

## Brunswick Street Oval Precinct – Revised Design Consultation Overview

May 2022

### Community engagement methodology

1. The process for community consultation included the following:
  - (a) an information flyer drop to approximately 3,600 properties in the immediate vicinity of Edinburgh Gardens;
  - (b) notices installed at various locations in Edinburgh Gardens, including around the oval, the grandstand, the tennis courts, the playground in the east of the gardens and in the north of the gardens;
  - (c) a news article on Council’s website;
  - (d) promotion in two editions of ‘Yarra Life’ e-newsletter;
  - (e) email campaign to Your Say Yarra (YSY) subscribers and people who have registered for updates on the project;
  - (f) social media posts;
  - (g) YSY online engagement at <https://yoursayyarra.com.au/brunswickstoval>;
  - (h) Pop-up information sessions held near the grandstand on Saturday 23 April and Tuesday 27 April;
  - (i) A follow-up meeting with four residents of Brunswick St (having properties near to the proposed sports pavilion); and
  - (j) A number of Oracle customer requests in relation to the project.

### Yarra Life, e-mail campaign and social media response

2. The following table shows the number of Yarra Life newsletters and email campaign letters sent, opened and that generated a click through to the project YSY page; and similarly how many social media posts were opened and generated a click-through.

Media/Platform	Sent	Opened	Clicked through to BSOP YSY
<b>Yarra Life</b>			
Edition 2 April 2022	12,019	6,691	127
Edition 22 April 2022	12,008	6,895	89
<b>Email campaign</b>			
First email 6 April 2022	2,276	1,346	67
Second email 22 April 2022	2,281	1,317	50
<b>Social Media</b>			
Facebook posts	N/A	198	57
Instagram posts	N/A	70	N/A
<b>TOTAL</b>		<b>16,517</b>	<b>390</b>

3. The data indicate that the project was brought to the attention of a potentially interested party 16,517 times through the various channels, generating a total of 390 click-through referrals to the YSY page for the project.

Your Say Yarra response

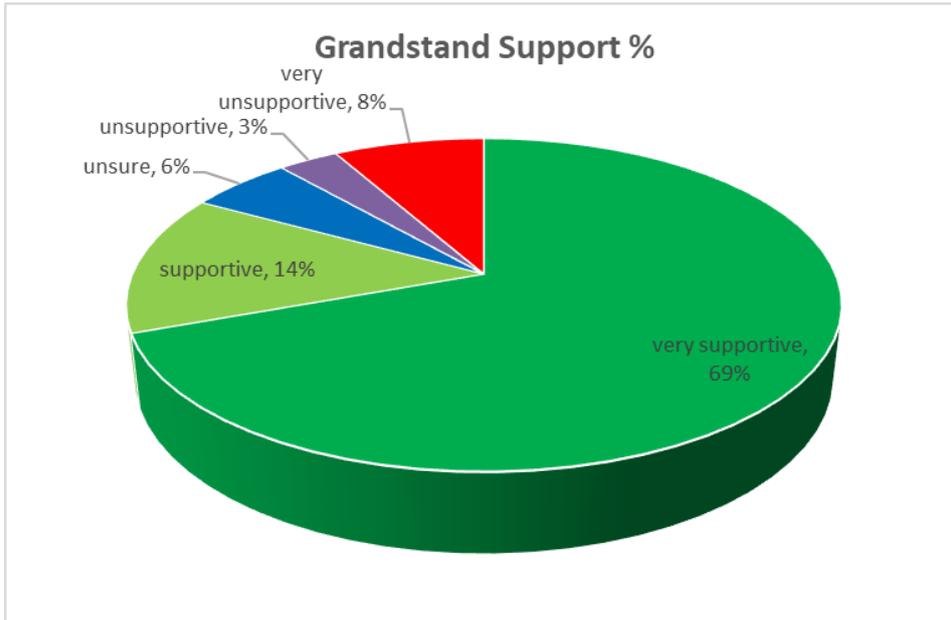
4. The YSY online engagement for the project was open for feedback from 30 March through to 2 May 2022. During this period, the project engagement page was visited a total of 2,333 times.
5. The Your Say Yarra engagement had a total of 307 responses, including 294 on-line responses entered directly in the YSY platform and 13 completed paper forms at pop-up information sessions held on site.
6. The YSY page asked for submitters to rate their support for the project, by asking how supportive the submitter was of:
  - (a) the proposed plan for the grandstand;
  - (b) the proposed plans for the tennis court, pavilion and community rooms;
  - (c) the proposed plans for the new sporting pavilion;
  - (d) the proposed changes to landscaping and vehicle access; and
  - (e) the (overall) new proposed design.
7. A summary of the results of the 307 responses received are presented in the table below.

