



CITY OF HOBART

AGENDA

Council Meeting

Open Portion

Monday, 20 September 2021

at 5:00 pm

Council Chamber, Town Hall

SUPPLEMENTARY ITEMS

ORDER OF BUSINESS

- 16. North Hobart Petition, Digital Signs and Reinvestment 3**
- 17. Hobart City Deal - Southern Projects..... 54**

The Chief Executive Officer reports:

“That in accordance with the provisions of Part 2 Regulation 8(6) of the *Local Government (Meeting Procedures) Regulations 2015*, these supplementary matters are submitted for the consideration of the Committee.

Pursuant to Regulation 8(6), I report that:

- (a) information in relation to the matter was provided subsequent to the distribution of the agenda;
- (b) the matter is regarded as urgent; and
- (c) advice is provided pursuant to Section 65 of the Act.”

16. North Hobart Petition, Digital Signs and Reinvestment
File Ref: F21/93004

Memorandum of the Chief Executive Officer of 16 September 2021 and attachments.

Delegation: Council



City of **HOBART**

MEMORANDUM: COUNCIL

North Hobart Petition, Digital Signs and Reinvestment

The purpose of this report is to provide a 'joined up' city shaping approach as it relates to the future planning, development and investment in North Hobart going forward; together with a synopsis of the key engagement outcomes from consultations with North Hobart Traders and residents over the last 18 months; as part of the development of the *North Hobart Place Vision Framework*.

This report also considers the Petition tabled by Ms Lisa Martin at the 9 August 2021 Council meeting and to provide Council with some key short, medium and long term recommendations.

Future of Hobart – North Hobart Precinct

Hobart is growing and we need to ensure that future growth is guided in a way that will strengthen what's great about Hobart and build on its position as a vibrant, liveable and connected city.

North Hobart is a dynamic restaurant, retail, cultural and night time activity precinct for greater Hobart and the southern region. This report proposes the preparation of a North Hobart Precinct Plan to ensure that as North Hobart evolves it remains a place that supports the community's growth and continues to develop as a great place to live, work and visit into the future.

This North Hobart Plan will address land use, built form, transport integration, the public realm, open space provision and infrastructure. It will be a blueprint for development, investment and infrastructure over the next 20 years. It will include recommendations for policies, development controls and projects to guide planning and sustainable growth.

Hobart: A Community Vision for our Island Capital is foundational to the Plan with other important City documents also providing alignment including *Connected Hobart* and *Sustainable Hobart*. The Plan will also be guided by key regional documents including the *Southern Tasmania Regional Land Use Strategy*, the Hobart City Deal *Metroplan* and the *Central Hobart Precinct Plan* currently underway.

The rapid transformation taking place in Hobart is being driven by a continuous increase in economic activity, population, visitor and student growth and the relocation of the University of Tasmania into the city - it is critical that we respond to these changes and challenges and that's what the North Hobart Precinct Plan will do.

It will provide a 'joined up approach' to how Council works with North Hobart residents, landowners and traders moving forward to ensure a whole of place approach to guide decision making.

Background

In February 2020, the City of Hobart invited North Hobart residents, traders and visitors to share their thoughts on the future of the Elizabeth Street North Hobart retail and restaurant strip. This was in response to the growing popularity of the area and the increased pressure on parking, traffic and general amenity.

The Council received more than 735 responses from people sharing their ideas and opinions through surveys and face-to-face workshops facilitated by place making and transport consultants Village Well and MRCagney. These contributions have helped the consultants develop the following reports:

- The *North Hobart Place Vision Framework* developed by Village Well which offers an aspirational vision for North Hobart.
- The *Access and Parking Plan* developed by MRCagney which offers a series of recommendations to guide future place making, amenity, transport and parking improvements in the precinct.

In considering the Village Well and MRCagney reports, the Hobart City Council at its meeting of 7 December 2020, approved a series of questions that sought feedback on a number of shorter (quick wins) and longer term proposals flowing on from the consultant's recommendations.

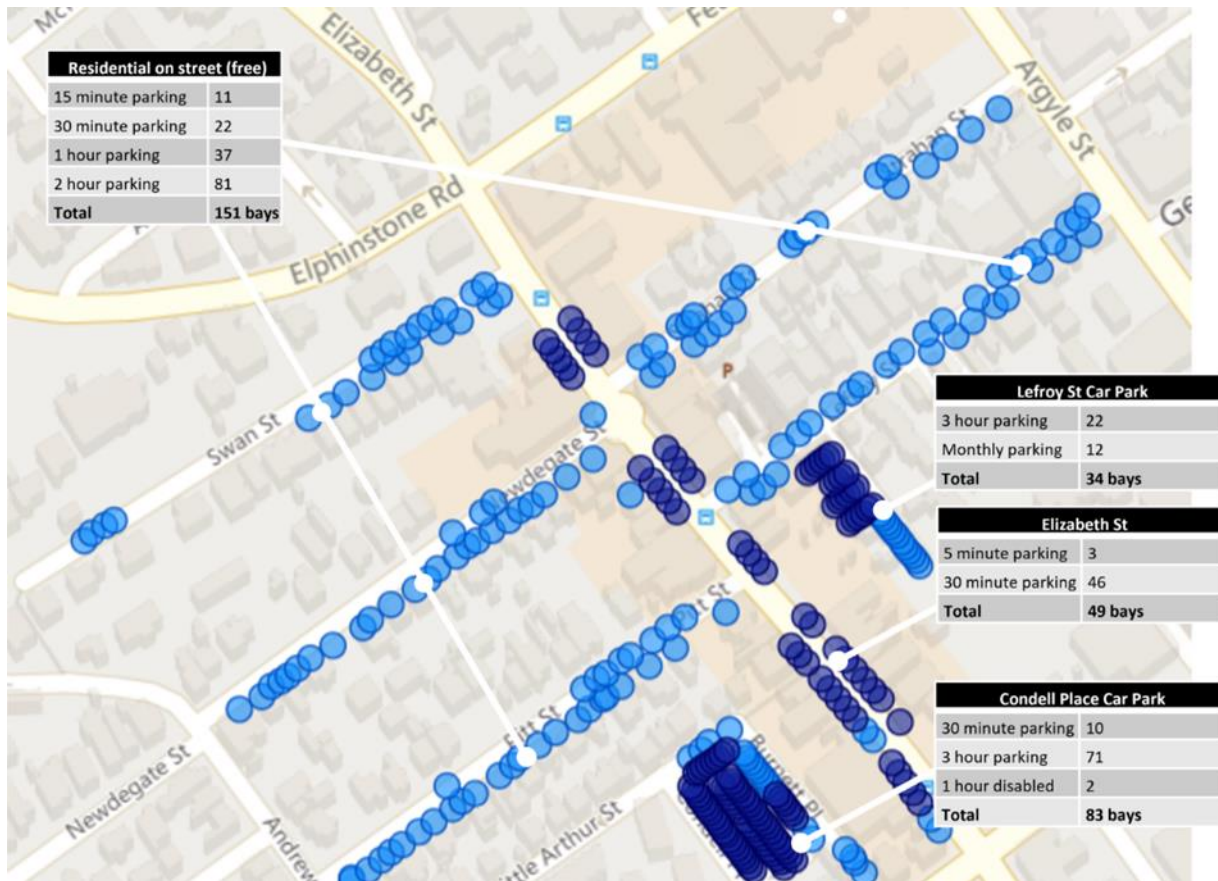
The survey detailing these questions was open for community engagement from 1 February to 29 March 2021, during which time 295 responses were received.

The outcomes of this engagement are summarised in the attached report, *Engagement Summary Report North Hobart Place Vision and Access & Parking Plan - Feedback on consultant plans 2021*.

Parking

At the Council meeting on 9 August 2021 a petition was tabled (1,205 signatures) from Mrs Lisa Martin of North Hobart, calling for the Hobart City Council to remove the parking meters recently installed in Elizabeth Street, North Hobart and the adjoining side streets and return free 30-minute parking. They further requested that the 30-minute limit only be enforceable between 9.00am and 6.00pm with unrestricted parking at all other times.

North Hobart contains the following Council managed paid and unpaid parking stock:



	5 min	15 min	30 min	1 hr	2 hr	3 hr	Monthly	Disabled	Total
MAIN STRIP									
Elizabeth St	3		46						49
									49
OFF STREET									
Condell Place			10			71		2	83
Lefroy St						22	12		34
									117
SIDE STREETS									
Burnett Pl			4						4
Lefroy St			16		16				32
Little Arthur St					6				6
Newdegate St		1		10	17				28
Pitt St				13	20				33
Strahan St		4	2	11	8				25
Swan St		6		3	14				23
									151
Total	3	11	78	37	81	93	12	2	317

The total controlled parking stock in North Hobart is currently 317 spaces.

Council has facilitated a range of consultation sessions with North Hobart's resident and business community, beginning in late 2019, in response to numerous complaints, most frequently about food delivery vehicles utilising available parking stock all-day commuter parking by CBD workers in residential streets.

As part of the *Access and Parking Plan* outlined earlier in this report, three Visioning workshops with local residents, property owners and traders, were held on:

February 12 and 13, 2020, Local Residents and Community Workshop
- 86 participants

February 13, 2020, Local Business Managers/Owners Workshop - 11 participants.

Four Access and Parking workshops, which had the same invitees as Visioning workshops, were held on:

February 19 and 20, 2020, Local Residents and Community Workshop
- 82 participants

February 20 and 21, 2020, Local Business Managers/Owners Workshop - 16 participants.

Village Well also interviewed former and current Presidents of the North Hobart Traders Association. MRCagney also interviewed representatives from key transport agencies and advocacy groups.

As evidenced in the attached report, it's not possible to create a parking management regime to suit all of the parameters identified through the community, resident and business consultation. After analysis of the consultation data, including parking analysis provided by MR Cagney, further consideration and analysis of vehicle movements in the precinct was undertaken by the City Innovation Division (incorporating City Parking).

The output of that analysis was subsequently recommended, via a draft policy, as an effective arrangement to address the broad issues identified through consultation, including food delivery and commuter parking issues, while maintaining trade in Elizabeth Street and improved amenity in the local residential zones.

The proposed policy changes adopted by Council in November 2020 included the installation of in-ground sensors in the residential streets, introduction of significantly more free parking spaces near businesses, and the creation of paid (but low-cost) parking spaces in the Elizabeth Street shopping strip between Burnett and Federal Streets to discourage over-dwelling by food delivery vehicles.

These changes were also proposed to encourage more shoppers to North Hobart and discourage all-day parking in the residential streets.

A detailed analysis of parking data before and after the policy's implementation has been undertaken and is attached to this report.

Averaged over several months either side of the policy changes in the precinct there is clear evidence that the number of visitors parking in North Hobart increased slightly after the policy changes were enacted.

While June to August 2021 saw more parking activity per day than was seen across January to April 2021, the data shows clearly that the entire city, including North Hobart, saw a gradual fall in parking numbers during June, July and August.

The empirical evidence in the large volume of available data cannot conclusively link all changes in parking behaviour to the policy's introduction, but it is reasonable to suggest the policy has had some effect.

The data indicates that the installation of meters is likely having a positive impact on parking behaviour in the area and is beneficial to the area stakeholders (both patrons and businesses). More patrons are attending the area and they are receiving fewer infringements due to the increased parking bay time period on the North Hobart strip, along with the removal of paid parking after 6pm in the two off-street car parks.

However, Council Officers recognise that the lived experience reported by traders differs significantly to this; and that visitor numbers are significantly down. As such, it is important for Council to take steps to alleviate this through considering a range of parking and business support options.

Council Officers are committed to working alongside North Hobart Traders to review parking arrangements with business owners and other stakeholders moving forward; including business development and marketing support to improve the outcomes for traders in ways that are positive for the precinct and the wider Hobart community.

In the interim, it is recommended that the parking meters be hooded in Elizabeth Street between Burnett and Federal Streets, North Hobart, until such time as other supports to enhance the North Hobart precinct are achieved; in consultation with traders, landowners and residents. A progress report will be provided to Council at an appropriate point in time.

Off Street Car Parks

Over the coming months, additional off street car parking will be expedited in North Hobart to support the precinct as it grows into the future. One of the projects involves the extension of the Council-owned car park to the southeast onto land situated at the rear of 321-323A Elizabeth Street, on land currently leased to the Council.

The car park extension has been identified as a strategically important site by Council after extensive review and community engagement to support adjacent restaurants, entertainment venues and retail precinct. Negotiations are also underway to secure an additional off street car park nearby.

As outlined in the attached analysis of parking data, there is still capacity within the existing off street car parks that can be utilised. Council Officers have therefore accelerated the design and acquisition of dynamic wayfinding signage across the precinct to continue improved awareness of these facilities.

North Hobart Parking Benefit District

Parking benefits (PBDs) are being considered for inclusion in the City of Hobart Parking Policy. PBD's are defined geographic areas, typically in central business areas, along commercial corridors or in areas of urban regeneration, in which any revenue generated from on-street and off-street parking facilities within the district is returned to the district to finance neighbourhood improvements.

Swan Street Park Upgrade

The Swan Street Park is located on the corner of Elizabeth and Swan Streets, North Hobart, opposite the North Hobart Post Office.



The Council at its meeting held on 17 December 2018, endorsed a draft concept plan for the refurbishment of the Park (initially developed in consultation with the Church and the North Hobart Traders Association) with wider community engagement to follow; including in consultation with young people.

The feedback received resulted in a revised plan, changed from an open plan plaza style design to a more, activated space that the community can play, meet and enjoy daily.



Council deferred the project in 2020 due to the COVID-19 pandemic. At its meeting held on the 27th of January 2021, Council resolved to utilise 2nd round funding of the Australian Government's Local Roads and Community Infrastructure Program (LRCI) (\$551,303) towards the project to deliver the Swan Street Park Upgrade.

Works are anticipated to commence in late October 2021 and will be completed at the end of the year. Given the high demand of on-street parking in the area, its use during construction will be kept to an absolute minimum. A construction engagement and communication plan is being developed, with particular emphasis on the adjoining land owner (the Uniting Church), the post office, area traders and residents, including updates to the wider community.

North Hobart Amenity and Maintenance Works

A site inspection was undertaken of the North Hobart Restaurant/Retail precinct during August 2021 that identified a list of opportunities for Council to address general maintenance concerns in the area.

A program of works has been developed and includes, but is not limited to, the following key elements:

- Condell Place Car Park
 - Re-plantings and new plantings, mulching
 - Public Toilet maintenance works
- Swan Street New Public Toilet
 - Rectify rust staining arising from external doorway on concrete flooring
- Street surfaces
 - Paver repairs/replacement
 - Minor kerbing repairs
 - Tree surrounds maintenance
 - Litter bins maintenance
 - Removal/replacement of aged/damaged public signage
- Graffiti removal and street furniture cleansing
 - Paver/footpath cleansing
- Lefroy Street Car Park Entrance
 - Garden bed maintenance
 - Parking bay line marking renewals
- Public Art
 - Maintenance and 'refresh' of various elements

Elizabeth Street Works

The City has been advised that TasNetworks will undertake excavation and road works for the installation of new cabling within the North Hobart commercial precinct between Federal Street and Strahan Street. This work is due to commence 24 September 2021 and expected to have a duration of two months.

