



Willoughby City Council

ORDINARY COUNCIL

ATTACHMENT BOOKLET 1

26 April 2023

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12 REPORTS TO COUNCIL

CHIEF EXECUTIVE'S OFFICE

12.1 BELLAMBI STREET SQUARE PROJECT

Engagement Outcomes Report and Response to Comments

Bellambi Street Square Project

March 2023

Executive summary

Between 8 February 2023 and 8 March 2023, Willoughby City Council sought feedback on the Bellambi Street Square Project which was a six-month trial closure of Bellambi Street from October 2022 to March 2023 to create a new temporary public space. This project was envisaged as a long term proposal included in the Local Centres Strategy adopted by Council on 9 December 2019, and the Northbridge Public Domain Masterplan approved by Council on 12 April 2021. The works are fully funded through the NSW Government Streets as Shared Spaces Round 2 program.

The Northbridge community were advised of the consultation through the following modes:

- Letters were hand delivered to around 400 local residences within the vicinity of the Square
- Three information posters with a QR link to the online survey were placed in the Square,
- 25 pavement stickers were placed within the Northbridge Local Centre with a QR link to the online survey
- Key stakeholders were contacted directly, including the Northbridge Progress Association to distribute information to their members and through their distribution channels
- A social media post was made to the Council's social media channels
- The project was promoted in the Council's monthly Have Your Say newsletter which went to 7,070 subscribers
- An additional business specific letter was hand delivered to 98 businesses within the vicinity of the Square

Feedback was collected:

- Through the Have Your Say online portal at the Bellambi Street Square Project Page, which was live and available online from 8 February 2023 to 8 March 2023 which received 535 formal submissions.
- By having a street stall at the Bellambi Street Square on Saturday 18 February 2023, which around 50 people visited, most of whom had already completed the online survey
- Through direct emails to Council, of which nine were recorded. Eight of whom had completed the survey online.

Following anecdotal comments from the community and the mention in early online responses, an addition survey was undertaken of the business community (Attachment A) to seek more detailed feedback on any level of impact on the business in proximity to Bellambi Street. This survey was distributed to 98 business addresses in the locality. Five responses were received.

Below is an analysis of key feedback received

Sentiment

Overall, respondents were in support of the retention of the road closure and the continuation of the Bellambi Street Square Project with 58.3% in favour of keeping the closure in place, with 41.7% opposed.

The consultation process indicated an extensive community interest in the trial project, along with highly polarised and differing views among community members.

Issues raised

Feedback was primarily provided on the following issues

- **Traffic Impacts of road closure and access**

95 of the 312 (30.5%) respondents who supported keeping the closure, stated that the closure had improved pedestrian and vehicle safety in the area and assisted the flow of traffic on Sailors Bay Rd, and lessened the chances of potential traffic accidents caused by cars braking suddenly when trying to avoid hitting pedestrians as they turned left into Bellambi Street:

The most frequently raised concern by respondents opposed to the closure was around the traffic impacts of the road closure with this mentioned 132 times in the responses. Respondents who were against the ongoing closure were concerned that the road closure:

- Required additional driving distance to reach residential addresses in the area bounded by Bellambi Street and Euroka Street and to reach the public parking spaces in Bellambi Street.;
- Increased traffic congestion at the junction of Euroka Street and Sailors Bay Road; and
- Increased potential for road accidents to the north of Sailors Bay Road, particularly in Kiola Road who was perceived as being narrow and therefore less suitable to manage any increased traffic.

- **Parking**

Parking was mentioned seven times in the responses supporting the continuation of the closure with most commenting that the parking was improved or unaffected.

Parking was mentioned 73 times in the responses opposed to the closure of Bellambi Street, even though no parking spaces were removed in either Bellambi Street or Sailors Bay Road during the trial, and the times permitted for parking were also unchanged.

Matters raised by respondents included that:

- The road closure stopped the practice of people circling the Sailors Bay Road, Euroka Street, Kiola Road and Bellambi Street block to look for parking, which in turn made it more difficult to find parking;
- It was now not possible to 'duck into' Bellambi St directly from Sailors Bay Road to look for a parking spot;
- As a result of the above, more people were parking on Sailors Bay Road and therefore it was more difficult to find a park on this road; and

- It was now harder to reach the Bellambi St parking spots.

- **Community and public space**

Respondents had varying views on the community and public space benefits of the closure.

Respondents who supported the ongoing closure regularly cited the perceived community and public space benefits created the Square, by providing more space for people to gather and connect.

To this extent, the word “community” was mentioned 173 times by people who supported the closure.

Supporters of the space also referenced the commercial activities as key drivers of activating the space.

Respondents opposed to the project raised concerns about the:

- Allegedly excessive commercial use of the space, and in particular the temporary pop up bar installed by a local business; and
- The perceived undesirable nature of allowing alcohol drinking in a public space such as this (alcohol was raised in 18 opposing submissions)
- One of the key aims of the project was to help businesses in the post covid lockdown period by providing

- **Pedestrian Safety**

Pedestrian safety was said to be enhanced by removing traffic turning left into Bellambi Street from Sailors Bay Road, and also stopping traffic travelling directly into Bellambi Street from Strathallen Avenue.

Pedestrian safety was also said to be enhanced by creating a simple and direct pedestrian route along Sailors Bay Road, without the need to cross Bellambi Street.

Some respondents opposed to the Square raised safety issues for the users of the space, by questioning the desirability of encouraging people to congregate in a space so close to a major traffic junction.

- **Appearance**

Supporters of the Square referenced the increased landscaping and trees in the area alongside a new space within the centre.

Respondents opposed to the space raised concerns about the temporary and allegedly inappropriate nature of the materials (including the sandstone blocks which provided seating and concrete barriers) and the lack of a permanent shade cover.

- **Usage**

Supporters of the Square referenced both formal and informal usage of the space by people throughout the day for congregating, and eating and drinking items from local businesses.

Respondents opposed to the Square frequently mentioned that they didn't believe the Square was used other than the occasions of the pop-up bar and food truck on the weekends, and therefore this was an indication the Square was of limited community benefit. Concerns were raised that the pop-up bar had excessive access to the space.

A related comment was that the Square would be of greater value if commercial premises which directly faced the Square contained like-minded businesses (such as a café or restaurant). Council has no powers to force landlords and businesses to occupy specific private commercial premises for specific uses. The creation of additional public space is usually the driver for private sector businesses to utilise commercial space to take advantage of changes in the public domain.

- **Business Impact**

Impact on, or benefit to, local businesses was a key issue discussed on responses.

Some 52 submissions which opposed the Square mentioned negative business impacts, and 28 in favour mentioned positive business benefit, although only 18 responses were received from businesses themselves.

The eighteen responses which were received from those that identified themselves as local business owners had 15 (83.3%) opposed to the retention of the road closure and 3 (16.7%) in support.

The primary issues raised in the 15 business opposing responses was that:

- The Square made it more difficult for people to find parking, and this was impacting businesses (particularly businesses along Sailors Bay Road east of Bellambi Street); and
- The Square was not appropriately integrated with the surrounding businesses, nor was it a useful space, and therefore was not helping local businesses.

The three supportive responses cited the benefit of the Square in activating the area and therefore creating a good business environment.

Following further anecdotal comments from the community and the mention in early online responses, an additional survey was undertaken of the business community to seek more detailed feedback on any level of impact on the businesses in proximity to Bellambi Street.

This survey was distributed to 98 business addresses in the locality. Five responses were received; a low response rate of 5.1%. This additional survey

sought to understand the quantum of any impact on the businesses. From the five responses received, four identified that there was a negative impact with the reasons being customer access to parking, lack of parking, negative attitude of customers, and delivery access to other businesses (but not the respondent's business).

Despite a number of engagements, the response level of local businesses was very low and issues raised around negative trading impact could not be directly attributed to the creation of the Square. An analysis of the spending patterns within Northridge show that the level of trade always declines in the post-Christmas period into late February before increasing, but not to, pre-Christmas levels. These changes are in line with previous years and are similar to the trade level changes that were provided by one business.

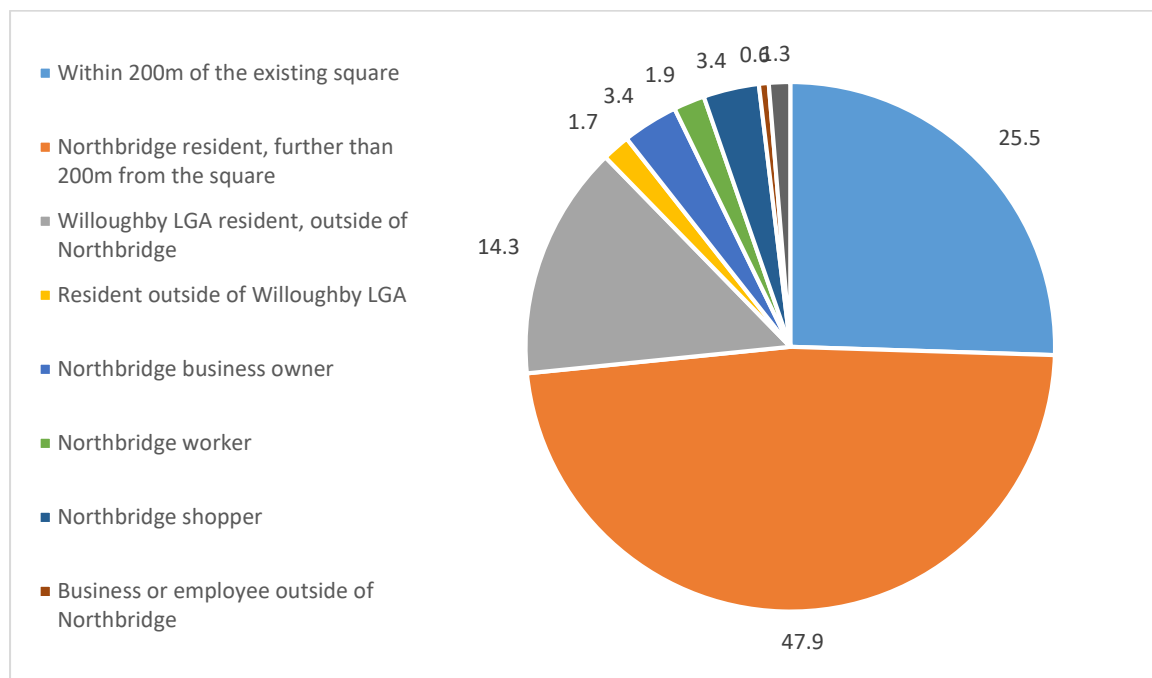
Participant and sentiment analysis

Location and background of participants

As part of the data collection of respondents, online survey participants were asked to identify their residential location or in which capacity they were responding. Only one option could be selected.

- 25.5% stated they were a resident within 200m of the existing square
- 47.9% stated they were a Northbridge resident, who lives further than 200m from the square
- 14.3% stated that they were a resident of Willoughby LGA, outside of Northbridge
- 1.7% stated that they were a resident outside of Willoughby LGA
- 3.4 % stated that they were a Northbridge business owner
- 1.9% stated that they were a Northbridge worker
- 3.4% stated that they were a Northbridge shopper
- 0.6% stated that they were a Business or employee outside of Northbridge
- 1.3% selected “Other”
- No respondent selected the “Organisation” option

Figure 1 – Location of Have Your Say respondents

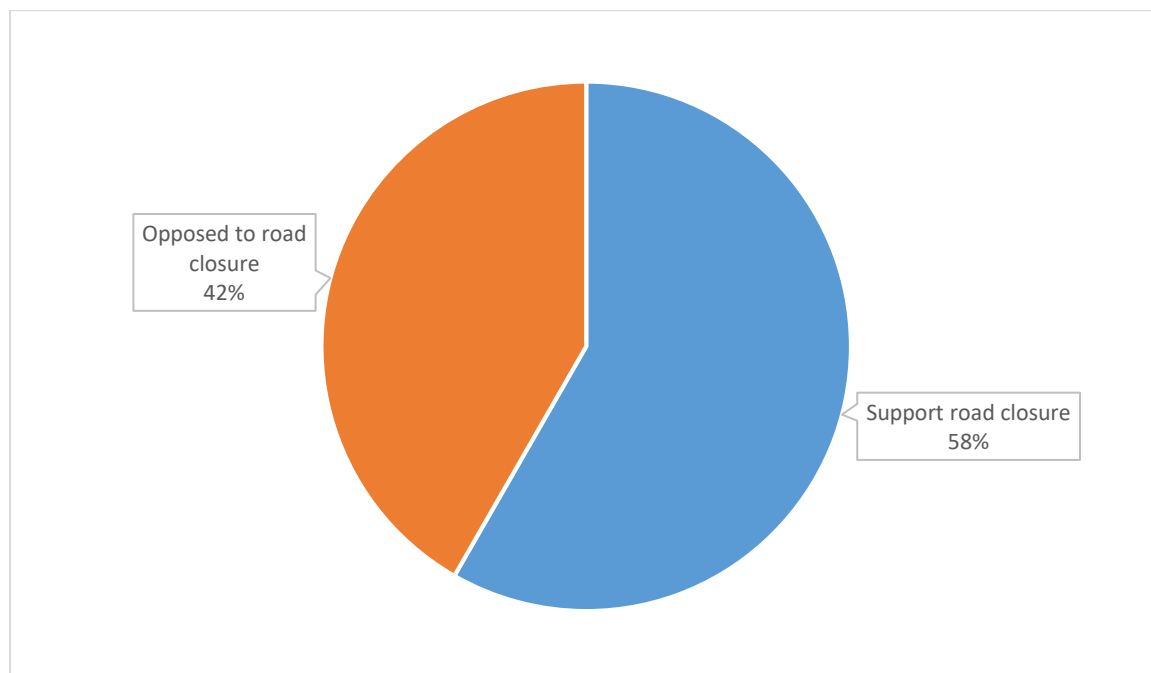


Overall support or opposition

Participants were asked “Should the Bellambi Street Square road closure remain in place?”.

Overall 58.3% were in support of keeping the road closure in place, with 41.7% opposed to the proposal.

Figure 2 – Should the Bellambi Road closure remain in place?



Support by participant type

Analysis was conducted of levels of support among different participant types.

The number of responses from the residents of Northbridge were 394 of the total of 535 responses, which equates to 73.6% of all the responses. From this cohort of Northbridge residents, 60.4% were in favour of retaining the Square.

Summary of response by participant type

Of all the 470 Willoughby LGA residents, including 137 residents within 200m of the existing square, 257 Northbridge residents who live further than 200m from the square, and 76 residents of Willoughby LGA outside of Northbridge, 61.5% supported the continuation of the road closure, with 38.5% against.

Responses from the business community were very low with only 18 responses received from Northbridge business owners, 3.4% of the total responses.

Overall:

- **Local Residents:** From the **470 Willoughby LGA residential** respondents supporting the continuation of the road closure, there was a majority of support ranging from 59.1% from residents within 200m of the Square, through 61.1% from Northbridge residents living further than 200m from the Square, to 67.1% from Willoughby residents living outside of Northbridge.
- **Northbridge Business related:** Of the 28 business related respondents comprised of business owners in the centre, and Northbridge workers, the range of opposition and support varied extensively from 60% support for the closure from Northbridge workers to 83.3% opposed from Northbridge businesses.

- **Visitors:** From the 21 respondents comprising visitors to Northbridge identified as shoppers, and businesses or employees outside of Northbridge opposition to the closure was 66.7% from both cohorts.

For those **394** respondents that identified as **Northbridge residents**:

- Of the 137 respondents that identified they live within 200 metres of the square, 59.1% supported the continuation of the road closure, with 40.9% against
- Of the 257 respondents that identified that they live in Northbridge, but further than 200 metres from the Square, 61.1% supported the continuation of the road closure, with 38.9% against.

Responses from **residents in other areas totalled 85** of the 535 responses, equating to 15.9% of all responses.

- Of those 76 respondents that identified they lived within the Willoughby LGA outside of Northbridge, 67.1% supported the continuation of the road closure, with 32.9% against
- Of those 9 respondents that identified they live outside of Willoughby LGA, 44.4% supported the continuation of the road closure, with 55.6% against.

For the 49 respondents that identified as part of the business, worker, and shopper communities:

- Of those 18 respondents that identified that they were a Northbridge business owner, 16.7% supported the continuation of the road closure, with 83.3% against
- Of those 10 respondents that identified that they were a Northbridge worker, 60.0% supported the continuation of the road closure, with 40.0% against
- Of those 18 respondents that identified that they were a Northbridge shopper, 33.3% supported the continuation of the road closure, with 66.7% against
- Of those 3 respondents that identified that they were a business or employee outside of Northbridge, 33.3% supported the continuation of the road closure, with 66.7% against

Of all the 28 business related respondents, including business owners and workers, 32.1% supported the continuation of the road closure, with 67.9% against

Of all the 21 Northbridge visitors including shoppers, business or employee outside of Northbridge, 33.3% supported the continuation of the closure, with 66.7% against.

Detailed survey analysis

As part of this engagement process, participants were asked to respond to a series of questions. Below is an analysis of the responses to these questions:

Question one: Should the Bellambi Street Square road closure remain in place?

Overall:

- 58.3% were in support of keeping the road closure in place
- 41.7% opposed to the proposal.

The following tables set out the responses by location and type of respondent with the higher percentage for each category highlighted in green.

Figure 3 – Response by location and type of respondent

Should the Bellambi Street Square road closure remain in place?	Yes (%)	No (%)	Total Number of replies
Resident within 200m of the existing square	59.1	40.9	137
Northbridge resident, who lives further than 200m from the square	61.1	38.9	257
Resident of Willoughby LGA, outside of Northbridge	67.1	32.9	76
Resident outside of Willoughby LGA	44.4	55.6	9
Northbridge business owner	16.7	83.3	18
Northbridge worker	60.0	40.0	10
Northbridge shopper	33.3	66.7	18
Business or employee outside of Northbridge	33.3	66.7	3
Other	42.9	57.1	7
Organisation	n/a	n/a	0

Combining a number of the location and type categories, to produce responses by the settlement of Northbridge, all Willoughby City Council residents, and business related respondents produced the results below in Figure 4.

Figure 4 – Response by residential location, business related and visitors

Should the Bellambi Street Square road closure remain in place?	Yes (%)	No (%)	Total Number of replies
All Northbridge residents (including the two cohorts of residents within 200m of the existing square and those who live further than 200m from the square)	60.4	39.6	394
All Willoughby residents (including residents within 200m of the existing square, Northbridge residents who live further than 200m from the square, and residents of Willoughby LGA outside of Northbridge)	61.5	38.5	470
Northbridge business related (including business owners and workers)	32.1	67.9	28
Northbridge visitors (including shoppers, business or employee outside of Northbridge)	33.3	66.7	21

Question two: Why do you want Bellambi Street Square to remain?

The following comments were made in response to this question.

It brings life to the community, looks great
The space pretty much backs onto our home and we love the removal of the pedestrian crossing. It feels much safer. Traffic congestion down Strathallen has also been reduced with the removal of the crossing. We have also loved visiting the square and connecting with neighbours we hadn't even met.
Additional community space
I think it's a great assets to the community and create a nice environment for people to be able to meet up with friends/ family. I also think it's a very safe space for children and others who are walking to the plaza or just getting off the bus, walking home from school or other activities
I like the green space it has made that separates the residential area from Sailors Bay Road and also is a transition between them that is less abrupt than before. I've enjoyed seeing it used for different pop up businesses. I like that my kids can now walk to the shops without having to cross Bellambi at Sailors bay road, which despite the crossing was always a bit tricky with the complex approaches of vehicles from Strathallen and Sailors Bay Rd (West). I also did not like the combo of the turn into Bellambi straight after turning right from Strathallen, it felt too easy for cars not to see pedestrians crossing from their approach down the hill at Strathallen. I'd like to see some school bands or busking there but not sure if there is accessible power? I find the complaints about wind odd given it doesn't hinder people using outdoor seating at the cafes on SBR. I have also not noticed a particular change in traffic for the Bellambi/Euroka blocks (apart from the days the Roads were resealed in late Jan).
It is a wonderful community meeting place to mingle with the locals
Safer for pedestrians, this street was unsafe to turn in to. This area is now looking vibrant and good for local Business owners to make good use of this space
More open space is needed in Northbridge for community events and to encourage more foot traffic into the area to support existing business and to encourage new / retail business to the area.
It's a focal point for the community to meet and gather. Enables local businesses an opportunity to trade alfresco. Most importantly, closing the road will significantly improve safety at an otherwise dangerous junction for pedestrians.
Yes, it's good to see a nice space for people to meet up. The golf club bar/restaurant and pub are so unwelcoming and needing a refit.
The street is much safer without cars speeding down the road, and therefore easier to cross the road. There are 3 disabled people in the street who find the road closer much easier and safer too. The closer creates a lovely community square where we can socialise and meet the neighbours. Our children are outside playing with their friends more often now that it is safer. Most people I have spoken to have been in favour of the closer!
Entering Bellambi from Sailors Bay Road was always a mess. The crossing felt dangerous. Less traffic travelling past our house. I like having the pop up bar on the weekends
It's a fantastic initiative. I have enjoyed many evening socialising with friends and family here.
The temporary square has added a community feel to the area and has improved safety for pedestrians.
Much safer as the crossing was dangerous. Building community spirit in Northbridge. Opportunity for local businesses to arrange market.
Has potential to provide a great space at the top shops
It's a nice space, good to stop for a chat, a coffee or with a dog. It also makes the crossing feel less dangerous
It brings energy and a sense of community to the suburb. It's highly visible which is exactly what we need.

<p>I think the trial has shown the benefits to the community of well positioned public spaces. The road closure has greatly improved traffic management at the intersection of SBR Strathallen and provided a safer crossing for the public across Bellambi.</p> <p>I think it would be a waste of public funds to remove the current structure, and I would be supportive of an extension to the trial whilst further community engagement continues.</p> <p>I think the Bellambi trial provides WCC with a practical opportunity to engage with local businesses, property owners and the community on better urban planning in this precinct that aligns with some of the vision in WCC's Our Future Willoughby 2032 eg Outcomes 3 & 4</p>
Safer crossing for the kids. Good area for community to come together
<p>Reduces traffic</p> <p>Increases public space</p> <p>Increases community communication</p> <p>Safer for the public</p> <p>Starts to bring Northbridge into the 21st century...</p>
It is an amazing community space that will be a lasting community asset. People are enjoying the recreational feel it brings to our suburb. It has definitely changed the whole feel of this part of Northbridge. More people are mingling. It also feels safer. So many cars used to zip into Bellambi street with scant regard for children or older people crossing to catch the bus down Sailors Bay Road.
<p>1) Safer pedestrian access along the entire northern strip of Sailors Bay Rd</p> <p>2) An accessible place for people to meet</p> <p>3) Possible outdoor space for community groups to have exhibitions, events, etc which is easy for all to attend due to its location</p>
To the social and traffic benefits to all of Northbridge suburb
Need community focussed space for local activity
<p>It has added some character to the area. Having the Sailors bar and the food truck work really well.</p> <p>It is a pleasant view (except for the concrete bollard on Sailors bay rd)</p>
Allows outdoor interaction
Great for neighbourhood. Create more village feel
I live 300m away on Baringa Road. At long last we have an open plaza to sit and meet friends and chat over a coffee or a drink from one of the pop up bars. There is nowhere else along the local shops strip of Sailors Bay Rd to do this! The project has added such a cool summer evening buzz to the area- Thank you Council team and Councillors!
Excellent addition to establish sense of local community
It gives us a reason to pop down that end of Northbridge and enjoy a drink or catch up
Northbridge is very much in need of a space to foster and encourage the community to come together
It is a very pleasant place to be and is good for the ambience of the suburb
It's a great environment for the community to come together and enjoy.
The crossing for pedestrians is now much safer
The trial period is not sufficiently long enough to observe the potential use of the square in the cooler months says autumn / winter. I would like to see this project is extended before a final decision is made.
Two major reasons: Firstly it greatly improves the road and pedestrian safety at intersection and secondly its great meeting place
Improved traffic safety in the area.
Northbridge needs a place where the community can gather and enjoy the surroundings
Builds up community space
It's a great atmosphere and place for some drinks.
Adds another dimension

It is creating a bit of atmosphere and community feeling that hasn't been seen before. It brings a wide variety of people to the area and therefore must be good for local businesses
Community needs a space like this. Promotes business, social gatherings and a great environmental space.
It has improved pedestrian safety immensely, improved the streetscape and provided a much-enjoyed community piazza.
Community connections- life in the suburb
Assuming that the square is expanded, it creates a community space in what was otherwise a dangerous road
Safer and it's great for community spirit and vibe
Makes the suburb more lively, creates some green space, provides with great « lifestyle
It's a nice community space, love the Sailor and G's Jaffles. It is visually appealing too (once the concrete barricades are painted)
Great space for locals and visitors to pass by and congregate. Also, it has made the street much safer and enjoyable to use. Great initiative and hope it can remain permanently!
I'd say no, but it is unlikely it will come out given the RIDICULOUS amount of money spent to make it. So far it has only been used for the bar across the street to hold events which include alcohol consumption in public, and in front of children...hardly what I would consider community events.
It's great space for the community.
Safety, fewer cars and traffic
Allows for more pedestrian friendly open space in Northbridge
Safer and more Street appeal and community vibe (apart from the horrible concrete barricade)
Road safety. It's dangerous for children. When cars turn left from sailors bay Rd into Bellambi
Provides a much needed area for building a community space and feeling to the otherwise barren shopping area of Northbridge
I think it's a great addition to Northbridge, which helps to increase the amenity and potential uses of the area. Reverting back to a road would be a shame.
I enjoy seeing the community engagement, it's safer for pedestrians
The nearest park near our office is King Park in Harden Ave. Having one near our office would be nice and if it has extra seating and garbage bins, it'll be a good spot for workers to chill during lunch breaks.
The square transforms that part of Northbridge from a busy thoroughfare into more of a village atmosphere.
Good place for public space that can in future be linked up with local businesses. Having the road open, didn't really provide a lot of benefit as a thoroughfare
Helps traffic flow. Less dangerous for cars turning right into sailors bay Rd from Strathallen
It is a superb community space in an vicinity where there are no safe spaces for the community to gather
I believe, even if not right now, this square could serve some use and it would be a mistake to get rid of it right away.
The crossing at the Top of Bellambi can be very dangerous with traffic trying to beat the lights turning into Sailors Bay Road. It has turned the area into a lovely community space.
Makes the area so much more wheelchair friendly because I no longer need to cross the road while worrying about turning cars.
We have far too little public space at that end of Northbridge
a good community connections, supporting local businesses
For convenience and beautification and usefulness as a place to sit down
Sense of community. Defining factor for Northbridge as a suburb (something different). Great initiative for small businesses to showcase their offering. Safety for pedestrians.
Community focused with a good use of space.

It creates a sense of community
It is a great addition to the community and guarantees a safer experience when crossing Bellambi St.
Loves it - it's pretty, fun, adds some fun cooo outdoor space to Northbridge where residents can relax in the sun and have something to eat and drink
It adds to the streetscape, it's safer for pedestrians crossing Bellambi Street and the area needs more features that contribute to the ambience.
More community space, removes a dangerous formula when pulling out of Bellambi at a high pedestrian and vehicle traffic intersection.
I would prefer that the space be increased and made permanent, the original plan was a good one, with cafes located next to it so that people have a reason to be there. Without seating and shade. it is not very useful as it is and so this is not a fair trial of the proper proposal.
I think it has potential and looks rather smart
I am 50/50 I think it looks very unappealing but should be made to beautify the suburb more.
Continue to foster a cafe/outdoor living style
It improves the character and livelihood of the shopping precinct.
It has the potential to enhance community integration and social activities. Importantly, closure of the access will remove the historical safety issue for pedestrians crossing Bellambi Street.
It is much safer to cross the road now and I'm hoping a permanent cafe might set up there.
A little plaza that encourages gathering and a sense of community. Somewhere to be outside along the strip but a but further from the road so more relaxing.
1/ Safety reasons crossing road as it is easy to miss a cars turn fast. 2/ It provides me with a place to sit as I walk everywhere being an epileptic and have no transport except buses and trains 3/ It has created a quiet area where people can talk to one another outside
Bellambi Street closure is a small step in enhancing community facilities and interaction but a necessary one given the lack of community spaces within Willoughby LGA, especially Northbridge, that can be accessed by people of all ages. The space is a small area and should be expanded. However, given the private interests that have to be negotiated (access, traffic, noise emanation etc) consideration could be given to expanding the footprint and making it permanent but with provision for dedicated parking for and regulated access to existing and future businesses affected (Pitt Street mall in the city springs to mind). The public benefit it is suggested would outweigh the recognisable inconveniences of residents who live in the adjoining streets who will experience some increase in local traffic and some restriction of their ability to access Sailors Bay Road (by continued closure of Bellambi Street south.
Great community space. Safer entering Northbridge by car as no left hand turn at the old crossing.
attractive, nice place to sit
Sense of Community! And fun !
Traffic flows better Safer for pedestrians Makes the area more pleasant
Because it adds to the community
Safer and nicer not having cars going down this street. Has potential to be further improved as a nice community space.
Brings life and colour to Northbridge.
Adds to community life Becoming more visually pleasing with ongoing additions e.g stone planters, plants
Safety of the crossing for my children. Great gathering spot. Adds character to the precinct.

We think it's a great addition and will help build community connection, especially after COVID
Improves amenity of the area. Provides public space for gathering. Relief from road traffic.
This is almost the only 'public square' space in Northbridge, which is crying out for such a space.
Makes pedestrians safer. Provides much needed public space
It's great! Nice to have a small focal point in the suburb.
The Bellambi Street Square has been a positive addition to the area. We often visit elderly residents in nearby aged care facilities. It is important to be able to take residents "out" into the community, with options other than the mall - we often buy coffees or a meal and sit outside. However, the area is short of nice public outside "sitting out" spaces that can easily be accessed by wheelchairs and prams and are not directly next to main traffic roads. We've used King Park in the past but it is not as well maintained as it could be, and the grass is often over grown. The option of sitting in the Bellambi Street Square, while still close to the main road and shops, has been very good to have when its not raining or blazing summer sunshine.
It provides a social gathering and entertainment space to meet other locals and build community spirit.
Attracts locals and outsiders
Could be a great spot for locals to gather. Also Stops cars turning right into Bellambi which can be dangerous.
It supports local businesses and improves the local culture. It also improves road safety as the intersection is high risk.
Road safety and community access
<ol style="list-style-type: none"> 1. Safety at the crossing has dramatically improved 2. Bellambi street quieter and safer, children and adults now spend more time outside socialising 3. improved community and family-friendly environment. 4. Parking seems unaffected. I.e. It is bad at sane times it used to be bad and not bad at times it never was anyhow.
Improves pedestrian safety and creates a space for people to sit and relax near the Sailors Bay rd shops
Adds some atmosphere and a central place to gather
Adds to community facilities and ambience
Outdoor meeting places make a suburb more friendly
It is a nice walkable community space in the centre of town. The intersection is safer not having cars making dangerous turns into and out of Bellambi St. It is much safer for pedestrians. The street is now quieter for residents.
More community space for cafes, bars, activities
Future options for more cafes. Fosters Community interaction
Safer for street crossing
Community activities
Good to have a designated community space
Safety
It adds so much of a sense of community to Northbridge, it's a positive use of otherwise dead space, and it hasn't created any problems (e.g. traffic, noise) despite us living very close by
Like the concept but execution has been very poor.
Great to have an outdoor social space in Northbridge. The suburb is in desperate need of spaces like this
Great atmosphere at weekend with sailor bar
Brings an open space for people to meet
Great to have outdoor seating available to enjoy all the cafes.
Good to have car less spaces for families and community building

Creates stronger community atmosphere
Great space for community
Northbridge is and always has been a suburb people pass through en route to the city, the beaches, etc. Any opportunity to give Northbridge residents a still point where we can pause away from traffic and shops is most welcome, and helps give the suburb helps an identity.
More places for evening activities. Looks lovely with the sandstone, plants and lights
The location of the Bellambi Street crossing was always dangerous with vehicles both turning left from Sailors Bay Road and also entering Bellambi Street from Strathallen Avenue regularly not giving way to pedestrians, particularly given the large number of school children and also the elderly who use the crossing. The area will benefit greatly by having a pleasant community space, improved now that the planters and trees/plants are in place. The Bellambi Street Square will give further reason for people to visit the area, not just the Plaza, benefiting local shops, even more once the Sailors Bay Road changes occur.
Because it brings people together. Every time I drive past on a sunny day people have gathered at the square and it looks like a great time!
It's a way more interesting space now that it was in its previous incarnation. Yes, it's not perfect at the moment, but it's better/more interesting/has more potential than the blah road and parallel parking spaces that were there before (and we have so much of elsewhere).
Visual appeal and community gatherings and most importantly the favourable impact the road closure is having on making crossing the road less dangerous to cross for school children and mothers with babies/toddlers in prams. Cars drive at quite a speed through the intersection. You always have to look behind before stepping off the kerb for fear a car/truck will collide with you. This has always been dangerous and many feel safer to cross the road just down from the corner for this reason.
Safety concerns about drivers making illegal turns into and out of Bellambi St. Also think it's safer for pedestrians and would be a nice space if more shade and better seating and concrete barriers replaced with steel fencing
Mostly for safety reasons for car and foot traffic. Turning into Bellambi street while driving is too dangerous
I like being able to sit outside for a drink or a meal.
Safer to walk across street. Provides a nice green rest area to eat lunch and enjoy sunlight.
Better pedestrian access for the shopping precinct. It's a pleasant public space to take a break. That intersection was always a bit awkward with the pedestrian crossing in that spot.
The safety of the street and crossing area has improved significantly since the closure has taken place. It's a great way for the local community to gather!
The Northbridge shopping precinct lacks amenity, both behind Woolies which is a total disgrace. The retail trading precinct in Sailors Bay Road is totally lacking in character and amenity. The Bellambi Road closure is a good first step. A quick review of the master plan looks appropriate, the big issue will be lack of suitable parking.
I think it's a great addition to Northbridge and you've done a great job on the design and planting of trees. It would be such a shame to see it go to waste.
Northbridge junction has at present little personality. The square is a small step towards improving the atmosphere of the suburb
Provides a pleasant wider space to congregate which sailors bay rd lacks. Turns it from a thoroughfare to a social space. Removes hazardous pedestrian crossing too.
The more street closures the better. We need to reduce car use and increase areas for children and adults to walk and exercise and ply safely
Adds to the community atmosphere of Northbridge which is fairly lacking currently
It adds a green space and public use space to the area

community and sense of place
Community space brings people together, opportunity to expand retail options.
It has the potential to create a welcome space for people to enjoy being together, outside.
Traffic flow from Strathallen St turning right at lights onto Sailors Bay Road is much better with crossing removed; it is less dangerous as cars turning right don't need to suddenly break for a car turning left onto Bellambi that has stopped at the crossing; it is safer for pedestrians walking across Bellambi St; it's now easier to get a park on Bellambi St carpark to access the shops along Sailors Bay Rd; it's pleasant to have a useable outdoor space there that can be used by the community
Great social space
Community feel
It looks better than a road and its a good place for cafes and market place
Nice initiative to activate streetscape for pedestrians
This was a trial to enable the community to experience a publicly activated space using resources provided by the State Government post Covid. There are improvements to be made however the space should remain for safety reasons and to further the vision of the Northbridge masterplan incorporated in the recently approved Willoughby LEP.
1. Safety for pedestrians - especially children and elderly. We have witnessed many near-misses of cars entering and exiting SBR at speed whilst pedestrians were crossing. 2. Community hub and areas to meet are much needed in Northbridge. The current space needs improvements to make it more inviting but it is a great central spot surrounded by shops for community to connect.
Bellambi Square has added a sense of community to the area. It provides one of the few outdoor meeting places in Northbridge. Furthermore it has enhanced the pedestrian safety in the area and improved the general streetscape.
It's great to have a community space where we can enjoy the neighbourhood and community business
Promotes liveability and cafe culture
Better pedestrian safety
Primarily safety at the junction. I also think it looks quite nice lit up and busy with people socialising without having to sit right on the roadside
I recently spent a month living in Bellambi street and was so impressed by the square that has been created. To see crowds gather on a sunny evening, kids playing and the community engaging was lovely. The square has activated the precinct well and provides a focal point for businesses and residents on the strip. From a traffic and safety perspective it is a huge improvement with no cars taking the somewhat dangerous dogleg into Bellambi st from Strathallen. It also forms a quiet cul-de-sac where kids were riding bikes and scooters. The intersection with sailors bay road is very busy and I feel that the square and road closure help to calm some of the traffic and through traffic
Improve pedestrian safety and access. Create community space. Remove awkward vehicle intersection.
It is so much more attractive from a streetscape point of view. Greenery and shade is more sustainable. Sense of community it creates. When you drive up Strathallen Avenue and look up it is so much more attractive looking at a small square with green trees rather than more concrete. Lighting is pretty and inviting. Good use of two more public bins. Good public amenity. There is a sense of pride now - I have noticed less rubbish being dropped and more dog poo being picked up which is positive.
Good community resource, extra road safety at junction.
Safer pedestrian space. Concept of a central space for local residents is good.
Handy location that can be used as a community space and improves pedestrian safety and amenity.
It significantly improves pedestrian safety for children walking independently to and from school. My child benefits from this as she needs to cross there alone a few times a week.
Because it looks great, it has reduced traffic and feels a lot safer.
It offers safer pedestrian passage across the top of Bellambi street.

It creates a public meeting place
Good for the community
It creates more of a village feel and is safer for pedestrians
Currently we lack any outdoor space where the community can come together. its centrally located.
Safer for pedestrians. Traffic flow has improved with the closure. Provides an outdoor community space which is sorely lacking in Northbridge. and which is suitable for residents of all ages.
It is an opportunity to meet other residents in a relaxed open air space
Northbridge needs a heart, a public space gathering place with some greenery.
It is the only community engagement space near Northbridge Junction, and also provides a much safer crossing for children near the lights
Great community feeling. Better use of the space. Love it
Fun community space that's accessible
Ads a great atmosphere to the area and supports local businesses
Creates a sense of community. A great place to gather with kids too.
It's good for the community. That street was a hazard for pedestrians and didn't serve any good for traffic. Having a place for markets or community gatherings is wonderful
Great for community events, fresh air and a nice refreshment.
It's a great place for the community to meet and have events. It also stops the dangerous crossing that was there when the road was open.
I believe it creates a space for the Willoughby/Northbridge residents to come together and enjoy. A space where special events, markets, performances awards ceremonies could be held
Safer to cross
Wonderful community amenity and meeting place
Great for community events like the classic car show
It looks like a great social place for locals and visitors
Provides new recreational space
Adds community vibe and makes intersection safer
To have a community space to hold small events, promote local business & provide enhanced community spirit & atmosphere.
Nice addition, well attended, Sailor making good use of it
Brings the community together. Fun space to have a drink/ eat. Very little places in Northbridge have an atmosphere
Fun place to hang out with friends. Good food, good drinks. Adds a good atmosphere to Northbridge
Community. Northbridge lacks spaces where locals can gather outside
It provided the community with a central space to gather and build community
Safer for pedestrians. Nice community meeting place
Allows an area for the neighbourhood to gather and socialise
It's a wonderful addition to create a more village atmosphere and a place to hold markets and functions like the wonderful vintage car show today. It really is a special spot now and so so much safer not having a crossing where cars pull in and out
It has created a lovely place in the community which has been well received and encourages a great atmosphere to everyone who visits.
Adds a community area to Northbridge and allows some great community's events to be held
adds a sense of community and a place where everyone can come together
Great way for locals to interact outdoors - supports local business
Community events

It provides an open space for the community, away from the busy road, where kids can play, adults can socialise, car meets can happen. So festive and a lovely afternoon!
For community events
It provides a welcome break from all the through traffic that makes the streets unfriendly for pedestrians, especially younger families
Anything that gets community together is a great idea. Also total waste of money if it is closed down.
Safer for pedestrians, great community space, good for local businesses. It looks great. Please don't change it back - what a waste that would be!
Better community feel to Northbridge, limited other outdoor options like it beyond parks. Central location
It is a great community space which can be enjoyed by all members of the suburb and community. It improves the safety of the intersection also.
Because we need spaces for people to socialise and meet other locals this sort of thing is all over the city areas and is so friendly ! It is a great village atmosphere and if done correctly for everyone to use it will be great!
We need more spaces where people can gather and create a community bond. Our whole infrastructure is based around cars and making it convenient for cars. It's time we claimed back some of these spaces that can be used by the whole community, old and young and can be used for some special events.
Safer for crossing especially with the elderly and kids. It's such a dangerous junction. It also provides a nice community area
adds nice community meeting spot to an otherwise busy area lacking atmosphere
Public open space
It provides a great community space to be used in many different ways reaching all demographics of those that live in Northbridge and surrounding suburbs
It creates a community space within the strip shopping precinct for people to meet up which we have not had before. It has also decreased pedestrian danger of car's turning into Bellambi street.
Seems like a reasonable place. Needs some wind protection and a shade cloth roof.
We need more open public spaces
Excellent facility and resource for local community to host events and special arrangements and bring business and visitors into the area
Makes Northbridge more lively
Safety. Traffic and pedestrian safety.
Safer than prior road crossing. Prior crossing was an issue where those that turned right from Strathallen then turned left into Bellambi. If someone was crossing this created a risk for those coming behind
It's good for the community
Easier as a pedestrian to cross where previously cars could come around the corner
Nice to have a community space near the shopping precinct
Dedicated areas which encourage the community to connect, especially outside, have positive impacts on community communication, local friendships but most importantly, our mental health.
Community events and amenities, more friendly pedestrian and bike space, more attractive and vibrant shop space around that whole area in the future. Makes Northbridge much more friendly and we have no other space like this.
I think it makes the area more interesting visually (once concrete goes even more so) and no one turning left seems safer. Would think usage may pick up in winter when not as hot.
It's cute
Given it has been built we shouldn't spend money removing it
Positive community space and improved road safety.

Adds nice community space to the area. Regularly used by residents and also makes the sidewalk safer than previous crossing.
It is a dangerous entry from SBR.
It adds to the amenity of SBR and that collection of shops. It will provide a space for community gathering and engagement for people of all ages
Crossing was very unsafe
It's a great space and has a good community and social vibe
Lovely community space, brings people together outdoors, slows traffic down in the lga, promotes community interaction.
It's so great to have places like this within walking distance from home. Fantastic community space.
When turning onto Sailors Bay Road, most people who turn into Bellambi St and who need to stop for someone at the zebra crossing, block all other cars behind them. It's a long wait for a green light already, but needing to wait for two sets of green lights puts unnecessary pressure on getting the children to school on time.
Social connectivity and more public space is more important than the limited use of the entrance to Bellambi St by cars. I also prefer a gin and tonic than driving down that street.
The Sailor
Community interaction. Local events. Good for local businesses.
It's nice to have more areas for pedestrians and outdoor community activities.
Need more different community gathering
Excellent initiative, very community focused, interactive.
It's fun!
It is safer for pedestrians crossing the intersection with Sailor's Bay Rd, it stops congestion with cars turning right from Strathallen Ave and then left into Bellambi St where the crossing was and promotes a nice outdoor space in the shopping precinct
It is a great initiative to improve the amenity of Northbridge. The pop up bar was great. If it was made permanent it would provide a lovely opportunity for a cafe/bar to be established.
Safer road crossing, contributed to a community or village atmosphere
Builds community
It gives the small shopping centre a softer appearance. It lends more to the "village" atmosphere Council and residents are trying to achieve. It is safer for pedestrians crossing Bellambi Street with cars turning left from Sailors Bay Road.
The closure should definitely remain as it creates a fabulous feel for this area of the suburb. It is normally a busy thoroughfare with a dangerous crossing, the closure would create a nicer environment and would assist local businesses by customers spending more time in the area.
Good community service
My daughter attends classes near the square, and school down the road. I have noticed an improvement in the road safety of the area. There are many children that walk past the square after school, getting off buses and attending after school activities in the buildings around the square. Without cars turning off Sailors Bay Rd the area is a lot safer for the children as they can cross the road or wait for parents in a safe place. The reduced traffic on Bellambi street has made a big difference.
<ol style="list-style-type: none"> 1. Northbridge Placemaking is enhanced 2. Safety is greatly improved for pedestrians & vehicles 3. Provides aesthetic entry into Northbridge 4. Traffic and Parking on balance are improved 5. Value for money achieved from road safety benefits and improved amenity
Northbridge is severely lacking in an attractive community space contiguous/integrated with Sailors Bay Road retail strip. The pedestrian zone in the Cammeray retail strip clearly demonstrates the potential for Northbridge to be very substantially improved.

Bellambi Square has created a wonderful, safe and inclusive space for all residents to reconnect and interact - for friends old and new. It has elevated the mood of the suburb and provides a platform for reinvigorating hospitality and retail businesses and social activities in Northbridge. It is a space of possibilities! And Northbridge is ripe for embracing possibilities.
Pedestrian safety. See attached submission.
I don't.... if it's not finished properly. See my comments below. Would have been good to have a "maybe" option so that I could have indicated my preference more accurately. Feels very rigged to have just yes and no options.
It's an asset to the community and encourages people to interact with their community and local businesses.
Northbridge needs a heart, a place to gather.
Pedestrian safety Community gathering spot Opportunity to beautify the site
Adds to the community. Safer.
But only if you're going to do something actively with it, otherwise it's just getting in the way of a useful local parking area and is a pointless space - neither useful nor beautiful.
It's a nice community area for people to gather and enjoy social activities
Creates community in the area, livens the space up, gives Northbridge high street a well needed lift
It adds a community atmosphere to the area, brings people together and is nice to have an outdoor space for people to gather.
Northbridge needs a social meeting place close to the shopping strip
Adds a community feeling to a sterile shopping area
Provided that the area is creatively used to generate foot traffic, al fresco seating and dining I think that it will add quality to the lives and live-ability of all
It adds much needed community space to our suburb. People are smiling when they are there. We need more of that these days
Brings the community to Sailors Bay road and makes Bellambi street and the surrounding areas safer.
It creates a community, stops speeding along Bellambi St, attracts customers, enhances Northbridge's atmosphere etc.
Open spaces like this help the people to come together and to gain a community spirit. It also helps to promote and support local business. These areas should be encouraged.
Improves local amenities and feeling of community
At last, a public community space, and makes the crossing safer for kids
Safer traffic, better and safety pedestrian access into Northbridge, pleasanter environment, open space with potential to add more
I think it would be a great asset to Northbridge community to meet and relax or have the possibility of meeting other residents.
Adds a more vibrant atmosphere. Improves parking opportunity on the street in the afternoon for kids activity drop offs in the area.
Prevents traffic turning right from Strathallen Ave banking up. Safer crossing for pedestrians
It reduces traffic in the area, safer for pedestrians. Nice to have more green space in that area. I would like more green space and space for markets etc . This area is too small.
Firstly, safety from no cars coming up Strathallen Avenue and turning instantly into Bellambi Street causing traffic jams. Secondly, having a communal area for local businesses and the local neighbourhood to connect
I walk along this strip almost everyday to and from the shops with my two small kids and we have stopped here to eat ice blocks from the shops or stopped to chat with friends - it's a great addition to the area. I particularly love how -when driving into northbridge turning right off strathallen rd onto sailors bay rd - it makes a great first impression of the suburb. It adds to a nice welcoming village feel.

Despite it adding time to any drive home, I am in favour of the closure as it should improve pedestrian safety at the crossing. The Square also has the potential of being a gateway and focal point for Northbridge. However in its current temporary guise, it is not enough to attract enough of the community. If it's to remain, it must be significantly bigger with irresistible incentives provided for hospitality businesses to invest in the space. Without that it will always be a 'weird little space that had potential'.
It creates a wonderful community space that makes northbridge more walkable and less car centric. A great step towards the right direction of becoming more like Lane Cove.
Nice change to the humdrum of Northbridge
It provides useful public space and amenities in the area.
It would be much needed community space in the Northbridge business district and could become a place for people to gather for a wide range of activities.
Only if it's used by more people, and not just the Sailor Bar!
Creating spaces for people to gather and mingle is fabulous for creating community.
Great space to relax, meet ppl and enjoy the outdoors and covid friendly. Extends the field of a community shopping strip
It's a fabulous community meeting point and brings the residents together. I have enjoyed meeting other community members.
Good vibes, nice people, good outdoor area with potential
Fun, gets rid of people making that frustrating turn down the street at the lights when coming up Strathallen
quiet space in an area lacking such a space
Yes, as I can see that it has a nice community feel to it and the potential for continued community events as has been seen over the trial period.
The development of a community meeting place is essential. Resident road safety is important especially for the elderly.
I don't
1. It makes both driver and pedestrian traffic safer 2. It's pleasing to the eye 3. It's a good place for people to meet up and congregate but not suitable for dining
As it is no. Not a very attractive space to sit ... not sure where you could sit anyway.

Question three: Why do you want the Bellambi Street Square removed?

