



Footpath improvements: Bronte Rd and Pacific Street Consultation Report - 2020



W A V E R L E Y C O U N C I L

Waverley Council acknowledges the Bidjigal and Gadigal people, who traditionally occupied the Sydney Coast and we acknowledge all Aboriginal and Torres Strait Islander Elders both past and present.

Contents

Executive summary.....	2
Background	2
Objectives:	3
Engagement methodology	3
Data overview	4
Detailed results – Quick Poll	4
Email submissions.....	5
Conclusion	5
Appendix A - Poster with QR code.....	6
Appendix B – Facebook post	7
Appendix C – Instagram posts	7
Appendix D - Notification letters	8
Appendix E – Waverley Weekly (e-news).....	9
Appendix F – Treatment options	10

Executive summary

In previous projects the intersection of Bronte Road and Pacific Street had been identified as dangerous and difficult to navigate for pedestrians. Council Officers investigated a number of solutions and it was decided to consult with the community on their preferred option.

Four options were clearly explained comparing safety, parking affects, cost, construction time and improved traffic calming. The consultation was directly promoted to 2000 people resulting over 300 views of the Have Your Say page with 54 people participating in the quick poll and 10 email submissions.

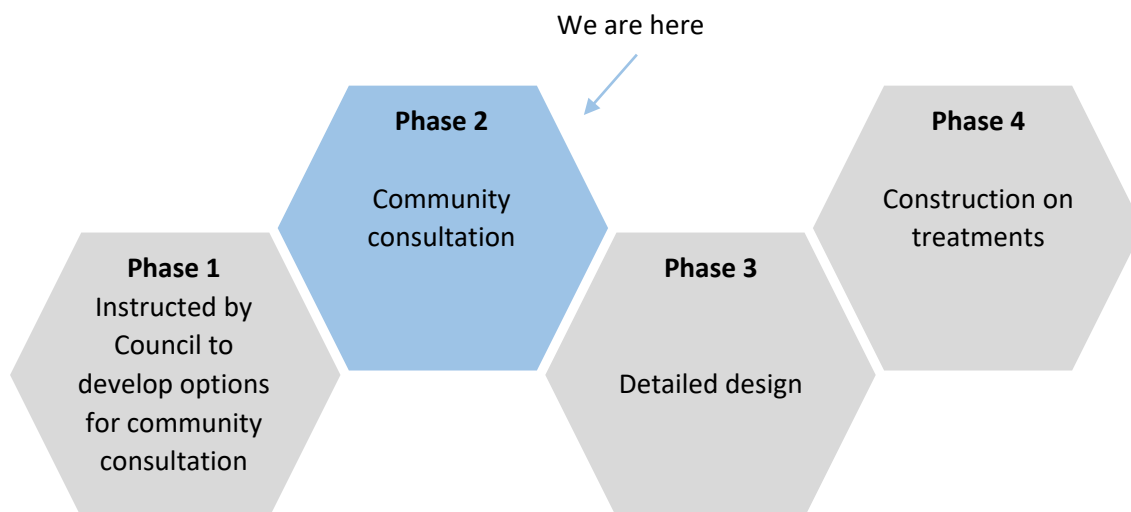
The preferred choice was Option 3: a concrete footpath down the western side of Bronte Rd and new kerbs with pedestrian ramps. The consultation was arranged so Council Officers could fulfil the community's chosen solution. From this, it is recommended Option 3 moves forward into detailed design.

Background

Previous consultations and feedback from the community, highlighted the intersection of Bronte Road and Pacific Street was dangerous and hard to cross.

Council already had an approved design to install an island as part of 'Speed Changes in Waverley' to slow cars in this intersection. Members of the community asked for more investigation to make it safer for pedestrians including a footpath down to the Bronte Beach Shops. The designs were also to affect as little of parking as possible. The results of this work found four options.

This consultation process was instigated so Council would know if the community would like a footpath and kerb build outs or just one or the other. Ideally we would do both.



Objectives:

Consultation objective:

1. To provide the public with clear information so they can easily pick an option that suits the community's requirements.

Communications objective:

1. Use appropriate tactics to communicate with the intended demographics.

Engagement methodology

Waverley Council's uses the IAP2 model for community engagement. On that scale this consultation would sit in Empower as the community's decision is the one the Council Officers would recommend pursuing.

