



Northern Beaches Council

COMMUNITY INSIGHTS REPORT

Northern Beaches Town Centres
and Village Centres

August 2018

ABOUT PLACE SCORE

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.

Together they help you identify what is important, how a place is performing and what the focus of change should be. Eg. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment.

Care Factor
captures *what* attributes your
community '**values**'...

PX Assessment
captures *how* your community '**rates**'
each attribute...

$$\begin{array}{ccccc} \text{value} & + & \text{rate} & = & \text{prioritise} \\ \text{heart icon} & & \text{100 with slash} & & \begin{array}{l} \#1 \\ \#2 \\ \#3 \end{array} \end{array}$$

A place attribute with a high Care Factor but a low PX Score should be prioritised.

NORTHERN BEACHES COUNCIL PROJECT SCOPE

Between 11th May 2018 and 1st July 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.

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TOWN CENTRE CARE FACTOR SURVEY

- *Which place attributes are most important to you in your ideal town centre?*
- 3261 respondents from across the Local Government Area
- The online survey was live from 11th May 2018 to 1st July 2018

TOWN CENTRE PX ASSESSMENTS

- *How is each place attribute impacting your personal enjoyment of this place?*
- 23 main street environments
- 1140 local residents, workers and visitors completed a PX Assessment
- 25+ respondents at each PX1 locations
- 40+ respondents at each PX2 locations
- Face-to-face data was collected between 11th May 2018 and 29th June 2018

EXECUTIVE SUMMARY

This section provides an executive summary of key findings for the Northern Beaches Town & Village Centres.

NORTHERN BEACHES COUNCIL EXECUTIVE SUMMARY



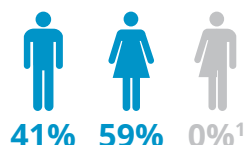
ABOUT YOUR DATASET

Data was collected via online and face-to-face surveys during the period 11th May - 1st July 2018. A total of 4049 participated with 3261 completing all questions (81% completion rate).

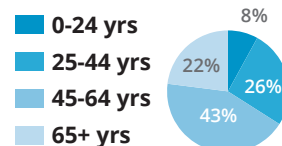
TOTAL

n=3261

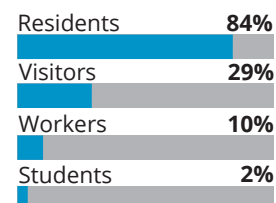
GENDER



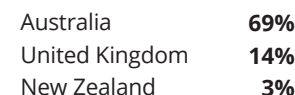
AGE



IDENTITY²



TOP 3 COUNTRIES OF BIRTH



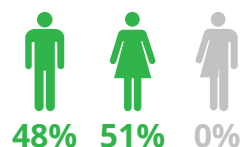
ABOUT YOUR DATASET

Data was collected via face-to-face surveys during the period 11th May - 29th June 2018. A total of 1140 participated with 1140 completing all questions (100% completion rate).

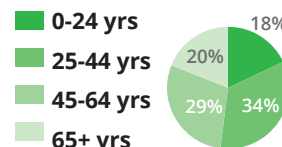
TOTAL

n=1140

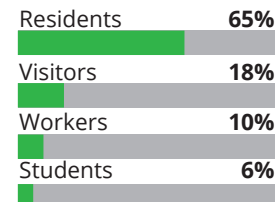
GENDER³



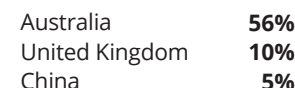
AGE



IDENTITY



TOP 3 COUNTRIES OF BIRTH








NORTHERN BEACHES COUNCIL EXECUTIVE SUMMARY

carefactor
town centre



3261 local residents, workers and visitors completed a Care Factor survey.

WHAT WE ALL CARE ABOUT...

RANK		OVERALL (N=3261)	%
#1	 UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	72%
#2	 CARE	Cleanliness of public space	65%
#3	 THINGS TO DO	Outdoor restaurant, café and/or bar seating	58%
#4	 LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	56%
#5	 LOOK & FUNCTION	Overall visual character of the area	54%

PXassessment
street

1140 local residents, workers and visitors completed a PX Assessment.

HOW ARE OUR MAIN STREETS PERFORMING?

23 Main Street PX Assessments were undertaken across the local government area. The highest score is **77/100** for South Steyne in Manly and the lowest score is **42/100** for Pittwater Road in Brookvale.

Your average PX score is 66 out of 100

Your strongest place attributes include:

- 'Welcoming to all people'
- 'Sense of safety'
- 'Interaction with locals / other people in the area'

Your weakest place attributes include:

- 'Public art, community art, water or light features'
- 'Unusual, unique buildings or public space design'
- 'Amenities and facilities'

