

THE CITY OF
GREATER GEELONG

BARWON HEADS TRANSPORT AND PARKING STUDY



SUMMARY REPORT

February 2021

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Executive summary

This report provides a summary to the detailed report for the Barwon Heads Transport and Parking study. A copy of this report is available on the City's website.

The study has been developed to investigate transport movements and parking in Barwon Heads with the aim to promote sustainable movement, improve pedestrian and cycling accessibility and safety, and review parking restrictions. The purpose of this study is to identify the key transport issues and opportunities facing Barwon Heads, develop preferred options to address these issues and opportunities, and prepare recommendations. The study examined background information, recent traffic speed / volume and parking data and community engagement responses. The following steps were undertaken as part of this investigation to assist in the identification of the transport and parking challenges present within the town:

- Policy and Council documentation review;
- Existing conditions assessment;
- Traffic speed and volume data assessment;
- Crash statistic assessment;
- Parking inventory data assessment; and
- Community engagement (Stage 1).

The above analysis and identified challenges have informed the development of transport and parking upgrades/treatments to address specific concerns on the City managed roads in Barwon Heads. The seasonal nature of tourism within Barwon Heads which leads to the increased stress placed on the road networks and parking in the town is evident in the traffic speed / volume and parking data. The proposals were developed to address typical conditions outside of the seasonal peaks. These proposed treatments were subject to Stage 2 community engagement feedback, with all concepts receiving overwhelming support and a range of further improvements to consider.

An Implementation Plan has been developed that identifies short, medium and long term timeframes and considerations for when actioning these recommendations.

Larger and broader issues identified in this study are explored as 'Strategic Items' and include:

- Principal Bicycle Network (PBN)
- Safe Route to School (SRTS) Network
- Pedestrian Path Network
- Parking Management
- Planning Assessments/Parking Waivers
- Major Projects
- Public Transport Provision
- Speed Zoning

In reviewing the 'Strategic Items' actions have been identified, where appropriate, for the City to investigate further.

What the community told us (Stage 1)

Community Engagement Stage 1 invited members of the community to provide feedback to inform the Barwon Heads Transport and Parking Study. Local residents, business owners and visitors were asked to contribute by identifying the key transport, parking, pedestrian and cyclist issues and opportunities within the area.

Nearly 400 submissions were received, including a submission by the Barwon Heads Association. All feedback was assessed, and the following key themes were identified:

1. Traffic congestion, delays and safety;
2. Parking provision;
3. Pedestrian and cyclist access and safety;
4. Public transport; and 5. High heavy vehicle traffic.

Figure 1 represents the percentage of responses made in each of the five categories identified above.