The works will be carried out at night, to minimise disruption to the public, with the road to remain open at all times under traffic control. The City has been advised by TasNetworks that their contractors have notified all nearby properties affected by the works.

The City has been awaiting the completion of the TasNetworks project before proceeding with the renewal of the asphalt surface of Elizabeth Street (kerb to kerb) in the same area- between Federal Street and Strahan Street.

The TasNetworks project has been deferred a number of times and it was initially understood it would not be carried out this calendar year. With TasNetworks now confirming the timing of the work, the City will reprioritise the road renewal works accordingly.

Once all works associated with the installation of the underground cable, we will proceed. The City engage closely with all affected businesses closer to the construction date.

Business Development and Support

As part of Council's COVID-19 economic support package, Council Officers are actively engaging with affected businesses across the City including in North Hobart to provide support and access to financial hardship assistance and grants.

Furthermore, Council Officers will engage with North Hobart Traders to design and implement a marketing campaign; as part of Hello Hobart to promote (NoHo) and encourage visitation.

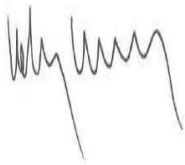
RECOMMENDATION

That the Council:

- 1. Approve the preparation of a Precinct Plan for North Hobart to be developed in consultation with key agencies and stakeholders including North Hobart traders, landowners and residents.***
- 2. Facilitate place-making activities across North Hobart that are community driven; and deliver on feedback received during the period of community consultation.***
- 3. Authorise the CEO to hood the parking meters in Elizabeth Street, between Burnett and Federal Streets, North Hobart until such time as other supports to enhance the North Hobart precinct are achieved; in consultation with traders, landowners and residents; with progress reports provided to Council at key milestones.***
- 4. Authorise the CEO to make any necessary amendments to parking times and signage in Elizabeth Street between Burnett and Federal Streets, North Hobart in in consultation with traders.***



5. ***Explore and implement enhanced mobility options; to encourage visitors into the precinct using alternate modes of transport; including trialling low-cost micro mobility modes.***
6. ***Authorise the CEO to undertake all necessary actions to pursue opportunities to increase off street car parking stock within the coming months to accommodate future growth and install dynamic signage to alter motorists to available on street and off street parking.***
7. ***Engage with North Hobart Traders to design and implement a marketing campaign; as part of Hello Hobart to promote (NoHo) and encourage visitation.***
8. ***Continue to advocate to the Hon Michael Ferguson MP Minister for State Growth; Minister for Infrastructure and Transport for increased regulation around social food delivery vehicles.***

As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.



Kelly Grigsby
CHIEF EXECUTIVE OFFICER

Date: 16 September 2021
File Reference: F21/93004

Attachment A: Community Engagement Report ↓ 
Attachment B: North Hobart Parking Analysis ↓ 



ENGAGEMENT SUMMARY REPORT

North Hobart Place Vision and Access & Parking Plan
Feedback on consultant plans 2021



yoursay.hobartcity.com.au

Prepared by



City of **HOBART**

Project Background

In February 2020 we invited North Hobart residents, traders and visitors to share their thoughts on the future of the Elizabeth Street North Hobart retail and restaurant strip. This was in response to the growing popularity of the area, and the increased pressure on parking, traffic and general amenity.

We received more than 735 responses from people sharing their ideas and opinions through surveys and face-to-face workshops facilitated by placemaking and transport consultants Village Well and MRCagney. These contributions have helped the consultants develop the following reports:

- The **North Hobart Retail and Entertainment Precinct Engagement Report** summarises the outcomes of this first round of engagement work.
- The **North Hobart Place Vision Framework** developed by Village Well offers an aspirational vision for North Hobart.
- The **Access and Parking Plan** developed by MRCagney offers a series of recommendations to guide future place making, amenity, transport and parking improvements in the precinct.
- **Condell Place Recommendations** developed by MRCagney to assist in working towards addressing the area's parking issues.

In considering the Village Well and MRCagney reports, the Hobart City Council at its meeting of Monday 7 December 2020, approved a series of questions that seek feedback on a number of shorter (quick wins) and longer term proposals flowing on from the consultant's recommendations.

The survey detailing these questions was open for community

engagement on 1 February – 29 March 2021 during which time 295 responses were received.

The outcomes of this engagement are summarised in this report.



(Image credit Alastair Bett, 2021)

Engagement Objectives & Methodology

Purpose

The purpose of this engagement was to seek community feedback on the recommendations made in the North Hobart Place Vision, developed by Village Well and the Access and Parking Plan and Condell Place Recommendations prepared by MRCagney. This feedback will help the City of Hobart to develop an action plan and clearly define the next steps in relation to improvements in amenity, access, and parking in the North Hobart retail and entertainment precinct.

Objectives

The objectives for the engagement were defined as follows:

1. Generate public awareness about the engagement process undertaken in 2020, and the highlights from the North Hobart Precinct Place Vision and Access and Parking Plan reports.
2. Seek community input into the prioritisation of:
 - place-based objectives suggested in the consultants reports
 - short-term place making and parking/access actions
3. Determine community support for:
 - adopting the North Hobart Place Vision to guide future planning and improvements for the precinct
 - developing a North Hobart Precinct Plan
 - the City to facilitate the establishment of a Town Team for North Hobart
 - trialling alternative uses to make Condell Place a multi-functional space in the short-term
 - the future use and/or development of Condell Place being considered as part of a longer-term Precinct Plan in line with the place vision.

Methodology

This stage of community engagement was undertaken via the City's online engagement portal Your Say Hobart. The consultant reports were made available on the site for the public to review and an associated ten-question survey was developed to seek community feedback

The engagement opportunity was promoted throughout the North Hobart community with a combination of broad and targeted communication.

Limitations

The survey questions were developed to reflect recommendations put forward in the consultants reports. While it was recommended that respondents read the consultant's reports prior to completing the survey, it is difficult to capture how many respondents read all three documents and their level of knowledge around the recommendations.

Other Considerations

The onset of the COVID-19 pandemic and subsequent Government restrictions that occurred in the first half of 2020 resulted in a significant delay between the first stage of community engagement and reporting back through the consultant reports.

Communications and Engagement Approach

Your Say Hobart

- The project page on Your Say Hobart was updated so that the consultant reports and online survey were available online, along with background information on the project.
- Notification to 2,500 Your Say Hobart subscribers promoting the engagement opportunity was sent via an e-newsletter update on 18 February and 25 March 2021

Mail out Package (letter and printed information sheet)

- The package was mailed directly to 2,542 residents, property owners and businesses in the study area.
- The package was also hand delivered to occupiers and shop fronts within the North Hobart strip.

E-newsletters

- A database of 652 subscribers including businesses, residents and interested community members, developed over the life of the project, were sent multiple project updates.
- E-newsletters were distributed on 3 August 2020, 1 February and 11 March 2021.

Social Media

- Posts on the City of Hobart corporate Facebook page were published on 10, 12 and 25 March 2021

Postcard promotion

- 2000 postcards were distributed to businesses in March 2021

Cinema Ads

- A month long cinema advertising campaign was featured on all screens in the State Cinema during March 2021

Engagement Snapshot



Mail out to residents, property owners and businesses in the study area

2,542



Completed surveys

295

Written submissions

2



Visits to the Your Say Hobart project page between 24 January and 4 April

2,600



Face-to-face meetings with the North Hobart Traders Association and the North Hobart Community Association

2

Note - examples of the communication activities can be found in Appendix 1

How we engaged – Your Say Hobart

Broad community engagement was undertaken via the City’s online engagement portal Your Say Hobart. The consultant reports were made available for public viewing on the site and an associated ten question survey was developed to seek community feedback

The project received 2,600 visits between 24 January and 29 March 2021 and a total of 295 respondents completed the survey. Respondents were required to become a registered user of Your Say Hobart prior to completing the survey.

The below graphic summarises the visitor traffic to the site over the course of the project.



North Hobart Place Vision and Access & Parking Plan

SIGN UP, LET'S CONNECT!

Document Library

- North Hobart Retail and Entertainment Precinct - Engagement Report (3.6 MB) (pdf)
- Place Vision Framework (Part A) for the North Hobart Retail and Entertainment Precinct (23.3 MB) (pdf)
- Condell Place Expression of Interest (EOI) - Scoping and Information Paper (1.81 MB) (pdf)

Amended Documents from MRCagney - 5 March 2021

- MRCagney memo regarding clarification of parking analysis - 5 March 2021 (189 KB) (pdf)
- Access and Parking Plan (Part B) for the North Hobart Retail and Entertainment Precinct - Amended 5 March 2021 (19.8 MB) (pdf)
- North Hobart Retail and Entertainment Precinct - Condell Place Recommendations - Amended 5 March 2021 (5.68 MB) (pdf)

Life Cycle

- Project Initiated**
Jan 2020: The City engaged consultants Village Well and MRCagney to conduct research, community engagement, and prepare the Place Vision and Access and Parking Plan.
- Stakeholder engagement**
Feb 2020: Online survey and workshops with residents, traders, and other key stakeholders.
- Engagement Summary Report Released**
June 2020: The outcomes of the consultation are documented, reported back to the Council, and made available to all on this page.
- Place Vision and Access and Parking Plan Released**
July 2020: Place Vision Framework and an Access and Parking Plan for the North Hobart Retail and Entertainment Precinct presented to the Council and released for public review.
- Community engagement on the Plan**
Feb-March 2021 - Stakeholder consultation.
- Engagement outcomes under review**
April 2021: Summary report and recommendations prepared for Council consideration.
- Council decision on the action plan / next steps**
Q2 - 2021

Background

In February 2020 we invited North Hobart residents, traders and visitors to share their thoughts on the future of the Elizabeth Street, North Hobart retail and restaurant strips. This was in response to the growing popularity of the area, and the increased pressure on parking, traffic and general amenity.

We received more than 735 responses from people sharing their ideas and opinions through surveys and face-to-face workshops facilitated by place making and transport consultants Village Well and MRCagney. These contributions have helped the consultants shape the following reports:

- The **North Hobart Retail and Entertainment Precinct Engagement Report** summarises the outcomes of this engagement work.
- The **North Hobart Place Vision Framework** and **Access and Parking Plan** offers an aspirational vision for North Hobart and a series of recommendations from the consultants to guide future place making, amenity, transport and parking improvements in the precinct.
- Recommendations specific to the future use of Condell Place** have also been prepared to assist in working towards addressing the area's parking issues.

In considering the Village Well and MRCagney reports, the Hobart City Council at its meeting of Monday 7 December 2020, approved a series of questions that seek feedback on a number of shorter (quick wins) and longer term proposals flowing on from the consultant's recommendations.

MRCagney Reporting Error - 5 March 2021

On 5 March 2021 consultants MRCagney acknowledged that two reports prepared for the City of Hobart include a minor numerical drafting error relating to the quoted number of on-street parking spaces on Elizabeth Street used in conjunction with commercial floor area estimations to compare the existing rate of parking provision in North Hobart with current planning scheme requirements. The two reports affected are:

- North Hobart Retail and Entertainment Precinct, Part B – Access and Parking Plan (Revision C - 29 April 2020)
- North Hobart Retail and Entertainment Precinct, Condell Place Recommendations (Revision C - 29 April 2020)

MRCagney advise that the error impacts the analysis of the estimated rate of parking supply for businesses on Elizabeth Street between Federal Street and Tasmania Street only.

The error does not impact reporting of the existing supply or utilisation of parking throughout the entire study area.

MRCagney also advise that the error identified does not have a material impact on the conclusions and recommendations previously provided by MRCagney.

MRCagney have reviewed both reports in full, and have issued revised reports to the City of Hobart to correct these minor errors. The amended documents can be found in the document library and are also listed below:

- MRCagney memo regarding clarification of parking analysis - 5 March 2021
- Access and Parking Plan (Part B) for the North Hobart Retail and Entertainment Precinct - Document Amended 5 March 2021
- North Hobart Retail and Entertainment Precinct - Condell Place Recommendations - Document amended 5 March 2021

Get Involved

Have Your Say

The City is now seeking your feedback on the Plan. We want to hear from North Hobart local residents, traders, property owners, visitors and customers. Your feedback will help inform Council's future decisions on the next steps and actions for the precinct. You can get involved in this project in the following ways:

How we engaged – online survey

Feedback survey

The online survey was made available via Your Say Hobart and sought feedback on the following consultant reports:

- North Hobart Place Vision Framework
- Access and Parking Plan
- Condell Place Recommendations



What did we want to know?

Place Vision for North Hobart

- Level of support for the City adopting the Place Vision to guide future planning and improvements
- Prioritisation of place making objectives
- Prioritisation of short-term place improvements and initiatives (i.e. quick wins)

North Hobart Parking and Access Plan

- Prioritisation of short term actions to improve access and parking management in North Hobart.
- Suggestions for other short term actions not mentioned in the consultants reports.

Long Term Improvements and Initiatives

- Level of support for the City developing a Precinct Plan
- Level of support for the establishment of a Town Team for North Hobart in partnership with the North Hobart Traders and Community Associations

Condell Place Car Park

- Support for the City to trial alternative uses to make Condell Place Car Park a multi-functional space in the short-term (6 to 24 months)
- Support for the future use and/or development of Condell Place Car Park be considered as part of a longer-term Precinct Plan, and in line with the Place Vision for North Hobart

Survey Results – Respondent groups

The engagement process attracted 295 responses via the online survey. To participate in the survey, respondents were required to register as a participant with Your Say Hobart.

The following data focuses on the overall responses and key themes that were identified throughout the engagement process, as well as identifying some of the key similarities and differences between respondent groups.

It should be noted that survey respondents were self selecting and not a randomised sample, as such participation in the survey is not necessarily representative of the entire North Hobart community.

Who responded to the survey?

