# OUR FAIRFIELD VILLAGE

## COMMUNITY ENGAGEMENT SUMMARY

*FINAL REPORT*
*JANUARY 2017*

CO DESIGN STUDIO

Prepared for: City of Darebin
Final Report January 2017
Cover Image:
*Fairfield Family Fun Day Consultation Stand*

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# INTRODUCTION

# INTRODUCTION

## BACKGROUND

In **September 2016**, CoDesign Studio (CDS) was engaged by the City of Darebin (COD) to conduct community consultation and engagement services in Fairfield Village (FV) to help inform the future of FV and to gather feedback for the creation of a scope for streetscape Masterplan and Design Guidelines.

This exciting opportunity to work with community and Council, allowed for an open discussion with numerous stakeholders to understand the existing challenges and future opportunities for Fairfield.

This included specific inputs from COD teams including *Public Places, Strategic Planning, Transport Management and others* in helping shape the consultation process and questioning.

CoDesign implemented a number of engagement tools formed around the theme and title: **'Our Fairfield Village'.**

***Document abbreviations:***

*FV: Fairfield Village*
*COD: City of Darebin*
*CDS: CoDesign Studio*

## ABOUT THIS ENGAGEMENT SUMMARY

The following report provides feedback broken down into three key themes (right). Public Space, Movement and Character.

It begins by detailing the engagement process undertaken, followed by setting out what we heard. This is a summary of the multitude of varied feedback, including quantitative analysis of dotmocracy votes and online selections, as well as thematic analysis of written comments received across all forms of consultation.

These are tabulated and mapped by summarising the key opportunities that apply broadly across the village, as well as identification of specific locations (where applicable).

**Across the consultation a breadth of ideas and opportunities were raised by the community, not all could be included within this report, however the raw information will be utilised by CoD for future planning and deeper consideration on specific issues.**

## KEY THEMES

Three key themes became evident that underpin what we heard and recommendations listed in this report:

**Public space**

AMENITIES; GREENERY; SAFETY; PLACES TO GATHER

**Character**

VILLAGE CHARACTER; BUILDING DESIGN; INTERFACE AND MATERIALS; BUILT FORM & PARKING

**Movement**

PEDESTRIAN AND CYCLISTS; ROAD CONGESTION; PARKING

*These themes (and associated symbols) are used throughout the document as a way to frame and organise the feedback.*

*Please note that feedback and observations may cross a number of theme/categories.*

# METHODOLOGY

# 01. ENGAGEMENT APPROACH

## CONSULTATION PROCESS

**Six (6) varied programmed consultation sessions/workshops were undertaken within Fairfield. These were supported by an online forum (survey and interactive map) to understand the complexities and needs of the business and wider community.**

The consultation process was underpinned by a cross departmental purpose to understand the following key aspects of Fairfield Village:

- Collect local knowledge around the perception of Fairfield. What does it mean to the community? What could be improved? What works well already?
- The perception of building character (existing and future) and raising awareness of key issues to be included in the development of Design Guidelines
- The perception of parking and future parking needs, road congestion and safety.
- The perception of streetscape amenity, safety and feel and future needs and opportunities
- Establish a Community Reference Group made up of local residents, businesses, community groups and key stakeholder groups to help guide the development of the Streetscape Masterplan and Design Guidelines.
- Provide an identity for engagement: *'Our Fairfield Village'* as a consistent branding throughout the consultation and future documents.

## ENGAGEMENT ACTIVITIES

CDS designed various activities to provide a range of ways to be informed and have a say about the future of Fairfield Village in a short time frame

- **Pop up engagements**
  at the Farmers market and Library
- **Community pop up session**
  at the Fairfield Family Fun Day
- **Community workshops**
- **Online Forum**
  including a consultation survey and interactive map *(appendix 1.3)*
- **'Our Fairfield Village' branding and postcards**
  delivered to residences in FV *(appendix 3.1)*
- **Local area signage**
  A4 posters provided to traders for their shop windows *(appendix 3.2)*
- **Letters to the Local Community**
  COD delivered to over 2500 properties and 900 non-resident owners within 500m of FV
- **Ideas and Colouring Competition**
  run by COD as an additional consultation activity *(Note that due to timeframes, the results of this competition are not included in this report.)*

*Tools used for these activities are detailed overleaf in the yellow highlight.*

*Analysis of the many written responses from the community through these varied activities is compiled in the thematic summary (appendix 1.2) and in chapter three.*

## TIMING AND RESPONSE

CDS conducted a number of varied engagement activities.

***One advertised pop up session***

- Tailored drop-in consultation space at the Fairfield Family Fun Day (13 November 11am-3pm)

***Two 'consultation cart' pop up sessions***

- 1 x session at the Fairfield Farmers Market (19 November)
- 1 x session at Fairfield Library (22 November)

***Three targeted community workshops***

- Held at Three Locals Cafe 127 Station Street (15, 16, 17 November 6-8pm)

***Online forum***

- Open from 28 October to 30 November*

**Note: online forum remained open for comment until 31 December 2016, however data used in this report is up to 30 November.*

## KEY ENGAGEMENT ACTIVITIES

# POP-UP CONSULTATIONS

CDS facilitated 3x pop-up engagement conversations at key locations and times (detailed previously) which captured feedback from a broad cross section of the community. These interactive, dynamic and collaborative discussions used dotmocracy boards *(image voting appendix 1.4)* and other activities to engage local residents, businesses and key stakeholders and community groups.

**DOTMOCRACY**
A process of voting where participants use dots to represent votes on preferred options. For this consultation participants voted across 84 images representing different opportunities in FV *(fig 3)*.

# TARGETED WORKSHOPS

The targeted (and advertised) workshops at *Three Locals Cafe* were tailored with round table activities to engage key stakeholders and groups. Participants were asked to explain their current Fairfield Village perceptions and map out themed ideas. These mapped concerns, ideas and opportunities shaped the workshop discussions. These workshops were also attended by key COD project team members with CDS facilitators.

# ONLINE SURVEY & INTERACTIVE MAP

CDS worked with the COD team to construct an online survey and interactive map. This survey URL was advertised via the postcard/flyer material distributed *(fig 3)* and at each consultation session.

