



# **Town of Gawler**

Murray Street Stage 6 Consultation Outcomes Report

January 2017

# **Executive summary**

The \$2.5 million Murray Street Upgrade Stage 6 Project is a key component of Council's Community Plan & Town Centre Urban Design Framework for creating an efficient and safer transport, traffic and pedestrian network in the main street of Gawler.

The project will also improve various modes of transportation and promote regional economic development by improving amenity and accessibility of the Town Centre and business precinct. To date, Council has carried out 5 of the planned 6 stages of the Murray Street Upgrade Project.

Consultation with key stakeholders and the Gawler community was undertaken to inform the design of the proposal, commencing on 26 September 2016 and concluding at 5pm 17 October 2016.

Stakeholders were identified prior to the consultation period and divided into four overarching stakeholder groups. The project team determined the level of consultation to be undertaken with each group based on their influence and interest in the project.

The following key themes were identified as the most common views held by different stakeholders during the consultation activities:

- General support for the project.
- Bridge heritage value is important to the general community. Heritage green colour on bridge should be used.
- Intersections along Murray Street were a concern to the community. The introduction of roundabouts were suggestion and concern raised over the potential increase in traffic and congestion with proposed narrowed lanes. General opposition to the narrowing of roads and removal of lanes that allow for additional turns and capacity.
- Consultation during project construction is a necessity, especially for directly impacted businesses.
- General support for landscaping. Landscaping choices should be respectful to the heritage and visual amenity of the area and surrounding businesses.
- Support for both bridge options, including a suggested alternate option based on Option
   Greater support for Option 1 than Option 2.

A more detailed account of feedback gathered and timeline of engagement activities is outlined in this report.

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# 1. Introduction

## 1.1 Background

The \$2.5 million Murray Street Upgrade Stage 6 Project is a key component of Council's Community Plan & Town Centre Urban Design Framework for creating an efficient and safer transport, traffic and pedestrian network in the main street of Gawler.

The project will also improve various modes of transportation and promote regional economic development by improving amenity and accessibility of the Town Centre and business precinct. To date, Council has carried out 5 of the planned 6 stages of the Murray Street Upgrade Project.

Stage 6 of the project will take place from the Murray Street South intersection to the Tenth/Seventh Street intersection (with design only to the Twelfth Street intersection). A key component to the project is the upgrading and rehabilitation of the Gawler Bridge over the South Para River.

Stage 6 of the Murray Street Upgrade Project consultation comprises the following elements:

- Design of the Murray Street/Murray Street South/Bridge Street intersection.
- Design of the Bridge Street South/Julian Terrace intersection.
- Design of the Tenth Street/Adelaide Road/Seventh Street.
- Upgrade of the Gawler Mill Bridge.
- Design of roads, footpaths, pavements, kerbs, gutters, stormwater infrastructure, street lighting and traffic signals and traffic signage.

(The Twelfth Street intersection has been designed only at this stage and there has been no consultation undertaken on the design of this section of road; it is anticipated that consultation and subsequent construction will occur for this intersection subject to further discussions with DPTI and budget considerations)

The ultimate goal of the project is to promote regional economic development by improving amenity and accessibility to the Town Centre precinct by creating a main street that meets the following objectives:

- Safer and more efficient traffic, pedestrian and cycling environment.
- Improve various modes of transport with the aim of discouraging freight through the Town Centre.
- Landscaping incorporating water sensitive urban design features.
- Upgrade and rehabilitation to the Gawler Bridge to meet future growth of the Town Centre.
- Provide a character entry statement into the Gawler Town Centre.

The key drivers behind the consultation component of this project are:

- Ensure Council values the communities input into proposed designs and upgrades.
- Provide a consultative approach to the design of the project and potential impacts and mitigation measures.
- Seek feedback from the community in relation to the Gawler Mill Bridge.

## 1.2 Purpose of this report

This Consultation Report consolidates the key themes and the summaries of the issues and concerns raised during the project consultation activities. These included:

- Feedback forms distributed to identified stakeholders as per the Community Engagement Plan.
- Community information session verbal feedback.
- Key Stakeholder briefings undertaken with directly impact businesses located on Murray Street.

The Consultation Summary Report will also be used by the project team to inform the Murray Street Stage 6 project moving from Concept Design to Detailed Design.

## 1.3 Scope and limitations

This report has been prepared by GHD for the Town of Gawler and may only be used by the Town of Gawler for the purpose agreed between GHD and the Town of Gawler as set out in the Community Engagement Plan.

