



**CITY OF  
PARRAMATTA**

# **Better Neighbourhood Program, Bartlett Street Shops & Thomas Wemyss Park**

Engagement Summary Report – Phase One  
October 2020

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# 1. Introduction

City of Parramatta Council (Council) has been investigating potential upgrades to the streetscape and public domain at Bartlett Street Shops and the facilities at Thomas Wemyss Park as part of the Better Neighbourhood Program (BNP). The BNP is a long-running and successful Council program that focuses on the capital upgrades of local centres outside of the Parramatta Central Business District. The BNP commenced in 1999 and delivers improvements to centres with the goal of enhancing safety, vitality and economic prosperity.

Areas are prioritised for upgrade based on a number of factors, including the condition of the centre, its vibrancy, and its connectivity. The community voice also plays an important role and nearly 400 local residents provided feedback to prioritise projects in the 2018/19 and 2019/20 financial years.

As a result of the review process, Bartlett Street Shops and Thomas Wemyss Park has been allocated up to \$400,000 for upgrades to the streetscape, public domain and park to be expended prior to the conclusion of the 2020/21 financial year.

## 1.1. Site Analysis

### Bartlett Street Shops

Situated within Dundas Ward, Bartlett Street Shops is located on the corner of Bartlett Street and Ashcroft Street, Ermington. Positioned directly opposite the shopping strip is Thomas Wemyss Park, with access to the park also via Vignes Street to the south.

Built in 1986, Bartlett Street Shops is characterised by a two-storey brick structure with eight (8) commercial units on the ground floor and eight (8) residential units accessed via external staircases at the back of the structure. The car park at the rear of the property provides parking to business owners and residents who live above the Centre, and is not publicly accessible. At the front of the complex, a balcony spans the length of the building and is built into the first floor roof cavity. The balcony provides shelter from the elements at the ground plane and covered outdoor space for the residential units above.

The project site is located around 280m east of Silverwater Road, 200m west of Kissing Point Road and around 500m north of Victoria Road. One bus route, 523 – West Ryde to Parramatta, services the site and operates Monday through Saturday approximately every half hour in the mornings and afternoons and once every hour during the day.

The locational context of the site is shown in Figure 1 below:

Figure 1 – Locational context



#### LEGEND

- |   |  |  |
|---|--|--|
| ① Bartlett Street Centre                  | ② Playground at Thomas Wemyss Park             | ③ Basketball Court at Thomas Wemyss Park |
| ④ Grassed park area at Thomas Wemyss Park | ⑤ Ermington Possum Patch Early Learning Centre | ⑥ Ermington West Public School           |
| ⑦ 1st Ermington Scout Hall                | □ Thomas Wemyss Park boundary                  |  |

Bartlett Street is long, straight road with a speed limit of 50km/h. It is primarily residential in nature and comprised of a mix of largely low-density dwellings. Running west to east, Bartlett Street is characterised by several three-storey apartment complexes and two-storey townhouses owned by the NSW Land & Housing Corporation. The residential mix along the remainder of Bartlett Street and the surrounding area is typically characterised by low-rise single and two-storey detached dwellings. Where larger parcels have been subdivided or amalgamated for development purposes, contemporary duplexes and townhouses are prominent types of built form experienced.

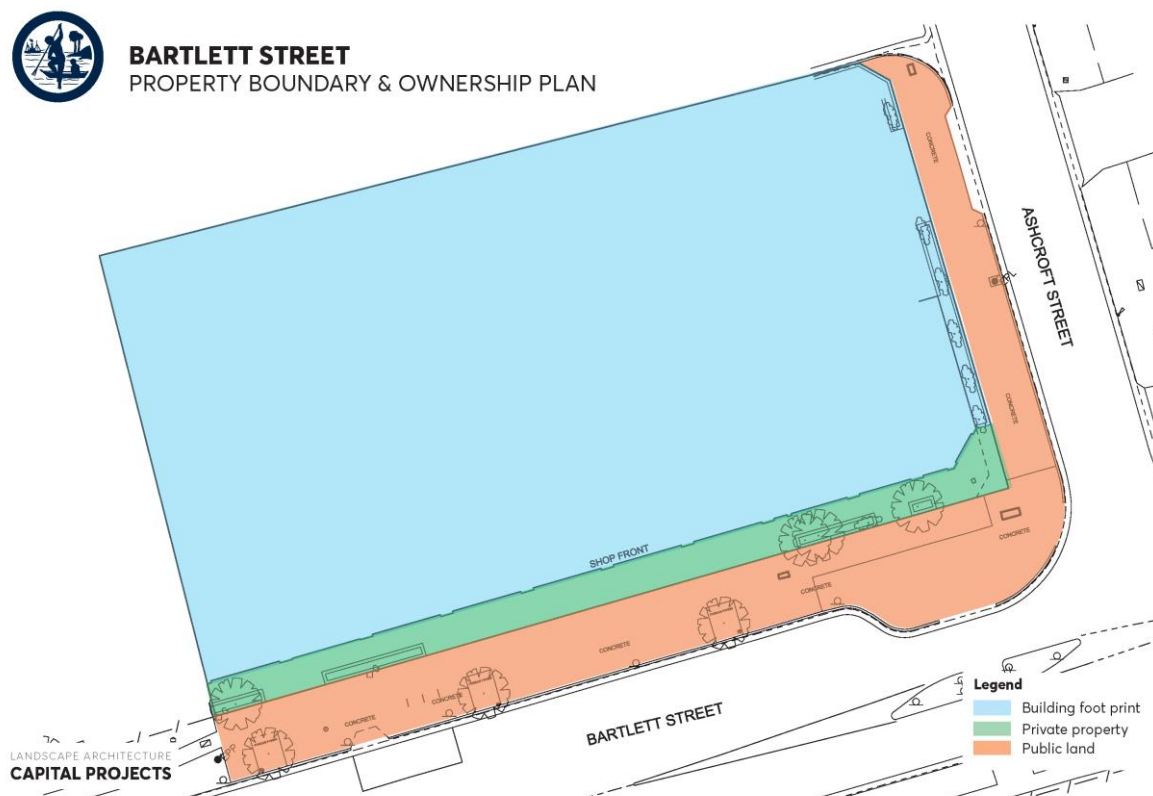
A concentration of community and social infrastructure assets are located near Bartlett Street shops and adjacent to Thomas Wemyss Park. These include Ermington Possum Patch Early Learning Centre, 1<sup>st</sup> Ermington Scout Hall and Ermington West Public School and are identified in Figure 1 above.

