



PLACESCORE™

Northern Beaches Council

COMMUNITY INSIGHTS REPORT

Avalon Town Centre

June 2018

ABOUT PLACE SCORE

PLACESCORE is a place experience (PX) diagnostic, engagement, benchmarking, and data tracking platform that helps guide and measure more effective investment in urban environments.

PLACESCORE offers two sophisticated data collection tools, Care Factor and PX Assessments. Like a 'place census', Care Factor captures what your community really values. PX Assessments measure the community's lived experience.


$$\text{value} + \text{rate} = \text{prioritise}$$

Together they provide you with data driven directions for prioritising investment... a high 'Care Factor' and a low 'PX Score' denotes a high priority for investment.

AVALON TOWN CENTRE PROJECT SCOPE

Between 11th May 2018 and 11th June 2018 **PLACESCORE**, on behalf of the Northern Beaches Council, collected Town Centre Care Factor surveys and PX Assessments via online and face-to-face surveys.¹

This Community Insights Report (CIR) includes:

- A summary of the survey respondents
- The key findings of the Care Factor survey
- The key findings of the PX Assessments
- The community's ideas for change

TOWN CENTRE CARE FACTOR SURVEY

- *Which place attributes are most important to you in your ideal town centre?*
- 711 respondents from across the Local Government Area
- The online survey was live from 11th May 2018 to 11th June 2018

TOWN CENTRE PX ASSESSMENTS

- *How is each place attribute impacting your personal enjoyment of this place?*
- 4 main street environments
- 188 local residents, workers and visitors completed a PX Assessment
- Face-to-face data was collected between 11th May 2018 and 19th May 2018

A total of 899 responses were collected during the research.

EXECUTIVE SUMMARY

This section provides an executive summary of key findings for Avalon.

AVALON TOWN CENTRE ABOUT YOUR RESPONDENTS



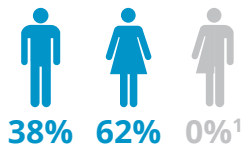
ABOUT YOUR DATASET

Data was collected via online surveys during the period 11th May - 11th June 2018. A total of 769 participated with 711 completing all questions (92% completion rate).

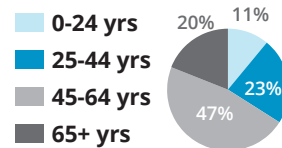
TOTAL

n=711

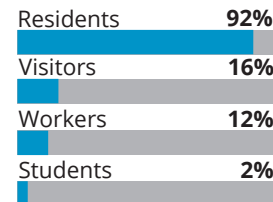
GENDER



AGE



IDENTITY²



TOP 3 COUNTRIES OF BIRTH

| | |
|----------------|-----|
| Australia | 70% |
| United Kingdom | 16% |
| New Zealand | 2% |



ABOUT YOUR DATASET

Data was collected via face-to-face surveys during the period 11th-19th May 2018. A total of 188 participated with 188 completing all questions (100% completion rate).

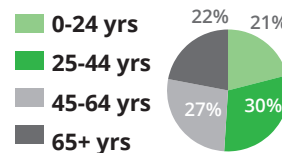
TOTAL ²

n=188

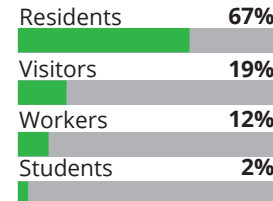
GENDER



AGE



IDENTITY²



TOP 3 COUNTRIES OF BIRTH

| | |
|----------------|-----|
| Australia | 63% |
| United Kingdom | 10% |
| China | 4% |

AVALON TOWN CENTRE EXECUTIVE SUMMARY

carefactor
town centre



711 local residents, workers and visitors completed a Care Factor survey.¹

WHAT WE ALL CARE ABOUT...

The Top 5 Town Centre place attributes valued by *all respondents* are:

- #1 Elements of natural environment (views, vegetation, topography, water, etc.)
- #2 Overall visual character of the area
- #3 Outdoor restaurant, café and/or bar seating
- #4 Vegetation and natural elements (street trees, planting, water etc.)
- #5 Cleanliness of public space

WHO CARES ABOUT SOMETHING DIFFERENT?

While most people care about the same place attributes, some groups differ:

Age

79% of people aged 45-64 care about 'Elements of the natural environment (views, vegetation, topography, water etc.)' compared to only 62% of people aged 25-44.

Visitors

41% of Visitors care about 'Interesting things to look at (people, shops, views etc.)' compared to only 31% of Residents.

AVALON TOWN CENTRE EXECUTIVE SUMMARY

PXassessment *street*



188 local residents, workers and visitors completed a PX Assessment on the 11th of May and the 19th of May.

