

ITEM NUMBER: 10.1

CONFIDENTIAL REPORT

TRANSFORMING JETTY ROAD

Pursuant to Section 87(10) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Transforming Jetty Road Committee upon the basis that the Committee consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Committee will receive, discuss or consider:

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which –**
 - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and**
 - ii. would, on balance, be contrary to the public interest.**

Recommendation – Exclusion of the Public – Section 90(3)(d) Order

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Transforming Jetty Road Committee hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 10/25 Transforming Jetty Road in confidence.
2. That in accordance with Section 90(3) of the *Local Government Act 1999* Transforming Jetty Road Committee is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 10/25 Transforming Jetty Road on the following grounds:
 - d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position to confer a commercial advantage on a third party.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

Item No: 10.1

Subject: **TRANSFORMING JETTY ROAD**

Summary

On 28 November 2023, Council resolved to initiate the Transforming Jetty Road Project and authorised Administration to develop concept plans for the Jetty Road Masterplan.

Accordingly, Administration scheduled a series of workshops with the Transforming Jetty Road Committee (the Committee), Elected Members and the Transforming Jetty Road Design Consultants to develop concept designs for the Coast and Transitions zones.

Following the workshop held with Elected Members and the Committee on 14 January 2025, Administration has prepared three concept designs for the Committee, and subsequently Council, to review and approve for community consultation.

This report is tabling the draft concept plans, the accompanying consultation collateral and consultation methods for endorsement by this Committee and an endorsement to commence community consultation on Monday 24 February 2025 for 31 days.

Recommendation

That the Transforming Jetty Road Committee recommends to Council:

- 1. the Transforming Jetty Road Draft Coast and Transition Concept plans in Attachment 1 be released to the public as part of the public consultation activities;**
- 2. the draft consultation images in Attachment 2 be released to the public as part of the public consultation documentation;**
- 3. that Administration releases the draft concept plans to the public and commences consultation on 24 February for 31 days and closes consultation at 5pm on Wednesday 26 March 2025;**
- 4. that Administration distributes the draft consultation brochure in Attachment 3 to all households and businesses during the consultation period, subject to further changes; and**
- 5. endorsing Administration to implement the consultation activities as per Attachment 4 Stakeholder Communication and Consultation Overview or outlined in this report.**

RETAIN IN CONFIDENCE - Section 91(7) Order

6. **That having considered Agenda Item 10.1 10/25 Transforming Jetty Road in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Transforming Jetty Road Committee, pursuant to section 91(7) of that Act orders that the report, attachment and minutes be retained in confidence and the Chief Executive Officer is authorised to release the documents when consultation on the draft plans commences.**

Background

On 28 November 2023, Council initiated the commencement of Stage 2 of the Jetty Road Masterplan project (the Transforming Jetty Road project). Council authorised Administration to develop concept designs for the remaining sections of the Jetty Road Glenelg Masterplan (Masterplan) for an investment not to exceed \$40 million.

The designs for the Masterplan were broken into three zones: the City zone, Transition zone and Coast zone. The design development for the zones included undertaking multiple workshops with the Committee and Elected Members. The involvement of the Committee and Elected Members was sought to understand the level of transformational change the designs could include, particularly regarding changes to traffic operations in the Coast zone.

Prior to commencing concept design, Council was asked to provide input into the design principles and level of transforming that could be explored through design development. The result was the development of design parameters that would guide the design process. (C230523/7455).

The design principles identified the Coast zone (Moseley Street, Jetty Road, Colley Terrace corner) as the section requiring the focus in design and investment. With this section of the street requiring a change in its function due to the number of competing usages between pedestrians, private vehicles, buses and the tram.

The key design outcomes considered the most important by Council were:

- pedestrian access and safety;
- increased greening; and
- reduction or removal of tram barriers.

The following were also identified as areas for investigation as part of the design phase:

- seasonal closure of Jetty Road;
- removal of the tram from Moseley Square;
- reduction in use of private vehicle movements; and
- the re-routing of buses away from the Colley and Jetty Road corner.

Improved traffic balance and space for activation were identified as somewhat important. The rationalisation of on-street parking was also to be considered. The design principles and parameters guided the development of the concept plans for the Coast and Transition zones.