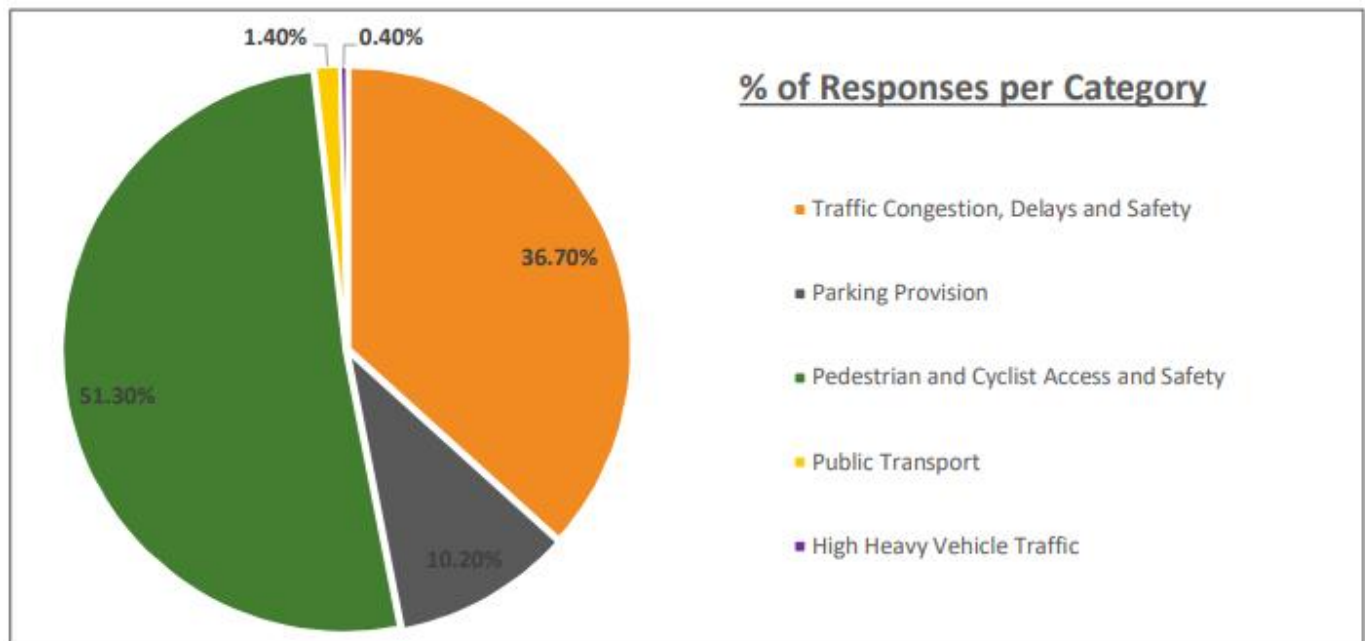


Figure 1: Response Results per Category (% of Total)

What the data told us

TRAFFIC VOLUMES

The City undertook and commissioned a series of speed count traffic surveys over the 2019/2020 summer period. These surveys were taken before, during and after the peak Christmas/New Year period to get a good understanding of the fluctuations in traffic volumes, speeds and number of commercial/heavy vehicles.

The survey results supported the assumption that some key routes through the Barwon Heads study area experience significant fluctuations in traffic volumes during peak holiday periods. Off-peak traffic speed and volume surveys were planned for mid 2020 but were unable to be collected due to Covid-19 travel disruptions and impacts.

CRASH STATISTICS

A crash analysis was conducted for the Barwon Heads study area at the commencement of the project in 2019. A review of recorded crash data provided by Regional Roads Victoria for the latest 5-year period of data at the time (1st January 2015 to 31st December 2019) included the following findings:

- There were 15 recorded crashes within the study area;
- The Fatality and Serious Injury (FSI) crash ratio for the project area was 0.27 (4 crashes), these included:
 - A Serious Injury crash on Barwon Heads Road 58m west of Geelong Road involving a motorcyclist; and
 - A Serious Injury crash at the intersection of Barwon Heads Road/Golf Links Road/Geelong Road involving a cyclist.
- Vulnerable road users, including pedestrians, cyclists, motorcyclists and motor scooters, were involved in 66% of the crashes (10 crashes), including:
 - 3 crashes involving pedestrians;
 - 5 crashes involving cyclists; and
 - 1 crash involving a motor scooter and 1 crash involving a motorcyclist

CAR PARKING DATA

The City engaged a data collection company to undertake a parking inventory of key on-street and off-street parking areas within the commercial, river front and ocean front areas of Barwon Heads. The on-street parking spaces surveyed included all streets located near the foreshore and commercial precinct.

Car parking demand surveys were undertaken at hourly intervals from 7am to 6pm on the following days:

- Wednesday 22 January 2020 (school holiday period);
- Saturday 25 January 2020 (school holiday period and Australia Day weekend);
- Wednesday 19 February 2020 (non-holiday period); and
- Saturday 22 February 2020 (non-holiday period).

Table 1: Summary of Parking Demands

Survey Period	Peak Demand	Average Demand
Wednesday 22 January 2020	68% (472 spaces)	47% (330 spaces)
Saturday 25 January 2020	83% (577 spaces)	67% (465 spaces)
Wednesday 19 February 2020	49% (365 spaces)	38% (280 spaces)
Saturday 22 February 2020	66% (489 spaces)	47% (345 spaces)

What the community told us (Stage 2)

The community was invited to provide feedback on eighteen proposals via the “Have Your Say” portal on the City’s website. Images of the proposals are shown in the full report on the City’s website. 169 members of the community fully or partially completed the online survey. Participants selected the specific treatments which they would provide feedback on. Between 10 and 56 responses were received for each treatment. For each proposed treatment, participants were asked:

- Do you support the proposal?
- Tell us what you think about the proposal.

The feedback is summarised in the table below.

