

ITEM NUMBER: 18.2

CONFIDENTIAL REPORT

TRANSFORMING JETTY ROAD

Pursuant to Section 83(5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council 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* Council 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: 57/25 Transforming Jetty Road in confidence.
 2. That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 57/25 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.
 3. The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.
-

Item No: 18.2
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.

Administration has prepared draft concept designs for consideration by Council for the purposes of receiving community feedback. The designs include three concepts for the Coast zone and a concept for the Transition zone.

A report was then tabled and endorsed with the Transforming Jetty Road Committee on 6 February 2025 which outlined the engagement activities and plans identified in this report.

Accordingly, this report is seeking Council to approve the community consultation in this report and to commence Consultation on Monday 3 March 2025 for 31 days.

Recommendation

That Council:

- 1. approves the Transforming Jetty Road Draft Coast and Transition Concept plans, in Attachment 1, be released for community consultation;**
- 2. approves the Engagement Plan, in Attachment 2, and associated consultation activities;**
- 3. approves Administration to commence community consultation for the Transforming Jetty Road Project Coast and Transition Zones on 3 March for 31 days and close consultation at 5pm on Wednesday 2 April 2025; and**
- 4. approves Administration to distribute the draft consultation brochure, in Attachment 3, to all households and businesses during the consultation period, pending minor changes.**

RETAIN IN CONFIDENCE - Section 91(7) Order

- 5. That having considered Agenda Item 18.2 57/25 Transforming Jetty Road in confidence under section 90(2) and (3)(d) of the *Local Government Act 1999*, the Council 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 at the commencement of community consultation, being 3 March 2025.

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 Transforming Jetty Road 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 transformation 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 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.

Several 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 development of these 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.

Following a series of workshops with Elected Members and the Transforming Jetty Road Committee, concepts have been developed for each zone of Jetty Road taking into consideration:

- the design principles agreed to by Council;
- the requirements agreed to as part of the Federal Government's funding commitment; and
- the outcome of consultation with DIT.

Concept designs for the City zone have been completed and were approved by Council on 8 October 2024 (C081024/7902). The designs were released to the community on 9 October 2024 for information, and construction has commenced.

This report is seeking approval from Council for the draft concept plans for the Coast and Transition zones, for the purpose of community engagement. This report also seeks approval from Council to undertake community engagement starting from 3 March 2025, for a period of 31 days, and the plan outlining the engagement methodology.

Report

This report outlines the concept designs developed for both the Coast and Transition zones of the Transforming Jetty Road Project. As mentioned, the draft concept designs were developed in consultation with Elected Members and the Transforming Jetty Road Committee. Their involvement was sought at key points during the design development to ensure feedback was included through the design process, and that both Elected Members and Committee members were accepting of the design outcomes included in the draft concept designs.

The draft concept designs for the Coast and Transition zones are included to this report as Attachment 1. Due to the complexity of the designs, this report will provide a high-level description of the designs presented.

Refer Attachment 1

Draft Coast Zone Design

The Coast zone is the portion of Jetty Road starting from Colley Terrace, at Hope Street, and stretching around to Jetty Road, to Sussex Street. This zone is the key entertainment, dining and tourism section of the Road. Particularly during the peak periods, significant pedestrian numbers use this portion of the Road.

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.

Concept Design

The Coast zone is the most complex aspect of the street to design with many competing priorities that 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. Three concepts have been prepared for consideration by the community, as part of the engagement process. The three concepts prioritise pedestrian safety and access to varying degrees, with Concept A providing some improvements, through to Concept C which maximises 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 delineating 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.

Concept A – Colley Terrace Open to Traffic

Concept A 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.

Refer Attachment 1

Concept B – Colley Terrace Closed to Vehicles (except Public Transport)

Concept B 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 with increased space to create better integration with Moseley Square. Refer to Attachment 1 for further details on the design.

Refer Attachment 1

Concept C - Colley Terrace Closed to Vehicles (except Public Transport) with Changes to Bus Routes

Concept C 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 further reduction of bus movements at the Colley Terrace corner, pedestrians are provided with greater accessibility and safety with the potential for increasing 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.

Refer Attachment 1

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

Draft Transition Zone Design

The Transition zone is the portion of Jetty Road, from Sussex Street to the intersection of Gordon and Partridge Streets. This zone is the transition between the Coast and City zones.

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 trams stops needs to be undertaken before they are finalised post community engagement activities.

Concept Design

This zone is predominantly retail and commercial in nature. Within the Transition zone are Chapel Plaza and Bouchee 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.

Refer Attachment 1

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 Bouchee Walk, and the City zone. Please refer to Attachment 1 for further details

Refer Attachment 1

Community Engagement

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 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 3 March 2025 and run for 31 days.

Engagement Plan

An Engagement Plan has been developed for approval by Council. The plan details the engagement activities, key stakeholders and risks associated with the implementation of the plan and anticipated community responses to types of engagement activities proposed in the plan.

The plan provides a guide for how the engagement will be undertaken to ensure all stakeholders have an opportunity to ask questions from the project team, access the plans and provide their feedback using multiple feedback platforms. Refer to the Engagement Plan in Attachment 2 for more information.

Refer Attachment 2

Brochure

A draft brochure has been prepared as part of the collateral for the community engagement. It is intended that the brochure be provided 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.

The brochure was presented to the Elected Members for discussion and feedback at a workshop held on 4 February 2025 and then presented to the Transforming Jetty Road Committee on 6 February 2025.

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 there is a high level of interest in the project and there are diverse, and in some cases, competing and conflicting views, on the outcomes they are seeking from the Transforming Jetty Road project.

It is also recognised that the options available in the draft plans are complex and not straightforward to understand. Especially in relation to the traffic and parking options that are some of the most topical items for the community.

To support productive and transparent 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.

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 draft concept plans have several 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 favouring an outcome, the consultation material 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.

Community acceptance and trust

The proposed plans have several items that are anticipated to create robust debate in the community which may lead to a level of anxiousness amongst community members. 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.

Construction Timing for Coast and Transition Zones

The timing of construction has been rescheduled from January 2026 for the Coast zone, and February 2027 for the Transition zone to a proposed commencement for both zones to August 2025. The change in the program is aligned with the DIT Tram Grade Separation Project, announced in the second half of 2024. DIT's work is proposed to commence in the second half of 2025 and be completed within six months, involving the temporary cessation of the tram services along Jetty Road. With the closure of the tram services, the Transforming Jetty Road project has retimed its construction program forward to reduce the impact on business and overall disturbance to the precinct during construction.

The rescheduling of these two zones has required the bringing forward of the development of concept designs and community engagement on the Coast and Transition zones.

Budget

Council has committed an investment of \$30 million for the Transforming Jetty Road project over three 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.

In preparing the final concepts for the Coast and Transition zones, the final design development will include assurance the costs of these zones are within the overall budget allocation of \$40 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

Local Government Act 1999
Road Traffic Act 1961, section 32

Written By: Principal Project Manager

Chief Executive Officer: Ms P Jackson

CONFIDENTIAL

Attachment 1

Jetty Road

Transition & Coast Zone

Gordon and Partridge Street to Moseley Square

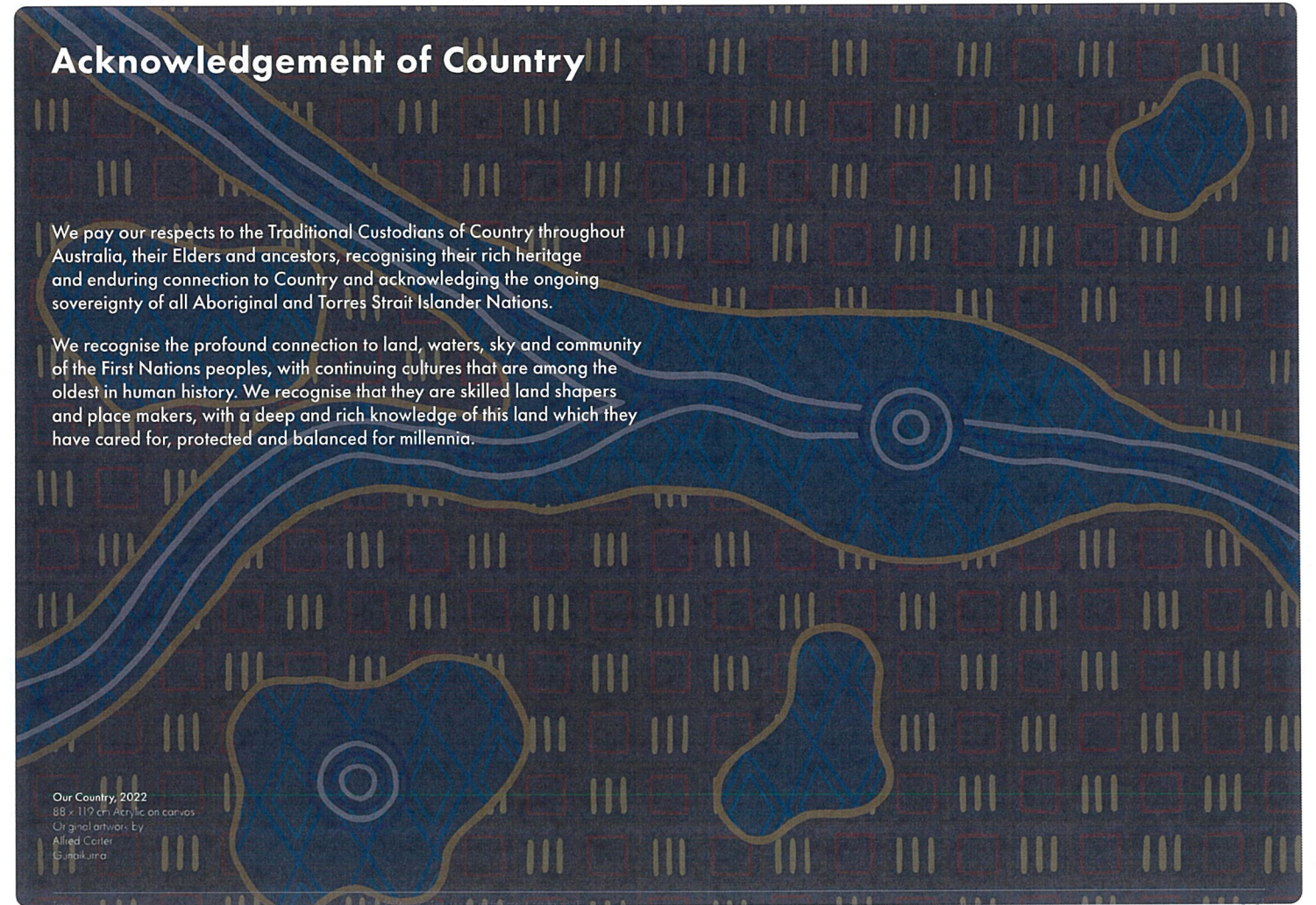
Prepared for City of Holdfast Bay

Acknowledgement of Country

We pay our respects to the Traditional Custodians of Country throughout Australia, their Elders and ancestors, recognising their rich heritage and enduring connection to Country and acknowledging the ongoing sovereignty of all Aboriginal and Torres Strait Islander Nations.

We recognise the profound connection to land, waters, sky and community of the First Nations peoples, with continuing cultures that are among the oldest in human history. We recognise that they are skilled land shapers and place makers, with a deep and rich knowledge of this land which they have cared for, protected and balanced for millennia.

