

Gleadell Street Project

Consultation Findings Report

Final -16 February 2022



Acknowledgement



This project took place on the lands of Wurundjeri people of the Kulin Nation and we acknowledge them as the Traditional Owners and Custodians of the lands and waters which is now known as the City of Yarra.

We recognise their continuing connection to land, waters and culture and we pay our respects to Elders past, present and emerging.

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1. Executive summary

ChatterBox Projects was engaged by Yarra City Council (Council) to plan and deliver engagement activities to seek community feedback on two high level ideas showing what upgrades and improvements could look like in Gleadell Street.

Council utilised an external professional engagement consultancy, with a high level of expertise and experience, to undertake the engagement planning and delivery to ensure a rigorous and independent process. This included the development of a range of engagement methods and tools to reach the wide range of key stakeholders, survey and engagement tool design, and independent analysis and reporting of community feedback.

The engagement activities, which reached over 1,900 people (including 1,075 who provided direct input), resulted in feedback that was diverse, and in some cases polarised, producing no clear community preference in relation to the level and type of improvements they wanted to see in Gleadell Street. For example, when people were asked which idea they preferred, 39.1% selected Idea A, 29.2% selected neither option, 20.6% selected idea B and 11.2% selected a mix of both ideas.

Although this was the case, there were a range of key themes that emerged from the feedback, which could provide useful insights and be used to inform any future concepts plans for Gleadell street. The two top key themes that received the most support were:

- more trees, greenery and shade; and
- retaining car parking spaces.

Other themes included:

- making the street more user/pedestrian friendly
- wanting less cars in the street and reduced parking
- supporting and protecting the Gleadell Street Market; and
- providing spaces for people to sit and gather.

1.1 Project background

Improving Gleadell Street was identified as a project in Council's Bridge Road Streetscape Masterplan, which was endorsed in 2017.

In 2019, Council undertook preliminary research and engagement to commence the project. This included a range of studies including shade and heat mapping, car parking and occupancy rates, movement and access and site constraints and opportunities. This also involved an intercept survey and engagement with 15 stakeholder groups. In 2020 the project was put on hold due to COVID 19 and recommenced in 2021. Impacts of COVID 19 also affected budget availability for the project.

Through previous research and engagement undertaken in 2019, Council confirmed that there were a high number and a diverse range of stakeholders using Gleadell Street who had varying opinions and ideas, sometimes competing, in relation to how much the street should change or be improved.

Gleadell Street is home to a community of businesses, recreation and leisure facilities, sporting clubs, service organisations and schools. Many people visit Gleadell Street, including utilising the on-street



parking, to access these businesses, facilities, clubs and services, as well as traders operating in the area, particularly on Bridge Road, and popular facilities in the street like Citizen's Park and the multiuse courts linked to both high schools.

Every Saturday, many people, both local and from outside the area, visit and shop at the Gleadell Street Market, which has been operating since the late 1800's. In addition, advocating for change and improvements in the area is a passionate group of community members called Let's Enhance Gleadell Street (LEGS).

Taking into consideration all of these factors, Council decided, as part of this most recent stage of engagement, to talk to the community about the future of Gleadell Street by developing two high-level ideas.

High-level ideas

The two high-level ideas proposed a range of improvements (to different degrees) including adding trees and greenery, improving safety, making the street more pedestrian and cyclist friendly, and creating more welcoming and vibrant community spaces. The purpose of using the two high level ideas were:

- to start a conversation with the community about possible improvements to Gleadell Street and potential implications that changes in the street might mean for different users; and
- to test the community's appetite for the level of change wanted or needed in this area.

The engagement activities also asked people what they liked or did not like about the ideas, rather than just picking one idea or 'concept' over the other. The purpose of this was to gain a good understanding of what was important to the community and key priorities to help inform future project stages and design of draft concepts.

1.2 Overview of engagement activities

The high number and wide range of stakeholders who use Gleadell Street helped inform the program of engagement activities which included:

- placed-based neighbourhood pop-ups x 3
- feedback form – online via Your Say Yarra web project page and in hard copy (feedback form was slightly modified for traders and business owners)
- interviews with key stakeholder groups via zoom (businesses, sporting clubs, schools, service organisations operating in and around Gleadell Street)
- community online information and Q&A session
- online information and Q&A session with Gleadell Street Market stall holders
- visit to Gleadell Street Market stall holders and Bridge Road traders to distribute information packs and distribute and pick-up feedback forms
- onsite meeting with representatives from the LEGS group; and
- direct contact with Bridge Road Traders Association.

These activities, which were undertaken from 27 September 2021 to 14 November 2021, were supported by a range of online and printed communications. Online communications included information on Council's website and social media channels, e-newsletters and email to Richmond Recreation Centre



members.

Printed communications included a mail-out of 1,830 postcards promoting the consultation to residents and businesses in the broader precinct surrounding Gleadell street, corflute signs placed around Gleadell Street and in Citizen's Park, and information placed at the Richmond Recreation Centre.

1.3 Overview of participation

There were 1,075 people who participated in the engagement activities. This included:

- 392 surveys completed (online and hard copy)
- Approximately 655 people engaged at the place-based neighbourhood pop-up events
- 9 participants in the key stakeholder interviews (from 7 groups)
- 5 participants at the community online information and Q&A session
- 9 market stall holders who attended their online information and Q&A session; and
- 5 representatives of the LEGS group who attended their in-person onsite meeting.

In addition, there were 2,531 visits by 1,906 visitors to Council's Your Say Yarra project page and 396 contributions to the project.

Note: It can be assumed that some individuals participated in more than one engagement activity.

Participant demographic data was captured via the online and hard copy surveys (392) and stakeholder interviews (9 people). Of the 400 participants who provided an address, the majority of people, 80.5% (or 322) reported living in Richmond. The majority of people (65.5%) also indicated they walk to Gleadell Street, followed by 24% who said they drive.

1.4 Engagement constraints

The engagement program was designed to target and reach as many Gleadell Street users and key stakeholders as possible. Efforts were made to engage with a range of businesses and services including traders, schools and the Richmond Recreation Centre in accordance with COVID-19 restrictions and lockdowns.

To encourage participation in times of uncertain COVID-19 restrictions, the following actions were taken:

- making contact with the Bridge Road Traders Association and requesting information be passed on to traders
- inviting businesses, sporting clubs, services, the Richmond Recreation Centre and the Principals of Lynall Hall and Richmond High School to participate in individual stakeholder interviews
- arranging for information and a link to the online feedback form to be emailed to Richmond Recreation Centre members
- promoting the online feedback form via the Your Say Yarra Project Page
- holding online information and Q&A sessions
- producing and making available translated versions of the survey; and
- extending consultation dates into November, to permit the delivery of some on-site face-to-face engagement activities.

1.5 Key findings

The findings from the engagement indicated that people supported a range of improvements for Gleadell Street. The most common feedback or key themes that emerged from the community feedback



included:

- more trees, greenery and shade (very high)
- retaining car parking spaces (very high)
- making the street more user/pedestrian friendly (moderate)
- wanting less cars in the street and reduced parking (moderate)
- supporting and protecting the Gleadell Street Market (moderate); and
- providing spaces for people to sit and community to gather (moderate).

Legend used for frequency indicators
Very high = 400+ references in feedback
High = 300-400
Moderate = 200-300
Low = <200

These key themes were developed by collating and analysing all comments and feedback received via all engagement activities.

Trees, greenery and shade

This theme had the highest number of comments. It was what people liked most about the high-level ideas and was the most popular suggestion for how to make the street more user friendly and enjoyable for the community. Comments from the community included:

“More shade and greenery.”

“Increased greenery makes the street more appealing.”

“Tree planting on both sides.”

Car parking

Retaining car parking spaces had the second highest number of comments. It was the highest response in relation to what people didn't like about Idea A and was ranked the top priority (out of nine elements) for Gleadell Street. Comments from the community included:

“People drive and need parking space. They will park in side streets causing more problems if spaces are removed.”

“Removing 60 parking spaces will be detrimental to the entire area.”

“This is a sporting precinct which needs more parking, not less.”

Although retaining car parking spaces had a very high number of mentions, there was a moderate amount of feedback that contradicted this, where people preferred less parking and less cars and for the space to be more pedestrian friendly. Comments from the community included:

“I love all the extra space for people, trees and community that is created by the removal of all the car parks. Fantastic!”

“Wider foot paths less car parks so would be less car traffic.”

“Cars seem to have a preference in a local back street. This should be for community members to walk and enjoy.”



User and pedestrian friendly

There was a moderate amount of feedback supporting Gleadell Street to be more user and pedestrian friendly. This included support for the street being more accessible, having wider footpaths, and safer and improved crossings. Comments from the community included:

“Trees and pedestrian access making a safer and more welcoming space.

“Wider footpaths in one area. Encourages pedestrian activation of the space.

Improved crossings at each end of the street.”

Gleadell Street Market

There were many comments from the community about the importance of the Gleadell Street Market and ensuring it is protected, supported and enhanced moving forward. Many people wanted reassurance that any proposed improvements to the street would not impact market operations. Comments from the community included:

“Anything that impacts the viability of the market to function.”

“No market, no sense of community getting together. We need to support local businesses more, especially after a pandemic.”

“Please do not impact the market, focus on other streets.”

Spaces for people to sit and gather

There was a moderate amount of feedback supporting more spaces for people to sit and gather. This included comments about more seating/ rest areas and creating inviting spaces for people to relax, meet and socialise. Comments from the community included:

“Create a plaza / piazza / pedestrian mall.”

“Seating and gathering areas proposal as it isn't that welcome for non-shoppers during market times.”

“Lots of trees and areas to sit.”

“Gleadell Street is not a destination street. People don't come to spend time in the street.”

Key stakeholder feedback

Feedback from targeted key stakeholder groups also varied widely, with some supporting large change in the street, prioritising open community green spaces and trees, while others preferred little change and prioritising the need for car parking.

Availability of parking in Gleadell Street was seen as important by the majority of those who participated in the stakeholder interviews. Many indicated support for improvements in the street but appreciated the complexity of how to achieve this while still prioritising car parking.

The need for a more precinct approach, rather just focussing on one street, and thinking outside the box to achieve improvements to the area was identified as important by several key stakeholder groups. This was consistent with some of the feedback submitted by the community which included looking at opportunities to plant more trees and enhance other spaces in the area including around Citizen's Park.



Two important key stakeholders identified in the process were the Gleadell Street Market stall holders and the LEGS community group.

Stall holders expressed strong concern about changes to Gleadell Street which could impact market set up and operations, namely:

- planting trees that may impact stall locations, truck movement and parking;
- widening the footpath and narrowing the road where customers walk/ shop; and
- adding seats and benches located behind market trucks/ vehicles, creating safety issues.

LEGS, over many years, has been advocating for change and improvements in the area. The group's vision for the precinct is to create a civic hub, with Gleadell Street being the 'heart' or a key focal point. This includes creating a precinct that achieves a shared flexible community space with:

- more trees and greenery;
- better connections with, opening up and extending Citizen's Park;
- places for people to meet and gather;
- traffic calming and improved safety for pedestrians and cyclists;
- strong linkages to the Traditional Owners of the land; and
- support for community events, street art, walking trails and the Gleadell Street Market.

As part of a submission, LEGS put forward two alternative ideas for Gleadell Street, building on Council's Idea A and Idea B to help achieve the above vision.

Summary

In summary, the feedback received about ideas and possible improvements to Gleadell Street was diverse and, in some cases, conflicting. There was no clear outcome or strong community preference in relation to the possible ideas for Gleadell Street. However, there was strong support for various improvements in the street, in particular more trees, greenery and shade and retainment of car parks.



2. Project background and engagement overview

2.1 Background and purpose

Yarra City Council (Council) is undertaking feasibility studies regarding opportunities to upgrade and improve Gleadell Street in Richmond, making it greener, safer and more vibrant for the community.

The opportunities to improve and transform this space include:

- increasing greenery and shade by planting more trees
- creating safer areas for pedestrians and bike riders
- providing high quality spaces for community to meet and gather; and
- making it a place where the Gleadell Street Market can thrive into the future.

Improving Gleadell Street is referenced in Council's Bridge Road Streetscape Masterplan, which was informed by community input and feedback and endorsed in 2017. The masterplan recommends *"placemaking to establish a civic hub along Gleadell Street to support community and institutional uses."*

In 2019, Council undertook preliminary research and discussions with key stakeholders to commence the project. This included a range of studies like shade and heat mapping, movement and access and site constraints and opportunities. This also involved a car parking and occupancy rate assessment which included an intercept survey and engagement with 15 stakeholder groups operating in and around Gleadell Street to gather information about how people use and access the space and possible improvements.

Through this research and engagement Council confirmed that there were many different stakeholders using Gleadell Street for a range of reasons and varying opinions and ideas, sometimes competing, in relation to how much the street should change or be improved.

The discussions in 2019 with the 15 stakeholder groups showed that there was an appreciation for the complexity of the area and the need to balance priorities and many expressed concern over the potential loss of car parking in the street.

These key stakeholders, were also engaged during this consultation process. Key stakeholders operating in and around the street include:

- Gleadell Street Market
- Leisure and recreation facilities - Richmond Recreation Centre, Leo Berry's Gym and Richmond Union Bowls Club
- Sporting clubs - Richmond Harriers Athletics Club, Richmond Union Cricket Club and Richmond Football Club
- Schools – Richmond High School and Lynall Hall School
- Businesses – Richmond Multicultural Children's Centre, RSEA safety, Royal Flying Doctors, Australia Post, 1,000 Blessings Café; and
- Neuma Church.

Many people visit Gleadell Street, including utilising the on-street parking, to access these businesses, facilities, clubs and services, as well as traders operating in the area, particularly on Bridge Road, and popular facilities in the street like Citizen's Park and the multiuse courts linked to both high schools.



In addition, there is a passionate group of community members called Let's Enhance Gleadell Street (LEGS) who, over many years, have been advocating for change and improvements in the area. Their vision for Gleadell Street is for it to become a shared, activated community green open space, with good linkages and more trees and greenery, while continuing to provide vehicle access.

Taking into consideration all of these factors including previous community feedback, consultation with key stakeholders in 2019, ideas and input from LEGS, project studies and site constraints and opportunities, Council decided in 2021 to engage the community about the future of Gleadell Street by developing two high-level ideas (see Appendix A - High Level Ideas A and B).

The purpose of the 2021 engagement was to use the two high-level ideas to start a conversation with people about possible improvements to Gleadell Street and to also test the community's appetite for the level of change wanted or needed in this area. To do this, Council developed two high-level ideas that were similar, but differed in the extent or level of change proposed.

High-level ideas

The below provides a summary of the high-level ideas, highlighting their key differences.

	Ideas A	Ideas B
Trees and greenery	Large increase in trees to create shade and reduce heat Widen footpath on Citizen's Park side of the street and have parallel parking on both sides to accommodate more trees.	Moderate increase in trees to create shade and reduce heat Keep parking the same (angled on one side, parallel on the other) and use some parking spaces to incorporate tree planting.
Cyclists	Improved safety for cyclists Parallel parking on both sides so cars do not have to back out onto the street	No change for cyclists
Places to sit and gather	Increase in seating and spaces to gather Seating and spaces to gather added to widened footpath and expanded pedestrian areas at the Bridge Road and Highett Street ends.	Small increase in seating Seating added to expanded pedestrian areas at the Bridge Road and Highett Street ends.
Car Parking	Parallel parking on both sides Approximate loss of about 60 spaces. Increase in disability parking and drop off zone near recreation centre	Parallel parking on one side, angled parking on the other Approximate loss of about 30 spaces. Increase in disability parking and drop off zone near recreation centre

Both options included supporting the market, improving pedestrian crossings at either end of Gleadell



Street, widening the footpath outside the leisure centre for improved access and some tree planting, maintaining vehicle access and two-way traffic and providing a loading zone at the Bridge Road end and a bus drop off zone near the recreation centre / school sporting facilities.