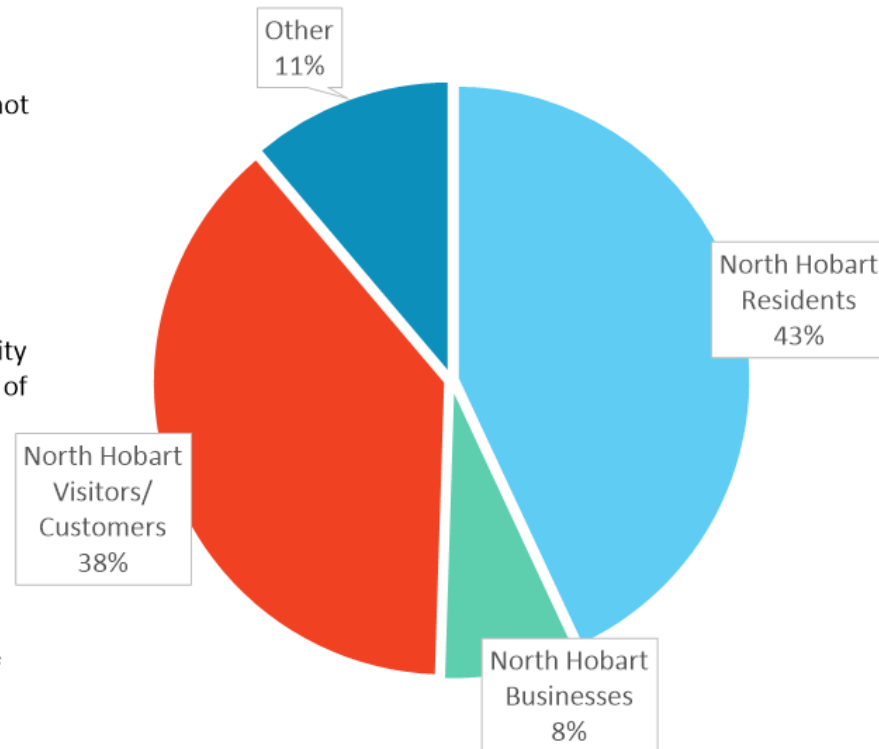
The survey attracted responses from a cross section of the community who were asked to describe their relationship to the precinct in one of the following four categories:

- North Hobart residents – 43% (127)
- North Hobart business – 8% (22)
- North Hobart visitors/customer – 38% (113)
- Other - 11% (33)

Those that answered ‘Other’ identified themselves into a number of sub-categories including:

- representing or being a member of a group including sporting club, church or lobby group or community organisation

- owning (but not occupying) a property in North Hobart
- a resident of a neighbouring suburb
- former North Hobart resident
- working in North Hobart
- belonging to multiple groups i.e. business and resident



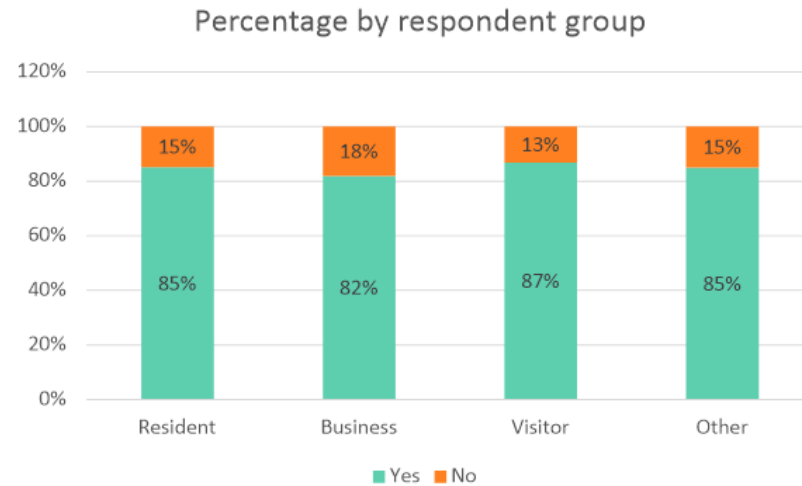
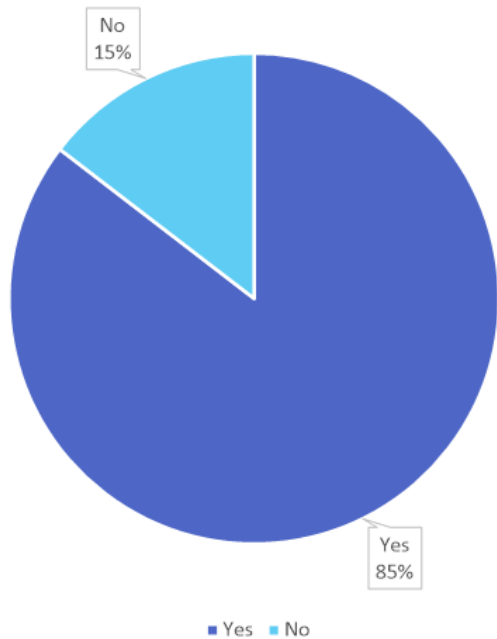
Survey Results – Place Vision

When asked if they support the City adopting the aspirational 'Place Vision' for a future North, most respondents answered yes (85%).

Levels of support were consistent across the four respondent groups with over 80% of each group supporting the Place Vision.

Most felt that the Place Vision reflected their own personal values around the North Hobart precinct and would be important in guiding aspirations for the precinct into the future.

Do you support the City of Hobart (the City) adopting this aspirational 'Place Vision' for a future North Hobart which will help to guide future planning and improvements for the Precinct?



QUOTE: "The shared vision is inclusive and broad, and I believe it will facilitate considered development that is beneficial to the community and businesses of North Hobart (and Hobart generally)."

Survey Results – Place Vision

When asked to explain their level of support for the Place Vision, respondents provided a number of comments in an open-text format. The key findings are:

WHAT YOU LIKE ABOUT THE PLACE VISION

It reflects what the community value most about North Hobart

The Place Vision reflects North Hobart's character and aligns with the community's personal values and vision for the precinct (108 responses). A number of respondents also indicated their view that the Place Vision was reflective of broader community's sentiment. (13 responses)

"The 8 principles accurately sum up the key characteristics of NoHo. They must be the basis in any future considerations for the area, in order to promote and protect these features."

It will guide future planning

The Place Vision will play an important role in guiding future planning and will be an important document in underpinning decision making and actions for the precinct (30 responses).

"To facilitate the best outcome for the future of North Hobart it's essential that thoughtful and strategic planning underpins any action. This 'Place Vision' is truly inspiring and I'd love to see it manifest."

It captures the importance of the precinct's heritage

Respondents cited the inclusion of heritage as a key reason for their support of the Place Vision and believed celebrating heritage was integral to precinct's future (19 responses).

"Hobart Council should nurture, encourage and retain the unique heritage nature of North Hobart and ensure that it becomes an important destination for locals and tourists."

YOUR SUGGESTIONS FOR IMPROVING THE PLACE VISION

Concern over Elizabeth Street as commuter spine

Some concern was raised around Elizabeth Street's role as a central commuter spine (20 responses) indicating that:

- to encourage more commuter traffic through the precinct would be at odds with the other principles
- the precinct should look to reduce cars commuting through the strip and prioritise pedestrians and active transport options (38 responses).

"Having Elizabeth St as a central commuter spine is inconsistent with the other key principles. Elizabeth St can be a central commuter spine for active transport modes, but commuter travel by private car must be directed away from Elizabeth St."

Concern that the Place Vision does not address traffic and parking issues

Some respondents indicated that the Place Vision failed to address the parking issues and opportunities in the precinct and that failure to address this will continue to impact businesses (23 responses).

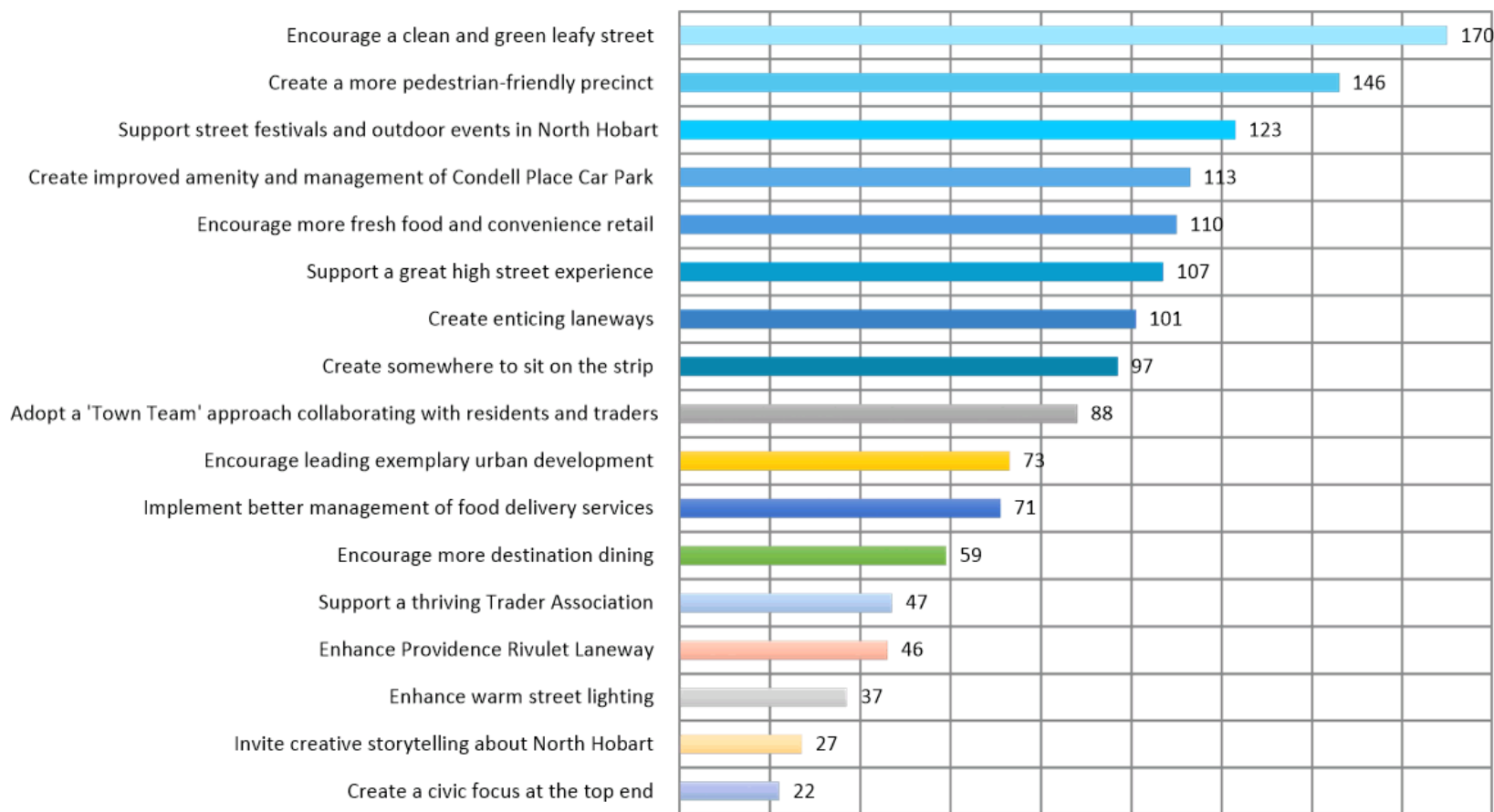
"The vision completely excludes vehicular traffic and parking issues/options"

Survey Results – Place Making Objectives

The North Hobart Place Vision Framework developed by Village Well, proposed a number of ‘place objectives’ or goals aimed at contributing to achieving the Place Vision for North Hobart. Survey respondents were asked to select five place making objectives that they thought the City should prioritise.

The following graph demonstrates the survey results from the full sample of respondents. The top three objectives are:

1. Encourage a clean and green leafy street
2. Create a more pedestrian friendly precinct
3. Support street festivals and outdoor events in North Hobart



Survey Results – Place making objectives

While there was some overlap between respondent groups in prioritising place making objectives, there was also a number of variations. The table below compares the top five place making objectives overall with those prioritised by each respondent group.

Supporting street festivals and events rated in the top five for all respondent groups. Having a clean and green leafy street that was also pedestrian-friendly rated highly for Resident, Visitor and Other groups.

The improved amenity and management of Condell Place was the most important place making objective for Businesses and scored in the top five for Visitors and Other.

More fresh food and convenience retail options was important for Residents and Other. Businesses valued support for a thriving Trader Association and the encouragement of destination dining.

Top five place making objectives – comparison chart					
Objective	Overall	Resident	Business	Visitor	Other
Encourage a clean and green leafy street	1 (58%)	1 (65%)		2 (54%)	1 (64%)
Create a more pedestrian friendly precinct	2 (50%)	3 (47%)		1 (55%)	2 (58%)
Support street festivals and outdoor events in North Hobart	3 (42%)	5 (40%)	2 (59%)	3 (42%)	4 (36%)
Create improved amenity and management of Condell Place	4 (38%)		1 (68%)	5 (37%)	3 (45%)
Encourage more fresh food and convenience retail	5 (37%)	2 (51%)			4 (36%)
Support a great high street experience		4 (41%)	3 (45%)		
Create enticing laneways				5 (37%)	4 (36%)
Support a thriving Trader Association			3 (45%)		
Encourage more destination dining			5 (41%)		
Create somewhere to sit of the strip				4 (38%)	

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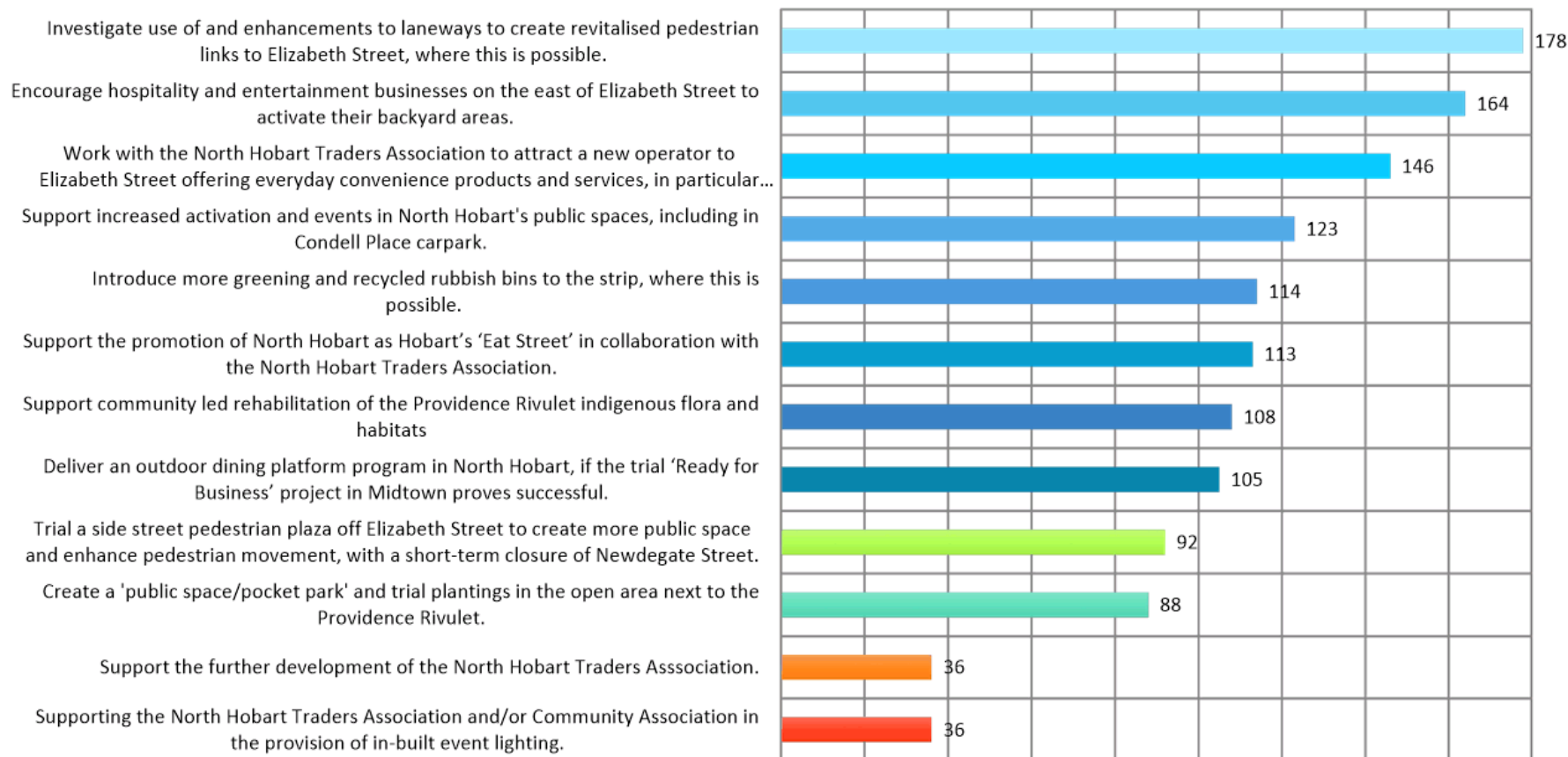
Ranking code

Survey Results – Quick wins

In addition to the place making objectives, the consultant’s report also detailed a number of quick win initiatives that could be implemented in the short term (6-24 months). Survey respondents were asked to select five initiatives that they thought the City should progress to achieve some quick wins in North Hobart.