The survey asked key questions such as:

- What makes Fairfield Village Special

- What needs the most improvement? (look and feel)

- Questions around parking, new development, amenity, etc

*Survey data can be viewed in appendix 1.3*

**ONLINE**
CDS worked with the COD team to produce the 'Our Fairfield Village' portal: *http://yoursaydarebin.com.au/our-fairfield*

*Figure 1 Consultation cart pop up session at Fairfield Farmers Market*

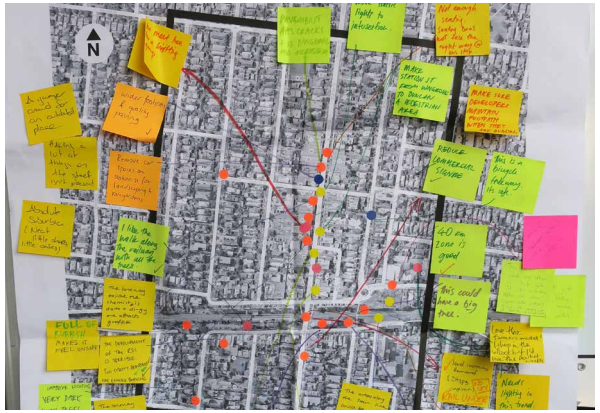


*Figure 2 Targeted Workshop mapping*

*Figure 3 Dotmocracy board*

# 02. WHO WE REACHED

## PARTICIPANT NUMBERS

Through the various engagement activities (on and offline), we had approximately **740 direct participants** and reached over **1,720 people*.**

**Overall:**

> **Approximately 360** community members participated in one of our drop in sessions and **56** in our targeted workshops.

> We received over **750 post-it comments** and more than **550 dotmocracy votes.**

> We sent/handed out **900+** postcards to local businesses and residents and at all consultation sessions.

> COD sent **3400 letters+** to local properties and non-resident property owners.

> Online, we had **360+ visits** with **240 aware visitors** and **154 actively engaged**.**

## > PARTICIPANTS

> **Online 74%** of participants were from Fairfield, Northcote and Alphington (figure 5)

> At our **pop-up sessions,** we mostly met with **locals** who lived in or adjacent to Fairfield Village. These were generally **older residents or families with young children**.

> At the **workshops** we met with a number of key stakeholder groups (such as bicycle groups, Fairfield Traders Association) and engaged local residents.

***Breakdown of participant locality (online only)***

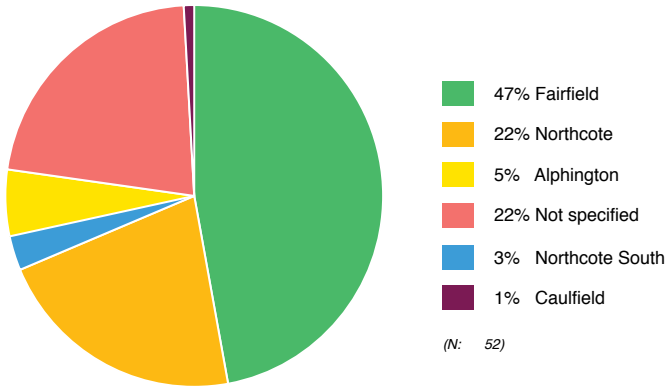


*Figure 4 Online Survey data of participant*

** NB: Figures are based on an overall calculation of the online and pop-up/one on one participation and conversations throughout the consultation period. Exact figures for drop in sessions are estimated only on base attendance and response numbers.*

***NB. It is important to note only 52 surveys were completed with over 150 comments, therefore results are not statistically representative. The survey remained open until 31 December, however this report only used responses received by 30 November 2016.*

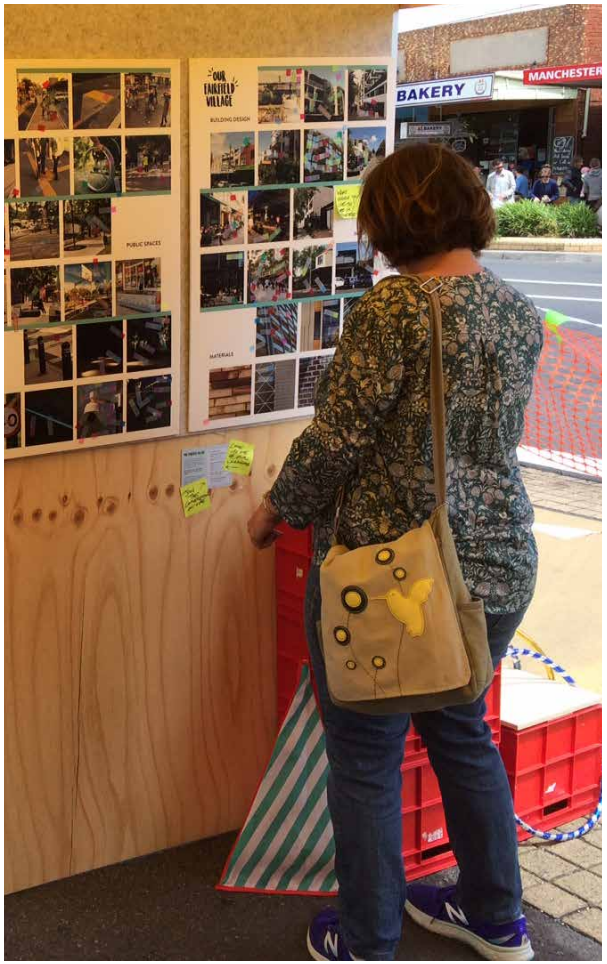


*Figure 5 dotmocracy voting at the Fairfield Family Fun Day pop up stand.*

# WHAT WE HEARD

# 01. GENERAL

This section is broken down into the three key themes previously identified:

> Public Space

> Character

> Movement

We have provided a broad summary of each theme breaking them down into key categories. Where appropriate, a map has been included to help note location specific feedback. Whilst these maps are not exhaustive, they help identify specific points, and should be viewed in association with the summary provided.