Our Country, 2022
88 x 119 cm Acrylic on canvas
Original artwork by
Allied Carter
Gumbikarra



Quality Assurance

Jetty Road, Glenelg
Transition and Coast Zone
Landscape Concept Report

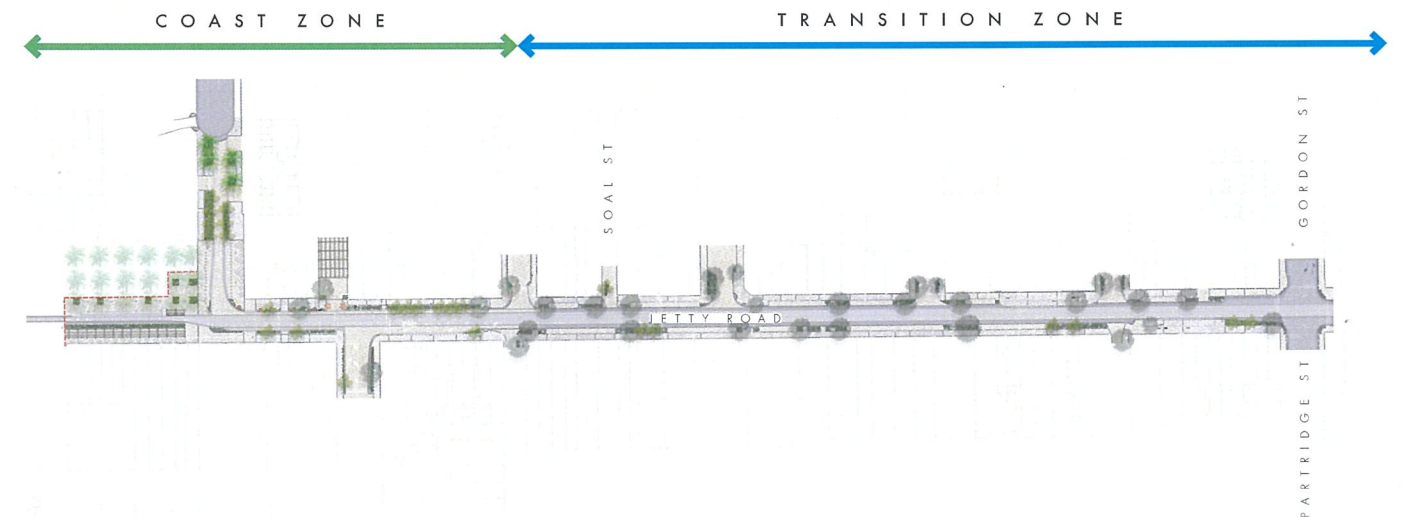
Prepared for
City of Holdfast Bay

Project Number
322-0567-00-1-07-RP01

Revisions

No.	Date	Description	Prepared By	Reviewed By	Project Principal
01	19 November 2024	Draft	MN/SG	GS	HE
02	20 November 2024	Draft	MN/SG	HE	HE
03	10 December 2024	Draft	SG/ZC	HE	HE
04	13 December 2024	Draft	SG	HE	HE
05	14 January 2025	Draft	SG/IDZ/ILC	HE	HE
06	24 January 2025	Draft - Community Consultation Pack	SG	HE	HE
07	29 January 2025	Community Consultation Pack	SG	HE	HE
08	05 February 2025	Community Consultation Pack - Added Car Park Numbers	SG	HE	HE
09	11 February 2025	Community Consultation Pack - Added Car Park Numbers - DRAFT Update	SG	HE	HE
10	12 February 2025	Community Consultation Pack - Added Car Park Numbers - Update	SG	HE	HE
11	12 February 2025	Community Consultation Pack - Added Car Park Numbers - Update	SG	HE	HE
12	13 February 2025	Community Consultation Pack - Car Parks - Update	SG	HE	HE
13	17 February 2025	Community Consultation Pack - Car Parks - Update	SG	HE	HE
14	18 February 2025	Community Consultation Pack - Car Parks - Updated Option B & C Linework	SG	HE	HE
15	20 February 2025	Community Consultation Pack - Car Parks - Updated and Added Durham St Variation	SG/RB	HE	HE
16	21 February 2025	Community Consultation Pack - Car Parks	SG	HE	HE

1 Overall Landscape Concept Plan - Transition and Coast Zone



*Overall plan showing Coast Zone Option 1

Legend

Existing Street Tree	Proposed Bollards	Proposed Up-lighting to Trees
Proposed Street Tree	Proposed Bike Racks	Existing Light Pole
Asphalt	Proposed Rubbish Bins	Existing Tram Pole
Proposed Pavement	Proposed Single Seat	Existing CCTV Pole
Proposed Barding	Proposed Double Seat	Potential Public Art Sculpture
Proposed Feature Paving	Proposed Air-bus Structure	
Proposed Crossing Paving	Proposed Shading Structure	

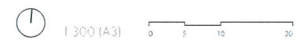
2 Plan: Coast Zone - Concept C

A redesigned Colley Terrace that focuses on pedestrian safety and experience. Palm trees frame both sides of the Colley Terrace entry, and a widened verges create opportunity for street planting embedding principles of water sensitive urban design. Garden beds with integrated outdoor dining and ornamental pebble seats provide respite at key points while creating a buffer between road and pathways. Illuminating the plaza after dark is feature strip lighting, creating a space which can transform from a space of day to night activation.

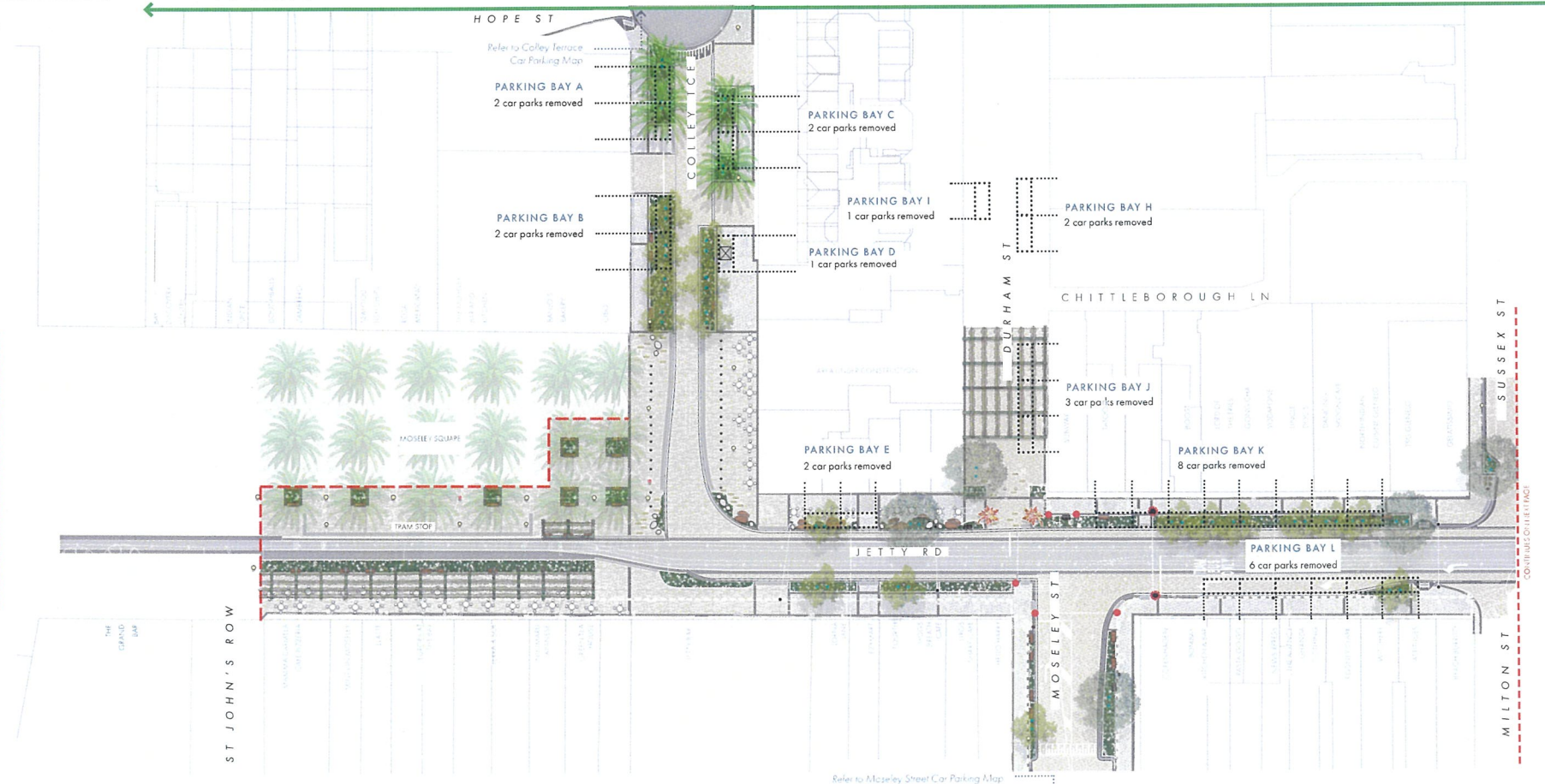
- | | |
|---|---|
| <p>Private Vehicles:</p> <ul style="list-style-type: none"> Closure of Colley Terrace (Hope Street) to Jetty Road (Moseley Street) to all private vehicles Signalised Intersection of Moseley Street/ Jetty Road Closure of Durham Street to create a plaza South of Chittleborough Lane to Jetty Road Existing tram movements retained <p>Trams:</p> <p>Buses:</p> <ul style="list-style-type: none"> 1 way westbound bus movements from Moseley Street Changed Bus Routes and New Bus Stops New Moseley Street bus stops and layover New Gordon Street bus stops and layover <p>Changes to road:</p> <ul style="list-style-type: none"> Moseley Street intersection signalised for safer pedestrian crossing Narrowed carriageway maximises space for pedestrians, outdoor dining, activation opportunities and trees/greening Closure of Durham Street from Jetty Road to South of Chittleborough Lane intersection to create a shared zone. Durham Street from Chittleborough Lane intersection converted to two way traffic movements 30 km/h zone for whole street 10km/h shared zone (Between Moseley street and Hope St, Durham street between Jetty Road and South of Chittleborough lane) | <p>Greening Opportunities including WSUD</p> <ul style="list-style-type: none"> Palm trees framing either side of Colley Terrace to provide attractive entry statement Verge planting integrating WSUD (Water Sensitive Urban Design) principles Increased trees and associated green canopy coverage <p>Pedestrians:</p> <ul style="list-style-type: none"> Flush 'shared zone' in Colley Terrace (from Hope Street) to Jetty Road (Moseley Street), on Durham street between Jetty Road and Chittleborough Lane gives pedestrians priority, and creates a piazza feel within these areas Less exposure to bus movements to enhance pedestrian amenity and safety Improved paving treatment which ties into overall Jetty Road design Increased pedestrian amenity and safety due to removal of private vehicles <p>Car parks:</p> <ul style="list-style-type: none"> Car parking spaces removed, refer to car parking map Existing on-street car parking estimate - 292 Proposed parking loss - 60 (loss for greening - 19 loss for traffic changes/compliance - 41) |
|---|---|