The following comments were made in response to this question

Increased traffic along euroka and Kiola roads has been very problematic. No shade areas make it difficult to use during daytime, especially with children. Bollards are unappealing and unsightly. Space is rarely used except by the sailor. No cafes / restaurants back onto the square making it a waste of space!
the increased traffic on surrounding roads in the precinct has made it unsafe for young families and their children. people are speeding down these surrounding streets as a result
My children participate in activities in a business in that block 6 days a week. It is most inconvenient having to turn around and go back down Kiola rd if there are no parking spots on bellambi. Plus the traffic on Kiola has increased due to this, so 2 cars can't get past at the same time in opposite directions. It's most annoying.
It is impacting car parking availability and from speaking to other residents, local business has seen negative impacts. The space is not pleasant to sit in (too close to large intersection). Northbridge needs an outdoor space that's been suggested so it's a great idea in theory but I feel the location is not ideal.
Harder to park uninviting noisy, hot
It is utterly unappealing. It blocks access to the surrounding streets. It stops me from parking and visiting the shops - too much of a hassle to drive around the block, people just keep driving and business suffers. Why would anybody want to sit at an intersection,

which gets ultra windy, and for what purpose? It is a complete waste of ratepayers money. Nice idea but find a proper location. You can plant more trees there but you are still sitting at a noisy, exposed intersection. It has to go.
I like the idea of a community public space for Northbridge but the current location is not ideal. Northbridge needs a space with a vision for the long term. We need a proper destinational space like The Canopy in Lane Cove where there are shops, cafes, restaurants and open space that can be used for community events. I'm my opinion I would rather money be spent on the complexities of re developing the plaza into a space that people actually want to visit. Northbridge is already becoming a place that people drive through to go somewhere else as there is very little to attract people to socialise here. The new development at castlecrag will no doubt be a draw card while Northbridge doesn't move forward.
It is an eyesore. It blocks traffic in/out of Bellambi and forces more cars onto an already busy stretch of Sailors Bay Road. It is too small to be effective or create any atmosphere and too close to a busy and noisy intersection. There are no cafes or restaurants on the square that could effectively use the space for outdoor dining. That is why the Laneway at Cammeray works so well.
It's very annoying as a parent of three young children and a customer to have to take the long way around to park, it's taken the convenience away. It's not a child friendly area. It's there for people to get fried in the sun and drink. Very concerning given the increasing rates of cancers caused by those thing.
It has led to traffic congestion and the streets of Euroka st and Kiola are quite narrow and cars have to pause behind parked cars and let cars through before moving forward at times. I understand some local business owners on Sailors Bay Road have suffered because people can't just duck into a parking space in Bellambi st off sailors bay Rd and pick up something and instead can't be bothered driving around the block. I also observe that the use is very limited for the inconvenience it has caused. There appears to be only a handful of people drinking gin from the Sailors cart and they already have a bar across the road. It is also on a busy street with lots of traffic moving past so not the ambience for a square in my opinion. I think the square concept needs to be in a better quieter location if it is to be relocated. It has cut off an important road access to residents and one of only two roads out of the area , affected local businesses, increased traffic in narrow streets increasing accident risk, and with very limited use and benefits to residents for the inconvenience caused.
Taking away car spots and access without much gain
Adds no value to the suburb, disrupts traffic in the area. Is an eye sore, a waste of council money . The only business getting value is the Sailors bar. Food is carried across the street and no toilet facilities. Do they even have a permit to serve alcohol ?
It gets in the way, only feel like the owners of the sailor want it there for their own benefit.
It has caused congestion at the corner of Sailors Bay and Euroka Street near the roundabout as well as the corner of Kiola Street and Euroka Street where I have witnessed many close accidents due to the narrow road space to turn given the increased traffic flow. There is also a huge problem with cars leaving Bellambi Street via Kiola Street due to cars being parked on both sides. Drivers are not able to see cars coming up Kiola and into Bellambi. Again, I have witnessed many near accidents. Many elderly and young children cross at Euroka St/Sailors Bay which is not as safe as it once was due to the increased numbers of cars entering that way. This needs to be addressed especially due to increased home construction work in the area where only one street to exit from causes congestion and potential for car/pedestrian accidents.
My daughters attend after school lessons at Northbridge Dance studios (165 Sailors Bay Rd) and Sneaky Keys (128 Sailors Bay Road). I drive to northbridge and have to park every afternoon to pickup and drop off my daughters to and from ballet and piano classes (as well as Saturdays). I also have 2 daughters with braces that need regular appointments at Sailors Bay Road dentistry. I attend 6 weekly appointments at The silk laser clinic on sailors bay road. The Bellambi square has made parking extremely difficult. Previously, I would drive East down Sailors Bay Rd and turn left onto Bellambi road to

park for either the dance school, dentist, piano school or Silk laser clinic. Now I have to drive all the way down Sailors Bay road, which is usually completely parked out, before turning left on Euroka, then left into Kiola, then left into Bellambi to get to the angled parking there. In the past, if there was no parking on Bellambi St I could circle the block - Sailors bay road, Euroka st, Kiola St then Bellambi st - But now this access is closed off. This is adversely affecting the small businesses at that end of Northbridge as it is too hard to park there now. The businesses I visit all have complained about the road closure. I haven't seen anyone using the Square during the week, and it seems to be a waste of space, which could otherwise be used to access the parking on Bellambi St. From what I have witnessed, only a handful of people are actually using that space on Friday/Saturday afternoons onwards to eat/drink when the stalls are there. It also just seems like an extension of the Sailor bar opposite, so is essentially just a wine bar area. I am very disappointed that its not been made an alcohol free zone --it is often hard enough to navigate the pathway outside the Sailor Bar opposite as it is full of outdoor furniture, milk crates, and people drinking - my daughter and I often have to walk on the road as the curb outside the Sailor bar is blocked by people- the Bellambi square is no different in my opinion. It's not been designed as a family space - just a drinking space that spills over from the Sailor Bar opposite. A liquor cart has been setup up right beside the pedestrian access the last few weekends so that when my daughters finish ballet late afternoon on Saturday, they have to walk right past the guy mixing spirits at the wine cart. It is beyond comprehension why the alcohol license was approved in this location. Unfortunately the council had an opportunity to do something for the community, but are only serving the few by using this location. It is also a very small space and not very nice to look at - the trees are the only redeeming feature, but the "landscaping" is totally devoid of any imagination. I can only imagine that this space will not be used during the colder months, being even more wasteful. This space was only just finished, and school only just went back so the "trial period" is really only 4 weeks long - and many people haven't realised that its only temporary and won't know that they can object. It does seem that this was a deliberate way to deceive the community. It also seems a very close knit community that supports this - i.e., only the residents on Bellambi Rd that want their street to themselves, and the Sailor Bar who is trying to capitalise on this development. It is alarming that the initial community consultations took place at the Sailor Bar and they are now using this space weekly for financial gain. I notice that a concrete barrier has been left there for safety, so cars don't drive through, which is hideous to look at. Its been a terrible waste of money and resources.

Adds to traffic congestion especially around pathways roundabout, and the OHS situation where staff are Jaywalking to take products to the bar set up dodging traffic to dash across the road I think Workcover should be contacted. Generally takes away from the amenity of the area with the concrete barriers placed on Sailors Bay road
Takes away parking spots which are at a premium. A totally unnecessary use of ratepayers money to the advantage of one business, I want to know, is that area licenced to sell and consume alcohol?

This space appeals to a very small number of residents. It appears to be created by an individual business who wanted to generate more patrons. I do not see droves of people attending so called events. It is empty more than occupied. This was regularly used roadway by the neighbourhood and I personally would it like it returned to its original function.

It takes away a roadway, causing traffic congestion in the local area without an appropriate reason for alternative use. The nearby streets are now ostensibly a dead end unnecessary traffic using Euroka Street as the only thoroughfare. I've noticed increase risk of collision on the road with the unnecessary increased use with all traffic forced through one entrance in a narrow street.. The place has limited usage and is not conducive either as public recreational rest area or retail food area in a suburb that has more adequate and appropriate and green public spaces already. And an area of Northbrigde that already has appropriate existing food areas. I would never use the space for recreation or dining in the middle of a busy traffic intersection. It's an absolute

eyesore, looks cheap and takes away from the ambience of the neighbourhood. If the council wants more dining areas and recreational space, please use land space and not a roadway and do it properly.
Environmental issue: longer car trip because of the detour required to get to my house and hence use up more fuel. Traffic congestion issue: in busy period, more cars are travelling along Sailor's Bay road even though many were actually going to Bellambi Street car park. Usage: hardly anyone actually use it.
Creates traffic congestion for local residents. Especially on weekday mornings when commuters park in surrounding streets to catch the bus to work. Tuesday mornings are particularly bad due to garbage trucks. The streets that allow access to Sailors Bay Road from Bellambi St and surrounding streets are narrow with cars parked on the side, making it difficult to navigate when cars are now forced to use these streets to get onto Sailors Bay Rd. During most of the day, the closed area is not used anyway. It is only towards the evening when there are some customers. I also have some concerns about the serving of alcohol on the street. Basically, for the limited time the area is used, the down sides far outweigh the benefits.
Affects the business and parking
Waste of space. Looks untidy. Always empty and severely impacting businesses surrounding it negatively
It's just rather pointless. A nice idea but the night I went there were few people there. The food was meh. The road blockage looks ugly. Love the idea of alfresco dining and drinking but that seems an odd place for it. And not worth the expense
Inconvenient access to parking area for dance school. Nearly had a bad accident on Euroka with increased traffic and people in a hurry to get out of backstreets.
It is impractical, unattractive and unappealing.
It reduces access into and out of Sailors Bay Road for all the five streets between Bellambi and Euroka St to the Euroka street roundabout. If an emergency arose it would be a traffic nightmare for all Northbridge residents. If an accident occurred at the roundabout at Euroka street all residents would be blocked in. The location of the square is not conducive to the purpose it was designed for. It is noisy, polluted, too small and very hot to be a comfortable gathering place for residents.
It has had a major impact on businesses this side of Sailors Bay Road. The parking was already limited and now it is harder to get to. Businesses have seen a decline in customers which does not make this a viable solution for the shops along this section to continue operating. Unless the parking situation can be improved (which there does not look like there are any other options for parking than Bellambi Street), we may see businesses shutting down. The one way access in and out of this part of Northbridge, especially with Euroka Street being so narrow, is not safe (access for emergency vehicles is also not adequate and has not really been addressed with the closure as the thoroughway that exists is blocked off when The Sailor sets or if anyone does eventually make use of this space during the day). When there are roadworks happening in this section, the traffic is a nightmare with people having to turn around in the narrow streets to be able to find their way around/out. The whole section was also completely blocked off one morning last week due to roadworks on Euroka Street which meant traffic was backed up and no one could find a park. From my workplace, I can see Bellambi Square all day and besides a few people stopping to rest, there really is not enough activity and use of this space to make it something worth investing in for the community when funds could be better spent elsewhere. It is located at the busiest street junction in Northbridge with road noise and fumes being constant. This is no place to create for families and friends to come and sit and relax and enjoy "Green Space".
1. It is hurting small businesses in the strip (both sides of road) of Sailors Bay Road as parking is now difficult/inaccessible, 2. It does not improve pedestrian safety. I have worked in this section of Sailors Bay Road for over 20 years and the pedestrian crossing and accessible parking is by far preferable, 3. It is not attractive. It looks odd and out of place. It is an unusual spot for community to gather - so close to a noisy, busy intersection and in the blazing sun in the middle of a road, 4. Once the barricades are removed it will

be even less safe than when it was a pedestrian crossing. It would be frighteningly unsafe to have small children running around in that space so close to busy roads while parents socialise, 5. It only benefits one business (The Sailor Bar/Restaurant). Every other business is noticing the effects of reduced/inaccessible parking, 6. It increases congestion and frustration as drivers are trying find parking along the strip, 7. We have noticed an increase of drivers parking across our driveway, 8. There are so many other safer and more appropriate places for the community to gather, 9. It does not achieve any of the objectives set out in the Local Centres Strategy or Northbridge Masterplan, 10. It is hurting businesses and making it more difficult for people to shop and do business in that part of Northbridge, 11. It's hardly used except for on weekends - so businesses suffer all week so that it can be used mainly on weekends, 12. Local residents in surrounding streets have increased traffic due to cars having to go around the block for parking.

1. The size of the Square is constrained by existing driveways and parking spots in Bellambi. As a result the functionality of the square is compromised in terms of its use. 2. The Square is used for a small proportion of the time and greater use of existing green spaces using the existing vendors would be more family inclusive. 3. Its location is noisy. 4. The surfaces are predominantly hard and do little to improve the visual amenity. 5. The closure of Bellambi forces more traffic to use Kiola Road and Marooba Road reducing the amenity of residents in those streets. 6. Greater difficulty and delay in taxi pickups for Bellambi residents

It's a wind tunnel so I don't think it will get used that much . It's also disrupts the flow of traffic.

It looks ugly as the barriers never get removed, it is in a wind tunnel and it is a complete waste of money except for the restaurant across the road. Pointless.

Because it blocks access to our driveway and Bellambi is a major road to get to other streets within the suburb. I've seen nothing good happen there during the trial. Just a waste of gov money and has caused a nuisance to residents

It is small and does not have a nice outlook. Noisy and busy traffic. It will be unpleasant in cold weather as it will be a wind tunnel and won't be used. It isn't safe for young kids and doesn't really add to the areas amenities but takes away access for residents.

Its useless. It has occupied parking space. Many customers are complaining that they cant find parking space which has resulted in the decrease of customers. There should be easy access to parking.

I do not feel this has had the planned closure implemented. I thought it was going to be a bigger area and lots of little cafes/bars taking up the opportunity to showcase. According to the pics shown it was going to be much bigger with lots more happening. Now it is just an annoyance as I am not sure there are too many people who want to sit in sun or who utilise it much as all.

The other day we had a road closure at Marooba because new bitumen and we were trying to use Kiola which takes u onto Euroka, but could get through because there were trucks and a removalist preventing us driving down that street.

Either make it bigger with proper shade structures and pop up restaurants or forget it. As they say "go hard or go home". The square is so small it's ridiculous. And it is only used by one venue, "Sailor". There's no atmosphere. My opinion is because everyone is scared to risk spending too much money on it. It needs to be more like an Italian Piazza. But then again more people would mean more noise which none of us want. So I guess just get rid of it.

I feel the traffic flow has worsened since being built, and I don't feel that for the 8 people (approx) who seem to use the chairs & umbrellas in the afternoon, the rest of the residents in the suburb should be deprived of the parking spots and flow through ability of turning left onto Belambi and using the roundabout to find adequate parking to use Northbridge Plaza and pickup school aged children. Please Revert.

Affecting business that have clients trying to find parking close to the shops

It takes me longer to get home, causes traffic congestion on Europa street. There is now only one access to my house from other parts of northbridge.

Because it is pointless and the only place that benefits from it is the sailor, it's also very inconvenient. It's also taking away parking and foot traffic for the other shops and restaurants that reside in that same area
Impedes traffic flow + parking already a problem on strip and locally..if plaza used for drinks etc will result in long stay low spenders to detriment of existing shops..some strip parking time limits could be reduced to 15 and 30 min to help increase turnover/spend ...obviously if parking further constricted some of those current shops will die. My additional concern is the possible extra noise at night.. already have heard loud music from Sailor Bar which must be murder for those living above
Too much traffic going into the top of Euroka
It is not a practical place to have a social gathering place right on the main road. In addition, there are no appropriate shop fronts that are adjacent to the space that can use it eg cafes. It has not been well used for the inconvenience to the immediate streets eg Kiola and Euroka
Parking is no longer viable. Access for emergency, maintenance, delivery and services has been severely hampered. Kiola road and Euroka street become blocked with parked cars and passing becomes an issue with a significant increase in 2 way traffic.
The closure of Bellambi Street should be reversed for the following reasons: 1. Over the course of a week, the hours it is used for its intended purpose, gathering and eating and drinking, is very small. It is also used by very few people. 2. On the other hand, the hours that it impedes traffic flow and the number of people negatively affected is large. 3. It is unsightly - ugly in fact. 4. It is an unattractive place to gather and eat and drink. So, there is no reason to expect that its usage will dramatically in the coming months. This initiative was a trial, and clearly and simply has not achieved its intended objectives. I applaud experimentation. The trial should end on the scheduled date and Bellambi should be reopened.
It causes traffic problems for surrounding streets. The design and construction is totally disastrous. There have been modifications which should not have been necessary. Please look at the garden facing Sailors Bay Rd. The garden wall facing Sailors Bay Rd is held up by a concrete barrier.
Since it's closure we have had steep decline in our customers and there has always been a constant honking by bus driver as the customers have no alternative other than park at the front of the shop....also the route to our car park is a long detour.
It is not being utilized and is an eye sore
Loss of convenient parking when driving east down Sailors Bay Road or up from Strathallen and turning right. Also, it will kill off further commercial businesses as when people cannot conveniently park they will not stop and go to the shops. How do emergency services get to the end of Ballambie? Certainly the half a million dollars could have been better spent elsewhere. What about fixing the horrible footpaths around the junction area?
Access and it's only a bar
1. I didn't see the benefit. The square hasn't been used frequently. The area was occupied by empty tables and chairs at most of the time. 2. It didn't reduce traffic safety. The traffic was increased in other small streets that connect to main road. The risk is being transferred to residents who live on nearby streets.
I was really looking forward to the square but it doesn't work. It's a useless area - too small to have an impact, impractical and not a useable community space at all unfortunately.
It makes it more difficult to access the local parking areas I use when visiting the shops, cafes and restaurants in Northbridge, with no benefit. It's always empty - the only people to benefit are the sailor bar and I don't think public streets should be closed so bars can expand their footprint
It's closed off access to my building and street and is causing traffic to the other surrounding streets where kids used to safely play. Now these kids no longer play on the front yards. The square only benefits the people attending the drinks but most of us don't go. Please reinstate the road access

A number of reasons 1. Conjestion - We have experienced significant and challenging conjestion down Euroka Street as many have to repark or drive around. We do not want parking restrictions on this street 2. Safety the drinking and close traffic raises major concerns 3. Asthetics - It is not the right area to place a small market square style position 4. Neighbours in the area all feel the same and it is a complete waste of money and adds no capital value to the area 5. This may only appeal to a small mix which is typically those who drink
Visually unpleasant, safety concerns, not as easy to get into Bellambi st to park for a quick shop at the local stores you now need to go around the block , you may as well go to the plaza
It causes congestion in the area off Sailor's Bay road for people who would usually use that road. People in that area now have only one way of getting onto Sailor's Bay road and this outweighs the amount of time that the square is actually used.
not a suitable place for outdoor seating and meeting place. Adds more traffic congestion to the already narrow streets in the area. Seems only one business is benefitting from the space and is very much dependant on the weather conditions. Please just let the previous street passage and parking conditions be returned
It is too far away from the main shopping and parking areas to be much frequented. It also creates traffic issues for those who live on Bellambi and connected streets as there is only one narrow approach road with Bellambi Street closed.
It's is dangerous, useless and inconvenient. I use this part of Northbridge at least twice each day - for school, transport and leisure. The corner (especially turning right from strathallen) has always been dangerous - the current layout makes it more so!! The number of times people now jaywalk has increased. Pedestrians think they have right of way in Sailors Bay Rd. It's useless - I rarely see anyone there - unless you count the overflow from the Sailor Bar. So much money has been spent, yet roads thru Willoughby, shade, and footpaths such as Willoughby road are ignored. Remove it - it's a dangerous waste of my money!
It's ugly. It doesn't serve any purpose save for a couple of deck chairs and drinks no one is there most of the time.
Blocks traffic flow into Bellambi Street fro Sailors Bay Road. Cannot see available parking in Bellambi Street near shops. Was hardly used at all. Some commercial alcohol drinking set up stalls so not family oriented
It adds little value and makes life difficult for all who have to pick people up etc and use that street to park.
As it is it is pointless. The photos shown are just imaginary. There is nowhere to sit and it is very small
Impediment to safe working of the street and environs. Waste of money
It creates a dangerous situation with increased traffic on Euroka st
It represents a huge expense for an outdoor area in a terribly noisy location. It has been trialled during the summer months and I cannot image anyone wanting to sit there as the weather cools and the wind rips through. It causes huge traffic issues in Euroka Street and the surrounding streets - streets I have cause to use due to visiting relatives in Pathways as well as friends in the area.
It is only used by company selling alcohol. The patrons after having a few drinks started to get rowdy and destroyed the quiet civilised vibe of Northbridge. 5 days out if 7 it is not used. The square did not create any real economic benefit. But blocking Bellambi Street created too much inconvenience to car users. They have to drove around all the way along Sailors Bay Road, turn left at Euroka Street & do a big loop before they can Bellambi Street.
Useless common space that no-one uses in any practical or regular way. Is unattractive and a detriment to local utility for residents given impact on traffic flow and in particular convenient access to parking. Colossal waste of money in something that seems to have had no demand.

Added way too much traffic onto Euroka st which is very narrow. Many close accidents and children are in danger constantly. The square is only used very occasionally on the weekend- rest of the time it is empty. It is also a cheap eyesore
Traffic inconvenience, and the stores are just the local shops - you can just visit the local shops
Seems like a waste of space as the store closest to the square are non eatery and the space is not fully utilised.
I don't believe that it serves a good purpose. There are no cafes in the immediate vicinity and most of the time it will be unoccupied.
A totally misconceived space for a town square and far too small for usable pedestrian leisure. An unattractive wasteland, hot in summer and cold and windy in winter. A very inconvenient blockage for access to my barber and generally productive of traffic congestion in the area, including increased chokage at the SB Road & Euroka St roundabout. You mention improving safety for walkers at the nearby intersection but I never found this a problem during regular pedestrian use for half a century. As a Northbridge resident for over 50 years until a year ago I was dumbfounded by this proposal when first mooted. Please God you can get rid of it and restore sanity to the thinking behind it.
Inappropriate, expensive and does not serve any public purpose as it impedes parking and traffic flow
It removes the main access point to all local shops and the square is not being used effectively enough to justify it being maintained. It is also inconvenient and reducing local business. Plus there's no cafe next to it.
It's too small to be a community meeting place, with little shade and no comfortable seating (sandstone blocks are not comfortable!). There are no businesses on the square to attract many customers, there are few passers-by even for the couple of pop-ups occasionally there. Parking has become more difficult for motorists who want to visit Northbridge businesses, with an impact on those businesses which already suffer from lack of public parking in the town centre area. I understand it cost around \$0.4 million to install, which is hardly value for ratepayers or taxpayers.
Useless
Closure of Bellambi Street has significantly increased traffic through Kiola Road. This has made parking more difficult and dangerous as numerous cars now go in and out of Kiola Road which previously went down Bellambi Road.
The idea of a place to gather is good however location is a wind tunnel, not conducive for sitting, no shade and parking has been taken which makes access to surrounding shops difficult. To get to belambie and use some of the parking is difficult as there are cars on both side of the Euroka st and Kiola Rd and the carriageways are narrow to incorporate residential Parker's now having to use the alternative route and other users
The square is in the wrong place, it is in a heavy traffic area next to the traffic lights and is not enjoyable, it has induced back pressure traffic flow where exiting the back streets is now funnelled via one exit via Euroka Street exacerbated by narrowed street parking, the claim that "...this space has been well-used by local residents, shoppers and visitors..." has no analytical basis, is contestable, and is only well used because people need to transit through the trial square only...not use it...consistently. The service providers are a minority and not representative of the businesses in the area. It is not visionary good design against the Master Plan for long term benefit. A square concept is great but needs to be better located further along Sailors Bay Road within the business district. What has happened is the concept has taken the easy and cheapest way to trial and implement but has long term negative consequences.
The location you have set up at "bellambi street square" is a transit zone for significant numbers of school children. It is being used exclusively as a licenced bar and I feel the council is encouraging the use of alcohol to these children who have no choice but to walk through the area. It is the same as setting up a TAB of betting centre to entice them to bet. I am shocked and disappointed this is what the elected council has decided to do.

BECAUSE IT IS A POOR CHOICE OF SPACE FOR PURPOSE. UNPLEASANT SITTING ON EDGE OF INTERSECTION AND I DEPLORE THE WASTE OF \$ SETTING SUCH A "TRIAL AREA"UP ...WHOEVER IS PAYING IT'S STILL ME THE TAXPAYER!
<p>This has reduced our ability to access the businesses in the immediate area, forcing us to detour to reach those Bellambi St parking spaces (no doubt to the annoyance of the people living along that detour: Euroka St & Kiola Rd).</p> <p>The 'square' is traffic-ridden and unattractive, and whenever I drive past, not being sat in by anyone.</p>
It seems. Spot design aesthetically, it impacts the adjacent business as in a negative manner and causes difficulty for nearby residents for access and egress.
<p>Driver distraction - it is a distraction to drivers at this busy intersection (with umbrellas, carts, and people), and sometimes their attention is taken away from the lights, vehicles and pedestrians. For example, I have witnessed a recent traffic accident and been stuck behind a vehicle watching the square rather than the green lights.</p> <p>Reduced resident access - residents in the streets in this area can now only access their properties via Euroka St, causing additional traffic down this already narrow street.</p> <p>Restricted emergency access - there is now only one way into this area for emergency vehicle access (Euroka st), and the additional time to manoeuvre could impact the safety of a person or a property.</p> <p>Proximity to shops - it is not close to shops that benefit from using this space (I appreciate that the current barber, hairdresser and real estate agent could change use), with it being used predominantly by "The Sailor Bar and Kitchen" (on the other side of Sailors Bay Road) and I have witnessed them servicing the square by crossing the road directly from their shop to the square without using the pedestrian crossing at the lights.</p> <p>Garbage truck (and other truck) access - due to the street closure, trucks now need to do a 3-point turn to get back out, and increasing the occurrence of trucks needing to reverse (for safety reasons) should not be encouraged.</p>
<p>In my opinion the Bellambi Project creates more problems than good. The closure of the Bellambi Street and Sailors Bay Rd. intersection diverted the whole traffic to Euroka Street, which became the main street and the only access for all residents living in Bellambi, Dalkeith, Marooba, Kiola and Euroka streets. On top of that there are customers of shops and restaurants located at Sailors Bay Road who are trying to find a vacant parking spot on the Bellambi Street car park. There are near misses everyday on the Euroka -Kiola and Euroka - Marooba intersections, and potentially a recipe for accidents to happen. The public activity on the square so far is a few people having alcoholic drinks. It is worth mentioning that before the Bellambi Street closure there were occasional and very popular people's gatherings during which the street was temporarily closed and the whole place made safe. I agree with you that the safety of pedestrians is very important but was the impact of the project on safety of pedestrians crossing Sailors Bay Road and Euroka Street addressed?</p>
Detrimental to traffic flow and some local businesses
<p>I don't think the location is right. The concept is a good one but it's not a good location. Could the money be better spent in other areas?</p>
<p>It serves no tangible purpose and has not engaged the Northbridge residents at all. Only a select number of adults that consume alcohol has used the space for less than a few hours a week. It is an absolute eyesore with the concrete barriers which were upgraded at great cost to sandstone blocks and temporary plants. It has zero appeal for any community groups to use it. All it is, is merely an elite white alcoholics hang out. The choice of surface being masonry during summer is just pure madness, it is ridiculously uncomfortable as a meeting space and serves no purpose. It has not been a community space, its not a pleasant place to be at a junction of two major roads. Anyone who believes it is a success are delusional. There are 168 hours in a week and Bellambi square is occupied by no more than 20 people for no more than 6-12 hours a week. It is an epic failure and not somewhere anyone would wish to be. There are more important projects like how about fixing the footpath on sailors bay road between Pyalla and Strathallen opposite the plaza? That is a common thoroughfare for people of all ages and</p>

<p>a dangerous trip hazard. Bulldoze it now and use your resources to fixing Northbridge's real problems like the carpark in the plaza that is council owned and the ridiculous hourly migration of woolworths trolleys over the public footpaths that disrupt everyone. GET YOUR PRIORITIES STRAIGHT!!! Councilor Roy McCullagh needs to be reminded that he was elected with a large part of his platform about the carpark: https://www.hkpost.com.au/willoughby-city-council/roy-mccullagh-independent-candidate-for-sailors-bay-ward. The Council carpark adjacent to Northbridge Plaza also forms a significant portion of Mr McCullagh's platform. He noted that 'there's definitely safety issues', saying 'I definitely think there's a need for a fairly low cost, but effective, solution there.' 'I know there are conversations ongoing that I'm not privy to, because I'm not a Councillor (at least not yet), but there's certainly huge potential there. It's not black and white, it's not cut and dried, but hopefully we can introduce low cost measures in the meantime, so people can see a little bit of a difference while the heavy conversations and negotiations are going on.'</p>
<p>It is creating dangerous traffic on the corner of Euroka Street and Sailors Bay and it has not been a success. It hardly gets used.</p>
<p>Unnecessary</p>
<p>It restricts traffic flow and now increases illegal parking and pedestrian accidents at a congested junction.</p> <p>To think about this town planning simplistically, people who shop/visit the retail shops at Sailor Bay junction are locals coming from the east end of Sailors Bay road. Now, when they come to visit these shops and there is no parking on the south side of sailors bay road, they either:-</p> <ol style="list-style-type: none"> 1. park illegally, 2. do an unsafe u-turn on an even more congested Sailors Bay road, 3. keep going and go to Cammeray where it is easy to do a circuit and find a park to shop. <p>In the past (when Bellami was open), local would see that there is no parking on the south side of Sailors Bay road and head down Euroka Road to park or go around to park on the north side of Sailors Bay Road. With the blocking of Bellami, you have created increased concentration of congestion at the Junction (both vehicle and pedestrian), now inducing accidents.</p>
<p>Since construction I have never seen anyone sitting there or using the space. The businesses around here can not use it for dining/coffee so what is its purpose.</p>
<p>several reasons including traffic congestion</p>
<p>It is badly laid out, in a totally unsuitable location, (high traffic corner, wind tunnel, unpleasant dinning location)</p>
<p>Apart from Sailor Bar no other business benefits. In fact due to now severe lack of parking on main road going east , no tradesmen can stop to get supplies from business that occupies ground floor of the old Bathhouse building on sailors bay Rd. without going long way around . Increased traffic in narrow side streets to exit Bellambi to Euroka St Even at 6am to access parking on left hand side of Sailors Bay Rd you have to drive down Kameruka & come all the way up Harden Ave to try & get a spot</p> <p>Just doesn't justify money spent for such a small space</p>
<p>I think Belambi Rd should be a left turn only on exit from Belambi Rd. There should be no entry as you turn from Strathallen into Sailor Bay Rd</p>
<p>I have kids that sleep and it gets noisy and also takes away the parking spots. We have restaurants and cafes in the area that can cater for all this. And after 6 the roads are all blocked from cars parking at the lights</p>
<p>The existing design is poor, the space is not inviting, the space is not useful to children (only used for weekend use as an outdoor bar), the extra traffic on Kiola and other local streets is unwelcome and the improved safety aspects of the intersection are offset by cars speeding down Kiola.</p>
<p>It gives Northbridge a bad look to visitors and passers-by - since it is located at a predominant intersection. I have witnessed the area only being used by Sailors Bar in the evening - with groups of drunk, loud people. It is therefore not very family-friendly and could be distracting to drivers at the intersection. I would support the square if it was never used by Sailor Bar - who seem to have an unfair monopoly on use of the space.</p>

The cost of the inconvenience to local residents and business owners is not outweighed by any perceived benefit to a very small. Minority of users
The area is too small. That area is not really the town centre of Northbridge. It does not really benefit the Northbridge residents. Maybe it does only to those who drinks alcohol. All those shops directly surrounding the area are not food related.
traffic issues, useless to me, unused throughout the week, waste of money and space
From observation it is basically not used. Whenever I have been in the area (about 2-3 a week) it is empty or near so.
I don't think it adds any value to this area. It lacks shade and to be honest why would u sit there and have a drink when there are bars and restaurants opposite. By all means close the road but the use needs to be reconsidered !
Cutting off access to parking for shops and makes the detour very tedious. There is plenty of pedestrian space available. Complete waste of time and taxpayer money.
I like the intention of more outdoor spaces for community to gather, but I feel that it is too small a space to fulfil this purpose adequately. There have also been limited food and drink options, which I think comes with that small space, to adequately help achieve this purpose as well.
Because it's an absolute waste of ratepayers money as a place where people can sit and get drunk. Where is the investment in amenity for families? Absolute waste of time and money.
Squares are traditionally designed to provide a meeting place for social and/or commercial purposes. The Bellambi St Square, with its red hot pavers, large unwelcoming sandstone blocks, no sun protection, overlooked by buildings, in close proximity to an extremely busy intersection , is anything but welcoming. This is a most uninspiring, unimaginative "design" that is not fit for purpose. The removal of precious parking spaces is also problematic to the existing businesses. I commend Council for wanting to create a "square" for the local community but surely Council can do better and hire a professional landscape architect. If this is a "short term" design than I cringe what the "long term design solution" will look like.
It is the privatisation of public space. It has no utility and has primarily been used as an extension of the Sailor Bar to serve alcohol. There has been no public benefit. It is preferable to have through vehicular access as previously provided.. The space will be unusable during the winter months.
It's in the way
I don't feel at the moment it has a purpose. If we had a cafe on either side of it and it was a larger space with chairs, tables and shade then it would be used all week around. Currently no one uses it for 5 days and then for 2-3 days of the week it has jaffles and G&T's to all of 3 people! While there is a real estate and hairdresser on either side I do not think the space will be a success. If we could make a space similar to maggio's then I would be all for it.
Waste of space
It's dangerous & causing increase traffic congestion on surrounding streets such Kiola. It's tokenist placemaking with inadequate shade and no amenity.
I think it is encouraging people sitting around drinking whilst blocking access to a much utilised through road. It is an eyesore.
For two reasons: First, it is being misused by a local business to sell alcohol. It is a great opportunity for them. Secondly, it has made it more difficult to find parking in that part of Northbridge. It is a good idea in principle but a bad idea in practice
It restricts emergency vehicle access and negatively impacts parking, which is already limited around Bellambi Street.
The Bellambi Square and associated plans for Northbridge Junction will create traffic bottlenecks and result in other streets becoming rat runs. An original document about the plans for Northbridge used the phrase "... Sailors Bay Road ... the spine of Northbridge ...".

Given the size and location I do not believe it serves any useful function also it has seriously affected busines in the area
Lack of governance
We live right next to bellambi square and the added noise from people gathering there late at night has been disruptive, as people gather outside of the pop up activation timings to loiter late at night. People leave pizza boxes and rubbish behind, and unfortunately it's not the nicest place to sit and relax given it's facing right onto one of the busiest intersections of northbridge.
It makes it harder for customers to park in local businesses there. It only seems to benefit one business around there - there are no cafes close like in Cammeray with the laneway
It is a good concept to have an outdoor community meeting place but Bellambi Street Square is ill-conceived and in a bad location. It is very close to the busy road junction, noisy and the strong winds whip up Strathallen Avenue. The trial area is very small, made smaller by the sandstone seating/garden block area, and there is no shade from sun or rain. The trees planted in the garden areas will encroach on the road and also will soon grow up into the overhead cables. Very short-sighted design. We have never been tempted to go and have a drink or food there as it is overall very uninviting. And we have seen very few people making use of the area, even when the bar is open. Furthermore we are horrified at the amount of money spent in setting it all up - when the notion of a trial was discussed we had no idea, and were given no information, that so much money was going to be spent on it. A waste of taxpayer money, in our opinion.
IT MAKES ACCESS MUCH MORE DIFFICULT TO KIOLA AND EUROKA RESIDENTS ... WHERE MY FRIENDS LIVE ... AND SERVES NO PURPOSE OF ANY VALUE TO ME. I PREFERRED IT THE WAY IT WAS.
The only purpose it appears to have is to allow the bar across the street more on street space to sell alcohol. If it was the pub down the road trying to set up chairs on a pedestrian space and sell more alcohol & some small snacks I doubt it would be approved of. It has closed the street to through traffic disrupting the flow to businesses and residents alike and more importantly causes blockages to pedestrians with chairs and tables set up with drinks. The small space the closure occupies is not practical for any leisure activity due to the proximity of the main road. If it was a large space to be used as an advertised space craft or farmers markets it would be a valuable asset. However the space is too small to permit this.
It is unattractive and pointless.
It was poorly consulted with the residents and advertised with residents (only saw a FB mention in 202) - no letter drop to householders which it directly affected. It was meant to be shared access - cars/pedestrians - not cars only. The traffic is now channelled via the roundabout which means build up of cars and increased danger as people often drive straight through the roundabout. It's not widely used despite the assurance it would be.
I don't think the space is big enough for much community activities, e.g. markets . However expanding the space will encroach on the privacy , security and convenience of the impacted households. I also need to see some accident statistics to be convinced that closing the Bellambi St. junction will improve pedestrian safety as there is already a pedestrian crossing there. On the other hand, forcing traffic to go thru Euroka, Marouba and Kiola streets could be more accident prone as these are narrower streets than Bellambi Street.
The square is ok but it needs to be designed as a shared zone. One way slow Traffic moving from Kiola rd towards sailors bay rd is essential in this area. Otherwise you need to go all the way to Narooma, Kameruka and harden to 'go around the block'. Many parents taking children to dancing school on northbridge really need to be able to circle the block (Europa, kiola, Bella I. Sailors bay rd). Closing the street sends them well out of the way, uses extra petrol, contributes to carbon emissions and road congestion. The alternative of doing u turn at the round about on Europa/sailors bay rd really adds cars to

the westbound part of sailors bay rd, which already suffers from severe congestion at times. Finally the closure of the intersection makes the parking on Bellambi hard to get to, when parking is already difficult in Northbridge
<p>I think it unsightly and dangerous</p> <p>I regularly pass this intersection visiting my elderly mother in Pathways and visiting my grandchildren who live within 400 metres from the intersection.</p> <p>I have observed school children taking a short cut around the barriers and walking on Sailors Bay road!!</p> <p>It is not a very relaxed environment and because of the traffic passing so close it is noisy and not fit for purpose.</p>
Underutilised. Will improve traffic flow and be better for businesses on the northern side of the street.
The intention to open up a space for the community to enjoy is a superb idea. However my understanding of the square is to create a big enough space for the community to get together but after going past the space it is way too small to be of any value for the community. The space doesn't create a nice, relaxing and comfortable environment because it is right at the T-Junction where traffic is at its busiest. You could barely fit a couple of families there and I do appreciate the local café opening up for the community there but there isn't much place to sit or have the kids to run around.
I have a building on Sailors Bay Road which has 8 tenants, all tenants use Sailors Bay Road and this road leads to the car park of our building, if this is closed off my tenants will then need to find a longer route to the car park and this will also affect their clients
Area is too close to traffic, needs to be moved down the road away from Sailors Bay. Consider carpark area on private land next to Tony the Barbers Too many incidents with cars running red lights and crashing into Flex studio and previous hairdresser near this intersection. Have nearly been hit a couple of times with cars travelling on Sailors Bay past Tim James office not stopping at red light when I am crossing on a green walk sign heading to Bellambi.
<ol style="list-style-type: none"> 1. It negatively impacts through traffic in the smaller surrounding streets 2. Northbridge is on a peninsula with insufficient parking available to the public. If this space is increased it will further erode the street parking available to the area 3. This is an undesirable area as a dining precinct due to traffic noise whether it be idling at the lights or passing through
Travel to & from my office has been made substantially more difficult due to so much more traffic needing to enter and egress through Kiola Road which has all day parking on one side and 2-hour parking on the other side. This makes for vehicles including trucks having to pass in a narrow space whilst avoiding oncoming traffic. Also, I walk past the square many times each day and observe that the usage has been minimal.
Adds volumes of traffic to Sailors Bay Rd. Not used. Accessibility to businesses in Bellambi St
It's taken away great parking spots, which are important to support the surrounding businesses.
It's not used very often. It is dangerous as people do not cross at the lights
It has created a great deal of extra traffic in Kiola Street and the top of Euroka Street which has made it dangerous. There is extra parking by cars in both these streets; also on Sailors Bay Road making it difficult to access the local shops. The roundabout has also become dangerous with some drivers not giving right of way where expected.
The continued road closure will lead to further traffic congestion and inconvenience to local residence and visitors. The closure would cause obstructions to fire trucks in case of emergencies. In any case there is lack of interest from local business in the project.
It places more traffic making dangerous turns on Euroka St.
Parking has become ridiculous on Sailors Bay Rd, it stops people from parking easily and it has no real purpose as there are no cafes in the general area
We should not be encouraging public drinking. It seems like the only business using the space is The Sailor who already occupies too much of the pedestrian path space on the opposite side of the road. The space is also completely in the sun during summer and is

too hot to sit around and too noisy with the main intersection being there to be a nice seating area.
It's created terrible traffic conditions/parking and turned the back street into a race track. Small children are at risk of being hurt. Adults sitting out to drink should not be the priority. Fix local existing areas away from a busy intersection they recently had a terrible accident.
The space is not appealing
Creates congestion, limits business for stores on sailors bay road as it cuts off the parking. Creates more disturbance for the backs streets as you have to go around the block to access parking on Bellambi.
The area is too small for a proper square. It is an eyesore! I do not think that the businesses there have a good chance to survive due to the lack of customers. There is no long term future for it.
Inconvenient and unnecessary. Focus on green space.
Eyesore, parking loss
I don't agree with blocking roads like this. It funnels traffic elsewhere and causes problems for others. Moreover it is unsightly.
Difficult traffic flow result for those who need to park in Bellambi Street. The only way out now is to turn around and drive down Kiola Road, where if you encounter traffic coming the other way, there are few places to pull over with vehicles parked along both sides of the street.
It has made traffic congestion far worse around the Northbridge Junction area. I often drive to these shops, coming from the Northbridge public-school area, and I used to be able to turn right off Sailors Bay Road into you Euroka Street then left into Kiola Road and left into Bellambi Street and park in the parking spots near Sailors Bay Road. If these were full I could then continue onto Sailors Bay Road and park on that road. Now, there is no access to Sailors Bay Road from Bellambi Street, meaning that I have to perform a U-turn on Bellambi Street (which is difficult enough due to the narrowness of the street when cars are parked in it) and go back via Kiola Road and Euroka Street and try to find a parking spot on the southern side of sailors Bay Road (or on the northern side if I can perform another U-turn which is dangerous on this street). All this for a pedestrian Square which has limited usage, no sun protection, no adjoining cafés and is generally useless to Northbridge residents and shoppers.
The street closure doesn't remove traffic from the back streets, it increases it. Daily dropping off and picking up kids from the area has not only become more difficult but I find the increased traffic which now goes through the narrow streets around and behind the main street is dangerous. The occasional event does not outweigh the inconvenience and dangerous rat run traffic created for daily visitors and locals by the closure.
I travel regularly through the area to drop my children at North ridge Oval and the traffic is terrible along Sailors Bay Road and this blocking of streets makes it worse.
We are residents of Kiola Rd and the square has increased the traffic in our street hugely. Faster (= unsafe for kids who play outside) and significantly more.
It has making parking in the area a nightmare. Its so hard to find and park and I now can't circle the block (sailors bay road -> Euroka -> Kiola -> Bellambi) to get a parking spot if the Bellambi carpark is full. Its silly that I have to drive around he block to get to the car spaces on Bellambi Road now. I haven't even seen anyone using the area during the week and so is extremely silly that its closed off during the week. The local businesses that I visit hate it too. Bad idea -- should've been put somewhere else.
I see no point in this space being created or thaought enjoyable, it is right alongside a major intersection, noisy and unpleasant. Will I go there to sit, no.. will my family go there to sit, no. The only purpose it appears to serve right now is additional floor space for the Sailor!! Will other businesses be allowed to set up in there too? It's a complete waste of money, why not develop the back of the plaza as suggested- something green, liveable and more parking would benefit the entire community and not just the local bar.
Its useless

Number of reasons:

1. It's in the wrong spot, the noise, the traffic fumes, the wind. Not a pleasant place to sit.
2. The closure of the street makes it difficult/more time consuming to quickly find a park and grab a quick coffee or flowers or take-away, these are discretionary spends. This harms small business and as a business owner, I worry for their future financial outlook.
3. To access the Bellambi parking, people drive down Kiola St. This is a narrow street, parking on the street, which my staff do on occasion, is a risk of having side mirrors knocked off, or side-swipped. The cost of repair will be on the vehicle owner because too many people just drive off without leaving a note.
4. Bellambi square is supposed to be for community. Community to me is BBQ, greenery, drinking water, toilet facilities. At the moment we have alcohol being served. Children and alcohol together in a small area not a intelligent decision. as it seems to being used now, it is more of a marketplace/a fete area. Can all business set up there and draw an income?

Traffic congestion in Kiola Rd has multiplied exponentially. With parked cars on both sides it makes it very hard to negotiate the street as there is nowhere to turn around, pull over or let someone pass.

Because access has been closed to Sailors Bay Road, traffic and congestion in Kiola Road has increased especially since there are no passing opportunities given that there is parking on both sides of the street

It limits access to my colleagues business. Her business has suffered due to limiting vehicle access since the installation of the square.

Makes parking in bellambi hard as you don't know if there are spaces. increased number of cars turning dangerously on sailors bay road as there is no circuit to find a park anymore. Traffic down Kiola is difficult with cars waiting to pass each other. Size of square is unusable with massive sandstone blocks in the way. Pop up bar means staff walking dangerously across street from the sailor to the square.

Waste of taxpayer money, parking problems, a lot of traffic congestion in neighbouring streets, generally sits there empty and not used as a point for gathering, socialising of whatever the reason they wasted all the time effort and money building it for

There are safety concerns with the the square located so close to traffic lights. In the last six months it was used by handful of people which indicates lack of interest. Closing part of Bellambi st to traffic is causing inconvenience to the local residents and the increased traffic to surrounding streets. Another more appropriate location should be considered.

I can't express more strongly my disappointment with the amount of money spent on this square. A space that has limited potential and use without having a cafe adjacent to the square, which I can't see changing. While novel for the summer it will soon die down unless a cafe can be added. I feel for almost \$300,000 some sandstone, brick and a few tree could have gone to a much better use.

In short, I lived in Dalkeith Street for over 40 years and our garage face Bellambi Street. Because of the closure of Bellambi Street, I have to drive along Sailors Bay road, turn left into Euroka Street and following the narrow laneway to get to my garage. It will result in extra time and extra petrol (pollution) per trip and also not safe (laneway very narrow). The issues of closure of Bellambi Street are : Firstly, it has introduced more traffic along Sailor Bay road and Euroka Street., Secondly, The laneway leading from Euroka Street to Bellambi Street is very narrow and in some section 2 vehicles cannot past each other. Traffic safety is of concern. Thirdly, Euroka Street street is narrow (compares to Bellambi Street), the left turning path from Sailor Bays Road into Euroka Street will encroach onto the opposing traffic. Trucks or larger vehicles that turns left from Sailor Bay into Euroka street will have even more difficulties in making that manoeuvre. Fourthly, cars are parked on both sides of Euroka Street, cars often need to give way to each other. some drivers will not give way and cause problems. Lastly, the closure of closing Bellambi street has cut off one of the main escape route in an emergency. Residents living in these area will only have Euroka Street as the only escape route. Bellambi Street is a important street for people living in this area. It should be left open for traffic. It not only serves the residents living in this area, it is a also a important street for delivering vehicles servicing the shops around this area. Delivering vehicles often use the short term parking to park and

delivered their goods, they will come in from Sailor Bay road and when they finished they will exit via Sailor Bay. The closure of Bellambi Street will force delivering vehicle to travel along Sailor Bay then left into Euroka and left into Kiola road then left into Bellambi for parking. This will introduce more traffic along Sailor Bay road and Kiola road. I have worked as a Traffic Engineer (local government) and ran Traffic Committee in the past. In my opinion, the closure of Bellambi Street has introduced more traffic and safety issues. Council should consider re-open it for the use of local public and general public.
Asking a yes/no answer is not that simple. The space is much too small and 50% of it contains giant stone bricks. The fact that you have spent \$440000 dollars on this is mind boggling. The bigger insult to injury is that you are asking us after the fact whether this should stay after spending the money. It makes the council appear ineffective and weak.
As a LGA resident, my child attends the preschool located on Sailors Bay Rd. There is already a lack of available parking spaces along Sailors Bay Rd and the nearby vicinity. The closure of Bellambi St removes nearby parking and results in a loop through Kiola Road diverting traffic through residential streets.
Because not convenient
Hard to access parking, not seeign it as a hub it was supposed to be.
I use the local businesses in that area all the time and they have lost customers due to people not knowing how to get to parking. Also my parents in law live on Dalkeith st and have noticed increased traffic on euroka st making it harder than before to use the street due to increased traffic both ways. Every time I go past the square there is nobody ever using it. While the idea is great to location is poor as who wants to sit and relax and hear and see the traffic on sailors bay road and strathaallen
I've only ever seen three people use it. It looks ugly. A nuisance for traffic and residents.
Seem a complete waste of council time and money.
Easy vehicle access to the Northbridge businesses on Sailors Bay Road.
As a 30 year plus resident of Northbridge the closure should be removed for the following reasons: 1. Council's role is to support the community not go into competition with businesses operating on public property. This is a breach of this fundamental principle. The Northbridge pub and Martha's have lost business to the operators of the pop up business during the evening /afternoons. 2. I distinguish this situation from Northbridge baths where the operator is providing a service (operating the baths) to the community whereas the Bellambi situation is purely profit driven. I understand the Pop Up bar does not pay any rent. 2. The closure has resulted in loss of business for the cafes, the Local, Hairdresser and other businesses because of the loss of parking convenience. Small business is the heart of the Australian economy and this closure is having a negative effect on the shopping strip. 3. It is a health hazard as people are sitting in a heavily polluted environment with traffic fumes from Eastern Valley Way and Sailors Bay Road. 4. It is increasing carbon emissions as residents are now required to drive an extra half kilometre to park in Bellambi Street. This is increasing the use of fossil fuels and contributing to climate change. 5. It is creating more traffic on the side streets to get to Bellambi to park.
Simple - easy parking for the local shops is now blocked so I have stopped attending 'The Local' cafe, Litsa Florist, and the newsagent etc.
Adds to congestion around shops, discourages me accessing the close by shops eg hairdressers/barber, florist,nail salon,food shops. Makes parking more difficult too .
As a Director of the entity that owns 153 Sailors Bay Rd, I have received advise from our major ground floor tenant of the fall-off in customers at the premises since the closure. The quick access to Belambi St parking is considered critical to new customers choosing to shop with them. The tenant has indicated the likelihood of moving from our site when the lease is up for renewal!

And what about the effect on all the residential residents affected to - indirect routes, extra cars.
It is very bad to have to go right around the block but no parking is possible as cars already parked on both sides of the street and when one finally gets to the end of Bellambi St. there may or may not be any vacant spot, which one can only see once in situ. If there is none, one has to maneuver out of there and hunt for a spot, wherever? When we could turn into Bellambi St. it has been much easier to see and find a parking spot. Going for appointments to podiatrist, hairdresser etc. we need accessible parking spots, more not less! The location is very unfortunate ; smack bang in the middle of the busiest intersection. The constant presence of noise and exhaust fumes tender it unhealthy. It is also very gusty when it's windy.
I do not feel it has added any value to Northbridge. 1. It is hardly used and is not surrounded by restaurants to easily service the area on a full time basis. 2. If made larger, it would encroach on the parking essential to keep the current shops etc available for use to the Northbridge residents. 3. Adding shade to such a small area is a total waste and blocking the road is inconvenient to all using the parking in that street for use at other shops there. 4. Any area opened needs to be able to be used by several cafes etc to service the needs of residents. No area currently available along Sailors Bay road is suitable.
I have never seen it being used since it was installed. In order to park in the area to visit the surrounding businesses, as parking is scarce and limited, access via the very narrow street parallel to Sailors Bay Road is difficult and dangerous. Only one car at a time is able to pass along this street as there are cars parked on both sides. I feel it is making access to local businesses difficult.
Yes, remove the existing setup and look for an alternative, eg. operate the Square only on Saturdays and perhaps Sundays.
It takes away so much business and good access to the local businesses with already not enough parking. This area is also very windy noisy and dangerous in it's location
There is no reason for people to congregate there - it is not a destination or gathering place that reflects how people move about Northbridge. The adjoining businesses do not attract people who might enliven the space. The traffic makes it unpleasant to linger there in terms of noise and air pollution. You can't see if any parking spots in Bellambi Road are available without taking the long route via Euroka and Kiola, and then if there are no spaces left it is awkward to turn around and get out of there.
It's annoying having to drive around to get into my street, I think it's dangerous having a social area that kids can be at nest a main road
This is a poor use of public space. It is appalling how much money was spent on creating this space. It is also not a family friendly space, as alcohol is being sold and consumed in public, despite there being space to have a drink across the road. Passersby now have to walk through this chaos. It is also unreasonable to have only one business (The Sailor) utilising the space on a regular basis. This is not what I want to see on a "community" space. During this trial, I have not seen any other business utilise this space as much as the pub across the road. This suggests to me that there is not enough demand to use this space. Please stop using our public funds to disproportionately benefit one business under the guise of making a "community space". If you want to have a drink, you can attend the existing establishment across the road! Finally, the concrete barrier makes the space look terrible. Many of us Northbridge residents frequent the Northbridge junction on a daily basis in order to get in and out of our suburb. I have had to see this eyesore when waiting at the lights either in a car or on foot. It makes the place look like a construction site/half finished. However, I do understand the need for this barrier to prevent people from being run over. As this project affects the appearance of our streetscape negatively, this is another reason why this is not a good use of public funds.
No place to park now when I go to the Podiatrist, Dentist, etc.
It was my understanding that the space was for an open public space and not for commercial activities -the Sailor from across the road seems to be the main user.