The following graph demonstrates the results from the full sample of respondents. The top three objectives are:

1. Investigate and enhance laneways as pedestrian links
2. Encourage businesses to activate their backyard areas
3. Attract a new operator offering everyday convenience products and services, particularly fresh food.



Survey Results – Quick wins

When prioritising quick win initiatives there were a number of overlaps between respondent groups as well as a number of variations. The below table compares the top five quick win initiatives overall with those prioritised by each respondent group.

All groups were supportive of both encouraging businesses activating their backyards and working with the Traders Association to attract a new 'everyday convenience' operator to the precinct.

Investigating the enhancements of laneways as pedestrian links was the top priority for Residents, Visitors and Other. Businesses prioritised the promotion of North Hobart as Hobart's 'Eat Street' as their top priority.

Supporting increased activation and events in North Hobart's public spaces, including in Condell Place carpark was also an important priority for Residents, Businesses and Other.

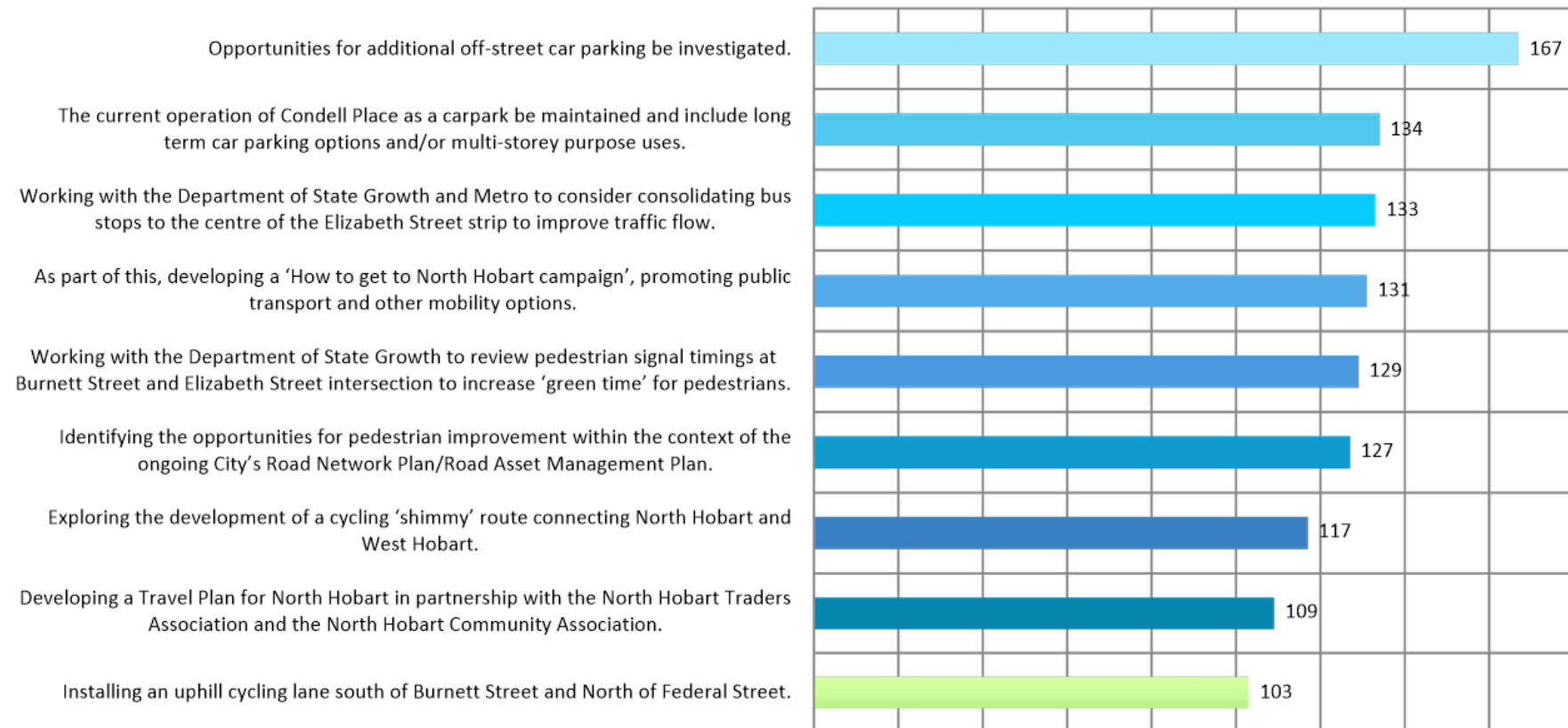
Top five short term actions (quick wins) – comparison chart						1
Action	Overall	Resident	Business	Visitor	Other	2
Investigate use of and enhancements to laneways to create revitalised pedestrian links to Elizabeth Street	1 (60%)	1 (63%)		1 (61%)	1 (67%)	3
Encourage hospitality and entertainment businesses to activate their backyard areas	2 (56%)	2 (59%)	5 (46%)	2 (58%)	3 (39%)	4
Attract a new operator offering everyday convenience products and services, in particular fresh food	3 (50%)	2 (59%)	3 (50%)	3 (42%)	3 (39%)	5
Support increased activation and events in North Hobart's public spaces, including in Condell Place carpark	4 (42%)	4 (46%)	2 (55%)		3 (39%)	Ranking code
Support the promotion of North Hobart as Hobart's 'Eat Street' in collaboration with the North Hobart Traders Association.	5 (38%)		1 (68%)	5 (38%)		
Introduce more greening and recycled rubbish bins to the strip.	5 (38%)				2 (48%)	
Support the further development of the Traders Association			3 (50%)			
Deliver an outdoor dining platform program, if the Midtown trial proves successful			5 (46%)	4 (39%)		
Support community led rehabilitation of Providence Rivulet		5 (43%)				

Survey Results – Short term actions access & parking

Within the consultants’ report a number of short term actions were recommended to improve access and parking management in North Hobart. Survey respondents were asked to prioritise their top five actions that they would like the City to prioritise.

The following graph demonstrates the results from the full sample of respondents. The top three objectives are:

1. Opportunities for additional off-street car parking be investigated
2. The current operation of Condell Place as a car park be maintained and include long term car parking options and/or multi-storey purpose uses
3. Work with State Growth and Metro to consider consolidating bus stops in the centre of Elizabeth Street strip to improve traffic flow



Survey results – Short-term actions access & parking

When prioritising short-term actions to improve access and parking in North Hobart there was considerable overlap between respondent groups, as well as some variations. The below table compares the top five short-term actions for access and parking overall with those prioritised by each respondent group.

All respondents supported the action to investigate opportunities for additional off street parking and for Businesses, Visitors and Other this was the number one priority. The development of a ‘How to get to North Hobart’

transport campaign was the number one priority for Residents and also rated in the top five for Traders and Other.

Maintaining the current operation of Condell Place was considered important by Businesses, Visitors and Other. All groups, apart from Other, rated both the consolidation of bus stops and opportunities for pedestrian improvements in their top five priorities.

The review of pedestrian signal timing was also prioritised by three out of four groups.

Top five short term actions for access and parking – comparison chart						1
Objective	Overall	Resident	Business	Visitors	Other	2
Opportunities for additional off-street car parking be investigated	1 (57%)	5 (46%)	1 (91%)	1 (60%)	1 (64%)	3
The current operation of Condell Place as a carpark be maintained and include long term car parking options and/or multi-storey purpose uses.	2 (45%)		2 (77%)	2 (54%)	4 (46%)	4
Work with State Growth and Metro to consider consolidating bus stops to the centre of the Elizabeth Street strip to improve traffic flow.	2 (45%)	1 (50%)	3 (68%)	5 (41%)		5
Develop a ‘How to get to North Hobart campaign’, promoting public transport and other mobility options.	4 (44%)	1 (50%)	5 (27%)		2 (52%)	Ranking code
Work with State Growth to review pedestrian signal timings at Burnett Street and Elizabeth Street intersection to increase the ‘green time’ for pedestrians.	4 (44%)	4 (47%)		3 (44%)	3 (49%)	
Identify opportunities for pedestrian improvements		3 (49%)	5 (27%)	4 (43%)		
Explore the development of a cycling ‘shimmy’ route connecting North Hobart and West Hobart.		5 (46%)				
Developing a Travel Plan for North Hobart in partnership with the North Hobart Traders and Community Associations			4 (46%)		5 (36%)	

Survey Results – short term actions access & parking

When asked to suggest short-term actions that could support the Place Vision and improve access and parking in the precinct, respondents raised a number of suggestions in an open-text format. The key findings are:

PARKING AVAILABILITY, ENFORCEMENT AND TIMING

A range of suggestions were made relating to the availability of parking for both businesses and residents, as well as the effect of current timing restrictions.

Parking enforcement

Increased and more consistent parking enforcement of:

- surrounding side streets to assist with residential parking and manage commuter parking (21 responses)
- Uber drivers plus the allocation of designated parking (12 responses)
- the main precinct strip for business turnover (10 responses)

“Seek fair and reasonable legislative measures to ensure Food Delivery vehicles with identification are not occupying parking spaces along the Elizabeth St strip. Use the spaces currently available to them in Condell place free of charge.”

Increase available parking

Invest in more off street parking, to ensure parking stock is available to service the current use of the precinct (23 responses). Suggestions include the development of a multi-story/underground car park either on Condell Place or in the surrounding area (18 responses).

“The Council needs to recognise that Hobart citizens who don't live in North Hobart will want to drive there to eat and shop there. Accordingly, adequate provision for parking must be made.”

Parking time restrictions

Amend parking time restrictions to better service businesses (19 responses) including:

- increasing the 15-minute limits on Elizabeth Street
- increase longer parking options for activities such as dining, films, etc.

“The 15 minute limits on Elizabeth street should be immediately increased to 30 minutes (as they were). I am loosing customers and my sales are falling because many people can no longer come in, to enjoy a coffee or drink, without the fear of receiving a parking fine.”

Introduction of angle parking on side streets

Make some of the side streets one way (8 responses) to:

- introduce angle parking on one side of the street
- increase the footpath width for pedestrians

ACTIVE TRANSPORT IMPROVEMENTS

Pedestrian improvements and active transport

Invest in improving conditions that encourage walking, cycling and other forms of active transport including improved pedestrian infrastructure, wayfinding and planting (29 responses).

“Incentivise non-vehicle access to North Hobart – develop a walking trail with wayfinding signage along the way from hubs like Midtown and West Hobart with points of interest for families and visitors (fun facts from history, flora/fauna etc)”

Continued next page...

Survey Results – short-term actions access & parking

Reduce cars on Elizabeth Street

Reduce vehicular traffic and parking on Elizabeth Street, with commuter traffic redirected to adjacent roads (24 responses).

“If this section of North Hobart is to be truly developed as a hub for activities, culture, retail, and dining, its use as a major transport route needs to be decreased...Thru-traffic should be encouraged to take place along Murray and Argyle Streets so that Elizabeth Street can be developed in a truly community-based way.”

Free bus or tram

Introduce a free shuttle bus or tram between the waterfront and northern suburbs to improve access to the precinct (14 responses).

“Introduce a free green hop on / hop off bus service that allows people to park in the larger open areas of the foreshore and gain easy access to a Hobart city & north Hobart loop. Great for tourism .. offering a safe and carefree option to these central areas.”

Reduction of speed limit

Reduce the speed limit on the main strip and some side streets to improve pedestrian and cycling safety (6 responses).

COMMUNITY BENEFITS

Community Spaces

Develop spaces that are inclusive and available to the community (29 responses) including:

- green open space

- space that provide community services including toilets, charging stations, lockers, food and support services
- spaces for children and young people

“There should be improved amenity of public spaces for all members of the community including people on low incomes and those who may be homeless... The intent of activating a public space shouldn’t just be activation for a particular segment of the community but rather the whole community including people who may live in the area but not have a home.”

Events and activation

Encourage more community events and activities in the precinct (18 responses) including:

- markets
- laneway/street festivals
- community gardens
- art and heritage projects
- community library



(Image credit Alastair Bett, 2021)

Survey Results – Precinct Plan

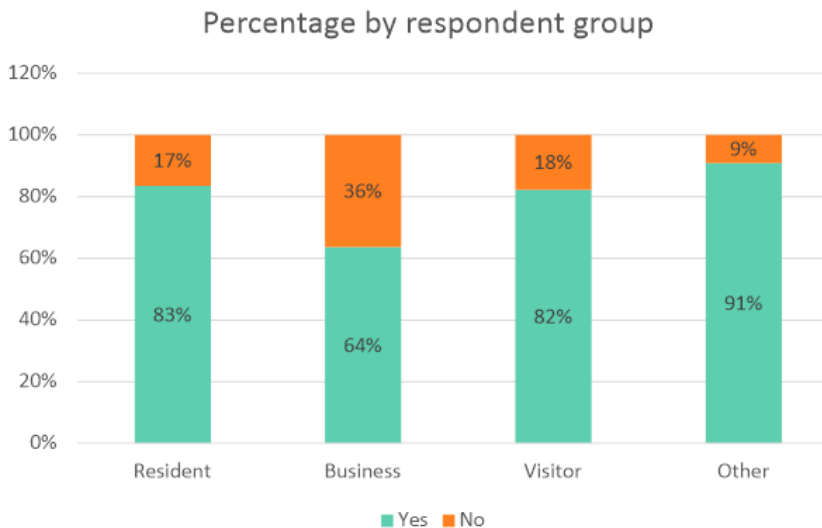
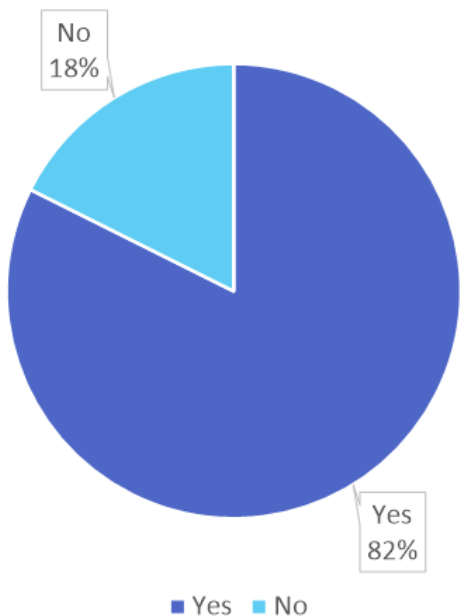
When asked if they support the City developing a Precinct Plan (including a place making implementation plan) to guide the long-term place making actions for North Hobart, the majority of respondents (82%) answered yes.

