

Your Neighbourhood Pilot Plan for Albert Park and Hendon Report

City of Charles Sturt

11 January 2021

Intuito
MARKET RESEARCH

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Background, objectives and methodology

Background

This project aims to deliver a long-term plan integrating community services, place-making and infrastructure to make the neighbourhood more liveable and walkable. The Plan will be driven by community priorities and the survey is part of the initial engagement process to find out what people love about their neighbourhood and what they would like to see improved for a more liveable walkable area.

Objectives

The overarching objective of the research was to understand the degree to which Hendon and Albert Park residents love their neighbourhood and what they would like to see improved for a more liveable, walkable area.

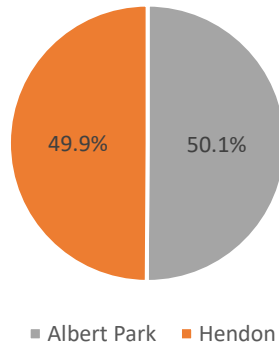
Methodology

- Face to face household and business survey with n=403 completed responses amongst people living or working in Hendon (n=201) and Albert Park (n=202).
- The sample size of 403 represented 14% of the total population of Albert Park and Hendon.
- The survey comprised 29 questions plus demographics, 15 minutes in duration.
- Sample comprised a mix of genders, ages in the two key suburbs.
- Conducted 1 December – 15 December 2020.
- There was a very small sample collected online via Council's panel and those requesting an online interview.
- An incentive was offered to those completing the survey online.
- A total sample of 400 provides a maximum $\pm 2.5\%$ margin of error.

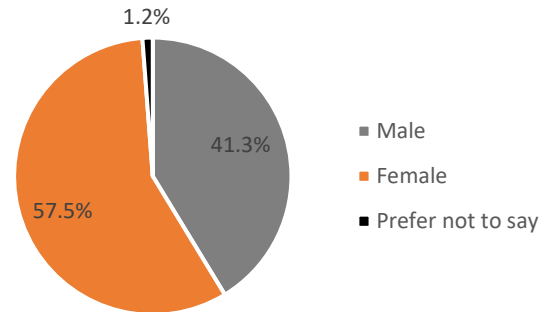


Demographic profile of the respondents

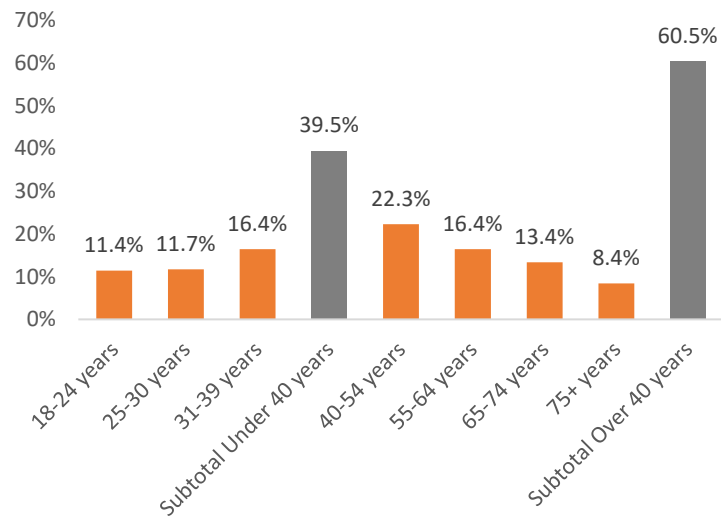
Suburb representation n=403



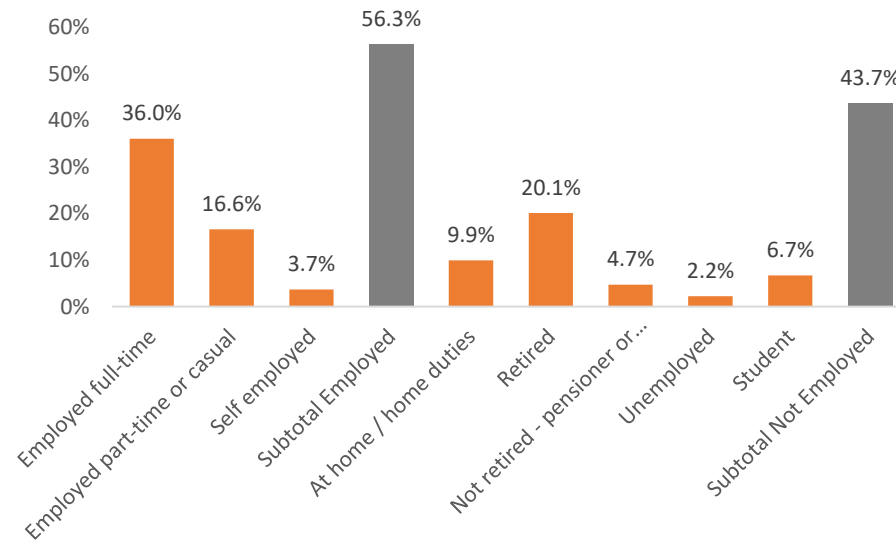
Gender



Age of respondents



Employment status



Executive summary



Social Cohesion & Wellbeing

- Location, affordability and close to family are the top reasons for living in the neighbourhood.
- Gordon St Park and De Haviland Avenue Park are the two most common places where local people gather.
- Community facilities most used are Gordon St Park, St Clair, De Haviland Ave Park – a quarter of all people don't use any – satisfaction with community facilities 7.2 / 10.



Living in the neighbourhood

- The majority of residents feel safe during the day and night with nearly 6 in 10 feeling safe everywhere.
- Unsafe places include the train station, my street, local park and crossing the road.
- 90% plan to continue living in the neighbourhood.
- 71% were able to rate their level of connectivity with an average of 7 / 10.
- 92% of people usually travel by private car. A quarter catch public transport (bus and train). Only 9% walk.
- Better footpaths and better lighting will make it easier for people to walk.
- Average number of times walked per week 3.31 times. Same amount for each suburb.



Open spaces and street environment

- Satisfaction with local parks and playgrounds rated 7.1 / 10.
- More landscaping and tree planting desired in all streets, my local street, parks and playgrounds.
- Suggested improvements include additional trees/greenery, beautification of verges and more open spaces. Nearly 4 in 10 proffered other improvements.
- All aspects except cycling condition and places to sit, are considered important elements (safety, footpaths, driving traffic, easy parking, street trees, verges, and walking condition).

**Movement and transport**

- Frequency of using the train or bus is relatively low at around 1 in 10 weekly or more often particularly with Albert Park residents.
- 7 in 10 people believe it's easy to use public transport but 7 in 10 say nothing would encourage them to use public transport more often.
- 22% of all people regularly ride a bike and these people are significantly more inclined to desire initiatives to encourage greater frequency of bike riding.
- Key incentives to cycle more locally include dedicated bike paths, better lighting, better street conditions, safety, access to share bicycles and secure bike parking.
- 4 in 10 could not nominate a particular poor local traffic location.
- Gordon Street, Tapleys Hill Road and Murray Street were the most recalled problem traffic locations.
- Local traffic and parking functionality was rated 6.3 / 10.

