

THE CITY OF  
GREATER GEELONG

# MERCER, GHERINGHAP AND BAYLEY STREETSCAPE MASTERPLAN

## ENGAGEMENT REPORT



APRIL 2024

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# Introduction

This report outlines the outcomes of engagement initiatives conducted between December 1, 2021, and December 22, 2021, and from November 29, 2023, to January 23, 2024. The primary focus of these engagements was to gather feedback on the Mercer, Gheringhap, and Bayley Streetscape Masterplan.

Throughout these engagements, the City of Greater Geelong aimed to collect input from residents, workers, and visitors to understand their values and visions for the area's future, as well as to assess responses to proposed changes. The key findings presented in this report offer insights into the feedback received, assisting both participants in understanding the extent and nature of responses and the project team in developing and finalising the Streetscape Masterplan.

## PROJECT OBJECTIVES

The objectives of the Streetscape Masterplan are to create a comprehensive strategic framework that directs public realm enhancements for Mercer Street, Gheringhap Street, and Bayley Street. The masterplan aims to transform these streets into:

- Inclusive spaces for all users,
- Vibrant areas active at various times of the day,
- Places that honour history and inspire future narratives,
- Spaces that celebrate indigenous and creative cultures,
- Demonstrations of best practice design principles.

## ENGAGEMENT OBJECTIVES

The objectives of the engagement were as follows:

- Evaluate the level of support for various aspects of the Streetscape Masterplans and offer clear direction for refining the draft.
- Solicit input from a diverse range of perspectives.
- Ensure that all participants feel heard, optimistic, and connected throughout the engagement process.
- Establish a clear, inclusive, and accessible process.

The level of community influence in this process is designated as "INVOLVE" according to the International Association for Public Participation Engagement Spectrum. This means that the City will document and

record all inputs received during the engagement, provide feedback on what they have heard, and actively work to understand community and stakeholder concerns and priorities to incorporate them into the final masterplans.

## SCOPE

The scope of the engagement is outlined below, with some engagement responses extending beyond this scope. However, where feasible, such responses have been included in this report to accurately represent community and stakeholder sentiment.

**Negotiable – Areas of Influence:** During the initial engagement phase, the following elements were identified as crucial considerations for the masterplan:

- Streetscape character (emphasis on greener streets and spacious footpaths)
- Streetscape greening (focus on providing shade, establishing urban forests, and promoting environmental benefits)
- Streetscape components (including pavements, street furniture, and lighting)
- Related benefits (such as facilitating outdoor dining and ensuring pleasant, shaded streets for walking)
- Heritage (highlighting diverse stories ranging from those of First Nations people to early settlers and industrial pioneers)
- Movement and access (striving for a balanced approach to vehicle, cycle, and pedestrian movements)

The second phase of engagement aimed to present the masterplans to the community to verify that they aligned with the aspirations identified in phase one.

**Non-Negotiable – Areas Outside of Influence:** However, certain aspects fall outside the scope of influence, including:

- Detailed design, planning scheme amendments, and built form guidance, which are excluded from the project scope.
- Changes to existing adopted policies, such as the Better Bike Connections and Central Geelong Framework Plan.
- Compliance with legislative requirements and regulations, including those outlined in the Heritage Act and Geelong Planning Scheme.

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# How we engaged

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## ENGAGEMENT PROCESS OVERVIEW

The engagement activities began with the formulation of an engagement plan aimed at ensuring broad participation. To initiate the process, a site walk was conducted with Wadawurrung Traditional Owner, to incorporate indigenous perspectives.

Engagement with the community and other stakeholders commenced in December 2021 to capture their values and vision. This engagement continued in November 2023, focusing on gathering feedback on the draft masterplan.

The process concludes with the composition of this report in April 2024. Subsequently, the masterplan will undergo finalisation for consideration by the Council.

## ROADMAP

### Phase 1 Engagement

*December 2021 – January 2022*

Purpose: Engage with community and stakeholders to understand their values and vision for the streets.

Activities:

- Conduct workshops with key Stakeholders (Department Planning and Transport, Development Victoria, and Deakin University)
- Host online community forums and interactive map on the City's Have your say platform.
- Administer an online survey to gather input.

### Phase 1 Reporting

February 2022

Purpose: Review engagement findings and categorise themes to inform the masterplans.