## GENERAL REFLECTIONS

> Overall people love Fairfield Village as a local shopping centre which meets all their day to day needs, while capturing a strong community feel.

> People love the heritage feel and welcome development that integrates within this.

> The walkability of the area is most favoured, however there is considerable concern about the impact of traffic congestion and poor pedestrian and cycling routes *(detailed in 'Movement')* .

> People love the artistic feel across the community and want to see this enhanced.

> There is a high value placed on greenery in FV.

*Appendix 1.1 (excel attachment) provides the full synthesis of feedback responses*

## WHAT MAKES FAIRFIELD SPECIAL ?

**'What makes Fairfield Village Special'** was a question asked in the online survey (Q1) and the on street pop-up consultation sessions to gain an understanding of the community values and stories within Fairfield. Overall people valued the local feel and community as well as the walkability of the Village. *Some of the key responses were:*

> Fairfield Village has a 'local feel' with a friendly community and all your immediate needs

> Local businesses contribute to the 'local feel'

> 'There is a lot of history in the community'

> Everything is in walkable distance but movement and parking need to be improved

**The discussion throughout consultation particularly focussed on the following opportunities for improvement:**

> Concern regarding pedestrian safety, particularly on streets adjoining Station Street and Fairfield Primary School.

> Maintaining the local character and heritage, within the shopping precinct and wider residential developments.

> Increasing greenery options both in public spaces and private developments.

> Requirement for increased and improved public amenities, in particular public toilets, drinking fountains and seating.

> Resolving traffic and parking congestion on key streets and addressing the balance of these with requirements for safer cycle routes.

*The 'Word Cloud' above (formed from synthesis of appendix 1.1) visualise these responses. The graph right details the responses from the online survey (Q1) and associated weighting.*

*Figure 6 World cloud synthesis- What Makes FV special? (See appendix 1.5 for larger version)*

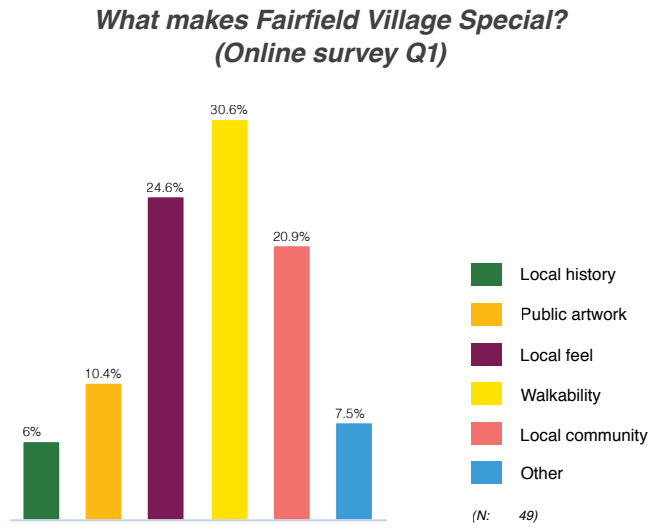


*Figure 7 online survey response (larger version in appendix 1.3.1)*

## WHAT WE HEARD SUMMARY TABLE

*This table summarises the key observations/feedback as per the three identified themes. We have further broken these themes into key categories . These observations are explained in more detail in the following pages.*

*Appendix 1.1 provides a summary of the key data supporting these observations.*

| THEME | KEY CATEGORY | OBSERVATION/FEEDBACK | LOCATION SPECIFIC* |
|---|---|---|---|
| **PUBLIC SPACE** | AMENITY AND MAINTENANCE | > Not enough drinking fountains in the centre<br>> Continued and improved maintenance of Station Street<br>> Currently there is not enough seating and shade<br>> A need for more public toilets (including baby change facilities and longer openings/24 hour facilities ) | > Through the shopping and station precincts<br>> Along Station Street<br>> Throughout the centre and surrounds<br>> Especially at library and station and possibly introduced on closed Duncan St |
| | SAFETY | > Safety concerns and perceptions in low use public areas<br>> Safety concerns and perceptions along underpasses/ walkthrus/ paths<br>> Poor lighting/ visibility in above areas | > Wingrove St. empty lot/ Gillies St. Carpark.<br>> E.g. Arthur St. Underpass, Gillies Street. Walkthru, Cain Ave.<br>> As above |
| | GREENERY | > People love the green and leafy feel of the Centre and surrounding streets and would like to see more of this | > E.g. Railway Place/ Library<br>> Incorporate greenery into a new median trip on Station Street |
| | GATHERING PLACES | > People like the unique gathering spaces in the centre<br>> Overall, there is a lack of public spaces to gather and play | > E.g. at the Library, park around FIDO<br>> Opportunities at Gillies Street, Wingrove Reserve and partial/ full closure of Duncan Street. |
| **CHARACTER** | KEY CHARACTER AND HERITAGE | > The existing local character and low density feel is important to FV<br>> The heritage façades and buildings are important and respected | > Maintain along Station Street and new developments<br>> Along Station Street shops |
| | STATION STREET CHARACTER | > The traditional local shops (and independent business) are important to FV<br>> The existing shopping experience could be enhanced (trading hours/type) | > Maintain along Station Street and new developments<br>> Along Station Street shops |
| | BUILDING DESIGN GUIDELINES | > Ensure appropriate design and development<br>> Respectful heights and sustainability<br>> Mixed feeling about some new developments | > In general across FV<br>> In general across FV<br>> E.g. Nightingale, Dorovitich Complex |
| | BUILT FORM AND PARKING | > Concerns that there needs to be adequate consideration for parking in new developments | > In general across FV |

**See theme maps for location specific feedback and further details.*

## WHAT WE HEARD SUMMARY TABLE

*This table summarises the key observations/feedback as per the three identified themes. We have further broken these themes into key categories . These observations are explained in more detail in the following pages.*