NORTHERN BEACHES COUNCIL EXECUTIVE SUMMARY

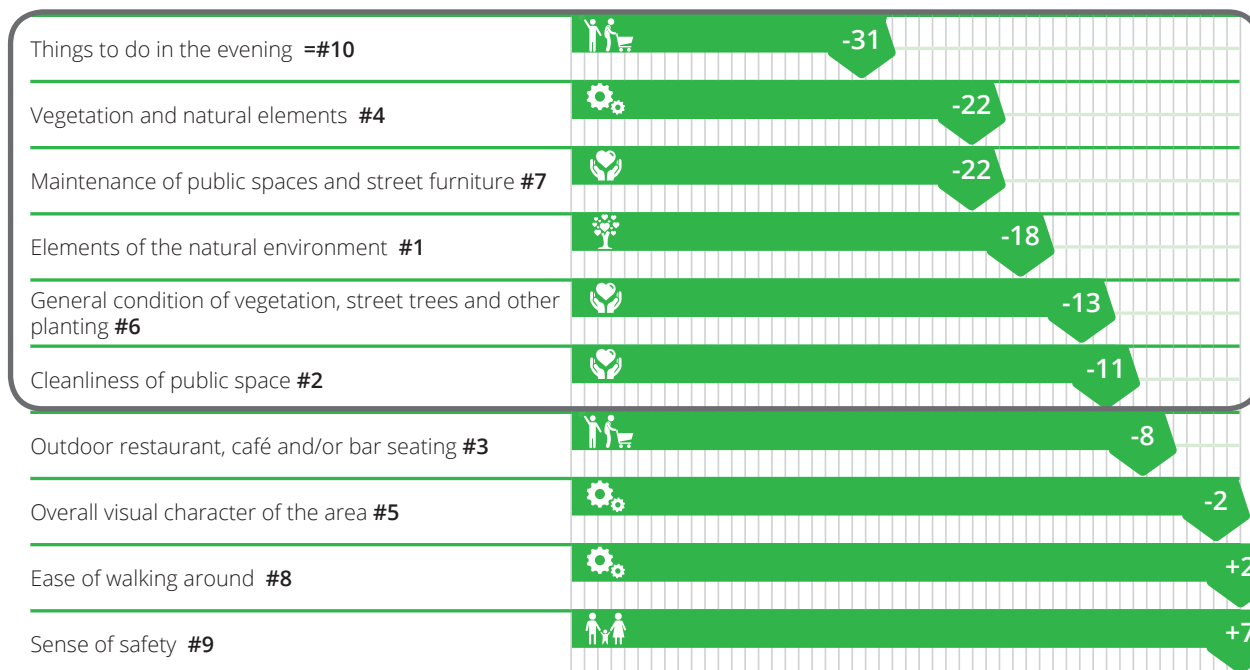
PRIORITIES ACROSS THE LGA

This diagram illustrates what most people across the whole local government area care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment).

The difference between their Care Factor ranking and the PX score reveals the priority level - **the lower the score the higher the priority.**

For example, 'Things to do in the evening' is the tenth most cared for attribute across the Northern Beaches. The low PX Score and high Care Factor ranking gives it a performance score of -31, making it the highest priority for the LGA.

What we care about most? [#CF Rank] How it is performing: [CF-PX¹]:



The lower the number the higher the priority, the number is generated by subtracting the PX score from the Care Factor ranking. **We recommend prioritising anything under -10.**

NORTHERN BEACHES COUNCIL

EXECUTIVE SUMMARY



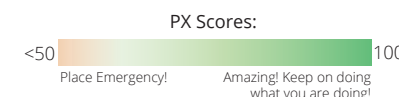
PERFORMANCE AND PRIORITIES

The Care Factor and PX Assessment data has been aggregated for every surveyed location to identify the priorities for local investment.

This table summarises the PX score and top three priorities for each location.

Location	PX Score	Priority #1	Priority #2	Priority #3
Avalon: Avalon Parade (Btw Bellevue Ave and Old Barrenjoey Rd)	74	Ease of walking around	Outdoor restaurant, café and/or bar seating	Elements of the natural environment
Avalon: Avalon Parade (Btw Old Barrenjoey Rd and Barrenjoey Rd)	70	Cleanliness of public space	General condition of vegetation, street trees and other planting	Ease of walking around
Avalon: Old Barrenjoey Road (Btw The Crescent and Avalon Parade)	70	Ease of walking around	Cleanliness of public space	General condition of vegetation, street trees and other planting
Avalon: Old Barrenjoey Road (Btw Avalon Parade and 61 Old Barrenjoey Rd)	75	Cleanliness of public space	General condition of vegetation, street trees and other planting	Outdoor restaurant, café and/or bar seating
Newport: Barrenjoey Road (Btw Robertson Rd and Coles Parade)	70	Cleanliness of public space	Grocery and fresh food businesses	General condition of vegetation, street trees and other planting
Mona Vale: Bungan Street (Btw Waratah St and Pittwater Rd)	68	Car accessibility and parking	Outdoor restaurant, café and/or bar seating	Elements of the natural environment
Mona Vale: Park Street (Btw Pittwater Rd and Barrenjoey Rd)	71	Car accessibility and parking	Elements of the natural environment	Maintenance of public spaces and street furniture
North Narrabeen: Pittwater Road (Btw 1451 Pittwater Rd and Gondola Rd)	54	Outdoor restaurant, café and/or bar seating	Cleanliness of public space	General condition of vegetation, street trees and other planting

Priorities are generated by subtracting the PX score from the Care Factor.



NORTHERN BEACHES COUNCIL

EXECUTIVE SUMMARY



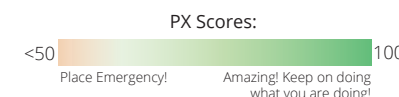
PERFORMANCE AND PRIORITIES

The Care Factor and PX Assessment data has been aggregated for every surveyed location to identify the priorities for local investment.

This table summarises the PX score and top three priorities for each location.

Location	PX Score	Priority #1	Priority #2	Priority #3
Narrabeen: Pittwater Road (Btw 1360 Pittwater Rd and Albert St)	70	Overall visual character of the area	Vegetation and natural elements	Outdoor restaurant, café and/or bar seating
Collaroy: Pittwater Road (Btw Fielding St and Eastbank Ave)	76	Local history, heritage buildings or features	Cleanliness of public space	Maintenance of public spaces and street furniture
Dee Why: Oaks Avenue (Btw Pittwater Rd and 35 Oaks Ave)	59	Elements of the natural environment	Cleanliness of public space	Maintenance of public spaces and street furniture
Dee Why: The Strand (Btw Oaks Ave and Dee Why Parade)	74	Maintenance of public spaces and street furniture	Cleanliness of public space	Sense of safety
Brookvale: Pittwater Road (Btw Sydenham Rd and Winbourne Rd)	42	Vegetation and natural elements	Elements of the natural environment	General condition of vegetation, street trees and other planting
Brookvale: Sydenham Road (Btw Pittwater Rd and Mitchell St)	44	Elements of the natural environment	Vegetation and natural elements	Outdoor restaurant, café and/or bar seating
Freshwater: Lawrence Street (Btw Oliver St and 3/1 Moore Ln)	64	Grocery and fresh food businesses	Vegetation and natural elements	Maintenance of public spaces and street furniture
Manly Vale: Condamine Street (Btw Koorala St and King Rd)	56	Outdoor restaurant, café and/or bar seating	Evidence of recent public investment	Elements of the natural environment

Priorities are generated by subtracting the PX score from the Care Factor.