Council also approved a deed with the Federal Government for \$10 million of funding for the Transforming Jetty Road project with the following conditions:

- Install infrastructure in the Coast zone to create a plaza that can be closed to vehicle traffic and become dedicated people, events and activation spaces during summer periods.
- Reclaim a minimum of 15% of the transport corridor for pedestrian and activation usage in the Coast zone.
- Create infrastructure that increases water sensitive urban design elements to reduce stormwater runoff, increases greened areas and reduces urban heat.
- Return current elements of hardscape surfaces back to greened spaces and create comfortable resting spots along the street.
- Rebalance the Coast zone by creating a design that prioritises people-based activities and functions and reduces the current dominance of private vehicle usage. For example, create continuous footpaths, create flexible spaces that can change from accommodating cars to create activation space.
- Integrate public art into functional infrastructure to enhance the aesthetic and cultural value of the precinct. These elements should also have visual outcomes that may change their day and night presence.

Council must undertake the activity so as to meet the following outcomes:

- The project will rejuvenate the Coast and Transition zone areas of Jetty Road that will improve accessibility for all and enable greater social inclusion.
- The enhancement of community infrastructure through the construction, and upgrading of roads and areas adjacent to Jetty Road, as well as preservation and protection of heritage items in the vicinity, will improve social inclusion and encourage the community to thrive, economically and socially.

Council also approved for Administration to enter into discussions with the Department of Infrastructure and Transport (DIT) to explore options to relocate the tram, reduce bus movements and reduce the existing tram infrastructure.

A number of meetings were held with DIT in 2024 to explore and negotiate these items. In support of the proposal to look at other options for the tram, DIT undertook high level design work to identify possible options to have the tram stop in several locations other than in Moseley Square. Following the designs, the only viable option, other than its existing location in Moseley Square, was for the tram to turn right and stop on Colley Terrace. It was acknowledged that significant funding would be required to achieve this outcome, and this was not a short to medium term priority for the State Government. It was agreed that DIT would explore the reduction in hard infrastructure and barriers around the tram in Moseley Square. In addition, DIT agreed to explore changes to bus routes, although it should be noted that any changes to bus routes will be finalised for consideration and approval by DIT post the community consultation on the draft Coast and Transition zone concept plans.

This report is seeking recommendation from the Committee of the draft concept plans and the community consultation methods, prior to the plans being finalised and submitted to Council for approval.

Report

This report has been divided into three sections: the first section relates to the draft Coast zone (Hope Street to Sussex Street) design; the second section relates to draft Transition zone (Sussex Street to Gordon/Partridge Streets) design; and the third section the consultation methodology and collateral.

The draft concept designs included in this report, refer Attachment 1, were developed in consultation with Elected Members and members of this Committee. Their involvement was sought at key points during the design development to ensure feedback was included throughout the design process, and that both Elected Members and Committee members were accepting of the design outcomes included in the draft concept designs.

Refer Attachment 1

Section 1 - Draft Coast Zone Design

The draft concepts and objectives have been derived from design parameters approved by Council on 23 May 2023, the high-level street plan and the 2018 Masterplan.

Coast Zone Design Objectives

A design that focuses on creating an accessible and safe pedestrian experience that is vibrant and welcoming. Rebalancing pedestrian amenity by increasing walkable greened areas, and widened verges to create opportunity for street planting and embedding principles of water sensitive urban design. Garden beds are integrated with outdoor dining and public seating to provide respite at key points while creating a buffer between the road and pathways. The creation of an extended piazza from Moseley Square into Colley Terrace to support activation, events and passive usage. Overall creating a desirable dining and entertainment destination for tourists and the local community.

Complexities of the Design

The Coast zone is the most complex aspect of the street to design with many competing priorities that are in conflict with each other. The design needed to consider how to balance the needs of pedestrians with vehicle usage and access, as well as public transport requirements.

In the development of the concepts, priority has been given to pedestrian safety and access. The three concepts prepared are on a spectrum of pedestrian safety and access, with the Yellow Concept providing some improvements, through to the Blue Concept maximising improvements for pedestrians. The options demonstrate how the zone could be transformed depending on the level of change the community supports.

Each of the three designs includes the installation of traffic lights at the intersection of Moseley Street and Jetty Road, allowing for a mini plaza with the closure of the Durham Street intersection at Jetty Road and the removal of kerbs to delineate the road from the footpath, creating one level surface along Jetty Road and Colley Terrace from Hope Street to Sussex Street.

Following are the descriptions of each the designs.

Option 1 Yellow – Colley Terrace Open to Traffic

Concept Yellow maintains all vehicle access along Jetty Road and Colley Terrace. Pedestrian safety is improved with the installation of traffic lights at the intersection of Moseley Street and Jetty Road.