Outputs

- Preparation of a snapshot engagement report summarising key insights.

### Phase 2 Engagement

November 2023 – January 2024

Purpose: Engage with community and stakeholders to assess support for elements of the masterplan and collect detailed comments for refinement.

Activities:

- Conduct workshops with key Stakeholders (Department Planning and Transport, Development Victoria, Deakin University, key landowners and developers)
- Hold community drop in sessions for direct interaction.
- Administer an online survey for broader feedback.

### Phase 2 Reporting

Purpose: Review of engagement findings to help refine the masterplans.

Outputs

- Final engagement report consolidating findings and recommendations.

## ENGAGEMENT ACTIVITY SUMMARY

Activity:	Participants:
<b>Phase 1 - 22 days</b>	
Wadawurrung Site Walk	10
Survey (Have your Say platform)	311
Letters sent to raise awareness of the project	647
Print adverts in local papers	3
Online map	88
Social media	20,472 reach/ impressions. 952 actions
Stakeholder Workshops	6
<b>Phase 2 – 55 days</b>	
Survey (Have you Say platform)	109
Stakeholder Workshops	12
Drop- in sessions	10
Letters sent to raise awareness of the project	647
Print adverts in local papers	3
Social media	27,655 reach/ impressions. 130 actions

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# Engagement Findings

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## PHASE 1

*December 2021 – January 2022*

### Wadawurrung Site Walk

The broader engagement initiative commenced with a site walk on Wadawurrung country, led by Wadawurrung Traditional Owner and Cultural Education Manager, accompanied by Wadawurrung Project Manager. The attendees included members of the City of Greater Geelong engagement and project teams.

During the walk, valuable insights into cultural history were shared, highlighting the significance of integrating Wadawurrung culture and language into the site's design process from the outset. Discussions focused on various opportunities, such as:

- Incorporating indigenous planting that harmonises with the site's topography.
- Integrating signage and artworks that reflect Wadawurrung stories.
- Incorporating gathering spaces into the streetscape design to foster community engagement and connection.

This site walk provided a foundation for inclusive and culturally sensitive planning, emphasising collaboration with the indigenous community in shaping the streetscape's future.

### Survey and Online Mapping tool – Key Findings

Through a survey and online mapping tools, the community identified several key elements deemed important for improvement through the streetscape masterplan:

- 64% of participants highlighted the significance of 'more trees and landscaping'.
- 39% of respondents expressed a desire for additional historical information about the city, coupled with the preservation of built heritage.
- The primary footpath improvements deemed crucial included better street lighting and an increase in rubbish and recycling bins.
- The key street enhancements identified included more uniform footpaths, enhanced pedestrian-friendly crossings, and wider footpaths.

- When asked to envision ideal street aesthetics, Malop and Lt Malop Streets were the most frequently mentioned by participants.

### Stakeholder Workshops

Workshops were conducted with representatives from various organisations, including the Department of Energy, Environment, and Climate Action, Development Victoria, Deakin University, Geelong Authority, and the Department of Planning and Transport. The primary objective of these workshops was to facilitate the exchange of insights on key projects, identify existing successes, determine obstacles, and outline essential components necessary for the success of the masterplan.

Themes that emerged from these workshops included:

- Overall activation and placemaking strategies aimed at creating vibrant and engaging public spaces.
- Enhancing transport connections to significant destinations to improve accessibility and connectivity.
- Meeting traffic modelling requirements to ensure efficient traffic flow and management within the area.
- Ensuring consistent design alignment with key public projects to maintain visual harmony and coherence across the urban landscape.

PHASE 2

November 2023 – January 2024

The second stage of engagement focused on gathering feedback and assessing the level of support for elements of the masterplan. This phase included workshops with key stakeholders, community drop-in sessions, and an online survey.

Survey – Key Findings

A discrete survey was prepared for each streetscape masterplan, resulting in a total of 109 survey responses.

Distribution of contributions by streetscape masterplan:

Streetscape masterplan	Contribution
Gheringhap Street	56
Mercer Street	37
Bayley Street	16

Connection to area (percentage):

Connection to the area	Percentage
Local resident	82%
Employed in the area	34%
Local business owner	9%
Visitor	21%
Studying or training in the area	2%

(Note: contributors could select more than one option on their connection to the area.)

