



Majors Bay Road Place Plan

A PLACE PLAN TO ENHANCE
OUR MUCH LOVED VILLAGE PRECINCT

2019 – 2029



In October 2018 I asked our community, "how can we make Majors Bay shopping village even better?"

The answer was more culture, more activity and improved parking. You also told us how much you loved the heritage and natural environment in the area.

thank you.

We can now work together with you, the Majors Bay Chamber of Commerce, cultural partners in the area and the teams in Council to help realise the vision you have all created.

This plan outlines in detail how we went about investigating Majors Bay Road, the results we found, and the actions we can take together to make Majors Bay Road even better.

I look forward to working with you.

Mayor Angelo Tsirekas
City of Canada Bay



What is a place plan?

A Place Plan is a living document which examines a particular place where people live, work and play. It is designed to capture information about a place, show the results of research and investigation and provide details on ways forward to improve a place socially, culturally, economically and environmentally.

We call it a living document as the execution of what we set out to do may end up looking very different by the end of the journey.

This Place Plan covers over 300 businesses in this space and 14,000 Concord residents.

In Council, previous place plans have resulted in new infrastructure being built, more activities in a space, public art adding vibrancy, as well as new street furniture and footpaths. Each Place Plan is different.

Our area of focus

Map of Majors Bay Road, Concord.

 Primary focus area
 Wider Place Plan focus



Why do we need a place plan for Majors Bay Road?

Because you asked for it.

When talking to people in Concord we received very specific requests from the Majors Bay Chamber of Commerce for YOUR future 2030, a document capturing your vision for the whole of Canada Bay.

We have also been asking community members across all our town centres “what makes an ideal town centre?” and how this town centre is performing against these ideals. The overall score for Majors Bay Road is very good, 68 out of 100, but we know it can be improved upon.



What’s great about Majors Bay Road?

People love the people, the community vibe, the look of the area, the accessibility and the mix of businesses. Our survey showed 94% “care about this place and its future” with over a quarter promoting the area.

A big heart in a big city.

They thought it was great to have convenience shopping with Coles, the Post Office, bank and pharmacy nearby.

There are areas we can work on to improve, but overall this part of Sydney is seen as offering a small village welcome in what can increasingly feel like a large modern disconnected urban jungle.

“*Welcoming of all people. Connection and community.*”

Our Majors Bay Road

Majors Bay Road shopping village is an elegant, sophisticated and friendly shopping village in the heart of Concord.

It is one of Sydney's best all fresco eat streets, with many cafes and restaurants to suit all tastes including Japanese, Italian, French, Turkish and contemporary Australian.

This heritage shopping village has a mix of retail and commercial businesses including food, gift shops, education, fitness, medical, and professional services.

Concord Library and the City of Canada Bay Museum are only a short walk from Majors Bay Road.

The suburb of Concord, known as the "Parklands Suburb", is on the Parramatta River, halfway between Sydney and Parramatta, and next to Sydney Olympic Park at Homebush Bay.

The main shopping area is zoned as a mixed use area with medium and mixed-use housing nearby.



Our community directory

BUSINESS ASSOCIATIONS

- Majors Bay Chamber of Commerce

ART AND CULTURE

- Canada Bay Community Choir
- City of Canada Bay Heritage Society
- City of Canada Bay Museum
- Sydney Welsh Choir
- Western Suburbs Lapidary Club.

CHILDCARE

- Wellbank Children's Centre
- Concord OSHC
- KU Concord Children's Centre
- Smoosh Concord Combined OSHC.

LEARNING

- Concord Library

PARKS AND PLAYGROUNDS

- Bayview Park
- Central Park
- Corby Avenue Reserve
- Edwards Park
- Goddard Park
- Greenlees Park
- Henley Park

- Howse Park

- Majors Bay Reserve
- Prince Henry Place
- Queen Elizabeth Park
- Rothwell Park
- Sanders Reserve
- Shadrack Shaw Reserve
- Stanton Reserve.

SCHOOLS

- Concord High School
- Concord Public School
- Mortlake Public School
- St Ambrose Catholic Primary School
- St Mary's Catholic Primary School.

SOCIAL ASSOCIATIONS

- Concord Community Garden Club
- Harry's Men's Shed
- Rotary Club of Concord
- Yarralla Toastmakers.

SPORTS AND RECREATION

- Briars at Greenlees: Cricket Club; Netball Club; Bowling Club; Rugby Union Club; Squash Club; Hockey Club; Archery Club; Tennis Courts

- Burwood United Netball Club
- Canada Bay Bicycle User Group (BayBug)
- Concord 'Comets' Baseball Club
- Concord Cricket Club
- Concord Golf Club
- Concord Senior Citizens Centre
- Homebush-Canada Bay Physical Culture Club
- Massey Park Golf Club
- NSW Sports Council for the Disabled (Inner West)
- Western Suburbs Lapidary Club
- ... And many private providers of fitness, yoga, martial arts etc.

VOLUNTEERING AND COMMUNITY

- Meals on Wheels – Concord-Drummoyne
- Inner West Neighbour Aid
- Let's Get Going
- Sir Roden & Lady Culter Foundation
- Sydney All Breeds Dog Training Club.

Businesses in our precinct

The Australian Bureau of Statistics reports that **in 2017**, there were **2,598 businesses** registered within the Concord – Mortlake – Cabarita statistical division with an estimated **9,176 workers**. Of these approximately **23%** have a turnover of **zero to less than \$50k**. Approximately **18%** make between **\$100k to less than \$200**.

Figures show there are over **300 businesses** in the Majors Bay Road precinct.

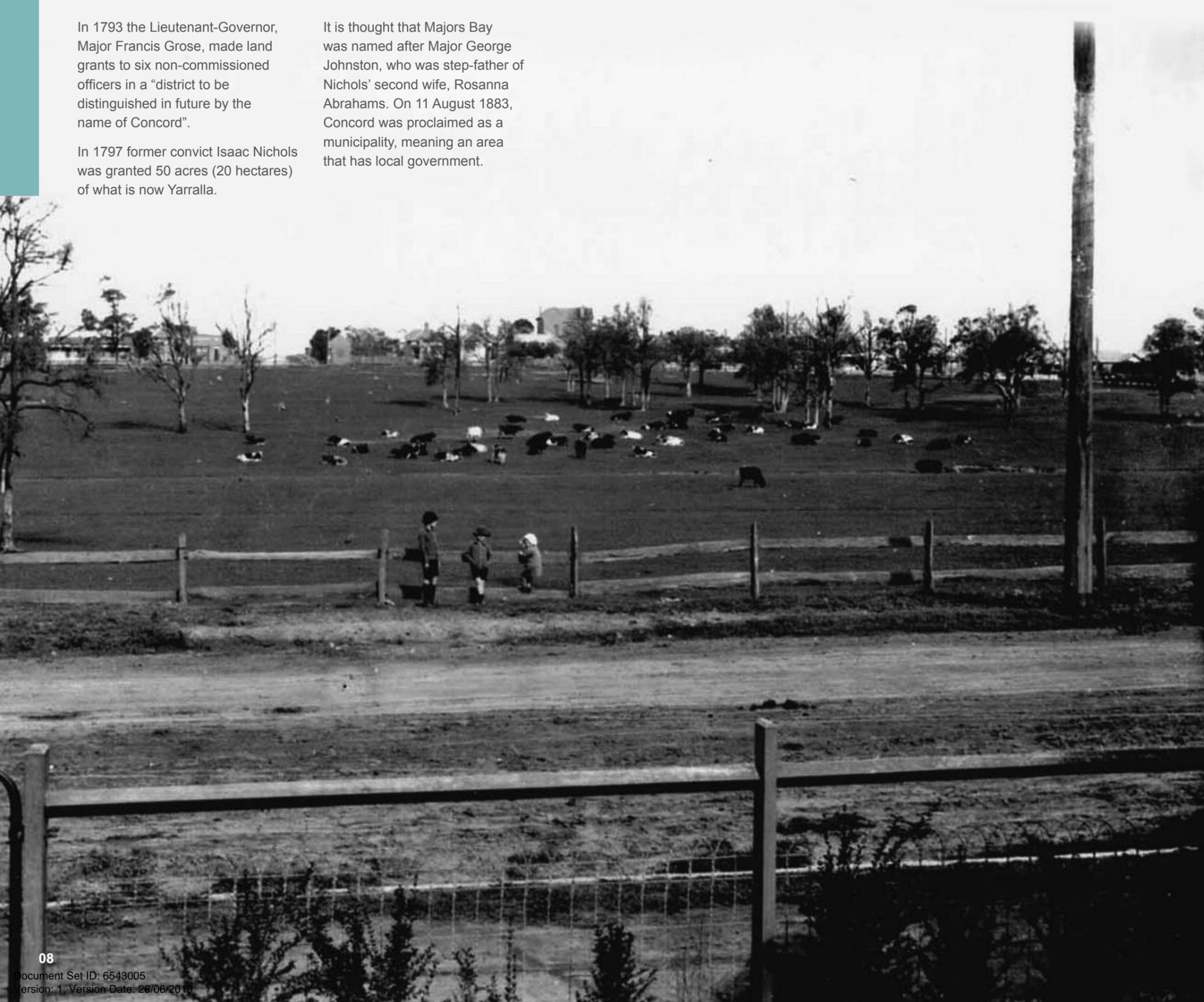


Our history

In 1793 the Lieutenant-Governor, Major Francis Grose, made land grants to six non-commissioned officers in a "district to be distinguished in future by the name of Concord".