Legend

- | | | | |
|--------------------------|----------------------------|--------------------------------|--|
| Existing Street Tree | Proposed Ballards | Proposed Uplighting to Trees | Traffic Signal Poles |
| Proposed Street Tree | Proposed Bike Racks | Existing Light Pole | Signal lanterns Mounted to Existing Tram Poles |
| Asphalt | Proposed Rubbish Bins | Existing Tram Pole | Disabled Access (DOA) Car park |
| Proposed Pavement | Proposed Single Seat | Existing CCTV Pole | |
| Proposed Banding | Proposed Double Seat | Potential Public Art Sculpture | |
| Proposed Feature Paving | Proposed Arbor Structure | In-ground Strip Lighting | |
| Proposed Crossing Paving | Proposed Shading Structure | Seating Peddles | |



COAST ZONE



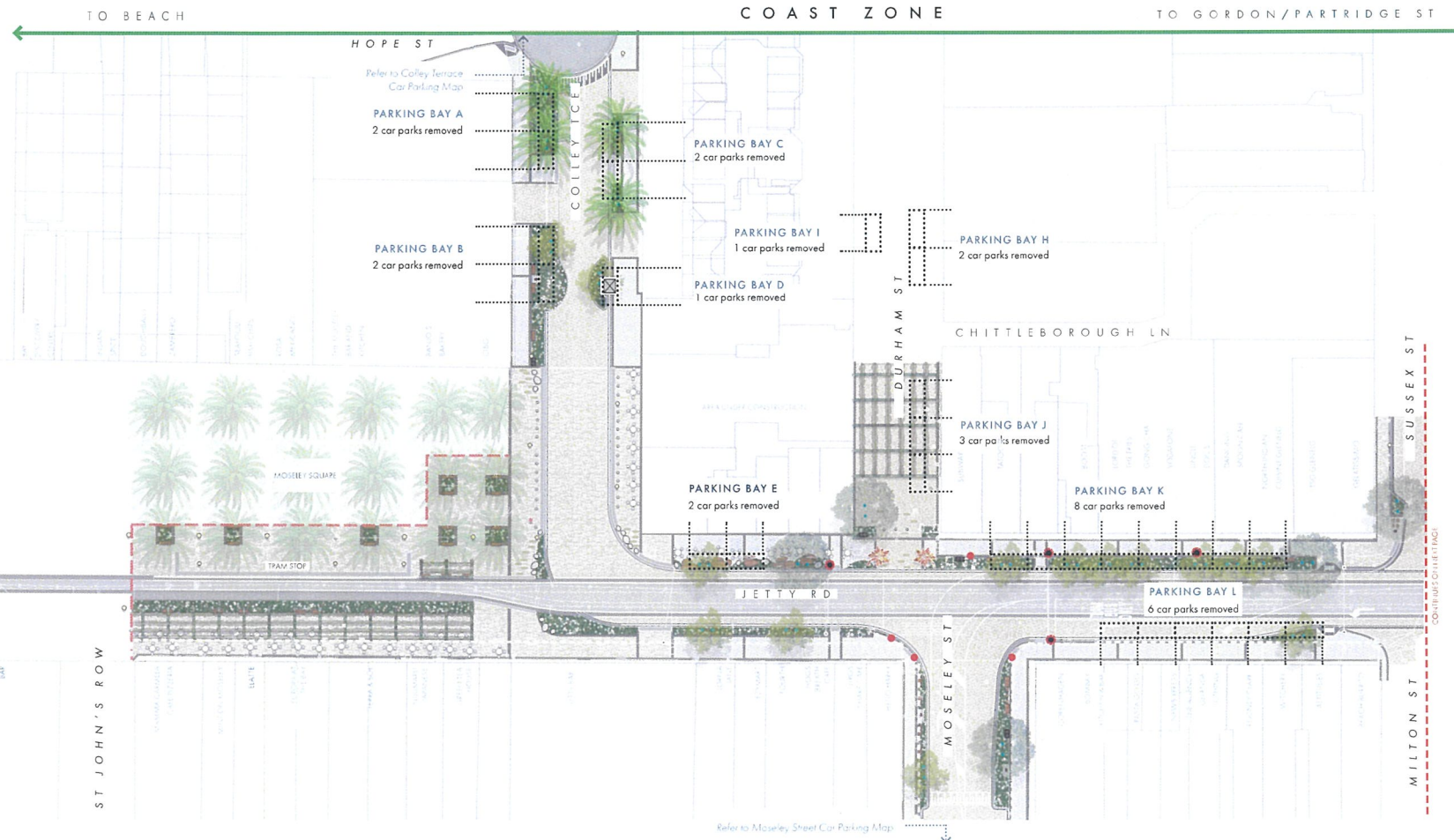
3 Plan: Coast Zone - Concept B

A redesigned Colley Terrace that enhances pedestrian safety and experience. Palm trees frame both sides of the Colley Terrace entry, and a widened verges creates opportunity for street planting embedding principles of water sensitive urban design. Garden beds with integrated outdoor dining and ornamental pebble seats provide respite at key points while creating a buffer between road and pathways. Illuminating the plaza after dark is feature strip lighting, creating a space which can transform from a space of day to night activation.

- | | |
|---|---|
| <p>Private Vehicles:</p> <ul style="list-style-type: none"> Closure of Colley Terrace (Hope Street) to Jetty Road (Moseley Street) to all private vehicles Closure to all traffic on Durham Street between Jetty Road and South of Chittleborough Lane <p>Trams:</p> <ul style="list-style-type: none"> Existing tram movements retained <p>Buses:</p> <ul style="list-style-type: none"> Open to 2 way bus movements <p>Changes to road:</p> <ul style="list-style-type: none"> Moseley Street intersection signalled for safer pedestrian crossing Slightly narrowed carriageway allows for minor increase in pedestrian space, outdoor dining, activation opportunities and trees/greening Closure of Durham Street from Jetty Road to South of Chittleborough Lane intersection to create a shared zone 30 km/h zone for whole street 10km/h zone (Between Moseley street and Hope St) Durham Street to South of Chittleborough Lane | <p>Pedestrians:</p> <ul style="list-style-type: none"> Flushed area from Colley Terrace (from Hope Street) to Jetty Road (Moseley Street) Flushed shared zone on Durham street between Jetty Road and Chittleborough Lane gives pedestrians priority Improved paving treatment which ties into overall Jetty Road design Increased pedestrian amenity and safety due to removal of private vehicles <p>Greening Opportunities including WSUD</p> <ul style="list-style-type: none"> Palm trees framing either side of Colley Terrace to provide attractive entry statement Verge planting integrating WSUD (Water Sensitive Urban Design) principles Increased trees and associated green canopy coverage <p>Car parks:</p> <ul style="list-style-type: none"> Car parking spaces removed, refer to car parking map Existing on-street car parking estimate - 292 Proposed parking loss - 42 loss for greening - 19 loss for traffic changes/compliance - 23 |
|---|---|

Legend

1:300 (A3) 0 5 10 20



4 Plan: Coast Zone - Concept A

A redesigned Colley Terrace that improves the pedestrian experience and retains vehicle movements. Palm trees line Colley Terrace's western side, and a wide western verge creates opportunity for street planting embedding principles of water sensitive urban design. Garden beds with integrated outdoor dining and ornamental feature pebble seats provide respite at key points while creating a buffer between road and pathways. Illuminating the plaza after dark is feature strip lighting, creating a space which can transform from a space of day to night activation.

Private Vehicles:

- All private vehicle movement retained

Trams:

- Existing tram movements retained

Buses:

- All existing bus movements retained

Changes to road:

- Moseley Street intersection signalised for safer pedestrian crossing
- Existing road width retained
- Closure of Durham Street from Jetty Road to South of Chittleborough Lane. Remaining street converted to two way traffic management.
- Option to incorporate a left hand turn from Jetty Road onto Durham Street and retain a shared zone

Pedestrians:

- Flushed area 10km/h from Colley Terrace (from Hope Street) to Jetty Road (Moseley Street)
- Flushed shared zone 10km/h on Durham Street between Jetty Road and Chittleborough Lane, gives pedestrians priority
- Improved paving treatment which ties into overall Jetty Road design

Greening Opportunities including WSUD

- Palm trees on West side of Colley Terrace to provide attractive entry statement
- Verge planting integrating WSUD (Water Sensitive Urban Design) principles
- Increased trees and associated green canopy coverage

Car parks:

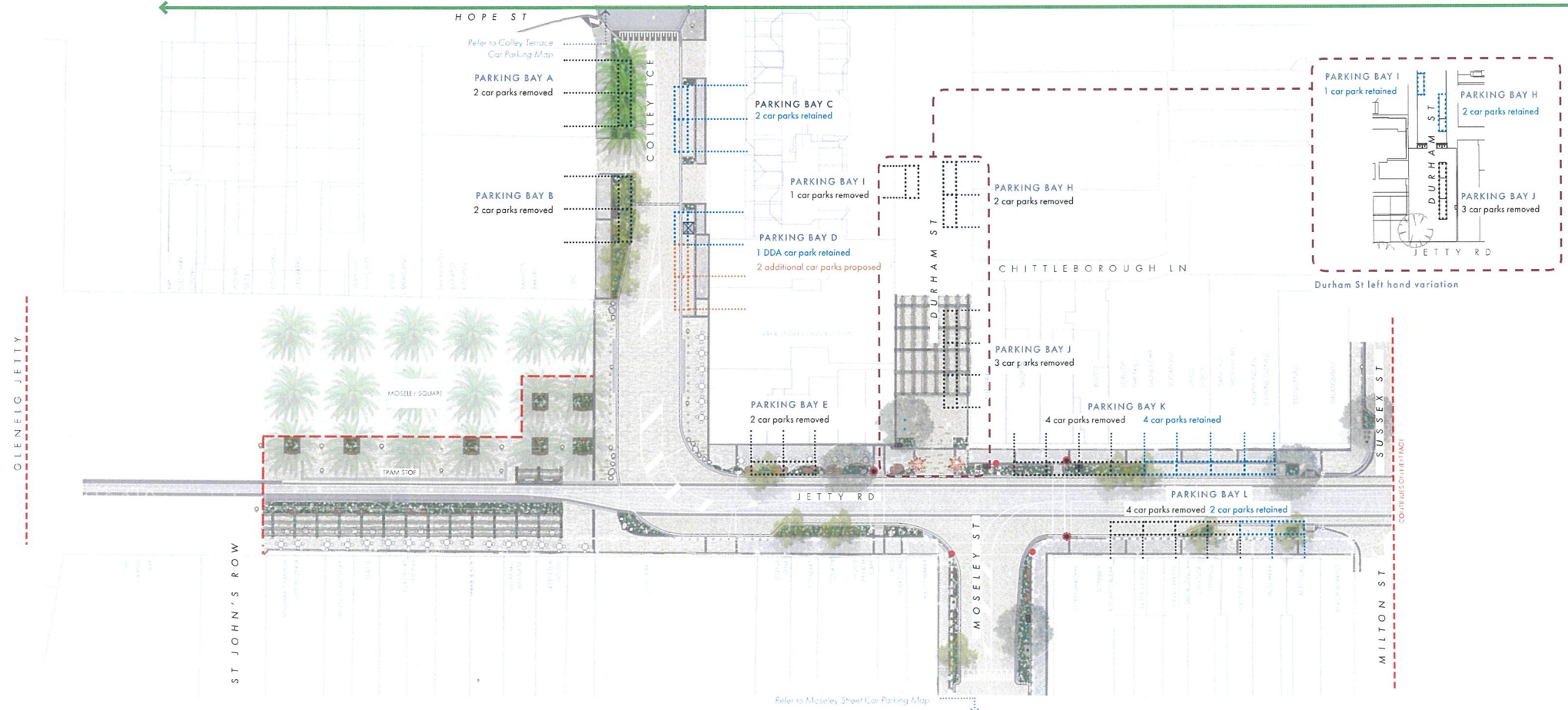
- Option A - 20 removed
- Option A with left hand turn variation - 17 removed
- Existing on-street car parking estimate - 292
- Proposed parking loss - 29 (loss for traffic changes/compliance - 16)
- Scope area concept A with left-hand variation, existing parking 292
- Proposed parking loss - 26 (loss for greening - 13, loss for traffic changes/compliance - 13)