## 1.4 Assumptions

The following are assumptions and limitations in place for the purposes of the report:

- Key themes identified in this report have been developed from predominantly qualitative data and are the views of those that participated in consultation activities.
- Individuals that provided feedback have the authority to represent their respective
  organisation if identified. Furthermore, not all respondents provided their contact details
  and accordingly we were unable to distinguish between the different tiers of stakeholders.
  All stakeholders were identified as 'residents' and 'businesses' only, therefore we have
  assumed their respective tiers based on the information provided.

# 2. Consultation approach

## 2.1 Consultation objectives

The objectives of the community and stakeholder engagement for the Project are consistent with the Town of Gawler Public Consultation Policy and the LGA Community Engagement Handbook.

The consultation objectives include:

- Building stakeholder and community confidence in the Town of Gawler and the decisions it makes.
- Ensuring that a broad range of the local community and stakeholders are informed about the project (issues affecting their area and lives) and have the opportunity to influence Council's decisions.
- Clearly explaining how the community and key stakeholder's can participate in the project and how their input will be used in decision-making process.
- Acknowledging the elected body of Council as the final decision maker.
- Identifying who else may make operational decisions or recommendations to decision makers throughout the community engagement process.
- Providing the community and stakeholders with an opportunity to ask questions and to identify areas of concern with respect to the project.
- Demonstrating an understanding of community concerns and values.
- Clarifying the decision to be made.
- Managing stakeholder feedback in a timely, respectful way.
- Acknowledging that community interests will vary depending on the issue and the number of people affected, and the Council's level of consultation will reflect this.
- Acknowledging that Council decision making will be open, transparent and accountable.

### 2.2 Consultation program of activities

The Community Consultation period commenced on 26 September 2016 and concluded at 5pm 17 October 2016.

Stakeholders were identified prior to the consultation period and divided into four overarching stakeholder groups. The project team determined the level of consultation to be undertaken with each group based on their influence and interest in the project. The four groups are outlined below:

- Tier 1: Those directly affected by the project who will be actively managed and incorporated in the consultation process.
- Tier 2: Those indirectly impacted by the project who will be kept directly informed during consultation.
- Tier 3: Those within the broader community who will be indirectly informed during consultation.
- Tier 4: Interested stakeholder groups, government agencies and interest groups who will be actively managed and incorporated in the consultation process.

Consultation activities, materials distributed and timings are outlined in Table 2-1

**Table 2-1 Consultation activities** 

Consultation activity	Summary	Date implemented	Comments
Project Overview Letter and 4 page Brochure.	Approximately 1200 project overviews letters, brochures and feedback forms via hard copy mail or email to key stakeholders (Tier 4), local businesses (Tier 1) and nearby residents (Tier 2) as listed in Appendix A.  Relevant stakeholders and addresses were sourced as outlined in the Community Engagement Plan. Those identified within Tier 1 and Tier 4 were offered a briefing with the project team within the overview letter and asked to contact the Town of Gawler directly to arrange a meeting.	Tier 1 & 2 – Mailed 23 September 2016 Tier 4 – Emailed 26 September 2016	
Advertisements	Advertisements were placed to promote the project and consultation period and community information session event.  Advertisements were placed in the following publications:  The Gawler Bunyip. Barossa and Light Herald. The Leader.  An advertisement copy is attached in Appendix C.	Wednesday 28 September 2016 Wednesday 5 October 2016	
Website	The Town of Gawler website allocated a specific page to reflect the latest information relating to the project and consultation.  The website was updated and maintained by Council.  The website link is: www.gawler.sa.gov.au/murray-street-upgrade-stage-6	Throughout consultation period	

Consultation activity	Summary	Date implemented	Comments
Feedback forms	A project feedback form was prepared and distributed in both a hard copy and online survey format (online feedback form link was: <a href="https://www.surveymonkey.com/MurrayStUpgrade">https://www.surveymonkey.com/MurrayStUpgrade</a> ). The feedback form was distributed to all stakeholders identified as Tier 1, Tier 2 or Tier 4 as identified in Error! Reference source not found  The purpose of the feedback form was to obtain comments on the concept design for Murray Street and the Gawler Bridge upgrades. The form included 1 qualitative question and high level identification and demographic questions.  A copy of the feedback form is attached in Appendix B.	Throughout consultation period	
Phone calls	Follow up phone calls to stakeholders invited to take up a project briefing offer that had not yet contacted the project team (Tier 1 and Tier 4).  The purpose of the calls was to confirm receipt of the project letter and brochure and encourage participation in the consultation process.	Between 27 September and 11 October 2016	
Key Stakeholder Briefings	Project briefings with team members from GHD and Town of Gawler were offered to all stakeholders identified as Tier 1 or Tier 4.	All briefings occurred on: Monday 17 October Monday 14 November (Southern Hotel only) Various timings	Seven stakeholders accepted the briefing offer. Stakeholders included:  The Southern Hotel Bank SA Dan Murphy's Gawler Bob Jane T-Mart Coles Express (Shell) Gawler Cinemas Café Nova Steinborner Holden

