

Brighton Le Sands parking strategy



PREPARED FOR ROCKDALE CITY COUNCIL
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executive summary

RobertsDay and GTA Consultations have been engaged by Rockdale City Council to prepare a Parking Strategy (the Strategy) for Brighton Le Sands village centre. The Strategy forms stage one of the master planning process for Brighton Le Sands village centre.

Currently, the village suffers from parking congestion, particularly on weekends when visitor, worker and resident parking needs conflict. The Strategy addresses the demand for parking, the existing issues impacting parking and the needs of the parking user groups.

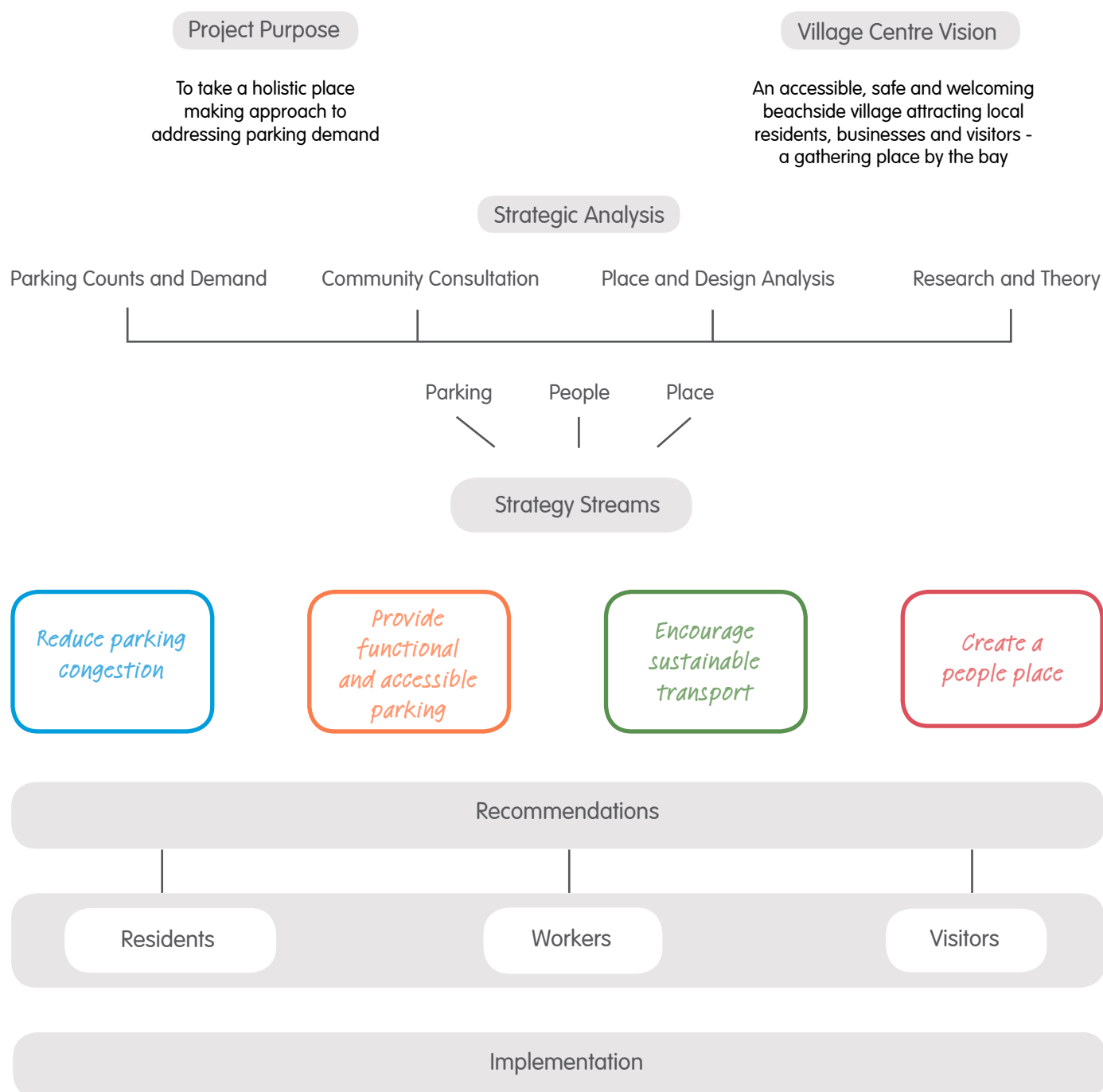
The RobertsDay Great Places™ place making approach has been adopted to guide the development of the Strategy. This process has involved upfront engagement with the community via a community survey and two collaborative workshops to shape the Vision for the village

centre and provide meaningful input into the development of the Strategy.

The Strategy identifies a Vision for the centre, four overarching strategies and series of recommendations to address parking needs and to inform the development of a Master Plan for the centre.

The recommendations have been tailored to the identified user groups of residents, workers and visitors to respond to their differing needs and seek to reduce some of the existing conflict occurring.

An implementation plan is provided that identifies priority (first year) initiatives, followed by short term, medium term and long term (innovate).



01

introduction_



RobertsDay and GTA Consultations have been engaged by Rockdale City Council to prepare a Parking Strategy (the Strategy) for Brighton Le Sands village centre. The Strategy forms stage one of the master planning process for Brighton Le Sands village centre.

Brighton Le Sands is located approximately 13 km south of Sydney's CBD. It is classified as a 'village' under the Metropolitan Plan for Sydney to 2036 and is considered to be a local centre and regional attractor, with visitors travelling from across the metropolitan area.

Currently, the village suffers from parking congestion, particularly on weekends when visitor, worker and resident parking needs conflict. The Strategy addresses the demand for parking, the existing issues impacting parking and the needs of the parking user groups.

The RobertsDay Great Places™ place making approach has been adopted to guide the development of the Strategy. This process has involved upfront engagement with the community to shape the Vision for the village centre and provide meaningful input into the development of the Strategy.

The Strategy identifies a Vision for the centre, strategies and recommendations to address parking needs at the centre and will inform the development of a Master Plan for the centre.

1.1 Brighton Le Sands Vision

As this Strategy forms stage one of the master planning process a Vision for the centre was established collaboratively with the community. The agreed Vision for Brighton Le Sands Village Centre is:

"an accessible, safe and welcoming beachside village for local residents, businesses and visitors - a gathering place by the bay"

1.2 Parking Strategy Purpose

The purpose of the Parking Strategy is to take a holistic place making approach to the provision of parking encompassing traffic, land use, public space and sustainable transport options to meet the needs of the community.

1.3 Strategy Objectives

The following objectives have been identified under the headings of parking, people and place.

Parking

- Meet parking needs
- Reduce parking demand through increase of sustainable transport
- Provide accessible and safe parking
- Improve the function and utilisation of existing parking
- Identify parking needs to inform the development of the Village Centre Master Plan

People

- Provide for the convenient everyday access needs of the local community
- Accommodate the needs of visitors and support the regional recreational role of Brighton Le Sands
- Provide adequate transport and parking for workers
- Integrate the needs and ideas of the community

Place

- Provide appropriate parking to support the function of the village centre
- Provide safe and secure parking and pedestrian environments
- Respond to the existing place constraints and opportunities

1.4 Background

Parking has been a long term issue at Brighton Le Sands with several constraints affecting parking supply and demand. This Strategy has been commissioned to resolve parking issues within the centre.

The following parking strategies have informed the development of this Strategy:

- Draft Cook Park Paid Parking Advice (2014)
- Cook Park Paid Parking Advice (2010)
- Rockdale Parking Strategy Implementation Project (2009)

An overview of the scope and key findings of these reports is contained in Section 1.2 of Appendix A Parking Analysis.

There are several key issues impacting on the provision of convenient, safe and affordable parking within the centre:

- At times demand exceeds supply, particularly during peak times on Friday and Saturday nights
- There are limited parking restrictions within the Study Area which restricts turnover
- There is a lack of consistent enforcement of existing parking restrictions
- There is conflict between residents, visitors and workers
- There are many apartments which do not have off-street parking
- The existing car parking stations suffer from safety and amenity issues including a lack of surveillance, poor lighting, poor maintenance and trip hazards
- The centre suffers from amenity issues and is impacted by noise, and has limited shaded and comfortable public open space
- There is low sustainable transport use and high car ownership and use

In spite of the challenges Brighton Le Sands is still attracting many people from across Sydney who appreciate the location on the bay, vibrant atmosphere and diversity of restaurants and eateries. However, access and parking are at a critical stage that if action is not taken soon the challenges will overwhelm the function of the village centre.

1.5 Place Making Approach

A place making approach has been employed to ensure that the Strategy responds to people and place. The RobertsDay Great Places™ methodology has been applied to guide the development of the Strategy to ensure its outcome is focused on making Brighton Le Sands a great place for people.

The following tasks have been completed to inform the development of the Strategy as part of the Understand to Design phases of the RobertsDay Great Places™ methodology:

Understand

- Understand the existing issues, opportunities and constraints
- Review previous studies undertaken

Discover

- Place audit
- In person and online community survey
- Parking counts over the Australia Day long weekend
- Parking counts typical scenario
- Parking analysis of the existing situation
- Community and Retailer Workshop 1: Vision and Values

Envision

- Confirm the Vision for the village centre after consultation with the community
- Synthesis of opportunities and constraints

Design

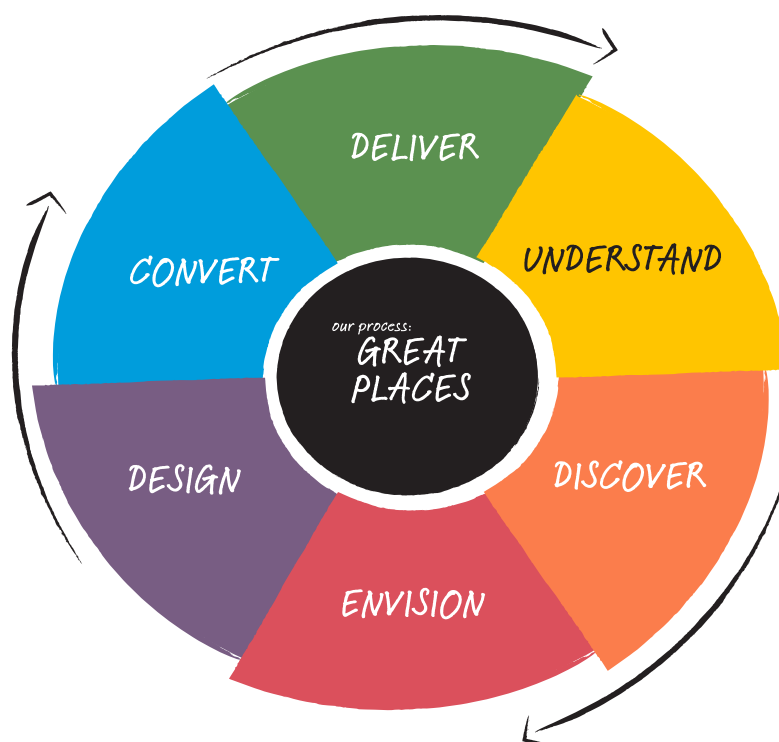
- Develop draft strategies
- Community and Retailer Workshop 2: Strategy Options
- Finalisation of Parking Strategy

The final two stages of the methodology Convert and Deliver will occur during the Master Planning process.

Key to the value of a place making approach is the upfront consultation with the community. Over 200 community members have participated in either the community survey or workshops ensuring the views of the community are well understood.

The Vision and Values workshop sought to listen to the community from the early stages of the project. At this workshop stakeholders collaborated to develop a shared Vision for the centre, and identified issues, constraints and opportunities to address parking needs. The community also shared their ideas to address the constraints and opportunities.

At the Strategy Options workshop the draft options and Strategy were presented which provided an opportunity to gather feedback, understand the community's priorities and identify additional ideas to inform the Strategy.



Strategic place making also involves the synthesis of information to inform the development of specific strategies that respond to the context of the place, its people and parking requirements. Section 3 Strategic Analysis, documents how the inputs to the Strategy have been analysed and grouped to develop tailored strategies and recommendations that directly respond to the unique characteristics being experienced by the community at Brighton Le Sands (as illustrated in **Figure 1** below).

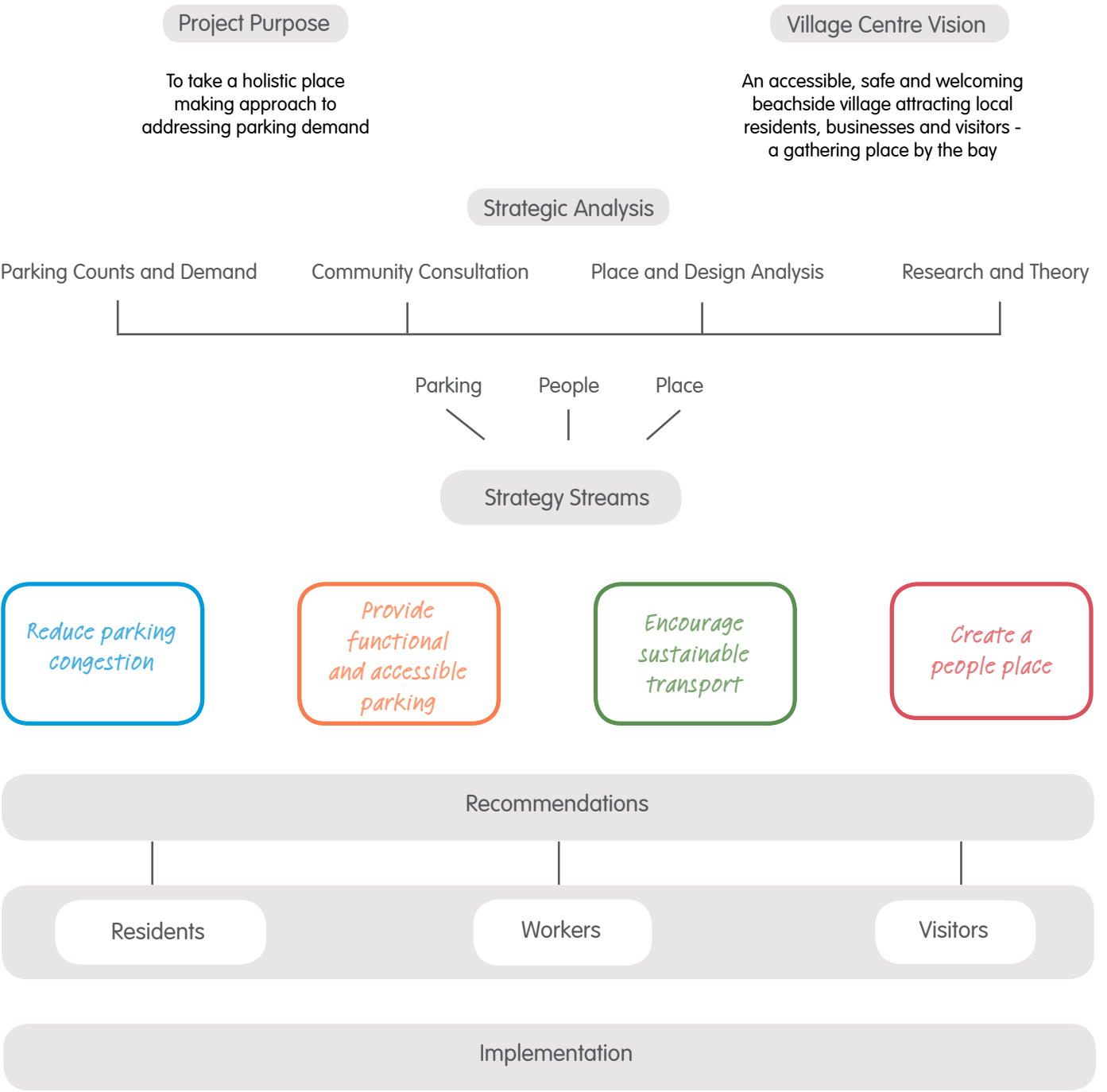


Figure 1 Brighton Le Sands Parking Strategy Process

02

context_



Brighton Le Sands is a local village that also acts as a regional destination attracting visitors from across the Sydney Metropolitan Area

2.1 Study Area context

Brighton Le Sands is located approximately 13 km south of Sydney's CBD and is located within the Rockdale Local Government Area (LGA). It is classified as a 'village' under the Metropolitan Plan for Sydney to 2036 and is considered to be a regional attractor with visitors travelling from across the metropolitan area (**Figure 2**).