Road and footpaths to be at the same level along with increased greenery, integrated outdoor dining, new street furniture and creative lighting including tree up-lights and feature strip lighting in the footpaths. Refer to Attachment 1 for further details on the design.

Option Green – Colley Terrace Closed to Vehicles (except Public Transport)

Concept Green enhances the pedestrian experience with new traffic lights at the Moseley Street/Jetty Road intersection. The corner of Jetty Road and Colley Terrace is closed to all traffic except trams and buses, which will continue to operate unchanged.

Road and footpaths to be at the same level along with increased greenery, new street furniture and creative lighting including tree up-lights and feature strip lighting in the footpaths. With the reduction of traffic at the Colley Terrace corner, pedestrians are given priority and increased space for outdoor dining and the creation of a plaza feel to integrate with Moseley Square. Refer to Attachment 1 for further details on the design.

Option Blue - Colley Terrace Closed to Vehicles (except Public Transport) with Changes to Bus Routes

Concept Blue fully transforms the Coast zone into a pedestrian-focused zone shared with trams and buses and aided by new traffic lights at the Moseley Street/Jetty Road intersection. The corner of Jetty Road and Colley Terrace will be closed to all traffic except trams and buses (travelling one way only). This design will also see changes to existing bus routes, to further reduce vehicle movements through Colley Terrace. Buses will move in a one-way northly direction from Moseley Street to Colley Terrace. Buses and passenger vehicles will not be able to enter Colley Terrace south of Hope Street.

Road and footpaths will be at the same level along with increased greenery, new street furniture and creative lighting including tree up-lights and feature strip lighting in the footpaths. With the further reduction of traffic at the Colley Terrace corner, pedestrians have priority and increased space for outdoor dining and the creation of a plaza feel to integrate with Moseley Square.

Additionally, the area west of the Moseley Street intersection will be submitted to DIT to approve a Shared Zone, which will formally give priority to pedestrians and reduce speed limits to 10km. Refer to Attachment 1 for further details on the design.

Material Pallet of the designs

The material pallet of each of the designs is in keeping with the existing pallet that has been used in Stage 1 Chapel Plaza and Bouchee Walk, and the City zone. Refer to Attachment 1 for further details.

Refer Attachment 1

Section 2 The Transition Zone Design

Transition Zone Design Objectives

A design that focuses on balancing the needs of the local community and transitions from a local community hub (the City Zone) into the entertainment and dining precinct (the Coast zone). This design also incorporates flexible spaces where parking bays can be used for car parks, additional retail and outdoor dining spaces. Tram stops are better integrated and footpaths are accessible and safe.

The integration of the tram stops is still under negotiation with DIT. The tram stops are currently considered non-compliant with current standards and are required to be upgraded by DIT. Further work to integrate the upgrade of the tram stops needs to be undertaken before they are finalised post community engagement activities.

Administration will seek to integrate the tram stop upgrades with the delivery of the Transition zone and seek funding from DIT to undertake that work.

Transition Zone

The Transition zone starts at the Partridge/Gordon Street intersection on Jetty Road and extends west to Nile Street. This zone is predominantly retail and commercial in nature. Within the Transition zone are Chapel Plaza and Bouchée Walk, which were upgraded in 2021 as the first stage of the Transforming Jetty Road project.

One concept design is proposed for the Transition zone. A key design element is the introduction of roll-on/roll-off kerbs which will turn parking bays into flexible spaces which can be used for parking or transformed into outdoor dining, retail, event and activation spaces. Refer to Attachment 1 for further details on the design.

Material Pallet of the Transition Zone

The material pallet is in keeping with the existing pallet that has been used in Stage 1 Chapel Plaza and Bouchée Walk, and the City zone. Please refer to Attachment 1 for further details
Refer Attachment 1

Section 3 Community Engagement Methodology

Purpose of the Engagement

The purpose of the engagement for the Coast and Transition zones is to undertake consultation activities that:

- Guide effective engagement between the Council and the community.
- Enable the community to be informed about and participate in Council planning and decision making regarding the Coast and Transition zones plans.
- Provide the framework for appropriately structured, targeted and delivered community engagement as part of Council's decision making.

- Support Council decision making in an open, transparent, responsive, inclusive manner that is accountable to the community.
- To effectively record the information from the community regarding the plans and assist Council to make informed decisions about the finalised plans that will be submitted for approval and progressed into construction.