Legend

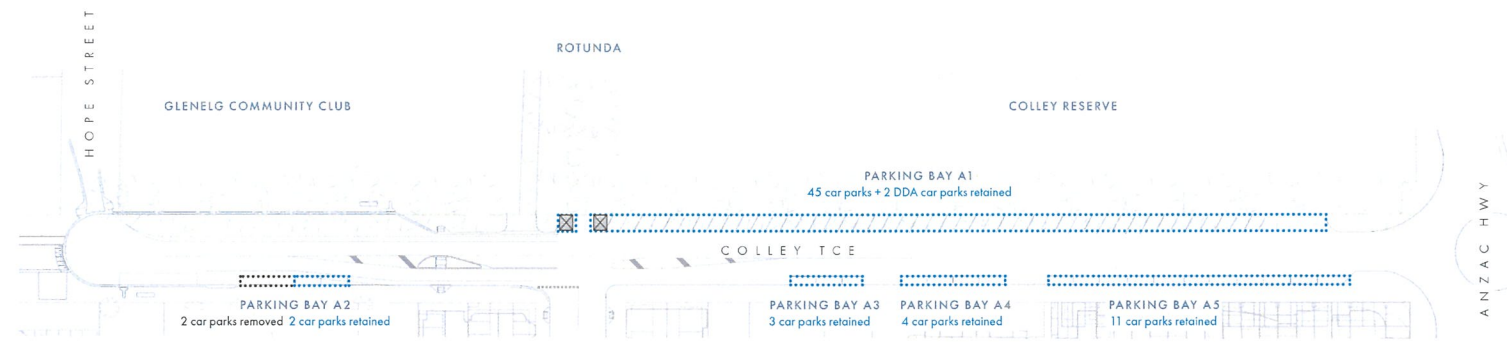
Existing Street Tree	Proposed Ballards	Proposed Uplighting to Trees	Traffic Signal Poles
Proposed Street Tree	Proposed Bike Racks	Existing Light Pole	Signal lanterns Mounted to Existing Tram Pole
Alphabet	Proposed Rubbish Bins	Existing Tram Pole	Disabled Access (DDA) Car park
Proposed Pavement	Proposed Single Seat	Existing CCTV Pole	
Proposed Banding	Proposed Double Seat	Potential Public Art Sculpture	
Proposed Feature Paving	Proposed Artwork Structure	In-ground Strip Lighting	
Proposed Crossing Paving	Proposed Shading Structure	Seating Pebbles	



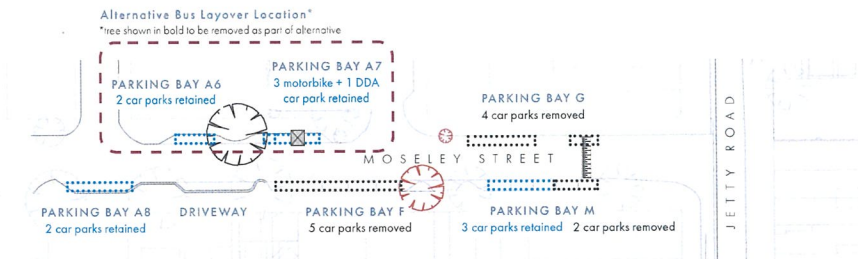
TO BEACH COAST ZONE TO GORDON/PARTRIDGE ST



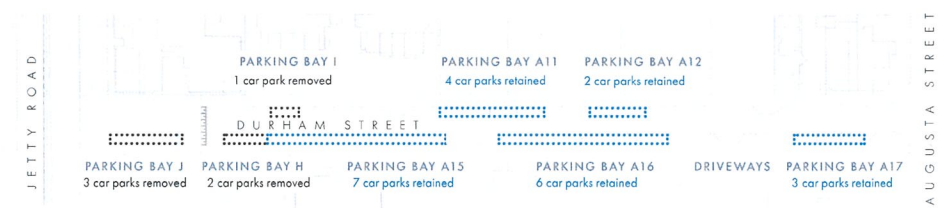
5 Concept C: Car Parking Maps - Colley Terrace, Moseley Street & Durham Street



1:800 (A3)



1:800 (A3)



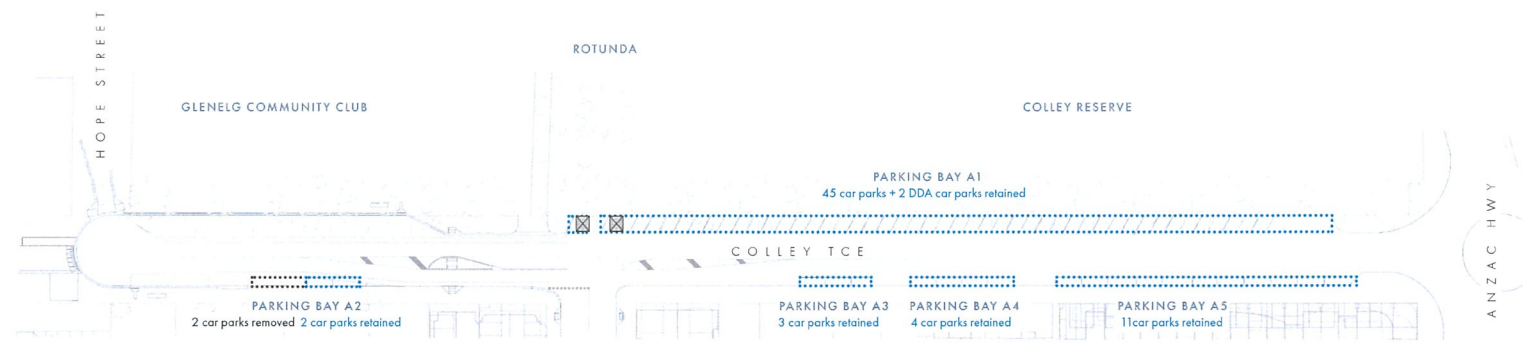
1:800 (A3)

Legend

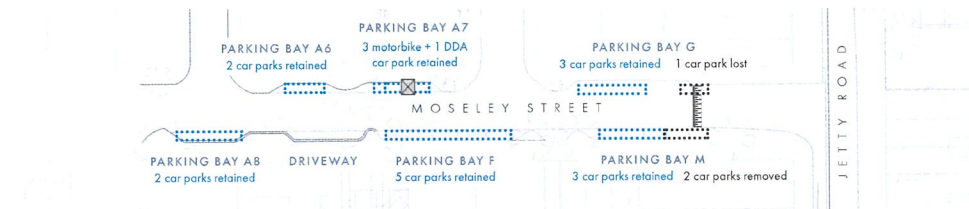
- Tree to be removed
- Disabled Access (DDA) Carpark

Note: All carpark counts include loading bays
 Disclaimer: If the accuracy of any data or any calculation has been based on the best available source data at the time, slight variations may occur in the actual design and construction, and should be acknowledged.

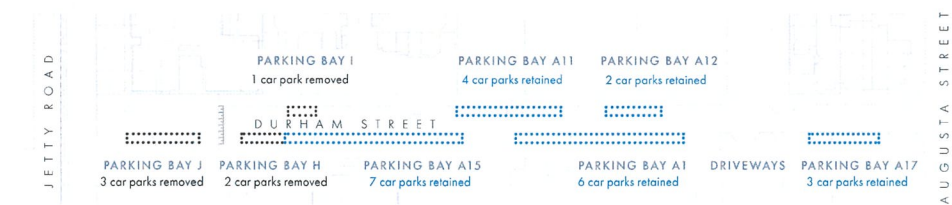
6 Concept B: Car Parking Maps - Colley Terrace, Moseley Street & Durham Street



1:800 (A3)



1:800 (A3)



1:800 (A3)

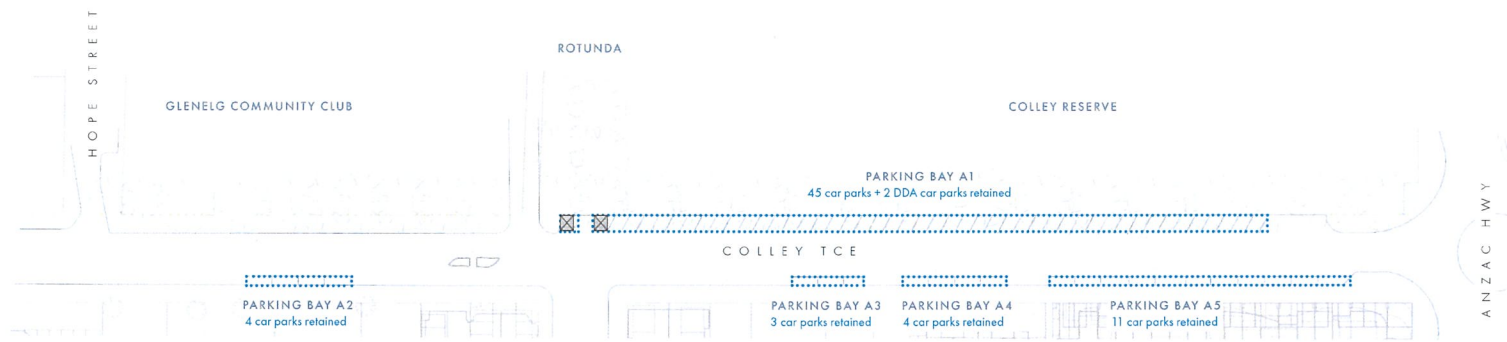
Legend

☒ Disabled Access (DDA) Carpark

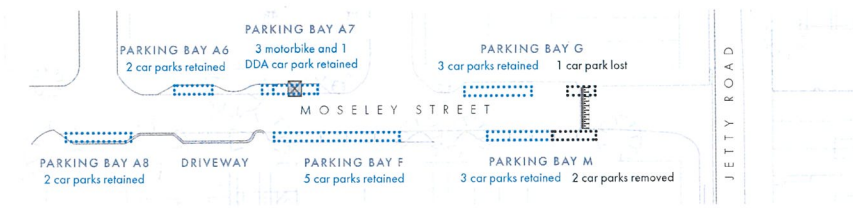
Note: All carpark counts include loading bays

Disclaimer: If the above carpark data or calculations have been based on the best available source data at the time of preparation, we do not warrant the accuracy, completeness and timeliness of the information and do not accept any liability for any errors or omissions.

