

Attachment 2: Etwell Street Local Centre Revitalisation Plan – Public submission summary

Submission Overview

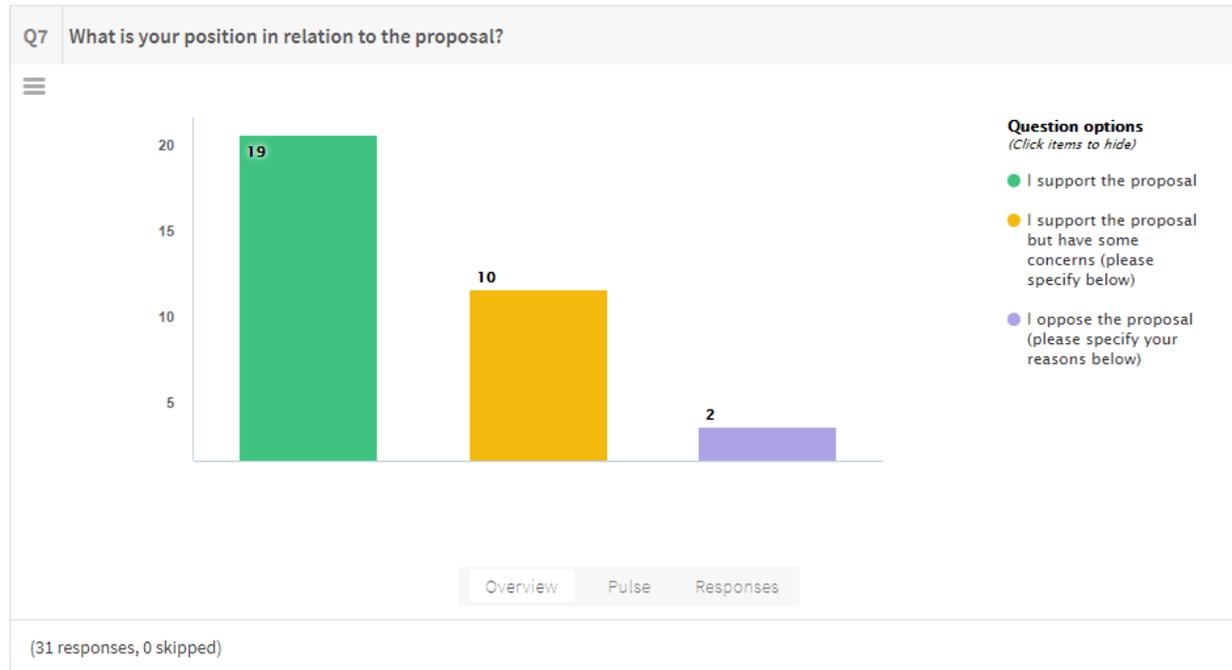


Table 1: Submission Comments

No.	Submission comment	Officer's response	Plan amended? – Y/N
1	Overall it looks fantastic and will really revitalise the area. My concern is that since it is less likely that it could be performed in a staged approach, it may be less likely to happen at all, since the changes are not insignificant.	Noted. The ability to stage the project is a risk which is identified in the Risk Table and it will need to be considered and mitigated by Administration during and following the Detailed Design Phase of the project.	N
2	Thank you! This is so needed and will be amazing for this dead lifeless area. I agree that planting as many mature trees as possible will help immensely with aesthetics. Deciduous street trees (not gums or natives) will give the area the	Noted. Tree species will be determined during the Detailed Design Phase, with pedestrian comfort being a core consideration.	N