In 1797 former convict Isaac Nichols was granted 50 acres (20 hectares) of what is now Yarralla.

It is thought that Majors Bay was named after Major George Johnston, who was step-father of Nichols' second wife, Rosanna Abrahams. On 11 August 1883, Concord was proclaimed as a municipality, meaning an area that has local government.



Major George Johnston.

Convicts

As part of a flourishing colony prisoners were needed to work on the land creating buildings and roads.

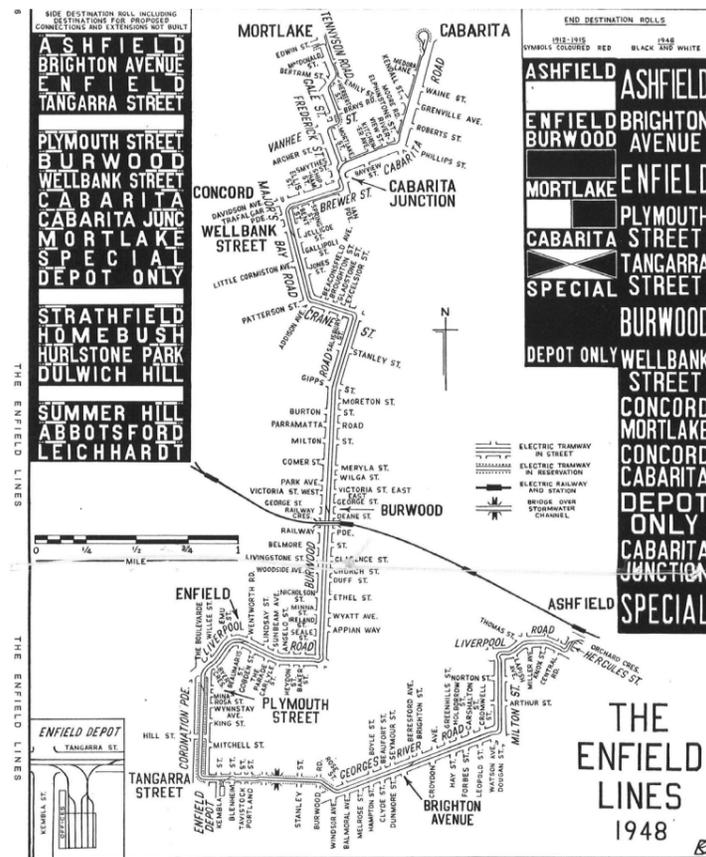
St Lukes Park and sports fields, Lucas Street and Parramatta Road, around the year 1792 became known as Longbottom Stockade where prisoners got to spend a night on their 24 kilometre trek from Sydney to the Government Farm at Rose Hill at Parramatta, (or vice-versa). Not surprisingly a small detachment of mounted police was stationed there as well.

Trams

Concord was once serviced by an independent tram line which ran from Mortlake and Cabarita junction through Majors Bay Road, Concord, though to Burwood Road (formerly Wharf Street on the Concord side of Parramatta Road) south though Burwood CBD and terminating at Enfield, its most southern point. This tram system did not join with the rest of the Sydney wide tram network and was closed in 1948.

Current bus services between Mortlake/Breakfast Point and Cabarita to Burwood follow the old tram lines through the suburb.

Today we can still see the extra width of Majors Bay Road and Brewer Street which used to accommodate a double track tramway. Tramway Lane and Cabarita Junction are where the tram tracks split, with one track providing the Mortlake branch and the other the Cabarita branch.



Tram line in 1948.

Golf club

Over 120 years ago the Sydney Golf Club was set up in Concord and at Rose Bay, Sydney. By 1899 the club became independent and was renamed the Concord Golf Club we know today. A well respected club, it has hosted a number of championship tournaments including the Australian PGA, NSW Open, ANZ Championship and Australian Women's Open.

World War II saw some of the course occupied by an anti-aircraft unit, strategically placed for the protection of Mortlake Gas Works. A booster station was built for the gas works and this was subsequently used for many years by the Club as a machinery shed.

Commercial development

In 1900-1925 the area became residential with surrounding estates subdivided for more people to live in the area. The subdivisions included the Hilltop Estate (1912), Concord Park Estate (1913), Terrabona Estate (1915), Locksley Estate (1921) and Heart of Concord (1926).

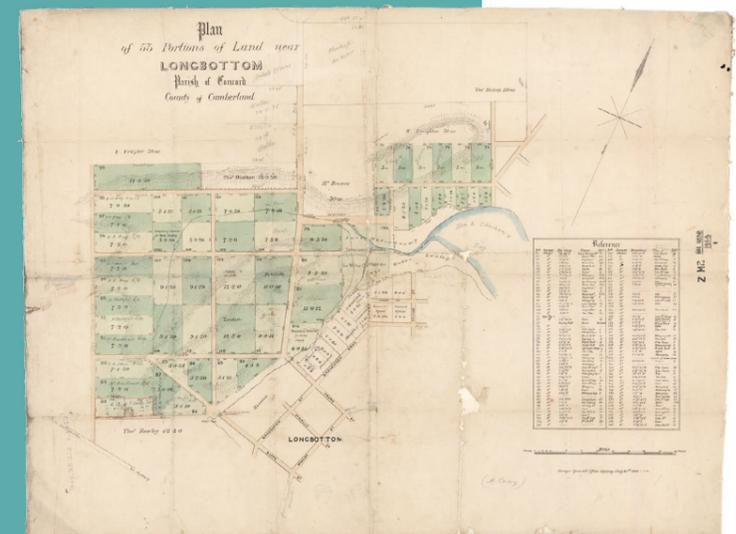
The commercial buildings on Majors Bay Road are mainly two storey of a variety of inter-war styles. Notable buildings include the Concord Memorial Hall (begun in 1929 as the Central Concord Ex-Servicemen's Club) and Concord Post Office (1930). Part of the former Ritz Theatre (built circa 1922 as the Central Concord Theatre) stands on the corner of Majors Bay Road and Jellico Street, which is now Espresso Organica.

Commercial development in the early 20th century tended to be in ribbons lining major transport routes. The development along Majors Bay Road followed this pattern, taking advantage of the importance of the road in connecting Queens Road to the industrial areas in Mortlake. Wellbank Street provided a direct link to North Strathfield Railway Station, which opened in 1918.

On the east side of Majors Bay Road between Wellbank Street and Jones Street, the Terrabona Estate subdivision of 1915 appears to have provided the impetus for commercial development along Majors Bay Road. The precinct was planned as a commercial boulevard to complement the interwar housing boom in Concord.



Terrabona Estate.



Majors Bay Road in 1858.