**Attitude toward new development and sustainability**

- New residential developments rated 6.3 / 10. 254 people rated new development 6 or higher with positives including modernity, changes in housing with resultant demographic shifts, and increases in property values. There were 149 negative comments including congested streets, congested living, loss of character, and the need for more infrastructure.
- New development needs to fit with the character of the local area, be energy efficient and housing needs to be affordable.
- Important neighbourhood environment and sustainability aspects include better recycling, household solar panels, and cooler/greener suburbs, recycling and reusing storm water, and well-designed houses.

**Neighbourhood love**

- Residents love the western suburbs, it's close to the city and public transport, quiet, peaceful and close to the beach.
- Half of all people claim there was nothing they would change about their neighbourhood but the remaining people suggested improvements in environment / nature, traffic / speeding / speed control, improved streets / roads / footpaths / bikes paths, infrastructure / services / facilities, more development, community focus, and parking.



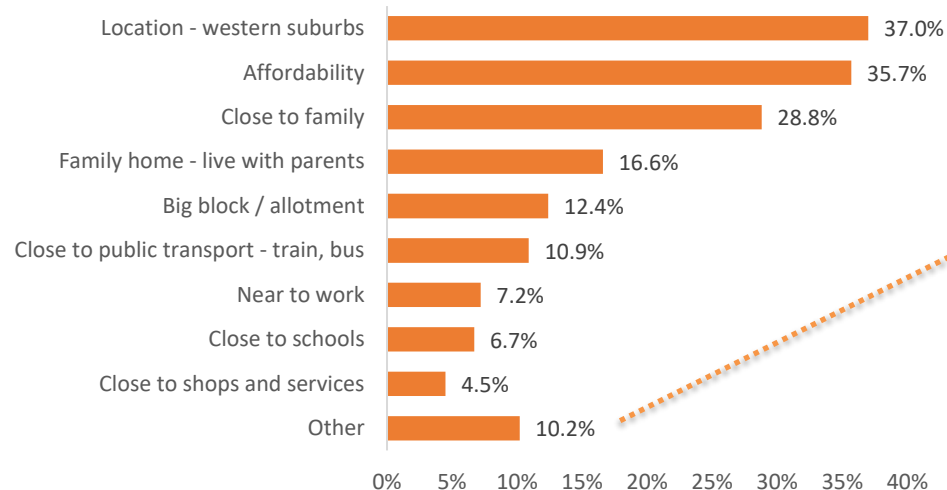
Conclusions and recommendations

- Both Albert Park and Hendon residents genuinely like living in their neighbourhood and the vast majority intend to stay thanks to an ideal location that is affordable and accessible to other suburbs close by that have the facilities that they desire.
- Our interviewers received very little resistance to participation which enabled us to achieve successful engagement with the community.
- Because of COVID-19 and people's propensity to work from home we achieved a good cross section of the population.
- There is currently reasonable satisfaction with community facilities however there is an appetite for improvement.
- It is not a community of walkers but rather a high proportion of residents using their private car which exacerbates feelings of traffic congestion, traffic flow and parking issues. This is also a symptom of having to travel further afield for major shopping, entertainment and dining. There is however, nearly a quarter of residents who are regularly riding a bicycle and would be very amenable to improvements to facilitate this practice.
- Residents are well aware that the above issues are further impacted with development and higher density living.
- Residents in general are interested in a modern, diverse community but are well aware that as it grows it will put a strain on infrastructure and facilities.
- Average ratings of the various aspects throughout the survey were moderate at best and when we applied a Net Promoter Score (the calculation to determine the number of detractors, promoters and fence sitters) to each of the ratings, the vast majority of scores fell into the negative ledger. This means that there are fewer delighted residents who score 9 and 10, than the number of complainants who score 0 to 6. (Scores of 7 and 8 are classified as fence sitters.)
- Residents would like to see more landscaping and tree planting and general beautification. This extends to maintenance of Council land and what is already in existence in the neighbourhood. This would give residents more pride in an area that they already love but regard as inferior to other Council suburbs.
- There is a strong desire for investing in the environment and sustainable practices.
- We believe there is an issue with neighbourhood safety particularly at night which could be fixed with additional lighting and strategies to encourage placemaking and regeneration of disused industrial areas.
- 47 respondents gave their names and contact details in response to an invitation to become a volunteer 'neighbourhood champion'.



Social cohesion and wellbeing

Attraction for living in the neighbourhood n=403



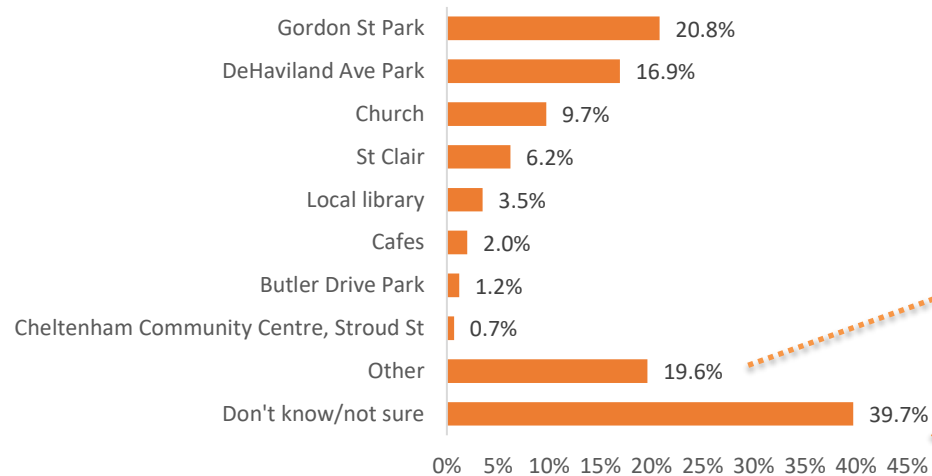
Other reasons include nice quiet neighbourhood, a great street and lovely area, grew up in the neighbourhood, lived here all my life, housing trust home, near the beach, types of houses.

The western suburbs location and affordability are the two most desirable reasons for living in the neighbourhood.

- Hendon residents are more likely attracted to the western suburbs, as are those aged 25-30 years, 40-54 years and over 65 years, part time or casual employees, retirees and non-retired pensioners.
- Affordability is a greater factor for those from Albert Park, those aged 25 to 39 years and over 75 years, part time or casual employees, those undertaking home duties and non-retired pensioners.

Q2. What attracted you to live in the neighbourhood?