Seven retailers operate out of the Bartlett Street Shops, including:

- *Sweet Bloom Cakes* - Cake shop
- *Whimsical Hair* – Hairdresser
- *Ermington Dental* – Dentist
- *Golden Pig & Co* – Wholesale Asian food supplier
- *Ray White* – Real estate agency
- *Charlie's Takeaway* – Takeaway food
- *Fei Feng Foods* – Takeaway food and food processing

There is currently one shop vacancy within the complex and the site is zoned B1 Neighbourhood Centre, with a permissible building height of 12 metres. The shops themselves are under one title, legally referred to as Lot 10 DP 31845, with the registered address of 39 Bartlett Street, Ermington NSW 2115. Council's land is restricted to the area outside of Bartlett Street Shops as indicated in Figure 2 below. The area of public land is around 458m<sup>2</sup>.

Figure 2 – Bartlett Street Shops property boundary and ownership plan



An upgrade to the public land at Bartlett Street Shops and Thomas Wemyss Park was last undertaken by Council in 2017. This upgrade, funded by the Dundas Ward Councillors Urgent Ward Works fund, included a dedicated mobility parking space and ramp and the provision of a pedestrian refuge island and kerb extension. The kerb extension reduced the corner radii at the intersection of Bartlett Street and Ashcroft Street, in turn minimising the distance from Bartlett Street shops to Thomas Wemyss Park and making for a safer pedestrian crossing environment.

Prior to this, Council completed a minor upgrade of \$50,000 at the Centre over the 2014/15 and 2015/16 financial years. As part of this minor upgrade, the Centre received improvements in the form of new street trees and bins as well as new concrete pavement in parts of the public domain.

At present, the public domain of Bartlett Street Shops provides the following amenities:

- 1 x public bin; and
- 3 x bike racks.

## Thomas Wemyss Park

Thomas Wemyss Park is located at 12 Bartlett Street, Ermington and is zoned RE1 – Public Recreation. The park also enjoys a prominent street frontage of 160.9m along Bartlett Street and has a total area of 27,889m<sup>2</sup> or around 2.8 hectares. Additional entry to the park is located on Vignes Street, via a pedestrian footpath situated between 7 Vignes Street and Ermington West Public School.

Within Council's *Community Infrastructure Strategy 2019* (CIS), Thomas Wemyss Park was classified as a local play space. Local play spaces are defined by a close proximity to local residents and typically serve a catchment of around 500m, or a 5-10minute walk from people's homes. Local play spaces also have a range of facilities, often targeted towards 0-12 year olds. An audit of Thomas Wemyss Park for the CIS found it to comprise facilities that cater to both pre-schoolers (0-5 year olds) and juniors (6-12 year olds). The existing play equipment was also determined to feature skill based and sensory elements.

The park enjoys a varied topography with noticeable rises and falls in the landscape. From Bartlett Street, the landscape falls slightly before plateauing where physical built elements – the basketball court and playground, have been embedded. A long footpath follows the slope of the site and descends until reaching Ermington West Public School. From here, the topography levels and remains relatively flat until reaching Vignes Street. The park features noticeable canopy cover, with mature canopy cover concentrated in the south-western extent of the park and parallel with Bartlett Street.

At present, Thomas Wemyss Park provides the following amenities:

- 1 x neighbourhood playground
- 1 x basketball court
- 1 x post box (operated by Australia Post)
- 1 x sheltered public seat
- 2 x public bins
- 2 x picnic tables with bench seats; and
- 5 x public seats.

Captured on the following pages are images of Bartlett Street Shops and Thomas Wemyss Park. Photos included are from site visits over July and August 2020 and depict the current condition of the facilities and amenities within the project site.



