



**Re: DUNSBOROUGH – YOUR SAY FORUM & POP-UP
WORKSHOPS 2018**

**Engagement Outcomes Report to Inform the Dunsborough
Activity Centre Plan**

December 2019



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APPENDIX 1 – Discussion Forum & Workshop Responses

1 INTRODUCTION

During 2018, the City undertook a community consultation program to identify a preferred vision for the future of the Dunsborough Town Centre. The City's aim is to understand the issues and aspirations that reflect the general consensus of the community.

The City's *Your Say* discussion forum was viewed by 1,200 registered participants, and pop-up workshop attended by over 130 people. The full results of this consultation program are available in Appendix 1.

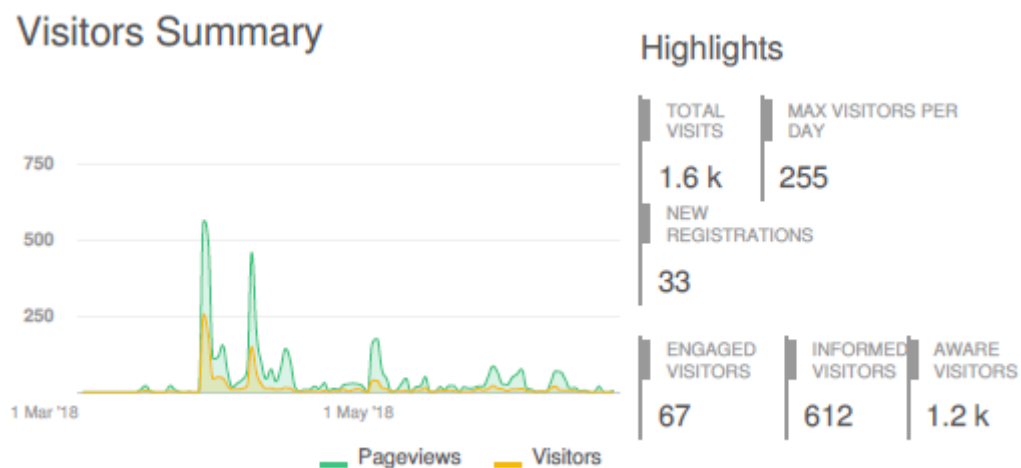
A diverse range of surveys, discussion posts and other tools were used in order to provide a range of ways that people could express their views. Each of these had a different number of responses, collectively meeting the City's desire to gain a qualitative understanding of the themes that were important. These results should not be considered individually as a valid test of the specific ideas contained therein, and responses reflect the opinions of participants rather than the City.

While the consultation program was focussed on a broad vision for the future of Dunsborough, the comments and submissions below have been reviewed as part of preparing an Activity Centre Plan, which will propose a vision for the future of the town centre and provide direction for building design, streetscape improvements and commercial growth.

2 YOUR SAY FORUM OUTCOMES

2.1 Overview

The Your Say Discussion Forum was open for community comment between 26 March 2018 and 18 June 2018. A total of 1,193 participants visited the Forum site during that time. 612 participants became informed through actions such as viewing a video, downloading a document or visiting an FAQ page. 67 participants became engaged by contributing to the forum discussion.



2.2 Your Say Forum – Ideas

This was an open forum for participants to put forward a range of ideas on the future of the Dunsborough Town Centre. Participants were given the option to either vote (in favour) or 'unvote' (against) an idea. Ideas that received nil votes have not been included.

The following ideas emerged from the forum; they are grouped into themes and listed in order of the number of votes received in favour of the idea:

- Create a pedestrian friendly town centre, or a town centre exclusive for pedestrian use, suitable for community events, twilight markets, outdoor dining, and a relaxed atmosphere. Remove the roundabout in the centre of town (near BP) and turn this into a pedestrian-friendly area.
- More green spaces with trees, grasses and natural materials. Play areas for children to enjoy. Capitalise on natural spaces such as Dugalup Brook and the coastline. Widen verges and enable alfresco areas, seating and landscaping. Central roundabout needs to be landscaped.
- Minimise car parking in the town centre and locate all parking outside of town; share parking between developments. Parking should be provided for all development. If a multi-storey carpark is constructed it should be low rise with vertical greenery, with development on the top floor.
- Introduce elegant place-making that includes pedestrianisation, natural landscapes, al fresco dining, busking, and more street art.
- Improve pedestrian/bike connections.
- Partially or fully close Hannay Lane to vehicles; create a cultural precinct. Hide the bins and provide landscaping.
- Remove advertising billboards, A-frame signs, and repetitive signage.
- Investigate the re-routing of Caves Road to allow the CBD to expand, reduce traffic congestion, and provide a safer link between Dunsborough Lakes and the town centre.
- Introduce mixed use with unique and individual shops; street shopping is charming; keep shops open longer.
- More cafes and restaurants along the strip to the foreshore, and on the foreshore. Make the foreshore a focal point of the town centre: create a public interest point. Open the foreshore up with an allocated sports area, better shower and toilet facilities.
- 'No-man's land' opposite Coles should be tidied up. Ideal space for a cultural centre.
- Ensure the town is designed by planners, landscape architects and creatives rather than engineers.
- Build better sporting facilities.