	wonderful shade in summer and sunshine in winter. Hopefully this will encourage more favourable retailers, like cafes and shops... love to see that smoke shop go. I like the option that seems most favourable with the curved road. Would be great to make use of the vacant block also. Surely owners can't sit on an empty block for years without development?	The Town cannot compel a landowner to develop the site, but increased investment in the public realm will present an opportunity for landowners add value.	
3	The proposal is excellent. I am concerned that timed parking will cause an increase in longer stay parker for residents within close proximity where timed parking does not exist. I would also think events (larger in nature which potentially require road closure) would have a traffic management plan for residents at least stated i.e. when talking about potential events mention an appropriate traffic management plan. I endorse events but note residential scepticism re: parking and noise.	Noted. The timed parking only relates to the 4 parallel parking bays. The time restriction will encourage turnover to ensure available bays for visitors. Any event that proposes a road closure would require a traffic management plan as per normal Council processes.	N
4	Are we able to do anything with the vacant block? Can the council encourage a cafe style ownership with outdoor seating?	The Town cannot compel a landowner to develop the site, but increased investment in the public realm will present an opportunity for landowners to add value. An active use would be an ideal activator of the Local Centre.	N
5	As residents of this neighbourhood, we cannot wait for this to happen. Our thanks to all of you at the Town who listened to us and encouraged the project. I do want to make this point though. I anticipate that many of us residents will walk or bicycle to this area. We want to be able to walk there at night, as we often want to walk to the strip at night. We are ALL very reluctant to do so because both Basinghall st and Etwell st are both so poorly lit at night. We need more lighting to make the streets safer and allow us to utilise the new commercial area. We also DESPERATELY NEED more trees along Etwell (the whole street).	Noted. Lighting and shade deficiencies that impact the walkability of Basinghall Street and Etwell Street are noted and will be strongly considered in future planning.	N
6	Hi Folks thanks for the opportunity. The concept looks amazing. I do hope that with in the budget process is an allowance for regular cleaning (including dog bags and appropriate bins) and 24 hr security systems. Sadly at times	Noted. Asset management and ongoing maintenance will be a core consideration in the next stages of project.	N

	it is not the safest part of the town.		
7	I would like to see the area become a family friendly cafe strip however feel that is impossible with the Cloud 9 Smoke Shop located in the precinct. I would like to see the smoke shop be relocated to a commercial district.	The Town cannot compel a business to move location if it is compliant with applicable rules and regulations. Improving the public realm may be a catalyst for improvements in the adjacent privately owned buildings and businesses.	N
8	Proposal looks great! Revitalising the area should encourage some more businesses to join the area too which would really liven things up.	Noted	N
9	This proposal has my full support. A great initiative and it will create a beautiful green space for businesses, consumers, and residents.	Noted	N
10	The area definitely needs revitalisation to bring vibrancy and a reason to shop local. With this in mind the retail tenancies need to be addressed as I believe there is no reason why a drug paraphernalia retailer should be allowed to continue to do business in a residential family home orientated area. This is only going to attract a criminal element and undesirables to the area to the detriment of any project gains.	The Town cannot remove or restrict any business that is compliant with the applicable rules and regulations. Improving the public realm may be a catalyst for improvements in the adjacent privately owned buildings and businesses.	N
11	great idea, the area needs it	Noted	N
12	I think this is a great idea to revitalise the area of Etwell Street. We walk past this area daily but never stop as there is no where nice to sit and enjoy a coffee.	Noted	N
13	I was excited to hear about the project. The Etwell Precinct is small but most of the businesses there are busy and there is an opportunity to greatly improve the area and have a big impact.	Noted	N
14	Half of this area is privately owned housing and your project will not change this situation. To attract more people and traffic to this residential area will only lead to congestion in Riverview Road and Northampton Street. The Albany Highway Cafe/Restaurant strip is great as is and we don't need another pretend one in this residential area.	Noted. The Etwell Street Local Centre is centrally located within a very large residential area, and is therefore the only commercial offering within walking distance for many people. The Albany Highway Centres perform a different function than this small centre. The small amount of parking in the centre is not likely to induce significant vehicle volumes and the intent of the Town is to promote access to this centre by foot and	N