Figure 3 Looking west towards Bartlett Street Shops



Figure 6 Vacant shopfront



Figure 4 City of Parramatta street signs



Figure 5 Existing public domain

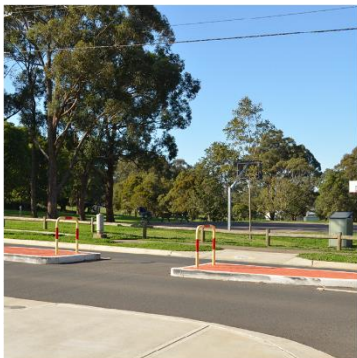


Figure 7 Pedestrian refuge island



Figure 8 Looking northwest towards tenanted shopfronts at Bartlett Street Shops



Figure 9 Looking northeast along the public domain at Bartlett Street Shops



Figure 10 Bus servicing route 523



Figure 11 Basketball hoop



Figure 12 Public seats sheltered by mature trees adjacent to footpath



Figure 13 Park signage



Figure 14 Sheltered public seat



Figure 15 Fenced play equipment at Thomas Wemyss Park

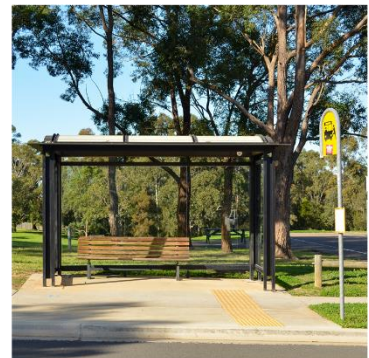


Figure 16 Bus stop along Bartlett Street

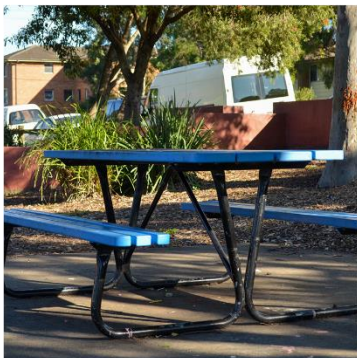


Figure 17 Picnic table with bench seats



Figure 18 Looking northwest along footpath towards Bartlett Street Shops



## Crime statistics

The NSW Department of Communities and Justice regularly publish crime trends for all of NSW. To help inform the site analysis for this project, crime data was reviewed to better understand whether incidents had, or were more likely to occur in areas consistent with the project site – such as publicly accessibly open green space and recreation places, footpaths and streets.

A high-level overview of crime data from the last two years for Ermington is listed below. Figures represent a two year period from July 2018 to June 2020. The data captures incidents that have occurred, and includes:

- 132 incidents of assault
  - » 15.9% of assault incidents (21 counts) occurred on road/street/footpath premises.
- 3 incidents involving robbery
  - » 33% of incidents involving robbery (1 count) occurred on road/street/footpath premises.
- 501 incidents of theft
  - » 16.4% of theft incidents (82 counts) occurred on road/street/footpath premises.
  - » 1.2% of theft incidents (6 counts) occurred on park/bushland/garden premises.
- 116 incidents of malicious damage to property
  - » 29.5% of incidents involving malicious damage to property (33 counts) occurred on road/street/footpath premises.
  - » 2.6% of incidents involving malicious damage to property (3 counts) occurred on park/bushland/garden premises.
- 21 incidents of disorderly conduct
  - » 14.3% of disorderly conduct incidents (3 counts) occurred on road/street/footpath premises.
- 80 incidents of drug offences
  - » 60% of drug offences (48 counts) occurred on road/street/footpath premises.
  - » 1.25% of drug offences (1 count) occurred on park/bushland/garden premises.
  - » 2.5% of drug offences (2 counts) occurred on other outdoor/public place premises.

It's important to highlight that the data suggests that in Ermington offences rarely occur within parks, bushland or gardens. Fewer offences occur on recreation premises or other outdoor/public places. Where offences were recorded for Ermington, these are most likely to happen on roads, streets or footpaths. All offences recorded in Ermington were lower than the NSW average.

## 1.2. Opportunities and constraints analysis

From the perspective of Council, the project site offers several opportunities for potential investment. Opportunities to increase the function and use of existing facilities, and for the provision of new amenities are greater at Thomas Wemyss Park than within Bartlett Street Shops. This is largely due to the centre being under private ownership.

A series of site visits has enabled Council to reflect on the condition of existing assets and help inform the potential scope of works for the BNP upgrade at Bartlett Street Shops and Thomas Wemyss Park. These observations include:

### Bartlett Street Shops

- Paving at Bartlett Street Shops is inconsistent, with varied surface finishes and use of materials throughout the centre. Pebblecrete delineates private land that extends beyond the building footprint from the public domain. Public land is comprised of concrete slabs with a broomed finish providing a light texture to the finished surface. It is clear the concrete slabs have been intermittently repaired and/or replaced over time, evidenced by concrete slabs' varied colouring.
- There is limited canopy cover at Bartlett Street Shops. The shopping strip features only 3 (three) street trees. These offer little protection from the elements and leave the public domain at the intersection of Bartlett Street and Ashcroft Street largely exposed and underutilised.
- There is no street furniture within the public domain at Bartlett Street Shops. Consequently, there is no opportunity for patrons to pause, rest or congregate within the centre.

- There is limited provision of outdoor dining despite a largely underutilised and level public domain. Patrons wishing to eat at the centre rely on privately owned furniture set up within the private property boundary and under the awning of 39 Bartlett Street.
- Raised planters exhibit signs of poor and/or irregular maintenance and further enclose and separate private land from the public domain. This creates a disjointed pedestrian experience and limits the opportunity for a larger outdoor dining area within the centre.
- Bartlett Street Shops may benefit from additional signage and/or wayfinding measures to increase patronage and awareness of the available retail beyond the surrounding suburbs.
- The creation of more active street frontages and a vibrant building façade at Bartlett Street Shops may enhance public security and passive surveillance while improving the amenity to the public domain by encouraging pedestrian activity within the Centre.

### **Thomas Wemyss Park**

- The softfall at Thomas Wemyss Playground is in need of urgent repair. As a result, the playground remains fenced to mitigate any injuries that might have occurred from slipping or falling over while using the playground equipment.
- Park furniture within Thomas Wemyss Park is varied and few assets are sheltered from the elements.
- Thomas Wemyss Park has limited function at night due to the lack of after-hours lighting. The only lighting provided after hours at Thomas Wemyss Park is the spill light and back light from the streetlights along Bartlett Street.
- The timber backboards at both basketball towers have gradually deteriorated due to exposure to the elements. There is noticeable chipping to the backboards and the ripped polypropylene nets are no longer fit-for-purpose.
- Thomas Wemyss Park may benefit from new and/or additional signage and wayfinding measures to increase patronage.
- There is an opportunity to improve the entrance to Thomas Wemyss Park and create a more cohesive interface between the park and shopping strip. An activated street front may also enhance public security and passive surveillance while improving access to existing and new amenities within the Park.

