



City of Nedlands

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North Hollywood Placemaking Strategy

Final April 2013

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Executive Summary

The City of Nedlands North Hollywood Placemaking Strategy is a long-term strategy for resolving how the North Hollywood public realm is likely to develop. This will establish a clear direction for the long-term future of the neighbourhood. Having a clear direction helps with making consistent decisions.

As a long-term approach for establishing a clear direction for North Hollywood and providing the basis for consistent decision making, this strategy adopts a vision for North Hollywood:

“North Hollywood will be developed in a coordinated manner that allows the area to reach its full potential in meeting the needs of the community. The neighbourhood will enjoy a movement network that is high quality and easily accessible. Cars will travel at speeds that are safe for a residential neighbourhood. Non-car modes will be embraced and parking will be managed to best meet the needs of the community. It will be a neighbourhood with the types of parks that its locals make excuses to spend time hanging out in. It will be a neighbourhood that will have attractive local shops, where it is pleasant to gather with friends. North Hollywood will be well maintained and have attractive native vegetation.”

In summary, this Strategy outlines a clear direction for how North Hollywood will develop and outlines a process for making consistent decisions regarding placemaking within that direction.

Part 1: Background

Introduction

It is recognised that a strategy for the public realm is required to guide any future development of the North Hollywood precinct. With this understanding, Council is supporting a placemaking process that focuses on the public realm within North Hollywood.

Project for Public Spaces defines placemaking as:

“...a multi-faceted approach to the planning, design and management of public spaces. Put simply, it involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover their needs and aspirations. This information is then used to create a common vision for that place. The vision can evolve quickly into an implementation strategy, beginning with small-scale, do-able improvements that can immediately bring benefits to public spaces and the people who use them”

Keeping this definition in mind, this strategy acknowledges that placemaking in North Hollywood will involve Council, City of Nedlands Administration and the local community.

This strategy is a strategy in the truest sense of the word. It is a long-term document that will guide decision making. Accordingly, this strategy:

- Identifies a place vision for North Hollywood;
- Outlines the objectives and outcomes for achieving the place vision; and
- Establishes the focus for placemaking in North Hollywood.

Purpose

The purpose of this document is to enable Council to make an informed decision on the future of the public realm within the North Hollywood Area. A range of options are presented to upgrade the public realm within the area. The strategy aims to make North Hollywood an area that people not only exist in but live in. Through exploring these options a number of recommendations have been formulated.

Key concept

Placemaking principles

Ten principles for guiding placemaking in North Hollywood are:

1. The community is the expert
2. Create a place, not a design
3. You can't do it alone
4. Some people will always disagree
5. Vision is the key
6. Support and maintain
7. Cluster objects and activities
8. Small wins
9. Doesn't have to cost the world
10. You are never finished

Source: Project for Public Spaces

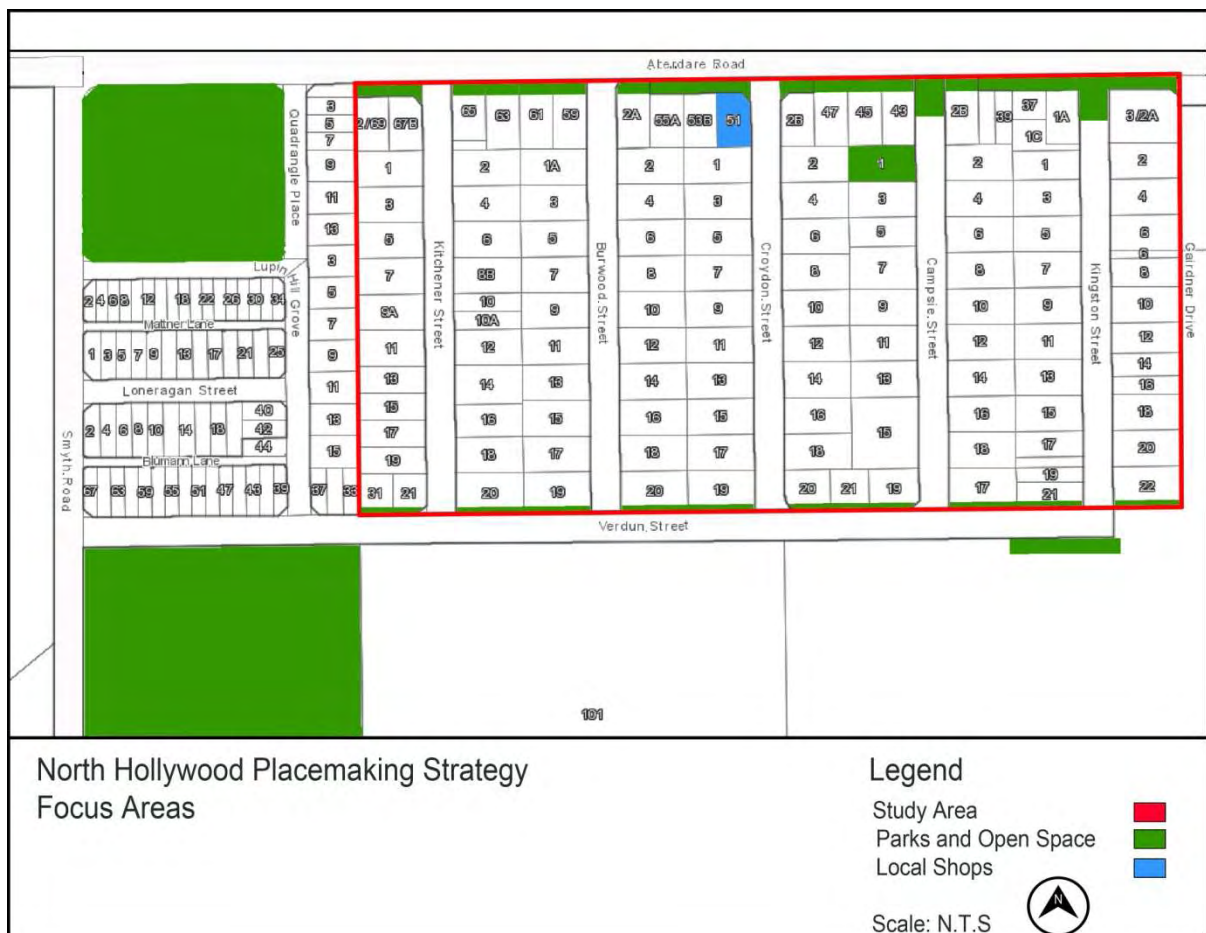
The Area

The North Hollywood Precinct is bounded by Aberdare Road, Gardiner Drive, Verdun Street and the Hollywood High School redevelopment site. Prominent features are the two hospitals, Hollywood Private Hospital and Queen Elizabeth II Medical Centre (QEII) located adjacent to the precinct.

The study area consists of large lots (averaging above 1100m²) with the exception of a few smaller lots on Aberdare Road. Of these lots the area is largely zoned and coded Residential R10 with two areas, between Kitchener Street and the western border of the study area and a small area on the corner of Kingston Street and Aberdare Road, zoned and coded of Residential R25. Within the area there are three additional uses, two being offices and one being a corner store style shop.

The area is also close to other parks located within the City of Nedlands and neighbouring Subiaco.

For the purposes of this Strategy the focus of placemaking in the neighbourhood is shown in the map below.



How to use this document

The Strategy is also made up of three parts, which are explained in the table below.

Parts	Content
Part 1: Background	Introduction Explanation on how to use the Strategy Description of North Hollywood A brief report on consultation already conducted
Part 2: The Strategy	Vision, objectives and outcomes for placemaking Summary of the key points Recommendation
Part 3: Monitor and Review	Explanation of how the draft Strategy will be monitored.
Appendices	Additional supplementary information.

Consultation June 2012

The Place Game

In June 2012, the Place Game survey was conducted with the North Hollywood community.

The Place Game survey was created by a leading placemaking organisation 'Project for Public Spaces' as a way of evaluating places. The Place Game includes the following features:

- It incorporates quantitative and qualitative techniques such as observation, interview and analysis.
- The quantitative aspect allows participants to evaluate sites themselves by rating the place according to three categories (comfort and image, access and linkages, and uses and activities) on a scale from 1 (being poor) to 3 (being good).
- The qualitative aspect enables participants to gain insights and develop different ideas by answering five questions that motivates them to look at the place from a user-oriented point of view.

The purpose of using the Place Game was to invite the community to evaluate different places in North Hollywood prior to substantially commencing the placemaking component of this Strategy.

The information from the Place Game survey has been used to:

- Inform the North Hollywood place vision.
- Confirm the focus areas for placemaking in North Hollywood.
- Identify the small wins that can be carried out lightly, quickly and cheaply.

This Strategy acknowledges 'Project for Public Spaces' as the creators of the Place Game.

Part 2: The Strategy

Vision, Objectives, Outcomes

Vision

“North Hollywood will be developed in a coordinated manner that allows the area to reach its full potential in meeting the needs of the community. The neighbourhood will enjoy a movement network that is high quality and easily accessible. Cars will travel at speeds that are safe for a residential neighbourhood. Non-car modes will be embraced and parking will be managed to best meet the needs of the community. It will be a neighbourhood with the types of parks that its locals make excuses to spend time hanging out in. It will be a neighbourhood that will have attractive local shops, where it is pleasant to gather with friends. North Hollywood will be well maintained and have attractive native vegetation.”

Objectives

The objectives of this Strategy are:

- To provide a comprehensive approach for upgrading the public realm in North Hollywood.
- To create the circumstances where local residents and visitors can continue enjoying and valuing the public realm in North Hollywood.
- To enable North Hollywood residents to advocate for their own ideas to be implemented.

Outcomes

The outcomes of this Strategy will be:

- Decision making that is flexible enough to allow for the impact of outside pressures.
- Consistent decision making for the public realm in North Hollywood.
- The right places in the public realm are improved through the right approach.
- Well-planned improvements to the public realm that align with the community view.

Assumptions

A number of assumptions have informed the preparation of the Placemaking Strategy. They will also influence carrying out placemaking in North Hollywood.

1. There is a link between level of development and level of placemaking

The amount of development will determine the amount of placemaking needed. An implication of this assumption is that placemaking activities will be phased according to the scale of development.

Development scenarios

Status quo – Retaining the status quo means that no further increase in density or new housing types would be proposed unless significant forces for change emerge.

Edge – This means allowing subdivision along Aberdare Road and Verdun Street only.

Incremental – All lots within the neighbourhood will be allowed to subdivide into two smaller lots being a minimum of 500m² (R20).

Comprehensive – This scenario allows for the comprehensive redevelopment of the entire neighbourhood.

These scenarios are referred to throughout this Strategy. Refer to the North Hollywood Land Use Strategy for a more in-depth explanation of each of these scenarios.

In November 2012, Council did not adopt the draft North Hollywood Land Use Strategy for public consultation. This means that the implementation of this strategy is premised on the Status Quo development scenario.

2. Each development scenario may require a specific type of placemaking not currently identified

This strategy does not include all of the answers. It is likely that new ideas and actions will emerge as the strategy is implemented. This means that the strategy will have to be tactically flexible. It also means that regular monitoring and review will be essential.

3. If provided with opportunities, the community will advocate and implement their own placemaking ideas

One of the key principles of placemaking is that the community is crucial. This means the process for encouraging the community to suggest and implement their own placemaking ideas needs to be actively encouraged.

4. Change can be evolutionary rather than revolutionary

This strategy assumes that all existing public spaces in the neighbourhood will be retained. This means that placemaking in North Hollywood is focuses on:

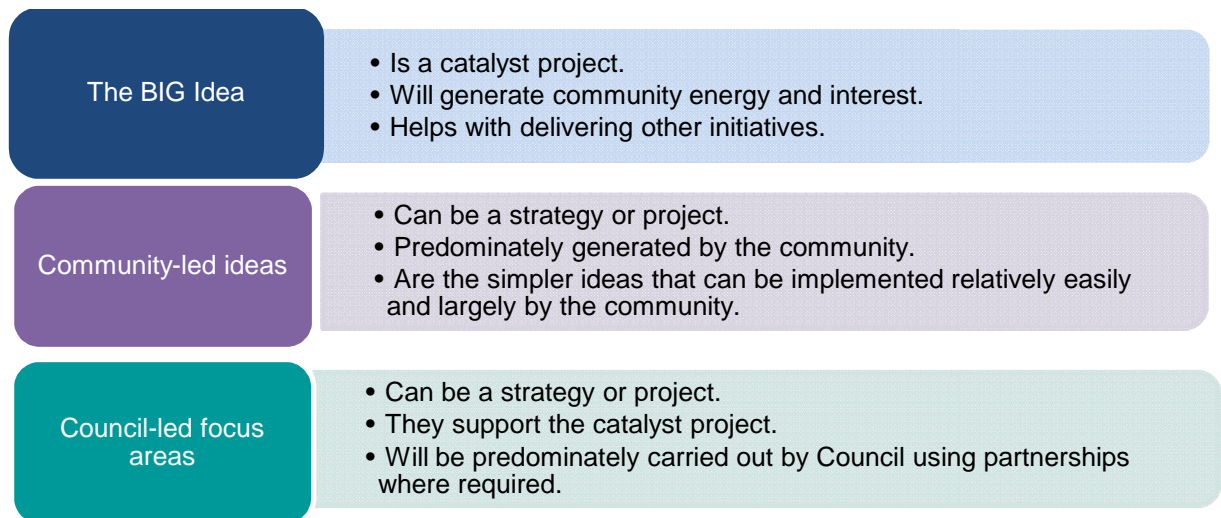
- Campsie Street park;
- Dot Bennett park;
- Part of Verdun Street verge facing the hospital;
- Local shops;

- Aberdare Road verge;
- Local roads; and
- Highview Park.

An implication of this assumption is that the strategy acknowledges that the neighbourhood is well served in its amount of public open space, especially as it is in close proximity to a regional open space network.

Placemaking in North Hollywood

This strategy identifies three specific approaches for making placemaking in North Hollywood happen.



The intent of this strategy is to provide a comprehensive approach for upgrading the public realm in North Hollywood. It is a long-term strategy which seeks to create the circumstances where residents and visitors can continue enjoying and valuing the public realm in this neighbourhood.

With this in mind:

- The community-led ideas that are referenced in this strategy represent suggestions only. They are predominately included to represent the importance that this strategy places on the role of the community in leading placemaking in North Hollywood.
- The detail for implementing the Council-led focus areas will come following the adoption of this strategy.

What should proceed straight away and what is not a priority?

Suggested implementation time frames are indicated using a traffic light system.



What development scenario is appropriate?

There is a link between the amount of development and level of placemaking. Appropriate development scenarios for the placemaking focus area are indicated using the system below.



The Big Idea

The North Hollywood Placemaking Crew

A key principle of placemaking is to enable the community to unlock the potential of their neighbourhood. The community's motivation and involvement can be an asset for ensuring the best type of placemaking in North Hollywood.

A North Hollywood Placemaking Crew, focused on placemaking, formalises the work the community is already doing in the neighbourhood. It would provide opportunities for people interested in placemaking to connect as well as an outlet for the community's voice to be heard. The role of Council would be to ensure that the community's efforts are combined with Council's capabilities so that placemaking is not done in isolation.

Recommendation

- Council facilitates the creation of a North Hollywood Placemaking Crew

Key success factors

- Level of community enthusiasm.
- Level of education and engagement with the community about placemaking for their neighbourhood.
- Consistent, transparent and fair way of determining Council's level of support and engagement with this organisation.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



Community-led Ideas

“Desirable ends do not come of themselves. People must conceive them, further them, believe in them and execute them.” Benjamin Franklin

A key principle of placemaking is that the community is crucial. In the same spirit as Benjamin Franklin’s quote above, this strategy strongly recommends that the North Hollywood community plays its part in conceiving, furthering, believing in and executing their own placemaking ideas.

By their nature the timing of community-led ideas will be inconsistent and vary in their numbers. Some of them may be carried out and some may be unfeasible. The important thing is that the community remains inspired and willing to lead ideas.

Recommendation

- To encourage the community to play a significant role in placemaking for their own neighbourhood.

Key success factors

- Level of community enthusiasm for placemaking.
- Level of education and engagement with the community about placemaking for their neighbourhood.
- Understanding what rules may hinder certain ideas and whether or not they can be modified or removed.
- Consistent, transparent and fair way of determining Council’s level of involvement, if it is requested.

If Council support is needed, what would be the process?

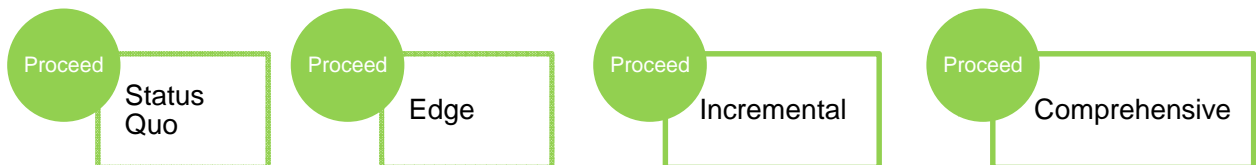
Not all ideas from the community will need Council support. However, it is reasonable to expect that the community may request some support be it financial, logistical, administrative, or information from Council. To facilitate effective support Council will require a policy.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

North Hollywood residents online <ul style="list-style-type: none">Residents use an online site (dedicated webpage, facebook etc.) to share information and ideas.	Street competitions/social functions <ul style="list-style-type: none">Residents get together and arrange street competitions.	Entry statements for each street/street banners/street murals <ul style="list-style-type: none">Residents of each street could contribute to the design of an entry statement/banner/mural in their street.
Placemaking Kit <ul style="list-style-type: none">Residents bring together a placemaking kit that can be used to facilitate events.	Street furniture <ul style="list-style-type: none">Playful street furniture such as swings or a basketball ring can help to bring activity to local streets.	

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



Council-led Focus Areas

Council will play a significant role in achieving the North Hollywood place vision. This strategy identifies the focus areas where Council can take the lead in placemaking for the neighbourhood. These focus areas are:

No.	ID	Focus area	Reason
001	CSP	Campsie Street Park	A popular little park. There are opportunities to build on the success of this park so that it can continue being used and enjoyed by locals.
002	DBP	Dot Bennett Park	One of the main parks for the neighbourhood. Opportunities exist to provide additional activities at the park to make it an attractive destination.
003	VSV	Verdun Street verge facing the hospital	Under-utilised space that is caught between the hospital and the residential neighbourhood, and provides identity building opportunities.
004	ARV	Aberdare Road Verge – Rationalisation and Planting	Improves the look of the neighbourhood. Opportunity to carry out small wins.
005	PA	Public art	Involves the community in telling the story of their neighbourhood. If strategically located can help with slowing traffic and attracting people.
006	LS	Local shops	Currently under-utilised space. Represents an opportunity to become a better destination where residents can gather.
007	PFD	Placemaking for dogs	Walking dogs is a popular pastime. Making it easier, simpler and more convenient to walk dogs around the neighbourhood represents a small win.
008	SCI	Support community-led ideas	Some of the best ideas for placemaking in North Hollywood are likely to come from the community. It'll be good to have a process in place so that Council can respond rather than react to ideas.
009	DC	Developer contributions	This is dependent on the development of the area.
010	HP	Highview Park	To set the context for planning for the reserve.

Additional information for each focus area is provided as follows.

001 CSP Campsie Street Park

The park on Campsie Street is one of two parks in the immediate neighbourhood. It is a small intimate park and can be enjoyed in different ways than the larger Dot Bennett Park. Currently this park has a small, standard playground surrounded by an enclosed sandpit. The park is enclosed on all sides except for its frontage to Campsie Street. It is used by local residents and hosts the annual street Christmas party.

Desired outcome

Campsie Street Park is a small intimate local park that is well used, enjoyed and valued by residents.

Key success factors

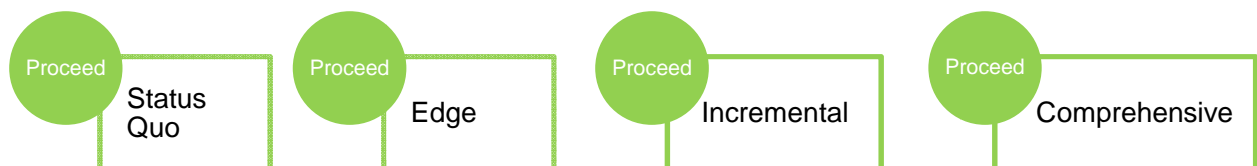
- Comfortable options for people to sit in and use the park.
- Include features that local residents want and need to create a destination.
- Provide options for people to gather for socialising.
- Avoid dysfunctional features.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none"> • Name the park and create an entry statement. • Replant a new native tree that flowers around Christmas. • Install a community notice board. • Promote the park to new residents. 	<ul style="list-style-type: none"> • Improve seating options. • Add a pole and frame so that kids can build playhouses. • Consider the possibility of planting a mini herb/vegetable garden. 	<ul style="list-style-type: none"> • Redesign the park to include a more imaginative playscape for children and adults.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



002 DBP Dot Bennett Park

The park on the corner of Smyth Road and Aberdare Road is the other of two parks in the neighbourhood. It is a larger park that offers different opportunities for recreation and gathering than the smaller, more intimate Campsie Street Park. Currently this park offers the opportunity for people to exercise and to kick a football. The park is unenclosed on all sides. A limited number of community events are held at this park.

Desired outcome

Dot Bennett Park acts as a space that caters for more extensive and expansive activities than Campsie Street Park and is the ideal space for community events.