NORTHERN BEACHES COUNCIL EXECUTIVE SUMMARY



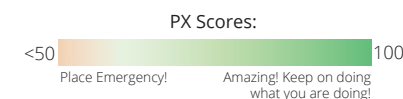
PERFORMANCE AND PRIORITIES

The Care Factor and PX Assessment data has been aggregated for every surveyed location to identify the priorities for local investment.

This table summarises the PX score and top three priorities for each location.

	PX Score	Priority #1	Priority #2	Priority #3
Manly: Manly Town Square (Btw 54-68 West Esplanade and 48 E Esplanade)	75	Vegetation and natural elements	Cleanliness of public space	Walking, cycling or public transport options
Manly: South Steyne (Btw The Corso and Wentworth St)	77	Evidence of public events happening here	Cleanliness of public space	Vegetation and natural elements
Manly: Market Lane (Btw 5A Market Ln and Sydney Rd)	60	Vegetation and natural elements	Elements of the natural environment	Maintenance of public spaces and street furniture
Manly: The Corso (Btw Darley Rd and S Steyne)	75	Vegetation and natural elements	General condition of vegetation, street trees and other planting	Outdoor restaurant, café and/or bar seating
Balgowlah: Sydney Road (Btw Condamine St and 323 Sydney Rd)	56	Elements of the natural environment	Local history, heritage buildings or features	Vegetation and natural elements
Seaforth: Sydney Road (Btw Ethel St and Hope St)	63	Grocery and fresh food businesses	Elements of the natural environment	Vegetation and natural elements
Forestville: The Centre (Btw Darley St and Starkey St)	60	Elements of the natural environment	Maintenance of public spaces and street furniture	Things to do in the evening

Priorities are generated by subtracting the PX score from the Care Factor.



NORTHERN BEACHES COUNCIL COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 1762 responses were received across the Northern Beaches and these have been summarised into five key themes:

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
678 people (38.5%) referred to a transports related idea. These were further classified under sub-categories:	481 people (27%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	424 people (24%) referred to an activation related idea. These were further classified under sub-categories:	421 people (24%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	210 people (12%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (17%)	More and/or better tree plantings and green spaces (12.5%)	More and/or better places to play, gather and relax (10%)	More and/or better commercial diversity and local shops (14.5%)	
Facilitate active modes of transportation (15.5%)	More and/or better public art and design (7.5%)	More and/or better culture and art (7%)	More and/or better restaurants, bars and cafés (11%)	
Improve roads and traffic (11%)	Improve footpaths and pavements (6.5%)	More and/or better family friendly places and events (5%)	Less vacant shops and more upgrades (4.5%)	
Scale down car accessibility and parking (7%)	Cleaner facilities, streets and places (5%)	More and/or better evening and weekend activities (4.5%)		
Increase public transport options (3.5%)		More and/or better community activities (4.5%)		
Scale down public transport (1.5%)		More and/or better markets (2%)		

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.

NORTHERN BEACHES COUNCIL

WHAT DO PEOPLE VALUE?

KEY CARE FACTOR FINDINGS

Key community values and insights for the Northern Beaches Council include:

You all care about the same things

Your community, across all demographics, prioritise the same top 10 attributes (although in slightly different order).

The Natural Environment

Nature, specifically vegetation, is highly valued by all to improve both the uniqueness and usability of town centres.

Care, maintenance and cleanliness

Well managed places are important to your community.

Social town centres

Outdoor dining and evening activation are valued in ideal town centres.

Different demographics care about different place attributes:

People aged 25-44:

- 35% of people aged 25-44 care about 'Spaces suitable for specific activities (play, entertainment, exercise, etc.)' compared to only 23% of people aged 45-64.

People aged 45-64:

- 58% of people aged 45-64 care about 'Overall visual character of the area' compared to only 49% of people aged 25-44.

Men:

- 40% of Men care about 'Quality of public space (footpaths and public spaces)' compared to only 32% of Women.

Women:

- 35% of Women care about 'Public art, community art, water or light feature' compared to only 26% of Men.

Visitors:











- 41% of Visitors care about 'Car accessibility and parking' compared to only 35% of Residents.

Residents:

- 39% of Residents care about 'Walking, cycling or public transport options' compared to only 33% of Visitors.

NORTHERN BEACHES COUNCIL

WHAT DO PEOPLE VALUE?

RANK		OVERALL (N=3261)	%	RANK		OVERALL (N=3261)	%
#1		Elements of the natural environment (views, vegetation, topography, water etc.)	72%	#6		General condition of vegetation, street trees and other planting	51%
#2		Cleanliness of public space	65%	#7		Maintenance of public spaces and street furniture	49%
#3		Outdoor restaurant, café and/or bar seating	58%	#8		Ease of walking around (including crossing the street, moving between destinations)	48%
#4		Vegetation and natural elements (street trees, planting, water etc.)	56%	#9		Sense of safety (for all ages, genders, day/night etc.)	45%
#5		Overall visual character of the area	54%	#10		Things to do in the evening² (shopping, dining, entertainment etc.)	39%

NORTHERN BEACHES COUNCIL

WHAT DO PEOPLE VALUE?

OVERALL

N=3261¹

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Cleanliness of public space
#3	Outdoor restaurant, café and/or bar seating
#4	Vegetation and natural elements (street trees, planting, water etc.)
#5	Overall visual character of the area
#6	General condition of vegetation, street trees and other planting
#7	Maintenance of public spaces and street furniture
#8	Ease of walking around (including crossing the street, moving between destinations)
#9	Sense of safety (for all ages, genders, day/night etc.)
#10	Things to do in the evening (shopping, dining, entertainment etc.)