Objective of the Community Engagement

The objective of the consultation is to ensure that the community has been given an appropriate opportunity to review the plans, ask questions and provide their feedback in a meaningful way that can be used to shape the final concept plans.

It is important that the Council provides the community with appropriate and easy to understand information to interpret the plans and that participants have an opportunity to ask questions to inform their feedback.

It is also imperative that the consultation feedback is recorded in a manner that is clear, transparent and meets the requirements of governing policies and relevant State legislative requirements, identified in this report.

Timing of the Community Engagement

The community consultation will commence from 24 February 2025 and run for 31 days to 26 March 2025.

Brochure

A draft brochure has been prepared as part of the collateral for the community engagement. It is intended that the brochure be given to all households and businesses, as part of a letterbox drop, during the first week of the consultation period. A draft of the brochure is provided as Attachment 3.

Refer Attachment 3

Governing Policy and State Legislation

The Engagement must meet the requirement under Council's Community Consultation and Engagement Policy as well as section 21 of the *Road Traffic Act 1961*. The requirements can be met simultaneously with careful design implementation of the engagement method.

Other Considerations

Administration recognises the community is highly invested in the projects' outcomes and has diverse, and in some cases, competing and conflicting views, on the outcomes they are seeking from the Transforming Jetty Road project.

To support productive conversations with the community about the competing priorities and requirements, Administration has prepared three designs that demonstrate the different levels of change and transformation that are possible. These designs should assist to gauge the community's level of acceptance and evoke discussion to reveal the priority outcomes the community is seeking.

Engagement Methodology

The engagement methodology must consider a range of opportunities to reach and connect with all members of our community and include options for collecting feedback using multiple platforms. Additionally, the method must also satisfy all the requirements under Council's policy, the Prudential Report and the *Road Traffic Act 1961* – section 32 activities.

Importantly, the engagement methodology must also provide multiple opportunities for stakeholders to meet face to face with project staff. This will provide opportunities for stakeholders to ask questions and seek clarification on particular matters of concern and interest. Attachment 4 Stakeholder Communications and Consultation Overview has provided details of how the project will interface with our community and the engagement platforms and mechanisms that will be deployed.

Refer Attachment 4

Community Engagement Negotiable and Non-negotiable Items

The engagement material will also provide a list of items that are not able to be negotiated with the community. These items will be clearly listed in the feedback surveys and will be related to items that must meet various standards. It should be noted that one item includes removing car parks to meet new standards of off-sets from intersection.

Risks

Complexity of the design

The proposed plans have a number of options and features for the community to consider, with solutions that may be in conflict with other requirements. For example, with limited space for greening and trees, car parks are proposed to be lost, or to create a safer pedestrian environment, the signalisation of Moseley Street and reduction of vehicle traffic is proposed. To effectively communicate this information in an easy and digestible manner, without leading or favoring an outcome, the consultation collateral and the method of engagement will need to be comprehensive, adaptable and flexible and a source of education for the community.

The project will not be able to fully mitigate these risks. However, it has considered how the feedback from the questionnaire can ensure all critical information is captured and distilled to ensure that users have well written questions, and their preferences are qualified for complete transparency. Additionally, to neutralise and easily identify each option, the concept names have been changed to colours with descriptions.

Community acceptance and trust

The proposed plans have a number of items that are anticipated to create robust debate in the community which may lead to the community feeling anxious and agitated. It will be important to reassure the community that all feedback will be collected accurately and submitted to Council for consideration before the final concept plans are prepared and submitted for approval by Council.

Next Steps

Following the submission of this report, Administration will:

- Incorporate the feedback received from the Transforming Jetty Road Committee into the consultation plans and collateral.
- Table the minutes of this report with Council.
- Prepare and submit a report to Council to seek approval from Council to commence consultation on draft concept plans.
- Provide an update to the Transforming Jetty Committee on any changes Administration receives from Council, regarding consultation and the designs.

Budget

Council has committed an investment of \$30 million for the Transforming Jetty Road project over 3 years. In 2024-25, Council approved an initial \$10 million as part of the Annual Business Plan. In addition, the Federal Government has committed grant funding of \$10 million.

Life Cycle Costs

To be determined once an approved concept plan has been achieved.

Strategic Plan

Jetty Road Glenelg Master Plan 2018
Our Holdfast 2050+

Council Policy

Council Community Consultation and Engagement Policy

Statutory Provisions

Road Traffic Act 1961 - section 32

Written By: Principal Project Manager

Chief Executive Officer: Ms P Jackson