Response	Grandstand	Tennis & Community Rooms	Sports Pavilion	Landscaping & Vehicle Access	Overall
very supportive	69%	64%	67%	61%	62%
supportive	14%	15%	9%	12%	14%
unsure	6%	7%	8%	14%	7%
unsupportive	3%	5%	3%	6%	7%
very unsupportive	8%	9%	12%	7%	10%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

8. Support for the three design elements incorporating building works (grandstand, tennis/community pavilion and the sports pavilion) was positive overall and reasonably consistent, with supportive or very supportive responses being in the range 77% (for the sports pavilion) to 83% (for the grandstand). Responses that were unsupportive or very unsupportive varied from 15% (for the sports pavilion) down to 11% (for the grandstand), with 6 to 8% of responses being unsure.
9. The support for the landscaping element and vehicle access was slightly lower at 73% overall supportive or very supportive, but with a higher proportion of 14% being unsure.
10. The overall support for the new proposed design was 77% supportive or very supportive, and 17% unsupportive or very unsupportive.
11. In addition to indicating their level of support, submitters were asked for their additional comments for each of the four design elements and on the overall design.

Grandstand

12. The level of support for the grandstand is shown in the graphic below.



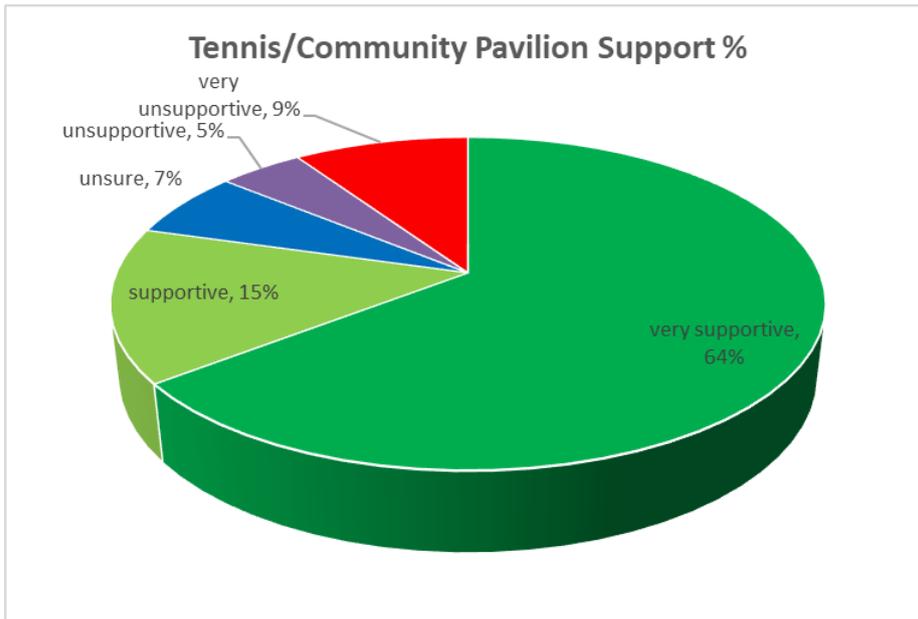
13. The analysis of key themes in relation to comments on the grandstand is in the table below.