Places where local people gather n=403

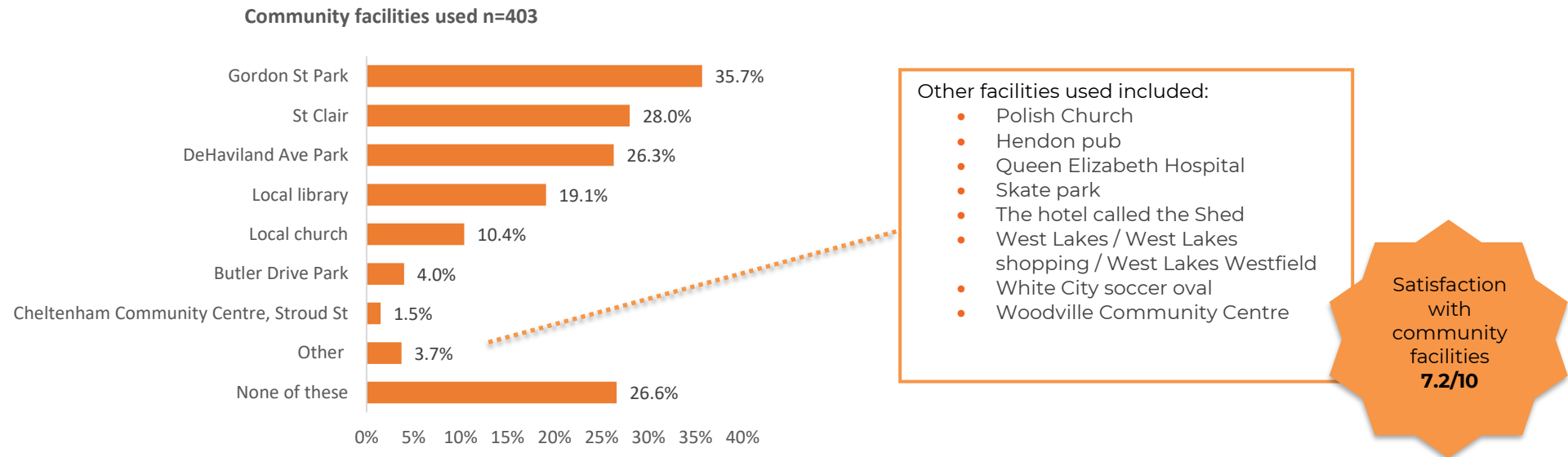


Other places included:

- West Lakes shopping centre
- Local pubs
- Big Shed Brewery
- Various local (Woodville) sporting facilities
- Local parks, playgrounds and reserves
- Local retail outlets, shops and cafes
- Surrounding suburbs of Port Adelaide, Semaphore, Royal Park, Woodville West
- Other community centres and community events
- Local school and day care
- The beach

- 4 in 10 residents were unable to comment

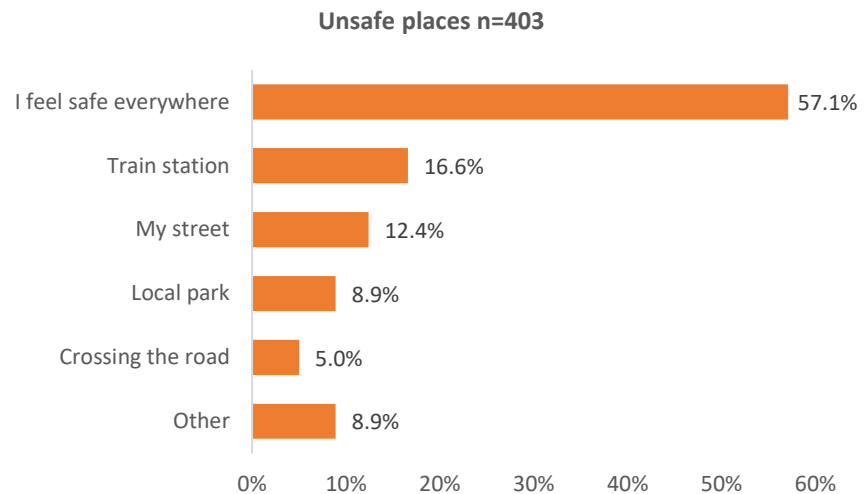
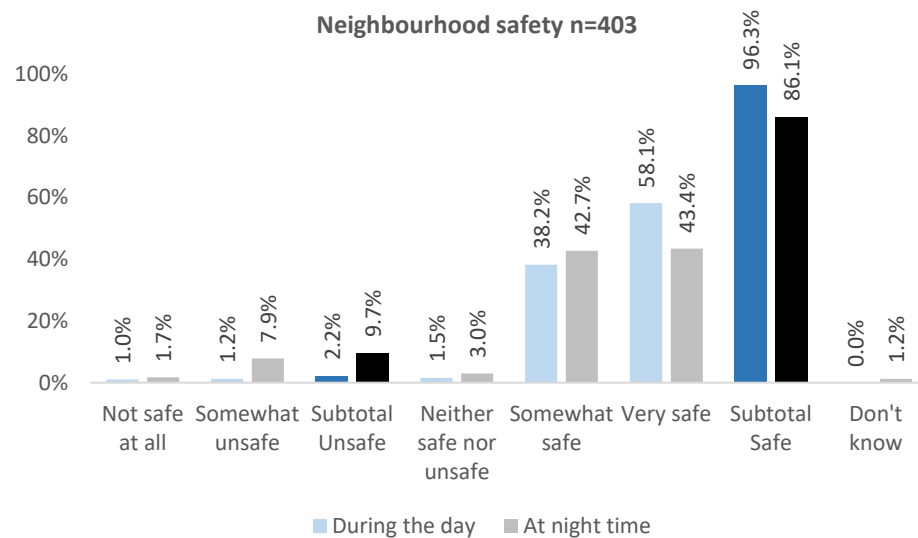
Q3. What places in your area are where local people gather? (Unprompted)



- Gordon Street Park is used more often by those living in Albert Park, females, those aged under 40 years, part time or casual employees, self-employed and students.
- St Clair is visited more often by those living in Albert Park, females, those aged 25 years to 54 years, full and part time employees and those undertaking home duties.
- DeHaviland Avenue Park is used more by those living in Hendon, males, those aged 25 years to 39 years, those employed in part time or casual roles.
- Just over three-quarters of respondents who were able to rate community facilities gave a satisfaction rating of 7 or greater.

Q4. Which of the following community facilities have you used in the last 12 months?

Q5 Thinking about the community facilities in your local area, on a scale of 0 to 10, where 0 is not satisfied and 10 is very satisfied, how satisfied are you with what is available in your area?



- The majority of residents feel safe during the day time and night time with nearly 6 in 10 claiming they feel safe everywhere.
- Other unsafe places ranged from at home, non-specific back streets, industrial areas, walking from train and bus stops, avoiding traffic and bikes, some specific streets such as Tapleys Hill Road, Gordon, Murray and Nesbit streets and Port Road, along with various locations such as Hendon storage.

“Streets closer to the commercial areas. Very dark vacant buildings at night. I have been followed home on a night walk from that area before. Streets closer to Tapleys feel safer to me. Mostly due to the lovely community members.”