The following ideas received 'unvotes' against the idea:

- Create a pedestrian friendly town centre, or a town centre exclusive for pedestrian use, suitable for community events, twilight markets, outdoor dining, and a relaxed atmosphere.
- Investigate the re-routing of Caves Road to allow the CBD to expand, reduce traffic congestion, and provide a safer link between Dunsborough Lakes and the town centre.

2.3 Your Say Forum – Maps (Elements of Place)

Participants were asked to place comments on a map of the Dunsborough Town Centre that sought to either ‘keep’, ‘change’ or ‘add’ to ‘elements of place’. These comments often relate directly to specific locations, and have been grouped firstly by street, and then for each location.

DUNN BAY ROAD	KEEP	CHANGE	ADD
No. 24 (vacant site)			➤ Evening markets / activated space
No. 25-27(Zinzan Individual Arts)	<ul style="list-style-type: none"> ➤ Great building ➤ Well-designed space that attracts people to the town centre 		
No. 38 (and roadway adjacent)	<ul style="list-style-type: none"> ➤ Great open space for sitting and walking 	<ul style="list-style-type: none"> ➤ Relocate electric car charging bays to a lesser use car parking location 	
No. 42 (IGA shopping complex)		<ul style="list-style-type: none"> ➤ Change skylights on IGA and paint roof ➤ Remove large roundabout adjacent to site; make the town centre a pedestrian friendly zone. ➤ Create large car park 	<ul style="list-style-type: none"> ➤ Carparks on the periphery of the town.
No. 50 (Dunsborough Tavern and car park)		<ul style="list-style-type: none"> ➤ Change glazing on the tower; paint roof – this should be an entry statement ➤ Reconfigure traffic flow to allow walking through town without crossing so many roads. ➤ Block traffic from entering Dunsborough Pl; channel traffic through Seymour Bvd and Dunn Bay Rd. 	<ul style="list-style-type: none"> ➤ Bike paths for easier accessibility to town. ➤ More road crossings ➤ Town entry statement and small park for more desirable town entrance
No. 52 (vacant site)			<ul style="list-style-type: none"> ➤ Parking with access from Caves Road
No. 56 (commercial centre)		<ul style="list-style-type: none"> ➤ Car parking behind buildings 	<ul style="list-style-type: none"> ➤ More appealing street frontages
Lot 170 (open space)	<ul style="list-style-type: none"> ➤ Great family park 		
Roadway between Cyrilleen Way & roundabout		<ul style="list-style-type: none"> ➤ Formalise the pedestrian crossing and remove existing arrangement 	Roadway between Cyrilleen Way & roundabout
Sites adjacent to roadway between roundabout & foreshore	<ul style="list-style-type: none"> ➤ Good roofscapes (Visitor Centre) ➤ Cafés 		<ul style="list-style-type: none"> ➤ Pedestrian shelter ➤ Alfresco dining
NATURALISTE TCE	KEEP	CHANGE	ADD
No. 232 (Telstra Site)		<ul style="list-style-type: none"> ➤ Activate for community purposes ➤ Create a pathway that can be used for shortcut access 	
No. 238 (BP Service Station)		<ul style="list-style-type: none"> ➤ Remove service station 	<ul style="list-style-type: none"> ➤ Town entry statement

		➤ Stop traffic entering roundabout to pedestrianise town centre	
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GEOGRAPHE BAY RD	KEEP	CHANGE	ADD
General foreshore precinct viewable from town centre		➤ Restore vegetation to add shelter	<ul style="list-style-type: none"> ➤ Boardwalk ➤ Finger jetty ➤ Café (with parking) ➤ Childrens' playground ➤ Exercise park ➤ More BBQs

CHIEFTAN CRESCENT	KEEP	CHANGE	ADD
Corner of Seymour Bvd		➤ Close access to Seymour to provide priority for pedestrian and bike access.	