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| THEME | KEY CATEGORY | OBSERVATION/FEEDBACK | LOCATION SPECIFIC* |
|---|---|---|---|
| **MOVEMENT** | PEDESTRIAN AND CYCLE MOVEMENT | > Concerns about safety due to user conflict (pedestrians/cyclists/vehicles)<br>> Pedestrians and cyclists find many intersections unclear and unsafe<br>> Desire for more crossings<br>> Interest in having clear cyclist commuter route through the village. | > E.g. Station Street, Wingrove, Duncan and Arthur<br>> E.g. Wingrove and Arthur Streets<br>> In and around FV centre<br>> Throughout FV |
| | ROAD CONGESTION | > Traffic flow and congestion is seen as a problem throughout FV<br>> Misuse of streets (e.g. for 'rat-running')/ U-turning<br>> Opportunity to address misuse of streets through introduction of median strip; signage and regulations | > Especially along Station Street and adjoining streets<br>> E.g. along Duncan Street/Station Street (dangerous U-Turns)<br>> Median strip on Station Street<br>> Signage throughout FV |
| | PARKING | > Gillies St Carpark is seen to be inadequate and needing repair/upgrade<br>> Trucks misuse carparks, with many recommending a review of location and use of loading bays throughout FV<br>> Considerable discussion on balance of parking, cyclist and pedestrian needs and safety.<br>> Concerns raised about poorly installed and maintained facilities<br>> Mixed opinion on conflict between angle parking and cyclists | > Gillies Street<br>> In general across FV<br>> Particularly Station Street, broadly across FV<br>> In general across FV<br>> Particularly Station St |

**See theme maps for location specific feedback and further details.*

# PUBLIC SPACE

## SUMMARY

The theme of **Public Space** led many discussions. These were commonly around the need for more accessible amenities including public toilets, seating and drinking fountains. There was significant attention drawn to improving the public experience of the village including greenery and perceptions of safety, as well as the need for more places to gather and play.

**This theme is broken into the following sub categories:**

> AMENITY AND MAINTENANCE

> SAFETY

> GATHERING PLACES

> GREENERY

"A WALKABLE SHOPPING AND COMMUNITY HUB WITH A HIGH QUALITY STREETSCAPE INCLUDING TREES, PLANTING AND FURNITURE"

*Key community participant quote from consultation feedback. See appendix 1.1 for full list*

### *Amenity and Maintenance*

Whilst participants noted the centre was well loved and had a vibrant local feel and character, feedback from the community highlighted a further need for:

> Drinking fountains and sheltered seating (shade and greenery)

> General centre maintenance and cleaning

> Access to more public toilet(s) (with baby change facilities and longer opening hours/24 hour access)

### *Safety*

Overall, people think of FV as a safe place, however it was clear that some alleys and smaller roads present a concern mainly due to poor lighting at night *(see map)*. In the dotmocracy votes voting, 10% votes called for more CCTV. We heard:

> Limited interest in CCTV through thematic feedback *(although popular in Dotmocracy votes)*

> Improved lighting was suggested as the main opportunity to aid in improving perceptions of safety, highlighting key buildings and trees to brighten up the centre.

*See the 'Movement' theme for feedback concerning safety around pedestrian/ cyclist/vehicular conflict in the village.*

### *Gathering places*

Responses to the online survey and dotmocracy votes indicate that 40% of respondents would like to see more public spaces to congregate and gather throughout the village. People also noted their support for the local heritage and artistic feel. Overall:

> A key concern was the limited amount of local gathering spaces. Most community spaces are on the periphery of the centre and lack shade and shelter.

> The centre has a wealth of private spaces in cafés and other businesses but there are few central public spaces.

> Limited play options within the village, with interest in bringing small scale equipment directly onto Station Street, and larger scale options to be introduced just outside the centre.

### *Greenery*

The introduction of more greenery was listed as a popular opportunity to improve the experience of the Village. People liked the existing 'green' leafiness of the station surrounds and envisaged it to continue up into Station Street (potentially as a median strip of tree planting).

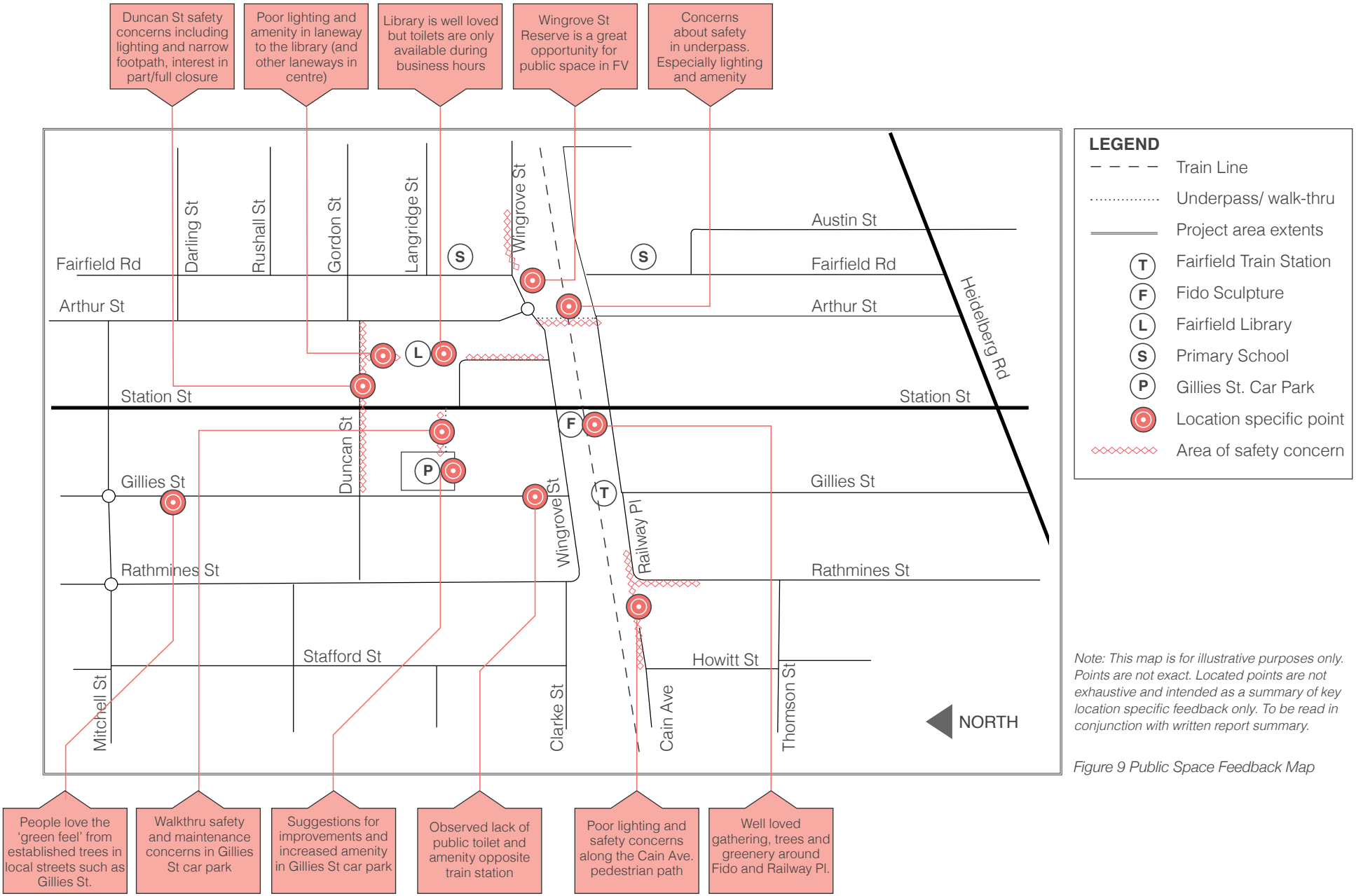
Suggestions were made for the introduction of more street trees and shrubbery surrounding seating (existing and new)