Q6. How safe do you feel in your neighbourhood?

Q7. Where do you feel most unsafe in your neighbourhood if anywhere?

90%

**Plan to continue living in the
neighbourhood**

7 / 10

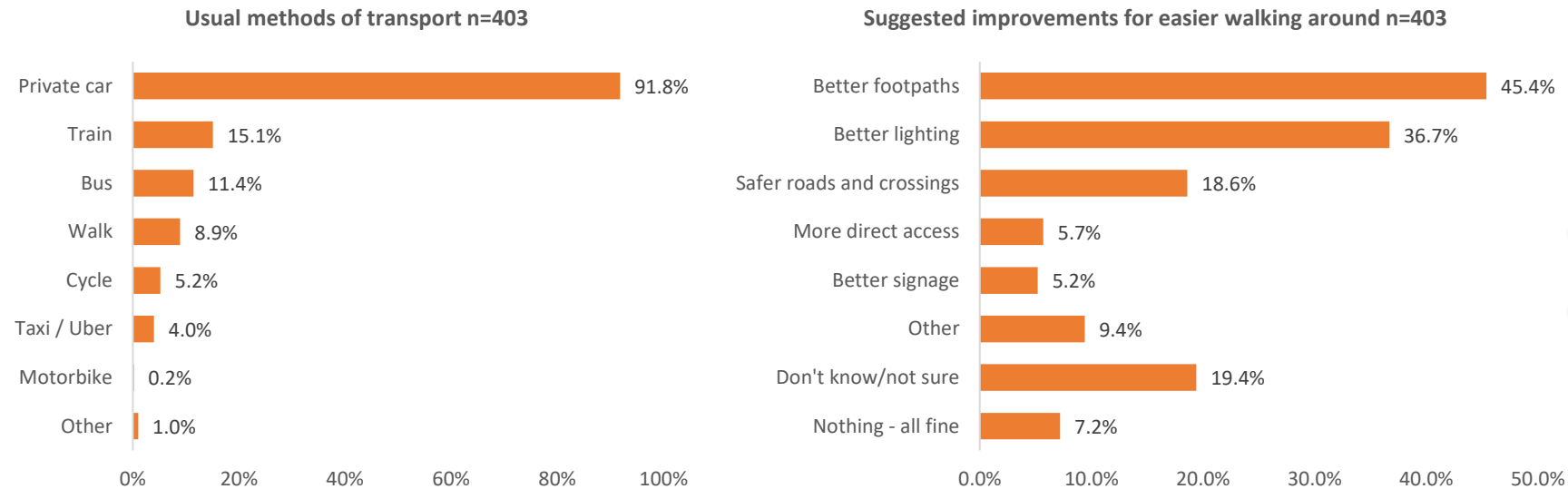
Feeling of connectivity to the local community

- Those living in Albert Park, aged 31-39 years and over 65 years and in part time or casual employment, retirees and students are more likely to continue living in the neighbourhood.
- 71% of respondents who were able to rate their level of connectivity gave a rating of 7 or more.

Q8. Do you plan to continue living in the neighbourhood?

Q9. On a scale of 0 to 10, where 0 is not at all connected and 10 is very connected, how connected do you feel to your local community?

Walkability



- There are equal degrees of walking across the two suburbs. Above average walkers are female, aged under 40 years, employed full or part time and students.
- Those from Hendon, aged between 25 years and 39 years and employed drive more often.
- Better footpaths are desired more by those from Hendon, aged 25-30 and 55-64 years, part time employees and retirees.
- Those from Albert Park are more likely to call for better lighting, as are females, those aged under 40 years, part time employees and students.
- Safer roads and crossings were nominated more by those living in Albert Park, those aged between 25 years and 54 years and 65-74 years, full time employees and those in home duties.

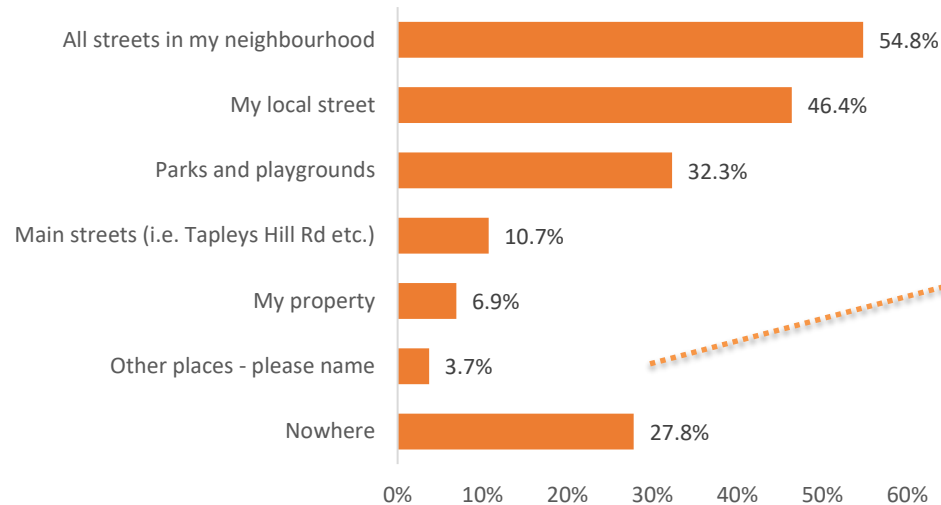
Q10. On average how many times per week have you walked for at least 10 minutes for any purpose in your local neighbourhood?

Q11. What are the methods of transport you usually use to get to and from your home?

Q12. Thinking about walking around your neighbourhood, what improvements can you suggest that would make it easier for you to do so?

Public open space and recreation

Suggestions for more landscaping and tree planting n=403



Other comments ranged from:

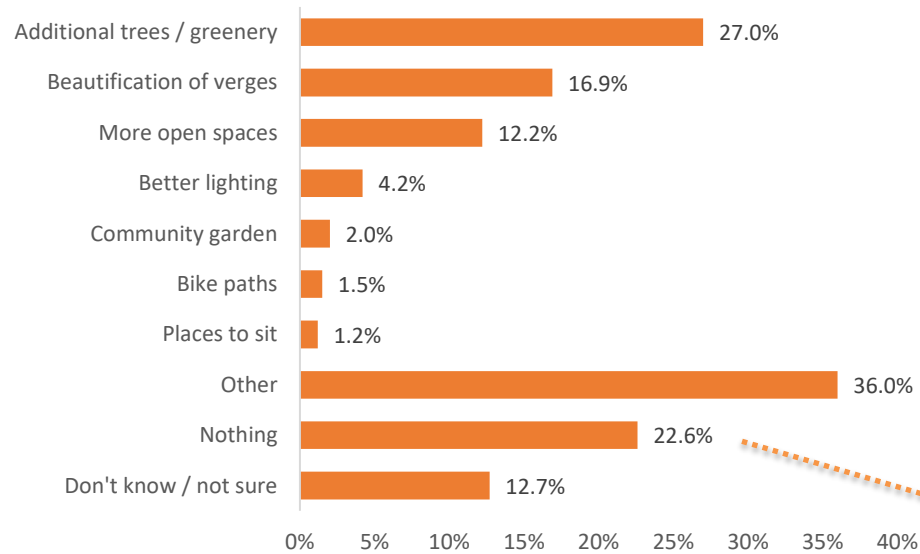
- attending to current problem areas on footpaths with thigh high grass and overall better maintenance of verges, trees and landscaping
- planting on median strips, roundabouts, planting trees in the playground to shelter, more jacarandas
- More shrubs and trees around the train station, Port Road, West Lakes Boulevard, Glyde street
- Attention called to a dangerous tree out the front of Pacific Marine shop that also drops flowers into the drain
- Ensure that what is planting doesn't drop things