Another key element of the engagement was asking community and key stakeholders what they liked or did not like about the ideas, rather than just picking one idea or 'concept' over the other. The purpose of this was to gain a good understanding of what was important to the community and key priorities to help inform future project stages and design of draft concepts.

2.2 Engagement activities

The Gleadell Street Project engagement activities were undertaken from 27 September to 14 November 2021. Details of the engagement activities are outlined in the below table.

Table 1: Schedule of engagement activity dates

Engagement Activity dates	Date	Time
Your Say Yarra project page live	27 September 2021	N/A
Feedback form - available online and in hard copy Feedback form was slightly modified for traders and business operators (See Appendix B – Gleadell Street Feedback Form)	27 September – 14 November 2021	N/A
Key stakeholder interviews (via Zoom)	6 – 19 October 2021	
Community online information and Q&A session	11 October 2021	7pm-8pm
Visit Gleadell St Market stall holders and Bridge Road traders to distribute information packs and feedback forms	23 October 2021	9am-1pm
Market stall holders' online information and Q&A session	26 October 2021	6pm-7pm
Place-Based Pop-Up Gleadell St Market (pick up stall holder's feedback forms)	30 October 2021	7am-1pm
Place-based Pop-Up Citizen's Park	31 October 2021	11am-2pm
Visit Bridge Road Traders to distribute information and feedback forms	31 October 2021	12pm-1pm
In-person onsite meeting with LEGS	31 October 2021	2.30pm-3.30pm
Placed-based Pop-Up Gleadell Street	11 November 2021	3pm-6pm

These activities were supported by a range of online and printed communications. Online communications included information on Council's website and social media channels, e-newsletters and email to Richmond Recreation Centre members. Printed communications included a mail-out of 1,830 postcards promoting the consultation to residents and businesses in the broader precinct surrounding the street, corflute signs placed around Gleadell Street and in Citizen's Park, information placed at Richmond



Recreation Centre. See Appendix C – Project poster and postcard.

There were 1,075 people who participated in the engagement activities. This comprised:

- 392 surveys completed (online and hard copy)
- 655 people engaged at the place-based neighbourhood pop-up events
- 9 participants in the key stakeholder interviews (from 7 groups)
- 5 participants at the community online information and Q&A session
- 9 market stall holders who attended their online information and Q&A session; and
- 5 representatives of the LEGS group who attended their in-person onsite meeting.

Note: It's assumed that some individuals participated in more than one engagement activity

In addition, there were 2,531 visits by 1,906 visitors to Council's Your Say Yarra project page and 396 contributions.



3. Description of participation profile

The engagement activities were designed to target the many users of Gleadell Street including those who live and work in the area, visitors and shoppers, students and the many groups who use services and facilities in the street. The broader general community could also participate by completing the online survey.

Participant demographic data was captured via the online and hard copy surveys (392 responses) and stakeholder interviews (9 people). Of those participants who provided an address, the majority of the 400, 80.5% (or 322) reported living in Richmond.

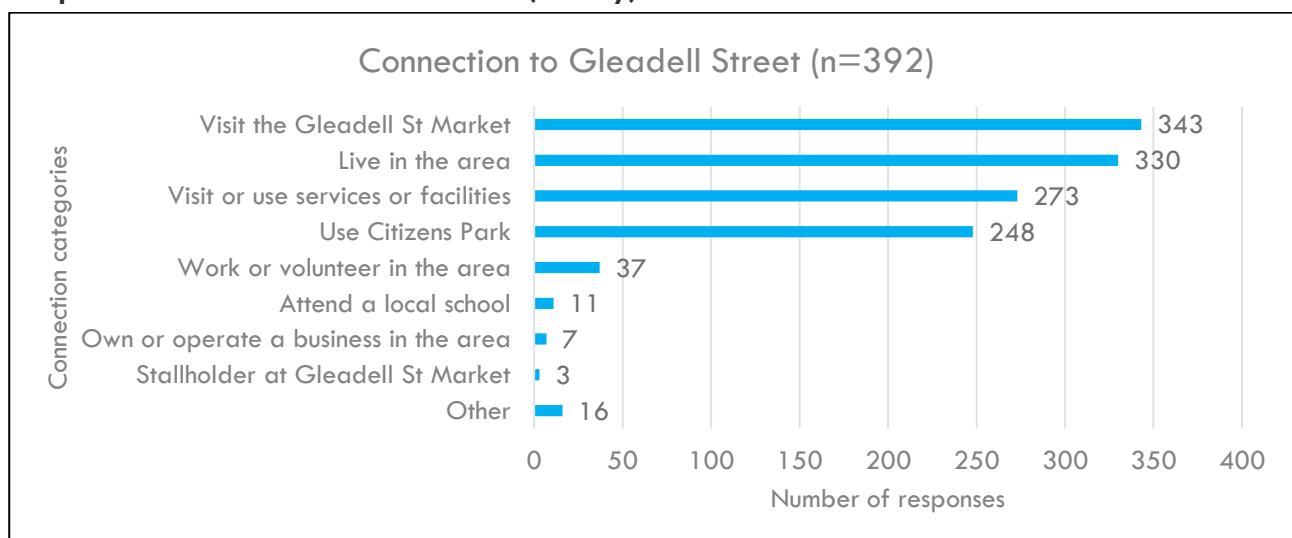
The demographic data reported in this section of the report is based off the 392 survey responses. No detailed demographic data are reported in relation to the online Q&A sessions, in-person meeting with LEGS and the place-based pop-up engagement activities. At all engagement activities people were encouraged to fill in a survey.

The findings presented in Section 5 of this report may be regarded as accurately reflecting the views of the participants. As there is some evidence of consistently recurring themes in the responses gathered across engagement activities, this encourages confidence in the findings. It is noted that some individuals may have participated in more than one engagement activity.

3.1 Connection/s to Gleadell Street

Survey respondents were asked to indicate their connections to Gleadell Street and could select all relevant responses. As shown in Graph 1, all response options were selected by the 392 respondents to varying degrees, reflecting a range of connections to the street. Many respondents indicated they visited the Gleadell Street Market (343 or 27.1%), lived in the area (330 or 26%), visited or used services and facilities (273 or 21.5%) and used Citizen's Park (248 or 19.6%).

Graph 1: Connection to Gleadell Street (Survey)



In addition, one or more representatives of the following groups participated in stakeholder interviews:

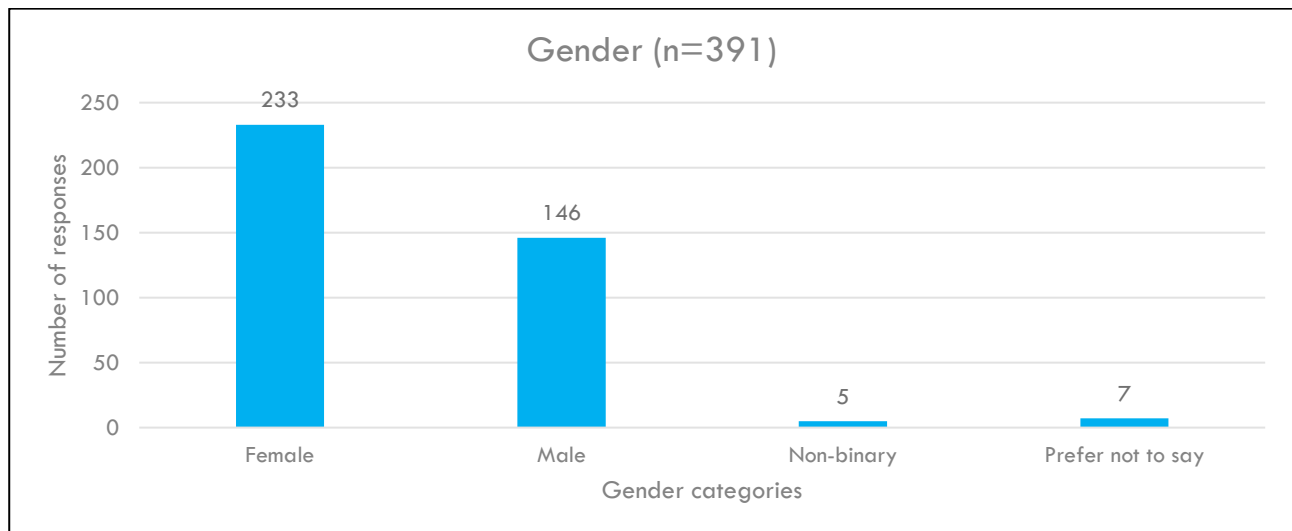


- 1000 Blessings (Highett Street)
- Australia Post (Gleadell Street)
- Lynall Hall High School (Gleadell Street)
- Richmond Bowls Club (Gleadell Street)
- Richmond Football Club (Highett Street)
- Richmond Harriers (Highett Street); and
- Richmond Recreation Centre (Gleadell Street).

3.2 Gender of participants

Survey respondents were asked to indicate their gender. All response options were selected by 391 respondents. The majority identified as *Female* (233 or 59.6%), 146 *Male* and 5 *Non-binary*.

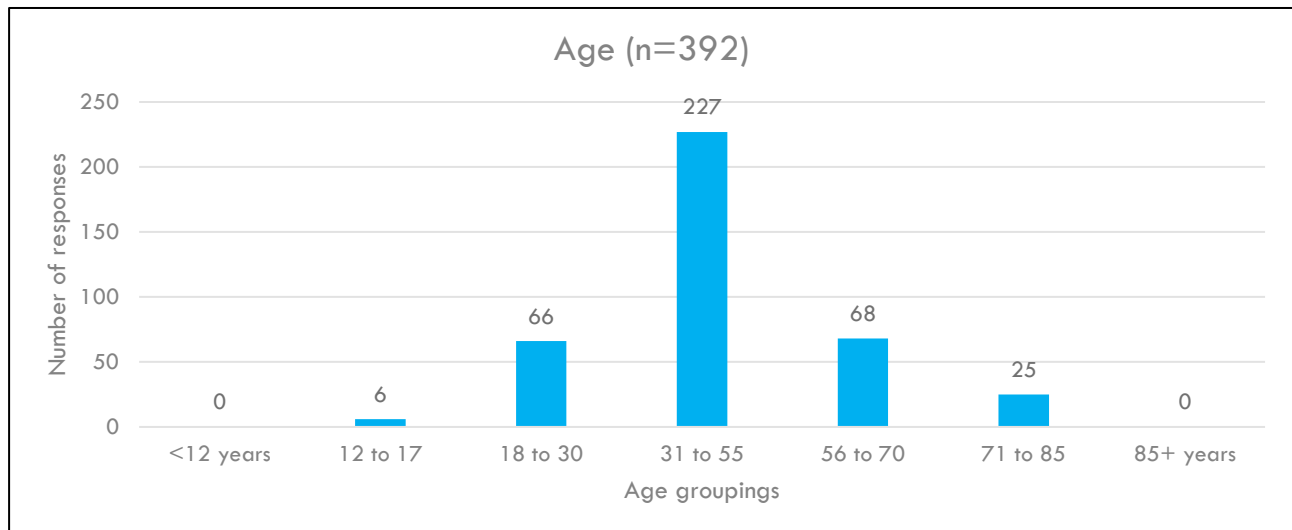
Graph 2: Gender of respondents (Survey)



3.3 Age of participants

Survey respondents were asked to indicate their age grouping. All age groupings were represented with the exception of under 12 years and 85 years and over. This question was answered by all survey respondents (392). Persons aged 31 to 55 years were particularly engaged (227 or 57.9%).

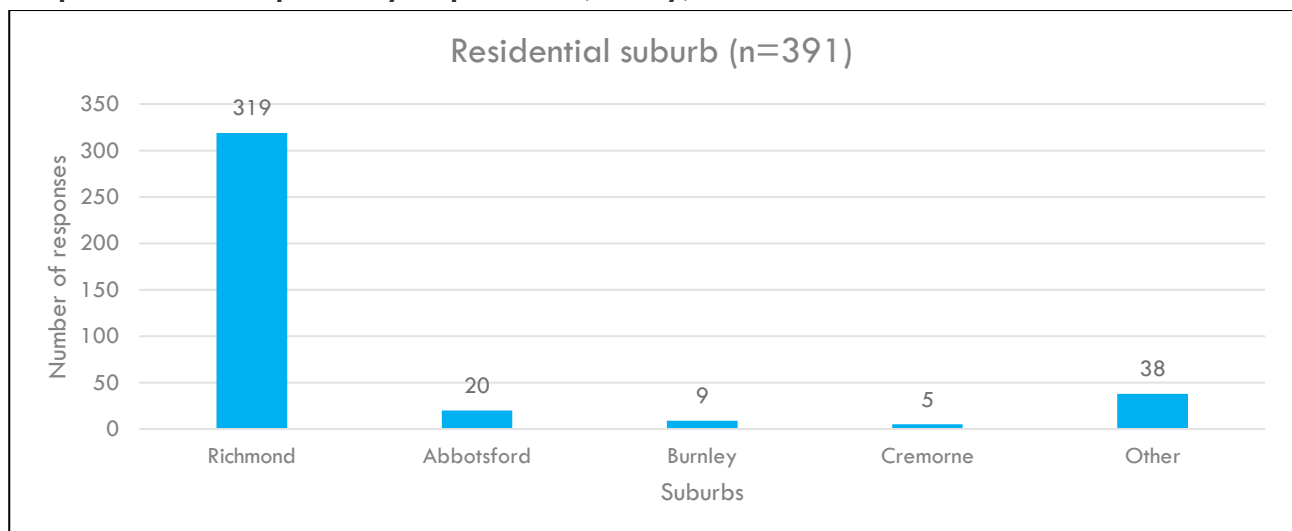
Graph 3: Age groupings of respondents (Survey)



3.4 Suburb

Survey respondents were asked to indicate an address or suburb. As shown in Graph 4, 391 of the 392 respondents indicated an address. The majority reported living in Richmond (319 or 81.6%).

Graph 4: Suburbs reported by respondents (Survey)



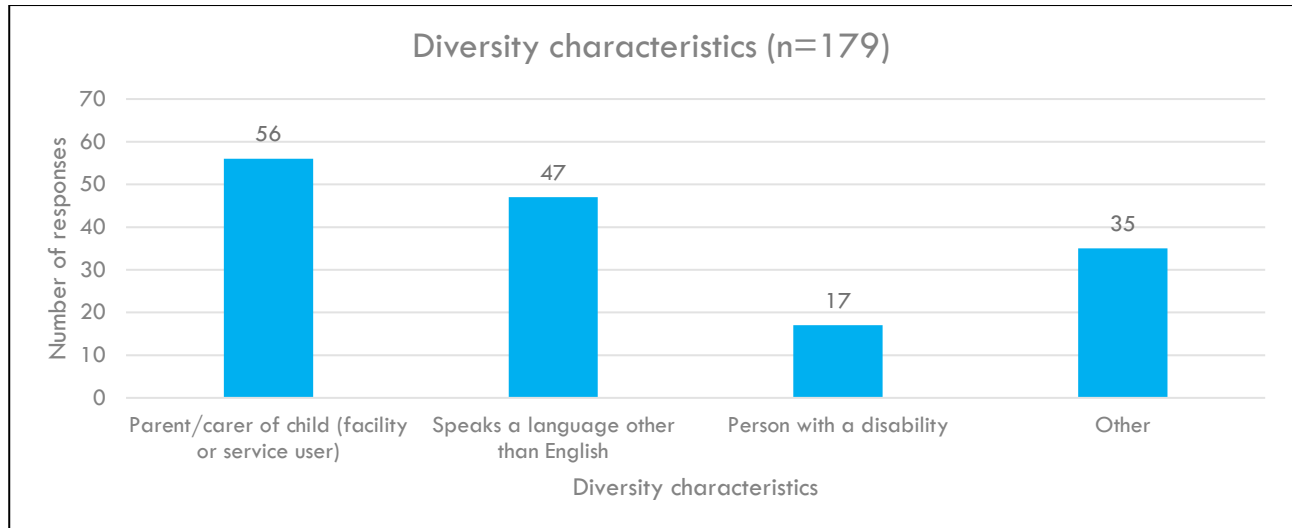
A total of 38 respondents provided a response under 'Other'. This included 16 who reported living within the City of Yarra (Abbotsford 1, Clifton Hill 4, Collingwood 8, Fitzroy 3) and 22 who live outside the municipality.