Who we are

QUICK SNAPSHOT

- Nearly **a half** of the working population in Concord work in managerial and professional roles.
- Just over **50%** of people in Concord are in paid employment with **48%** of those working **40 hours** or more per week. This is higher than the Australian average. It would suggest a fair section of our community is likely to be time poor.
- If **50%** of people aren't in paid work what are they doing? Nearly **25%** of people are **aged under 19**, so most are studying and **23.3%** are **aged over 60** and therefore not as likely to be working.
- The figures also don't show the unpaid work of raising a family or being a carer. **17%** of people also **volunteer**.
- Most people speak **English** at home. The next most common language is **Italian**.
- 80%** of households in Concord are family households.
- Around **70%** of houses are separate (not townhouses, rows or terrace). **16%** are flats or units.
- 42%** of homes are owned outright which suggests there may be a high level of disposable income in this area, however just over **55%** of homes are rented or owned with a mortgage.
- Concord people like using cars with over **60%** using them to get to work and most people owning **two or less cars**, nearly **a fifth** of households have **three or more cars**.
- The number of people in the area will grow with some predictions of it reaching just over **19,000 people in 18 years**. From 2016 to 2026 we'll see a **17.5% increase** in people of a retirement age.*
- The greatest population change for Concord is forecast from 2032 to 2036, which is expected to have a net increase of **2,548 people**. This is based on assumptions of increased birth rates and a higher amount of people moving into the suburb than moving out.*

All information is sourced from the Australian Bureau of Statistics 2016 census. This symbol * means the information has come from forecast.id.com.au



PEOPLE



Total:

14,533

Median** age

41

INTERESTING FACTS

2.9

Average household size

Children aged **up to 19** years old make up **24.4%**

The majority are aged between **30 and 59** years making up **41%**

People aged **65 years and over** make up **17.9%**

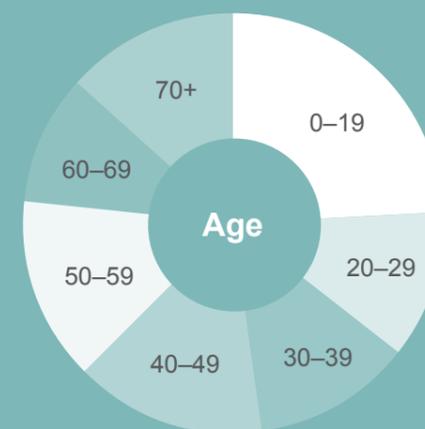
MONEY

Median family income: **\$2,315** weekly

Median mortgage repayment: **\$2,500** monthly

Median rent: **\$496** weekly

AGE GROUPS OF INTEREST

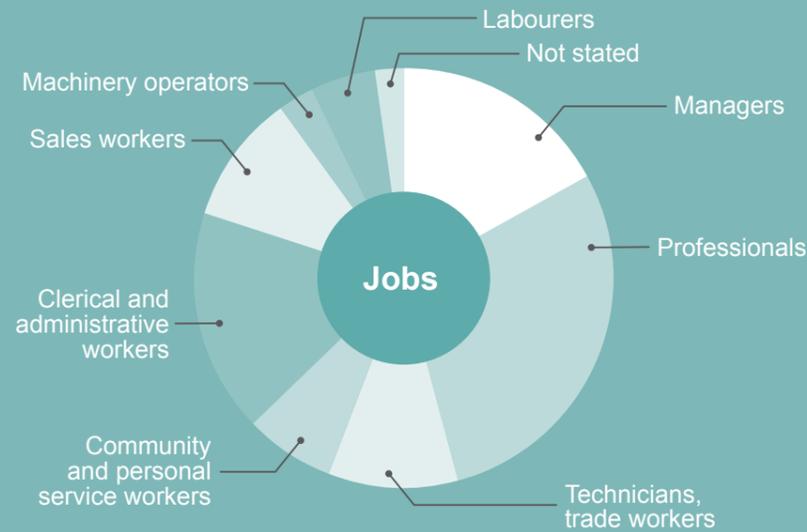


30%

have attained a bachelor degree or above

** Median is a value lying at the midpoint of a range of observed values.

WORKING



Nearly half of the people who completed the census in 2016 in Concord were in **managerial or professional occupations**, nearly 20% worked in **more manual roles** and around 34% were likely to be in some **office based role** or **in the community**.

Nearly half of people worked **40h / week** or more.

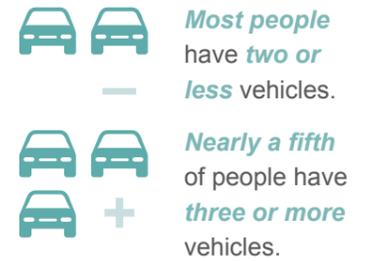
HOW WE GET TO WORK

The data seems to indicate that most people are likely to travel outside the suburb for work.



used a car to get to work and just **22.6%**

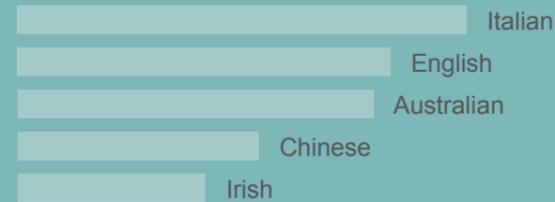
used public transport (train, bus, ferry, tram/light rail).



WHERE WE COME FROM



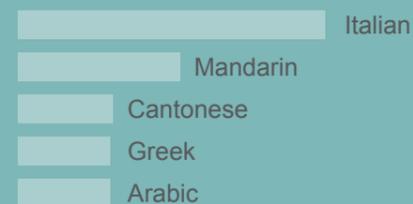
The most common ancestries in Concord were:



WHAT LANGUAGES DO WE USE



Other languages spoken at home included:



ARE MORE PEOPLE LIKELY TO LIVE IN CONCORD?

The simple answer is yes. In **18 years** Concord is estimated to have a **population of 19,156** which is around a **25% increase**.

yes

Residential development forecasts assume the number of homes in Concord will increase by an average of



This is based on the following assumptions:

- 129–131 Parramatta Road: 15 dwellings (2017)
- 64–68 Majors Bay Road: 32 dwellings (2018)
- Future potential development: 1,139 dwellings (2020 – 2036)
- Moderate-high level of infill (16–30 dwellings per annum)

This forecasting is done by .id the population experts in consultation with planners at the City of Canada Bay.

It is forecast that whilst generally household types will stay the same there will be some increase in the number of households which are couples without dependents.

We've come a long way



Ritz Theatre in late 1920's (contributed by Ken Rowe).

Concord has grown from a rural area to the thriving hub it is today. Throughout, Council has been on the journey assisting and investing in the area.

In **1992** the Concord Street Fair was started to raise money for a small number of charities and provide significant support, promotion and exposure for local restaurants and cafes as well as general businesses along Majors Bay Road. It was a small fair which has expanded over the years.

In **1999**, the City of Canada Bay completed a major streetscape improvement program which transformed Majors Bay Road into the leafy high street it is today with an active dining scene.

In 2019 now a contemporary coffee shop.



Concord Carnival in 2016.

Since **2006**, the shopping village has benefited from additional investment by the City of Canada Bay. We:

- Partnered with the then Concord Chamber of Commerce to develop a brand identity for the shopping village
- Installed an information kiosk
- Installed additional banner poles
- Delivered an annual Christmas decorating program
- Reviewed and implemented a new parking management system
- Installed directional parking signage
- Continued to enhance landscaping.

In **2008** Concord Fair and Council's Kids Big Day Out merged to become the Concord Carnival, growing and attracting more people.

In **July 2013**, the City of Canada Bay commenced the reconstruction and resurfacing of roads and footpaths along and around Majors Bay Road. The works repaired the damage created by Ausgrid during their electrical upgrade in 2012.

In **August 2013**, the City of Canada Bay endorsed sponsoring the newly formed Majors Bay Chamber of Commerce to enable them to:

- Establish a Majors Bay Chamber of Commerce website
- Produce stationary, business cards and promotional materials
- Develop new banners (outdoor and indoor)
- Meet insurance and registration costs
- Establish a stall for the Chamber at the Concord Carnival.

In **2014** Concord Carnival had grown in scale and was moved to Greenlees Park to accommodate the larger number of people attending. Today the Carnival attracts approximately 30,000–35,000 people throughout the day and is run by the Council.

This Place Plan represents the next stage of our journey together.

Understanding Majors Bay Road

This plan has been created from the synthesis of local knowledge to create a shared program that the whole community can work towards to ensure that Majors Bay Road survives and thrives. Ideas and opinions were sought from a range of individuals, groups and key

stakeholders including community members, businesses, local community organisations, State Government and the City of Canada Bay. The research has been gathered through a comprehensive process of place based community engagement between July and November 2018.



WHAT'S GREAT ABOUT MAJORS BAY ROAD:

“Community spirit and vibrancy.”

“Sense of community – see people we know and long term shop keepers.”

“Everything you need is here really.”

“Pretty pavement, plants and great al fresco dining.”

Carol singers, trees and lightings.