This table summarises the PX score for each location.

| LOCATION | NUMBER OF PX | TOTAL PX SCORE |
|--|--------------|----------------|
| Avalon Parade (btw Bellevue and Old Barrenjoey Rd) | 46 | 74 |
| Old Barrenjoey Road (btw Avalon Parade and 61 Old Barrenjoey Rd) | 48 | 75 |
| Avalon Parade (btw Old Barrenjoey Rd and Barrenjoey Rd) | 46 | 70 |
| Old Barrenjoey Road (btw The Crescent and Avalon Parade) | 48 | 70 |



AVALON TOWN CENTRE EXECUTIVE SUMMARY

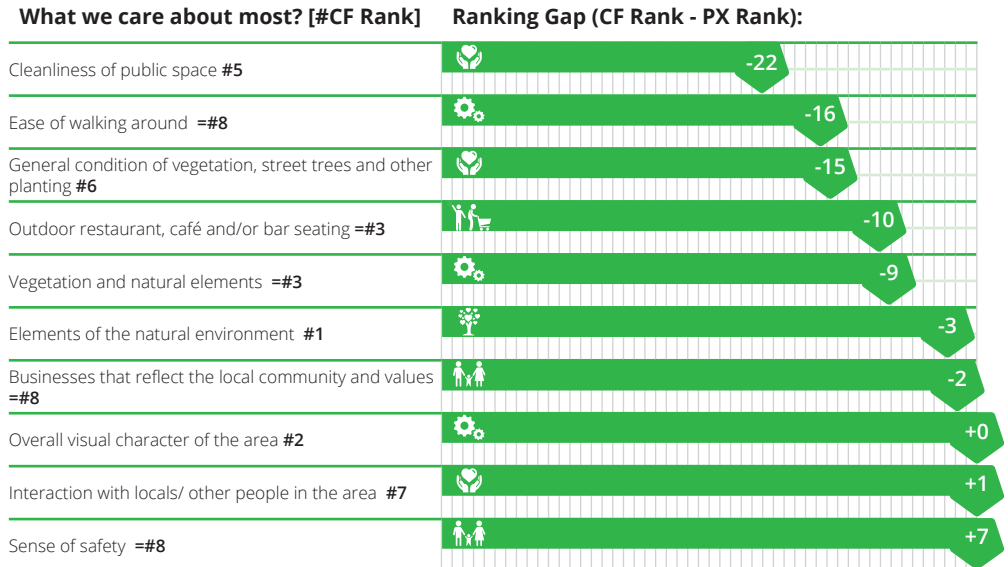
PERFORMANCE AND PRIORITIES

When the Care Factors are compared against their performance in the PX Assessments it is possible to identify priorities for town centre investment.

Across all locations the following attributes are generally most highly valued, but performing the poorest from the community's perspective.

These should be considered as overall priorities moving forward.

TOP 10 CARE FACTORS



AVALON TOWN CENTRE EXECUTIVE SUMMARY

TOWN CENTRE PRIORITIES

The following table summarises the priorities for locations within the Avalon Town Centre. Priorities are defined as attributes with a Top 10 Care Factor and low PX score/ performance rating.¹



| LOCATION | PRIORITY 1 | PRIORITY 2 | PRIORITY 3 |
|--|-----------------------------|--|---|
| Avalon Parade (btw Bellevue and Old Barrenjoey Rd) | Ease of walking around | Outdoor restaurant, café and/or bar seating | Cleanliness of public space |
| Old Barrenjoey Road (btw Avalon Parade and 61 Old Barrenjoey Rd) | Cleanliness of public space | General condition of vegetation, street trees and other planting | Outdoor restaurant, café and/or bar seating |
| Avalon Parade (btw Old Barrenjoey Rd and Barrenjoey Rd) | Cleanliness of public space | General condition of vegetation, street trees and other planting | Ease of walking around |
| Old Barrenjoey Road (btw The Crescent and Avalon Parade) | Ease of walking around | General condition of vegetation, street trees and other planting | Cleanliness of public space |

AVALON TOWN CENTRE EXECUTIVE SUMMARY

COMMUNITY IDEAS FOR CHANGE

Participants were asked to share their small and big ideas to improve town centres in the Northern Beaches, 306 responses were received for Avalon.¹ Respondents' ideas were classified under themes in order to identify trends.