CHESTER WAY	KEEP	CHANGE	ADD
No. 33 (vacant land)		➤ Purchase land for car parking outside of town centre	

CAPE NATURALISTE RD	KEEP	CHANGE	ADD
Lot 9019			➤ Car parking

2.4 Key Themes – Your Say Summary

The following is a summary of the key themes and opinions raised by participants in the Your Say Discussion Forum. These themes and opinions have been grouped into three separate principles of design or key consideration – Urban Form, Activity, Movement - that relate specifically to the Dunsborough Town Centre.

Urban Form:

- Retain existing open spaces and restore/improve spaces such as Dugalup Brook and the foreshore.
- Add more green spaces (including widened verges).
- Add more pedestrian shelters on the eastern end of Dunn Bay Rd.
- Introduce a town entry statement to key sites.
- Improve the street interface by locating car parking behind buildings.
- Remove drive-through land use (BP service station).

Activity:

- Activate the town centre through markets, alfresco dining, busking, street art etc.
- Introduce mixed use into the town centre, including more cafés and alfresco dining linking the town centre to the foreshore.
- Activate the foreshore with boardwalk, jetty, restaurant, playground, bbqs etc.
- Improve or activate vacant sites.

Movement:

- A pedestrian friendly town centre, with pedestrian exclusive areas. Remove the large roundabout at the intersection of Naturaliste Terrace and Dunn Bay Road to facilitate this change.
- Improve pedestrian and bike connections. Formalise pedestrian crossings on Dunn Bay Road.
- Reduce the amount of parking in the town centre and relocate parking to the town periphery.
- Improvements to Hannay Lane through improvements to traffic flow and back of house services.
- Re-rerouting of Caves Road to allow for expansion of the town centre.
- Close car access through Chieftan Crescent.
- Remove advertising billboards, A-frame signs, and repetitive signage.

3 POP-UP WORKSHOP OUTCOMES

3.1 Overview

An interactive pop-up consultation office, located in Hannay Lane, was open for the community between Wednesday the 7th and Sunday the 11th November 2018. Opening hours varied from 8.00am to 8.00pm, including the evening of the popular Hannay Lane Street Party.

The purpose of the workshop was to inform the community about the forthcoming Activity Centre Plan and its role in the future planning of the Dunsborough Town Centre; to discuss feedback from the Your Say forum earlier in the year; and to provide a structured but open opportunity for issues and ideas on 'future Dunsborough' to be raised and discussed.

The workshop was facilitated by Planning Officers from the City, and attended by over 130 people. A range of interactive engagement tools were provided, such as an opportunity to draft direction statements, SWOT comments, aerials for post-it note commentary, a 'big ideas' page, and surveys.

3.2 SWOT Assessment

The following ideas emerged as a perception of strength, weakness, opportunity or threat. It emerged that a perceived strength or opportunity can also be a perceived weakness or threat.

STRENGTH:

- Recent streetscape works:
 - Landscaping
 - Open space upgrades
 - Good traffic flow
 - Good value for rates
- Trees & landscape areas, environmental concerns:
 - Trees and landscaping
 - Dugalup Brook

WEAKNESS:

- Trees & landscape areas, environmental concerns:
 - Need more trees for landscaping and fauna
 - Planting of non-native trees
- Connection to beach, foreshore:
 - Fence at foreshore obscuring view from town
 - Lack of focus on foreshore
 - Disconnection from town centre
 - Bay outlook not optimised
 - Lack of café