Satisfied
with local
parks &
playgrounds
7.1/10

Q13. Landscaping and tree planting make suburbs cooler & greener. Where in your neighbourhood would you like to see more landscaping and tree planting?

Q14. On a scale of 0 to 10, where 0 is not satisfied at all and 10 is very satisfied, how satisfied are you with the local parks and playgrounds in your suburb?

Desired improvements for local neighbourhoods n=403



Other comments specifically related to improvements to

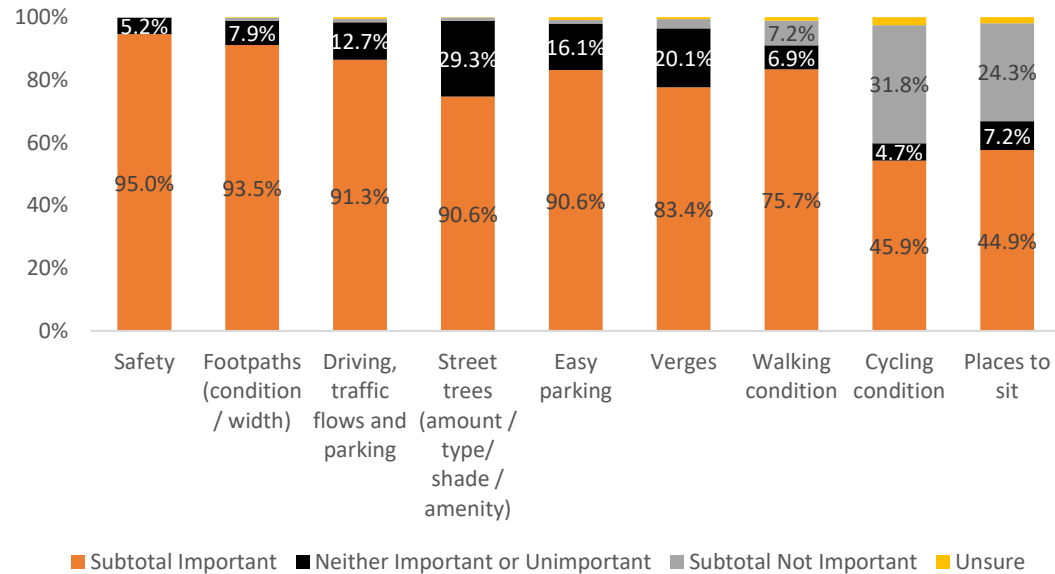
- Parks and playgrounds (26 comments)
- Maintenance of verges and median strips (25 comments)
- Improvements to roads, footpaths and bike paths (21 comments)
- Traffic and parking (21 comments)
- Various infrastructure requirements (20 comments)
- Shopping, retail and dining (15 comments)
- Services such as waste, sewerage etc. (10 comments)
- Better access (9 comments)
- Community related (7 comments)

- Just under a quarter of residents didn't have a comment or were happy with things as they were.

Q15. What improvements would you like to see in your neighbourhood?

Street environment

Importance of street environment elements



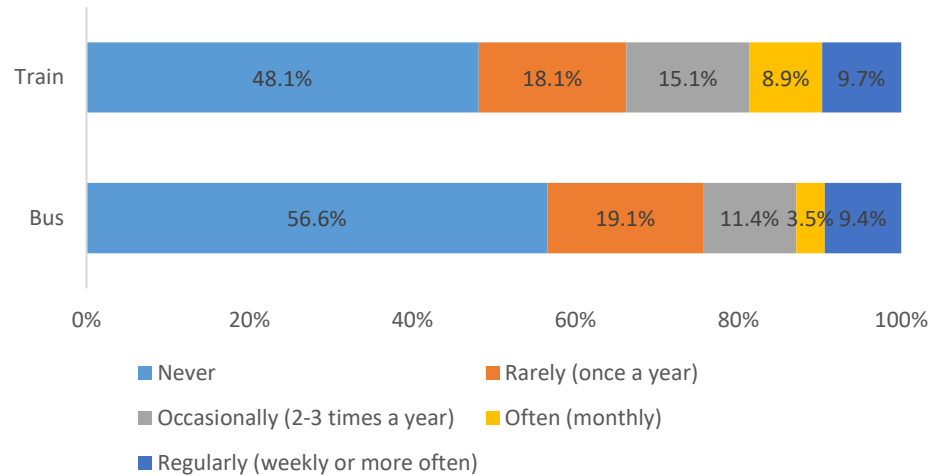
	Not important at all	Moderately unimportant	Neither Important or Unimportant	Moderately important	Very important	Unsure
Footpaths (condition / width)	0.0%	1.0%	5.2%	36.7%	56.8%	0.2%
Street trees (amount / type/ shade / amenity)	0.0%	1.2%	7.9%	39.5%	51.1%	0.2%
Verges	0.0%	3.2%	12.7%	39.7%	43.7%	0.7%
Places to sit	3.2%	21.1%	29.3%	30.5%	14.4%	1.5%
Walking condition	1.0%	6.2%	16.1%	46.7%	29.0%	1.0%
Cycling condition	11.9%	19.9%	20.1%	27.8%	18.1%	2.2%
Driving, traffic flows and parking	0.0%	1.2%	6.9%	49.9%	41.4%	0.5%
Safety	0.0%	0.2%	4.7%	45.4%	49.6%	0.0%
Easy parking	0.0%	1.2%	7.2%	50.9%	39.7%	1.0%

- All of the aspects with the exception of cycling condition and places to sit are considered important elements of the street environment by three quarters of respondents or more.