Key Themes

1. Greening

- Majority support was observed for an increase in vegetation across all masterplan areas. Respondents emphasised preferences for native species, visually appealing aesthetics with attractive colours, and support for local wildlife.

2. People Oriented Uses

- Most respondents supported actions aimed at making the masterplan areas more people friendly. This included endorsing outdoor dining and other street

activations, advocating for wider footpaths to enhance accessibility, and suggesting temporary road closures to facilitate special events.

3. Access and Movement

- Responses regarding proposed changes to access and movement within the masterplan areas varied. While most people supported the changes, some expressed concerns.
- Supportive feedback highlighted benefits such as wider footpaths, improved cycle infrastructure, and efforts to enhance the pedestrian experience.
- However, opposition to the changes primarily stemmed from objections to the reduction in driving lanes and car parking spaces. Concerns included potential traffic displacement, congestion, parking difficulties, and doubts about the benefits of such changes to the community.

Overall, the survey revealed valuable insights from the community, and adjustments will be made to the masterplan to address concerns and ensure alignment with community preferences.

The survey also had an option for any final comments, and we want to thank everyone who provided additional contributions. These comments were carefully considered along with all the other feedback and where relevant are reflected in the summaries provided above. For items that were outside the scope of the project, the comments and information has been shared with the relevant City department for consideration and or action.

Social Media

The engagement also attracted 35 comments on social media. These broadly reflected the sentiment and themes gathered through the formal engagement process.

Stakeholder Workshops

Workshops were help with representatives from key stakeholder groups, including

- Department of Transport and Planning: Discussions focused on traffic and transport issues and opportunities.
- Development Victoria: Collaboration cantered on integrating the Nyal Banyl Convention and Exhibition Centre forecourt with streetscape design.

- Deakin University: Dialogue explored the broader context of access to the Geelong Station and bus stops.
- Key landholders and developer representatives: Sessions addressed the draft masterplan's implications for current or future development applications.
- Geelong Authority and Revitalising Central Geelong Representatives: Engagement aimed to share the design and garner State Government support for the proposals.



### **Drop- in Sessions**

The drop-in sessions primarily engaged residents and business owners. Key themes emerged included cycling and parking concerns. Many participants expressed a desire for a fully protected and integrated cycle network. Others raised issues regarding parking, particularly in Mercer Street, and voiced concerns about the removal of car parking during peak periods.

### **Other Considerations**

Refinements to the masterplan will consider the recently adopted Central Geelong Framework Plan, especially regarding street hierarchy and strategic cycling corridors. Adjustments will be made as necessary to align the master plans with this policy document.

# Appendix 1 - Survey results

## Survey - Detailed Analysis

Separate surveys were created for each street, with the goal of assessing community acceptance based on the key directions outlined in Phase 1 of the project engagement. Participants were asked to indicate their alignment with the proposed design using 'yes,' 'almost there,' or 'no' responses. Additionally, participants were encouraged to provide detailed comments for further elaboration. These comments have been summarised alongside statistical data for analysis.

This detailed analysis offers insights into the level of community acceptance and identifies areas of concern or improvement regarding the proposed design elements. By combining quantitative data with qualitative feedback, a comprehensive understanding of community sentiment can be achieved. This understanding is crucial for informed decision-making and refinement of the masterplan.

## 1. Gheringhap Streetscape Masterplan Survey Results

### Character

Q1. Through the initial phase of community consultation, we heard that the community wanted greener streets with generous footpaths. The draft masterplan proposes that Gheringhap Street becomes a 'green link' with the introduction of a linear park between the Geelong Waterfront and Kardinia Park. The masterplan shows expanded footpaths, new planting, and street furniture.

Do you think we got it right?



### Comments about character:

Most comments express general support for making the streetscape more people friendly. Features such as cycle lanes, wider footpaths, and the inclusion of trees received overall positive feedback. However, there were some concerns raised, particularly regarding the potential impact on traffic and parking.

*“The proposed character introduces a balance of greenery and provision for cycling and cars, without detracting from amenity.”*

*“The road is too narrow and car parking blocks the road if going in or out of car park. This reduces the flow creating a back log of traffic. There is no reason to extend the width of the footpath as the number of pedestrians are minimal or non-existent now this design will not increase pedestrians.”*

## Greening

Q2. 64% of Have Your Say participants said that more trees and landscaping was important to them. The draft masterplan proposes an additional 250 (approx.) trees be planted in Gheringhap Street bringing shade, growing the Urban Forest, and providing multiple environmental benefits. New garden beds with diverse planting will help Geelong manage and clean water after rain events as well as providing seasonal interest and biodiversity.