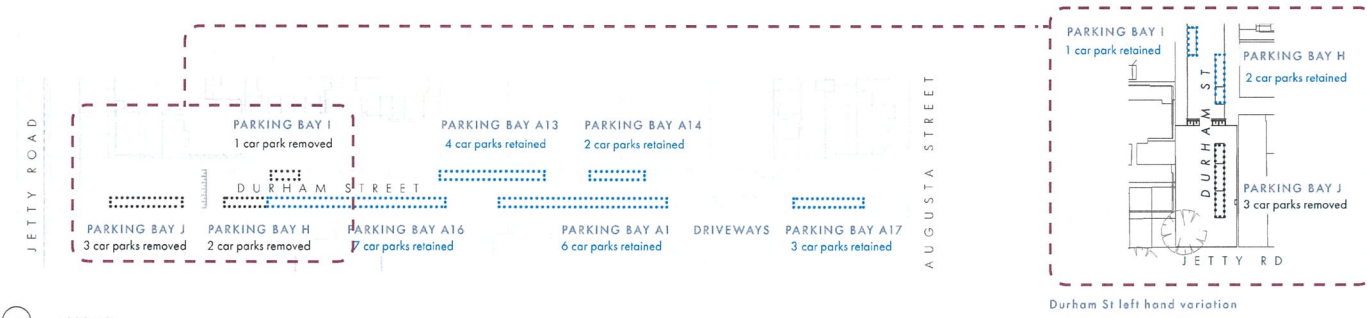
7 Concept A: Car Parking Maps - Colley Terrace, Moseley Street & Durham Street



1800 (A3)



1800 (A3)



1800 (A3)

Legend

☒ Disabled Access (DDA) Carpark

Note: All carpark counts include loading bays
Disclaimer:
If the above carpark data calculations have been based on the best available source data at the time of preparation, we do not warrant that the design, development, and construction of the project will be completed in accordance with the above information.

8 Plan - Transition Zone

Flexible Zones utilised for parking and activation.

Private Vehicles:

- All private vehicle movement retained

Buses:

- All bus movements retained

Pedestrians:

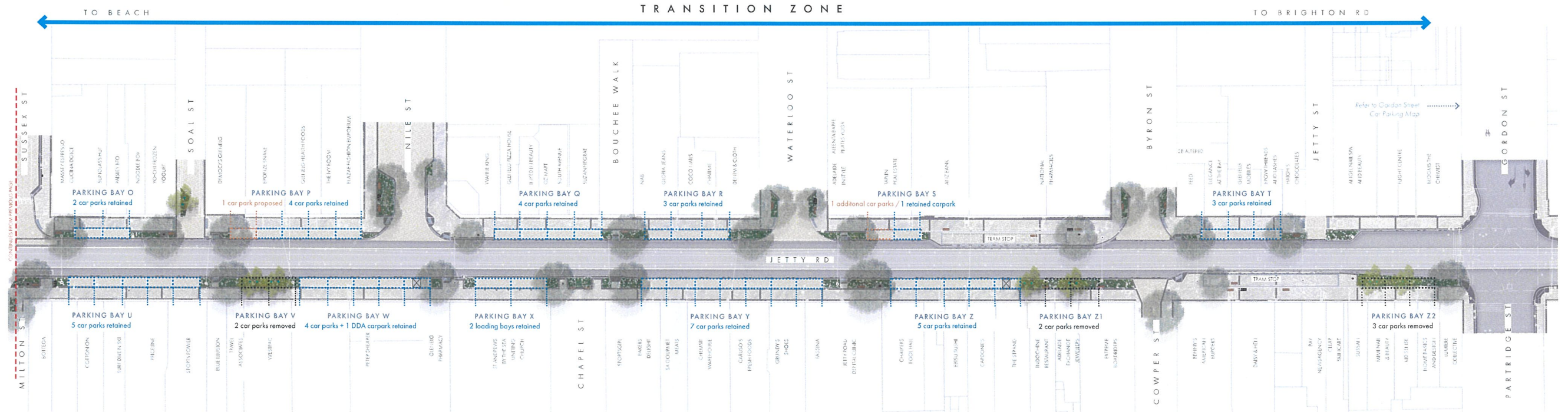
- 'Flexible Zones' for use as either parking or opportunities for businesses to expand into on a pop-up basis
- Upgraded seating and bike racks at revised locations
- Improved paving treatment which ties into overall Jetty Road design

Greening Opportunities including WSUD

- Additional trees and retention of all healthy existing trees for increased green canopy cover and associated street shading
- Increased ground level planting

Parking:

- Car parking spaces removed, refer to car parking map.
- Existing car park estimate 7

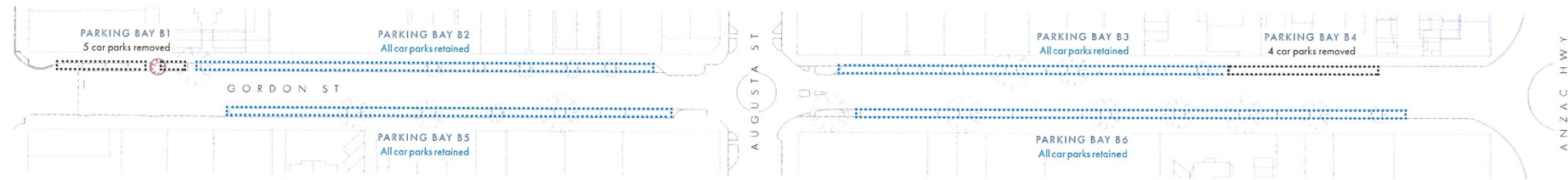


Legend

- | | | | | | | |
|----------------------|-------------------------|--------------------------|-----------------------|-------------------------------|---------------------|--------------------------------|
| Existing Street Tree | Proposed Pavement | Proposed Crossing Paving | Proposed Rubbish Bins | Proposed Art/Bour Structure | Existing Light Pole | Potential Public Art Sculpture |
| Proposed Street Tree | Proposed Branding | Proposed Ballzads | Proposed Single Seat | Proposed Shading Structure | Existing Tram Pole | Disabled Access (DDA) Car park |
| Asphalt | Proposed Feature Paving | Proposed Bike Racks | Proposed Double Seat | Proposed Up-lighting to Trees | Existing CCTV Pole | |



9 Car Parking Map - Gordon Street



1:800 (A3)

Legend



To be removed

Note: All carpark counts include loading bays

Disclaimer:
If the above carpark data or parking layouts have been based on the best available source data of the time, it is not intended to be a guarantee of accuracy and the Council does not accept liability for any errors or omissions.

10 Plant Palette

10.1 Plant Selection

TREES

Jetty Road Planting



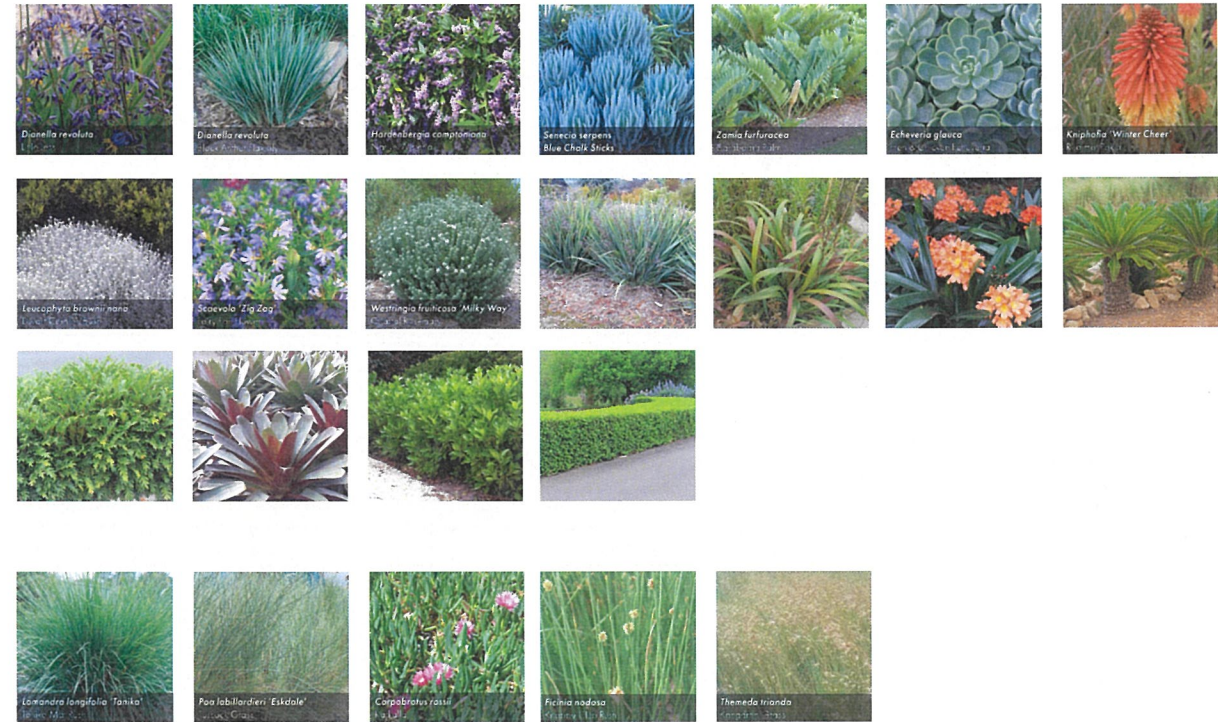
Colley Terrace Planting



Side Street Planting



Garden Bed Planting - 200mm pots



Hyperoma
 Hyperoma Granite - various sizes, random pattern to match
Hyperment
 Hyperment Granite - 400 mm x 200 mm x 60 mm in Herringbone
 Plaza
 100 mm x 100 mm x 60 mm

11 Materials Palette



Herringbone Pattern



Semi-mountable Kerb
 Black oxide to match existing
 Chapel St Plaza works

Upright Kerb
 Black oxide to match existing
 Chapel St Plaza works



Bike Racks
 Street Furniture Australia to match
 Chapel St Plaza

Bollards
 Street Furniture Australia to match
 Chapel St Plaza

Seat
 Seats along Jetty Road to match
 Chapel St Plaza with extended legs in
 place of plinth



Contact Tract

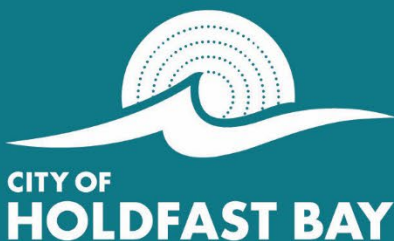
Adelaide
 Kaurna Community
 265 Pirie St Adelaide SA, Australia 5000
 (08) 8223 1324
www.tract.com.au

Attachment 2

Transforming Jetty Road Glenelg Community Engagement Plan



3 March - 2 April 2025



Community engagement period: Monday 3 March – Wednesday 2 April 2025.

This document identifies stakeholder groups and the associated engagement methods and communication channels to be used to inform and engage the community and receive feedback.

Engagement purpose and intent

Overview

The Coast and Transition Zone must begin construction in August 2025 to align with the closure of the tram services as part of DIT's grade separation work.

There are 3 options of how this could look, each presenting different treatments. This project requires us to **Inform** the community of the concept options and **Consult** with them on the possible design elements that can be incorporated into the final designs.

Why are we undertaking 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 and to meet the requirements under Section 32 of the Road Traffic Act 1961.

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.