> 17% of participants (second highest) indicating greenery as the most important improvement *(Q4 online survey - appendix 1.3)*

> Tree lined streets are an asset the community would like to see more of *(see below figure 8)*

*Figure 8 (right) Dotmocracy votes related to public spaces: Tree lined streets (45%); Seated green gathering spaces (28%)*

## LOCATION SPECIFIC FEEDBACK (PUBLIC SPACE)




*Note: This map is for illustrative purposes only. Points are not exact. Located points are not exhaustive and intended as a summary of key location specific feedback only. To be read in conjunction with written report summary.*

*Figure 9 Public Space Feedback Map*

# CHARACTER

## SUMMARY

Within the theme of **Character** people referred to what their preferences were regarding built form. The feedback received was often not location or issue specific, however related to general design principles, in particular building height, character and materials and the provision of parking. In addition, people also provided feedback on the future development of the shopping precinct.

**This theme is broken into the following sub categories:**

> KEY CHARACTER AND HERITAGE

> SHOPPING CENTRE CHARACTER (STATION STREET)

> BUILDING DESIGN, BUILDING INTERFACE AND MATERIALS

> RELATIONSHIP OF BUILT FORM WITH CAR PARKING.

" PRESERVING THE SENSE OF COMMUNITY CONNECTEDNESS, HERITAGE, APPROPRIATE DEVELOPMENT IN TERMS OF HEIGHT, GREENERY AND HOUSING"

*Key community participant quote from consultation feedback. See appendix 1.1 for full list*

### *Key character and heritage*

The positive character of Fairfield Village (particularly the local shops and cafés) were highly regarded as being a major draw card to the area. The local character and 'uniqueness' of Fairfield (e.g. Fido) were also considered important in Fairfield. Overall:

> Thematic analysis *(appendix 1.2 or tab two in 1.1)* indicates that the largest number of people *(29%)* identified the *Local Feel* as what they found to be most special and *Local Character* was one of the most important to be considered in improvements to the area *(14.7%)*

> There was a fondness for artistic feel across the shopping precinct (such as FIDO)

> Respecting heritage and neighbourhood character was identified as important by the highest number of people *(64% Q11 online survey)*

> 'Local History' was recognised by 22% in 'What makes Fairfield Special' *(Q1 online survey).*

> The commonly heard responses to local character are depicted in the world cloud *(fig. 10)* .

### *Shopping centre character*

Almost 90% of survey participants *(Q6 online survey)* noted they had visited shops or cafes on their last trip through FV and there was almost exclusive support for more 'small and local' not large 'chain style' businesses. We heard many recommendations from the community including:

> Within Station Street, people wanted to enhance the overall visual appearance of the shopping district, maintaining the traditional façades, as well as promote opportunity for on street dining and experience.

> Opinions are divided on business type/ hours. Some wanting more bars and restaurants open in evenings, while others valued the variety of daytime retail businesses.

*Figure 10 FV Local Character Word Cloud Summary (larger version in appendix 1.5)*

### *Building design and interface*

Online Survey question 11 *(appendix 1.3)* reflects feedback received concerning types of development asking "Thinking about new buildings in Fairfield Village, what aspects of building design are most important to you?' Whilst large scale development is not considered appropriate, we also heard:

> The importance of respecting local character and heritage, was raised by 85% of respondents *(Online survey Q11).*

> Participants supported the use of natural materials, such as wood, and traditional/heritage style features *(77% from dotmocracy votes),* coupled with the inclusion of greenery and living elements (*green or living walls supported by 47% of dotmocracy votes*; *fig 13).*

> A large number of people identified 'sustainability' as a critical element of new building design details and façades *(51% Online survey Q11)*

Development height and setback

> This was the second most raised concern *(Q11 Online survey, 61%,)* throughout consultation.

> Participants supported the idea of front setbacks in relation to the street.

> Ensuring new development heights do not take away from the local feel and character of the centre.

### *Relationship to built form and parking*

Concerns around parking provisions for new developments were heard consistently in each workshop and pop up consultations. In relation to new residential developments participants provided feedback that:

> Significant concern that new residential developments would contribute to the existing pressures on parking, raised by 30% of survey respondents and throughout workshops *(Online survey Q11)*

> New developments should be required to provide enough appropriate parking for new residents *or*, provide 'car share' (*or other*) services to reduce the pressure on local roads and parking and promote 'sustainable' lifestyles.