Outside of the weekend when the Sailor is not running commercial activities I have yet to see it in use. As a public space it is too small an area to attract people, it is exposed to the elements and noise/pollution from passing traffic and due to its lack of use apart from commercial activities provided by the Sailor, I feel it is a waste of money and should be removed and access to Bellambi St restored. There are plenty of parks/cafes in the area where people can meet.
Traffic and inappropriate place for people to meet.
<p>I'm sure there are many subjective opinions about appearance, usefulness, etc but I'll leave that for others. I would like to focus on two practical concerns:</p> <p>1. Safety: access to the two hundred or so homes bound by Bellambi and Euroka Steets is reduced to one narrow point at the Sailors Bay Rd roundabout. In the event of a medical emergency or for example fire, access delays could be life threatening or in the case of a stroke victim for example, the delay could result in a much more serious outcome for the victim.</p> <p>2. Inconvenience: again, due to the restricted access, the 200 or so homes have to access via essentially a one lane - for both directions - road at the entry to Euroka St. Some people are polite but many are not. In the trial period I've seen some very close car to car / car to truck / truck to truck / and pedestrian near misses. I've also seen considerable driver angst. It's not fair or reasonable for the residents of these streets to be subjected to this danger or unpleasantness.</p>
It's not being utilised by the public, the main user is a commercial enterprise. When it's not in use which is the majority of the time it is an inconvenience to local residents.
It is a sad dead place that detracts from surrounding village. It only works when it's activated, which is unusual and unlikely to be frequent enough to warrant the intrusion. It is poorly designed and very ugly. It's a visual blight that should be removed.
It makes vehicle access around there much more complicated (there's only one road connecting that street now) and it's not an inviting space to spend time in, being close to a very busy intersection.
Because the area is not attractive, has no shade or rain protection and is not being fully utilised. I think it does not enhance the local area, nor attract people to that end of Northbridge shopping precinct.
<ul style="list-style-type: none"> * Significant impact on access for local residents of the streets around Bellambi Street - impacting safety, parking and concerns regarding emergencies where there is now only one way in and out of the streets * Inappropriate area for a community space at the top of a major intersection * Utilised almost only by local bar as their outdoor space * Ad hoc closures for community events could still occur - to allow things such as the recent car show to happen * Other spaces in Northbridge allow for community events - there is an excellent facility at Warners Park which has multiple options for community events, and spaces near the golf course
It's extremely small for the amount of money used to build it, and has virtually no shade, shelter or proper permanent seating for use other than the few hours on the weekend the sailor moves some there. It won't be used after the initial "push" that's happening to get residents there because there is no cafe or restaurant situated on either side of it, and so it's blocked off another route into and out of Northbridge when the traffic is already extremely bad, for something that won't get much use. It could have been done well, and it's not the worst thing in the world. But, spending that much money on something that was supposedly a "trial", and getting community feedback AFTER it was built was such a huge oversight and poor management, and honestly takes away community trust with the lack of transparency. If you had gotten community feedback and comments BEFORE you built this, it could have been done well and something everyone was happy and onboard with.
As a frequent visitor and worker of my mothers business on Sailors Bay Road, I frequently do deliveries on weekends and have found the closure harder and more inconvenient to find parking. The initial proposal was sold as "community based" to activate the street, yet

it is only used by one restaurant which have their own venue with existing outdoor dining options anyway.
Not convenient
The square is a traffic hazard, an eyesore, is counter-productive (in its current use) to the creation of a better community. It has created a significant parking issue for those of us who live in the affected streets. It has made leaving the area dangerous, and has made the Euroka St roundabout an even more dangerous intersection given the increase in usage. The square has become used by one particular business without regard to other surrounding businesses or residents. I object to the serving of alcohol in an area where unaccompanied minors have to walk through (potentially in breach of licencing laws).
Excess traffic Kiola Rd, reducing safety due to more traffic, lack of vision exiting driveways, excess traffic build up Sailors Bay Road to roundabout, not adding much to area without full development of surrounding buildings (eg cafes etc).
Seems pointless to close a fully functioning Road. It only seems to benefit the bar across the road which service from there on the
The value it adds to the local community is minimal, also it is blocking a convenient thoroughfare. Thinking ahead to winter, it won't get as much use as it does now and even then I only see patrons from The Sailor utilising the space one day per week. The jaffle truck also had zero traction.
In its present form, it provides little for the Northbridge Community and little reason to go there. No weather protection from sun or rain, no permanent adjoining coffee shop or appropriate service provider, no seating (sandstone blocks hardly inviting). Ugly road block signs, with hats and concrete blocks not to mention blue paint on the sandstone blocks.
Serves no purpose and inconveniences business and shoppers in East end of Sailors Bay Road. Also inconveniences local residents as there is increased traffic in residential streets to the north of Sailors Bay Road
My main concern is if Emergency Vehicles were required in Bellambi Road the Bellambi Street Square would hinder accessibility ... access now Sailors Bay Road/Euroka Street/Marooba Road - rather narrow roads also. + Inconvenient.
It is insignificant in size, poorly situated for its proposed purpose and will aggravate traffic problems,
It is neither attractive nor convenient. It forces cars onto suburban streets to access the area. It is very exposed and hot, the few palms proposed as landscaping will not alleviate that and in winter it will be windy and cold. Th
It's inconvenient for customers to park in the car park next to it. It's a bit too small to make it attractive for people to come to spend time there. It's not helping the businesses around here.
Traffic flow will be impeded. It is very convenient to turn right from Strathallen and immediately left when needing to stop in Bellambi Street. Also convenient to come out of Bellambi St and turn left at Sailors Bay Road. Otherwise the route is longer and an increase of traffic moving through Kiola Street.
Several Reasons (all detailed in the Attached Objection Letter) - including: - Traffic Congestion and Interruption to Traffic Flow in Euroka Street and Kiola Street and major impact on residents living in those streets. Due to the closure of Bellambi Street, Euroka Street is now the only access point for traffic to enter and exit the entire precinct bordered by Euroka St, Sailor's Bay Road, Bellambi St and the Euroka and Bellambi Street extensions at the bottom of the hill. Euroka St is already a crowded Street and now there is significant congestion due to having only one entry and one exit point. Our car has been side swiped twice during the trial due to too many cars trying to pass each other in between parked cars. - Parking Congestion for local residents in Euroka Street has worsened as City Commuters (from outside the Street & Suburb!) can now only enter the precinct through Euroka St, so they all drive in and park in the first parking space they find - in Euroka St, - which has no local "Residents Only" protected parking areas. This means that local residents who need to go in and out of their houses during the day are

finding there are no parking spaces close to their homes. This is very difficult for persons with young children getting in/out of cars and older persons with mobility issues who need to park close to their house. Resident Safety - Bellambi Square is in a dangerous location right next to a major road, busy intersection and traffic lights. if there were an accident at the busy corner, residents sitting in the Square would very likely be in danger. Vested Local interests - Bellambi Square was advertised as a community space. But during the Trial, it appeared that there was one local business (Sailor Bar) who had been given special treatment and was using the space to operate their business and further prophets. In particular, using the area to sell alcohol is not in the spirit of a community space
As it is inconvenient blocking off a street reducing parking etc and causing congestion, it brings the area down
Unnecessary addition to Northbridge. Blocks of the entire 3 blocks to only 1 roundabout exit which is plainly not enough. It clearly exists purely to earn the Sailor more money, and lies unused 90% of the day.
There is now more traffic coming through Kiola Rd where I live. With cars parked on both sides of Kiola Rd, it makes it difficult to get through on either end with only one car able to get through at a time. Having only one way out via Euroka rd for many of the surrounding streets in that section is causing traffic to bank up on Sailors Bay rd. The loss of parking spaces on Bellambi St for a larger town square if it goes ahead will also add more parking congestion in surrounding streets. Loss of parking spaces will also impact local businesses which rely on it. With only one way in via Euroka rd, it will take longer for Emergency services to get through with the closure of Bellambi St.
It is too small to function as public open space and has proved to be additional free space for the Sailor's Bay to serve alcohol and food plus a waffle van to operate in. This is not a good use of public space. This site has no capacity to expand due to private driveways. It has no protection from the sun or rain, makes access by emergency vehicles difficult and is too small for public meetings, live music, market stalls and dining other than via the Sailor Bar as no tables and chairs are in situ. Northbridge lacks a public gathering space which is not a pocket park or mini square. A new neighbourhood square/gathering space would function better at the main Northbridge meeting venue, the Northbridge Plaza.

Question four: Do you have any suggestions to improve the current Bellambi Street Square project?

The following comments were made in response to this question

Q7 (Do you have any suggestions to improve the current Bellambi Street Square project?)
Make it permanent
Not sure that the NPA running the use of the square is ideal. They can be unresponsive and are not agnostic.
I know the sailor provides umbrellas but I think some more shade. In winter I think an electric bonfire of some kind could be used in the centre
Add shade and permanent table fixtures. Widen Euroka street to accommodate increased traffic flows. Add pedestrian crossings near Euroka street roundabouts Add speed bumps on Kiola road to slow cars which are now speeding along what was previously a quiet road
A bubbler. bike rack.
I would like to see a shade cloth and wet weather protection
No, I think it should be removed
Move it and the outdoor space idea to down near Warners Park
if that corner shop was a cafe then maybe 1/2 road closure it might work

A permanent road closure with no vehicle access, will do away with the need for temporary barriers. Permanent planting will provide greater shade over time.
Changing the realestate and hair dressers to places that serve food would be great, more live music and interesting events would be good too. We are very interested in the classic car event in the next few weeks.
Seating options could be better but it's not too bad. Better lighting
Move it to a nice location. Anywhere would be better.
I think this trial is a Band-Aid fix to a much bigger issue. The sailor bar have done a great job of making the space look nice and I have enjoyed a drink there but there have been very few other community events held there. If it is to be made a destination a lot of money would need to be spent to make it a bigger more attractive, safe, secure space, something like cammeray square which is surrounded by cafes, and restaurants and had toilets with a safe and secure space in the middle. Better to put that money towards doing something really amazing at the plaza.
Get rid of the grey cement barricades and generally invest a bit of money to make it look nicer.
It would only be effective with cafes or restaurants adjacent who can use the space for outdoor dining.
More shade would be welcome as well as more plants/trees. More fixed seating.
Put it back to how it was
Remove it.
It has no vibe and needs to be further cut off from traffic
No just remove it
No
Safety bollards/poles along the Sailors Bay side of the square to protect pedestrians.
It needs to be removed as it causes major parking issues and traffic flow issues in the area. If it stays, it should be an alcohol free zone. Hire a landscape gardener to make it look appealing.
Put it back to the way it was
Sun cover, make it larger (we can give up a few more parking spots), open a Sunday morning market
Remove it and return to the road access for residents in the area
I think it needs more shade.
Please return it to its original state as a roadway. There is no way of pretending a roadway is now a high end dining parkland.
No
The break after the launch didn't help. It lost momentum. It still looks half finished due to the concrete road blocks. They need to go. Some music on a portable speaker would be good. The hours are a bit inconsistent which makes it hard for people to commit to coming.
Better seating (maybe a bench or table type seating) and sun protection that might increase patronage during the heat of the day eg similar to Miller St Nth Sydney trial
Remove the closure.
Make it bigger. Need a coffee shop in an adjoining building
Needs to be larger Need proper landscaping Need to introduce some form of separation with the main road - eg a shoulder height green wall. Need to remove visibility of all the traffic to get maximum use Ideally would change the properties on either side and expand buikdings down balambi street so can introduce more cafes and restaurants that make use of the outdoor space Get rid of parking - there is enough parking 3 mins walk away at the shopping centre
Get rid of it
Just get rid of it

Placement of removable bollards (or retractable) instead of the current yellow road work signs. Beautification of the concrete barriers. Could get local artist or school kids to design/paint. Some permanent seating so people can use it as a lunch space. Make the space bigger- it is too small by comparison to other great community spaces (like in Cammeray next to Maggios). If it is bigger could include some art installations. We have so many local artists! A sign "Bellambi Square" A community notice board.
Get rid of it and reopen road access to parking
1) A removable bollard system instead of temporary road closed barricades to enable emergency vehicles to access the Bellambi St precinct, if required. The temporary barricades are unsightly, looks like the space is a "work in progress" construction site and is incompatible to what the place is trying to achieve. 2) Alternate or painted concrete barriers which enhance the area instead of making the space look like a construction zone 3) Installation of a community notice board 3) I understand the need for emergency vehicles to pass through the space but could permanent seating be installed in selected locations to allow for people to sit instead of just on the sandstone blocks.
More shade and pop up services of Curren shop traders
More pop up shops to cater food and drink, and opportunity for local musicians to busk
It could possibly work if the adjacent shops were bars or cafes and the area could be an alfresco extension
More seating
No .
Definitely needs shelter and improve the look of the bollards etc. is an eyesore from the street at present
It is severely lacking shade and comfort.
Could be made larger. Permanent cafe
It's small. Enlarge to accomodate proper park benches and overhead sunshade. The recent plantings are excellent- can't wait for some tree canopy
It would have been better to not close off Bellambi Street altogether but work out a plan whereby the parking in Bellambi St could still be accessible during the week and just close off Bellambi St on weekends, say from Friday night to Sunday night (it's not used any other time anyway).
Yes remove it!
Improve aesthetics by replacing road closure signs with bollards
More food trucks and entertainment events
For most of the duration of the trial, the space has looked like it is unfinished/under construction. The newly added trees are great but the area needs be improved with more greenery or hedging along the road side to make it more visually appealing and separate it from the busy street.
Make it bigger, have a coffee shop on the square
No
Don't let The Sailor run their business on a footpath. Their couches on the other side already cover most of the footpath. They always have their dog off lead in the area. Drinking alcohol in public is illegal. Use the area for bake sales etc. for local organisation fundraising e.g Northbridge PS or Phillip Neri.
Get rid of it.
Installation of shade shields will be appreciated during the summer months if the B. square is to stay.
Remove it
Perhaps make it look as pleasant as possible and open it up to all local shopkeepers to utilise
leave it as it is.

There would have to be toilet access. I did think that all the cafes and restaurants would have a part in this so that it was more of a community. It appears it has just been The Sailor!
As above
No. Reuse the nice trees along the street and revert back to original use.
Move the Coates hire barricades or get something that does not look so awful.
the barber and hair dressers could do with a refresh. Ideally a café or some sort could go into the area.
Remove road closed and concrete barricade with more appealing visuals
Remove the construction work at the front of the square.
More bars and restaurants
Remove it. Or make it a no parking zone on Euroka st
The concrete safety barriers are not appealing, I expect they are temporary given the uncertainty over its future. If approved to be a more permanent area, it would be great if these could be more 'appealing'. It would be also great to see some of the shops from the area showing off their goods - maybe a Saturday/Sunday market in the mornings - a smaller version of the French Markets - have them on alternative weekends.
no
Larger space, more aesthetically pleasing. Shops in particular cafes, restaurants to be able to open on to the square. Larger space would make it safer as well. More in line with original plan.
Perhaps have one way entry from SBay Road..add a few parking bays where possible and widen Kiola Road and top end of Euroka to permit extra parking both sides and add a 40k speed limit....ditto for top of Harden Street which was a mess even before Bellambi block up
Shade structure, dedicated hospitality venue on the square, more comfortable permanent seating, could extend down Bellambi Street more.
Looks great.
1. Make it a larger area 2. enable cafes, restaurants or shops to be permanent 3. Make it more aesthetically pleasing
Remove it & use the \$ better elsewhere
More green installations. Have more permanent infrastructure such as canopies, etc.
Paint concrete baracades. Change shops on either side of the square to be cafes, like in Cammeray
If it was to stay it needs a think high garden hedge to block off the main road. The real estate and the hairdresser need to be lease to a cafe and or bar to make the use more practical.
Add permanent tables and chairs and also a sun shade.
Hold community events that actually strengthen Northbridge, rather than furthering the alcoholic agenda of the bar across the street. Use it for education for seniors and children (police stalls for info, cancer council, etc).
Create a one way lane into Bellambie from Sailorsbay Road. Block off the second lane (South Bound) and keep the square as half but extend the square northwards as a rectangle. This maintains the ability for people to park. Exiting traffic is funneled down Kiola road to Euroka street and the traffic circle on Sailors Bay Road. Create angle parking on Kiola road on the southside and widen the northside slightly. This increases the parking in the area which is needed.
Take away cement barricades, make it bigger, create an undercover area.
Forget the drinking space just close the road and then properly develop infrastructure/ amenities- not a half baked eyesore embarrassment
Remove big concrete barriers, or make them look more appealing. Not great street appeal. Perhaps metal barrier posts etc instead.
No. It should simply be reversed to what it was pre-closure.

Remove it
Remove the concrete barricades. We need to look after our public areas like other suburbs do such as Eastern Suburbs. It's wonderful the space is being utilized. The near accidents I have seen at that dangerous intersection is many.
Allow more food and drinks stands with longer opening hours
Greater variety of Pop ups - not just the shop (Sailors) from across the road. Provide better and more aesthetic fencing off of the area to make it family friendly and more enticing to stay.
It doesn't look finished or as large as the original artist's impressions. I'm also struggling to believe 400k has been spent on it. I'm not trying to kick out the business to the side of it, but if they were to convert to restaurants/cafes etc.. that would add to the streetscape and its use.
I love the concept but it's not quite right yet. Shade is required, the design, while ok is a bit strange and while I'm not sure what would be better it just looks a little bit rushed and like all the blocks have been dumped there. It needs to be more open. Maybe some sort of incentive to encourage more small businesses...? or monthly events that involve the locals. (Like the car meet bring organised) Maybe a yard sale for all the local kids, dancing lessons from a local dance school, theatre performances, food fayre of all the local restaurants, Outdoor fitness class, The ideas are endless but someone needs to organise this. The Sailor have been the only main business that have used the space.
Benches, garbage bins and table with umbrellas would be nice. If the food truck can be permanent instead of just every Friday afternoon.
More greenery + shade
Currently the space feels like it's "leased" to hospitality businesses. The only time any public amenities (ie chairs) are available is when someone is trying to sell you something. The space still feels temporary
Northbridge can never be Parramatta. The project should be stripped off altogether.
Permanent structures
Make it bigger and better! It is small and could be easily extended to make it an even greater space. Install a public toilet pod.
More greenery, paint the ugly cement Barriers install permanent seating
It needs shade, it needs a public toilet and a cafe.
Yes, get rid of it.
The Sailor as a local business and the food Van have made it a wonderful place for young family's to socialise in an outdoor safe setting
More coffee cafe etc
Plant the trees properly. They need to be twice as big and wont grow sitting on top of pavers.
put up a nicer barrier between the road and the square
re-open Bellambi steet.
More infrastructure - making it easier for local businesses to "set up shop"
If we want a square in NB, we need to see if we can find a bigger laneway to turn into a square - with more space, more shops and more useable.
To have some permanent park benches included. Allow busking from locals.
Get rid of it, perhaps move the pedestrian crossing further back for safety. Cobblestone that section of road.
Overhead shading
Plants - sound barrier for road maybe
Remove it and invest down around Warners park....make that a great area for kids cafe's etc etc. A market style destination will work and will appeal to a broader mix of the suburb
None . Focus on redeveloping the plaza parking as underground and having cafes on the perimeter and green space in the middle (e.g lane cove or Double bay)
It's a nice idea but it's not in the right place.

I think the area of the closure should be made larger as the inclusion of the large sandstone blocks and plantings (which are necessary) encroach on the available space.
Beautify it, more greenery, seating, shade.
Yes, see last answer. Even now, seating with a table and benches would be good and more enticing.
not so close to the busy traffic surrounds
I would like to see a seat/bench or two so that if you have a takeaway coffee you have somewhere to sit rather than on the sandstone.
Shade sails for weather protection, make it more appealing, remove concrete wall. Maybe add a picket fence to cover the concrete bollard if it cannot be removed. A food truck with other cuisines that are not all affiliated with The Sailor Bar.
It needs to be much bigger - the current space isn't really working, and isn't worth the cost in the long term. Needs to extend further down Bellambi road so that businesses can actually move into the area and open out onto a pedestrian space.
Do something with the Northbridge Plaza Carpark, similar to what has been done in Lindfield.
I commend Council and the local businesses who have embraced the trial period such as The Sailor Bar and Restaurant. A more permanent solution to create a multi-functional community space for all uses would be a welcome addition to Northbridge. Better seating, softer ground and plants would soften the environment to create a public space that could be used with and without food and beverage events.
Permanent seating and some shade covering for sun and rain.
Go where the people are - move it to Harden Street or close all of this end of Saulors Bay Rd to be more like crows nest.
Take it out and put in a pedestrian crossing
The barriers against cars must be made more attractive and shade from more trees would be nice
No not worth improving
Open it up
I would like to have it extended with further planning if possible and maybe a toilet put in
Expand permanently; build in regulations for use, access by business owners
Larger space if possible
Remove the ugly concrete barrier and replace with potted plants
some kind of cover e.g. umbrella for sun and rain
Can we have a programme of activities? A passive neutral location other than cafes and clubs and pubs to permit community bonding. Can other voluntary entities be involved eg food and drink ,presentations be invited to participate on special occasions eg schools ,churches,sporting groups ,non sporting groups etc? Who would coordinate?
Establish a couple of cafes or close it
remove it.
Fence along the road for safety
Replace the concrete barriers
get other vendors involved
Remove it to allow traffic through
No - I think it should be removed and traffic permitted to use the road again.
It would be better if it was a larger space. Possibly adding a fake grass area so kids can enjoy it. Obviously if one of the shops beside the square became a cafe it would be an enormous improvement
Just remove the Square and reinstated what it used to be. This trial is a failure.
Provide public seating benches and tables as fixtures. Currently seating is only provided by private operators which is prohibitive in temrs of enjoyment by the public.
Solar lights twisted in trees
Remove it and invest in common space in a more sensible location
Remove it all together. The residents on Euroka, Marooba and Kiola dislike it immensely

Sun and rain cover added
No. The whole idea should be abandoned
Expand the area of closure pls. A few more trees and seats would be preferable.
Permanent seating and tables.
Make it larger. Make it more attractive by changing barriers to bollards or fence. Provide incentive for commercial development overlooking Square.
Remove the new woks entirely
Return it to its previous usage
Just finish it off, it looks a bit temporary.
Nicely designed cloth overhead shades to give sun protection in the middle of the day. Enhanced seating.
Just remove it and spend the money elsewhere in Northbridge (maybe the oval), or put a cafe near (maybe in Tony's hairdresser)
1. Adding shade cover to protect from the heat to prevent being sunburn - it is a very exposed space and gets extremely hot which means people stay away until the sun starts to go down. 2. Add a garden hedge at both the Sailors Bay and Bellambi Street sides to make the space more attractive and provide further protection from traffic.
More options for food
No. The square needs to be much larger but that would take away the parking spaces in Bellambi Street which are so important for local businesses. Also, there needs to be businesses bordering the square to attract customers, but it is hard to see any being developed.
Seating. Larger. Better screening from road.
Pedestrian crossing
Remove it and don't waste taxpayers money.
Increase the amount of stalls for local businesses
No
1. Not give the entire space over to the same business - sailor bar- (which already exists across the road) ever Friday and Saturday of every weekend in summer during the trial. 2. The space was unfinished for the first two months of trial and still looks a bit like a work site with large concrete road barriers and yellow and black road block signs. The trees and lights are great!
Larger space, more greenery.
Add permanent benches for people to sit and read and have their own picnics rather than have to pay a vendor if they prefer not to.
Allow for multi-function use
A square concept is great but Belambi St is not the correct place. The current trial BSS should be a hybrid where the current square is bisected by one lane for traffic to exit left onto Sailors Bay Rd to relieve the back pressure via a single exit from Euroka St, effectively creating two exits and is a risk mitigation strategy for traffic management in what is now effectively a 'No Through Road' area during the trial. In effect, it ceases to become a square but an extension of side path surface area for community/business space use and safe pedestrian foot traffic flow. A 'Northbridge Square' (or an appropriate first nations name) should be located at 169 Sailors Bay Road. Yes, an expensive option to negotiate to procure this building and land but the benefit is there for several decades or more where costs could be recouped through the leasing of parts of this building for businesses to provide goods and services for what is a natural Square for the community and local businesses...everyday. No matter what concept is approved to proceed into design and implementation you will not please everyone but we need to think of the long term, not short term, benefit. Yes, a square should be incorporated but not at Belambi St.
Child safe fencing on Sailors Bay road. Something for children, permanent seating,
It should be a bigger space.
There should be permanent and more attractive barriers and permanent tables, benches

and shade. The current concrete barriers are ugly and uninviting. Reconsider whether emergency vehicle access is needed through the site as that significantly reduces what can be placed inside the space. Emergency vehicles have adequate access from nearby streets. Approach adjacent property owners about installing murals and making use of under-utilised private areas such as behind Tony's barber shop.
Additional cafes open on a Sunday
Please add much more shade
Get rid of the bar who seem to own Bellambi Street Square. Use it as a family friendly place.
MOVE OR ENLARGE IT
Eliminate it, please! That space was a working space and now it is dead space. Restore the practical amenity.
Reopen it as the road
The road should remain, but the threshold could be raised and the footpath could be widened on the west.
Finish it with a picket fence or similar rather than road closure signs. No one will use it when it looks like an unfinished construction site
More permanent seating, e.g. benches. Installation of chess tables or other permanent activities
Roadside landscaping, remove concrete bollards, encourage local music.
You've done a great job with the temp structure - well done!
No
I think without cafes and restaurants it is out of place
Get rid of it in its entirety and find another space to reconsider the project. How the council or state govt will recoup the cost, i dont know.
Remove it.
Remove the Square and put it in the Northbridge Shopping carpark. Do not allow a left turn into Bellami from Sailors Bay, only allow a left turn out of Bellami onto Sailor Bay Road.
open it up to traffic
Remove it
Go back to an access road
It would be great if the noise from sailors bay road could be softened
A waste of council money and would like it removed
Larger, more trees/shade
Make it bigger and add a stage
Move it to a less busy area
Make it bigger and improve the design. There is no amenity. It does improve pedestrian safety which is a benefit. However, further traffic calming measures are needed along Kiola and other streets which are taking extra traffic. The square needs to be part of broader improvement to Sailors Bay Rd including reduced speeds and street crossings, better streetscapes and pedestrian spaces..
Well obviously more than concrete and sandstone bollards. Shade and maybe a cafe with outdoor seating wouldn't hurt.
Disallow the consumption of alcohol in the square.
Expand the sandstone plants and lights
Bellambi Street Square needs to be used for more. 'The Sailor' is doing a great job adding to the community feel however this could be further enhanced possibly by a small cafe with outdoor seating etc. Maybe a small community marketplace or something similar? Other ideas for the winter months also need to be considered. A similar street closure in Cammeray (Cammeraygal Place near Maggio's Cafe) has proven to be hugely successful and seen as a great and frequented community space.

Really just more of the same: more barriers to protect us from traffic. The Northbridge Junction pedestrian crossing is a deathtrap with people travelling from East to West along Sailors Bay Rd, ignoring the red light and just missing pedestrians who are crossing there legally at the signal (this is personal experience!). There was another incident there last week just across the road with a car ploughing into a bike rider right out the front of The Sailor Bar. Safety from traffic is top of mind whenever I go through Bellambi Square.
Visually more appealing with some more lighting and outdoor tables and benches where mums and bubs can sit and have a rest and school kids can sit whilst waiting after school for their Northbridge connection bus and most importantly for the elderly community as well. Think it is a great idea for the residents use but not for its use as an outdoor drinking of alcohol location.
Yes see above. Additionally would endorse making area larger with more comfortable seats rather than sandstone blocks. Also need to reinstate the disabled parking spot.
Yes. The current temporary arrangement is a total white elephant, a real amateur arrangement. Any permanent set up needs to be moved back from anywhere close to the road intersection (so pedestrians can continue along Sailors Bay Road), and to incorporate other benefits in Bellambi Street such as retail shops or similar which draw people in.
Encourage cafes and restaurants to open on Bellambi Street.
No. That is the wrong area to use as town centre
Add more garden/landscaping, Seating and shade.
Yes, a more private screening would be good so you don't feel like you're sitting on the main road and would further increase the safety for young children who may be sitting at the chairs and tables. More permanent seating arrangements would be good so you could sit there and have a coffee / snack. A coffee shop or bakery - similar to Maggios would be ideal and many of my friends have suggested this also. People would use the area a lot of there was a nice coffee shop or bakery next to the area and something that is also available for dinners like a cafe, pizza shop, ice cream shop etc. More plants to make it more visually appealing. Something for the kids to do! Small little play equipment would be perfect. It would be nice if the barber was updated to reflect the new area and the void/dumping next to the barber too!
get rid of it bring back access to the road i live on
It would be amazing if that concrete block on Sailor Bay Road could be removed or replaced with something a little more attractive Hopefully already in the plans.
Provide some seating. This would be appreciated by older and physically impaired people
The tellers are beautiful, but a little more shade for middle sod the day would help
No
Make it bigger and remove road signs
Shade . Picnic benches . Not for commercial use
Open the road.
Stop giving people more places to get drunk and focus on attracting better hospitality brands who can open restaurants and similar venues.
Remove the huge sandstone rocks, remove the hot unattractive brick pavers . Provide all weather permanent shade, comfortable seating (who can sit on those rocks?) , plant lots of shrubs and trees Hire a professional landscape architecture firm which knows what they're doing. Right now it looks like it's been built by someone who has no experience in design.
Please remove the ugly concrete barriers and replace with bollards. Please address the parking gridlock that is caused by the square. There have been numerous cars being scraped due to the narrow streets around the square.
larger, more shade, level the ground and improve the safety barrier aesthetics - make it more like the cammeray pedestrian square where maggios is
Attract some better retail outlets like a bakery or wine bar.

Remove ugly road barriers, Create permanent weather shade, Improve street furniture Add attraction for children Increase zoned area
The side of the road should be returned as road.
More peacemaking around Northbridge, combined with traffic calming to slow vehicles.
No
Cafe, market stalls!
A market down the road would be cute
More shade, large tree, benches, Market pop up's. Cafe, water feature.
No not without a cafe. Therefore I believe it should be removed.
Make it larger, remove the concrete boulders, or if they have to be retained, paint them in vivid colours. Better quality seating that is accessible for all people, tables, better shade and lighting. To be successful though the businesses on adjacent corners need to be better suited to serving this important public space. There is an important role for Council to promote this now the LEP is approved.
Move the initiative to the park on Harden ave next to the Plaza
The area needs to be bigger. It needs much better shade coverage (a large central fig would be great) and much more protected privacy and barrier /retaining walls on the SBR side. To really gain the true value of this space, it needs to appeal to people to meet and sit/socialise there during the DAYTIME so that the surrounding businesses benefit. The night time events have been great too but making it appealing for daytime will significantly help the businesses around this spot. It would be fantastic to have a quality cafe (e.g. Maggio's from Cammeray bakery and cafe) and some other small businesses to spill out onto this area.
Return it to the way it was. Completely unnecessary
Yes, remove what has been built there. It is not an appropriate place for a project like that
If it were to remain it should be set back further from Sailors Bay Rd and made larger , possibly provide one lane access from SBRd.
A permanent weather cover should be installed to improve the usability of the space. Permanent outdoor seating with backrests would also improve the appeal and use of the area.
Give northbridge an actual square in preference to wide footpath. Have stronger governance and better execution
More seating
More cafes
Properly screen it off from sailors bay road, additional plants, discourage people from gathering outside of pop up activation hours.
I understand some of the businesses are suffering a little - a solution to them being able to pass takeaways to "quick pickup" clients would be good for all. Maybe an express parking spot either in Bellambi or in front of the bus stop on Sailors Bay Rd, but it would have to be monitored because there are a lot of people who ignore parking restrictions in the area
I would like to see a larger, more permanent square, with more permanent landscaping, lighting and facilities. I understand the restrictions of expanding the square, but would like to see it happen if possible. Also despite the mature trees that were installed in the square, I think it would benefit from a shade sail, which could also double as protection from wet weather.
No, it's not a salvageable idea. Maybe find another location, although none comes to mind apart from in a redeveloped Plaza area.
RESTORE IT TO ITS ORIGINAL CONDITION
Closure as soon as trial period ends and return the street to normal traffic conditions as previous
NO
Add more greenery
Make it a one way access only (from SBR to Bellambi) with mini - crossing - which would alleviate traffic.

It would be better if it could be made slightly larger if possible. It looks a bit temporary with the hoardings, the concrete hoardings need to be taken away or made to look more attractive. A water fountain to refill drink bottles would be good and include a refillable dog bowl, and some dog poo bags. Some more soft green landscaping would improve the area.
Enlarge the space and improve the planting , additional seating
Yes, as above: shared zone one way direction from kiola rd heading towards sailors bay rd
Get rid of the idea that it is an alfresco environment. I have no issue with the road closure. But reject the idea of the use of the space. Remove the big concrete block that is unsightly and blocks the. access from the crossing from Strathallen Ave.
Space is too small and occupancy seems to be limited to 1-2 existing businesses.
Expand square slightly down Belambi St (if possible).
Extend the sandstone garden/flower beds the whole way across or put in another barricade to improve pedestrian safety. Something is needed to prevent shopping trolleys being left in there too. Flowers instead of just greenery would be nice as well.
It will be very challenging because there is just not enough space to work with unless more expansion work down Bellambi Street can be approved. Unfortunately I don't think there is much council space left on Sailors bay Rd so I can understand the difficulty to fit in a Square in Northbridge. However if the Square was built where space permits like the old run down club at Warner Park or the grass area near the tennis/basketball courts close to the Northbridge Golf club where there is plenty of space for the kids to run around without worrying about safety that would be ideal. I think overall the Playground/sports amenities are lacking in Northbridge besides the Northbridge Oval there isn't much amenities for Basketball, Netball or other sports. I think to have more amenities for the kids to grow in a healthy and sports centric environment will improve children's health and have parents and community to mingle will automatically create a comfortable space i.e. a Community Square where every family would enjoy.
Yes put in picnic tables or seating so can be used 7 days a week rather than only when gin bus or The Sailor put up their folding chairs. Cater for elderly who would like to sit and rest (not on a slab of sandstone/rock) or have a coffee or teens eating takeaway food or drinks. Also put in grass not hard surfaces. This site did not provide enough shade during hot days in Jan and Feb.
N/a
Needs a public toilet, to be bigger and the bollards need painting.
1. Make it an area for people to simply congregate 2. Ensure the newly planted trees do not get so big that the middle needs to be cut out so as to avoid the power lines 3. Change the way the decorative lighting is strung up. It looks mean in quantity and the installation looks flimsy
More permanent road barriers
If the project is to continue, one side of Kiola Road must be made no parking. The current situation merely satisfies people who want to park all day and travel into the city.
Remove it
More shade
Close it
Replace the concrete bollards with something less industrial.
Seating/shade where ppl can enjoy lunch throughout the work week. Food trucks on Friday - Sunday nights for dinner options. Supporting local artists to play acoustic music/singing. Extend the area into the adjacent carpark, grass areas for children to play.
Get rid of it.
Make it bigger

A coffee cart
Make it bigger with 5 km/ hr access path for affected property. Take away the horrible concrete barriers. More sandstone blocks for seating and shade - trees and shade sails.
Remove it.
Please open it up!
Allow a left turn from Bellambi street onto Sailors Bay road but not allow a left turn into Bellambi as it is too close to the lights and slows the traffic
Potentially expand the size of the space and have permanent seating.
More activities as it is has been so fun!
A better fence or barrier as is close to the road so scary with children
Permanent seating to enjoy during the week to eat lunch or coffee
Regular markets that make use of the street too
Increase in size, slightly larger would be welcomed.
A weather proof awning or similar may be useful
Toilets Redevelop the back of the hairdresser, Litsa, The Local etc to make it an open space with dining
Open it during the week when no one is there
I think the seating / social area should extend a little further down the street to make it a bigger area.
It would probably be better if adjacent businesses were hospitality outlets so they could better compliment the space
Mural on concrete blocks painted by local artists
Better shade is required. It also needs to be promoted & advice given as to how local businesses/people can rent/use the space.
Small events like the classic car are wonderful. Word will get round.
No
Make it more child friendly/ extend the space
No
No
Remove unsightly bollards and replace with a fence
Put bike racks
More shrubs rather than concrete bollards saying Coates hire - an eyesore
Keep it!
Exhibitions pop up cafes and bars
Remove it and have a market stall place somewhere else.
No. I do not think it's needed.
Please remove it.
more stalls and event each weekend
More furniture & umbrellas to cater for all the people who want to use the space
More plants
It is currently too "temporary" and "ad hoc" in its structure and form. It needs greater psychological separation from Sailors Bay Rd. The rejuvenation of Willoughby Rd in Crows Nest is a perfect example of how to create greater psychological separation from traffic with minimal footprint: the concrete planters with trees/shrubs creates a very successful micro-buffer between cars and the people at the dining establishments along Willoughby Rd. As a result, the area thrives. In addition to some form of "green buffer" some form of shading structure would help to provide relief from the harsh sun, making the square more amenable in more weather conditions. It is important that the northern aspect remain unblocked to capture the winter sunshine during the colder months.

Hope the white cement blocks are taken away. A shade cloth would make it a lot more enticing to sit under
Get rid of it!
Make it bigger, similar to Cammeray, take away car parking spots for greater good. Need to resolve car access to one house in doing so
Adding some permanent seating/table solutions, beautify the barricade (for example painting concrete bollard), additional tall planting. It would be great if it could be larger also - but understand constraints with business driveways .
Yes it needs to be a shared zone for all types of things like little fresh produce markets or locals showing quality crafts and local musicians to busk
Public toilets, a bit more atmosphere with (road closure signs abit disjointed)
No, apart from removing it.
change temp closure signs and make it look nicer and friendlier. expand area into bellambie
No
I think aesthetically it could be better. And I worry about sitting so close to the road, so perhaps more protection from the road (should the square stay) as we are all aware that section of road is quite dangerous - two accidents where cars mounted curbs and went into shop windows, in the last year. If the square stays, we will also need to do something to improve traffic flow in the streets surrounding. We had a bus stuck in the loop of roads 2 weeks ago and it knocked over a road sign. The streets are not wide enough for this volume of traffic. Traffic slowing measures. Or one way. By the time the commuters park down one side of the street, and people frequenting shops park in the 2hr ones, you can't move.
You can't improve it - get rid of the square so that we can park easily again.
See above
Trees and shrubs
Currently it is great but does need more shade and if a permanent fixture, toilets need to be an inclusion
It needs more shade/wet weather cover. It would be great if other local business were involved. I.e. coffee cart. More food vans on a rotating basis would also be great.
Either make it 20 times bigger or get rid of it
Needs some wind protection and a shade cloth roof.
Make it bigger, providing a larger area to accommodate more people, stalls, facilities, etc
Permanent shade and wind screens
Make it look less temporary - change Sailors Bay Rd barricades to be more aesthetically pleasing.
More varied food and drink options
More greenery and to make it feel more permanent, not just a pop up.
Make it a lot larger with shade. At the moment it's just things "dumped " in a position but not sure what purpose. There's no permanent comfortable seating and the traffic barriers are an ugly addition
It's not yet an attractive place to stay but good to walk through
Set it a bit further back from the road. More shade/greenery.
Provide more sturdy tables, benches, chairs - the ones currently being used look flimsy. The layout feels too 'temporary' and unprofessional - engage someone who can maximise the use of the space and consider its design and layout properly. Make tables/chairs permanent (or lockable/easily removed if the open space is needed - like for the cars recently) so that the area can be used at all times. Introduce some shade with potted plants or other permanently affixed structures.
Comfortable permanent benches/seats, more bike rack spaces both for using that square and for people to leave bikes whilst commuting from "the junction" on buses, going to the shops etc Very ambitiously, the closure could be much bigger and there could be some playground equipment!

Replace concrete. Start the square behind the pedestrian crossing.
Sailor starts open
Remove it completely and return the street to its original purpose. It has not been successful as a gathering place and holds no interesting features to attract and maintain visitors.
include some passing opportunities in Kiola Road so that the traffic coming out of this area can be catered for
Coffee cart
Remove concrete barriers once drivers have adjusted to the road being closed.
Proper higher screening possibly hedges to screen more from the main road would make the space more pleasant. Remove temporary barriers
No, removing is the only alternative
Yes, I think there should be exit only from Bellambi street for cars in a shared zone and the. 90 degree parking also on the western side so only entry into Bellambi is closed
Larger area, taking up more car spaces. Sandstone blocks mean the space is hard to use. Need to allow businesses to make a cafe/restaurant with tables to make it usable
Get rid of it completely, use the sandstone blocks elsewhere and return the road to use as a road.
There needs to be more greenery or barrier to SBR to improve the amenity of the Square
If it is decided to keep the square more safety measures should be considered as well as shading.
Unfortunately difficult area, unlike Cammeray which has businesses off the project, pops up make it feel so temporary. Maybe a book library to encourage more people to sit, early in week when no pop ups working
Yes get a cafe in either the hair dresser or real estate agent. That's the only reason the square in Cammeray works.
Love the pop up sailor bar and jaffles etc, great way to showcase local businesses - more of this!
Keep it!
Just leave alfresco dining area that's now been built in place. Remove the huge concrete barricade though. It's ugly.
If you want this ridiculously tiny space to work, have businesses relevant to a space i.e a cafe.
Consider operating the closure on weekends only where the closure will result in better utilisation of the open space. The closure does not attract events and patrons during the week, so the weekday closure does not provide benefits to local businesses in the area.
Remove the Beirut chic Coates Hire barricades and replace with the sandstone ones. The gin bar was nice but lacking a vibe, live entertainment options there would be cool. And fairy or festoon lights
Allow music to be played
Set up a cafe adjoining it to get it more of a community feel it that what is being intended.
More trees /plants on sailors bay road side - use it more for outside art and music
Car meet and Sailir Bar are great. Pop up table tennis 🎾??
Remove it and relocate to an area that is a bit quieter and has cafes and restaurants right on the square
Yes, it should be removed.
No
soften the environment with nice trees that provide shade and some nice seating
A permanent cafe in the square.
Needs permanent and fixed shade
A more permanent feel, possibly the addition of a cafe with outdoor seating.
Perhaps some more comfortable seating. The trees and shade are a lovely addition.
Re-open it to traffic from Sailors Bay road.

Unfortunately no
Remove it entirely.
Aesthetics and street furniture improvements. Improved emergency access. Potential to increase the size over time.
The implementation of the current trial was poor due to long delay in completing drainage work and adding even a small amount of seating and shade from shrubs. The size of the trial space is very limited.
No. Open the road is direct access. Put a crossing "hump" in and make the entrance 1 way into Bellambi St
No. However the section of the footpath on Sailors Bay Road, in front of the shops is disgusting. It always looks dirty and is higgledy-piggledy, a real eyesore and needs urgent fixing.
The area is simply not suitable for such a project.
Increase the area. wet weather cover as required (removable). More variety in events Better advertising of events. Alternative use of corner premises to increase the use of the space - restaurant, cafe/ bakery
I have a number of concerns and suggestions. See attached submission.
Lots! The end result needs to be improved or I would say that I DO NOT want it to stay. The bollards currently in place, no entry traffic stand and traffic cones make it look unfinished and ugly. These are the same bollards used for road constructions around the Cammeray freeway upgrades. Really? If it is to remain it needs much better efforts to make these "temporary" not allowing traffic in devices (bollards and traffic stands) removed and replaced with attractive, appropriate solutions. Like mosman and north Sydney do so well, planter pots, small white picket fences etc. in its current form it looks unfinished, ugly, amateur and unprofessional, which is such a bad look for Northbridge and Willoughby Council. Particularly all the money that was spent to construct the space, why not finish it properly? Otherwise a big big waste of money. Also what about proper shade? Australia has one of the highest rates of skin cancer in the world. No consideration whatsoever has been made to address the need for shade. It also has become a prime spot for people to dump there trolleys. This just adds to the unprofessional finish and requires Woolworths to be made to be more vigilant in collecting trolleys from the space. Plus one of the sandstone planter blocks has blue writing on it, again no attempt to get the finish right. Looks very shoddy in current form. Unfinished is the word that springs to mind!!!
I suggest returning it to the way it was.
More shade, more seating, spot for live music and more spaces for food trucks, pop up stands.
It's just a token space at the moment. It needs to be much larger with fixed tables & chairs and umbrellas to protect against the sun and rain. It needs to allow all restaurants closeby to service the area so people can sit there any time for a coffee, or a meal. It needs to be child and pet friendly.
More shade needed. Proper landscaping. Make the site look & and feel permanent Make provisions for the wind tunnel effect from Strathallen Dve in winter. The sandstone blocks are not really seating. Get rid of the sloping nature of the site
Leave it open to traffic and find another location for this concept
Trees. Bike racks would be useful, as there are none at Northbridge plaza (would be better to have them at Northbridge plaza though - to encourage active lifestyle and riding to shops). Regular, reliable small bar, coffee van or street vans would be good there.
It needs to be bigger with shades and sitting
Planter boxes, seating, lighting, etc
More plants and greenery, more pop up food trucks, kids activities on the weekends
Remove it

It looks terrible - get rid of the concrete barriers and make it look inviting. A challenge maybe the left turn from Sailor's Bay Road and traffic entering from Strathallen...but it could be made more inviting
Please remove it. Please spend our funds on projects that our community needs, such as fixing the potholes, fixing and improving footpaths, keeping up with gardening maintenance and landscaping on public land, sustainability projects like recycling.
Biggrt pedestrian, but still parking.
More vegetation between street & square to screen from traffic. It can be busy with traffic
I'm sure that urban planners can create a lively, pleasant space which will include trees and shade
Yes. A shade should be installed over the area. The 4 steel poles in each corner could be used to attach a shade (probably share cloth). The concrete barriers on sailors bay road should be replaced by sandstone similar to the garden beds
Make it larger/longer along Bellambi street and much greener. We love the lights.
Extend it north to Kiola Road, softer landscaping, a lot more greenery, comfier seats, umbrella shades
No permanent structures. The area needs to be flexible.
Explore opening up the adjacent laneways for alternative pedestrian routes.
Just get rid of it.
Shelter. Either plants or awnings
No. Quite apart from my comments above, I don't think the available space is sufficient for a useful facility.
Make it look nicer, add a cafe, keep the food and drinks trucks, music on weekends
Leave the road open and shut one side only when it's activated or find another place to have a park.
Not practical ones - would need roads added and rerouted.
Would need to change navigation on Google.
Continuation of sandstone barrier
Make it larger so local markets can be run. More green space. More trees.
If it remains,.....there needs to be some attractive landscaping, not just huge blocks of sandstone. Shade is essential in that area and some sort of rain protection so that it might be used in all weathers. Honestly I don't think it serves any real purpose.
Having a colourful mural on the grey (and rather stark looking) cement boulder - perhaps some local artists could do?
* A major overhaul of parking in Bellambi / Euroka / Dalkeith / Kiola / Marooba Streets would be required to make parking on one side of streets only, residents parking, and time limited parking to prevent commuters. This would allow safer access and reduce (although not eliminate) the amount of times that residents are getting stuck and taking quite some time to leave what were, until now, relatively quiet residential streets * Keep it open during the week, and close on weekends only, or only on an ad hoc basis * Utilise other methods to improve pedestrian safety, if this is truly a concern - a raised crossing, traffic lights, better signage, move the crossing back a little from the corner etc * Address safety issues at the Euroka Street roundabout which have become significantly worse
Needs to have a cafe or restaurant directly next to it, it will never have the appeal or pull similar to a place like Cammeray because of this. Also needs far more cover and permanent proper seating. What's the purpose of having a square blocking a lab entry and exit route just "because". It has no use without a cafe next to it, and no one will want to "rent" out a square on a main road for an event.
There should be a flow of cars able to move through Bellambi Street without the negative impacts on small businesses that don't already have street parking. An alternative option could be to re-develop another existing space, ie. carpark, sports ground etc that can facilitate community events, without the expense of residents and businesses paying the price.

As per the original plans I saw in 2021, the Square must be significantly bigger. Currently it feels like you're sitting on a small island between a noisy road and a carpark - there's not enough space, shade or sanctuary to feel calm and safe whilst enjoying a drink or chat. Hopefully if enlarged the camber in the paving (presumably for drainage?) won't have to be as severe as well. It needs to go as far as Fred Roberts Lane. I'd love to see some noise proofing at the Sailors Bay Road end. The buses as well as traffic accelerating away from the intersection particularly down Strathallen Ave create considerable noise. Obviously we need people to be able to see into the Square, so perhaps some strategically placed glass (etched) paneling above where the concrete barrier is. Aesthetically the Square needs to look permanent and intentional. I'd like to see more comfortable seating (and perhaps tables) as well as some more relaxed tiered seating/viewing platforms for larger community events -even a stage of some sort would be great to attract live music on a weekend or carols come Christmas time. On that, I'd love to see a huge Christmas tree in the middle of the Square each year. It would bring joy to all who pass by and draw community to the area. Finally, the council / government must do everything they can to attract quality hospitality to the Square. Imagine a Maggio's there! It would fly! The Sailor could also set-up shop permanently around the Square. I appreciate the privately owned buildings issues faced, but aside from Fix Hairdressing and McGraths the rest are eyesores! As is the carpark next to Tony A's Barber. Hopefully this can be resolved within the master plans.
If it stays in place, then parking in the affected streets must go to one side of the road only, and timed parking introduced to minimise the parking by commuters and workers in the plaza. The square should be removed until the surrounding commercial premises have been redeveloped into restaurants and cafes, which could then use it for proper outdoor dining.
Clarity around development in surrounding buildings and need to integrate this with any change. Need to reduce traffic on sailors bay road somehow before making these types of changes.
Reopen the road with pedestrian crossing
Please remove it.
Put simply, take a leaf out of the laneway in Cammeray. Cafes and a restaurant and weather protection. Great.
Return to original street access
No
1. A large waterproof shade cloth 2. Different vendors
Yes: abandon it.
Please ensure continued bicycle access across the square and down Bellambi Street. Bicycle access to the residential area enclosed by Bellambi and Euroka Sts via Euroka St/Sailors Bay Rd junction is much less convenient.
Remove it
Is there any scope for encouraging change in the usage of the retail on Bellambi—in particular of the barber shop?
YES! 1. When there are lots of people in the square (eg. the Sailor Bar pop ups on weekend afternoons) and they're all over the place, with children running around, it's very difficult for walkers to navigate through from the footpaths on either side. There is a large planter bed at the south end which already creates a barrier between the footpaths (it's about 2/3rd the width of the existing footpath), and when there's a gathering, people are sitting on the sandstone block, leaning against it, sitting on chairs, sometimes there have been tables there, so a walker has to weave through all the people. A child on a bicycle would have trouble navigating, and it also could be dangerous. I feel that the south planter bed should be moved away from the road further to the north, so the footpath for walkers could be uninterrupted and the same width all along, and the paved area for the square made larger towards the north. 2. I only saw the Sailor Bar pop up on Fridays to Sundays, I don't know who else used it.

