

Cowes Streetscape Master Plan

Community Consultation Feedback



How did the Community Hear About the Draft Cowes Streetscape Master Plan?



Bass Coast Shire Council Social Media Channels

Posts reached **23,193 people**
194 Reactions, 152 Comments,
28 Post Shares



Newspaper Articles

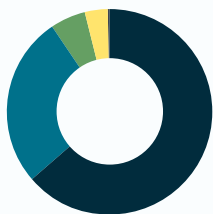
Phillip Island & San Remo Advertiser,
The Sentinel Times, The Mirage and
The Herald Sun



Engage Bass Coast Website

3,584 page views by **2,297 people**
50 page followers
603 Cowes Streetscape Master Plan
documents downloaded
43 Survey Responses and **129 pins** dropped
on concept plans

Traffic to the web page arrived through the following
methods (nb. 'Direct' also includes access via QR code):



Social Media:	1,154 - 63.65%
Direct:	493 - 27.19%
Search Engine:	96 - 5.30%
Websites:	67 - 3.70%
Campaigns:	3 - 0.17%



Direct Email to Stakeholders

7+ emails sent to **57** Key Stakeholders
8 Written Submissions received



Community Notice Board and Key Reference Groups

3 Articles in Local School Newsletters
(Cowes Primary, Newhaven College,
Our Lady Star of the Sea)
10 QR Code Signs in the Cowes
Activity Centre
9 Key Reference Groups Engaged



Community Consultation Sessions

3 Drop-In sessions held at Olive Justice
Place with approximately **100 attendees**.

What Did We Hear?

79%

of survey respondents believe that the aim of the
project was well defined. Of the **172 responses**, the
key themes identified are:

Traffic Flow

- Preference of North bound traffic flow (Thompson Ave North Concept)
- Strong support for one way traffic with the ability to adapt to seasonal demands (closures, peak periods)

Car Parking

- Car parking that is suitable for varying demographic and seasonal demands of Cowes
- Ensure adequate parking is available in key locations i.e. Chemist, Post Office etc.
- Provision of variety of car parking types (i.e. 45-degree parking, loading bays, drop-off/pick-up areas, accessible parking)

Signage and Wayfinding

- Clear wayfinding and signage required for parking, key locations, precinct areas and attractions.
- Digitalized wayfinding and signage

Roundabouts

- Retention of existing roundabouts for traffic flow and congestion

Materiality

- Retention of Golden Cypress Pines
- Ensuring appropriate materiality in design and construction (i.e., flora and fauna, surface treatments, seating, fixtures)



Proposed **bike lanes** in Thompson Avenue South were **widely accepted** supporting increased rider safety. Bicycle infrastructure such as bike storage, E-Charging Stations are identified as essential assets

51%

of survey respondents preferred '**Option 1**' for **Olive Justice Place** while **26%** of respondents identified no preference and acceptance of either Option 1 or Option 2. Public toilets identified as a missing element.

Essential Assets in the Cowes Streetscape Master Plan include:

- | | |
|--|--------------------------------|
| - Public Toilets at Olive Justice Place | - Drinking Fountains |
| - Shelter from Weather Elements | - Lighting and Ambience |
| | - Rubbish Bins |

Key Changes to the Final Cowes Streetscape Master Plan

1

Retain north-bound traffic to flow along Thompson Avenue to The Esplanade

2

Mixture of parking types along Thompson Avenue, between Chapel Street and The Esplanade e.g. 45 degree and parallel parking

3

Retain roundabouts at Chapel Street and Church Street

4

Public Toilets at Olive Justice Place