Key success factors

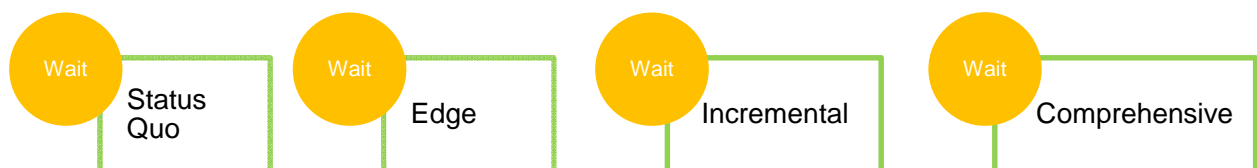
- Comfortable options for people to use the park.
- Features that will attract recreational exercisers.
- Provide opportunities for people to gather for socialising.
- Avoid dysfunctional features.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none"> • Include fitness exercise equipment as permanent features. • Add a pole and frame to enable kids to build playhouses. 	<ul style="list-style-type: none"> • Encourage use for community events (such as a farmers market) • Provide better seating and gathering options. • Improve lighting. • Improve shade. 	<ul style="list-style-type: none"> • Consider potential for a performance space. • Create a BBQ zone.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



003 VSV Verdun Street verge facing the hospital

The study area is affected by the Verdun Street that abuts the QEII and the Hollywood Private Hospitals. This verge ranges in width from 2m -8m and accommodates:

- 3 crossovers that provide access to various parts of the Hospitals
- Frontage to the temporary child care centre
- Various mature trees
- Grassed areas
- Parking signs that prohibit verge parking
- Spaces where employees and construction workers have smoke or lunch breaks.

Desired outcome

A place that is a transition zone between the hospitals and residential area that is used and enjoyed by residents and hospital visitors (of differing ages) as well as hospital employees at different times of the day and week.

Key success factors

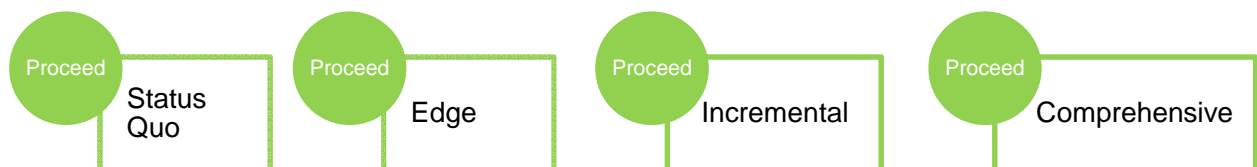
- Comfortable options for people to sit in and use the area.
- Include features that people want and need.
- Avoid dysfunctional features.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none"> • Include urban furniture such as seating, exercise equipment and child friendly activities. 	<ul style="list-style-type: none"> • Provide an enclosed meeting or gathering area with community notice board. • Provide interactive, child-friendly public art. 	<ul style="list-style-type: none"> • Redesign the verge to create a more elaborate space to allow for multiple uses.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



004 ARV Aberdare Road Verge – Rationalisation and Planting

There is an opportunity to improve the look of the Aberdare Road verge. This is an example of a less complex focus area.

Desired outcome

- A well planted and maintained Aberdare Road verge.
- The Aberdare Road ‘road widening reservation’ width is resolved.

Key success factors

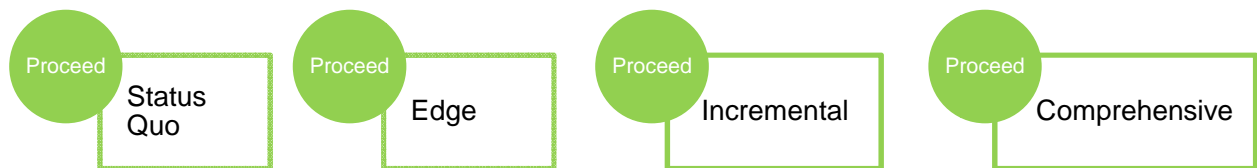
- The verge appears neat and well maintained.
- Council decision on the Aberdare Road ‘road widening reservation’ width.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none"> • Replant Aberdare Road verge fully with grass. 	<ul style="list-style-type: none"> • Replant Aberdare Road verge fully with grass and everlasting flowers. 	<ul style="list-style-type: none"> • Replant Aberdare Road verge fully with grass, everlastings flowers and native plants. • Council finalises its decision on the road widening reservation width.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



005 PA Public art

Public art can provide some useful placemaking opportunities for North Hollywood’s local streets. It beautifies the area, provides identity, could be theme based and can be diverse in cost. Public art provides the opportunity to tell North Hollywood’s story and to make the neighbourhood more distinctive. As well as sending a message that people care about their local streets, well designed and located public art also has the benefit of slowing traffic. This type of public art serves to make the street more interesting for locals and people passing through.

Desired outcome

- Residents and visitors passing through North Hollywood are proud and intrigued by the public art installed in strategic locations.

Key success factors

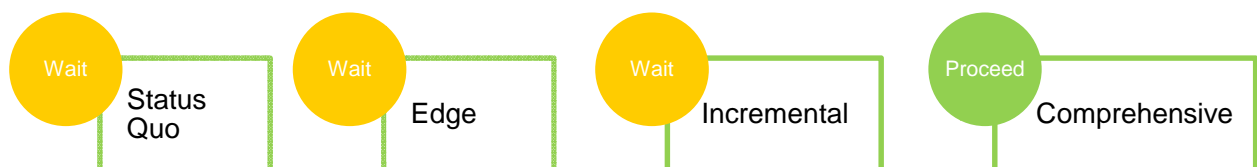
- Enthusiasm and demand for public art in the community, which adds to the area’s identity.
- Public art that is:
 - built up to quality and not down to a standard; and
 - interactive and child-friendly.
- Community are engaged in the very early stages of any public art project.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none"> • Ideas for public art competition held to identify demand. • Identify expertise in the local community and provide materials to create pieces of public art. 	<ul style="list-style-type: none"> • Provide the infrastructure (poles and hooks) to hang banners across a street. • Artistically designed street benches placed in the verge/front yard and shared by the street. • Street trees or bushes with creative forms. 	<ul style="list-style-type: none"> • Invest in popular public art ideas from locally run competition for each park and street in the neighbourhood.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



006 LS Local shops

The local shops on the corner of Croydon Street and Aberdare Road offer another great opportunity for some placemaking. To maximise the potential of the site and encourage greater use, an upgrade is required of the private property and surrounding verges. The difficulty in placemaking for the local shops is that the site is in private ownership.

Desired outcome

The local shops on the corner of Croydon Street and Aberdare Road is a place that encourages people to gather and linger for a while, providing an opportunity for community members to meet.

Key success factors

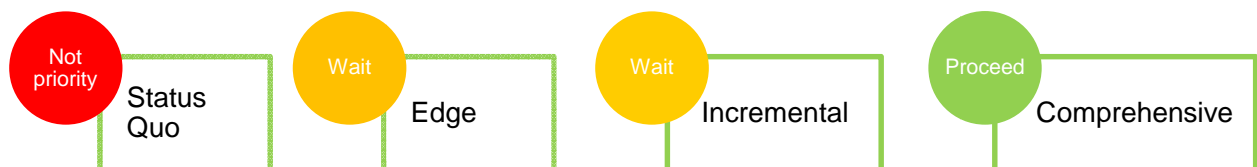
- Enthusiasm and acceptance of placemaking for the local shops by the private landowner(s).
- Public and private seating that is comfortable and encourages people to linger.
- Shops are easily accessible by walking and cycling.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none"> • The City approaches the traders and landowners about their plans for upgrading the site. • Investigate opportunity to provide interesting and interactive seating on adjoining verge facing Aberdare Road. 	<ul style="list-style-type: none"> • A Council policy that provides incentives to encourage local businesses to undertake placemaking. • Provide facilities for bikes and bike parking. • Encourage development of an alfresco area on site. • Ensure statutory planning documents encourage innovative development. 	<ul style="list-style-type: none"> • A business case for a public private partnership on the site so as to allow the City more control over placemaking.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



007 PFD Placemaking for dogs

Owning a dog provides benefits for exercise and for getting to meet people in the neighbourhood. Providing a dog friendly environment provides opportunity to build community spirit, demonstrated by the success of Carrington Street Park.

Desired outcome

North Hollywood is a dog friendly neighbourhood with dog-friendly infrastructure being focused around Highview Park, Dot Bennett Park and Campsie Street Park.

Key success factors

- High level of use of dog friendly facilities.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none"> • Provide dog-friendly infrastructure (predominately for drinking) in strategic locations around the neighbourhood. 	<ul style="list-style-type: none"> • Investigate opportunities for preparing dog walking trails. (Note: This initiative could be applied across the City of Nedlands) 	<ul style="list-style-type: none"> • N/A

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



008 SCI Supporting community-led ideas

The initiatives that are the most successful are generally those that are conceived, organised and led by local residents. A key component of successful placemaking for neighbourhoods is to help the local community to help themselves. Supporting community led initiatives ranges from active involvement (providing funding and resources) to passive involvement (facilitating change through Council policy)

Desired outcome

Community-led ideas that align with the objectives and outcomes of this Strategy are consistently supported.

Key success factors

- High level of community enthusiasm for placemaking.
- Ongoing education and engagement with the community about placemaking for their neighbourhood.
- Understanding what rules may hinder certain ideas and whether or not they can be modified or removed.
- Consistent, transparent and fair way of determining Council's level of involvement, if it is requested.

If Council support is needed, what would be the process?

Not all ideas from the community will need Council support. However, it is reasonable to expect that the community may request some support be it financial, logistical, administrative, or information from Council. If this occurs, a policy is needed.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none">• Review red tape that may limit opportunities.• Prepare a Council Policy.	<ul style="list-style-type: none">• Allocate funds in the annual budget to support approved community-led placemaking ideas.	<ul style="list-style-type: none">• Identify relevant staff dedicated to assisting with Council involvement in community-led ideas.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?

Refer to pages 9 and 10.

009 DC Developer Contributions

One of the fundamental assumptions of this strategy is that the level of placemaking is linked to the level of development allowed in North Hollywood. This focus area is predicated on acknowledging that if the neighbourhood is ever comprehensively redeveloped in the long term it would be reasonable to require developers to contribute to placemaking.

Desired outcome

If North Hollywood is ever comprehensively redeveloped developers contribute funds towards implementing placemaking initiatives in the neighbourhood.

Key success factors

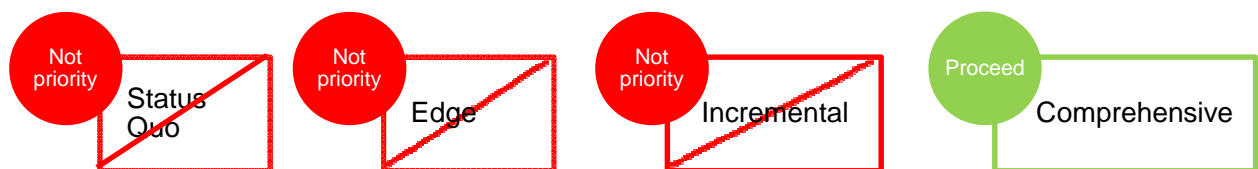
- Understanding what State Government planning rules or policies may hinder the process of requiring developer contributions.
- A rigorous set of planning and implementation documents that are in place prior to allowing comprehensive redevelopment to occur.

What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

Starting small	Getting the party started	The big stuff
• N/A	• Prepare a Council Policy	• Scheme Amendment

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



010 HP Highview Park

This focus area is predicated on ensuring that planning for Highview Park is undertaken.

Desired outcome

An up-to-date masterplan for Highview Park that is affordable to implement.

Key success factors

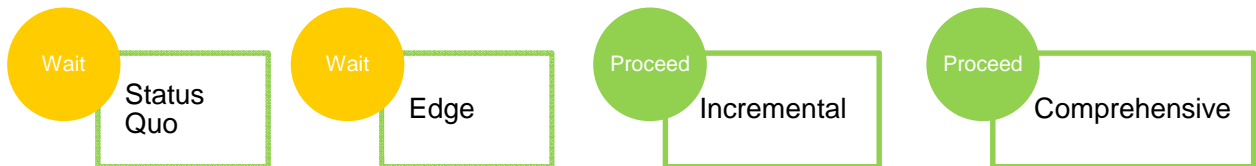
- Understanding needs and expectations of all stakeholders.

What are some possible ideas?

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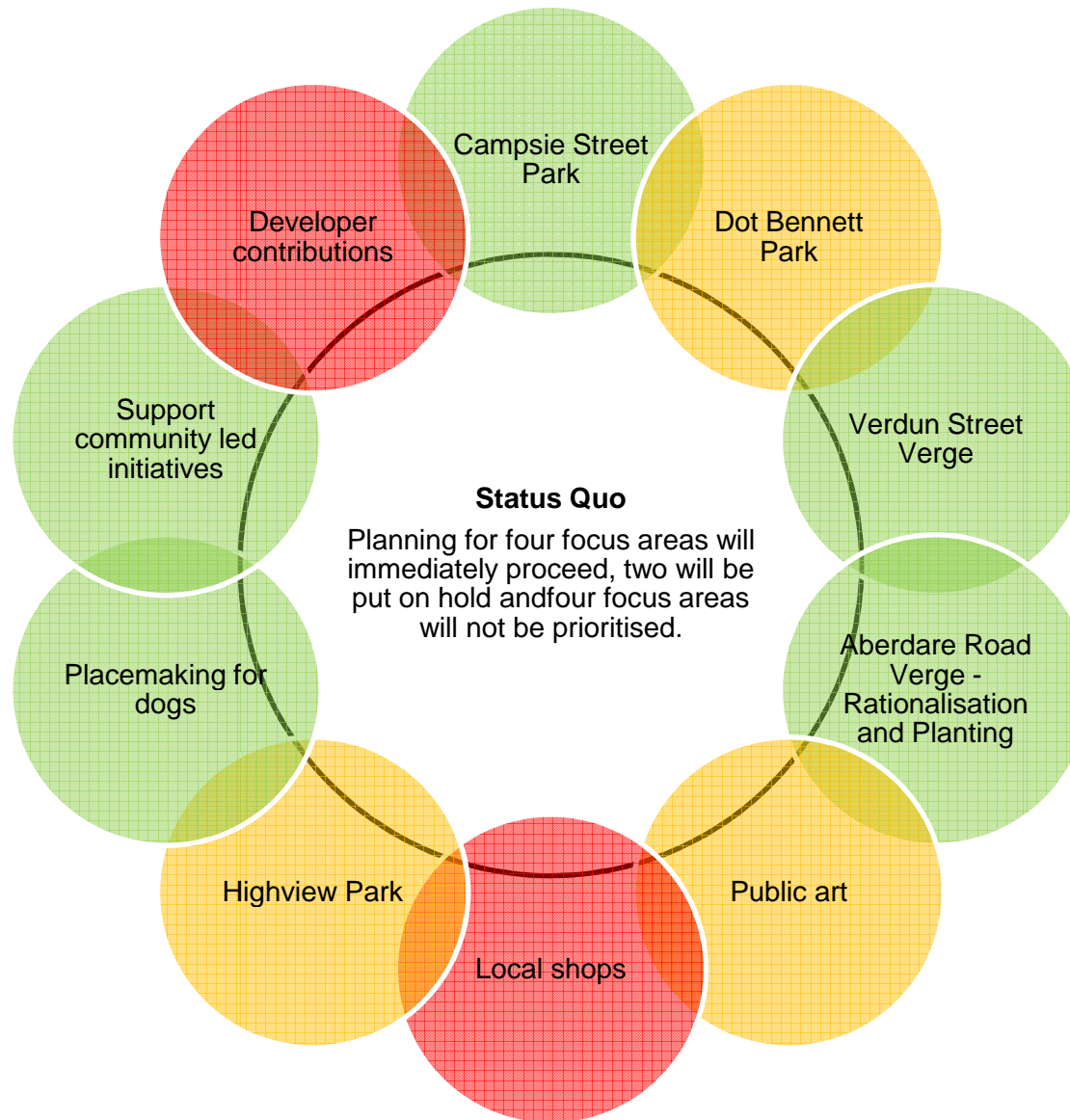
Starting small	Getting the party started	The big stuff
<ul style="list-style-type: none">• N/A	<ul style="list-style-type: none">• N/A	<ul style="list-style-type: none">• Review incumbent masterplan

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?



Summary

Green = Proceed
Orange = Wait
Red = Not a priority



Recommendations

The recommendations below apply no matter what development scenario is chosen.

ID	Focus area	Recommendation
001	CSP	Campsie Street Park remains as a small intimate park but is upgraded so that the park can continue to be enjoyed by residents.
002	DBP	Dot Bennett Park remains as a larger park and is upgraded so that the more activities are included as part of the park and that community events can be held at the park.
003	VSV	Verdun Street verge facing the hospital is upgraded to be a place that can be used and enjoyed by residents and hospital visitors (of differing ages) as well as hospital employees at different times of the day and week.
004	ARV	Aberdare Road verge to be well planted and maintained with the road widening width resolved.
005	PA	Provide public art in North Hollywood. Preferred locations to be established through continued engagement.
006	LS	Upgrade the local shops on the corner of Croydon Street and Aberdare Road so that it becomes a place that encourages people to gather and linger for a while.
007	PFD	North Hollywood is made more dog friendly with dog-friendly infrastructure focused around Highview Park, Dot Bennett Park and Campsie Street Park.
008	SCI	Community-led ideas that align with the objectives and outcomes of this Strategy and are subject to a Council Policy are consistently supported.
009	DC	When it is needed, a Council Policy is prepared that requires a percentage of the cost of development (over a certain amount) to be allocated to placemaking initiatives.
010	HP	An up-to-date Masterplan for Highview Park that is affordable to implemented is required.

CSP = Campsie Street Park DBP = Dot Bennett Park VSV = Verdun Street Verge

ARV = Aberdare Road Verge PA = Public Art LS = Local Shops

PFD = Placemaking for dogs SCI = Support community-led initiatives

DC = Developer contributions HP = Highview Park

Implementation

The implementation table below is based on the Status Quo development scenario.

ID	Focus area	Proceed	Wait (on hold)	Not a priority
001	Campsie Street Park	X		
002	Dot Bennett Park		X	
003	Verdun Street verge	X		
004	Aberdare Road verge – rationalisation and planting	X		
005	Public art		X	
006	Local shops		X	
007	Placemaking for dogs	X		
008	Support community ideas	X		
009	Developer contributions			X
010	Highview Park		X	

Each focus area will progress according to project management initiation principles. This will involve each focus area having an approved project plan in place prior to commencing any work.

Part 3: Monitor and Review

Reviewing the North Hollywood Precinct Placemaking Strategy

Reviewing this Strategy is important to ensure that it remains relevant.

Objectives

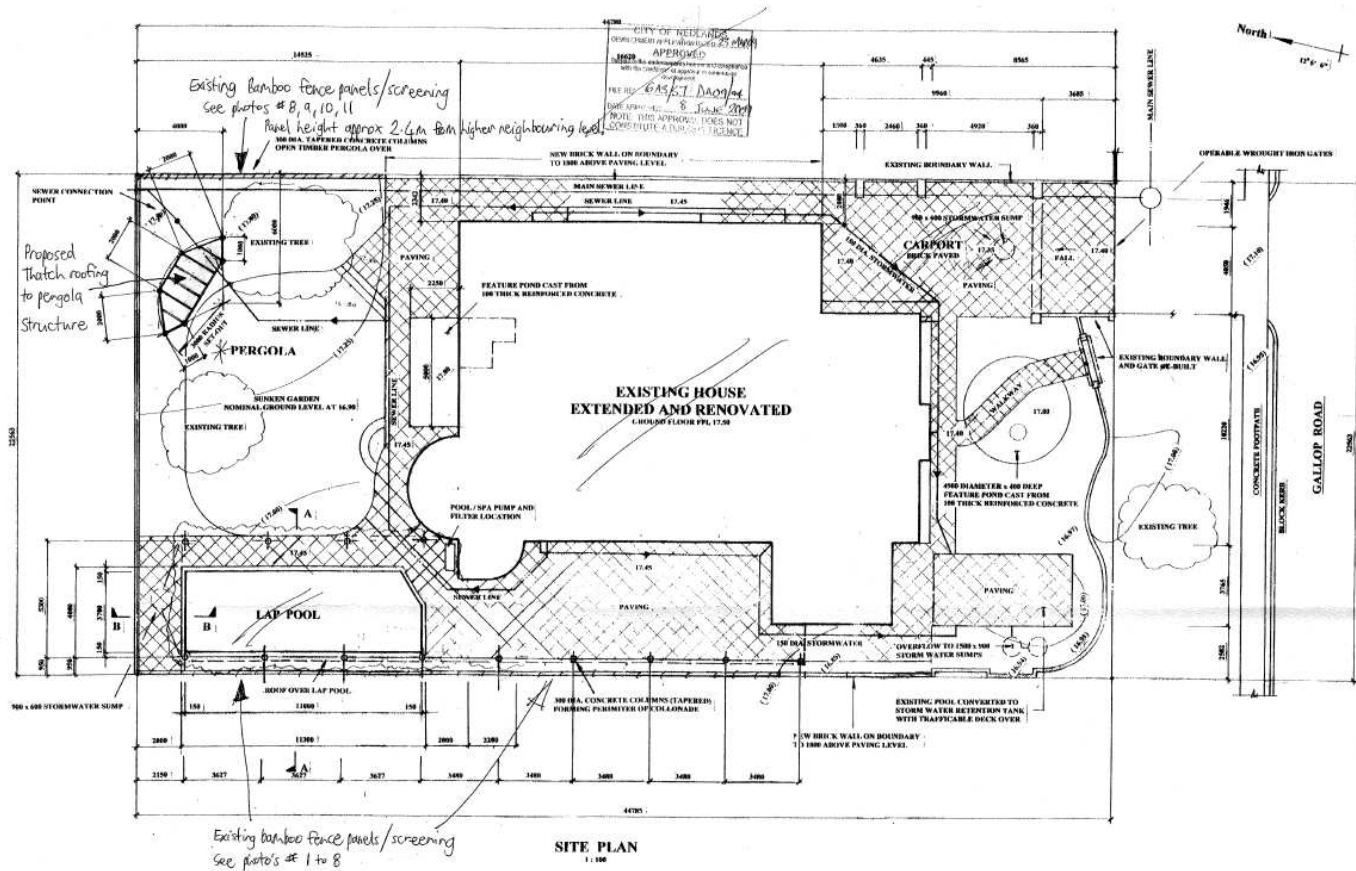
- To ensure that the overall Strategy is remains relevant.
- To ensure the content of the overall Strategy is accurate.
- To report on the progress of placemaking for the focus areas and involving the community.
- To establish that the placemaking focus areas are still appropriate.
- The progress of carrying out placemaking for the focus areas and involving the community is documented.
- Any lessons learnt and project successes are documented.