Grandstand – Comments Analysis	
Theme	Number
Ensure maintenance	12
Liked design	8
Disliked stairs design/access restrictions	5
Disliked design	3
Inappropriate to use for public toilets	3
Inappropriate location for merchandising/commercial activity	3
Add more public toilets	2
Inappropriate to use as storage	2
Ensure access to view fireworks etc.	2
Liked stair design/access restrictions for safety of park users	2

14. A number of comments acknowledged the proposal as important to ensure the ongoing protection and preservation of a major heritage asset. There were a few comments on design of the stairs and restricted access both from a design view and comments both in support and opposition of restricting access to discourage rough sleeping. A few saw the use of the heritage building for toilets, storage and/or merchandising as inappropriate, and others thought the changing rooms should be retained.

Tennis Courts and Tennis/Community Pavilion

15. The level of support for the tennis courts and tennis/community pavilion is shown in the graphic below.



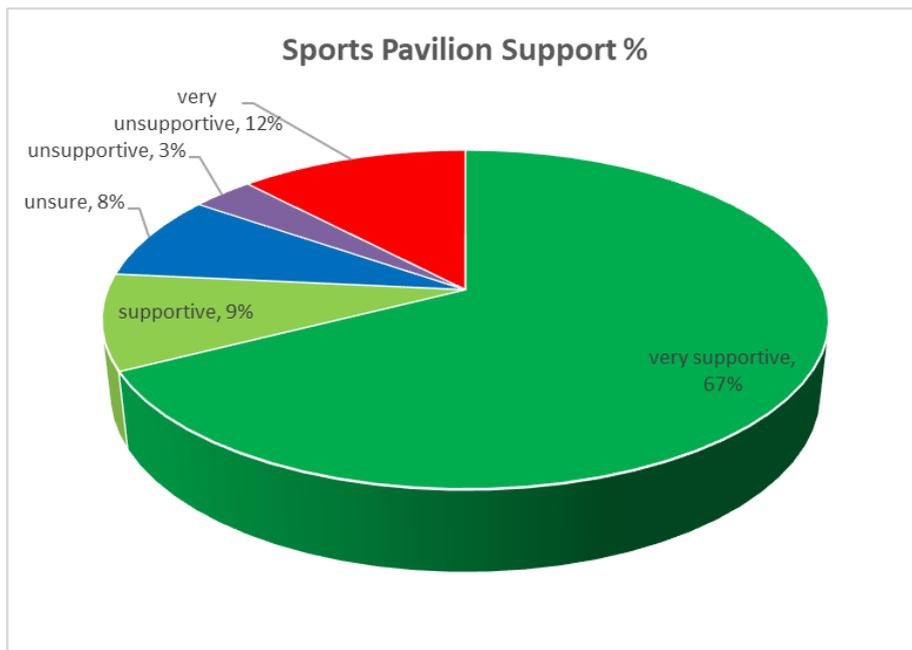
16. The analysis of key themes in comments on the tennis courts and tennis/community pavilion is in the table below.

Tennis Courts and Tennis Pavilion/Community Room – Comments Analysis	
Theme	Number
Concerned about open space/tree loss due to building and additional courts	7
Object to community room on first floor	6
Disliked design	4
Disliked heritage tennis clubhouse location/inappropriate	4
Waste of money	4
Liked design	3
Locate more courts elsewhere	2
Positive to keep heritage tennis clubhouse	2
Community room unnecessary/community users should go elsewhere	2

17. This element attracted the least number of comments. Some found the retention of the old tennis clubhouse as appropriate whereas others were concerned that this would be a source of vandalism. Several people commented on the proposed additional two courts, that the courts should go elsewhere (e.g. Yarra Bend) and about loss of trees and open space due to the new building and extended courts.
18. The community room located on the first floor attracted comment with some being concerned about universal access; a lift is provided in the design for this purpose which some submitters may be unaware of. A few comments suggested that the community room should not be in the park.