If it's going to remain, I would like to see it used in other ways - eg. a coffee cart every day, mornings, afternoons when the cafes are closed, benches to sit on with friends under trees, even the retail spaces on the west and east sides repurposed as cafes, etc.
At the moment it feels like a hot, windy, noise spot but I think there is a great opportunity to do more with the space. Taller trees would do a lot to block the noise, wind and create shade. A cafe with tables outside would be great - umbrellas/shade cloths as well.
Abandon it
Abolish the Bellambi Square project immediately and move the idea to another space that is already set up for re-development - ie, the Northbridge square on Miller Street where Borruso's Pizza Restaurant is. The square already has the infrastructure and is ripe for a refresh and redevelopment with new cafes, shops, paved outdoor eating areas and umbrellas etc - like Cammeray Square. The Square off Miller St could either be redeveloped to remove the parking spaces (not heavily used) and pave the central area for outdoor eating, - or - you could easily retain some of the parking and just widen the pavements outside the existing cafes and businesses to accommodate outdoor dining. It would work very well.
get rid of it
Get rid of it and unblock the road
Soften the environment. Flowers in large containers eg. Maybe some tables and benches for comfort and added purpose. Too stark to attract users. Seating needed. People don't want to stand unless there is a function going on.
Maybe a pergola
it would be great to remove the orange traffic barricades
Live concerts, extend alcoholic beverages - throw in some margs or tequila in there!
More shade
Protection from the sun and rain and seating that doesn't stain your clothes but, as it's too small to use effectively, it would be a waste of public funds.

Question five: Do you have any other comments?

The following comments were made in response to this question

Love this new project
I have found the additional block to drive before I can turn toward my house no more bother since I already always had to use Euroka St to exit to go West anyway.
If possible a larger area with seating although this would remove parking spaces for the local shopping precinct
I look forward to the future development up near the plaza when it comes. That is a far better location of open space seating and dining.
Not right now
used turn right in ti Bellambi St park the car, grab a coffee and newspaper. I can no longer do that now as the parking on SB Rd is taken up by local gym/(yoga?) patrons that park more than the 5-10min it takes to get coffee
No
We love it!
It would be an absolute shame if it goes. Have loved this initiative. We need more things like this in the community!
Get rid of it asap
The owners of G's Jaffles and The Sailor have a very vested financial view and have been dominating all the feedback online. I was threatened and had to report a post after I suggested doing up the sailing club instead.
Nice try, but experiment has failed. there's no atmosphere.
No

This was simply the wrong place to put this. it just blocks the traffic and makes access to the parking a nightmare. I feel for the businesses down that end - most barely made it through COVID and now this.
Absolutely love this initiative
Has the potential to be like cammeraygal place in Cammeray. Restaurants and cafes. Needs more commercial use than a bar for 2 hrs every so often.
No
I think the Bellambi Square trial highlights the potential urban planning opportunities that exist in this part of Northbridge. The laneways behind SBR and the under-utilised land that exists to the east of Bellambi are ideal locations for cafes etc.
It's closure is to the benefit of all .
Make it look a bit better and more comfortable seating
Please return it to how it was previously
No
Please remove it and return the pedestrian crossing and access to parking
The way the proposal is framed seems as though your intent on keeping it. In terms of demographics your questionnaire should have the option to provide Age/Gender and mandatory
It would be interesting to consider if there are other suitable spaces for this concept in Northbridge
No
I understand that this cost around \$500,000. What an appalling waste of money to benefit one restaurant and about 10 people sitting in it at most (when it is not too hot or too windy).
Improve parking area. There is no adequate parking space
As above
It was heralded as a meeting place for Northbridge to meet & enjoy - I really haven't seen every time I drive past, the numbers of people the council was expecting to warrant a street closure.
I would love to know how much it cost because it took way to long to construct.
It has no purpose
no
Could you make use of the back carpark behind the shops. Relocate the car spots and use that as open area?
I will be away on holidays on 18th and would welcome another meeting
Keep it!
We should address parking in euroka and kiola street. Parking should only be for local residents unless 2hrs
Investment in Bonds Corner or the Square near the Hotel would be more useful.
Hopefully it will encourage future development in the area and improve the overall feel of Northbridge
Investigate why it cost so much! It will was given this huge budget that doesn't make any sense!
This has affected local businesses negatively as there is nowhere obvious and easy for customers to park. A lot of customers do not live on this street, so they need parking.
We need to get some markets up there on the weekend.
The temporary set up is sad to look at, much like the entire atrip of shops along sailors bay - old, tired, half hearted and depressing. Another real estate agent or nail salon anyone ? Embarrassing.
No
If this is the standard of design and construct and the basic idea to begin with to waste \$450,000 plus the cost of removal then we need to know who authorised it so they can no longer be in a position to assess such projects.

It brings a much needed space with Northbridge that can help to create a community feeling which other areas such as Castlecrag and Cammeray have with their "squares"
I think its a great initiative, and I'm sure that if it were to become permanent and finished appropriately, then businesses around it would also invest in utilising it.
Good work on the concept now it just needs to be finessed and executed better.
Keep the park. The council already spent the fund making the space pretty and accessible, might as well keep it and add more communal facilities
One must find a way to have a public toilet or also have banks around or if not ATM
No
Fully support the initiative. We'll done Willoughby for having the foresight
Maybe more pop up food and drink and bands
Why fill up the postage stamp eyesore with so many stone blocks?
Please keep it as that area is now much safer for pedestrians and young children cycling up to the shops etc
Too much has been spent already so I know it won't be removed
Permanent seating and more plants and screening from the road
I love the lights and I think that this is a splendid initiative.
I appreciate the council trying to find a space to turn into a square - Kirribilli has done it well outside Woolworths - but we need more vendors and a bigger area. Even turn a small lane into Friday night or Sat night street market with fairy lights etc
Please reinstate the road access
Northbridge needs more things like this
Can't wait to go back
If we could have something like that somewhere else it would be nice but sitting at that busy intersection is not always that pleasant.
Some seating installed by council could be beneficial.
It seems unfair to judge the original concept on this small enclosure. Go back to look again at what people suggested could be included in a bigger area. For the first month of the trial there were problems with draining design, and there were no trees. R.
spend the money on community assistance
I'm hoping that the temporary road closure signs are removed sooner rather than later
This should be a meet up area, picnic table or park bench.
In my opinion, another important project is the redevelopment of the changing rooms/amenities at Northbridge Oval - to provide up-to-date facilities for the vast amount of sporting teams who use this wonderful local asset.
What a waste of money. Looks like roadworks
Thanks for giving it a go
Flawed concept as hardly used and weather is windy in this exposed corner square
Crazy idea in the first place
The lack of amenities eg comfortable seating is an issue for some residents. Fresh water and toilets needs to be available be addressed
Have not met any in support of this strange folly.
keep it
It is unfair to residents to block a road Simone business can profit
No
An icecream/ gelato stall in summer would be great
Expand it to cover till just before Fred Roberts Lane to make it meaningful and provide flexibility to different options..
Better consultation required next time - could have avoided the wasted investment
It would be interesting to know how much space in Northbridge local centre is devoted to cars vs people
The money would have been more beneficial to the whole community if spent upgrading the the Haven Amphitheatre

Do more things like this please, and quicker!
Nope
I wonder why there was no consultation with the community before the square was developed? Why was there no DA? Who authorised the \$0.4 million expenditure?
Waste of money
No
Success of this space will always come down to the commercial ventures around it - (eg cammeray road closure) - what incentive can council provide private business / landlords to transition from hairdressers and real estates to food and beverage? can
For anyone who doesn't drink alcohol it's off putting to have the same vendor there where you feel obliged to spend money. I would prefer food / drink trucks than a resident bar.
No objection to the pop up bar
I am happy to discuss with you
More cafes than open on a sunday
I have raised this issue with the council who have hidden behind "but its licenced " . It is the council decision as to who can use the area that belongs to the general community. It should not be used to encourage the use of alcohol to children.
POOR MANAGEMENT OF THE CONVERSION PROCESS AND POOR INFORMATION TO LOCAL RESIDENTS
This project is unnecessary municipal
Sailors Bay Road should be enhanced to benefit the whole shopping precinct, with wider footpaths, street tree plantings and a narrower road.
Like it to be an outside drinking area like it is currently but needs to be finished and improved.
No
Read my comments beforehand on priorities. Fix the footpath on sailors bay road between pyalla and strathallen and fix the trolley problem
It has created significant traffic issues at Euroka Street. I have seen several near accidents with school children nearly run over.
A waste of taxpayer money
It seems that there is no specific use for the square, other than for Alcohol consumption..... Not a good position, given the social issues with alcohol consumption. Money is better spent on projects for wider community engagement-Bonds bike track upgrade
The only way Public Squares become used is when they are surrounded by commercial businesses eg restaurants cafes
no
Because of its poor location, bad design it is not working. The operator has hired service equipment and up to 2 staff usually servicing between 4-5 and 10 people. It is not viable. Also it blocks access to the street, convenience parking for the shops.
No
Just have no left turn entering from Strathallen into Belambi And only left turn to exit Belambi onto Sailor Bay Rd
Na
The intersection of Sailors Bay Rd and Strathallen is dangerous. There are frequent accidents. The area is heavily used by children catching school buses. My great fear is a child being hit and injured. A rethink of this intersection should be considered.
Keep it! Adjustment takes time. Once inconvenienced local residents get used to it they/we will forget there was ever a traffic issue.
Thanks for encouraging community participation in this project.
More plants sandstone and lights
Feedback we have received from friends visiting and also other locals has been overwhelmingly positive. We really hope that Bellambi Street Square becomes a

permanent feature of our beautiful suburb and support the Bellambi Street Square road closure 100%
I would like to encourage NSW Government investment in local communities such as this and we have enough roads already. I note that a local has already planned a classic car meet for 26 Feb at Bellambi Square - nice to see interesting and creative uses
Don't agree with its use as a place to drink alcohol at night. Food and coffee yes 🍷
Reinstate disabled parking spot
Council should focus their energy on areas of genuine need that benefit the whole community- maintenance of parks, upgrade of Northbridge Plaza car park etc
Area has been lifted. Big improvement
Apart from the wine bar, local businesses in Northbridge dont benefit much from this expensive exercise. Some food businesses are actually losing sales because of this bellembi project due to reduced foot traffic going to them or loss of car spaces
It's a great area! Something that the Northbridge area has been missing for a long time.
many other places could've been made into a community area without taking away road function and causing traffic build up. it takes so long to get through the lights on sailors bay rd due to traffic back up.
It also appears to create more congestion in surrounding streets especially - Kiola Rd and Eureka St.
No
Perhaps find a more suitable venue for a square. or purchase a few adjoining properties and build a proper square for the community so that can be used all year round for markets, concerts, etc.
It's a great idea and hope the council continues to maintain the square going forward.
The project has been conceived and it has been demonstrated it has not been used by the public to any degree aside from the weekends whereby it has been utilised as a bar. There is no benefit to the public or ratepayers.
The lights on Strathallen/Sailors Bay Rd need to be green for longer during peak time to allow for better traffic flow
Council should add more shade to area and run activities for different age groups. Examples could range from kids art and craft to tai-chi for adults.
No
Good to keep it closed
Add a bench
Great initiative. Will improve over time.
I am sure it seems like a good idea to those who proposed it, but they obviously did not understand the life of that part of Northbridge.
I am uploading a submission made in Dec 2020.
I love the concept and the fairy lights in the trees. The concept is great , but the governance and execution was not which is a shame. A Facebook post promoted 30 classic cars will be there next weekend!! How is this workable for residents?
The intersection is so dangerous. The traffic light signals need to change. I have nearly been hit as a pedestrian crossing with a green light by cars going up Sailors Bay Rd. Once was the day after a major accident involving a car and a cyclist.
As a mother of young drivers, I am very pleased to have Bellambi closed off - it was always very, very dangerous
Congratulations on Council and Parks department for establishing the square and the trial. I would like to see a permanent community square here.
No, please just open up Bellambi Road again and go back to normal.
NO THANK YOU
We do not need more "on sidewalk" drinking. It absolutely lowers the time of the neighbourhood.
No
the storm water drain on Upper Minimbah road is collapsing and requires urgent attention.

It's a glorified vanity project for a VERY small number of business.
I hope Bellambi Square remains in place. It is so much more inviting and attractive than the ugly looking concrete jungle that existed before. I have not noticed a large increase in traffic with the street blocked off which is good.
I wish to see facts and figures published to support the future of the project, e.g. how much economic activities and benefits generated during the trial, which businesses/entities benefited, compliants if any and in which areas.
Not sure if worthwhile to keep based on current format, but really depends on what residents directly affected by it think.
Consider installation of a pedestrian crossing to cross Euroka street (already a significant black spot) and a footpath on the opposite side of Euroka street. The footpath on the opposite side of Euroka - less kids need to cross Euroka to walk down it
Perhaps the Bellambi Street Square should be re-located in a more spacious and safer area of Northbridge.
N-a
Great initiative that should remain
Good idea in the wrong location (as evidenced by poor usage)
Recent repainting of parking lines not done at an angle yet cement bollards, are at an angle - need to repaint as bollards needed
What is really important, then to have this Bellambi Street square, is to properly use the funds and resources to eradicate and fix the drainage problem we face at the Suspension bridge, each time we have heavy rain falls. It's dangerous,.
Council and residents should embrace the change, invite food trucks as a food truck festival alongside local cafes and restaurants. Have weekend afternoon entertainment. Have a day where produce is only supplied by the local cafes and restaurants.
Neither the shop owners nor the residents in Kiola were consulted before closure.
I have lived in Northbridge for over 40 years and witnessed the deterioration of our shopping strip. The Bellambi Plaza is revitalising the strip and bringing the community together in a public space available to everyone -from children to the elderly
I have just sampled G's Jaffles with a drink from the Sailor stand and sat and spoke with new residents and also met an old friend!
It's a great idea. Keep Bellambi Square.
Even at 6am the parking on Sailors Bay Rd is full
We are very fortunate to have community minded retailers in the area, and I think they should be encouraged.
No
Please keep it
Keep up the good work.
No
A wonderful community initiative!
Good initiative
It was a dead space before, it's brought so much joy to locals recently.
No
Back to a road
Thank for for trialling this excellent set up. I have had a great time visiting and enjoying this great space.
Great initiative to make Northbridge some community minded
N/A
There should be more outdoor initiatives like this / other councils have actively supported outdoor dining and we have fallen behind
I understand the value of public space but blocking access to a street running off the main road and shopping hub on Sailors Bay Rd is not the way to do it.

I am very much in favour of improving pedestrian safety at that intersection. Having a pedestrian area does help achieve that. But I am really unhappy with the volume of non-local traffic which we are now experiencing in Kiola, and with that comes speed.
See above
No
as it is, it is useless
Make it look a lot better and get rid of the temp road closure signs.
Great to see locals taking initiative to improve life and events in Northbridge! Hope they are supported and encouraged!!
If the square goes, safety still needs to be addressed. So surprised someone wasn't seriously injured or killed with previous pedestrian crossing.
I'm not sure what it actually is. It has too many hard surfaces and would be better as grass so it's not so hot and exposed. Can it have some pShade cloth. Does it need to be a place for alcohol ?
Thank you for trialling this area.
I think in time the shops surrounding the square would adapt to use the outdoor space better (eg cafes) and that would be fantastic.
its a great initiative and is well used but other areas have been impacted
This conversion to a community space has been a welcomed addition to the Northbridge shops. Makes a community outdoor space which would be made even nicer if adjoining commercial properties were converted into cafe/ restaurant spaces.
Remove asap
No
It is a good initiative that should not be arrested for a vocal few who dislike any change
N/a
No
Just think it's been a great idea and promotes local interaction
Great space for local businesses who support Northbridge and Willoughby.
If the purpose of this money was to build a community, I don't see how a space away from the shopping centre achieves this. This money would have been better spent in a council area that needed the money more
I'm jealous of this street closure. I hope other streets around the area could be considered for this conversion.
No
In its current form is more of an eyesore.
Pls continue with Bellambi Square
No. Thank you.
Loss of convenient car parking is an issue particularly for those who have mobility issues.
More useable outdoor space for local businesses or community adds amenity to the suburb
As a Bellambi Street resident I would very much welcome the closer being a permanent arrangement.
1. I'm part of the silent majority. I have spoken to lots of people about it all of whom are again I also question why the trial was conducted over summer which is more amenable to people being out doors. The trial should have been conducted over winter.
No
Very supportive of the trial as a resident 75m away and Northbridge business operator.
Finally, who is actually using the space - there are plenty of cafes already that offer light refreshments.
There are quite a few much more pleasant areas in Northbridge where people already congregate. Instead of pushing on with new projects just for the sake of it, it would be better if the existing places were better looked after, potholes on roads fixed.

Either a new area needs to be bought and created by demolition of existing buildings the only possible area is Northbridge Plaza carpark (already rejected.?) At least there, extra cafes etc could be created and green space with shade .
Change requires discomfort. No reason to stall progress on this basis
See attached submission.
You should add an additional selection criteria to yes and no. It should be "yes" but contingent on...
No
It's needed to improve the village of northbridge
See above. It could become a great meeting place, a destination if it's done right.
Not atm
Whoever decided this obviously didn't live in the area
Liked the gin & tonic bar while it was there!
could it have a small pavillion roof extended on it to have buskers, musicians etc to make it more inviting?
No
No. Please keep the square
We need much more areas like this in northbridge and castlecrag.
Pushing all traffic into one street, Euroka is dangerous and creates congestion
Parking could be an issue around the area. Surrounding businesses and shop keepers are missing the parking that has been taken away.
Due to the substantial and negative impact on the streets bounded by Euroka and Bellambi, I strongly believe these residents should have the majority of say in this decision.
I think it has been a waste of \$, which could have been put to much better use.
I hope Council considers the views of those residents local to the closure, and not those who may be sometime patrons of the local establishment who is pushing to keep this area open. They have other options to have a drink outdoors. We have only one home
The idea of one restaurant wanting to have an additional space for drinks shouldn't come at the expense of other local businesses failing because of it. We have already seen the same idea on Young St, Neutral Bay which has failed.
I like the lights, plants and sand stone blocks
Please do everything you can to ensure this is a quality investment by council / government. One that everyone involved in can look back on in the future and be proud of. If done properly it will benefit Northbridge and the community forever.
There is also a new traffic hazzard on evenings/weekends by allowing cars to park in front of The Sailor. This has significantly disrupted evening traffic, with Saturday night traffic regularly banked back to the roundabout.
Reduced parking options
Sufficient public consultation did not occur prior to spending the money on this project. Disappointing
The old easy access to parking in Bellambi and driving down Bellambi doesn't please a lot of people.
Have already written to Council regarding the "Square"
No
The Northbridge Plaza car park is a much better site: larger, closer to the traffic access/parking can be solved in conjunction with that site's redevelopment. shops and
The square destroys an alternative shopping experience in Northbridge. The shops to the east of the Bellambi St. Offered quickly accessible service accessible shopping with easy convenient parking it served a market not met elsewhere in Northbridge
NO
Is this the first stage of the bigger plan for Sailors Bay Road or a stand-alone project?
Remove buidlings on one of the corners of Sailors Bay Road and Bellambi Streeet and create space including coffee shops etc to serve the spacelaza carpark

Please listen to the Northbridge residents and TAX PAYERS who are most affected by the Bellambi Square Project. It has made life hard for Euroka & Kiola St residents with traffic and parking issues. If it proceeds, current Councillors will be voted out!
get rid of it
Please reconsider this dysfunctional and ugly add on to this gorgeous street
please keep it. It's a fabulous space and I really appreciate the effort involved in creating the space. If possible could the gradient of the square be flattened.
The closure of Bellambi St will cause many problems for local businesses without sufficient parking.

Question six: Would you like to upload a submission?

Thirty-eight respondents identified that they would like to upload a submission, however only thirteen submissions were actually uploaded. One related to another community consultation and is not included below. Another was a photo of two people using the Square and is not included below. The eleven written submissions are:

Submission 1

Thank you for the opportunity to provide feedback on the trial of the Bellambi Street Square.

We have been residents of Northbridge since 1976 and love the area.

We strongly support the development of public places for the community to gather and relax. We love the idea of setting up a community hub in Bellambi Street, but the current trial space isn't meeting that objective.

We support the closure of the entrance to Bellambi St from Sailors Bay Rd: it is much safer for both vehicle, bicycle and pedestrian users. We recommend:

- Architect designed landscaping to provide the barrier to entry to Bellambi St;
- Remove the concrete bollards;
- Coffee and food outlets on both corners of Sailors Bay Rd and Bellambi St;
- Comfortable seating in the "mall" created; architect designed shaded areas;
- Significantly more space being allocated in Bellambi St to create a "mall".

Good food and coffee attracts the public, just as has been achieved in the Cammeray mall.

Sailors Bay Road needs a total facelift around the Junction. Its potential has been ignored for far too long. The Bellambi St trial is a start and with some real vision, could be excellent.

I hope Council will make this happen in a way that works for the community and for businesses. The area has enormous potential.

Submission 2

Bellambi Street closure is a small step in enhancing community facilities and interaction but a necessary one given the lack of community spaces within Willoughby LGA. The space is a small area and should be expanded. However, given the private interests that have to be negotiated (access, noise emanation etc) consideration could be given to expanding the footprint and making it permanent but with provision for dedicated parking for and regulated access to existing and future businesses affected (Pitt Street mall in the city springs to mind).

The public benefit it is suggested would outweigh the recognisable inconveniences of residents who live in the adjoining streets who will experience some increase in local traffic and some restriction of their ability to access Sailors Bay Road (by continued closure of Bellambi Street south.

Submission 3

As a local resident who is more significantly impacted by many others who will have made submissions in relation to whether the trial closure to create Bellambi Square, I make the following observations in support of the trial closure of Bellambi Street to be DISCONTINUED.

- As a resident in the Bellambi / Euroka / Dalkeith / Kiola / Marooba Streets area for almost 19 years, the safety of the pedestrian crossing at the Bellambi Street / Sailors Bay Road intersection has not been an ongoing cause of accidents during this period.
- A desire to improve pedestrian safety could be achieved by other means – such as a raised pedestrian crossing, moving the pedestrian crossing back slightly from the intersection, and improving signage – both for vehicles and pedestrians. Another option would be to incorporate the intersection into the traffic lights of Sailors Bay Rd / Strathallen Avenue.
- Cutting off the access to Bellambi / Euroka / Dalkeith / Kiola / Marooba Streets has created an environment that allows residents only one way in and out of their homes, resulting in an increased risk of being “locked in” in the case of road blockages. A few weeks ago, on a Friday morning there was an accident on Sailors Bay Road, and the traffic build up made it impossible to exit the street as there was only one way out and other vehicles (including local bus services) had come into the streets looking for a way around the traffic. The immediately following Monday saw power lines down on the corner of Euroka Street and Kiola Road, which very luckily was able to be contained into Kiola Road, but could also have then stopped residents being able to leave.
- This also impacts on safety – whilst I note there is theoretically the ability for emergency vehicles to access Bellambi Street through Bellambi Square, it is narrow and has been blocked off with barriers that would have to be removed to obtain access this way. In heavy traffic it could take an additional 5+ minutes to come into the streets via Euroka Street – which could make a huge difference when waiting for an ambulance or fire truck.
- Large vehicles (such as construction vehicles, delivery vehicles and garbage trucks) cause blockages and at times significant delays to get out of Bellambi / Euroka / Dalkeith / Kiola / Marooba Streets.
- The one way in and out access is causing safety issues as the streets are too narrow to have regular two way traffic on them. Vehicles can only pass one another if in a gap where no-one is parked on at least one side of the road (and even that is tight). For most of the weekday from early morning until evening, due to commuter and shopper parking, both sides of these roads have vehicles parked. Getting out and back in has become a difficult game of tetris. This puts vehicles at risk of damage – both that of residents and those who have parked there.
- Additional community spaces are welcome – but this is a paved area, at the top of the major intersection in Northbridge. It is not attractive, it is not a safe area for children to utilise near such a major road, and it is being utilised significantly and mostly by one local business only who seems to have been the drive to establish the

area and not to keep it. There was an early suggestion that people may use the area for exercise, or children's parties: it is not an area that would be at all suitable or enticing to hold any of these activities in. Other local businesses, including cafes and restaurants have made little, if any, use of the space.

- Funds to provide additional community spaces could be better spent improving the available facilities in other areas such as Warners Park or the area near the golf course and public school, and making areas more suitable for community activities available there.
- The local business using the space is a bar and serves alcohol. Whilst I am sure the business is complying with liquor licensing requirements, to have an area where adults are drinking and children must pass through is unsuitable.
- Community events could still be held in the area on occasion – for example, there is no reason why the recent car show could not have occurred without the closure. Such events could still happen with ad hoc closures of the area, allowing for community use without causing safety, parking and access issues.
- Resident concerns about parking in Bellambi / Euroka / Dalkeith / Kiola / Marooba Streets were not taken into account at all for the trial closure. The only concerns that appeared to be taken into account were those of local businesses who wanted to ensure no parking spaces were lost. The residents concerns about the congestion and difficulties in accessing their homes safely and without damage to property were not considered or were dismissed. This makes me very concerned that any permanent closure may not address these issues at all also.
- As an outdoor area, in a spot that can be very windy, it will get little use once it is no longer summer.
- The pre-existing safety issues with the roundabout at Euroka Street have become worse due to increased traffic flow through that intersection. Cars headed both ways on Sailors Bay Road regularly fly through the roundabout with little regard for the fact it is a roundabout.

If it is decided that Bellambi Square is to be retained, then I request that the Council do this only if:

- Parking in Bellambi / Euroka / Dalkeith / Kiola / Marooba Streets is significantly reduced and available on one side of each street only, to allow vehicles to be able to pass more safely and easily. This would also mean that resident parking and time limited parking would need to be introduced to stop parking being taken by commuters catching the bus from Strathallen Avenue, or workers from Northbridge Plaza.
- Bellambi Square is expanded to create a larger and more useful area and Council do this only with businesses can be accommodated that adjoin the area, such as restaurants and bars which can open on to the Square, making it a more al fresco dining hub.
- Council consider whether traffic lights need to be installed at the Euroka / Sailors Bay Rd intersection, or speed bumps or similar installed to slow traffic on Sailors Bay Rd approaching the roundabout. This is a dangerous intersection and more so since the closure of Bellambi Street.
- Serious consideration be given to design – this may be a trial but it is very unattractive and it would be a shame if anything that might exist there permanently looked anything like it does now.

I also respectfully request that Council places more weight on the opinions of those who are impacted by this closure – not by residents of the Willoughby City Council area who live nowhere near the area and may occasionally be patrons of a local business who is strongly in favour of keeping the area to expand their service offering.

Submission 4

I do not think that the present trial is a fair test of the concept. The original plan was for a more extensive area down to the laneways and assumed that the neighbouring shops would be cafes.

The current trial area is tiny and for much of the period had drainage problems and was just bare red brick. The stone work and foliage have made it more attractive but there is no seating suitable for elderly people, and no shade. The young are not interested except if there is a function in the evenings.

The red brick in summer is not ideal as a base without shade.

Unfortunately, this area close to Sailors Bay Road is very likely to be affected by winds from the north, south and east and west. In winter it can be very chilly as I know from waiting for buses and shopping for the past 50 or so years. There would need to be a barrier to shelter people from winds if the area were to become permanently closed. Shrubs would work well.

I would be keen to see the area enlarged and made more attractive for people to sit and drink coffee, or tea.

The traffic has accommodated the change well. People seem to be patient in driving along Eureka and Kiola streets which are both narrow, especially Kiola with parking on both sides of the street.

Submission 5

I am writing to strongly object to the continuation of the Bellambi Street Square project in Northbridge on the following grounds:

1. Traffic Congestion and Resident Safety

By closing off Bellambi Street, Euroka Street is now the only access point to the entire precinct bordered by Sailor's Bay Road, Euroka Street, Bellambi St and the Euroka/Bellambi circular extensions all the way down to the end of Dalkeith St. This has resulted in a much busier, more congested and less safe Euroka Street. In particular, the closure of the Bellambi St entrance from Sailor's Bay has resulted in:

- Extra traffic in Euroka St (as well as Kiola Street) which has increased congestion in an already narrow and crowded street as is the only way in and out of the precinct.
- A significant increase in traffic noise in Euroka St especially at night which impacts on sleep and quiet enjoyment for residents.
- A much greater number of cars using Euroka St which means that the street is less safe for residents, and in particular pedestrians
- Increased difficulty for Euroka Street residents to get in/out of their cars on the Street due to the constant stream of traffic

2. Unsafe Location

The location of Bellambi Square is precarious, being so close to Sailor's Bay Road, and near a very busy intersection. It doesn't lend itself to residents sitting safely in an area located right next to a main road used by so many buses and trucks. If residents were sitting in the area, and there was a car accident on the corner (which has happened before), the safety of people sitting in the area would be endangered. Further the sandstone seats are unsuitable for older residents and young children (they don't have a "back" on them), and have been affixed on an angle, so they're really uncomfortable.

3. Parking Difficulties for Residents

More public transport commuters, as well as persons working in Sailor's Bay Road and Northbridge Plaza are leaving their cars in Euroka St (because that's the only access point to a parking spot in the precinct). Once entering the precinct via Euroka St, the residents park in the first available spot they find to walk to their local workplace, or to the bus stop to go into the city.

As there are no "resident only" parking restrictions in Euroka St, this means that street parking has become much more difficult for those who live in the Street (and pay their Council rates!), and residents are being forced to park a long way from their homes. This is particularly difficult for people trying to get young children in and out of cars safely, or for older persons with mobility issues who are being forced to park far from their homes.

If the Bellambi St project remains (which it should not), Willoughby Council should immediately introduce a Euroka Street limited hours/ residents only excepted parking scheme issuing 2 free permits per household (and an additional paid permit if required) and 2 free visitor parking permits per household so that residents are guaranteed parking for them and family visitors near home.

4. Vested Interests/Favouritism for one particular small business.

It is apparent to many local residents that "Sailor Bar" on Sailor's Bay Road likely has a vested interest in the Bellambi Square project. This view is formed on the basis of:

- The initial resident interest "meeting" regarding views on the proposed project was held on the Sailor Bar premises. This seemed at odds with the concept of independence. Despite many residents voicing concerns, none of these were noted and the project pushed ahead saying that residents' views would be sought after a trial period. It seemed that the decision had already been made, and the meeting was just lip service when in fact the Project was a 'fait accompli'. This was an extremely bad look.
- Most weekends, the Sailor Bay has set up an "Annexe" of its Bar in the Square. Why? Are they paying rent to do so? Does any other business get the opportunity to "sell" their business in a space that's purported as being for public enjoyment?
- If the space is supposedly for community, why is alcohol being sold for profit? It's not appropriate if the space is designed for young families to have it commandeered by a local business selling alcohol and making a profit. Northbridge Pub and several local restaurants already cater for this.

In summary - we ask that the Council please abolishes the Bellambi Square project immediately. There is very little support for it, it is making life difficult for residents in the local precinct, it is unsafe, and it is being driven by a very small group of persons with vested interests. The negatives far outweigh any potential benefit, and we object strongly to it becoming permanent.

Submission 6

I am a resident of Bellambi Street NSW. This submission details my objection to the continued operation of Bellambi Street Square and the closure of Bellambi Street near Sailors Bay Road. For the residents who use the surrounding streets (Bellambi Street, Dalkeith Street, Marooba Road, Kiola Road), the only road that allows us to get out to the main road (Sailors Bay Road) to leave Northbridge is Euroka Street. It is a narrow road with cars parked on one side. On Tuesday mornings like this morning, when there are garbage trucks, there is no room for any cars to pass. We were stuck behind a truck for an extended period of time, until the truck finished collecting the rubbish of Euroka Street.

The surrounding roads that allow access to Euroka Street are even narrower, with cars parked on one side and enough room for one vehicle to pass at any time. Some of the cars are parked so close to intersections that it is difficult to see whether there are cars around the corner and the narrow streets make it difficult to maneuver. Often, the cars making a turn have to back out to allow cars travelling in the opposite direction to pass. The closure of Bellambi Street has not only caused traffic congestion, but created greater risks for drivers.

The use of Bellambi Street Square is limited. During the day, it is empty. Only in the early evenings are there some people enjoying a few drinks. To close off a street 24 hours a day that affects so many families who live in surrounding streets, for the enjoyment of a few people over a couple of hours is NOT reasonable. I am sure those enjoying a few drinks can easily do so across the street on Sailors Bay Road.

Whilst I am sure there are others living in Northbridge who support the project, they are not the ones who are significantly affected by the dangers and inconveniences it causes everyday. They are not the ones needing to maneuver the narrow roads. They are not the ones needing to back out of street corners for opposing cars to pass. They are not the ones waiting for the garbage truck to collect the rubbish of an entire street before they can get to work/school. If Council is adamant on continuing the closure of Bellambi Street, then it needs to do proper traffic planning. The current situation is most unsatisfactory.

Submission 7

Thank you for the opportunity to provide feedback on the trial of the Bellambi Street Square.

As a Northbridge resident for over 25 years, my family and I have had the benefit of enjoying the beauty of the area, its proximity to the city and local services.

Bellambi Street Square has been an important trial because it has provided an opportunity to receive community feedback about what constitutes great placemaking of public spaces in the Northbridge Local Centre.

Although being very well intended, Bellambi Street Square as it stands today, is not an example of great public placemaking.

The Willoughby Local Environmental Plan (LEP), approved by Council in December last year, included a vision for re-vitalising the Northbridge Local Centre. It includes facilitating better east west connections along Sailors Bay Road, especially at the intersection with Strathallen Ave, opposite to Bellambi Street Square.

To achieve accessible, community friendly public spaces, the future of Bellambi Street Square needs to be considered in this wider context of the LEP.

Doing this well, means activating the shops on either corner of Bellambi Street and Sailors Bay Road. When this is done well, more people will be attracted to Bellambi Street Square as occurs in Cammeray, where Maggios has a very successful business, providing a great meeting place with easy access to good food and coffee.

The trial closure of Bellambi Square has demonstrated the public safety improvements for pedestrians and motorists. Before the closure, the right hand turns at the lights of Strathallen Ave and Sailors Bay Road, when motorists stop suddenly to turn left into Bellambi Street, was dangerous. Similarly, turning left into Sailors Bay Road from Bellambi Street was also dangerous, with motorists simultaneously watching for right hand traffic going through the lights, whilst also keeping an eye out for pedestrians navigating a

dangerous step onto Bellambi Street from the left. There have been pedestrian accidents there prior to the closure. This improved pedestrian and motorist safety alone, is a very good reason to retain the concept of the Bellambi Street Square by keeping Bellambi Street closed.

Other improvements needed to Bellambi Street Square are that it should be a larger space, possibly utilising underused neglected land next to the Barber shop. Seating needs to be more comfortable and better shade. The concrete bollards should be removed. If they are to remain, then have them painted in vibrant appealing colours. Enabling safe accessible east-west pedestrian access across the Square is very important and should be retained.

The challenge with the space is achieving community activation naturally because people are attracted to it. Some local businesses and community organisations have engaged positively to achieve this activation over the trial period. For this, they should be congratulated, rather than criticised for having ulterior motives.

I have been involved in the Northbridge Progress Association and as a member of a committee of engaged citizens who as volunteers, have advocated for improved public and community placemaking in Northbridge. We were pleased to support the trial of the Bellambi Street Square because we considered getting community feedback, for and against, was helpful for future public placemaking in the Northbridge Local Centre. The full realisation of the Willoughby LEP, including public activated open spaces to be created at the Council car park serving Northbridge Plaza, are all part of a bigger picture contained in the Northbridge Local Centre masterplan, including placing the car park underground.

In considering the feedback for and against the Bellambi Street Square, it is important for Council to have this bigger picture in mind. Our cities and local communities are far too dominated by cars. We need to reclaim some of these spaces to improve access for pedestrians and people who move around using more sustainable mobility options, and for people's enjoyment and connection with their community.

In conclusion, I hope Council will seriously consider retaining and improving Bellambi Street Square whilst also promoting the economic and community development opportunities to property and business owners who all have a role in improving the quality of local businesses along Sailors Bay Road.

Submission 8

My submission on this trial is written from two points of connection with the trial:

1. A resident for 36 years at the current address 75 m from Bellambi Square; and
2. A business operator who has worked from home as a transport infrastructure management consultant for 21 years. My desk overlooks Bellambi St and Kiola Rd so I am very aware of recent changes.

I am pleased that a planning concept that has been discussed for many years in different forms by Willoughby Council was funded as a trial.

I think the trial may have suffered from under-delivering on initial expectations for a sizeable area during the Community input on Bellambi Square. However, I view this trial as proof of concept rather than the final solution.

I support the retention of Bellambi Square after the end of the trial. The space can be improved and I would like to be involved. I consider that the cost involved in removing the infrastructure would be in itself a waste of public money.

In support of the trial I discuss observations in 5 areas:

1. Northbridge Placemaking
2. Safety
3. Aesthetic entry into Northbridge
4. Traffic and Parking
5. Value for money

In conclusion, I consider that the short term benefits already achieved, and the longer term potential for Bellambi Square noted above, provide sound justification to keep the Bellambi Square in place. I also see opportunities in the future for enhancing it's local amenity.

1 Northbridge Placemaking

A major aspiration for the Northbridge Centre has been to achieve east-west connectivity between the strip shopping centre and Northbridge Plaza.

The closure of Bellambi Street and creation of the pedestrian area is a first step to provide this connectivity by enabling safe pedestrian movement at Bellambi St along to a controlled pedestrian crossing at Harden Street and then the Plaza.

Even though Bellambi Square is currently small in size, it has shown what can be achieved for the community with this small space.

Since its landscaping, people frequently have been seen during the day just sitting waiting, meeting people before going elsewhere, eating a snack or school children waiting to get a lift home. Its location at Northbridge Junction is ideal for this.

A couple of local businesses and community groups have actively sought to attract people to this area Friday to Sunday later in the afternoon to sundown. This has proved successful during fine weather. The ad hoc gathering of veteran cars in Bellambi Street on a Sunday created a great community feeling that is rare in Northbridge since Rotary stopped having its annual market day in Bellambi Street or St Philip Neri stopped the annual fun-run many years ago.

The Square was the convenient meeting point chosen for a Clean-Up-Australia event on March 5 2023 for which I was site supervisor. Volunteers could meet, go out to different areas in Northbridge and then return with the collected rubbish.

When enshrined in an LEP, future developments along Bellambi Street down to Fred Roberts Lane has the potential to activate this frontage and also contribute to enlarging the space. In addition, much better on-site customer parking should be provided to lessen the demand on-street.

2 Safety

2.1 Safety for Pedestrians

Bellambi Square achieves a key outcome in the NSW 2026 Road Safety Action Plan– that of "ensuring the safety of vulnerable and other at-risk road users". They state that "In urban environments, we know that smarter road and intersection design, combined with lowering the speed limit in areas of high pedestrian activity, results in safer outcomes."

Bellambi Square successfully treated an urban place/local street with a safe pedestrian crossing and reduced the speed in Bellambi St from 50 km/h and above to less than 30 km/h.

The 2026 Road Safety Action Plan states that pedestrians aged 60 years and above account for 52% of pedestrian fatalities and around 35% of serious injuries. The Bellambi Square is a traffic calming device that serves residents who fit this group from Pathways Aged Care and residents from surrounding medium density units that house a number 'downsizers'.

The old uncontrolled zebra pedestrian crossing at Bellambi Street was adjacent to the signalised intersection of two state roads – Sailors Bay Rd and Strathallen Ave. As such it has been a road safety hazard for pedestrians because vehicles proceeding on a green light do not expect to have to stop. Pedestrians have been injured, startled and many near misses with screech of brakes as cars round the corner not expecting a pedestrian. Reported in 2020, there was a moderate injury sustained by a pedestrian.

The crossing of Bellambi Street continues to be used by many pedestrians – the elderly, school children, parents with prams and others often heads down on their phones or deaf by ear buds. However, this is now a safe place to walk.

Bellambi Square during daylight offers a safe Drop-off and Pick-up point for school children or after ballet class. Previously the Bus Zone and No Standing on Sailors Bay Rd prevented this.

For these pedestrian safety reasons alone, the Bellambi Square should be retained and appears to be a cost-effective way of reducing traffic trauma.

2.2 Safety for Vehicles

The lowered speed regime for Bellambi St has improved vehicle safety and reduced the risk of crashes.

Previously minor crashes did occur in Bellambi St when cars were manoeuvring from 60° angle parking into traffic coming through the lights at speeds up to 60km/h or south up Bellambi St.

The turns into Bellambi St from Sailors Bay Rd or Strathallen Ave and needing to brake or stop for pedestrians caused some rear-end crashes.

Cars were seen to accelerate from Strathallen Ave and speed into Bellambi St or then fly around the corner into Kiola Rd. This dangerous behaviour has now been stopped before a serious crash can result.

2.3 Legal Liability

As discussed in this Section, this trial supports a key outcome of the NSW 2026 Road Safety Action Plan.

Possible removal of this traffic safety device creates a major risk and a potential legal implication for Council. This action would knowingly increase the risk and safety hazard to pedestrians and vehicles being involved in a crash. Both pedestrian and vehicle users have become used to safety in crossing this area or using Bellambi Street.

3 Aesthetic entry into Northbridge

The area has created a more aesthetic landmark at the top of the hill with green space for pedestrians rather than road, bitumen and cars.

Trees, block planters and the lighting adds a nice festive touch.

The area is satisfactory for the trial but needs to be improved when permanent:

- ☐ The concrete New Jersey traffic barriers are functional but ugly and need to be replaced.
- ☐ Seating is hard without back support and some seats are required.
- ☐ Improved shade is required, possibly by having sails supported on the poles above the lighting.
- ☐ Bicycle racks should be incorporated, possibly in the angled section of asphalt not used for parking.

The trees planted (Tuckeroo Cupaniopsis Anacardiode) will require clearing of seed debris in summer and pestcontrol to avoid Lynamorpha rosea and green stink bug infestation that is experienced just 100m away in the same type of tree on my boundary.

4 Traffic and Parking

4.1 Improved flow

The major vehicle access into and out of Northbridge – the intersection of Sailors Bay Rd and Strathallen Road – is operating much more efficiently now that the turn into Bellambi St is prevented. Vehicles freely move into Sailors Bay Rd.

- The right turn from Strathallen Ave into Sailors Bay Rd on a green light was often delayed by cars turning an immediate left to enter Bellambi Street or stopping for pedestrians. The resulting queue would block the intersection, increase waiting times and reduce the efficiency and.
- The left turn east from Sailors Bay Rd into Bellambi St with braking for pedestrians also delayed eastbound through traffic into Northbridge.

4.2 Reduced flow some delays

The closure of Bellambi St has, as predicted, redirected traffic to the Euroka roundabout for entry/exit into this residential grid (i.e. Euroka, Kiola, Marooba, Dalkeith, Bellambi). These changes are primarily 9:30 to 5pm weekdays. The following points are from regular observations.

- Euroka St has additional traffic at its south end but the No Standing on the west side has minimised any extra delay.
- Kiola Rd has additional cars and they need to pull aside to let another pass. When commuter and local parking is full on either side this slows travel. While annoying to road users, this regime of wait/pass has slowed cars, which is good for traffic calming. This was experienced to a lesser extent prior to the trial. Early on in the trial, delay was worsened while resurfacing Kiola Road, road patching in the grid and a truck bringing down power lines in Kiola Rd. This first impression may remain in people's memory.
- Bellambi St has reduced traffic that is for parking or access to the adjacent residences/businesses. The angle parking is often well patronised.

On balance, the benefits for all road users noted in Section 4.1 far outweigh the short delays in Section 4.2. As the speeds are generally low along Kiola Rd there would be minimal noise impact from extra vehicles.

4.3 Parking

The section is now a low speed area so reverse parking manoeuvres are much safer without the risk of the faster through traffic from Sailors Bay Rd/Strathallen Ave.

The 90° angle parking gained wasted space and was only possible with this being a lower speed regime. The complete conversion to 90° angle parking will gain more parking spaces.

Retailers need to take responsibility for providing on-site parking for their own customers. The shops and developments are meant to have customer parking provided but NONE are signposted in Northbridge. The parking "waste land" adjoining Bellambi Street is poorly utilised and an eyesore. This area should be cooperatively planned to provide additional car or bike parking and space for amenity. Residents at this south end of Bellambi Street have previously been inconvenienced by their wide grass verges and trees being removed on both sides to provide the current angle parking used by everyone. Therefore, others in Northbridge may need to put up with a little extra inconvenience for the greater good.

4.4 Access for emergency vehicles

The access for emergency vehicle north into Bellambi St has a swept path that appears impractical for fire engines or even ambulances.

The emergency vehicle access needs to be better designed – probably located along the western edge straight down into Bellambi Street. Quick access into the area for fire or police is more important than outbound.

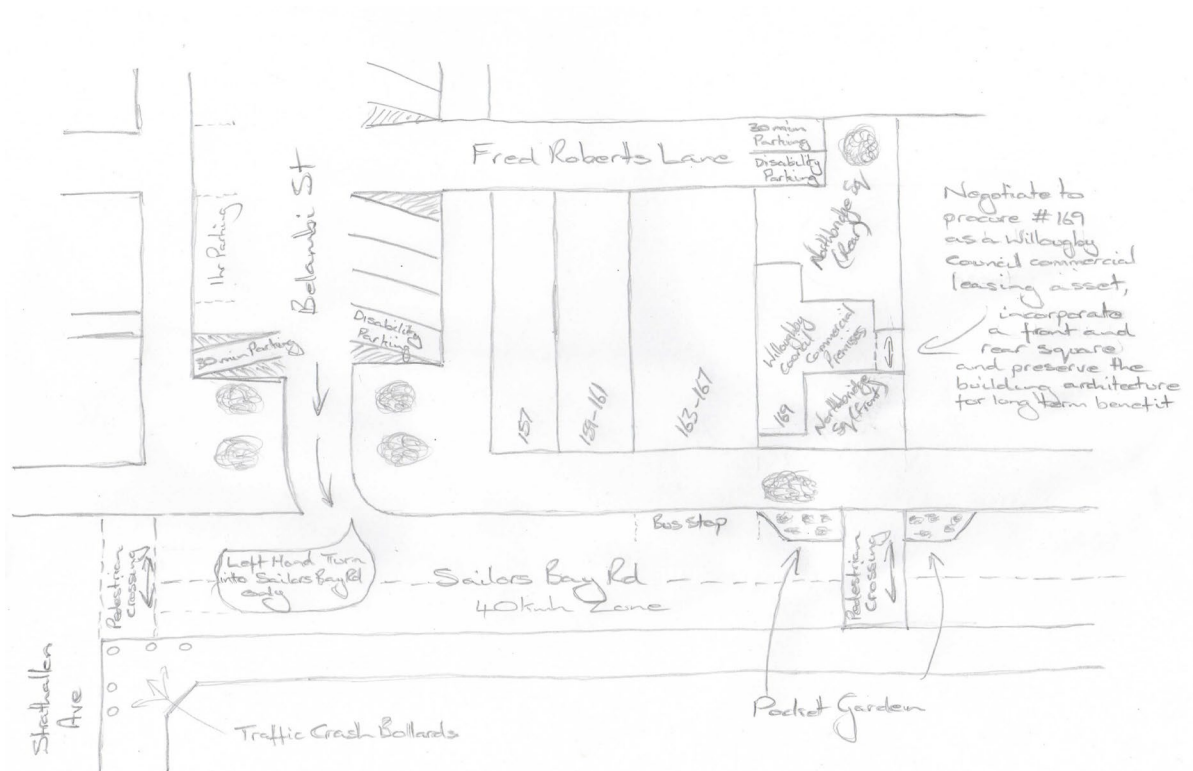
5 Value for money

We congratulate Council for successfully obtaining funds from State Government for this trial. These costs are now a sunk cost and complaints they could have been used for other purposes are now history.

Arguably, the reported \$400K only needs to prevent one pedestrian injury or fatality in the project's lifetime to yield a BCR > 1. At Bellambi Square the moderate probability of further pedestrian injury would achieve this.

The cost of removing these assets and reopening Bellambi Street needs to be considered if the trial is removed. I see that the cost of removing the trial is unwarranted.

Submission 9



Submission 10

Submission re Bellambi Square

I support this Bellambi Square trial, but further consideration of a number of issues identified in the trial period is needed.

1. The closure of Bellambi St creates lack of sufficient access and exit from the street grid. Approximately 135 properties will have one access and exit via Euroka St. This is particularly problematic at morning and afternoon peak. When two schools finish

their day at afternoon peak from approximately 3. 00pm to 3.45pm, the result is long queues of traffic that make entry to, and exit from, Euroka St even more difficult.

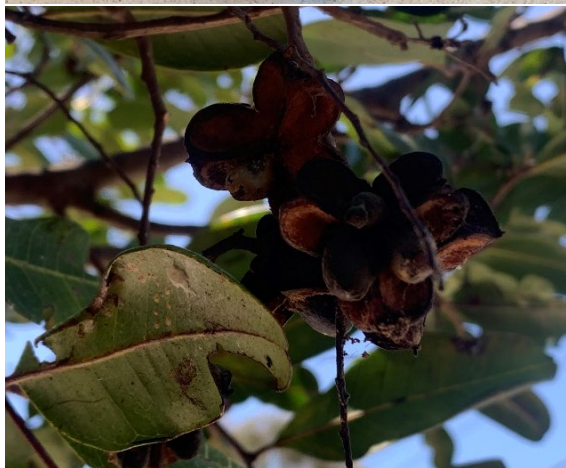
2. With only one access and exit point to the grid resulting from the Bellambi St closure, parking on both sides of Kiola Rd causes problems driving up or down Kiola St. If there is no driveway to pull into, reversing some distance is the only option, an unsafe manoeuvre with cars turning into Kiola Rd from Bellambi St and Euroka St.
3. Live or Djed music is not appropriate for such a small area in a residential street. On a small number of occasions there has been music from late afternoon during the trial period. It was loud and affected the residential amenity of families living close to the square. The concept design depicted a calm, pleasant area for locals, for coffee, a rest spot for parents, carers, the elderly or those with mobility issues, or a place to have a drink and chat with friends.
4. The new trees (Tuckeroo Cupaniopsis anacardiode) planted in the sandstone gardens are not appropriate for a pedestrian square where people of all ages and mobility are expected to gather. We have this tree overhanging our driveway less than 100 metres from the square so we have experienced the trees' seasonal cycle. As a mature tree it produces seeds over spring and summer which harden and drop, effectively covering our driveway in marble size 'ball bearings' which need to be swept up for safety. The nuts would be a hazard for pedestrians, especially the elderly or parents with prams.'(See photo)

Secondly, the mature trees have been infested with 'stink bugs' (not those on citrus trees) which produce a sticky residue on anything under the tree. This is not desirable for the seating under them. It is doubtful that Council employees would be available for the constant ecologically friendly removal that I have continued over summer. (See photo)



Trees planted

in Bellambi Square.



Same tree as Bellambi Square planted in a residential garden in Bellambi St. Seed pods and infestation of stink bugs.



5. Another area of concern is children playing on the road in Bellambi St beyond the square while their parents enjoy a drink and a chat. Cars continue to park in Bellambi St up near the square.

If these concerns are addressed I acknowledge the benefits of closing Bellambi St in providing traffic calming and a safer street that provides parking for the shops on Sailors Bay Rd. In particular, it provides safer pedestrian crossing across the northern side of Sailors Bay Rd where previously left turning cars into and out of Bellambi St were hazardous for pedestrians.