It is important to note that Council is unable to invest public funding in a way that will increase the value of a private asset without a clear demonstrated public benefit, or partnership agreement with the landowner.

Notwithstanding, Council has an established Retail Frontage Improvement Program (RFIP) which has been running on Church Street in the Parramatta CBD. The program seeks to bring new life to architectural assets and streetscapes by financially incentivising commercial property owners and tenants within the City of Parramatta Local Government Area (LGA). Successful applicants are offered a grant of up to 30% of the total costs of upgrade works, to the maximum dollar value of \$20,000. The building owners of Bartlett Street Shops may wish to apply to this program to improve the condition of the retail shopfronts of their building and assist in enhancing the vibrancy and presentation of the Centre for the enjoyment of all.

## 2. Engagement Methodology & Objectives

City of Parramatta utilises the International Association for Public Participation (IAP2)'s *Participation Spectrum* when establishing the community consultation components required in each capital works project to understand in detail the diverse perspectives and perceived needs of our customers, residents and visitors alike. In turn, this helps shape the scope of works to be included in the design and delivery of a project helps ensure the long-term use, enjoyment and care of new assets by the community.

When developing the engagement program for the proposed upgrade at Bartlett Street Shops and Thomas Wemyss Park, the levels of participation required for Phase One were 'Inform' and 'Consult'. The table below outlines the objectives of Phase One community consultation for each engagement level.

Engagement Level	Objectives
<b>Inform</b>	Communicate that City of Parramatta Council is considering investing in an upgrade to Bartlett Street Shops and/or Thomas Wemyss Park, and is seeking input from the community.
<b>Consult</b>	Understand whether the business owners, property owners, local residents and users of Bartlett Street Shops and Thomas Wemyss Park are supportive of an upgrade, determine what upgrades they wish to see, and preferences for funding prioritisation.

Council's Place Services team is in the process of undertaking consultation over two phases:

- **Phase One** – From August 2020: Determine the types of upgrades desired by the community, where to prioritise allocation of available funding and determine key stakeholders; and
- **Phase Two** – From November 2020 (indicative): Seek community and stakeholder feedback regarding concept design developed from Phase One outcomes.

This Report summarises the findings of Phase One consultation.

Phase One consultation included the following actions:

- Conversations with each of the retailers and property owners;
- Online survey, live from 16 August 2020 – 16 September 2020;
- Promotion of the online survey, including:
  - 'Have your say' posters erected within Thomas Wemyss Park and along Bartlett Street with QR code directly linking users to the project page and survey
  - Targeted social media marketing across Facebook and Instagram, and
  - Promotion on Council's 'Participate Parramatta' engagement platform.

In light of the COVID-19 pandemic, it was advised Council forgo all proposed and planned on-site consultation. This guidance, issued in response to the measures taken by the NSW Government at the time, included the public health order that continues to restrict the gathering of more than 20 people from different households together in a public place. As a result, additional focus was directed towards online engagement to ensure customers and community members were not only aware of the proposed upgrade being undertaken, but also provided with ample time to offer feedback on the project.

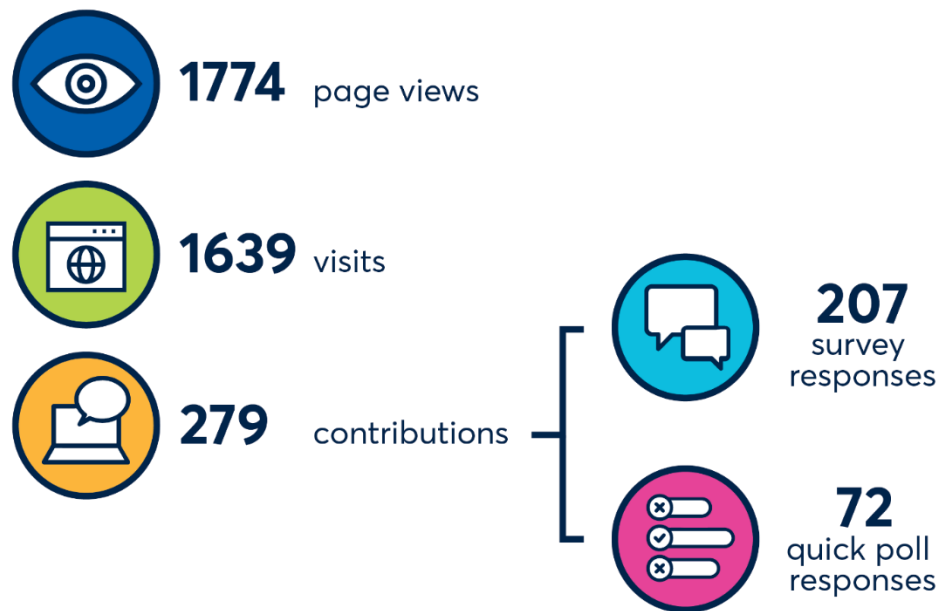
Figure 19 – One of the 'Have your say' posters positioned within Thomas Wemyss Park, Ermington



# 3. Summary of Engagement Feedback

The Bartlett Street Shops and Thomas Wemyss Park project page, quick poll and online survey launched for public consultation on 16 August 2020 with Phase One community consultation closing after four weeks on 16 September 2020. During this time, a significant number of contributions helped shape the direction of the project with 37% of viewers spending more than one active minute<sup>1</sup> on the project page and 29.8% of participants performing at least two (2) actions<sup>2</sup>. An overview of Phase One participation is illustrated in Figure 20 below:

Figure 20 – Infographic depicting Phase One participation summary for the proposed upgrade at Bartlett Street Shops and Thomas Wemyss Park



Two engagement tools, a 'quick poll', and longer survey component were utilised within the project page to capture comprehensive community feedback on the proposed upgrade, with key results and insights shared below.