3.5 Diversity characteristics



Survey respondents were asked to indicate which diversity characteristics they identified with and to select all that apply. As shown in Graph 5, 162 people responded to this question selecting 179 different diversity characteristics. Many respondents identified as a parent/carer of a child and spoke a language other than English at home.

Graph 5: Diversity characteristics reported by respondents (Survey)



Of the 35 'Other' responses:

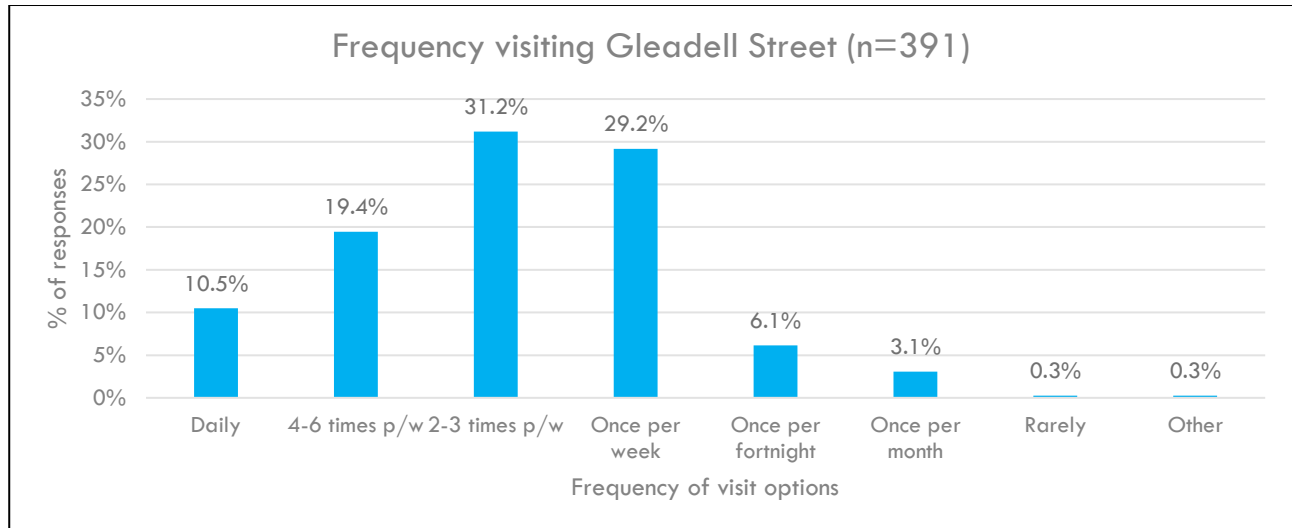
- 19 indicated they used the services and facilities in Gleadell Street as well as visiting the market (some of these respondents also indicated that they were local residents)
- 13 indicated they were local residents
- 2 identified as members of a local sporting group
- 1 identified as LGBTIQ+; and
- 1 indicated that they were a market stall holder.



3.6 Use of the Gleadell Street

Survey respondents were asked how often they use Gleadell Street. As shown in Graph 6, 391 people responded to this question. Majority of respondents indicated they used Gleadell Street regularly – 4-6 times per week (76 or 19.4%), 2-3 times per week (122 or 31.2%), and once a week (114 or 29.2%).

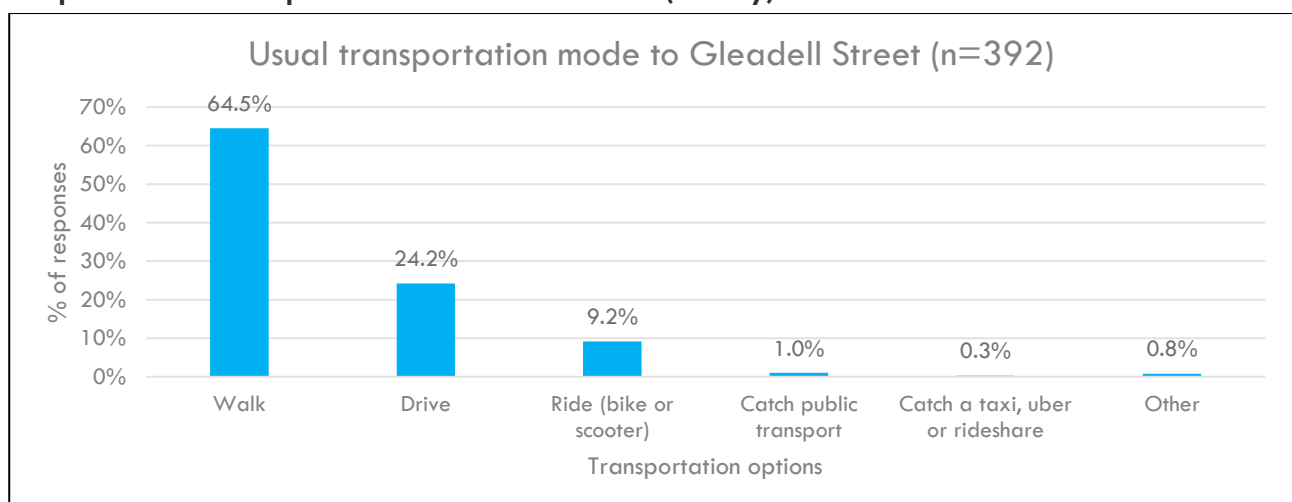
Graph 6: Use of Gleadell Street reported by respondents (Survey)



3.7 Accessing Gleadell Street

Survey respondents were asked how they get to Gleadell Street. As shown in Graph 7, all respondents (392) answered this question. Majority of respondents indicated they walked to Gleadell Street (253 or 64.5%). This could be reflective of the fact that over 80% of respondents indicated living in Richmond. This finding was also reflected at the pop-ups through a voting pod activity, where the majority of people indicated that they usually walk to Gleadell Street (211 out of 350 or 60%).

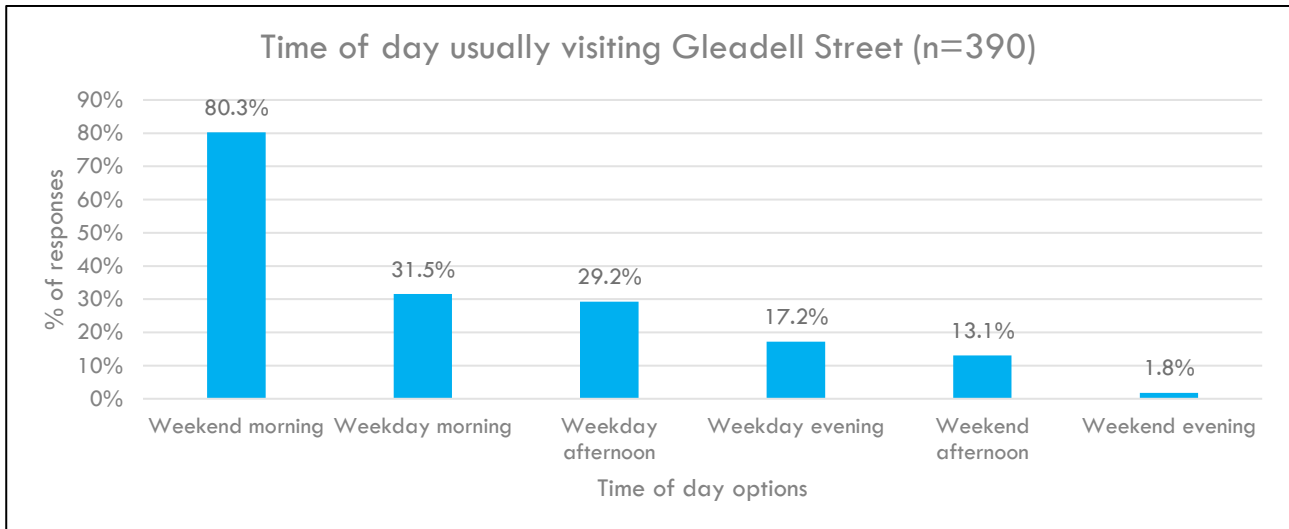
Graph 7: Usual transport mode to Gleadell Street (Survey)



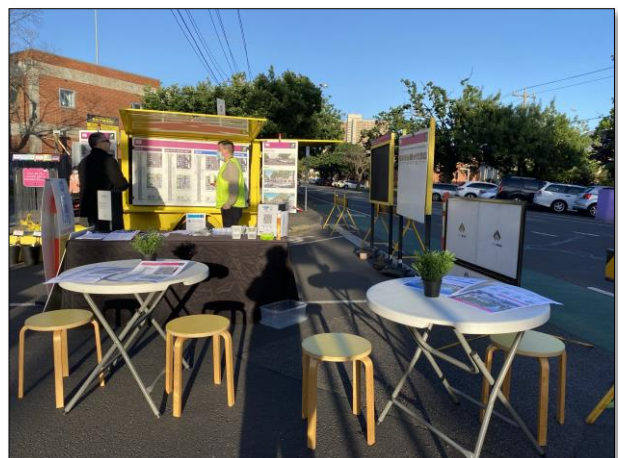
3.8 Visiting Gleadell Street

Survey respondents were asked when they usually visit Gleadell Street. As shown in Graph 8, all respondents (392) answered this question. Majority of respondents indicated they visit Gleadell Street in the morning on the weekend. This could be reflective of the high number of local residents who visit the Gleadell Street Market on a Saturday morning.

Graph 8: Time of day visiting Gleadell Street* (Survey)



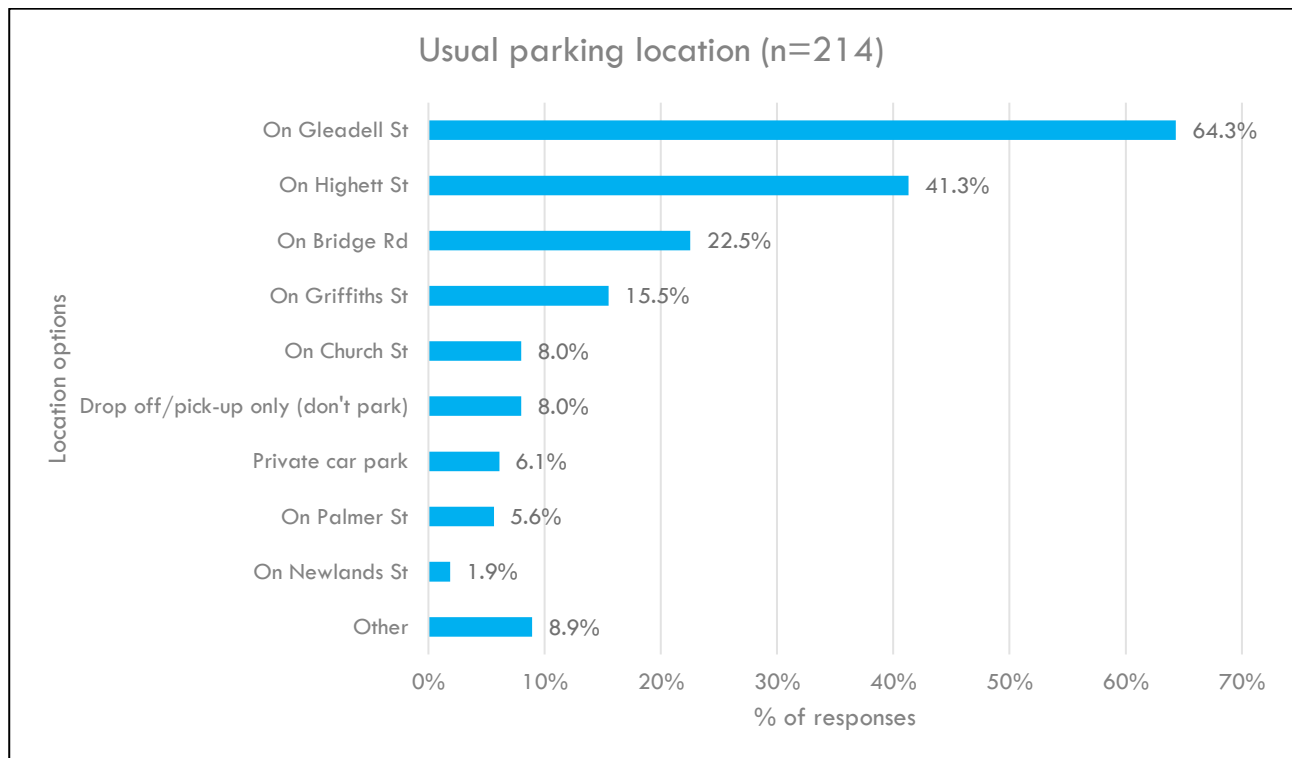
*Note: Overall total exceeds 100% as respondents were asked to select all timeslot options that apply



3.9 Parking on Gleadell Street

For those who drive to Gleadell Street, **survey respondents** were asked where they usually park. As shown in Graph 9, 214 respondents answered this question. Majority of respondents indicated they usually park in Gleadell Street (137 or 64.3%), on Highett Street (88 or 41.3%) or Bridge Road (48 or 22.5%).

Graph 9: Usual parking location when visiting Gleadell Street (Survey)



*Note: Overall total exceeds 100% as respondents were asked to select all location options that apply

Of the 19 'Other' responses people indicated they also park in:

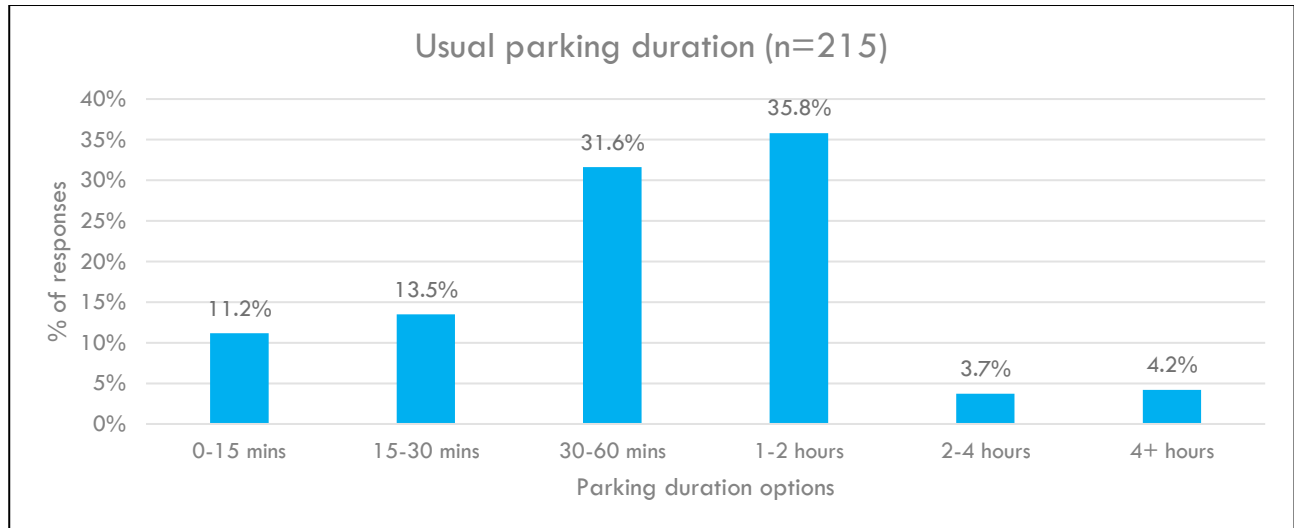
- Coppin Street (3)
- Somerset Street (2)
- any nearby street (3)
- driveway/ at home off street (2)
- Kent Street
- Griffiths Street
- Mary Street
- Murphy Street
- Market stall operator (2)
- Bike racks that are supplied
- Parking is a problem; and
- Walk from home.