Most felt that a Precinct Plan would provide a strong strategic direction for the development of the precinct. This percentage was fairly

consistent across the Resident, Visitor and Other groups who all had a support rate of over 80%

Businesses were less likely to be supportive with 64% supportive of a Precinct Plan being developed. Within the 36% of business that were unsupportive, the key reasons for their response include the time required, cost and a lack of trust in the process.

Do you support the City developing a Precinct Plan (including a place making implementation plan) to guide the long-term place making actions for North Hobart?



“Hobart is changing rapidly, so a precinct plan will enable responsible decisions to be made that will support responsible and sensitive development. It will also provide for residents and businesses to contribute.”

Survey Results – Precinct Plan

When asked to explain their level of support for the Precinct Plan, respondents provided a number of comments in an open-text format. The key findings are:

WHAT YOU LIKE ABOUT THE PRECINCT PLAN

The importance of future planning

A large number of respondents support the development of a precinct plan (141 responses) as a way of providing:

- clear strategic direction for the precinct as a whole to ensure new developments meet community expectations (20 responses)
- all affected stakeholders with the opportunity to contribute to the future of North Hobart (14 responses)

“It is imperative to develop a Plan that provides a strategic and coordinated response to the current issues facing North Hobart and also gives consideration to stakeholder feedback.”

YOUR CONCERNS ABOUT THE PRECINCT PLAN

Concern about resourcing the plan

Some concerns were raised about the time and money that it would take to develop a precinct plan citing that it:

- would delay action on issues that need to immediate resolution such as parking (13 responses)
- would have limited value if there was not funding available to deliver on the plan and may delay the City delivering on its current commitment to upgrade the local retail precincts considered as part of the Local Retail Precinct Plan (14 responses).

“The creation of a report seems premature if the pipeline of other work is not even funded. The report may be outdated by the time it could be implemented.”

Lack of trust

A number of respondents indicated that they did not support the development of a Precinct Plan due to their lack of trust in the engagement process (10 responses) and in the City’s ability to deliver on an equitable plan that meets community expectations.

“I simply do not trust the council to do what they say they will or to do what is in the best interests of the community.”



(Image credit Alastair Bett, 2021)

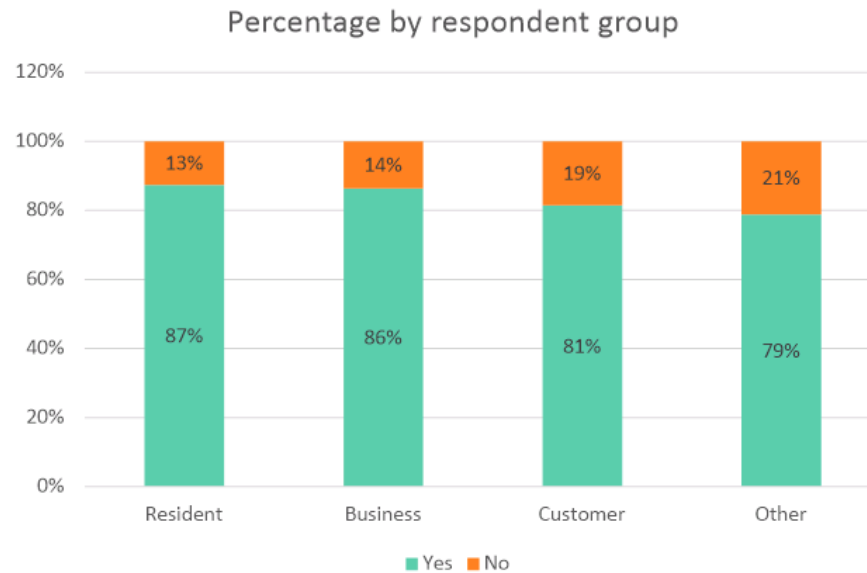
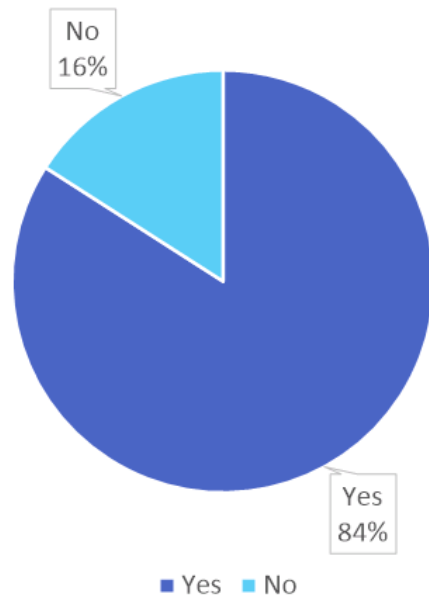
Survey Results – Town Team

Overall, the majority of respondents (84%) were supportive of the City establishing a Town Team for North Hobart in partnership with the North Hobart Traders Association and the North Hobart Community Association. Most respondents felt that by working collaboratively with all affected

stakeholders more sustainable outcomes for the precinct could be achieved.

This percentage was fairly consistent across all respondents groups as indicated in the graph below:

Should the City seek to establish a Town Team for North Hobart in partnership with the North Hobart Traders Association and the North Hobart Community Association?



“When the local people are directly impacted and affected by changes to infrastructure and amenities they are the ones best placed to contribute. They live and or work there. They know their suburb, they are making a life there and ownership of the whole experience, inclusion and contribution are significant and vital.”

Survey Results – Town Team

When asked to explain their level of support for the Town Team concept, respondents provided a number of comments in an open-text format. The key findings are:

YOUR SUPPORT FOR DEVELOPING A TOWN TEAM

Collaboration is essential for future planning

The majority of respondents supported the development of a Town Team citing its collaborative nature (134 responses) and ability to contribute to sustainable decision-making and future planning (12 responses).

“If a Town Team is truly representative of the different members of a community it has the potential to work for real positive change and a way forward to create what is in the best interests of the whole community in to the future. I'd love to see this happen in North Hobart.”

YOUR SUGGESTIONS FOR THE DEVELOPMENT OF A TOWN TEAM

A Town Team should be representative of all stakeholders

Many respondents were supportive of the Town Team model as long as the group was representative of the whole community (40 responses).

In addition to the Community and Trader Associations, respondents also identified particular groups that they would like to see represented in the Town Team, including those residents and businesses not represented by the associations, ratepayers and people that visit or work in North Hobart (47 responses).

It is noteworthy that a small number of respondents held the view that

traders should have a stronger voice in decision-making given their investment in the precinct (6 responses). Similarly, a number of respondents indicated that residents and visitors have been traditionally under-represented in decision-making (10 responses) and that Town Team must be representative of all stakeholders.

Some respondents also shared their view that the Associations (both Trader and Community) were not truly representative of their cohorts (13 responses).

“Any project without representation from all stakeholders will potentially have negative impacts to those stakeholders not represented. The North Hobart Traders Association is likely one of the key stakeholders but there are others (e.g. visitors to the area and residents).”

YOUR CONCERNS FOR THE DEVELOPMENT OF A TOWN TEAM

Concerns that a Town Team will be bureaucratic

There was some concern that the process of a Town Team might be lengthy and costly and that this may delay issue resolution and actions being delivered (25 responses).

There was also some concerns raised around the City's ability to manage a Town Team in a transparent and equitable way (22 responses).

“It sounds like another layer of bureaucracy and often too many voices ends in the implementation of ideas that please no one.”

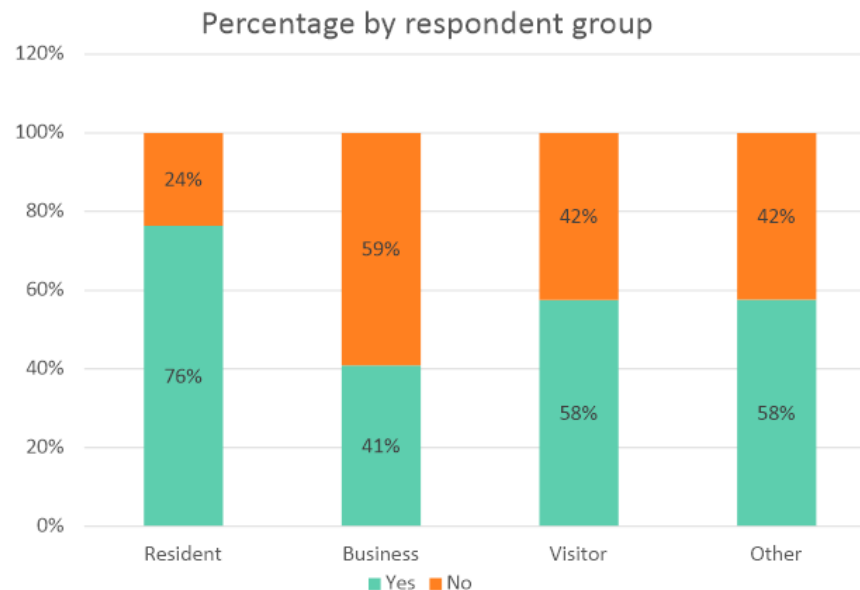
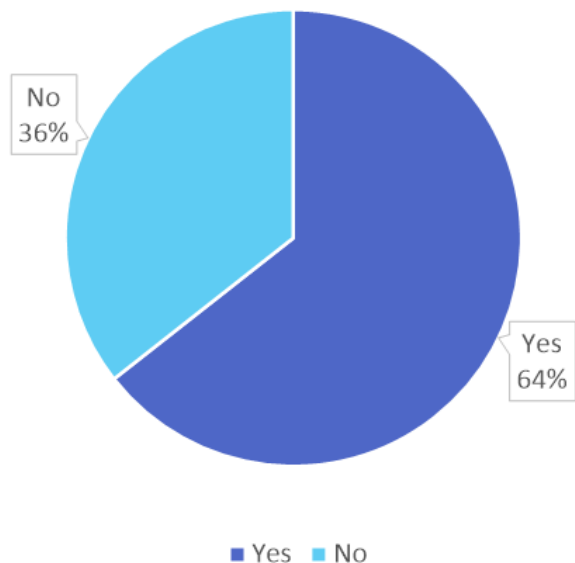
Survey Results – Trialling short-term use of Condell Place

When asked to indicate their support for trialling alternative short-term (6-24 months) uses for Condell Place, the majority of respondents overall (64%) answered yes.

This level of support varied considerably between different

respondent groups. Residents were the most supportive (76%) while Visitors and Other only had a slight majority at 58% each. Businesses were generally unresponsive of this idea with on 41% answering yes to this question.

In the short-term (6 to 24 months) do you think the City should trial alternative uses to make Condell Place Car Park a multi-functional space? This could include things like temporary activations such as pop-up markets, community gardens, or use of the space for festivals and events?



“There's already parking issues in North Hobart which affects how many people can frequent restaurants. Taking away even further parking options is the opposite of what should actually be happening.”

Survey Results – Trialling short-term uses of Condell Place

When asked to explain their level of support for trialling short-term uses of Condell Place, respondents provided a number of comments in an open-text format. The key findings are:

WHAT YOU LIKE ABOUT TRIALLING ALTERNATIVE USES OF CONDELL PLACE IN THE SHORT TERM

Community Benefit and Activation

Community benefit and activation (113 response) were the main reasons respondents supported the short-term trial of alternative uses of Condell Place. Many felt the space is currently under-utilised as a car park and that the community and businesses would benefit from more activity in the space.

A number of respondents also commented that that short term trials could be a good opportunity to test new ideas and uses and give an evidence base for possible changes in the future (16 responses).

"I think Condell Place has the potential to make North Hobart a much more lovely place to be. I believe it has the potential to be used in a variety of ways which make it a people's place instead of a car's space. Vegetation, sitting areas, gardens, markets are all ways of bringing people together and creating a sense of community."

YOUR CONCERNS ABOUT TRIALLING ALTERNATIVE USES FOR CONDELL PLACE IN THE SHORT TERM

Parking concerns

For those unsupportive of trialling alternative uses in Condell Place, access to parking was the primary concern (100 responses), this included the views that:

- there is currently not enough off-street parking to service North Hobart
- using the precincts primary off-street parking for other activities would add further pressure to parking availability in the precinct – especially given that activities would likely attract more visitors.
- trialling other activities may result in pushing visitor cars to surrounding streets adding additional pressure to residential parking
- trialling other activities would only be suitable should Condell Place be develop into a multi level car park

"It's counter-intuitive to use the current primary parking space for other activities that are designed to attract more people to North Hobart. Where on earth will the additional people park?"

Activities would be better suited to other areas

A number of respondents commented that activities such as pop-up markets, festivals and events may be better suited to other parts of the precinct such as implementing temporary road closures on the Elizabeth Street strip or side streets (14 responses).



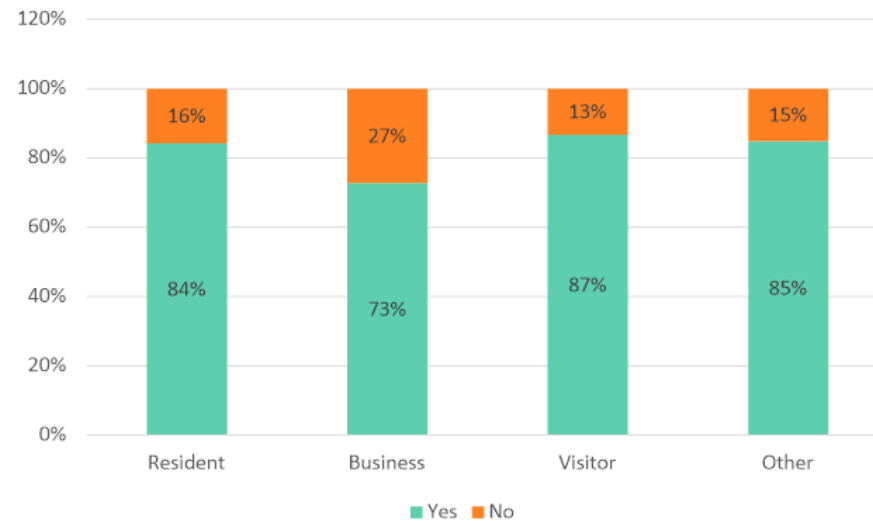
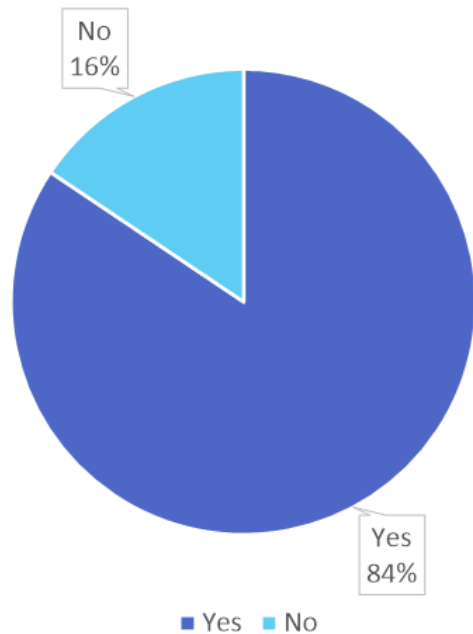
(Image credit Alastair Bett, 2021)

Survey Results – Condell Place within the Precinct Plan

When asked to indicate their support for Condell Place being considered as part of a longer-term precinct plan, in line with the Place Vision for North Hobart, the majority of respondents (84%) answered yes.