Table 2: Stage 2 Community Engagement Results

Location	Proposal	Support	Do Not Support	Number of Responses	Comments (summary)
Sheepwash Road	Pedestrian refuge island (at Saratoga Avenue)	71%	29%	31	Concerns due to proximity to CFA access
Sheepwash Road	Pedestrian refuge island (at Saratoga Avenue)	78%	22%	23	The concept is generally supported and recommended for implementation
Geelong Road / Hitchcock Avenue	Intersection improvements	83%	17%	24	Further consideration to the abovementioned responses regarding active travel, Village Park access and intersection clarity.
Hitchcock Avenue / Ozone Road	Intersection improvements	76%	24%	29	The design should be considered further with respect to parking conditions and vulnerable road users
Ozone Road	Raised platform intersections at Seaview Avenue and Margate Street	93%	7%	28	Generally supported, with some suggestions for reviewing impacts on surrounding roads.
Bridge Road / Golf Links Road	Provision of new footpath	97%	3%	29	Very well supporting, with a suggestion for pedestrian fencing at the bend and a wider path.
Seaview Avenue	Chicane treatment/s for traffic calming	67%	33%	15	The community did not see this project as a high priority.
Thirteenth Beach Road	Cycle and pedestrian improvements, wayfinding signage and speed reduction	86%	14%	43	Proposals received high support, with some further improvements suggested
Barwon Heads area	Active transport path improvements	100%	0%	33	Highly desired by the community, with some requests for environmental aspects to be further considered.
Taits Road	Cycle improvements	71%	29%	14	Comments noted this was a good step, however further should be done to improve safety.

Location	Proposal	Support	Do Not Support	Number of Responses	Comments (summary)
Golf Links Road	Footpath and cycle improvements	90%	10%	14	Feedback was generally supportive with emphasis on school safety
Sheepwash Road, Carr Street and River Parade	Footpath and cycle improvements	91%	9%	23	Well supported proposal
Clifford Parade	Footpath provision	83%	17%	12	Responses supported the proposal and raised other traffic concerns for consideration in concept development
Carr Street	Drainage upgrades	79%	21%	14	Expanded feedback was limited and indicated support, however also included disapproval with widespread footpath/kerb and channel construction diminishing the 'coastal' values and character of the township
Carr Street	Footpath provision and width for bike lanes/safe passing width	75%	25%	12	Expanded feedback was limited and indicated support, however also included disapproval with widespread footpath/kerb and channel construction diminishing the 'coastal' values and character of the township
Thirteenth Beach Road	Provision of gravel path	-	-	32	Most comments very supportive of this project.
Safe Travel to School Routes	Road stencilling	95%	5%	22	Responses generally supported the project, there were also some suggestions for footpaths.
Von Nida Avenue	Provision of new footpath	90%	10%	10	Project generally well supported.
Barwon Heads Road Service Road	Conversion to one way	90%	10%	10	Comments were generally in support of the proposal, while several provided supporting design ideas for consideration in design development.
Hitchcock Avenue	Bicycle parking	87%	13%	24	The majority of additional comments provided by the community showed support and discussed the potential benefits of such treatments, and potentially additional bicycle parking options.

Implementation Plan

We've reviewed all the feedback and received some valuable comments about the projects. We've used this feedback to develop an implementation plan with some short, medium and long term solutions to address the concerns we heard from the community.

Indicative timings have been assigned with consideration to the level of benefit balanced against likely cost. In general, high benefit, low-cost recommendations are given a higher priority. Indicative timings are categorised as follows:

- Short term – 0 to 2 years
- Medium term – 3 to 6 years
- Long term – 7+ years

SHORT TERM SOLUTIONS

The following table shows the short-term solutions, noting some of the proposals are subject to further community engagement prior to implementation.

Table 3: Short term solutions

Number	Action/Recommendation	Comments
1	Hitchcock Avenue / Ozone Road – intersection improvements	Community feedback indicates further refinement of design taking into consider parking conditions and vulnerable road users. The City to assess impacts on cyclist and pedestrian movements along Hitchcock Avenue. Kerb outstand treatments may provide greater benefit.
2	Ozone Road – raised platform intersections at Seaview Avenue and Margate Street	Community feedback indicates potential associated works could be incorporated into treatment. The City to assess interface with Seaview Avenue (south) which is currently unsealed. The City to review access to Seaview Avenue off-street parking area.
3	Bridge Road / Golf Links Road – provision of new footpath	-
4	Taits Road – cycle improvements	Community feedback indicates 'step towards' treatment needs to be consistently applied through Barwon Heads to ensure effectiveness.
5	Golf Links Road – footpath and cycle improvements	The City to assess vegetation, drainage and potential usage to validate constructability.
6	Thirteenth Beach Road – provision of gravel path	Protected vegetation and sand dunes may limit or prevent treatment viability.
7	Safe Travel to School Routes – road stencilling	Community feedback indicates supporting treatment could be implemented with road_stencilling.
8	Von Nida Avenue – provision of new footpath	-