3.10 Length of parking time

These **survey respondents** were asked how long they usually park for. As shown in Graph 10, 215 respondents answered this question. Majority of respondents indicated they usually park for 1-2 hours (77 or 35.8%) or 30-60 minutes (68 or 31.6%).

Graph 10: Usual parking duration (Survey)



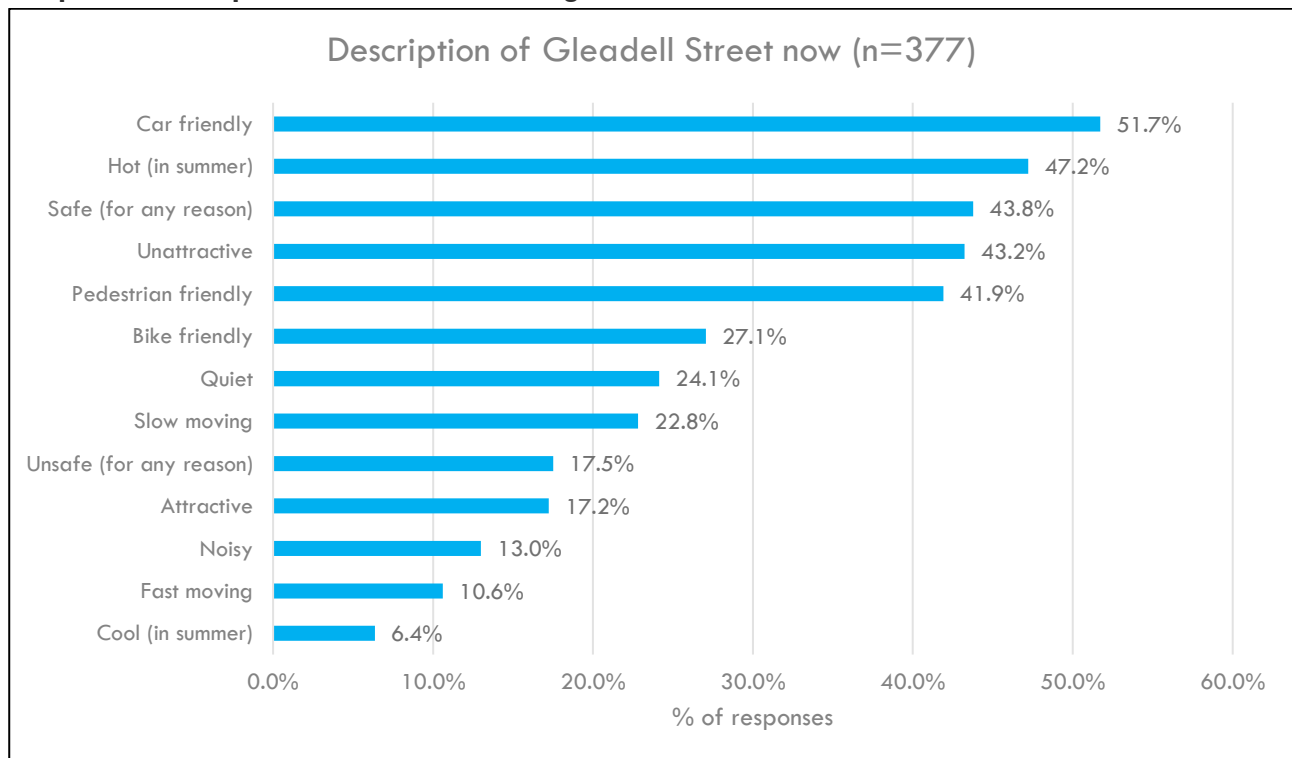
4. Findings from the analysis of the community feedback

This section reports the findings from the analysis of the community feedback gathered via the survey (online and hard copy) and place-based pop-up engagement activities. A total of 392 survey responses were submitted and around 655 people participated in the chatboard, voting pod or dotmocracy activities at pop-up events.

4.1 Description of Gleadell Street now

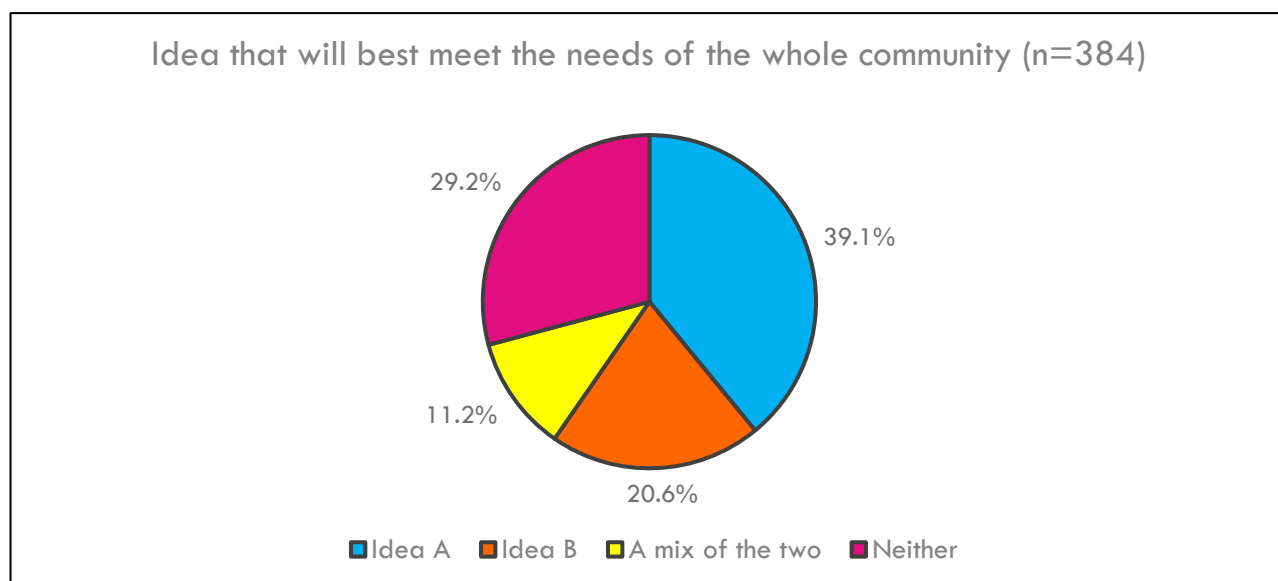
Survey respondents were asked “How would you describe Gleadell Street right now” and presented with a list of 13 elements. As shown in Graph 11, all elements were selected to varying degrees. The five descriptors most frequently selected were *Car friendly*; *Hot (in summer)*; *Safe (for any reason)*; *Unattractive* and *Pedestrian friendly* (41.9%).

Graph 11. Description of Gleadell Street right now



*Note: Overall total exceeds 100% as respondents were asked to select all description options that apply





4.2 Exploring concept design ideas that will best meet the needs of the community

Survey respondents were asked “Which idea for Gleadell Street do you think will best meet the needs of the whole community?” and presented with a list of four response options. As shown in Graph 12, all options were selected to varying degrees. The most frequently selected option was *Idea A* (39.1%).

Graph 12. Idea that will best meet the needs of the entire community

4.3 What participants like and dislike about Idea A

Survey respondents were asked “Which parts of Idea A do you like and why?” and 314 respondents provided a personalised response. Table 2 presents descriptive themes, summary statements and extracts from the analysis of the personalised feedback. Each theme is accompanied by a frequency indicator signalling the extent of references in the overall responses.

Verbatim comments from the community have been included for the most frequently mentioned topics.

Legend used for frequency indicators
Very high = 100+ references in feedback
High = 50-99
Moderate = 20-49
Low = <20

Table 2: Aspects that participants like about Design Idea A

Topics in responses grouped by themes	Frequency Indicator
Access and linkages (229 references)	
More pedestrian-friendly and better pedestrian access: widened footpaths and more space for an improved pedestrian experience, pedestrian crossings at both ends of the street	Very high



Topics in responses grouped by themes	Frequency Indicator
<p>Some comments from the community included:</p> <p><i>"Pedestrian crossing at both ends of the street. The wider footpath and new trees improve pedestrian access."</i></p> <p><i>"Trees and pedestrian access making a safer and more welcoming space."</i></p> <p><i>"Wider footpaths and places to gather, just better for pedestrians and for gathering."</i></p>	
<p>Mixed views about car parking spaces:</p> <ul style="list-style-type: none"> • Like having less parking and retaining some spaces (low) • Change to parallel parking, remove angle or nose-in parking, better visibility of pedestrians and cyclists (low) • Unhappy about the reduced parking or lack of parking (low) • Prefer no parking at all (low) <p>Some comments from the community included:</p> <p><i>"I love all the extra space for people, trees and community that is created by the removal of all the car parks. Fantastic!"</i></p> <p><i>"Wider foot paths less car parks so would be less car traffic."</i></p> <p><i>"People drive and need parking space. They will park in side streets causing more problems if spaces are removed."</i></p> <p><i>"Removing 60 parking spaces will be detrimental to the entire area."</i></p>	High
More bicycle-friendly, easy and safe cyclist movements: bike lanes and more space for cyclists for cyclist safety, encourages active transport	Moderate
Fewer cars and less car focussed	Moderate
Wider or widened road	Low
Improved access to Citizens Park: better access and connections to Citizens Park	Low
No cars allowed or one way would be better	Low
Comfort and image (192 references)	
<p>More trees, shade and green space: more trees, shrubs, plantings and greenery, more shade, greener streetscape and green areas</p> <p>Some comments from the community included:</p> <p><i>"More trees and shrubs."</i></p> <p><i>"More shade and greenery."</i></p> <p><i>"Increased greenery makes the street more appealing."</i></p> <p><i>"Green space, make the street a place to stay and use."</i></p>	Very high
Aesthetically appealing: looks attractive and inviting with a more pleasant outlook	Low
Safer for cyclist and pedestrian movements: slower and less vehicle movements, looks like a safer space	Low
Sociability (64 references)	
Relaxing space for people: more space for people to relax, stay, use, socialise and gather, more of a community focus and extra green spaces	Moderate
More seating: more seats, benches and places to sit	Moderate



Topics in responses grouped by themes	Frequency Indicator
Some comments from the community included: <i>“Create a plaza / piazza / pedestrian mall.”</i> <i>“Seating and gathering areas proposal as it isn't that welcome for non-shoppers during market times.”</i> <i>“Lots of trees and areas to sit.”</i>	
Welcoming place: pleasant and welcoming area, more inviting, user-friendly and fun for people	Low
Uses and activities (11 references)	
Market to continue and be enhanced: leave the Market as is, do not impact the Market as it is important, enhance the market experience for pedestrians and talk to the stall holders	Low
Other (65 references)	
Do not like much about Idea A: do not like it, it will not make much difference, dislike the focus on pedestrians and loss of parking, plant the trees at the park	Moderate
Leave the street as is: no need for change as the street works fine as it is, money can be better spent elsewhere	Low
Would like more detailed designs and to understand more	Low
Like everything, all of it	Low
General (individualised ideas)	Low

Survey respondents were asked “Which parts of Idea A don’t you like and why?” and 286 respondents provided a personalised response. Table 3 presents descriptive themes, summary statements and extracts from the analysis of the personalised feedback. Each theme is accompanied by a frequency indicator signalling the extent of references in the overall responses.

Table 3: Aspects that participants do not like about Idea A

Topics in responses grouped by themes	Frequency indicator
Access and linkages (251 references)	
Mixed views about car parking spaces: <ul style="list-style-type: none"> ▪ Parking loss not enough parking need more (very high) ▪ Concerns spill over due to reduced parking (low) ▪ Don’t want parking at all, proposed parking is too much (low) ▪ Do not want parallel parking (low) <p>Some comments from the community included: <i>“The loss of car parking spaces. Parallel parking on both sides of the street will create bottlenecks and frustrate drivers particularly in the evenings when people are arriving for organised sport at one of the 8 venues in the street.”</i> <i>“Removes more car parking which will push it into surrounding streets.”</i> <i>“Keep parking on one side only to open space for public to meet and more trees. Too much parking.”</i></p>	Very high



<i>"Car parking - take the cars out."</i>	
Limits access to local facilities and services: limits access to sports facilities, park, shops, Post Office in Gleadell Street, restaurants and businesses in Gleadell Street and Bridge Road, particularly for those who need to drive	Moderate
Still too many cars: less cars, make the space less car focused and vehicle dominant, reduce or discourage vehicle car, less of a thoroughfare for cars or have no car access at all	Moderate
Street design and narrower road: street will become too narrow, still looks too busy as a two-way street, close the road, remove the kerbing or have it all at one level	Moderate
More bicycle-friendly, easy and safe cyclist movements: <ul style="list-style-type: none"> ▪ Separated or dedicated bike lanes and bike paths for cyclist safety and more infrastructure such as bike parking options (low) ▪ Don't like bikes (low) 	Low
Needs to be more pedestrian-friendly: more accessible and safer for pedestrians, wider footpaths and more space for pedestrians, more pedestrian crossings	Low
Needs drop off points and short term parking options	Low
Access for all-abilities: add ramp to Citizens Park and disabled parking spaces	Low
Uses and activities (38 references)	
Anything that disrupts or affects the viability of the Market: less space for the Market and stalls due to a narrower street, negative impact on market traders and ability to set up stalls, comprises accessibility to market stalls Some comments from the community included: <i>"Anything that impacts the viability of the market to function."</i> <i>"No market, no sense of community getting together. We need to support local businesses more, especially after a pandemic."</i> <i>"Please do not impact the market. You think this won't, they think it will. I'm with them!"</i> <i>"I am not sure plans have taken into consideration the functionality of a working market; I hope the ideas around trees and sidewalks are not a hindrance to the operational aspects of the market."</i>	Moderate
Comfort and image (34 references)	
Mixed views about trees and greenery: <ul style="list-style-type: none"> ▪ Like the trees, prefer more trees and greenery (low) ▪ Prefer less trees, taking up space (low) 	Low
Make it safer for pedestrians and cyclists to move: reduce speed limits, introduce traffic calming devices, increase safety for pedestrians, cyclists and cars or create shared zones	Low
Concerns about loitering and safety in the new space: concerns about drug usage/deals or loitering in the space and safety at night	Low
Make the area more attractive: more art, artwork or coloured pavement	Low
Sociability (13 references)	
Mixed views about community space: <ul style="list-style-type: none"> ▪ Would prefer community hub, multi-purpose and meeting spaces and areas for children to play and activities (low) 	Low



▪ Not needed, will not be used (low)	
More seating: more seating and areas to sit under trees	Low
Other (46 references)	
It looks great: like all of it, no suggestions	Low
Leave the street as is: no need for change as the street works fine as it is, money can be better spent elsewhere	Low
Do not like much about Idea A: do not like it, less parking and road space	Low
Would like more detailed designs and to understand more	Low
General (individualised ideas)	Low

4.4 What participants like and dislike about Idea B

Survey respondents were asked “Which parts of Idea B do you like and why?” and 274 respondents provided a personalised response. Table 4 presents descriptive themes, summary statements and extracts from the analysis of the personalised feedback. Each theme is accompanied by a frequency indicator signalling the extent of references in the overall responses.