Consultation activity	Summary	Date implemented	Comments
Community Information Session	A 2-hour Community Information Session at Gawler Town Hall.  The information session was staffed by representatives from GHD and Town of Gawler and was designed to provide stakeholders with information about the project and seek feedback by way of speaking directly with the project team. No formal speeches or presentations were given and stakeholders were free to arrive and depart at any time over the duration of the session.  The information sessions were promoted on project letters, brochures, on the project website and via advertisements.	Thursday 6 October 7:00 pm to 9:00 pm	One external stakeholder attended the event but did not provide any feedback.
Static Display	A project information static display was located at the library and Customer Service Centre. The display promoted the project and provided information on timing. Copies of the project brochure and feedback form were available for collection at the display.	Throughout consultation period	

# 3. Consultation summary

#### 3.1 Overview

On completion of each consultation activity outlined in **Error! Reference source not found.**, all content captured either in written or verbal form was reviewed to gain a better understanding of stakeholder views. The following key themes were identified as the most common views held by different stakeholders during the consultation activities:

- General support for the project.
- Bridge heritage value is important to the general community. Heritage green colour on bridge should be used.
- Intersections along Murray Street were a concern to the community. The introduction of roundabouts were suggestion and concern raised over the potential increase in traffic and congestion with proposed narrowed lanes. General opposition to the narrowing of roads and removal of lanes that allow for additional turns and capacity.
- Consultation during project construction is a necessity, especially for directly impacted businesses.
- General support for landscaping. Landscaping choices should be respectful to the heritage and visual amenity of the area and surrounding businesses.
- Support for both bridge options, including a suggested alternate option based on Option
   Greater support for Option 1 than Option 2.

A more detailed account of feedback gathered during each consultation activity is outlined in the following sections.

## 3.2 Key stakeholder briefings

Key Stakeholder briefings were offered to key stakeholders identified in Tier 1 and Tier 4. Briefing offers were provided letters distributed between 23 and 26 September 2016 and via follow up phone calls between 10 and 11 October 2016.

No Tier 4 stakeholders accepted a briefing offer.

Eight Tier 1 stakeholders accepted a briefing offer. Briefings took place on 17 October 2016 between 12:30 pm and 3:00 pm and the Southern Hotel on the 14<sup>th</sup> November 2016. Summary details from the project briefings is located in Table 2-2.

**Table 2-2 Briefing Stakeholder list and Summary** 

Tier 1 Stakeholder	Address	Summary of issues raised
The Southern Hotel	23 Murray Street	<ul> <li>Unlikely to want outdoor dining.</li> <li>Generally supportive of the project.</li> <li>Support landscape treatments in and around the area that improve amenity and provide shade without significantly concealing their building.</li> <li>The current protuberance is cluttered with different advisory and road signage. They are keen to see this signage better consolidated and located appropriately.</li> <li>They are keen to see the large protuberance area in front of their hotel</li> </ul>

Tier 1 Stakeholder	Address	Summary of issues raised
		landscaped and paved to add character and amenity – some open paved area complimenting the footpath, with small to large shrubs and trees.
Bank SA	31/33 Murray Street	<ul> <li>General support.</li> <li>Business owners need to be kept informed of timings.</li> </ul>
Dan Murphy's Gawler	20 Murray Street	<ul> <li>General support.</li> <li>Business owners need to be kept informed of timings.</li> </ul>
Bob Jane T-Mart	24 Murray Street	<ul> <li>General support.</li> <li>Business owners need to be kept informed of timings.</li> </ul>
Coles Express (Shell)	12 Murray Street	<ul> <li>General support.</li> <li>Business owners need to be kept informed of timings.</li> <li>Concern over access. Access to business must be maintained at all times during construction.</li> <li>To be informed of driveway design once finalised.</li> <li>Prefer thin trunked trees if trees are to be introduced.</li> </ul>
Gawler Cinemas	11 Murray Street	<ul> <li>General support.</li> <li>Business owners need to be kept informed of timings.</li> <li>No road closures during school holidays.</li> </ul>
Café Nova	19 Murray Street	Unavailable to meet.
Steinborner Holden	Crn Murray Street and Bridge Street	<ul> <li>Do not want landscaping to hinder the display areas.</li> <li>Preference for low level landscaping on medians rather than trees.</li> <li>Remove low level landscaping on footpath – it will be difficult to maintain and footpath width should be maximised with maintaining the existing green strip (lawned area).</li> <li>Roll- over kerbing and maintenance of display access in a portion of Bridge Street ((between the two driveways).</li> </ul>