The dominant themes in Avalon were:

1. **Active modes of transportation** - Safer crossings, wider and well maintained footpaths and bicycle paths
2. **Old Barrenjoey Road and Avalon Parade intersection**
Roundabout, traffic lights, moving the pedestrian crossings and/or closing part of the road to car traffic
3. **Retail offer and vacancy**- Less empty shops, lower rent, greater and more diverse offer of restaurant, cafés and bars
4. **Car accessibility and parking** - More and/or longer parking around town centre and Dunbar park
5. **Places to play and relax** - Updated playgrounds and public spaces, additional benches and gathering places

"The intersection of Avalon Parade & Old Barrenjoey Rd needs to be much safer for pedestrians & vehicles. More seating in parks and streets."

"Better parking and traffic infrastructure. Parking is terrible and spread all over the place. The lack of traffic management at the intersection makes it worse."

"Greater diversity of shops, less empty shop fronts (but you will need to convince greedy landlords not to hold out!)"

"Better landscaping, paving and planting around the town centre!"

"Many more walkways & cycleways linking waterways and surrounding suburbs to get people out of their cars & on foot or bikes."

TOWN CENTRE CARE FACTOR

Your Care Factor data acts as a 'place census', identifying what is most important to your community regarding their ideal town centre. The data is valid for 3-5 years and can be used for a variety of strategic and tactical projects - from planning to place branding and activation.

AVALON TOWN CENTRE

WHAT DO PEOPLE VALUE?

KEY FINDINGS

Key community values and insights for Avalon City Council are:

Integration and care of nature and landscapes

The presence of elements of natural environment (views, topography, water, etc) and of vegetation are highly valued by the Avalon community.

Looks and cleanliness

The overall visual character and maintenance of your streets is an important part of your respondents' ideal town centre.

Social activities, connection and community

Respondents care about outdoor dining and drinking options, their interaction with locals as well as having businesses that reflect their community and values.

Different demographics care about different place attributes:

People aged 25-44:

- 31% of people aged 25-44 care about 'Spaces suitable for specific activities (play, entertainment, exercise, etc.)' compared to only 21% of people aged 45-64.

People aged 45-64:

- 79% of people aged 45-64 care about 'Elements of the natural environment (views, vegetation, topography, water etc.)' compared to only 62% of people aged 25-44.

Men:

- 32% of Men care about 'Amount of public space (footpaths and public spaces)' compared to only 23% of Women.

Women:

- 44% of Women care about 'Evidence of public events happening here (markets, street entertainers, festivals etc.)' compared to only 32% of Men.

Visitors:











- 41% of Visitors care about 'Interesting things to look at (people, shops, views etc.)' compared to only 31% of Residents.

Residents:

- 54% of Residents care about 'General condition of vegetation, street trees and other planting' compared to only 45% of Visitors.

AVALON TOWN CENTRE

WHAT DO PEOPLE VALUE?

| RANK ¹ | | OVERALL (N=711) | % | RANK | | OVERALL (N=711) | % |
|-------------------|---|--|-----|------|---|--|-----|
| #1 |  | Elements of the natural environment (views, vegetation, topography, water etc.) | 75% | #6 |  | General condition of vegetation, street trees and other planting | 53% |
| #2 |  | Overall visual character of the area | 62% | #7 |  | Interaction with locals/ other people in the area (smiles, customer service etc.) | 48% |
| =#3 |  | Outdoor restaurant, café and/or bar seating | 58% | =#8 |  | Businesses that reflect the local community and values | 46% |
| =#3 |  | Vegetation and natural elements (street trees, planting, water etc.) | 58% | =#8 |  | Ease of walking around (including crossing the street, moving between destinations) | 46% |
| #5 |  | Cleanliness of public space | 56% | =#8 |  | Sense of safety (for all ages, genders, day/night etc.) | 46% |

AVALON TOWN CENTRE

WHAT DO PEOPLE VALUE?

OVERALL
N=711¹

| | |
|----|---|
| #1 | Elements of the natural environment (views, vegetation, topography, water etc.) |
| #2 | Overall visual character of the area |
| #3 | Outdoor restaurant, café and/or bar seating |
| #3 | Vegetation and natural elements (street trees, planting, water etc.) |
| #5 | Cleanliness of public space |
| #6 | General condition of vegetation, street trees and other planting |
| #7 | Interaction with locals/ other people in the area (smiles, customer service etc.) |
| #8 | Businesses that reflect the local community and values |
| #8 | Ease of walking around (including crossing the street, moving between destinations) |
| #8 | Sense of safety (for all ages, genders, day/night etc.) |