<ul style="list-style-type: none"> ➤ Connection to beach, foreshore: <ul style="list-style-type: none"> • Close and linked to beach • Cafés near beach ➤ Boutique, small business oriented: <ul style="list-style-type: none"> • Strong boutique/small businesses • No big corporations 	<ul style="list-style-type: none"> ➤ Boutique, small business oriented: <ul style="list-style-type: none"> • Shopping centres are inconsistent with boutique experience ➤ Petrol stations: <ul style="list-style-type: none"> • Should be removed from town centre ➤ Pedestrian access/cross walks: <ul style="list-style-type: none"> • Traffic flow is poor for pedestrians • Footpath on eastern end of Dunn Bay Rd • Lack of footpath lighting at foreshore • Lack of alfresco dining • Lack of pedestrian crossings, particularly eastern end of Dunn Bay Rd • Confusion where speed humps are mistaken for crosswalks • Disconnection between Dunsborough Lakes and town centre ➤ Car parking: <ul style="list-style-type: none"> • Lack of general parking; should be peripheral • Lack of ACROD parking • Lack of caravan/boat/trailer parking • Poor design of Naturaliste Forum car park • Lack of shade at Coles car park • Dunn Bay Rd strata with car parking at front ➤ Road traffic: <ul style="list-style-type: none"> • Keep left signage required on roundabouts • High volume of peak season traffic ➤ Specific locations: <ul style="list-style-type: none"> • Hannay Lane – poorly kept service area at rear of the bakery • Telstra exchange – condition of the site • Naturaliste Forum – needs an upgrade • Centrepoint – poor street interface ➤ Entry statement: <ul style="list-style-type: none"> • Lack of entry statement ➤ Commercial signage: <ul style="list-style-type: none"> • Unattractive and overcrowded on footpaths
<p>OPPORTUNITY:</p> <ul style="list-style-type: none"> ➤ Trees & landscape areas, environmental concerns: <ul style="list-style-type: none"> • More shade/greenery trees • Improvements to Dugalup Brook area • More trees for wildlife habitat • Green walls and living garden walls 	<p>THREAT:</p> <ul style="list-style-type: none"> ➤ Connection to beach, foreshore: <ul style="list-style-type: none"> • Development of a café or restaurant • Management of rubbish and waste • Overdevelopment, suburban, too much parking

<ul style="list-style-type: none"> • Greening of verges • Introduce planning controls over tree clearing <p>➤ Connection to beach, foreshore:</p> <ul style="list-style-type: none"> • Café, bar, kiosk, food trucks etc on foreshore • Café strip to provide connection to town centre <p>➤ Boutique, small business oriented:</p> <ul style="list-style-type: none"> • No McDonalds <p>➤ Petrol stations:</p> <ul style="list-style-type: none"> • Locate petrol station/s in LIA • Provide public open space instead of petrol station/s in town centre <p>➤ Pedestrian access/cross walks:</p> <ul style="list-style-type: none"> • Pedestrian-friendly streets with fewer cars • Better pedestrian/cycle paths on foreshore • Clearer pedestrian crossings with better signage • Close Dunn Bay Rd to vehicles between roundabouts during peak periods • Decrease or remove parking in Naturaliste Terrace • Pedestrian only town square or piazza (landscaped) • Improve pedestrian connection between Dunsborough Lakes and town centre (Caves Road crossing) <p>➤ Bike / Cycling accessibility:</p> <ul style="list-style-type: none"> • Clear lanes marked for cyclists – better access • More dual use paths • More bike racks/parking in town centre • Shared town bikes (coin operated stations) <p>➤ Car parking:</p> <ul style="list-style-type: none"> • Relocate parking from town centre to periphery • Construct multi-storey car park with roof-top café, bar etc • All new development with sufficient parking • ACROD bays within 500m of retail outlets • Long vehicle/caravan parking on Caves Rd • Car parking landscaped with shade trees <p>➤ Public transport:</p> <ul style="list-style-type: none"> • Holiday bus from Dunsborough to Busselton or Yallingup • CAT style local transport service <p>➤ Hannay Lane:</p>	<p>➤ Boutique, small business oriented:</p> <ul style="list-style-type: none"> • Fast food / drive through outlets • Franchises or big corporates rather than small businesses <p>➤ Petrol stations:</p> <ul style="list-style-type: none"> • Petrol stations in town centre <p>➤ Car parking:</p> <ul style="list-style-type: none"> • Lack of ACROD parking in town centre • Lack of staff parking near to businesses • Too many car parks, too much bitumen • Removal of car parking on Naturaliste Terrace • Removal of convenience car parking in favour of alfresco dining areas • Cash in lieu for car parking contributes to traffic issues <p>➤ Road traffic:</p> <ul style="list-style-type: none"> • Drive through outlets • Too much traffic in town centre • Driver attitudes and speeding • Introduction of traffic lights <p>➤ Specific locations:</p> <ul style="list-style-type: none"> • Naturaliste Forum: no progress with upgrade <p>➤ Development design & activation</p> <ul style="list-style-type: none"> • Architecture should suit beach side locality • Ad hoc development can ruin town centre • High rise development <p>➤ Placemaking & new facilities/services/attractions:</p> <ul style="list-style-type: none"> • Location of markets in town centre leads to congestion • Maintenance of public toilets <p>➤ Growth:</p> <ul style="list-style-type: none"> • Development to provide for peak tourist season • Broadscale development at the cost of the character of the town • Rapid increase in size
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<ul style="list-style-type: none"> • Pave the roadway • Make the road one-way • More public seating and tables • Performance space near Dugalup Brook • Nature playground • Remove all vehicles – pedestrian precinct • Activation through markets <p>➤ Specific locations:</p> <ul style="list-style-type: none"> • Telstra exchange – convert to open space • Naturaliste Forum – façade upgrade <p>➤ Entry statement:</p> <ul style="list-style-type: none"> • Large art installation as a focal point • To reflect Aboriginal heritage • By Anthea Bach (e.g. Brunswick) <p>➤ Commercial signage</p> <ul style="list-style-type: none"> • Uniform, permanent signage on roundabout <p>➤ Development design & activation:</p> <ul style="list-style-type: none"> • Multi-storey mixed use development • 50% permanent stay in short-stay apartments • Creative human scale development • Quality living apartments (not short stay) <p>➤ Miscellaneous:</p> <ul style="list-style-type: none"> • Regulate population and facilities to suit growth 	
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3.3 Vision Statements