# 3.3 Online survey and feedback form

Feedback forms were made available to the public through the following mechanisms:

- Online Survey Monkey version of the feedback form.
- Hard copy forms were included in the 1200 letters distributed to Tier 1, Tier 2 and Tier 4 stakeholders.

- Hard copy forms were available at the static display located at the Town of Gawler Customer Service Centre.
- Hard copy forms were available at the community information session.

Of the 1200 letters distributed, and forms available online and at the Town of Gawler reception, 27 feedback forms were received during the consultation period, of this:

- 17 forms were hard copy
- 10 were online

22 forms were completed by Local Residents and 5 were completed by Local Businesses.

Additionally, the following feedback was received:

- 1 community line call was received to provide verbal feedback.
- 1 email submission.

Tier 2 and 3 stakeholders were unable to be distinguished as not all those that responded provided their contact details, yet identified as local residents within the Gawler area; accordingly, the feedback summary has been summarised in Table 2-3 as feedback from Tier 1 businesses and Tier 2 and 3 residents combined (as best as can be determined). No feedback forms were received from Tier 4 stakeholders.

**Table 2-3 Feedback Form Summary** 

Tier 2 and 3 (Local Residents)				
Feedback on the overall project	<ul> <li>General Support for project (7).</li> <li>Concern that future traffic volumes have not been considered. This is already an issue in Gawler.</li> <li>Pavement upgrades are necessary.</li> <li>General support for landscaping, some concern raised over maintenance and visual impacts.</li> <li>Bridge heritage value is important to the general community.</li> <li>Concern over vandalism on the bridge with potential clear sheeting.</li> </ul>			
Feedback on the concept design	<ul> <li>Intersection upgrades are the main priority. Inclusion of roundabouts should be considered.</li> <li>Concern regarding Murray Street and Murray Street South Intersection. Suggestions that a roundabout is needed and concern over the minimised lane space. This intersection creates a lot of traffic and congestion.</li> <li>Concern over general intersection and road narrowing for traffic and congestion reasons.</li> <li>Concern over slip lane from Tenth Street to Bridge Street as it will make it more difficult to turn out when traffic is busy.</li> <li>Concern over narrow roads and introduction of dedicated cycle lanes. Safety hazard.</li> </ul>			
Feedback on the crash barrier	<ul><li>Support bridge safety upgrades generally (2).</li><li>Oppose bridge safety upgrades generally (1).</li></ul>			

Tier 2 and 3 (Local Resident	s)
Feedback on the balustrade treatments	<ul> <li>Option 1 preference (5).</li> <li>Option 2 preference (3).</li> <li>Suggestion to put Option 1 mesh on front of balustrade rather than rear (3).</li> <li>Heritage green colour on bridge should be used.</li> </ul>
	Tier 1 (Local Businesses)
Feedback on the overall project	<ul> <li>General Support for project (2).</li> <li>General support for landscaping. Suggestion to incorporate Plane Trees.</li> <li>Bridge heritage value is important to the general community.</li> </ul>
Feedback on the concept design	Will the Murray Street and Murray Street Intersection be narrowed? This intersection creates a lot of traffic and congestion.  Oppose removal of merge lane from Tenth Street. Intersection upgrades are the main priority. Inclusion of roundabouts should be considered.
Feedback on the crash barrier	No specific feedback received.
Feedback on the balustrade treatments	Heritage green colour on bridge should be used.

## 3.4 Community information session

On Thursday 6 October GHD and The Town of Gawler facilitated a community information session at the Gawler Town Hall between 7 pm and 9 pm.

The purpose of the information session was to provide an informal environment where members of the community could visit, read information on the project and ask the project team questions related to the project to obtain real time answers and provide input into the project.