2.2 Study Area

The Study Area is bound by The Grand Parade to the east, Sellwood Street to the north, Francis Avenue and Crawford Road to the west, and President Avenue to the south. Bay Street divides the Study Area east-west and forms the Main Street of the centre. The Grand Parade runs parallel to the Cook Reserve and Botany Bay Foreshore and supports a number of restaurants, bars and entertainment uses. The remaining streets within the Study Area are predominantly residential and include a high proportion of medium and high density residential development.

The Study Area and Core Study Area are illustrated in **Figure 3**.

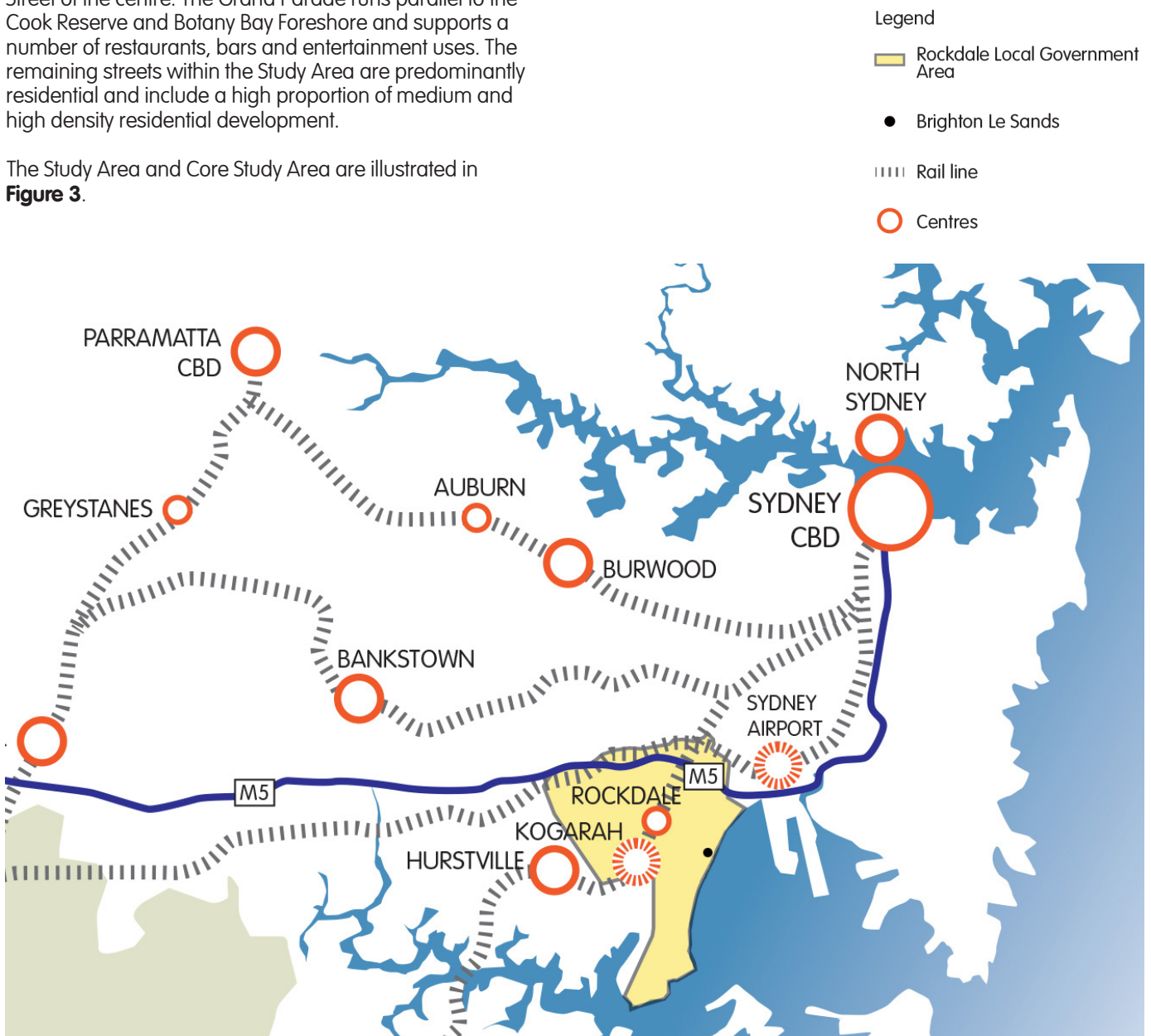


Figure 2 Metropolitan Context



Figure 3 Study Area and Core Study Area

The following issues, constraints and opportunities have influenced the development of the Strategy

2.3 Issues

Several overarching issues have been identified as impacting on the provision of parking:

- Parking is over capacity at peak times resulting in negative and illegal parking behaviour.
- There are currently few parking restrictions and this restricts turnover.
- Boats and caravans parked on residential streets consume excessive space.
- There is a lack of consistent enforcement of parking restrictions.
- There is competition between residents, visitors and workers for parking.
- There are many apartments which do not have off-street parking resulting in a high proportion of residents parking on the street.
- There is no resident parking scheme.
- The existing car parking stations suffer from safety and amenity issues including a lack of surveillance, poor lighting, poor maintenance and trip hazards.
- The centre suffers from amenity issues, is impacted by noise, and has limited shaded and comfortable public open space.

2.4 Constraints

The following constraints to meeting parking needs have been identified (refer to **Figure 4**):

- Presence of a popular beach, international hotel, several restaurants and function centres which result in evening and weekend and seasonal peak parking demand from visitors to the area.
- Low sustainable transport utilisation, high car ownership and use of car for journey to work. Brighton Le Sands does not have a train station and is located in close proximity to key motorways (such as the M5) and other key roads providing direct car access to many employment centres around Sydney.
- The Grand Parade and Bay Street are Roads and Maritime (RMS) controlled roads.
- There is limited Council owned land within the centre.
- Geotechnical conditions result in very costly basement parking.
- There is a lack of infrastructure for cyclists.
- Car culture: people bring their cars to Brighton Le Sands to 'promenade them' - residents of surrounding suburbs are more inclined to drive due to lack of convenient alternative transport options.
- Small lot ownership patterns hinders lot consolidation.

2.5 Opportunities

However, in spite of these challenges Brighton Le Sands is still attracting many people who appreciate its seaside location, vibrant atmosphere and diversity of restaurants and eateries.

The following opportunities were identified to provide accessible parking:

- The area is predominantly flat and provides good conditions to encourage walking and cycling.
- Improve the accessibility and function of existing parking.
- Activate streets and improve the public domain in response to the strategic location of parking.
- Provide angled parking.
- Introduce more timed parking.
- Introduce differentiated paid parking.
- Provide parking for longer 'experience based' destination stays further from the core to alleviate traffic congestion and to activate streets.
- Provide strategies and recommendations to increase modal shift to sustainable transport to reduce parking demand.
- Provide long term parking for workers at school car parks during Friday and Saturday nights, weekends and during special events.
- Provide clear signage to assist with access to parking.
- Provide wayfinding through the centre for walking and cycling.
- Redevelop the Boulevard Car Park to provide additional parking spaces.

2.6 Planning context

The following provides the planning context for the Strategy.

Brighton Le Sands Master Plan

This Strategy forms the first stage of a Master Plan for Brighton Le Sands. Stage two will start in July 2014. This Strategy will inform the development of the Master Plan. It provides recommendations for further investigation to be completed as part of the master plan process.

Rockdale Local Environmental Plan 2011

The Study Area is zoned under the Rockdale Local Environmental Plan 2011. Currently the Study Area is constrained by small lot sizes and fragmented ownership which affects many centres across Sydney and this can limit development potential. The upcoming master plan process will confirm the land use objectives for the area.

Draft Metropolitan Strategy for Sydney to 2031

The Draft Metropolitan Strategy for Sydney to 2031 provides little direction for this centre. However, Brighton Le Sands is classified as a 'village' under the Metropolitan Plan for Sydney 2036 and its partnering document the South Subregion Draft Subregional Strategy. It is also considered a regional attractor with visitors travelling from across the metropolitan area.

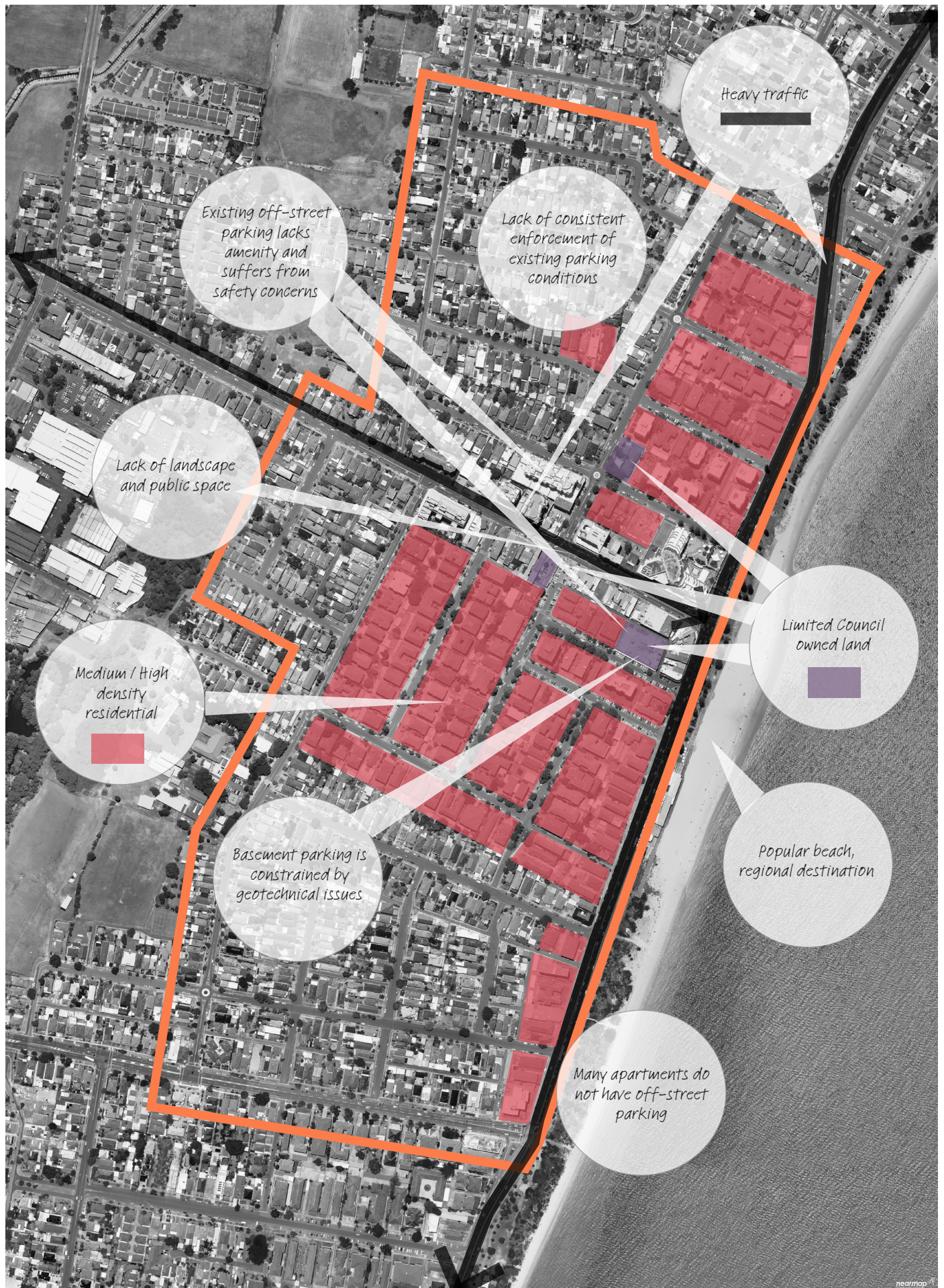


Figure 4 Issues and constraints affecting the Study Area

03

strategic analysis_



A strategic analysis has been conducted to provide an evidence based approach to the development of the Strategy

This strategic analysis chapter presents the research undertaken to inform the development of the Parking Strategy. The analysis is structured under the following:

- Parking
- People
- Place

3.1 Parking

A Parking Analysis has been conducted by GTA consultants (Appendix A) which has been informed by two car parking counts conducted on:

- January 24-25 (Friday and Saturday)
- February 21-22 (Friday and Saturday)

These hourly parking counts were commissioned to determine car parking occupancy levels. The parking analysis has identified the existing parking supply and demand, hot spots and opportunities to encourage sustainable transport.

Supply

There are 2,601 car spaces in the Study Area including a number of clearway parking spaces on The Grand Parade all of which are free of cost to use. In addition to this there are 336 spaces within the Novotel car park which are paid, although some shops validate parking after purchase.

Of the total free spaces, 2,174 are located on-street and 427 off-street within the Moate Avenue (Coles) and Boulevard Car Parks.

Within the Core Study Area (as defined by the Parking Analysis in Appendix A) there are 1,308 car spaces including 881 on-street and 427 off-street.

There are few parking restrictions within the Study Area with most centered on, or in, direct proximity to Bay Street.

Demand

Peak demand for parking within the Study Area is on Friday and Saturday nights. Generally people prefer on-street parking within a 5 minute walk of Bay Street to using off-street car parking stations which are constrained by functional, safety and amenity issues. Residential, worker and visitor parking demand conflicts during the peak times (see **Figure 5**).

The functional issues with the existing off-street car parks is contributing to their underutilisation and the strong demand for on-street parking. These issues include inadequate lighting and surveillance, a lack of signage and wayfinding to allow access to, and within, the car parks, difficult accessibility from main streets, lack of awareness of the Novotel Car Park, and traffic circulation congestion due to a constrained street network that lacks permeability.

Overall Study Area

The peak demand for the Study Area occurs in the evening for each parking count period. The occupancy profile indicates a minimum occupancy rate of 45 - 60 % occurs early in the day and a peak occupancy rate of 75-80% occurs in the evening after 7pm. A higher demand is evident on Saturday, with capacity reaching above 80%, about 5% higher than the Friday levels.

Core Study Area

The occupancy profile for the Core Study Area has resulted in a higher parking demand than the overall Study Area, with demands peaking above 90%. Similar to the overall Study Area results, Saturdays are shown to contain higher parking demands with capacity reaching up to 96% during the Saturday February counts.

These results are generally consistent with the car parking counts undertaken in November 2008 (Bitzios, 2009), that also indicated peak car parking demands occurring in the evening with occupancy levels above 90%.

Off-street car parking stations

The Boulevard Car Park shows a steep rise in occupancy after 5pm (corresponding with an increase in the surrounding on-street car parking demands), reaching capacity around 7-8pm. The occupancy of the car park is shown to decline after 9pm. Car parking demand during the day is moderate. The upper levels of the car park are generally used at peak times only.

The Moate Avenue (Coles) Car Park has a Friday peak during lunchtime corresponding with peak shopping demands. An additional peak occurs during the weekday and Saturday evenings, corresponding with the peak entertainment and restaurant demand. The car park did not reach capacity during the parking count period. Typically, car parking demands were greater on the lower car park level than the upper level.

The Novotel Car Park caters for hotel guests as well as the general public. Car parking is charged with \$5 (0-2 hours) to \$60 (10-24 hours) for the general public with free parking (up to 2 hours) provided between 6am and 7pm. Parking for Novotel employees is charged at \$2 per day and when consulted the Novotel car park estimated that approximately 30 employees would park per day. A day rate of \$25 per day applies to hotel guests.

Parking counts of this car park were not undertaken as part of this analysis, however, observations of the car park indicated that it operates with a capacity of approximately 80% or above during peak periods (Friday and Saturday evenings).

Duration of Stay

Duration of stay surveys (Bay Street) indicated that approximately 80% of vehicles parked on Bay Street between 5 and 10pm stayed for less than 2 hours. This indicates that outside of the restricted parking times there is reasonable turnover of parking. There is a tendency for vehicles to stay longer on Friday and Saturday evenings.