We are seeking to capture the community's feedback on draft design concepts for the next stage of Transforming Jetty Road which will be used to:

- Inform Council's decision on the final design and function of the Transition and Coast zones of Jetty Road.
- To make the community aware of proposed traffic changes and provide opportunity for comment, as per the Council's obligations under Section 32 of the *Road Traffic Act 1961* (Road closing by councils for traffic management purposes).
- Understand and consider community sentiment, concerns and insights on draft design concepts.

What feedback are we seeking?

- Preference regarding design elements for traffic changes, public bus services, parking, signalised crossing points, levels of greening and general design aesthetic
- Level of support for road closure as per the Council's obligations under section 32 of the Road Traffic Act 1961 (Road closing by councils for traffic management purposes)
- Community sentiment, concerns and insights on proposed design and changes; particularly regarding traffic movements, parking losses and the reduction of vehicle amenities to support pedestrian safety and amenities.

Governing policy and state legislation

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

Engagement methodology

The engagement methodology considers 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 provides 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.

Engagement plan

Call to action

We invite you to view the draft designs and concepts for the Transforming Jetty Road project and share your feedback.

Transforming Jetty Road Glenelg project will transform the precinct into a modern, safe, vibrant and accessible destination for all who live here and come to visit.

We've developed draft concept designs and we're asking for your feedback to help us decide how to best move forward.

Council will consider the community's feedback along with Department of Infrastructure and Transport and any state authority approvals to assist in determining the final design.

Stakeholder communication and consultation plan

Stakeholder group	Communication	Consultation
<p>City-wide residents (and wider community)</p>	<p>Direct communication</p> <ul style="list-style-type: none"> • Project brochure delivered to 19,000 Holdfast Bay households • Project website – transformingjettyroad.com • Social media campaign • Holdfast News e-newsletter • YourHoldfast database email • Public notice advertisement – The Advertiser • Media release / news on holdfast.sa.gov.au • Media management • Jetty Road Glenelg consumer e-news <p>Promotions</p> <ul style="list-style-type: none"> • Community digital LED screens • Tram / bus shelters • Bin corflutes • Corflutes at community parks and reserves • Displays in council libraries and Brighton Civic Centre • Displays on public computers within Brighton and Glenelg libraries 	<p>Feedback</p> <ul style="list-style-type: none"> • Online feedback via website • Hardcopy survey via libraries, civic centre, drop-in sessions and by request • Mail • Phone • Email • Request to meet with project team <p>In-person</p> <ul style="list-style-type: none"> • Community drop-in sessions held at a pop-up store on Jetty Road Glenelg, and in locations across Holdfast Bay

Immediate residents	<i>In addition to all methods listed above (City-wide residents):</i> <ul style="list-style-type: none"> Localised letter mail-out to people directly affected by road closure options 	<i>In addition to all methods listed above (City-wide residents):</i> <ul style="list-style-type: none"> Localised drop-in sessions for specific resident groups (Durham Street, Platinum Apartments, and Colley Terrace)
Landlords	Direct communication <i>In addition to all methods listed above (City-wide residents):</i> <ul style="list-style-type: none"> Landlord lunch pre-inform session Individual letter and email 	
Businesses	<i>In addition to all methods listed above (City-wide residents):</i> <ul style="list-style-type: none"> Project brochure delivered to all Holdfast Bay businesses Jetty Road businesses e-newsletter Jetty Road businesses Facebook group Council staff drop in – staff to visit each business on Jetty Road Postcard 	<i>In addition to all methods listed above (City-wide residents):</i> <ul style="list-style-type: none"> Dedicated drop-in session for traders held at a pop-up store on Jetty Road Glenelg
Special interest and community groups <ul style="list-style-type: none"> Schools within Holdfast Bay St Andrews by the Sea St Peter’s Church Glenelg Surf Lifesaving Club Holdfast Shores Marina / JLL 	<i>In addition to all methods listed above (City-wide residents):</i> <ul style="list-style-type: none"> Email/letter along with project brochure Provision of e-newsletter/email content to distribute through their own channels 	

<ul style="list-style-type: none"> • SATC • TICSA • Western Adelaide Alliance Councils • Adelaide Airport Authority • HBRA and 5049 Coastal Community • HoldUp Youth • Disability Inclusion Reference Group 		
<p>Government</p> <ul style="list-style-type: none"> • Louise Miller-Frost MP Member for Boothby • Stephen Patterson MP Member for Morphett • Sarah Andrews MP Member for Gibson • Alex Dighton MP Member for Black • Peter Malinauskas MP Premier of South Australia • Zoe Bettison MP Minister for Tourism • Tom Koutsantonis MP Minister for Infrastructure and Transport • Joe Szakacs MP Minister for Local Government 	<p><i>In addition to all methods listed above (City-wide residents):</i></p> <ul style="list-style-type: none"> • Email/letter along with project brochure 	

Communication and engagement tools and methodology

Yourholdfast.com website

The project website (transformingjettyroad.com/feedback) will be used as a single point-of-truth – where the community can go to access full and complete information about Transforming Jetty Road draft concept designs including concept images, maps and Frequently Asked Questions as well as complete an online survey.

Community Engagement brochure

An eight-page brochure will be created for the community engagement, providing an overview of the Transforming Jetty Road project, the draft concept designs and detailing the ways the community can provide feedback.

The objective of the brochure is to provide an overview of the project, to promote the engagement opportunities and direct the community to where they can find out more information such as the website and drop-in-sessions.

The brochure will be delivered, via a letter-box drop, to all Holdfast Bay residential properties in the first week of the engagement period. The brochure will also be delivered to all Holdfast Bay businesses, with additional copies available in council buildings including libraries and community centres, and at the engagement drop-in sessions.

Drop-in sessions

Ten drop-in sessions will provide an opportunity for the community to meet with the project team to find out more about the draft concept designs. Rather than formal meetings, these are designed as drop-in sessions in which the community can attend at any point during the scheduled time to have a one-on-one conversation about the project. This will enable us to address individual concerns and issues and ensure that attendees can access information for their specific needs.

The sessions will be staffed by senior members of the project team, representatives from Tonkins, SLT members along with support staff. Elected Members are welcome to attend these sessions.

Each drop-in session will have available large maps for each draft concept design, along with concept images, the project brochure and hard copy versions of the engagement survey. Additionally, staff will have iPads to assist any attendees who wish to complete the online survey at the session.

In addition to drop-in sessions for the broader community, there will be dedicated drop-in sessions scheduled for the following groups:

- Durham Street residents
- Platinum apartment residents
- Colley Terrace residents
- Jetty Road traders

Each of these groups, in addition to receiving the engagement brochure that will be delivered to all Holdfast Bay residents and businesses, will also receive a direct letter inviting them to attend their dedicated drop-in session. This letter will also include the times of all the community drop-in sessions in case they are not available to attend their dedicated session.

An information hub will be established at 108 Jetty Road, Glenelg (former Cardones restaurant) as the location for many of the drop-in sessions. The project team will also use this space to hold any individual meetings that are requested, particularly for traders that cannot attend the dedicated trader drop-in session.

To ensure that the community across Holdfast Bay has ease of access, drop-in sessions will also be held at the Kauri Sports and Community Centre in Seacliff, the Holdfast Bay Community Centre in Hove and the Glenelg North Community Centre. All locations have been selected with accessibility access in mind, such as wheelchair accessibility.

Drop-in session schedule (provisional)

Date	Time	Location	Stakeholder
Thursday 6 March	12pm-2pm	Holdfast Bay Community Centre	Community Session
Wednesday 12 March	6- 8pm	108 Jetty Road, Glenelg	Durham Residents
Thursday 13 March	4pm-6pm	108 Jetty Road, Glenelg	Community session
Thursday 13 March	6pm-8pm	108 Jetty Road, Glenelg	Platinum Residents
Friday 14 March	8am-10am	108 Jetty Road, Glenelg	Traders
Monday 17 March	4pm-6pm	108 Jetty Road, Glenelg	Community session
Monday 17 March	6pm-8pm	108 Jetty Road, Glenelg	Colley Residents
Wednesday 19 March	4pm-6pm	Kauri Community and Sports Centre	Community session
Saturday 22 March	10am-12pm	108 Jetty Road, Glenelg	Community session
Wednesday 26 March	4pm-6pm	Glenelg North Community Centre	Community session

Social media campaign

Council’s two social media channels used to communicate with the community are Facebook and Instagram.

We have 14,788 followers on Facebook and this will be the main social media platform used during the Transforming Jetty Road Glenelg community engagement.

We will also be posting, however less frequently, on our Instagram page, which has 4,668 followers.

We will be posting more on Instagram stories, which last for 24 hours, particularly in the lead up to the drop-in sessions. Stories are an effective way to get it in front of people's eyes with more views on our stories than on posts within the Instagram feed.

Points to consider:

- Because of the Facebook algorithm, even if we post every day, not all our followers will see all our posts.
- If people engage with our posts, they are more likely to be delivered more content from us.
- We are choosing to leave comments on; however, we will remind our audience that comments on social media will not be considered as formal feedback as part of the community engagement process. This reminder will be added to every post.
- This will not stop people from commenting, but we will monitor comments on each of our posts, between 9am – 5pm weekdays, and will respond accordingly to remind people that comments on social media will not be considered as formal feedback.
- Facebook owns all data posted on its platform and using comments in an official consultation may violate privacy laws or Facebook's terms of service and participants must explicitly consent for their comments to be used in the community engagement.
- In addition to this, we will have a pre-approved message to reply to comments, reminding them that their comments won't be included in the formal engagement, and the reasons why and we will provide a link back to the engagement website.
- Elected Members are encouraged to share posts from the City of Holdfast Bay accounts to their own pages, however they also need to be prepared for questions/comments by their followers and also remember that those comments cannot be considered as formal feedback.
- Elected Members will be provided with a pre-approved response to comments so to encourage people to provide feedback through the community engagement website.

We will also be posting a range of other content on our social media platforms as we do currently to demonstrate that Council is still delivering across other business units including events, libraries, community centres etc.

Social media schedule / frequency

3 March – 2 April 2025

This is the social media plan which shows the frequency of social media posts, however this will remain flexible and we will adjust the schedule as needed throughout the engagement period, depending on how our community is responding and the sentiment of comments received. We will continue to monitor and record insights and analytics across the social media campaign.

Week 1	Daily Facebook posts / 1 Instagram post / Instagram stories
Week 2	3-4 Facebook posts / Instagram stories
Week 3	3-4 Facebook posts / Instagram stories
Week 4	3-4 Facebook posts / Instagram stories
Week 5	Daily Facebook posts as we near the end of the engagement period

Media management

A comprehensive media release detailing the draft concepts and engagement opportunities will be issued to media and published on Council's website.

A direct and proactive approach will be taken at the start of the engagement with key media outlets including The Advertiser, ABC Radio and 5AA to promote the project's vision, engagement opportunities and to proactively push the key messages. However, this does not guarantee editorial media coverage will be positive about the project. Importantly, the messaging from Council will remain neutral and will be focused on promoting the opportunities for the community to provide their feedback during this engagement period.

An agile approach will be taken to media management – proactively monitoring media coverage, along with monitoring community sentiment via social media and direct feedback with council (e.g. at community drop-in sessions) to determine opportunities for proactive media stories and responding to any misinformation or community concerns regarding the project.

Promotional signage

Signage to promote the engagement will be displayed across Holdfast Bay. A simple call to action, communication of the engagement dates and a QR Code to the engagement website will be prominently displayed in signage across the city.

Bin corflutes – 34 bin corflute signs along the esplanade from Seacliff to Glenelg North, Moseley Square and Jetty Road.