### 3.1. Survey participant demographics

Council's survey comprised 13 questions, with 99% of participants residing in the City of Parramatta LGA. An overwhelming majority (74.63%) of participants shared that they live in 2115 – Ermington, followed by 2117 – including the suburbs of Dundas, Dundas Valley, Oatlands and Telopea, which was responsible for 17.56% of survey submissions. Participants residing in 2116 – Rydalmere accounted for the third highest number of participants representing 3.9% of the responses.

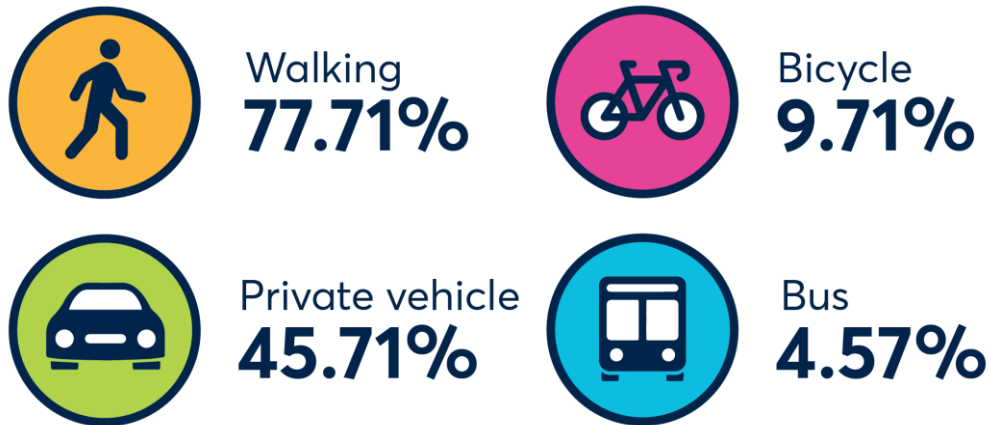
<sup>1</sup> The amount of active time users spend on a project helps determine the attention or interest users have with a project. It is measured by the number of visits where 1 or more active minutes (e.g. moving the mouse, scrolling the mouse, etc.) was spent on the project (Qualified Visit) as a percentage of Total Visits.

<sup>2</sup> The number of actions performed helps determine the level of interaction users have with a project. It is measured by the number of visits where two or more clickable actions (e.g. downloading a file, clicking a button, expanding content, etc.) were performed on the project (Qualified Visits) as a percentage of Total Visits.

### 3.2. Access and egress

When asked, “How do you travel to and from Thomas Wemyss Park and/or Bartlett Street Shops?” participants responded in the following manner:

Figure 21 Methods of transport to and from Thomas Wemyss Park and/or Bartlett Street Shops

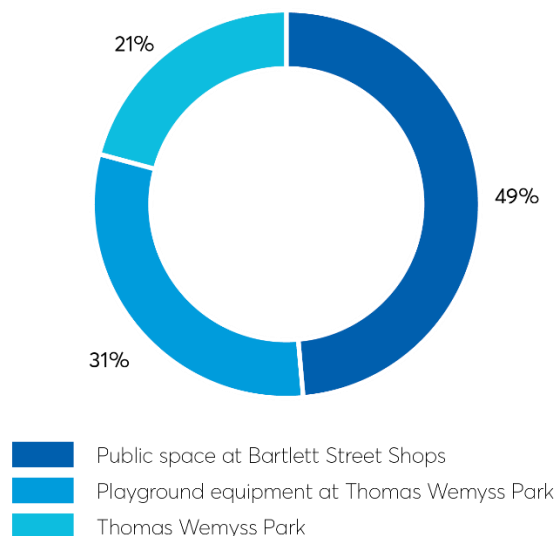


It is evident that maintaining and improving active transport infrastructure in the adjacent residential areas is vital given the large portion of participants who walk as a means of accessing the project site. Additionally, almost half of survey participants travel to and from the centre and park via private vehicle and the availability of parking is a common concern that business owners have raised with Council as part of this consultation process. Fewer participants arrive by bicycle (9.71%) and less than 5% of participants utilise public transport when visiting the centre. This is unsurprising given the overwhelming number of survey participants who live in Ermington, where access to the centre via public transport is perhaps less convenient than other forms of transport given the low frequency of bus services.

### 3.3. Funding allocation

Quick Poll participants were asked, “How should project funds be spent as part of Councils Better Neighbourhood Program (BNP) upgrade at Bartlett Street, Ermington?” 72 respondents shared their opinion, identifying the public space at Bartlett Street Shops as the site where the majority of respondents would like to see project funds spent. A detailed breakdown of responses is illustrated in Figure 22 below:

Figure 22 – Quick poll results



Where Quick Poll participants were limited to selecting only their most preferred site for funding, the survey provided the opportunity for respondents to also rank where project funds be spent, from most to least preferred. The public space at Bartlett Street Shops again emerged as the most desired site for upgrades to occur with 50.25% of survey participants ranking it as their first preference. All preference data is illustrated below and depicts that upgrades to the Playground Equipment at Thomas Wemyss Park is considered to be the next most preferred area for project funds to be spent followed by upgrades within the remainder of Thomas Wemyss Park.