Number	Action/Recommendation	Comments
9	Barwon Heads Road Service Road – conversion to one way	Community feedback indicates supporting design ideas could be implementing with the treatment that include: Parking controls at entry/exit locations and: Improved interface with Barwon Heads Road and nearby roundabout
10	Hitchcock Avenue – bicycle parking	Community feedback indicates additional sites are to be considered that include Coffetti/Sunbaker (#49 Hitchcock Av), River Park and Bridge Road
11	Hitchcock Avenue – time based parking restrictions (Colite Street to Ozone Road)	The City consult with Hitchcock Avenue property owners and tenants to determine support for implementation of time-based parking restrictions.
12	Bridge Road – time based parking restrictions (Hitchcock Avenue to Grandview Parade)	The City consult with Bridge Road property owners and tenants to determine support for implementation of time-based parking restrictions.
13	Hitchcock Avenue – speed zoning change (Colite Street to Ozone Road)	The City seek approval from RRV/DoT to enable zoning change. Item to align with Item 19.

MEDIUM TERM SOLUTIONS

The following table shows the medium term solutions, noting some of the proposals are subject to further community engagement prior to implementation.

Table 4: Medium Term Solutions

Number	Action/Recommendation	Comments
1	Sheepwash Road – pedestrian refuge island (at Coogee Court)	Community feedback indicates that Saratoga Avenue and Geelong Road roundabout locations are critical in servicing pedestrian desire lines. The City to assess accessibility to Village Park and adjacent properties to validate constructability.
2	Geelong Road / Hitchcock Avenue – intersection improvements	Community feedback indicates further refinement of design to ensure active travel modes are provided. The City to assess accessibility to Village Park to validate constructability.
3	Seaview Avenue – chicane treatment/s for traffic calming	Community feedback provided a mixed view on treatment priority. Five comments indicated the chicanes would support the treatment at northern end and needed. Four comments indicate they be unnecessary. The City to assess viability of treatment due to low community priority and existing low recorded vehicle speeds.
4	Thirteenth Beach Road – cycle and pedestrian improvements, wayfinding signage and speed reduction	Community feedback indicates potential associated works could be incorporated into treatment. Protected vegetation and sand dunes may prevent limit treatment viability
5	Hitchcock Avenue – Accessibility Parking Bay Upgrade	The City to review parking bay dimensions to ensure compliance with Australian Standards.

Number	Action/Recommendation	Comments
6	Seaview Avenue – formalising the off-street parking area	The City to assess vegetation, drainage and available footprint to validate constructability.
7	Thirteenth Beach Road – speed zoning change (Black Rock Road to Surf Life Saving Club)	The City seek approval with RRV/DoT to enable zoning change.

LONG TERM SOLUTIONS

The following table shows the long term solutions, noting some of the proposals are subject to further community engagement prior to implementation.

Table 5: Long Term Solutions

Number	Action/Recommendation	Comments
1	Barwon Heads area – active transport path improvements	Community feedback indicates support for treatment however environmentally sensitive design is required. The City to consult with Parks Victoria and CCMA to progress feasibility.
2	Sheepwash Road, Carr Street and River Parade – footpath and cycle improvements	The City to assess drainage and drainage capacity to validate constructability.
3	Carr Street – drainage upgrades, footpath provision and width for bike lanes/safe passing width	Although treatment received high support from respondents, feedback included disapproval for widespread footpath/kerb and channel construction. This treatment is viewed to diminish the 'coastal' values and character of the township. Furthermore, significant native vegetation abuts the roadside and would be lost in any effort to widen road or install footpaths.

Next Steps

We will be seeking feedback from the community on the draft report and implementation plan in March 2021.

We will review all the community feedback and the report will be presented to Council mid 2021 for endorsement.

Once the report has been adopted by Council, we will undertake further community consultation on the proposals that require further engagement, to enable us to commence the implementation of the actions from the study.

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