Only one external stakeholder attended the information session, attendees included Town of Gawler staff and Councillors. No formal feedback was received at this event.

# 4. Next Steps and conclusion

Consultation was undertaken between the 26 September 2016 and 17 October 2016, concluding at 5 pm. The key drivers behind the consultation component of this project were to ensure community values were sought and incorporated into the project design and bridge treatments with transparent communication of project information and channels to obtain feedback.

Various Consultation activities were undertaken during the consultation period including:

- Project overview brochure distribution
- Advertisements
- Website development
- Feedback forms (online and hard copy)
- Phone calls
- Briefings
- Community Information Session
- Static information Display

The following key themes were identified as the most common views held by different stakeholders during the consultation activities:

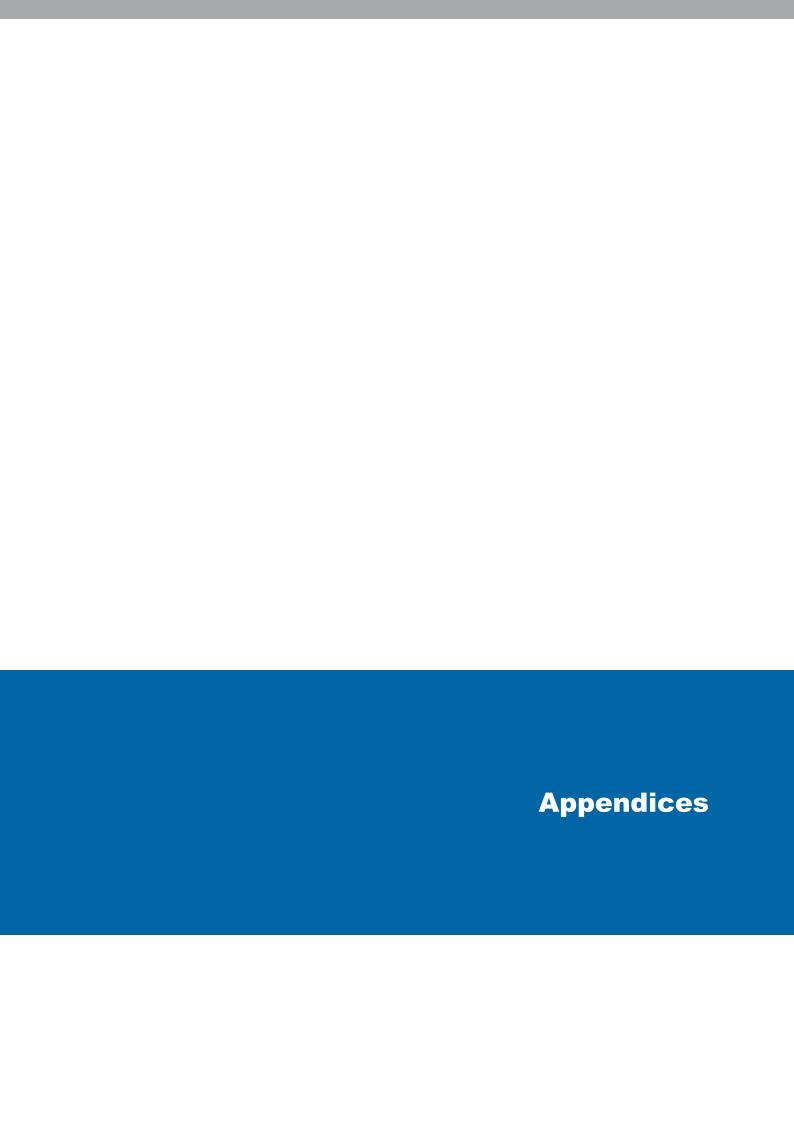
- General support for the project.
- Bridge heritage value is important to the general community. Heritage green colour on bridge should be used.
- Intersections along Murray Street were a concern to the community. The introduction of roundabouts were suggestion and concern raised over the potential increase in traffic and congestion with proposed narrowed lanes. General opposition to the narrowing of roads and removal of lanes that allow for additional turns and capacity.
- Consultation during project construction is a necessity, especially for directly impacted businesses.
- General support for landscaping. Landscaping choices should be respectful to the heritage and visual amenity of the area and surrounding businesses.
- Support for both bridge options, including a suggested alternate option based on Option
   Greater support for Option 1 than Option 2.