| ALL | 711 | #1 | #2 | #3 | #3 | #5 | #6 | #7 | #8 | #8 | #8 | Highest rated attributes if not in the overall top ten |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| Male | 269 | 69% | 57% | 61% | 54% | 52% | 52% | 44% | 45% | 47% | 46% | |
| Female ² | 441 | 78% | 65% | 56% | 61% | 59% | 53% | 50% | 47% | 46% | 46% | |
| Age | | | | | | | | | | | | |
| 0-24 | 75 | 71% | 67% | 48% | 56% | 63% | 48% | 47% | 44% | 40% | 49% | |
| 25-44 | 164 | 62% | 50% | 52% | 50% | 56% | 44% | 48% | 49% | 45% | 50% | |
| 45-64 | 331 | 79% | 66% | 63% | 62% | 58% | 55% | 48% | 47% | 45% | 46% | |
| 65+ | 141 | 83% | 63% | 57% | 60% | 50% | 60% | 48% | 43% | 53% | 40% | |
| Country of birth (Top 3) | | | | | | | | | | | | |
| Australia | 501 | 75% | 60% | 57% | 57% | 55% | 53% | 52% | 48% | 47% | 47% | |
| United Kingdom of Great Britain and Northern Ireland | 111 | 79% | 68% | 61% | 62% | 59% | 58% | 40% | 48% | 52% | 48% | |
| New Zealand | 15 | 67% | 40% | 47% | 60% | 80% | 53% | 20% | 40% | 33% | 47% | |
| Ancestry (Top 3) | | | | | | | | | | | | |
| Australasian | 325 | 74% | 58% | 56% | 55% | 55% | 50% | 49% | 47% | 49% | 45% | |
| European (including United Kingdom) | 322 | 77% | 66% | 63% | 60% | 56% | 55% | 47% | 46% | 43% | 47% | |
| Mixed | 37 | 68% | 57% | 43% | 65% | 65% | 54% | 51% | 51% | 57% | 38% | |

LEGEND

- #1 attribute
- #2 attribute
- #3 attribute

AVALON TOWN CENTRE

WHAT DO PEOPLE VALUE?

OVERALL
N=711¹

| | |
|----|---|
| #1 | Elements of the natural environment (views, vegetation, topography, water etc.) |
| #2 | Overall visual character of the area |
| #3 | Outdoor restaurant, café and/or bar seating |
| #3 | Vegetation and natural elements (street trees, planting, water etc.) |
| #5 | Cleanliness of public space |
| #6 | General condition of vegetation, street trees and other planting |
| #7 | Interaction with locals/ other people in the area (smiles, customer service etc.) |
| #8 | Businesses that reflect the local community and values |
| #8 | Ease of walking around (including crossing the street, moving between destinations) |
| #8 | Sense of safety (for all ages, genders, day/night etc.) |

| ALL | 711 | #1 | #2 | #3 | #3 | #5 | #6 | #7 | #8 | #8 | #8 | Highest rated attributes if not in the overall top ten |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| Identity | | | | | | | | | | | | |
| Residents | 655 | 76% | 61% | 58% | 60% | 56% | 54% | 48% | 46% | 47% | 47% | |
| Visitors | 112 | 79% | 63% | 61% | 53% | 55% | 45% | 49% | 53% | 51% | 48% | |
| Workers | 85 | 73% | 61% | 54% | 53% | 60% | 42% | 49% | 47% | 45% | 58% | |
| Students | 13 | 77% | 77% | 31% | 46% | 54% | 46% | 69% | 46% | 46% | 46% | |
| Neighbourhood Type | | | | | | | | | | | | |
| Rural/Suburban (Low density) | 362 | 75% | 61% | 57% | 60% | 53% | 55% | 44% | 43% | 46% | 47% | |
| Inner-urban (Low-medium density) | 281 | 75% | 60% | 59% | 57% | 60% | 52% | 51% | 48% | 48% | 43% | |
| Inner-urban (Medium-high density) | 57 | 68% | 72% | 63% | 53% | 58% | 39% | 61% | 58% | 37% | 47% | |
| City (High density) | 11 | 82% | 64% | 45% | 73% | 64% | 64% | 36% | 36% | 55% | 64% | |

LEGEND

- #1 attribute
- #2 attribute
- #3 attribute

PX ASSESSMENTS

Face-to-face PX Assessments were conducted with community members at four main street locations in Avalon. This section provides a summary of the data.

AVALON TOWN CENTRE

HOW ARE YOUR MAIN STREETS PERFORMING?



AVALON TOWN CENTRE

HOW ARE YOUR MAIN STREETS PERFORMING?