Research method	Key findings
PLACE AUDITS Simple visual observations of people on streets, car parking and asset availability was completed.	Action plans to address redundant signage, street furniture needs, and footpath and road condition have been developed with this information.
BEHAVIOUR MAPPING AND PEDESTRIAN COUNT Observing people at different locations, what they are doing in the space and numbers of people.	The Post Office and Coles entry were the busiest areas of the street. Each side of the strip attracted similar numbers of people. Most people walked through the space, rather than stopping to shop, eat or cycle. Night time activities were all around eateries. There are <i>slightly</i> more women shopping and visiting Majors Bay Road than men. The highest age group represented on the street are 35–49 year olds followed by 20–34 year olds.
MAJORS BAY CHAMBER OF COMMERCE Majors Bay Chamber of Commerce has been the principle advocate for the need to increase Council investment on Majors Bay Road.	They identified infrastructure improvements and increased activation to address changes in Majors Bay Road and the need to improve the competitiveness of the area. They desire the creation of a piazza and activation space on the street to boost trade and attraction. More parking is important. Support for local business is vital to sustain the vibrancy of the main street.
RESIDENTS AND VISITOR SURVEY A resident and visitor survey was undertaken in October and November 2018. This tested responses to previous research to get a clearer understanding of what mattered to people and if suggestions were popular.	RESIDENTS LOVED: <ul style="list-style-type: none"> • Great community feel • Variety of cafés and restaurants • The offer – everything you need in one neat spot • Sense of safety. RESIDENTS WOULD LIKE TO SEE: <ul style="list-style-type: none"> • A program of events/activations in the street • A listing of places open in the evening with a call for some more activations • Ban smoking • A more child friendly precinct • More variety of retail • Heritage celebrated and some public art • More parking • More sustainability and more nature. People were concerned about the number of vacant shops and changes in business with some expressing concern over high local rents affecting businesses.

<p>BUSINESS CONSULTATION</p> <p>A business survey and face-to-face interviews with key business owners and workers in the peninsula have revealed the need for activation and improved infrastructure in the mainstreet. Conversations covered challenges of operating in the area, strengths of the community and ideas for change.</p>	<p>BUSINESS LOVED:</p> <ul style="list-style-type: none"> • Great community feel • The variety on offer • Business strip is well maintained. <p>BUSINESSES WOULD LIKE TO SEE:</p> <ul style="list-style-type: none"> • A piazza or more community space • Better shop fronts • More activation at night • Heritage celebrated and some public art • More parking.
<p>PLACE SCORE</p> <p>Place Score is the first place experience (PX), diagnostic, engagement, benchmarking, tracking and marketing platform.</p> <p>Its purpose is to make places better for people by providing community insights that help government understand local values and current place experience in order to build a clear evidence base for planning and investment.</p> <p>This is community engagement for the future: data driven, rigorous, representative and able to be used for multiple projects, not just one.</p> <p>Surveys undertaken in July and August 2018 have contributed to calibrating this plan.</p>	<p>WHAT PEOPLE CARE MOST ABOUT:</p> <ol style="list-style-type: none"> 1. Outdoor restaurant, café and/or bar seating 2. Elements of the natural environment (views, vegetation, topography, water etc.) 3. Cleanliness of public space 4. Vegetation and natural elements (street trees, planting, water etc.) 5. Local history, heritage buildings or features 6. Car accessibility and parking 7. Things to do in the evening (shopping, dining, entertainment etc.) 8. Overall visual character of the area 9. Service businesses (post offices, libraries, banks etc.) 10. Ease of walking around (including crossing the street, moving between destinations). <p>Place Score matches what people care about with how they rate these in their own centre. In order of importance you rated these as follows:</p> <p>HIGHEST RATED PLACE ATTRIBUTES:</p> <ol style="list-style-type: none"> 1. Welcoming to all people 2. Outdoor restaurant, café and/or bar seating 3. Sense of safety (for all ages, genders, day/night etc.). <p>THE FOLLOWING PLACE ATTRIBUTES RATED MOST POORLY OVERALL:</p> <ol style="list-style-type: none"> 1. Amenities and facilities (toilets, water bubblers, parents' rooms etc.) 2. Public art, community art, water or light feature 3. Car accessibility and parking.

<p>NEIGHBOURLYTICS</p> <p>Neighbourlytics is a social analytics platform for neighbourhoods, pioneering the use of social data in cities. The data helps city-makers across Australia understand the unique identity and local nuances of communities. They provide Council with hyperlocal, real-time data about the social life of local neighbourhoods and issue intuitive, interactive reports to explore.</p> <p>Investigations were made in January, March, May and November. They demonstrate lasting features and the significance of activation and event in improving the digital and physical profile of the centre.</p>	<p>Concord as a whole had 23,000 daily users on social media over a 24 hour period. From this, 52% were residents and just over 5% out of town visitors. The most active age group on social media were 25–34 year olds. The busiest day for events in October and November was a Saturday.</p> <p>There are ranked lists of local businesses and attractions that appeared in people social media posts. These business consistently rank highly in the social media analysis and there are a range of opportunities for local business to collaborate to raise their profile online.</p>
<p>INTERNAL PROJECT GROUP</p> <p>Council has identified and consulted with internal stakeholders who are representative of relevant Council business units. This group will be further enabled for regular collaboration and to explore issues and opportunities to ensure a holistic approach to delivering on community expectations.</p>	<p>Collected information about investment and opportunities to invest in what matters most locally. The aim is to provide close coordination of opportunities and activities scheduled to create maximum impact for the place.</p>

Full findings from the analysis can be found in the Appendix.

Analysis

People love Majors Bay Road with **92 people out of 600 households (approximately 15%)** telling us their thoughts and providing ideas on areas which could be improved.





Our place is great

People valued the centre as it is and liked to visit there. They love the authentic mix of business and the variety of eateries they can enjoy.

If they could change anything it would be to increase the choices in Majors Bay Road by having different types of retail and events to enjoy.

“Variety of restaurants and cafes.”

“The authentic nature and mix of retail.”

“Great community feel. It is a safe place for families.”

“The gardens and flowers.”

Things to see and do

People are keen to see more activities and events in the shopping centre.

100% of respondents thought that there should be a better cultural offering in the area, more information about what is going on, and opportunities to have new experiences in their local centre would be welcome. The **idea of a piazza** is popular particularly because it offers the opportunity to come together and celebrate.

Evening activation is particularly desired by local businesses and there is a **strong sense of community safety** facilitating this. Only the food businesses and supermarket remain open for late Thursday night shopping.

People **value the heritage** of the strip and want to see it better reflected in the centre. Most people loved the idea of more public art and the majority supported a mural program in the area.

Sustainability

Residents consistently aligned themselves with **improving sustainability** across the strip and wanted to see more being done to maintain the high quality environment they enjoy. They were also concerned about business sustainability, the regular turnover of businesses and numbers of vacant shops.

Overall businesses were not totally satisfied with their current economic return with **satisfaction rating around 56 out of 100**. The Chamber advocated for improvements to the strip to ensure businesses could remain competitive and the place attracted and sustained high levels of visitation.

“That it is still a shopping strip with no ugly complex.”

Access

Access to the strip was good on foot, bus and car. People could usually find a parking space and get around the centre. The footpaths were in generally good condition, well maintained and attractive and people could find their way around easily. Physical changes people want in the strip – **more parking, more community spaces and more child friendly experiences**.

There were mixed messages about parking as in the section asking for ideas to improve 56% of people mentioned a need for more parking availability, with people stating they found it hard to park but it also ranked relatively low statistically through PlaceScore. **Parking pressure is similar to most strips and takes around five minutes to find a place to stop and often requires driving around the block.**



Where to from here

A Place Plan is built through identifying what needs to be done, finding the best partners to make this happen and working together to create a fantastic place. During this process new projects may arise or current thinking may change. Based on the research already detailed some initial plans are described below. These are framed by the YOUR future 2030 Community Strategic Plan adopted by Council.

THE THEMES WITHIN THE COMMUNITY STRATEGIC PLAN ARE:

- Inclusive, involved and prosperous
- Environmentally responsible
- Easy to get around
- Engaged and future focused
- Visionary, smart and accountable

ACTION PLAN

These actions are aligned with timeframes of

- Short-term (2018/2019 – 2019/2020)
- Medium-term (four years)
- Long-term (10 years).