Thematic vision statements (left hand column) were developed from responses received to the Your Say discussion forum question “What is your vision for the future of the Dunsborough Town Centre?”, and from statements given by participants in the pop-up workshop. Indications of agreement were provided by pop-up workshop participants.

	Strongly Agree	Somewhat Agree	Don't feel strongly	Somewhat Disagree	Strongly Disagree
Top ranked themes from Your Say discussion forums (collated by City officers):					
Improve pedestrian accessibility	30 88%	4 12%	0 0%	0 0%	0 0%
Create car-free, pedestrian exclusive areas	31 86%	3 8%	1 3%	1 3%	0 0%
More trees/greenery	27 79%	4 12%	0 0%	3 9%	0 0%
More parkland & playgrounds	18 67%	5 19%	3 11%	1 4%	0 0%
Café/restaurant	32	2	2	1	4

on the foreshore	78%	5%	5%	2%	10%
Move parking to the periphery	30 83%	4 11%	1 3%	0 0%	1 3%
Create more alfresco dining	25 83%	3 10%	2 7%	0 0%	0 0%
Improve links to & management of the natural environment	21 75%	5 18%	2 7%	0 0%	0 0%
Improve connection of town to foreshore	24 80%	4 13%	2 7%	0 0%	0 0%
Make most of foreshore/ more foreshore attractions	16 50%	12 38%	2 6%	1 3%	1 3%
Additional comments from November workshop participants:					
More long vehicle parking (caravan, trailers, etc.)	16 67%	3 13%	1 4%	1 4%	3 13%
Car/ boat washing facilities	5 33%	3 20%	3 20%	0 0%	4 27%
Trial 'shared space' for Hannay Lane	9 75%	1 8%	0 0%	0 0%	2 17%
Hannay Lane one way with ability to close off from cars	10 71%	2 14%	0 0%	0 0%	2 14%
Continue roundabouts over traffic lights	15 100%	0 0%	0 0%	0 0%	0 0%
Green & friendly, laid back natural personality, less car centric	15 100%	0 0%	0 0%	0 0%	0 0%
Enforce laneways to tidy up & upgrade aesthetics	12 100%	0 0%	0 0%	0 0%	0 0%
Limit building heights to 3 storeys and living above industrial	12 92%	0 0%	0 0%	0 0%	1 8%
Increase cycle paths in and around Duns & outwards	15 94%	1 6%	0 0%	0 0%	0 0%
Low rise, green spaces, art installations, tourist focus	12 92%	0 0%	1 8%	0 0%	0 0%
New centre	8	0	0	0	0

elsewhere for future population growth	100%	0%	0%	0%	0%
Beachfront for markets, food vans, reduce town congestion	1 100%	0 0%	0 0%	0 0%	0 0%
Overpass/underpass to Duns Lakes & skatepark	1 100%	0 0%	0 0%	0 0%	0 0%
Turn BP site into Town Square	1 100%	0 0%	0 0%	0 0%	0 0%

3.4 Birds Eye Designs

Participants were asked to draw design concepts onto aerial photographs. The following responses were received; these comments often relate directly to specific locations, and have been grouped firstly by street, and then for each location.

