



**AGENDA APPENDIX**  
**Council Meeting**  
**Wednesday 24 August 2016**

AGENDA ITEM FOR SEPARATE DISTRIBUTION TO COUNCILLORS AND EXECUTIVE LEADERSHIP TEAM DUE TO DOCUMENT SIZE.

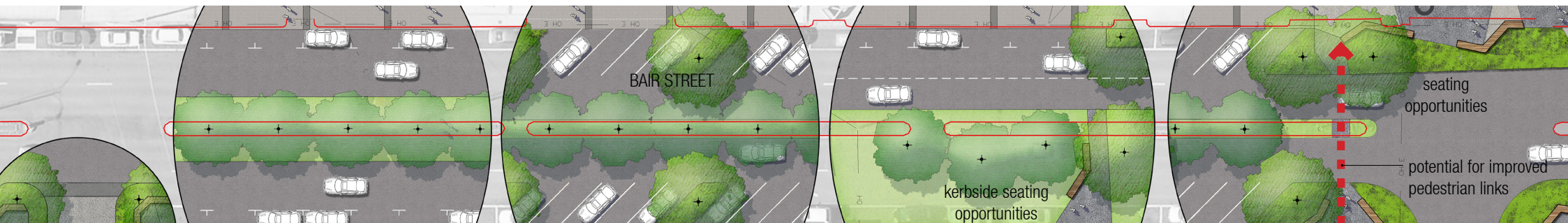
THE ITEM IS ACCESSIBLE VIA THE COUNCIL WEBSITE OR BY CONTACTING COUNCIL ON 03 5662 9200.

**E.13 LEONGATHA STREETScape MASTER PLAN – FINAL FOR ADOPTION**

Appendix 1 Part A – Community Engagement Report

# Re-imagining Bair Street

## LEONGATHA STREETScape MASTER PLAN



## COMMUNITY ENGAGEMENT REPORT

*DRAFT MASTER PLAN CONSULTATION MAY-JUNE 2016*

July 2016



South Gippsland  
Shire Council

# Engagement Summary

This report outlines the findings of the second round of consultation which sought feedback on the Draft Leongatha Streetscape Master Plan.

Council received approximately 80 submissions mostly from people who live in, work in and / or visit Bair Street. There were also several people who own land or businesses in Bair St or other parts of Leongatha. Other interests were also represented including transport business and South Gippsland ratepayers.

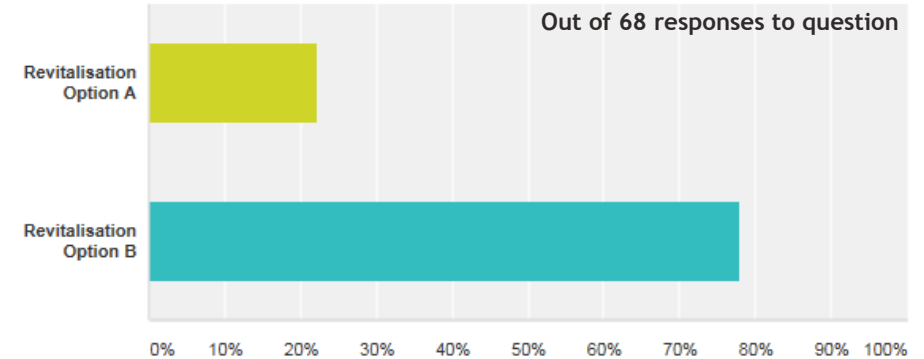
Approximately 90 people attended public meetings where the Draft Master Plan was presented and community questions answered.

Public responses were generally positive with a number of suggestions for changes. Revitalisation Option B was clearly the preferred design for Bair Street between McCartin Street and Church Street. In response to public comment, the following key changes have been made to the Option B plan:

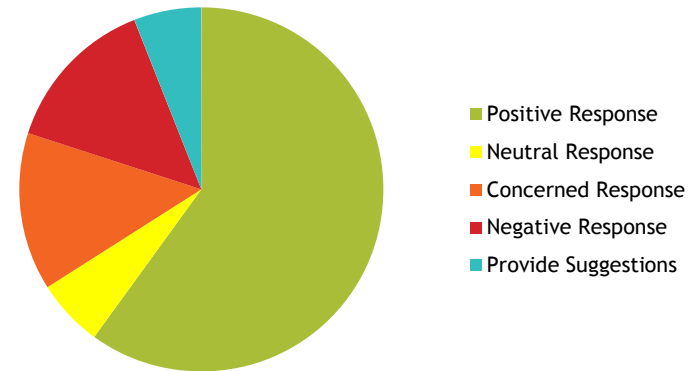
- Remove a proposed pedestrian crossing along Bair Street
- Retain some angle parking in Lyon Street
- Remove proposed in-ground vegetation from Gollers Lane
- Remove proposed trees along footpath in Lardner Place

A detailed summary of public comments and Council's responses is provided at **Appendix A**. A copy of the final master plan is provided at **Appendix B**.