Create an active and vibrant cultural centre

Action	Task	Funding	Responsibility	Time frame
Create a program of events	Work with businesses, Chamber of Commerce and others to create a program of events and activations including some for young people. Publicised to local area.	Council operating budget Supportive businesses	Council lead Working with local business Chamber of Commerce Cultural institutions	Short-term
Provide art	Use themes of history and nature to create art in the focus area.	Council operating budget Supportive businesses	Council lead Businesses who have potential sites	Short to medium-term
Create a piazza	Create a strong focal point for people to gather, enjoy cultural activities and meet with others in the street. Investigate closure of Jellicoe Street at Majors Bay Road including potential impacts such as on traffic and parking.	Council capital program	Council lead	Short to medium-term (dependent on outcome of investigations)
Community noticeboard	Provide digital and printed materials to promote activities in the area. If a piazza is created include the possibility of an electronic interactive community noticeboard.	Operating budget	Council lead	Short-term
Celebrate our past	Provide activations encompassing our heritage. Investigate the possibility of a light projection or augmented reality.	Operating budget or grant funding	Council lead City of Canada Bay Heritage Society	Short-term
Child friendly precinct	Investigate ways to increase child friendliness in the area and promote via social media, childcare centres.	Operating budget	Council lead Businesses Chamber of Commerce	Short-term
Evening economy	Work with partners on ways to enhance the evening economy. Council is currently working on an evening economy strategy across the City of Canada Bay.	Operating budget	Council lead Businesses Chamber of Commerce	Short-term

Improve transport accessibility

Modes of transport including bus and bike are seen as generally quite good. There is mixed feedback on car parking and as such Council would like to investigate this further.



Action	Task	Funding	Responsibility	Time frame
Address the concerns around parking	Undertake a parking study which would review current parking and investigate potential changes to parking management to assist in balancing current and future competing parking demands.	Operating budget	Council lead	Short to medium term
Investigate parking options proposed by residents	This would be dependent on the outcome of a parking study. Current suggestions include: <ul style="list-style-type: none"> Expanding the Brewer Street carpark. Turn medium strip north of Brewer Street into angled parking. Expanding the Wellbank Street carpark. 	Unfunded	Council lead	Short to long term
Introduce cycle paths, increase bicycle racks and improve linkages	Council will be initiating a new Bike Plan in 2019 for the whole of the City of Canada Bay and linkages will be looked at. The Bike Plan will include investigations into where additional bike racks may be required. Suggestions to add bike lanes onto Majors Bay Road are not feasible as the regional road is too narrow.	Funded	Council lead	In progress
Monitor future transport access in the area	In November 2016, the NSW Government announced the Sydney Metro West project connecting Parramatta and Sydney. Concord forms part of their investigation areas. This will need to be monitored as transport needs may change.	n.a.	Council lead	In progress

Enhance visual appeal and amenity

The vast majority of people love the look and feel of the precinct, enjoying the natural environment provided with plantings and finding the area very clean. Where Council can enhance

the precinct with art this is covered in an earlier section.

There were some recommendations made by a few people which are addressed below.

Action	Task	Funding	Responsibility	Time frame
Ban smoking	Smoking cannot be banned in all areas – currently you are not allowed to smoke within four metres of seated dining. Butt bins have been provided to assist in litter prevention.	n.a.	n.a.	n.a.
Improve building fronts	After project officer assessment, a building facade improvement program is not recommended as the vast majority of buildings present very well. Recommend working with the Chamber of Commerce on other strategies.	n.a.	Business	n.a.
Maintain cleanliness	Reports were mainly positive about footpath cleanliness but this will continue to be monitored.	Maintenance budget	Council lead	On going
Increase trees and plantings	This site does not offer any further opportunity to do this however “nature” elements may be introduced through art.	n.a.	n.a.	n.a.
Monitor and remove graffiti	You can report graffiti on private or public property including commercial premises. Council offers a free graffiti removal service.	Operating budget	Council lead Businesses Residents	On going
Assess footpaths	Assess footpaths around Concord Senior Citizens Centre – Wellbank Street and Bent street. Proceed with fixing if required.	Operating budget	Council lead	Short-term

Undertake activities to meet the needs and aspirations of residents, businesses and visitors

This strategy is very open to change and programs arise as a Place Plan progresses and opportunities present themselves.

Action	Task	Funding	Responsibility	Time frame
Promote businesses	Collaborate with the Chamber of Commerce and businesses to promote Majors Bay Road perhaps through a Buy Local campaign.	Operating budget	Chamber of Commerce Business Council supporter	Short-term
Increase the business mix	Collaborate with the Chamber of Commerce and businesses to encourage new business to the area. Enable pop ups along the strip.	n.a.	Chamber of Commerce Business Council supporter	Short-term
Reduce rents to lower vacancy rates	Business rents are a matter of marketplace economies.	n.a.	n.a.	n.a.
Encourage businesses and consumers to be environmentally sustainable	Implement a campaign to reduce reliance on single use plastics including plastic bags, straws, and takeaway containers. Provide energy and waste expertise to reduce environmental impacts. Promote local shopping.	Operating budget and grant funding	Council lead Business	Short-term
Promote tourism of the area	Link in with sporting, cultural and business programs to promote the area.	Operating budget	Golf Club Briars Concord Heritage Society Chamber of Commerce Council supporter	Short-term
Promote health	Promote active and healthy lifestyles.	Operating budget	Council lead Business	Short to medium term

Appendix

RESEARCH FINDINGS IN DETAIL

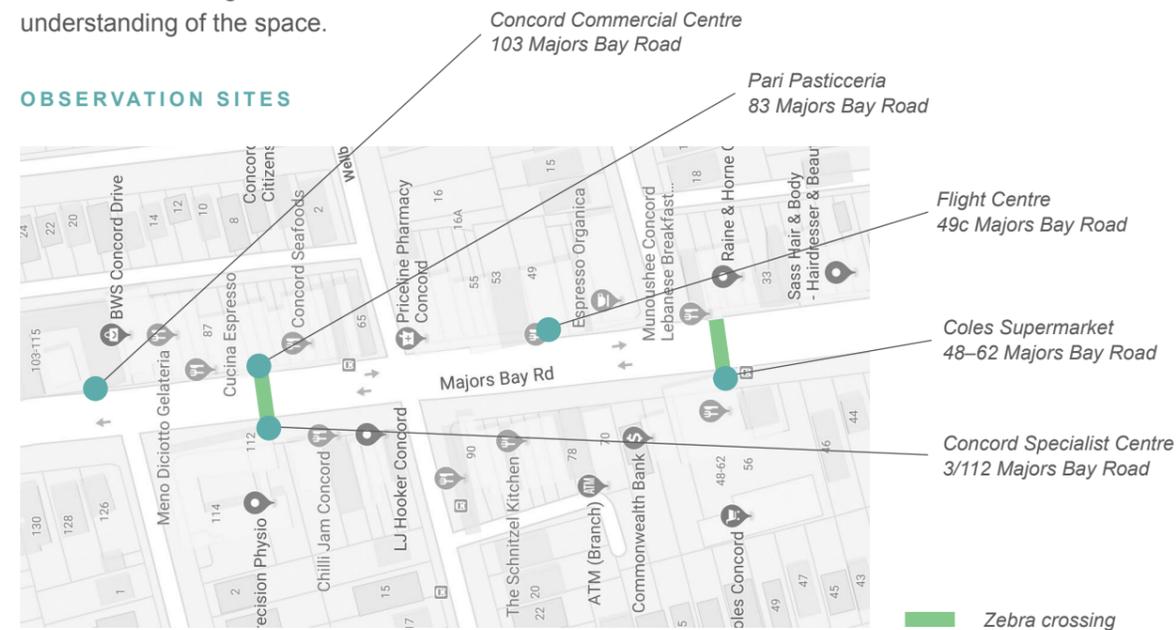
MAJORS BAY ROAD PLACE PLAN

People in our shopping village

Behaviour mapping and pedestrian count results

A place survey using behaviour mapping and pedestrian count was carried out at the end of September and early October 2018 to establish current usage of the area, provide baseline data and gain a better understanding of the space.

OBSERVATION SITES



These sites were chosen to provide a wide view of the street and be near crossing points in the main street. We also wanted to see how many people came to the Concord Commercial Centre area as there are far less eateries and retail located here.

Observation times were five minutes at each site and usually around 9:00am to 10:00am, midday and one observation done from around 7:00pm to 8:00pm. Sites were checked on a Tuesday, Wednesday, Thursday and Friday on 20 September, 2-3 October and 19 October 2018.

OVERALL ANALYSIS

This is a small sample in a short space of time so findings must be viewed with this in mind.

Counting people in the pedestrian count recorded 901 people with behaviour mapping observing 617 people. Overall the most interesting findings are:

- There are slightly more women than men that use the shopping strip.
- Most people were walking through the space, with only small numbers shopping and eating. Cycling and sitting were the lowest observed activities in the street.