Observations and Considerations

The following observations and considerations were documented as part of the Parking Analysis:

- Both parking counts were taken on days with low beach activity and therefore demand would increase on days with higher beach activity.
- On-street parking occupancies are greater than off-street.
- There is a high demand for short term on-street spaces to cater for short stay visits and pick up/ drop off.
- Car parking demand is high along The Grand Parade and other streets near the foreshore area. Limited parking along the foreshore resulted in visitors and residents competing for car parking in residential streets.
- Limited pedestrian crossings along The Grand Parade resulted in visitors to the foreshore or beach concentrating parking on residential streets near crossing facilities.
- Car parking demand was high on the streets off Bay Street for up to approximately 300m north and south during the day and further during the evenings.
- Drivers were observed double parking in Princess Street to drop off passengers to run into Coles even when there was sufficient on-street parking and capacity within the Moate Avenue (Coles) Car Park.
- Drivers were observed on streets south of Bay Street circulating to find on-street parking, even though there was capacity on the second level and roof of the Boulevard Car Park.
- Due to limited loading zones within the Study Area, loading activities are occurring on Trafalgar Street and The Boulevard restricting general vehicle movement.
- On-street car parking demands outside of the Core Study Area are low during the day and moderate in the evening, when non-residential car parking demands infiltrate further into the residential network.
- There is limited short-term car parking available in the Study Area as it is predominantly residential, except along Bay Street and The Grand Parade.
- The reluctance of motorists to use the Moate Avenue (Coles) Car Park could be attributed to the lack of amenity of the car park including the tight internal ramps, low headroom, perceived security risk, lengthy walking distance/ time between the car park and supermarket via the ramped path system, and circuitous routes to the car park entry.
- Parking demand on the upper levels of the Boulevard Car Park was low during the daytime, even when

on-street parking demands were high. The car park reached capacity during the evening. Vehicles are unable to simultaneously go up and down the internal car park ramps. This impacts car park operations, particularly during peak evening periods when 'gridlock' occurs as vehicles try to simultaneously enter and leave the car park. Some of the directional parking signage to the car park from the north is not visible at night (i.e. not retro-reflective).

Existing and future demand

The overall, existing and future, demand has been estimated based on the collected parking counts.

An occupancy of 85% is considered optimal for managing car parking demands. Beyond this level changed driver behaviour is likely to occur, including increased vehicle circulation, tailgating pedestrians and double parking. The Core Study Area was observed to have a peak occupancy of 96% (1,254 spaces), significantly above the optimal level.

Table 1 provides a summary of the recommended future car parking supplies to achieve 95%, 90%, 85% and 80% occupancies for the existing and future land use scenarios (assuming no increase to car parking demands generated by the existing land uses).

Table 1 indicates that 167 additional spaces would be required to reduce the existing occupancy to a more manageable 85% within the Core Study Area. Forecast land uses and the associated additional future parking demands suggested, 211 additional spaces will be required to reduce future occupancies to 85% within the Core Study Area.

The 'spike' in evening car parking demands are being generated by the non-residential uses abutting the foreshore and Bay Street and as such, the additional car parking should be provided as close as possible. It is noted that the provision of additional car parking within the Core Study Area may not actually result in a reduced occupancy within the Core Study Area, but rather a reduction in the overall Study Area, with parking demands more likely to reduce in the peripheral areas alleviating the impact of visitor parking on residents. The additional parking would also assist in improving driver behaviour within the Study Area and reduce the number of vehicles circulating through the road network searching for vacant spaces.

Table 1 Car Parking Occupancies (Existing and Future)

Scenario	Parking Demand	Parking Occupancy				
		96%	95%	90%	85%	80%
Existing Parking Demand	1,254 spaces	1,308	1,320 (+12)	1,393 (+85)	1,475 (+167)	1,568 (+260)
Future Parking Demand	1,291 spaces (+37 spaces)	1,345 (+37 spaces)	1,359 (+51)	1,434 (+126)	1,519 (+211)	1,614 (+306)



Figure 5 Conflicting user demands at Brighton Le Sands

Car Parking Management

In order to manage car parking demands and turnover within and surrounding a centre environment, the following progression of parking strategies usually takes place:

- Unrestricted on-street parking supply
- Monitor demands and turnover
- Introduce time restrictions
- Monitor demands and turnover
- Introduce a paid parking scheme

The majority of car parking away from Bay Street and The Grand Parade is currently unrestricted. As a result demands are high and turnover is low. In order to better manage demands and turnover, introducing timed parking is the next logical step for the Study Area.

Given the significant proportion of on-street resident parking a resident parking scheme will need to be introduced concurrently.

If the introduction of time restricted parking does not improve the current situation, charging for on-street parking (paid parking scheme) should be considered.

Timed Parking

Any additional car parking would need to have time restrictions and be implemented in conjunction with any future resident parking scheme to avoid visitors and residents competing for parking.

Additional short term spaces could be provided to allow people to conduct quick errands within the centre north and south of Bay Street. Providing a series of 1/2 hour and 2 hour spaces with direct access to Bay Street will encourage additional turn over and increase the accessibility of close parking for short stays and will better cater to the needs of the retail uses.

Resident Parking Scheme

Introducing additional timed areas to the Study Area would require the introduction of a resident parking scheme to manage residential parking needs. It would provide the opportunity to protect the amenity of residents from non-residential parking demands particularly during the evening when residents returning home may not be able to find on-street car parking.

Introducing a resident parking scheme received strong support at the community workshops from the resident group and received the most votes of all the suggested strategies demonstrating the urgent need to address the resident and visitor parking conflict that is currently occurring.

The resident parking scheme should only allow apartment residents with no on-site car parking a single permit for on-street parking and should not be provided to apartment residents with dedicated off-street car parking space(s). This will encourage residents that currently use their garages for storage or other purposes to use them for car parking. This is to be combined with an audit of existing boats and caravans parking on-street to remove these to maximise the available on-street parking.

Pick up/drop off spaces

Illegal parking on the verges of the foreshore area is an issue on high activity foreshore use days. Visitors to the foreshore area often bring large amounts of equipment to the beach that are not easily carried to the beach making them reluctant to carry these items long distances or across The Grand Parade, particularly if coming with a family. The provision of short term pick up/ drop off spaces (5 minutes time limit) on the eastern side of the Grand Parade would allow visitors the opportunity to drop equipment and small children near the foreshore area and to then find a car park further afield rather than parking illegally near the foreshore. Such short term parking could be reinforced by landscaping buffers to further discourage illegal parking.

Sustainable Transport

Journey to work data indicates that Brighton Le Sands residents have a higher mode share to private vehicle usage than the NSW average and a lower mode share to sustainable transport options such as cycling, walking and public transport use. There are definite opportunities to shift resident mode share away from private vehicle use to sustainable modes via the provision of improved walking and cycling facilities. This would result in less car parking demands within the centre. Indeed, observations indicated that there was insufficient bicycle parking provisions for the existing retail uses along Bay Street, evident by the use of street furniture to secure bicycles.

Improved pedestrian and bicycle links as well as more frequent peak hour bus services to the Rockdale Railway Station would reduce car trips between the Study Area and the railway station. A cycle link from the Study Area to Rockdale Town Centre and station is recommended to provide additional access to the Study Area for visitors using the train those living in Rockdale Town Centre. If feasible, a separate cycle connection is recommended to encourage more people to cycle to the Study Area rather than rely on their car.

Notwithstanding the above, it is noted that peak car parking demands were observed to occur during the evening and typically generated by visitors to the restaurant, bar and entertainment uses within the Study Area. Initiating a substantial mode shift away from private vehicle usage for these users of the Study Area may be more difficult.

The Study Area is not located in close proximity to a railway station. The peak car parking demands are occurring at approximately 8:00pm on Friday and Saturday evenings when public transport frequencies are at their lowest. However, bus service providers would likely be hesitant to increase frequencies above those currently provided, noting that low evening patronage was observed during the site inspections. Furthermore, walking and/or cycling to the Study Area may not be practical for many visitors at that time of night.

The Bitzios Report (2009) recommended the provision of a shuttle bus operated by Council, between Rockdale Railway Station and off-street car parking stations (train and park-and-ride customers), on Friday and Saturday evenings. In order for such a service to be successful, the shuttle would need to operate at short intervals (say 10 minute frequencies) such that additional delays to users were not significant. Ability of funding for any shuttle bus

service would be a key area of consideration.

The community suggested the provision of bus tickets from restaurateurs to employees and patrons of local restaurants to encourage the use of public transport on Friday and Saturday evenings.

Worker Parking

There is currently limited designated parking for workers within the Study Area. Most workers park on-street within the Study Area in unrestricted streets.

Many park close to their premises reducing parking opportunities for customers. Retailers claimed that staff working evenings and on the weekend drove to work due to limited bus services and safety concerns with getting the bus late at night.

The Novotel Hotel reported that approximately 30 staff drive and use their underground car park each day (charged at \$2 per day for staff). Of the approximate 100 employees most used public transport to commute to work.

There is an opportunity to reduce the parking conflict with workers, visitors and residents by moving long term worker parking out of the Core Study Area and by encouraging the use of sustainable transport by workers.

Subject to feasibility, worker parking during peak times (Friday and Saturday nights) could be provided at Brighton Le Sands Public School and St Thomas Mores Primary School utilising the existing surface car parks. Restaurants and cafes within the centre could align shift times to coordinate parking turn over and encouraging workers to walk together to their cars at night to provide safety (with a security guard if necessary).

Further consultation could be undertaken with local businesses to develop worker travel plans to encourage sustainable transport use including walking, cycling and buses. Incentives to workers who do not drive could be given by business owners to contribute to the reduction of parking congestion and conflict within the village centre. Employers could provide staff with free bus and train tickets, secure bike parking on site or a bonus for not driving.

Paid Parking

Whilst motorists prefer unpriced parking, paid parking can assist in providing:

- A level of natural enforcement as drivers are less willing to risk overstaying in a paid parking area encouraging greater turn over.
- Greater time efficiency monitoring parking spaces allowing a greater number of spaces to be captured to facilitate better management of existing parking.

As a result a paid parking system assists to increase turnover of parking spaces. In addition paid parking can act as a demand management tool, which reflects the priority order of spaces and emphasises the convenience of the most important central parking areas. This assists, while not physically increasing the supply of parking, to increase the opportunity for more drivers to use the same parking space (GTA, 2014).

According to the Cook Park Paid Parking Advice (Bitzios, 2014), paid parking within the Brighton Le Sands centre and along the foreshore would be a financially viable and a successful strategy to manage parking demand. The Study found that paid parking has been successful where there are 'all year round' uses attached to the foreshore such as restaurants and cafes and in association with a centre where there is lesser impact on residential properties. The Study suggested that this be investigated further.

The Study also found that paid parking appears to be more successful in areas where additional effort is placed on performance monitoring and enforcement.

The community workshops resulted in divided support for paid parking. Some saw it as a positive mechanism to manage parking demand and user behaviour. Others wanted to ensure that any cost would still ensure that parking was accessible to the local community and for families to visit Brighton Le Sands.

Disabled Parking

There are currently 18 disabled on-street car parking spaces provided in the Study Area. The following demand was observed:

- Average occupancies of 70%
- Peak times resulted in occupancies of 100% occurred on 3 of the 4 surveyed days

Based on the above results, it is considered that the existing disabled car parking supply is insufficient to cater for existing disabled parking demand. In this regard, it is recommended that additional on-street disabled car parking could be provided within the Core Study Area (on or close to Bay Street).

Key Findings

- Peak demand occurs on Friday and Saturday nights.
- There are 2,601 car spaces in the Study Area including a number of clearway parking spaces on The Grand Parade all of which are unpaid. In addition to this there are 336 spaces within the Novotel car park which are paid, although some shops validate parking after purchase.
- Generally, on-street parking within a 5 minutes walk of Bay Street is preferable to using off-street car parking stations which are constrained by functional, safety and amenity issues.
- There is a high demand for short term on-street spaces to cater for short stay visits and pick up/ drop off.
- Car parking demand is high on the streets off Bay Street for up to approximately 300m north and south during the day and further during the evenings.
- Car parking demand is high along The Grand Parade and other streets near the foreshore area. Limited parking along the foreshore resulted in visitors of the foreshore competing for car parking in residential streets with residents and visitors to the village centre.
- An occupancy of 85% is considered optimal for managing car parking demands. Having regard for the forecast land uses and the associated additional future parking demands, 211 additional spaces would

be required to reduce future occupancies to 85% within the Core Study Area.

- Any additional car parking should be time restricted implemented in conjunction with a resident parking scheme to avoid visitors and residents competing for parking.
- There is an opportunity to reduce the parking conflict with workers, visitors and residents by moving long term worker parking out of the Core Study Area and by encouraging the use of sustainable transport by workers. Worker parking during Friday and Saturday nights could potentially be located within primary school grounds.
- There is an opportunity to provide infrastructure for walking and cycling to increase access to Rockdale Train Station and surrounding areas to encourage a modal shift from car use to walking, cycling, train and bus.
- Paid parking provides an opportunity to encourage parking turnover and to more efficiently manage parking utilisation. It is shown to be a financially feasible model within Brighton Le Sands Village Centre and should be further investigated.



Figure 6 The Boulevard Car Park rooftop parking

3.2 People

An analysis of the demographics of Brighton Le Sands, two community workshops and a community survey have been conducted to understand user groups within the Study Area.

This section provides an overview of the demographics and a summary of the consultation results. Further details of the consultation are contained within Appendix B Consultation Results.

Demographics

A review of the key demographics from the 2011 Census (ABS, 2011) for the Brighton Le Sands State Suburb area (SSC10337) has been undertaken and compared to the statistics for the Sydney Metropolitan Area (BCP1030). An overview of the demographics is presented in **Table 2** below.

There are approximately 8,003 people in Brighton Le Sands with 51.8% female and 48.2% male. The median age is 39 which is higher than the Sydney Metropolitan average of 36.

Table 2 Key Demographics for Brighton Le Sands compared with the Sydney Metropolitan Area

Demographic	Brighton Le Sands	Sydney Metropolitan Area
Median age of persons	39	36
Median total personal income (\$/weekly)	\$595	\$632
Total family income (\$/weekly)	\$1,398	\$1,725
Median total household income (\$/weekly)	\$1,129	\$1,490
Median mortgage repayment (\$/monthly)	\$2,167	\$2,169
Median rent (\$/weekly)	\$360	\$365
Average number of persons per bedroom	1.2	1.2
Average household size	2.3	2.7
Families	2,100	5,684,062
Average children per family	1.7	1.9
Detached houses	30.6%	54.9%
Apartments	51.9%	25.7%
Semi detached	0.8%	12%
Average motor vehicles per dwelling	1.3	1.6
Households with no cars	14.3%	12.4%
1 car	48.5%	38.4%
2 cars	25.8%	32.7%
3 cars	0.5%	0.9%
4 or more cars	0.2%	0.4%

Families in Brighton Le Sands have approximately 1.7 children per family which is less than the Sydney Metropolitan average of 1.9. This can be attributed to the large proportion of apartments within Brighton Le Sands (51.9%) compared with the Sydney Metropolitan average of 25.7%.

Brighton Le Sands residents have an average car ownership of 1.3 cars per dwelling which is less than the Sydney Metropolitan average of 1.6 cars. This ownership rate is considered to be consistent with other middle band suburbs within Sydney.

Journey to work data has also been analysed from the 2011 Census. The data indicates that the majority of Brighton Le Sands residents drive to work (74% as driver and 6% as a passenger) or catch the train (7%). A lower proportion of residents cycle (<1%), walk (4%) or catch the bus (4%) than the State average.

Consultation Results

As part of the place making approach there have been several opportunities for the community to participate in the process. These included a community survey and two collaborative workshops held in the Brighton Le Sands Village Centre.

Over 4,000 houses were letter box dropped with an invitation to attend the workshops and to participate in the survey. An advertisement for the workshops and survey was placed in the St George Leader in February and March, in the Council March newsletter and was made available on Rockdale City Council's website and Facebook page.

Full details of the community consultation results are found in **Appendix B**.

Community Workshop 1: Vision and Values

Community Workshop 1: Vision and Values was held on Tuesday 18 February from 6-8pm at the Brighton Le Sands RSL. The workshop was attended by over 32 local residents and retailers and businesses owners. The workshop included:

- Informing the community of the scope, objectives and process of the project
- Listening to the issues and concerns raised by the community regarding parking at the Village Centre
- Identifying the constraints and opportunities to parking
- Working collaboratively to define the vision for the Village Centre
- Working in groups to identify ideas and opportunities to address the key issues raised during the workshop

Community Workshop 2: Strategy Options

Community Workshop 2: Strategy Options was held on Tuesday 25 March from 6-8pm at the Brighton Le Sands RSL. The workshop was attended by over 18 local residents and retailers and business owners. The workshop included:

- Reiterating the scope, objectives and process of the project
- Presenting the draft strategy options to the community

03 strategic analysis

in strategy streams

- Working in groups to identify additional initiatives for the strategy streams
- Working in groups to prioritise the initiatives over the short, medium and long term
- Dotmocracy – all participants voted on their top 5 favourite strategies using sticky dots

Community Survey

A community survey was conducted in person and online to allow as many community members and retailers as possible to contribute to the Strategy. A total of 156 surveys were completed. 50 in-person surveys were conducted on Friday 24 January 2014 at the village centre. In addition to these 106 surveys were completed online between 20 January and 7 March 2014.