Parks and reserves – Engagement signage will be located in 24 parks, reserves and ovals across the city, ensuring a wide distribution across all wards.

Light post corflutes – 20 light post corflutes along Jetty Road, Glenelg.

Digital signs – Engagement signage will be located on all Council's digital signs included the Brighton Oval LED sign, Brighton and Glenelg libraries and at Glenelg Town Hall.

Tram and bus shelters – Engagement signage will be displayed on bus shelters on Anzac Highway, Glenelg North and at Colley Terrace, and on the tram shelter at Moseley Square.

Postcards – Small postcards promoting the engagement will be located in Jetty Road, Glenelg businesses for traders to provide to customers.

Elected Member information

Elected Members will be provided with detailed Frequently Asked Questions to support responding to queries from the community.

They will receive a preview link to the project engagement website on Friday 28 February, prior to the page going live at 9am on Monday 3 March.

Elected Members will be provided with a standard response they may wish to use to respond to any direct communication they receive from the community (e.g. via email or on social media). This message would encourage the community to formally submit their feedback to be recorded as part of the engagement findings report.

If Elected Members wish to attend a drop-in session, they are invited to arrive 15 minutes before the session start time in order to be briefed by the project team. All Elected Members will be supported by a member of the SLT, along with senior members of the project team and Tonkins' representatives.

Staff information

Briefing sessions will be held at the Brighton Civic Centre, Glenelg Town Hall and Depot to brief all staff about the engagement. This will provide an overview of the project and vision, the draft concept designs, FAQs, where to source project information, and how people can provide feedback. This is to ensure that all staff are informed about the project and have the necessary information to answer general questions from the community.

Risks and Issues

Issue	Level	Mitigation Strategy
Engagement opportunities are not broadcast widely enough, or it is perceived that the channels for engagement are inappropriate, inaccessible, or too exclusive.	Low	<ul style="list-style-type: none"> • City wide mail out • Social media campaign • YourHoldfast database mail-out • Engagement signage • Pulse checks and reviews of the communications channels and methodology throughout the engagement
Engagement opportunities do not reach the typically underrepresented groups	Medium	<ul style="list-style-type: none"> • Deploy Userway technology on the website – allowing people with accessibility or learning difficulties to read the website • Google translate is available on YourHoldfast • Wide variety of locations for drop-in sessions for ease of access with wheelchair accessibility • Hard copy surveys available • Direct communication and materials to schools • Drop in sessions held in community centres to reach regular users of the centres
Lack of understanding – due to the complexity of the project and the variances of the draft concept designs.	High	<ul style="list-style-type: none"> • Provision of clear and detailed information in a range of formats. • Large number of drop-in sessions to enable 1:1 conversations for attendees to access information for their specific needs.
Managing feedback outside of the scope of the engagement	High	<ul style="list-style-type: none"> • All feedback to be monitored and recorded and non-project issues to be triaged appropriately and investigated by Administration.
Elevated opposition to the project from the community	High	<ul style="list-style-type: none"> • The engagement survey provides opportunities for the community to provide broad feedback about the project • All feedback to be monitored and recorded and non-project issues to be triaged appropriately and investigated by Administration.

Risk Matrix		Severity				
		Insignificant	Minor	Moderate	Major	Severe
Likelihood	Almost Certain	Medium	High	Very High	Very High	Very High
	Likely	Medium	High	High	Very High	Very High
	Possible	Low	Medium	High	High	Very High
	Unlikely	Low	Low	Medium	Medium	High
	Rare	Low	Low	Low	Low	Medium

Attachment 3

Transforming Jetty Road Glenelg



Share your feedback

The Transforming Jetty Road Glenelg project will transform the precinct into a modern, safe, vibrant and accessible destination for all who live here and come to visit. We've developed draft concept designs to show how we can achieve these goals and we're asking for your feedback to help us decide how to best move forward.

Community engagement is open from
Monday 3 March to Wednesday 2 April 2025.

transformingjettyroad.com



Australian Government
BUILDING AUSTRALIA



CITY OF
HOLDFAST BAY



The Jetty Road Glenelg precinct

Jetty Road

700 metres long

330 local businesses

19 side streets and laneways

1.3 million visitors annually

+3,000 on and off-street parking spaces

Used by local residents and local, state, interstate and international visitors

Community calls for change

For years our community has called for improvements to Jetty Road, saying that it is:

- tired, outdated and out of touch with major coastal destinations
- overcrowded in summer
- concerning for pedestrians and their safety, particularly in the Coast zone.

In 2018, the City of Holdfast Bay prepared the Jetty Road Masterplan to address this feedback. 69% of survey respondents supported our vision to transform Jetty Road.

Jetty Road zones

For the Transforming Jetty Road Glenelg project, the street has been categorised into three distinct zones – City, Transition and Coast.

The **City zone** extends west of Brighton Road to the Partridge/Gordon streets intersection and is mostly used by local residents and shoppers. **Renewal work is underway and will be complete in mid-2025.**

Community consultation:

The **Transition zone** extends west from the Partridge/Gordon streets intersection to Nile Street and is where people transition from one zone to another. It is used by both locals and visitors.

The **Coast zone** extends west from Nile Street to the fringes of Moseley Square into Colley Terrace to the junction with Hope Street. It attracts a high volume of pedestrians and predominantly visitors to the Bay.

Coast zone

2 main pedestrian crossing points (Jetty Road/Moseley Street and on Colley Terrace into Moseley Square)



~19,000 pedestrians per day



~8,000 private vehicle movements per day

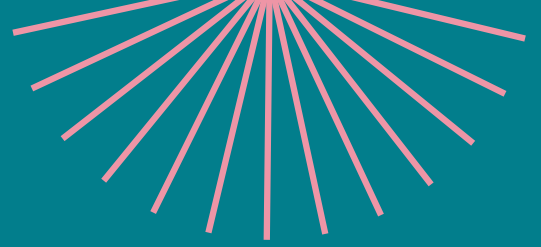


300 bus movements per day



242 tram movements per day (average)





Key vision for transforming Jetty Road Glenelg

Reclaim Jetty Road for pedestrians

Reclaim Jetty Road for pedestrians by improving pedestrian safety and accessibility through new continuous footpaths, attractive streetscapes and connected laneways and side streets.

Elevate South Australia’s top coastal destination

Elevate South Australia’s top coastal destination and enhance the street by improving public spaces, celebrating public art, preserving heritage buildings and historical landmarks and becoming the venue of choice for major and local events.

Develop a greener and modern precinct

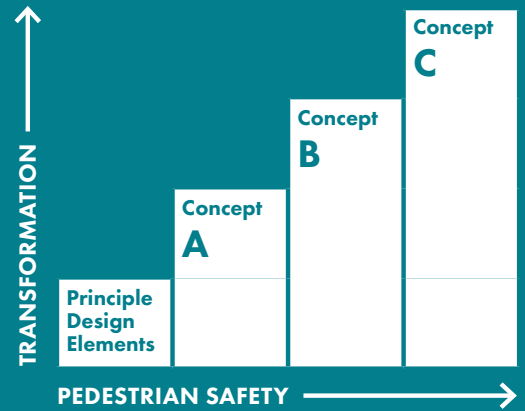
Develop a greener and more welcoming precinct by increasing greenery and water-sensitive urban design elements to reduce urban heat, new street furniture and using sustainable materials where possible.

Improve infrastructure for future generations

Future-proof the precinct by improving infrastructure like the stormwater network, paving, kerbing and road surfaces, providing sufficient, accessible on-street parking, and creating a flexible design that can adapt to changing needs.

What’s in this brochure?

This brochure outlines some of the proposed changes to Jetty Road that will help us improve the experience for everyone using the street, increase community safety and boost economic outcomes for the precinct. We’re proposing some key design elements for the precinct and presenting different concepts that demonstrate varying levels of transformation for the precinct.



The Transforming Jetty Road Glenelg project

The Transforming Jetty Road Glenelg project is designed to elevate Glenelg as Adelaide’s premier coastal shopping, dining and entertainment destination. This once-in-a-generation development will preserve Jetty Road’s unique culture and history, while at the same time future-proofing it for generations to come.

What do you need to do?

We need your feedback to help us understand what changes will work best for the community.

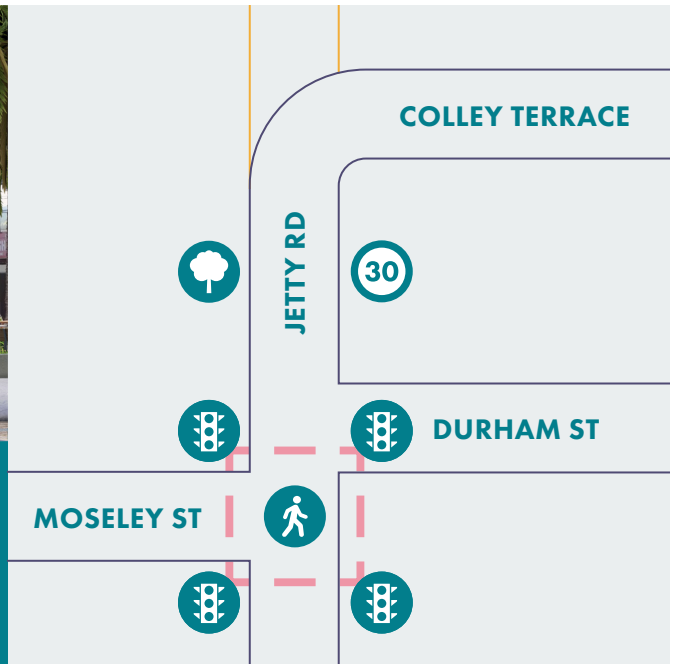
Do you have a preferred concept?
What elements are most important to you?
All feedback is welcome. On the back page of this brochure we’ve listed all the ways you can find out more and share your view.



Principle design elements



These design elements are included within all draft concept designs.



Traffic lights with pedestrian crossing at Jetty Road/Moseley Street intersection

This is one of the busiest intersections on the street for pedestrians, private vehicles and public transport, but it's not clear who has right of way. Traffic lights at this intersection would give pedestrians clear, protected times to cross and reduce the risk of collisions.

Reduced speed limit

Lowering the speed limit along Jetty Road from 40 km/h to 30 km/h would improve community safety.

Wider footpaths at road level

Creating wider footpaths, that are at the same level as the road, would improve accessibility, help stop overcrowding in summer and improve pedestrian flow. Mountable kerbs are proposed in some locations to allow parking bays to be used as flexible spaces when required. Extending continuous footpaths to some side streets and laneways would also improve accessibility and safety, with pedestrians having right of way.

Juperana pavers

Juperana stone pavers, which have already been used in Chapel Plaza, would be used throughout the street to give the precinct a consistent look and help with accessibility. The lighter colour of the pavers will help reduce urban heat.

Accessible public transport

All concepts retain the current Glenelg tram route along Jetty Road and into Moseley Square and bus services to the area.