DUNN BAY ROAD	COMMENT	NO. RESPONDENTS
No. 24 (vacant site)	Car parking	2
No. 52 (vacant site)	Develop 2-4 storey, architectural, including car parking	1
No. 52 (vacant site)	Car parking; provide connection between Dunn Bay Rd & Caves Rd	3
No. 55 (Centrepoin)	Install bike racks with a shelter	1
No. 57 (vacant site)	Landscaped parking (shade trees); no service station	7
No. 57 (vacant site)	Civic site	3
Nos. 59-61 (vacant sites)	Car parking; no service station	3
Nos. 59-61 (vacant sites)	Civic precinct	1
Lot 169 (Seymour Park)	Car parking	1
West of Nat. Tce.	Landscape with trees; build footbridge; pedestrian priority	5
East of Nat. Tce.	Mixed use commercial & residential connecting town with foreshore	1
East of Nat. Tce.	Angled car parking	1
East of Nat. Tce.	Road closure between Nat. Tce & Seymour Bvd.	1
General roadway	Pedestrian priority crosswalks	1
Central roundabout	Reconfigure; reduce lane size; make pedestrian friendly; crosswalks	3

NATURALISTE TERRACE	COMMENT	NO. RESPONDENTS
No. 232 (Telstra site)	Remove telephone exchange; underutilised site; activate	3
No. 233 (Evviva Café)	Improve or improve bicycle parking	1
No. 238 (BP site)	Remove service station; redevelop multi-storey, architectural design	6
Lot 254 (Reserve 35758)	Connectivity between Prowse Way car park & west side of Naturaliste Tce	
Hannay Lane intersect.	No right turn into Hannay Lane	1
General roadway	Pedestrian priority crosswalks	1
General roadway	Parallel parking or closed to traffic; pedestrian priority; town square	2
General town centre	More green space; more public seating	2

CYRILLEAN WAY	COMMENT	NO. RESPONDENTS
No. 16	Restricted car parking and service area	1
Road linkage	Connect to Clark Street	2
Road linkage	Close to traffic north of Coles car park	1
Dunn Bay Rd intersect.	Construct a roundabout or make one-way	2
Naturaliste Tce Intersect	Construct a roundabout	3

General roadway	Provide long vehicle parking on western side	1
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HANNAY LANE	COMMENT	NO. RESPONDENTS
General roadway	One-way or closed to traffic; shared space	4
General roadway	Install footpaths	1
Lot 171 (Reserve 26513)	Install footpath; public seating; tables; general landscaping	1
General	Playground, civic space	1
General	Fast forward proposals	1
General	General street upgrades	1

GEOGRAPHE BAY ROAD	COMMENT	NO. RESPONDENTS
Foreshore	Remove shade fence that interrupt views	1
Foreshore	Marina, jetty	2
Foreshore	Residential lots	1
Foreshore	Restaurant/café, retail, boardwalk, playground	4
Foreshore	Boardwalk, playground, toilets	3
General roadway	Pedestrian priority crosswalks	1
General roadway	On-street angled parking	1

CLARK STREET	COMMENT	NO. RESPONDENTS
Road linkage	Connect to Cape Naturaliste Rd	5
General roadway	On-street car parking	3

DUNSBOROUGH PLACE	COMMENT	NO. RESPONDENTS
Naturaliste Forum	Redevelop 2-3 storey mixed use	1
Naturaliste Forum	Maintain car parking for future development	1
Naturaliste Forum	Reduce overall car parking area	1
Naturaliste Forum	Upgrade car park including landscaping (shade trees); one-way	3
Naturaliste Forum	Create town entry statement	1
Roadway general	Additional crosswalks	1

CAVES ROAD	COMMENT	NO. RESPONDENTS
Lot 9019 (vacant site)	All day and long vehicle car parking	6
Lot 9019 (vacant site)	Create town entry statement	1
General roadway	Change road treatment, reduce speed, pedestrian priority crossing	3
General roadway	Install footbridge	2

CHIEFTAN CRESCENT	COMMENT	NO. RESPONDENTS
General roadway	Off-street parking	4
General roadway	Re-open road connection	1

SEYMOUR BOULEVARD	COMMENT	NO. RESPONDENTS
General roadway	Extend north to parking at rear of shops, Prowse Way, Gifford Rd	3
General roadway	One-way	1

DUGALUP BROOK	COMMENT	NO. RESPONDENTS
Lot 171 (Reserve 26513)	Install dual use path - dangerous road crossing at Gifford Rd	1
Lot 254 (Reserve 35758)	Increase car parking area; allow seasonal verge parking	2
Lot 254 (Reserve 35758)	Install bicycle rack	1
Reserve general	Improve reserve	1