This level of support was consistent across respondent groups, with only a slight variation from Businesses who had a lower support rate of 73%.

Should the future use and/or development of Condell Place Car Park be considered as part of a longer-term Precinct Plan, and in line with the Place Vision for North Hobart?



“Condell Place Car Park should absolutely be considered as part of the longer-term Precinct Plan. The area is not just Elizabeth Street and the Precinct Plan should recognise the larger area and be more holistic than the current development allowances.”

Survey Results – Condell Place within the Precinct Plan

When asked to explain their level of support for Condell Place being considered as part of the Precinct Plan, respondents provided a number of comments in an open-text format. The key findings are:

WHAT YOU LIKE ABOUT CONDELL PLACE BEING CONSIDERED AS PART OF THE PRECINCT PLAN

For those that were supportive of Condell Place being considered within the Precinct Plan a number of key themes were raised:

Condell Place is an important asset in the precinct

Many considered Condell Place to be a important asset (43 responses) within the North Hobart precinct and that the site should be considered within the broader context of a long term Precinct Plan rather than the immediate needs of area (40 responses).

“It is an important space and to excise that space from the plan compromises the validity of that plan. There is tension around this space and it needs to be addressed in an open and transparent way where everyone has input.”

Community benefit

As a publicly owned asset, community benefit should be at the forefront of any decision-making (42 responses) and that a Precinct Plan should consider all possible options for the site, including:

- parking amenity
- civic engagement
- activation and events
- public open / green space
- infrastructure such as bike parking and electric charging

“It is a space with significant potential and all options for future use should be considered for the benefit of the whole community. It’s use as a gathering space, and to introduce more green space into NH should be genuinely considered.”

Community Engagement

By considering Condell Place within a Precinct Plan, some respondents felt there would be greater opportunity for the community to participate in decision making around this site including opportunities to advocate for the retention of public ownership and community benefits (42 responses) including increased green space (17 responses) and activations (11 responses).

YOUR CONCERNS ABOUT CONDELL PLACE BEING CONSIDERED AS PART OF THE PRECINCT PLAN

Time constraints

For those that were unsupportive of Condell Place being considered as part of the Precinct Plan, timing was the key concern. A number of respondents indicated a sense of urgency around the development of Condell Place as a key mechanism to resolving parking issues in the precinct and that waiting for a Precinct Plan would delay this (50 responses).

OTHER COMMENTS

Development of Condell Place

In responding to this question a number of respondents indicated their desire for Condell Place to be developed as a multi storey/ underground car park to increase parking capacity in the precinct (28 responses).

This view was countered by a similar number of respondents who were unsupportive of Condell Place being developed into a multi storey car park (16 responses) and expressed their concern over the private development of public land (22 responses).

Submissions analysis

In addition to the feedback received through the online survey, the City also received two written submissions from RACT and Department of State Growth. See Appendix 2. Feedback from these submissions is summarised below:

	RACT	Department of State Growth
Support	<ul style="list-style-type: none"> In-principle support for the consultant documents Supports redevelopment of Condell Place to include community space, bike parking and activation 	Supportive of the Place Vision as it is consistent with the Hobart Transport Vision in identifying Elizabeth Street as a key transit route for all modes of transport.
Concern	<ul style="list-style-type: none"> Some actions are too high-level and do not properly address public and active transport as outlined in RACT's Greater Hobart Mobility Vision The reports do not consider some actions from the Greater Hobart Mobility Vision specifically: <ul style="list-style-type: none"> An active transport spine on Elizabeth Street (north and south bound) Removal of on-street parking on Elizabeth Street to facilitate prioritisation measure for public transport and separated cycle ways Infrastructure projects to reduce interactions between people and vehicles and more shared low speed environments. The reports do not detail the need for bi-directional separated cycle lanes or the need for a transit lane for public transport prioritisation which could be achieved by the removal of parking on Elizabeth Street. The reports demonstrate a continued dependence on parking at the expense of alternate transport modes 	<ul style="list-style-type: none"> Feels unable to comment on short term actions for parking as: <ul style="list-style-type: none"> further information is needed to understand their impact on the larger bus and road network the survey questions do not directly relate to the consultant recommendations
Other comments	<ul style="list-style-type: none"> Supportive of a reduction in speed limit to 30km/h on the Elizabeth Street strip to improve safety for pedestrians and cyclists Would like to see further analysis on the impact of removing on-street parking from Elizabeth Street. 	The study area is also covered by the Main Road Bus Priority Measure project being run by DSG and GHD. Stakeholders collectively decided that actions relating to North Hobart should be considered within the City's Plan for the area but it is unclear whether this has occurred.

Summary

Overall the survey results revealed two parallel narratives:

1. the desire to improve vehicle access and parking amenity in the precinct as a mechanism to support local businesses and encourage customers
2. the desire for North Hobart to retain the qualities that are unique to the neighbourhood and for community benefit to be at the centre of any decision making for future development

While these narratives were sometimes in contrast, respondents also shared significant common ground in their desire for North Hobart to be guided in a clear and strategic way and their motivation to play an active role in decision making around the future of the precinct. This was confirmed by the high levels of support for the Place Vision and the establishment of a Town Team.

While there was also majority support from all groups for the development of a Precinct Plan, there was some concern, particularly from businesses, that the time and resourcing required to develop a Plan would delay action on resolving current issues – particularly those relating to parking and the development of Condell Place.

In their ranking of the objectives and actions put forward by the consultants, all groups prioritised:

- increased vibrancy in the precinct through:
 - events and festivals
 - activation of business' backyards
- improved amenity of off-street car parking including Condell Place
- attracting an everyday convenience operator offering fresh food

Residents, Visitors and Other groups showed strong support for improvements to pedestrian amenity, greening of the precinct and improvement of its laneways.

Businesses supported initiatives relating to the precinct as an economic hub, including:


- attracting people to the precinct through increased promotion, destination dining and activation
- the development of the Traders Association
- improved amenity and access to car parking

While the future use of Condell Place was fairly contested, the majority of respondents acknowledged it as an important asset to the North Hobart precinct and one that needed clear strategic direction in the long term. In the short term support for trialling other uses for the site was mixed with Residents being the only group to demonstrate clear support for this idea.

While the project identified a clear study area, feedback from RACT and the Department of State Growth suggested the need for the North Hobart project to be considered within a broader Hobart context including greater consistency with the RACT Greater Hobart Mobility Vision and the Tasmanian Government Transport Vision. The submissions also identified the need for further analysis be undertaken to inform decision-making, particular around different parking scenarios and the impact decisions have the broader traffic network.

Appendix 1 – Communications & Engagement

The **mail out package** was sent to 2,542 properties surrounding the North Hobart precinct including business, community and residential stakeholders. The package consisted of a letter from the City's General Manager and a project information sheet which provided detail on the project to date and instructions for providing feedback on the consultant reports.



Enquiries to: Philip Holliday
☎ (03) 6238 2589
✉ cooh@hobartcity.com.au
Our Ref. 2019-0318

1 February 2021

Dear Business Operator, Resident and Community Member

AN INVITATION TO HAVE YOUR SAY ON NORTH HOBART

In January of 2020, the City of Hobart commissioned consultants Village Well and MRGagny to develop a Place Vision and an Access and Parking Plan (the Plan) for North Hobart with the aim to guide the future delivery of public amenity, access and parking outcomes in the North Hobart Elizabeth Street retail and restaurant strip.

This project was carried out in response to the growing activity within the precinct, which has seen increased pressures on available parking, traffic and general amenity.

In developing the Plan, more than 735 responses were received through surveys and face-to-face workshops for North Hobart residents and community members, property owners and business operators.


The Plan offers a shared and aspirational vision for North Hobart, along with a series of recommendations to guide future improvements in the precinct with consideration to those who live, work and visit the area. Recommendations have also been made on the potential role of Condeell Place car park in delivering on the Place Vision and in working towards addressing the area's parking needs.

In considering the Village Well and MRGagny reports, the Council at its meeting of Monday 7 December 2020, approved a series of questions that seek feedback on a number of shorter (quick wins) and longer term proposals flowing on from the consultant's recommendations.

We invite you to view and share your feedback on the Plan by completing the survey which is available on the Your Say Hobart website at yoursay.hobartcity.com.au/nthobart

The survey will be open until 5pm Monday 29 March 2021.

Yours sincerely



N.D. Heath
GENERAL MANAGER

Hobart Town Hall
55 Macquarie Street
Hobart 7500

Hobart Council Centre
16 Esplanade
Hobart 7500

City of Hobart
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CityResidentOffice
ABN 39 055 343 428
Hobart City Council



HAVE YOUR SAY ON THE FUTURE OF NORTH HOBART

BACKGROUND
The North Hobart Retail and Entertainment Precinct is one of the Hobart's most popular destinations. The increase in both day and night activities has meant we need to consider the future vision of the precinct, to make sure we are improving it for local residents, traders and visitors.

To address the issues caused by increased visitation, the City has worked with the local community and consultants Village Well and MRGagny to develop a shared Place Vision and an Access and Parking Plan for North Hobart. This aims to guide the future delivery of better public amenity, access and parking. The City is now seeking your feedback on the Plan. We want to hear from North Hobart local residents, traders, property owners, visitors and customers, and other stakeholders.



A SHARED VISION FOR NORTH HOBART
North Hobart is a welcoming, green urban village, with a flourishing high street at the core of community life. An everyday meeting place for locals, Elizabeth Street Precinct also attracts visitors from far and wide to its bustling eateries and shops and its year-round calendar of events and festivals, all in a beautiful heritage setting.

PLACE PRINCIPLES

Hobart's favourite eat street	Diverse and neighbourly
Everyday convenience	Central commuter spine
Beautiful heritage high street	Pedestrian-friendly
Accessible in many ways	Shared custodianship

yoursay.hobartcity.com.au/nthobart




HAVE YOUR SAY!

Your feedback will help us shape the future of one of the City's most loved precincts.

Visit: yoursayhobartcity.com.au/nthobart

This survey closes on: 5 pm, 29 March 2021



WHERE WE ARE AT IN THIS PROCESS


- Feb 2020: Project commenced
 - research and visioning
 - stakeholder interviews
 - engagement with residents and traders
- June 2020: Engagement report published
- July 2020: Place Vision and Access and Parking Plan released
- February–March 2021: Community engagement on the Plan and prioritising actions (WE ARE HERE)
- April 2021: Presenting engagement outcomes and proposing an action plan with next steps for Council consideration

WHAT YOU LOVE
What residents, visitors and traders told us they love about North Hobart

- Variety and quality of independent, local business operators
- Streetscape character including low rise scale and views
- Heritage and local stories
- Cultural festivals and events
- Strong sense of community
- General vitality
- Entertainment, especially live music venues and the State Cinema
- Access to cafes, eateries and bars
- Inclusive, diverse and friendly local community

ASPIRATIONS FOR THE FUTURE
What residents, traders and visitors told us about the future of North Hobart

- Fewer cars, better parking, traffic management and cycling infrastructure
- A safe, walkable and pedestrian friendly neighbourhood
- More greening
- A child-friendly precinct
- Shops and services for local residents
- More community and cultural events
- Frequent public transport
- A vibrant place with strong sense of community
- A shared vision for the Elizabeth Street strip



Appendix 1 – Communications & Engagement

Meetings

A number of **face-to-face interactions** with key stakeholders were undertaken by City of Hobart officers including:

- **Meeting with the North Hobart Community Association**
Wednesday 24 February – 5.30pm
- **Meeting with the North Hobart Traders Association**
Wednesday 17 February – 12 noon
- **Walk and Talk**
Friday 12 and Monday 15 March
Hand delivery of promotional material and postcards and one-on-one conversations with North Hobart traders.

Conversations covered details within the consultant reports, opportunities for community feedback and next steps of the project.



(Image credit Alastair Bett, 2021)

Advertising

A month-long **cinema advertising campaign** (see image on right) was featured on all screens at the State Cinema in March 2021.

Promotional postcards were also available in the State Cinema foyer.



Appendix 1 – Communications & Engagement


The project was promoted via the City’s corporate **Facebook** page, with posts published on 10, 12 and 25 March 2021. Analysis of the comments indicated some recurring themes including: parking and traffic concerns, support for a tram line to be reinstated and a lack of trust in the engagement process.

City of Hobart March 10 · 🌐

Do you visit North Hobart? 🍷🍷🍷

Have your say on the future of this popular and iconic precinct. Your feedback will help us prioritise our next steps to provide the best outcome for the whole community.

Visit <https://yoursay.hobartcity.com.au/nthhobart> to complete the survey.
#H... See More



33 Reactions 30 Comments 5 Shares


7,217 people reached
1,058 post engagements
40 Reactions (35 on post, 5 on shares)
44 Comments (30 on post, 14 on shares)
5 Shares
969 Clicks

City of Hobart March 12 · 🌐

Have your say on the future of North Hobart!

We’ve been working with community members, traders and visitors to North Hobart to develop a shared vision for this popular and iconic precinct.

We need your feedback so we can plan our next steps. Visit <https://yoursay.hobartcity.com.au/nthhobart> ... See More



YOURSAY.HOBARTCITY.COM.AU

North Hobart Place Vision and Access & Parking Plan Learn More

58 Reactions 80 Comments 8 Shares


22,110 people reached
3,214 post engagements
65 Reactions (63 on post, 2 on shares)
92 Comments (80 on post, 12 on shares)
8 Shares
3,051 Clicks

City of Hobart March 25 at 3:00 PM · 🌐

It’s the final few days to have your say on the North Hobart Place Vision and Access and Parking Plan.

The responses from this survey will be presented to Council, so they can be informed when making future decisions and actions for this popular and treasured precinct.

All of the reports are available on the Your Say page, along with the Council’s survey. ... See More



8 Reactions

2,511 people reached
119 post engagements
9 reactions (8 on post, 1 on shares)
1 comment (1 on shares)
109 clicks

Appendix 1 – Communications & Engagement

E-newsletter project updates were sent to a database of project subscribers which provided access to the consultant reports, links to the Your Say page, online survey and contact details of City officers. Newsletters were sent on 3 August 2020 (435 recipients), 1 February 2021 (448 recipients) and 11 March 2021 (572 recipients).