Outcomes

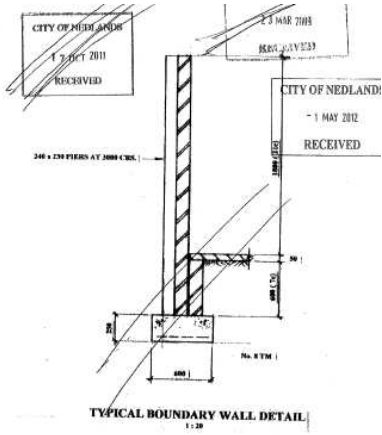
- A review establishes whether or not the vision, objectives and outcomes of the Strategy still aligns with community needs and expectations and relevant Council and State Government documents.
- A review confirms that the recommendation of the Strategy is still appropriate.
- The content of the Strategy is up-to-date.

Time frame for review

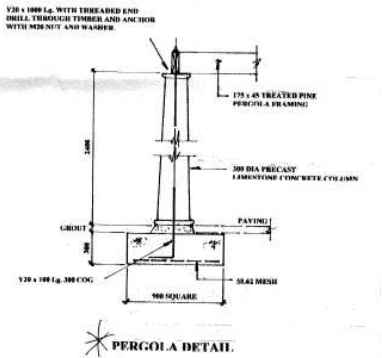
- Every two years.



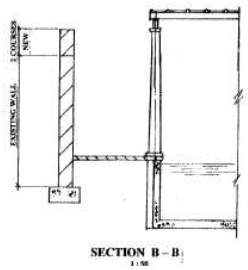
SITE PLAN
1:100



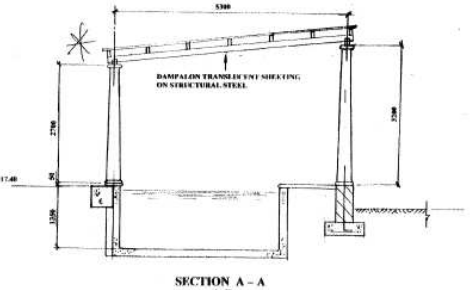
TYPICAL BOUNDARY WALL DETAIL
1:20



PERGOLA DETAIL



SECTION B - B
1:50



SECTION A - A

NOTE: EXISTING LEVELS SHOWN THIS (17.00)

CONSTRUCTION DRAWING
(COPYRIGHT NOT APPLICABLE)
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EXTENSIONS & ALTERATIONS
97 GALLOP ROAD, DALKEITH
FOR MR. & MRS. KRISHNAN

SITE PLAN

DRAWN: BRIAN PAINE
SCALE: 1:100
DATE: 14 MAR 2014

DRAWING NO:
A100



City of Nedlands

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North Hollywood Movement Strategy

Final April 2013

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Executive Summary

The City of Nedlands North Hollywood Precinct Movement Strategy is a long-term strategy for resolving how movement to and through North Hollywood shall occur. This will establish a clear direction for the long-term future of the neighbourhood.

As a long-term approach for establishing a clear direction for North Hollywood and providing the basis for consistent decision making, this strategy adopts a vision for North Hollywood:

“North Hollywood will be developed in a coordinated manner that allows the area to reach its full potential in meeting the needs of the community. The neighbourhood will enjoy a movement network that is high quality and easily accessible. Cars will travel at speeds that are safe for a residential neighbourhood. Non-car modes will be embraced and parking will be managed to best meet the needs of the community. It will be a neighbourhood with the types of parks that its locals make excuses to spend time hanging out in. It will be a neighbourhood that will have attractive local shops, where it is pleasant to gather with friends. North Hollywood will be well maintained and have attractive native vegetation.”

In summary, this Strategy outlines a clear direction for the way transit options in North Hollywood will develop and outlines a process for making consistent decisions regarding movement within that direction.

Part 1: Background

Introduction

In the interests of creating a holistic strategy, the movement network is considered to include walking, cycling, public transport, motor vehicles and parking and initiatives are recommended to address each of these aspects.

In order to reach a stage where initiatives could be recommended, a methodical approach was adopted that included site visits, data collection and dialogue with stakeholders. Additionally, a desktop review of a number of documents related to North Hollywood was undertaken in order to better understand the recent history of the area. This includes a number of documents related to planning and access to QEII, state planning documents and documents prepared privately for the City. The two documents that were particularly relevant, SKM Hollywood Ward Traffic Management Review 2004 and Cardno Verdun Street Precinct LATM Assessment 2012 are summarised in Appendix B.

Purpose

The purpose of this document is to enable Council to make an informed decision on the future transit options of the North Hollywood Area. A range of options relating to movement through the area are considered. Covered in the options are a variety of modes, these include walking, cycling, public transport and single vehicle movement. Through exploring these options recommendations have been formulated.

The Area

The North Hollywood Precinct is bounded by Aberdare Road, Gardiner Drive, Verdun Street and the Hollywood High School redevelopment site. A prominent feature is the two hospitals, Hollywood Private Hospital and Queen Elizabeth II Medical Centre (QEII) that are adjacent to the precinct.

The study area consists of large lots (averaging above 1100m²) with the exception of a few smaller lots on Aberdare Road. Of these lots the area is largely Residential R10 with two areas, between Kitchener Street and the western border of the study area and a small area on the corner of Kingston Street and Aberdare Road, coded Residential R25. Within the area there are three additional uses, two being offices and one being a corner store style shop.

Access to the North Hollywood precinct is affected by road closures at the Aberdare Road end of Campsie Street and Kingston Street. Two hour street parking is permitted on one side of Kitchener Street, Burwood Street and Croydon Street. One hour street parking is permitted on Campsie Street and no parking on Kingston Street or Verdun Street. The small commercial node on Aberdare Road currently provides some onsite parking.

How to use this document

The Strategy is made up of three parts, which are explained in the table below.

Parts	Content
Part 1: Background	Introduction Explanation on how to use the Strategy Description of North Hollywood A brief report on consultation already conducted
Part 2: The Strategy	Vision, objectives and outcomes for land use planning, movement and placemaking Summary of the key points Recommendation
Part 3: Monitor and Review	Explanation of how the draft Strategy will be monitored. Description of how each component – land use planning, movement and placemaking will be reviewed.
Appendices	Additional supplementary information.

Part 2: The Strategy

Vision, Objectives, Outcomes

Vision

“North Hollywood will be developed in a coordinated manner that allows the area to reach its full potential in meeting the needs of the community. The neighbourhood will enjoy a movement network that is high quality and easily accessible. Cars will travel at speeds that are safe for a residential neighbourhood. Non-car modes will be embraced and parking will be managed to best meet the needs of the community. It will be a neighbourhood with the types of parks that its locals make excuses to spend time hanging out in. It will be a neighbourhood that will have attractive local shops, where it is pleasant to gather with friends. North Hollywood will be well maintained and have attractive native vegetation.”

Objectives

The objectives of this Strategy are:

- To wholly consider improvements to the movement networks in North Hollywood.
- To enable residents to easily travel to and through the precinct.
- To increase the role of non-car transport modes.

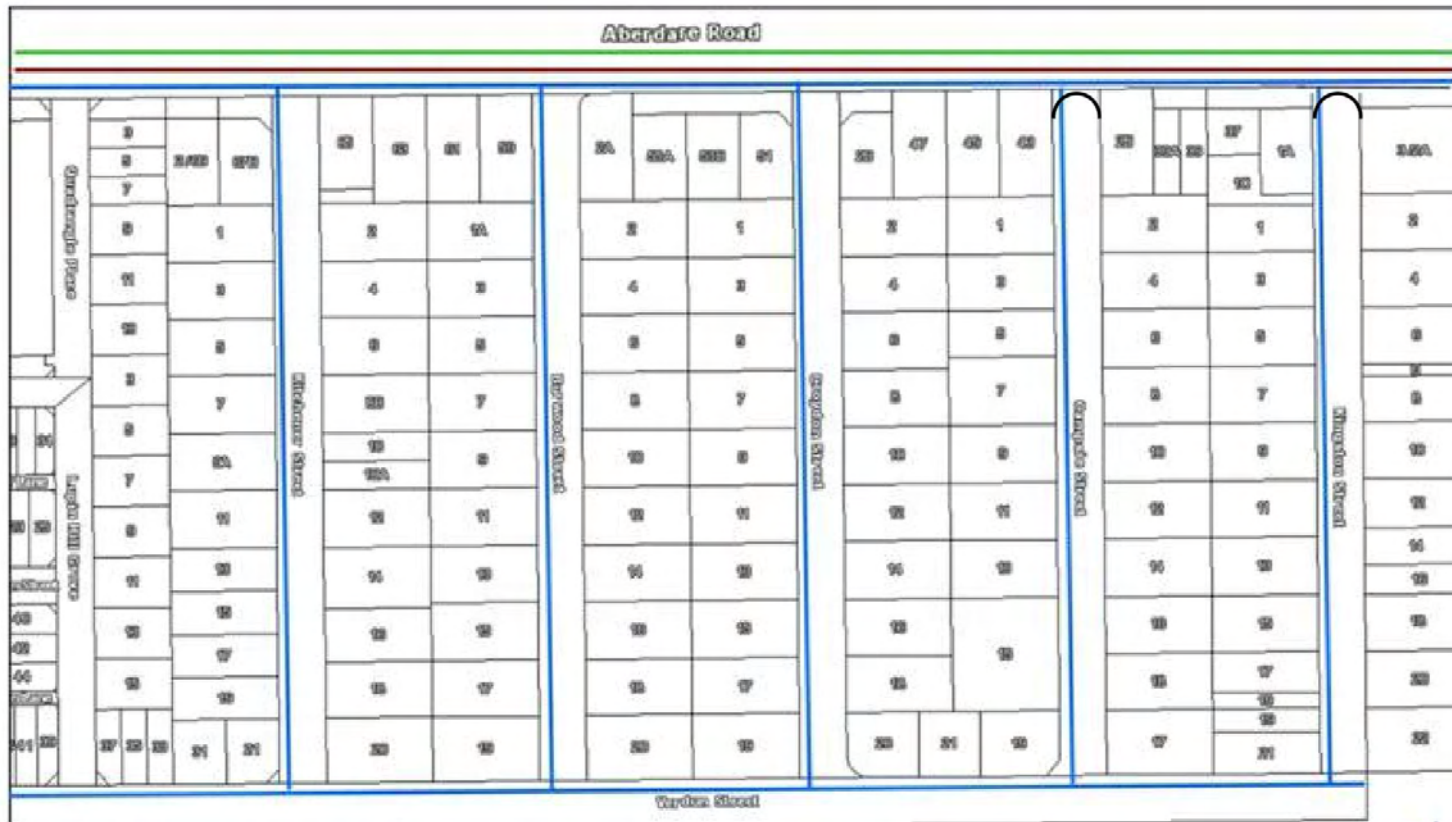
Outcomes

The outcomes of this Strategy will be:

- Evidence based decision making covering all aspects of movement.
- Decision making that is flexible enough to allow for the impact of outside pressures.

Key points

- The presence of QEII and its expansion is inevitable. Consequently the movement strategy should be flexible to best protect the local community from adverse effects.
- Some driver behaviour in the area will be influenced by the presence of QEII and Hollywood Hospital. Traffic management initiatives that work in other neighbourhoods may not have the same effect in North Hollywood.
- Transport modes are linked and changes to one aspect of the movement network may impact on another. For example, initiatives that slow or reduce traffic may increase the amenity of the walking and cycling environment.
- Movement initiatives should aim to increase the mode share of walking, cycling and public transport, but accept that car use is the predominant mode of travel in Perth.
- When determining the value of an initiative, the costs relative to benefits must be considered. Testing initiatives is recommended.



- High frequency bus route
- On road cycle lane
- Footpath



Scale: NTS

Movement Map

Summary of key points

Walking

Current situation

Currently the North Hollywood area has good pedestrian qualities (see Movement Map, page 7). Each of the north/south streets has a footpath on the western side, and both Aberdare Road and Verdun Street also have footpaths. Links to areas suitable for recreational walking are good (Karrakatta cemetery, Hollywood bushland, Rosalie Park and Kings Park), as are pedestrian links to public transport. Ease of pedestrian access to the hospital varies, due to current hospital construction phase.

Moving forward

This strategy promotes walking as a legitimate transport choice and prioritises the needs of the pedestrian by;

- Ensuring pedestrian needs are to be considered whenever changes are made to the built environment in the area.
- Prioritising the monitoring, maintenance and collecting of feedback on the pedestrian environment.

Initiatives
Complete footpath audit, either as a stand-alone project or as part of a wider project.
Compile a list of footpath 'spot improvements' for budget consideration.
Liaise with QEII and Hollywood Private Hospital to coordinate pedestrian access (especially during construction periods), and implement changes where appropriate.

Cycling

Current situation:

The cycling environment in the study area is currently fair (see Movement Map, page 7). The north-south roads have slow vehicle speeds and vehicle volumes are low enough to make cycling on the road feasible. Footpaths are available for children (under 12) to ride on. The on road cycle lanes on Aberdare Road provide a link to the Principal Shared Path running along the railway lines, and to Winthrop Avenue/Kings Park.

Cycling links to the study area could be improved; however these are likely to be major infrastructure projects and are outside the scope of this strategy.

Moving forward:

This strategy promotes cycling as a legitimate transport choice by;

- Ensuring cyclist needs are considered whenever changes are made to the built environment in the area, coming second to pedestrian needs only.
- Prioritising the monitoring, maintenance and collecting of feedback on the cycling environment.

Initiatives
Further investigate the avenues available to improve cycling movements through the Aberdare Road/Railway Road intersection (may require City of Subiaco cooperation to implement changes)
Complete an audit of the on road cycle lanes on Aberdare Road and list any 'spot improvements' or maintenance that should be completed (may require City of Subiaco cooperation to action maintenance).
Liaise with QEII and Hollywood Private Hospital to ensure cycle access to the site is maintained, especially during construction phases.

Public Transport

Current situation

Residents and visitors to the North Hollywood area currently enjoy good access to public transport (see Movement Map, page 7) which includes;

- Train - Shenton Park station is approximately 800 – 1500 metres north-west (10-15 minute walk),
- Bus - High frequency Circle Route runs along Aberdare Road and bus routes connecting to Claremont, Subiaco and the CBD are located nearby.
- Light rail - The state government has proposed a light rail link that will connect to UWA – QEII by 2020. This link is highly likely to have stops within one kilometre of the North Hollywood area and will add to the public transport options available in the area. Planning for the project is currently in very early stages however, the City of Nedlands will endeavour to achieve the most favourable outcome for its community.

Moving forward

The residential access streets of North Hollywood are unlikely to ever play a role in the public transport network. However, a good pedestrian network linking residents to public transport routes is vital to reducing reliance on the private motor vehicle.

This strategy must aim to;

- Maintain the role of local government as an advocate for good strategic planning of the public transport network.

Initiatives
Continue to work with the Public Transport Authority to ensure current levels of service in the local area are maintained (or improved, where possible).

Vehicle Access & Road Network

Current situation

The North Hollywood area has a traditional grid road network with full road closures (cul de sacs) at the Aberdare Road (north) end of Campsie Street and Kingston Street. These two streets are accessed via Verdun Street. The table below details the characteristics of the streets in the study area.

Road Characteristics (February, March 2011)

Road name	Type of Road	Speed Limit	Road width	Average vehicles per day	85th percentile speed ¹	CV ²
Aberdare Road (2010 data)	District Distributor A	60 km/h	10.7	10 573	59.0	511
Verdun Street (between Smyth & Burwood)	Access Road	50km/h	6.2	1 736	51.1	86
Verdun Street (between Croydon & Kingston)				1 196	54.4	141
Kingston Street	Access Road	50km/h	6.2m	348	31.7	11
Campsie Street	Access Road	50km/h	6.1m	318	32.8	6
Croydon Street	Access Road	50km/h	6.2m	575	36.0	35
Burwood Street	Access Road	50km/h	6.2m	462	50.4	10
Kitchener Street	Access Road	50km/h	6.7m	410	52.9	10

1. 85th Percentile speed is the speed at which 85% of vehicles are travelling at or below.
2. CV (Commercial Vehicles) are vehicles that do not fall within Austroads Class 1 – Light: short (Car, Van, Wagon, 4WD, Utility, Bicycle, Motorcycle)

Residential streets are not intended to carry a significant number of heavy vehicles and the City of Nedlands does wish to ensure streets in the North Hollywood area are used appropriately. Assessing the extent to which heavy vehicles related to QEII construction are using the residential streets is difficult to ascertain, and this means solutions are similarly difficult to settle on.

The Cardno 2012 study did attempt to quantify heavy vehicle volumes and concluded that between 8% - 15% of all vehicles moving through the streets studied were heavy vehicles.

Cardno classified heavy vehicles as:

- Genuine heavy vehicles
- Light vehicles with commercial branding
- Utes and vans.

Using this definition is likely to overestimate heavy vehicles as it does not account for residents who may drive these types of vehicles or those undertaking works for residential properties in the surveyed streets. Also, strategies that may deter genuine heavy vehicles may act as no deterrent to light vehicles with commercial banding or utes and vans.

The initiatives listed below relating to vehicle access and parking are expected to be sufficient in reducing heavy vehicle use of residential streets.

Moving forward

The table above shows the average vehicle per day counts (vpd) are well within the acceptable limits for access roads as provided by both Main Roads Western Australia (up to 3000 vpd) and Liveable Neighbourhoods (1000 – 3000 vpd). Vehicle speeds in the area are also generally acceptable. It is interesting to note that the streets that have shown high levels of on street parking (see Appendix A) are also experiencing low traffic speeds. This strategy must aim to;

- Ensure vehicle speeds remain at acceptable levels (based on 85th percentile speeds).
- Ensure vehicle volumes remain at acceptable levels (based on the design and type of road).
- Accept that some increase in traffic volumes is likely to occur as Perth grows, and the shift away from car oriented culture will be gradual.

Initiatives

The initiatives related to vehicle access and the road networks are grouped with the initiatives related to parking as they are so closely related.

Parking

Current situation:

All streets in the study area have some form of parking restriction. It is clear that the area has a high parking demand due to its proximity to QEII and Hollywood Private Hospital.

Anecdotal evidence suggests that a range of people are seeking parking in the area including;

- Visitors to and patients of the hospitals.
- Employees of the hospitals.
- Employees related to hospital construction.
- Patrons of the Croydon Street shops.
- Residents and their visitors.

The current parking situation is best summarised in Appendix A. This is a report on the parking study undertaken by the City of Nedlands to improve the understanding of parking behaviour in the study area. Counts were undertaken on Mondays, Wednesdays and Fridays at 9am, 12pm, 3pm, and 6pm. This was conducted over three one week periods between 6 February 2012 and 4 May 2012. Cars were counted if they were parked either on the street, on the verge or at the Croydon Street shops. Both legally and illegally parked cars were counted.

Moving forward

The volume of correspondence received by the City of Nedlands in recent years relating to parking in the area makes it clear that there is scope to improve parking management. There are many parking management strategies and it is likely that a combination of a number of initiatives will provide the best outcomes.

The strategy must aim to manage parking in a way that;

- Ensures residents and their own visitors have access to parking at or close to their home.
- Ensures parking is managed in a way that does not stifle the retail function of the shops on the corner of Croydon Street and Aberdare Road.
- Accepts that some on street parking is assists to reduce the speed and volume of traffic on local streets.

Initiatives
The initiatives related to vehicle access and road networks and parking begin on page 14.

Initiative	Discussion
Increased Ranger Services	<ul style="list-style-type: none"> • Since May 2012 the City has employed an additional Ranger in order to increase parking enforcement. The officer patrols the entire City, but North Hollywood is one particular priority. • The increased number of infringements issued as well as the decreased number of phone calls reporting illegal parking suggests this initiative is already improving the parking efficiency of the area. • Illegal parking will continue to be enforced at this level for the foreseeable future.
Work collaboratively with QEII and Hollywood Private Hospital	<ul style="list-style-type: none"> • City officers have actively sought to improve the working relationship with key staff at QEII and Hollywood Private Hospital. • This will be an ongoing initiative to ensure effective communication and cooperation will follow.
Audit of existing parking signs	<ul style="list-style-type: none"> • Site visits confirmed that regulatory parking signage in the area was not always consistent or easily read. • Work has commenced on replacing odd, faded, damaged and stained signs. • Ensuring the City's parking rules are clear and easy to follow should help to reduce the incidence of illegal parking.