A range of engagement methods were used to maximise the opportunity for community understanding and participation. One example of this was the use of QR codes on notification letters and signs to direct people as easily as possible to the HYS page and the survey. This consultation had 52 click throughs using the QR codes.

The Have Your Say site was also set up so the four options were explained in cost, time of construction and safety. This made it clear to participants what affect it would have and gave them the opportunity to simply choose the option they most supported.

Method	Overview	Date	Response
Have Your Say Waverley	A page dedicated to providing clear information to the community haveyoursay.waverley.nsw.gov.au/footpathimprovements	25 March – 22 April	305 total visits
Notification letter	Notification letter sent to 455 houses around Bronte.	23 March (sent)	QR code clicks: 32
Social media posts (Facebook)	One post directing people to the Have your say page.	25 March	Reached: 779 Engagement: 37 Link clicks: 32
Social media post (Instagram)	Post explaining the project and directing people to the have your say site.	25 March	Reached: 1198 Likes: 32
On-site posters	There were four posters installed around the site.	26 March	QR code clicks: 20
Online survey	The four options were explain and a Quick Poll was used to gather participant's feedback. The question asked was 'which option would you like to see Council install?'	25 March – 22 April	Votes: 54
Waverley Weekly (Council's enews)	"Footpath improvements: the intersection of Bronte Rd and Pacific St. You choose the solution"	25 March	0 clicks
		1 April	6 clicks
		8 April	2 clicks
		15 April	5 clicks
Stakeholder outreach	Precincts were notified via Community Liaison Coordinator.	25 March	2 email responses

Data overview

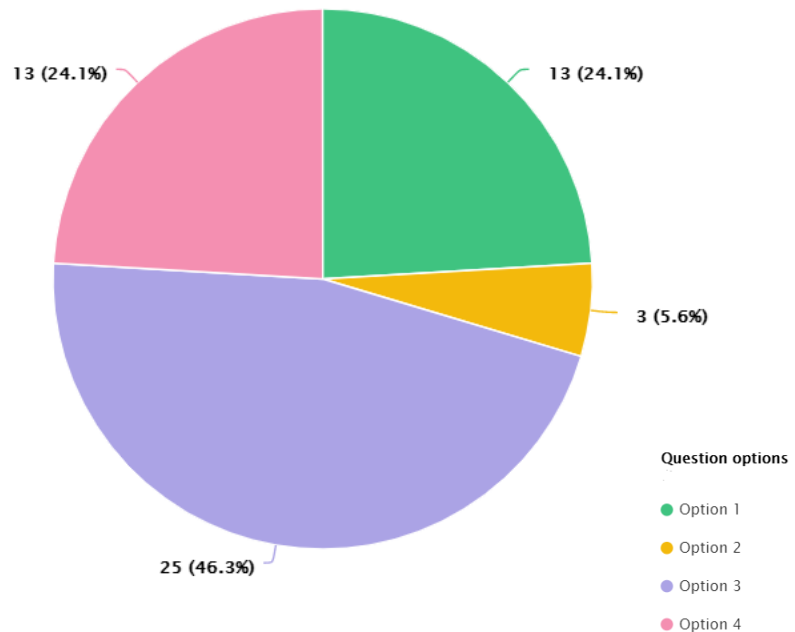
Online – Have Your Say. Quick Poll	<ul style="list-style-type: none"> A total of 54 people participated in the quick poll Option 3, a new footpath and kerb buildouts, was the most popular with 46% 82% of participants were from Bronte
Submissions via email	<ul style="list-style-type: none"> 10 people sent a submission via email

Detailed results – Quick Poll

Hosted on the Have Your Say Waverley site the Quick Poll tool was used to gauge participant's supported solution. The question asked was, 'which option would you like Council to install?' and then gave options 1, 2, 3 and 4 (as below).

Option 1: Concrete footpath down the western side of Bronte Rd and new kerbs.
 Option 2: New kerbs with pedestrian ramps.
 Option 3: Combination of both Options 1 and 2.
 Options 4: Kerb blister and centre island construction ONLY.