Sports Pavilion

19. The level of support for the sports pavilion is shown in the graphic below.



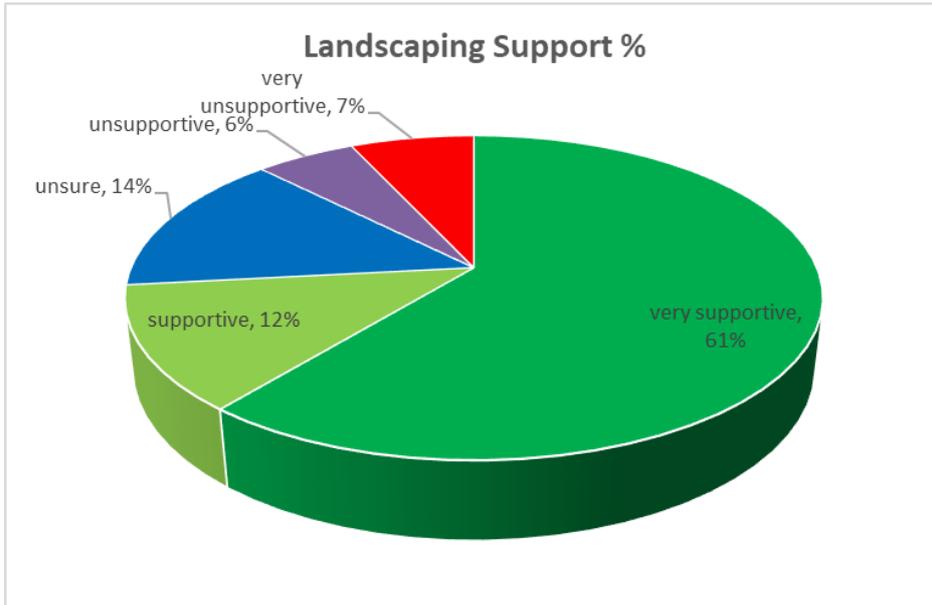
20. The analysis of key themes in comments on the sports pavilion is in the table below.

Sports Pavilion – Comments Analysis	
Theme	Number
Liked design	27
Disliked design	19
Supported female participation	16
Disliked location	15
Supports improved facilities for sporting groups	13
Building obstructs view of park and grandstand	9
Reuse heritage building/grandstand	7
Liked location	6
Concerned about open loss of open space/trees	8
Building is too big	3
Glad to have additional toilets	3

21. This element attracted the most comment. There were comments in support of the proposed location, although more comment provided objections to the proposed location. Regarding the design itself, there were a significant number of comments in support of the design and also a number that disliked the design.
22. Several comments suggested the building should be relocated to the east (Hipster Hill) or the south side of the oval (Freeman Street end of the park).
23. In addition, there was a level of comment showing support for the proposed new facilities supporting female participation and improved facilities for sports in the park.
24. There were general comments acknowledging the provision of more toilets at the sports pavilion and comments on the loss of open space and trees due to the building.

Landscaping and Vehicle Access

25. The level of support for the landscaping and vehicle access is shown in the graphic below.



26. The analysis of key themes in comments on the landscaping and vehicle access is in the table below.

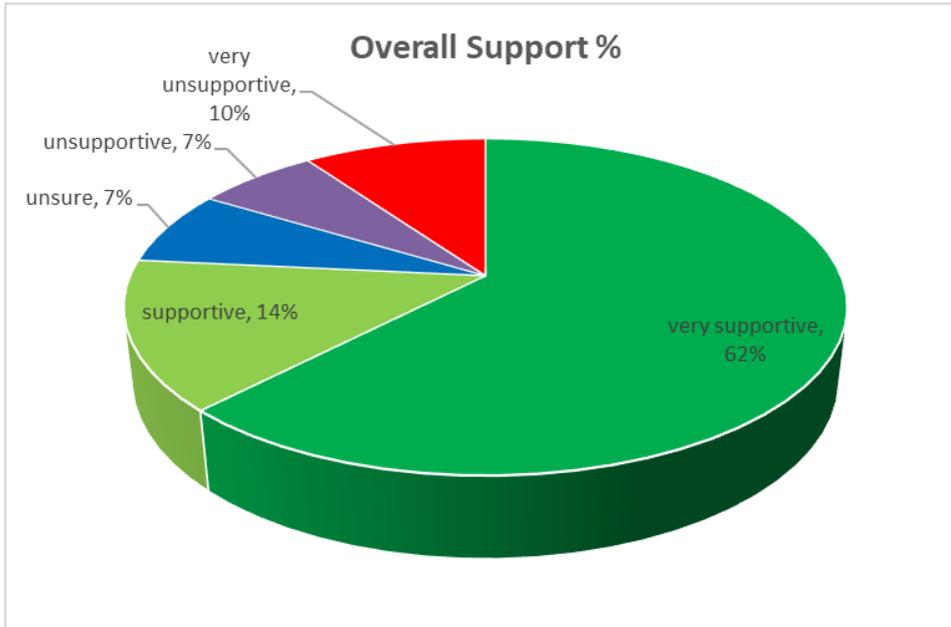
Landscape and Vehicle Access – Comments Analysis	
Theme	Number
Loss of trees	16
Overall impact of project is negative on landscape/heritage context of park	9
Overall impact of project is positive on landscape	9
Disliked vehicle access design – Brunswick St entry/exit, car parking, surfaces	9
Add more trees	2
Comments on path/tree lighting	2