AVALON PARADE (Btw Bellevue Ave and Old Barrenjoey Rd)

74

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Amount of public space (footpaths and public spaces)
- #3 Overall visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unusual or unique buildings or public space design
- #49 Unusual or unique businesses/shops
- #48 Public art, community art, water or light feature

AVALON PARADE (Btw Old Barrenjoey Rd and Barrenjoey Rd)

70

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Sense of safety (for all ages, genders, day/night etc.)
- #2 Grocery and fresh food businesses
- #3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #49 Unusual or unique buildings or public space design
- #48 Unusual or unique businesses/shops

OLD BARRENJOEY RD (Btw The Crescent and Avalon Parade)

70

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Sense of safety (for all ages, genders, day/night etc.)
- #2 Overall visual character of the area
- #3 Physical comfort (including noise, smells, temperature)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unique mix or diversity of people in the area
- #49 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #48 Things to do in the evening (shopping, dining, entertainment etc.)

OLD BARRENJOEY RD (Btw Avalon Parade and 61 Old Barrenjoey Rd)

75

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Interaction with locals/ other people in the area (smiles, customer service etc.)
- #2 Welcoming to all people
- #3 Overall visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:


- #50 Car accessibility and parking
- #49 Unique mix or diversity of people in the area
- #48 Diversity of price points (\$ to \$\$\$)

AVALON TOWN CENTRE

HOW ARE YOUR MAIN STREETS PERFORMING?

BREAKING DOWN YOUR PX SCORES

This table identifies the PX Scores of your main streets filtered by different demographics.



| LOCATION | N= | Total PX Score | Men | Women | Age 0-24 | Age 25-44 | Age 45-64 | Age 65+ | Resident | Visitor | Workers |
|--|----|----------------|-----|-------|----------|-----------|-----------|---------|----------|---------|---------|
| Avalon Parade (btw Bellevue and Old Barrenjoey Rd) | 46 | 74 | 74 | 72 | 82 | 77 | 67* | 64 | 71 | 77 | 74* |
| Avalon Parade (btw Old Barrenjoey Rd and Barrenjoey Rd) | 46 | 70 | 71 | 68 | 73* | 70 | 70 | 67 | 68 | 78* | 64* |
| Old Barrenjoey Road (btw The Crescent and Avalon Parade) | 48 | 70 | 69 | 71 | 75* | 68 | 65 | 75 | 70 | 73* | 64* |
| Old Barrenjoey Road (btw Avalon Parade and 61 Old Barrenjoey Rd) | 48 | 75 | 75 | 73 | 77 | 76 | 71 | 69* | 73 | 75 | 76* |