Consultation Key Findings

The following key findings are from the consultation process.

From the visioning and survey it has emerged that there are two Brighton Le Sands:

- Quiet, peaceful, everyday, bayside village, locals (daytime and weekdays)
- Busy, vibrant, entertaining, multicultural, visitors, chaotic, fun (nighttime and weekends)

The community was concerned about:

- Safety and security
- The need for more parking close to the centre
- Amenity, cleanliness and rubbish removal
- Noise and hoons
- Antisocial behaviour
- Illegal parking behaviour
- Limited long term parking
- The fear that more development will exacerbate the parking situation

The community identified the following opportunities and ideas to address the existing situation:

- Resident parking scheme
- Paid parking (divided support, concern over affordability for locals and families)
- Better enforcement
- Improved signage
- Angle parking
- Walking path improvements
- Cycle paths

- Improve public transport access
- Introduce speed cameras and security cameras
- Create more time limited parking
- Rebuild/ expand the Boulevard Car Park
- Improve awareness and wayfinding

The community supported:

- Improving the pedestrian environment
- Provision of cycle paths once pedestrian paths have been upgraded
- Angle parking to increase the capacity
- Introducing 5 minute drop off zones for visitors at The Grand Parade
- Quick stay (30 minute) timed areas near Coles and other shops to facilitate quick shopping errands
- Parking for workers at schools during the weekend peak times and evenings
- Introduction of more timed areas with a resident parking scheme
- Paid parking - if it was accessible to families and did not deter visitors from restaurants
- Improvements to the existing off-street car parking (Moate Avenue and The Boulevard Car Parks) to improve amenity, access and safety
- Expansion of the Trafalgar Street Plaza to create a strong central heart within the centre that was comfortable and attractive for people
- Improving some surfaces within the centre to be safer, as they are currently slippery
- Installing additional bike parking

The community saw the main priorities as:

- Improve the pedestrian environment first, then introduce separated cycle paths
- Introduce a resident parking scheme with additional timed areas
- Provide designated parking for workers
- Provide angle parking without impacting on-street verges and gardens
- Improve the maintenance and amenity of existing car parks
- Promote the Novotel Car Park and provide dynamic signage
- Make the Trafalgar Street Plaza the heart of the village

The consultation results have been a valuable input into the development of this Strategy offering many local insights, ideas and opportunities.



3.3 Place

A Place Audit was conducted by RobertsDay with members from Council's Working Group on 7 February 2014. Along with a site analysis the following analysis maps depict:

- Land use pattern (**Figure 7**)
- Village structure (**Figure 8**)
- Existing pedestrian amenity (**Figure 9**)
- Existing parking conditions (**Figure 10**)

LEGEND

- 400 metre/ five minute walk
- Medium/High Density Residential
- Low Density Residential
- Retail/ Restaurant/Cafe
- Mixed use
- Open Space
- Car Park
- Industry
- School
- Hotel
- Church



Figure 7 Land use pattern

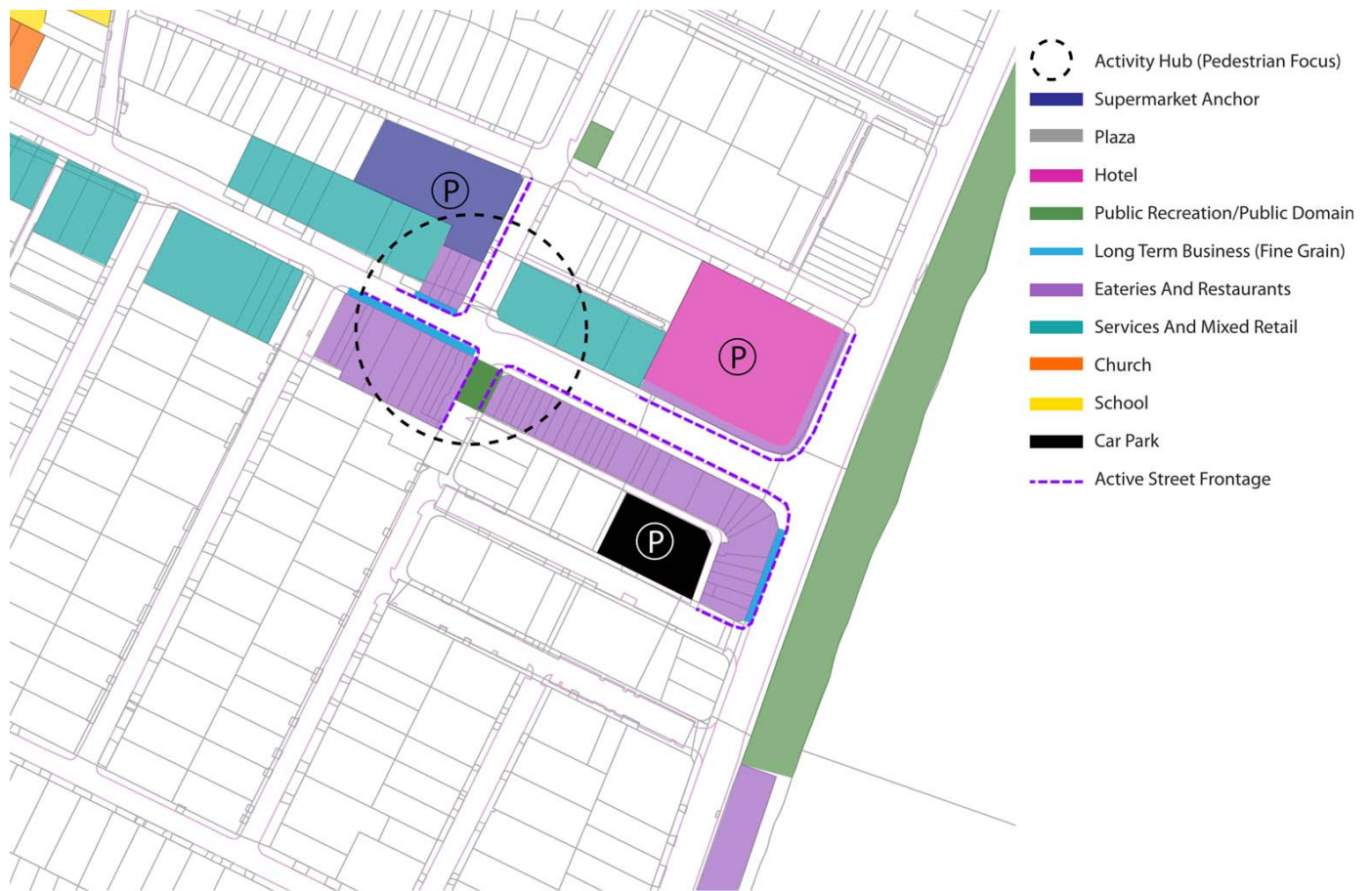


Figure 8 Village Structure



Figure 9 Existing Pedestrian Amenity

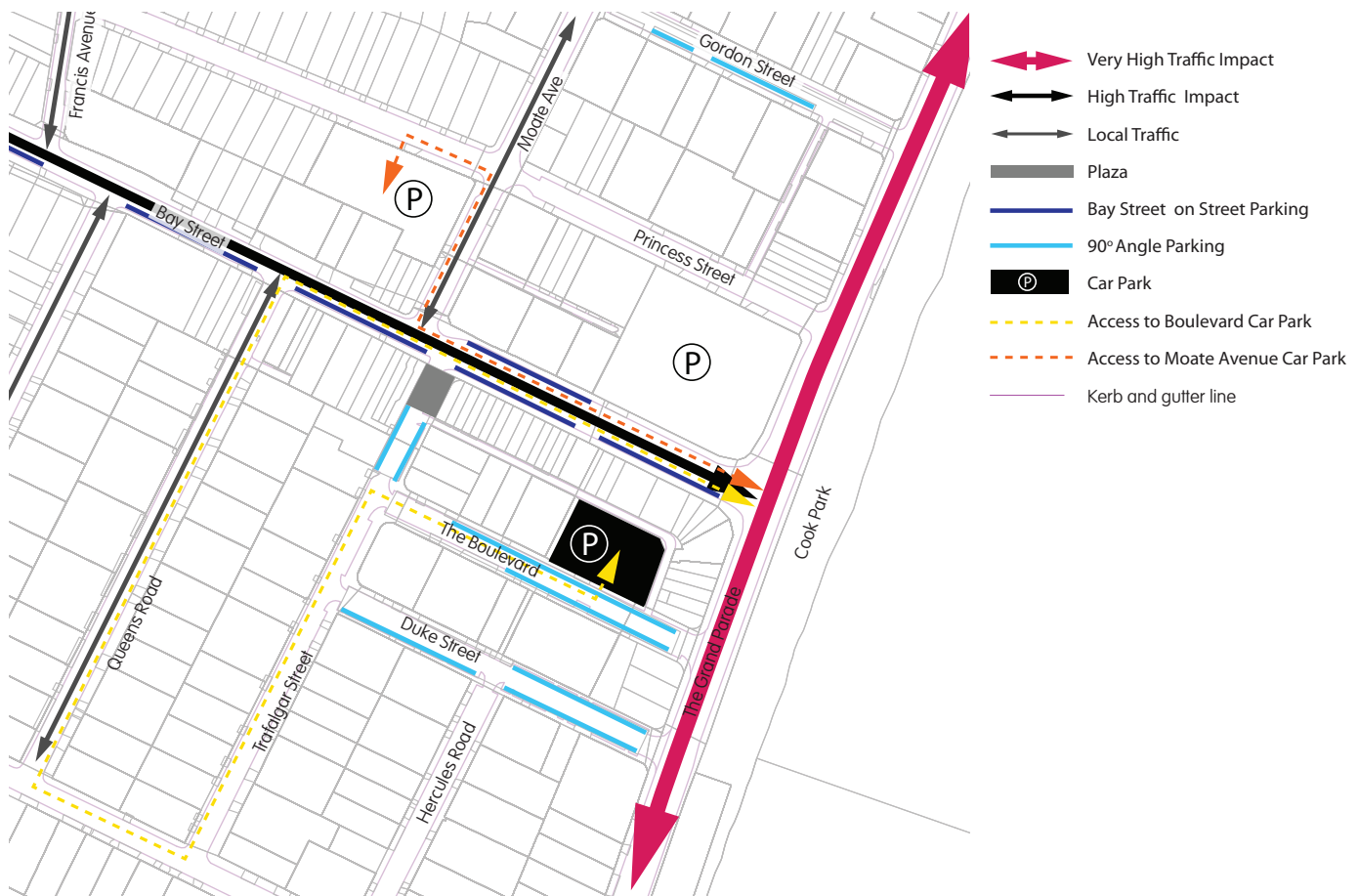


Figure 10 Existing Parking Conditions

These maps illustrate the key features of the Brighton Le Sands Village Centre. The Land Use Pattern (**Figure 7**) influences the demand for parking as it demonstrates the high amount of medium and high density residential development in close proximity to the centre. Although this encourages many people to walk to the centre, many of the apartment blocks have been developed without off-street parking resulting in a high demand for on-street parking by residents.

The Village Structure diagram (**Figure 8**) represents the Main Street structure of Brighton Le Sands and its compact neighborhood layout as a bayside village. This structure has been impacted overtime by high levels of traffic on The Grand Parade and Bay Street which are affecting the amenity and function of the village.

An audit of the pedestrian amenity (**Figure 9**) shows the correlation of the predominant pedestrian movement with the quality of the pedestrian experience. As discussed above, the pedestrian amenity is impacted by high traffic volumes, a lack of lighting on the surrounding streets and a lack of public seating that is shaded and weather protected.

There are also concerns regarding the quality and maintenance of footpaths and the level of activation in some areas. However, in spite of some of the challenges, the outdoor dining scene is thriving and attracting people from across Sydney to the variety of restaurants and cafes. Improving the pedestrian experience within Brighton Le Sands can also positively influence parking. A safe and more engaging environment is created local residents will be more inclined to walk and visitors more inclined to park further away from their destination reducing parking demand in the Study Area.

The existing parking conditions reflect the low levels of accessibility within the centre (**Figure 10**). It is difficult to access both the Moate Avenue (Coles) and The Boulevard Car Parks from the existing street network. The constrained street network does not have good permeability for motor vehicles.

The following images illustrate the key features of Brighton Le Sands.

Regional beach attraction



Thriving outdoor dining



More active southern side of Bay Street



Main Street fine
grain shops



Heavy traffic on
Bay Street



Small plaza
lacks comfort
and activation



*Parking access,
bins and safety
issues in
laneways*



*Double parking
and trolleys in
Princess Street*



*Busiest on
Friday and
Saturday nights*



04

parking strategy_



By taking a holistic approach the Strategy will manage parking demand within the Study Area through an understanding of parking behaviour, the provision of additional parking spaces and more effective parking management

In response to our holistic approach the Strategy has been informed by an evidence based, place making approach as illustrated opposite. Responding to the Project Purpose and Village Centre Vision - a strategic analysis has been undertaken to gather the evidence base (refer to Chapter 3). The results of this analysis has been grouped under the categories of:

- Parking
- People
- Place

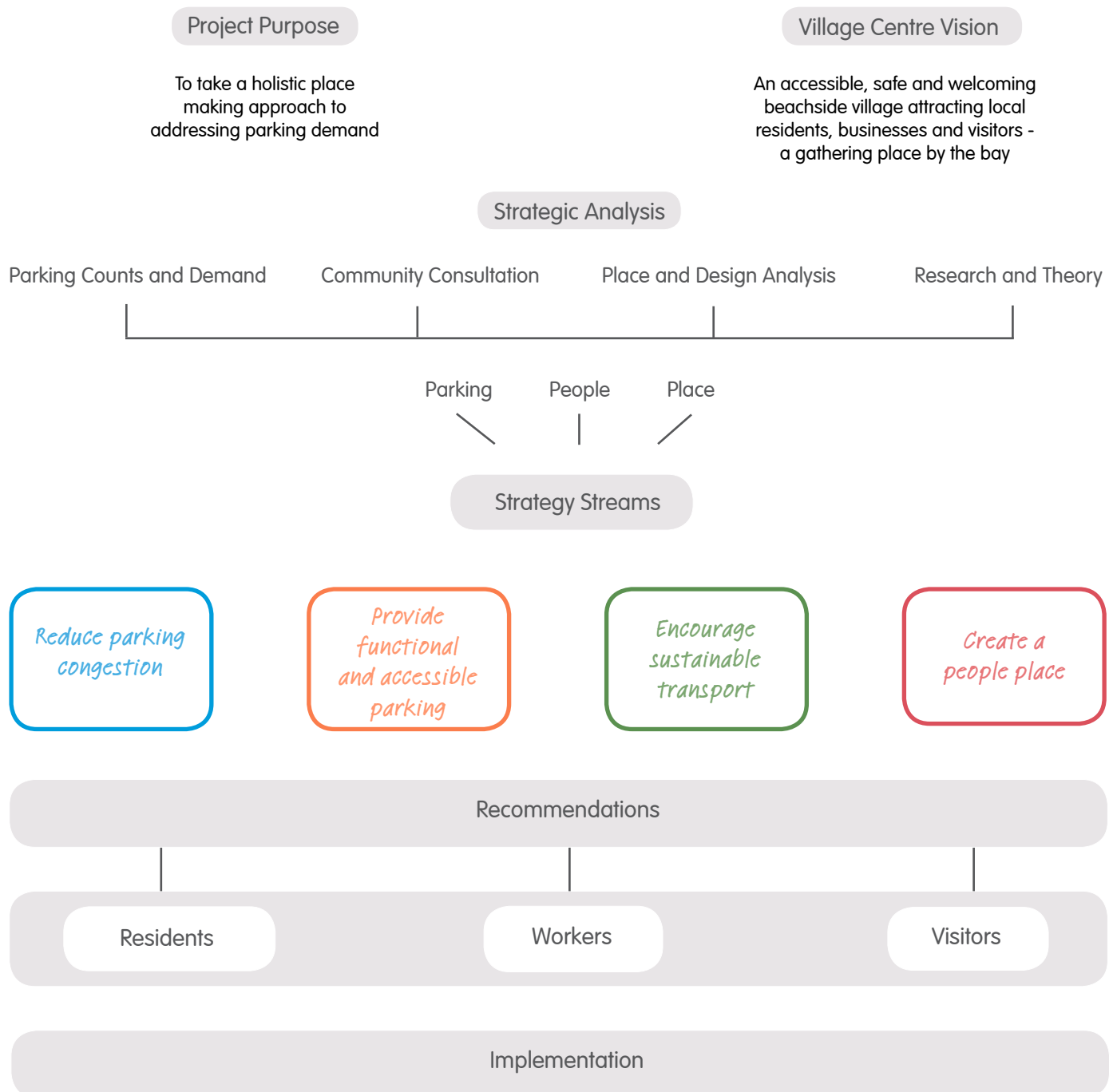
In response to these findings, four strategy streams have been created and tested at a community workshop:

- Reduce parking congestion
- Provide functional and accessible parking
- Encourage sustainable transport
- Create a people place

The initiatives and recommendations of this Strategy are therefore categorised under these Strategy Streams.