Initiative	Discussion
Improve traffic data collection	<ul style="list-style-type: none"> • Reliable and comparable data will assist in effective decision making and monitoring of initiatives. • Traffic counters are placed on roads in a five year cycle. • Due to the location of the residential area adjacent to major destinations, increasing the frequency of counting in North Hollywood to yearly will be extremely useful.
Install 'Local Traffic Only' signs and appropriately sign construction site access points	<ul style="list-style-type: none"> • QEII have expressed a willingness to work with the City to ensure signage assists drivers to make appropriate decisions. • While the signs are not regulatory, the installation of 'Local Traffic Only' signs on the entry to Croydon Street, Burwood Street and Kitchener Street is a relatively cheap way of reinforcing that these streets are not to be used for access to the hospital. • Options to erect other directional signage should be explored to give some clarity to drivers wishing to access the extremely busy and dynamic construction site. • Signs installed in November 2012
Monitor approved accesses to the QEII and Hollywood Private Hospital site	<ul style="list-style-type: none"> • The City has the opportunity to approve particular routes be used to access the QEII and Hollywood Private Hospital construction site. • The City must ensure that Kitchener Street, Burwood Street, Croydon Street, Campsie Street and Kingston Street are not used to access the site. • Ensuring these conditions are agreed upon in writing allows enforcement should the need arise.
Re-evaluate the access points to Hospital sites from Verdun Street	<ul style="list-style-type: none"> • Closing Verdun Street at Gairdner Drive is an option to assist in reducing heavy vehicle traffic in the local area, however the closure cannot be recommended without further investigation. • A basic costing must be completed and relevant parties be consulted. • An undesirable result would be an increase in heavy vehicle traffic travelling east along Verdun to access alternate entrances. • There are also design changes to the Verdun Street entrances to QEII that may produce positive results. • This would involve physically altering the entrance designs to stop undesirable turning movements. • An excerpt from a report prepared by Cardno can be found in Appendix B that further explains these access points.
Speed trailer program	<ul style="list-style-type: none"> • City owned speed display trailer is one way to improve driver behaviour, particularly in relating to speed. • The trailer displays the speed of a passing vehicle as well as a message such as 'slow down' or 'thank you'. • The trailer could be deployed randomly or when higher speeds have been recorded in routine traffic counts.

Initiative	Discussion
<p>Educate and inform residents of the City's rules relating to verge parking and offer a 'no parking on verge' sign free of charge for those properties</p>	<ul style="list-style-type: none"> • This initiative will give all residents and land owners a clear and consistent message on their rights and responsibilities. • A site visit confirmed that not many houses were displaying a 'no parking on verge' sign. • The presence of 'no parking on verge' signs may deter visitors who are unfamiliar with the area and associated parking rules, and should assist in parking enforcement. • Anecdotal evidence suggests this approach was successful when implemented on Aberdare Road. A small cost to the City would be incurred.
<p>Line mark on street bays on Kitchener Street, Burwood Street, Croydon Street and Campsie Street</p>	<ul style="list-style-type: none"> • Line marking or delineation of parking spaces can be done with either unbroken white lines or with white 'T' and 'L' markings at the corner of the spaces only. • Line marking on street bays where time restricted parking is currently allowed would yield approximately the following: <ul style="list-style-type: none"> ○ Kitchener Street (east) – 23 bays ○ Burwood Street (west) – 21 bays ○ Croydon Street (west) – 23 bays ○ Campsie Street (east) – 20 bays • The primary advantage to this initiative is the reduction in illegal parking (particularly blocked driveway access) and improved parking efficiency. The initiative is relatively low cost (less than \$100 per bay) and low maintenance.

Recommendations

Focus Areas

ID	Focus area	Recommendation
001	W	Complete footpath audit, either as a stand-alone project or as part of a wider project.
002	W	Compile a list of footpath 'spot improvements' for budget consideration.
003	W	Liaise with QEII and Hollywood Private Hospital to coordinate pedestrian access (especially during construction periods), and implement changes where appropriate.
004	C	Further investigate the avenues available to improve cycling movements through the Aberdare Road/Railway Road intersection (may require City of Subiaco cooperation to implement changes)
005	C	Complete an audit of the on road cycle lanes on Aberdare Road and list any 'spot improvements' or maintenance that should be completed (may require City of Subiaco cooperation to action maintenance).
006	C	Liaise with QEII and Hollywood Private Hospital to ensure cycle access to the site is maintained, especially during construction phases.
007	PT	Continue to work with the Public Transport Authority to ensure current levels of service in the local area are maintained (or improved, where possible).
008	TP	Improve traffic data collection.
009	TP	Install 'Local Traffic Only' signs and appropriately sign construction site access points.
010	TP	Monitor approved accesses to the QEII and Hollywood Private Hospital site.
011	TP	Re-evaluate (Verdun Street) QEII and Hollywood Private Hospital access points.
012	TP	Speed trailer program.
013	TP	Educate and inform residents of the City's rules relating to verge parking and offer a 'no parking on verge' sign free of charge for those properties.
014	TP	Line mark on street bays on Kitchener Street, Burwood Street, Croydon Street and Campsie Street.

W = Walking C = Cycling PT= Public Transport TP = Traffic and Parking

Implementation

ID	Focus area	✓	⌚	\$
001	Walking		X	
002	Walking		X	
003	Walking	X		
004	Cycling		X	
005	Cycling		X	
006	Cycling	X		
007	Public Transport	X		
008	Traffic and Parking	X		
009	Traffic and Parking			X
010	Traffic and Parking	X		
011	Traffic and Parking			X
012	Traffic and Parking	X		
013	Traffic and Parking			X
014	Traffic and Parking			X

- ✓ This initiative can be absorbed into normal operations.
- ⌚ This initiative requires extra time and will be scheduled to be completed as resources become available.
- \$ This initiative requires budget that is currently not allocated, work will be progressed to a stage that allows for budget consideration.

Part 3: Monitor and Review

Reviewing the North Hollywood Precinct Movement Strategy

Reviewing this Strategy is important to ensure that it remains relevant. The Strategy has a number of external influences on travel behaviour. Factors that may influence travel behaviour that are not within in the City's control;

- Changes to parking availability or management in neighbouring areas (City of Subiaco, QEII or Hollywood Private Hospital).
- Commencement or completion of construction projects at QEII.
- Petrol prices

The City will monitor by

- Traffic counts (vehicles volumes and speed)
- Residents feedback (as captured in the City's normal record keeping system)
- Ranger evidence
- Regular communication with QEII

Objectives

- To ensure that the overall Strategy is remains relevant.
- To ensure the content of the overall Strategy is accurate.
- To report on the progress of implementing movement related recommendations.
- To establish that movement related recommendations are still appropriate.

Outcomes

- A review establishes whether or not the vision, objectives and outcomes of the Strategy still aligns with community needs and expectations and relevant Council and State Government documents.
- A review confirms that the recommendation of the Strategy is still appropriate.
- The content of the Strategy is up-to-date.
- The progress of implementing movement related recommendations is documented.
- Any lessons learnt and project successes are documented.

Time frame for review

- Every two years.

Appendix A

Results of parking counts

This is a report on the parking study undertaken by the City of Nedlands to improve the understanding of parking behaviour in the study area.

Method

- Counts were undertaken on Mondays, Wednesdays and Fridays at 9am, 12pm, 3pm, and 6pm.
- This was conducted over three one week periods between 6 February 2012 and 4 May 2012.
- Cars were counted if they were parked either on the street, on the verge or at the Croydon Street shops. Both legally and illegally parked cars were counted. Results were collated and analysed.

General observations

- Parking was consistent over the week.
- It is assumed that cars counted at 6pm are predominantly the cars belonging to residents of the area and their visitors.
- With the exception of Verdun Street, car parking peaks between 9am and 12pm and is significantly reduced in the evening.
- Streets that experience high levels of verge parking tend to have lower levels of on street parking, the reverse is also true.

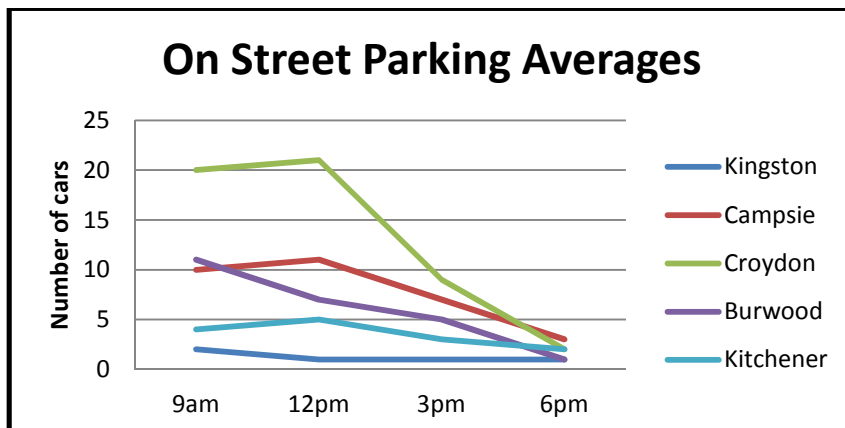


Figure 1: On street parking averages for comparison.

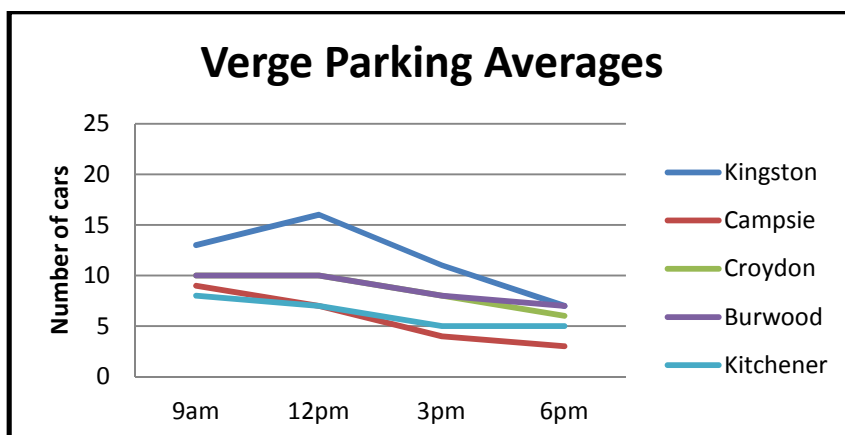


Figure 2: Verge parking averages for comparison.



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The City of Nedlands North Hollywood Precinct Movement Strategy is a long-term strategy for resolving how movement to and through North Hollywood shall occur. This will establish a clear direction for the long-term future of the neighbourhood.

As a long-term approach for establishing a clear direction for North Hollywood and providing the basis for consistent decision making, this strategy adopts a vision for North Hollywood:

“North Hollywood will be developed in a coordinated manner that allows the area to reach its full potential in meeting the needs of the community. The neighbourhood will enjoy a movement network that is high quality and easily accessible. Cars will travel at speeds that are safe for a residential neighbourhood. Non-car modes will be embraced and parking will be managed to best meet the needs of the community. It will be a neighbourhood with the types of parks that its locals make excuses to spend time hanging out in. It will be a neighbourhood that will have attractive local shops, where it is pleasant to gather with friends. North Hollywood will be well maintained and have attractive native vegetation.”

In summary, this Strategy outlines a clear direction for the way transit options in North Hollywood will develop and outlines a process for making consistent decisions regarding movement within that direction.

Part 1: Background

Introduction

In the interests of creating a holistic strategy, the movement network is considered to include walking, cycling, public transport, motor vehicles and parking and initiatives are recommended to address each of these aspects.

In order to reach a stage where initiatives could be recommended, a methodical approach was adopted that included site visits, data collection and dialogue with stakeholders. Additionally, a desktop review of a number of documents related to North Hollywood was undertaken in order to better understand the recent history of the area. This includes a number of documents related to planning and access to QEII, state planning documents and documents prepared privately for the City. The two documents that were particularly relevant, SKM Hollywood Ward Traffic Management Review 2004 and Cardno Verdun Street Precinct LATM Assessment 2012 are summarised in Appendix B.

Purpose

The purpose of this document is to enable Council to make an informed decision on the future transit options of the North Hollywood Area. A range of options relating to movement through the area are considered. Covered in the options are a variety of modes, these include walking, cycling, public transport and single vehicle movement. Through exploring these options recommendations have been formulated.

The Area

The North Hollywood Precinct is bounded by Aberdare Road, Gardiner Drive, Verdun Street and the Hollywood High School redevelopment site. A prominent feature is the two hospitals, Hollywood Private Hospital and Queen Elizabeth II Medical Centre (QEII) that are adjacent to the precinct.

The study area consists of large lots (averaging above 1100m²) with the exception of a few smaller lots on Aberdare Road. Of these lots the area is largely Residential R10 with two areas, between Kitchener Street and the western border of the study area and a small area on the corner of Kingston Street and Aberdare Road, coded Residential R25. Within the area there are three additional uses, two being offices and one being a corner store style shop.

Access to the North Hollywood precinct is affected by road closures at the Aberdare Road end of Campsie Street and Kingston Street. Two hour street parking is permitted on one side of Kitchener Street, Burwood Street and Croydon Street. One hour street parking is permitted on Campsie Street and no parking on Kingston Street or Verdun Street. The small commercial node on Aberdare Road currently provides some onsite parking.

How to use this document

The Strategy is made up of three parts, which are explained in the table below.

Parts	Content
Part 1: Background	Introduction Explanation on how to use the Strategy Description of North Hollywood A brief report on consultation already conducted
Part 2: The Strategy	Vision, objectives and outcomes for land use planning, movement and placemaking Summary of the key points Recommendation
Part 3: Monitor and Review	Explanation of how the draft Strategy will be monitored. Description of how each component – land use planning, movement and placemaking will be reviewed.
Appendices	Additional supplementary information.

Part 2: The Strategy

Vision, Objectives, Outcomes

Vision

“North Hollywood will be developed in a coordinated manner that allows the area to reach its full potential in meeting the needs of the community. The neighbourhood will enjoy a movement network that is high quality and easily accessible. Cars will travel at speeds that are safe for a residential neighbourhood. Non-car modes will be embraced and parking will be managed to best meet the needs of the community. It will be a neighbourhood with the types of parks that its locals make excuses to spend time hanging out in. It will be a neighbourhood that will have attractive local shops, where it is pleasant to gather with friends. North Hollywood will be well maintained and have attractive native vegetation.”

Objectives

The objectives of this Strategy are:

- To wholly consider improvements to the movement networks in North Hollywood.
- To enable residents to easily travel to and through the precinct.
- To increase the role of non-car transport modes.

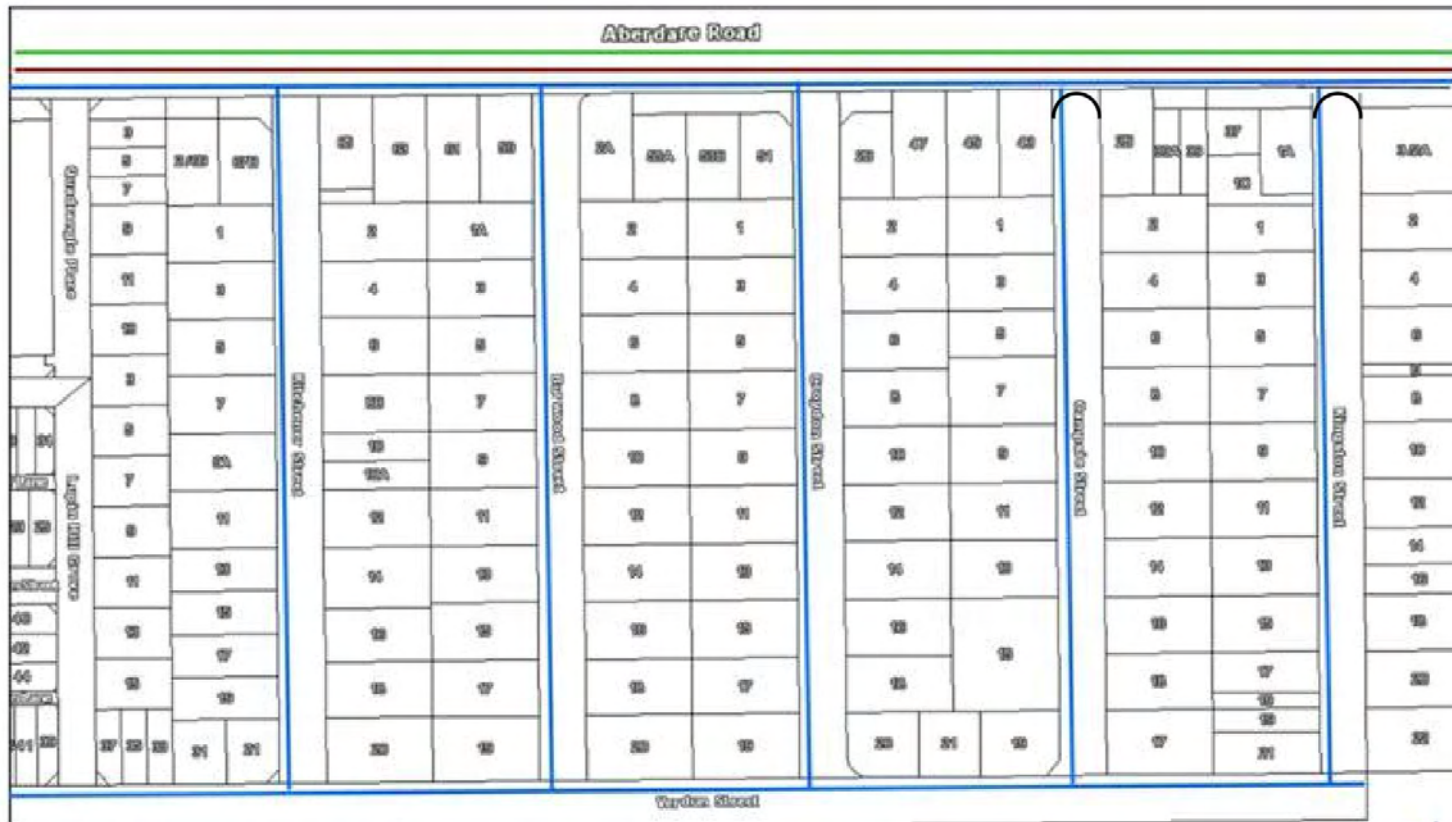
Outcomes

The outcomes of this Strategy will be:

- Evidence based decision making covering all aspects of movement.
- Decision making that is flexible enough to allow for the impact of outside pressures.

Key points

- The presence of QEII and its expansion is inevitable. Consequently the movement strategy should be flexible to best protect the local community from adverse effects.
- Some driver behaviour in the area will be influenced by the presence of QEII and Hollywood Hospital. Traffic management initiatives that work in other neighbourhoods may not have the same effect in North Hollywood.
- Transport modes are linked and changes to one aspect of the movement network may impact on another. For example, initiatives that slow or reduce traffic may increase the amenity of the walking and cycling environment.
- Movement initiatives should aim to increase the mode share of walking, cycling and public transport, but accept that car use is the predominant mode of travel in Perth.
- When determining the value of an initiative, the costs relative to benefits must be considered. Testing initiatives is recommended.



- High frequency bus route
- On road cycle lane
- Footpath



Scale: NTS

Movement Map

Summary of key points

Walking

Current situation

Currently the North Hollywood area has good pedestrian qualities (see Movement Map, page 7). Each of the north/south streets has a footpath on the western side, and both Aberdare Road and Verdun Street also have footpaths. Links to areas suitable for recreational walking are good (Karrakatta cemetery, Hollywood bushland, Rosalie Park and Kings Park), as are pedestrian links to public transport. Ease of pedestrian access to the hospital varies, due to current hospital construction phase.

Moving forward

This strategy promotes walking as a legitimate transport choice and prioritises the needs of the pedestrian by;

- Ensuring pedestrian needs are to be considered whenever changes are made to the built environment in the area.
- Prioritising the monitoring, maintenance and collecting of feedback on the pedestrian environment.

Initiatives
Complete footpath audit, either as a stand-alone project or as part of a wider project.
Compile a list of footpath 'spot improvements' for budget consideration.
Liaise with QEII and Hollywood Private Hospital to coordinate pedestrian access (especially during construction periods), and implement changes where appropriate.

Cycling

Current situation:

The cycling environment in the study area is currently fair (see Movement Map, page 7). The north-south roads have slow vehicle speeds and vehicle volumes are low enough to make cycling on the road feasible. Footpaths are available for children (under 12) to ride on. The on road cycle lanes on Aberdare Road provide a link to the Principal Shared Path running along the railway lines, and to Winthrop Avenue/Kings Park.

Cycling links to the study area could be improved; however these are likely to be major infrastructure projects and are outside the scope of this strategy.

Moving forward:

This strategy promotes cycling as a legitimate transport choice by;

- Ensuring cyclist needs are considered whenever changes are made to the built environment in the area, coming second to pedestrian needs only.
- Prioritising the monitoring, maintenance and collecting of feedback on the cycling environment.

Initiatives
Further investigate the avenues available to improve cycling movements through the Aberdare Road/Railway Road intersection (may require City of Subiaco cooperation to implement changes)
Complete an audit of the on road cycle lanes on Aberdare Road and list any 'spot improvements' or maintenance that should be completed (may require City of Subiaco cooperation to action maintenance).
Liaise with QEII and Hollywood Private Hospital to ensure cycle access to the site is maintained, especially during construction phases.

Public Transport

Current situation

Residents and visitors to the North Hollywood area currently enjoy good access to public transport (see Movement Map, page 7) which includes;

- Train - Shenton Park station is approximately 800 – 1500 metres north-west (10-15 minute walk),
- Bus - High frequency Circle Route runs along Aberdare Road and bus routes connecting to Claremont, Subiaco and the CBD are located nearby.
- Light rail - The state government has proposed a light rail link that will connect to UWA – QEII by 2020. This link is highly likely to have stops within one kilometre of the North Hollywood area and will add to the public transport options available in the area. Planning for the project is currently in very early stages however, the City of Nedlands will endeavour to achieve the most favourable outcome for its community.