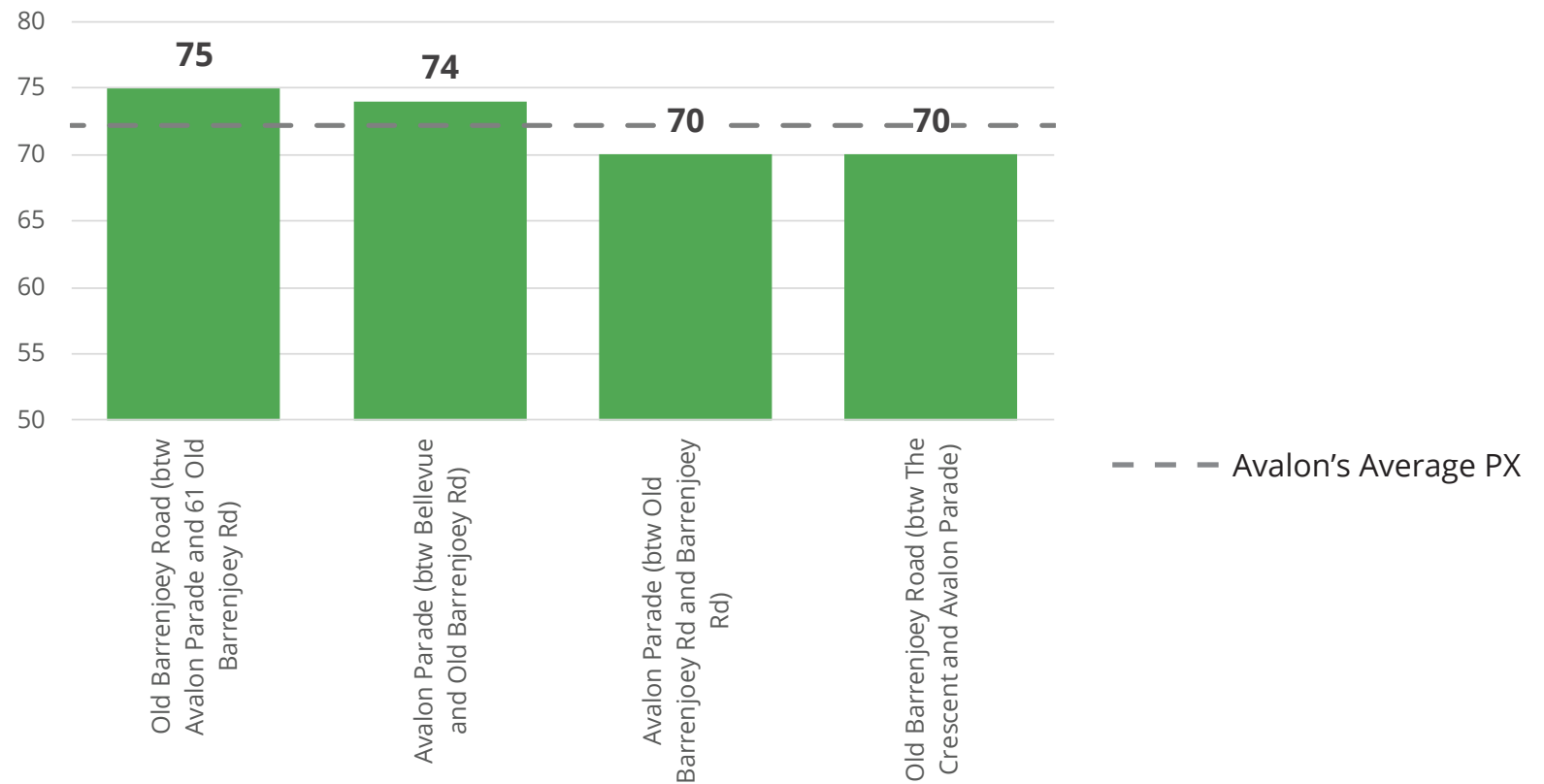


AVALON TOWN CENTRE

HOW ARE YOUR MAIN STREETS PERFORMING?

IDENTIFYING THE PRIORITIES

This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing attributes are the priorities for each location.



UNDERSTANDING YOUR TOWN CENTRE

We have collected data based on suburb of residence as well as which town centre people are most closely associated with. You can plan to meet the values of your current audiences as well as market gaps.

AVALON AVALON PARADE

carefactor
town centre

| RANK | | OVERALL (N=711) | % | RANK | | 65+ (N=141) | % |
|------|-----------------|---|-----|------|-----------------|---|-----|
| #1 | UNIQUE | Elements of the natural environment (views, vegetation, topography, water etc.) | 75% | #1 | UNIQUE | Elements of the natural environment (views, vegetation, topography, water etc.) | 83% |
| #2 | LOOK & FUNCTION | Overall visual character of the area | 62% | #2 | LOOK & FUNCTION | Overall visual character of the area | 63% |
| #3 | THINGS TO DO | Outdoor restaurant, café and/or bar seating | 58% | #3 | CARE | General condition of vegetation, street trees and other planting | 60% |
| #3 | LOOK & FUNCTION | Vegetation and natural elements (street trees, planting, water etc.) | 58% | #3 | LOOK & FUNCTION | Vegetation and natural elements (street trees, planting, water etc.) | 60% |
| #5 | CARE | Cleanliness of public space | 56% | #5 | THINGS TO DO | Outdoor restaurant, café and/or bar seating | 57% |

| RANK | | VISITORS (N=112) | % | RANK | | WORKERS (N=85) | % |
|------|------------------|---|-----|------|------------------|---|-----|
| #1 | UNIQUE | Elements of the natural environment (views, vegetation, topography, water etc.) | 79% | #1 | UNIQUE | Elements of the natural environment (views, vegetation, topography, water etc.) | 73% |
| #2 | LOOK & FUNCTION | Overall visual character of the area | 63% | #2 | LOOK & FUNCTION | Overall visual character of the area | 61% |
| #3 | THINGS TO DO | Outdoor restaurant, café and/or bar seating | 61% | #3 | CARE | Cleanliness of public space | 60% |
| #4 | CARE | Cleanliness of public space | 55% | #4 | SENSE OF WELCOME | Sense of safety (for all ages, genders, day/night etc.) | 58% |
| #5 | SENSE OF WELCOME | Businesses that reflect the local community and values | 53% | #5 | THINGS TO DO | Outdoor restaurant, café and/or bar seating | 54% |

■ Different from overall top 5

PXassessment
street



BETWEEN BELLEVUE AVE AND OLD BARRENJOEY RD

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Service businesses (post offices, libraries, banks etc.)
- #2 Amount of public space (footpaths and public spaces)
- #3 Overall visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unusual or unique buildings or public space design
- #49 Unusual or unique businesses/shops
- #48 Public art, community art, water or light feature

BETWEEN OLD BARRENJOEY RD AND BARRENJOEY RD

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Sense of safety (for all ages, genders, day/night etc.)
- #2 Grocery and fresh food businesses
- #3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #49 Unusual or unique buildings or public space design
- #48 Unusual or unique businesses/shops

AVALON

AVALON PARADE











IDENTIFYING THE PRIORITIES

This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing attributes are the priorities for each location.