Do you think the draft masterplan sets up Gheringhap Street to be the green street you envisaged?



### Comments about greening:

Overall, most comments were supportive of the proposed greening initiatives. Feedback indicated appreciation for the perceived improvements to shade, habitat, and the environment. However, questions were raised regarding the choice of tree species, with suggestions for prioritising a mix of natives that showcase colour or visually appealing varieties over grass and gums.

A smaller number of comments expressed opposition to the inclusion of trees, primarily due to concerns about the perceived impact on driving suitability and space.

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*"This matters to me a lot, and as someone who regularly uses Gheringhap Street, I'm really looking forward to more tree cover and greenery."*

*"The greening is great; my only question is how adequate the lighting of green areas will be achieved. Ideally pathway and low lighting would need to be a part of overall design."*

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## Streetscape components

Q3. 72% of Have Your say participants said they wanted improved footpaths. The draft master plan includes pavement upgrades, new street furniture and lighting which will create safe, welcoming environments for residents, workers, and visitors.

Do you think the draft masterplan gets it right?



### Comments about streetscape components:

Feedback regarding proposed wider footpaths was mixed. While some participants welcomed the idea, noting its benefits for pedestrians and those with mobility issues, others expressed the view that wider footpaths may not be necessary, but emphasised the need for maintenance of existing footpaths on Gheringhap Street.

Several comments highlighted the importance of improved lighting to ensure the area's safety. Suggestions for creative lighting options were supported, with dissatisfaction expressed regarding the style of existing street lighting infrastructure in Geelong.

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*"Wider footpaths mean people on mobility scooters, etc, can get around the city more easily. Means more possibility for cafes and shops to spread outside a bit which makes the area safer and more appealing."*

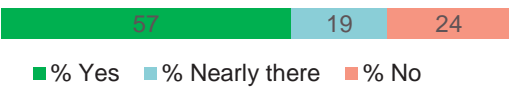
*"Lighting will be key, one of the concerns around Malop St is the green areas are very dark and lack visibility at night."*

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Related benefits

Q4. The wider footpaths will provide opportunities to activate the street with informal social gathering opportunities and alfresco dining which will create a welcoming atmosphere and support local businesses.

Do you think we have achieved the right balance?



Comments about related benefits:

Feedback regarding outdoor dining and actions to make Gheringhap Street more people-focused was largely supportive. Suggestions were made to enforce standards ensuring minimum walking widths are maintained in areas of outdoor dining.

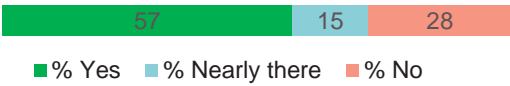
Criticism of the related benefits mainly stemmed from concerns about parking availability. Some participants expressed the view that the lack of parking might hinder visitors' ability to experience the potential benefits of the proposal.

*“Alfresco dining is a must; it makes streets more vibrant and is great for businesses.”*

Heritage

Q5. We've heard from you that preserving the heritage of the area was importance and should be presented in innovative ways. The draft masterplan envisions the new streetscape as an opportunity to convey a wide range of stories, from those of the First Nations people to the experiences of early settlers and industrial pioneers, achieved through landscape design, public artwork, and interpretive elements.

Do you think the draft masterplan gets this right?



Comments about heritage:

While heritage appears to be valued across almost all comments received, feedback was divided on the importance of incorporating indigenous heritage. Some comments suggested that not enough detail had been provided for feedback to be offered on this aspect, while others indicated that the plan, as it stands, does not appear to adequately support heritage.

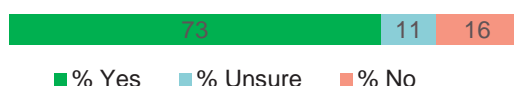
*“The heritage of Geelong is what makes it unique, elevating and honouring this is always a good thing.”*

*“A nice balance of all walks of life expressed would be great. I have concerns about the promotion of division between Indigenous people and non-indigenous these days. If we can combine expressions of all walks of life this will promote inclusion as an Australian culture that embraces all.”*

## Special event road closure

Q6. The draft masterplan proposes the zone between Smythe Street and Western Beach Road to be closed to vehicles during special events.