> There were mixed opinions throughout workshops on the costs and benefits of developments *(E.g. Nightingale)* which target reduced car ownership

> Improved cycle and pedestrian connections to public transport hubs to reduce strain on existing parking pressures

*Parking (in terms of the Village Centre) is talked about more broadly in 'Movement'*

*Figure 11 Highlighted 'appropriate development' (from top) 25/27 Gillies St, Fairfield C.H. James, 84 Station Street*

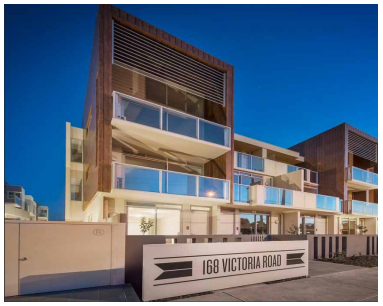
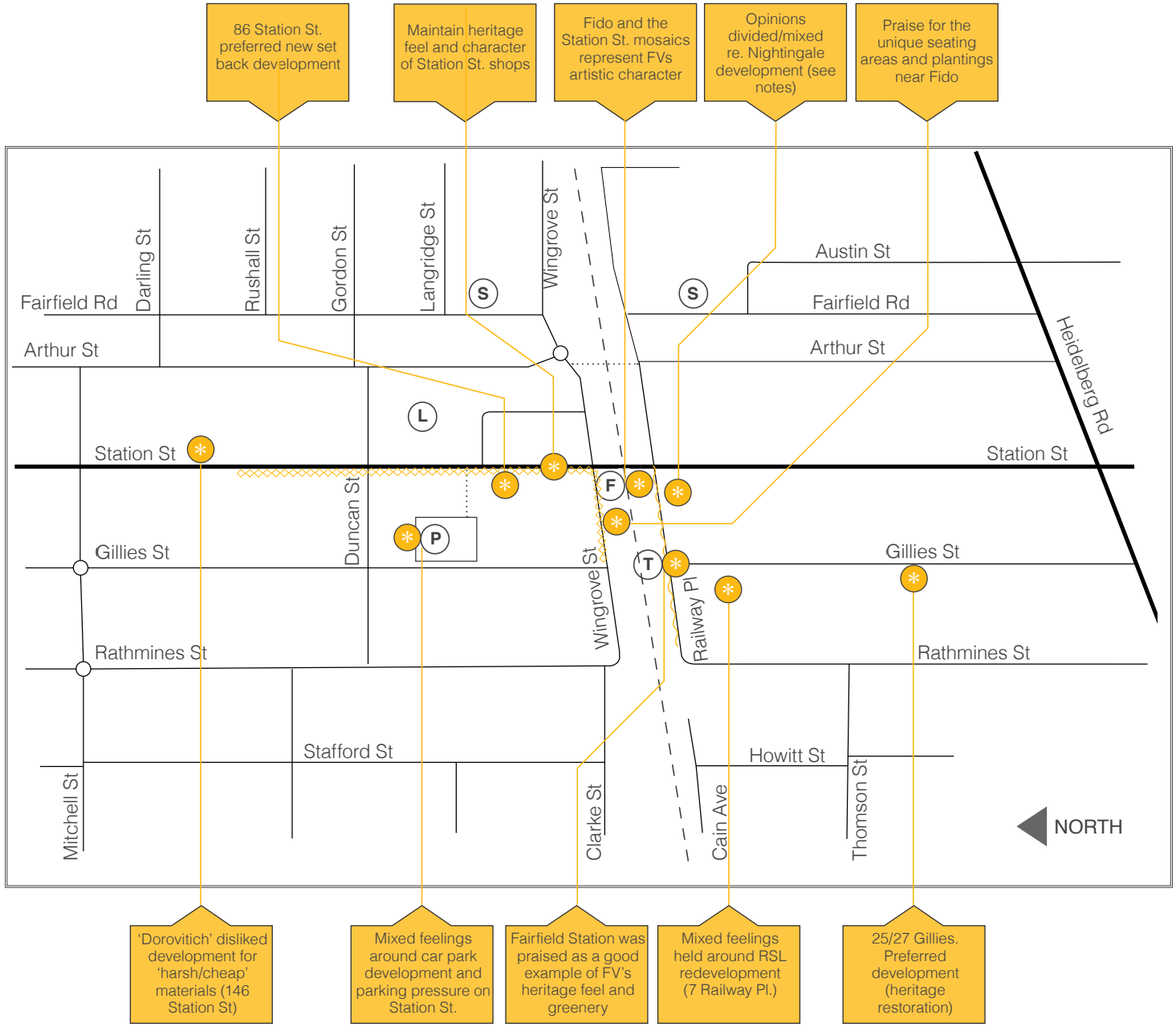


*Figure 12 Mixed feelings to development (from top) 168 Victoria Road, Northcote; 2-72A Station St (Proposed Nightingale development- parking concerns) .*

*Figure 13 dotmocracy character response (above) 34% of building design votes- green integration (right) low scale and green (28% of greenery votes)*

## LOCATION SPECIFIC FEEDBACK (CHARACTER)




### NOTES

> Opinion on developments such as Nightingale are divided, some support the sustainability principles promoted through developments with no provision for car parking, while others are concerned about impact on long term parking.

### LEGEND

- Train Line
- Underpass/Walk-thru
- Project area extents
- (T) Fairfield Train Station
- (F) Fido Sculpture
- (L) Fairfield Library
- (S) Primary School
- (P) Gillies St. Car Park
- Location specific point
- Important local precinct character
- Important green character & feel

*Note: This map is for illustrative purposes only. Points are not exact. Located points are not exhaustive and intended as a summary of key location specific feedback only. To be read in conjunction with written report summary.*

*Figure 14 Character Feedback Map*

# MOVEMENT

## SUMMARY

The theme of **Movement** incorporates how people arrive at and move around the village, including vehicles, cyclists and pedestrians, along with roads, paths, parking and crossings. Public transport is also included here.

Throughout all consultation issues of movement were consistently raised by most participants in one form or another, in the online survey 22.2% (Online survey Q8) of respondents experienced challenges in getting to the village on their last trip, with consistent issues including: traffic congestion, crossing the road, feeling unsafe cycling and lack of parking.