- The highest number of people were recorded around the Coles supermarket area. Numbers on each side of the street were around the same.
- The highest age group represented on the street are 35-49 year olds followed by 20-34 year olds.
- Observations were partly in the school holidays which did see an increase in the 0-19 age group.
- Generally 35-49 year olds are in higher numbers after midday and into the evening.
- There is some conflict in the data around the Concord Commercial Centre with behaviour mapping recording it as the third highest venue for people and pedestrian mapping recording it as having the lowest number of people. Further research needs to be done to evaluate this.
- Most people are solo, 59% of the sample. In terms of numbers couples are 12% and groups form 29% of the total.

WHAT THIS MEANS

Traditionally the male/female divide in a shopping area would be larger with a lot more women on the high street. However as Majors Bay Road offers several hospitality venues this may be the reason for the more equal spread. This observation would be useful to business to ensure their marketing is targeted at both men and women.

The "stickiness" of the area could be increased with most people seen to be walking through rather than engaging in shopping or eating.

While young people, aged 19 and under, are a smaller part of the users of this space, this will look set to increase longer term as the population changes and people move in and out.

Behaviour mapping results

Data was collected on 617 people at all sites over the observation times, there were 303 males and 314 females, a fairly even split.

WHAT PEOPLE DO

The vast majority of people were walking through the space, see below:



The evening observation made a note that only eateries were open despite it being a Thursday "late night shopping night". The observer felt safe and observed that the area was well lit. The only rowdy behaviour were two groups of six people who were loud but did not pose a threat. Despite the fine weather most people chose to eat inside.

NUMBERS OF PEOPLE AT OBSERVATION POINTS

One of the observations people made anecdotally was that the Concord Commercial Centre had much lower numbers of people in the area. This is not shown in the data with the observation area having third place in the rankings. The hot spot in terms of highest numbers of people is Coles supermarket.

Slightly more men were observed around the Concord Specialist Centre and Concord Commercial Centre.

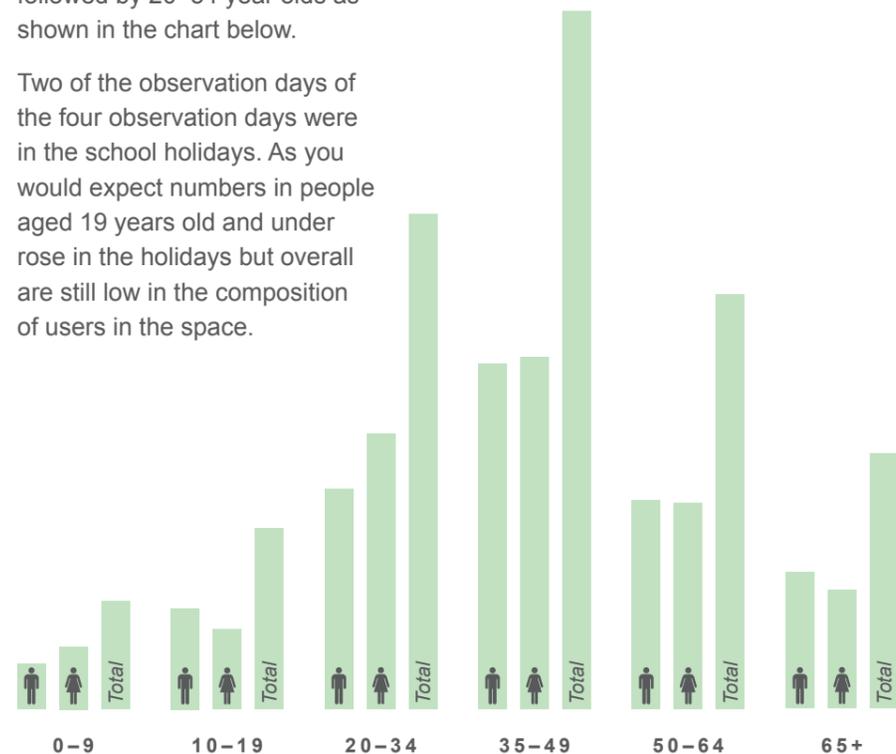
The west side of the street had 269 people with equivalent sites on the east side recording 237 people. This suggests that the mix of business on each side draws a similar number of people.



AGE GROUPS

The highest age group represented on the street are 35–49 year olds followed by 20–34 year olds as shown in the chart below.

Two of the observation days of the four observation days were in the school holidays. As you would expect numbers in people aged 19 years old and under rose in the holidays but overall are still low in the composition of users in the space.



ANALYSIS FROM OBSERVATION POINTS

Coles: most people walked through the space except in the evening when more people were shopping. The predominant age group was 20–49 year olds with the evening changing to 35–64 year olds. At this site the most number of people were seen in the evening with 36 people observed, this is probably partly due to the fine and mild evening. On the Friday there were more women than men.

Concord Specialist Centre: this site had the lowest number of people, with more men on this side. There could be a number of reasons for this with one possibility that the business mix of medical and business centre may attract more men. Friday saw a higher number of people aged over 35 years old.

Flight Centre: there were slightly more women than men at this location with the main activity walking through the space with more talking in the evening and some midday eating. Time of day made some difference with more 35–64 year olds in the mornings, mid-day more 20–49 year olds and then a swing back in the evening.

Pari Pasticceria: there were equal numbers of people in the morning and midday with a drop in the evening. Most people in the space were aged over 20 with 35–49 year olds the predominate age group in the evening.

Concord Commercial Centre: it was the busiest on Tuesday mid-morning and Friday at 1:00pm. Most people were walking with some eating, shopping and talking with one person cycling. Out of all the sites this area had the smallest number of people in the evening with eleven people recorded at 7:04–7:09pm with the largest age group 20–34 year olds with four people.

Pedestrian count

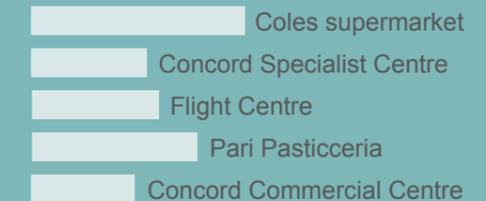
The same observation points were used for counting of pedestrians. This analysis includes seeing if people travel solo, in couples or in groups. This helps to understand the flow in the area. 901 people were observed in this area.

The highest number of groups were seen at nearly 1:00pm on a Wednesday around Pari Pasticceria with the lowest number of groups around the Concord Specialist Centre and Concord Commercial Centre.

Generally there are more couples in the evening as you would expect with people returning from work. The highest number of couples were at Coles in the evening. The highest number of single people were recorded at Coles on a Tuesday morning at 9:35am and on a Friday at 12:20pm.

Most people are solo, 59% of the sample, with the highest number of groups recorded as nine groups with 27 people at Pari Pasticceria on a Wednesday at nearly 1:00pm. In terms of numbers couples form 12% and groups form 29% of the total.

Interestingly in terms of total number of people at sites the data does not follow the same pattern as the behaviour count, see below.



The Coles area is still the busiest part of the street but the least busy part of the street is the Concord Commercial Centre.

What you told us

What do you look for in an ideal shopping village? To find out the answers for Majors Bay Road and other town centres in the local government area Council hired Place Score to investigate and benchmark results with other areas in Australia. We wanted to know not only what you care about but how you rated your shopping village. An online survey was live 6 July to 19 August 2018, with face-to-face and online data collected between 6–15 July 2018. The results were provided to Council in October 2018.

Place Score told us parking and heritage were key focus areas. To see what ideas you had around these focus ideas and the ideas put forward by the Majors Bay Chamber of Commerce we:

- Contacted over 600 households with the opportunity to tell us in a survey.
- Asked all the businesses in the street their thoughts in a survey.

Below are the results of the Place Score research and Council surveys.

Majors Bay Road survey results

People love Majors Bay Road with 92 people out of 600 households (approximately 15%) telling us their thoughts and providing ideas on areas which could be improved. We sent a survey the week of 22 October 2018.

Asking people from different backgrounds and perspectives will always provide mixed responses with for example most people loving the variety of cafes and restaurants, but others complaining there isn't enough variety. The business mix was seen as ok with some people calling for more variety e.g. clothing, fruit and vegetable shop and a fish shop. A few people indicated they thought Coles needed updating.

There were mixed messages about parking which was generally seen as ok but in the section asking for ideas to improve 56% of people mentioned a need for more parking availability, with people stating they found it hard to park.

Some concern was also expressed about the number of shut down businesses. Local residents care about their local businesses with many expressing concern about the high rents.