27. There were a number of comments expressing concern on the loss of trees associated with the replanting plan, although some of these comments also acknowledged the need.

28. There were comments that saw the overall landscaping as an improvement to the precinct counterbalanced by a similar number that thought the project negatively impacted on the landscape.

Overall Design

29. The level of support indicated for the overall design is shown in the graphic below.



30. The analysis of key themes in comments on the overall design is in the table below.

Overall Design – Comments Analysis	
Theme	Number
General support for Council to proceed/start now/project overdue	64
Liked overall design solution	40
Support additional public toilets	8
Greatly improved facilities/amenity	8
Consultation process poor/lacking	4
Loss of green space in park	3
Comments on lack of heritage support for original design	2
Don't do it	2
Keep Hipster Hill as is	2

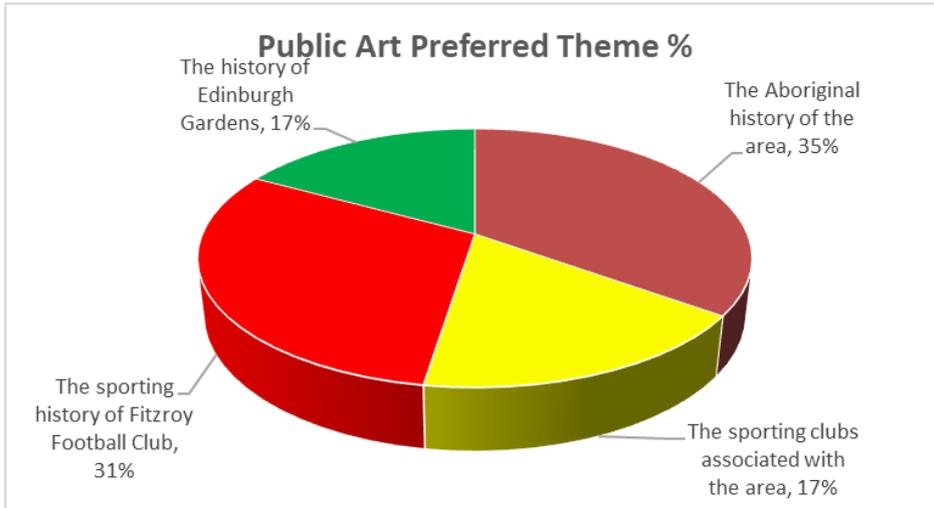
31. A very common theme in the comments was general support for the design, asking for Council to proceed with the project and/or expressing a view that the project was overdue; a large number of comments also expressed support for the overall design solution.
32. A small number of comments suggested that the consultation process had been poor, and a few comments expressing disappointment that the original design had failed to achieve heritage support.

Public Art

33. The YSY online engagement for the project also sought community input on which theme or themes the respondent would like considered in creating meaningful public art for the project, with four suggested themes being:

- (a) the Aboriginal history of the area;
- (b) the sporting club associated with the area
- (c) the sporting history of Fitzroy (Football Club); and
- (d) the history of Edinburgh Gardens.