Legend used for frequency indicators
Very high = 100+ references in feedback
High = 50-99
Moderate = 20-49
Low = <20

Table 4: Aspects that participants like about Design Idea B

Topics in responses grouped by themes	Frequency Indicator
Access and linkages (152 responses)	
<p>Mixed views about car parking spaces:</p> <ul style="list-style-type: none"> ▪ Parking is good or better, less reduction than Idea A, retains some spaces (high) ▪ Retain angle parking (low) ▪ Don't remove parking, have accessible parking and wider spaces (low) ▪ Prefer parallel parking (low) ▪ Prefer less parking or no parking at all (low) <p>Some comments from the community included:</p> <p><i>“Less park spots are lost.”</i></p> <p><i>“Still a good amount of parking on the street but also greenery is nice.”</i></p> <p><i>“It's better than plan A as it has more car parks. Remember not everyone wants to use public transport or can walk.”</i></p> <p><i>“I don't mind the mixture of parking. Angle and parallel, could work.”</i></p> <p><i>“If there has to be any parking at all in Gleadell (my preference would be for none at all) then I'd probably prefer some angle parking to stay.”</i></p> <p><i>“I don't like it, too many car spaces.”</i></p>	Very high



<p>More pedestrian-friendly and easier pedestrian movements: more accessible for pedestrians, wider footpaths, enhanced walkways, improved pedestrian crossings at southern end</p> <p>Some comments from the community included:</p> <p><i>“Wider footpaths in one area. Encourages pedestrian activation of the space.”</i></p> <p><i>“Improved crossings at each end of the street.”</i></p> <p><i>“Allows an improved balance of foot, cycling and vehicular access with improved greening of public space”</i></p> <p><i>“The improved pedestrian crossing, wider footpath and new trees will improve the public amenity.”</i></p>	Moderate
Too many cars: too many cars, prefer less car focused	Low
Facilities for cyclists: dedicated bike lane and storage	Low
Parking proximity to local facilities and services: access to sports facilities, park, school, child care, shops, post office and restaurants on Bridge Road	Low
Better all-abilities access: disabled parking bays	Low
Comfort and image (102 responses)	
<p>More trees, street planting and green space: additional trees, shrubs, plantings and greenery, more shade, greener streetscape and green areas</p> <p>Some comments from the community included:</p> <p><i>“More tree coverage, relaxation areas and wider pavements.”</i></p> <p><i>“The trees and shaded area.”</i></p> <p><i>“Greenery will make the street more appealing.”</i></p> <p><i>“I like that it still managed to identify an opportunity for green spaces.”</i></p>	High
Aesthetically appealing: more appealing and comfortable, better public amenities and creative features	Low
Lighting and well-lit streets	Low
Uses and activities (17 responses)	
Market to continue and have more space: doesn't inhibit market operations or impact the market experience, more room for stalls, access and parking for stall holders	Low
Sociability (17 responses)	
More seating: more seating and sitting areas including some near Bridge Road	Low
<p>Gathering space for people: more space for people to gather and relax</p> <p>Some comments from the community included:</p> <p><i>“The tree planting and places to sit and gather”</i></p> <p><i>“Sitting spaces near Bridge Road.”</i></p> <p><i>“More tree coverage, relaxation areas, wider pavements.”</i></p>	Low
Other (98 responses)	
Do not like much about Idea B: do not like it, it will not make much difference, dislike the focus on pedestrians and loss of parking, plant the trees at the park	High
Better than current situation: a good compromise, practical, good balance between space, parking and trees and better than Idea A	Moderate



Same feedback as per previous answers for Idea A	Low
Leave the street as is: no need for change as the street works fine as it is, money can be better spent elsewhere	Low
Like everything, all of it	Low
General (individualised ideas)	Low

Survey respondents were asked “Which parts of Idea B don’t you like and why?” and 267 respondents provided a personalised response. Table 5 presents descriptive themes, summary statements and extracts from the analysis of the personalised feedback. Each theme is accompanied by a frequency indicator signalling the extent of references in the overall responses.

Table 5: Aspects that participants do not like about Idea B

Topics in responses grouped by themes	Frequency indicator
Access and linkages (178 references)	
Mixed views about car parking spaces: <ul style="list-style-type: none"> Too many car parking spaces, prefer less parking (moderate) Less or reduced parking, removal of parking spaces (moderate) Do not like angle parking, concerns about angle parking (low) Retain all parking, need more parking (low) Retain angle parking and parallel parking (low) <p>Some comments from the community included:</p> <p><i>“It would be better if the number of car parking spaces lost could be minimised further.”</i></p> <p><i>“This is a sporting precinct which needs more parking, not less.”</i></p> <p><i>“Still loss of 30 much needed car parking spaces.”</i></p> <p><i>“Parking spaces are important and at least this plan does not reduce them by as many as plan A.”</i></p> <p><i>“Cars and parking are too accommodated.”</i></p> <p><i>“Too supportive of car use and car parking. “</i></p>	High
Too many cars: too many cars, prefer less car focused <p>Some comments from the community included:</p> <p><i>“Maintains the street as a vehicle dominated space.”</i></p> <p><i>“I don’t want people to be encouraged to drive.”</i></p> <p><i>“Cars seem to have a preference in a local back street. This should be for community members to walk and enjoy with excessive vehicle noise and pollution.”</i></p> <p><i>“Still too car centric. Let’s remove cars from Gleadell St.”</i></p>	Moderate
Less pedestrian-friendly: no change to footpath width, less space for pedestrians, less improvements to pedestrian amenities <p>Some comments from the community included:</p> <p><i>“Limited space for walkers and limited space for meeting and seating and gathering.”</i></p> <p><i>“Lack extra space for pedestrians - really need that”</i></p> <p><i>“Really like the idea of a wider footpath, so don’t like this one.”</i></p>	Moderate



<i>"Still too much parking and not as pedestrian friendly as plan A."</i>	
Street design and narrower road: dislike the narrow road and car parking design, need better integration with neighbouring streets, park and public facilities, remove the kerbing	Low
No improvements for bikes: no separate bike lane or improvements for cyclist safety	Low
Access to Citizens Park: better access and connections to Citizens Park	Low
Limits access to pool and traders	Low
Prefer car free on Market days except for disabled parking	Low
Comfort and image (33 references)	
Mixed views about trees: <ul style="list-style-type: none"> Location of trees and trees taking up parking and market spaces (low) Less trees, shade, greenery and green areas (low) 	Low
Lack of safety for pedestrians and cyclists to move: lack of safety on footpaths and roads, encourages use of cars with cars reversing into traffic, not a shared space feel	Low
Space looks good: like the look of the space, could have less pavement	Low
Concerns about drug usage/deals in the space	Low
Uses and activities (21 references)	
Do not want Market to be disrupted or impacted: doesn't inhibit market operations or impact the market experience, space for the Market, access and parking for stall holders Some comments from the community included: <i>"Please do not impact the market, focus on other streets."</i> <i>"There is no provision for the market."</i> <i>"Not sure how the market is incorporated into either of these plans."</i>	Moderate
No electric vehicle chargers	Low
Sociability (12 references)	
More seating in specific locations: more seating, seating to be located where people or at the park	Low
Limited space for socialising: minimal improvement in community space, less spacious, limited spaces to gather and socialise	Low
Other (90 references)	
Idea B is my preference, looks okay: There is nothing I dislike, happy with this, no suggestions	Moderate
Not enough change: too similar, too little change, doesn't go far enough	Low
Do not like Idea B: do not like it, it will not make much difference, dislike the focus on pedestrians and loss of parking, plant the trees at the park	Low
Same feedback as per previous answers	Low
Leave the street as is: no need for change as the street works fine as it is, money can be better spent elsewhere	Low
Would like more detailed designs and to understand more	Low
General (individualised ideas)	Low



4.5 Making Gleadell Street more user-friendly, most important elements and priorities

Survey respondents were asked “Thinking about your experience, what would you change to make Gleadell Street more user friendly and enjoyable for the community?” and 348 respondents provided a personalised response. Table 6 presents descriptive themes, summary statements and extracts from the analysis of the personalised feedback. Each theme is accompanied by a frequency indicator signalling the extent of references in the overall responses.

Legend used for frequency indicators
Very high = 100+ references in feedback
High = 50-99
Moderate = 20-49
Low = <20

Table 6: Changes that would make Gleadell Street more user friendly and enjoyable for the community (Survey)

Topics in responses grouped by themes	Frequency indicator
Access and linkages (291 references)	
More pedestrian-friendly and easier pedestrian movements: more accessible for pedestrians, wider footpaths and more space for pedestrians, more pedestrian crossings (specifically at Highbury Street end and at both ends of the street), extend pavement to permit movement behind stalls and when market is operating, walking paths on public land going N-S and E-W and footpaths repairs for better quality walkways	High
Car parking spaces: <ul style="list-style-type: none"> Retain the car parking spaces or if removed, add more elsewhere (nearby or build a multi-storey car park) (low) Less or no car parking (low) Remove angle or nose-in parking to avoid cars reversing, consider parallel (low) Change the parking, better parking or individualised parking (low) 	High
Reduce traffic and less cars: less cars and traffic, make the space less car focused and vehicle dominant, reduce or discourage vehicle car, less of a thoroughfare for cars or have no cars at all	High
More bicycle-friendly, easy and safe cyclist movements: Marked and protected bike lanes and more space for cyclists for cyclist safety and more infrastructure such as bike parking options	Moderate
Alter traffic flow and road design: permanent road closure, no through road or one way traffic flow only, change road width, using traffic calming devices, remove gutters and replace with spoon drains	Moderate
Better integration of Citizens Park: integrate Citizens Park, better access to Citizens Park and lower the access to the oval	Moderate
Better all-abilities access: better disability access or handrail from street to Citizens	Low



Topics in responses grouped by themes	Frequency indicator
Park, more wheelchair and pram friendly, allocate some disabled parking bays, ensure the pool, post office and children care centre are accessible	
Ensure design changes do not affect stall holder or trader access: Make it easy for stall holders to access market stalls and parking, allow stall holders to bring in their vehicles	Low
Allow drop-off access and deliveries	Low
Comfort and image (243 references)	
More trees, shade and green space: more trees that are carefully selected and positioned, more shrubs, plantings, shade trees to reduce heat, gardens, flora and green areas	Very high
Make it safer for pedestrians and cyclists to move: reduce speed limits (to 20 or 30 Km/h to increase safety for pedestrians, cyclists and cars, create shared zones, increase separation between bikes and cars, improve visibility when parked and reversing to improve safety	Moderate
Make the area clean and attractive: improve the streetscape, make it more aesthetically appealing by adding sculptures or colourful artwork, have less concrete and asphalt, more cobblestone/paving, have engaging signage and bins emptied more regularly	Moderate
Make it feel safer by improving lighting: improve lighting, better lighting, more lighting at night particularly for pedestrians returning to cars and walking around the park	Moderate
Sociability (96 references)	
More seating, benches and tables: more seating and public rest areas, outdoor seats, park benches, street furniture, informal areas to sit with friends and for market or café patrons	High
Create a community meeting space, hub or pedestrian mall: create a civic and community space, meeting places, make a plaza, more mall-like, a community piazza feeling, local community precinct or community hub	Low
More public amenities: more bins, toilets, water fountains, BBQ area, picnic tables, and dog bags	Low
Make the area feel welcoming: feel more welcoming, vibrant, a community vibe, where people are happy and create more reasons to visit and linger	Low
Uses and activities (75 references)	
Market to continue, be protected and improved: love the vibe of the market and the stall holders. To enhance the market experience improve the general attractiveness, have more pedestrian space between stalls, increase stalls and variety of stall holders, make access easy for stall holders	High
Activations, events and activities: more and expanded markets (on Sundays, at night), pop up stalls by local cafes/art businesses, rotating maker/artist stalls, music, events after the market, hospitality options, general activation, food trucks, programs for kids and support for homeless people	Low
Focus on sustainability: More sustainable, public charge points for electric vehicles	Low



Topics in responses grouped by themes	Frequency indicator
Other (67 references)	
It is fine as it is, no change necessary, nothing or not much	Moderate
Lot of people bring dogs, fewer dogs or ban dogs (unsafe or unhygienic)	Low
Provide dog park or dog fountain/infrastructure	Low
Broaden scope of design ideas, include immediate streets such as Somerset Street and strips along Citizen Park that border Highett Street	Low
Other – individualised ideas	Low

Place-based pop-up Chatboard participants were asked “What would you change to make Gleadell Street more user friendly and enjoyable for the community?” and 32 ideas were submitted. Table 7 presents descriptive themes, summary statements and extracts from the analysis of the personalised feedback. Given the volume of feedback, frequency indicators are not included.

Table 7: Changes that would make Gleadell Street more user friendly and enjoyable for the community (Chatboard)

Topics in responses grouped by themes
Uses and activities (11 references)
<ul style="list-style-type: none"> ▪ Night Market ▪ Graffiti Wall ▪ Live music ▪ Pop-up art galleries and shops ▪ Doggy Daycare ▪ Street art exhibition/pop up shops ▪ Live music, outdoor dining
Market
<ul style="list-style-type: none"> ▪ Really easy access for market set up ▪ Power for the traders ▪ Keep market vibe and prices the same ▪ No disruption to how market trades
Access and linkages (6 references)
<ul style="list-style-type: none"> ▪ Minimum loss of parking ▪ Wheel chair accessible ▪ Buses during the week ▪ Open available parking during weekends ▪ Better connection to Citizens Park from Gleadell Street ▪ 45 degree parking is easier
Comfort and image (5 references)
<ul style="list-style-type: none"> ▪ Tree and shade for stalls and shoppers ▪ More shade ▪ More trees

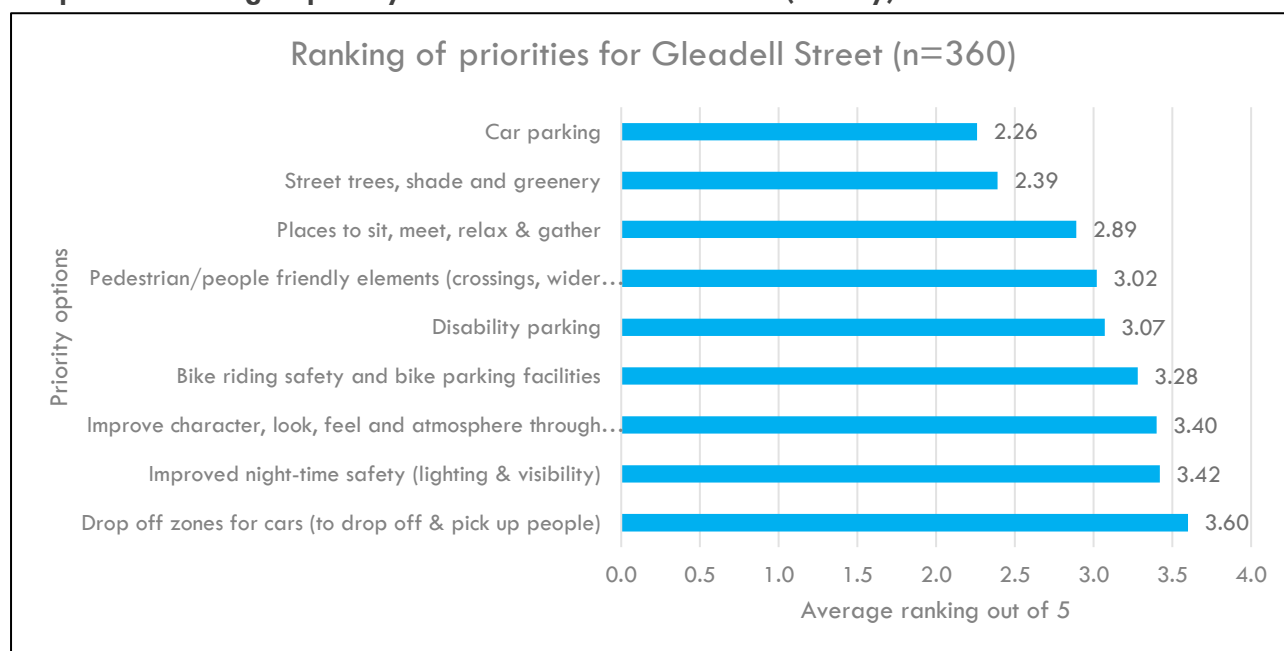


<ul style="list-style-type: none"> ▪ Permanent shade cover structure that could be over cars and then used for market stalls/events ▪ Trees and plants
Sociability (5 references)
More seats and public spaces <ul style="list-style-type: none"> ▪ BBQs at Gleadell Street end ▪ Close the street totally and do something like Yarraville ▪ Close the street ▪ Pedestrianise the street
Other (5 references)
<ul style="list-style-type: none"> ▪ Highett Street should have 'street market' signs for Saturday ▪ Leave it just the way it is ▪ More space for dogs and dog poo bags ▪ Parklets ▪ Remove curbs-spoon drain-mall feel paving