Moving forward

The residential access streets of North Hollywood are unlikely to ever play a role in the public transport network. However, a good pedestrian network linking residents to public transport routes is vital to reducing reliance on the private motor vehicle.

This strategy must aim to;

- Maintain the role of local government as an advocate for good strategic planning of the public transport network.

Initiatives
Continue to work with the Public Transport Authority to ensure current levels of service in the local area are maintained (or improved, where possible).

Vehicle Access & Road Network

Current situation

The North Hollywood area has a traditional grid road network with full road closures (cul de sacs) at the Aberdare Road (north) end of Campsie Street and Kingston Street. These two streets are accessed via Verdun Street. The table below details the characteristics of the streets in the study area.

Road Characteristics (February, March 2011)

Road name	Type of Road	Speed Limit	Road width	Average vehicles per day	85th percentile speed ¹	CV ²
Aberdare Road (2010 data)	District Distributor A	60 km/h	10.7	10 573	59.0	511
Verdun Street (between Smyth & Burwood)	Access Road	50km/h	6.2	1 736	51.1	86
Verdun Street (between Croydon & Kingston)				1 196	54.4	141
Kingston Street	Access Road	50km/h	6.2m	348	31.7	11
Campsie Street	Access Road	50km/h	6.1m	318	32.8	6
Croydon Street	Access Road	50km/h	6.2m	575	36.0	35
Burwood Street	Access Road	50km/h	6.2m	462	50.4	10
Kitchener Street	Access Road	50km/h	6.7m	410	52.9	10

1. 85th Percentile speed is the speed at which 85% of vehicles are travelling at or below.
2. CV (Commercial Vehicles) are vehicles that do not fall within Austroads Class 1 – Light: short (Car, Van, Wagon, 4WD, Utility, Bicycle, Motorcycle)

Residential streets are not intended to carry a significant number of heavy vehicles and the City of Nedlands does wish to ensure streets in the North Hollywood area are used appropriately. Assessing the extent to which heavy vehicles related to QEII construction are using the residential streets is difficult to ascertain, and this means solutions are similarly difficult to settle on.

The Cardno 2012 study did attempt to quantify heavy vehicle volumes and concluded that between 8% - 15% of all vehicles moving through the streets studied were heavy vehicles.

Cardno classified heavy vehicles as:

- Genuine heavy vehicles
- Light vehicles with commercial branding
- Utes and vans.

Using this definition is likely to overestimate heavy vehicles as it does not account for residents who may drive these types of vehicles or those undertaking works for residential properties in the surveyed streets. Also, strategies that may deter genuine heavy vehicles may act as no deterrent to light vehicles with commercial banding or utes and vans.

The initiatives listed below relating to vehicle access and parking are expected to be sufficient in reducing heavy vehicle use of residential streets.

Moving forward

The table above shows the average vehicle per day counts (vpd) are well within the acceptable limits for access roads as provided by both Main Roads Western Australia (up to 3000 vpd) and Liveable Neighbourhoods (1000 – 3000 vpd). Vehicle speeds in the area are also generally acceptable. It is interesting to note that the streets that have shown high levels of on street parking (see Appendix A) are also experiencing low traffic speeds. This strategy must aim to;

- Ensure vehicle speeds remain at acceptable levels (based on 85th percentile speeds).
- Ensure vehicle volumes remain at acceptable levels (based on the design and type of road).
- Accept that some increase in traffic volumes is likely to occur as Perth grows, and the shift away from car oriented culture will be gradual.

Initiatives

The initiatives related to vehicle access and the road networks are grouped with the initiatives related to parking as they are so closely related.

Parking

Current situation:

All streets in the study area have some form of parking restriction. It is clear that the area has a high parking demand due to its proximity to QEII and Hollywood Private Hospital.

Anecdotal evidence suggests that a range of people are seeking parking in the area including;

- Visitors to and patients of the hospitals.
- Employees of the hospitals.
- Employees related to hospital construction.
- Patrons of the Croydon Street shops.
- Residents and their visitors.

The current parking situation is best summarised in Appendix A. This is a report on the parking study undertaken by the City of Nedlands to improve the understanding of parking behaviour in the study area. Counts were undertaken on Mondays, Wednesdays and Fridays at 9am, 12pm, 3pm, and 6pm. This was conducted over three one week periods between 6 February 2012 and 4 May 2012. Cars were counted if they were parked either on the street, on the verge or at the Croydon Street shops. Both legally and illegally parked cars were counted.

Moving forward

The volume of correspondence received by the City of Nedlands in recent years relating to parking in the area makes it clear that there is scope to improve parking management. There are many parking management strategies and it is likely that a combination of a number of initiatives will provide the best outcomes.

The strategy must aim to manage parking in a way that;

- Ensures residents and their own visitors have access to parking at or close to their home.
- Ensures parking is managed in a way that does not stifle the retail function of the shops on the corner of Croydon Street and Aberdare Road.
- Accepts that some on street parking is assists to reduce the speed and volume of traffic on local streets.

Initiatives
The initiatives related to vehicle access and road networks and parking begin on page 14.

Initiative	Discussion
Increased Ranger Services	<ul style="list-style-type: none"> • Since May 2012 the City has employed an additional Ranger in order to increase parking enforcement. The officer patrols the entire City, but North Hollywood is one particular priority. • The increased number of infringements issued as well as the decreased number of phone calls reporting illegal parking suggests this initiative is already improving the parking efficiency of the area. • Illegal parking will continue to be enforced at this level for the foreseeable future.
Work collaboratively with QEII and Hollywood Private Hospital	<ul style="list-style-type: none"> • City officers have actively sought to improve the working relationship with key staff at QEII and Hollywood Private Hospital. • This will be an ongoing initiative to ensure effective communication and cooperation will follow.
Audit of existing parking signs	<ul style="list-style-type: none"> • Site visits confirmed that regulatory parking signage in the area was not always consistent or easily read. • Work has commenced on replacing odd, faded, damaged and stained signs. • Ensuring the City's parking rules are clear and easy to follow should help to reduce the incidence of illegal parking.

Initiative	Discussion
Improve traffic data collection	<ul style="list-style-type: none"> • Reliable and comparable data will assist in effective decision making and monitoring of initiatives. • Traffic counters are placed on roads in a five year cycle. • Due to the location of the residential area adjacent to major destinations, increasing the frequency of counting in North Hollywood to yearly will be extremely useful.
Install 'Local Traffic Only' signs and appropriately sign construction site access points	<ul style="list-style-type: none"> • QEII have expressed a willingness to work with the City to ensure signage assists drivers to make appropriate decisions. • While the signs are not regulatory, the installation of 'Local Traffic Only' signs on the entry to Croydon Street, Burwood Street and Kitchener Street is a relatively cheap way of reinforcing that these streets are not to be used for access to the hospital. • Options to erect other directional signage should be explored to give some clarity to drivers wishing to access the extremely busy and dynamic construction site. • Signs installed in November 2012
Monitor approved accesses to the QEII and Hollywood Private Hospital site	<ul style="list-style-type: none"> • The City has the opportunity to approve particular routes be used to access the QEII and Hollywood Private Hospital construction site. • The City must ensure that Kitchener Street, Burwood Street, Croydon Street, Campsie Street and Kingston Street are not used to access the site. • Ensuring these conditions are agreed upon in writing allows enforcement should the need arise.
Re-evaluate the access points to Hospital sites from Verdun Street	<ul style="list-style-type: none"> • Closing Verdun Street at Gairdner Drive is an option to assist in reducing heavy vehicle traffic in the local area, however the closure cannot be recommended without further investigation. • A basic costing must be completed and relevant parties be consulted. • An undesirable result would be an increase in heavy vehicle traffic travelling east along Verdun to access alternate entrances. • There are also design changes to the Verdun Street entrances to QEII that may produce positive results. • This would involve physically altering the entrance designs to stop undesirable turning movements. • An excerpt from a report prepared by Cardno can be found in Appendix B that further explains these access points.
Speed trailer program	<ul style="list-style-type: none"> • City owned speed display trailer is one way to improve driver behaviour, particularly in relating to speed. • The trailer displays the speed of a passing vehicle as well as a message such as 'slow down' or 'thank you'. • The trailer could be deployed randomly or when higher speeds have been recorded in routine traffic counts.

Initiative	Discussion
<p>Educate and inform residents of the City's rules relating to verge parking and offer a 'no parking on verge' sign free of charge for those properties</p>	<ul style="list-style-type: none"> • This initiative will give all residents and land owners a clear and consistent message on their rights and responsibilities. • A site visit confirmed that not many houses were displaying a 'no parking on verge' sign. • The presence of 'no parking on verge' signs may deter visitors who are unfamiliar with the area and associated parking rules, and should assist in parking enforcement. • Anecdotal evidence suggests this approach was successful when implemented on Aberdare Road. A small cost to the City would be incurred.
<p>Line mark on street bays on Kitchener Street, Burwood Street, Croydon Street and Campsie Street</p>	<ul style="list-style-type: none"> • Line marking or delineation of parking spaces can be done with either unbroken white lines or with white 'T' and 'L' markings at the corner of the spaces only. • Line marking on street bays where time restricted parking is currently allowed would yield approximately the following: <ul style="list-style-type: none"> ○ Kitchener Street (east) – 23 bays ○ Burwood Street (west) – 21 bays ○ Croydon Street (west) – 23 bays ○ Campsie Street (east) – 20 bays • The primary advantage to this initiative is the reduction in illegal parking (particularly blocked driveway access) and improved parking efficiency. The initiative is relatively low cost (less than \$100 per bay) and low maintenance.

Recommendations

Focus Areas

ID	Focus area	Recommendation
001	W	Complete footpath audit, either as a stand-alone project or as part of a wider project.
002	W	Compile a list of footpath 'spot improvements' for budget consideration.
003	W	Liaise with QEII and Hollywood Private Hospital to coordinate pedestrian access (especially during construction periods), and implement changes where appropriate.
004	C	Further investigate the avenues available to improve cycling movements through the Aberdare Road/Railway Road intersection (may require City of Subiaco cooperation to implement changes)
005	C	Complete an audit of the on road cycle lanes on Aberdare Road and list any 'spot improvements' or maintenance that should be completed (may require City of Subiaco cooperation to action maintenance).
006	C	Liaise with QEII and Hollywood Private Hospital to ensure cycle access to the site is maintained, especially during construction phases.
007	PT	Continue to work with the Public Transport Authority to ensure current levels of service in the local area are maintained (or improved, where possible).
008	TP	Improve traffic data collection.
009	TP	Install 'Local Traffic Only' signs and appropriately sign construction site access points.
010	TP	Monitor approved accesses to the QEII and Hollywood Private Hospital site.
011	TP	Re-evaluate (Verdun Street) QEII and Hollywood Private Hospital access points.
012	TP	Speed trailer program.
013	TP	Educate and inform residents of the City's rules relating to verge parking and offer a 'no parking on verge' sign free of charge for those properties.
014	TP	Line mark on street bays on Kitchener Street, Burwood Street, Croydon Street and Campsie Street.

W = Walking C = Cycling PT= Public Transport TP = Traffic and Parking

Implementation

ID	Focus area	✓	⌚	\$
001	Walking		X	
002	Walking		X	
003	Walking	X		
004	Cycling		X	
005	Cycling		X	
006	Cycling	X		
007	Public Transport	X		
008	Traffic and Parking	X		
009	Traffic and Parking			X
010	Traffic and Parking	X		
011	Traffic and Parking			X
012	Traffic and Parking	X		
013	Traffic and Parking			X
014	Traffic and Parking			X

- ✓ This initiative can be absorbed into normal operations.
- ⌚ This initiative requires extra time and will be scheduled to be completed as resources become available.
- \$ This initiative requires budget that is currently not allocated, work will be progressed to a stage that allows for budget consideration.

Part 3: Monitor and Review

Reviewing the North Hollywood Precinct Movement Strategy

Reviewing this Strategy is important to ensure that it remains relevant. The Strategy has a number of external influences on travel behaviour. Factors that may influence travel behaviour that are not within in the City's control;

- Changes to parking availability or management in neighbouring areas (City of Subiaco, QEII or Hollywood Private Hospital).
- Commencement or completion of construction projects at QEII.
- Petrol prices

The City will monitor by

- Traffic counts (vehicles volumes and speed)
- Residents feedback (as captured in the City's normal record keeping system)
- Ranger evidence
- Regular communication with QEII

Objectives

- To ensure that the overall Strategy is remains relevant.
- To ensure the content of the overall Strategy is accurate.
- To report on the progress of implementing movement related recommendations.
- To establish that movement related recommendations are still appropriate.

Outcomes

- A review establishes whether or not the vision, objectives and outcomes of the Strategy still aligns with community needs and expectations and relevant Council and State Government documents.
- A review confirms that the recommendation of the Strategy is still appropriate.
- The content of the Strategy is up-to-date.
- The progress of implementing movement related recommendations is documented.
- Any lessons learnt and project successes are documented.

Time frame for review

- Every two years.

Appendix A

Results of parking counts

This is a report on the parking study undertaken by the City of Nedlands to improve the understanding of parking behaviour in the study area.

Method

- Counts were undertaken on Mondays, Wednesdays and Fridays at 9am, 12pm, 3pm, and 6pm.
- This was conducted over three one week periods between 6 February 2012 and 4 May 2012.
- Cars were counted if they were parked either on the street, on the verge or at the Croydon Street shops. Both legally and illegally parked cars were counted. Results were collated and analysed.

General observations

- Parking was consistent over the week.
- It is assumed that cars counted at 6pm are predominantly the cars belonging to residents of the area and their visitors.
- With the exception of Verdun Street, car parking peaks between 9am and 12pm and is significantly reduced in the evening.
- Streets that experience high levels of verge parking tend to have lower levels of on street parking, the reverse is also true.

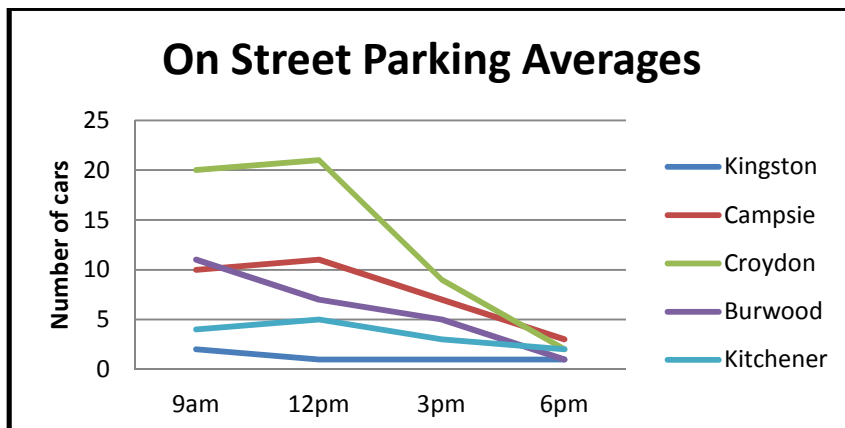


Figure 1: On street parking averages for comparison.

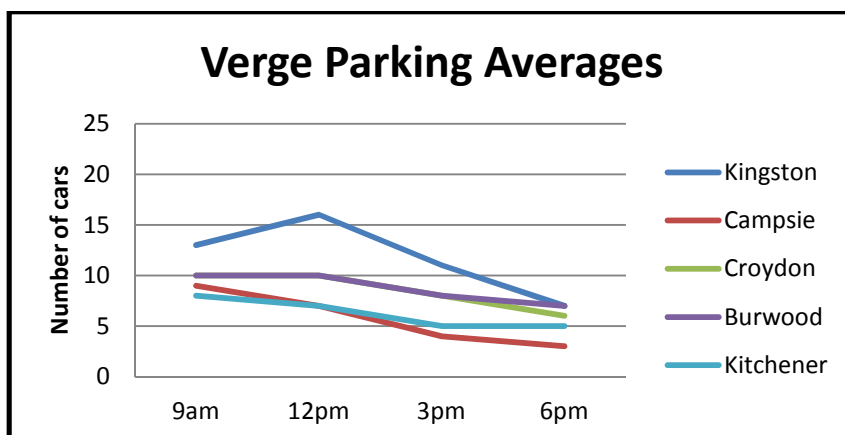


Figure 2: Verge parking averages for comparison.

Kingston Street

Street parking is prohibited on both sides of Kingston Street. As a result, very few cars are observed to park on the street. Verge parking is allowed, with the consent of the adjoining land owner. The results of the parking count show verge parking does occur, and it is worth noting that up to eight cars were often parked on the verge of 6 Kingston Street (Water Corporation pumping station).

Seventy eight infringements were issued on Kingston Street during the 2011-12 financial year.

Table 1: On street parking count results, Kingston Street.

	Min	Max	Average
9am	0	2	1
12pm	0	1	0
3pm	0	1	1
6pm	0	1	0

Table 2: Verge parking count results, Kingston Street.

	Min	Max	Average
9am	0	25	13
12pm	13	19	16
3pm	7	17	11
6pm	6	11	7

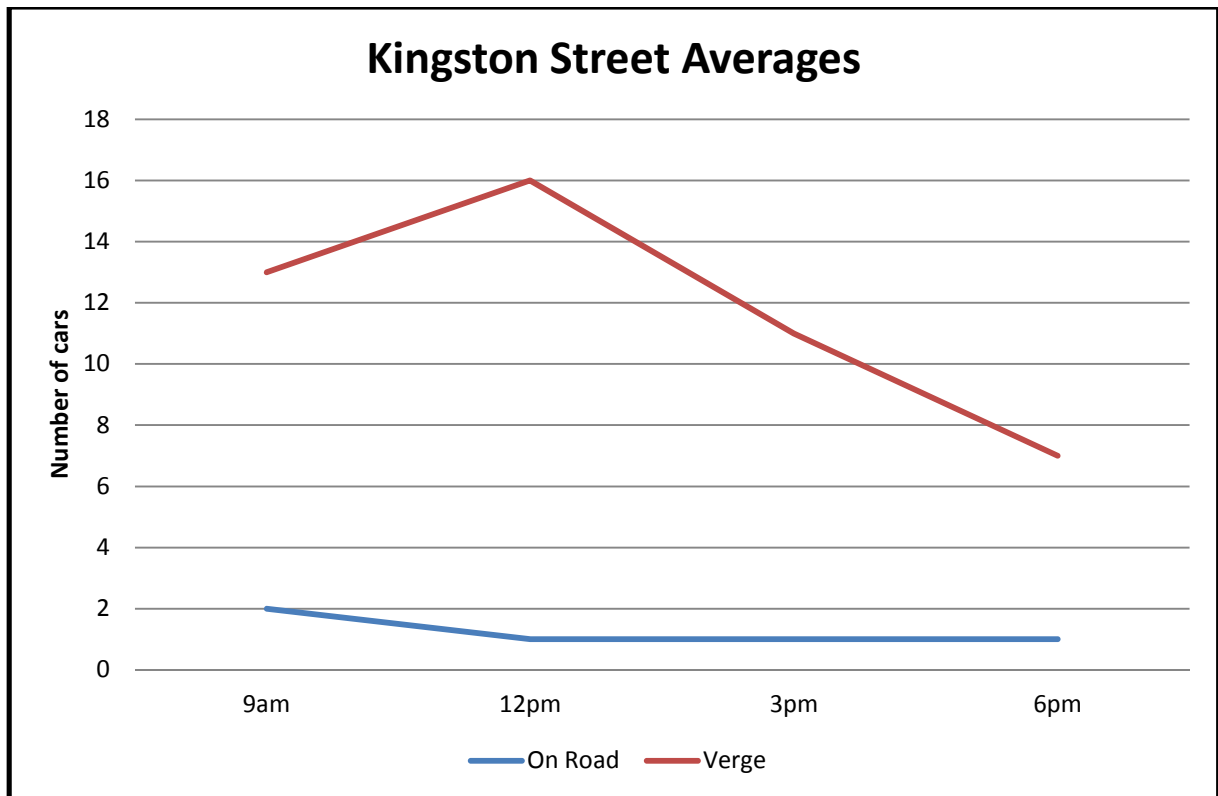


Figure 3: Average parking counts for Kingston Street.

Kingston Street

Street parking is prohibited on both sides of Kingston Street. As a result, very few cars are observed to park on the street. Verge parking is allowed, with the consent of the adjoining land owner. The results of the parking count show verge parking does occur, and it is worth noting that up to eight cars were often parked on the verge of 6 Kingston Street (Water Corporation pumping station).

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3pm	0	1	1
6pm	0	1	0

Table 2: Verge parking count results, Kingston Street.