ALL	3261	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten
Male	1342	70%	64%	61%	50%	53%	50%	48%	47%	42%	41%	
Female	1912	73%	65%	56%	59%	55%	51%	49%	48%	47%	37%	
Intersex	7	43%	86%	14%	57%	14%	57%	29%	43%	0%	29%	
Age												
0-24	265	66%	65%	56%	54%	50%	48%	36%	40%	43%	48%	
25-44	853	69%	66%	58%	56%	49%	47%	48%	47%	46%	42%	
45-64	1410	74%	65%	60%	56%	58%	52%	50%	47%	46%	40%	
65+	733	73%	63%	56%	55%	54%	54%	50%	52%	43%	29%	
Country of birth (Top 3)												
Australia	2247	71%	64%	58%	55%	54%	50%	49%	47%	45%	38%	
United Kingdom of Great Britain and Northern Ireland	469	74%	63%	62%	55%	58%	54%	48%	52%	46%	42%	
New Zealand	103	68%	74%	58%	63%	51%	50%	44%	49%	48%	41%	
Ancestry (Top 3)												
Australasian	1527	72%	65%	58%	55%	53%	49%	51%	48%	46%	36%	
European (including United Kingdom)	1421	73%	64%	62%	56%	56%	53%	47%	48%	44%	41%	
Mixed	160	63%	62%	47%	62%	53%	53%	45%	47%	44%	38%	

LEGEND

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

NORTHERN BEACHES COUNCIL

WHAT DO PEOPLE VALUE?

OVERALL
N=3261

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Cleanliness of public space
#3	Outdoor restaurant, café and/or bar seating
#4	Vegetation and natural elements (street trees, planting, water etc.)
#5	Overall visual character of the area
#6	General condition of vegetation, street trees and other planting
#7	Maintenance of public spaces and street furniture
#8	Ease of walking around (including crossing the street, moving between destinations)
#9	Sense of safety (for all ages, genders, day/night etc.)
#10	Things to do in the evening (shopping, dining, entertainment etc.)

ALL	3261	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten
Identity												
Residents	2723	72%	64%	57%	56%	55%	51%	48%	47%	46%	38%	
Visitors	958	70%	68%	59%	53%	51%	49%	50%	52%	42%	41%	
Workers	334	67%	62%	55%	51%	54%	44%	47%	42%	48%	46%	
Students	62	60%	65%	55%	44%	42%	50%	39%	34%	39%	44%	
Neighbourhood Type												
Rural/Suburban (Low density)	980	72%	60%	58%	59%	57%	56%	50%	49%	44%	37%	
Inner-urban (Low-medium density)	1489	72%	67%	59%	55%	54%	50%	48%	48%	45%	40%	
Inner-urban (Medium-high density)	697	72%	64%	57%	54%	53%	46%	47%	46%	47%	38%	
City (High density)	95	65%	73%	58%	49%	46%	45%	57%	49%	51%	38%	

LEGEND

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

NORTHERN BEACHES COUNCIL

DO WE CARE ABOUT DIFFERENT THINGS?

OVERALL¹ N=3261

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Cleanliness of public space
#3	Outdoor restaurant, café and/or bar seating
#4	Vegetation and natural elements (street trees, planting, water etc.)
#5	Overall visual character of the area
#6	General condition of vegetation, street trees and other planting
#7	Maintenance of public spaces and street furniture
#8	Ease of walking around (including crossing the street, moving between destinations)
#9	Sense of safety (for all ages, genders, day/night etc.)
#10	Things to do in the evening (shopping, dining, entertainment etc.)

AVALON N=847

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

NEWPORT N=169

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

MONA VALE N =333

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Cleanliness of public space
#3	Ease of walking around (including crossing the street, moving between destinations)
#4	Outdoor restaurant, café and/or bar seating
#5	General condition of vegetation, street trees and other planting
#6	Maintenance of public spaces and street furniture
#7	Vegetation and natural elements (street trees, planting, water etc.)
#8	Overall visual character of the area
#9	Sense of safety (for all ages, genders, day/night etc.)
#10	Car accessibility and parking

NORTHERN BEACHES COUNCIL

DO WE CARE ABOUT DIFFERENT THINGS?

NORTH NARRABEEN N=69

#1	Cleanliness of public space
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Sense of safety (for all ages, genders, day/night etc.)
#4	Walking paths that connect to other places
#5	Outdoor restaurant, café and/or bar seating
#6	Overall visual character of the area
#6	Vegetation and natural elements (street trees, planting, water etc.)
#6	Walking, cycling or public transport options
#9	Ease of walking around (including crossing the street, moving between destinations)
#9	General condition of vegetation, street trees and other planting

NARRABEEN N=119

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Cleanliness of public space
#3	Vegetation and natural elements (street trees, planting, water etc.)
#4	Maintenance of public spaces and street furniture
#4	Walking paths that connect to other places
#4	Walking, cycling or public transport options
#7	Outdoor restaurant, café and/or bar seating
#7	Overall visual character of the area
#9	Ease of walking around (including crossing the street, moving between destinations)
#10	General condition of vegetation, street trees and other planting

COLLARROY N=87

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Overall visual character of the area
#3	Cleanliness of public space
#4	Vegetation and natural elements (street trees, planting, water etc.)
#5	Maintenance of public spaces and street furniture
#6	Walking paths that connect to other places
#7	General condition of vegetation, street trees and other planting
#8	Local history, heritage buildings or features
#8	Sense of safety (for all ages, genders, day/night etc.)
#10	Walking, cycling or public transport options

DEE WHY N=389

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Cleanliness of public space
#3	Outdoor restaurant, café and/or bar seating
#4	Maintenance of public spaces and street furniture
#4	Vegetation and natural elements (street trees, planting, water etc.)
#6	General condition of vegetation, street trees and other planting
#7	Walking paths that connect to other places
#8	Ease of walking around (including crossing the street, moving between destinations)
#8	Sense of safety (for all ages, genders, day/night etc.)
#10	Overall visual character of the area

NORTHERN BEACHES COUNCIL

DO WE CARE ABOUT DIFFERENT THINGS?