Submission 11



7th March 2023

Ms Debra Just
Chief Executive Officer
Willoughby City Council
E: debra.just@willoughby.nsw.gov.au

Dear Debra

Re: Bellambi Street Square Trial Closure

Thank you for the opportunity to provide feedback on the Bellambi Street Square trial closure.

As you may be aware, the Northbridge Progress Association (NPA) has been very active in the last few years engaging with the local community and our membership on all matters relating to our charter - *preserve or improve the amenity and environment of Northbridge*.

We believe the NPA submission on the Bellambi Street Square trial fairly represents the general feedback that we have received from our membership base and references past community workshops, that have highlighted the importance of the Bellambi St precinct as part of local urban planning i.e. Northbridge – Local Centre Strategy.

We acknowledge that there are some members of the community who have found aspects to complain about, but most of the feedback we have received has been positive about the trial. We expect that the Willoughby City Council (WCC) Bellambi St Square survey process will gather a significant dataset that assists WCC evaluations on behalf of the Northbridge community.

We believe the trial has validated that a closure of Bellambi St on a more permanent basis, if aligned with a broader delivery of objectives for this precinct, would be of benefit to the Northbridge community.

However, the current trial has again reinforced the need for WCC to deliver commitments in a timely manner and to communicate effectively. Whilst the trial timeline was challenging, the delay in the implementation of the project, with little reliable communication about when and what specifically would be delivered for the space, impacted community trust in WCC. That said, we commend the WCC for the extensive engagement program undertaken in recent months to elicit community feedback on the trial.

We note that some concerns exist within the community of any future development applications/use by commercial operators in this public space. This again reinforces the need for fully transparent community engagement with businesses, landowners, and the community, as changes to the Willoughby LEP are implemented and the delivery of plans like the Local Centre Strategies.



The NPA believes that local Sailors Bay Ward Councilors should play a significant role with key WCC staff in the engagement process to the local community and be the 'face of WCC' with local businesses.

We would welcome any opportunities to discuss with WCC.

Yours sincerely

Rachel

Rachel Blazey

President

E: president@northbridgepa.com.au/rachelblazeyhill@gmail.com

CC. Tim James MP and Sailors Bay Ward Councillors

NPA strategic approach to planning & development in Northbridge

The current Committee of the NPA have been very focused on taking a strategic approach to how we achieve the charter for our membership - *preserve or improve the amenity and environment of Northbridge*.

The NPA has very active in the last five years engaging our membership and the community via urban planning workshops and general meetings. This has assisted the Committee formulate and fairly represent the opinions of the NPA membership base in relation to planning and development in Northbridge.

In addition to this, the NPA have been active in reviewing relevant planning documents that impact urban development in Northbridge and specifically Bellambi St e.g. draft Willoughby LEP; Northbridge Local Centre – Traffic & Parking Review (TIPP, November 2020); WCC – Northbridge Streetscape report.

Where relevant, we have provided a brief benchmark assessment of the Bellambi St Square trial against some of these strategic plans and reports. We are of the view that this validates our assessment that: -

the trial has validated that a closure of Bellambi St on a more permanent basis, if aligned with a broader delivery of objectives for this precinct, would be of benefit to the Northbridge community

1. Creating a new Public Space



The NPA believes that an important element to sound urban planning determinations made within local government areas, is the effectiveness of engagement with local constituents.

The NPA's initial support of the Bellambi St Square trial was based on the community feedback received from two key community engagements focused on urban planning in Northbridge:-

- NPA Co-Design Workshop – April 2019
- WCC Northbridge Streetscape workshop – February 2020

Both workshops were well attended and in both, they highlighted a vision for the creation of public space around the Bellambi St precinct. This was included in the broader NPA submission on the draft WCC Local Centres Strategy in April 2019 that contained views on urban planning around:-

- Town Centre – The Council Car Park & Plaza
- Strip shopping in Sailors Bay Rd East
- Sailors Bay Rd West including Baringa Rd

Key themes, ideas and suggestions that emerged from the workshops that are relevant to urban planning around the Bellambi Street precinct: -

- A strong view that the strip shops on Sailors Bay Road East do not maximise opportunities for great placemaking
- Lack of diversity and interesting places that draw people in and foster community engagement and great human interactions
- Need for a connection between east-side shopping precinct with other parts of the local centre strategy
- Widen footpaths, add greenery, statement/inviting street light character on the eastern end of Sailors Bay Rd
- Pedestrian mall euro style alfresco dining on Bellambi Rd

NPA assessment of local feedback of the Bellambi St Square trial against these benchmarks: -

- a. General feedback has highlighted that the current public space landscaping, limited seating and sun protection is sub-optimal.
- b. Evidence that local support has emerged for activity-based use e.g., music (busker type); community activity (backgammon/chess/cards); limited sports activity (finska; gym operator displays)
- c. The trial demonstrated ad hoc community meeting place use
- d. Public use increases significantly when local businesses are operating e.g., Sailor Bar Pop-Up bar and G Jaffles
- e. Bellambi Square used as meeting point for a new community event e.g., vintage car rally
- f. Lack of café business operators in Bellambi St appears to detract from higher community use
- g. Strong feedback that vacant area behind Barber shop is a great opportunity for an open area café
- h. Strong feedback that laneway from Bellambi into rear of Sailor Bay Rd shops is another opportunity for development of café type businesses



2. Closure of a local road

Local traffic and transport management are important in all local communities. In the case of Northbridge, given the peninsula nature of the suburb and its impact i.e. limited road entry/exit points, the NPA acknowledges that any deviation or closure of local roads or reconfigurations require sound planning.

The NPA initial support for the road closure at Bellambi St was based upon a review of the November 2020 report prepared by The Transport Planning Partnership (TPP) for WCC. The NPA specifically noted the statement in the TPP report: -

“that the effects on all road users of the proposal would not have a detrimental effect on the road network and will improve pedestrian safety and amenity”

This report noted the four guiding principles consolidated from community consultation feedback in 2019 and 2020: -

- Principle 1 – Streets for People
- Principle 2 – Increase Street Activity
- Principle 3 – Sustainable, Beautiful Greens
- Principle 4 – Create Delight

It was noted that this report included several design features to the Northbridge Local Centre to achieve the vision and design principles and the transport objectives that were identified in the report. The key features included: -

- Bellambi St closed to traffic at Sailors Bay Rd
- New in lane bus stops provided on Sailors Bay Rd (east of Strathallen Avenue)
- New zebra crossing of Sailors Bay Rd to reallocate priority from vehicles to pedestrians
- Bicycle path improvements
- Kerb re-alignments to increase footpath widths

The TPP assessed the key transport effects of the closure identified were: -

- The volumes on Bellambi St are estimated to be relatively low in the order of 100 vehicles per hour in the peak periods
- The closure of Bellambi St would provide significant benefits to pedestrian safety and amenity associated with the movement along Sailors Bay Rd
- The additional distance for vehicular access to business and residents would increase by up to 500 metres for those in Bellambi St near Sailors Bay Rd
- The displaced traffic onto Euroka St is not expected to have significant impact on both the amenity and road network efficiency
- It is recommended that emergency vehicle access be facilitated through the road closure
- Subject to works outside of the study area, there are opportunities to provide additional onsite car parking through the angled parking arrangements



NPA assessment of local feedback of the Bellambi St Square trial against these benchmarks: -

- No evidence of material traffic issues caused by closure of Bellambi within the immediate area i.e. Sailors Bay Rd & Bellambi St intersection
- The NPA observations support an assessment that pedestrian safety at the Bellambi St-Sailors Bay intersection appears to have been enhanced
- No observations of material traffic issues in Bellambi or Euroka St
- Some suggestions that local businesses in the precinct have been impacted but the NPA has no data to assess materiality. (NPA recommends a specific survey of local businesses by WCC prior to any extension or permanent change)
- Feedback that configuration and look of emergency bollards needs changes
- No evidence of material changes in parking availability in Bellambi St





Response to key issues raised in feedback

Below is a response to the key issues raised in feedback.

General Theme	Response
Traffic impacts of road closure and access	<p>A Traffic Impact Study was undertaken to understand traffic levels before the trial and after the implementation of the trial.</p> <p>The study found that while there has been increased traffic levels in Euroka Street and the streets accessed from Euroka Street, there are minimal delays and an almost free flow of traffic at all the examined junctions, with minimal change in performance between prior and post closure conditions.</p> <p>Recommendation: Potentially examine a residents preference scheme to mitigate the increased traffic volumes and remove non-residential on street parking</p>
Parking	<p>During the trial there was no change in the number of available parking spaces. The times permitted for parking was also not altered.</p> <p>Recommendation: Retain the Square, with no parking changes required</p>
Community and Public Space	<p>During the trial, local businesses were encouraged to use the space as a key aim of the project to provide “additional outdoor dining areas for the nearby food and beverage outlets”</p> <p>Recommendation: Open an Expression of Interest for business to utilise the area subject to Council’s standard conditions and fees in relation to the use of public space. Engage more with local community organisations and groups to make use of the space</p>
Pedestrian Safety	<p>The comments that pedestrian safety was generally enhanced by the Square are noted.</p> <p>Recommendation: Retain the Square, in part due to its pedestrian safety benefits</p>
Appearance	<p>The temporary trial nature of the project limited the extent of materials and engineering solutions that would impact the ability to return the site to its prior condition. It is possible some of the negative comments on appearance were based on a mistaken belief that the design during the trial would be permanent.</p> <p>Recommendation: Replace or remove concrete barriers, install more permanent seating and reconfigure landscaping along Sailors Bay Road.</p>
Usage	<p>During the trial, local businesses were encouraged to use the space as a key aim of the project to</p>

	<p>provide “additional outdoor dining areas for the nearby food and beverage outlets”</p> <p>Community Groups were also encouraged to utilise the space through the auspices of the Northbridge Progress Association with limited take up.</p> <p>Recommendation: Open EOI and marketing campaign for business usage, engage community groups to use space</p>
Business Impact	<p>Through the Have Your Say survey and the subsequent Business Survey, a low number of responses were received and issues raised around negative trading impact which could not be directly attributed to the creation of the Square.</p> <p>An analysis of the spending patterns within Northridge show that the level of trade always declines in the post-Christmas period into late February before increasing but not to pre-Christmas levels. These changes are in line with previous years and are similar to the trade levels changes that were only provided by one business.</p> <p>Recommendation: Retain the Square, but engage further with the local business community to understand specifics of businesses identifying a reduction in trade</p>

Attachment A – Business Survey



The Office of the Chief Executive

1 March 2023

Dear Business Owner

Bellambi Street Square Project

The Bellambi Street Square Project is the trial closure of road space at the corner of Bellambi Street and Sailors Bay Road, Northbridge to create a new temporary pedestrian only public space. This closure commenced in November 2022.

This trial closure was fully funded through the NSW Government's Streets as Shared Spaces Round 2 program, which sought to activate local centres and help them quickly recover from the impacts of the COVID-19 health orders.

The trial closure was to also understand the community's views on the long-term proposal for this area which is included in the Council-adopted Local Centres Strategy and the Northbridge Public Domain Masterplan.

During the current consultation process, which ends on 8 March 2023, on whether the Bellambi Street Square road closure, which is currently in place, should be ongoing, Council has received a number of direct responses, and a number of anecdotal responses, that indicate that the road closure has had a negative impact on businesses in the Sailors Bay Road area.

We would like to hear direct from businesses about how you have experienced business since the closure of Bellambi Street and whether any difference in trade is directly due to the closure.

We would appreciate if you could respond to the questions overleaf, and return them direct to myself either by scanning the responses or taking a photo of responses and emailing the photo to me at john.elliott@willoughby.nsw.gov.au before 10 March 2023.

Yours sincerely

John Elliott
ECONOMIC DEVELOPMENT MANAGER
E: john.elliott@willoughby.nsw.gov.au

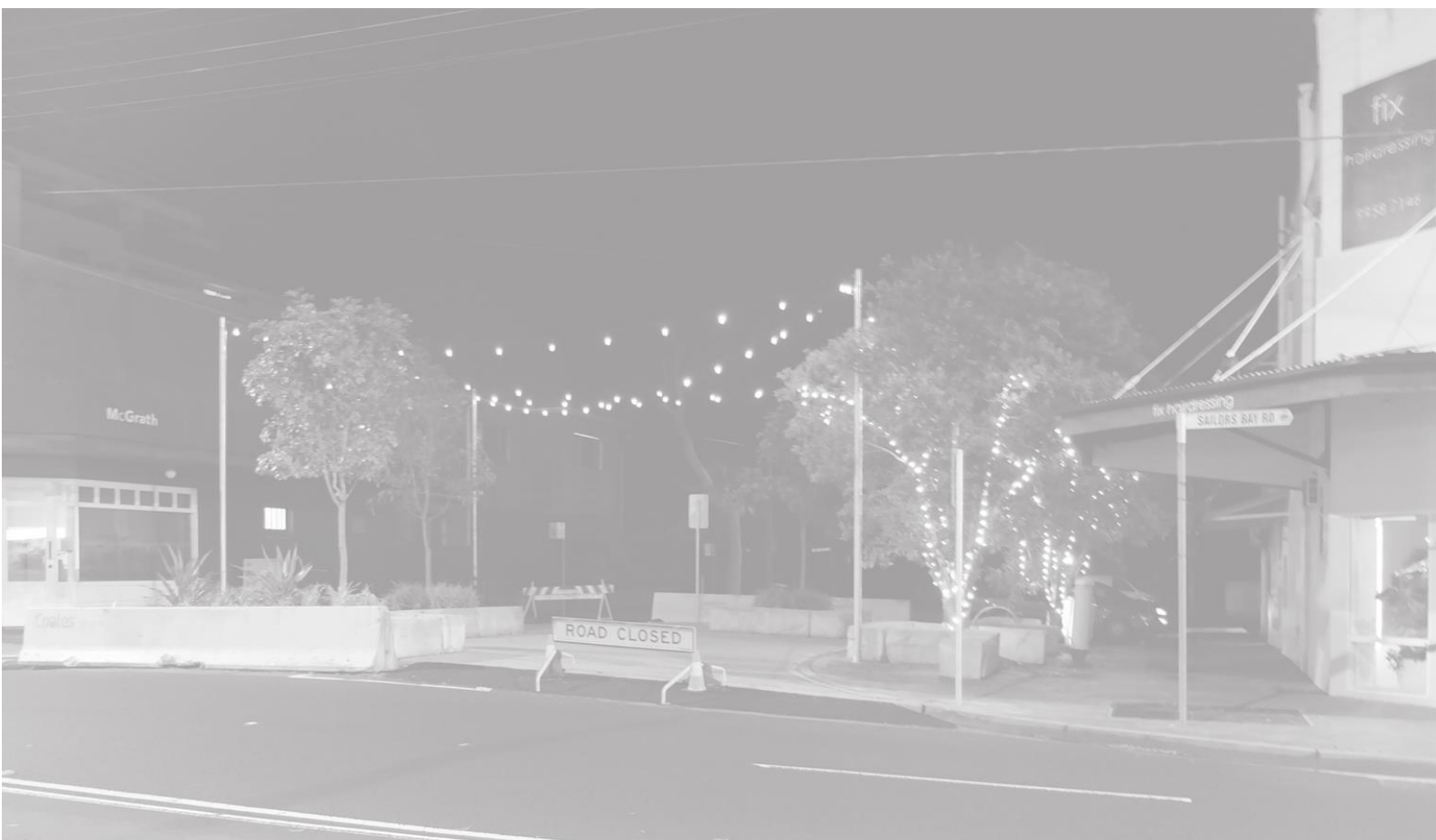
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Phone 02 9777 1000
Email: email@willoughby.nsw.gov.au
ABN 47 974 826 099

Bellambi Street Square Project	
Question	Answer
Business Name:	
Business Address:	
Form completed by: (please print name)	
Do you feel that the closure of Bellambi Street has impacted your business?	Yes/No (select as appropriate)
If Yes, has that impact been negative or positive	Negative/Positive (select as appropriate)
If Yes, can you explain how you feel the closure has impacted your business?	
Can you provide any direct proof of the impact? (such as decline in customers/visitors, decline in takings, difficulty with deliveries, direct feedback from customers etc.)	
Have your takings been significantly different from the same period last year (November 2021 to March 2022)? And by what amount?	

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Bellambi Square, Northbridge Traffic Impact Assessment Post Implementation Review

Prepared for:
Willoughby City Council

15 March 2023

The Transport Planning Partnership

E: info@tpp.net.au

Bellambi Square, Northbridge Traffic Impact Assessment Post Implementation Review

Client: Willoughby City Council

Version: V02

Date: 15 March 2023

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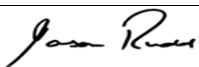
Version	Date	Prepared by	Reviewed by	Approved by	Signature
V01	15/03/23	Stephen Read	Jason Rudd	Jason Rudd	
V02	30/03/23	Stephen Read	Jason Rudd	Jason Rudd	

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APPENDICES

A. TRAFFIC MODELLING RESULTS

1 Introduction

1.1 Background

The Transport Planning Partnership has been commissioned by Willoughby City Council to review the closure of Bellambi Street at Sailors Bay Road, Northbridge. The purpose of this report is to present the findings of the assessment into the impacts of the closure on all road users.

As part of the Northbridge Town Centre Plan, Willoughby City Council are proposing to permanently close Bellambi Street at Sailors Bay Road to create a community space, pocket park. Similar schemes have been successfully implemented in other areas of Sydney with the effect of creating community spaces.

In October 2022, Bellambi Street was closed for a trial period. The closure involved installation of new pavement, sandstone planter boxes and concrete barriers.

Figure 1.1: Site Location



Traffic data and conditions prior to the closure have been based on a previous report “Sailors Bay Road, Northbridge- High Pedestrian Activity Area Feasibility Study”, PeopleTrans September 2021.

1.2 Report Structure

The report assesses the traffic and parking implications of the proposed development and is set out as follows:

- Chapter 2 discusses the existing conditions and data collection
- Chapter 3 presents the assessment of the impacts of the closure
- Chapter 4 presents the findings of the Road Safety Check
- Chapter 5 reviews the available crash history
- Chapter 6 discusses recommendations; and
- Chapter 7 concluding comments.

2 Background

The following section summarises the existing conditions and data collection for the site.

2.1 Location

The site of Bellambi Square is located at the intersection of Sailors Bay Road and Bellambi Street (see Figure 2.1).

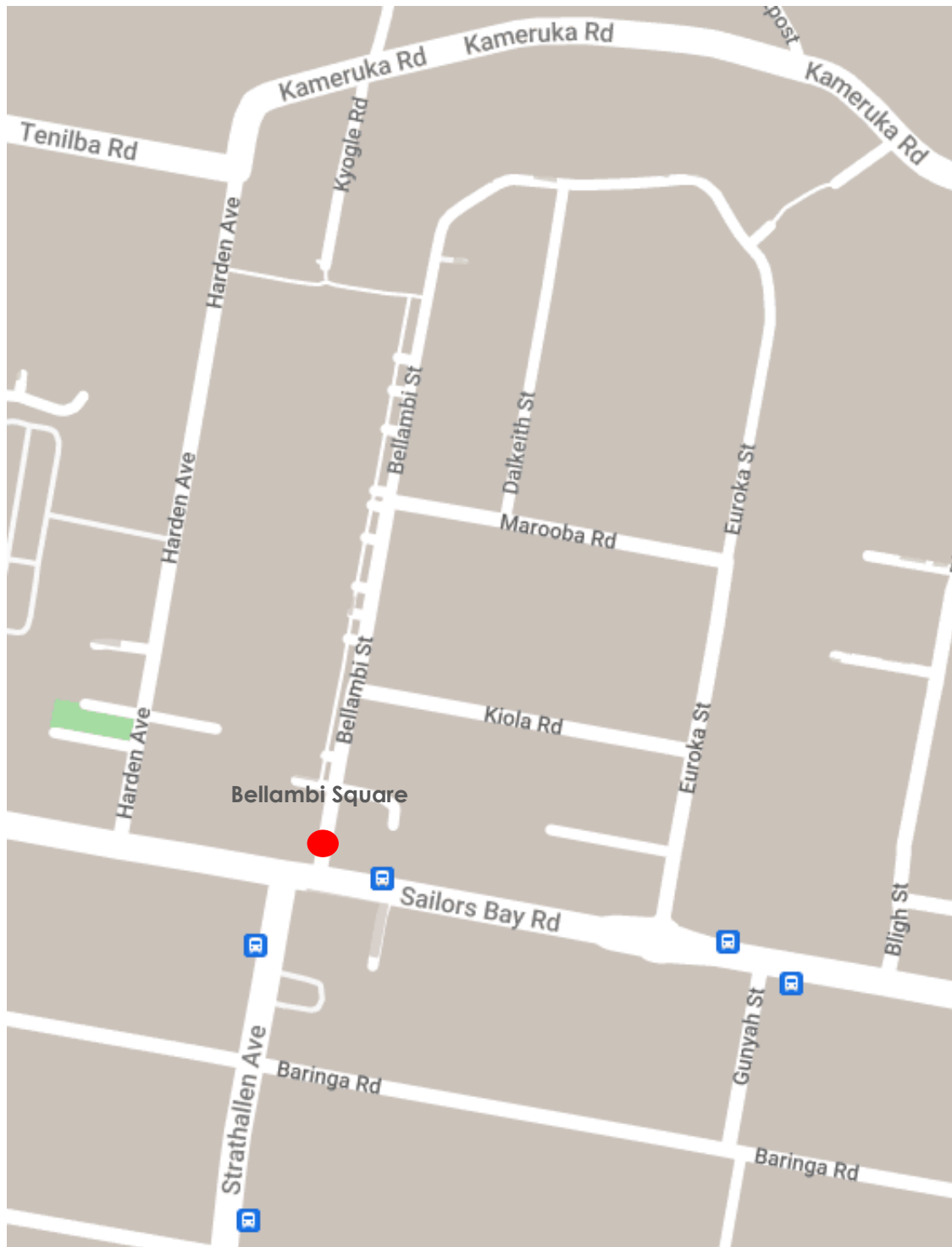
Figure 2.1: Site Location



2.1.1 Surrounding Road Network

The local road network is shown Figure 2.2.

Figure 2.2: Road Network



Sailors Bay Road (West of Strathallen) is a classified State Road between Strathallen and Eastern Valley Way. It has two lanes in each direction and speed limit of 50 km /h. Parking is generally banned through the day on both sides of the road.

Sailors Bay Road (East of Strathallen Avenue) is a collector road with a speed limit of 50 km/h. It also functions as a shopping strip for small speciality shops and cafes.

Bellambi Street is a local road with access from Sailors Bay Road. It has a default speed limit of 50 km/h. The southern section between Kiola Road and Sailors Bay Road has been widened and provides on-street angled parking.

Euroka Street is a local road with a 50km/h speed limit. Together with Bellambi Street it forms the access for a small area of residents which must use one of these two streets for vehicular access.

Before the closure Bellambi Street was restricted to left it, left out at Sailors Bay Road. This intersection is located adjacent to the signalised intersection of Sailors Bay Road and Strathallen. Vehicles turning right from Strathallen Avenue at Sailors Bay Road were able to perform a 'dog leg' movement into Bellambi Street. The intersection also had a zebra crossing on Bellambi Street. This crossing is heavily used during the morning, evening and school peaks with pedestrians related the retail, commuters and as a through route to schools on Sailors Bay Road.

2.2 Traffic Volumes

TTPP undertook traffic surveys at key locations on the road network. The counts included:

- 7 Day automatic tube counts
- Intersection turning movement counts.
- Pedestrian counts

2.2.1 7 Day Automatic Tube Counts

The automatic tube counts were undertaken from Wednesday 1 March 2023 till Tuesday 7 March 2023. The automatic tube counts allow for the collection of data over a full week to assess the traffic patterns.

The average weekday daily traffic volumes AWDT is shown in Figure 2.3.

Figure 2.3: Average Weekday Daily Traffic Volumes (vehicles per day)



The data shows that:

- Sailors Bay Road carries more than 10,000 vehicles per day.
- The local streets have volumes less than 2,000 vehicles per day and most with less than 1000 vehicles per day.

The peak hour traffic volumes based on the automatic tube counts are presented in Figure 2.4.

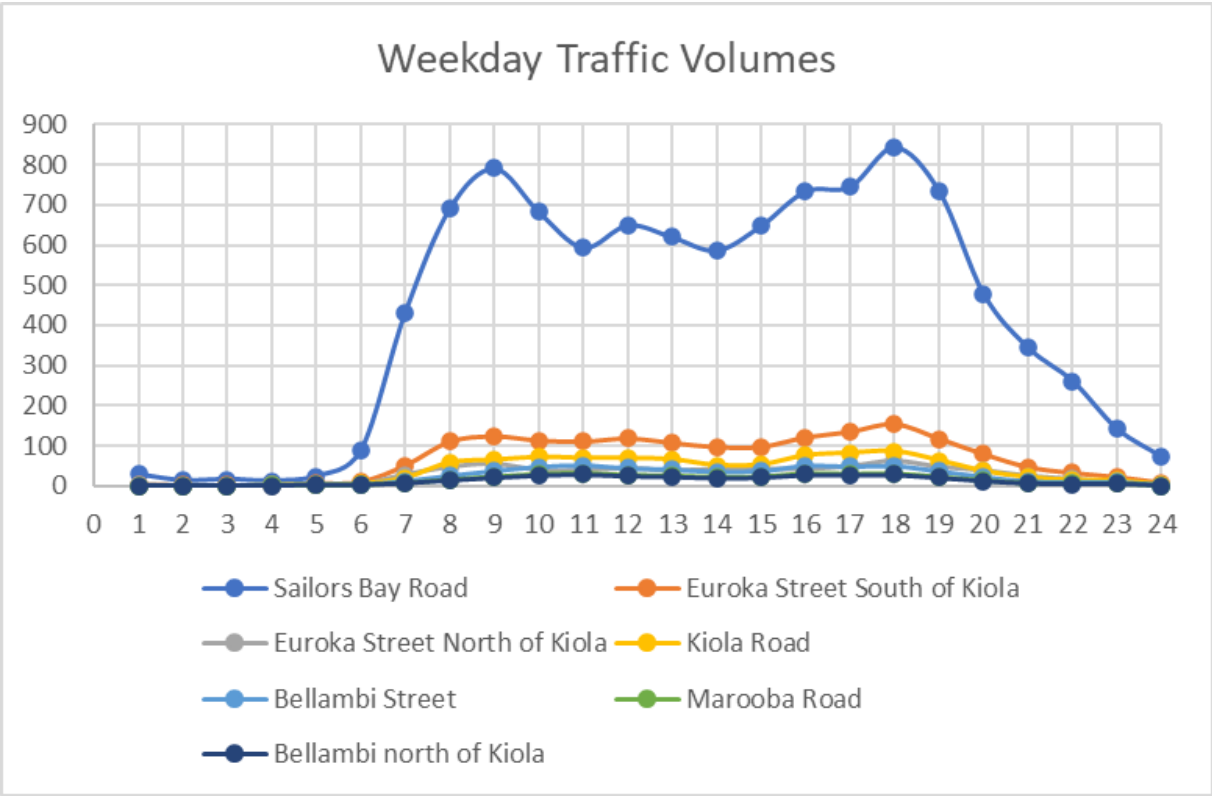
Figure 2.4: Peak Hour Traffic Volumes (vehicles per hour)



The data shows that the morning and evening peaks are generally the highest however, the afternoon school peak hour is commensurate with the morning peak hour. The peak hour volumes on the local streets are less than 200 vehicles per hour.

The traffic patterns over a typical weekday are shown in Figure 2.5.

Figure 2.5: Weekday Hourly Traffic Volumes



The daily traffic volumes show that there is a peak from 8:00am – 9:00am in the mornings and 5:00pm to 6:00pm in the evening peak. The daily patterns on Saturdays and Sundays are shown in Figure 2.6 and Figure 2.7 respectively.

Figure 2.6: Saturday Traffic Volumes

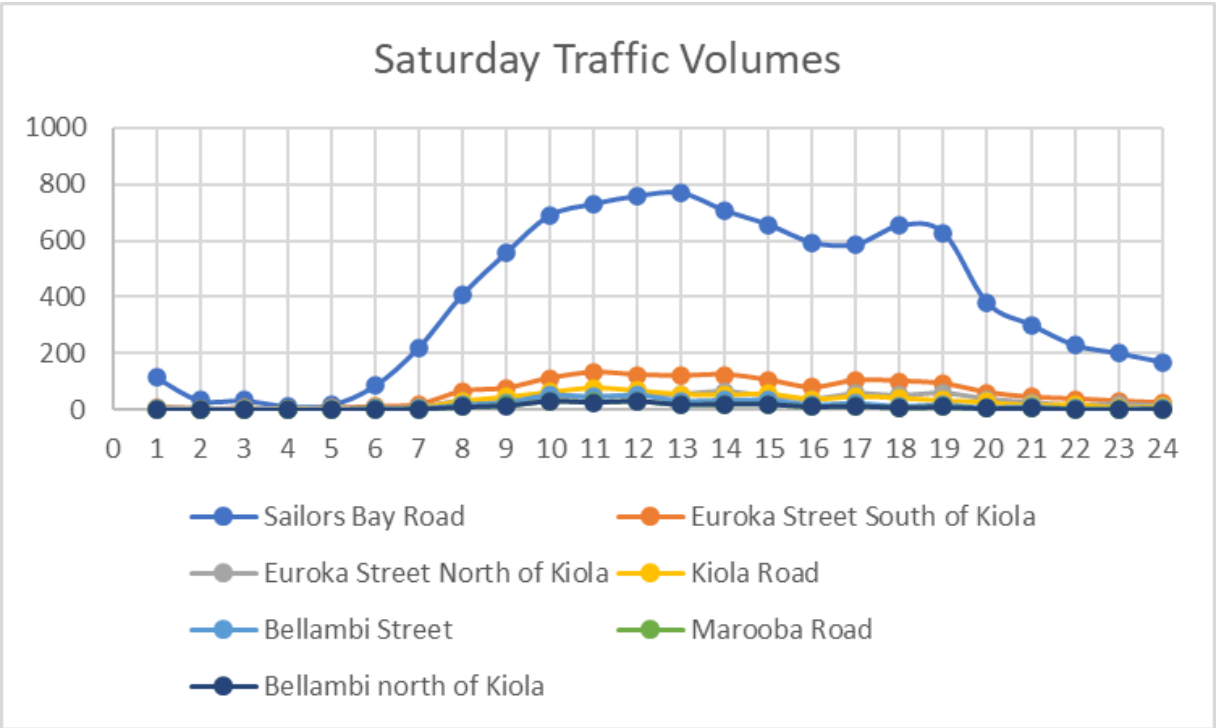
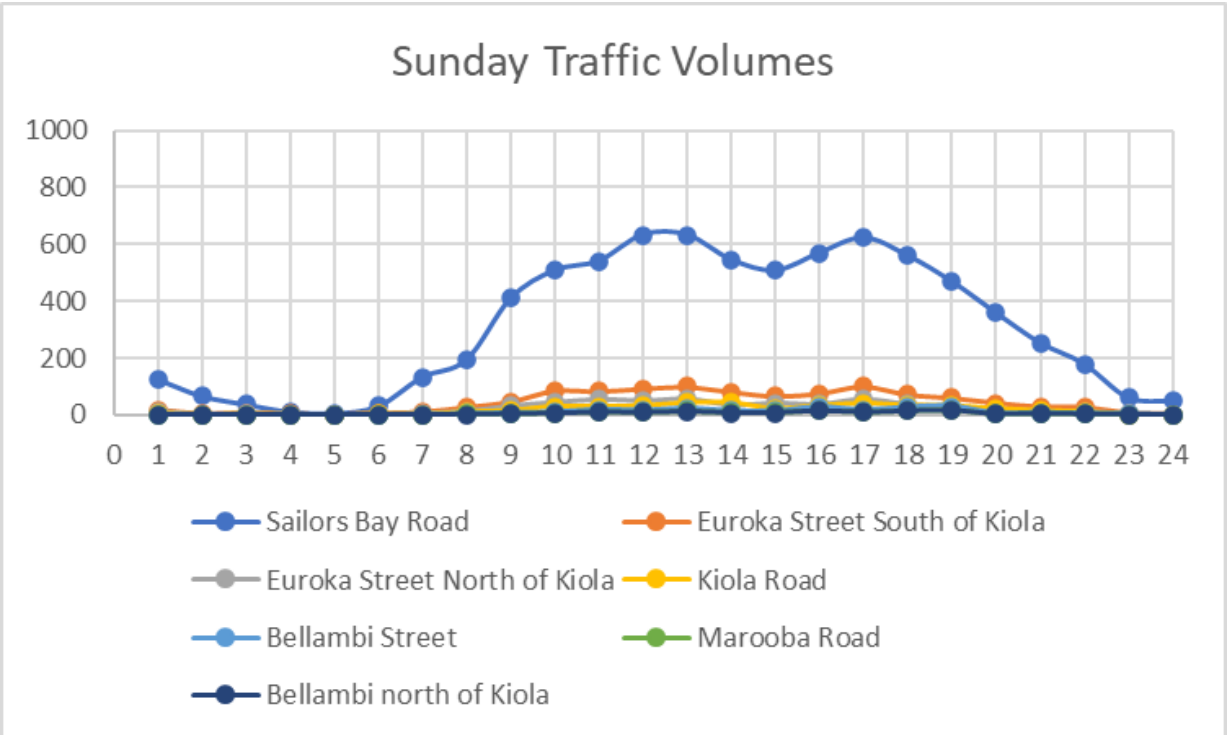


Figure 2.7: Sunday Traffic Volumes



Sunday traffic volumes are much lower than Saturday. Both Saturday and Sunday have two peaks one around midday and the other in the evening.

2.2.2 Intersection Turning Movement Counts

Intersection turning movement counts were collected on Wednesday the 1 March 2022. The surveys were undertaken from 7:00am – 9:00am and 2:30pm – 7:00pm at the following intersections:

- Sailors Bay Road and Euroka Street
- Euroka Street and Kiola Road
- Euroka Street and Maroomba Road

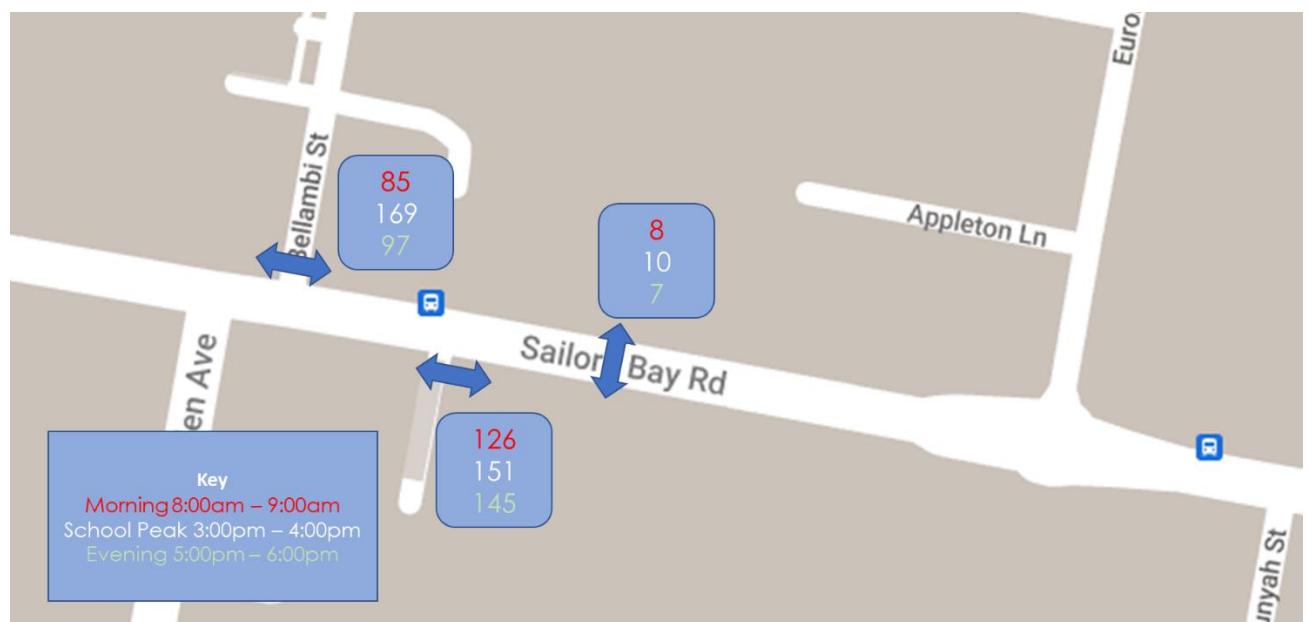
2.2.3 Pedestrian Counts

Pedestrian counts were undertaken on 1 March 2023 at locations along Sailors Bay Road including:

- Across Bellambi Street
- Southern footpath on Sailors Bay Road
- Crossing Sailors Bay Road midblock.

The pedestrian count data is shown in Figure 2.8.

Figure 2.8: Weekday Pedestrian Counts

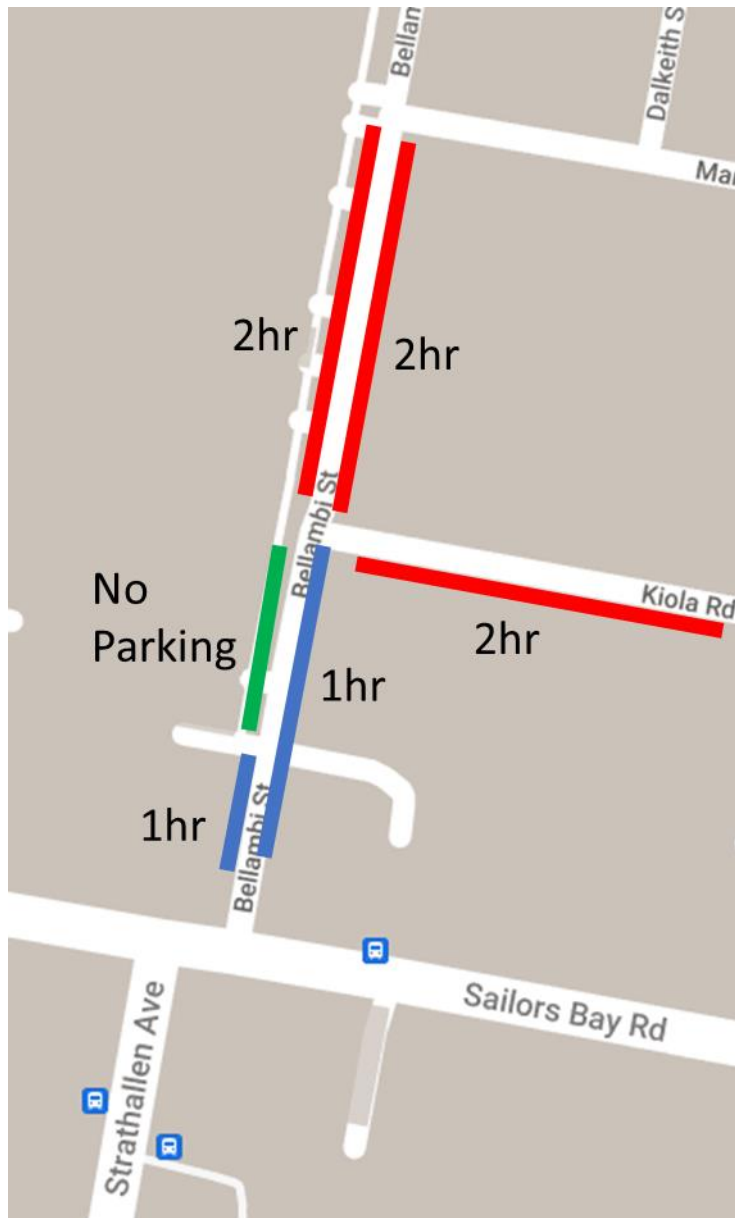


Pedestrian volumes are highest during the afternoon school peak. There were few people recorded crossing mid-block with most people using the signalised crossing at Strathallen Avenue.

2.3 Car Parking

Bellambi Street has parking restrictions with 1 hour parking in the area closest to Sailors Bay Road and 2-hour parking on streets further away.

Figure 2.9: Parking Restrictions



The parking on the eastern side of Bellambi Street near Sailors Bay Road is angled parking. For the closure trial a section of angled parking was changed from 60 degree parking to 90 degree parking.

3 Assessment of Impacts

The following section assesses the impact of the closure by considering changes in traffic volumes, impacts on amenity through environmental capacity assessment, traffic modelling and impacts on parking.

3.1 Traffic Volumes

Traffic surveys were undertaken before the closure in May 2021. These volumes have been compared to the recent counts that were collected in March 2023 and are shown in Table 3.1.

Table 3.1: Historical Count Data

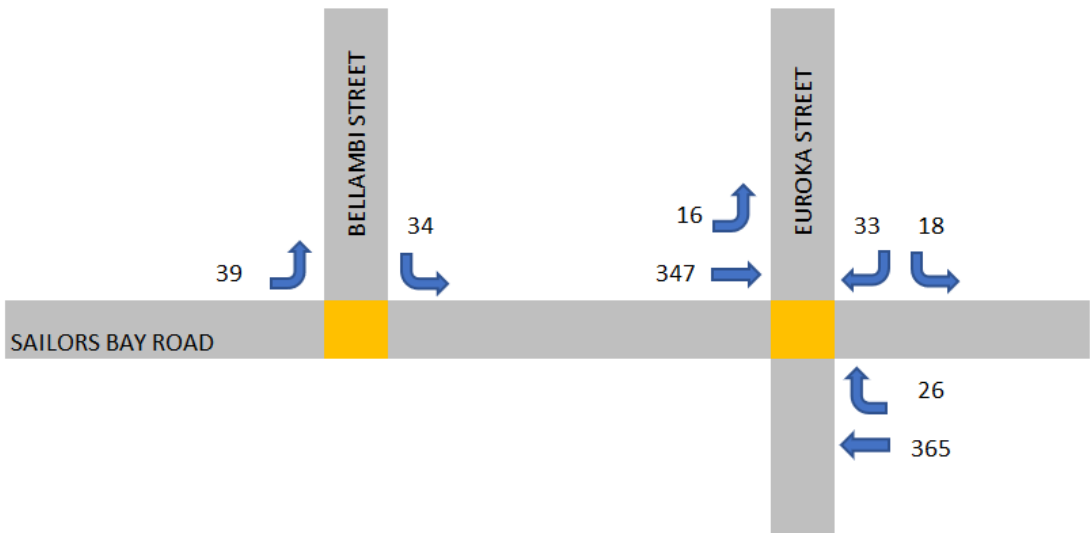
	Pre-Closure May 2021	Post Closure March 2023
Weekday Average	10,442	10,236
7-day Average	9,988	9,745

The volumes before and after indicating that there were comparable traffic conditions between the surveys.

Intersection counts along Sailors Bay Road at Bellambi Street and Euroka Street are shown in Figure 3.1 and Figure 3.2 for the morning and evening peaks respectively.

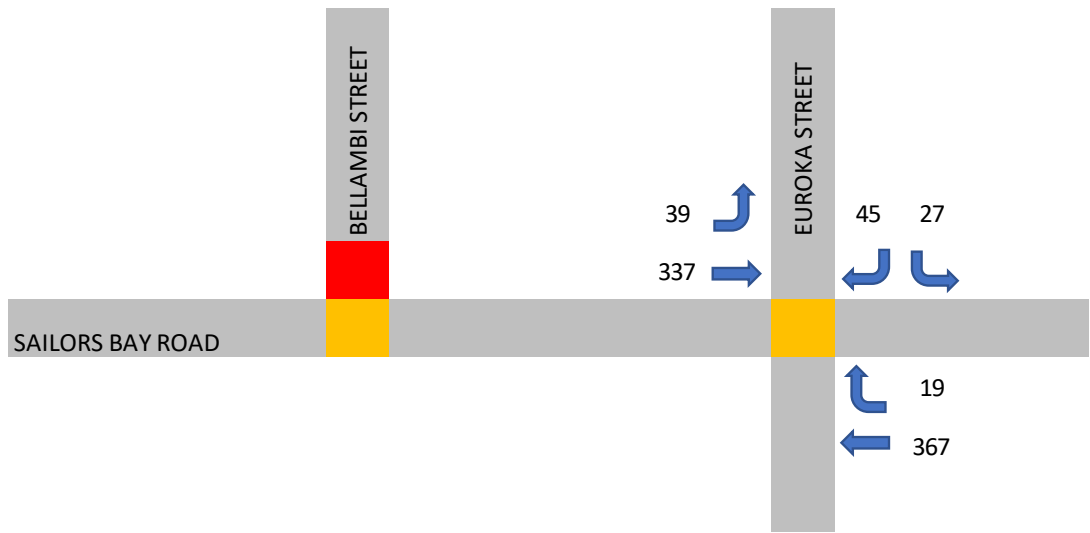
Figure 3.1: Morning Peak (Vehicles per hour) 8:00am – 9:00am

PRE-CLOSURE



Source: PeopleTrans 2021

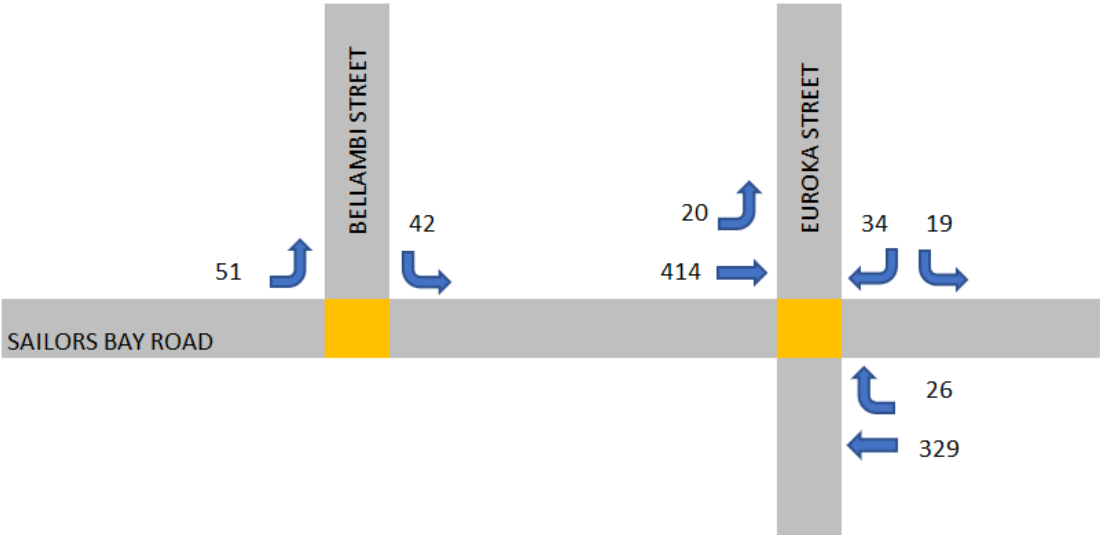
POST CLOSURE



Source: TTPP 2023

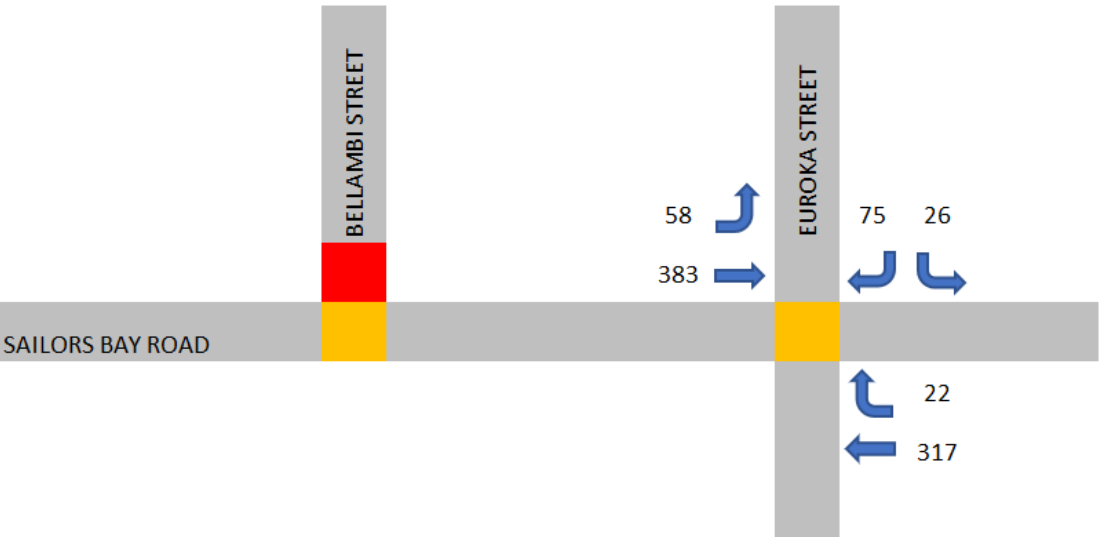
Figure 3.2: Evening Peak (Vehicles per hour) 5:00pm – 6:00pm

PRE-CLOSURE



Source: PeopleTrans 2021

POST CLOSURE



Source: TTPP 2023

A comparison of traffic volumes in Euroka Street at Sailors Bay Road indicates that volumes have increased by 37 vehicles per hour in the morning peak and 82 vehicles per hour in the evening peak. The volumes are presented in Table 3.2 based on the intersection counts.

Table 3.2: Euroka Street Traffic Volumes (Vehicles Per Hour)

	Pre-Closure May 2021	Post Closure March 2023	Increase
Morning Peak	93	130	+37
Evening Peak	99	181	+82

For reference 100 vehicles per hour is the equivalent of 1.6 vehicles passing every minute and 150 vehicles per hour is 2.5 vehicles per minute in the peak hour. The estimated changes to daily traffic volumes on the local road network are shown in Figure 3.3.

Figure 3.3: Estimated Change in Daily Traffic Volumes (Bidirectional)



The estimated changes in peak hour traffic volumes are shown in Figure 3.4.