4.6 Ranking top priorities for Gleadell Street

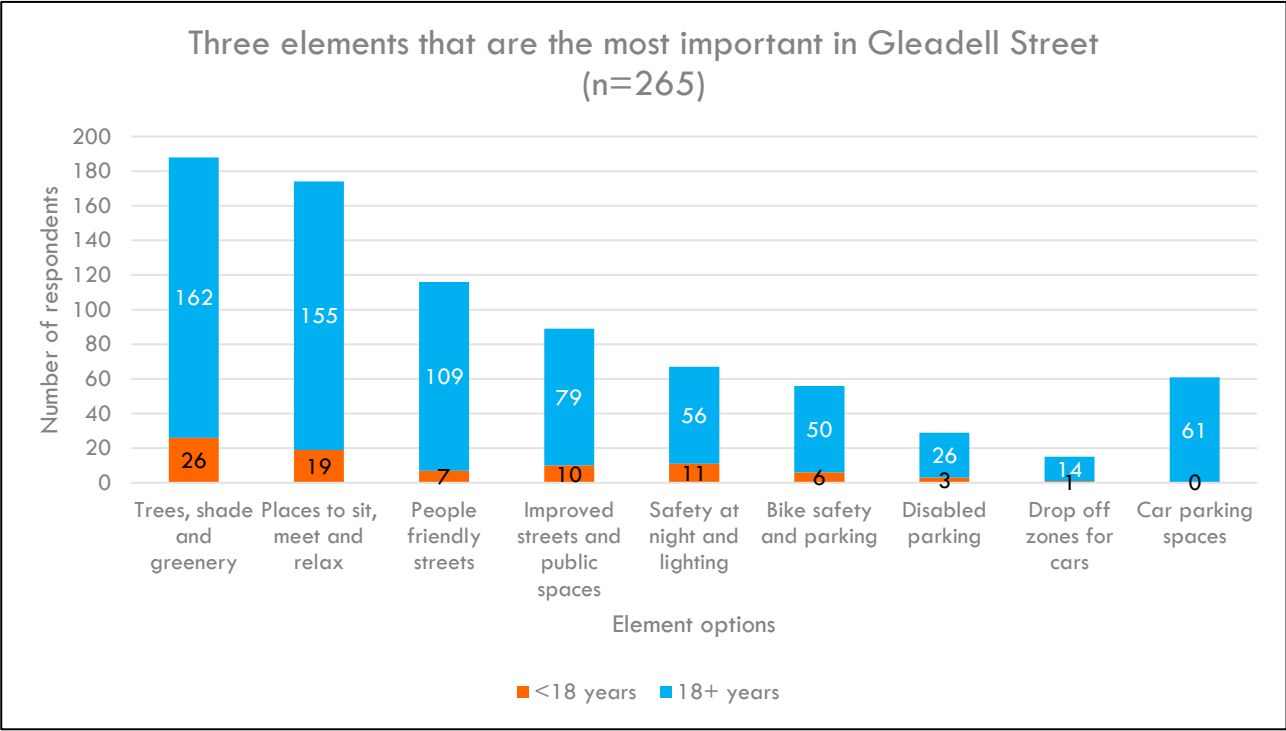
Survey respondents were asked “These might all be important, but how would you rank your top 5 priorities for the street? (1=Most important, 5=Less important)” and presented with a list of eight elements. Elements were selected to varying degrees, **with the lowest ranking score indicating the most important priority**. As shown in Graph 13, the three most important priorities based on mean average scores are *Car parking*; *Street trees, shade and greenery*; and *Places to sit, meet, relax and gather*.

Graph 13. Ranking of priority elements for Gleadell Street (Survey)



Place-based pop-up Dotmocracy participants were asked “What three elements are the most important to you in Gleadell Street?” and presented with a list of nine elements. As shown in Graph 14, all elements were selected to varying degrees. The two important elements identified by both persons aged under 18 years and those aged 18 years and over are *Trees, shade and greenery*; and *Places to sit, meet and relax*. (It should be noted that the majority of people who attended pop-ups indicated they walked, which may explain the lower number of votes for car parking in this exercise).

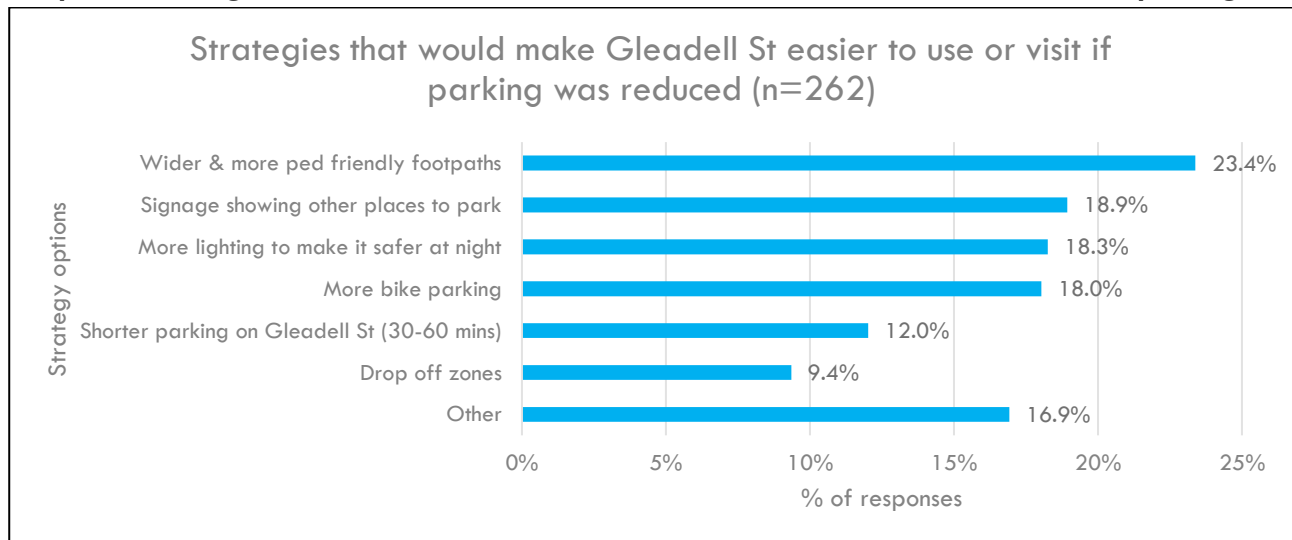
Graph 14. Most important elements for Gleadell Street (Dotmocracy)



4.7 Strategies to make Gleadell Street easier to use if parking was reduced

Survey respondents were asked “If there was a reduction in parking in Gleadell Street to make it a more pedestrian and people friendly space, what would make it easier for you to use or visit?” and presented with a list of six options and ‘other’. As shown in Graph 15, all strategies were selected to varying degrees. The most frequently selected option was *Wider and more pedestrian friendly footpaths*.

Graph 15. Strategies to make Gleadell Street easier to use if there was a reduction in parking



76 respondents selected ‘Other’ and provided a personalised response which have been summarised below. Where multiple responses refer to the same topic the number is shown in brackets:

- Don’t reduce parking, we need parking for the area (39)
- None of the above or these options will help (6)
- Provide disabled parking spaces (4)
- Provide drop off or short term parking zones (near Bridge Road and Highett Street ends, school, Post Office) (3)
- Build a multi-storey car park (2)
- Parking spaces for traders and stall holders (2)
- Better access through to Griffiths Street e.g. either side of Rec Centre, more parking in wider surrounding streets such as Palmer
- Build an underground car park
- Designated parking spots for charging electric vehicles with 30min and 1hr limits
- Don’t park on Gleadell Street
- Free parking for the away football teams to park
- I walk and love the street
- If you keep parking have it on one side of the road only, do not reduce parking time
- It is not going to be a pedestrian mall so keep car parking reduction to a minimum
- Market is always on when I visit, so not an issue for me
- More seating...tier the citizen park access with blue stone steps to sit on. more community notice boards
- No cars and no car spaces
- No increase for bike riders, they can be dangerous to pedestrians and car drivers.
- Off street parking
- One hour parking



- One way traffic
- Parking needs to be more than 30 minutes for child swim lessons
- Pedestrians should be prioritised, especially as students from RHS circulate from the academic campus to the sport facilities. Most people using this space live nearby and don't need to drive there
- Remove steps coming down from Citizens Park and turn convert to a pram and bike friendly ramp
- Shared pavement zone, allowing vehicles to travel and park, but with pedestrian priority
- Town planning to increase parking spaces in residential and commercial development

4.8 Other aspects to consider and ideas for the draft Concept Design for Gleadell Street

Survey respondents were asked “What else should we consider when developing a draft concept design for Gleadell Street, so we can meet the needs of the whole community?” and 293 respondents provided a personalised response. Table 8 presents descriptive themes, summary statements and extracts from the analysis of the personalised feedback. Each theme is accompanied by a frequency indicator signalling the extent of references in the overall responses.

Legend used for frequency indicators
Very high = 100+ references in feedback
High = 50-99
Moderate = 20-49
Low = <20

Table 8: Summary table of other considerations for the draft concept design for Gleadell Street

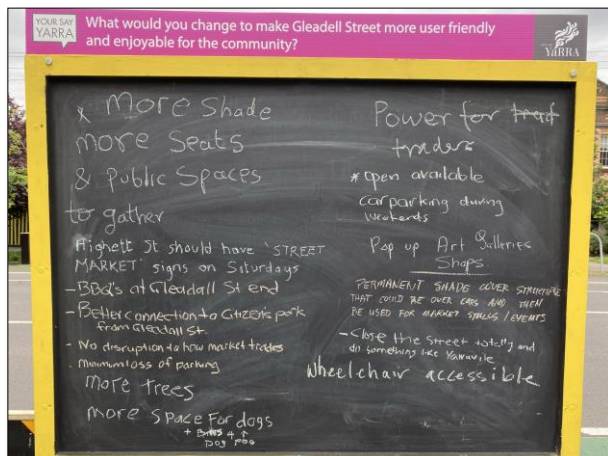
Topics in responses grouped by themes	Frequency indicator
Access and linkages (143 references)	
Mixed views about car parking spaces: <ul style="list-style-type: none"> ▪ Retain the car parking spaces, spaces are needed due to developments and growth (moderate) ▪ Access to short-term parking spaces for dropping off and car sharing (low) ▪ Reducing the number spaces will put pressure elsewhere (low) ▪ Want fewer or no parking spaces (low) 	Moderate
Mixed views about car access: <ul style="list-style-type: none"> ▪ Less cars or make it car free (moderate) ▪ Need to accommodate some cars (low) 	Moderate
Consider other design elements: <ul style="list-style-type: none"> ▪ consider one way, make it a shared zone, remove kerbs, consider spoon drains and better integration of Citizens Park and neighbouring streets 	Moderate
Improved accessibility, for all-abilities: some parking provision for persons who are less mobile, those with disabilities, who are ageing or not able to use active transport and better access to Citizens Park, leisure centre and Town Hall	Low
Prioritise pedestrians: <ul style="list-style-type: none"> ▪ more pedestrian-friendly and accessible for pedestrians, wider footpaths and improved walkways 	Low



Topics in responses grouped by themes	Frequency indicator
Mixed views on prioritising cyclists: <ul style="list-style-type: none"> bicycle-friendly, easy and safe cyclist movements, protected bike lanes and more space for cyclists for cyclist safety and more infrastructure such as bike parking and a bike pump station (low) cyclists are dangerous especially on footpaths, there are other bike lanes and they are not needed on Gleadell Street (low) 	Low
Uses and activities (104 references)	
The Market is important, should continue and be protected: <ul style="list-style-type: none"> don't inhibit market operations or impact the market experience, provide more space, enhance the market experience, access and parking for stall holders 	High
Activations, events and activities: <ul style="list-style-type: none"> outdoor concerts, live music, concerts, festivals, general activation and food vans 	Low
Incorporate sustainability elements: <ul style="list-style-type: none"> solar powered lights and paths, high speed charge points for electric vehicles 	Low
Comfort and image (73 references)	
More trees, shade and green space: <ul style="list-style-type: none"> more trees, shrubs, plantings, shade trees to reduce heat, gardens and green areas 	Moderate
Safety and lighting are important: <ul style="list-style-type: none"> improving lighting, more lighting at night 	Low
Concerns about pedestrians and cyclist safety: <ul style="list-style-type: none"> concerns about safety on footpaths and roads, particularly for school children 	Low
Make the area clean and attractive: <ul style="list-style-type: none"> make it clean and inviting, no graffiti, better paving, sculptures or tasteful artwork, incorporation of Aboriginal art 	Low
Concerns about loitering: concerns about drug usage/deals or loitering	Low
Sociability (54 references)	
More seating: <ul style="list-style-type: none"> more seats, tables and chairs to sit and relax, seating that is under cover or with shade 	Low
Create a community hub or pedestrian mall: <ul style="list-style-type: none"> create community space, meeting places, local community hub 	Low
Create spaces for the community to gather: <ul style="list-style-type: none"> meeting spaces, flexible spaces for the community to gather 	Low
More public amenities: <ul style="list-style-type: none"> outdoor gym equipment, water fountains, BBQ, practical amenities 	Low
Make the area attractive: <ul style="list-style-type: none"> create an inviting community area that adds charm to the market 	Low
Other (86 references)	
<ul style="list-style-type: none"> Street is fine, leave it as is 	Moderate
<ul style="list-style-type: none"> Consider the needs of the various street users, consider more consultation 	Low
Designated space and facilities for dog owners:	Low



Topics in responses grouped by themes	Frequency indicator
<ul style="list-style-type: none"> lots of dogs around, remove dogs from the park and market, provide a dog space and pooh bag dispensers and bins 	
Think that this is good	Low
General (individualised ideas)	Moderate



5. Findings from the analysis of key stakeholder feedback

Gleadell Street has a range of key and important stakeholders. The key stakeholders for Gleadell Street who were identified for more targeted engagement activities included:

- Leisure and recreation facilities - Richmond Recreation Centre, Leo Barry's Gym and Richmond Union Bowls Club
- Sporting clubs - Richmond Harriers Athletics Club, Richmond Union Cricket Club and Richmond Football Club
- Schools – Richmond High School and Lynall Hall School
- Businesses – Richmond Multicultural Children's Centre, RSEA safety, Royal Flying Doctors, Australia Post, 1,000 Blessings café,
- Neuma Church
- Gleadell Street Market stall holders
- LEGS community group

These key stakeholders were invited to participate in specific engagement activities developed for them. These included:

- zoom interviews for businesses, services and sporting clubs - 7 interviews were undertaken with 9 people (stakeholder groups who did not choose to participate were contacted multiple times - several groups chose to fill in the online survey);
- online information and Q&A session (and in-person visits) for market stall holders; and
- in-person meeting with LEGS.

These key stakeholders were also encouraged to participate in all the other engagement activities.

Given the different needs and perspectives of these stakeholders, their feedback about improving Gleadell Street varied widely, with some supporting large change in the street, prioritising open community spaces and trees, while others preferred little change and prioritising the need for car parking.