The participants were given an overview of each option and a table to compare safety, parking affects, cost, construction time and improved traffic calming (as below):



Comparing the options

Options	Pedestrian safety (ranked)	Parking (+/-)	Cost	Construction time (approx.)	Improved traffic calming (ranked)
Option 1	2	+1	\$150,000	2 months	2
Option 2	3	0	\$60,000	1 month	3
Option 3	1	0	\$210,000	2 months	1
Option 4	4	0	\$30,000	1 month	4

46.3% of participants chose Option 3, 24% chose Option 1 and 4 and Option 2 received the least votes, with only 6%. 82% of participants were from Bronte.

Email submissions

There were 10 people who submitted their feedback by emailing the Project Manager. The following topics were highlighted: accessibility, adding greenery, an alternative pedestrian island, concern about slowing vehicles resulting in increased accidents, concern about the current speed of vehicles and turning paths, looking for aesthetics and minimising environmental impacts. These items should be considered when progressing to detailed design.

Conclusion

The community response demonstrated overall support to the installation of Option 3: a concrete footpath down the western side of Bronte Rd and new kerbs with pedestrian ramps. The information to participate in the consultation was received by 2022 people, 305 of those went to the Have Your Say site and 54 picked the option they wanted.

Recommendations:

- Progress to detailed design of Option 3
- Install Option 3.

Appendix A - Poster with QR code



HAVE YOUR SAY 

FOOTPATH IMPROVEMENTS INTERSECTION OF BRONTE ROAD AND PACIFIC STREET

We want your feedback on a proposed footpath improvement at the intersection of Bronte Road and Pacific Street.

Council has four solutions to create a safer pedestrian experience and we want you to choose the option best suited to the needs of the community.

Visit: haveyoursaywaverley.com.au





Community consultation will be open **25 March to 22 April 2021**



For more information, please contact Cameron Eccles - cameron.eccles@waverley.nsw.gov.au



Appendix B – Facebook post



Waverley Council

25 March · 🌐

Consultation open 25 March - 22 April.

To make visiting Bronte Village, Park and Beach a safer experience for pedestrians, we want you to choose one of the four proposed improvements for the intersection of Bronte Road and Pacific Street.

<https://haveyoursay.waverley.nsw.gov.au/footpathimprovements>

VERLEY C



HAVEYOURSAY.WAVERLEY.NSW.GOV.AU

Footpath improvements: Intersection of Bronte Road and Pacific Street

Appendix C – Instagram posts





waverleycouncil

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waverleycouncil

Footpath improvements: Intersection of Bronte Road and Pacific Street. Consultation open 25 March - 22 April. To make visiting Bronte Village, Park and Beach a safer experience for pedestrians, we want you to choose one of the four proposed improvements for the intersection of Bronte Road and Pacific Street - follow the link in our bio to make your choice.

5w



Liked by [messier creations](#) and 31 others

MARCH 25

Consultation report:
Footpath improvements: Bronte Road and Pacific Street

Page 7 of 12

Appendix D - Notification letters



Waverley Council
PO Box 9, Bondi Junction NSW 1555
DX 12006, Bondi Junction
Customer Service Centre
55 Spring Street, Bondi Junction NSW 2022
ABN: 12 502 583 608

Space for address

26 March 2021

Have Your Say – Footpath improvements: Intersection of Bronte Road and Pacific Street

Dear Resident,

Waverley Council is seeking your feedback on footpath improvements at the intersection of Bronte Road and Pacific Street. This was identified as a hazardous crossing for pedestrians and in need of traffic calming treatments.

Council has proposed four solutions to create a safer pedestrian experience and we want you to choose the option best suited to the needs of the community.

Option 1: Concrete footpath down the western side of Bronte Rd and new kerbs.

Realign the kerb to include a footpath down Bronte Rd, build out the kerb on both sides of Pacific St and install an island for a shorter and safer crossing.

Option 2: New kerbs with pedestrian ramps.

Shorter distance for crossing Pacific St but without the footpath down Bronte Rd.

Option 3: Combination of both Options 1 and 2.

A new concrete footpath down Bronte Rd and kerb buildouts to allow for a safer crossing across both streets.

Options 4: Kerb blister and centre island construction ONLY.

Slows the speed of vehicles but does not as improved pedestrian safety as the other options.