BROOKVALE N=169

#1	Cleanliness of public space
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Outdoor restaurant, café and/or bar seating
#4	Vegetation and natural elements (street trees, planting, water etc.)
#5	General condition of vegetation, street trees and other planting
#6	Car accessibility and parking
#6	Ease of walking around (including crossing the street, moving between destinations)
#6	Overall visual character of the area
#9	Maintenance of public spaces and street furniture
#10	Sense of safety (for all ages, genders, day/night etc.)

FRESHWATER N=124

#1	Outdoor restaurant, café and/or bar seating
#2	Cleanliness of public space
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#4	Overall visual character of the area
#5	General condition of vegetation, street trees and other planting
#5	Interaction with locals/ other people in the area (smiles, customer service etc.)
#5	Vegetation and natural elements (street trees, planting, water etc.)
#8	Ease of walking around (including crossing the street, moving between destinations)
#8	Grocery and fresh food businesses
#8	Maintenance of public spaces and street furniture

MANLY VALE N=42

#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.)
#3	Walking paths that connect to other places
#6	Cleanliness of public space
#7	Walking, cycling or public transport options
#8	General condition of vegetation, street trees and other planting
#9	Sense of safety (for all ages, genders, day/night etc.)
#10	Evidence of recent public investment (new planting, paving, street furniture etc.)

MANLY N=350

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Cleanliness of public space
#3	Vegetation and natural elements (street trees, planting, water etc.)
#4	Overall visual character of the area
#5	Outdoor restaurant, café and/or bar seating
#6	Maintenance of public spaces and street furniture
#7	Evidence of public events happening here (markets, street entertainers, festivals etc.)
#7	General condition of vegetation, street trees and other planting
#9	Walking, cycling or public transport options
#10	Ease of walking around (including crossing the street, moving between destinations)

NORTHERN BEACHES COUNCIL

DO WE CARE ABOUT DIFFERENT THINGS?

BALGOWLAH

N =114

#1	Cleanliness of public space
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Outdoor restaurant, café and/or bar seating
#4	Overall visual character of the area
#5	Ease of walking around (including crossing the street, moving between destinations)
#5	Vegetation and natural elements (street trees, planting, water etc.)
#7	Maintenance of public spaces and street furniture
#8	General condition of vegetation, street trees and other planting
#8	Local history, heritage buildings or features
#10	Walking paths that connect to other places

SEAFORTH

N =44

#1	Outdoor restaurant, café and/or bar seating
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Ease of walking around (including crossing the street, moving between destinations)
#4	Cleanliness of public space
#5	Service businesses (post offices, libraries, banks etc.)
#5	Vegetation and natural elements (street trees, planting, water etc.)
#7	Maintenance of public spaces and street furniture
#7	Sense of safety (for all ages, genders, day/night etc.)
#9	General condition of vegetation, street trees and other planting
#9	Grocery and fresh food businesses

FORESTVILLE

N=405

#1	Outdoor restaurant, café and/or bar seating
#2	Cleanliness of public space
#3	Elements of the natural environment (views, vegetation, topography, water etc.)
#4	Maintenance of public spaces and street furniture
#4	Vegetation and natural elements (street trees, planting, water etc.)
#6	Car accessibility and parking
#6	Things to do in the evening (shopping, dining, entertainment etc.)
#8	Grocery and fresh food businesses
#9	General condition of vegetation, street trees and other planting
#10	Ease of walking around (including crossing the street, moving between destinations)

PX ASSESSMENTS

Face-to-face PX Assessments were conducted with community members at 23 main street locations in the Northern Beaches. This section provides a summary of the data.

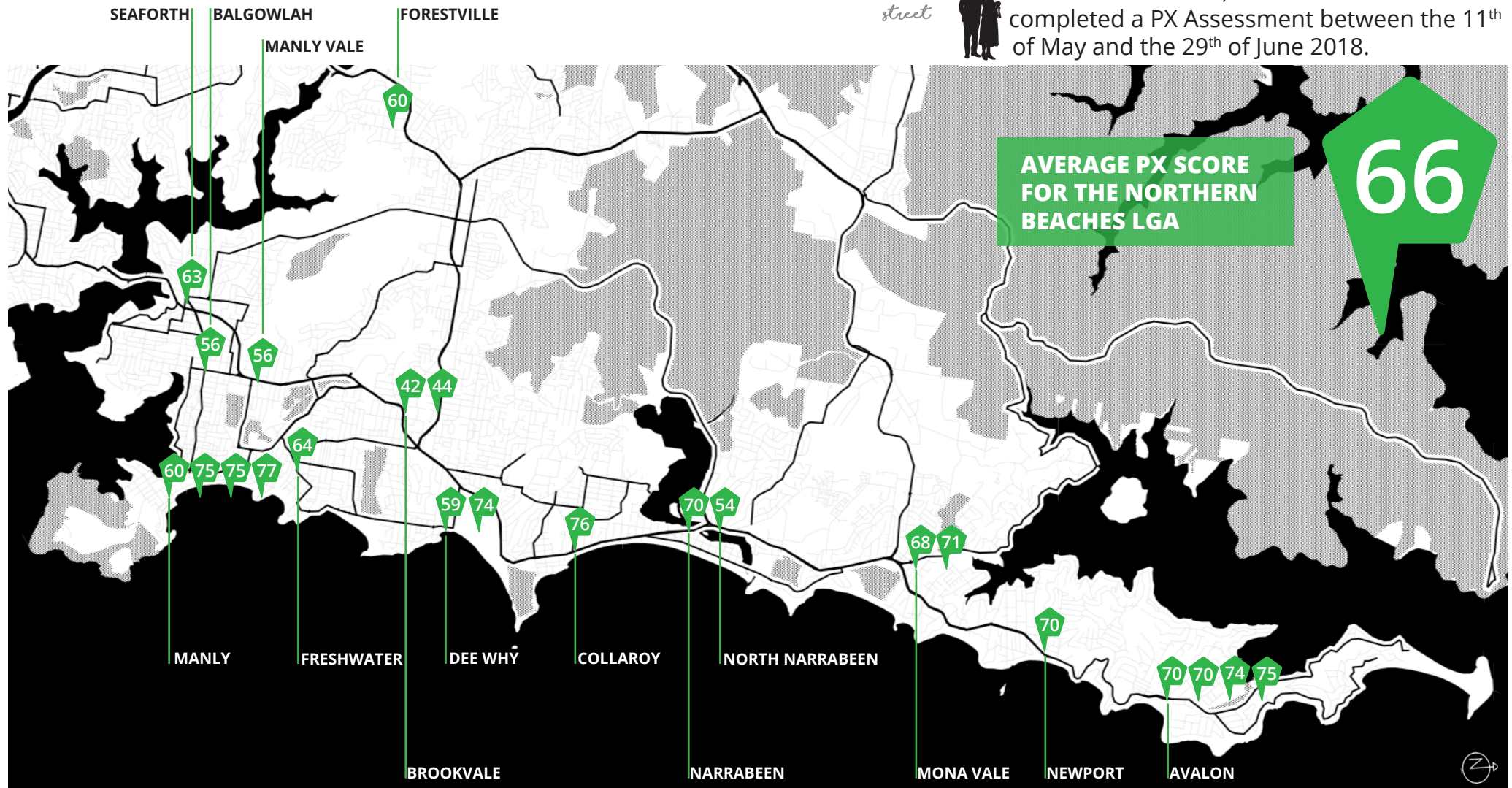
NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?