## PREFERRED OPTION FOR BAIR ST (BETWEEN MCCARTIN ST & CHURCH ST)

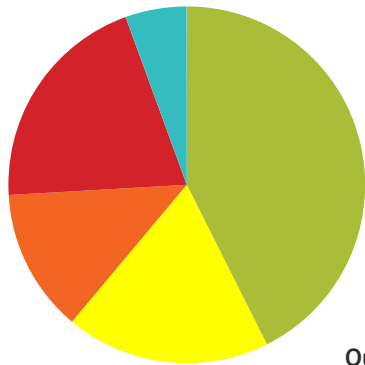


## REST OF BAIR ST (SOUTH OF CHURCH ST)



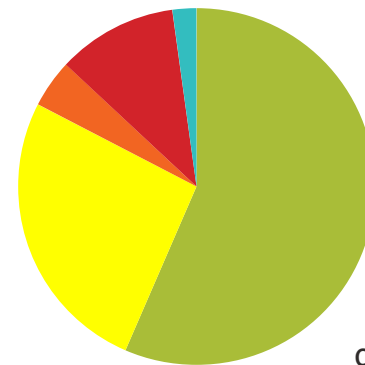
Out of 50 responses to question

### GOLLERS LANE



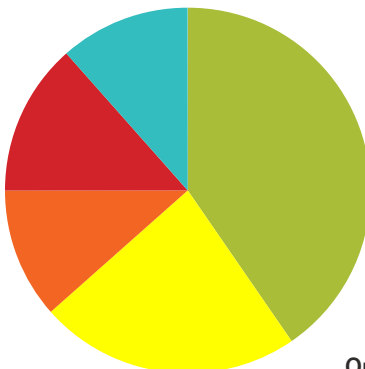
Out of 54 responses to question

### HYLAND PLACE



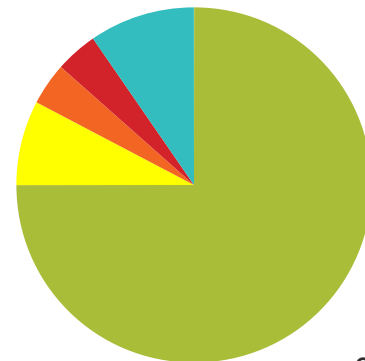
Out of 46 responses to question

### LYON STREET



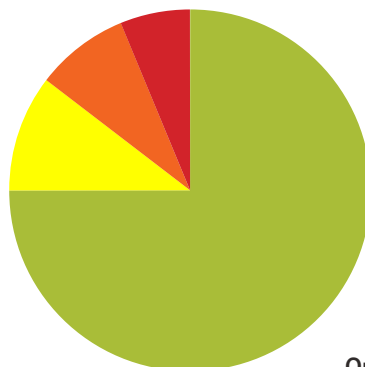
Out of 52 responses to question

### HORTICULTURAL PARK AREA



Out of 52 responses to question

### LARDNER PLACE



Out of 48 responses to question

Of the 82 submissions received, those that were not in the format of the online survey responses were categorised in the same way. Not all submissions indicated a preference for one option or the other and some did not discuss particular aspects of the proposal such as Goller Lane or Hyland Place. The number of responses by category indicated for each graph.

# Engaging the Community

The Leongatha Streetscape Master Plan will guide road and footpath improvements, new landscaping, street furniture and other upgrades to revitalise the town.

Upgrades to Bair Street and the surrounding areas, central to Leongatha, will be made in accordance with this plan. These upgrades will affect land owners and business owners in the study area. They will also affect the Leongatha community, broader region and visitors to the area.

It is important to engage the community because the project will influence their enjoyment of the area. Engaging the community will also help ensure the success of the future upgrades.

The community was engaged at key stages of the project: at the start to gather community ideas and mid-way to gauge community response to detailed proposals.

For the second round of consultation, Council sought to:

- Inform the public about the Draft Leongatha Streetscape Master Plan.
- Inform the community about how the Draft Master Plan responds to community comment from the first round of consultation.
- Ask the public for feedback on the Draft Master Plan.

