

Town of Cottesloe

Foreshore Master Plan

06 March 2019

Consultation Summary

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CONSULTATION

PURPOSE / KEY MESSAGES

PURPOSE

The Town has undertaken engagement previously for the foreshore area and the community is well aware of the projects which may arise from a new foreshore masterplan.

This engagement aims to clarify the community's key principles for the foreshore which will guide the design approach and testing of options for the key elements of the masterplan (Visual Summary Elements 4, 5, 6, 10 & 12). This approach seeks to avoid some of the pitfalls of previous engagement. The purpose of the engagement process is to:

- Understand and analyse the consultation that has been completed to date (to show we have listened)
- Understand the views and needs of the people of Cottesloe with regards to the character and amenity required to inform the design process (Understand Values / Identity).
- Get feedback on specific sites. eg carpark 1, carpark 2 (Understand Design needs/appetite for change).
- Take the community on the journey to ensure that the final outcome is supported.

KEY MESSAGES

The overarching key message is that this project is not 're-doing' the masterplan per se, or ignoring past engagement; rather this project aims to synthesise the work done previously and find a point of consensus from which the Town can progressively implement projects as funds become available.

The following key messages are proposed:

- The goal of engaging on the Foreshore Masterplan project is to finalise the long term vision for key projects.
- A summary of all previous engagement will be completed and published, and targeted engagement will be undertaken to test the community's expectations for projects that have not already achieved high levels of consensus.
- The Town wants to make sure the Foreshore is used to its full potential, allowing for improvements over time as funding becomes available.
- The engagement process provides residents and businesses with the opportunity to guide the key principles for specific sites within the masterplan area.
- The Town will facilitate an engagement process that will encourage diverse views and representative inputs to enable us to prepare a Masterplan that is reasonable and equitable for all members of the community.
- The Town will make the process and feedback as transparent as possible and the stakeholders and community will be kept informed throughout the process.

PHASES

We propose to undertake a two phase approach to the consultation:

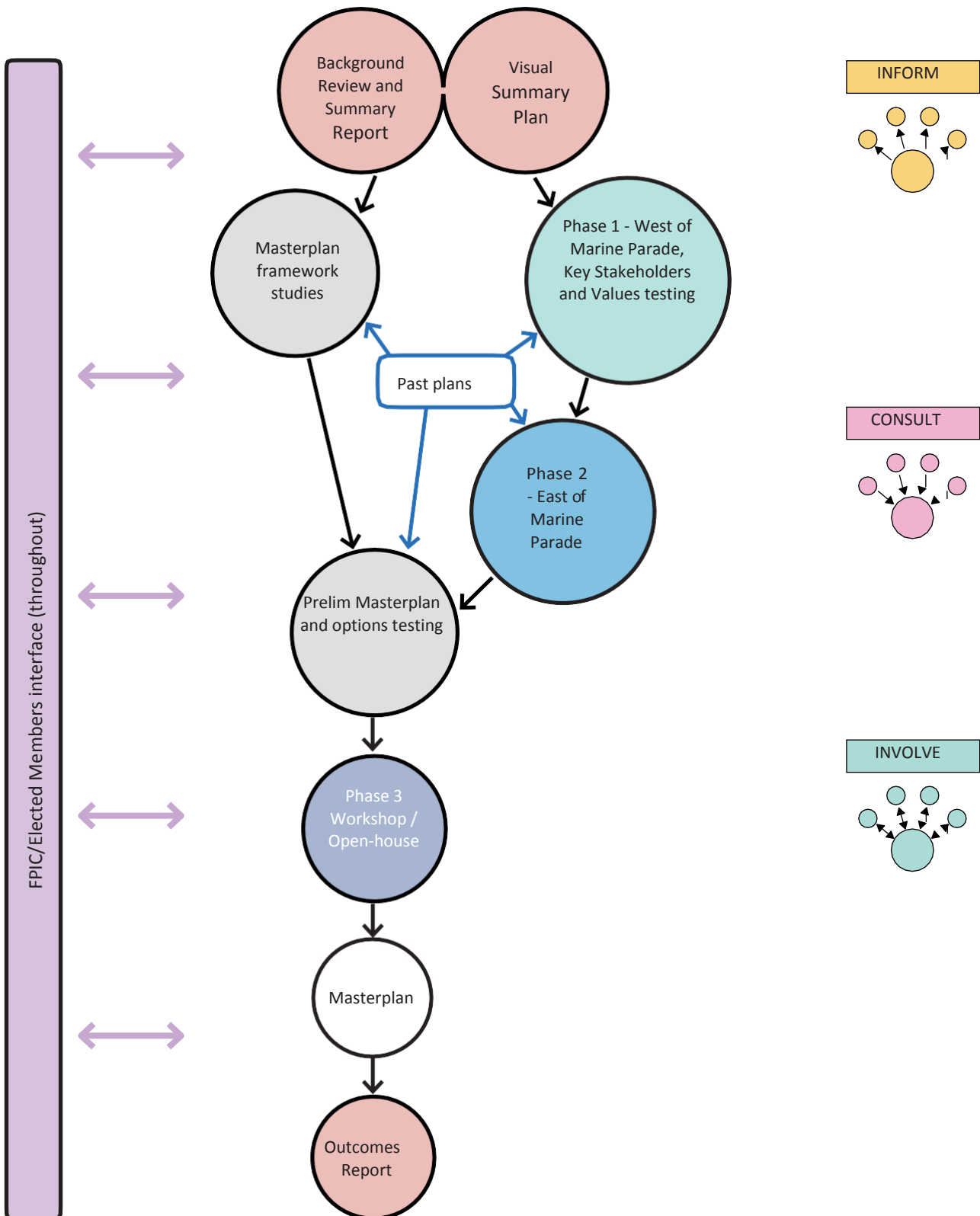
- Phase 1 will focus on the west side of Marine Parade to understand people's views on Cottesloe generally (Values/Identity) and what beach amenity is required (e.g. on Car Park 1 site) to inform design process.
- Phase 2 will focus on the east side of Marina Parade to understand people's views on streetscape improvements, pedestrian experience, alfresco areas and built form (Car Park 2) to inform design process.



ENGAGEMENT & TIMING

Stage	Timing
Project Initiation	
Council/Foreshore Precinct Implementation Committee (FPIC) meeting to discuss background, history, key issues and to confirm methodology and program.	February 2019
Review and <i>summary</i> of existing documents, desktop and site visit studies, prepare site opportunities and constraints based on desktop and site visit studies	February 2019
Commence base data setup and Masterplan framework studies & testing	March 2019
Phase 1 Engagement	
Community survey released and web portal live	March-April 2019
Key stakeholder meetings (inc. SWALSC)	March-May 2019
Phase 2 Engagement	
Community survey released and web portal live	April-May 2019
Preliminary Masterplan	
Development of a Preliminary Masterplan & option studies informed by feedback from Engagement (Phase 1 & Phase 2)	May 2019
Council/FPIC meeting to present preliminary Masterplan and Options	May 2019
Phase 3 Engagement - Consultation Workshop / Open-house	
Community Workshop / Open House - half day open house to present on key project ideas from Preliminary Masterplan and option studies for key sites and seek feedback.	June 2019
Funding/Costings and Final Masterplan	
Council/FPIC meeting to present consultation findings	June 2019
Prepare draft Masterplan and report.	July 2019
Provide funding opportunities for public works and indicative works proposed in the Masterplan.	July 2019
Council/FPIC meeting to present draft Masterplan and Cost Plan.	July 2019
Finalise Masterplan and Final Council/FPIC meeting.	August 2019

CONSULTATION STAGES



DRAFT

PHASE 1 QUESTIONS

The Town of Cottesloe is preparing the Cottesloe Foreshore Masterplan (the Masterplan) to guide the future enhancement and management of the Foreshore.