	1 Most preferred	2	3 Least preferred	Count	Score	Average Rank
<b>Public space at Bartlett Street Shops</b>	50.25% 101	28.86% 58	20.90% 42	201	2.23	1.71
<b>Thomas Wemyss Park</b>	17.10% 33	39.90% 77	43.01% 83	193	1.62	2.26
<b>Playground equipment at Thomas Wemyss Park</b>	37.24% 73	30.61% 60	32.14% 63	196	1.94	1.95

### 3.4. Frequency of visitation

Within the survey, participants were asked, “Do you visit/use Thomas Wemyss Park and/or Bartlett Street Shops?” which prompted additional selections on the frequency of use of amenities within the project site. A vast majority of respondents (85.45%) visit and/or use the facilities within the project area and do so on the following occasions:

Figure 23 - Frequency of playground use

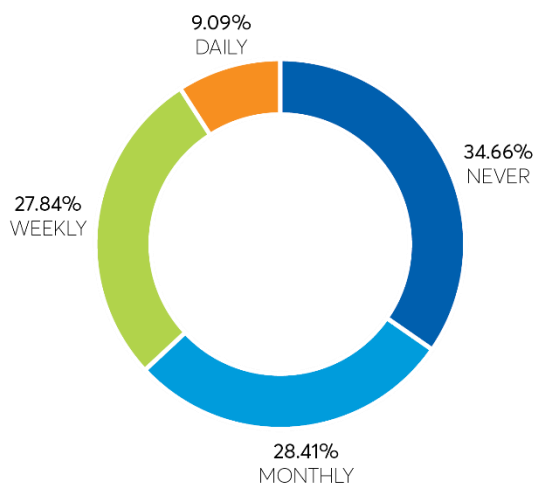


Figure 24 - Frequency of basketball court use

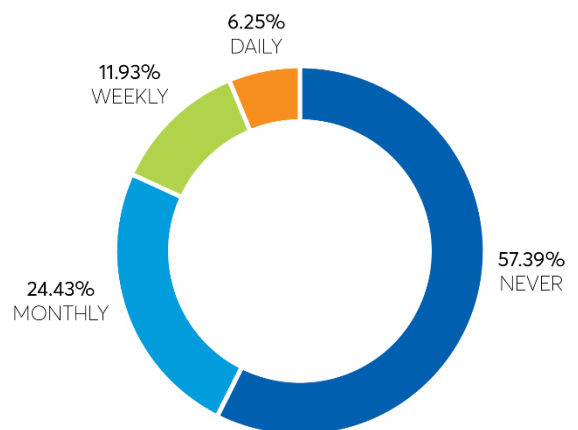


Figure 25 - Frequency of grassed park area use

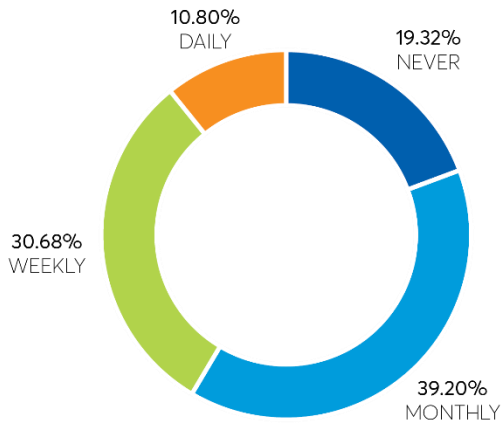
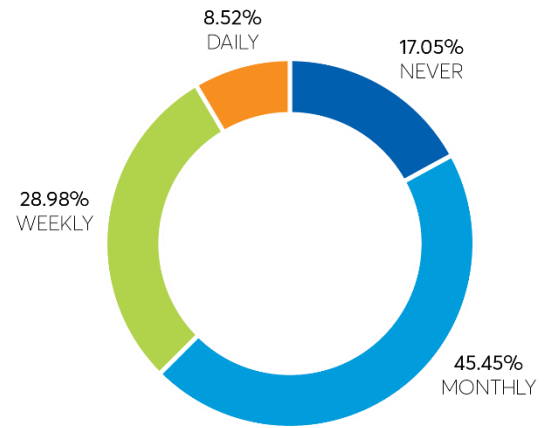


Figure 26 - Frequency of local shops use



This question found:

- The grassed park area of Thomas Wemyss Park is the most frequented site within the project area, with 10.80% of respondents using it daily and a further 30.68% of respondents using it on a weekly basis.
- The playground at Thomas Wemyss Park experienced the second highest number of daily users with 9.09% of participants, illustrating that it is also a prominent attraction within the project area.
- The basketball court is the facility with the fewest regular users with only 6.25% of participants identifying that they use the court on a daily basis. Of all respondents, 57.39% have never used the Basketball Court.
- Bartlett Street Shops had the highest number of overall users, with 82.95% of participants sharing that they visit the local shops on either a daily, weekly or a monthly basis.

### 3.5. Sentiment analysis

Understanding the attitudes of key user groups, including customers, residents and visitors towards Bartlett Street Shops and Thomas Wemyss Park was considered paramount as part of Phase One. Capturing the sentiments of stakeholders will help Council understand what motivates users to visit and utilise the amenities within the project site, or conversely, what aspects discourage users from visiting at all or visiting more frequently than at present. What sort of improvements stakeholders would like to see, or perceive to be worthwhile upgrades were also captured within the survey to assist Council in our efforts to enhance the experience of users through increased functionality, vibrancy and amenity.

To achieve this, the following questions were included within the survey:

- *What do you like about Thomas Wemyss Park and/or Bartlett Street Shops?*
- *What stops you from visiting or spending more time at Thomas Wemyss Park and/or Bartlett Street Shops?*
- *What three (3) words would you use to describe Bartlett Street Shops now?*
- *What three (3) words would you like to use to describe Bartlett Street Shops in the future?*
- *What three (3) words would you use to describe Thomas Wemyss Park (including the playground) now?*
- *What three (3) words would you like to use to describe Thomas Wemyss Park (including the playground) in the future? and*
- *What inclusions would make the upgrade worthwhile and better support the functionality and use of Thomas Wemyss Park and Bartlett Street Shops by the local community and visitors?*



Synthesised findings from the above questions are provided below:

### Place attractors

It is important to identify what features are liked by the community and the project area's unique point of difference to understand what continues to attract people to the area. In discovering what is enjoyed most, Council can explore whether it is worth enhancing existing amenities that are highly favoured, or to invest in new amenities or features that are in need of upgrading, to offer more diverse experiences and amenities.