The below diagram provides a visual representation of how opinions and ideas varied between the key stakeholders who participated in these targeted engagement activities. More detailed information about key stakeholder feedback is outline on the following pages.



5.1 Insights from interviews with key stakeholders

The following feedback was gathered via seven stakeholder interviews with nine participants. The interviewees were representatives of:

- 1 000 Blessings (Highett Street)
- Richmond Harriers (Highett Street)
- Richmond Recreation Centre (Gleadell Street)
- Australia Post (Gleadell Street)
- Richmond Bowls Club (Gleadell Street)
- Richmond Football Club (Highett Street)
- Lynall Hall High School (Gleadell Street)

Parking in Gleadell Street

Availability of parking in Gleadell Street was seen as important by all those who participated in the stakeholder interviews. Comments relating to this included:

- Parking is important for staff and members
- Concern that staff have to move their car every 2 hours
- Parents bringing children to swimming lessons or sports training/ games need to drive as they have to carry bags, wet clothes, equipment etc
- Parking needed to pick up parcels
- Concern over older people or people with a disability needing to park further away and walk to Gleadell Street (if parking is reduced)
- Concern over reducing parking given it is already at capacity

Ideas to improve Gleadell Street in relation to parking included:

- More drop off zones (3 mentions) – good for people dropping off equipment to Citizens Park as well as picking up coffee/ food/ and for Uber drivers
- Better parking signage is needed
- Alternative places to park (2 mentions)
- More bike parking and storage

Participants were asked to indicate which idea (A or B) would best meet the needs of the community. The following responses were provided:

Idea A	Idea B	Mix of both	Neither
2	1	3	3

Comments about Idea A

Like about Idea A	Do not like Idea A
Greenery, better look and feel for the street, wider footpaths for children and parents with prams and older people. Idea A is better for the long term as development increases	People don't like change and may be concerned about losing 60 car spaces
Footpath definitely needs to be widened, it is too narrow	Major concern about loss of 60 spaces without providing alternative spaces elsewhere



Like about Idea A	Do not like Idea A
Love the idea and expansion of footpath outside the leisure centre	Big reduction in car parking
Greenery	Loss of 60 car parking spaces is too many. Reduction in car parking is a major issue. Not sure about seating and if it's needed. Gleadell Street is not a destination street. People don't come to spend time in the street.
	Don't like the loss of so much parking in the street
	There is not a lot of bike traffic in Gleadell St. Cyclists prefer Coppin St or Church St
	Loss of parking. We can't afford to lose any more parking in the street

Comments about Idea B

Like about Idea B	Do not like Idea B
Greening, expansion of footpath outside Leisure Centre to increase accessibility in this area	We lose 30 spaces for not much gain
Expansion of footpath outside the Leisure centre	The street should not be a thoroughfare. Half the street could be closed off to traffic to create more open green space
You still get some improvements without the loss of so much parking	Loss of parking. Would be great to develop a plan with some benefits without losing any parking
Greenery	

Alternative ideas for the street

There were several alternative ideas suggested for Gleadell Street.

- Like to see Gleadell Street one way with angle parking on one side - this way we could increase trees, widen footpath, add a bike lane and keep more parking.
- Need to close off the Highett Street end of Gleadell Street and turn it into a pedestrian mall with green spaces, more open space and no cars. With Citizens Park this could be a great area for community to gather, BBQs, picnics etc. Vehicle access for businesses, school, bowls club only needed at the Bridge Road end.
- There is an opportunity to re-think the space around Citizens Park to plant more trees and add seating etc. without impacting car parking in Gleadell Street. There is lots of unused space around the park. Then maybe plant less trees in Gleadell Street to achieve a smaller reduction in parking loss. Trees are also needed at the northern end (near Lynall Hall). There also needs to be a better connection from Gleadell Street to Citizens Park.

Other comments

Other comments made during the stakeholder interviews included:

- Council needs to take a more holistic and longer-term and precinct approach
- Accessibility into Citizens Park needs to be improved



- Why Gleadell Street? It is not a major thorough fare or a destination street. It should be left alone

5.2 Input from Market Stall Holders

An important key stakeholder group identified by Council in this project was the Gleadell Street Market stall holders. One of the priorities outlined for the project and included in all promotional materials was ‘making a place where the Gleadell Street Market can thrive into the future’. A Market set up overlay was developed for both Ideas A & B which were presented to market stall holders as part of the engagement.

The engagement activities originally planned to specifically target the market stall holders included:

- emailing/ letter to stall holders to inform them of the project and engagement activities;
- visiting stall holders to hand out information and feedback forms (during the market) 23 October;
- place-based pop-up at the Gleadell Street Market – 30 October; and
- collecting feedback forms from stall holders (during the market) – 30 October.

An additional online information and Q&A session for market stall holders was added to the engagement activities and held on Tuesday 26 October from 6pm to 7pm. The idea for this session came through discussion with one market stall holder who attended the community online information and Q&A session.

The market has 28 stall holders, operating over 60 stalls. The number of market stall holders who provided feedback as part of the engagement included:

- 9 who attended the online information and Q&A session; and
- 3 who completed and submitted a survey.

Market stall holders provided valuable feedback to inform future stages of the project. They are a stakeholder group that has specific needs in relation to how the street is laid out, where infrastructure is placed and how people access and move in and out of the space and how this could potentially impact market set up and operations.

Key findings from Market stall holders

The below outlines the key feedback from market stall holders who participated in the engagement activities.

Online information and Q&A session

The key issues and concerns raised by market stall holders as part of the online information and Q&A session are summarised below. The full notes from this session can be found in Appendix D – Gleadell Street Online Q&A Market Stall Holders.

Tree planting

Concern that increasing the number of trees in the street may:

- impact the ability for market stall holders to park onsite directly behind their stalls;
- narrow the width of the market leaving less room for customers to walk down the middle of the street and not enough room for emergency vehicles;



- mean the loss of retail space and the opportunity for stall holders to expand their sites; and
- mean stalls have to spread out more, taking up more parking spaces.

Seating

Concern that adding more seating on a widened footpath may

- impact and obstruct market vehicles, set up and stall location;
- create a security risk re access to stock, money and valuables if seating is placed at the back of market vehicles;
- create safety issues concerning antisocial behaviour and drug use; and
- create a problem with procrastination when the aim is to have people shop with a purpose and have good turn over with parking spots.

Ideas

Market stall holders who attended the online information and Q&A session expressed the sentiment that Gleadell Street worked well and did not need improving, however some ideas to improve the street without impacting the market could be:

- adding a grand entrance to the market on the Bridge Road end with trees and seating and market signage; and
- adding more trees in and around Citizen's Park.

There was also an idea put forward for Council to seek heritage protection of the market.

Survey respondents

The below outlines feedback provided by the three market stall holders who completed a survey.

When asked about what to change to make Gleadell Street more user friendly and enjoyable for the community the following responses were provided:

- seating / bench
- more trees along citizens park fence line; and
- leave it as is.

One market stall holder preferred Idea A and the other 2 selected neither idea.

When asked what they liked about Idea A there was only one response which was pedestrian crossing. When asked about what they liked about Idea B there was also only one response which was 'greener'.

When asked about they didn't like about Idea A the following responses were provided:

- seating allows for drug users to congregate
- trees will impact my ability to park my truck; and
- trees in middle of road will impact stall holders access on market days.

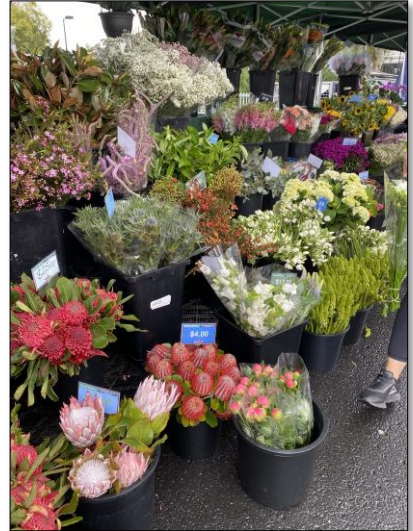
When asked about what they didn't like about Idea B the following responses were provided:

- need to park truck on both sides; and
- no parking.

When asked what else needed to be considered the following responses were provided:



- stall holders parking their vehicles they need access to empty them to trade and bring stock back to the car
- leave market as is, otherwise where do we park our trucks? We need to take up the minimal car park there is for costumers; and
- ensure that the market stall holders aren't disadvantaged in any way.



5.3 Input from Let's Enhance Gleadell Street (LEGS)

LEGS, or Let's Enhance Gleadell Street, is a not-for-profit community group made up of local residents focussed on improving and enhancing the Gleadell Street Precinct and surrounding areas. LEGS was established to provide a forum for interested people and groups to share information and ideas about enhancing the area and to communicate this feedback and pursue those ideas with Council.

The group's vision for the precinct is to create a civic hub, with Gleadell Street being the 'heart' or a key focal point. This includes creating a precinct that achieves a shared flexible community space with:

- more trees and greenery
- better connections with, opening up and extending Citizen's Park
- places for people to meet and gather
- traffic calming and improved safety for pedestrians and cyclists
- strong linkages to the Traditional Owners of the land; and
- support for community events, street art, walking trails and the Gleadell Street Market.

The group's vision and ideas for the area have come about for a range of reasons including:

- the need for more open space in Richmond in response to population growth and more people living in apartments;
- impacts of climate change and the need for more trees to reduce heat and carbon emissions;
- the development of Richmond High School in Gleadell Street in 2018 and wanting to improve safety for an additional 600 students moving in and around the area; and
- Gleadell Street's ideal location for a civic hub as it is close to businesses, the Town Hall, sporting and recreational facilities, Citizen's Park, the market, schools and a range of services.

LEGS has been active in developing and engaging on different ideas for the precinct including more recently working with Masters students from Melbourne University, who prepared a range of concepts for the community to vote and comment on.

As part of Council's Gleadell Street Project engagement process an in-person meeting was held in Gleadell Street on 31 October from 2.30pm to 3.30pm with members from LEGS. The group provided feedback at the meeting and presented two ideas or sketches, which adapted or built on Council's ideas for the street.

Although the vision for LEGS is for a more precinct approach rather than a street approach, the group provided ideas and feedback based on the engagement scope of improving Gleadell Street.



LEGS ideas

The below summarises the two ideas presented by LEGS at their in-person meeting.

Partial road closure to create community hub

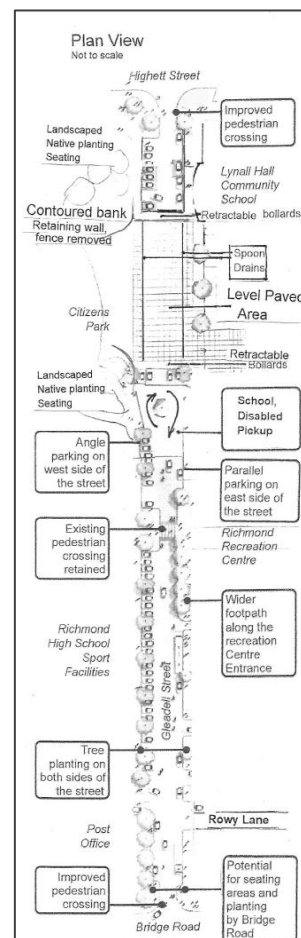
This idea involves a partial closure of Gleadell Street adjacent to Citizen's Park to create a connected and accessible usable 'community area' - meeting place for everyday activities and for larger organised community events.

To achieve this, it is proposed to improve the outside area of Citizen's Park and create an amphitheatre/ terraced type effect that looks over and connects to a closed off levelled and paved section of the road with spoon drains.

This area would be closed using removable bollards at either end. These could be removed for emergency vehicles and on market days. Parking would be removed from this area.

In other areas of the street, similar to Council's Idea B, parking would continue to be angled on one side and parallel on the other and some spaces removed to accommodate tree planting. For cars entering the Bridge Road end, a turning circle would be added for people to drop-off and drive out.

This idea also involves improving safety and lighting in Rowy Lane and possibly featuring a photography exhibition.



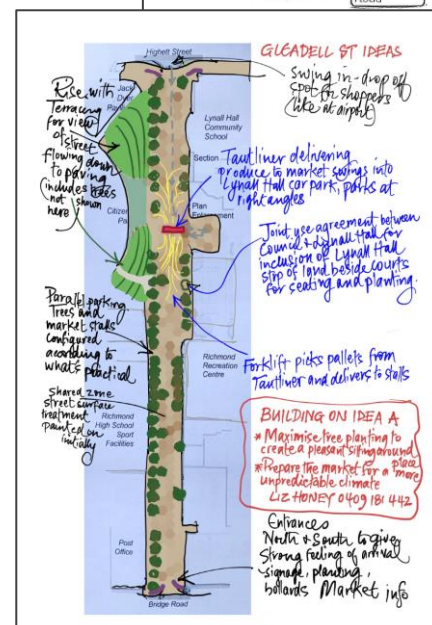
Creating a shared space with more trees and greenery

This idea builds on Council's Idea A, creating a shared zone with a priority on:

- increasing open space, tree planting and other greenery
- adding accessible community spaces and seating
- pedestrian and bike rider safety and access; and
- supporting community events and the Gleadell Street Market.

This idea also includes:

- one way vehicle traffic north to south between Highett and Neuma Church car park and two-way vehicle traffic from Bridge Road to Neuma Church car park allowing for emergency and property access
- a swing-in and drop-off spot at the Highett St end; and
- terracing adjacent to Citizen's Park to create an open green community space flowing from the oval to street level.



Other feedback

Other feedback received from LEGS members at the in-person meeting included:

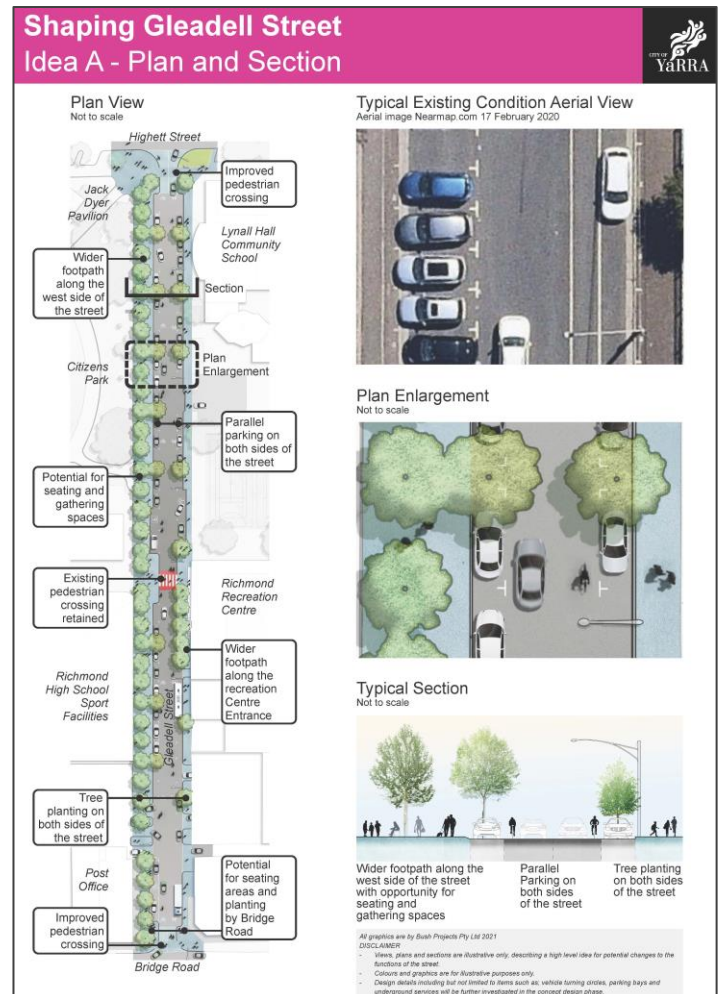
- The conversation should not be trees vs car parking. We need to think outside the box to do both
- The focus should be on 'place making'

- Climate change is a major issue, there needs to be increased tree planting with good canopy trees. The trees need to be protected and allowed to grow
- Important to engage with all stakeholders and work closely with market stall holders
- Prefer to see native plantings and planter boxes – something the community / students could be involved with
- Works could be staged so small improvements could be done quickly and for little cost, like planter boxes or sponsor a tree.
- In the short-term could create a shared zone cheaply using paint treatment and reducing speed to 10km; and
- The space needs good signage to direct people to a green community space.