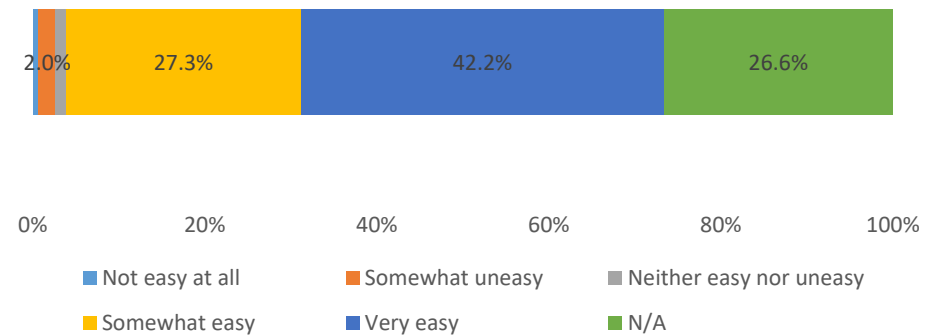
Q16. Thinking about the street you live in please rate the importance of the following:

Movement and transport

Frequency of using public transport n=403



How easy is it for you to use public transport?

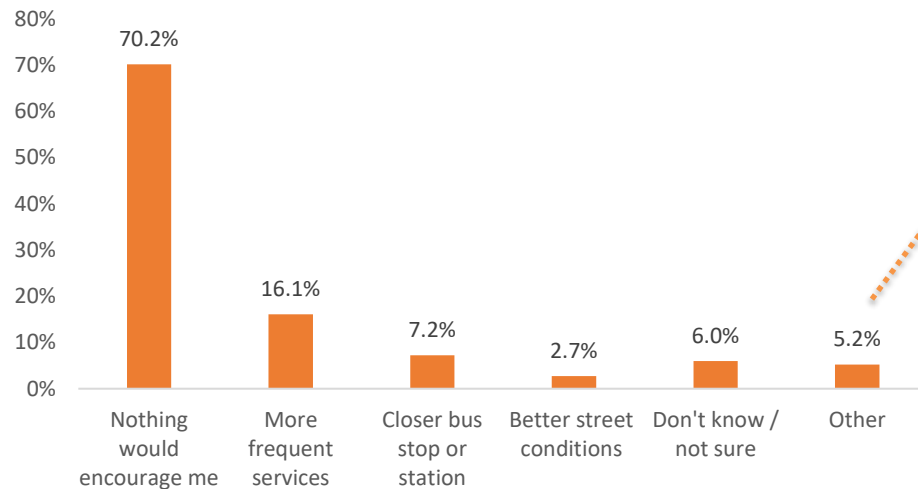


- Albert Park residents are more likely to use both the bus and train services more often.
- Those more likely to find the use of public transport easier are residents of Albert Park, females, aged 18-24 years, between 31 years and 54 years, working in part time roles and students.

Q17. How regularly do you use?

Q18. How easy is it for you to use public transport?

Incentives to use public transport more often n=435



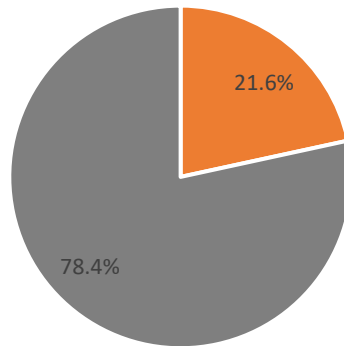
Other encouragements to use public transport:

- better bus routes / better routes / destination (3 comments)
- better connection with other services
- better connections and route destinations
- better parking near station / safer parking spaces (2 comments)
- cheaper fares / cost of ticket (2 comments)
- happy with the service
- I ride my bike more than drive, I use PT when going to the city
- if it is electrified
- it's adequate
- more lighting
- need the 650 bus route to resume!!
- seats at bus stops would be nice
- sun shelter and seats
- tram line would be great
- use more over footy season (2 comments)

“Better connectivity. Consideration should be given to changing the 150 bus service to run along Old Port Road as this would better capture users from Albert Park / Hendon that do not have good access to a train station. The Outer Harbor train line effectively doubles up on the 150 bus however, if it were to run down Old Port Road it would be less of a double up and better service people that need a route into the city.”

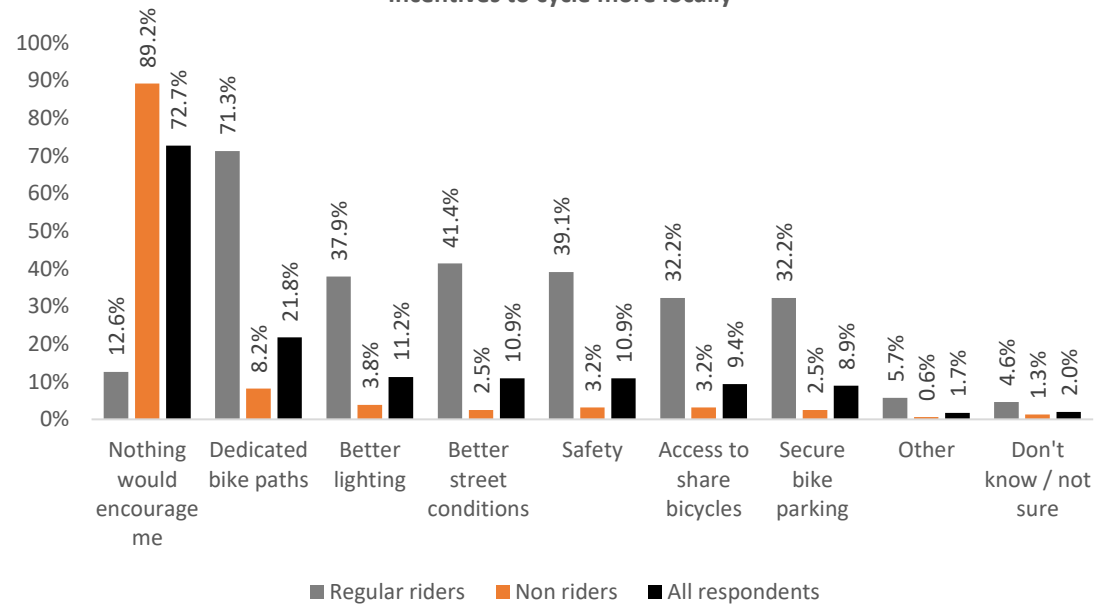
Q19. What would encourage you to use local public transport more often?