Option	Pedestrian safety (ranked)	Parking (+/-)	Cost	Construction time (approx.)	Improved traffic calming (ranked)
Option 1	2	+1	\$150,000	2 months	2
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Have Your Say Waverley

Please visit Have Your Say Waverley by scanning the QR code or visiting haveyoursay.waverley.nsw.gov.au/footpathimprovements to see the Options in more detail and to provide feedback.



Need more information

If you have any queries regarding this proposal, please contact cameron.eccles@waverley.nsw.gov.au

Contact us
Phone: 9083 8000
Email: info@waverley.nsw.gov.au
Web: www.waverley.nsw.gov.au

Connect with us
facebook.com/whatsonwaverley
twitter.com/waverleycouncil
www.youtube.com/user/WavCouncil

Appendix E – Waverley Weekly (e-news)

25 March

Other projects open for feedback are:

- Footpath improvements to the [intersection of Bronte Rd and Pacific St](#)
- [Proposed 15-minute parking zone at Warners Ave, Bondi Beach](#)
- Expressions of interest for our [Reconciliation Action Plan Advisory Panel](#)
- Crown Lands required amendments to the [Bondi Beach, Park and Pavilion Plan of Management](#)
- Shortlisted concepts for the [North Bondi kids pool \(Wally Weekes\) artwork](#)
- Draft planning agreement for [278—282 Birrell Street, Bondi](#)
- Operations for [beach volleyball at Bondi and Tamarama](#)
- Ideas for people and themes to be showcased in the [Bondi Story Room in Bondi Pavilion](#)

1 April

Other projects open for feedback are:

- Footpath improvements: the [intersection of Bronte Rd and Pacific St. You choose the solution](#)
- Ideas for celebrating and improving support for our multicultural community to draft a [Cultural Diversity Strategy](#)
- Park upgrade at [Onslow St Reserve, Rose Bay](#)
- [Proposed 15-minute parking zone at Warners Ave, Bondi Beach](#)
- Proposed planting at [Calga Reserve, Bronte](#)

8 April

Other projects open for feedback are:

- Footpath improvements: the [intersection of Bronte Rd and Pacific St. You choose the solution](#)
- [Proposed 15-minute parking zone at Warners Ave, Bondi Beach](#)
- Expressions of interest for our [Access and Inclusion Advisory Panel](#) and the [Reconciliation Action Plan Advisory Panel](#)
- Operations for [beach volleyball at Bondi and Tamarama](#)
- Ideas for people and themes to be showcased on the [Bondi Story Room in Bondi Pavilion](#)

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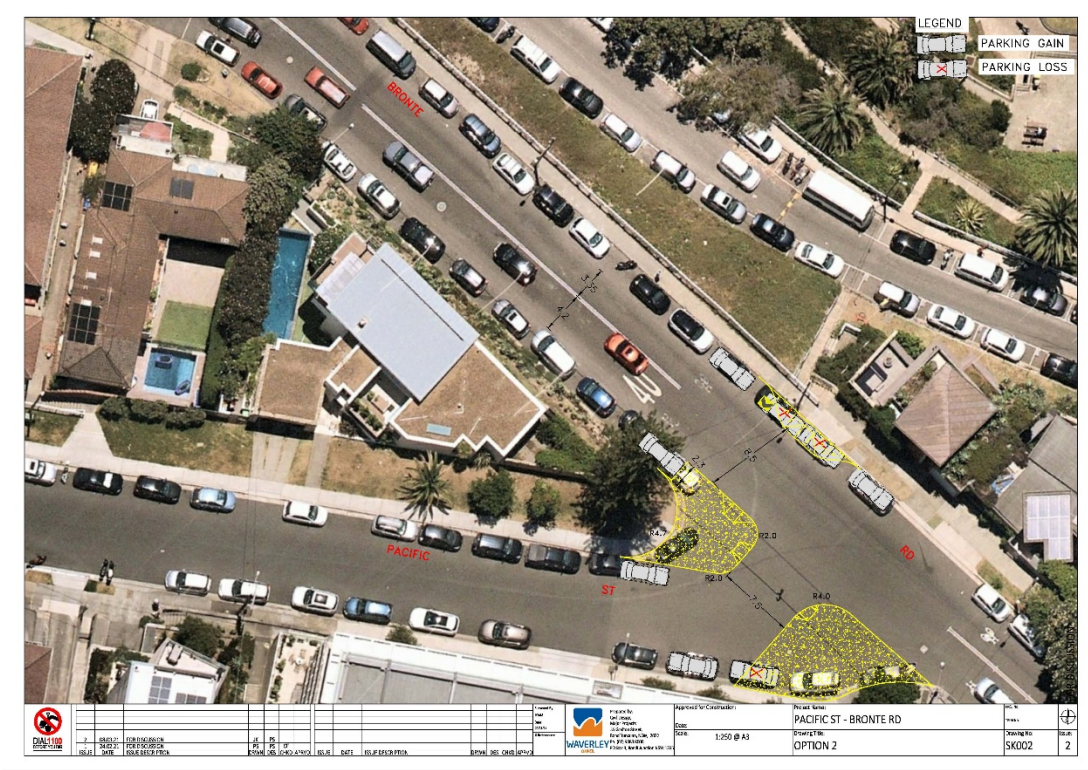
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Appendix F – Treatment options