PXassessment^{PX}
street



1140 local residents, workers and visitors completed a PX Assessment between the 11th of May and the 29th of June 2018.



NORTHERN BEACHES COUNCIL

HOW DO WE COMPARE?



NORTHERN BEACHES AVERAGE

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Sense of safety (for all ages, genders, day/night etc.)
- #3 Interaction with locals/ other people in the area (smiles, customer service etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Unusual or unique buildings or public space design
- #48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)



FITZROY ST, ST KILDA

HIGHEST RATED PLACE ATTRIBUTES

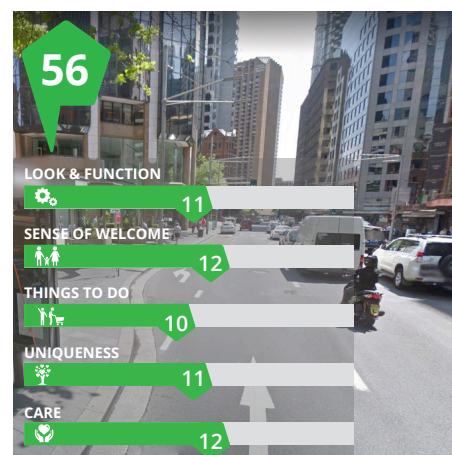
The following place attributes rated highest overall:

- #1 Amount of public space (footpaths and public spaces)
- #2 Outdoor restaurant, café and/or bar seating
- #3 Walking paths that connect to other places

LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Businesses that reflect the local community and values
- #48 Sense of safety (for all ages, genders, day/night etc.)



GEORGE ST, SYDNEY

HIGHEST RATED PLACE ATTRIBUTES

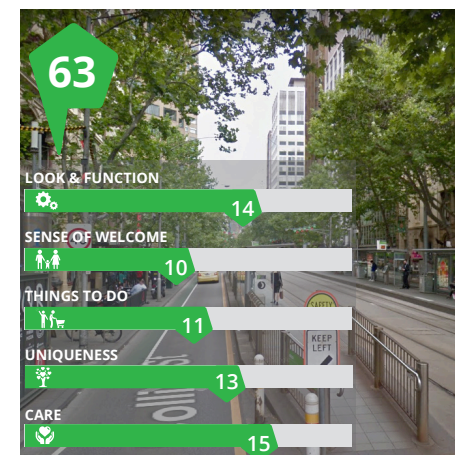
The following place attributes rated highest overall:

- #1 General condition of businesses and shop fronts
- #2 General condition of buildings
- #3 Amount of public space (footpaths and public spaces)

LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of community activity (e.g. community gardening, art, fundraising etc.)
- #49 Evidence of public events happening here (e.g. markets, busking etc.)
- #48 Shelter/awnings (protection from sun, rain etc.)



COLLINS ST, MELBOURNE

HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 General condition of businesses and shop fronts
- #2 Local history, heritage buildings or features
- #3 General condition of buildings

LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Grocery and fresh food businesses
- #49 Evidence of public events happening here (e.g. markets, busking etc.)
- #48 Evidence of community activity (e.g. community gardening, art, fundraising etc.)

NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?

AVALON

AVALON PARADE (Btw Bellevue Ave and Old Barrenjoey Rd)

74

LOOK & FUNCTION



16

SENSE OF WELCOME



15

THINGS TO DO



15

UNIQUENESS



13

CARE



15

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

AVALON PARADE (Btw Old Barrenjoey Rd and Barrenjoey Rd)

70

LOOK & FUNCTION



15

SENSE OF WELCOME



15

THINGS TO DO



14

UNIQUENESS



13

CARE



13

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

OLD BARRENJOEY RD (Btw The Crescent and Avalon Parade)

70

LOOK & FUNCTION



15

SENSE OF WELCOME



14

THINGS TO DO



14

UNIQUENESS



13

CARE



14

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 RD (Btw Avalon Parade and 61 Old Barrenjoey Rd)

75

LOOK & FUNCTION



16

SENSE OF WELCOME



15

THINGS TO DO



15

UNIQUENESS



14

CARE



15

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 \$\$\$)

NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?