Do you support the zone having the flexibility for occasional event and pedestrian activation?



### Comment about special event road closure:

Generally, this was well supported. Comments expressed support for transforming Gheringhap Street into a space primarily for people rather than cars. Some participants suggested that if successful, this temporary concept should be made permanent. Additionally, there was broader support for additional events in Geelong. However, concerns were raised about the impact on traffic and the potential for traffic displacement if the road were to be closed for events.

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*"This is fantastic. This space needs to feel very much like 'not a road', but a true shared space for pedestrians, cyclists, and cars (maybe with the hope of booting private vehicles out in the future?). Could this not be extended for all of block 1? Especially if the conference centre is going nearby, it will be a massive draw card and generate a lot of crowds."*

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*"It is too far from any of the spaces along the Waterfront to have any impact."*

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## Access and movement

Q7. Access and movement are important considerations as Geelong's urban population continues to grow and new residents call the city home. To accommodate various modes of transportation, the draft masterplan proposes completing the network of cycle paths along Gheringhap Street. Additionally, it suggests gradually replacing angle parking with parallel parking to allow for expanded footpaths and green spaces.

Do you think the draft masterplan achieves the right balance between vehicle movements and parking, provision for cyclists and spaces for pedestrians?



### Comments about access and movement:

There is good support for cycle infrastructure, but almost an equal amount of concern for a loss of parking. Some comments also requested more focus on public transport in the area. Concerns regarding the impact of traffic were mentioned as well.

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*"The addition of separated bicycle lanes on Gheringhap St on either side of the road is most welcome and important given this street connects the Waterfront with other city streets, and the Green Spine."*

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*"This is great, as long as we are ensuring there is ample parking in areas that require it."*

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*"More people drive rather than bike, the current bike lanes aren't used to their capacity as it is."*

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## 2. Mercer Streetscape Masterplan Survey Responses

### Character

Q1: Character is an important aspect of streetscape design, and through the initial phase of community consultation, we heard that you wanted greener streets with generous footpaths. The draft masterplan proposes that Mercer Street becomes an important and compelling tree-lined gateway into the city, leaving a lasting impression on motorists, cyclists, and bus travellers. The masterplan includes undergrounding powerlines, planting new trees on road edges and in the median, and new footpath pavements and furniture.

Do you think we got it right?



■ % Yes ■ % Nearly there ■ % No

### Comments about character:

Comments were generally supportive of incorporating more greenery. Cycle infrastructure was also generally supported, though concerns were raised regarding the loss of parking and the potential impact on traffic. However, a small number of comments suggested removing more parking and prioritising public transport.

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*"Love the prospect of a tree-lined human-centred approach to the city that goes some way to restoring an equal balance between pedestrians, cyclists and vehicles."*

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*"To have "greener" streets and "generous" footpaths might seem to be positives but this shouldn't come at the expense of reducing the car lanes in Mercer Street from two each way to just one each way."*

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### Greening

Q2. Greening the street. 64% of Have Your Say participants said that more trees and landscaping was important to them. Building on the existing Lemon Scented Gum plantings, the draft masterplan proposes an additional 180 (approx.) trees be planted in Mercer Street bringing shade, growing the Urban Forest, and providing multiple environmental benefits. New garden beds with diverse planting will help Geelong manage and clean water after rain events and provide seasonal interest and biodiversity. Species will be selected using a mix of indigenous and native plants to create a shaded, resilient, and distinctive gateway.

Do you think the draft masterplan sets up Mercer Street to be the green street you envisaged?



■ % Yes ■ % Nearly there ■ % No

### Comments about greening:

Comments were overwhelmingly in favour of greening measures within the masterplan. Many comments encouraged a greater variety of plants to be used, prioritising native and visually appealing species. Maintenance was raised as a potential issue to consider, and concerns were expressed regarding the safety and maintenance of gum trees.

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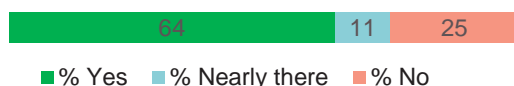
*"Would be great to include plants that support and encourage native wildlife (e.g., birds) to the area."*

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## Streetscape components

Q3. 72% of Have Your say participants said they wanted improved footpaths. The draft masterplan includes pavement upgrades, new street furniture and lighting which will create safe, welcoming environments for residents, workers, and visitors.