Additionally e-newsletters were sent to all registered users (2,500 recipients) of the Your Say Hobart platform on 18 February and 25 March 2021.

North Hobart Place Vision and Access and Parking Plan
Project update: August 2020

Thank you for your interest in the future of North Hobart. Following extensive stakeholder engagement earlier this year, future options for North Hobart's primary retail and entertainment precinct have been proposed in a series of independent reports commissioned to explore the challenges and opportunities posed by the popular Elizabeth Street dining, entertainment and retail strip.

The [North Hobart Retail and Entertainment Precinct - Place Vision Framework](#) developed by consultants Village Well, is based on what customers, visitors, residents and traders value about the precinct, as gauged through a consultation process conducted in February 2020. More than 735 people contributed their ideas and opinions through surveys and face-to-face workshops for residents and property and business owners.

The [North Hobart Retail and Entertainment Precinct - Access and Parking Plan](#) developed by consultants MRCagney, provides an independent and expert view on parking and access in North Hobart and develops a suite of recommendations to support how the precinct can better accommodate sustainable modes of transport in the coming years. Specific recommendations relating to [the future use of Condonell Place](#), which currently provides 88 car parking spaces, have also been prepared by MRCagney.

North Hobart Place Vision and Access and Parking Plan
Project update: February 2021

Have your say on the future of North Hobart

In February 2020 we invited North Hobart residents, traders and visitors to share their thoughts on the future of the Elizabeth Street, North Hobart retail and restaurant strip. This was in response to the growing popularity of the area, and the increased pressure on parking, traffic and general amenity.

We received more than 735 responses from people sharing their ideas and opinions through surveys and face-to-face workshops facilitated by place making and transport consultants [Village Well](#) and [MRCagney](#).

These contributions have helped the consultants shape the [North Hobart Place Vision Framework, Access and Parking Plan](#) and [Condonell Place Recommendations](#) which have been developed to help guide the future delivery of streetscape improvements, access and parking outcomes in North Hobart.

North Hobart Place Vision and Access and Parking Plan

We've been working with the North Hobart residents and traders associations to develop a shared vision for this iconic and popular precinct. We invite feedback from all residents, visitors and traders so we can plan our next steps.

The [North Hobart Place Vision Framework and Access & Parking Plan](#) ("The Plan") sets out a number of proposed actions that will help guide the future delivery of streetscape improvements, access and parking outcomes in North Hobart.

The City is now seeking your feedback on a number of quick-wins, and longer-term initiatives proposed in The Plan. Your feedback will help to influence Council's decision making around:

- Adopting the shared place vision for North Hobart
- Developing a precinct plan to guide how the precinct will evolve in the future
- Opportunities to improve access and parking in North Hobart.

Have Your Say

You can view 'The Plan' and complete the survey at yoursay.hobartcity.com.au. The survey closes 28 March 2021.

Appendix 2 - Written Submission – RACT

The following written submission was received from RACT on 11 March 2021

ract.com.au | 13 27 22


11 March 2021

Mr. Phillip Holliday
Executive Manager City Placemaking
City of Hobart
HOBART TAS 7001

By email

Dear Mr. Holliday,

Re: North Hobart Place Vision and Access & Parking Plan

I am writing to you to provide feedback to the City of Hobart's North Hobart Place Vision and Access & Parking Plan.

Firstly, we are able to provide in-principle support for the two documents, subject to a few key concerns that we would like addressed.

The concerns relate to actions from our Greater Hobart Mobility Vision that have not been specifically considered in these documents, including:

- An active transport spine on Elizabeth Street (north and south bound)
- Removal of on-street parking on Elizabeth Street (and Main Road) to facilitate prioritisation measures for public transport, as well as separated cycleways
- Infrastructure projects that reduce interaction between people and vehicles and more shared, low speed environments in the CBD

While we support most of the objectives and recommendations in these documents relating to public and active transport, particularly in the Place Vision, we believe some are too high-level and do not properly address active and public transport integration into North Hobart as outlined in our Vision.

Specifically, these documents do not explicitly refer to the need for a bi-directional separated cycle lane along Elizabeth Street, nor do they discuss a transit lane for public transport prioritisation.

RACT believes these actions can be facilitated by the removal of parking along the North Hobart 'strip'.

However, the recommendations in these documents showcase the continued dependence on parking at the expense of alternate transport modes, which is of significant concern to RACT.

The Royal Automobile Club of Tasmania Limited | GPO Box 1292, Hobart TAS 7001 | ABN 62 009 475 861

While RACT believes the implementation of paid parking can deter vehicle use in North Hobart, the increase of time limits to 1 or 2 hours will only facilitate further reliance on parking.

There are 48 parking spaces on the strip between Federal and Burnett streets, all of which could be removed to facilitate separated cycleways and/or a priority bus lane through North Hobart.

RACT would be interested to understand the impact of removing these parking spaces, which would ultimately improve public and active transport access to North Hobart.

We understand loss of these parking spaces will result in spill over to neighbouring streets. However, as the parking time limits in North Hobart are already low (between 15-30 minutes), we would be interested to hear whether drivers are already more inclined to use side streets.

In regards to Condell Place, RACT is open to considering redevelopment of the site to include some form of community space, with activation and bicycle parking.

Lastly, in terms of speed limits, RACT believes that North Hobart should be a 30km/h zone, in order to improve safety of cyclists and pedestrians, but to also create a more shared environment

In order for RACT to fully support these documents, we encourage the City of Hobart to consider incorporating our recommendations. We would be happy work with council on achieving this goal.

Yours sincerely,



Stacey Pennicott
Chief Member Experience Officer

Appendix 2 - Written Submission – State Growth

The following written submission was received from the Department of State Growth on 1 April 2021

Department of State Growth
INFRASTRUCTURE TASMANIA

Enquiries: Infrastructure Tasmania
Ph: (03) 6166 3343
Email: pscon@acts@stategrowth.tas.gov.au
Web: www.transport.tas.gov.au



NICK HEATH
GENERAL MANAGER, HOBART CITY COUNCIL
GPO BOX 503
HOBART TAS 7001

It is unclear whether delayed items have been included in the Plan and considered as part of the survey questions.

It would be greatly appreciated if Council could directly engage the Department and Metro prior to finalising the engagement outcomes.

I would be pleased to facilitate establishment of a meeting with relevant Departmental staff. I can be contacted by email at martin.blake@stategrowth.tas.gov.au.

Yours sincerely

Martin Blake
CEO Infrastructure Tasmania
Infrastructure Tasmania

Dear Mr Heath

Please consider this letter as a partial response from the Department of State Growth (the Department) to City Hobart's community engagement on the *North Hobart Place Vision and Access & Parking Plan* (the Plan).

The Department supports the aspirational 'Place Vision' for a future North Hobart identified in the Plan, which solidifies Elizabeth Street as a key transit route for people travelling regularly in to and out of the city from Hobart's northern suburbs. In addition, the Plan seeks to make North Hobart accessible via all modes of transport. This vision is consistent with the Hobart Transport Vision, which identifies Elizabeth Street as a high frequency transit corridor.

However, the Department is not able to directly comment on the shorter-term actions for parking and access listed in the survey. This is because it is considered that the identified actions need further deliberation regarding their impact on the larger bus and road network. This is particularly so as the questions and options presented in the survey are not direct translations of the recommendation put forth by Council's consultant, MRCagney.

It is important to note that the area covered by the Plan is also covered by a larger project, Main Road Bus Priority Measures. The purpose of this project is to investigate bus priority measures and opportunities to identify any changes to intersection layouts and bus stops locations along the Glenorchy to Hobart CBD transit corridor. The Department is managing this project as part of the Greater Hobart Transport Vision, with GHD acting as the consultant.

In June 2020, GHD held a stakeholder workshop to review previous recommendations and new opportunities regarding the corridor. Representatives included staff from:

- Department of State Growth
- City of Hobart
- Glenorchy City Council
- Metro Tasmania
- GHD.

Stakeholders collectively decided to consider items that were located in the North Hobart area as part of the North Hobart precinct works.



End of Document



yoursay.hobartcity.com.au

Prepared by



City of **HOBART**

THREE-MONTH POST-IMPLEMENTATION ANALYSIS OF 2020/21 PARKING POLICY CHANGES IN NORTH HOBART

1. POLICY IMPLEMENTATION

- 1.1. The “policy” is defined as the suite of measures described in 1.1, adopted by Council resolution in November 2020, and fully implemented by mid-2021.
- 1.2. **The commissioning of parking meters on the North Hobart strip occurred on May 17, 2021.**
- 1.3. According to legislation, *parking meters* are simply a collection method for payment.
- 1.4. *Parking prices* are designed to manage supply and demand of available parking assets.
- 1.5. *Parking controls* include factors like time limits.
- 1.6. *Parking Infringements* are issued where non-compliance against legislation is observed.
- 1.7. The combination of these four (4) elements assist in managing turnover in bays. Bay turnover supports equitable access and amenity and improved economic conditions for local businesses. Conversely, overstaying in bays ultimately reduces overall activity in an area.
- 1.8. In high-volume and central city areas like North Hobart, *parking prices* are a better mechanism for increasing turnover in bays than *parking time controls* alone, and highly preferable to issuing *parking infringements*.
- 1.9. Issuing parking tickets by way of legislative enforcement of time-controlled space management raises significantly more revenue per bay than low-cost fees but is less effective in supporting local businesses, does not enhance equitable access to parking services in any given location, and is not the preferred method of Council. It is simply a legislative delegation.
- 1.10. Some stakeholders have expressed a view that some shoppers may see a disincentive to stop if potential customers must pay for parking. While this sentiment is understood intuitively, in consideration of global parking policy reviews and the extensive data available following the first 3-months of limited meter use on Elizabeth Street North Hobart, Council officers are of the view that taken on balance the overall quantitative effect of the policy changes has been to:
 - 1.10.1. reduce the numbers of bays taken by food delivery vehicles,
 - 1.10.2. reduce the number of shoppers receiving parking tickets,
 - 1.10.3. reduce the volume of commuter (CBD worker) parking in residential streets,
 - 1.10.4. reduce the volume of residential complaints related to commuter parking,
 - 1.10.5. reduce the average cost of visiting North Hobart, and
 - 1.10.6. increase the number of people visiting the precinct.

- 1.11. While these were always the goals of the policy changes, Council officers have continued to engage in other improvements to North Hobart and remain open to discuss areas of improvement to the current operational model as they apply to the management of the whole precinct.
- 1.12. North Hobart residents have reported that all-day commuter parking outside their houses has decreased since the implementation of the policy. (Since there were no sensors in residential streets before this time, Council cannot access or supply data to explore this change.)
- 1.13. As with any change involving a complex system (such as human behaviour in a residential and shopping precinct) it will never be possible to create a perfect system for all stakeholders. Nor is it possible to know exactly which other environmental factors, taken in isolation or as a whole, influence parking numbers.
- 1.14. For example, it is reasonable to propose that in North Hobart, aside from the parking policy changes, parking performance has also been affected by:
- 1.14.1. tourist numbers due to pandemic border closures,
 - 1.14.2. annual mid-year low season (a known long-term trend),
 - 1.14.3. general COVID economic recovery as evidenced by city-wide trends,
 - 1.14.4. inter-precinct competition.
- 1.15. As evidenced by the following analysis, no factor exists in isolation.

2. ANALYSIS OF PARKING DATA BEFORE AND AFTER THE POLICY'S IMPLEMENTATION

- 2.1. Because sensors have been in the road reserve on the North Hobart shopping strip for several years, it is possible to report exactly how parking numbers have changed since the meters were installed.
- 2.2. Comparing the period January to April 2021 (before the May 2021 meter installation) with the period June to August 2021 (after the May 2021 meter installation), parking occupancy in Elizabeth Street's on-street bays during 2021 has increased since the meter installation.
- 2.3. During business hours (8am-6pm), over the periods before and after meter installation, occupancy (i.e. percentage of total available bay time filled) during June and July increased from 42.9% up to 46.0%.
- 2.4. Averaged over 24-hours, occupancy increased from 30.7% to 34.6% for pre- and post-meter install conditions.

2.5. HOURLY CHANGES BEFORE AND AFTER THE POLICY'S IMPLEMENTATION

- 2.6. The graph below (Figure 2) shows how occupancy is spread over the day, both before and after the meters were installed

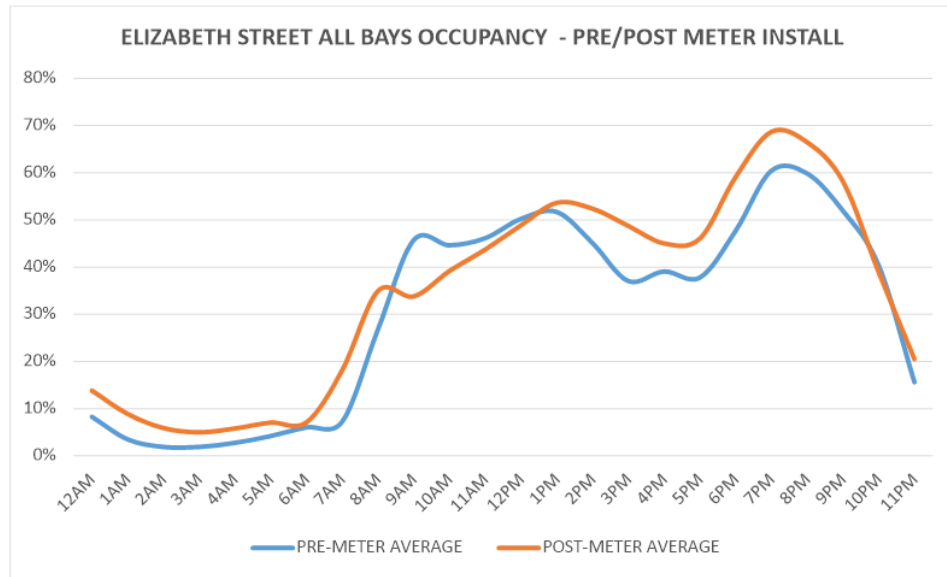


Figure 1

- 2.7. Despite free parking until 11am, some reduction is evident in morning trade between 8.30am and 12pm in the period since the policy’s implementation.
- 2.8. Conversely, both afternoon and evening occupancy has seen an increase in parking numbers in the period since the policy’s implementation.

2.9. COMPARISONS: BEFORE AND AFTER THE POLICY’S IMPLEMENTATION

COMPARISON WITH CITY-WIDE NUMBERS BEFORE AND AFTER THE POLICY’S IMPLEMENTATION

- 2.10. After the COVID downturn (evident in early 2020 in **Figure 3**), North Hobart recovered more quickly than the city as a whole, until around August 2020 (point A), but then saw a softening of parking numbers compared to the rest of the city until another recovery period in April 2021 (point B).