6. Appendices

Appendix A – High-level ideas (A and B)



Market layout images:

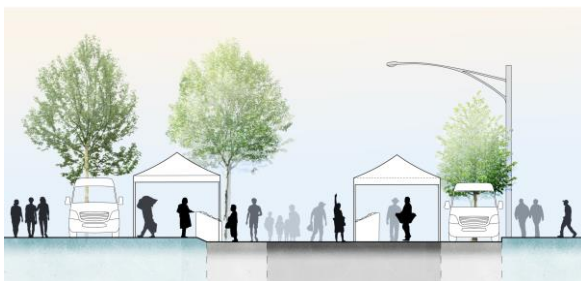
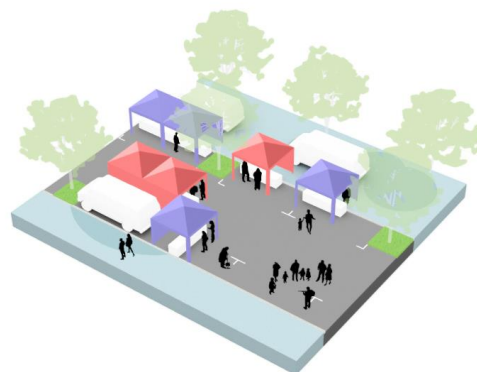


Figure 1-Idea A



Shaping Gleadell Street Idea B - What the street could look like

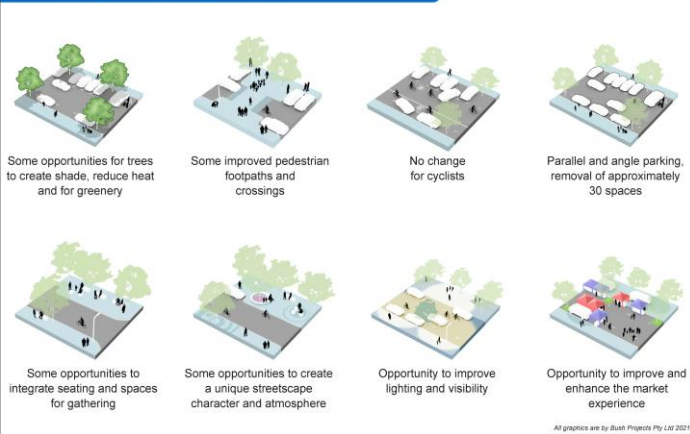


View along Gleadell Street (outside Citizens Park) towards Bridge Road. Artist impression



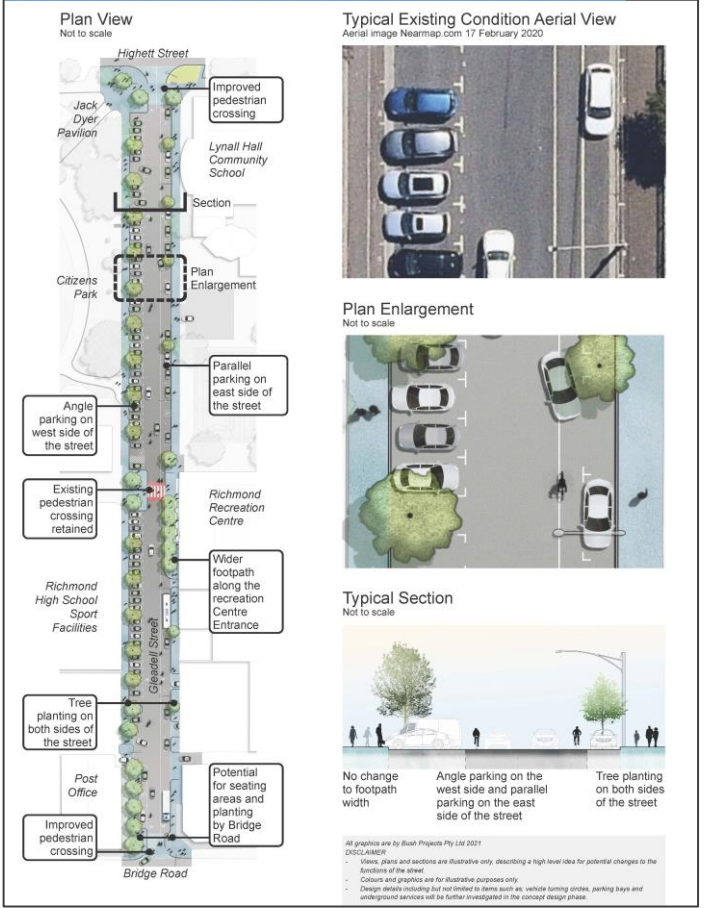
Existing view

These are potential improvements to the street



All graphics are by Bush Projects Pty Ltd 2021

Shaping Gleadell Street Idea B - Plan and Section



Market layout images:

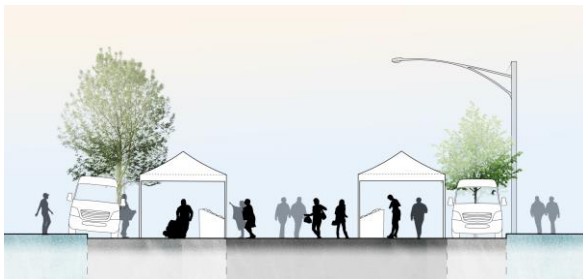
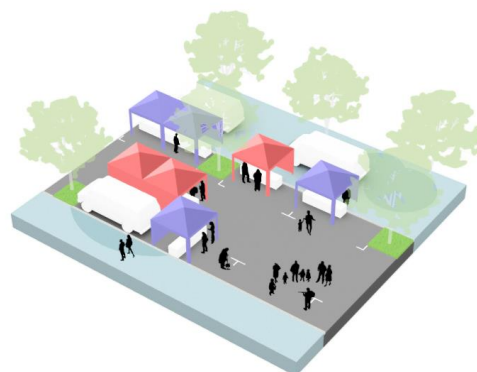


Figure 2-Idea B



Appendix B – Feedback Form



Help us shape Gleadell Street

We are looking at ways to make this pocket of Richmond greener, safer and more vibrant.

About this project

Gleadell Street is home to a community of businesses, sporting clubs, schools and the popular Gleadell Street Market.

There are opportunities to improve and transform the street by:

- increasing greenery and shade by planting more trees
- creating safer areas for pedestrians and bike riders
- providing high quality spaces
- making it a place where the Gleadell Street Market can thrive into the future.

Transforming Gleadell Street to be people-friendly could involve reduced or reconfigured car parking in some places, more tree planting and seating or introducing elements that improve the look and feel of the precinct.

This thinking builds on the work we did with the community to develop the Bridge Road Streetscape Masterplan in 2017. The streetscape masterplan provides a long-term vision for the public spaces along Bridge Road, including Gleadell Street. It recommends “*placemaking to establish a civic hub along Gleadell Street to support community and institutional uses.*” You also told us you’d like to see Gleadell Street become more people, pedestrian and bike friendly.

Project timeline

Bridge Road Streetscape Masterplan

Complete

We engaged with you in 2017 on the Bridge Road Streetscape Masterplan, including the town hall and Gleadell Street precincts.

Background work

Complete

In 2019 we spoke to key stakeholders in the precinct and undertook technical studies to inform the scope of the project. However, the project was put on hold due to COVID-19.

Testing ideas

In progress

We’re now seeking your input and feedback on two ideas. We plan to report back on what we heard and next steps in early 2022.

Draft concept design

In 2022

We’ll develop and share a draft concept design for your feedback, informed by your thoughts on the initial ideas.

Final concept design

In 2022

We’ll finalise the concept design based on your feedback.



A little about you

1. I am:

- | | |
|---|--|
| <input type="checkbox"/> 5 to 11 years | <input type="checkbox"/> 55 to 64 years |
| <input type="checkbox"/> 12 to 17 years | <input type="checkbox"/> 65 to 74 years |
| <input type="checkbox"/> 18 to 24 years | <input type="checkbox"/> 75 to 84 years |
| <input type="checkbox"/> 25 to 34 years | <input type="checkbox"/> 85+ years |
| <input type="checkbox"/> 35 to 44 years | <input type="checkbox"/> I prefer not to say |
| <input type="checkbox"/> 45 to 54 years | |

2. I am:

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Other: _____
- ☐ Prefer not to say

3. I live in:

- ☐ Richmond
- ☐ Abbotsford
- ☐ Burnley
- ☐ Cremorne
- ☐ Other Yarra: _____
- ☐ Other: _____

4. I identify as:

- ☐ A person with disability
- ☐ Somebody who speaks a language other than English
- ☐ A parent or carer of a child who uses facilities or services on Gleadell Street

5. My connection to Gleadell Street is: (tick all that apply)

- ☐ I live in the area
- ☐ I own or operate a business in the area
- ☐ I work or volunteer in the area

- ☐ I attend a local school (for example Richmond High School, Lynall Hall)
- ☐ I use Citizens Park (for example sporting club member, dog walker, walker)
- ☐ I visit or use services or facilities (for example shops, restaurants, recreation centre, bowling club)
- ☐ I visit the Gleadell Street Market
- ☐ I am a stallholder at Gleadell Street Market
- ☐ Other: _____

About Gleadell Street

6. How would you describe Gleadell Street now? (tick all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Hot (in summer) | <input type="checkbox"/> Cool (in summer) |
| <input type="checkbox"/> Noisy | <input type="checkbox"/> Quiet |
| <input type="checkbox"/> Safe | <input type="checkbox"/> Unsafe |
| <input type="checkbox"/> Fast | <input type="checkbox"/> Slow |
| <input type="checkbox"/> Attractive | <input type="checkbox"/> Unattractive |
| <input type="checkbox"/> Pleasant | <input type="checkbox"/> Unpleasant |
| <input type="checkbox"/> Car friendly | <input type="checkbox"/> Bike friendly |
| <input type="checkbox"/> Pedestrian friendly | |

7. How often do you use or visit Gleadell Street? (tick one only)

- ☐ Daily
- ☐ 4 to 6 times a week
- ☐ 2 to 3 times a week
- ☐ Once a week
- ☐ Once a fortnight
- ☐ Once a month
- ☐ Rarely
- ☐ Other: _____

Survey continues over page

8. To get to Gleadell Street, I usually:

- ☐ Drive
- ☐ Walk
- ☐ Ride (for example bike or scooter)
- ☐ Catch public transport
- ☐ Get a lift / get dropped off
- ☐ Catch a taxi / Uber / ride share
- ☐ Other: _____

9. When do you normally visit or use Gleadell Street?

	Morning	Afternoon	Evening
Weekday (Monday to Friday)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend (Saturday to Sunday)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Thinking about your experience, what would you change to make Gleadell Street more user friendly and enjoyable?

For people who drive to Gleadell Street

11. Where do you normally park when visiting shops, restaurants services or facilities in or around Gleadell Street?

- ☐ Drop off and / or pick up only (do not park)
- ☐ Private car park (for example, bowling club or church)
- ☐ On Gleadell Street
- ☐ On Highett Street
- ☐ On Griffiths Street
- ☐ On Bridge Road
- ☐ On Church Street
- ☐ On Newlands Street
- ☐ On Palmer Street
- ☐ Other: _____

12. How long do you normally park for?










- ☐ 0 to 15 minutes
- ☐ 15 to 30 minutes
- ☐ 30 minutes to 1 hour
- ☐ 1 to 2 hours
- ☐ 2 to 4 hours
- ☐ Over 4 hours

13. If there was a reduction in parking in Gleadell Street to make it a more pedestrian and people friendly space, what would make it easier for you to use or visit?

- ☐ Drop off zones (Where?: _____)
- ☐ Signage showing other places to park
- ☐ Shorter parking zones on Gleadell Street (such as 30 minutes to 1 hour parking)
- ☐ More bike parking
- ☐ More lighting to make it safer at night
- ☐ Wider footpaths and more pedestrian friendly
- ☐ Other: _____

For everyone who uses Gleadell Street

14. Please choose your top 5 priorities for Gleadell Street. Rank them in order, with 1 being most important.

	Element	Rank (1 to 5)
	Places to sit, meet relax and gather	
	Bike riding safety and bike parking facilities	
	Drop off zones for cars (to drop off and pick people up)	
	Street trees, shade and greenery	
	Improved nighttime safety (lighting and visibility)	
	Pedestrians / people friendly elements (e.g. crossings, wider footpaths)	
	Improved character, look feel and atmosphere through design, textures, materials and art	
	Car parking spaces	
	Disability parking	

Two ideas for Gleadell Street

We have developed two ideas for your feedback. These are simply designed to get the conversation started. A draft concept design will be later developed using your feedback.

15. Looking at the ideas on the ideas page, which idea do you think will best meet the needs of the whole community?

- ☐ Idea A
- ☐ Idea B
- ☐ A mixture of the two
- ☐ Neither



16. Idea A

What part of Idea A <u>do</u> you like, and why?	What part of Idea A <u>don't</u> you like, and why?

17. Idea B

What part of Idea B <u>do</u> you like, and why?	What part of Idea B <u>don't</u> you like, and why?

Your final thoughts

18. What else should we consider when developing a draft concept design for Gleadell Street, so we can meet the needs of the whole community?

19. I would like to be kept up to date about this project via email

- ☐ Yes (please provide your email below)
☐ No

Your email address:

Thank you

Thank you for sharing your feedback and ideas with us. To keep up to date on this project, visit yoursayyarra.com.au/gleadell

Appendix C - Project poster and postcard

YOUR SAY YARRA

CITY OF YARRA

Help us shape Gleadell Street

We're looking at ways to make this pocket of Richmond greener, safer and more vibrant.

Scan to take survey

What's happening here?

There are opportunities to improve and transform Gleadell Street by creating more greenery and shade, accessible, safe and welcoming spaces and a place where the Gleadell Street Market can thrive.

Some food for thought

To get the conversation started, we've developed two ideas for your feedback. Check them out and share your thoughts online at yoursayyarra.com.au/gleadell

Have your say

Online
yoursayyarra.com.au/gleadell

Email
info@yarracity.vic.gov.au
Phone
9205 5555

In person

We've committed to speaking with you in-person when COVID-19 restrictions allow. Check our website for current

National Relay Service
TTY 133 677 then (03) 9205 5055

Languages 中文 9280 1937 Italiano 9280 1931
العربية 9280 1930 Ελληνικά 9280 1934 Español 9280 1935

YOUR SAY YARRA

Shape the future of Gleadell Street

We've got some ideas on how to make Richmond's Gleadell Street greener, safer and more vibrant for our community.

Share your thoughts at yoursayyarra.com.au/gleadell

CITY OF YARRA

Making this pocket of Richmond greener, safer and more vibrant

We're looking at ways to improve Gleadell Street by:

- increasing greenery and shade by planting more trees
- creating safer areas for pedestrians and bike riders
- providing high quality spaces
- making it a place where the Gleadell Street Market can thrive into the future.

Some food for thought

To get the conversation started, we've developed two ideas for your feedback.

Are we on the right track? Do you have any other ideas or visions for the Gleadell Street's future?

Take a look at the concepts and share your thoughts by completing the feedback form on Your Say Yarra.

Have your say

Online
yoursayyarra.com.au/gleadell

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