PLAYING FIELDS	COMMENT	NO. RESPONDENTS
Northern end	All day car parking	4
Land use	Service station	1
General	Establish for retail	1
General	No development	1

GENERAL COMMENTS THAT DON'T RELATE TO A SPECIFIC STREET OR LOCATION	NO. RESPONDENTS
Sensitive building design for 'village' context	1
Artwork on all buildings	1
Landscaping integrated with the townscape; planter boxes	2
More parks with water fountains	2
Local sign board for commercial advertising	1
Parking for long vehicles	1
Parking on periphery of town centre	1
Reduce traffic speed to 40km/hr; pedestrian priority	2
Pedestrianise whole town centre or conduct survey to assess support	2
Direct school traffic away from town centre	1
Shuttle bus to parking, playing fields, through town	2
Footpaths with gentle kerb or no kerb to allow for bike transition	1

3.5 Key Themes – Pop-Up Workshop Summary

The following is a summary of the key themes and opinions raised by participants during the pop-up consultation workshops. These themes and opinions have been grouped into three separate principles of design or key consideration – Urban Form, Activity, Movement - that relate specifically to the Dunsborough Town Centre.

Urban Form:

- Existing landscaped areas and trees are of value but there is opportunity to plant more native trees for shade and fauna habitat, and to improve Dugalup Brook.
- Create a town square/piazza for pedestrians only; landscape with shade trees and a fountain.
- Proximity to the beach/foreshore is good but connectivity can be improved.
- More playgrounds children and infrastructure/activity areas for teens is required
- Hannay Lane - beautify and integrate with the adjoining open space at Dugalup Brook.
- Introduce an art installation as an entry statement that is a focus point.
- Commercial signage to be removed or become more uniform.
- Improve connectivity between commercial sites in main streets.
- Improve/landscape the Telstra site.
- Improve built form and street interface of Naturaliste Forum site.
- Improve street interface between Centrepoint and Dunn Bay Rd.
- Built form that is creative and respects human scale, as well as the beachside locality.
- Restrict ad hoc and high rise development (greater than 4 storey is a threat).
- Retain the existing green and friendly, laid-back, small town size and feel; regulate population growth and development.

Activity:

- Activate the foreshore with café, bar, food trucks; manage waste; open up views by removing the fence.
- Retain small businesses and restrict introduction of franchises and large corporations.
- Prohibit drive-through land uses from the town centre (particularly fuel stations).
- Activate Hannay Lane through a performance space, markets, playground etc.
- Introduce mixed use into the town centre, including more commercial, short term and long term residential components.
- Activate the town centre with public art, markets, alfresco dining, community events etc.
- Improve or activate vacant sites.
- Move supermarkets to the LIA.
- Introduce multi-storey car parking with roof top café/bar.

Movement:

- Reduce number of vehicles in town centre; create a priority pedestrian area or car-free area; close Dunn Bay Road between roundabouts during peak periods.
- Prohibit drive-through land uses from the town centre (particularly fuel stations).
- Improve pedestrian accessibility and the quality of footpaths, including lighting.
- Prioritise, formalise and clearly mark/signpost pedestrian crossings on Dunn Bay Rd.
- Improve connectivity between Dunsborough Lakes and the town centre.
- Improve bike lanes and access, bike parking, end of trip facilities.
- Increase car parking for long term use outside of the town centre; multi-storey car parking.
- Increase number of ACROD bays; locate in town centre.
- Increase parking for caravans and long vehicles.
- Improve car parking at existing shopping centres; future development to have underground parking.
- Remove requirement for cash-in-lieu for car parking.
- More public transport including connections to Busselton, Yallingup, and a local service.
- Close Hannay lane to traffic or change to one-way.
- No traffic lights.

4 DISCUSSION

4.1 Urban Form and Activity

Feedback has been received from the community in regard to the foreshore at the end of Dunn Bay Road including the desire to access a range of facilities such as a restaurant/café/bar, children's play area, toilets, recreational boating facilities, better pedestrian/cycle pathways etc. There is also a desire to see improved landscaping, particularly with more native vegetation. Improved connectivity between the town centre and the foreshore is a strong focus with feedback ranging from the development of mixed use sites along the eastern portion of Dunn Bay Road, the improvement of footpaths, improved landscaping, and maximising of the key vistas and view lines.

It is noted that not all respondents were supportive of the development of facilities at the foreshore, with some raising objection to the construction of a café style development.

The desire to improve existing development on sites at the western end of Dunn Bay Road is evident, particularly the Naturaliste Forum Shopping Centre, various other sites west of Naturaliste Forum on the south side of Dunn Bay Road, and the Centrepont Shopping Centre.