The following pages illustrated the key initiatives within each of the Strategy Streams.

Chapter 5 details the recommendations under each of the Strategy Streams and Chapter 6 provides a timeline for the action and delivery of the initiatives.



Reduce parking congestion



Parking for workers on weekend local primary schools



Opportunities for angle parking



Paid parking



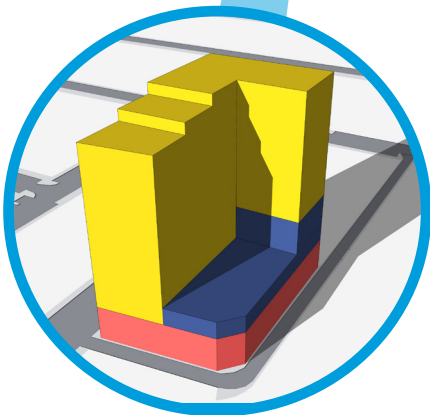
Resident Parking Scheme



Employee Travel Plans for local businesses

04 parking strategy

These initiatives are proposed to address the existing park congestion that the centre is suffering from. By providing additional spaces, encouraging quicker turn over and separating visitor, worker and resident parking the competition for car spaces within the centre can be reduced.



Redevelop Boulevard Car Park

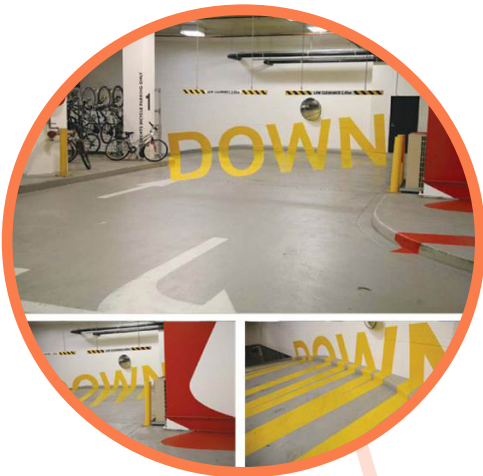


Additional timed parking areas



Novotel Hotel - work with hotel to provide incentives to park on site for employees

Provide functional and accessible parking



Better signage and wayfinding in car parks



Dynamic directional signage



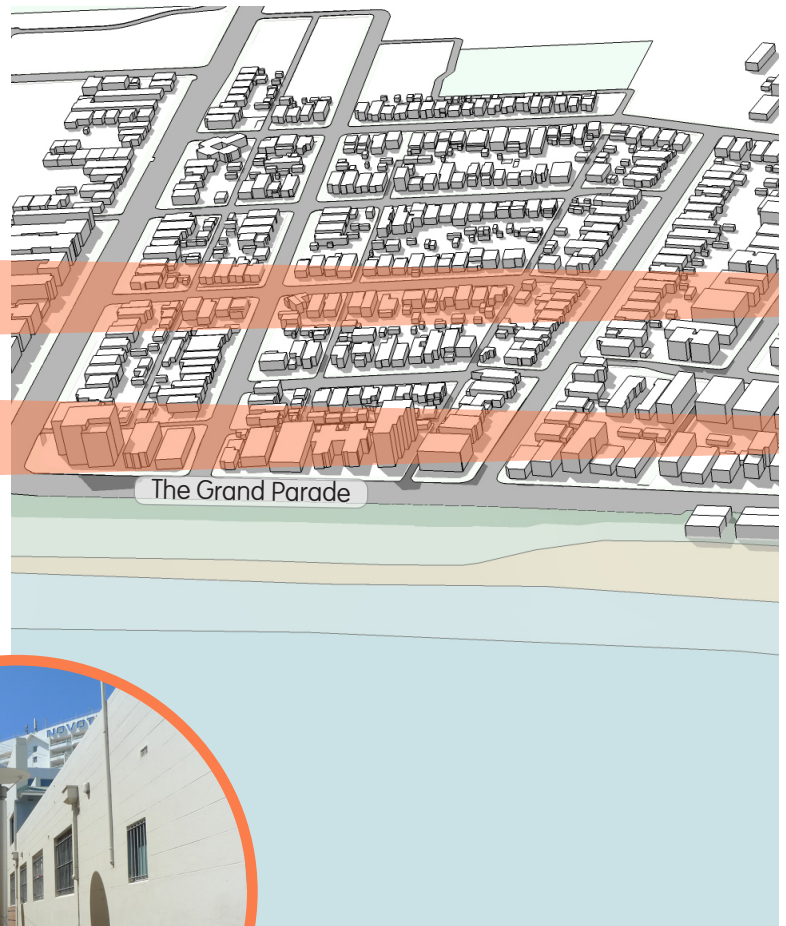
Ensure wayfinding from parking to destination is legible



Improve maintenance and amenity of car parks



Short term improvements to Boulevard Car Park



04 parking strategy

Providing parking that is convenient, safe and highly accessible will improve the function of the existing parking. Currently some users are discouraged from using the existing car parking stations due to access and amenity issues.



Promote the Novotel
Car Park



Improve Moate Avenue
Car Park

Encourage sustainable transport



Improve pedestrian walking environment as a priority



Cycle path network



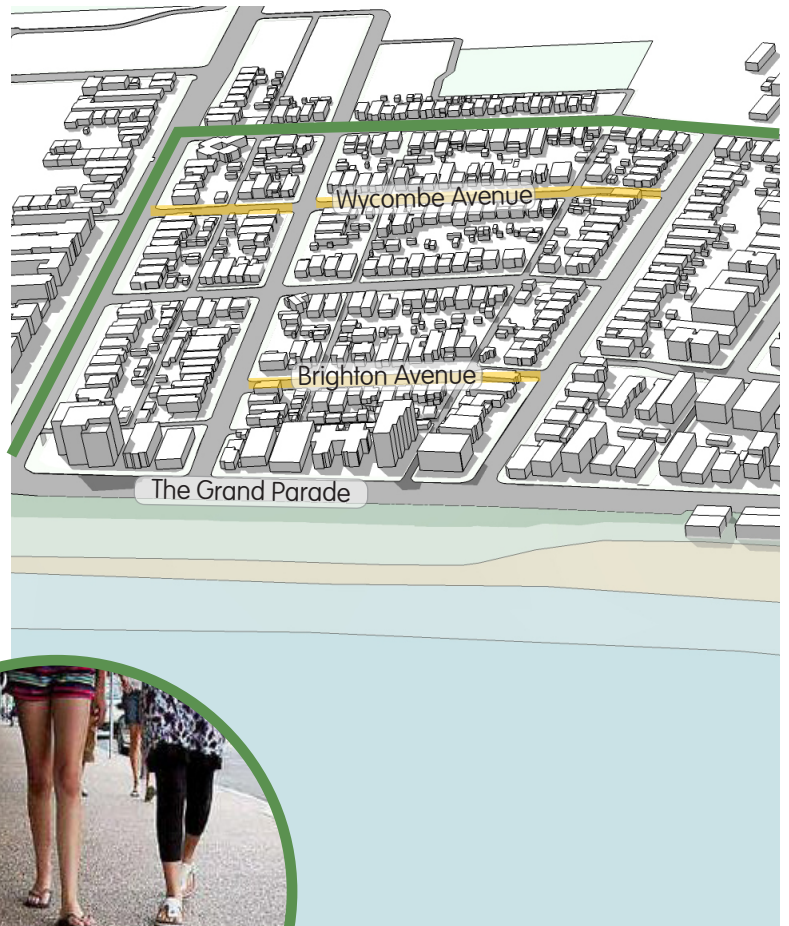
Bike parking



Upgrade footpath surfaces in the village centre to be non slip



Improve pedestrian priority and safety in Bay Street



04 parking strategy

By encouraging people to walk, cycle or catch the bus to the centre the demand for parking can be decreased. Key to improving sustainable transport utilisation is providing an attractive, convenient and safe environment for walking and cycling.



Expand the plaza



*Free bus tickets for patrons
and workers*



*Widen and improve footpath
outside Coles*

Create a people place



Opportunities for community gardens, fruit trees and flowers in planters on verges



Safety - Improve lighting, surveillance and security



Amenity - plant more trees, provide shade and seating



Water feature to mitigate traffic noise



Upgrade playground, park and library



Define key pedestrian access in high use walking streets



04 parking strategy

People places are more vibrant, safer and comfortable for locals, workers and visitors. A more comfortable environment for people will encourage people to park further from their destination to walk, assisting to alleviate pressure for parking in concentrated locations.



Provide moveable seating and shade at plaza



Program of local events that supports the character of Brighton Le Sands



Make the urban plaza the heart and oasis

05

recommendations_



Initiatives and user groups

Table 3 Initiative user groups

		Residents	Workers	Visitors
Reduce parking congestion	5 min Pick up / drop off at the Grand Parade			✓
	30 min Coles Quick Park	✓		
	Timed Parking	✓	✓	✓
	Resident Parking Scheme	✓		
	Paid parking			✓
	Opportunities for angle parking	✓	✓	✓
	Parking for workers on weekend schools	✓	✓	
	Employees Travel Plans for local businesses		✓	
	Novotel Hotel - incentives to park on site for employees		✓	
	Redevelop Boulevard Car Park	✓	✓	✓
Provide functional and accessible parking	Dynamic directional signage			✓
	Better signage and wayfinding in car parks	✓	✓	✓
	Ensure wayfinding from parking to destination is legible	✓	✓	✓
	Improve maintenance and amenity of car parks	✓	✓	✓
	Short term improvements to Boulevard Car Park	✓	✓	✓
	Improve Moate Avenue Car Park	✓	✓	✓
	Promote the Novotel Car Park			✓

05 recommendations

The initiatives suggested in this Strategy have been tailored to address the parking needs of the residents, workers and visitors within the Study Area - particularly as currently they are competing for the same places. Employing this Strategy will alleviate user group conflict.

		Residents	Workers	Visitors
Encourage sustainable transport	Improve pedestrian walking environment as a priority	✓	✓	✓
	Expand the plaza	✓	✓	✓
	Widen and improve footpath outside Coles	✓	✓	✓
	Upgrade surface in the village centre to be non slip	✓	✓	✓
	Improve pedestrian priority and safety in Bay Street	✓	✓	✓
	Cycle path network	✓	✓	✓
	Bike parking	✓	✓	✓
	Free bus tickets for patrons and workers from retailers		✓	✓
Create a people place	Make the urban plaza the heart and oasis	✓	✓	✓
	Provide moveable seating and shade at plaza	✓	✓	✓
	Safety - Improve lighting, surveillance and security	✓	✓	✓
	Define key pedestrian access in high use walking streets	✓		
	Amenity - plant more trees, provide shade and seating	✓	✓	✓
	Opportunities for community gardens, fruit trees and flowers in planters on verges	✓	✓	✓
	Water feature to mitigate traffic noise	✓	✓	✓
	Upgrade playground and park	✓		
	Program of events that supports the character of Brighton Le Sands	✓		

Reduce parking congestion

These initiatives are designed to reduce the competition for car parking within the Study Area by providing more parking spaces, faster turnover rates, and the ability for residents to be exempt from parking time limit restrictions. Providing parking for workers away from the centre (such as the schools) during weekends including Friday and Saturday nights can assist to alleviate parking congestion and conflict with visitor parking demands.

Redesign wide streets for angle parking and mark bays



Table 4 Reduce Parking Congestion Recommendations

Initiative	Recommendations
5 min Pick up / drop off at the Grand Parade	<ul style="list-style-type: none"> Install as a priority to facilitate the ability for beach visitors to drop off families and equipment at the beach and then to park the car further away.
30 min Coles Quick Park	<ul style="list-style-type: none"> Install as a priority to improve turn over rates at the western end of Princess Street and to discourage double parking.
Timed Parking	<ul style="list-style-type: none"> Install parking restrictions as illustrated in Figure 11 to encourage turnover and more availability of car spaces close to Bay Street and the foreshore.
Resident Parking Scheme	<ul style="list-style-type: none"> The introduction of a Resident Parking Scheme will be necessary with the introduction of additional timed areas to allow residents to park within their own streets.
Paid parking	<ul style="list-style-type: none"> Under the existing environment, the strategy is to employ increased timed parking areas alongside consistent enforcement as the first step. The Bitzious (2014) paid parking report states that paid parking would be feasible within the centre. Introducing paid parking would be reviewed 1-2 years after the implementation of timed parking.
Opportunities for angle parking	<ul style="list-style-type: none"> Streets that are wide enough to accommodate angle parking have been identified.
Parking for workers on weekend at schools	<ul style="list-style-type: none"> Consultation with Brighton Le Sands Primary School and St Thomas Mores Primary School should be undertaken to investigate the opportunity to provide parking for workers on weekends including the peak times of Friday and Saturday nights.
Employees Travel Plans for local businesses	<ul style="list-style-type: none"> Continue ongoing engagement with local business owners and retailers to encourage their staff to use school car parks, sustainable transport.
Novotel Hotel - work with hotel to provide incentives to park on site for employees	<ul style="list-style-type: none"> Engage with the Novotel Hotel to understand employee parking habits and to accommodate them within the Novotel Car Park or to encourage the use for sustainable transport for employees.
Redevelop Boulevard Car Park	<ul style="list-style-type: none"> Investigate funding opportunities to redevelop the Boulevard Car Park in the medium to long term.



Figure 11 Recommended timed parking restrictions

Provide functional and accessible parking

These initiatives are designed to increase the accessibility, amenity and function with the existing car parking stations and on-street parking. Clear, appropriate and convenient signage and wayfinding is required within the centre to highlight parking for motorists and pedestrians and also within the car parks themselves.

Provide dynamic signage throughout the centre



Table 5 Provide Function and Accessible Parking Recommendations

Initiative	Recommendations
Dynamic directional signage	<ul style="list-style-type: none"> Provide dynamic directional signage for the car parks that is advertised on The Grand Parade and Bay Street as well as on Moate Avenue and The Boulevard. Signage should show capacity within both car parks on all of the signs (signage is to be integrated).
Better signage and wayfinding in car parks	<ul style="list-style-type: none"> Improve the signage and wayfinding within car parks for motorists as well as pedestrians. Arrows and directions should facilitate clear and direct circulation. Signage to stairs within both car parks should be more visible and lit.
Ensure wayfinding from parking to destination is legible	<ul style="list-style-type: none"> Provide clear and safe wayfinding from Bay Street and the foreshore areas to car parks. Coordinate this with a lighting strategy for the centre (refer to Figure 12).
Improve maintenance and amenity of car parks	<ul style="list-style-type: none"> Improve the management and maintenance of the car parks to increase the amenity and encourage more people to use the car parks.
Short term improvements to The Boulevard Car Park	<ul style="list-style-type: none"> Install improved lighting, signage and improve the maintenance of The Boulevard Car Park to improve safety and amenity. Fix stairwells, steps, trip hazards and remove rubbish. Install a boom gate that is operation from 5pm to manage the use of The Boulevard Car Park for visitors only.
Improve Moate Avenue Car Park	<ul style="list-style-type: none"> Provide improved internal wayfinding and signage and investigate the potential to reverse the exit and entry of the car park to allow smoother access and higher visibility.
Promote the Novotel Car Park	<ul style="list-style-type: none"> Continue to promote the Novotel Car Park to visitors to the area through signage, brochures, promotional activities with surrounding businesses.



