outside library to provide a more prominent library entrance, with places to sit	<input type="checkbox"/>				
Redesign the courtyard as a new outdoor space that could be linked to Fitzroy Town Hall and Fitzroy Library activities	<input type="checkbox"/>				

# Brunswick Street Streetscape Masterplan

## Fitzroy Town Hall surrounds



Do you have any additional feedback on these ideas?

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### 2. Condell Street: A green space everyone can enjoy

What do you think of these ideas for this space?

	1 Strongly agree	2 Agree	3 Neutral	4 Disagree	5 Strongly disagree
Extend the central median garden to create more public space, which could contain expanded garden and park space, more shelter and picnic seating, drinking fountains and small lawn	<input type="checkbox"/>				
Remove public toilet. There is opportunity to install two new toilets closer to Brunswick Street: one near the corner of Kerr Street, one near the corner of Hanover Street.	<input type="checkbox"/>				

Do you have any additional feedback on these ideas?

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### 3. A shared, playful space for King William Street

What do you think of these ideas for this space?

	1 Strongly agree	2 Agree	3 Neutral	4 Disagree	5 Strongly disagree
Create a street where children can safely play. This could include new trees and nature play, places to sit, linemarking for ball sports, and public art	<input type="checkbox"/>				

Do you have any additional feedback on these ideas?

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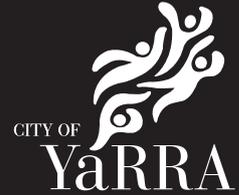
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# Brunswick Street Streetscape Masterplan

## Fitzroy Town Hall surrounds



### 4. Celebrating our Aboriginal and Torres Strait Islander heritage on Gertrude Street

What do you think of these ideas for this space?

	1 Strongly agree	2 Agree	3 Neutral	4 Disagree	5 Strongly disagree
Create a welcoming entry to the Atherton Gardens by introducing a space for people to meet and gather. Install seating and lighting, keep existing mature trees and explore opportunities for other tree planting and greenery	<input type="checkbox"/>				
Commission a significant artwork that celebrates Fitzroy's Aboriginal and Torres Strait Islander heritage. Integrate with a custom tram stop	<input type="checkbox"/>				
Explore opportunities to remove the fencing along the Atherton Gardens to provide a more welcoming entry	<input type="checkbox"/>				

Do you have any additional feedback on these ideas?

### 5. A safer, more inviting connection through Young Street

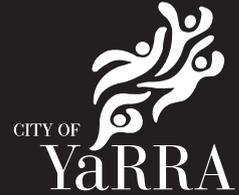
What do you think of these ideas for this space?

	1 Strongly agree	2 Agree	3 Neutral	4 Disagree	5 Strongly disagree
Remove current clutter on the corner of Young and Moor streets and redesign as a pocket park outside the Florence Peel Centre	<input type="checkbox"/>				
Extend the footpaths to provide safer pedestrian access on both sides of the street	<input type="checkbox"/>				

Do you have any additional feedback on these ideas?

# Brunswick Street Streetscape Masterplan

## Fitzroy Town Hall surrounds



### 6. A safer, more connected Napier Street

What do you think of these ideas for this space?

	1 Strongly agree	2 Agree	3 Neutral	4 Disagree	5 Strongly Disagree
Make it safer to cross the road between the Yarra Youth Centre and the Atherton Reserve by extending the footpath and providing an informal crossing point	<input type="checkbox"/>				
Rejuvenate the existing road closure on Napier Street (near Webb Street). This could include more planting, paving, seating and street lighting	<input type="checkbox"/>				
Improve the waiting area at the tram stop on the corner of Napier and Gertrude Street with a covered seating area	<input type="checkbox"/>				

Do you have any additional feedback on these ideas?

### A little about you

Do you speak a language other than English at home?  Yes  No

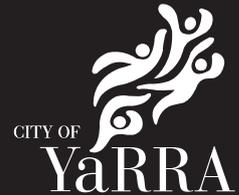
What is your connection to this area? Select all the places you are involved with, whether you live there, work there or use the facilities. (Tick all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Fitzroy Town Hall      | <input type="checkbox"/> Fitzroy Library                 |
| <input type="checkbox"/> The Connie Benn Centre | <input type="checkbox"/> Atherton Gardens Housing Estate |
| <input type="checkbox"/> Yarra Youth Centre     | <input type="checkbox"/> Sacred Heart Primary School     |
| <input type="checkbox"/> All Saints Church      | <input type="checkbox"/> Acacia Fitzroy Creche           |
| <input type="checkbox"/> Fitzroy Legal Service  | <input type="checkbox"/> Condell Street Community Garden |
| <input type="checkbox"/> Cubbies Playground     | <input type="checkbox"/> Fitzroy Police Station          |

Other (specify)

# Brunswick Street Streetscape Masterplan

## Fitzroy Town Hall surrounds



### How old are you?

- Under 14 years     15 to 19 years     20 to 34 years     35 to 44 years     45 to 60 years  
 61 to 75 years     76+ years     Prefer not to say

### Gender

- Female     Male     Other     Prefer not to say

### I identify as

- Person with disability     Aboriginal or Torres Strait Islander     LGBTIQ+  
 None of the above     Prefer not to say

If you would like to be kept up to date about this project, please leave your details below.

Name  Email

Address: (If you don't have email)

**Privacy statement:** We are committed to the responsible collection and handling of personal information, consistent with the principles in the Information Privacy Act and the Health Records Act. We will only use the personal information you provide for the purposes for which it was collected and any other authorised use. The information we collect may also be used for other planning and research purposes to improve our services to the community. We will never reveal personal information we collect to third parties, unless disclosure is required or authorised by law.



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