	Min	Max	Average
9am	0	25	13
12pm	13	19	16
3pm	7	17	11
6pm	6	11	7

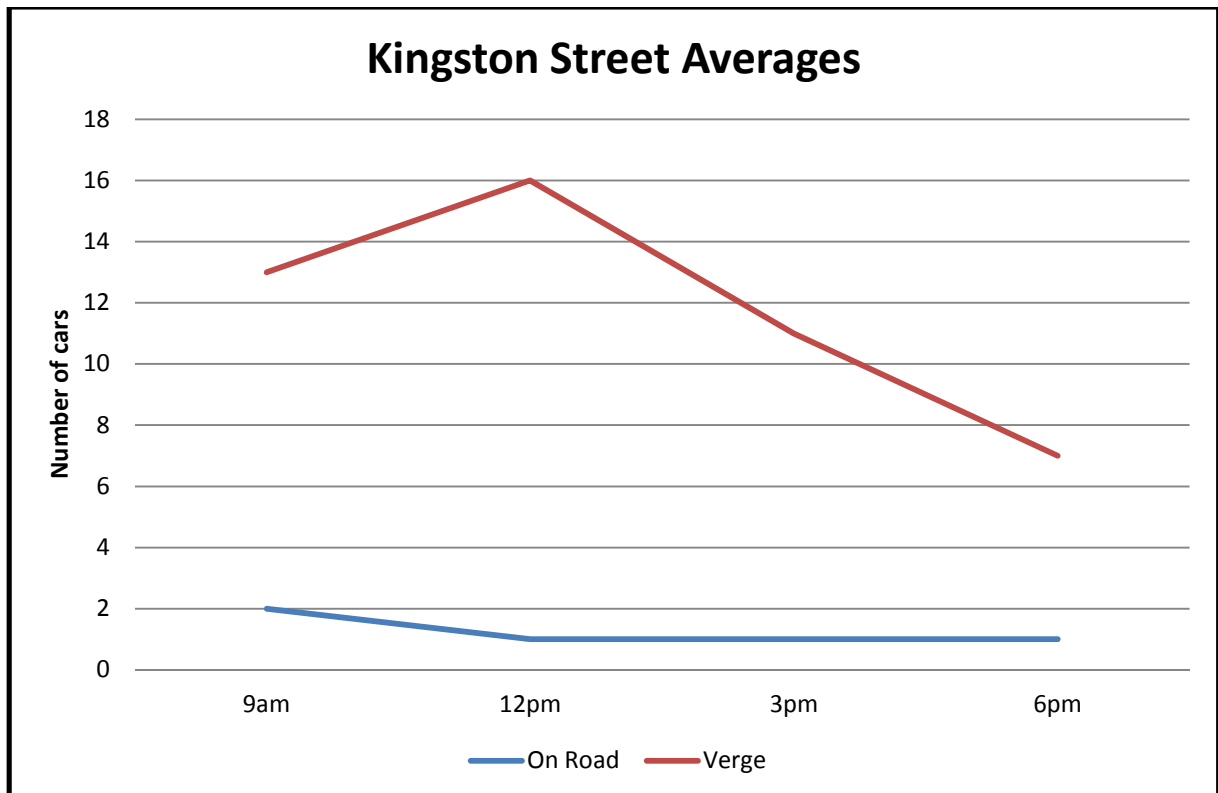


Figure 3: Average parking counts for Kingston Street.

Campsie Street

Street parking is prohibited on the western side of Campsie Street and one hour parking (Monday to Friday, 8am – 5pm) on the eastern side. Verge parking is allowed, with the consent of the adjoining land owner. The results of the parking count show both on street parking and verge parking does occur, but not in large amounts.

Three hundred and forty five infringements were issued on Campsie Street during the 2011-12 financial year.

Table 3: On street parking count results, Campsie Street.

	Min	Max	Average
9am	5	16	10
12pm	6	16	11
3pm	2	11	7
6pm	1	4	3

Table 4: Verge parking count results, Campsie Street.

	Min	Max	Average
9am	3	17	9
12pm	3	10	7
3pm	1	6	4
6pm	1	6	3

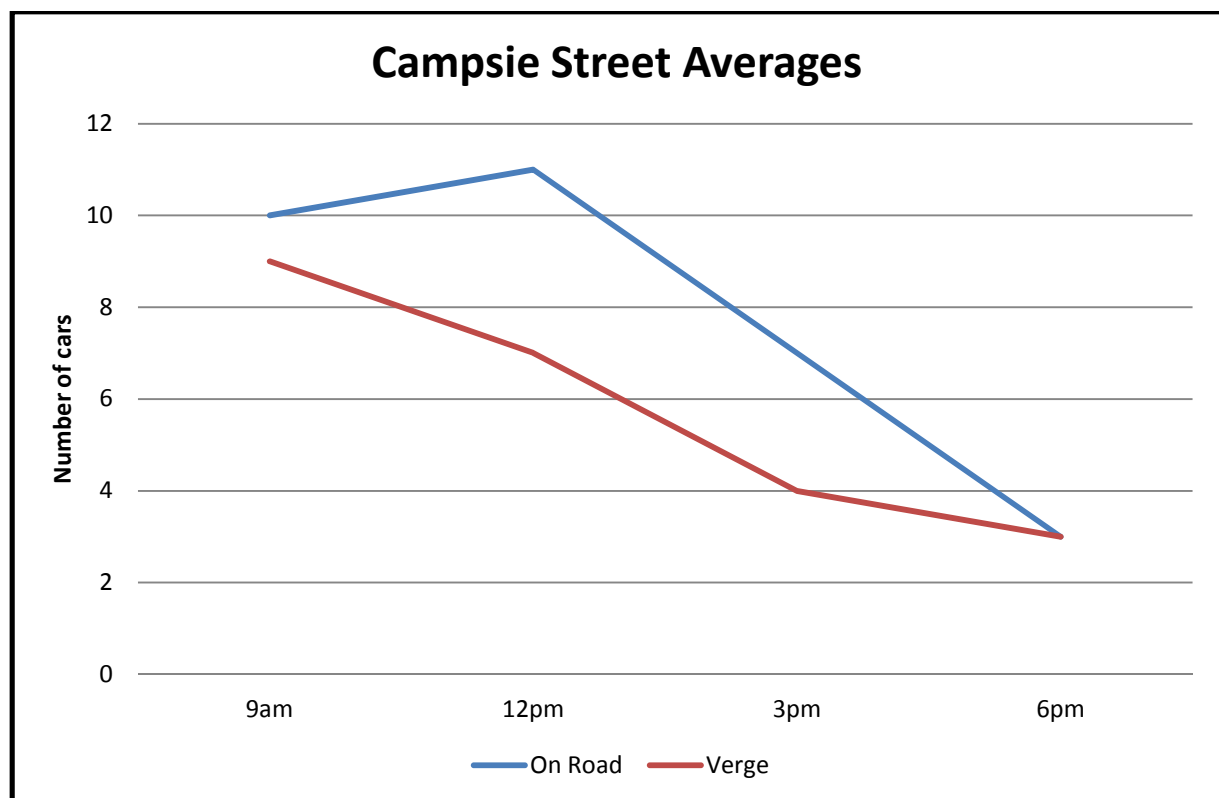


Figure 4: Average parking counts for Campsie Street.

Croydon Street

Street parking is prohibited on the eastern side of Croydon Street and two hour parking (Monday to Saturday, 8am – 6pm) on the western side. Verge parking is allowed, with the consent of the adjoining land owner. The results of the parking count show both on street parking and verge parking does occur, in significant amounts.

Three hundred and fifty seven infringements were issued on Croydon Street during the 2011-12 financial year.

Table 5: On street parking count results, Croydon Street.

	Min	Max	Average
9am	18	22	20
12pm	12	26	21
3pm	4	14	9
6pm	0	5	2

Table 6: Verge parking count results, Croydon Street.

	Min	Max	Average
9am	2	17	10
12pm	3	15	10
3pm	6	15	8
6pm	4	8	6

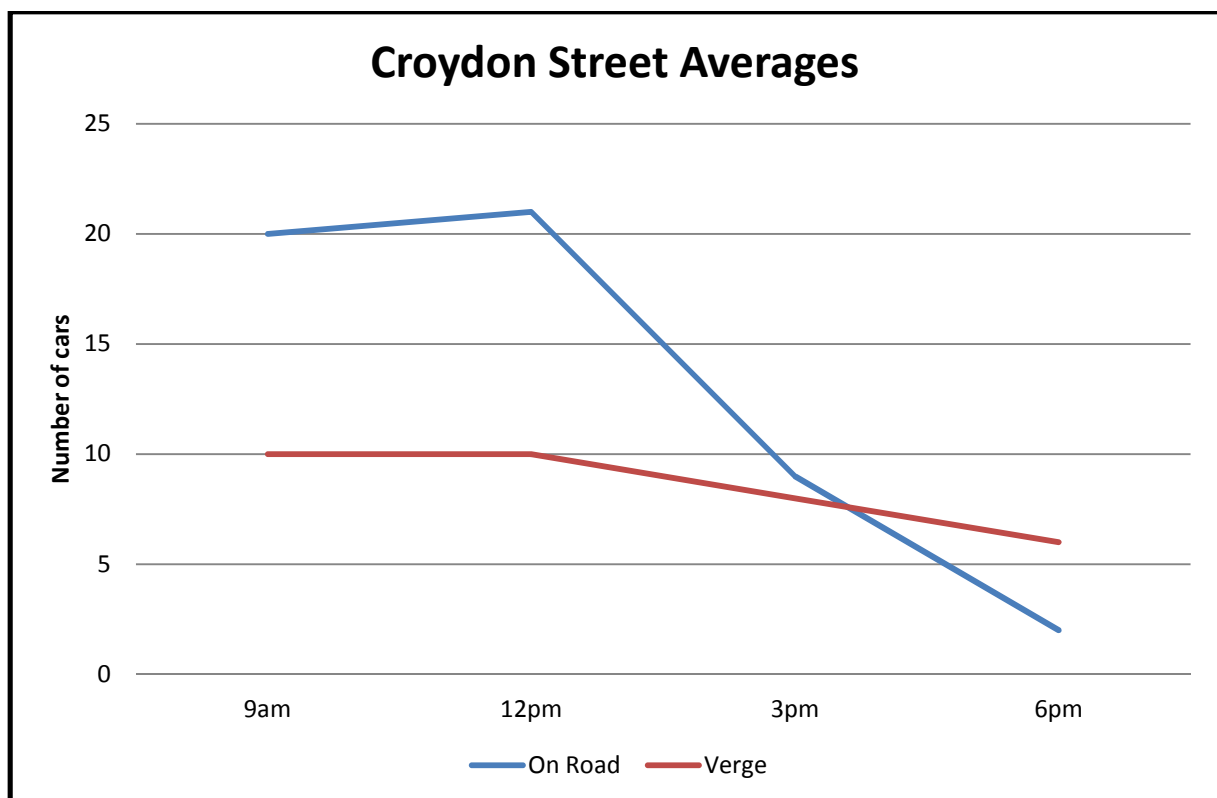


Figure 5: Average parking counts for Croydon Street.

Burwood Street

Street parking is prohibited on the eastern side of Burwood Street and two hour parking (Monday to Saturday, 8am – 6pm) on the western side. Verge parking is allowed, with the consent of the adjoining land owner. The results of the parking count show both on street parking and verge parking does occur, in significant amounts.

One hundred and fifteen infringements were issued on Burwood Street during the 2011-12 financial year.

Table 7: On street parking count results, Burwood Street.

	Min	Max	Average
9am	3	17	11
12pm	2	11	7
3pm	3	9	5
6pm	0	4	1

Table 8: Verge parking count results, Burwood Street.

	Min	Max	Average
9am	5	16	10
12pm	5	18	10
3pm	3	15	8
6pm	4	10	7

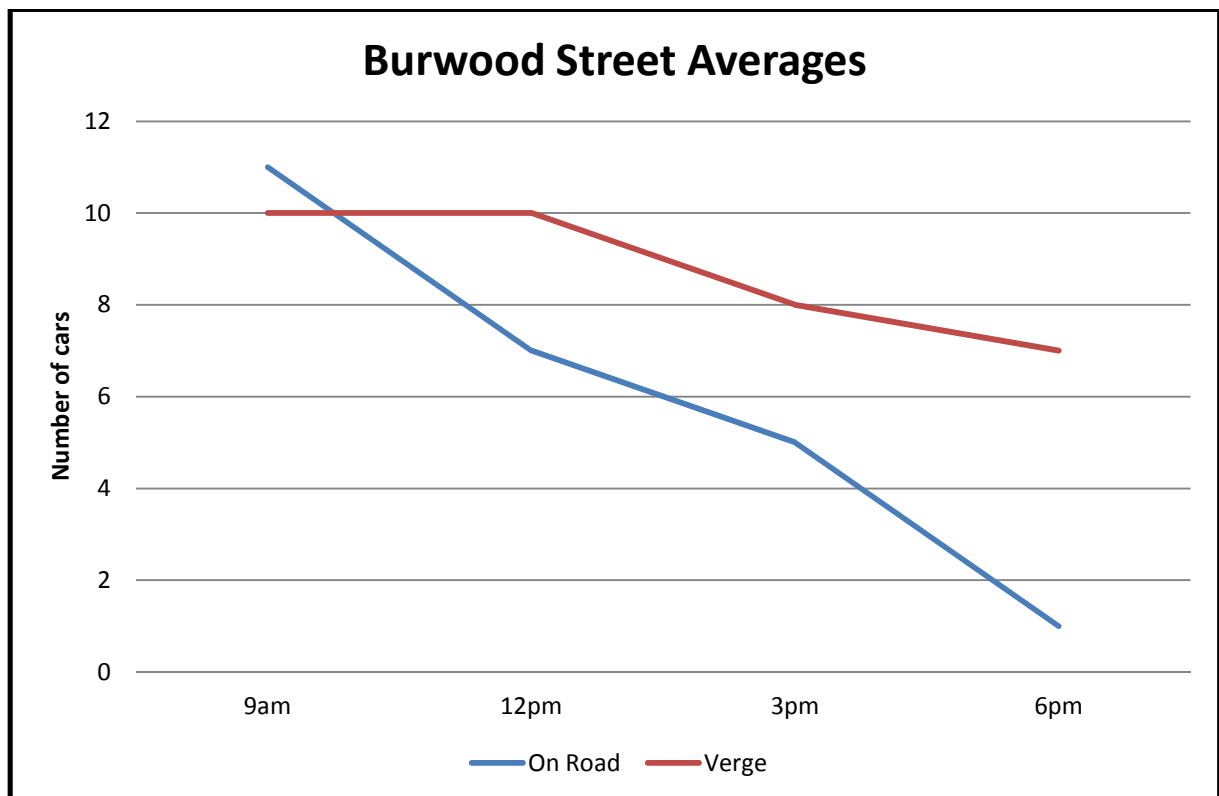


Figure 6. Average parking counts for Burwood Street.

Kitchener Street

Street parking is prohibited on the western side of Kitchener Street and two hour parking (Monday to Saturday, 8am – 6pm) on the eastern side. Verge parking is allowed, with the consent of the adjoining land owner. The results of the parking count show both on street parking and verge parking does occur, but not in large amounts.

Twenty nine infringements were issued on Kitchener Street during the 2011-12 financial year.

Table 9. On street parking count results, Kitchener Street.

	Min	Max	Average
9am	1	11	4
12pm	1	11	5
3pm	1	6	3
6pm	0	5	2

Table 10. Verge parking count results, Kitchener Street.

	Min	Max	Average
9am	5	12	8
12pm	5	10	7
3pm	3	10	5
6pm	1	7	5

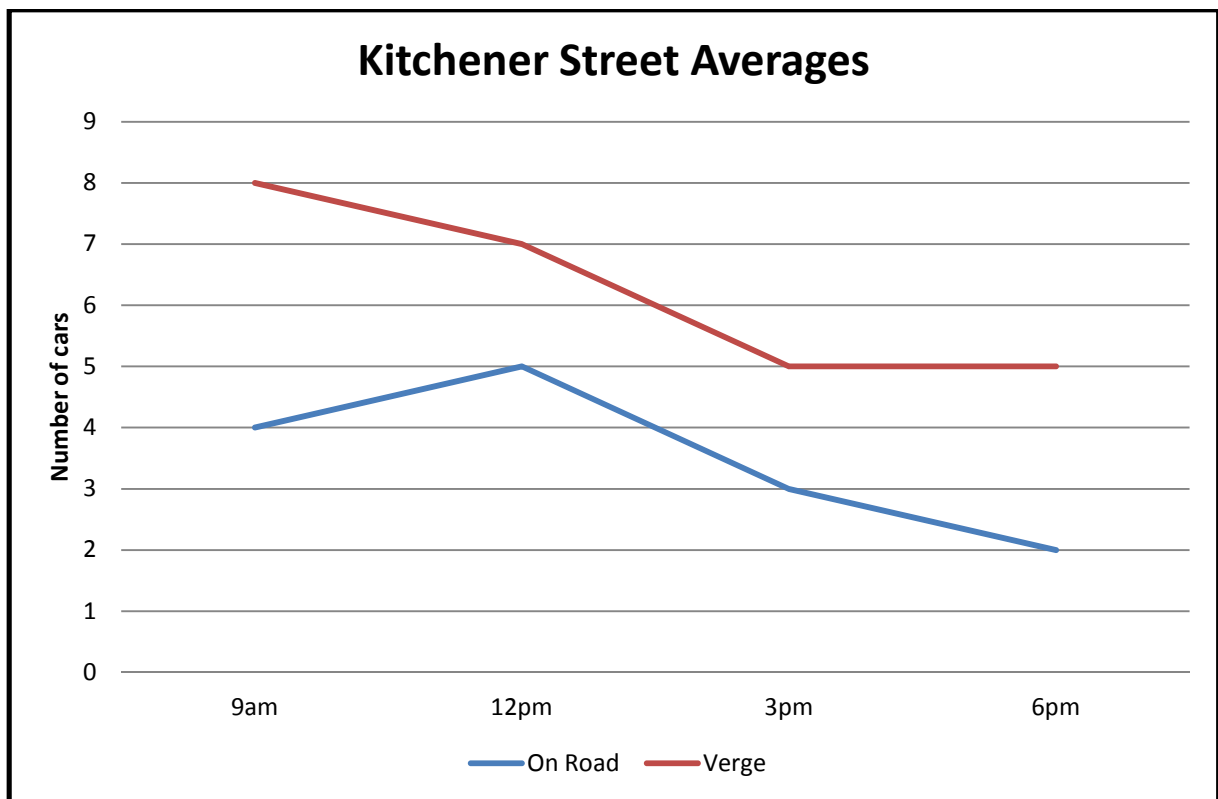


Figure 7: Average parking counts for Kitchener Street.

Verdun Street

Verdun Street has some indented on street parking (two hour parking, Monday – Friday 8am -5pm), areas of no parking on road and areas of no parking road or verge. In some areas verge parking is allowed, with the consent of the adjoining land owner. The results of the parking count show both on street parking and verge parking does occur, however this varies significantly. Verdun Street does not experience the same parking patterns at other streets in the study area.

Forty two infringements were issued on Verdun Street during the 2011-12 financial year.

Table 11: On street parking count results, Verdun Street.

	Min	Max	Average
9am	0	21	6
12pm	1	11	5
3pm	0	20	7
6pm	0	11	7

Table 12: Verge parking count results, Verdun Street.

	Min	Max	Average
9am	0	21	12
12pm	7	25	14
3pm	0	16	9
6pm	0	17	6

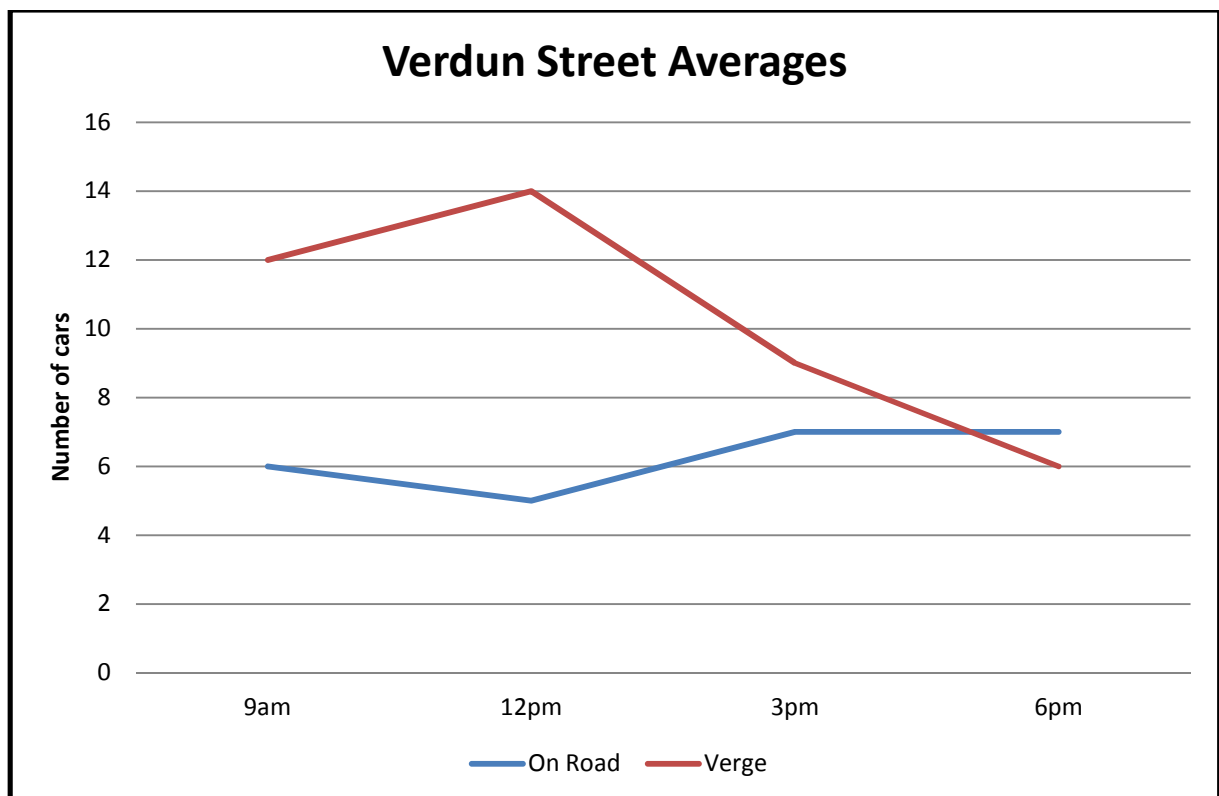


Figure 8. Average parking counts for Verdun Street.