AVALON PARADE

(BTW BELLEVUE AVE AND OLD BARRENJOEY RD)

TOP 10 CARE FACTORS

| What we care about most? [# CF Rank] | How it is performing (CF Rank - PX Rank): |
|---|---|
| Ease of walking around =#8 |  -18 |
| Outdoor restaurant, café and/or bar seating =#3 |  -16 |
| Cleanliness of public space #5 |  -16 |
| General condition of vegetation, street trees and other planting #6 |  -15 |
| Elements of the natural environment #1 |  -12 |
| Interaction with locals/ other people in the area #7 |  -10 |
| Vegetation and natural elements =#3 |  -6 |
| Businesses that reflect the local community and values =#8 |  -3 |
| Overall visual character of the area #2 |  -1 |
| Sense of safety =#8 |  +2 |











"Improving pathways/creating a cycleway/ thoroughfares throughout the suburb so it makes it easier to get in to Avalon without driving in."

"The intersection of Avalon Pde & Old Barrenjoey Rd needs to be much safer for pedestrians & vehicles. More seating in parks and streets."

AVALON PARADE

(BTW OLD BARRENJOEY RD AND BARRENJOEY RD)

TOP 10 CARE FACTORS

| What we care about most? [# CF Rank] | How it is performing (CF Rank - PX Rank): |
|---|--|
| Cleanliness of public space #5 |  -36 |
| General condition of vegetation, street trees and other planting #6 |  -20 |
| Ease of walking around =#8 |  -12 |
| Vegetation and natural elements =#3 |  -11 |
| Outdoor restaurant, café and/or bar seating =#3 |  -8 |
| Elements of the natural environment #1 |  -5 |
| Overall visual character of the area #2 |  -3 |
| Interaction with locals/ other people in the area #7 |  -2 |
| Businesses that reflect the local community and values =#8 |  +1 |
| Sense of safety =#8 |  +7 |

AVALON OLD BARRENJOEY ROAD

carefactor
town centre

| RANK | | OVERALL (N=711) | % | RANK | | 65+ (N=141) | % |
|------|-----------------|---|-----|------|-----------------|---|-----|
| #1 | UNIQUE | Elements of the natural environment (views, vegetation, topography, water etc.) | 75% | #1 | UNIQUE | Elements of the natural environment (views, vegetation, topography, water etc.) | 83% |
| #2 | LOOK & FUNCTION | Overall visual character of the area | 62% | #2 | LOOK & FUNCTION | Overall visual character of the area | 63% |
| #3 | THINGS TO DO | Outdoor restaurant, café and/or bar seating | 58% | #3 | CARE | General condition of vegetation, street trees and other planting | 60% |
| #3 | LOOK & FUNCTION | Vegetation and natural elements (street trees, planting, water etc.) | 58% | #3 | LOOK & FUNCTION | Vegetation and natural elements (street trees, planting, water etc.) | 60% |
| #5 | CARE | Cleanliness of public space | 56% | #5 | THINGS TO DO | Outdoor restaurant, café and/or bar seating | 57% |

| RANK | | VISITORS (N=112) | % | RANK | | WORKERS (N=85) | % |
|------|------------------|---|-----|------|------------------|---|-----|
| #1 | UNIQUE | Elements of the natural environment (views, vegetation, topography, water etc.) | 79% | #1 | UNIQUE | Elements of the natural environment (views, vegetation, topography, water etc.) | 73% |
| #2 | LOOK & FUNCTION | Overall visual character of the area | 63% | #2 | LOOK & FUNCTION | Overall visual character of the area | 61% |
| #3 | THINGS TO DO | Outdoor restaurant, café and/or bar seating | 61% | #3 | CARE | Cleanliness of public space | 60% |
| #4 | CARE | Cleanliness of public space | 55% | #4 | SENSE OF WELCOME | Sense of safety (for all ages, genders, day/night etc.) | 58% |
| #5 | SENSE OF WELCOME | Businesses that reflect the local community and values | 53% | #5 | THINGS TO DO | Outdoor restaurant, café and/or bar seating | 54% |

■ Different from overall top 5

pxassessment
street



BETWEEN THE CRESCENT AND AVALON PARADE

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Interaction with locals/ other people in the area (smiles, customer service etc.)
- #2 Welcoming to all people
- #3 Overall visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Car accessibility and parking
- *49 Unique mix or diversity of people in the area
- *48 Diversity of price points (\$ to \$\$\$)

BETWEEN AVALON PARADE AND 61 OLD BARRENJOEY RD

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Sense of safety (for all ages, genders, day/night etc.)
- #2 Overall visual character of the area
- #3 Physical comfort (including noise, smells, temperature)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Unique mix or diversity of people in the area
- *49 Evidence of recent public investment (new planting, paving, street furniture etc.)
- *48 Things to do in the evening (shopping, dining, entertainment etc.)