When asked to identify what aspects they liked about Thomas Wemyss Park and/or Bartlett Street Shops:

- 78.74% of respondents identified the shade trees and open green space
- 65.70% of respondents identified the local shops
- 57.97% of respondents identified the neighbourhood playground, and
- 47.83% of respondents identified the basketball court.

### Place detractors

Within the survey, respondents were also asked to reflect on what stops them from visiting or spending more time at Thomas Wemyss Park and/or Bartlett Street Shops. The attributes most frequently selected encompassed the current condition of assets and the perceptions of place, as seen in the list of the top five attributes that discourage visitation, below:

- Sense of safety (61.46%)
- Condition of facilities, i.e. basketball court, playground etc. (53.66%)
- Variety of shopping options (50.73%)
- Condition of public space, i.e. street furniture, footpaths, street planting, bins etc. (45.85%)
- Limited night time activation (27.80%)

### Current and future identity

Respondents were asked to describe Bartlett Street Shops and Thomas Wemyss Park in three unprompted words for each asset. This question gives a good indication of whether the local shopping strip and park are currently viewed positively or negatively. Of the 175 responses collected for each asset, the responses for the current condition of Bartlett Street Shops and Thomas Wemyss Park were overwhelming negative.

The most commonly occurring words (with a frequency of five or more) are captured in the tables below:

#### Bartlett Street Shops (now)

Negative	Positive
<ul style="list-style-type: none"> <li>• Old (52)</li> <li>• Boring (27)</li> <li>• Outdated/dated (27)</li> <li>• Limited (22)</li> <li>• Unsafe (19)</li> <li>• Tired (18)</li> <li>• Rundown (13)</li> <li>• Uninviting (12)</li> <li>• Outdated (9)</li> <li>• Dirty (8)</li> <li>• Lacking/lacks variety (7)</li> <li>• Dull (6)</li> <li>• Ugly (5)</li> </ul>	<ul style="list-style-type: none"> <li>• Small (9)</li> <li>• Convenient/convenience (8)</li> <li>• Local (6)</li> </ul>

### Thomas Wemyss Park (now)

<b>Negative</b>	<b>Positive</b>
<ul style="list-style-type: none"><li>• Unsafe (43)</li><li>• Old (26)</li><li>• Dirty (24)</li><li>• Boring (9)</li><li>• Rundown (7)</li><li>• Closed (6)</li><li>• Dangerous (6)</li><li>• Tired (5)</li></ul>	<ul style="list-style-type: none"><li>• Green (19)</li><li>• Open (15)</li><li>• Fun (5)</li></ul>

Respondents were then asked to list three unprompted words that they would like to use to describe Bartlett Street Shops and Thomas Wemyss Park in the future after a potential upgrade. This question sets the brief for the style of upgrades that should take place. The most commonly occurring words (with a frequency of five or more) include:

### Bartlett Street Shops (future)

- Safe (45)
- Clean (29)
- Vibrant (27)
- Varied/variety (26)
- Modern (21)
- Welcoming (18)
- Inviting (18)
- New (17)
- Convenient (14)
- Fresh/refreshed (14)
- Community (12)
- Family/family-friendly/family-oriented (11)
- Bright (10)
- Attractive/appealing/beautiful (9)
- Fun (7)
- Exciting (6)
- Local (6)
- Lively (6)

### Thomas Wemyss Park (future)

- Safe (72)
- Clean (33)
- Fun (32)
- Friendly/Family-friendly (23)
- Exciting (12)
- Modern (12)
- New (12)
- Inviting (10)
- Variety (9)
- Green (8)
- Play/playful (8)
- Shade/shady (7)
- Community (6)
- Vibrant (6)
- Inclusive (5)
- Welcoming (5)

These responses demonstrate a desire to retain the convenient nature of **Bartlett Street Shops** and see it modernised in a manner that is more welcoming and inviting for customers, especially those with families. The public domain needs to have the necessary infrastructure to encourage further patronage so that it can become lively, with safety and cleanliness at the centre of design decisions. The integration of things to do to promote intrigue and a sense of fun for the community are also being looked-for as part of the upgrade.

At **Thomas Wemyss Park**, respondents enjoy the green and open park with facilities that enable users to have fun. There is concern that the park is unsafe with facilities that are ageing and tired in appearance. In particular, the playground is seen as a hazard, and is closed from community use. Upgrades at Thomas Wemyss Park should encourage cleanliness and be inviting, inclusive and accessible for users of all ages and abilities. The park should become a vibrant and welcoming place for the community, especially families who can enjoy modern amenities and escape from the elements and/or gather under nearby shelter.

### Desirable inclusions

Respondents were provided the option to select three inclusions from a predetermined list of components to help Council identify which inclusions were most sought after by the community. Specifically, respondents were asked to consider what inclusions would make the upgrade worthwhile and better support the functionality and use of Thomas Wemyss Park and Bartlett Street Shops by the local community and visitors. Results from this question are listed in the table below:

Most desired inclusions	Least desired inclusions
<ol style="list-style-type: none"> <li>1. New play equipment (53.62%)</li> <li>2. Lighting (43.00%)</li> <li>3. Shade structure(s) (29.46%)</li> <li>4. Park furniture (27.54%)</li> <li>5. BBQ (25.6%)</li> <li>6. Exercise equipment (23.19%)</li> <li>Landscaping (23.19%)</li> </ol>	<ol style="list-style-type: none"> <li>8. Water bubbler/drinking fountain (12.56%)</li> <li>Street trees (12.56%)</li> <li>10. Hardscaping, such as new pavement and/or public domain surfacing (11.59%)</li> <li>11. New waste disposal bins (7.25%)</li> <li>Street furniture (7.25%)</li> <li>13. Traffic and/or speed reduction features (4.35%)</li> </ol>

# 4. Concept Plan Recommendations

Following the community engagement process, the following action plan has been developed and is proposed to be progressed into a concept plan. Progression of each of the action plan ideas is subject to further stakeholder consultation and public comment.