Do you think we have got it right?



### Comments about streetscape components:

Responses were mostly supportive, with wider footpaths, greenery, and cycle infrastructure generally endorsed. However, concerns were raised regarding a reduction in parking, with some questioning the necessity of the masterplan, suggesting that existing footpaths are wide enough to accommodate current pedestrian levels.

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*"With residential living a key to the revitalisation of the CBD and increased short-term human activity from the convention centre it is pleasing to see more prominence given to (and encouragement of) human activity like walking and cafe culture."*

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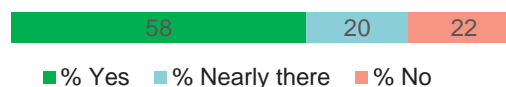
*"This is an area of minimal foot traffic. The businesses in the area need customers to be able to park and enter. It is not an area to 'wander' and window shop."*

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## Related benefits

Q4. Mercer St will accommodate a significant residential population in the future which means more business for our local traders. The wider footpaths will provide residents and visitors with the opportunity to easily walk between shops, take time over lunch or a coffee in a pleasant comfortable shaded setting.

Do you think we have achieved the right balance?



### Comments about related benefits:

Comments are generally supportive of the proposed streetscapes. Support for outdoor dining and uses that are more people-focused generally outweighs comments against these uses. However, a reduction in parking was raised as an issue, mainly regarding support for businesses perceived to rely on parking. Nonetheless, comments suggesting a further reduction in parking should be considered to allow for greater pedestrian use were also received. Concerns regarding traffic flow were also expressed.

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*"Once the population does arrive at Mercer Street the wider footpath will be appreciated. But as a local in the area, it is easy to see the retail suffering along the street. This needs to be considered."*

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*"The transition to the city is presently very uninviting as a pedestrian or cyclist. An avenue of trees and pleasant spaces with planting and seating would be a great improvement."*

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## Heritage

Q5. We heard from you that the heritage of the area was important and needs to be told in new ways. The draft masterplan envisages the new streetscape is an opportunity to share a range of stories from First Nations people to early settlers and industrial pioneers, through landscape design, public artwork, and interpretation.

Do you think the draft masterplan gets it right?



### Comments about heritage:

Generally, comments were supportive of the masterplan's approach to heritage. There were expressions of support for a greater focus on First Nation heritage. However, there were also a smaller number of comments suggesting that heritage wasn't important.

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*"Fully support the Council's focus on heritage, especially First Nations."*

*"There doesn't seem to be detail of what this may look like or how implemented, though I'm in favour of maintaining the character and history of the area."*

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## Movement and access

Q6. Movement and access are important considerations in the draft masterplan, which proposes a time-based clearway in the northern section of Mercer Street, to balance the needs of commuter traffic, public and active transport, and local access requirements.

Do you think the draft masterplan gets it right?



### Comments about movement and access:

Comments relating to movement and access are mixed. There is good support for cycle infrastructure that is protected and separate from cars. However, there is also a similar level of opposition to changes to the traffic network, including parking, with concerns that Mercer Street is an important route into and out of Geelong, and any changes would be negative. Concerns for the impact on businesses that a reduction of parking would bring were mentioned. Greater focus was also called for to support public transport.

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*"Reducing to a single lane each way will be a disaster for traffic flow, in peak times or events access into the CBD and waterfront is poor with long traffic jams backing into the highway as the road is now."*

*"The businesses in this street rely on customers being able to park and enter."*

*"Mercer Street is a key link in cycle network - linking Geelong Station to key city nodes (Deakin Waterfront, Malop St spine, waterfront/Eastern Beach etc.) is critical to success of the network. Cycle patronage will not increase unless there are separated lanes that allow safe movement between key transport, employment, retail, work, study locations."*

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### 3. Bayley Streetscape Masterplan Survey Responses

#### Character

Q1. Character is an important aspect of streetscape design, and through the initial phase of community consultation, we heard that you wanted a greener street with generous footpaths. The draft masterplan proposes that Bayley Street becomes a slower, more intimate, and greener street with additional tree planting between parking bays, new furniture and upgraded pavements where needed.

Do you think we got it right?