34. The results indicated the preferred theme as being the Aboriginal history of the area and the sporting history of Fitzroy Football Club as shown in the graphic below.



## Meeting with residents

35. At the second pop-up information session on Tuesday 26 April 2022, a small group of residents with properties in Brunswick St near to the proposed sports pavilion attended and expressed a range of concerns in relation to the project.
36. As a follow-up, a further on-line MS Teams meeting was arranged on the evening of Wednesday 27 April between these residents and Council officers. A total of four residents, three Council officers, and Council's appointed project architect attended this meeting.
37. The resident group queried consideration of alternative locations for the sports pavilion particularly to the east of the grandstand on Hipster Hill, at the Freeman St (south) side of the oval near the cricket nets, or moved further east into the park from the proposed location towards the grandstand or to the rear of the Bowling Club. Council officers outlined how the proposed location had been determined and the various issues with other locations.
38. The resident group also expressed that the design presented as a solid block to Brunswick Street and had noted that the blind side of the building to Brunswick St caused them to have concerns about safety. The architect advised that the Brunswick Street elevation of the sports pavilion had been designed mindful of the heritage elements of the buildings in the park already such as the grandstand. Thus, the building has a heavy horizontal focus rather than the vertical focus of the nearby terraces. The new sports pavilion is also significantly recessed from Brunswick Street with the frontage being up to 10 metres from the street on the northern end, thus read as embedded in the park more so than that the streetscape.
39. Notwithstanding the above, based on the feedback from residents, and further internal expert advice from Council's Urban Design team, the frontage onto Brunswick Street has been redesigned to include a window to promote passive surveillance of the area of the mound and towards Brunswick St. The detail of this installation also includes a degree of vertical massing presenting a more consistent finish to Brunswick Street. Officers believe this addresses the residents' concerns of the block heavy nature of the building whilst maintaining the link to the key elements of built form in the park.
40. The residents had issues with decreased views from Brunswick Street into the park, with seeing a building when travelling south rounding the bend from St Georges Road into Brunswick Street instead of the green park edge, and that the building will be visible from the Tramway Hotel (corner St Georges Road South and Church St), when looking east along Church St towards the park.
41. Officers noted these resident concerns, and further noted that the need for the appropriate club facilities along with the lack of Heritage Victoria support for the original design had prompted the development of the revised proposal.
42. Residents also had concerns about potential noise generated from social events operating at the sport pavilion and also that concurrent social events could run at the sports pavilion and community rooms. Officers provided information regarding the acoustic reports that had been prepared and that the design included suitable acoustic treatments to ameliorate noise transition to the residences opposite.
43. Issues relating to traffic movement into and out of the site were also discussed. Officers provided information regarding the traffic studies that had been undertaken.

### Customer Requests

44. An analysis of customer requests received via various channels (email, phone calls and social media) and logged in Council's customer request system Oracle CRM shows 28 recent customer requests in relation to the project as of 23 May 2022. Of these, 14 were directed to one or more Councillors.
45. Some enquiries were simply about the engagement process and how to participate, one caller expressed positive comments in support of the project and others were concerned with substantive issues in relation to the revised design, largely reflecting those raised through the YSY submissions process and the meeting with residents; 12 of the customer requests specifically expressed concern with the proposed sports pavilion location.

### Reported missing information flyers

46. Complaints were received regarding non-delivery of project consultation information flyers to six properties (either reported by the resident, or on their behalf by a neighbour). Of these, the delivery address was provided for four properties, all of which were on Brunswick Street near to the proposed sports pavilion.
47. Council uses an outsourced provider for the delivery of bulk letter drops such as the one in this campaign. The provider was requested to investigate the reported non-delivery to the four addresses.
48. The provider uses GPS technology to track their delivery walkers. The provider advised that the GPS records indicate that these addresses were passed on the delivery run on Thursday 9 April between 3:50pm and 4pm, with the speed being consistent with the walkers having stopped at each residence. The provider also interviewed their delivery walkers who reported that the residences were delivered to.
49. Therefore, the investigation was inconclusive as to the reason as to why a group of residents in this location had reported not receiving the information flyer.