Figure 3.4: Estimated Change in Peak Hour Traffic Volumes (Bidirectional)



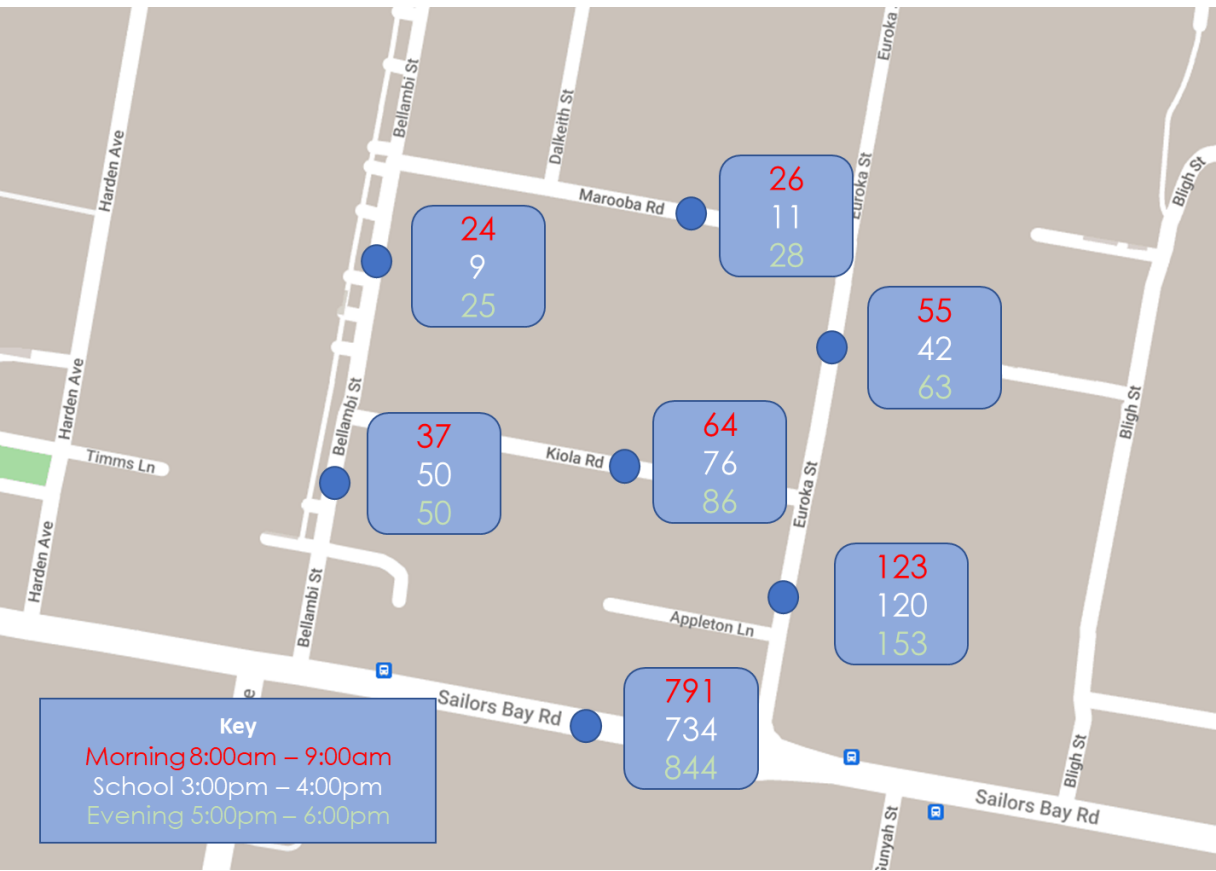
3.2 Environmental Capacity

The RTA Guide to Traffic Generating Developments (2002) provides recommendations on environmental capacities which are applicable to residential streets. Environmental capacity considers the effect that traffic volumes have on local residents, it considers aspects such as noise, amenity and the ability for people to cross the road.

According to the RTA Guide to Traffic Generating Developments the recommended environmental capacity for local streets is less than 200 vehicles per hour and the maximum is 300 vehicles.

Based on the recent traffic counts the traffic volumes on local roads Euroka Street were up to 153 vehicles per hour and less than the recommended environmental capacity. The peak hour traffic volumes after the closure are shown in Figure 3.5.

Figure 3.5: Peak Hour Traffic Volumes (vehicles per hour)



3.3 Intersection Operation

Council have requested traffic modelling of the before and after traffic conditions. Traffic modelling of such low traffic volumes is generally not required as engineering judgement and observations would indicate the subject intersections are operating in almost free flow conditions.

The operation of the key intersections within the study area have been assessed using SIDRA INTERSECTION (SIDRA), a computer-based modelling package which calculates intersection performance.

The commonly used measure of intersection performance, as defined by the TfNSW, is vehicle delay. SIDRA determines the average delay that vehicles encounter and provides a measure of the level of service.

Table 3.3 shows the criteria that SIDRA adopts in assessing the level of service.

Table 3.3: SIDRA level of service criteria

Level of Service (LoS)	Average Delay per vehicle (secs/veh)	Traffic Signals, Roundabout	Give Way & Stop Sign
A	Less than 14	Good operation	Good operation
B	15 to 28	Good with acceptable delays and spare capacity	Acceptable delays and spare capacity
C	29 to 42	Satisfactory	Satisfactory, but accident study required
D	43 to 56	Near capacity	Near capacity, accident study required
E	57 to 70	At capacity; at signals incidents will cause excessive delays. Roundabouts require other control mode	At capacity, requires other control mode.
F	Greater than 70	Unsatisfactory, requires additional capacity	Unsatisfactory, requires other control mode or major treatment

Reference: TfNSW Traffic Modelling Guidelines 2013, Table 14.4

3.3.1 Traffic Volumes

Intersection turning movement counts were undertaken along intersections in Euroka Street. Comparing this to data collected before the closure the traffic volumes before the closure were estimated assuming a significant proportion of traffic are using Kiola to access the short-term parking in Bellambi Street while other residents in Bellambi Street are using Kiola Road and Marooba Road. The diverted trips takes into account that Bellambi Street was always restricted to left in and left out at Sailors Bay Road.

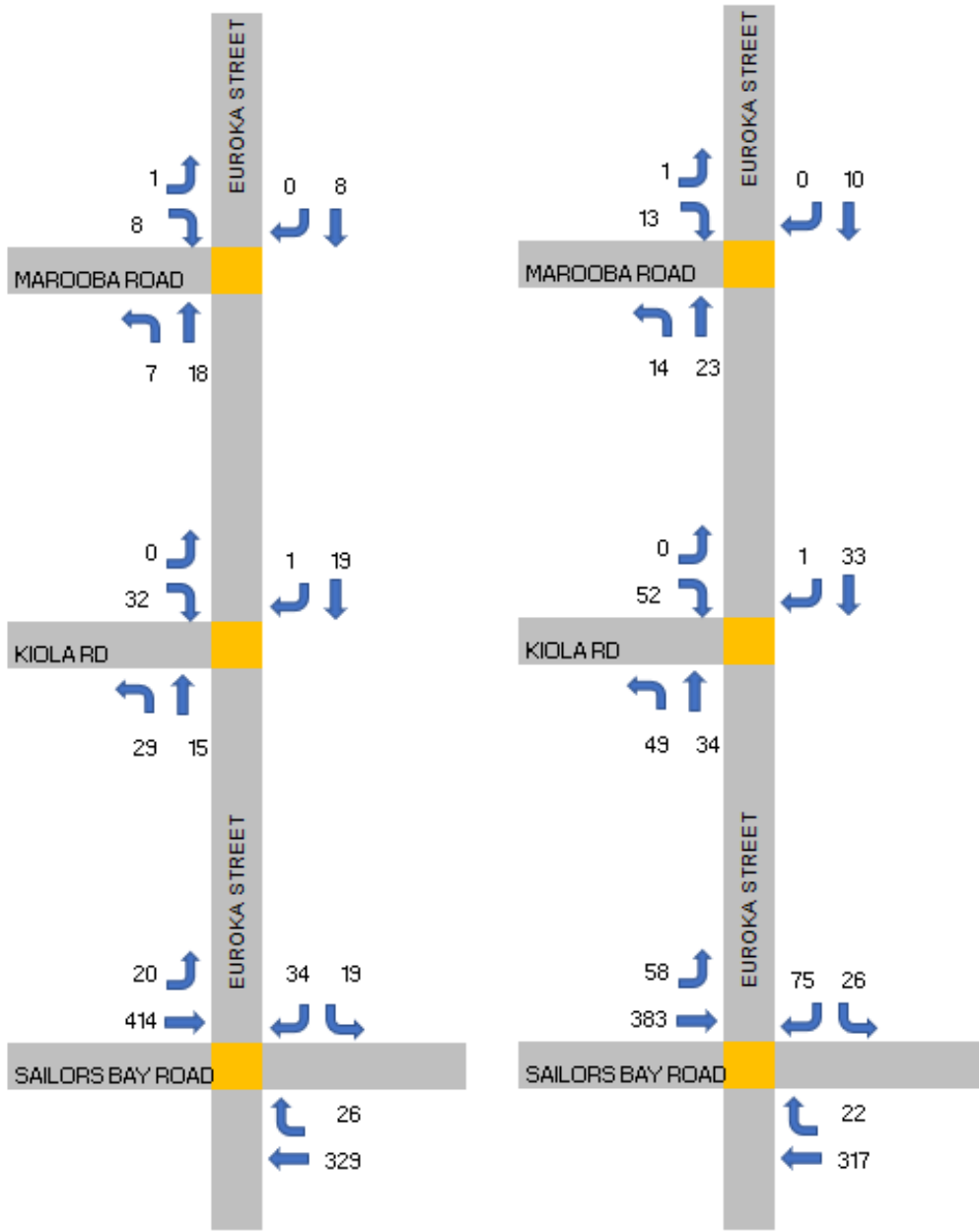
Figure 3.6: Morning Peak hour volumes (vehicles per hour) Before and After

Before Closure

After Closure



Figure 3.7: Afternoon Peak hour volumes (vehicles per hour) Before and After
Before Closure *After Closure*



3.3.2 Intersection Capacity Analysis Results

A summary of the Morning and Evening peak traffic modelling results is provided in Table 3.4 and Table 3.5 respectively. Detailed modelling results are shown in Appendix A.

Table 3.4: SIDRA Intersection Analysis Results – Morning Peak

Intersection	Control	2021 – Pre- Closure			2023 – Post Closure		
		Ave. Delay (s)	LoS	95 th Queue (m)	Ave. Delay (s)	LoS	95 th Queue (m)
Euroka Street / Sailors Bay Road	Roundabout	9	A	15m	9	A	15m
Euroka Street / Kiola Road	Give Way	5	A	<1m	5	A	<1m
Euroka Street / Marooba Road	Give Way	5	A	<1m	5	A	<1m

Table 3.5: SIDRA Intersection Analysis Results – Evening Peak

Intersection	Control	2021 – Pre- Closure			2023 – Post Closure		
		Ave. Delay (s)	LoS	95 th Queue (m)	Ave. Delay (s)	LoS	95 th Queue (m)
Euroka Street / Sailors Bay Road	Roundabout	9	A	15m	9	A	16m
Euroka Street / Kiola Road	Give Way	5	A	<1m	5	A	1m
Euroka Street / Marooba Road	Give Way	5	A	<1m	5	A	<1m

The models indicate that the intersections are operating with minimal delay and almost free flow conditions. There is minimal difference in performance before and after the closure.

3.4 Journey Time and Distances

For the users of the car parking in Bellambi Street who are coming from the west the closure has increased the journey time by some 2 minutes and the distance by 500m. However, access is still maintained.

4 Road Safety Check

A road safety check was performed as part of this assessment. A road safety check is defined as “an assessment of proposed or existing roads and road related areas from the perspective of all road users with the intention of identifying road safety deficiencies and areas of risk that could lead to or have led to road crashes. It is undertaken by a road safety professional” Guidelines Road Safety Auditing Practices Part 3 (2011).

A road safety check is similar to a road safety audit but undertaken by a single auditor. This road safety check was undertaken by Stephen Read. Stephen is a registered Level 3 Road Safety Auditor with the Centre for Road Safety register of road safety auditors.

A site inspection was undertaken on 15 March 2023, during daytime and night-time conditions. Weather at the time of the inspection was wet.

Road Safety risks that have been identified have been assigned a severity and likelihood rating. Table 4.1 provides specific details of the audit findings and a risk rating as high, medium, or low. The risk ratings have been based on the risk matrix presented in Table 4.1, which has been adopted from the standard Austroads Risk Matrix.

Table 4.1: Risk Matrix

Likelihood Severity	Highly probable	Occasional	Improbable
Major	High	High	Medium
Moderate	High	Medium	Low
Minor	Medium	Low	Low

The terms in Table 4.1 are described below.

Likelihood:

- Highly probable: It is likely that more than one crash of this type could occur within a five-year period.
- Occasional: It is likely that less than one crash of this type could occur within a five-year period.
- Improbable: Less than one crash of this type could occur within a 10-year period.

Severity:

- Major: The crash is likely to result in a fatality or serious injuries
For example, high/medium speed vehicle collision, high/medium speed collision with a fixed object, pedestrian struck at high speed, and cyclist hit by car.
- Moderate: The crash is likely to result in minor injuries or large scale of property damage
For example, some slow speed vehicle collisions, cyclist falls, and rear end crashes.

- Minor: The crash is likely to result in minor property damage or many near miss crash events

For example, some slow speed collisions, pedestrian walks into object (no head injury), and car reverses into post.


Priority:

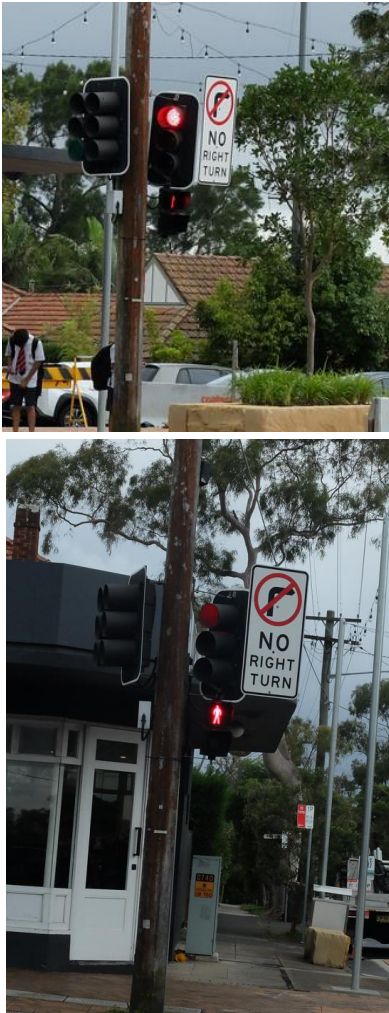
- High: Very important and needs to be addressed urgently.
- Medium: Important, and needs to be addressed as soon as possible.
- Low: Needs to be considered as part of regular maintenance/planning program.

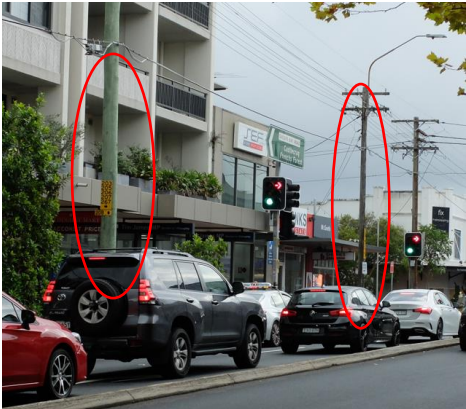

The findings for the Road Safety Check are presented in Table 4.2


Recommendations to address the issues raised are provided in Section 6 of the report.

Table 4.2: Road Safety Audit Findings

Item No.	Location	Descriptions of Findings	Design/ Photo	Likelihood	Severity	Risk Rating
1	Southern side of Sailors Bay Road opposite Bellambi Street	Legacy 'left only' sign is still visible while driving southbound on Bellambi Street. The sign may give drivers the impression that they can continue through Bellambi Street. This may result in a driver hitting the barrier.		Improbable	Moderate	Low

Item No.	Location	Descriptions of Findings	Design/ Photo	Likelihood	Severity	Risk Rating
2		'No Right Turn' sign appears to be facing traffic in Strathallen Avenue. However, the right turn is permitted. This may lead to driver confusion and late lane changing resulting in side swipe type crashes.		Improbable	Minor	Low

Item No.	Location	Descriptions of Findings	Design/ Photo	Likelihood	Severity	Risk Rating
3		Lanterns on western approach of the Sailors Bay Road / Strathallen Avenue intersection are partially obstructed by poles located in front of each lantern on approach. There is a risk of vehicles driving through the crossing and colliding with a pedestrian resulting in serious injury.		Improbable	Serious	Medium
4	Parking on the Eastern Side of Bellambi Street	The designated parking space for people with a disability does not have a shared space or kerb ramps. There is a risk of trips or falls for vulnerable users. Also noted that it has not been properly signposted.		Occasional	Moderate	Medium

Item No.	Location	Descriptions of Findings	Design/ Photo	Likelihood	Severity	Risk Rating
5	Bellambi Street – southbound	The barrier on the northern side of the closure has no delineation and the street lighting is relatively poor. There is a risk of drivers in poor light conditions running into the barrier.		Improbable	Moderate	Low

5 Crash History

The available 5-year crash history from 2017 – 2021 (inclusive) was assessed from the Centre for Road Safety. The data is based on reported crashes where, damage was in excess of \$1000, emergency services including police were called or someone was injured and taken to hospital.

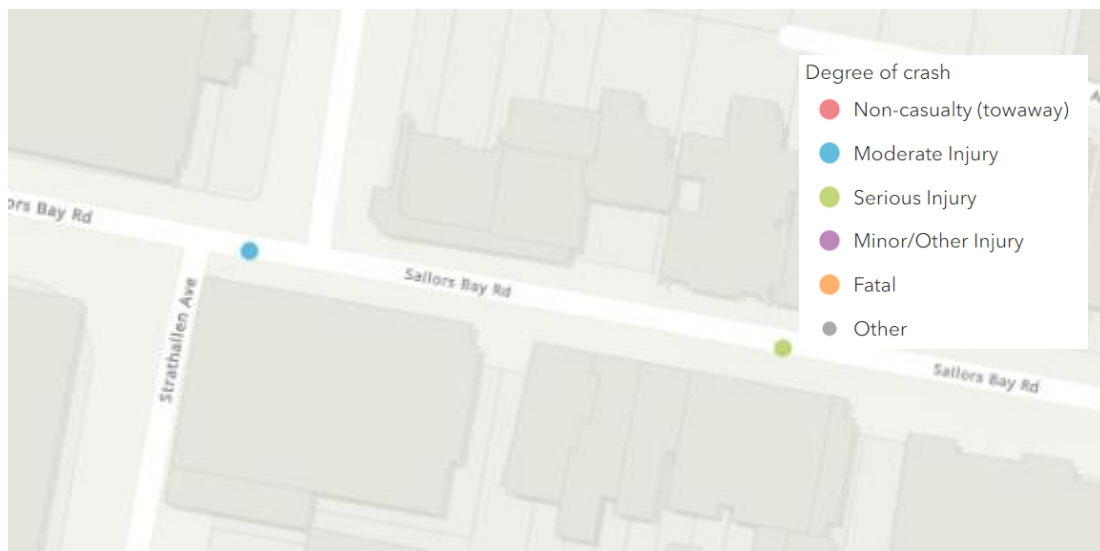
In this period there were only two crashes reported. Both involved a pedestrian being struck by a vehicle. Data was not available for the period since the trial began as this generally takes up to 12 months to be tabulated.

The two incidents recorded were:

- between Strathallen Avenue and Bellambi Street a pedestrian was struck while crossing the road resulting in moderate injury. This occurred in 2020.
- Midblock between Bellambi Street and Euroka Street a pedestrian was struck while crossing the road resulting in moderate injury. This occurred in 2020.

The locations of the crashes are shown on Figure 5.1

Figure 5.1: Crash Locations



Source: Centre for Road Safety

6 Recommendations

Based on this assessment we have provided a range of measures to improve the road network efficiency, safety, and parking.

6.1 Road Network Efficiency

The congestion on Euroka Street has not increased despite the increase in traffic volumes. Traffic volumes on Euroka Street are below the recommended environmental capacities/

Euroka Street has a relatively narrow carriageway with parking permitted along one side only between Kiola Road and Sailors Bay Road. The parking is restricted by 'no parking' zones. During the site visit no cars were observed stopping within this zone. Vehicles are allowed to stop in 'no parking' zones to set down and pick up passengers. However, as the volumes are so low vehicles would be able to pass a stopped vehicle in these circumstances and this is unlikely to have an impact on the road network efficiency. Notwithstanding, to remove any chance of impacting the road network Council on advice from traffic committee had previously suggested changing the 'no parking' to 'no stopping' to remove any doubt that road network efficiency would be impacted.

6.2 Manoeuvring at the Closure

Vehicles have been observed turning around at the closure of Bellambi Street. Observations indicate that vehicles can safely perform a 3-point turn. Previous assessments had recommended the provision of a shared space for the accessible parking space that could double to provide additional turning room. This would assist in turning movements for larger vehicles but is not considered necessary for manoeuvring based on observed driver behaviour.

6.3 Parking

The trial closure has had minimal impact on parking supply. However, we note that the accessible parking space has not been upgraded to the appropriate standards. In particular the space does not have an associated kerb ramp or a shared space for loading and unloading mobility devices. Upgrading this space would improve access for vulnerable road users.

In total the closure has resulted in the loss of one car space. Adopting the recommendation of providing a shared space for the accessible car space would result in the loss of an additional 1 car space (total of 2). Based on observations of parking this would have minimal impact on parking.

6.4 Road Safety

Provision of the road closure has removed conflicts between vehicles and pedestrians on a heavily trafficked pedestrian crossing Bellambi Street at Sailors Bay Road. However, there is no evidence from the crash records that this crossing was particularly 'unsafe'.

The road safety check has identified some road safety deficiencies which if addressed could improve road safety. Key recommendations for road safety:

- Investigate relocating poles on Sailors Bay Road to improve visibility of the signal lanterns which would improve safety of the signalised pedestrian crossing across Sailors Bay Road.
- Either improve street lighting in Bellambi Street or install reflective delineation on the concrete barrier in Bellambi Street to highlight the hazard in poor light conditions.
- Remove 'left only' sign on Sailors Bay Road that is now defunct and sends mixed messages to drivers.
- Remove or redirect to face Sailors Bay Road the 'no right turn' sign near Bellambi Street. The sign may be confusing for drivers turning right from Strathallen Avenue.

7 Conclusion

This report examines the key traffic and parking implications of the closure of Bellambi Street at Sailors Bay Road in Northbridge. The key findings of the report are:

- The closure has increased traffic volumes on Euroka Street by some 37 vehicles per hour in the morning peak (two -way) and 82 vehicles per hour (two-way) in the evening peak hour.
- The surveyed volumes on local streets since the closure are below the environmental capacity recommendation shows that the traffic volumes would have acceptable impacts on the amenity for local streets.
- The road safety check did not identify any high-risk issues associated with the closure however, some issues have been raised and could be addressed by Transport for NSW or Council to improve safety.
- For completeness traffic modelling was undertaken, however as the traffic volumes are so low there was no significant change in intersection operation.

Overall, the closure Bellambi Street has not had a significant impact on amenity and road network performance as a result of the redirected traffic.

In addition to creating a community space the closure has removed potential pedestrian conflicts with vehicles adjacent to an intersection on a State Road.

Appendix A

Traffic Modelling Results

MOVEMENT SUMMARY

Site: 101 [Euroka Street and Marooba Road - PM Pre (Site Folder: General - PM Pre)]

New Site

Site Category: (None)

Give-Way (Two-Way)

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %	v/c	sec		[Veh. veh	Dist] m				km/h
South: Euroka Street														
1	L2	7	0.0	7	0.0	0.014	4.6	LOSA	0.0	0.0	0.00	0.15	0.00	48.7
2	T1	18	0.0	19	0.0	0.014	0.0	LOSA	0.0	0.0	0.00	0.15	0.00	49.1
Approach		25	0.0	26	0.0	0.014	1.3	NA	0.0	0.0	0.00	0.15	0.00	49.0
North: Euroka Street														
8	T1	8	0.0	8	0.0	0.005	0.0	LOSA	0.0	0.0	0.02	0.06	0.02	49.6
9	R2	1	0.0	1	0.0	0.005	4.6	LOSA	0.0	0.0	0.02	0.06	0.02	48.6
Approach		9	0.0	9	0.0	0.005	0.5	NA	0.0	0.0	0.02	0.06	0.02	49.5
West: Kiola Road														
10	L2	1	0.0	1	0.0	0.007	4.6	LOSA	0.0	0.2	0.08	0.53	0.08	46.4
12	R2	8	0.0	8	0.0	0.007	4.7	LOSA	0.0	0.2	0.08	0.53	0.08	46.0
Approach		9	0.0	9	0.0	0.007	4.6	LOSA	0.0	0.2	0.08	0.53	0.08	46.1
All Vehicles		43	0.0	45	0.0	0.014	1.8	NA	0.0	0.2	0.02	0.21	0.02	48.5

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Minor Road Approach LOS values are based on average delay for all vehicle movements.

NA: Intersection LOS and Major Road Approach LOS values are Not Applicable for two-way sign control since the average delay is not a good LOS measure due to zero delays associated with major road movements.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

 **Site: 101 [Euroka - Sailors Bay - AM Post (Site Folder: General - AM Post)]**

New Site

Site Category: (None)

Roundabout

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %				[Veh. veh	Dist] m				
South: Driveway														
1	L2	1	0.0	1	0.0	0.004	6.8	LOSA	0.0	0.1	0.53	0.56	0.53	44.7
2	T1	1	0.0	1	0.0	0.004	6.3	LOSA	0.0	0.1	0.53	0.56	0.53	45.2
3	R2	1	0.0	1	0.0	0.004	8.9	LOSA	0.0	0.1	0.53	0.56	0.53	45.0
Approach		3	0.0	3	0.0	0.004	7.3	LOSA	0.0	0.1	0.53	0.56	0.53	45.0
East: Sailors Bay Road														
4	L2	1	0.0	1	0.0	0.307	4.6	LOSA	2.1	15.2	0.23	0.46	0.23	46.0
5	T1	367	4.0	386	4.0	0.307	4.1	LOSA	2.1	15.2	0.23	0.46	0.23	46.5
6	R2	19	0.0	20	0.0	0.307	6.8	LOSA	2.1	15.2	0.23	0.46	0.23	46.3
Approach		387	3.8	407	3.8	0.307	4.3	LOSA	2.1	15.2	0.23	0.46	0.23	46.5
North: Euroka Street														
7	L2	27	0.0	28	0.0	0.085	6.4	LOSA	0.4	3.0	0.49	0.66	0.49	44.5
8	T1	1	0.0	1	0.0	0.085	5.9	LOSA	0.4	3.0	0.49	0.66	0.49	45.0
9	R2	45	0.0	47	0.0	0.085	8.6	LOSA	0.4	3.0	0.49	0.66	0.49	44.7
Approach		73	0.0	77	0.0	0.085	7.8	LOSA	0.4	3.0	0.49	0.66	0.49	44.6
West: Sailors Bay Road														
10	L2	39	0.0	41	0.0	0.275	4.4	LOSA	1.7	12.3	0.13	0.45	0.13	46.3
11	T1	337	4.0	355	4.0	0.275	4.0	LOSA	1.7	12.3	0.13	0.45	0.13	46.8
12	R2	1	0.0	1	0.0	0.275	6.6	LOSA	1.7	12.3	0.13	0.45	0.13	46.6
Approach		377	3.6	397	3.6	0.275	4.0	LOSA	1.7	12.3	0.13	0.45	0.13	46.8
All Vehicles		840	3.4	884	3.4	0.307	4.5	LOSA	2.1	15.2	0.21	0.47	0.21	46.5

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Intersection and Approach LOS values are based on average delay for all vehicle movements.

Roundabout Capacity Model: SIDRA Standard.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

▼ Site: 101 [Euroka Street and Kiola Road - AM Post (Site Folder: General - AM Post)]

New Site

Site Category: (None)

Give-Way (Two-Way)

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %	v/c	sec		[Veh. veh	Dist] m				km/h
South: Euroka Street														
1	L2	41	0.0	43	0.0	0.031	4.6	LOS A	0.0	0.0	0.00	0.39	0.00	47.4
2	T1	15	0.0	16	0.0	0.031	0.0	LOS A	0.0	0.0	0.00	0.39	0.00	47.8
Approach		56	0.0	59	0.0	0.031	3.3	NA	0.0	0.0	0.00	0.39	0.00	47.5
North: Euroka Street														
8	T1	38	0.0	40	0.0	0.021	0.0	LOS A	0.0	0.0	0.01	0.01	0.01	49.9
9	R2	1	0.0	1	0.0	0.021	4.7	LOS A	0.0	0.0	0.01	0.01	0.01	48.9
Approach		39	0.0	41	0.0	0.021	0.1	NA	0.0	0.0	0.01	0.01	0.01	49.9
West: Kiola Road														
10	L2	1	0.0	1	0.0	0.023	4.6	LOS A	0.1	0.5	0.13	0.53	0.13	46.3
12	R2	26	0.0	27	0.0	0.023	4.8	LOS A	0.1	0.5	0.13	0.53	0.13	45.9
Approach		27	0.0	28	0.0	0.023	4.8	LOS A	0.1	0.5	0.13	0.53	0.13	45.9
All Vehicles		122	0.0	128	0.0	0.031	2.6	NA	0.1	0.5	0.03	0.30	0.03	47.9

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Minor Road Approach LOS values are based on average delay for all vehicle movements.

NA: Intersection LOS and Major Road Approach LOS values are Not Applicable for two-way sign control since the average delay is not a good LOS measure due to zero delays associated with major road movements.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

Site: 101 [Euroka Street and Marooba Road - AM Post (Site Folder: General - AM Post)]

New Site

Site Category: (None)

Give-Way (Two-Way)

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %				[Veh. veh	Dist] m				
South: Euroka Street														
1	L2	11	0.0	12	0.0	0.008	4.6	LOS A	0.0	0.0	0.00	0.42	0.00	47.2
2	T1	3	0.0	3	0.0	0.008	0.0	LOS A	0.0	0.0	0.00	0.42	0.00	47.7
Approach		14	0.0	15	0.0	0.008	3.6	NA	0.0	0.0	0.00	0.42	0.00	47.3
North: Euroka Street														
8	T1	20	0.0	21	0.0	0.011	0.0	LOS A	0.0	0.0	0.01	0.03	0.01	49.8
9	R2	1	0.0	1	0.0	0.011	4.6	LOS A	0.0	0.0	0.01	0.03	0.01	48.9
Approach		21	0.0	22	0.0	0.011	0.2	NA	0.0	0.0	0.01	0.03	0.01	49.8
West: Kiola Road														
10	L2	2	0.0	2	0.0	0.011	4.6	LOS A	0.0	0.3	0.04	0.54	0.04	46.5
12	R2	12	0.0	13	0.0	0.011	4.7	LOS A	0.0	0.3	0.04	0.54	0.04	46.1
Approach		14	0.0	15	0.0	0.011	4.6	LOS A	0.0	0.3	0.04	0.54	0.04	46.2
All Vehicles		49	0.0	52	0.0	0.011	2.4	NA	0.0	0.3	0.01	0.29	0.01	48.0

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Minor Road Approach LOS values are based on average delay for all vehicle movements.

NA: Intersection LOS and Major Road Approach LOS values are Not Applicable for two-way sign control since the average delay is not a good LOS measure due to zero delays associated with major road movements.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

 Site: 101 [Euroka - Sailors Bay - AM Pre (Site Folder: General - AM Pre)]

New Site

Site Category: (None)

Roundabout

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %				[Veh. veh	Dist] m				
South: Driveway														
1	L2	1	0.0	1	0.0	0.004	6.7	LOSA	0.0	0.1	0.52	0.56	0.52	44.7
2	T1	1	0.0	1	0.0	0.004	6.2	LOSA	0.0	0.1	0.52	0.56	0.52	45.2
3	R2	1	0.0	1	0.0	0.004	8.9	LOSA	0.0	0.1	0.52	0.56	0.52	45.0
Approach		3	0.0	3	0.0	0.004	7.3	LOSA	0.0	0.1	0.52	0.56	0.52	45.0
East: Sailors Bay Road														
4	L2	1	0.0	1	0.0	0.300	4.5	LOSA	2.1	14.8	0.19	0.46	0.19	46.1
5	T1	365	4.0	384	4.0	0.300	4.1	LOSA	2.1	14.8	0.19	0.46	0.19	46.6
6	R2	26	0.0	27	0.0	0.300	6.7	LOSA	2.1	14.8	0.19	0.46	0.19	46.4
Approach		392	3.7	413	3.7	0.300	4.2	LOSA	2.1	14.8	0.19	0.46	0.19	46.6
North: Euroka Street														
7	L2	18	0.0	19	0.0	0.061	6.5	LOSA	0.3	2.1	0.49	0.65	0.49	44.4
8	T1	1	0.0	1	0.0	0.061	5.9	LOSA	0.3	2.1	0.49	0.65	0.49	44.9
9	R2	33	0.0	35	0.0	0.061	8.6	LOSA	0.3	2.1	0.49	0.65	0.49	44.7
Approach		52	0.0	55	0.0	0.061	7.8	LOSA	0.3	2.1	0.49	0.65	0.49	44.6
West: Sailors Bay Road														
10	L2	16	0.0	17	0.0	0.273	4.5	LOSA	1.7	12.0	0.15	0.45	0.15	46.3
11	T1	347	4.0	365	4.0	0.273	4.0	LOSA	1.7	12.0	0.15	0.45	0.15	46.8
12	R2	1	0.0	1	0.0	0.273	6.7	LOSA	1.7	12.0	0.15	0.45	0.15	46.6
Approach		364	3.8	383	3.8	0.273	4.0	LOSA	1.7	12.0	0.15	0.45	0.15	46.8
All Vehicles		811	3.5	854	3.5	0.300	4.4	LOSA	2.1	14.8	0.19	0.46	0.19	46.5

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Intersection and Approach LOS values are based on average delay for all vehicle movements.

Roundabout Capacity Model: SIDRA Standard.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

▼ Site: 101 [Euroka Street and Kiola Road - AM Pre (Site Folder: General - AM Pre)]

New Site

Site Category: (None)

Give-Way (Two-Way)

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %				[Veh. veh	Dist] m				
South: Euroka Street														
1	L2	34	0.0	36	0.0	0.024	4.6	LOS A	0.0	0.0	0.00	0.43	0.00	47.1
2	T1	8	0.0	8	0.0	0.024	0.0	LOS A	0.0	0.0	0.00	0.43	0.00	47.6
Approach		42	0.0	44	0.0	0.024	3.7	NA	0.0	0.0	0.00	0.43	0.00	47.2
North: Euroka Street														
8	T1	31	0.0	33	0.0	0.017	0.0	LOS A	0.0	0.0	0.01	0.02	0.01	49.9
9	R2	1	0.0	1	0.0	0.017	4.7	LOS A	0.0	0.0	0.01	0.02	0.01	48.9
Approach		32	0.0	34	0.0	0.017	0.2	NA	0.0	0.0	0.01	0.02	0.01	49.8
West: Kiola Road														
10	L2	1	0.0	1	0.0	0.017	4.6	LOS A	0.1	0.4	0.10	0.53	0.10	46.4
12	R2	19	0.0	20	0.0	0.017	4.7	LOS A	0.1	0.4	0.10	0.53	0.10	46.0
Approach		20	0.0	21	0.0	0.017	4.7	LOS A	0.1	0.4	0.10	0.53	0.10	46.0
All Vehicles		94	0.0	99	0.0	0.024	2.7	NA	0.1	0.4	0.02	0.31	0.02	47.8

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Minor Road Approach LOS values are based on average delay for all vehicle movements.

NA: Intersection LOS and Major Road Approach LOS values are Not Applicable for two-way sign control since the average delay is not a good LOS measure due to zero delays associated with major road movements.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

▼ Site: 101 [Euroka Street and Marooba Road - AM Pre (Site Folder: General - AM Pre)]

New Site

Site Category: (None)

Give-Way (Two-Way)

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %	v/c	sec		[Veh. veh	Dist] m				km/h
South: Euroka Street														
1	L2	8	0.0	8	0.0	0.006	4.6	LOSA	0.0	0.0	0.00	0.39	0.00	47.4
2	T1	3	0.0	3	0.0	0.006	0.0	LOSA	0.0	0.0	0.00	0.39	0.00	47.8
Approach		11	0.0	12	0.0	0.006	3.3	NA	0.0	0.0	0.00	0.39	0.00	47.5
North: Euroka Street														
8	T1	18	0.0	19	0.0	0.010	0.0	LOSA	0.0	0.0	0.01	0.03	0.01	49.8
9	R2	1	0.0	1	0.0	0.010	4.6	LOSA	0.0	0.0	0.01	0.03	0.01	48.8
Approach		19	0.0	20	0.0	0.010	0.2	NA	0.0	0.0	0.01	0.03	0.01	49.8
West: Kiola Road														
10	L2	2	0.0	2	0.0	0.007	4.6	LOSA	0.0	0.2	0.03	0.54	0.03	46.5
12	R2	7	0.0	7	0.0	0.007	4.6	LOSA	0.0	0.2	0.03	0.54	0.03	46.1
Approach		9	0.0	9	0.0	0.007	4.6	LOSA	0.0	0.2	0.03	0.54	0.03	46.2
All Vehicles		39	0.0	41	0.0	0.010	2.1	NA	0.0	0.2	0.01	0.25	0.01	48.3

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Minor Road Approach LOS values are based on average delay for all vehicle movements.

NA: Intersection LOS and Major Road Approach LOS values are Not Applicable for two-way sign control since the average delay is not a good LOS measure due to zero delays associated with major road movements.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

 **Site: 101 [Euroka - Sailors Bay - PM Post (Site Folder: General - PM Post)]**

New Site

Site Category: (None)

Roundabout

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %				[Veh. veh	Dist] m				
South: Driveway														
1	L2	1	0.0	1	0.0	0.004	6.7	LOSA	0.0	0.1	0.53	0.55	0.53	44.8
2	T1	1	0.0	1	0.0	0.004	6.1	LOSA	0.0	0.1	0.53	0.55	0.53	45.3
3	R2	1	0.0	1	0.0	0.004	8.8	LOSA	0.0	0.1	0.53	0.55	0.53	45.0
Approach		3	0.0	3	0.0	0.004	7.2	LOSA	0.0	0.1	0.53	0.55	0.53	45.0
East: Sailors Bay Road														
4	L2	1	0.0	1	0.0	0.291	4.8	LOSA	1.9	14.0	0.30	0.48	0.30	45.8
5	T1	317	4.0	334	4.0	0.291	4.4	LOSA	1.9	14.0	0.30	0.48	0.30	46.3
6	R2	22	0.0	23	0.0	0.291	7.0	LOSA	1.9	14.0	0.30	0.48	0.30	46.1
Approach		340	3.7	358	3.7	0.291	4.5	LOSA	1.9	14.0	0.30	0.48	0.30	46.3
North: Euroka Street														
7	L2	26	0.0	27	0.0	0.124	6.9	LOSA	0.6	4.5	0.54	0.70	0.54	44.1
8	T1	1	0.0	1	0.0	0.124	6.3	LOSA	0.6	4.5	0.54	0.70	0.54	44.6
9	R2	75	0.0	79	0.0	0.124	9.0	LOSA	0.6	4.5	0.54	0.70	0.54	44.4
Approach		102	0.0	107	0.0	0.124	8.5	LOSA	0.6	4.5	0.54	0.70	0.54	44.3
West: Sailors Bay Road														
10	L2	58	0.0	61	0.0	0.323	4.5	LOSA	2.2	15.6	0.15	0.45	0.15	46.3
11	T1	383	4.0	403	4.0	0.323	4.0	LOSA	2.2	15.6	0.15	0.45	0.15	46.8
12	R2	1	0.0	1	0.0	0.323	6.6	LOSA	2.2	15.6	0.15	0.45	0.15	46.6
Approach		442	3.5	465	3.5	0.323	4.0	LOSA	2.2	15.6	0.15	0.45	0.15	46.7
All Vehicles		887	3.2	934	3.2	0.323	4.8	LOSA	2.2	15.6	0.25	0.49	0.25	46.3

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Intersection and Approach LOS values are based on average delay for all vehicle movements.

Roundabout Capacity Model: SIDRA Standard.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

▼ Site: 101 [Euroka Street and Kiola Road - PM Post (Site Folder: General - PM Post)]

New Site

Site Category: (None)

Give-Way (Two-Way)

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %	v/c	sec		[Veh. veh	Dist] m				km/h
South: Euroka Street														
1	L2	49	0.0	52	0.0	0.046	4.6	LOS A	0.0	0.0	0.00	0.32	0.00	47.8
2	T1	34	0.0	36	0.0	0.046	0.0	LOS A	0.0	0.0	0.00	0.32	0.00	48.2
Approach		83	0.0	87	0.0	0.046	2.7	NA	0.0	0.0	0.00	0.32	0.00	47.9
North: Euroka Street														
8	T1	33	0.0	35	0.0	0.018	0.0	LOS A	0.0	0.0	0.01	0.02	0.01	49.9
9	R2	1	0.0	1	0.0	0.018	4.8	LOS A	0.0	0.0	0.01	0.02	0.01	48.9
Approach		34	0.0	36	0.0	0.018	0.2	NA	0.0	0.0	0.01	0.02	0.01	49.8
West: Kiola Road														
10	L2	1	0.0	1	0.0	0.047	4.7	LOS A	0.2	1.1	0.17	0.54	0.17	46.3
12	R2	52	0.0	55	0.0	0.047	4.9	LOS A	0.2	1.1	0.17	0.54	0.17	45.8
Approach		53	0.0	56	0.0	0.047	4.9	LOS A	0.2	1.1	0.17	0.54	0.17	45.8
All Vehicles		170	0.0	179	0.0	0.047	2.9	NA	0.2	1.1	0.05	0.33	0.05	47.6

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Minor Road Approach LOS values are based on average delay for all vehicle movements.

NA: Intersection LOS and Major Road Approach LOS values are Not Applicable for two-way sign control since the average delay is not a good LOS measure due to zero delays associated with major road movements.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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1:54:56 PM

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MOVEMENT SUMMARY

Site: 101 [Euroka Street and Marooba Road - PM Post (Site Folder: General - PM Post)]

New Site

Site Category: (None)

Give-Way (Two-Way)

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %				[Veh. veh	Dist] m				
South: Euroka Street														
1	L2	14	0.0	15	0.0	0.020	4.6	LOS A	0.0	0.0	0.00	0.21	0.00	48.4
2	T1	23	0.0	24	0.0	0.020	0.0	LOS A	0.0	0.0	0.00	0.21	0.00	48.8
Approach		37	0.0	39	0.0	0.020	1.7	NA	0.0	0.0	0.00	0.21	0.00	48.7
North: Euroka Street														
8	T1	10	0.0	11	0.0	0.006	0.0	LOS A	0.0	0.0	0.02	0.05	0.02	49.7
9	R2	1	0.0	1	0.0	0.006	4.7	LOS A	0.0	0.0	0.02	0.05	0.02	48.7
Approach		11	0.0	12	0.0	0.006	0.4	NA	0.0	0.0	0.02	0.05	0.02	49.6
West: Kiola Road														
10	L2	1	0.0	1	0.0	0.012	4.6	LOS A	0.0	0.3	0.10	0.53	0.10	46.4
12	R2	13	0.0	14	0.0	0.012	4.7	LOS A	0.0	0.3	0.10	0.53	0.10	46.0
Approach		14	0.0	15	0.0	0.012	4.7	LOS A	0.0	0.3	0.10	0.53	0.10	46.0
All Vehicles		62	0.0	65	0.0	0.020	2.2	NA	0.0	0.3	0.03	0.25	0.03	48.2

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Minor Road Approach LOS values are based on average delay for all vehicle movements.

NA: Intersection LOS and Major Road Approach LOS values are Not Applicable for two-way sign control since the average delay is not a good LOS measure due to zero delays associated with major road movements.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

 Site: 101 [Euroka - Sailors Bay - PM Pre (Site Folder: General - PM Pre)]

New Site

Site Category: (None)

Roundabout

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %				[Veh. veh	Dist] m				
South: Driveway														
1	L2	1	0.0	1	0.0	0.004	6.5	LOS A	0.0	0.1	0.50	0.55	0.50	44.8
2	T1	1	0.0	1	0.0	0.004	6.0	LOS A	0.0	0.1	0.50	0.55	0.50	45.4
3	R2	1	0.0	1	0.0	0.004	8.7	LOS A	0.0	0.1	0.50	0.55	0.50	45.1
Approach		3	0.0	3	0.0	0.004	7.0	LOS A	0.0	0.1	0.50	0.55	0.50	45.1
East: Sailors Bay Road														
4	L2	1	0.0	1	0.0	0.275	4.5	LOS A	1.8	13.4	0.19	0.46	0.19	46.1
5	T1	329	4.0	346	4.0	0.275	4.1	LOS A	1.8	13.4	0.19	0.46	0.19	46.6
6	R2	26	0.0	27	0.0	0.275	6.7	LOS A	1.8	13.4	0.19	0.46	0.19	46.4
Approach		356	3.7	375	3.7	0.275	4.2	LOS A	1.8	13.4	0.19	0.46	0.19	46.6
North: Euroka Street														
7	L2	19	0.0	20	0.0	0.067	6.9	LOS A	0.3	2.4	0.54	0.68	0.54	44.2
8	T1	1	0.0	1	0.0	0.067	6.4	LOS A	0.3	2.4	0.54	0.68	0.54	44.7
9	R2	34	0.0	36	0.0	0.067	9.1	LOS A	0.3	2.4	0.54	0.68	0.54	44.4
Approach		54	0.0	57	0.0	0.067	8.3	LOS A	0.3	2.4	0.54	0.68	0.54	44.4
West: Sailors Bay Road														
10	L2	20	0.0	21	0.0	0.323	4.5	LOS A	2.1	15.0	0.16	0.45	0.16	46.3
11	T1	414	4.0	436	4.0	0.323	4.0	LOS A	2.1	15.0	0.16	0.45	0.16	46.8
12	R2	1	0.0	1	0.0	0.323	6.7	LOS A	2.1	15.0	0.16	0.45	0.16	46.6
Approach		435	3.8	458	3.8	0.323	4.0	LOS A	2.1	15.0	0.16	0.45	0.16	46.8
All Vehicles		848	3.5	893	3.5	0.323	4.4	LOS A	2.1	15.0	0.20	0.47	0.20	46.5

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Intersection and Approach LOS values are based on average delay for all vehicle movements.

Roundabout Capacity Model: SIDRA Standard.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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MOVEMENT SUMMARY

▼ Site: 101 [Euroka Street and Kiola Road - PM Pre (Site Folder: General - PM Pre)]

New Site

Site Category: (None)

Give-Way (Two-Way)

Vehicle Movement Performance														
Mov ID	Turn	INPUT VOLUMES		DEMAND FLOWS		Deg. Satn	Aver. Delay	Level of Service	95% BACK OF QUEUE		Prop. Que	Effective Stop Rate	Aver. No. Cycles	Aver. Speed
		[Total veh/h	HV] %	[Total veh/h	HV] %				[Veh. veh	Dist] m				
South: Euroka Street														
1	L2	29	0.0	31	0.0	0.025	4.6	LOS A	0.0	0.0	0.00	0.35	0.00	47.6
2	T1	15	0.0	16	0.0	0.025	0.0	LOS A	0.0	0.0	0.00	0.35	0.00	48.0
Approach		44	0.0	46	0.0	0.025	3.0	NA	0.0	0.0	0.00	0.35	0.00	47.7
North: Euroka Street														
8	T1	19	0.0	20	0.0	0.011	0.0	LOS A	0.0	0.0	0.01	0.03	0.01	49.8
9	R2	1	0.0	1	0.0	0.011	4.7	LOS A	0.0	0.0	0.01	0.03	0.01	48.8
Approach		20	0.0	21	0.0	0.011	0.2	NA	0.0	0.0	0.01	0.03	0.01	49.8
West: Kiola Road														
10	L2	1	0.0	1	0.0	0.028	4.6	LOS A	0.1	0.6	0.11	0.53	0.11	46.4
12	R2	32	0.0	34	0.0	0.028	4.7	LOS A	0.1	0.6	0.11	0.53	0.11	46.0
Approach		33	0.0	35	0.0	0.028	4.7	LOS A	0.1	0.6	0.11	0.53	0.11	46.0
All Vehicles		97	0.0	102	0.0	0.028	3.0	NA	0.1	0.6	0.04	0.35	0.04	47.5

Site Level of Service (LOS) Method: Delay (RTA NSW). Site LOS Method is specified in the Parameter Settings dialog (Site tab).

Vehicle movement LOS values are based on average delay per movement.

Minor Road Approach LOS values are based on average delay for all vehicle movements.

NA: Intersection LOS and Major Road Approach LOS values are Not Applicable for two-way sign control since the average delay is not a good LOS measure due to zero delays associated with major road movements.

Delay Model: SIDRA Standard (Geometric Delay is included).

Queue Model: SIDRA Standard.

Gap-Acceptance Capacity: SIDRA Standard (Akçelik M3D).

HV (%) values are calculated for All Movement Classes of All Heavy Vehicle Model Designation.

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CUSTOMER & CORPORATE DIRECTORATE

12.3 OUTCOME OF PUBLIC EXHIBITION – CUSTOMER EXPERIENCE STRATEGY



Willoughby City Council

Customer Experience Strategy

Public Exhibition Engagement Outcomes Report Draft

April 2023

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Executive Summary

This Consultation Outcomes Report presents the results from the public exhibition of the Customer Experience Strategy 2023 - 2035 from 9 February to 12 March 2023. The report provides a brief overview of the process, a summary of emerging themes, and a detailed review of all engagement comments and data points.

The engagement activities were designed to:

1. Capture broad community feedback on the draft document.
2. Further refine Council's understanding of the community's preferred methods of communication and customer experience
3. Identify community priorities and possible emerging gaps in the draft directions within the Customer Experience Strategy (CX Strategy).

During the process:

- 301 customers were informed or consulted through face to face interaction
- 55 local businesses were engaged
- 28% of consultation participants were from diverse and/or "harder to reach" groups

Consultation opportunities included the following, with a total of 75 connections outlined below:

- Two face to face and one online consultation workshops (44 attended)
- In person business, visitor and community surveys (23 completed)
- Online surveys and email feedback (8 received).

Council received an overwhelming level of support for the draft CX Strategy and the prioritisation of improving customer experience in Willoughby. The feedback received has also confirmed the community's support of the initiatives and identified areas of importance and focus within the CX Strategy.

The key themes emerging from the consultation include:

1. Transparent and effective communication - Invest in improving and increasing the level of communication, particularly through the customer's preferred communication methods
2. Closing the loop - Focus on 'closing the loop' on customer enquiries to ensure that communication is two-way, consistent, responsive and continuous.
3. Eliminate Barriers – Make contacting Council and Council's processes more accessible, including third party access.
4. Simplification of language – reduce the 'modern jargon' and utilise customer friendly language in the draft CX Strategy to minimise confusion.
5. Deliver pillars and initiatives - act on the foundations and directions laid out in the Strategy, for which there was broad support.
6. Business customer communication - Improve outbound communication to businesses as this cohort felt under serviced

1. Introduction

The draft Customer Experience Strategy 2023 - 2025 (CX Strategy) provides a framework and a series of initiatives to improve customer experience over the next two years. Our commitment, customer principles, outcomes and initiatives were identified and refined to respond to customer needs, changing expectations and improve Council's ability to provide a better customer experience. Implementation of the actions will help transform the customer experience provided across all areas of Council.

The draft CX Strategy was developed based on desktop research, consideration of existing strategies, review of current data, interviews and workshops with customers, staff and Councillors.

The draft CX Strategy was presented and endorsed for public exhibition by council in December 2022. The report provides an overview of the methodology, a summary of emerging themes, and a detailed review of all engagement comments and data points from the public exhibition period. The feedback from the public exhibition have helped to refine the CX strategy before adoption by Council.

2. Methodology

Prior to the public exhibition, Council undertook research, workshops with stakeholders; interviews and surveys with customers to develop the draft CX Strategy. The strategy focused on addressing both the customer and Council requirements and transform our customer experience over time.

For the public exhibition process, Council commissioned engagement and consultation specialists JOC Consulting to assist with consultation and reporting to inform the development of the CX Strategy.

Consultation sought to engage with a diverse range of community members, including business owners and community members from various locations within the local government area (LGA).