Croydon Street shops.

There are 23 bays available in the Croydon Street shops (51 Aberdare Road).

Some of the bays are reserved for businesses and some are unrestricted parking. The results of the parking count (Table 13) indicated there is no parking problem in this area and is often underutilised. Rangers do patrol the area and respond to complaints of illegal parking as required.

Table 13: Parking count results, Croydon Street Shops.

	Average number of bays occupied	Average percentage full
9am	8	35%
12pm	10	43%
3pm	5	22%
6pm	2	9%

Aberdare Road

Aberdare Road was not included in the parking counts as there is no street parking allowed and in late 2011 the City installed signs on a number of verges prohibiting verge parking.

Thirty five infringements were issued on Aberdare Street during the 2011-12 financial year.

Appendix B

Literature Review: Traffic related studies

Hollywood Ward Traffic Management Review (SKM, 2004)

This document is a review of relevant studies, paper and actions spanning 1988 – 2004. It was commissioned by the City of Nedlands with a view to gather independent advice on how to control and reduce the speeding and volume of extraneous traffic through the whole Hollywood ward.

The review provides useful background information and the key issues that were identified (listed below) are still relevant today and have been considered in the Movement Strategy wherever possible.

- High stakeholder expectations
- Road hierarchy plan
- Extraneous traffic
- Residential amenity
- Crashes
- Hospitals
- University of Western Australia
- Senior citizens village
- Cyclists
- Public transport
- Role of adjacent councils and Main Roads Western Australia

The review includes 17 recommendations. Since the review was released some of these recommendations have been acted upon, some are ongoing and some (for various reasons) have not been pursued.

Verdun Street Precinct Local Area Traffic Management Assessment – Cardno 2012

This document is a local area traffic management assessment of Verdun Street, Croydon Street, Burwood Street, Kitchener Street and Quadrangle Place. Cardno carried out their assessment with traffic counts (recording vehicle volumes and speed) and a video survey of traffic. The data collected via these methods has been used to inform the recommended initiatives for the North Hollywood Movement Strategy. A gap in the report is the lack of consideration given to parking. Parking was outside the scope of Cardno's brief; however this has resulted in a set of recommendations that do not necessarily address the main concerns of local residents.

The Cardno assessment proposes nine possible treatment options and then scores and ranks these options, giving two recommended proposals.

- Minor works
 - i) flat top road humps (two each on Kitchener Burwood and Croydon),
 - ii) diagonal road closure between Lupin Hill Grove and Quadrangle Place, and
 - iii) two LED speed signs on Verdun Street.
- Major works
 - iv) All minor works,
 - v) left in, left out treatment at the northern end of Kitchener, Burwood and Croydon.

These recommended proposals have been carefully considered and discussed further in the body of this strategy.

Further to the recommendations above, Cardno have commented on the functionality of the QEII access points at Verdun Street. The excerpt below is taken from the Cardno report and discusses initiatives the City will pursue in conjunction with QEII.

COMMENTARY ON QEII ACCESS POINTS

The design treatments of two access points to QEII have been assessed, located on the east of Campsie Street and west of Campsie Street, at Verdun Street.

The access to the east of Campsie Street is approximately 9 metres wide with the kerb line oriented towards the right hand side. There is also a mid-block median installed on Verdun Street with a No Right Turn sign (R2-6) and a Keep Left sign (R2-3) to prohibit eastbound traffic from turning right into the QEII parking area.

The access to the west of Campsie Street is approximately 7 metres wide with the kerb line oriented towards the right hand side. A No Left Turn sign (R2-6) and an All Traffic Turn Right sign (R2-14) are also installed. There is a No Right Turn sign (R2-6) installed on Verdun Street to prohibit eastbound traffic from turning right into the QEII parking area. These treatments are installed with the same intentions as for the east of Campsie Street access point above. Due to limitation of space, a mid-block median treatment is not able to be installed on Verdun Street.

The intention of these traffic management measures is to direct traffic towards Gairdner Drive when accessing or egressing the Verdun Street Precinct. This limits the volume of traffic using local residential streets to access the QEII.

It has been noted that there is evidence that vehicles currently make illegal left turns at both access locations, as illustrated in **Figure 12**.

Figure 12 QEII Access Points on Verdun Street East and West of Campsie Street



To reinforce the intended local area traffic management, the following treatments are suggested for the access east of Campsie Street:

- Installation of No Left Turn sign (R2-6) and All Traffic Turn Right sign (R2-14) to prohibit egress traffic making left turn onto Verdun Street.
- Narrow the width of the access by kerb extension on left hand side or installation of mid-block median.

The following treatments are proposed for the access point west of Campsie Street:

- Modify the access point to entry only and direct egress traffic to the access east of Campsie Street, or other access points.
- Narrow the width of the access point to a one-way lane by kerb extension, along with the above treatment.

Appendix C

Movement related initiatives investigated but not recommended at this stage

Initiative	Description	Discussion
Do nothing.	Take no further action relating to movement networks and parking in the area.	<ul style="list-style-type: none"> The volume of correspondence the City of Nedlands receives regarding parking and traffic in the area shows that taking no action is unacceptable.
No verge parking.	Verge parking prohibited for all, including residents and their visitors.	<ul style="list-style-type: none"> Current Local Law Relating to Parking and Parking Facilities prohibits parking on a verge without the adjacent land owners consent. Unnecessarily prohibitive to residents and their visitors. Would require enforcement. Aesthetically pleasing.
Permit only verge parking.	Verge parking prohibited, unless a valid permit is displayed.	<ul style="list-style-type: none"> Strain on resources is expected (especially as there is currently no cost to residents to apply for or receive parking permits) System as it is currently implemented at the City is also unlikely to afford some residents the number of permits they would require. May disadvantage those who have a rental tenancy. Other residential areas with parking pressures may feel they should be offered a similar arrangement. The current process of residents reporting illegal verge parking to the City does yield results.
No street parking.	Street parking prohibited for all, including local residents and their visitors.	<ul style="list-style-type: none"> Vehicle speeds likely to increase significantly, as parked cars on a street do slow traffic. Traffic volumes also have the potential to increase as it becomes easier for traffic to flow quickly and unimpeded down the streets. Highly restrictive for residents and patrons of the local shops.
Permit only street parking.	Street parking prohibited, unless a valid permit is displayed.	<ul style="list-style-type: none"> Strain on resources is expected (especially as there is currently no cost to residents to apply for or receive parking permits) System as it is currently implemented at the City is also unlikely to afford some residents the number of permits they would require. May disadvantage those who have a rental tenancy.

		<ul style="list-style-type: none"> • Other residential areas with parking pressures may feel they should be offered a similar arrangement. • The current process of enforcement does yield results. • Would still restrict permit parking to one side of the street. • Vehicle speeds likely to increase significantly, as number of parked cars would be expected to decrease.
Closing Kitchener Street and/or Burwood Street and/or Croydon Street at the northern end.	Full closure of nominated streets, preventing vehicle access.	<ul style="list-style-type: none"> • Aim to eliminate non-local traffic. • Approximately \$40 000 each. • Landscaping opportunity. • Disrupts the grid system, impacting access for residents. • Effectiveness may be compromised by driver behaviour; the proximity of these streets to the hospital mean drivers may be 'searching' for access and parking. • Can be designed to allow cyclist and pedestrian access.
Road humps or speed cushions.	Raised and marked speed reduction devices. Can be installed to varying widths and profiles.	<ul style="list-style-type: none"> • Aims to reduce speeds and discourage through traffic. • Creates a cycling hazard. • Would require two per street, at a cost of approximately \$5 000 each. • Can be noisy, however night time traffic volumes are low. • Politically sensitive.
Left in – left out at the northern end of Croydon Street and Burwood Street.	A partial road closure that uses raised median islands to prevent right hand turns (across traffic) into and out of a street.	<ul style="list-style-type: none"> • Aims to reduce through traffic • Reduces intersection conflict as no right turn movements can be made. • Cost approximately \$25 000 per treatment. • Restricts access for residents. • Effectiveness may be compromised by driver behaviour; the proximity of these streets to the hospital mean drivers may be 'searching' for access and parking.

Creating one way streets (Croydon Street, Burwood Street and Kitchener Street).	Design, landscaping and signage modifications to restrict vehicles to travelling one way on the street.	<ul style="list-style-type: none"> • Aims to reduce through traffic. • Will restrict access for residents • Potential to increase traffic speeds as vehicles will not have to slow or stop to allow contraflow to pass. • Costs approximately \$40 000 per street. • Cardno only recommends this solution for northbound traffic, meaning access to all the north-south streets will be from Verdun Street and must exit via Aberdare Road.
Entry statements on any or all north-south streets.	Coloured and/or textured sections of road surface to alert drivers they are entering a different driving environment.	<ul style="list-style-type: none"> • The difference in surface would be expected to slow drivers and deter through traffic. • Extent of effectiveness is questionable. • Average cost of \$15 000 per treatment plus ongoing maintenance.
Design and install slow points on Kitchener, Burwood and Croydon Streets.	Narrow or angle the roadway at a certain point and potentially introduce a median if required.	<ul style="list-style-type: none"> • Aim is to physically slow traffic. • Will most likely result in a loss of some on street parking. • Landscaping opportunity. • Deter through traffic. • Average cost \$20 000. • Politically unpopular.
Speed display signs on Verdun Street.	Road side signs that measure and display vehicle speed, with a 'slow down' or 'thank you' message.	<ul style="list-style-type: none"> • Aim to reduce vehicle speeds and improve driver awareness of local speed limit. • Solar powered units can be used. • Costs are approximately \$15 000 per location. • More suitable option will be the use of the City's existing speed display trailer on the streets that are experiencing higher speeds.
Bicycle parking audit	Assessing where bicycle parking already	<ul style="list-style-type: none"> • Aim to improve cycling environment.

	exists and identifying where new bicycle parking should be installed.	<ul style="list-style-type: none"> • Most common origin and destination points are likely to be private houses, where bicycle parking is provided privately. • Natural link to Placemaking Strategy.
Verdun verge parking	Further investigate (design and cost) creating parking on the Verdun Street verge	<ul style="list-style-type: none"> • Incremental development is likely to result in the loss of much of the current on street and verge parking space, due to the increase in number of crossovers. • Residents in the area may favour a small amount of Verdun Street verge being converted to parking, with the intention that this be managed to predominantly facilitate visitor parking. • This will come at a cost to the City, which would vary considerably depending on the location and design. Also, parking on the verge may be less visually attractive than a landscaped nature strip.

Planning for North Hollywood – Adoption of placemaking and movement strategies

PD13.13 Attachment 3

Schedule of Submissions

Notes:

1. This attachment includes submissions on the draft Placemaking Strategy and the draft Movement Strategy.
2. This attachment also includes one comprehensive letter mailed to the Director Planning and Development Services relating the history of North Hollywood and conveying the author's feelings about both strategies.
3. The submissions in this attachment have not been summarised and reviewed for errors in spelling, grammar and punctuation.

Draft North Hollywood Placemaking Strategy

ID	TRIM reference	Submission	Technical officer comment
1	D13/2405	<p>Social life in cul de sacs? If that means cleaning up and putting up a seat that's ok but I wouldn't want a gathering of young people at nights there or in Campsie Park or at the corner shop (Croydon). No lights.</p> <p>However all the areas mentioned do need cleaning up.</p> <p>I would rather Campsie park was not a dog park - the bin which is adjacent to our property is already full of dog poo and is very smelly! Also it is too small and meant to be for children.</p>	<p>The cul-de-sacs key focus area has been removed.</p> <p>Comment regarding a dog park at Campsie Street Park is acknowledged.</p>
2	D13/2483	<p>The emphasis should be to create an ongoing pleasant streetscape. The Shire has not done a good job with the road verges in the old high school site since taking over from Mirvac, the developer. The planting and landscaping suffered when the bore water was turned off. Nearly all the grass, plants and some trees died. At the end of spring for the last five years weeds have taken over the verges. The owners receive compliance letters in spring regarding weeds being a fire hazard.</p>	<p>Respondent's comments are acknowledged. They provide the context for retaining those key focus areas in the strategy that deal with improving</p>

		<p>The letters have stated that it is the owners responsibility to tend to the verge under threat of a fine.</p> <p>Existing verge sprinklers have been damaged by the Shire contractor and not repaired. The Shire needs to address this.</p>	
3	D13/2484	<p>With regard to the Placemaking Strategy, I am disappointed that after all the effort we only have a preliminary report that does not set out a specific implementation plan - or at least a plan that will produce actual outcome in the short term.</p> <p>Some of the recommendations are well and good but the Council needs to show some leadership and achieve outcomes rather than taking more time to consult and consult and consult - can we please get on with it.</p> <p>The content of the report is okay by the methodology is frustrating.</p> <p>In particular I favour the incremental development scenario over the edge.</p>	<p>Respondent's comments regarding implementation are acknowledged. An implementation table is included in the strategy with each key focus area being categorised according to priority.</p> <p>A small win approach does not preclude the implementation of grander ideas.</p> <p>Respondent's comments regarding the preference for the 'incremental' development scenario are acknowledged. However the strategy has been modified to reflect the 'status quo' development scenario.</p>
4	D13/3419	<p>Many and varied!</p> <p>Campsie Street park is not used to my knowledge. Have never seen anyone there as most houses have working parents all week and weekends are busy. People seen in these streets are workers and staff from the hospital.</p> <p>Cul de sacs - no time to be utilised.</p> <p>Fruit trees - no, as fruit flies in the metropolitan area are massive, who would care for them?</p>	<p>The Campsie Street Park comment is acknowledged. This comment provides the basis for the objective to have the park well used, enjoyed and valued by residents. The park did receive the majority of responses as a result of the Place Game.</p>

		<p>Verdun St verge is a problem and it is dreadful to see staff and workers sitting on the ground with their longs on the road smoking.</p> <p>Trucks using no through roads and breaking up cement entrances to properties should be discouraged.</p> <p>Underground power to be finalised.</p> <p>How much did this cost ratepayers? It is so easy to see that these ideas may be seen to work by would not.</p> <p>Parking on verges - watering, gardening and mowing impossible for owners.</p>	<p>The cul-de-sacs key focus area and the suggested fruit tree idea have both been removed.</p> <p>The Verdun Street verge comment is acknowledged. It justifies retaining this as a key focus area.</p> <p>The provision of underground power is outside the scope of this strategy; however it is identified as strategic priority in Council's Strategic Community Plan.</p>
5	D13/3523	<p>I live in a residential area - I need underground power. I do not need community noticeboards; we have community newspapers for this. I do not want street banners. I want quiet enjoyment where I live.</p> <p>I support more trees and large shrubs - not grassed areas. I organise and attend neighbourhood gatherings - I don't need anyone else outside my street for this. I do not want the end of my street converted to anything other than more trees/shrubs.</p>	<p>Respondent's comments are acknowledged.</p> <p>The provision of underground power is outside the scope of this strategy; however it is identified as strategic priority in Council's Strategic Community Plan.</p>
6	D13/3919	<p>King's Park, UWA and the Colleges, the Nedlands foreshore, QEII and Hollywood Repat; what a great opportunity for town planners to create something wonderful for a very special area of Perth! What a great responsibility too, requiring disciplined foresight (and postponed gratification for some).</p> <p>The danger is (and often has been in many places in the past): toss a coin between planners on the one hand and councillors and builders on the other and who could possibly win?...the coin!...unless all share the same vision for Perth's sake. (and this includes the Perth City Council)</p>	<p>Respondent's comments are acknowledged.</p>

		<p>Hospital wise, are the QEII and Hollywood Repat precincts eventually going to end up like those of RPH, King Edward, Princess Margaret, Fremantle Hospital, John of God Subiaco...or like those of Fiona Stanley, John of God Murdoch and Murdoch Uni?</p> <p>A slow drive through Hackett Drive (during uni times), Hampden Road, Aberdare Road, in and out of the car parks of QEII and these, in contention with denizens on their home to Karrakatta could help provide some useful insights.</p> <p>Increase housing (and hence population) densities around major hospitals and centres of learning impinge on orderly traffic flow, emergency accessibility, the desire for scenic, noise free, relaxed surroundings - factors very desirable for quiet thought, study, recuperation and rehabilitation.</p> <p>Consultation with the Local History Department and those in charge of Urban Geography could help. Sharing ideas is vital in this regard. It could produce something wonderful for Perth.</p>	
7	D13/4564	<p>This report goes out of its way to recommend nothing involving significant cost. Nedlands clearly isn't going to spend any money in North Hollywood.</p> <p>The residents of Burwood and Kitchener Streets have always been in favour of these streets being made into cul-de-sacs - clearly too expensive and not given a priority in the Strategy.</p> <p>Dot Bennett Park has been rejected by Nedlands and since the departure of the developers has steadily deteriorated. Much of the original planting has died - it never seems to be watered. The stones in the retaining walls are falling out, not replaced, and lie around the field. The cypress trees planted in the field area, in the way of people kicking footballs are vandalised. Their placement is totally inappropriate as they obstruct the field. They should be removed. Dot Bennett Park is "Not a Priority" category in the Strategy.</p>	<p>The strategy has been set up on the basis that its implementation is affordable. It is important that Council can be confident that the strategy is capable of being implemented.</p> <p>Respondent's comment regarding the priority of Dot Bennett Park is acknowledged. The priority of this key focus area has been upgraded.</p>
8	D13/4766	<p>I believe the document is overly complex in its form, difficult to see where the benefits are and what the outcome may achieve.</p>	<p>The strategy contains an overall set of objectives and outcomes. Each key focus area also has a</p>

		<p>I refer specifically to the Hollywood High School Redevelopment area and comments follow:</p> <ol style="list-style-type: none"> 1. Council's present efforts to provide meaningful verge tree outcomes have been a dismal failure. 2. Council's efforts at verge treatments - particularly Smyth Road have been a dismal failure and costly (now seeing the 3rd attempt to landscape the verge between Verdun & Lupin Hill Grove in the two and a half years I have been there!) 3. Council's efforts at maintaining the landscaping of Dot Bennett Park (left in beautiful shape by Mirvac) has been a dismal failure with at least half the plants dying - no replacements - and remainder poorly and costly maintained. 4. Verge treatments within the area have leave a lot to be desired (some residents are looking after theirs) <p>Overall a sad state of affair with no direction! Simply not cared for! Look at Subi Centro and compare!</p>	<p>desired outcome and a set of identified key success factors.</p> <p>Respondent's comments regarding street verges and Dot Bennett Park are acknowledged. They justify retaining these key focus areas.</p> <p>The priority of the Dot Bennett Park key focus area has been upgraded.</p>
9	D13/4760	<p>I thank you for the opportunity to comment on the North Hollywood Placemaking Strategy.</p> <p>The proposed strategy on each focus looks fine in isolation by the Schedule on page 26 fails to address Development Scenarios detailed on page 9 of the document.</p> <p>It is difficult to understand how and Implementation Schedule could be conceived and development without final building codes being established first. If R10 building codes were to be adopted through North Hollywood there is a potential of up to an addition 90 homes within the area which must influence any planned public facilities upgrade schedule.</p> <p>I don't believe in 2013 1100m2 plus single building lots are sustainable and would support the Council should it move all of North Hollywood to an R10 building code.</p> <p>An R10 initiative would provide benefits to the land owners and the Council.</p>	<p>The strategy has been modified to reflect the 'status quo development scenario'. This scenario means that no further increase in density or new housing types will be proposed unless significant forces for change emerge.</p> <p>The majority of the neighbourhood from Kitchener Street to Kingston Street is currently R10 with small pockets of R25 along Aberdare Road.</p> <p>The proposed fruit tree idea has been removed.</p>

		<p>For example:</p> <ol style="list-style-type: none"> 1. Increased rates to fund current proposed development in the area; 2. An ability to plan for increased residents and their needs including the Placemaking Strategy; 3. Those residents who want to retain their existing code have that option; 4. Enable existing residents to downsize and remain within the area; 5. A case study/blueprint for similar building code changes in other areas within the City. <p>Based upon an R10 building code for the area the following are my comments:</p> <ol style="list-style-type: none"> 1. The Campsie Street Park and Verdun Street verge proposals could proceed; 2. I am not sure what you are referring to as the Aberdare Rd verge. If it's the land between the footpath and the road I defiantly do not agree with any trees on the verge. Existing trees, gas line signs and light poles already block resident's line of sight when entering a busy Aberdare Rd from their properties in a vehicle. Grass and everlastings would look great in this area. 3. I don't agree with fruit trees, preferring 'water wise' natives. 4. A Public Art and Placemaking for Dogs could proceed; 5. With addition traffic movements all existing and proposed cul-de-sacs would require revisiting as part of a new overall traffic movement model; 6. Further consideration would need to be given to any change or improvements to Dot Bennett Park to accommodate additional residents. Maybe a stage area on the park could be attractive for small concerts, movies and the like? 7. Any Highview Park plans need to be reviewed in the light of increased residents. I suggest a 'Men's Shed' should form part of this plan which would be a perfect fit with the current sporting and gardening activities on this site. This initiative would benefit ratepayers across the City. 	<p>The respondent's comments regarding the Dot Bennett Park, Highview Park and the local shops are acknowledged.</p>
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		<p>The shopping centre and their tenants:</p> <ol style="list-style-type: none"> 1. To encourage the owner of the centre to upgrade and change the type of tenants is possibly being optimistic; 2. People in the area tend to meet/shop Shenton Park where there is a broad range of facilities and services. I don't think any upgrade would bring them back to the Aberdare Rd centre; 3. Currently passing trade is a sizeable component for the viability of two existing tenants. To make their business more local people friendly could bring additional parking requirements which would have to be addressed. <p>I hope you view my comments as being positive and for greater good of the area.</p>	
10	D13/4766	<p>Part 2 Needs work</p> <p>Part 3</p> <p>001-CSP Agree</p> <p>002-DBP Needs exercise equipment to come in line with obesity programme. See excellent equipment and sail cloths supplied at Dunsborough foreshore.</p> <p>003-VSV Yes, but hospital staff and visitors need to be discouraged from smoking here.</p> <p>004 -ARV Badly in need of upgrade. Whilst the everlastings were nice since whilst they are no longer in bloom the verge looks scruffy again. Suggest native planting on corners and imitation grass to save water and mowing costs i.e. very low maintenance. Remove box tees.</p> <p>005-PA Would be better place on foreshore. And Hollywood monies spent on aged community or better and safer road access for primary school children.</p> <p>006-LS Nice idea, but could lead to costly litigation.</p>	The respondent's comments are acknowledged.