WHAT'S AMAZING ABOUT MAJORS BAY ROAD

The variety of food offerings, restaurants and cafes was what people found the most magic about Majors Bay Road. People specifically mentioned Happy Endings Burgers, Salon Zephyr and Espresso Organica.

They also loved the atmosphere of community and friendliness.

Generally people thought the space looked great, enjoying the on-street dining, Christmas decorations and nature in the space.

Crossings and ease of access was mentioned as great.

The survey also checked what people thought was "good" about the village and a similar response was provided with additional notes on convenience shopping with Coles, post office, bank and pharmacy mentioned in addition to the florist and general cleanliness.

“Sense of community – see people we know and long term shop keepers.”

“Everything you need is here really.”

“Variety of restaurants and cafes.”

“Pretty pavement, plants and great al fresco dining.”

“Great community feel. It is a safe place for families.”

“That it is still a shopping strip with no ugly complex.”

WHAT'S NOT GREAT

Survey data can appear at times contradictory, when asked to provide ideas on improving Majors Bay Road the most popular idea overall was to increase the retail mix on the street with some people calling for greengrocers, fashion and kids clothes or kid presents. The next most popular idea for improvement was to provide more parking. This runs counter to some of the previous answers.

There was a total of 216 ideas on how to improve the area with the results on the next page.

“Not much – it is starting to get tired.”

“I do not really go shopping there.”

“The gardens and flowers.”

“The authentic nature and mix of retail.”

“Community spirit and vibrancy.”

Your ideas

Below is feedback from the Council survey with some of the additional comments sourced from the Place Score survey.

What cultural offerings would you like in the space?

The main item that people wanted, 79% was a program of events and happenings in Majors Bay Road. 56% of people want more art in the space. 80% also wanted or are open to a piazza for gatherings and events. Murals are also a possibility with those that want them slightly higher than those that disagreed.

Agree
 Disagree
 Neither



When asked for ideas 10 people suggested community events with street art also called for. See below:

“Community events, entertainment, street fiesta, parade, street market.”

“Community gallery or art space.”

“Community notice board.”

“Art.”

“Concerning art there were suggestions for mosaics, art festival and public art.”

“Street art on the crossings and murals.”

Celebrating the past

Research from the Place Score survey suggested people are interested in celebrating our past. We wanted to check in with more residents to see if this was the case in Majors Bay Road.

Our heritage is something that 40 people thought we should celebrate in Majors Bay Road with 40 people not interested either way if it is celebrated. Ten people didn't think it should be celebrated.

IF WE CELEBRATE THE PAST IN MAJORS BAY ROAD, HOW COULD WE DO THIS?



Visual exhibition of past and present



Light projection on wall



Oral history of some long term residents of the area



Digital augmented reality – see the past on your phone



Your ideas please

“Historical pictures that show what particular shops used to look like. E.g. Organica used to be a movie theatre and a supermarket (I think).”

The following are some of the suggestions:

“Sculptures, art work, pictures displayed of old majors and new majors a sequence timeline.”

“Provide information about key historical locations like Canadian prisoners exiled. Some recognition of the indigenous heritage.”

“Monument.”

“Encourage people to use the museum and local studies section of library.”

“Interviews with former shop owner – the Kerr Family – Lee's Fish shop, Wallace's Sport shop – the former owner of 7-Eleven still lives in the area.”

“Consultation with the aboriginal community as they were here first.”

“Art project getting the old and young residents together.”

Night time activity and culture

We asked if the night time activities in Majors Bay Road could be improved. In response 36% thought a listing of places open later in the evening was a good idea. Only 17% thought improved transport options at night were needed. Others provided some more ideas.

CHART OF OTHER IDEAS



A few people suggested no changes were needed.

Issues around evening safety and vandalism were also raised if evening activities were promoted.

Other suggestions did not fall into these broad categories, and included these quotes:



“Greater vibrancy and night time activations for all generations will support businesses remaining open later. This can include both Council and commercial initiatives and also include the arts and music. E.g local musicians, outdoor cinema evenings, pop up bars etc.”

“Too many units now at Majors Bay so noise is an issue, minimise late night activities.”

Access and safety

We asked about car accessibility and parking and received a vast range of responses with some people finding it relatively easy to find a space within a minute of arriving at the centre (9%) and others found it really difficult with it taking over 20 minutes (35%)

to find a park. Examining all responses it seems that the average response (55%) is parking is similar to most centres – it takes five minutes and a lap around the block to find a suitable parking space.

Frustration was felt by some:

“Parking is awful left tonight without dinner due to parking.”

“More parking. I don't go there often, despite the variety of businesses, because finding parking is just too hard!”

Overall in the survey more parking was expressed as an idea for improvement by 56% of the respondents. There were also a range of traffic and bicycle suggestions. Suggestions to increase parking were wide and varied, below are some of the responses:

TIMING AND ENFORCEMENT

A few people requested more parking enforcement.

“Ticket parking. one hour free.”

“More parking. Thirty min parking is too short, needs to be one hr minimum everywhere.”

“Metered parking for long term stays to eat.”

NEW PARKING AVAILABILITY OPTIONS

“Turn medium strip north of Brewer Street round-about in angled parking.”

“Improve parking: buy a property on Wellbank St. and create extra parking.”

“Improve parking: close off Trafalgar Parade and have 90 degree parking next to and opposite shops.”

“More parking – perhaps a new level in top of Coles?”

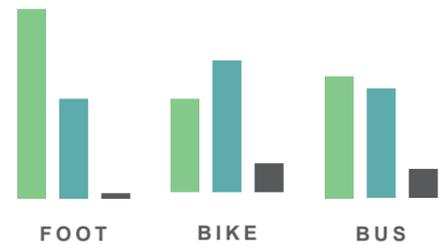
“There is too much traffic, you should promote side street parking. Not everyone has to park on Majors Bay Road.”

SPEED AND TRAFFIC

“Slow the trough traffic speed to 30kph and narrow the road space. Provide parking at the ends of the strip rather than on it.”

Ease of access in the space

HOW EASY IS IT TO GET AROUND? PLEASE TELL US ABOUT THE FOLLOWING



From the responses it would seem ease of access is generally fine, however there are more suggestions and thoughts.

Some people were calling to pedestrianise the street with one suggestion to do so between the two roundabouts, funded by a paid multi-story parking or underground parking.

CYCLING

Increased bike parking was a suggestion with two spots suggested – one in front of Coles and the other the dry cleaners. In addition one person suggested the interconnection with other cycle infrastructure to encourage residents to take advantage of safe cycling into the Majors Bay Road strip.

“It is scary road to ride your bike along. Drivers are oblivious to riders.”

BICYCLE SUGGESTIONS

“Having a pedestrian cycle at the traffic lights so that pedestrians can cross diagonally.”

“Add more bike racks – it is already a mecca for cyclists, and you can't jam any more car parking into the area.”

“Add a bicycle lane each side, signage and bicycle parking. Let's encourage our community to move more and be a part of their improved health outcomes!”

FOOTPATH ACCESS

Three people suggested the footpaths need repair, particularly the footpaths on the southern end.



TRAFFIC ISSUES

“The bottom round about at Majors Bay and Brewer – it's used a great deal. Coming down from Smythe's St into it, visibility into it is restricted by height of the shrubbery/hedge. This area urgently needs to be addressed. It's a driving hazard.”

“The crossing at Coles. Because of the hedge it can be difficult to see pedestrians crossing the road there.”

“Keep people without disabled permits out of disabled parking spaces.”

Some people called for better access and safer crossings. Particular concern with traffic crossing footpath at entry and exits of Coles upper and lower parking areas on Majors Bay Road. The crossing near Coles is also seen as an issue.

How safe do you feel?

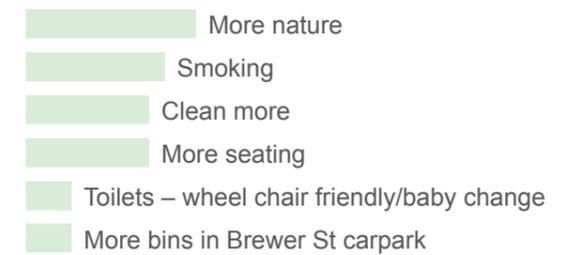
People generally feel safe in the area however some of the answers indicate in the evening a few people feel less safe with residents nervous of the area around the bottle shop. Hooning and fast cars are also seen as a problem. One person indicated some illegal activities and there is a call for a police presence.

“I FEEL SAFE” IN MAJORS BAY ROAD, PLEASE TELL US IF YOU



Local environment

In open ended questions people put forward some suggestions which fell into the following areas:



MORE NATURE

More trees and increased greenery and planting were called for with one person suggesting bird baths.