NEWPORT

BARRENJOEY ROAD
(Btw Robertson Rd and Coles Parade)

70

LOOK & FUNCTION



15

SENSE OF WELCOME



14

THINGS TO DO



14

UNIQUENESS



14

CARE



13

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Elements of the natural environment (views, vegetation, topography, water etc.)
- *2 Welcoming to all people
- *3 Interaction with locals/ other people in the area (smiles, customer service etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Unusual or unique buildings or public space design
- *49 Public art, community art, water or light feature
- *48 Local history, heritage buildings or features

MONA VALE

BUNGAN STREET
(Btw Waratah St and Pittwater Rd)

68

LOOK & FUNCTION



15

SENSE OF WELCOME



14

THINGS TO DO



13

UNIQUENESS



12

CARE



14

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Welcoming to all people
- *2 Vegetation and natural elements (street trees, planting, water etc.)
- *3 Ease of walking around (including crossing the street, moving between destinations)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Things to do in the evening (shopping, dining, entertainment etc.)
- *49 Local history, heritage buildings or features
- *48 Public art, community art, water or light feature

MONA VALE

PARK STREET
(Btw Pittwater Rd and Barrenjoey Rd)

71

LOOK & FUNCTION



15

SENSE OF WELCOME



15

THINGS TO DO



14

UNIQUENESS



12

CARE



15

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Grocery and fresh food businesses
- *2 Welcoming to all people
- *3 Service businesses (post offices, libraries, banks etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Public art, community art, water or light feature
- *48 Local history, heritage buildings or features
- *48 Unusual or unique buildings or public space design

NORTH NARRABEEN

PITTWATER ROAD
(Btw 1451 Pittwater Rd and Gondola Rd), North Narrabeen

54

LOOK & FUNCTION



12

SENSE OF WELCOME



11

THINGS TO DO



11

UNIQUENESS



10

CARE



10

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Elements of the natural environment (views, vegetation, topography, water etc.)
- *2 Walking paths that connect to other places
- *3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- *49 Public art, community art, water or light feature
- *48 Evidence of recent public investment (new planting, paving, street furniture etc.)

NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?

NARRABEEN

PITTWATER ROAD

(Btw 1360 Pittwater Rd and Albert St)

70

LOOK & FUNCTION



14

SENSE OF WELCOME



14

THINGS TO DO



15

UNIQUENESS



13

CARE



14

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Walking, cycling or public transport options
- #2 Walking paths that connect to other places
- #3 Sense of safety (for all ages, genders, day/night etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unusual or unique businesses/shops
- #49 Public art, community art, water or light feature
- #48 Buildings and shop fronts

COLLARROY

PITTWATER ROAD

(Btw Fielding St and Eastbank Ave)

76

LOOK & FUNCTION



16

SENSE OF WELCOME



15

THINGS TO DO



15

UNIQUENESS



15

CARE



15

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall visual character of the area
- #2 Welcoming to all people
- #3 Free and comfortable places to sit alone

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #49 Evidence of community activity (community gardening, art, fundraising etc.)
- #48 Public art, community art, water or light feature

DEE WHY

OAKS AVENUE

(Btw Pittwater Rd and 35 Oaks Ave)

59

LOOK & FUNCTION



12

SENSE OF WELCOME



13

THINGS TO DO



11

UNIQUENESS



11

CARE



12

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Service businesses (post offices, libraries, banks etc.)
- #3 Culturally diverse businesses (both ethnicities and interests etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unusual or unique buildings or public space design
- #48 Local history, heritage buildings or features
- #48 Public art, community art, water or light feature

DEE WHY

THE STRAND

(Btw Oaks Ave and Dee Why Parade)

74

LOOK & FUNCTION



16

SENSE OF WELCOME



14

THINGS TO DO



15

UNIQUENESS



14

CARE



15

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Ease of walking around (including crossing the street, moving between destinations)
- #2 Vegetation and natural elements (street trees, planting, water etc.)
- #3 Overall visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Unusual or unique buildings or public space design
- #48 Evidence of public events happening here (markets, street entertainers, festivals etc.)

NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?

BROOKVALE PITTWATER RD

(Btw Sydenham Rd and
Winbourne Rd)

42

LOOK & FUNCTION



9

SENSE OF WELCOME



10

THINGS TO DO



7

UNIQUENESS



7

CARE



9

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Businesses that reflect the local community and values
- *2 Interaction with locals/ other people in the area (smiles, customer service etc.)
- *3 Unique mix or diversity of people in the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Public art, community art, water or light feature
- *49 Unusual or unique buildings or public space design
- *48 Vegetation and natural elements (street trees, planting, water etc.)

BROOKVALE SYDENHAM RD

(Btw Pittwater Rd and
Mitchell St)

44

LOOK & FUNCTION



9

SENSE OF WELCOME



10

THINGS TO DO



7

UNIQUENESS



8

CARE



10

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Culturally diverse businesses (both ethnicities and interests etc.)
- *2 Unique mix or diversity of people in the area
- *3 Interaction with locals/ other people in the area (smiles, customer service etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- *49 Street furniture (including benches, bins, lights etc.)
- *48 Free and comfortable group seating

FRESHWATER LAWRENCE STREET

(Btw Oliver St and 3/1 Moore Ln)

64

LOOK & FUNCTION



13

SENSE OF WELCOME



13

THINGS TO DO



13

UNIQUENESS



12

CARE



13

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Welcoming to all people
- *2 Sense of safety (for all ages, genders, day/night etc.)
- *3 Overall visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- *49 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- *48 Public art, community art, water or light feature

MANLY VALE CONDAMINE STREET

(Btw Koorala St and King Rd)

56

LOOK & FUNCTION



12

SENSE OF WELCOME



12

THINGS TO DO



10

UNIQUENESS



10

CARE



12

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Welcoming to all people
- *2 Sense of safety (for all ages, genders, day/night etc.)
- *3 Amount of public space (footpaths and public spaces)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- *49 Unusual or unique buildings or public space design
- *48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)

NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?