The engagement process included opportunities for staff to engage with customers and community members (who may not be customers). The following mechanisms were used:

- Face to face workshops
- Online workshops
- Harder to reach community member workshops
- Online Survey
- Face to face survey
- Formal submission
- FAQ.

Customers were informed and consulted through the following mechanisms.

Method	Location	Date	Participants
Face to Face Promotion and	Chatswood, Artarmon,	15 February 2023	23 surveys completed 55 additional comments captured

Business Surveys	Naremburn town centres		195 Community Members/ Customers informed
Community Workshops x2	Council Chambers in Chatswood Naremburn Community Centre	21 & 28 February 2023	24 Community Members/ Customers
Harder to reach community members	Online	7 March 2023	20 Community Members/ Customers from Diverse Demographics
Online Community Survey and Submissions	Councils Have Your Say page	9 February until 12 March	8 Surveys and email feedback received 0 Submissions received

The process and results of each mechanism are provided in the following pages.

In the interest of maintaining customer privacy, irrespective of permission granted through the Have Your Say page or during the consultation activities, all efforts have been made to de-identify the comments in this report, without distorting the intentions of the participant.

The consultation process was merged with the public exhibition of the Community Engagement Policy and Strategy, given the synergies between the two documents. However, this report only focuses on the results of the consultation on the CX Strategy.

All promotional material and surveys can be found in (Attachments 1).

2. Face to Face Community Workshops

Two community workshops were conducted at Council Chambers in Chatswood on 21 February 2023, and Naremburn Community Centre on 28 February 2023. Consultation sought to engage with a diverse range of community members, including business owners and community members from various locations within the local government area (LGA).

About the Workshops

The workshops provided the opportunity for community feedback on Council's draft Community Engagement & Customer Experience Strategies. The workshop was divided into four parts:

1. Presentation of the draft Community Engagement Strategy
2. Reflection on the draft Community Engagement Strategy
3. Presentation of the draft Customer Experience Strategy
4. Reflection on the draft Customer Experience Strategy

Upon the completion of a presentation by Council, participants were asked to participate in the following activities in relation to the draft Customer Experience Strategy.

- Pulse check - participants were asked to identify potential improvements or gaps in the draft Customer Experience Strategy.
- Reflection on the Strategy and identifying priorities - participants were then asked to reflect on the Strategy, identifying priority areas for action over the next 12 months.

Across the two workshops, 24 community members participated, with 17 attending in person and the remaining 7 online. Participants identified themselves as business owners and residents from various sectors and suburbs across the Willoughby area.

Emerging Themes (from community workshops 1 & 2)

Participants thanked Council for their commitment to improve services and communication through actionable 12–24 month initiatives and inbuilt monitoring of progress. They suggested ways in which Council can improve its customer experience processes and the draft CX Strategy.

There were three key themes that emerged from the workshops.

EMERGING THEMES FROM FACE TO FACE WORKSHOPS

Resolve issues around privacy and collection of customer data (8)

Make the strategy document more accessible, easier to understand and less jargon (4)

Focus on improving channels for customers contacting Council and closing the loop (4)

Participants were asked to identify potential priority areas for the first 12 months of implementation of the Strategy.

87% of workshop participants felt the CX Strategy was taking positive steps forward in creating a more open, collaborative and responsive Council. Overall the community expressed a strong desire for Council to focus on:

- Build trust through transparency
- Resolve and improve links between both the Community Engagement Strategy and the Customer Experience Strategy so they seamlessly aid one another in a shared objective
- Transform strategy into actions, with clear funding mechanisms and measures for on-going assessment
- Simplification of language to improve accessibility for community.

The following table itemises comments from participants across both workshops.

Community Comment	Council Response
How are you going to make the Community Engagement Strategy and Customer Experience Strategy hold hands? So much overlap – good having them up together but so any linkages that need to be addressed in both strategies. Customer communication and community feedback.	<ul style="list-style-type: none"> • These two strategies are linked and also connect to many other Council strategies. • Many of the initiatives outlined in the strategies intersect and are reliant on each other. • Customer experience, communication and engagement are also the top priorities for how Council can improve our customer satisfaction. • Internal project teams and the customer communication plan will help to capture this cross over.
<p>The strategy sounds like ‘gobbledy goop’ for people who don’t work in these areas</p> <ul style="list-style-type: none"> • Want to generate trust in these area • My perception that Willoughby CC is quite secretive • Want to see people’s views who are making that decision 	<ul style="list-style-type: none"> • The language in the CX Strategy has been updated and a glossary of terms has been added. • Once adopted a one page explanation will be provided.
Read through documents and get rid of jargon “customer needs stakes analysis” customer experience” or “Hard to Reach” – who’s going to understand this?	<ul style="list-style-type: none"> • The language in the CX Strategy has been updated and a glossary of terms has been added. • Once adopted a one page explanation will be provided.
<p>Transparency and trustworthy</p> <ul style="list-style-type: none"> • “Search function on the website, can’t find anything. 	<ul style="list-style-type: none"> • The search functionality is already being investigated by staff and website provider. • Feedback will be provided to the engagement team on the location of Have Your Say.

Community Comment	Council Response
<ul style="list-style-type: none"> • Can't find have your say on the website". 	<ul style="list-style-type: none"> • The CX Strategy includes improvements to the website and information being provided.
Policy tonight rather than strategy – like to see more information on how you propose to get us to these levels. What are you going to do in the next 12 months	<ul style="list-style-type: none"> • The initiatives planned are outlined within the CX Strategy over the next two years. This will be reported to Council annually through its Operational Plan.

Workshop 1 - draft Customer Experience Strategy pulse check

Participants were asked to identify potential improvements or gaps in the draft Strategy. The following table itemises comments from Workshop 1 collected in person and through the online chat function.

Community Comment	Council Response
<p>How is it going to be implemented for older people?</p> <p>Not feeling heard and that feedback is worthwhile – lack of communication from Council and practicalities – enable residents to communicate with Council</p>	<ul style="list-style-type: none"> • One of the initiatives of the CX Strategy is to better understand the different types of customers and how they like to be communicated with, engaged and their specific needs (customer journey maps). This information will assist Council to further enhance communication and experience with all customers. • Council's website meets accessibility requirements and includes language translation; font enlarger. Council also offers a hearing loop service, and can utilise an interpreter service in addition to, face to face, phone and online access. • Council are continuing with staff training on customer experience and how to understand working with all our customers. • Council offers numerous opportunities to communicate with Council, through: correspondence, face to face, community consultation on specific initiatives; contacting Councillors; attending and / or speaking at Council meetings.
Has Council considered a live chat function?	<ul style="list-style-type: none"> • Yes, Council has utilised this function previously for a simple request, not for all services and information. Our current system doesn't enable this easily. This is an option we want to explore further once the new system is in place, improvements are made in the knowledgebase and, artificial intelligence options are considered to ensure it can manage all Council requests and provide quality responses and service. • Staff continually review types of service requests and issues being raised by our customers. Where appropriate the website is updated to provide answers to questions.

Community Comment	Council Response
Expression of community concern around privacy and access to information – what are Council processes around protecting this information?	<ul style="list-style-type: none"> • Council has a privacy management plan see link for the plan Privacy Statement Willoughby City Council (nsw.gov.au). • Any personal information we collect from you will be handled in accordance with the Privacy & Personal Information Protection Act 1998. • Council is also aware of cyber security concerns and has developed and is implementing a Cyber Security Strategy.
Footpath maintenance complaint lodged, low shrub pruning along street lodged, Willoughby Road overgrown shrubs lodged – no closing loop of feedback or acknowledgement from Council regarding the enquiry	<ul style="list-style-type: none"> • Council recognises in the CX Strategy that this is a key area for improvement. • Council has made improvements in the current system and we have been working with staff to improve our responsiveness and closing the loop. This will continue. • The new system for managing customer requests will enable improved reporting and access to the requests by the customers directly. • To ensure the request or feedback is captured in the system and can be allocated appropriately customers should contact Council through 9777 1000, through the general email address email@willoughby.nsw.gov.au or through the report an issue on our website.
Concern about AI and technology overtaking the individuality of customer service	<ul style="list-style-type: none"> • Using artificial intelligence (AI) is an emerging trend in customer experience and one we will need to explore further in our context. • We recognise there are some services and issues that do require individual service, but there are other elements that may be delivered through technology, which maybe a better experience for our customers and a more efficient approach by Council.
If we aren't happy with the service that is provided?	<ul style="list-style-type: none"> • If you are not happy with the service provided, you can write or call Council. • There is a formal complaints process that we go through, the process, policy and procedures can be found on our website. https://www.willoughby.nsw.gov.au/Council/Contact-us/Complaints
How is Council going to improve timeliness?	<ul style="list-style-type: none"> • Council is reviewing the service level timeframes for each of our services, based on resources, number of requests, how long it takes to respond or do the work. This takes significant work but will be supported by the new system. • We will improve how we communicate timelines to our customers to ensure expectations can be clear at the outset. • Improvements to our system, staff training will also support improving timeliness of responses.
My request would be having a more direct access route to	<ul style="list-style-type: none"> • Council continues to review the most efficient pathway for customer enquiries to be actioned. Due to the nature and

Community Comment	Council Response
<p>the correct person or group responsible for each aspect of what the community is asking for. Currently many people do not know how or who to feedback to regarding issues And a follow up to my question - it would be great to understand how we access information from Council.</p>	<p>complexity of enquires through to Council there is a need for a triage service to best direct enquiries. However this will continue to be reviewed.</p> <ul style="list-style-type: none"> • The CX Strategy includes improvements to how customers are communicated with in a customer communications plan and adjustments to the websites information and direction regarding feedback. • The new system will also improve the way all staff can update customer requests.
<p>I need to communicate with Customer Service as an individual home owner and ratepayer as well as the Chairman of our Executive Committee so would need to have multiple profiles with Council. Is that possible?</p>	<ul style="list-style-type: none"> • This will be possible with the new customer request management tool which will allow Council to understand what type of customer you might be at the time of enquiry. • The CX strategy includes a process improvement program that allows Council to map out how customers choose to interact with us. This information is used to help inform how we best to build a single view of the customer functionality to provide a seamless customer experience.
<p>My other request would be for an avenue for contacting Council that is for more urgent issues versus regular or non time sensitive issues I cannot wait for this to be implemented. I have been waiting YEARS for a response from Council over some issues I have lodged with them. I was just about to go to a Councillor to see if I can get some traction on them. YEARS is too long to wait for an answer and then to have to wait on ACTION.</p>	<ul style="list-style-type: none"> • This will be considered when developing the channel preference strategy and the new customer request tool in the CX strategy. By mapping out the different types of customer queries this will help to better automate prioritising requests and improving response times.
<p>Communication for people who engage with the Council. With the Lantern Parade, residents said they did not know about it. People said that when traffic was blocked off I didn't know anything about it. Good to work out the framework but it's the nitty gritty everyday things which are really important.</p>	<ul style="list-style-type: none"> • Council has made improvements in the current system regarding keeping customers informed with changes to conditions • Council recognises in the CX Strategy that this is a key area for improvement. • A customer communications plan and the website content review will assist Council to keep customers better informed of changes to conditions.
<p>What is the role of Mayor and Councillors when it comes to raising issues? We need clarity on this.</p>	<ul style="list-style-type: none"> • If you have a service request, want information or have an issue your first point of call is the Council administration. • Councillors comprise the governing body of a council in the same way that a board of directors is the governing body of a corporation. The Local Government Act 1993 prescribes the collective role, simply, Councillors

Community Comment	Council Response
	<p>participate in policy decision making and act as the link between the community and Council.</p> <ul style="list-style-type: none"> • The Council administration, the staff implement the decisions and manage the operations of the organisation. • Participant were sent NSW Government 'Role of Councillors Policy'

Workshop 2

The following table itemises comments from **Workshop 2** participants.

Community Comment	Council Response
You mentioned, meeting your customer needs – knowing what people need before they even need it – does this feed into it?	<ul style="list-style-type: none"> • Yes, it does. Some of the initiatives in the CX Strategy (customer journey mapping, understanding preferred ways to communicate with us etc.) will help us to know our customers and their needs.
Will this single view be Willoughby Council specific?	<ul style="list-style-type: none"> • Yes, we only capture data when you engage with us. • Single view of the customer is industry standard, for all businesses to provide a single and accurate view of a customer in one centralised place. It allows your interactions to be stored in the one place, irrelevant if you phoned, dropped in or sent an email. This helps us understand our individual customers better. • Our new system will provide the customer with access to their data, be able to update it as required and check the status of all your requests. It allows staff who take your calls or need to respond to a request to know the details of your request, how to contact you etc. and enables Council to tailor a response to your specific needs. • Single view is about knowing you as a customer, understanding your interactions and providing you with a better service next time • All data Council has on customers' needs to be managed in a way that meets privacy regulations and policies.
Confused about what you mean by singular view of the customer - this feels a bit creepy. Don't want librarian to know a that I complain about my bins. About level of what you want. Think it's weird.	<ul style="list-style-type: none"> • As above. • Many staff in Council have access to the corporate systems now to enable them to undertake their work. The only change for Council staff will be that instead of having to access numerous systems for information or requests, there will be one system, making it more efficient for staff and our interactions with customers.
Feel uncomfortable about stored information and single view of each customer e.g. "you complained about this" "identity theft and privacy are important	<ul style="list-style-type: none"> • This information is currently available in various systems now, a single view will bring it into one system making interactions easier. • Council has to meet all privacy requirements in accordance with the Privacy & Personal Information Protection Act 1998 (the Act). We have a privacy

Community Comment	Council Response
	<p>management plan which can be found at Privacy Statement Willoughby City Council (nsw.gov.au)</p> <ul style="list-style-type: none"> • Instead of Council staff having to access numerous systems for information or requests, there will be one system, making it more efficient for staff and our interactions with customers.
<p>In regard to the 'Customer service champions' would there be another Council you could benchmark off?</p>	<ul style="list-style-type: none"> • We regularly speak with other councils and businesses to understand better practice or emerging trends. We also use surveys to benchmark our customer experience and customer service.
<p>Like to hear about you talk about Customer success champions. Who are they what do they do and who do you get them?</p>	<ul style="list-style-type: none"> • To assist in any change program, using existing staff to champion the issue or the solution is important. Council operations are diverse and across many locations, having champions who understand the different services and can at the various sites to assist other staff in the change is part of the champions role. • Champions are selected based on their interest and ability to support the improvements across the business. We provide training and support to the champions to help them become subject matter experts and assist others across the Council.
<p>Has there been an accessibility audit on what's been going up on the website – there has been some but there should be some more - strip back and use content strategy e.g. accessible PDF documents</p>	<ul style="list-style-type: none"> • The OpenCities platform that our website is powered by is audited annually against Web Content Accessibility Guidelines (WCAG) 2.0 AA standards by Vision Australia – Australia's peak body and industry leader for the provision of digital accessibility services. • WCAG 2.0 AA standards also feature as a routine part of training for all of our content authors. • We will continue to work towards providing improvements, this is incorporated into existing actions of the CX Strategy.
<p>Modern jargon that causes confusion "voice of customer" "single view of customer" "customer journey mapping" - make language simpler e.g. like Service NSW Also the framework up front is confusing</p>	<ul style="list-style-type: none"> • Revisions have been made to the CS Strategy and a glossary has been inserted. • There are some terms that have been retained as they standard industry practice. • Once adopted a one page explanation will be provided.
<p>Should have more open processes – very limited ways these days to communicate with Council</p>	<ul style="list-style-type: none"> • Council offers numerous opportunities to communicate with Council, through: correspondence, face to face, community consultation on specific initiatives; contacting Councillors; attending and / or speaking at Council meetings. • This will also be enhanced and reinforced through a number of actions in the CX Strategy including a customer communication plan. • The Community Engagement Strategy will also address this feedback

Community Comment	Council Response
Provide clarity on the “number around how long an enquiry takes, 1 week or 2” in auto-reply	<ul style="list-style-type: none"> • Council has many services, and the timeframes for services differs. However, as per Council’s Customer Service Charter a response to a customer should be provided within 10 business days. • Further refinement on service levels is underway, which will assist in providing clarity on timeframe.
Disappointed in the large amount of irrelevant and outdated information on Council’s website. This needs to be sorted. As well as more information and fewer images.	<ul style="list-style-type: none"> • The information and useability of the website will be improved by better understanding how our customers choose to navigate the information provided on the website. • This will also be enhanced and reinforced through a number of actions in the CX Strategy including a website content strategy and customer communication plan.
Feel uncomfortable having my say if it’s going to go back into a data base about me.	<ul style="list-style-type: none"> • This information is currently available in various systems now, a single view will bring it into one system making interactions easier. • Council has to meet all privacy requirements in accordance with the Privacy & Personal Information Protection Act 1998 (the Act). We have a privacy management plan which can be found at Privacy Statement Willoughby City Council (nsw.gov.au) • Instead of Council staff having to access numerous systems for information or requests, there will be one system, making it more efficient for staff and our interactions with customers.

3. Online Community Workshop - 'Harder to reach' groups

A focus group made up of representatives from Willoughby local government areas 'harder to reach' communities was conducted online on 7 March 2023. Consultation targeted a diverse range of Willoughby's community members that are often unrepresented in Council's consultation or communications demographics.

About the Focus Group

The focus group provided the opportunity for targeted feedback from groups that are underrepresented in Council's engagement efforts to date. 20 community members participated in the focus group. The focus group consisted of participants from the following 'harder to reach' groups (some participants identified themselves in more than one group):

- Working parents (9)
- Living with disability (7)
- Culturally and linguistically diverse (CALD) (5)
- Older people (5)
- Renters (3).

Participants provided feedback on Council's draft Community Engagement & Customer Experience Strategies (the Strategies), and the workshop was divided into two parts. The focus of the CX Strategy included:

- Activity - Customer experience preferences and barriers
- Draft Customer Service Strategy feedback
 - Activity – Testing the Outcomes
 - Activity – Testing the Pillars
 - Activity – Exploring Priority Initiatives

Emerging Themes (from 'Harder to reach' focus group)

Participants thanked Council for their commitment to improve services and communication through actionable 12–24 month initiatives and inbuilt monitoring of progress. They passionately suggested ways in which Council can improve its customer experience processes and the draft Customer Experience Strategy.

Workshop participants' future customer experience recommendations could be categorised into the following themes and subsequent suggested actions.

EMERGING THEMES FROM HARDER TO REACH WORKSHOP

Invest in the Community / Customers Preferred Communication Methods

Eliminate Barriers to Contacting Council

Enable authorised third-party enquiries

Invest in the community / customers preferred communication methods

- Overall, the majority of participants prefer to be informed via email (60%) or letter box drop (50%). The remaining communication methods were only chosen by 30% of participants or less.
- Working parents and older people preferred letter box drop (75 -67%)
Those who identified as living with a disability and participants who were part of a Culturally and Linguistically Diverse (CALD) community greatly over indexed in

choosing email as their preferred communication method (57% and 80%, respectively, chose email as their priority communication method).

Eliminate barriers to contacting Council, through two clear actions

- Provide confirmation of receipt of a customer enquiry and build transparency by confirming who will respond to the enquiry and within what timeframe.
- Provide easily accessible “one touch” enquiry submission tools and links that limit the number of clicks and amount of time it takes to find the correct Council contact and submit an enquiry.

Enable authorised third-party enquiries

- CALD community members expressed the need for Council to create a secure and accessible system for community members to lodge an enquiry on behalf of a family member.
- It was commonly acknowledged that younger generations of families from CALD communities will be responsible for liaising with Council and gathering information on behalf of family members.

Feedback on the Draft Strategy Structure & Elements - Outcomes

Amongst all focus group participants, the most important outcomes and suggestion on how to achieve them include:

Make it consistent for customers (chosen by 59% of participants)

- Participants felt it was important to acknowledge their enquiry, provide ongoing and consistent communication and provided by a knowledgeable Council Officer.
- They saw this being achieved through a consistent point of contact.

Make it responsive for customers (29%)

- This was seen by participants as a way of increasing transparency.
- Participants felt this could be achieved by improving response time.

Make me feel heard (12%)

- Participants felt this could be achieved through a helpful and positive Council Officer.

Participants were asked to identify their priority outcomes (*NB: participants were limited to two reasons. n=17*). The following table sorts participants' comments into priority outcomes.

Priority outcome	Comment
Make it consistent for customers (10)	<ul style="list-style-type: none"> • That they listened to me that they tried to understand my needs. I'm a person not a number • Being listened to and ongoing communication • Being heard, very important. • Acknowledging receipt of communication and then receiving a reply in a timely manner each time. Or a guideline, e.g. I'm on it and will get back to you within 10 business days. • A person with a name that you can follow up • Clearly understood lines of communication. • Knowing you will be speaking to someone who has knowledge and will listen. • Acknowledgement of suggestion idea enquiry • Key contact person who is responsive, ongoing communication. Understanding customer's needs, wanting to be helpful even if they can't resolve issue. Not making the customer feel unwanted. • Knowing you will be speaking to someone who has knowledge and will listen
Make it responsive for customers (5)	<ul style="list-style-type: none"> • Prompt and transparent updates • Transparency and realistic response timeframes • Being able to say it's good or some feedback, rather than silence • Responding to your enquiry straight away • Prompt answers/replies between both parties
Make me feel heard (2)	<ul style="list-style-type: none"> • Helpful live chat operators • Positive, happy customer service operator
Finds a solution (1)	<ul style="list-style-type: none"> • A response that provides a solution • Providing responses and possible resolutions
Easy to use tools (1)	<ul style="list-style-type: none"> • Tools of communication
Other (1)	<ul style="list-style-type: none"> • I tend to communicate via neighbourhood progress association. They know who to contact • People finding time to be heard. • Communicate with the broader community, such as through Willoughby Living group on Facebook. gives you a lot of varied opinions but also reaches a communicative group who will share information beyond their group

Feedback on the Draft Strategy Structure & Elements - Pillars

Amongst all focus group participants, the most important pillars and suggestion for how to achieve them incl

Build a customer centric culture (chosen by 47% of participants)

- Identified this the driver of a better user experience.
- They felt this could be achieved through early, often and clear communication.

Optimise processes, information, and services (27%)

- Participants thought this could be achieved through understanding customer needs and acting.

Listen to the voice of the customer (20%)

- Participants thought this could be achieved through acknowledgement of enquiry.

Improve technology and systems (1%)

- The participant thought this could be achieved through sharing of information.

Participants were asked to identify their priority pillars (*NB: participants were limited to two reasons. n=15*).

Priority pillars	Comment
Build a customer centric culture (7)	<ul style="list-style-type: none"> • I think a customer centric approach will always help to deliver a better user experience • Communicate often • Clear communication • Communication is important • Communication is the key. Let us know what is going on. • communicate often • Regular communication to build awareness, be where the people are, engage with communities on platforms they use (e.g. social media)
Optimise processes, information, and services (4)	<ul style="list-style-type: none"> • Lay out the future plans, and how/when to action them! • It's all about accountability • Accessibility • Understand the area
Listen to the voice of the customer (3)	<ul style="list-style-type: none"> • Yes, because people will feel heard and slowly response • Acknowledge communication • Being more proactive in seeking our feedback • Being understood
Improve technology and systems (1)	<ul style="list-style-type: none"> • Information sharing and transparency

Feedback on the Draft Strategy Structure & Elements – Initiatives

Across all participants, the two most important initiatives related to improving Council processes and commu

Participants ranked the initiatives order of priority below. This priority order aligns with those initiatives identi

Listening to the voice of the customer:

- Escalation of complaints and handling policy (nominated as a top priority by 50% of participants)
- Data and insights (50%)
- Close the loop feedback (45%)
- Build a voice of the customer program (30%)
- Customer needs states analysis (30%)

Build a customer centric culture:

- Customer experience training and capacity uplift (nominated as a top priority by 63% of participants)
- Customer success champion (53%)
- Shared vision and direction (47%)
- Employee experience strategy (26%)
- Customer service standards (11%)

Optimise processes, information and services:

- Process improvement (nominated as a top priority by 71% of participants)
- Customer journey mapping (35%)
- Customer communication plan 30%)
- Reporting and baseline (18%)
- Customer experience toolkit (1%)
- Knowledge management enhancement (0%)

Improve technology and systems:

- Channel preference strategy (nominated as a top priority by 61% of participants)
- Content strategy and review (56%)
- Optimal implementation of customer relationship management system (39%)
- Build in self service capability (22%)
- Digital automation (22%)

4. Pamphlet Distribution & Business Drop-in Survey

Council engaged the services of a consultation specialist to distribute information about the upcoming consultation opportunities, whilst also engaging in conversations with local businesses and conducting a short face to face survey.

Taking place in three local centres, Artarmon, Chatswood and Naremburn on 15 February 2023 at the following times, this engagement activity was a direct response to the community priority of “more face to face interaction” from community engagement activities.

- 9:15- 11:15 Chatswood Mall and Orchard Arcade
- 11:30-1:30 Naremburn (streets)
- 2:00-4pm Artarmon (streets)

The purpose was to gather feedback on the draft CX Strategy; and engage directly with local businesses and identified “harder to reach” groups, to better understand how they would like to engage with Council.

The following table outlines the consultation process and results:

Total	Artarmon	Chatswood	Naremburn
23 business drop-ins An additional 32 business owners or managers were unavailable at the time but were informed of alternate opportunities for engagement	13 surveys conducted with business owners or managers	4 surveys conducted with business owners or managers	6 surveys conducted with business owners or managers
195 Pamphlets distributed	48 15 businesses 33 Community	122 12 businesses 110 Community	25 5 businesses 20 Community

Situational context at the time of discussions

Context and recent matters of interest included the following.

Artarmon	Chatswood	Naremburn
At the time of consultation in Artarmon, they were undergoing delays of a State Government funded Public Domain Master Plan (the Plan).	Shop owners and managers expressed that they were still suffering from the effects of Covid-19. Less office workers have meant a shift in business categories from retail to pharmacy and	At the time of consultation in Naremburn, public domain street improvements were almost complete.

	<p>food produce. (2 participants)</p> <p>A few business owners in Chatswood Mall did not speak English.</p>	
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Business owners and manager sentiment during this period was as follows.

Artarmon	Chatswood	Naremburn
<p>Appreciate 'love local' Campaign Appreciate their point of contact Jess their Project Manager for the construction works</p> <p>Strong sentiment that they weren't consulted on the design of the Master Plan.</p> <p>Artarmon has a strong business committee.</p>	<p>Requested Markets Saturday and Sunday, no longer much retail along the Mall.</p> <p>Chatswood Mall owners and managers expressed they would like greater levels of support from Council to assist them manage change.</p>	<p>Disappointed they didn't have a point of contact for their construction works.</p> <p>Strong sentiment that they weren't consulted on the street improvements.</p> <p>Concerned next phase of development was going to impact their local character. "You're going to tear down our coffee tree".</p> <p>Communicated that the recent construction to a crossing is causing issues e.g. contractors and parking.</p>

Emerging themes

Overall customers were pleasantly surprised to see a Council presence in the street, with an open opportunity to connect and have a broad conversation. In particular, local businesses felt the lack of regular face to face consultation, without agenda, between Council and business owners conveyed a lack of care or interest from Council on local business issues.

Engagement issues were identified with local business owners and workers commonly acknowledging that they can often be hard to engage, due to them being time poor, but greatly value short face to face drop in opportunities from Council. A number of key themes emerged from the local business interviews, including

EMERGING THEMES FROM BUSINESS ENGAGEMENT

Desire to see more informal face to face consultation from Council

Improving outbound communications

Desire to see more informal face to face consultation from Council

- Local business owners acknowledged they were time poor, but wished to have a greater relationship with Council and engage on a more frequent, yet informal, manner.
- Notably, these customers nominated a number of key topics they wish to engage on:
 - Business development opportunities
 - Works or DA's adjacent to, or impacting, their business
 - Potential street or shop front upgrades.

Improving outbound communications

- Businesses and workers expressed that they felt underserved by Council and rarely heard from them, despite a desire for more contact.
- Business owners and workers far outweigh all other demographic groups in their desire for face to face consultation
- Email and Phone calls were the preferred method of distance correspondence, choosing the appropriate method based on the urgency of the matter
- All business correspondence should be kept concise, to accommodate the busy hours of small business owners
- Increase face to face communications pop-ups throughout the LGA, that enable customer to have casual conversations and ask informal questions of council
- Create opportunities for customers to engage with Council during their regular day to day schedule, rather than registering for a specific event or requiring customer has to lodge all enquiries through the website.

As the above emerging themes relate to multiple services within Council this feedback will be forwarded the relevant business areas.

Consultation Data

JOC staff intercepted businesses at the Chatswood, Artarmon and Naremburn and asked the following question, '*Would you recommend any changes to the way Council delivers customer experience?*'. Prompts were provided if needed using key messages and the business survey questions (Attachment 2).

91% of participants responded Yes to above question. The below table includes comments made by all participants. The majority of comments referenced the need for increased information about business opportunities and more regular communication on both business and general Council initiatives, particularly in the area located.

This feedback has been referred to Council's Economic Development and Communications team and for the Community Engagement Policy and Strategy review. Other elements have been incorporated into the CX strategy.

Comments
Quicker means to alert Council to a matter that impacts my day to day business
Door knock and check in with us
I would like more communication on: <ul style="list-style-type: none">• Business development opportunities• Street and shop front improvements
"Nothing to say, doing well"
I would like to hear more about projects that present a business opportunity for my business and street and shop front improvements in my area
Have not really engaged, have no reason to.
I'd like to hear more on the following:

Comments
<ul style="list-style-type: none"> • Infrastructure and public domain • Street and shop front improvements • Festival and events near my business
I'd like to hear more on Street front improvements in the area
I'd like to hear more on business development
<p>Have a point of contact.</p> <p>Only hear from other businesses</p> <p>I'd like to hear more on the following:</p> <ul style="list-style-type: none"> • Business development opportunities • Infrastructure and public domain works that impact my business • Street and shop front improvements in my area
<p>Don't talk to Council</p> <p>I'd like to hear more on the following:</p> <ul style="list-style-type: none"> • Street and shopfront improvements • Inform about Infrastructure and public domain works that impact my business • DAs located within walking distance and overdevelopment
<p>I'd like to hear more on the following:</p> <ul style="list-style-type: none"> • Infrastructure and public domain improvements • DAs and overdevelopment near my area
<p>We just want to be heard and listened to</p> <p>Unresponsive even from chamber of commerce</p> <p>"Want to meet mayor – invited him out, hasn't come."</p> <p>Pre-information on street and shop front improvements in my area</p> <p>Bad feedback from Council</p> <p>Want to move forward on streetscape</p> <p>"can't event work on a public toilet"</p>
"Customers like to feel special, Council is not doing a good job"
No comment
<p>Don't have communication</p> <p>"Chatswood is dying now"</p> <p>First step, Council needs to get businesses together to be proactive about change</p> <p>Bring market Saturday and Sunday</p> <p>Festival and events near me need events that involve kids</p>
<p>Don't talk to them much</p> <p>No problems</p> <p>I'm too busy</p>
<p>Never do</p> <p>I'd like to hear more on the following:</p> <ul style="list-style-type: none"> • Safety issues and break-ins <p>"Chatswood isn't as good as it used to be"</p>
<p>I'd like to hear more on the following:</p> <ul style="list-style-type: none"> • Street and shop front improvements • Business development improvements
<p>Never contacts.</p> <p>What's the deal with buskers? No one is monitoring their noise level or length of stay – we need a contact at Council</p> <p>I'd like to hear more on the following:</p> <ul style="list-style-type: none"> • Festival and events • Projects the at present opportunity or business <p>"Would love if the markets were over the weekend"</p> <p>Street and shop front improvements in the area</p>
I'd like to hear more on the following:

Comments
<ul style="list-style-type: none"> • Business development opportunities • Festival or events • Opportunities to join chambers and advisory groups • Infrastructure and public domain work that impact my business • Das located within walking distance of my business • Street and shop front improvements in my area
<p>I don't know Never contacts I'd like to hear more on the following:</p> <ul style="list-style-type: none"> • Business development opportunities • Opportunities to join chamber of commerce and advisory • DAs and anything local
<p>Communicate and consulted early and often. We even got a petition signed Business opportunities “My opinion doesn't count”. “Feel like the decision has already been made” Communicate with us early by dropping into businesses Intercept and business drop-ins early I'd like to hear more on the following:</p> <ul style="list-style-type: none"> • Strategies and Plans • Public domain works and infrastructure. • Changes to parking
Call us back – return our calls

Other Comments (not related to the Customer Experience Strategy)

Comments	Action
Chatswood Some businesses wished to consult with Council on a revised busking policy in Chatswood city centre	Feedback provided to Economic Development team.
Artarmon Commonly heard concerns from businesses related to the lack of parking in Artarmon. Some business owners felt there was an opportunity to investigate timed parking (15 and 30 minutes) as this has recently been achieved in Naremburn.	Feedback provided to WCC Traffic and Parking team and Economic Development team.
Naremburn Businesses would like to be contacted to be updated in regard to the construction of the wombat crossing at the corner of Rohan and Willoughby Road. Concerned about their coffee tree being demolished in phase 2.	Feedback provided to Community Engagement team and Economic Development team.

5. Online survey and submissions

The project overview and draft Customer Experience Strategy were made available online, through Council's Have Your Say page, to enable all community members to easily and freely access the draft document and provide feedback. In order to capture broad community feedback on the document, the Have Your Say also hosted an online survey, direct contact form to the project manager and opportunities to provide a written submission.

Survey Design and Participation

The Have Your Say survey (Attachment 3) remained open for the duration of the exhibition period (9 February and 12 March 2023), and aimed to provide an easily accessible engagement method that capture two high level pieces of feedback from participants:

- Understand an overall level of support for the Customer Experience Strategy
- Capture any feedback in order to identify any gaps, priorities or considerations for the finalisation and delivery of the Strategy.

An accompanying submission button and direct contact details for the project manager were provided alongside the survey, in order to provide community members and stakeholders an opportunity to raise an enquiry or make a written submission. Despite a number of downloads of the draft document, across the entire exhibition period, seven surveys and one email was received.

The feedback captured through these methods is detailed below.

Emerging Themes

Overall, respondents were supportive of the proposed Strategy, with all but one community member expressing partial or full support for the document. The following themes continually emerged, irrespective of the participants' level of support:

EMERGING THEMES FROM ONLINE SURVEY AND SUBMISSION

Strong feedback regarding jargon used on the CX Strategy and the need for it to be in plain English

Wanted to see clear, considered action of reducing response times to community enquiries

Desire to see Council act on the foundations and directions laid out in the Strategy, for which there was broad support.

Participants were asked to express their level of support for the Customer Experience Strategy from a number of drop-down options (Fully opposed, partially opposed, partially support, fully support). Two participants were in full support and four partially in support of the proposed Customer Experience Strategy. However, one participant partially opposed the CX Strategy.

The one member of the community who selected "partially opposed" felt that the funding could have been better spent in delivering customer experience resources rather than developing a strategy.

Participants were asked to identify potential improvements or gaps in the draft Strategy.

The following table itemises comments from the online survey or by email.

Respondent Support level	Community Comment	Council Response
Partial Support Resident, Artarmon	This is probably a waste of money that could have been better spent listening and reacting to issues that have been put to council under the current framework. When you need to wait 2 months to get a reply to complaints and then only when you contact the Mayor CEO and Ward Councillors, there is something really wrong with the way our rates are spent. After yet another month I am still waiting for action despite a work order having been made.	Noted. The intent of the CX Strategy is to help Council make improvements to minimize these issues.
Partially Oppose Resident, Castlecrag	Unfortunately, this draft is so riddled with jargon and generalities that it is not possible to understand what the "strategy" is intended to do, or what actions might be taken to implement it. Please ask an everyday person to read it for sense before further effort or budget is wasted on it. Trying to improve "customer" experience is a worthy aim, but this document is just wasted effort.	Revisions made. The CX Strategy has been revised and a glossary included where terms are standard practice. Once adopted a one page explanation will be provided. Initiatives are outlined in the CX Strategy, with the framework identifying year of implementation.
Fully Support Resident, Chatswood	The strategy is fine. Says all the right things. However, the new "tracking" system that Council is using to manage requests from residents is crap.	Noted. Council is upgrading its customer request system which will provide an improved tracking system for the customer and Council.
Fully Support Resident, North Willoughby	No Comment – Full Support for the Document	Noted.
Partial Support Resident, Castlecrag	The customer experience strategy must embody the spirit that the engagement with the customer must be harmonious. currently I have tried to call through to council but the phone rings out and when I submitted a DA, after waiting four months for some feedback, I was told to withdraw the submission and that there would be no	Noted. The intent of the CX Strategy is to help Council make improvements to minimise issues that have been raised here.

Respondent Support level	Community Comment	Council Response
	consultation provided to me unless and until I withdrew the submission. I feel that the customer experience strategy should have a social charter that council will respond in a fair and reasonable time and give each customer a fair and reasonable level of communication and consultation. there should be no notice to withdraw DAs or other submissions without the courtesy of consultation and there should be no deliberate 'clock stoppers' sent by council staff under the customer experience strategy. furthermore, public works need notice and consultation with the community; for example, where a footpath or works are required to be done, the local residents should have a thorough explanation provided and voice to work through their choices.	
Partial Support Resident, Castlecrag	It is to be hoped that this Strategy is aligned with the honesty and transparency elements of Community Engagement Policy and Community Engagement Strategy	Noted. The CX Strategy and Community Engagement have been developed in tandem to ensure alignment
Partial Support Resident, Castlecrag	Admirable as your high aspirations may be, I believe it is counter-productive to repeat motherhood statements and generalities to the community. Management is the art of getting things done through people. We need to be practical. The emphasis should be focussed on ACTION and DOING not verbalising wild and wonderful emotional thoughts and ideas	Noted. The intent of the CX Strategy is to identify how Council will make improvements, it includes a focus on our customers and staff to help deliver the initiatives outlined and make overall improvements.
N/A Location Unknown, Email received from a participant in the workshop on the 8th March	Firstly thanks for all your efforts in creating the community engagement plan and for taking time out at night to meet with the community. 1. Fix the basics At the moment it is hard to know who to contact on issues and we seem to be directed to the general Willoughby email (case in point here...). It then feels like a bit of a black hole. Eg - • I sent a tree-felling query back in December. 2 days later received an email with a tracker number (not advised of a customer service	The intent of the CX Strategy is to help Council make improvements to minimise issues that have been raised here.

Respondent Support level	Community Comment	Council Response
	<p>person to contact), • Apparently the following day it was resolved (According to tracker) but I was not advised of what the resolution was, nor was I given any feedback. So getting this right is a critical first step - where are we directed to (and who - people want a real name not just a number) / confirmation of receipt / Closing the feedback loop. It doesn't seem to be happening at the moment.</p> <p>2. Keep it Simple Public feedback seems to be requested on topics that are often linked to extremely large and very dense documents (100+ page documents). Often there are multiple attachments and it is very hard to find the relevant one. Version: 1, Version Date: 22/03/2023 Document Set ID: 6817674 These documents are very bureaucratic in their language and quite hard to interpret or to navigate to relevant sections. They seem to be more internal facing. A condensed summary, written in easy to comprehend layman's terms should go to members of public.</p> <p>Clearly labelled. Taking the Feb 8 session as an eg. the content felt very inward facing - important for your team to understand and onboard. However, MOP attendees would have benefitted more from an outcomes focused discussion - A topline explanation of what the framework means in terms of changes or improvements to the process and then most of the time allocated to share resident concerns (which I'm sure most came along to do, rather than to feedback on high level internal frameworks).</p> <p>3. Prioritise privacy Given recent data breaches I think XXXX concerns over a holistic view of the customer datapoints are very relevant. You are dealing with valuable, sensitive data and using it in a way that might make it more readily compromised is certainly a concern. I am sure data compliance and security is top of mind following recent breaches and I certainly wouldn't contemplate this data approach until you get the basic communication</p>	<p>Noted. The CX Strategy has been revised and a glossary included where terms are standard practice.</p> <p>Once adopted a one page explanation.</p> <p>Noted.</p> <p>Noted Council has a privacy management plan see link for the plan Privacy Statement Willoughby City Council (nsw.gov.au). Any personal information we collect from you will be handled in accordance with the Privacy &</p>

Respondent Support level	Community Comment	Council Response
	<p>processes sorted first. I would also expect customers are given full control of the granular personal data points they wish to share with the customer service team (in an easy to manage interface). Not many businesses have nailed this yet. Also related to this point - it seems that when queries are made about issues in the neighbourhood a name must be published on the public record? If the query is proven to be legitimate then there seems to be no benefit in publishing a name. Conversely, it discourages reporting of issues, sets people up for harassment and has the potential to destroy neighbour relations.</p> <p>4. Engagement should not be a one way street. As council is here to represent constituents it is critical that engagement = participation, with inputs shaping council decisions and policies. Real, two-way engagement There was the suggestion by a virtual attendee of a chat style discussion board and I believe someone at council responded that they didn't see a benefit in sharing ideas in a conversation format. I disagree and think this is now a very natural way for people to connect, share information and learn. It's already our entrenched behaviour thanks to social media groups, so would probably deliver greater participation rates than real life events or surveys, which can seem to capture irrelevant information and take considerably more time to complete. An ongoing moderated conversation might mean fewer surveys need to go out and you'd have a continuous friction-free flow</p>	<p>Personal Information Protection Act 1998.</p> <p>Council is also aware of cyber security concerns and has developed and is implementing a Cyber Security Strategy.</p> <p>Noted. This will be considered in the CX Strategy initiatives including the Customer Communication plan, preferred communication and engagement processes will be considered.</p> <p>This feedback was also included in the Community Engagement Strategy Engagement outcomes report.</p>

6. Attachments

Promotional material – (Attachment 1)

A) Thursday, 9 February 2023

Media Release

Have your say about Willoughby City Council's plans for customer experience and community engagement



Willoughby City Council is asking for feedback on draft strategies which seek to reinforce the Council's existing strong commitment to high-quality community engagement and customer experience.

The draft Community Engagement and Customer Experience Strategies were today placed on public exhibition.

The draft Community Engagement Strategy was developed after considering new information sources, including the 2021 Census results, a survey of nearly 100 community members, staff and Councillor feedback and lessons learned from recent engagement activity.

The draft strategy outlines how the Council will:

- Conduct early engagement on more complex projects, to understand community views so that these views can be incorporated into the design of these projects

- Consider how engagement should take place with Willoughby's unique community, including our proportionally high numbers of non-English speakers, time-poor working families, renters and people living in high density dwellings
- Harness the insights of Willoughby's volunteers and special interest groups including Progress Associations
- Improve the visibility of the Council's community engagement effort, including through introducing street engagement stalls
- Ensure that the community is engaged and informed across the full lifecycle of projects
- Monitor and evaluate the success or otherwise of individual engagement projects, and our overall engagement function.

The draft Community Engagement Strategy is intended to be implemented by June 2024, and is accompanied by a revised Community Engagement Policy.

Separately, a draft strategy has been developed for the Council's customer experience, which is defined as "the sum of all interactions our customers have with us via different channels ...it is the feelings, emotions and perceptions the customers experience when they are having those interactions."

The draft Customer Experience Strategy has been based on customer feedback surveys and interviews, staff interviews and a range of research sources including community perception surveys and the latest Census data.

It provides a Customer Experience Framework, which outlines practical initiatives, which reflect how we will achieve our customer experience commitment and improve the overall customer experience.

The strategy outlines a series of actions which will be taken between now and April 2025, under the four following pillars:

- Listen to the voice of the customer
- Build a customer centric culture
- Optimise processes, information and services; and
- Improve technology and systems.

Willoughby Mayor Tanya Taylor encouraged feedback on both strategies.

"Good decisions happen when members of the community are involved," Mayor Taylor said. "As a Council, we are responding to increased expectations around customer service and the importance of involving our community in our decision making."

"Given this, and in response to what our community has asked, we are now keen to get feedback on our future direction in these two important areas."

Both strategies will be on exhibition until Sunday, 12 March at www.haveyoursaywilloughby.com.au

Community consultation workshops covering both strategies will be held at the locations below:

When	Where	Time	What
Tuesday, 21 February, 2023	Chatswood Council Chambers 31 Victor St, Chatswood	7-8:30pm	Hybrid – either in-person or online
Tuesday, 28 February 2023	Naremburn Community Centre 7 Central St, Naremburn NSW	7-8:30pm	In-person only

Register for the workshops at www.haveyoursaywilloughby.com.au

B) The below was placed in the North Shore Times



WILLOUGHBY CITY COUNCIL

Have your say about our customer experience and community engagement strategies

Willoughby City Council is seeking feedback on two draft strategies.

The draft **Community Engagement Strategy** outlines how community members will be able to participate in our decision-making.

The draft **Customer Experience Strategy** outlines how the Council will seek to improve the experience for our customers.

Have your say at www.haveyoursaywilloughby.com.au before **Sunday, 12 March 2023**.

Community consultation sessions
Come along to two community consultation sessions on these strategies.

<p>Tuesday, 21 February, 2023 7-8.30pm Chatswood Council Chambers 31 Victor St, Chatswood Hybrid – either in-person or online</p>	<p>Tuesday, 28 February 2023 7-8.30pm Naremburn Community Centre 7 Central St, Naremburn NSW In-person only</p>
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Please register for these sessions (including online attendance) at www.haveyoursaywilloughby.com.au

PO BOX 57, Chatswood 2057 NSW
Debra Just, Chief Executive Officer

Council News

<https://bit.ly/WCCeNews>



Sign up to stay in the loop with what's happening at Willoughby City, our projects, public notices, budget updates and more.

C) The below was placed in the Council enews letter. This linked to the Have Your Say website page on the Willoughby City Council website.

Published on 09 February 2023



Customer Experience and Community Engagement

We're looking at ways to improve the way in which we engage with our community and how we interact with our customers.

[Find out more >>](#)



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The draft strategy outlines how the Council will:

- Conduct early engagement on more complex projects, to understand community views so that these views can be incorporated into the design of these projects
- Consider how engagement should take place with Willoughby's unique community, including our proportionally high numbers of non-English speakers, time-poor working families, renters and people living in high density dwellings
- Harness the insights of Willoughby's volunteers and special interest groups including Progress Associations
- Improve the visibility of the Council's community engagement effort, including through introducing street engagement stalls
- Ensure that the community is engaged and informed across the full lifecycle of projects
- Monitor and evaluate the success or otherwise of individual engagement projects, and our overall engagement function.

The draft Community Engagement Strategy is intended to be implemented by June 2024, and is accompanied by a revised Community Engagement Policy.

Separately, a draft strategy has been developed for the Council's customer experience, which is defined as "the sum of all interactions our customers have with us via different channels ...it is the feelings, emotions and perceptions the customers experience when they are having those interactions."

The draft Customer Experience Strategy has been based on customer feedback surveys and interviews, staff interviews and a range of research sources including community perception surveys and the latest Census data.

It provides a Customer Experience Framework, which outlines practical initiatives, which reflect how we will achieve our customer experience commitment and improve the overall customer experience.

The strategy outlines a series of actions which will be taken between now and April 2025, under the four following pillars:

- Listen to the voice of the customer
- Build a customer centric culture
- Optimise processes, information and services; and
- Improve technology and systems.

Willoughby Mayor Tanya Taylor encouraged feedback on both strategies.

"Good decisions happen when members of the community are involved," Mayor Taylor said. "As a Council, we are responding to increased expectations around customer service and the importance of involving our community in our decision making."

"Given this, and in response to what our community has asked, we are now keen to get feedback on our future direction in these two important areas."

Both strategies will be on exhibition until Sunday, 12 March
at www.haveyoursaywilloughby.com.au

Community consultation workshops covering both strategies will be held at the locations below:

When	Where	Time	What
Tuesday, 21 February, 2023	Chatswood Council Chambers 31 Victor St, Chatswood	7-8:30pm	Hybrid – either in-person or online
Tuesday, 28 February 2023	Naremburn Community Centre 7 Central St, Naremburn NSW	7-8:30pm	In-person only

Register for the workshops at www.haveyoursaywilloughby.com.au

Business Survey - (Attachment 2)

Public Exhibition: Business Intercept Surveys

Date

Wednesday, 15 February 2023

Location and Agenda

9am – Willoughby City Council Chambers; Ground Level, 31 Victor St, Chatswood NSW 2067

9:15: 10:30 – Chatswood CBD

10:30-11:30 – The Concourse, Chatswood

11:30 – Depart Chatswood

11:45 – Arrive Naremburn Town Centre

13:15 - Depart Naremburn Town Centre

13:30 – Arrive Artarmon Town Centre

15:00 – Depart Artarmon Town Centre

Objectives:

- To promote the public exhibition period for both the draft Community Engagement Strategy and the draft Customer Experience Strategy
- Conduct short intercept surveys with local businesses owners to understand how and when they wish to engage with Council

Key Messages:

- Both documents have been developed following the community perception survey which took place in 2020 and 2022, where community expressed that they wish to see Council engage more frequently with community.
- These draft documents have been developed following extensive community consultation in late 2022.
- Both documents will be online to view and provide comment on for the next 21 days
- Council is looking to gather community feedback on these documents to make sure we have heard you correctly and are delivering a strategy that responds to your needs
- Businesses are an important part of our community, and we know that running a business often limits the free time you have to help shape documents and provide feedback – we want to hear how and when you want to engage, so we can take action.

BUSINESS INTERCEPT SURVEY

Whilst having a presence to promote the exhibition period for Council, JOC will also take the opportunity to engage a frequently recognised hard to reach group – local businesses. Acknowledging the time poor nature of these members of the community, we have developed a very short, direct, action focussed survey that explores when and how business owners want to engage with Council.

Q1: Are you happy with how and how often you engage with Council? (Multiple Choice)

- Yes
- No
- Somewhat
- Don't Know
-

Q2: Which of the following would you like to hear from and engage with Council on?

- Business development opportunities
- Festivals and Events near my business
- Opportunities to join business development groups such as Chambers and Advisory Groups
- Opportunities to shape Council strategies and plans
- Infrastructure /public domain works that impact my business
- Projects that present a business opportunity for my business
- D.A's located within walking distance of my business
- Street and shop front improvements in by area
- Other – please specify
-

Q3: Which two of the following methods would you most wish to engage through?

- Email and written submission
- Online your say page/survey
- Face to face workshops
- Virtual workshop
- Drop in sessions in the area
- Drop-in to stores
- Phone call
- Other – please specify

Business Name:

Business postcode:

Online Have Your Say survey - (Attachment 3)

Please let us know your first and last name

Please let us know your suburb

I am primarily responding as a

Please let us know your level of support or otherwise for the proposed draft Customer Experience Strategy

Please provide any comments on the draft Customer Experience Strategy

Would you like to upload a submission

Are you happy with your name being included in a publicly available engagement outcomes report



2023 - 2025 Customer Experience Strategy

APRIL 2023

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Mayor message

Council is committed to creating a city that is not only liveable but also enjoyable for all of our residents and visitors. To achieve this, I am pleased to announce that Council will be launching a new Customer Experience Strategy aimed at enhancing the services and customer experiences we provide you.

To achieve the community's vision of a diverse, liveable and prosperous City, we understand that excellent customer experience is essential to achieving this goal, and that is why we are prioritising customer experience.