Figure 12 Recommended location for wayfinding strategy

Encourage sustainable transport

These initiatives are designed to increase the utilisation of walking, cycling and public transport to access the centre. By providing incentives to use public transport and improving the environment for walking and cycling some users will be persuaded to leave their car at home as sustainable transport modes become more cost effective, convenient and attractive.

Widen the footpath outside Coles on Moate Avenue



Table 6 Encourage Sustainable Transport Recommendations

Initiative	Recommendations
Improve pedestrian walking environment as a priority	<ul style="list-style-type: none"> Improving the conditions for pedestrians is the first step to improving the amenity, comfort, safety and attractiveness for people to walk to the centre. This includes taking action to reduce vehicular speed in Bay Street.
Expand the plaza	<ul style="list-style-type: none"> There is an opportunity to expand the plaza to provide increased pedestrian space within the centre. The location of the existing plaza is ideally situated. Removing the existing 90 degree parks would be compensated by providing additional angle parking nearby. This idea received support from the community.
Widen and improve footpath outside Coles	<ul style="list-style-type: none"> This footpath is one of the busiest in the centre with people negotiating trolleys, prams and bags of shopping. There is an opportunity to widen this footpath to increase safety and comfort for pedestrians.
Upgrade surface in the village centre to be non slip	<ul style="list-style-type: none"> Footpaths outside Coles on Moate Avenue and on the north side of Bay Street were reported by the community to be slippery and posing a safety hazard. These should be upgraded as a priority, particularly considering there is a large proportion of older people in the community.
Improve pedestrian priority and safety in Bay Street	<ul style="list-style-type: none"> Currently, pedestrian crossings are linked to the traffic lights during peak times and on demand at other times. Providing longer walking times for crossings would help elders cross the street. Opportunities to increase the frequency of pedestrian crossings during peak times should be investigated.
Cycle path network	<ul style="list-style-type: none"> The cycle network should be created as illustrated in Figure 13. A cycle connection should be made via Bay Street to Rockdale Train Station providing access for residents and visitors to the train and beach.
Bike parking	<ul style="list-style-type: none"> Additional bike parking should be provided for in the Study Area.
Free bus tickets for patrons and workers from retailers	<ul style="list-style-type: none"> Consultation of retailers and small business owners should be undertaken to investigate opportunities to increase the use of buses to the centre by their patrons and workers. People coming to the restaurant could have their bus tickets reimbursed on the bill on Friday and Saturday nights.



Figure 13 Recommended pedestrian path upgrades and cycle path network

Create a people place

Creating an environment that is attractive and comfortable for people is an important feature of the place making approach this Strategy has adopted. People places are more vibrant, safer and comfortable for locals, workers and visitors. The community has asked for increases to safety, amenity, the public domain and activities provided. These broader improvements will be further investigated in the Master Plan stage.

Make the urban plaza the heart and oasis!



Table 6 Encourage Sustainable Transport Recommendations

Initiative	Recommendations
Make the urban plaza the heart and oasis	<ul style="list-style-type: none"> There is an opportunity to remove the 7 existing 90 degree angle parks adjacent to the existing urban plaza and to expand it. This could be achieved in a temporary low cost way before physical upgrades were available to be funded. The plaza is the focus of activity for pedestrians.
Provide moveable seating and shade at plaza	<ul style="list-style-type: none"> Moveable seating and shade structures are a cost effective, colourful and dynamic addition to public space. Installed quickly, they can transform the use of the urban plaza.
Safety - Improve lighting, surveillance and security	<ul style="list-style-type: none"> Provide improved lighting throughout the centre and within car parks.
Define key pedestrian access in high use walking streets	<ul style="list-style-type: none"> It is proposed the Trafalgar Street and Moate Avenue become the key walking streets with additional tree planting, improved footpath upgrades and activity focused here as a priority.
Amenity - plant more trees, provide shade and seating	<ul style="list-style-type: none"> With the provision of new angle parking, footpath and cycle path upgrades the opportunity to plant new trees should be investigated in the detailed design phase to green the centre and surrounding streets.
Opportunities for community gardens, fruit trees and flowers in planters on verges	<ul style="list-style-type: none"> Encourage community members to plant out their verges, provide planter boxes on street verges and hold community events to plant them.
Water feature to mitigate traffic noise	<ul style="list-style-type: none"> As part of a more formal upgrade to the urban plaza, a water feature that responds to changes in traffic and mitigates noise impact could be installed to address the impact of noise on the amenity of the plaza.
Upgrade playground and park	<ul style="list-style-type: none"> The playground could be upgraded in combination with the library to engage more with the street and be more open.
Program of events that supports the character of Brighton Le Sands	<ul style="list-style-type: none"> Simple, costs effective activities could be either permitted and/or facilitated by Council to involve the local community. Low key events, workshops, markets and pop up garden displays, temporary food vans, coffee carts and portable playgrounds could occur in the expanded urban plaza.

*Provide verge
planters for the
community to
plant themselves!*



*Encourage the
use of the
public domain
for community
activities and
pop ups!*



06

implementation_



06 implementation

Implementation Plan

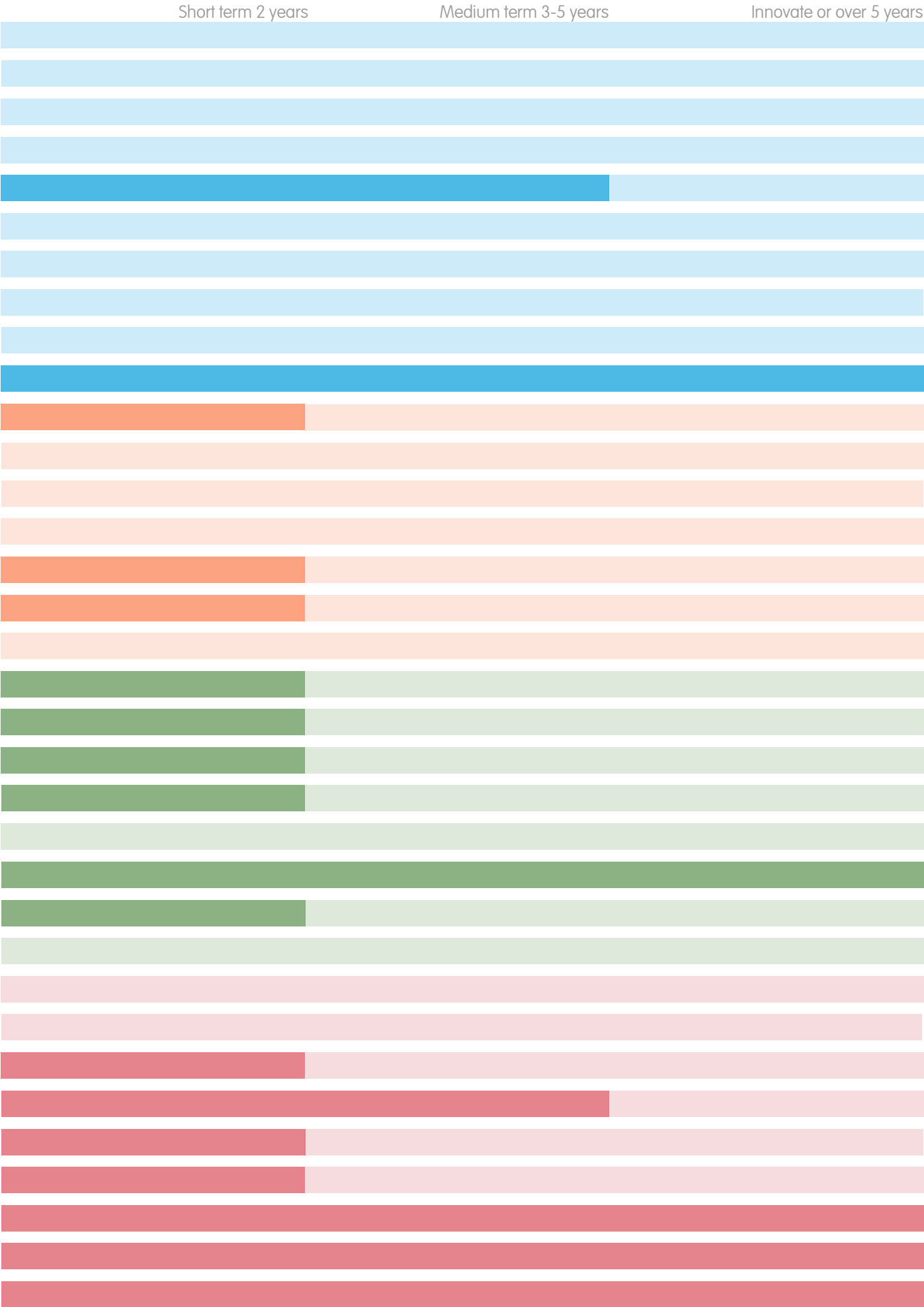
This Implementation Plan informs Council's Integrated Planning Framework, Long Term Financial Plan and other plans and policies which affect Council service delivery in the Brighton Le Sands village centre.

Priority projects First year

1.1	5 min Pick up / drop off at the Grand Parade	
1.2	30 min Coles Quick Park	
1.3	Timed Parking	
1.4	Resident Parking Scheme	
1.5	Paid parking	
1.6	Opportunities for angle parking	
1.7	Parking for workers on weekend schools	
1.8	Employees Travel Plans for local businesses	
1.9	Novotel Hotel - incentives to park on site for employees	
1.10	Redevelop Boulevard Car Park	
2.1	Dynamic directional signage	
2.1	Better signage and wayfinding in car parks	
2.3	Ensure wayfinding from parking to destination is legible	
2.4	Improve maintenance and amenity of car parks	
2.5	Short term improvements to Boulevard Car Park	
2.6	Improve Moate Avenue Car Park	
2.7	Promote the Novotel Car Park	
3.1	Improve pedestrian walking environment as a priority	
3.2	Expand the plaza	
3.3	Widen and improve footpath outside Coles	
3.4	Upgrade surface in the village centre to be non slip	
3.5	Improve pedestrian priority and safety in Bay Street	
3.6	Cycle path network	
3.7	Bike parking	
3.8	Free bus tickets for patrons and workers from retailers	
4.1	Make the urban plaza the heart and oasis	
4.2	Provide moveable seating and shade at plaza	
4.3	Safety - Improve lighting, surveillance and security	
4.4	Define key pedestrian access in high use walking streets	
4.5	Amenity - plant more trees, provide shade and seating	
4.6	Opportunities for community gardens, fruit trees and flowers in planters on verges	
4.7	Water feature to mitigate traffic noise	
4.8	Upgrade playground and park	
4.9	Program of events that supports the character of Brighton Le Sands	

06 implementation

The initiatives have been prioritised from priority to be delivered in the first year, to short term (2 years), medium term (3-5 years) and innovate or over 5 years (which has the option of being brought forward if desired)



A

parking analysis_



B consultation results



A community survey and two collaborative workshops were undertaken to involve the community in the creation of the Strategy

The place making approach provided several opportunities for the community to participate in the process. These included a community survey and two collaborative workshops that in the Brighton Le Sands Village Centre.

Over 4000 houses were letter box dropped with an invitation to attend the workshops and to participate in the survey. An advertisement for the workshops and survey was placed in the Leader in February and March, included in the Council March newsletter and made available on Rockdale City Council's website and Facebook page.

Community Workshop 1: Vision and Values

Workshop 1 Vision and Values was held on Tuesday 18 February from 6-8pm at the Brighton Le Sands RSL. The workshop was attended by over 32 local residents, retailers and local business owners. The workshop included:

- Informing the community of the scope, objectives and process of the project
- Listening to the issues and concerns raised by the community regarding parking at the village centre
- Identifying the constraints and opportunities to parking
- Working collaboratively to define the vision for the village centre
- Working in groups to identify ideas and opportunities to address the key issues raised during the workshop

RobertsDay presented a summary of the work completed to date including the place audit and the preliminary results of the online survey. Precedents and case studies were briefly shown to demonstrate potential opportunities for the centre.

The first activity focused on table groups identifying 5 issues or constraints and 5 opportunities for the provision of parking at the centre (refer to **Table B1**).

The Vision and place character was explored by conducting a 'Dinner Party' exercise. The exercises were conducted in two stages where the following questions were asked:

- Who is Brighton Le Sands? (currently)
- Who do we want Brighton Le Sands to be?

The key words were suggested are listed in **Table B2**.

The final exercise involved participants working in table groups to come up with ideas to address the key issues raised during the workshop. Each table was allocated one of the following issues:

- Resident parking
- Visitor parking
- Amenity and user experience
- Car parking facilities

The ideas generated are shown in **Table B3**.



Figure B1 Community Workshop 1: Vision and Values

B consultation results

Table B1 Issues, constraints and opportunities identified

Issues or constraints	Opportunities
Limited physical space for parking, narrow streets and driveway crossings, utilisation of space, limited capacity	Review of parking opportunities eg Novotel, Fishos and other Council owned fringe land, better utilisation of the Novotel car park
Insufficient off-street parking for residents, high density development increases demand for on-street parking, parking is very difficult for residents	Resident parking schemes
Difficult to find parking in the centre	Council to invest in parking eg additional parking levels
Difficult for residents to park	Introduce paid parking
Difficult for resident's visitors to park	Intelligent parking meters
Should parking be funded by Council or private enterprise?	Parking meters (mixed feelings), user pays system
Village centre parking is spilling into the surrounding residential streets including minor and side streets and laneways	Separate pathways for cyclists and pedestrians
Noise (trucks, cars, motorbikes, people)	Improve public transport to and from Rockdale, tram on Bay Street to Rockdale
Safety and security (especially after hours, in car parks, conflicts, drug dealing, lack of lighting and intimidating characters)	More security cameras
Poor condition and maintenance of the Boulevard Car Park	Partnership with the RSL to rebuild and provide extra parking
Management and enforcement	Enforce parking time limits, littering etc
Moate Avenue (Coles) Car Park is not user friendly, poor maintenance	Provide better signage at the entry and exit of the Coles car park
Limited long term parking for owners	Introduce angle parking
Missing footpaths (Queens Road)	Reduce parking spots
Accommodating on-street parking for boats and trailers (length of time and size) – Private use of public space	Close Bay Street and tunnel the Grand Parade
Truck movements	Introduce speed cameras and reduce truck speed
Lighting and security in the car parks	Provide underground parking under Bay Street between the Grande Parade and Moate Avenue
No progress, no action from previous studies, frustration with the process and Council	Improved signage
Business owners are not talking to each other and working together – need a collaborative approach	
Parking is an historic issue and there are outdated building regulations	
Lack of compliance with development consent with some businesses not providing parking as part of their conditions of consent	
Bruce Street is very difficult for residents to park	
Parking availability is very limited	
Decreased frequency of trains has resulted in the reduction of public transport use	
Limited long term parking	
Expansion of new businesses without providing additional parking	
Request for parking on Trafalgar Street	
Conflict between swimmers and skidos	

Table B2 Existing and Desired Place Character

Who is Brighton Le Sands (currently)	Who do we want Brighton Le Sands to be?
Split personality: Male adolescent/ Laid back older person/Beach weekend Arabic large groups that hang together	Laid back
Multicultural	Relaxed
Calm	Clean/ no litter
Friendly	Open
Relaxed	Vibrant
Crowded	Inclusive
Very loud	Coastal village
Frustrated	Not another Bondi/Surfers
Littered	Peaceful
Testosterone	Safe
Young mothers	Accessible (including economically)
Diverse	Beach - sense of openness from the view, strong part of its character, important symbol
Popular	Mix of people
	Diversity of housing styles
	No Marina

Table B3 Ideas generated to address key issues

Resident parking	<ol style="list-style-type: none"> 1. Provide a shuttle bus to Fishos and adjacent areas 2. Meter parking and pay parking at the Boulevard Car Park increasing with time 3. Investigate angle parking eg. Queens Road and Chicanes 4. Introduce parking permits for residents 5. Improve signage for cyclists, improve cycling routes, improve safety for cyclists and pedestrians 6. Decreased need for cars – decreased need for parking 7. The one way section of Little Grand Parade should be more obvious
Visitor parking	<ol style="list-style-type: none"> 1. Create more time limited parking 2. Flat fee per vehicle for parking 3. No metered parking 4. Provide more parking stations 5. Provide for alternate parking during construction
Amenity and user experience	<ol style="list-style-type: none"> 1. Address the safety issues (perception and reality) – provide better lighting 2. Provide public toilets 3. Provide cameras on-street and in car parks 4. Security guards to patrol side streets and car parks 5. Red light and speed cameras 6. Ban the right turn onto Bay Street 7. Improve public transport at night for use by staff and visitors
Car parking facilities	<ol style="list-style-type: none"> 1. Rebuild/ expand the Boulevard Car Park 2. Better utilise existing parking facilities (smart parking sensors) 3. Business initiatives for underutilised car parks 4. Improve the clarity of facilities, improve awareness and signage 5. Provide angle parking where appropriate 6. Repurposing communal driveways 7. Reclaim old Fishos and shuttle buses 8. Create Bay Street as a mall and provide an underground car park 9. Provide a tram along Bay Street

B consultation results

Community Workshop 2: Strategy Options

Workshop 2 Strategy Options was held on Tuesday 25 March from 6-8pm at the Brighton Le Sands RSL. The workshop was attended by over 18 local residents, retailers and local business owners. The workshop included:

- Reiterating the scope, objectives and process of the project
- Presenting the draft strategy options to the community grouped in strategy streams
- Working in groups to identify additional initiatives for the strategy streams
- Working in groups to prioritise the initiatives over the short, medium and long term
- Dotmocracy – all participants voted on their top 5 favourite strategies using sticky dots

RobertsDay presented a summary of the research, place audit, consultation and parking counts completed to date. These were presented in parking, people and place findings. The four strategy streams that were developed from the analysis were presented as follows:

- Reduce parking congestion
- Provide functional and accessible parking
- Encourage sustainable transport
- Create a people place

The first activity focused on the four table groups being allocated on strategy stream each. They were asked to identify additional initiatives within their strategy stream. The following initiatives were identified in **Table B4**.