The following steps will be undertaken to incorporate community feedback into the Murray Street Stage 6 upgrade project:

- Present this report to Council.
- Where feasible incorporate the feedback into the concept design and consider in the detailed design.
- Finalise the concept design and progress Detailed Design taking into account the inclusions summarised below.

The consultation outcomes were presented to the project team in order to assess the current concept design and assess if alterations or improvements were feasible based on the findings of this report. Following this assessment, the following changed have been identified as feasible and beneficial to the Gawler community, and therefore incorporated into the project as a result of the consultation undertaken:

- Trees to be removed from plan in central median outside Holden/Shell.
- Landscaped area between kerb and footpath to be removed outside Holden.
- Rollover kerb to be installed between two driveways on Bridge Street outside Holden (in lieu of upright kerb).
- Recommending that Council further consult with community on construction activities and times mindful of need/requirements/feedback form local businesses.
- Access point to be designed to accommodate tanker from Shell (Coles Express).
- Ensure design sympathetic to heritage requirements is selected for bridge upgrade (ensuring compliance with Australian Standards/Bridge Code).
- Include landscaping in the protuberance outside the Southern Hotel.
- Involving the Southern Hotel once an appropriate design addressing the described concerns are prepared.



# **Appendix A** – Tier 1 and Tier 2 distribution zone





# **Appendix B** – Feedback Form

# Murray Street Upgrade Stage 6



# **Feedback Form**

Thank you for your interest in the Murray Street Upgrade Stage 6 Project. We encourage the community to view the proposal and provide feedback.

Name / Orga	anisation			
Email Telephone				
Mail Address	S			
	Postcode			
Yes	like to be added to the project database and receive email updates?  No   you like to be kept informed about this project? Email   Mail			
	one or more of the boxes below that best describes you. ow us to effectively collate your feedback:			
Reside	ent			
Local	business owner			
Repres	sentative of a group (please provide the group name)			
Other	(please provide)			
What are yo	our comments on the proposed Stage 6 Murray Street upgrade concept plan?			

Thank you for your feedback (Please note that all feedback will be made public and will be collated into a report)

Complete this Feedback Form and drop in (or post) to:

Town of Gawler 89 Murray Street Gawler SA 5118 | PO Box 130 Gawler SA 5118 | Email: council@gawler.sa.gov.au

For further information please refer to www.gawler.sa.gov.au/murray-street-upgrade-stage-6

# **Appendix C** – Advertisement

### Murray Street Upgrade Stage 6 Project Information Session

Community Engagement – Have your Say!

The Town of Gawler has developed a concept plan for the proposed upgrade of Stage 6 of Murray Street (from the Murray Street South intersection to Seventh Street/Tenth Street intersection) including the Gawler Bridge, and we are now seeking your feedback on the proposed upgrade!

The \$2.5 million Murray Street Upgrade Stage 6 Project is a key component of Council's Community Plan & Town Centre Urban Design Framework for creating an efficient and safer transport, traffic and pedestrian network in the main street of Gawler. The project will promote regional economic development by improving amenity and accessibility of the Town Centre and business precinct.

The project aims to provide:

- A safer and more efficient traffic, pedestrian and cycling environment.
- Improve various modes of transportation with the aim of discouraging freight through the Town Centre.
- Landscaping incorporating water sensitive urban design features.
- Upgrades to the Gawler Bridge (ensuring the local heritage character is preserved) to meet future growth of the Town Centre.
- A character entry statement into the Gawler Town Centre

You are welcome to attend our community information session being provided for this project to view the concept design and talk with the project team.

When: Thursday 6 October 7:00 pm to 9:00 pm

Where: Gawler Town Hall 89 Murray Street, Gawler

Community Consultation will commence on 26 September 2016 and conclude at 5pm on 17 October 2016.

Provide your feedback using the following ways:

#### Online:

https://www.surveymonkey.com/r/MurrayStUpgrade

Download the feedback form (via <a href="https://www.gawler.sa.gov.au/murray-street-upgrade-stage-6">https://www.gawler.sa.gov.au/murray-street-upgrade-stage-6</a> and drop in (or post) to:

Town of Gawler 89 Murray Street

PO Box 130

Gawler SA 5118

Feedback Form which is available at the Town of Gawler Customer Service Reception Please note that all feedback will be made public

### GHD

Level 4 211 Victoria Square Adelaide SA 5000 GPO Box 2052 Adelaide SA 5001 Australia

T: 61 8 8111 6600 F: 61 8 8111 6699 E: adlmail@ghd.com

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## **Document Status**

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