		<p>007-CDS This is for the residents of those streets to decide and could this also lead to undesirables congregating.</p> <p>008-PFD Highview Park is already a well attended dog park and should be encouraged as exactly that, it is already fenced off from the road to stop dogs running off should they get spooked for any reason.</p> <p>009-SCI More support from council.</p> <p>010-HP</p> <p>011-HP Not knowing the Masterplan makes it hard to comment. What I can comment on is this:</p> <ol style="list-style-type: none"> 1. The bowling club is very outdated and rundown not a patch on Floreat/City Beach. It needs a bigger carpark if upgraded and not to be subleased though memberships to Hollywood Hospital for parking. 2. The volleyball courts are too invasive of the residents comfort in their own homes with the car door slamming, headlights and constant whistle blowing. If they are to stay they need realigning perhaps alongside the very successful 5 aside football (soccer) pitch. 	
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Draft North Hollywood Movement Strategy

ID	TRIM reference	Submission	Technical officer comment
1	D13/2402	<p>Have to allow residents freedom to have visitors park on their verges. Also trade vehicles if building occurring.</p> <p>One hour restriction adequate for street parking.</p> <p>Don't close of Croydon or Gairdner. Egress for us too difficult as is.</p>	<p>The respondent's comments are acknowledged.</p>
2	D13/2481	<p>Smyth Road traffic volume and speed needs to be addressed.</p> <p>Through traffic from Stirling Highway to Subiaco could be reduced by:</p> <ol style="list-style-type: none"> 1. Closing Smyth Road at Aberdare Road; 2. Installing more slow points that cannot be negotiated by large vehicles; 3. Signs - Local traffic only along Smyth Road. 	<p>Focusing on Smyth Road should be a part of a wider study as it has implications for the wider region beyond North Hollywood.</p>
3	D13/2484	<p>With regard to the Movement Strategy, I think it is a cop out on a number of levels and proposes actions that do not achieve anything other than a defence by the Council that "we are trying to do something."</p> <p>In particular:</p> <ol style="list-style-type: none"> 1. The SKM report is attached - it recommends a number of actions that would have an effect. e.g. cul de sacs, street narrowing, but these are effectively ignored. 2. Instead we have the laughable installation of 'Local Traffic Only' signs that will have no effect on reducing traffic whatsoever. The only outcome these signs are producing is more visual pollution. 3. Equally laughable is the intent to "liaise" with QEII on some matters. Unlike Hollywood Private Hospital who genuinely consult, QEII is a bad 	<p>The strategy has been set up on the basis that its implementation is affordable. It is also important that Council can be confident that the strategy is capable of being implemented.</p> <p>On this basis, implementation of the strategy is focused on initially carrying out small wins and measuring their success before moving on to considering more expensive solutions.</p>

		<p>neighbour. Nth Hollywood needs to turn its back on QEII and by use of appropriate modifications steer all traffic into Hospital Avenue.</p>	<p>In relation to the SKM report, Appendix C of the strategy outlines a number of initiatives that were investigated but not recommended. For example, engineering solutions such as cul-de-sacs, creating one way streets, slow points, left in/left out were all investigated but were not recommended at this stage.</p> <p>An outcome of this strategy is for evidence based decision making covering all aspects of movement. At this stage, it is considered that the evidence does not support carrying out these types of solutions in the first instance.</p>
4	D13/2621	<p>Many thanks for the opportunity to comment on this Strategy.</p> <p>Aberdare Road has a substantial amount of traffic movements during the day but then that is what you get when you live on a major connecting road. I don't see how council could do anything to elevate what is in place other than to allow those properties impacted by the noise being able to construct solid fencing to the front of their properties which will have some calming effect in the noise.</p> <p>I consider all other roads in the North Hollywood area are fine as they are.</p> <p>When the proposed light rail network is connect to Charlies this must reduce some of the traffic congestion in the area.</p> <p>Pedestrians are well catered for with footpaths throughout the area and the</p>	<p>Respondent's comments are acknowledged.</p>

		<p>only official bicycle route I'm aware of along Aberdare Rd can be a little dangerous where it meets Thomas Street.</p> <p>We are blessed with excellent bus and train services although they could be a little far away for some elderly people who live in the area.</p> <p>Sometime back we had a local service from Nedlands along Smyth, Aberdare and Herbert to Shenton Park and then onto Subiaco, West Perth to the Wellington Street bus station. But if a service isn't used it is taken from us and we only have ourselves to blame. This was possibly the case in this instance.</p> <p>Parking is not an issue to me because from where I live I would walk or ride my bike to any other location within the area.</p> <p>I understand parking is a massive problem for medical and construction workers at the large hospitals within and adjacent to the area.</p> <p>John Bell suggested leasing/renting Highview Park prior to the construction starting at Charlies for construction workers to park their vehicles which could have helped to alleviate some of the parking pressure the area is experiencing. Obviously there wasn't any support within council for that idea.</p> <p>The construction at Charlies is in progress; some might not agree but it is a reality and is happening. I just hope the council is not cashing in on the workers who must go to work and if they cannot use public transport and are forced to drive their cars.</p> <p>These people are workers like most and it is through their efforts that we will have first class medical facilities on our doorstep.</p> <p>I will address the Placemaking Strategy at another time after studying that document.</p>	
5	D13/3254	I support the draft, and I would like it to be realised as soon as possible.	Respondent's comments are acknowledged.
6	D13/3255	I thoroughly support the draft. I hope plans are carried out sometime in the near future (ASAP).	Respondent's comments are acknowledged.

7	D13/3417	<p>All we want is something to be done. Are these more vain promises? Some years ago you said you would make a children's play are by the Water Dept. land on Kingston Street. Needless to say nothing happened and the verge has been a car park ever since. This is probably just another waste of time, money and paper. By the way I can't see anyone wanting to sit at the end of our cul-de-sac!!! Of course we are interested in the future of our area and traffic managed a great deal better. Yes I did participate in that useless "game playing" - another waste of time and effort.</p>	<p>This strategy has been set up so that Council can be confident that it can be implemented.</p> <p>The cul-de-sac key focus area of the placemaking strategy has been removed.</p>
8	D13/3521	<p>I support marked car bays and limited parking time. I do not support verge parking. I want the City of Nedlands to be very vigilant re QEII development. QEII work should not be a problem for residential areas.</p>	<p>Respondent's comments are acknowledged.</p>
9	D13/3670	<p>Local access sign to Campsie Street: The one hour parking limit on Campsie Street should apply to weekends as well and the should be labelled "local traffic only"</p> <p>Access and parking to QEII: As above. Traffic movement to QEII needs to be turned away from local North Hollywood streets and onto Aberdare Road.</p> <p>Verdun Street access to QEII: As above. Access to QEII from Verdun [text unreadable]</p>	<p>Respondent's comments are acknowledged.</p>
10	D13/4654	<p>The issue of illegal parking appear to be focused on the area east of the Hollywood High School Redevelopment area where I live.</p> <p>I do not find any problems with illegal parking in my street or the area in general.</p> <p>I do object to the overkill on parking signs - 14 in my street of 200 metres!</p> <p>I do not consider anything further is required in my area towards improving movement, but 2 issues along Smyth Road do need consideration:</p>	<p>Respondent's comments are acknowledged although it is clear that there is scope to improve parking management within the neighbourhood.</p> <p>In regards to traffic planning, focusing on Smyth Road should be a part of a wider study as it has implications for the wider region beyond North Hollywood.</p>

		<ol style="list-style-type: none"> 1. The parking of vehicles on the verge adjacent the bowling club is unattractive, unsafe, unmanaged and should be relocated and the verge enhanced (the whole of the Smyth Road verge needs urgent attention.) 2. Peak hour traffic banks up from Aberdare Road to Monash and causing impact on residents, particularly those in the old Hollywood High School area. 	<p>There is a proposal for rationalising the Smyth Road verge that has been approved by Council.</p> <p>In regards to QEII, the respondent's comments are acknowledged.</p>
11	D13/4944	<p>I submitted my Comment Form on Friday the 8 March 2013 however in regards to our discussion I have an addition to my submission therefore I am emailing you my full submission.</p> <p>I recommend closing the entry into the new Mental Health Unit (MHU) off Verdun Street at the end of Campsie Street. As shown in Figure 12 to the Draft document there is traffic making illegal right hand turns into the hospital campus. These illegal no right hand turns are continuous and are on a daily basis which is extremely dangerous and disruptive to the residents of Campsie Street and the traffic travelling west bound. The no right hand turn sign is continuously destroyed by cars and trucks entering illegally which is also dangerous as the sign is often obstructing the road and is also costly for the rate payers to have the Council continuously repair.</p> <p>My recommendation for a solution is for the Authorities, hospital service vehicles and the public to access the new MHU and the Central Plant via Monash Avenue and Hampden Road as this is currently where the construction vehicles are entering the site on a continuous daily basis, this appears to be working as the construction is continuous. Also this entrance is currently in a commercial precinct which would not pose any disruption to the public. If this is not an option the Authorities and the Public should enter off Winthrop Avenue and access the MHU via the Internal Hospital Road. A solution for the hospital service vehicles to the Central Plant would be to relocate the entry between Kingston and Campsie Streets keeping the existing no right hand turn travelling east bound which would keep the hospital service vehicles using Gardiner Drive to access the Central Plant</p>	<p>An initiative of this strategy is to re-evaluate the access point to Hospital sites from Verdun Street.</p> <p>Since May 2012, the City has employed an additional Ranger to increase parking enforcement. Whilst the Ranger patrols all of Nedlands, North Hollywood has been identified as a priority area.</p>

	<p>however this access should be kept strictly for hospital service vehicles only.</p> <p>In regards to the Parking issues in the North Hollywood precinct I recommend a Ranger to patrol the area on a full time basis as many residents in Campsie Street have made numerous phone calls reporting longer than permitted parking. If the residents in other streets have done the same then this would result in significant patrolling. I myself have made at least 50 phone calls in any one year reporting cars and trucks parked for over two hours, across our driveway on our verge on the west side of the street, in the no parking zone, opposite our driveway making it difficult to enter and exit our property using the driveway including us trailering boats and trailers etc. Not to mention the speed vehicles travelling up and down the street also damage to reticulation which results in a sheer waste of water costing us money in repairs and water consumption charges etc. Therefore the statistics of 345 parking infringements issued in 2011 in Campsie Street alone appears inaccurate as this would appear that the Council is not responding to each one of the phone calls made by the residents in Campsie Street. I do not agree with line marking the street allocating parking bays as this will not solve the problem besides it will appear extremely ugly to the streetscape and in desperation for the public, hospital workers and construction vehicles to find free parking on the road or on the verges they would not abide to the allocated parking bays. My solution to this problem is to make Campsie Street and possibly Croydon Street no parking Streets being the same as Kingston Street. This will encourage hospital workers and the public to use the purpose built multi deck car park built to relieve the parking issues in and around the hospital. This would result in less time spent for the council to attend to call outs and/or patrolling, less traffic and disruption to the residents including road rage and a future increase in revenue for the use of the multi deck carpark".</p> <p>I would like to advise you that the parking issue prior to construction commencing on the Hospital expansion that the streets were already heavily congested with the public and hospital workers parking on the streets. Now with construction well underway for the Hospital expansion the parking issues have become horrendous with the public, hospital workers and additional</p>	
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	<p>construction vehicles parking on the streets. When construction is finished the parking issue will significantly escalate as there will be a huge increase in the number of workers attending the hospital and the public visiting a greater number of patients all searching for free parking.</p> <p>In conclusion, the road leading into the new MHU off Verdun Street at the end of Campsie Street is not appropriate as it is dangerous and poses a significant risk to the residents including an increase of noise levels. Public parking in Campsie Street is not suitable as it is increasingly congested and restricting to residents entering their properties, including vehicles travelling at fast speeds.</p>	
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Letter providing comment on history of North Hollywood and feelings about both strategies

ID	TRIM reference	Letter to Director Planning and Development Services	Technical officer comment
N/A	D13/4697	<p>Welcome to the City of Nedlands Administration as yet another Director of Planning – the latest in a very long line of predecessors.</p> <p>I have been a ratepayer and resident of North Hollywood for 46 years and have been active in community affairs for the whole of this time.</p> <p>I am concerned that in preparation of this latest Placemaking and Movement Strategy that the history of Council interactions with North Hollywood over the past 46 years have not been properly taken into account.</p> <p>Despite a long history of communications with Council, Medical Centre and Government, little has been achieved for the benefit of North Hollywood residents. I have attached a summary of well over a metre thickness of my files from the 1970s to the present to help you appreciate that many residents in North Hollywood have become completely jaded and unresponsive over Council communications because they know that no beneficial action will result.</p> <p>For example, the CATALYSE study which could have been so much better,</p>	<p>Respondent's comments are acknowledged and have been addressed in a response to the author.</p>

	<p>lamented the poor response from North Hollywood – but neither they, nor Council, did anything about improving this report. There are less than 150 dwelling units in North Hollywood between Kingston Street and Kitchener Street but no effort was made to personally contact these residents to obtain their individual views and thus make this study actually mean something.</p> <p>These present “Draft North Hollywood Placemaking and Movement Strategies” leave out any consideration of potential increase in housing density (by Council decision – October 2012) – but further evidence of reducing any outcome of real benefit.</p> <p>These present “Draft North Hollywood Placemaking and Movement Strategies” documents do not recognise that North Hollywood resident action removed street parking on the south of Verdun Street and has put it back in again for consideration.</p> <p>Previous quite detailed investigation of the Hollywood/Subiaco Bowling Club building and Highview Park becoming the Community Hub for this area seem to have been discarded – we even had potential plans for a new building. The one block of shops on the corner of Croydon Street and Aberdare Road are most unlikely to become a Community Hub while they are privately owned and the area is too small anyway.</p> <p>The traffic options listed are a condensed version of what the Council-Administration-Power brokers want and leaves out other options which have been mooted over many years.</p> <p>Resident action closed both Kingston Street and Campsie Street at Aberdare Road but the reason for closing them no longer exists. These streets should be reopened to Aberdare Road to relieve traffic in Croydon Street but this option is not included.</p> <p>Resident action caused the QEII Medical Centre to construct Gairdner Drive on their own land to keep hospital traffic out of residential streets. There is no mention of closing Verdun Street at Kingston Street to force QEII traffic onto their land. (A past Mayor said that this option would be over his dead body even though the residents and the Hospital had agreed to it.)</p>	
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	<p>You may think that my views are sceptical but the attached summaries of 46 years of correspondence etc. regarding North Hollywood from 1969 to the present bear this out. Very little positive action has resulted for the real benefit of North Hollywood residents and ratepayers.</p> <p>I don't hold any positive thoughts about this present review either because it has not been properly thought through.</p> <p>I would be pleased to have a meeting with you if you really wish to do something positive for North Hollywood and perhaps the new CEO could be included in such a meeting too.</p>	
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Schedule of Modifications

This attachment documents noteworthy modifications that have been made to the draft Placemaking Strategy and the draft Movement Strategy.

Noteworthy modifications reflect changes to the substantive content of the report. They have been made as a result of public consultation and/or following an internal review.

Notes:

1. Minor modifications (those modifications that fix errors in spelling, grammar, punctuation and miscellaneous typo's) have been made to both documents but due to their minor nature have not been documented in this attachment.

Draft North Hollywood Placemaking Strategy

ID	Page (Old)	Page (New)	Modification	Internal review	Public consultation
001	p9	p9	Following 'Development scenarios' text box in Assumption 1, insert new content as follows: <ul style="list-style-type: none">• "In November 2012, Council did not adopt the draft North Hollywood Land Use Strategy for public consultation. This means that the implementation of this strategy is premised on the Status Quo development scenario."	X	

002	p9	p10	Delete: <ul style="list-style-type: none"> “Open spaces at the end of cul-de-sacs. 		X
003	p14	p14	Delete: <ul style="list-style-type: none"> Fruit trees for each street box 		X
004	p15	p15	In ID004 modify ‘Aberdare Road verge replanting’ heading to: <ul style="list-style-type: none"> “Aberdare Road Verge – Rationalisation and Planting” 	X	
005	p15	p15	Delete: <ul style="list-style-type: none"> Cul-de-sacs key focus area (ID007) 		X
006	p16	P16	In the second column under ‘Getting the party started’, modify the third point to read as follows: <ul style="list-style-type: none"> “Consider the possibility of planting a mini herb/vegetable garden.” 		
007	p17	p17	In the starting small column, delete: <ul style="list-style-type: none"> “Plant additional trees including some fruit trees.” 		X
008	p17	p17	In relation to the ‘Dot Bennett Park’ key focus area, amend timing for implementation as follows: <ul style="list-style-type: none"> Status Quo from Red (not a priority) to Yellow (wait); and Edge from Red (not a priority) to Yellow (wait). 	X	X
009	p17	p17	In relation to the ‘Dot Bennett Park’ key focus area, amend development scenario category as follows: <ul style="list-style-type: none"> Status Quo from Red (not appropriate) to Green (appropriate) Edge from Red (not appropriate) to Green (appropriate) 	X	X
010	p18	p18	In the ‘starting small’ column, delete: <ul style="list-style-type: none"> “Plant additional trees including some fruit trees.” 		X
011	p19	p19	Modify ‘Aberdare Road verge replanting heading’ to: <ul style="list-style-type: none"> “Aberdare Road Verge – Rationalisation and Planting” 	X	

012	p19	p19	Insert a new desired outcome as follows: <ul style="list-style-type: none"> • “The Aberdare Road ‘road widening reservation’ width is resolved.” 	X	
013	p19	p19	Insert a new key success factor as follows: <ul style="list-style-type: none"> • “Council decision on the Aberdare Road ‘road widening reservation’ width.” 	X	
014	p19	p19	In the third column ‘big stuff’, modify the first dot point to read as follows: <ul style="list-style-type: none"> • “Replant Aberdare Road verge fully with grass, everlastings flowers and native plants.” 		
015	p19	p19	In the third column ‘big stuff’, insert a second dot point: <ul style="list-style-type: none"> • “Council finalises its decision on the road widening reservation width.” 		
016	p22	-	In relation to the ‘Cul-de-sacs’ key focus area delete: <ul style="list-style-type: none"> • All content 		X
017	p23	p22	In relation to the ‘Placemaking for dogs’ key focus area, amend timing for implementation as follows: <ul style="list-style-type: none"> • Status Quo from Yellow (wait) to Green (proceed); and • Edge from Yellow (wait) to Green (proceed). 	X	X
018	p24	p26	Delete: <ul style="list-style-type: none"> • Edge summary diagram • Incremental summary diagram • Comprehensive summary diagram 	X	
019	p24	p26	Modify Status Quo summary diagram as follows: <ul style="list-style-type: none"> • Change Dot Bennett Park from Red (not a priority) to Yellow (wait); • Change Placemaking for dogs from Yellow (wait) to Green (proceed); and • Insert Highview Park circle coloured Yellow (wait). 	X	X
020	p25	p27	Under ‘Recommendations’ heading, delete the following text: <ul style="list-style-type: none"> • “Development scenario” • “This Strategy reflects the recommended land use development scenario of Edge 	X	

			development.”		
021	p25	p27	In the recommendations table: <ul style="list-style-type: none"> Delete line item 007 (CDS; Investigate opportunities to build the social life of the cul-de-sacs at the northern end of Kingston Street and Campsie Street) 		X
022	p25	p27	In the recommendations table: <ul style="list-style-type: none"> Modify the recommendation of line item 004 from “Aberdare Road verge to be well planted and maintained” to “Aberdare Road verge to be well planted and maintained with the road widening width resolved.” 	X	
023	p26	p28	Under ‘Implementation’ heading, modify the text to read as follows: <ul style="list-style-type: none"> “The implementation table below is based on the Status Quo development scenario.” 	X	
024	p26	p28	Modify the implementation table as follows: <ul style="list-style-type: none"> Change Dot Bennett Park focus area from ‘Not a priority’ to ‘Wait’. Delete Cul-de-sacs focus area. Change Placemaking for dogs focus area from ‘Wait’ to ‘Proceed’. 	X	X
025	p26	p28	Following the implementation table, insert new text as follows: <ul style="list-style-type: none"> “Each focus area will progress according to project management initiation principles. This will involve each focus area having an approved project plan in place prior to commencing any work.” 	X	

Draft North Hollywood Movement Strategy

ID	Page	Modification	Internal review	Public consultation
001	7	On map show: <ul style="list-style-type: none"> • Cul-de-sacs 	X	
002	8, 9,14, 15, 17	Where QEII is referenced add a reference to: <ul style="list-style-type: none"> • “Hollywood Private Hospital” 	X	
003	15	In relation to the second initiative and under the discussion column add the following additional note: <ul style="list-style-type: none"> • “Signs installed in November 2012.” 	X	