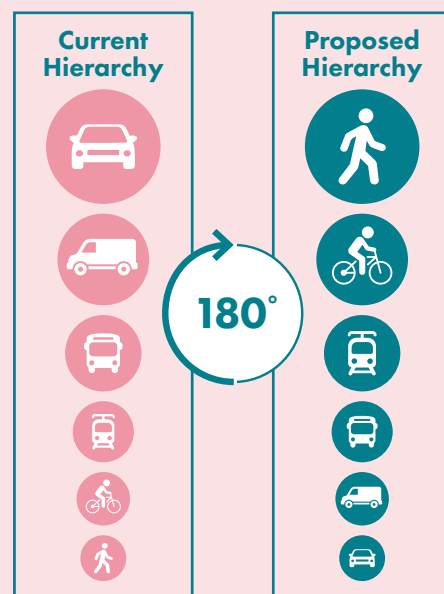
Greenery, feature lighting, street furniture and integrated outdoor dining

The addition of these elements will refresh and revitalise the streetscape and enhance visitor experience.

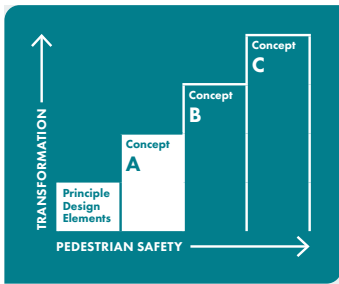
Pedestrians would have right of way on all continuous footpaths.



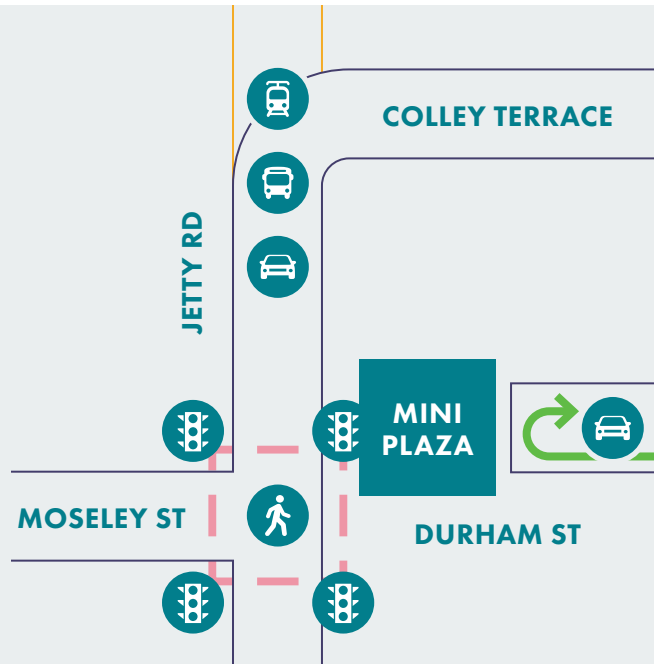
Putting people first is an important principle of the Transforming Jetty Road Glenelg project



Concept A



Concept A includes all principle design elements and maintains all private vehicle, bus and tram access along Jetty Road and Colley Terrace.



Durham Street mini plaza

Durham Street would be closed to traffic from Jetty Road to create a small plaza that can be used by pedestrians, local businesses and major events. A turnaround area would be installed, and the rest of the street would be converted to two-way traffic.

Variation to Durham Street

An alternative option is that Durham Street would remain accessible to vehicles via a left-hand turn from Jetty Road and would remain a one-way street in a northerly direction towards Augusta Street.

Pedestrian crossing

The traffic lights at the Jetty Road / Moseley Street intersection would have a standard pedestrian crossing.

Parking changes

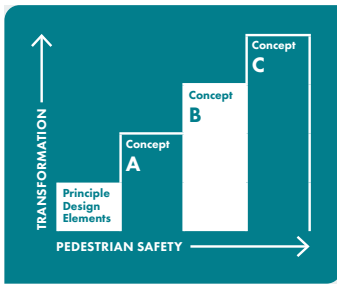
For Concept A, there would be a reduction of 33 parking spaces across the Jetty Road precinct. Six fewer parking spaces would be lost with the Durham Street variation.

To view details and maps of the proposed changes to parking, visit transformingjettyroad.com

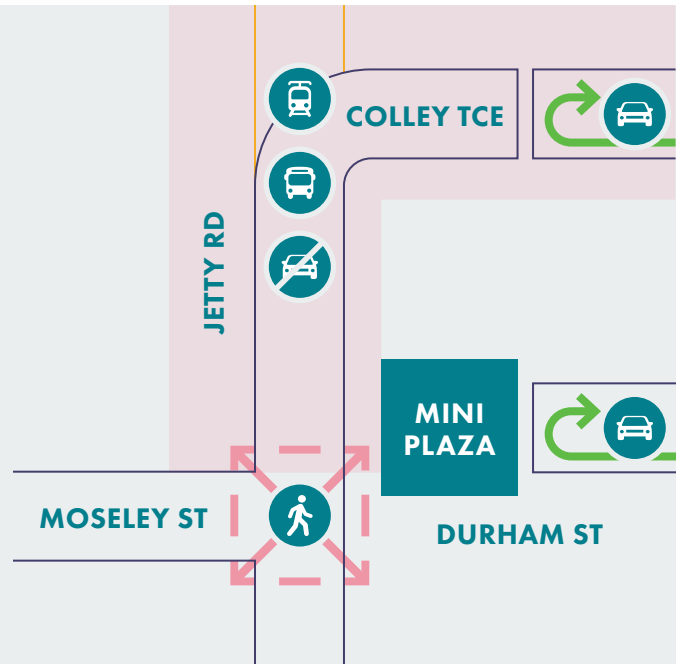


Concept image: Durham Street closure, looking west along Jetty Road

Concept B



Concept B includes all principle design elements and the closure of the Jetty Road / Colley Terrace intersection to all traffic except trams and buses.



Reduced traffic and more space for pedestrians

Jetty Road (from Moseley Street) to Colley Terrace (junction with Hope Street) would be closed to all private vehicles. Bus and tram access would remain the same. The roadway on Colley Terrace would be narrowed slightly to create additional space for pedestrians, outdoor dining, activation opportunities and trees/greenery.

Durham Street mini plaza

Durham Street would be closed to traffic from Jetty Road to create a small plaza that can be used by pedestrians, local businesses and major events. A turnaround area would be installed and the rest of the street would be converted to two-way traffic.

Additional changes to road operations

- A turning circle would be created north of the Colley Terrace/Hope Street intersection.
- Vehicles would no longer be able to make a right-hand turn from Colley Terrace (southbound) into the Wilson car park that services The Beachouse and Platinum Apartments.
- Vehicles would be able to turn right and left from Augusta Street into Colley Terrace.

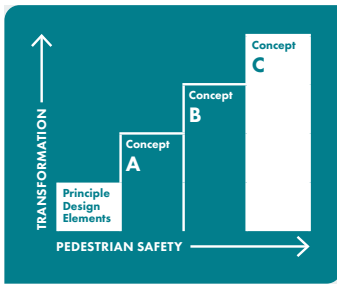
Parking changes

As part of this concept, there would be a reduction of 42 parking spaces across the Jetty Road precinct.

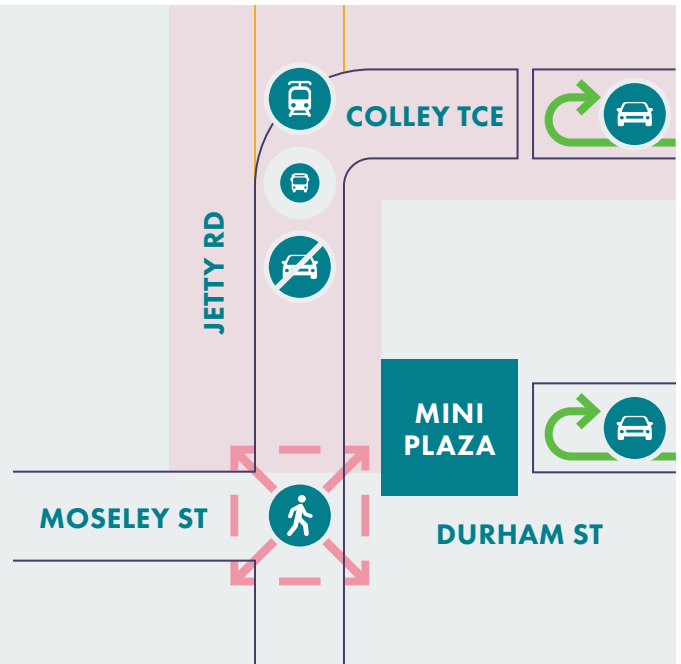
To view details and maps of the proposed parking losses, visit transformingjettyroad.com



Concept C



Concept C has all the elements of Concept B plus changes to some bus routes to further reduce vehicle movement through the Jetty Road/ Colley Terrace corner. A shared zone is also proposed which gives pedestrians priority over traffic.



Proposed shared zone plus changes to bus movements

Jetty Road (from Moseley Street) to Colley Terrace (junction with Hope Street) would be closed to all private vehicles as in Concept B, and bus traffic will be reduced to enhance pedestrian amenity and safety. This would extend the plaza feel from Moseley Square, prioritise pedestrians and increase community safety and accessibility. Tram operations would remain the same. The speed limit would be reduced to 10km/h from Jetty Road at Moseley Street through to the Colley Terrace junction with Hope Street.

Durham Street mini plaza

As in Concept B, Durham Street would be closed to traffic from Jetty Road to create a small plaza that can be used by pedestrians, local businesses and major events.

Bus movement changes

- Some bus routes and stops would change.
- Buses would only travel one-way, westbound from Moseley Street through to Colley Terrace. This would reduce daily bus movements through this intersection by 192 per day and increase space for pedestrians. The redirected buses would instead travel east along Jetty Road and turn left into Gordon Street.
- New bus stops would be installed on Gordon Street and Moseley Street.
- New bus layover areas would be installed in Moseley Street and Gordon Street.

Pedestrian crossing

The traffic lights at the Jetty Road / Moseley Street intersection would have a scramble crossing that allows pedestrians to cross the intersection in every direction, including diagonally, at the same time.

Parking changes

As part of this concept, there would be a reduction of 60 parking spaces across the Jetty Road precinct.

To view details and maps of the proposed parking losses, visit transformingjettyroad.com



Concept image: Colley Terrace looking north to turnaround

Learn more and share your feedback



You can learn more about each concept at transformingjettyroad.com and share your feedback with our team online, in writing or in person at our community drop-in sessions.

Online

transformingjettyroad.com

Email

mail@holdfast.sa.gov.au
with the subject header: Transforming Jetty Road

In writing

Transforming Jetty Road Glenelg PO Box 19 Brighton SA 5048

In person

- Glenelg Library, 2 Colley Terrace, Glenelg
- Brighton Library, 20 Jetty Road, Brighton
- Brighton Civic Centre, 24 Jetty Road, Brighton

By phone

8229 9999 during office hours

Share your feedback by **5pm, Wednesday 2 April 2025**
to make sure your views inform our next steps.

Find out more



Community drop-in sessions

Drop in to learn more and have a 1:1 chat with a project team member.

Thursday 6 March, 12pm - 2pm

Holdfast Bay Community Centre
51 King George Avenue, Hove

Thursday 13 March, 4pm - 6pm

108 Jetty Road, Glenelg

Monday 17 March, 4pm - 6pm

108 Jetty Road, Glenelg

Wednesday 19 March, 4pm - 6pm

Kauri Community and Sports Centre
Kauri Parade & Scholefield Road, Seacliff

Saturday 22 March, 10am - 12pm

108 Jetty Road, Glenelg

Wednesday 26 March, 4pm - 6pm

Glenelg North Community Centre
Kibby Reserve, Alison Street, Glenelg North