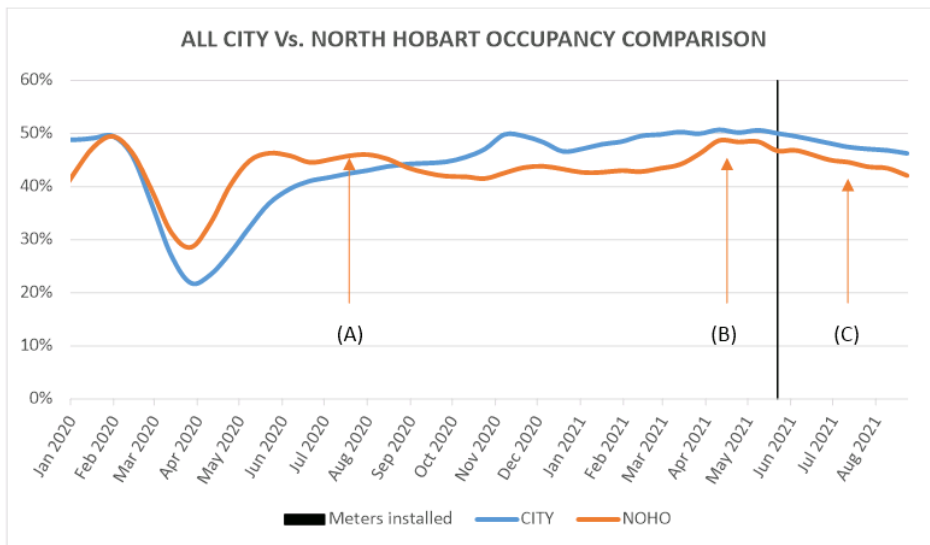


Figure 2

- 2.11. The meters were installed in May 2021 vertical black line on chart in Figure 3.
- 2.12. While average occupancy over the several months either side of the policy’s implementation has increased since the meters were installed, in Figure 3 it can be seen there has been a decline in parking occupancy when compared with the April 2021 high just before installation (point C).
- 2.13. As is also clear from **Figure 3**, the city as a whole has seen an almost identical decline in the period.
- 2.14. It is not possible to know whether this post-May, city-wide downturn was due to the effects of meters, a traditional winter downturn, low tourist numbers due to interstate lockdowns, other factors already noted, or a combination of many or all, but it is clearly not limited to the North Hobart shopping strip.

COMPARISON BETWEEN BAYS IN NORTH HOBART BEFORE AND AFTER THE POLICY’S IMPLEMENTATION

- 2.15. As expected, not every bay on Elizabeth Street has seen an increase in occupancy.
- 2.16. One of the objectives of the policy was to free up bays. That is, in order to increase the likelihood of a driver finding a park on Elizabeth Street when they wanted one (previously clogged with social food delivery drivers), there must be more vacant bays available.
- 2.17. In relation to this element of the policy it is critical to understand that vacant on-street bays must be understood in the context of both on- and off-street parking. This is reflected in the overall increase in off-street occupancy, which is analysed in following paragraphs.



- 2.18. All the Elizabeth Street bays are shown graphed in Figure 4.
- 2.19. The values in Figure 4 indicate the ratio of “vehicle counts after meters” to “vehicle counts before meters”.
- 2.20. A ratio above 1 in Figure 4 indicates more vehicles in that bay since meters were installed.
- 2.21. A ratio below 1 in Figure 4 indicates fewer vehicles in that bay.
- 2.22. On average, across Elizabeth Street’s shopping strip there are slightly more vehicles per bay since the meters were installed (indicated by the dashed average line, which is just greater than 1).
- 2.23. The worst performing bay (right hand end) has seen a decline in vehicles of about 45%. In the majority of bays, the difference is negligible.

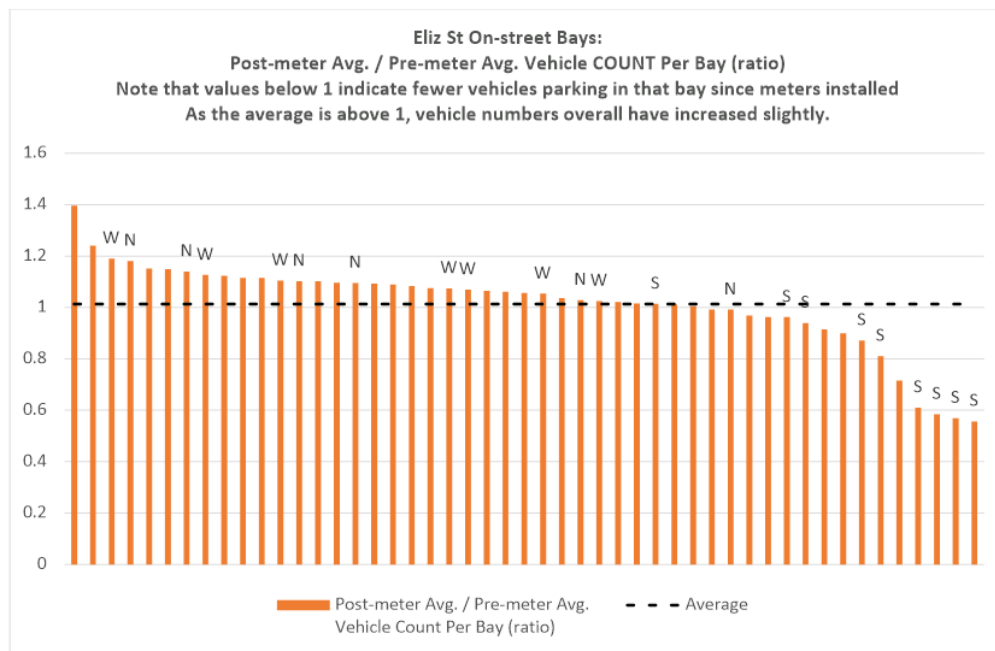


Figure 3: The letters above the chart give a rough sense of the location. “W” denotes a bay very Winnings Newsagency, “N” denotes a bay very near Nandos Restaurant and “S” denotes a bay very near the State Cinema.

STAY TIME BEFORE AND AFTER THE POLICY’S IMPLEMENTATION

- 2.24. There has been a negligible change in parking stay duration after the variation from 15 minute to 30 minute parking on Elizabeth Street (Figure 5).



- 2.25. 88.5% of patrons parked for less than 30 minutes before the policy’s implementation and compared with 87.7% since the policy’s implementation.
- 2.26. There has been a slight increase in the number of patrons parking for 30-45 minutes since the Policy’s implementation (this represents people overstaying, since P15 largely operated before the policy changes and P30 largely operates now.)

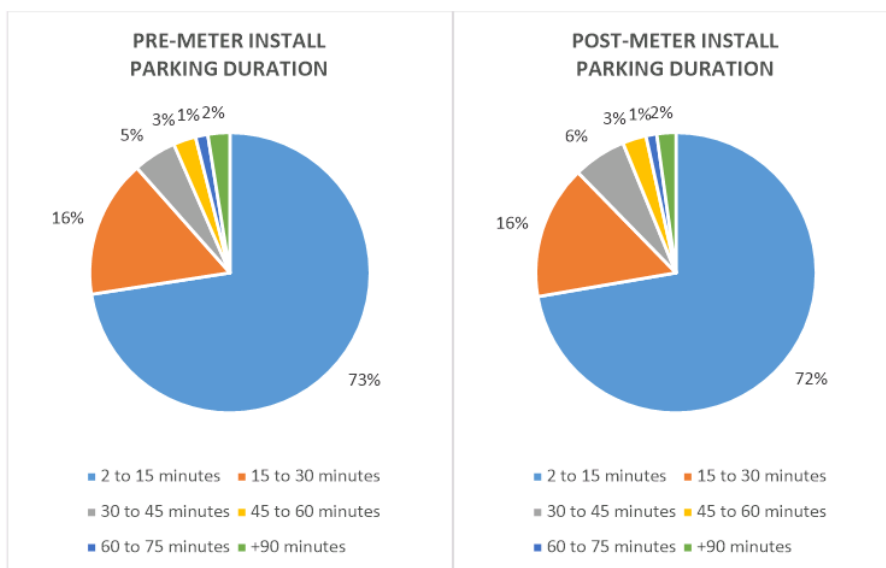


Figure 4

- 2.27. Using the EasyPark app, and only paying for minutes parked, 88% of drivers would pay less than \$0.55 for their stay in North Hobart.
- 2.28. Using the EasyPark app and only paying for minutes parked, almost 70% of drivers would pay less than \$0.28 for their stay in North Hobart.
- 2.29. There has been an increase from 9,855 average patrons per week to 10,704 average patrons per week from pre- to post-meter install. This equates to more than 840 additional parked vehicles (passenger volume unknown) each week.
- 2.30. Total parking duration in minutes on Elizabeth Street has seen a weekly increase of 13% (157,700 minutes to 178,300 minutes) for the same period. This equates to over 340 additional visitation hours across the precinct.

INFRINGEMENTS BEFORE AND AFTER THE POLICY’S IMPLEMENTATION

- 2.31. Infringements issued on the Elizabeth Street for exceeding time have decreased markedly by 47% from an average of 231 per month to 122 per month from pre- to post-meter install.



2.32. This was expected given the increase from 15 to 30 minute parking, with subsequent negligible change in patron stay duration. Also as expected, this has considerably reduced Council’s income from infringements as it was designed to allow shoppers to regulate their stay based on low-cost parking charges (or choosing free off-street parking) rather than on high-cost parking infringement tickets (as previously discussed, refer 3.9).

OFF-STREET PARKING BEFORE AND AFTER THE POLICY’S IMPLEMENTATION

- 2.33. Changes to time restrictions in the Lefroy Street Car Park and Condell Place Car Park also appear to have induced changes in use. In the period since policy changes there has been a slight increase from 3,939 average patrons per week to 4,213 average patrons per week from pre- to post-meter install (274 additional vehicles per week).
- 2.34. In the time since the policy was adopted, it has been comparatively less expensive for a driver to park in North Hobart’s off-street car parks, with the hourly rate having been reduced from \$3 to \$2 per hour (33% reduction) in order to attract shoppers, and then these spaces being totally free from 6pm.

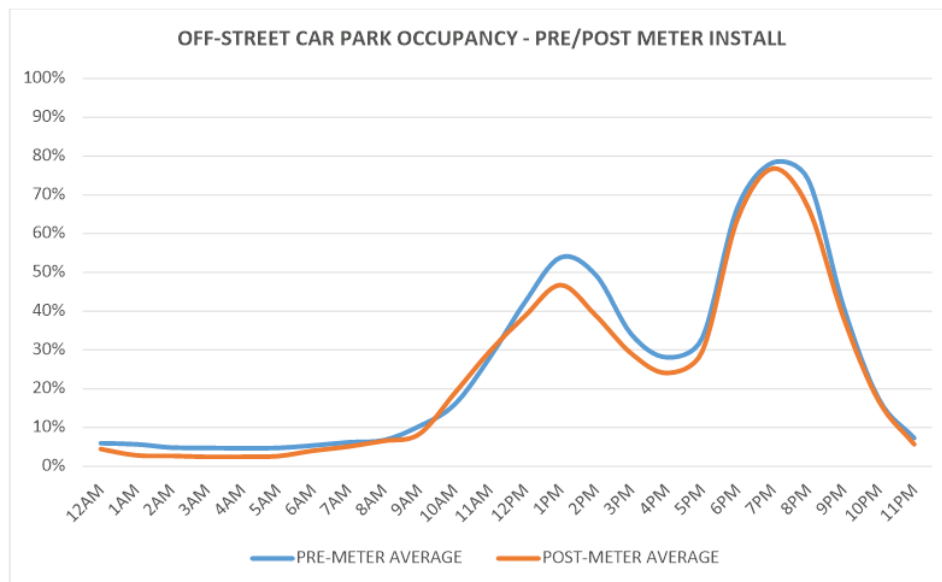


Figure 5

17. Hobart City Deal - Southern Projects
File Ref: F21/92925

Memorandum of the Chief Executive Officer of 16 September 2021.

Delegation: Council



City of **HOBART**

MEMORANDUM: COUNCIL

Hobart City Deal - Southern Projects

Introduction

The purpose of this report is to seek the Council's endorsement for the Chief Executive Officer to provide a submission to the 'Hobart City Deal Southern Projects' Public Display.

Background

In 2018, the State Government announced plans for a fifth lane on the Southern Outlet and transit priority measures for Davey and Macquarie Streets as part of its 'Hobart Traffic Vision'.

In late August 2021, the Department of State Growth announced that it was seeking feedback on concept designs for a transit lane on the Southern Outlet and the implementation of bus priority measures on Macquarie and Davey Streets.

Prior to this on 16 August 2021, the Department of State Growth provided a presentation to Elected Members on the 'Hobart City Deal Southern Projects' which provided an overview of the two key projects on public display.

As part of its public display, the Department of State Growth has provided the following information:

Southern Outlet Transit Lane

- The transit lane will operate northbound between Olinda Grove and Macquarie Street, as a 'T3' transit lane. This means it could be used by private vehicles carrying three or more occupants, buses, taxis, motorbikes and emergency service vehicles. The transit lane will support a greater uptake of public transport and carpooling and improve travel times and reliability for transit lane users.

Macquarie Street and Davey Street Bus Priority

- The project balances the needs of public transport, walking and cycling with the corridor's traffic movement function. The designs include new and improved bus stops, targeted traffic changes, bicycle facilities and new walking connections which will include safety, reliability and travel times.

Discussion

Council Officers are in the process of reviewing the material provided as part of the Public Display in order to provide a comprehensive submission to the Department of State Growth on behalf of Council.

Council's submission will include feedback on the design approach and how these outcomes apply to the City of Hobart's transport, CBD and sustainability goals (i.e. pedestrian and bike safety and connection, resident amenity, business trading conditions, smart city infrastructure, and carbon intensity and growth goals).

The Council's submission will specifically include the following components:

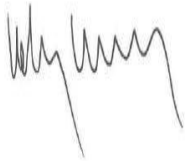
- Davey and Macquarie Streets bus lanes and street improvements be fast tracked
 - The original design provided by the State Government had dedicated and marked bus lanes and is more closely aligned with Council's penultimate aspiration
- Public transport be prioritised
 - In order for the address increasing traffic congestion, public transport needs to be prioritised and made more appealing to the community.
 - The proposed 'T3' lane be extended into the centre of the city along both Macquarie and Davey Streets with consideration given to the beautification and upgrade of the streetscape including undergrounding of powerlines
 - This will deliver on the original vision and project scope and demonstrate that public transport is a prioritised option to access the Hobart CBD
- Transport/transit planning
 - This project demonstrates that transport/transit planning needs to have greater integration
 - Other solutions need to be considered, including demand management, workplace travel planning, staggered start times and increased public transport and active transit use

Council officers have also advised the Department of State Growth that it's critical that local residents and business operators are consulted with as soon as possible in order to mitigate any unintended consequences.

RECOMMENDATION

That the Council authorise the Chief Executive Officer to write to the Department of State Growth detailing the Council's submission to the 'Hobart City Deal Southern Projects' Public Display.

As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.



Kelly Grigsby
CHIEF EXECUTIVE OFFICER

Date: 16 September 2021
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