The Foreshore is an important part of the fabric of life in Cottesloe and the Masterplan will provide a blueprint for longer term planning, combining the outcomes of a number of previous planning projects and taking into consideration past feedback from the community.

The Masterplan preparation is a wonderful opportunity to re-vision the area through engagement with all residents and stakeholders of Cottesloe, to ensure the Masterplan aligns with community values and daily activities.

Survey One: Car Park 1 and the Terraces located west of Marine Parade is open now and closes on 18 April 2019.

Survey Two: Car Park 2 and Marine Parade opens 26 April 2019.

1. What is your postcode?
2. What is your email address? (optional)
3. What would you do with the area where Car Park 1 is? (Choose one)
 - Turn it into a paved civic and event space
 - Grass it and make it a shared recreational space
 - Extend the grass terraces up to Marine Parade
 - Provide a combination of paved civic and grassed recreational space
 - Other (please specify)
4. What is missing on Cottesloe's Foreshore? (check all that apply)
 - Picnic areas
 - Markets/events
 - Gathering spaces
 - Play/recreation
 - Viewing/lookouts
 - Waterplay
 - Parking
 - Showers/Drink Fountains
 - Bike Parking
 - Improved beach access
 - Shade
 - Seating
 - Recognition of Cottesloe's Aboriginal heritage
 - Trees
5. What activities do you most enjoy doing at Cottesloe? (Please check all that apply)
 - Dining at restaurants, cafes, bars
 - Walking, exercising along the beach or foreshore
 - Enjoying the ocean for swimming, surfing etc
 - Spending time on the beach with families and friends
 - Visiting organised events. Eg Sculptures by the Sea, Rottneet swim etc
 - Picnicking on the grass or lawn terraces
 - Other (please specify)
6. What best describes the character of Cottesloe? (Please rank these in order)
 - Barefoot Luxury
 - Healthy and Happy
 - Iconic
 - Coastal Calm
 - Celebrating History
 - Place to be (Unique Events)
 - Chilled Out
7. What mode of travel should have priority on the Foreshore? (please rank these in order)
 - Walking/people
 - Bicycles
 - Public transport
 - Services vehicles
 - Ride Share vehicles
 - Private vehicles
8. To help us understand your choice for question 7 better, please provide additional comment (optional).
9. How important is parking at the foreshore to you?
 - Not Important
 - Not so important
 - Somewhat important
 - Very important
 - Extremely important
10. To help us understand your choice to question 9 better, please provide additional comment (optional).

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PHASE 2 QUESTIONS

These questions are written to gain an understanding of the community's perception of Marine Parade's eastern edge and the built form opportunities for Carpark2. The answers from these questions will help to inform the design teams approach to the pedestrian experience along Marine Parade, streetscape design, and alfresco opportunities.

Survey Two: Car Park 2 and Marine Parade opens 26 April 2019.

1. What is your postcode?
2. What is your email address? (optional)
3. Any future development of car park 2 should include the following (please tick all that apply):
 - Restaurants, cafes, eateries
 - Bars
 - Public space - parks, plaza
 - Green open space
 - Short Stay Accommodation
 - Adequate parking
 - All of the above
 - Other:
4. More cafes and restaurants are important to me on the Cottesloe Foreshore.
 - Strongly Agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly Disagree
 - Other (please specify)
5. Improved pedestrian safety and accessibility is important to me on the Cottesloe Foreshore.
 - Strongly Agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly Disagree
 - Other (please specify)
6. Retaining parking at Car Park 2 is important to me.
 - Strongly Agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly Disagree
 - Other (please specify)
7. How important do you think it is to have a street that feels safe by day and night and that encourages people to sit and gather?
 - Extremely important
 - Very important
 - Somewhat important
 - Not so important
 - Not at all important
 - Other (please specify)
8. Improved walking and cycling facilities along the Foreshore is important to me.
 - Strongly Agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly Disagree
 - Other (please specify)
9. Shade and trees along Marine Parade are important to me.
 - Strongly Agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly Disagree
 - Other (please specify)

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