This theme was also the area with the least definitive community recommendations, with individual preferences often different based upon perspective - be it trader, resident or community; in a car, on foot or on bike.

**This theme is broken into the following sub categories:**

> PEDESTRIAN AND CYCLIST MOVEMENT

> SHARED MOVEMENT CONCERN

> ROAD CONGESTION AND TRAFFIC

> PARKING

### *Pedestrians and cyclists*

The walkability of Fairfield Village was the most identified feature that made Fairfield special *(26% Online survey Q1)* and on their last trip to the Village, almost 50% of survey respondents walked and 18 % came on bicycle *(Online survey Q7).*

> Pedestrians and cyclists find many busy intersections are unclear and unsafe across the village *(see movement map for key locations)*

> Tactiles in certain locations require maintenance to prevent hazards (see map)

> The introduction of a median strip through the middle of Station Street was widely supported *(e.g. 27.8% of the movement dotmocracy vote)* .

> Safety concerns (especially for children on and around Station St/ on School routes) due to traffic conflicts.

> People would like to see more crossings on Station Street with more dedicated lanes/routes between cyclist users, pedestrians and cars (especially along busy Station Street).

> Bicycle parking outside cafes was a popular consideration *(dotmocracy vote 20%)..*

### *Shared Movement Concern*

Figure 17 indicates locations of 'shared movement concern', with streets indicatid through shading and intersections with a triangle icon.

Across the consultation participants provided a breadth of feedback on these locations that all modes of movement (pedestrian, cyclist and vehicle) all experienced challenges in these locations in terms of congestion and safety.

Most often the concerns were around unclear right of way, requirements for improved signage/signalisation and greater separation of transport modes.

Parking also impacted in these locations, restricting space available for movement and visibility.

*Figure 15 dotmocracy votes, Cycle paths (28%); station street median (27.8%).*

"A MEDIAN STRIP...[TO]CROSS [THE] ROAD SAFELY AND STOP CARS FROM DOING ILLEGAL U TURNS"

"MAKE WALKING AND PUBLIC TRANSPORT EASIER"

"IT'D BE NICE TO WIDEN THE FOOTPATH AND PLANT OUT SOME SMALL TREES"

*Key community participant quotes from consultation feedback. See appendix 1.1 for full list*

### *Road Congestion and Traffic*

Throughout consultation traffic congestion in FV was raised as a challenge. In the online survey this was the most commonly listed challenge in getting to the Village *(Online survey Q8)*. The following comments were consistently heard:

> Concern about Station Street congestion, cars making unsafe U-turns and overtaking on wrong side of the road. In response to this 27.8% percentage of *dotmocracy* votes supported the installation of a median strip.

> Concerns about impacts of level crossing removal(s) were raised in relation to the overall impact on planning for the Village.

> Concerns raised around cars diverting through residential areas to avoid construction of future Grange Road Level Crossing removal. (see figure 19) People were positive that once complete, this project will redirect traffic off Station Street.

> The noise and exhaust pollution from traffic on Station Street and throughout the village reduces enjoyment of outdoor spaces, including footpath trading and dining.

> Reports of inappropriate truck activity on Station Street and adjoining areas, including parking illegally on footpaths due to shortage or/unclear signage.

### *Parking*

There were mixed perspectives on parking, however consistent themes throughout consultation included:

> Concern over 'all day' parking on side streets surrounding Station Street being utilised by non-residents.

> Concern that the introduction of permits, paid parking (or any reduction in parking) will impact on village businesses and potentially reduce options for visitors to residences.

> Concerns with the Gillies Street car park requiring updating. Mixed feelings about its future development (see fig 17)

> Request for better management of deliveries and loading bays

Further to this key ideas were presented by specific cohorts, however these themes were not universally supported and require further exploration:

> Pedestrians prefer wider footpaths and more regular crossing spaces

> Cyclists expressed safety concerns with parking, particularly angle parking; and were interested in more bike parking facilities

> Businesses were concerned about impact on business from reduced car parking spaces or increase in parking restrictions

> Residents raised concerns about businesses and shoppers parking in residential areas

Question 14 and15 from the online survey asked participants to rank their preferences for use of street space on Station Street and the streets adjoining or close to Station Street. Figure 16 lists the average ranking score and final ranking assigned each options. (Note: the lower the number, the greater the preference for this option).

Along Station Street participants had greatest preference for:

> Wider footpaths and street trading

> Garden beds and street trees

> Parking bays for people with a disability

Resident parking, loading bays and long term paring were the least preferred option along Station Street.

On the streets adjoining or close to Station Street, participants preferred:

> Garden beds and street trees

> Resident only parking

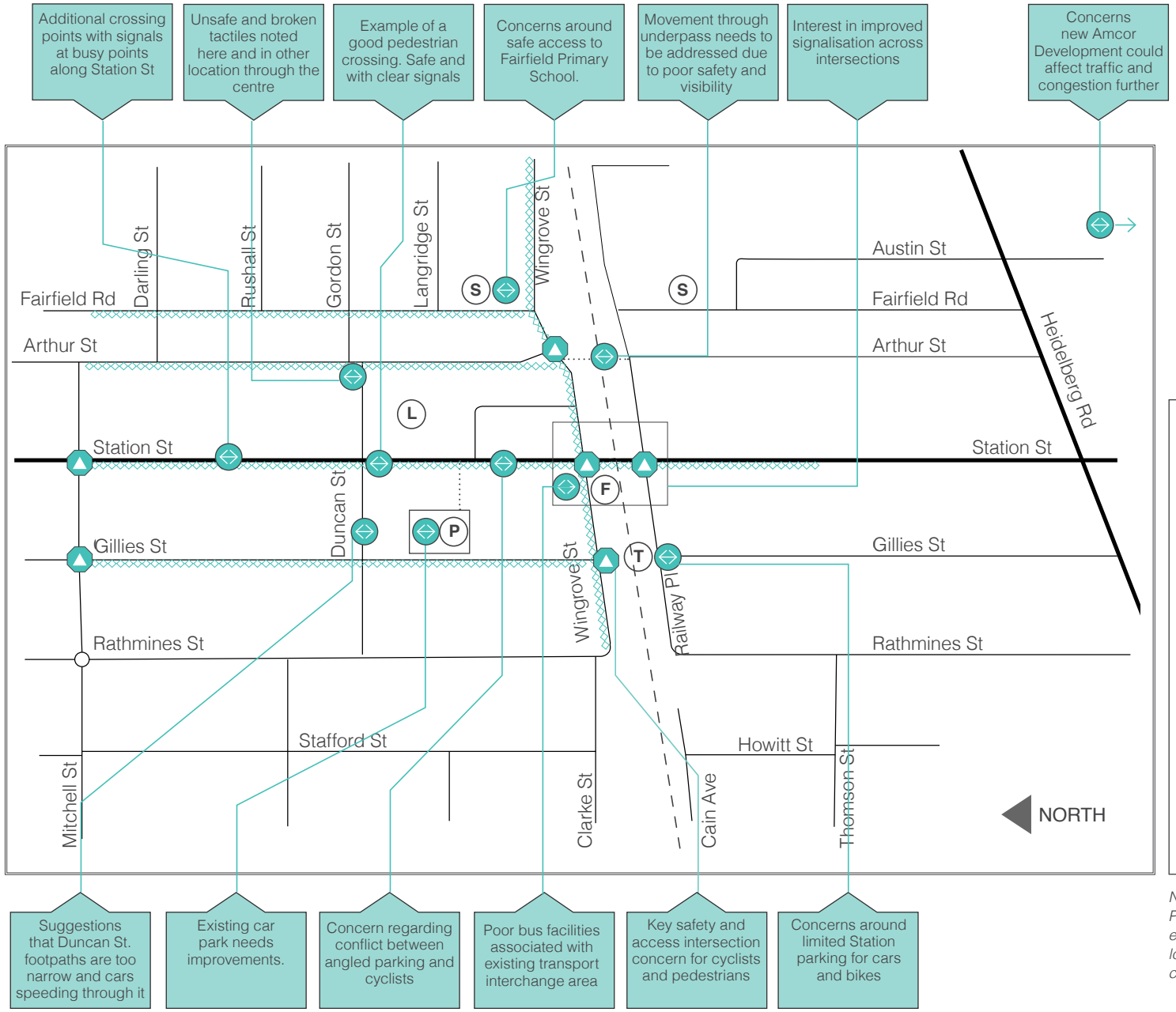
> Short term parking

Wider footpaths and footpath trading, long term parking and loading bays were the least preferred in the surrounding areas.

| Street space use options | Station St average score (rank) | Surrounding streets average score (rank) |
|---|---|---|
| Wider footpaths and footpath trading space | 3.51 (1) | 5.69 (8) |
| Garden beds and street trees | 3.71 (2) | 3.84 (1) |
| Parking bays for people with a disability | 4.64 (3) | 5.22 (5) |
| Short term parking | 4.66 (4) | 4.97 (3) |
| Bike parking | 4.82 (5) | 5.61 (7) |
| Medium term parking (2 - 3 hours) | 5.66 (6) | 5.33 (6) |
| Car share parking bays | 6.12 (7) | 5.06 (4) |
| Resident only parking | 6.79 (8) | 4.84 (2) |
| Loading bays | 7.03 (9) | 7.16 (10) |
| Long term parking | 7.09 (10) | 6.91 (9) |

*Figure 16 Ranking of preferred street space use on Station Street and across Fairfield Village*

## LOCATION SPECIFIC FEEDBACK (MOVEMENT)




### NOTES

> Shared Movement: Broadly on Station, Gillies, Wingrove and Arthur Streets and Fairfield Road. Concerns raised included pedestrian, cycle and vehicle conflicts, particularly unclear shared spaces, shortcut routes, U-turning and poor crossing visibility.

> Key intersections highlighted as dangerous or unclear: corner of Gillies and Wingrove Streets; Arthur and Wingrove Streets (the round-a-bout); Station and Mitchell Streets. Particular concern highlighted at Station Street intersections with Wingrove Street and Railway Place,

### LEGEND

- Train Line
- Underpass/Walk-thru
- Project area extents
- (T) Fairfield Train Station
- (F) Fido Sculpture
- (L) Fairfield Library
- (S) Primary School
- (P) Gillies St. Car Park
- Location specific point
- Intersection with safety concerns
- Street/Road with shared movement concern *(see notes)*

*Note: This map is for illustrative purposes only. Points are not exact. Located points are not exhaustive and intended as a summary of key location specific feedback only. To be read in conjunction with written report summary.*

*Figure 17 Movement Feedback Map*

# 05. CONCLUSIONS

The consultation undertaken through this process has provided Council with a strong understanding of:

> What residents value most about Fairfield Village

> Priorities for local residents for improvements across the Village

> Guidance on key projects and opportunities

We recognise that considerable feedback was provided from the Fairfield community that we were not able to include everything in this report. All information has been provided to COD for consideration in their next steps.

**The community highly value the unique character and feel of Fairfield and are keen to ensure this is captured and maintained in improvements and developments, both public and private space.**

There is consistent and strong support for much needed improvements to pedestrian, cyclist and vehicle movement through the area, including parking arrangements.

People value opportunities to improve and increase amenities available in the centre, including places to gather and play and greening of the shopping precinct.

**We recommend as findings from this consultation that COD undertake the development and consultation on a Streetscape Masterplan and Design Guidelines for Fairfield Village, incorporating further study on the following areas:**

> Traffic movement across the Village, considering movement of pedestrians, cyclists and vehicles

> Specifically the inclusion of median strip on Station Street to mediate traffic movement and provide pedestrian crossings

> Parking behaviour, considering needs of residents, traders (and their deliveries), shoppers and commuters

> Site specific opportunities for activation including Wingrove Reserve, the Library and Duncan Street

> Location opportunities for amenities such as drinking fountains and seating.

These specific projects will provide the detail required to test findings and confirm recommendations to assist in the implementation of the **Our Fairfield Village** Streetscape Masterplan and Design Guidelines.

*Figure 18 Fairfield Family Fun Day Consultation Stand*

# APPENDIX

CO
DESIGN
STUDIO

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