		bicycle as much as possible.	
15	I think this is a great project but I notice that it says public space, I understand the restriction on private property however the facade of both sides of the road will be detrimental to the overall look if not addressed.	Agreed this is a critical factor to the future success of the Etwell Street Local Centre however the Town cannot compel a landowner to develop the site. Increased investment in the public realm will present an opportunity for landowners to improve the adjacent property.	N
16	Well overdue, love to see this happen.	Noted	N
17	Fantastic plan for an area that badly needs attention. Really hoping this goes ahead!	Noted	N
18	Very worried about the security of the area, as currently there is none. Cars are always being broken into etc.	Perceptions of crime and safety were identified by the Town and participating local community as a major inhibitor for the Etwell Street Local Centre. The proposed design is considered to be a major step forward in improving this issue, although it is recognised that this is a mutli-faceted issue that needs to be addressed on a number of fronts	N
19	This area is prone to vandalism. Security is Paramount	Perceptions of crime and safety were identified by the Town and participating local community as a major inhibitor for the Etwell Street Local Centre. The proposed design is considered to be a major step forward in improving this issue, although it is recognised that this is a mutli-faceted issue that needs to be addressed on a number of fronts	N
20	Quality tree canopy providing shade and space to gather will draw community spirit & engagement with a cafe & outdoor dining options. We have been advocating for greenery in Etwell street for a long time. It's long overdue.	Noted	N
21	This will be wonderful for the community.	Noted	N
22	My concern is that the plan reduce the parking lots significantly. A few years ago when the businesses in this area were in good, the parking lots were full at night very often.	The amount of parking bays proposed in the concept plan is considered sufficient given the areas designation as a local centre. Parking is very rarely fully utilised and there is sufficient	N

	<p>This area is not like Vic Park street. There's no public parking space if the parking lots are full. One good thing in this area for a business is a very convenient parking so I think my business would be seriously affected by this project. Recently my husband's car windows were smashed two times even though the car was parked in front of the shop. Some customers check their cars while dining in at night. I could not ask customers to park their cars on near the street at night in this area. Moreover this project aims to make this area more attractive and more people come but the plan reduce the parking lots almost half. What's the point in this project?</p>	<p>parking on adjacent local streets in an instance that the parking within the centre is completely utilised.</p>	
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The following submission was received via email.

No.	Submission comment	Officer's response	Plan amended? – Y/N
1	<p>As a house and land owner of 2 properties within approx. 40m of the Etwell Street precinct we are very excited about the proposed revitalisation.</p> <p>We are disappointed not to have been involved in the initial consultation process and were only made aware by the recent flyer in our letterbox.</p> <p>As locals we do frequent the current eateries but feel the area is not aesthetically pleasing. The clientele of the Cloud 9 shop, which I understand is owner occupied, brings an unsafe feel even during the day. We wonder how much influence the council can have on the actual businesses? The 2 lodging houses on each corner also detract from the area.</p> <p>Proposal Comments:</p> <ul style="list-style-type: none"> • Recoat road with colour to define precinct 	<ul style="list-style-type: none"> • The concept shows a change of colour to the road 	N

	<ul style="list-style-type: none"> • Pedestrian crossing in centre • Create island in middle of road with planter boxes & mature trees • No need to "curve" road – large cost and not necessary if precinct road is coloured between the roundabouts. Etwell st already has road calming in the form of existing speed humps and roundabouts. • Mature trees on side paths (not plane trees) https://www.abc.net.au/news/2019-10-24/plane-trees-to-be-culled-in-melbourne-city/11635846 • Retain existing palms on roundabouts (removal/replacement costs). They look like 'bursts of fireworks' as you drive south up Etwell st and are not needed for shade. • Relocate post box to near bus stop on south side (opposite side to current location) • Remove telephone box • Underground power is on one side, south side should also have underground power • Keep existing angled parking, use the last bay or 2 on each side to allow extra room for alfresco dining. If parking is reduced customers will just park on surrounding roads (ie Curtin students now park along Jarrah rd, Creaton St & Pallitt St!) 	<p>pavement.</p> <ul style="list-style-type: none"> • The concept shows a central pedestrian crossing • The workshops explored options with a median island and trees, but ultimately the curved road design was preferred. The large spaces on each side of Etwell Street provide space for mature trees and landscaping. • The curved road was preferred by the Design Reference Panel during the workshops and it is considered necessary to slow vehicle movement through the centre. Administration agrees that a recolouring of the road pavement can assist in lowering speed. • Administration agrees with planting large trees in the public realm with the species type to be determined during the Detailed Design phase with pedestrian comfort a priority. • The existing palms and the roundabouts do not form part of the investigation area and will remain. • The post box is the infrastructure of Australia Post and the current location is not considered problematic. • The location of telephone boxes is determined by Telstra. • Administration agrees. Administration will investigate the cost of undergrounding power during the Detailed Design and investigate opportunities to underground the power as part of the States Underground Power program. • The amount of parking bays in the concept plan is considered sufficient given the areas designation as a local centre. 	
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