Each of these items are not yet costed. Council will attempt to deliver as many project ideas as possible within the allocated budget of \$400,000. This will require additional consultation with various internal teams within Council to determine what is feasible. This action plan therefore represents the current investigations to be undertaken by the project team and provide the opportunity for additional stakeholder feedback on the plans before they are further progressed.

## 4.1. Improve the condition of facilities within Thomas Wemyss Park

The condition of facilities emerged as a prominent place detractor for respondents and is considered by Council to be a key issue. As such, Council proposes the replacement of the existing play equipment with a new neighbourhood playground within Thomas Wemyss Park. The project team is to engage further with the community to determine the detailed play spaces to be offered and provide components that stimulate and encourage use across a number of key age demographics.

In addition, Council is to explore the provision of new basketball backboards and towers as well as resurfacing of the basketball court to protect and extend the useful life of the concrete slab and attract visitors to use this facility more regularly.

## 4.2. Develop a lighting scheme for Thomas Wemyss Park

Lighting has emerged as a highly desired inclusion for this project. The spatial arrangement of the lighting scheme for the park should improve user safety and comfort, and facilitate safe access between Bartlett Street and Vignes Street. The lighting scheme should also facilitate nighttime use of facilities. As such, the project team is to explore the use of appropriately spaced pedestrian and pathway lighting within the park and floodlighting for facilities including the basketball court and playground. The feasibility of solar-powered lighting solutions should also be explored.

## 4.3. Encourage or enter into an agreement with the landowner to provide a consistent paving treatment throughout the public domain at Bartlett Street Shops

Despite hardscaping, such as new pavement and/or public domain surfacing not ranking as favourably as other inclusions, it remains the most sought after inclusion at Bartlett Street Shops. Survey findings illustrate an upgrade to the public space at Bartlett Street Shops as the preferred location for project funds to be spent. As such, Council proposes to make representations to the landowner to reach a solution that would see a consistent and high-quality paving treatment across the public domain, including both publicly and privately owned areas.

Under Section 67 of the *Local Government Act 1993*, a council may, by agreement with the owner or occupier of any private land, carry out on the land any kind of work that may be lawfully carried out on the land. However, a council must not carry out work unless it proposes to charge an approved fee for carrying out the work as determined by the council, or, if it proposes to charge an amount less than the approved fee, by resolution of the council at an open meeting before the work is carried out.

Given the above, Council is bounded by legislation to charge for these works. If this is not pursued by the landowner, Council may investigate the opportunity to charge a fee less than the approved fee by resolution of the Council.

#### **4.4. Provide opportunities for respite and shelter from the elements**

Reinstating a shade structure at Thomas Wemyss Park rated highly among respondents. The positioning of shade structure(s) with picnic furniture adjacent to key facilities and away from existing canopy cover will provide community members and visitors with shelter from the elements as well as an area for congregation or gathering and respite. Proposed locations for shade structure(s) include north or west of the basketball court and east or south of the playground, as these are the areas experiencing the highest sun exposure.

#### **4.5. Street trees and landscaping at Bartlett Street Shops**

Council endeavours to increase the tree canopy coverage throughout the LGA on any project which it works on. The public domain along Bartlett Street would benefit from additional street trees and landscaping, especially at the intersection of Bartlett Street and Ashcroft Street where the public domain is largely exposed and underutilised.

#### **4.6. Encourage participation in the Retail Frontage Improvement Program**

As evidenced in the sentiment analysis, there is a significant desire for retail shopfront improvements that promote a more contemporary and welcoming image of the local centre to help create an inviting experience for customers. As identified in Section 1.2, Council has established the Retail Frontage Improvement Program (RFIP) which has been running on Church Street in the Parramatta CBD. The Program offers successful applicants a grant of up to 30% of the total costs of upgrade works, to the maximum dollar value of \$20,000.

This percentage of funding from Council is considered per application. This means that if the property owners were to submit one application on behalf of all business operating at 39 Bartlett Street, a maximum of 30% of the total costs of upgrade works to a maximum dollar value of \$20,000 would apply. If each individual tenancy submitted an application, this threshold would apply per tenancy. The remaining funding can come from the property owner, or alternatively, it can come from the tenant or lessee with signed permission from the property owner. Improvements to signage will be investigated under this item. The funding for the RFIP is additional to the funding allocated in the BNP.

# 5. Next Steps

The next steps for this project are as follows:

- Share findings of Phase One consultation with stakeholders, including engagement participants, business owners and the broader public via the Participate Parramatta platform.
- Develop Concept Plan with Council's Landscape Architecture team and seek agreement on action plan moving forward.
- Exhibit Concept Plan as part of Phase Two Community Consultation and seek community feedback and endorsement for proposed works.
- Review feedback on Concept Plan, amend design and share engagement findings from Phase Two with the community via Council's Participate Parramatta platform.
- Develop detailed design documentation for the upgrade at Bartlett Street Shops and Thomas Wemyss Park. Determine accurate costings and ability to deliver the project within budget.
- Council to undertake procurement for the proposed upgrade.
- Construction and completion of works prior to June 2021.