More generally, comments relating to built form on privately owned sites refer to the introduction of multi-storey mixed use development with parking located at the rear rather than the front of sites, with an improved street interface. There is a desire to introduce built form that is creative and respects human scale with a regard for the beachside locality. This was primarily expressed by the suggestion to restrict building heights to four storey or less.

In regard to the vacant sites at the western end of Dunn Bay Road, there is desire to develop these lots for either civic purposes or car parking. The most prominent issue raised during engagement was that participants do not support the development of any of these sites as a service station; indeed participants voiced broad scale opposition to the introduction of drive-through land uses in the town centre, generally preferring that they are located in the light industrial area at Dunsborough Lakes.

A number of comments were received in relation to the existing BP site on the corner of Naturaliste Terrace and Dunn Bay Rd, and the Telstra site on Naturaliste Terrace. There is a desire to see these sites redeveloped for public purposes, with improved landscaping.

The redevelopment of Hannay Lane featured prominently, including suggestions to create an activated cultural space with landscaping, adequate screening of service areas, and introduction of either a one-way traffic system or full exclusion of vehicles.

Small and boutique businesses are valued and favoured over the introduction of businesses that are franchises or run by large corporations.

Overall there is a desire to see improved landscaping within the town centre, including Dugalup Brook, by planting more native trees for shade and fauna habitat, development of children's play spaces, installation of water fountains, public seating areas, alfresco dining, improvements to public toilets, and general activation of public spaces. The lack of landscaping in large car parks was raised by some respondents, with suggestion to increase the amount of shade through the planting of more shade trees or installation of shade sails.

Some sites, particularly the Naturaliste Forum site, were identified as key landmarked sites that need improvement through the installation of a town entry statement.

4.2 Movement

There is a general desire to improve pedestrian and bicycle accessibility, permeability, legibility and connectivity, as well as the quality of these movement routes. A significant quantity of feedback was received in regard to pedestrian crossings in the town centre, particularly the western end of Dunn Bay Rd and the roundabout at the intersection of Dunn Bay Rd and Naturaliste Terrace. Respondents expressed concern about the absence of crossings or confusion created through lack of formalisation where there are speed humps and road traffic markings. A prominent desire to formalise pedestrian crossings was expressed.

Many respondents expressed a desire to close parts of the town centre to traffic, or to restrict traffic movement to one-way, and to prioritise pedestrian movement. The most commonly supported area of restriction is generally limited to the section of Naturaliste Terrace between the Dunn Bay Road intersection and the Hannay Lane or Cyrillean Way intersection.

There is a desire to improve pedestrian and cyclist connectivity between Dunsborough Lakes and the playing fields to the south of the town centre, with the town centre.

There is a desire for improved road connectivity between Clark Street and Cape Naturaliste Road; Seymour Boulevard and Gifford Road; and the disconnected sections of Chieftan Crescent.

A significant amount of feedback was received in regard to parking in the town centre. The majority of respondents expressed a preference for car parking to be located on the periphery of the town centre, and identified locations such as Lot 9019 Caves Road, the playing fields, and vacant sites at the western end of Dunn Bay Road for car parking development. Some respondents proposed additional car parking adjacent to the foreshore. Several respondents referred to the need for this peripheral car parking to be long-term (i.e. all day parking) via the development of architecturally interesting multi-storey car parks.

It is however noted that some respondents wished to see car parking retained and in some instances augmented in the town centre, particularly in regard to an increased number of ACROD bays.

There is a desire to improve the location of car parking at existing development sites so that bays are located at the rear of rather than in front of retail or commercial development.

Several respondents also expressed a need for an increased number of long vehicle parking bays within close proximity of the town centre.

5 CONCLUSION

In order to draft the Activity Centre Plan for Dunsborough, the City of Busselton commissioned technical reports to analyse parking requirements, future commercial growth and floor space demand; and in 2020 will seek quotes for an Urban Design Assessment, a technical analysis of existing urban form and scope for improvements.

This assessment will consider matters such as the existing form and fabric of the town centre, the density of existing commercial, residential and other activity in the town centre, and the movement networks that exist within and connect to the town centre.

As a part of the forthcoming Urban Design Assessment, the project brief includes scope for further community engagement to identify the community's ideas and aspirations for the following key urban design matters:

1. Building height
2. Priority active frontages
3. Movement networks.

The results of this community engagement will be made available to the public after reporting is complete.