AVALON











OLD BARRENJOEY ROAD

IDENTIFYING THE PRIORITIES

This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing attributes are the priorities for each location.

OLD BARRENJOEY RD (BTW THE CRESCENT AND AVALON PARADE)

TOP 10 CARE FACTORS











| What we care about most? [# CF Rank] | How it is performing (CF Rank - PX Rank): |
|---|--|
| Ease of walking around ==#8 |  -19 |
| General condition of vegetation, street trees and other planting #6 |  -11 |
| Cleanliness of public space #5 |  -10 |
| Vegetation and natural elements ==#3 |  -8 |
| Elements of the natural environment #1 |  -3 |
| Outdoor restaurant, café and/or bar seating ==#3 |  -2 |
| Interaction with locals/ other people in the area #7 |  -1 |
| Businesses that reflect the local community and values ==#8 |  -1 |
| Overall visual character of the area #2 |  +0 |
| Sense of safety ==#8 |  +7 |

"Affordable pop up spaces for businesses! Many small businesses cannot thrive because of huge rents. Short term 'pop up' rents could be the solution."

"We need more all day car parking during business hours. Town centre workers have to move our cars on business day to avoid parking fines."

OLD BARRENJOEY RD (BTW AVALON PARADE AND 61 OLD BARRENJOEY RD)

TOP 10 CARE FACTORS

| What we care about most? [# CF Rank] | How it is performing (CF Rank - PX Rank): |
|---|--|
| Cleanliness of public space #5 |  -24 |
| General condition of vegetation, street trees and other planting #6 |  -24 |
| Outdoor restaurant, café and/or bar seating ==#3 |  -22 |
| Ease of walking around ==#8 |  -16 |
| Vegetation and natural elements ==#3 |  -6 |
| Elements of the natural environment #1 |  -4 |
| Businesses that reflect the local community and values ==#8 |  -4 |
| Overall visual character of the area #2 |  -1 |
| Sense of safety ==#8 |  +1 |
| Interaction with locals/ other people in the area #7 |  +6 |

COMMUNITY IDEAS FOR CHANGE

Care Factor respondents were asked about their small or big ideas to improve town centre in Avalon. 306 ideas were collected and classified in order to identify the recurring themes in your communities' ideas for change.

AVALON TOWN CENTRE

OUR TOP 10 IDEAS

COMMUNITY IDEAS FOR CHANGE

Participants were asked to share their small and big ideas to improve Avalon's town centre. Their ideas are here classified under different themes in order to identify trends and measure the prevalence of an idea or issue.

| IDEAS' CLASSIFICATION UNDER CARE FACTOR AND PX DIMENSIONS ¹ | | AVALON'S TOP 10 THEMES ¹ | | EXAMPLES |
|--|-----------|---|-----------|--|
| | % (N=306) | | % (N=306) | |
| Look and function | 69% | Promote active modes of transportation | 27% | Safer crossings, wider and well maintained footpaths, pedestrian mall and bicycle paths |
| Sense of welcome | 58% | Redesign the Old Barrenjoey Road and Avalon Parade intersection | 21% | Make the intersection safer by: changing it to a roundabout, installing traffic lights, moving the pedestrian crossings further down street, close parts of Old Barrenjoey Road to car traffic |
| Things to do | 45% | Reduce shop vacancies and increase diversity | 19% | Lower rent and/or vacancy rate, more restaurants, cafés and bars, support of local and/or unique businesses |
| Care | 42% | Increase car accessibility and parking | 13% | More and/or longer free parking in town centre and near Dunbar Park, facilitate car access |
| Uniqueness | 34% | Improve public spaces to play, sit and rest | 13% | More and/or better playgrounds, benches, places to relax and gather |
| <i>"Some quiet, less busy, more natural spaces to sit and read or chat to a friend or family."</i> | | Scale down car accessibility and parking | 11% | Speed reduction measures, less cars and parking spaces, occasional or permanent pedestrian street in town centre |
| | | Protect the environment, fauna and flora | 10% | More and/or better maintained tree plantings and green spaces, being environmentally conscious |
| | | Protect the identity and limit development | 10% | Protect the current Avalon identity and what makes it unique, limit development and higher densities |
| | | Improve family friendly spaces | 7% | Family friendly spaces and events, playgrounds that are adapted and safe for multiple age groups |
| | | Support arts and culture | 6% | More public art, performances and cultural activities |