Table B4 Additional strategies identified

Strategy Stream and suggested initiatives	Group feedback
Reduce Parking Congestion	
Angle parking	Supported on one side of the street only. However, feedback indicated that it could be staggered on either side of the road to respond to the garage designs of each street.
Redevelop Boulevard Car Park	Many liked the idea of including public parking under residential development. Others did not support further residential development as it was seen to exacerbate the problem due to the high car ownership rates in Brighton Le Sands.
5 min drop off zones at The Grand Parade	Strong support for this.
15 minute parking on Princess Street near Coles	There was strong support for this for new 90 angled parking – however it was suggested that 30 minutes was a more appropriate time.
Additional timed spaces in the core area	There was strong support for this to reduce employees and visitors parking for a long time on streets near the village centre.
Resident parking scheme	Not supported by some who saw it as inconvenient for family and friends visiting residents. Some saw it as a last resort only.
Parking for workers on weekends schools	Strong support for this idea.
Paid parking	Support for paid parking around the Grand Parade Area, however the price point must be accessible to families. Concern was shown with cost over revenue for paid parking and whether it would stack up. There was also concern that the parking would be affordable for residents. Was seen to be a last option.
Additional Strategies suggested	
Use public open space at the west end of Bruce Street for parking	This was suggested as an opportunity, however it was noted if the schools were used for workers parking that this may not be as effective.
In wide streets where angle parking may be implemented ensure that angle parking is staggered to provide the most amount of angle parks within each street	
Increase the Study Area	
Identify zones on the beach for specific activities such as jet skis, swimming, parasailing, fishing and picnics to disperse parking congestion.	

Table B4 Additional strategies identified (continued)

Strategy Stream and suggested initiatives	Group feedback
Provide Functional and Accessible Parking	
Reverse the entry to Moate Ave Car Park and improve access and function	There was mixed support for this. Some saw the access as being clearer and easier, whilst others expressed concern of access coming from the north.
Better signage and wayfinding in car parks	There was consistent support for this.
Short term improvements to Boulevard Car Park	There was consistent support for this.
Ensure wayfinding from parking to destinations is safe	There was consistent support for this.
Improve maintenance and amenity of car parks	There was consistent support for this.
Promote the Novotel car park	There was consistent support for this.
Dynamic directional signage	There was consistent support for this.
Smart meters	There was mixed support for paid parking and therefore smart meters.
Additional strategies suggested	
Provide additional disabled parking	
Audit caravans, boats and advertising vehicles	
Encourage sustainable transport	
Separated cycle path near schools (Francis Ave and Crawford Rd)	There was a mixed response on whether separated cycle paths should be introduced here. There was strong support for a widened footpath. Participants also suggested that Francis Street be one way or to have parking on one side only. They stated that there are already issues with the pedestrian crossing being too close to where cars enter and exit the school car park.
Shared path on Bay Street	There was mixed support, some participants were unsure how this would work with pedestrians and cyclist on the same path. Other supported the idea to increase the access to Rockdale Train Station to encourage more people to use sustainable transport.
Cycle lanes on President Ave	This idea was supported, however, cycle lanes in general were not given as much support as improving the pedestrian conditions.
Widen footpath outside Coles on Moate Ave	There were mixed opinions – there was support for more pedestrian space, however, concern that this should not impact on existing pedestrian movements.
Expand plaza	There was support for this from most participants – supporting the activation of the space and introduction of additional shade and moveable seating etc.
Provide missing footpaths	There was strong support for this – also for the improvement and maintenance of existing footpaths.
Bike parking	There was consistent support for this.
Additional Strategies suggested	
Balance longer distance park and walk with resident's parking needs	
Advocate for better train and bus links to Brighton Le Sands (eg shuttles – empty car park at Rockdale Station)	
Managing parking opportunities south of Bay Street where there are many units	
'Resident parking only' zones	
Bay Street (near Coles) no stopping zone – revert to a drop off area	
Allocate specialised parking	
Plaza – include cycle parking, trees, shade and cover	
With angle parking widen the footpaths and ensure that they are not destroyed by the angle parking	

B consultation results

Table B4 Additional strategies identified (continued)

Strategy Stream and suggested initiatives	Group feedback
Create a People Place	
Make the urban plaza the heart and oasis	Strong support - ensure that the Plaza is big enough to hold big events
Provide moveable seating and shade at plaza	There was consistent support for this.
Provide community gardens and flowers in planters on Bay Street and surrounding streets	There was consistent support for this.
Moate Ave and Trafalgar Street as the key pedestrian access walking streets	There was consistent support for this. Some thought that it was unnecessary to widen Moate Ave footpath – but that Trafalgar St footpaths could be improved.
Reduce dominance of cars on streets	There was consistent support for this.
Program of events that supports the character	There was consistent support for this. There were some comments that events be encouraged after the parking situation was improved before more people are attracted to the area.
Water feature to mitigate traffic noise	There was support for this, although considered by some to be something done after parking issues were resolved.
Additional Strategies suggested	
Upgrade the playground with the library (the park is always full) Provide more seating and more facilities for people and children	
Recent development at Moate Ave is creating more vehicular and pedestrian conflicts. This was also identified as a route with high traffic volumes as it was used as a short cut to the M5.	



Figure B2 Community Workshop 2: Strategy Options

B consultation results

The second activity in table groups focused on prioritising the initiatives on a timeline over the short, medium and long term. Groups worked with the suggested initiatives and additional initiatives they developed to prioritise them. The following table groups prioritised the initiatives as shown in **Table B5**.

Table B5 Priorities

	Short Term	Medium Term	Long Term
Table 1	<ul style="list-style-type: none"> - Redevelop the Boulevard Car Park - Better signage and wayfinding - Improve maintenance and amenity of car parks - Dynamic directional signage - Provide moveable seating and shade at plaza - Make the urban plaza the heart and the oasis - Expand plaza - Better surface outside Coles that is safe - Reverse entry to the Moate Ave Car Park - Program of events that supports the character of Brighton Le Sands - Parking for workers on weekends at schools - Bike parking - 5 min drop off zones of The Grand Parade - Angle parking - 15 min parking on Princess Ave (30 mins) 	<ul style="list-style-type: none"> - Additional timed spaces in the core area - Moate Ave and Trafalgar St as the key pedestrian access walking streets - Provide missing footpaths - Short term improvements to the Boulevard Car Park - Water feature to mitigate traffic noise - Reduce dominance of cars on streets - Ensure wayfinding from parking to destinations is safe - Promote the Novotel car park - Separated cycle path near schools (Francis Ave and Crawford Rd) 	<ul style="list-style-type: none"> - Paid parking - Cycle paths on Presidents Ave - Smart meters - Resident parking scheme - Provide community gardens and flowers in planters - Opposed to widening the footpath on Moate Ave due to potential to impact on traffic - Don't support the shared path on Bay Street due to the conflict between cyclists and walkers – unsure how it would work
Table 2	<ul style="list-style-type: none"> - Angle parking - staggered – not just on one side to make the most of each street - 15 min parking (30 min parking) - Bike parking - Maintenance and amenity of car parks - Signage and wayfinding in cars - Additional timed spaces - Short term Boulevard improvements - Community gardens and flowers in planters - Recreational zones to disburse users and impact on parking - 5 min drop off zone on The Grand Parade - Increase study area to Bestic Street - Promote Novotel car park - Dynamic directional signage - Ensure wayfinding from parking to destinations is safe 		

Table B5 Priorities (continued)

	Short Term	Medium Term	Long Term
Table 3	<ul style="list-style-type: none"> - Francis Ave – 1 way or 1 sided parking - Provide more parking on Bay Street (remove No Stopping Area) - Angle parking (where angle parking is used place a buffer between the edge of the footpath and the road) - 15 min (30 min parking) Princess Street - Bike parking - Coles reversal (difficult to change) - Better train and bus services to encourage public transport use - Better signage and wayfinding in car - 5 min drop off zone at The Grand Parade - Additional timed spaces in the core area - Provide missing footpaths - Dynamic directional signage - Balance tree planting and parking needs - Resident parking scheme - Ensure wayfinding from parking to destinations is safe - Short term improvements to the Boulevard - Cycle paths on President Ave - Shared path on Bay St - Improve maintenance and amenity of car parks - Promote the Novotel car park 	<ul style="list-style-type: none"> - Redevelop Boulevard Car Park - Moate Ave and Trafalgar St as the key pedestrian access walking streets - Reduce dominance of cars on streets - Smart meters - Reverse the entry of Moate Ave Car Park (can it work) 	<ul style="list-style-type: none"> - Provide community gardens and flowers in planters - Water feature to mitigate traffic noise - Parking for workers on weekends at schools - Expand plaza - Make the urban plaza the heart and the oasis - Provide moveable seating and shade at plaza - Widen footpath outside Coles on Moate Ave - Program of events to support the character of Brighton Le Sands
Table 4	<ul style="list-style-type: none"> - Change footpath near Coles - slippery - Resident parking scheme (for all residents regardless whether they have an existing garage) - Additional timed spaces in the core area - 5 min drop off zones at The Grand Parade - Angle parking - Provide community gardens and flowers in planters (including fruit trees) - Provide additional disabled parking - 15 min (30 min) parking on Princess Street - Additional police presence at President Ave and The Grand Parade - Slow cyclists and separate where possible - Paid parking - Audit of caravans and boats - Missing footpaths and maintenance - Encourage more bus use (free or supplied bus tickets to workers/ visitors) - Parking for workers on the weekends at schools - Expand plaza - Make the plaza the heart and oasis - Provide moveable seating and shade at plaza - Ensure wayfinding from parking to destinations is safe - Better signage and wayfinding in car - Redevelop Boulevard Car Park - Provide missing footpaths (and additional maintenance) 	<ul style="list-style-type: none"> - Separated cycle path near schools (Francis Ave and Crawford Road) – mixed opinions - Bike parking - Shared path on Bay Street (wider kerb – can it be extended into traffic lane?) 	

B consultation results

The final exercise involved participants being allocated 5 sticky dots to vote on their preferred initiatives. Each strategy was pasted on the wall, the participants circulated and discussed their preferred strategies to conclude the workshop. The following initiatives received the following votes as shown in **Table B6**.

Table B6 Dotmocracy

Initiatives	Votes
Reduce Parking Congestion	
Angle parking	6
Redevelop Boulevard Car Park	0
5 min drop off zones at The Grand Parade	5
15 minute parking on Princess Street near Coles	2
Additional timed spaces in the core area	8
Resident parking scheme	13
Parking for workers on weekends at schools	7
Paid parking	5
Provide functional and accessible parking	
Reverse the entry to Moate Ave Car Park and improve access and function	0
Better signage and wayfinding in car parks	3
Short term improvements to Boulevard Car Park	3
Ensure wayfinding from parking to destinations is safe	0
Improve maintenance and amenity of car parks	6
Promote the Novotel car park	6
Dynamic directional signage	5
Smart meters	0
Encourage sustainable transport	
Community suggestion: Francis Ave to be one way or parking on one said only	3
Separated cycle path near schools (Francis Ave and Crawford Rd)	2
Shared path on Bay Street	1
Cycle lanes on President Ave	1
Widen footpath outside Coles on Moate Ave	0
Expand plaza	1
Provide missing footpaths	3
Bike parking	2
Create a people placew	
Make the urban plaza the heart and oasis	4
provide moveable seating and shade at plaza	1
provide community gardens and flowers in planters on Bay Street and surrounding streets	0
Moate Ave and Trafalgar Street as the key pedestrian access walking streets	0
reduce dominance of cars on streets	1
program of events that supports the character	0
water feature to mitigate traffic noise	0

B consultation results

Other issues raised by participants

- Impact of visitors using Cook Park on adjacent residents is high – need solutions to the existing parking behaviour.
- There are concerns over the use of shared paths with many people being unclear on the appropriate behaviour and rules. Bike riding fast can often nearly collide with pedestrians
- Francis Avenue School – dangerous pedestrian crossing which is too close to the entry and exit access to the school. People often speed on the narrow street and the footpath next to the school is very narrow. There is no pedestrian crossing guard at school start and finish times. It was suggested that the configuration of the pedestrian and cycle path should protect cyclists from the road.
- Some residents liked the idea of extending the pedestrian footpath outside Coles, however, there was concern if this would impact on the traffic lane as there is a lot of traffic going past. The residents were concerned that the surface outside Coles was very slippery when wet and stated that they had nearly tripped.

Key Findings

- Overall, the community preference was to focus on pedestrian priority and permeability within the centre.
- There was strong support for a resident parking strategy.
- There was strong support for additional timed areas and restrictions on parking throughout the study area.
- The community liked the idea to separate areas for workers to park, such as within the schools.

- Angle parking was supported where it did not impact on footpaths and kerbs. It was also suggested that angle parking could be staggered on streets with wide driveways.
- There was strong support for the 5 minute drop off zone on The Grand Parade to allow visitors to park further away from the beach.
- The idea of introducing angle parking on Princess Street limited to 15 minutes to allow quick trips into Coles was liked, however, it was suggested that 30 minutes was more suitable
- There was support for paid parking if the cost was not prohibitive to families visiting the area.
- Improving signage and wayfinding for pedestrians, cyclists and cars was strongly supported throughout the centre and within the car parks.
- Creating the urban plaza as the heart and oasis, introducing shade and additional moveable seating was supported.
- The community suggested the following additional strategies:
 - More disabled parking
 - Free bus tickets for restaurant patrons and workers
 - Petitioning for better bus and train services
 - Separating activities on the beach to disperse parking demand
 - Audit caravans and boats parking on the street
 - Remove the No Stopping zone on Bay Street near Moate Avenue
 - Upgrade the playground and library

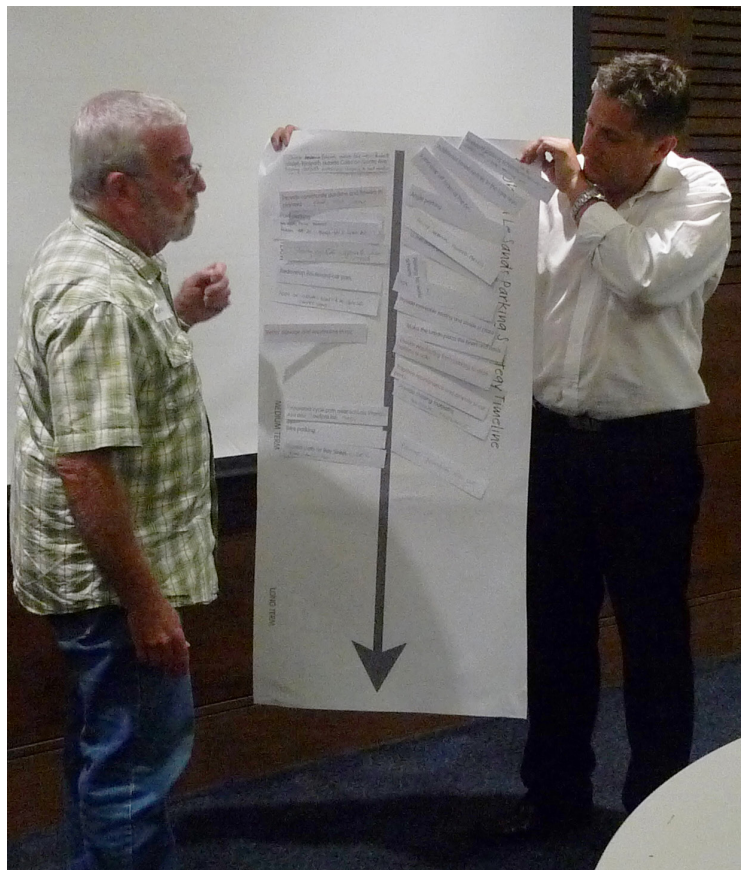


Figure B3 Community Workshop 2: Strategy Options

Community Survey

A community survey was conducted in person and online to allow as many community members and retailers as possible to contribute to the Strategy. A total of 156 surveys were completed. 50 in-person surveys were conducted on Friday 24 January 2014 at the village centre. In addition to these 106 surveys were completed online between 20 January and 7 March 2014.