One resident made this point “There are residents on Majors Bay Road not just retail. I don't see any maintenance of the nature strips. They look terrible.”

SMOKING

Almost all the people who mentioned smoking wanted a total ban on smoking.

APPEARANCE

A few people mentioned the burnt building which needs "fixing up".

One person's suggestion was to "Pedestrianise the shopping precinct to create a more family friendly area".

"The place needs to be bigger more lights around and seating."

"More tree lighting."

"Encourage building owners sympathetically improve ... not knockdown and overdevelop."

"Relaxing spaces."

"Shop fronts with similar look. Shops painted with two main colors would look smart."

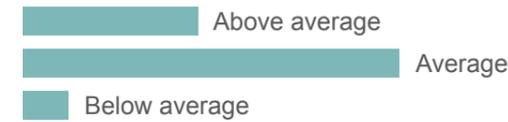
"Improve the appearance of the commercial centre between BWS and the roundabout."

"Dog water fountain."

Cleanliness of the shopping precinct

The shopping centre is generally seen as clean shown below, however there were a few dissatisfied comments as well:

HOW CLEAN DO YOU FIND THE SHOPPING PRECINCT



"Clean and maintain the paving more regularly – some of it needs a good scrub and refit."

"Regular patrols and improve litter, rubbish in side streets."

"Cleaning the footpath more often (ie with high pressure hose as the greasy food stains are a slip hazard."

Child friendly

DO YOU FIND THE SHOPPING CENTRE A CHILD FRIENDLY PLACE?

Yes

No

If no please tell us your ideas to make it more child friendly

The area around Coles seemed to be of concern including the crossing which was seen as cluttered and hard to see what goes on there. The carpark was also seen as a problem.

It was generally felt there were not many cafes which really cater for children, with only Espresso Organica having room for more than one pram.

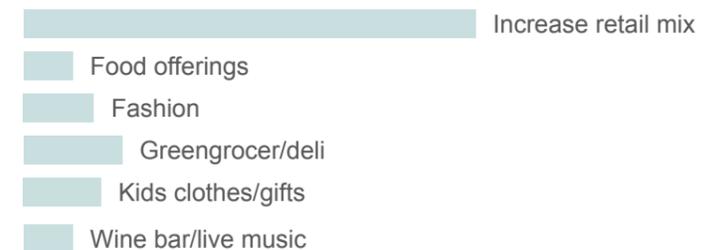
Young people loitering near the bottle shop and late night teens were seen as an issue.

Majors Bay Road is a child friendly precinct from the response shown above, however there is room for improvement with people calling for a play area possibly with a water feature in a piazza. There was a feeling that it would need to be fenced. There was also no appropriate accessible public toilet that these residents knew about.

"There isn't anything to do with the kids or take them to go see."

Feedback on business in Majors Bay Road

The most popular idea raised by residents was to increase the retail and café mix in the street with 69% of people putting this forward as an idea.



The most popular request was for a greengrocers, however elsewhere in the survey when asked about potential evening activities there was a higher call for a wine bar than shown above.

Six residents suggested Coles should improve with an internal and external building upgrade.

People were concerned about local businesses with expressions such as:

“Reduce rents for retailers, make it easier for small business to survive.”

“Longer term tenants that don't change so often.”

“Help empty shop landlords get tenants.”

“Support for shop owners so not so many close down.”

“Make the road longer with more shops added.”

In the Place Score survey there were further calls for action including encouraging businesses and consumers to be more environmentally sustainable.



Our business feedback

We also asked businesses how they felt about operating in Majors Bay Road in a survey on 23 October 2018. Unfortunately we did not receive a high response.

What people felt was amazing was the variety on offer (particularly food), the overall cleanliness and look and vibrancy of the place. Items that were felt to be “ok” were parking with one person indicating that they didn't shop there due to the lack of retail.

Suggestions to improve the area included more parking, more child friendly areas and improved community space. Businesses also indicated that they would like the look of retail outlets improved and nicer shop windows with more local promotion of businesses with special deals, more events and advertising opportunities.

In terms of cultural offerings which could be provided in the area 100% support was given to providing a program of events and happenings in Majors Bay Road with the suggestion of creating a piazza given 67% support. Half the respondents did not want a mural but half did want more art in the space.

Overall parking was seen as similar to most centres with it taking at least five minutes and a lap around the block.

Half of the businesses thought we should celebrate the past. Suggestions put forward included a memorial, preservation of old buildings – like the old post office, public art and plaques on shops like North Strathfield shops with historic information.

A listing of places open later in the evening was supported by 75% of people.

In terms of ease of getting around the footpath was seen as the easiest with buses also mainly easy. One person raised an issue with footpaths being uneven and hazardous for the elderly and those with walking problems. No drop off zones for people with disability to be dropped off or picked up e.g. taxis.

From the survey, 67% of respondents felt safe in Majors Bay Road with only one person stating they would not go out at night on their own.

Survey responses suggested 83% felt the shopping precinct was above average in terms of cleanliness.

We asked specific questions of business owners to understand how they operated. 60% had customers who walk in off the street, 40% travel to their customers and 20% service their customers entirely through a website.

WHAT CATEGORY FITS YOUR BUSINESS INTO?



Other businesses include retail, gift and stationary wholesale and management consulting.

Overall businesses were not totally satisfied with their current economic return with satisfaction rating around 56 out of 100.

Overall 40% of people held events and activations in their business but most did not.

Majors Bay Road on social

The City of Canada Bay Place team use social data to also examine what is happening in our areas. Neighbourlytics, a social analytics platform have provided a report for Concord which shows what is happening in real time.

On 20 November this is what the report said:

The most relevant places in Majors Bay Road are destinations. These include in "order of relevance" to people on social:

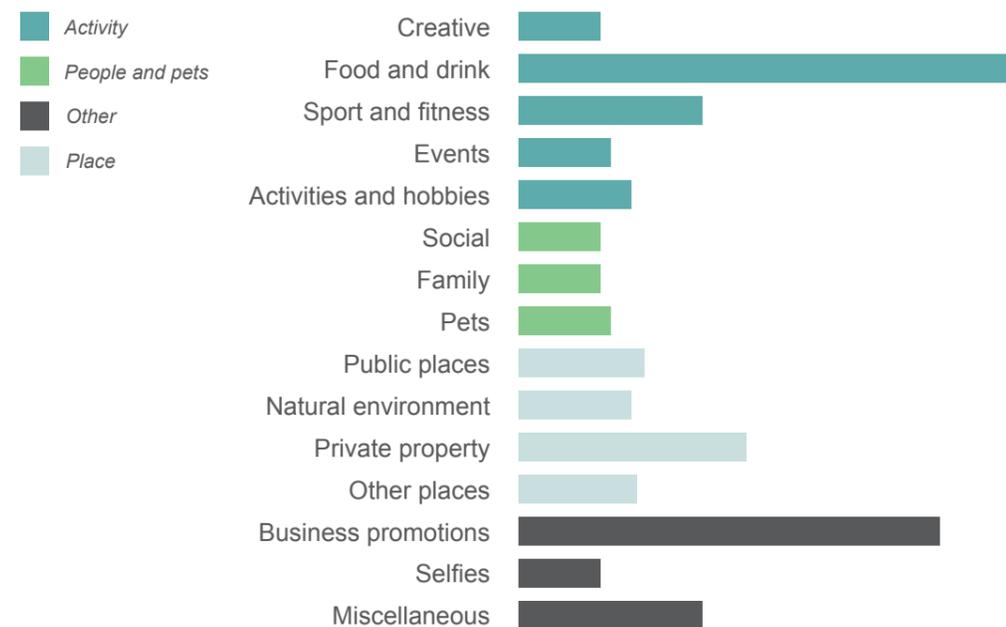
- Chill Jam
- Concord Function Centre
- Espresso Organica

- The Backyard
- Concord Golf Club
- Fratelli & Co.

Rothwell Park was seen as being of most interest in terms of a physical location to explore.

Concord as a whole had 23,000 daily users on social media over a 24 hour period. From this number 52% were residents and just over 5% out of town visitors. 25–34 year olds were the most busy on social media. The busiest day for events in October and November was a Saturday.

Below are the geo-tagged posts over October.





Let's work together

The Majors Bay Road Place Plan is an exciting opportunity to make our area more vibrant, inclusive, and a great place for visitors, customers and business people.

To find out more or discuss ways to make Majors Bay even better please contact:

Tara Wilkinson

Place Management Team
City of Canada Bay

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