Our promise to the public during this project is to keep them informed, listen to and acknowledge their concerns, aspirations and provide feedback on how public input influenced decisions.

# How We Told People

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Letters sent to owners of commercially zoned land in Leongatha (total of 170 letters)

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Letters hand delivered to commercial premises in Bair Street, McCartin Street and surrounding areas on 17-18 May 2016

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Commercial land owners and businesses meeting 6-8pm 24 May 2016

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Community meeting 5-7pm 31 May 2016

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Draft Master Plan on display at 37 Bair St (vacant shop), front counter, as double page spread in local paper (24 May 2016) and at public meetings

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Web page on Council's website

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Facebook updates on Council's facebook page

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Media releases announcing the Draft Master Plan and launching the consultation

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Postcards delivered by letter box drop, handed out during enquiries and available at Council offices, Leongatha library and various shops

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Community bulletins mailed out with letters and emails, handed out during enquiries and available at Council offices, Leongatha library and various shops

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Community engagement report for first round of consultation available online, by email, at front counter and at public meetings

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# What We Told People

The Draft Master Plan was made available for comment following the 27 April 2016 Council meeting. These plans were updated and illustrations prepared for the launch of the consultation period. The consultation period was open from 24 May 2016 to Friday 10 June.

People were asked to provide their feedback via online survey. Paper surveys were also available and submissions were also accepted via email or mail. Late submissions were accepted.

Publicity for the project also included an overview of project, details of the process and ways to keep updated and be involved.

## DRAFT MASTER PLAN



# ILLUSTRATIONS

**11** Vertical form evokes prevailing visual indicators of approach to Bar Street + McCulloch Street / town centre.

Fluted re-processed timber slaps and wide stone base plates with recessed flange.

Big light yellow colour continues theme throughout locally and repeats in signage elements #2 and #4.

Planted to repeat vertical element along Anderson Street approach from north.

Concept for new town entry gateway plus creating striking and memorable entry

Reinforcing theme of dahlia festival + tulips

Lighting to selected trees create sense of arrival at night

leongatha streetscape masterplan

**a town entries**

**B1 TYPICAL SECTION THROUGH BAR STREET PEDESTRIAN CROSSING ZONE**

**B2 TYPICAL SECTION THROUGH BAR STREET WITH PARKING BOTH SIDES**

INDICATIVE BAR STREET CROSS SECTIONS - OPTION B

leongatha streetscape masterplan

**d sections**

**STREET TREES**

A variety of deciduous and evergreen street trees, selected to both locations and available space within streetscape environment. Overall design intent is to create streets with shade, seasonal interest and use of a consistent landscape species.

**BAR STREET**

**LYON STREET**

**LARDNER PLACE**

**CHURCH STREET**

**HORTICULTURAL PARK**

**SHRUBS AND GROUNDCOVERS**

A selection of ornamental berry shrubs and groundcover plants selected for seasonal interest, foliage texture and drought tolerance.

leongatha streetscape masterplan

**g planting**

**12** Consistent colour theme branding to reinforce identity.

**13** Primary wayfinding signage elements.

**14** Consistent colour theme branding to reinforce identity.

**15** Secondary signage elements identifying local features and key amenities.

Sculptural signage labelling the major town features and destinations

Wayfinding signage providing clear directions and distance times

Provision for local art + sculpture

Shaded seating areas along street

Custom-designed seating linking to railway industrial aesthetic

Ample provision for cyclists

leongatha streetscape masterplan

**b signage + furniture + sculpture**

Consistent quality streetscape materials

Brick coloured concrete

Slain bluestone feature paving juxtaposing to highlight + seating areas

Slabbing creates interest in ground plane

Opportunities for colourful temporary installations

leongatha streetscape masterplan

**e materials**

**A1 TYPICAL SECTION THROUGH BAR STREET PEDESTRIAN CROSSING ZONE**

**A2 TYPICAL SECTION THROUGH BAR STREET WITH PARKING BOTH SIDES**

INDICATIVE BAR STREET CROSS SECTIONS - OPTION A

leongatha streetscape masterplan

**c sections**

**TYPICAL SECTION THROUGH LYON STREET SHARED ZONE**

**TYPICAL SECTION THROUGH GOLLERS LANE**

INDICATIVE LYON STREET + GOLLERS LANE CROSS SECTIONS

leongatha streetscape masterplan

**f sections**



## What We Asked

The following questions were asked on the online and hard copy survey to prompt and direct community response:

- Which option do you prefer for Bair Street between McCartin and Church Streets?
- Why have you chosen this particular option?
- What do you think about the proposal for other parts of Bair Street?
- What do you think about the proposal for Gollers Lane?
- What do you think about the proposal for Lyon Street?
- What do you think about the proposal for Lardner Place?
- What do you think about the proposal for Horticultural Park?
- Do you have any other comments?

