

Community Engagement Report

A new space on Kerr Street

Engagement purpose

To seek community feedback on the concept design for the proposed space upgrade on Kerr Street at the corner of Brunswick Street.

This project was developed in response to feedback received during the extensive community consultation process of the Brunswick Street Streetscape Masterplan.

Conducted in February and March of 2020, the Brunswick Street Streetscape Masterplan consultation collected information on the priorities of the people who live, work, study, visit and own property in and around Brunswick Street, Fitzroy. Among nearly 450 online survey respondents and 60 in-person feedback sessions.

The Kerr Street space consultation was conducted in August and September of 2021.

Engagement stages and influence

Internal early 2019	External stage 1, (input to inform draft), mid to late 2019 and 2020	External Stage 2, (feedback on draft 2021)
Involve	Consult/involve	Consult

Engagement objectives – Stage 2

- Build on the extensive feedback received during the Brunswick Street Streetscape Masterplan community consultation.
- Hear feedback about the concept design from residents, business owners and visitors to the area.
- Learn of any issues community members have with the concept design.
- Inform community members that there will be upcoming changes to the space.

What did we ask?

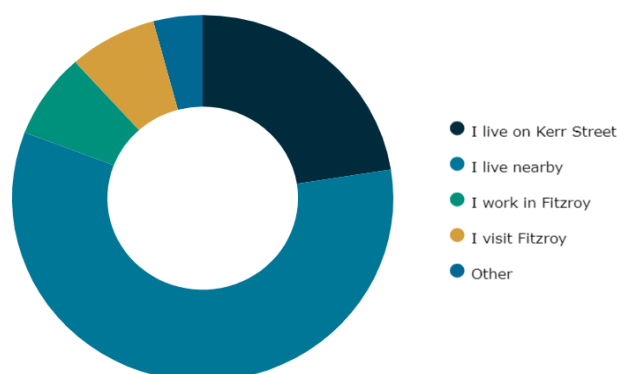
Participants were asked to provide any comments or feedback on a proposed concept design.

Methods included:

- Your Say Yarra survey page

Who did we hear from?

There were 114 contributors to the Your Say Yarra survey. The majority of respondents (58%) live nearby; an additional 22.5% of respondents said that they live on Kerr Street. People who work in Fitzroy made up 7.5% of responses; another 7.5% said they are visitors to Fitzroy.



How did we engage?

Community stakeholders	Promotion and Engagement Methods
Local residents and business owners	Postcard letter drop with promotion of Your Say Yarra survey. <ul style="list-style-type: none"> - Postcards were delivered to 523 residents and businesses.
Subscribers to the Brunswick Street Masterplan consultation	Campaign Monitor email sent to 330 subscribers promoting the survey. <ul style="list-style-type: none"> - List of 330 subscribers came from the community engagement conducted for the Brunswick Street Masterplan
Visitors to the precinct	Corflute promoting the proposed upgrade design and survey was printed and installed in the area.

What did we hear?

We received 118 responses on our Your Say Yarra consultation page for this project. Responses came from local residents, businesses and visitors to the area. The top three themes are noted below and will inform the detailed designed phase of the project.

What we heard	Our response
<ul style="list-style-type: none"> • Support for integrating the existing street tree • More understory plants and landscape elements • Garden beds featuring native plants 	<ul style="list-style-type: none"> • Due to the restricted nature of the site, and the presence of underground services, it is unfeasible to install additional landscaping in this area. • We have consulted with Council's arborists and have ensured that the design of the new seating has been designed to best support the existing tree.
<ul style="list-style-type: none"> • Looking for more colour, and materials that reflect the vibrancy of the local character • Designed to withstand and discourage skateboarding and other uses that may damage the furniture • Design for accessibility and comfort of all users in mind 	<ul style="list-style-type: none"> • The images presented during the consultation phase were intentionally of muted tones as the final art concept was still being developed. We are working with the ceramics artist to ensure the final design incorporates more colour to reflect the vibrancy of the area. • Anti-skate features will be incorporated into the design of the new seating. • The design has been revised to better include more accessible and comfortable seating, including greater circulation space, and the incorporation of back and arm rests.

<ul style="list-style-type: none"> • Design to minimise impacts of graffiti and vandalism • Install rubbish bin in design • Consider general upkeep and street cleaning schedule 	<ul style="list-style-type: none"> • An anti-graffiti coating will be applied upon installation of the new seating. • A rubbish bin already exists at the site. Once construction is complete, Council will monitor the site to ensure it is kept clean and can increase rubbish collection and cleaning schedule if needed.
<ul style="list-style-type: none"> • Consider how the revitalised space will impact on local residents, businesses and visitors with regard to noise, rubbish production, and traffic flow 	<ul style="list-style-type: none"> • The design has been revised to reduce the capacity for large gatherings of people at the site. • Once construction is complete, Council will monitor the site to ensure it is kept clean and can increase rubbish collection and cleaning schedule if needed. • There are no proposed changes to traffic flow or car parking associated with these works.

Next Steps

Using feedback, develop detailed design to be shared in October 2022.

Construction planned to commence January 2023.