Incidence of regular bike riding n=403



■ Yes ■ No

Incentives to cycle more locally

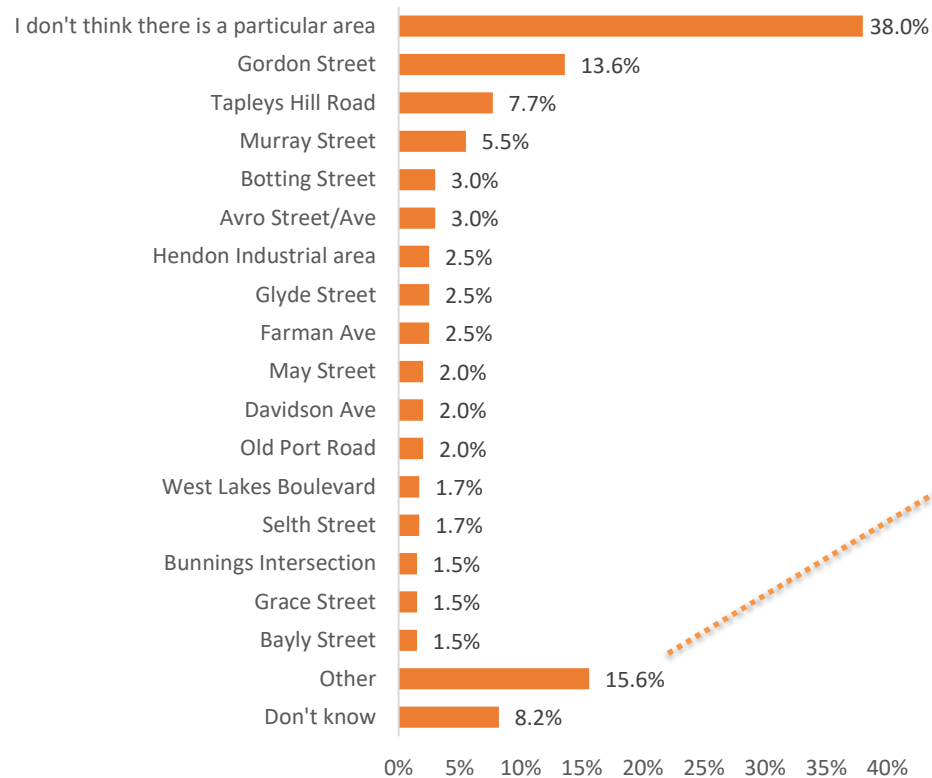


- Those who are regular bike riders are significantly more inclined to desire initiatives that would encourage more local cycling.

Q20. Do you ride a bike regularly?

Q21. What would encourage you to cycle more in your local area?

Poor local traffic locations n=403



Other poor traffic locations are varied and individualised:

- Side streets off Tapleys Hill Road (6 comments)
- Andrew Street, narrow, problem parking, intersection (6 comments)
- Various congestion issues surrounding peak periods, school and church locations
- Lots of narrow streets
- New builds with no parking impacts roadways
- Bike lanes reduce parking, buses cause congestion
- Glyde St and Mainland St stop sign is an issue
- Hawke, Lawrence, Lorne, Malin, Clarke, De Haviland, Osbourne, Nesbit, Paqualin, Spence, Victoria streets, Cheltenham Parade and Sopwith Avenue all cited

Local traffic
& parking
functionality
6.3/10

Q22. On a scale of 0 to 10, where 0 is not very well and 10 is very well, how well do you think local traffic and parking functions in your area?

Q23. Where do you think the local traffic function is poor?

New development and sustainability

6.3 / 10

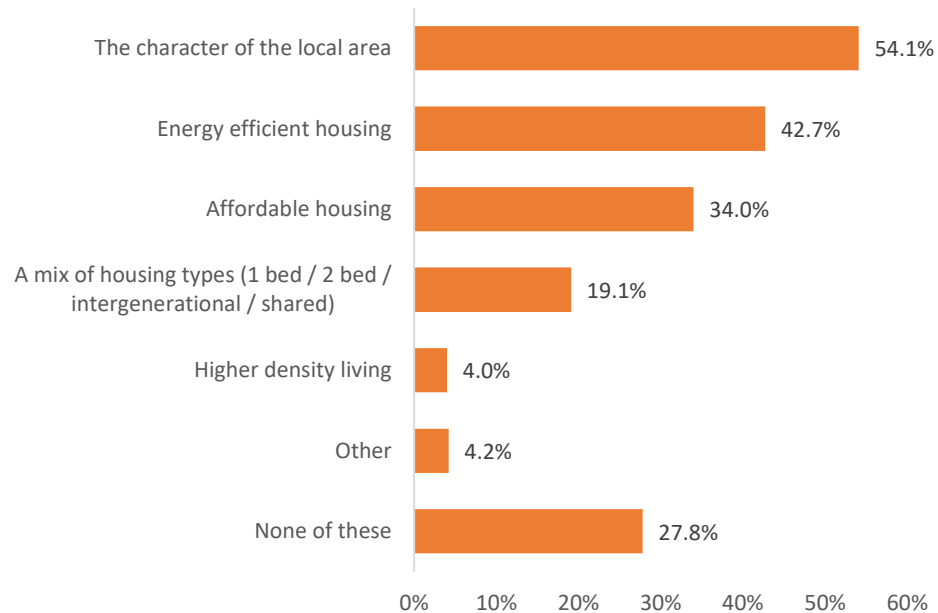
Attitude towards new residential developments in your suburb

- 159 people rated new residential developments in their suburb 5 or less and whilst half could not explain why, the remaining half gave explanations that fell into the categories of congested streets/lack of parking/more traffic (25 responses), big houses/small houses/small blocks and congested living (23 responses), loss of character/don't like new build (16 responses), needs additional infrastructure to support influx of residents (6 responses), concern surrounding increased housing trust tenants (3 responses) and a range of other mixed responses (7 responses).
- 254 respondents rated new development in their suburb 6 or higher. There were 61 respondents who could not explain why they had rated their response this way, however of those who could, most (106 responses) fell into the category of modern is an improvement and it's a good thing, followed by the changes in the population and brings in younger people (17 responses) and it increases the value (14 responses). There were still some negative connotations and these included small blocks and higher density (24 responses), congestion and traffic problems (12 responses), loss of character (7 responses). There were 13 other responses of varied nature.

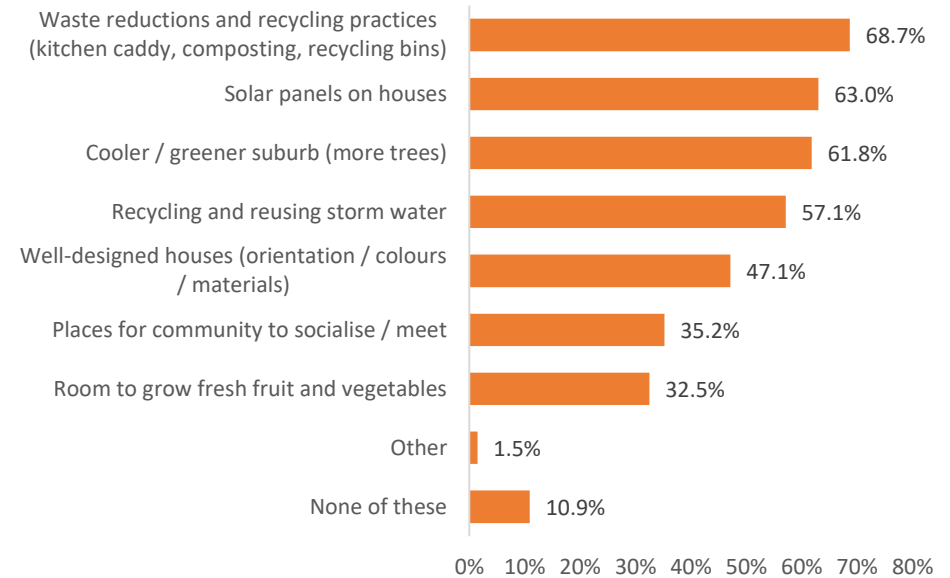
Q24. On a scale of 0 to 10 where 0 is completely against and 10 is completely for what is your attitude to new residential developments in your suburb?