These questions were illustrated with relevant parts of the plan.

## The Response We Got

There was more engagement from commercial land owners and the business community than during the first round of consultation which was demonstrated by the turn out at the meeting on 24 May 2016.

Approximately 80 responses were received providing feedback on the Draft Master Plan. Many of the people who attended the meetings made a submission. As shown in the table overleaf, respondents most commonly visit Bair St, work in Leongatha and live in Leongatha. The remaining respondents were generally from other localities in South Gippsland.

Two groups made submissions: the Leongatha Chamber of Commerce and South Gippsland Shire's Access and Inclusion Committee.

# Chamber ticks Bair Street revamp

LEONGATHA Chamber of Commerce and Industry remains firmly behind South Gippsland Shire Council's plans to transform Bair Street once the heavy vehicle alternate route is complete. The chamber held a meeting last Monday, May 2 to discuss the plans further with council

and iron out any concerns they may have had. Despite the chamber endorsing the changes to Bair Street, there was still discussion about the loss of parking spaces and about whether option A or B was best for the town. Council's planning manager Paul Stampton explained the loss in car parking spaces by saying Bair Street needed to be transformed into a local

people would be drawn to. He said there were now empty shops along the street and with the current changing retail trends, he could not see those shops filling in the short term. "We need to think about what retailing will be in 20 years time; the landscape is constantly changing," Mr Stampton said. He said by making Bair Street attractive, that

There will also be much more greenery and trees for the street. The public and chamber members will have more opportunities to have their say ahead of a decision in July or August. The next public consultation meeting will be held on Tuesday, May 31 from 5pm-7pm in Leongatha.

"THE STAR", Tuesday, May 24, 2016 - PAGE 1

# People vote on Bair Street

By Lucy Johnson

## New look Leongatha

BUSINESS groups and the community are being urged to contribute to a modern vision for Leongatha's Bair Street. South Gippsland Shire Council is holding two meetings in relation to its Reimagining Bair Street project. The first is tonight, May 24 from 6pm-7pm in Meeting Room One (Leongatha council chambers). Read more

spaces and we are looking to at options to alter plans to meet with business owners demands." Pomegranate Clothing owner Jan Drysdale questioned council's proposal to extend the width of existing footpaths on Bair Street to seven metres. "The current footpaths are as long as two trestle tables. When was the last time you had to dodge to avoid walking into somebody on Bair Street?" she asked. "We would end up having to sacrifice some angle parks for wider footpaths and I want to know why."

Mr Stampton said the footpaths would be extended to "pedestrianise" the street and encourage more street trading, as well as providing more space for the planting of deciduous trees between the car parks and shop annexes. "The footpaths need to be widened to make space for the trees to reach their full growth without interfering with the annexes which reach over the footpaths in some areas," he said. "If we widen this space we can also encourage businesses like cafes to conduct more street trading. "Both schemes recognise the importance of crossing the roads safely, and both include the pre-existing traffic lights and the widening of foot-



# Crunch time for Bair Street

By Tony Giles

THE loss of parking spaces in Bair Street, Leongatha appears to be the main sticking point of the Leongatha Chamber of Commerce and Industry ahead of crucial meetings tonight and next Tuesday, May 31.

Business groups and the community are being sought for comments and input on the draft master plan created for the Re-Imagining Bair Street project. There is a meeting tonight, May 24 from 6pm-7pm in Meeting Room One (Leongatha council chambers) inviting any commercial landowners and businesses keen to hear more about the master plan and have their views aired.

Alternatively there is a meeting for anyone in the community to attend next Tuesday, May 31 at the Dakers Centre in Leongatha from 5pm-7pm (presentation at 5.30pm).

Leongatha Chamber of Commerce and Industry president Peter Watchorn said the chamber supported the project which would give new life to Bair Street, but suggested a few amendments. The main issue for him and most chamber members is concern about the loss of parking spaces

he will be submitting his members' thoughts via letter and in person at the meeting. The draft master plan was prepared in response to feedback received from the community in November and December 2015. According to council's planning manager Paul Stampton, the plan reflects the key messages coming from the community which were to make Bair Street greener (more trees), more pedestrian friendly (better crossings, more seats) and better connected with the rail and railway land.