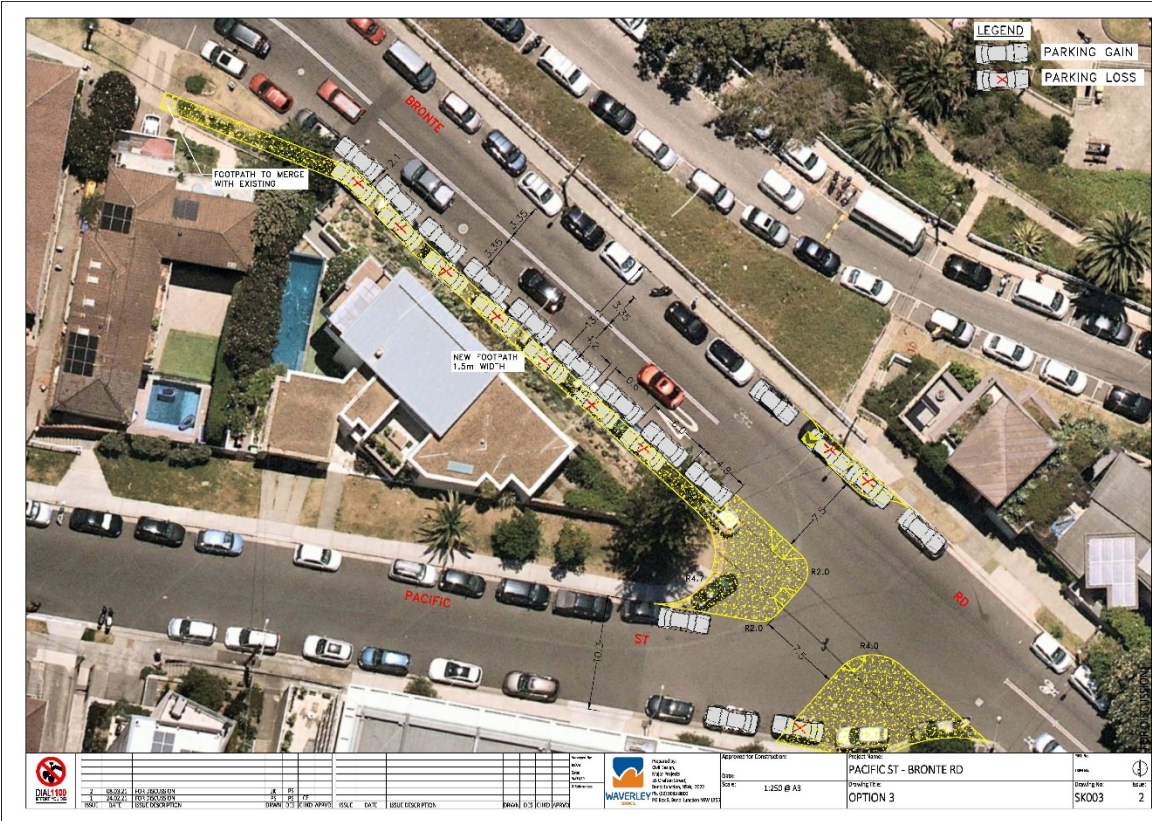
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Option 2: New kerbs with pedestrian ramps.



Option 3: Combination of both Options 1 and 2.



Options 4: Kerb blister and centre island construction ONLY.