Q25. You answered 0-5, why did you rate your answer this way? Q26. You answered 6-10, why did you rate your answer this way?

Important provisions for new residential developments n=403



Important neighbourhood environment and sustainability aspects n=403

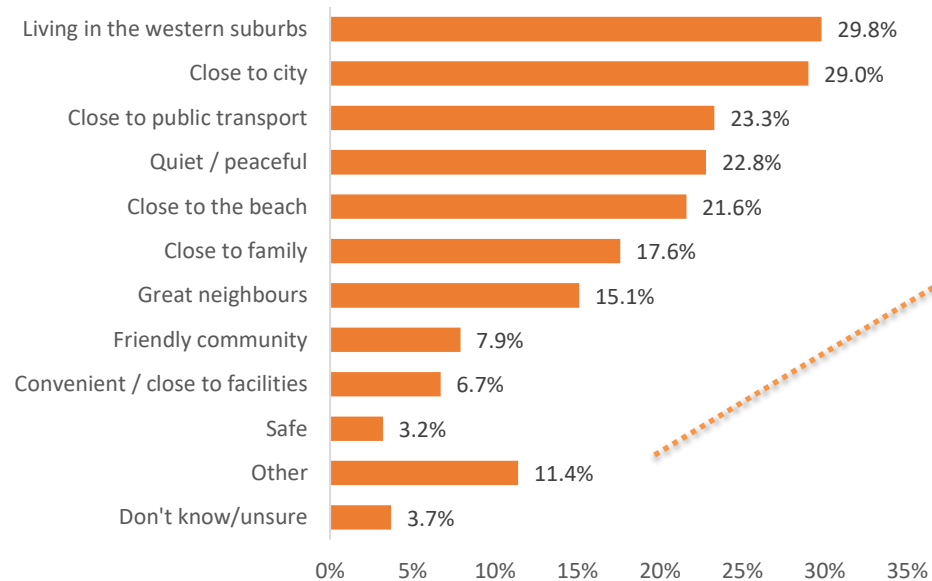


- Other provisions for new residential developments include better parking, more infrastructure and better amenities to support an increase in population, along with better community connection and avoidance of higher density.
- The environment and its sustainability is important to the majority of people with 89% able to respond.

Q27. Which of the following do you think are important to provide for new residential developments in your suburb?

Q28. Thinking about your neighbourhood environment and its sustainability, which of the following is important to you?

Aspects loved about your neighbourhood n=403



Other key reasons for loving the neighbourhood:

- Nice neighbourhood/nice to live here, nice friendly, pleasant
- Spacious, wide streets, nice street
- Location, perfect location, good location for business
- Parks, good parks, local parks
- Character homes, old houses, lovely area with lots of character
- Peaceful, quiet, not much traffic
- Clean
- Close to West Lakes, Port Adelaide, Big Shed, other suburbs, shops, school
- The birds

"It is a family suburb I love my neighbours! We even have footy celebrities living close to us! Wow!"

"The quiet of it, the birds, how close it is to everything I need and how small it is."

"I love the trees that line Botting Street, the paths for walking, like living in a family friendly neighbourhood, parks and tennis court available."

Whilst half of the respondents (199 respondents) claimed that there was nothing that they would change about their neighbourhood and 38 respondents were unsure, the remaining respondents provided a suggestion that fell into the categories of environment/nature (46 comments) traffic/speeding/speed control (34 comments), streets/roads/footpaths/bike paths (26 comments), infrastructure/services/facilities (21 comments), various development such as housing/buildings etc. (17 comments), community focussed (10 comments), parking (8 comments) and communication (3 comments).

Q29. What do you love about your neighbourhood? Q29. If you were able to change something in your neighbourhood what would it be?

Neighbourhood Champions (opt in)

Name	Address	Email	Phone
Aaron	38 Gordon Street Albert Park		0421340611
Akshay	12 Farman Ave		0430549245
Alan Waters		alanwaters@live.com.au	0437341130
Alana	3 de Havilland St		0478686664
Allen steel	6 Avro Ave		0447727167
Antonio	5 Sopwith Ave		0403394956
Barbera	1112 Old Port Rd		0416153431
Cindy Langmead	1 Andrew Street		0413800056
Claus	74 Glyde Street Albert Park	clauscoegler@bigpond.com	0413775227
David	64 Arvo Ave		0418803073
David	78 Selth Street Albert Park		0422005815
Eduardo	5 Nesbit Ave Albert Park		0432330568
Elaine Rankin	113 Botting Street Albert Park	ejrankine@optusnet.com.au	84458610
Gary johansen	3 Phillips Cres		83477171
George	1/1094 Old Port Rd		0419935029
Helga Ferrari			0422664412
Jacky Rugari	32 Bayly St		0415357121
Janet Pryor	39 Gordon Street Albert Park	janet@Pryor.id.au	0430777635
Joe	41 Vincent		0401087706
John Welford	9 Botting Street Albert Park	welford5@tpg.com.au	0412156467
Joy	45 Gordon Street Albert Park	joer@picknowl.com.au	
Joyleen Kelley	21 Gordon Street Albert Park		0449867233
Karina Kyriazis	6 Vincent St Hendon		0412462 791

Kelly spendlove	1098 Old Port Rd Hendon	0417831459
Klaudia Ereiz	Kereiz@hotmail.com	0411835029
Lauren Brett	laurenbrett2@gmail.com	0412140891
Leonie wade	30a Avro Ave	0412555374
Lilly Cavanagh	lillymlowe@gmail.com	0468931133
Lisa Richardson	Unit 7/48 Paqualin	0426132706
Lynn	1104 Old Port Rd	0419810819
Malayalam	53 Paqualin St Herndon	0404901909
Marina	marinajukic76@hotmail.com	0430037460
Mark Reynolds	44 Murray Street Albert park	0404091323
Martha	1a Denton St0432189491	0432189491
Matthew Hill	matt_hill@adam.com.au	0403 386 177
Maureen Hawke	Maureen.k.hawke@gmail.com.au	0406616926
Paola	12 Vincent St Hendon	0411678884
Robert	37 Farman Ave	0449816049
Ruth Moore	Unit 10 /48 Paqualin St	0404307009
Sam	180 Vicars Ave	0402643625
Sarah	Sarah510hartland@gmail.com	0423848756
Shelley	63 b Arvo Avenue	0417333317
Stephanie	18b Farman Ave	0400870117
Tamara	4 Vicars Ave	0435915770
Tracey	49 Murray Street Albert park	visservolkov@hotmail.com 0438020010
Tracy How	tracyhow19@gmail.com	0448043381
Wendy	40 de Havilland Ave	0413580019