"We'll also be seeking to have discussions with VicTrack about the land at the rear of Bair Street. Now that the tourist rail has wound up it's very much puts this area as well as the whole railway precinct up for discussion," Mr Stampton said. The hope is additional parking can be placed at the rear of Bair Street with a ramped up entry point near where the former pedestrian bridge was.

Mayor Cr Bob Newton said revitalising Bair Street would be a catalyst for change in the region.



# Chamber calls for Bair Street action

By Tayla Kershaw

"BUSINESS closures, limited gardens and limited parking are killing the attractive ivy in Leongatha's Bair Street. Existing business owners are itching for action, but their questions will be left unanswered until South Gippsland Shire Council's April meeting. Regardless, Leongatha's Chamber of Commerce and Industry president Peter Watchorn is confident things are looking up for the town's central business district.

"We invited council representatives to our meeting on March 7, which generated some excellent discussion," he said.

"We want to minimise the waiting time as much as possible, but it's better to have the alternate route fully functional before we start redesigning Bair Street. It's not feasible to work on both projects at the same time. Council's April meeting will provide more answers." Chamber meeting chairman Peter Western said Leongatha provided a lot of excellent services - its schools, medical facilities and sport clubs topped his list of examples - but Bair Street has been a growing concern for residents and business owners for years. "Successful councils have focused on the bypass, which is marvellous, but it was at the expense of Leongatha's retail following. Leongatha has seen two new schools, a new hospital and

long distance runner, not a sprinter." Mr Sword said council would continue to work with consultants to reach a solution for Bair Street.



New ideas: Leongatha Chamber of Commerce and Industry secretary Sandra Fleming and president Peter Watchorn are keen to get their ideas for improving Leongatha's Bair Street off the ground to bring life back to the town.

Rail yards

# CBD likely to lose parking

By Brad Lester

SHOULD a new look Bair Street appeal to motorists or pedestrians? That is the question gripping South Gippsland Shire Council as it looks to redesign

take away two crossing points, or between 11-13 if one crossing point was axed. One trader, Sandra Fleming from Hair Bairs, told of her frustration at business owners continually parking in front of their shops, a concern also held by Leongatha Chamber of Commerce and Industry president Peter Watchorn. Council's planning manager Paul Stampton indicated once Bair Street was finished, council would ensure by-laws ramped up its enforcement of offenders parking too long in the street and they would be given an infringement notice. Mr Stampton alleviated other concerns about parking when he indicated council would look at leasing further areas on railway land at the rear of Bair Street, which could add 50 spaces to the CBD. Council would also establish a connection

# LEONGATHA REVAMP

By Lucy Johnson

SOUTH Gippsland Shire Council is finally responding to persistent calls from the community to improve Leongatha's central business district and reinvigorate

the town's commercial sector. Council will tomorrow (Wednesday) discuss the proposed Leongatha Revitalisation Project that will encompass three individual projects to hasten progress in the town, including seeking a new use for the town's overgrown rail yards many people believe have long been overlooked for commercial or public use. The community is just hoping the project results in action, rather than talk, especially in the wake of numerous businesses closing in Leongatha and shops remaining empty.

Continued on page 4.



Rail yard rally: Leongatha Chamber of Commerce and Industry president Peter Watchorn is adamant the rail yards behind Bair Street need to be redeveloped.

# Bold Bair Street plans fine tuned

AN AMBITIOUS project to revitalise tired Bair Street in Leongatha was put out for public comment on Wednesday. The Bair Street Revitalisation Project Master Plan identifies two options to pursue with grant funding (if forthcoming) when the Leongatha Heavy Vehicle Alternate Route is finalised. The two options were planned out by consultants in response to comments received from the community during consultations in November and December. The Bair Street plans will also form part of Leongatha Revitalisation Project. The town's Revitalisation Project includes two other key projects: \* Anderson Street town entry upgrade \* Railway site transformation



parallel parking along the rest of Bair Street. Provide additional gathering spaces at crossing points and intersections. Improve safety by creating a T-intersection at Young Street and a large gathering space linking to the start of the Great Southern Rail Trail. Modify the taxi rank to provide

## Leongatha needs shops

I HAVE heard numerous comments within the local community about the barren appearance

"THE STAR", Tuesday, May 31, 2016 - PAGE 5

# Traders talk up Bair Street

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Huge interest: South Gippsland Shire Council was delighted when some 50 business representatives turned out for the Re-Imagining Bair Street presentation last Tuesday, May 24