The survey results are detailed below.

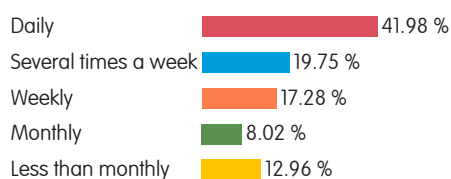
Question 1 How would you describe the Brighton Le Sands village centre in one word?

There was a range of words given varying from positive community focused words to words highlighting some of the challenges that Brighton Le Sands faces. The following words were given:

- Beautiful, Lovely, Pleasant/ Enjoyable
- Good, Nice, Very Nice, Neat, Great
- Comfortable/ Inviting
- Chaotic/ Noisy/ Very Noisy
- Community/Communal/ Friendly/ Local
- Convenient
- Vibrant/ Lively/ Busy/ Cosmopolitan
- Overcrowded/ Hectic/ Congested/ Difficult
- Tired/ Neglected/ Messy, Unkept, Derelict/ Bedraggled/ Dirty
- Poorly designed/ Unattractive
- Plain/ Fair/ Ok/ Ordinary
- Quiet/ Not much there/ Boring/ Uninspiring/ Deplorable
- Foody
- Multicultural, Diverse/ Mixed
- Rough diamond
- Romantic
- Fun
- Better/ Excellent Progress/ Potential
- Bad, Concerning/ Terrible/ Intimidating/ Disgraceful
- Outdated/ Aged/ Dated/ Unappealing/ Old
- Unsafe/ Dangerous
- Traffic

Question 2 How often do you normally visit the Brighton Le Sands village centre?

Most people surveyed visit the centre daily (41.98%), with 61.73% visiting more than weekly. 17.28% visit the centre weekly and 8.02% monthly.



Question 3 How long do you typically stay on a visit to the Brighton Le Sands village centre?

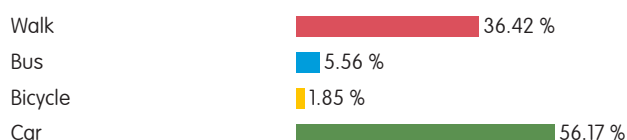
1 -2 hours is the most common stay length (33.95%). 71.6% stay under 2 hours. 28.39% stay for 2 hours or longer. 13.58% stay for over 4 hours.



Question 4 What mode of transport do you normally use to get to Brighton Le Sands village centre?

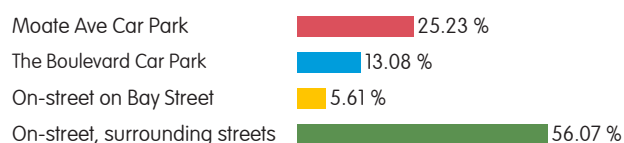
Most people drive to the centre (56.17%). A large proportion of people also walk (36.42%) which is reflective of the high proportion of medium and high density development within a 5 minute walk of the village centre.

Few people use the bus (5.56%) and only 1.85% cycle.



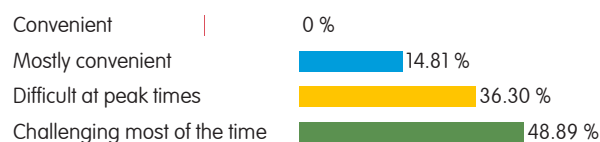
Question 5 If you drive, where do you normally park?

The majority of people (56.07%) park on surrounding streets. 25.23% normally park within the Moate Avenue (Coles) Car Park and 13.08% normally park on Bay Street. There is strong preference for on-street parking with car parking stations not preferred. This is likely due to the access and amenity issues that the off-street car parking faces.



Question 6 How do you perceive car parking at the Brighton Le Sands village centre?

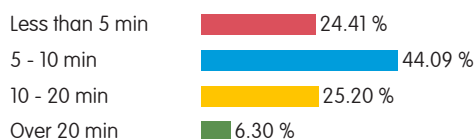
The majority of people perceive parking as 'Challenging most of the time' (48.89%) not no one finding it 'Convenient' (0%). The perception of parking within the village centre is poor and it is considered to be a key issue within the community from the perspective of residents, retailers and their workers and visitors.



B consultation results

Question 7 If you drive, how long does it normally take you to find a car space?

Most respondents stated that it took 5 - 10 minutes to find a car space (44.09%). 25.20% stated that it usually took them between 10 - 20 minutes and 6.30% over 20 minutes. 24.41% stated that it took less than 5 minutes to find a park. This demonstrates that although many people usually take a long time to park the majority are finding a park in under 10 minutes (68.5%). A lot of the frustration with parking comes at peak demand times (Friday and Saturday nights) and peak beach days where visitor, resident and worker parking conflicts resulting in parking being over capacity. During the weekdays, parking counts show that parking can be easy to find. This influences the results to this question.



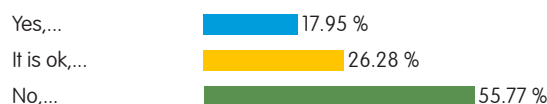
Question 8 Do you ride a bike for transport?

17.31% of survey respondents stated that they rode a bike for transport. This is a high proportion compared with only 1.85% of the respondents that actually cycle to access the centre. This indicates that through improved cycling conditions and infrastructure that there is a latent cycling group that could access the centre via bike.



Question 9 Do you think that the Brighton Le Sands village centre is attractive and safe for cyclists?

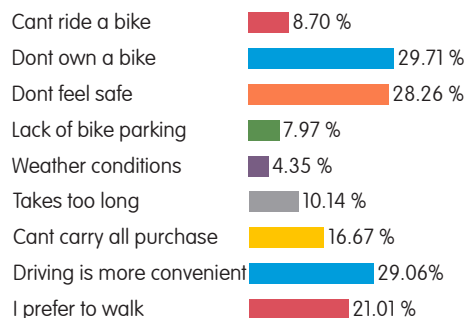
Most people stated that they think that the centre is not attractive and safe for cyclists (55.77%), with 26.28% stating that it could be improved. Only 17.95% view it as a safe and comfortable environment for cyclists.



Question 10 If you don't ride to Brighton Le Sands village centre, what stops you?

Even though some people don't own a bike (29.71%) key factors discouraging cyclists are:

- Don't feel safe (28.26%)
- Driving is more convenient (26.09%)
- I prefer to walk (21.01%)
- Can't carry all purchased items on a bicycle (16.67%)



Question 11 Do you think that Brighton Le Sands village centre is attractive and safe for pedestrians?

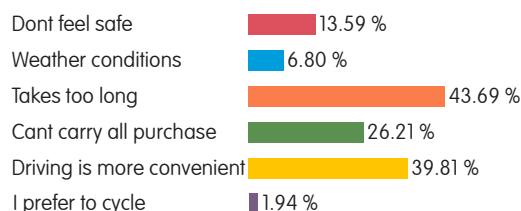
Most people stated that the centre is attractive and comfortable for pedestrians (42.31%), with 36.54% stating that it could be improved and 21.15% stating that there are multiple challenges for pedestrians.



Question 12 If you don't walk to the Brighton Le Sands village centre, what stops you?

Key factors discouraging people from walking are:

- Takes too long (43.69%)
- Driving is more convenient (39.81%)
- Can't carry all purchased items on foot (26.21%)

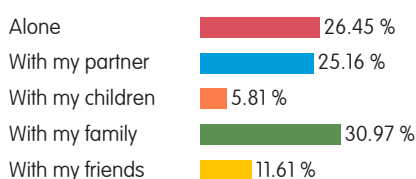


Question 13 Who do you normally come to the Brighton Le Sands village centre with?

Most people come with:

- Family (30.97%)
- Alone (26.45%)
- A Partner (25.16%)
- Friends (11.61%)
- Children (5.81%)

With most people coming with family or friends to the centre it reflects its recreation and local community role as a village. It also demonstrates that this is not a key employment centre and that employment is limited to commercial suits, retail, the Novotel Hotel and restaurants and cafes.

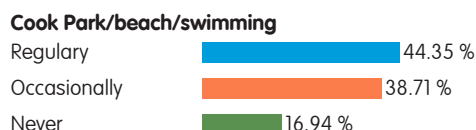
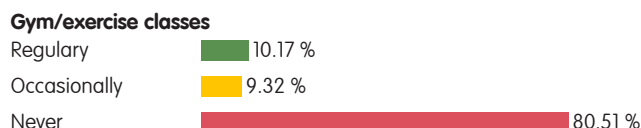
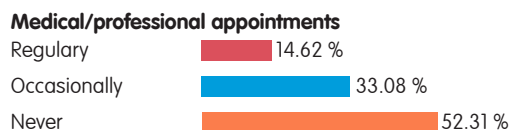
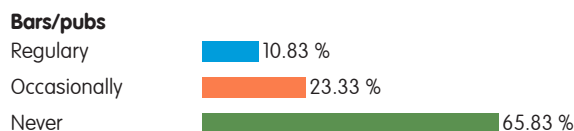
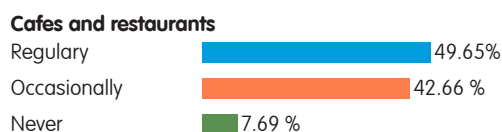
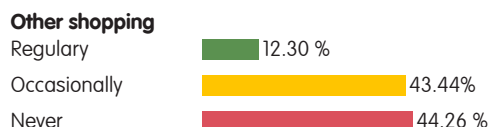
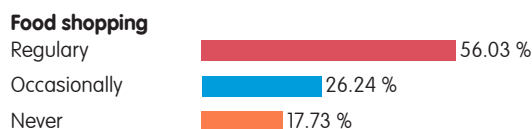
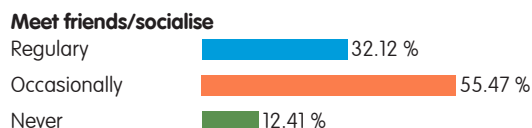
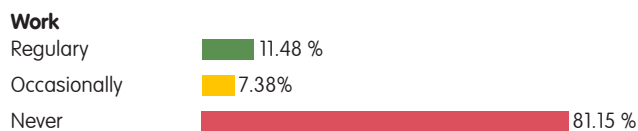


Question 14 What activities do you carry out at the village centre regularly, occasionally and never?

The activities that are carried out most regularly include:

- Food shopping (56.03%)
- Cafes and restaurants (49.65%)
- Cook Park/beach (44.35%)

This reinforced Brighton Le Sand's dual role as a local centre for residents and a metropolitan recreational attractor. There are two Brighton Le Sands the quiet, peaceful, everyday, bayside village for locals and the busy, vibrant, entertaining, multicultural, chaotic, and fun place for visitors.



Question 15 In your opinion, what is the best thing about the Brighton Le Sands village centre?

There was a range of words given including:

- Location, close to the beach, close to home, to the city
- Convenience
- Variety of restaurants and cafes and take away food outlets/ Lots of choice for eating out
- Coffee
- It's compact, the commercial strip is contained creating activity
- Food
- Variety of services and activities/ It has a bit of everything
- It is clean
- Cool breezes and proximity to the water
- It's potential
- It is home/ where I live
- Great venues for social activities
- Trees and water views
- Local businesses
- The layout is good
- Public transport is good
- Relative amount of greenery between the apartments
- Most things/ amenities are there
- Coles
- Easy to walk to
- Le Sands Pavillion
- Monday to Friday
- Close knit community
- Multicultural
- Lots of shops
- People
- Good atmosphere/ upbeat
- Safe
- Lights
- Open space
- Pumping/ Alive
- Good to socialise
- Easy to get around
- Nothing

Question 16 In your opinion, what could be improved at the Brighton Le Sands village centre?

There was a range of words given including:

- Reduce traffic and noise
- More pedestrian spaces
- Keep vehicle activity to a minimum
- Restrict smoking
- Safety
- Cleaner, more attractive, remove rubbish
- Make more walking friendly, level footpaths
- Improve cycling conditions
- More green/ garden boxes
- More variety in shops including more food specialty

shops and fashion shops

- Upgrade, 'tart up' the public domain
- Remove cars and make a mall
- Less fast food
- More parking closer, another car park
- Increase lighting at night and police presence/ security
- Pay parking for non residents
- Residents parking
- More timed parking areas
- No more high rise
- More outdoor seating
- Improve the Bay Street and Moate Avenue intersection
- More pedestrian lights across The Grand Parade
- Cheaper restaurants
- More speed bumps
- Build another level on the Boulevard Car Park
- Better coffee
- More businesses
- Better bus services
- Less antisocial behaviour (get rid of hoons)
- Nothing

Question 17 What suburb do you live in?

The survey respondents predominantly lived in Brighton Le Sands:

- Brighton Le Sands 45.80%
- Rockdale LGA 40.97%
- Outside Rockdale LGA 13.19%

Question 18 What is your gender?

- Male 53.69%
- Female 46.31%

Question 19 What is your age?

- 16-24 2.01%
- 25-34 26.85%
- 35-64 54.36%
- 65 and over 16.78%

Consultation Key Findings

The following key findings were a result of the consultation activities. From the visioning and survey it has emerged that there are two Brighton Le Sands:

- Quiet, peaceful, everyday, bayside village, locals (daytime and weekdays)
- Busy, vibrant, entertaining, multicultural, visitors, chaotic, fun (nighttime and weekends)

The community was concerned about:

- Safety and security
- The need for more parking close to the centre
- Amenity, cleanliness and rubbish removal
- Noise and hoons

- Antisocial behaviour
- Illegal parking behaviour
- Limited long term parking
- The fear that more development will exacerbate the parking situation

The community identified the following opportunities and ideas to address the existing situation:

- Resident parking scheme
- Paid parking (divided support, concern over affordability for locals and families)
- Better enforcement
- Improved signage
- Angle parking
- Walking path improvements
- Cycle paths
- Improve public transport access
- Introduce speed cameras and security cameras
- Create more time limited parking
- Rebuild/ expand the Boulevard Car Park
- Improve awareness and wayfinding

The community supported:

- Improving the pedestrian environment
- Provide cycle paths but not until pedestrian paths were improved first
- Angle parking to increase the capacity
- Introducing 5 minute drop off zones for visitors at The Grand Parade
- Quick stay (30 minute) timed areas near Coles and other shops to facilitate quick shopping errands
- Parking for workers at schools during the weekend peak times and evenings
- Introduction of more timed areas with a resident parking scheme
- Paid parking - if it was accessible to families and did not deter visitors from restaurants
- Improvements to the existing off-street car parking (Moate Avenue and The Boulevard Car Parks) to improve amenity, access and safety
- Expansion of the plaza to create a strong central heart within the centre that was comfortable and attractive for people
- Improve the surfaces within the centre to be safer, currently they are slippery
- Bike parking

The community saw the first priorities as being:

- Improve the pedestrian environment first, then introduce separated cycle paths
- Introduce a resident parking scheme with additional timed areas
- Provide designated parking for workers
- Provide angle parking without impacting on street verges and gardens
- Improve the maintenance and amenity of existing car parks
- Promote the Novotel car park and provide dynamic signage
- Make the urban plaza the heart of the village

The consultation results have been a valuable input into the development of this Strategy offering many local insights, ideas and opportunities.