Our recent Community Perception survey results (2022) were strong with a 95% satisfaction with Council overall. The survey noted areas where we excelled and areas that require further work. Whilst we were equal with other councils in terms of customer experience, it is an area we have chosen to focus on and excel in. We are committed to creating a city that is diverse, liveable and prosperous for all. Our Customer Experience Strategy is a crucial step in achieving this goal.

CEO message

Willoughby City Council takes customer experience very seriously. We are committed to listening to you, creating a greater customer focused culture, delivering more personalized experiences, and continuously improving our systems and processes. We believe that these strategies will help us create a better customer experience every time you interact with us.

To achieve this we have worked with our customers and staff to develop this strategy. Council will be implementing this 2-year interim Customer Experience Strategy to keep us moving forward as we continue to upskill our staff in service expectations. The strategy focuses on four key areas:

- Understanding your needs
- Delivering personal experiences
- Creating a greater customer focused culture
- Continuously improving our systems and processes

Our Customer Experience Strategy will help us to deliver the changes that we need to make to improve customer experience and responsiveness across the whole of Council. It will also provide a more cost effective and efficient service to our customers and reinforce Council as a trusted source of information.

Thank you to those community members, customers and staff whom have been involved in developing this

Willoughby City Council Customer Experience Commitment

The goal of our customer experience is to
make life easier for customers through
consistent and responsive services that build
trust in us.

Strategy Framework

Willoughby City Council's Customer Experience Strategy is represented by the Strategy Framework, a visual plan outlining our objectives and the associated initiatives that Council will undertake over the next two years to improve customer experience, and how we will measure our performance over time.

Reading the Framework

Across the top of the Framework are our Customer Experience Outcomes – these are the outcomes we would like to achieve for our customers after implementation of our Customer Experience Strategy.

Building on what we learned by listening to our customers, we developed four overarching principles, our Customer Experience Pillars. Listen to the Voice of the Customer, Build a Customer Focused Culture, Optimise Processes, Information and Services and Improve Technology and Systems. These Pillars highlight the areas of focus for us as we work to improve our customer's future experiences.

Next to the Pillars are a number of practical initiatives. These Initiatives are the steps we will take to create the desired outcomes for our customers and ultimately deliver on our Customer Experience Commitment.

And finally, to the right hand side of our Framework we outline how we will measure the level of our success.

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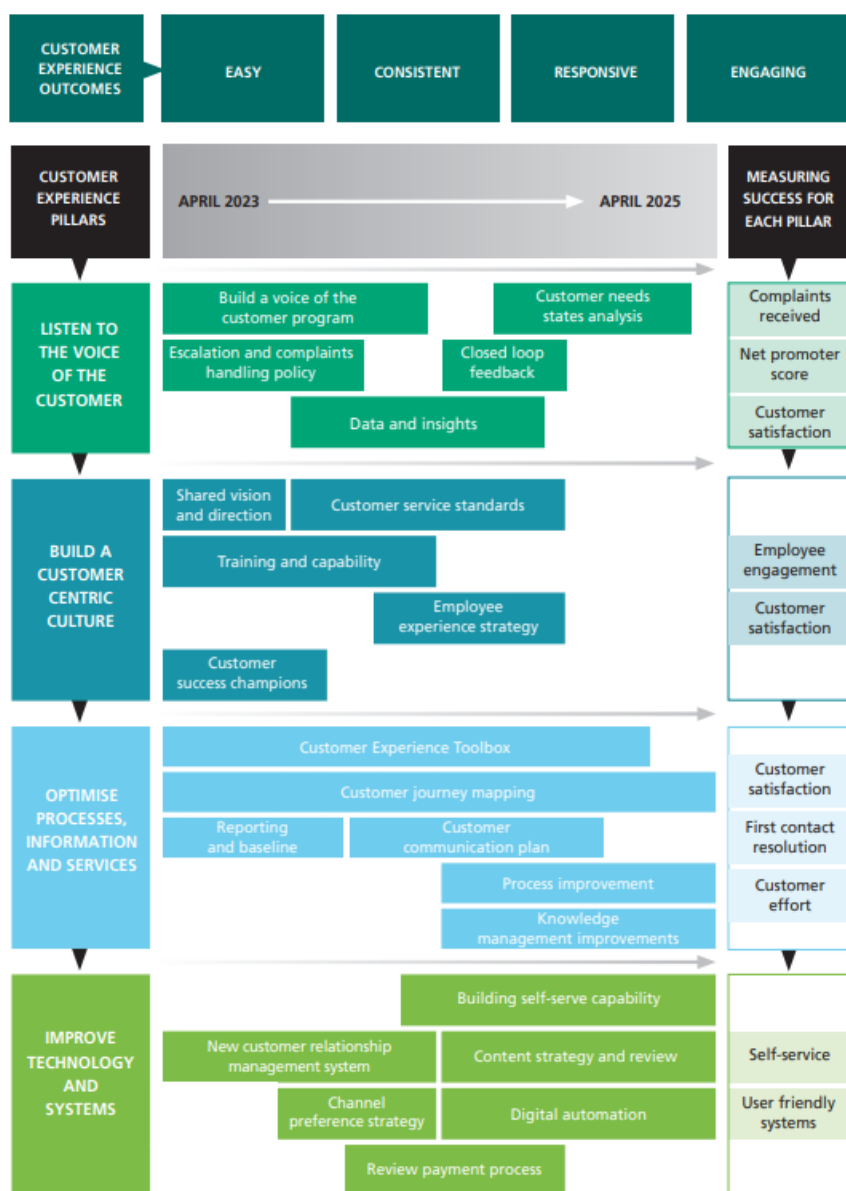
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Strategy Framework*



*A glossary of terms used in this strategy can be found in Appendix 1, on page 22

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Strategy Framework¶

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Acknowledgement of Country

Willoughby City Council acknowledges the Traditional Owners of the lands on which we stand, the Gamaragal people. We pay our respects to their Elders past and present.

Overview

Our ambition is to put our customer at the heart of everything we do and provide excellence in customer experience.

The goal of our customer experience is to make life easier for customers through consistent and responsive services that build trust in us.

The Customer Experience Strategy includes a framework of practical commitments and Initiatives, that will be delivered to improve the experience of our customers over the next two years.

We recognise that we are still in the early phase of our customer experience improvement journey and this Strategy is an interim step in our process. A process, which will create a firm foundation and lead to greater transformational change in the future.

We have continued to make changes and improvements to the way we do things to improve the customer experience, including significant investment in new technology, which upon completion (early 2024) will provide us with a single view of the customer.

The Customer Experience Strategy includes a roadmap of practical customer commitments and initiatives that will be undertaken during 2023 – 2025.

Upon the delivery of this Strategy, a five-year Strategy will be developed after our technology is in place, to further drive continued improvements of our customer experience into the future.

The Customer Experience Strategy is a key project, which delivers upon the Community Strategic Plan 2032, responding to Outcome 5 – A City that is effective and accountable: 5.7 Deliver excellent customer service.

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What is Customer Experience?

Customer experience refers to all the interactions our customers have with us over time. The customer's 'experience' is what they take away from those interactions, it includes their perceptions and how they feel about the organisation as a whole. Customer service is a single element of the customer's overall experience.

CUSTOMER EXPERIENCE

How customers feel about us

Organisation wide

Sum of all interactions in different places, via different method over time



CUSTOMER SERVICE

It's the direct help you get from us at a specific time, place and method



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Our Customer Experience Strategy will deliver the following for our customers and for us:

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For Customers

- Greater sense of trust
- Feeling valued and supported
- Simpler systems and process
- A consistent experience
-

For Council

- Greater customer focus
- Increased synergy and internal alignment
- Better connections between departments
- Greater efficiency and productivity
- Streamlined organisational process



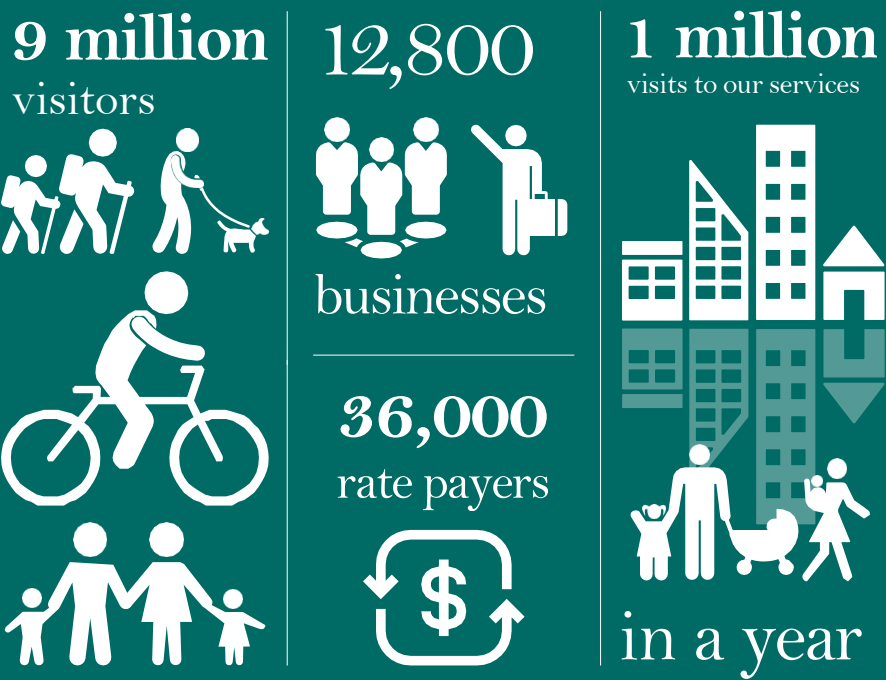
Our Customers

We have a diverse range of customers sometimes with different expectations. We reviewed the common expectations across different customer groups to develop our approach.

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CUSTOMER TYPES

Residents, property owners, tenants, licence and permit holders, animal owners, business owners, investors, solicitors, developers and builders, private certifiers, planners, trades people, students, seniors, volunteers,



Source: Australian Bureau of Statistics Census of Population and Housing 2022 and Willoughby City Council Internal

Our Community

We have a diverse community living within the local government area.

WILLOUGHBY CITY AT A GLANCE

Population

82,000



41%

of residents speak another language

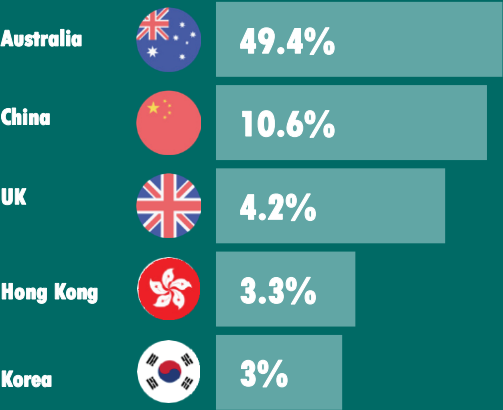


Median age is 39, with

58%

of the population couples with children.

Birth places include:



Source: Australian Bureau of Statistics Census of Population and Housing 2022 and Community Perception

Our Services

Council's services are vast and can be complex to deliver. Council has a wide range of services, which we deliver across multiple areas. These include:



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Our Customer Experience Outcomes



We have identified four customer outcomes, which reflect our customer's needs and how customers would like to experience working with us.

These outcomes have informed the initiatives we will deliver and are the basis for our commitment: To make life easier for customers through consistent and responsive services that build trust in us.

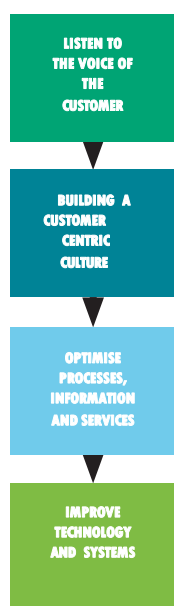
Prioritised customer outcomes

- **Easy** – Make it easy for me
- **Consistent** – Be consistent for me
- **Responsive** – Respond to me
- **Engaging** – Make me feel heard



Our Customer Experience Pillars

Building on what we learned by listening to our customers, we developed four overarching principles or Customer Experience Pillars that have, and will continue, to inform our decision making. The Pillars outline our principles as we work to improve our customer's future experiences.



Listen to the voice of the customer

Increase customer understanding and use it to design services that improve our customers' lives

Building a customer centric culture

Build a culture that has customer at its centre, that encourages empathy and understanding, with values and behaviours that focus employees on delivering

Optimise processes, information and services

Ensure our processes, procedures and roles have the right capability in place to manage expectations and deliver what we promise

Improve technology and systems

Use technology to share knowledge and to design interactions that are seamless and easy for customers and staff

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Our Initiatives

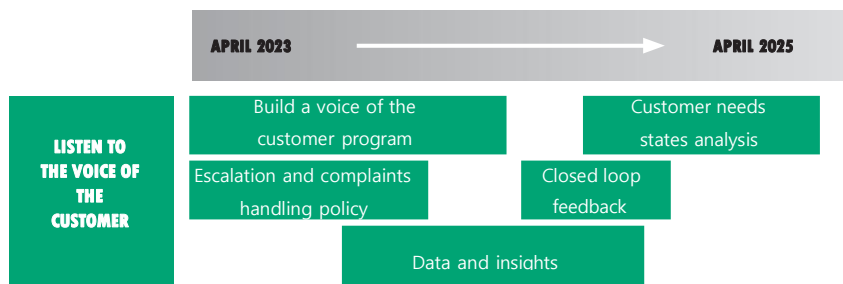
Our initiatives have been informed by the customer outcomes and customer experience pillars. Some of the initiatives in this Strategy are about continuing to improve on what we are doing well, and others are about trying new ways of delivering customer experience.

We will work together with our customer's and develop new ways of doing things. Once implemented, new systems and processes will be continuously reviewed to ensure they meet customer needs.



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Our Initiatives



Voice of the customer (VOC) program A measurement framework and tool that captures real time customer feedback and insights, including compliments and complaints.

Escalation and complaints handling policy A new complaints handling policy and associated processes, delivering greater efficiency in the handling and resolution of issues.

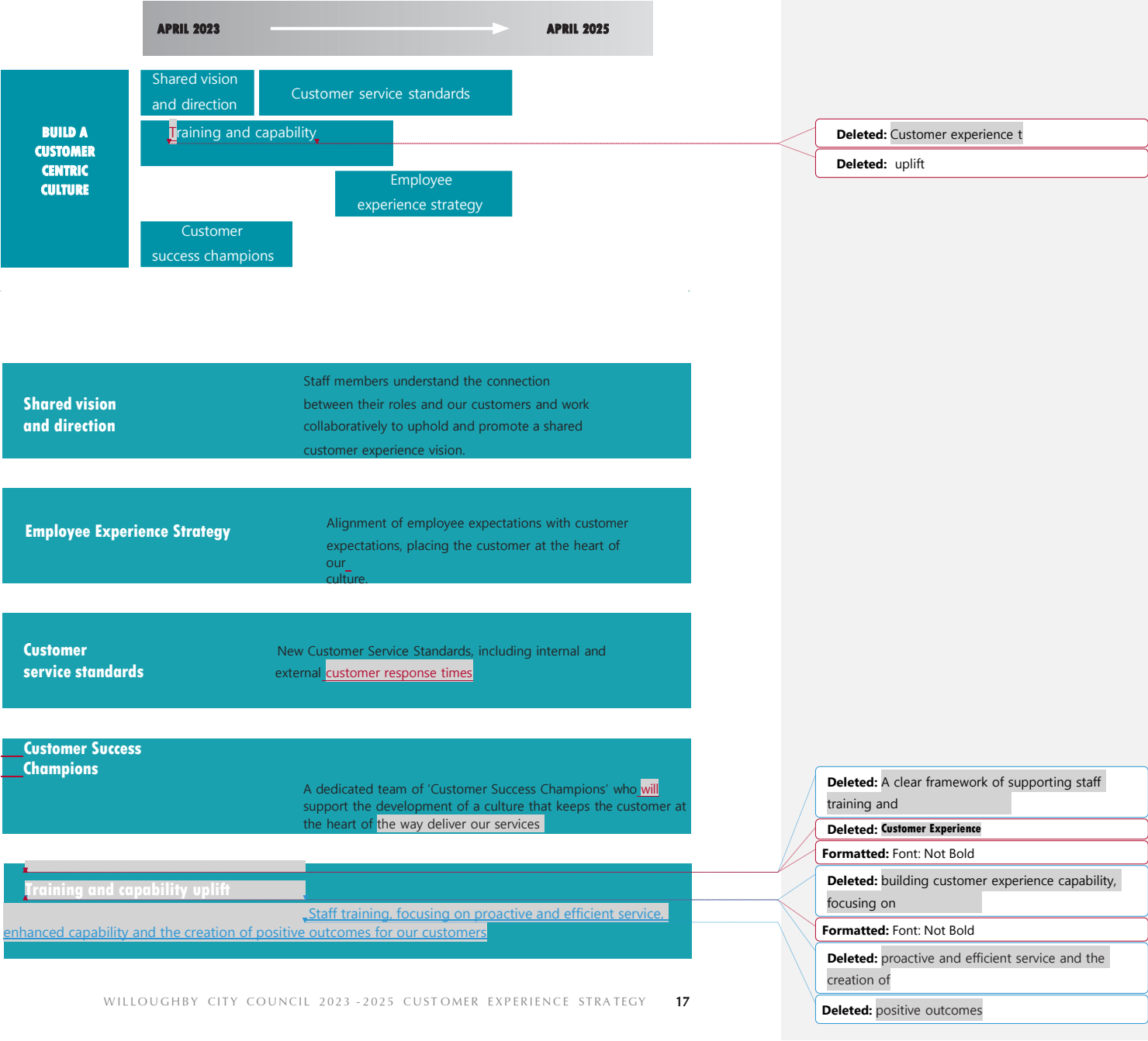
Customer needs states analysis An understanding of what drives our customers, their visceral needs and resulting behaviors, to provide them with service that aligns with these and meets their expectations.

Data and insights Customer and service feedback is gathered securely in real time and insights are developed to inform decision making.

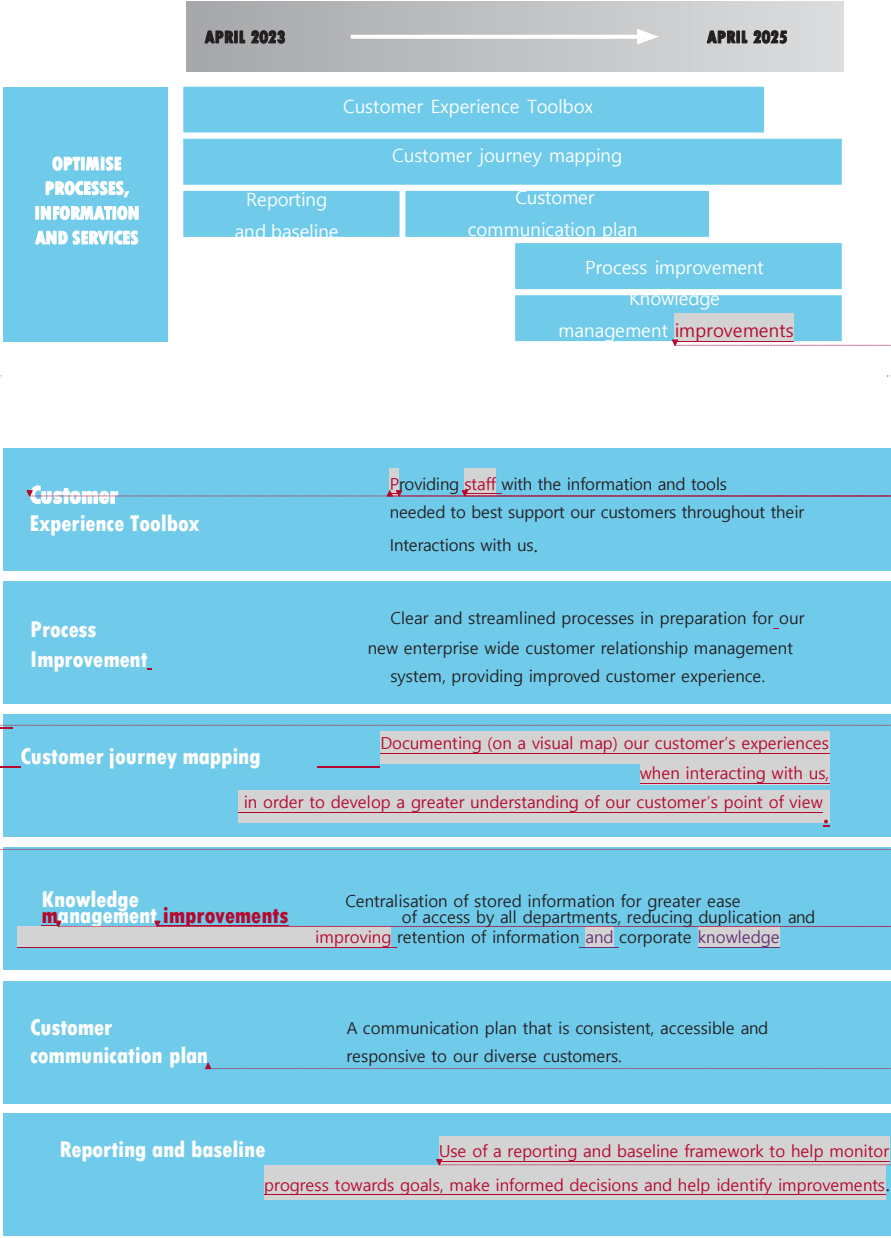
Closed loop feedback Customers are kept informed and up to date. When a request is raised or feedback is provided, the customer is advised of how and when services will be delivered, and of any changes that may occur as a result of their feedback.

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Our Initiatives



Our Initiatives



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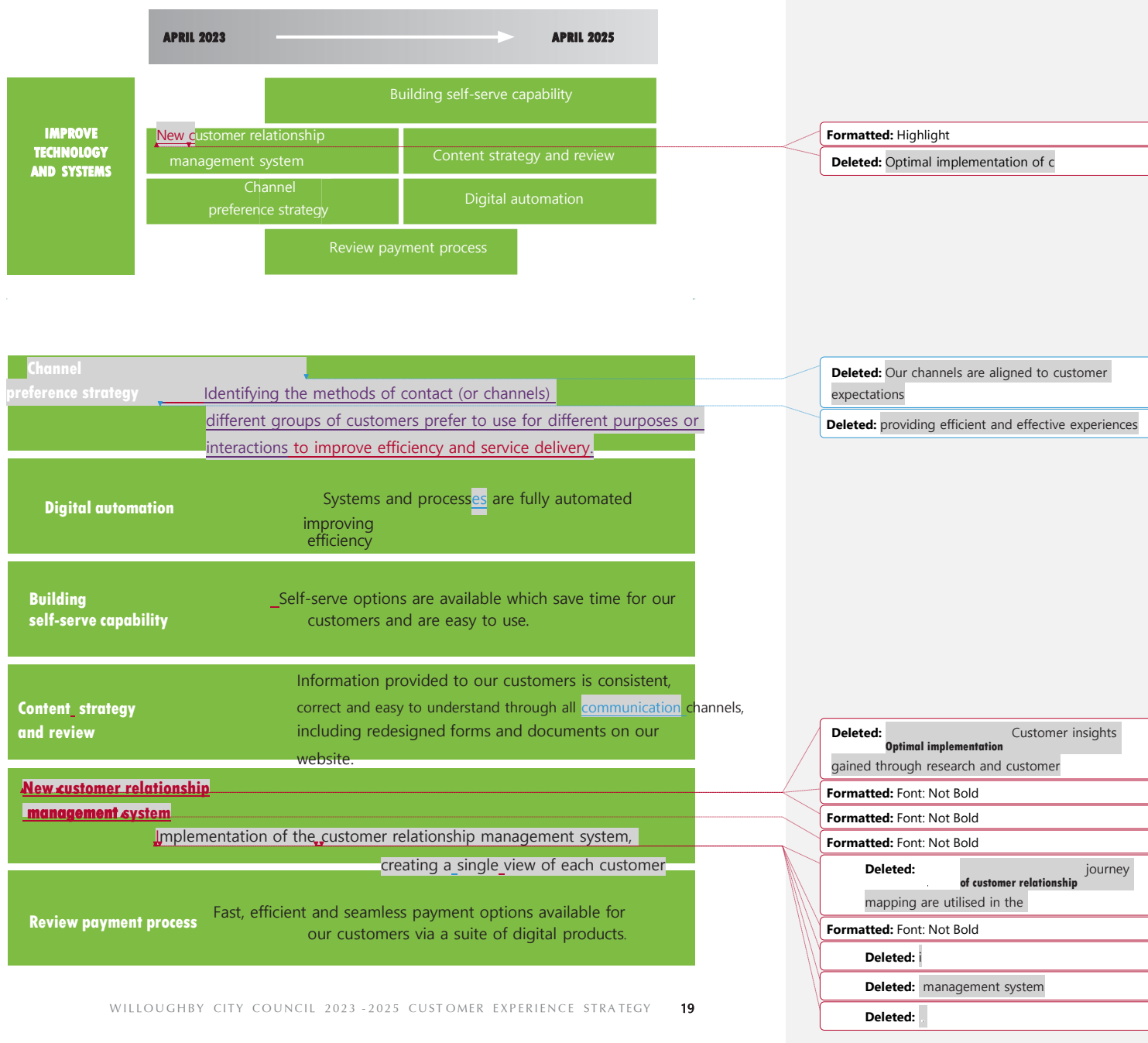
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Our Initiatives



Managing Delivery

Our Customer Experience Strategy is a step by step process working collaboratively across Council departments.

Council will receive an annual review of this strategy to show progress of initiatives. A full review of the impact of this strategy will occur toward the end of the second year of the strategy to understand the success of the program and to inform the development of the Customer Experience Strategy 2026 – 2031.





Appendix 1

Glossary

Automation:

Technology and systems that perform tasks automatically, with limited human intervention.

Channels:

The range of mediums or methods through which an organisation communicates for example, email, telephone, website, face to face.

Customer Centric:

Customer focussed and keeping the customer front of mind. When we make decisions we think about how this will impact our customers, even when we may not have direct contact with customers every day.

Customer Experience:

Customer experience refers to all of the experiences customers have with a particular business or organisation. The customer's 'experience' is what they take away from those interactions and includes their perceptions and how they feel about the organisation as a whole.

Customer Insights:

A deeper understanding of our customer's needs, opinions, thoughts and experiences.

Customer journey mapping: A visual map documenting customer's experiences when interacting with a business. It covers all areas from use of a website through to a final purchase or face to face interaction. The map also displays how the customer feels during this process and highlights where the customer may experience difficulties getting what they need. This process provides a greater understanding of the customer's point of view and encourages the organisation to make positive changes to improve the customer experience.

Customer Relationship Management System (CRM):

A CRM system includes software, tools and processes that enable businesses to capture, store and analyse information in line with required privacy regulations and policies. The system supports communications and relationships between a business and customers by retaining important information used for service delivery.

Framework:

The structure underlying a system or concept.

Knowledge management:

The efficient handling of information and resources within an organisation.

Process:

Ways of working and policies that guide how a business is run.

Toolbox:

Useful software, resources and information provided to staff members to support them in their job roles.

Touchpoints:

Moments of interaction or contact between a customer and an organisation.

Self-Serve:

The ability of the customer to complete tasks or transactions independently.

Service levels:

The level of the standard at which service is delivered.

Single view of the customer:

The centralisation of customer information allowing the development of a more comprehensive understanding of a customer's preferences and needs. A centralised view of the customer allows the organisation to deliver services in an improved and more tailored manner and eliminates the need for customers to provide repeat information or details when dealing with different departments or individuals within an organisation.

Voice of the customer:

A range of different contact methods are used to record and retain customer feedback. Insights gained are used to better understand what our customers want and need and how we need adjust the way we work in order to provide this to them.

Appendix 2

Methodology

In developing our strategy, we have completed the following actions to inform the customer experience outcomes, framework and initiatives.

1	RESEARCH
	Community Perception Survey 2020
	Community Strategic Plan 2032
	Disability Inclusion Action Plan 2022 – 2026
	Existing Customer Service Charter
	Emerging customer experience best practice
	ABS (Data) census data 2022
2	WORKSHOPS
	Community Perception Survey 2022
	Staff workshops
	Community consultation
3	INTERVIEWS AND SURVEYS
	15 customer feedback surveys and interviews
	20+ staff interviews
	Community engagement surveys
4	DATA
	Complaints, compliments and voice of the customer feedback
	Customer service reporting





Published February 2023

Willoughby City Council

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2023 - 2025 Customer Experience Strategy

APRIL 2023



Mayor's message



Council is committed to creating a city that is not only liveable but also enjoyable for all of our residents and visitors. To achieve this I am pleased to announce that Council will be launching a new Customer Experience Strategy aimed at enhancing the services and customer experiences we provide you.

To achieve the community's vision of a diverse, liveable and prosperous City we understand that excellent customer experience is essential to achieving this goal, and that is why we are prioritising customer experience.

Our recent Community Perception survey results (2022) were strong with a 95% satisfaction with Council overall. The survey noted areas where we excelled and areas that require further work. Whilst we were equal with other Councils in terms of customer experience it is an area we have chosen to focus on and excel in.

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Tanya Taylor

Mayor

Willoughby City Council

CEO's message



Willoughby City Council takes customer experience very seriously. We are committed to listening to you, creating a greater customer focused culture, delivering more personalized experiences, and continuously improving our systems and processes. We believe that these strategies will help us create a better customer experience every time you interact with us.

To achieve this we have worked with our customers and staff to develop this strategy. Council will be implementing this 2-year interim Customer Experience Strategy to keep us moving forward as we continue to upskill our staff in service expectations.

The strategy focuses on four key areas:

- Understanding your needs
- Delivering personal experiences
- Creating a greater customer focused culture
- Continuously improving our systems and processes

Our Customer Experience Strategy will help us to deliver the changes that we need to make to improve customer experience and responsiveness across the whole of Council. It will also provide a more cost effective and efficient service to our customers and reinforce Council as a trusted source of information.

Thank you to those community members, customers and staff whom have been involved in developing this strategy.

Debra Just

Chief Executive Officer

Willoughby City Council

Willoughby City Council Customer Experience Commitment

The goal of our customer experience is to make life easier for customers through consistent and responsive services that build trust in us.

Strategy Framework

Willoughby City Council's Customer Experience Strategy is represented by the Strategy Framework, a visual plan outlining our objectives and the associated initiatives that Council will undertake over the next two years to improve customer experience, and how we will measure our performance over time.

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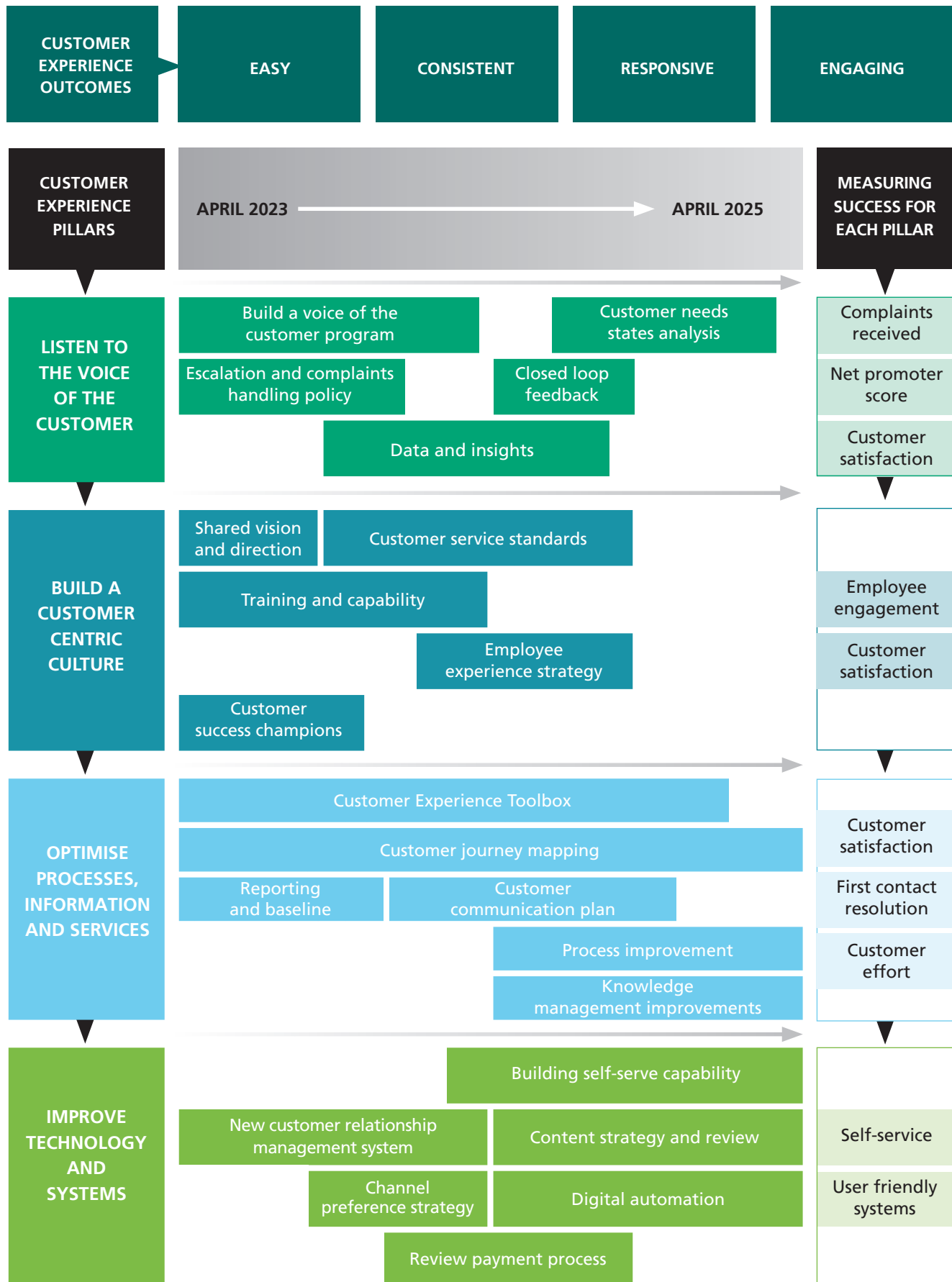
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Strategy Framework*



*A glossary of terms used in this strategy can be found in Appendix 1, on page 24

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Overview

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The goal of our customer experience is to make life easier for customers through consistent and responsive services that build trust in us. The Customer Experience Strategy includes a framework of practical commitments and initiatives, that will be delivered to improve the experience of our customers over the next two years.

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CUSTOMER EXPERIENCE

How customers feel about us

Organisation wide

Sum of all interactions in different places, via different methods over time



CUSTOMER SERVICE

It's the direct help you get from us at a specific time, place and method



Our Customer Experience Strategy will deliver the following for our customers and for us:

For Customers

- Greater sense of trust
- Feeling valued and supported
- Simpler systems and process
- A consistent experience
- Fast resolution of enquiries
- Greater connection and engagement

For Council

- Greater customer focus
- Increased synergy and internal alignment
- Better connections between departments
- Greater efficiency and productivity
- Streamlined organisational process



Our Customers

We have a diverse range of customers, sometimes with different expectations. We reviewed the common expectations across different customer groups to develop our approach.

CUSTOMER TYPES

Residents, property owners, tenants, licence and permit holders, animal owners, business owners, investors, solicitors, developers and builders, private certifiers, planners, trades people, students, seniors, volunteers, community groups, families, visitors, service requesters, regulators.

9 million
visitors



12,800



businesses

36,000
rate payers



1 million
visits to our services



in a year

Source: Australian Bureau of Statistics Census of Population and Housing 2022 and Willoughby City Council Internal Reporting

Our Community

We have a diverse community living within the local government area.

WILLOUGHBY CITY AT A GLANCE

Population

82,000



41%

of residents speak
another language



Median age is 39, with

58%

of the population
couples with children.

Birth places include:

Australia



49.4%

China



10.6%

UK



4.2%

Hong Kong



3.3%

Korea



3%

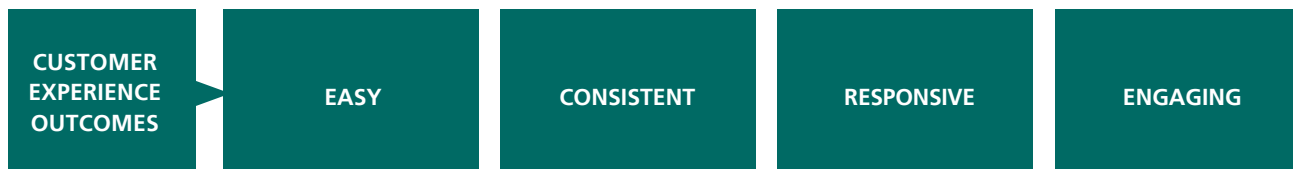
Source: Australian Bureau of Statistics Census of Population and Housing 2022 and Community Perception Survey 2020

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Our Customer Experience Outcomes



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These outcomes have informed the initiatives we will deliver and are the basis for our commitment: To make life easier for customers through consistent and responsive services that build trust in us.

Prioritised customer outcomes

- **Easy** – Make it easy for me
- **Consistent** – Be consistent for me
- **Responsive** – Respond to me
- **Engaging** – Make me feel heard



Our Customer Experience Pillars

Building on what we learned by listening to our customers, we developed four overarching principles or Customer Experience Pillars that have, and will continue, to inform our decision making. The Pillars outline our principles as we work to improve our customer's future experiences.

LISTEN TO
THE VOICE
OF THE
CUSTOMER

Listen to the voice of the customer

Increase customer understanding and use it to design services that improve our customers' lives

BUILDING
A CUSTOMER
CENTRIC
CULTURE

Building a customer centric culture

Build a culture that has customer at its centre, that encourages empathy and understanding, with values and behaviours that focus employees on delivering great customer experiences

OPTIMISE
PROCESSES,
INFORMATION
AND SERVICES

Optimise processes, information and services

Ensure our processes, procedures and roles have the right capability in place to manage expectations and deliver what we promise

IMPROVE
TECHNOLOGY
AND
SYSTEMS

Improve technology and systems

Use technology to share knowledge and to design interactions that are seamless and easy for customers and staff

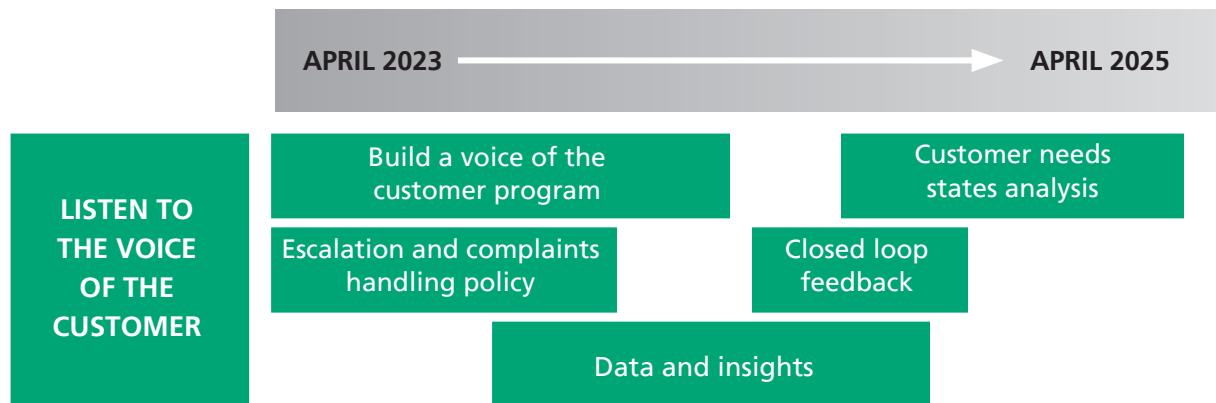
Our Initiatives

Our initiatives have been informed by the customer outcomes and customer experience pillars. Some of the initiatives in this Strategy are about continuing to improve on what we are doing well, and others are about trying new ways of delivering customer experience.

We will work together with our customer's and develop new ways of doing things. Once implemented, new systems and processes will be continuously reviewed to ensure they meet customer needs.



Our Initiatives



Voice of the customer (VOC) program

A measurement framework and tool that captures real time customer feedback and insights, including compliments and complaints.

Escalation and complaints handling policy

A new complaints handling policy and associated processes, delivering greater efficiency in the handling and resolution of issues.

Customer needs states analysis

An understanding of what drives our customers, their visceral needs and resulting behaviors, to provide them with service that aligns with these and meets their expectations.

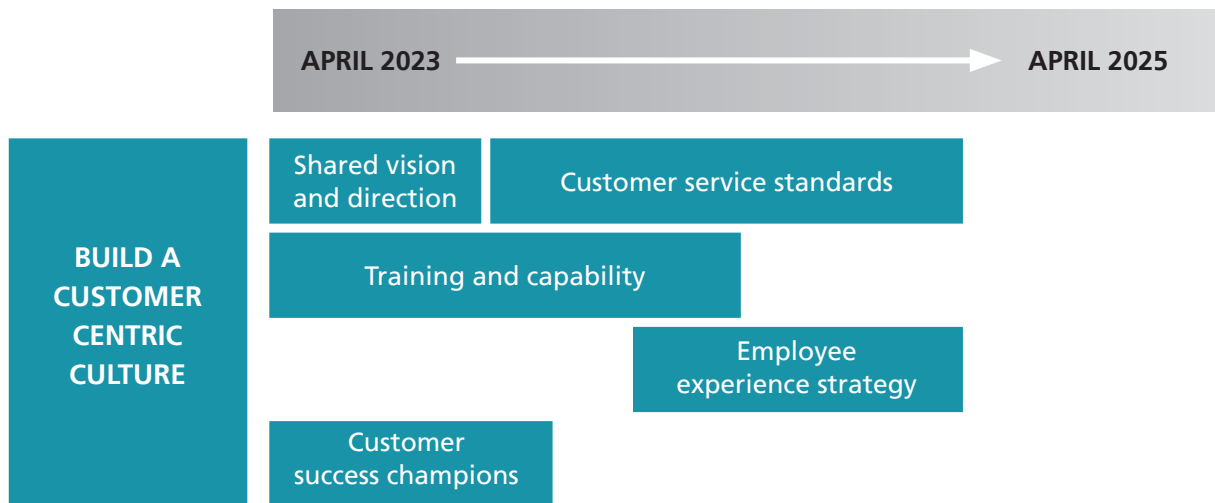
Data and insights

Customer and service feedback is gathered securely in real time and insights are developed and actioned appropriately to inform decision making.

Closed loop feedback

Customers are kept informed and up to date. When a request is raised or feedback provided, the customer is advised of how and when services will be delivered and of any changes that may occur as a result of their feedback.

Our Initiatives



Shared vision and direction

Staff members understand the connection between their roles and our customers and work collaboratively to uphold and promote a shared customer experience vision.

Employee experience strategy

Alignment of employee expectations with customer expectations, placing the customer at the heart of our culture.

Customer service standards

New Customer Service Standards, including internal and external customer response times.

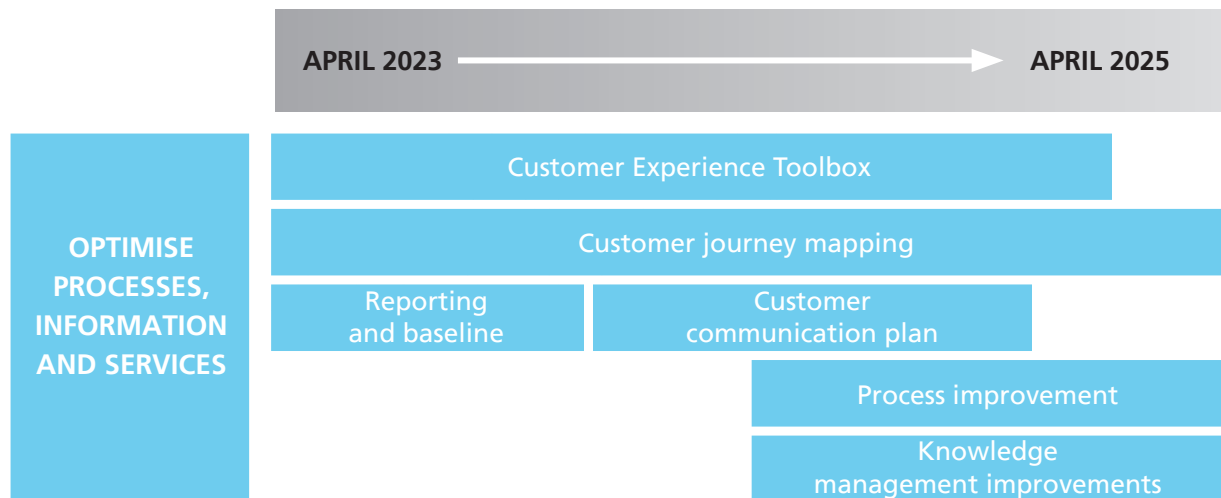
Customer success champions

A dedicated team of 'Customer Success Champions' who will support the development of a culture that keeps the customer at the heart of the way we deliver our services.

Training and capability

Staff training, focusing on proactive and efficient service, enhanced capability and the creation of positive outcomes for our customers.

Our Initiatives



Customer Experience Toolbox

Providing staff with the information and tools needed to best support our customers throughout their journeys and interactions with us.

Process improvement

Clear and streamlined processes in preparation for our new enterprise wide customer relationship management system, providing improved customer experience.

Customer journey mapping

Documenting (on a visual map) our customer's experiences when interacting with us, in order to develop a greater understanding of our customer's point of view.

Knowledge management improvements

Centralisation of stored information for greater ease of access by all departments, reducing duplication and improving retention of information and corporate knowledge.

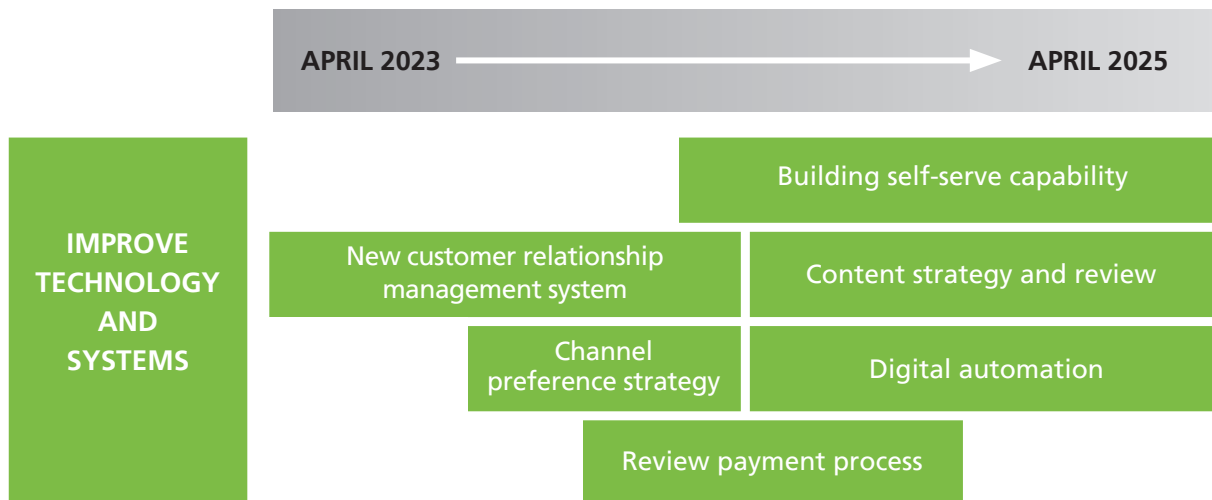
Customer communication plan

A communication plan that is consistent, accessible and responsive to our diverse customers.

Reporting and baseline

Use of a reporting and baseline framework to help monitor progress towards goals, make informed decisions and help identify improvements.

Our Initiatives



Channel preference strategy

Identifying the methods of contact (or channels) different groups of customers prefer to use for different purposes or interactions to improve efficiency and service delivery.

Digital automation

Systems and processes are fully automated improving efficiency.

Building self-serve capability

Self-serve options are available which save time for our customers and are easy to use.

Content strategy and review

Information provided to our customers is consistent, correct and easy to understand through all communication channels, including redesigned forms and documents on our website.

New customer relationship management system

Implementation of the customer relationship management system, creating a single view of each customer.

Review payment process

Fast, efficient and seamless payment options available for our customers via a suite of digital products.

Managing Delivery

Our Customer Experience Strategy is a step by step process working collaboratively across Council departments.

Council will receive an annual review of this strategy to show progress of initiatives. A full review of the impact of this strategy will occur toward the end of the second year of the strategy to understand the success of the program and to inform the development of the Customer Experience Strategy 2026 – 2031.





Appendix 1

Glossary

Automation:

Technology and systems that perform tasks automatically, with limited human intervention.

Channels:

The range of mediums or methods through which an organisation communicates, for example, email, telephone, website, face to face.

Customer Centric:

Customer focussed and keeping the customer front of mind. When we make decisions we think about how this will impact our customers, even when we may not have direct contact with customers every day.

Customer Experience:

Customer experience refers to all of the experiences customers have with a particular business or organisation. The customer's 'experience' is what they take away from those interactions and includes their perceptions and how they feel about the organisation as a whole.

Customer Insights:

A deeper understanding of our customer's needs, opinions, thoughts and experiences.

Customer journey mapping:

A visual map documenting customer's experiences when interacting with a business. It covers all areas from use of a website through to a final purchase or face to face interaction. The map also displays how the customer feels during this process and highlights where the customer may experience difficulties getting what they need. This process provides a greater understanding of the customer's point of view and encourages the organisation to make positive changes to improve the customer experience.

Customer Relationship Management System (CRM):

A CRM system includes software, tools and processes that enable businesses to capture, store and analyse information in line with required privacy regulations and policies. The system supports communications and relationships between a business and customers by retaining important information used for service delivery.

Glossary

Framework:

The structure underlying a system or concept.

Knowledge management:

The efficient handling of information and resources within an organisation.

Process:

Ways of working and policies that guide how a business is run.

Toolbox:

Useful software, resources and information provided to staff members to support them in their job roles.

Touchpoints:

Moments of interaction or contact between a customer and an organisation.

Self-Serve:

The ability of the customer to complete tasks or transactions independently.

Service levels:

The level of the standard at which service is delivered.

Single view of the customer:

The centralisation of customer information allowing the development of a more comprehensive understanding of a customer's preferences and needs. A centralised view of the customer allows the organisation to deliver services in an improved and more tailored manner and eliminates the need for customers to provide repeat information or details when dealing with different departments or individuals within an organisation.

Voice of the customer:

A range of different contact methods are used to record and retain customer feedback. Insights gained are used to better understand what our customers want and need and how we need adjust the way we work in order to provide this to them.

Appendix 2

Methodology

In developing our strategy, we have completed the following actions to inform the customer experience outcomes, framework and initiatives.

1	RESEARCH
	Community Perception Survey 2020
	Community Strategic Plan 2032
	Disability Inclusion Action Plan 2022 – 2026
	Existing Customer Service Charter
	Emerging customer experience best practice
	ABS (Data) census data 2022
2	WORKSHOPS
	Community Perception Survey 2022
	Staff workshops
	Community consultation
3	INTERVIEWS AND SURVEYS
	15 customer feedback surveys and interviews
	20+ staff interviews
	Community engagement surveys
4	DATA
	Complaints, compliments and voice of the customer feedback
	Customer service reporting





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