#### Comments on character:

Comments are generally supportive of the scheme. While some comments raised concerns about a reduction in parking, just as many comments were received calling for the street to be fully pedestrianised or for a greater reduction in parking to make it even more pedestrian friendly. In addition, comments expressed support for greening and outdoor dining.

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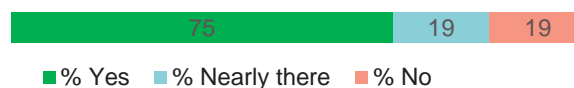
*"This street should be pedestrianised. Consultation indicated that the public wanted Bayley Street to look like Little Malop, a pedestrian precinct. This street has great potential to be activated through alfresco dining on the street."*

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#### Greening

Q2. 64% of Have Your Say participants said that more trees and landscaping was important to them. The draft masterplan proposes more than 25 (approx.) trees be planted in Bayley Street bringing shade, growing the Urban Forest and providing many environmental benefits. Species will be selected using a mix of indigenous and native plants to create a greener, leafier street. New garden beds with diverse planting will help Geelong manage and clean water after rain events and bring seasonal colour and biodiversity to the street.

Do you think the draft masterplan sets up Bayley Street to be the green street you envisaged?



#### Comments on greening:

Comments were overwhelmingly in support of greening. As in all other surveys, comments suggested priority should be given to native plants that showcase colour and beauty.

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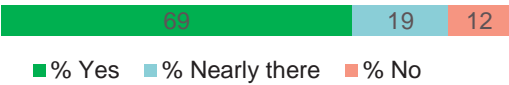
*"I support the concept of closer planting to encourage continuous canopy. I would like to see provision of habitat to support native wildlife (e.g., bird life) be included as a design principle."*

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Streetscape components

Q3. Streetscape Components. We heard from you that you wanted improved footpaths, including pavement upgrades, new street furniture and lighting will create safe, welcoming environments for residents, workers, and visitors.

Do you think the draft masterplan gets it right?



Comments on streetscape components:

Comments are generally supportive. A desire to see car dominance reduced is clear. Cycle infrastructure should be more than a painted line (desire for infrastructure separating cyclists from cars – a comment received in all three surveys), and consideration should be given to making the street one-way to increase footpath widths.

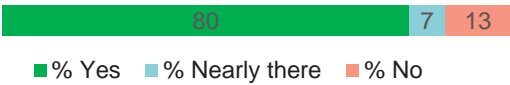
“Footpaths could become wider if street was made one-way.”

“It is hard to tell through the masterplan, but street lighting will need to ensure that there are no dark spots. Safety and security is a major issue along the street at the moment, especially at night, therefore it is important that lighting is consistent and vibrant.”

Heritage

Q4. We heard from you that the heritage of the area was important and needs to be told in new ways. The draft masterplan envisages the new streetscape is an opportunity to share a range of stories from First Nations people to early settlers and industrial pioneers, through landscape design, public artwork, and interpretation.

Do you think the draft masterplan gets it right?



Comments on heritage:

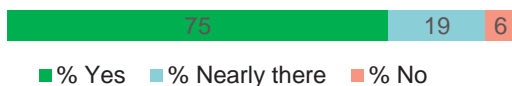
Comments received were supportive of telling First Nations stories. A small number of comments offered general disapproval to the plan more generally.

“Great to celebrate indigenous culture and encourage inclusivity and diversity in the plan which will reinforce preferred cultural shift.”

## Access and movement

*Q5. The draft masterplan identifies Bayley Street as a quieter part of town which creates the opportunity for traffic calming through the introduction of a slow traffic zone.*

*Do you think the draft masterplan gets the balance right?*



### Comments on access and movement:

People are generally supportive, with some calling for the scheme to go even further in the direction of pedestrian priority. This has included comments wishing for the street to become fully pedestrianised or for traffic calming measures, such as making the street one-way, to facilitate wider footpaths. Loss of parking has been raised as a concern.

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*"Yes, I think this will also allow a people-centred approach to the train station which will beautify the train station approach and provide a greener, more human welcome to train travellers."*

*"More all-day free parking in the area."*

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## Next steps

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Thank you again to all contributors for your time and valuable feedback.

All feedback will be considered as we prepare final versions of the Mercer, Gheringhap, and Bayley Streetscape Masterplans for Councils consideration.