MANLY MANLY TOWN SQUARE (Btw 54-68 West Esplanade and 48 E Esplanade)

75

LOOK & FUNCTION



15

SENSE OF WELCOME



14

THINGS TO DO



16

UNIQUENESS



15

CARE



15

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Outdoor restaurant, café and/or bar seating
- *2 Welcoming to all people
- *3 Amount of public space (footpaths and public spaces)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Car accessibility and parking
- *49 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- *48 Evidence of recent public investment (new planting, paving, street furniture etc.)

MANLY SOUTH STEYNE (Btw The Corso and Wentworth St)

77

LOOK & FUNCTION



17

SENSE OF WELCOME



14

THINGS TO DO



16

UNIQUENESS



14

CARE



16

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Amount of public space (footpaths and public spaces)
- *2 Overall visual character of the area
- *3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Car accessibility and parking
- *49 Culturally diverse businesses (both ethnicities and interests etc.)
- *48 Unusual or unique businesses/shops

MANLY MARKET LANE (Btw 5A Market Ln and Sydney Rd)

60

LOOK & FUNCTION



12

SENSE OF WELCOME



14

THINGS TO DO



12

UNIQUENESS



11

CARE



11

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Businesses that reflect the local community and values
- *2 Interaction with locals/ other people in the area (smiles, customer service etc.)
- *2 Outdoor restaurant, café and/or bar seating

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Shelter/awnings (protection from sun, rain etc.)
- *49 Vegetation and natural elements (street trees, planting, water etc.)
- *48 Evidence of recent public investment (new planting, paving, street furniture etc.)

MANLY THE CORSO (Btw Darley Rd and S Steyne)

75

LOOK & FUNCTION



16

SENSE OF WELCOME



14

THINGS TO DO



15

UNIQUENESS



15

CARE



15

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Amount of public space (footpaths and public spaces)
- *2 Ease of walking around (including crossing the street, moving between destinations)
- *3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Car accessibility and parking
- *49 Unusual or unique businesses/shops
- *48 Diversity of price points (\$ to \$\$\$)

NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?

BALGOWLAH SYDNEY ROAD

(Btw Condamine St and
323 Sydney Rd)

56

LOOK & FUNCTION



12

SENSE OF WELCOME



13

THINGS TO DO



10

UNIQUENESS



9

CARE



12

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 Culturally diverse businesses (both ethnicities and interests etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #49 One of a kind, quirky or unique features
- #48 Public art, community art, water or light feature

SEAFORTH SYDNEY ROAD

(Btw Ethel St and Hope St)

63

LOOK & FUNCTION



14

SENSE OF WELCOME



13

THINGS TO DO



12

UNIQUENESS



11

CARE



13

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 Sense of safety (for all ages, genders, day/night etc.)
- #3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #49 Grocery and fresh food businesses
- #48 Space for group activities or gatherings

FORESTVILLE THE CENTRE

(Btw Darley St and Starkey St)

60

LOOK & FUNCTION



13

SENSE OF WELCOME



14

THINGS TO DO



12

UNIQUENESS



10

CARE



11

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

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

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Local history, heritage buildings or features
- #48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)

NORTHERN BEACHES COUNCIL

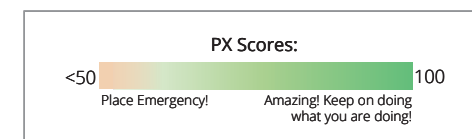
HOW ARE YOUR MAIN STREETS PERFORMING?

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	0-24	25-44	45-64	65+	Resident	Visitor	Workers
Avalon	Avalon Parade (Btw Bellevue Ave 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*
Newport	Barrenjoey Road (Btw Robertson Rd and Coles Parade)	53	70	74	67	80*	76	69	65	70	74*	74*
Mona Vale	Bungan Street (Btw Waratah St and Pittwater Rd)	51	68	71	66	82*	75	58	67	67	68*	68*
	Park Street (Btw Pittwater Rd and Barrenjoey Rd)	52	71	77	66	82	81	64	63	69	78*	89*
North Narrabeen	Pittwater Road (Btw 1451 Pittwater Rd and Gondola Rd)	28	54	54	54	67*	45*	52*	58*	56	58*	39*



NORTHERN BEACHES COUNCIL

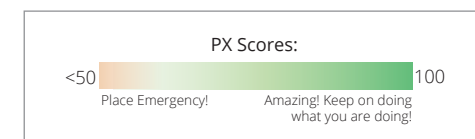
HOW ARE YOUR MAIN STREETS PERFORMING?

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	0-24	25-44	45-64	65+	Resident	visitor	Workers
Narrabeen	Pittwater Road (Btw 1360 Pittwater Rd and Albert St)	55	70	68	71	75*	69	70	64	69	70	68*
Collaroy	Pittwater Road (Btw Fielding St and Eastbank Ave)	60	76	77	73	82	77	74	60*	75	72	75*
Dee Why	Oaks Avenue (Btw Pittwater Rd and 35 Oaks Ave)	46	59	64	55	71*	65	54	51	57	64*	73*
	The Strand (Btw Oaks Ave and Dee Why Parade)	60	74	73	74	78*	75	72	73	73	75	67*
Brookvale	Pittwater Road (Btw Sydenham Rd and Winbourne Rd)	50	42	51	33	39*	47	42	29*	44	40*	38
	Sydenham Road (Btw Pittwater Rd and Mitchell St)	42	44	44	46	63*	47	37	23*	37	51*	48
Freshwater	Lawrence Street (Btw Oliver St and 3/1 Moore Ln)	53	64	70	54	61*	65	69	54*	65	69*	58
Manly Vale	Condamine Street (Btw Koorala St and King Rd)	49	56	63	52	68	63	52	43	60	54*	42*



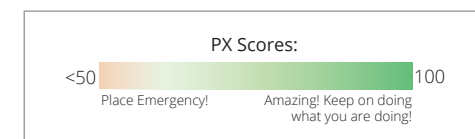
NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?

BREAKING DOWN YOUR PX SCORES

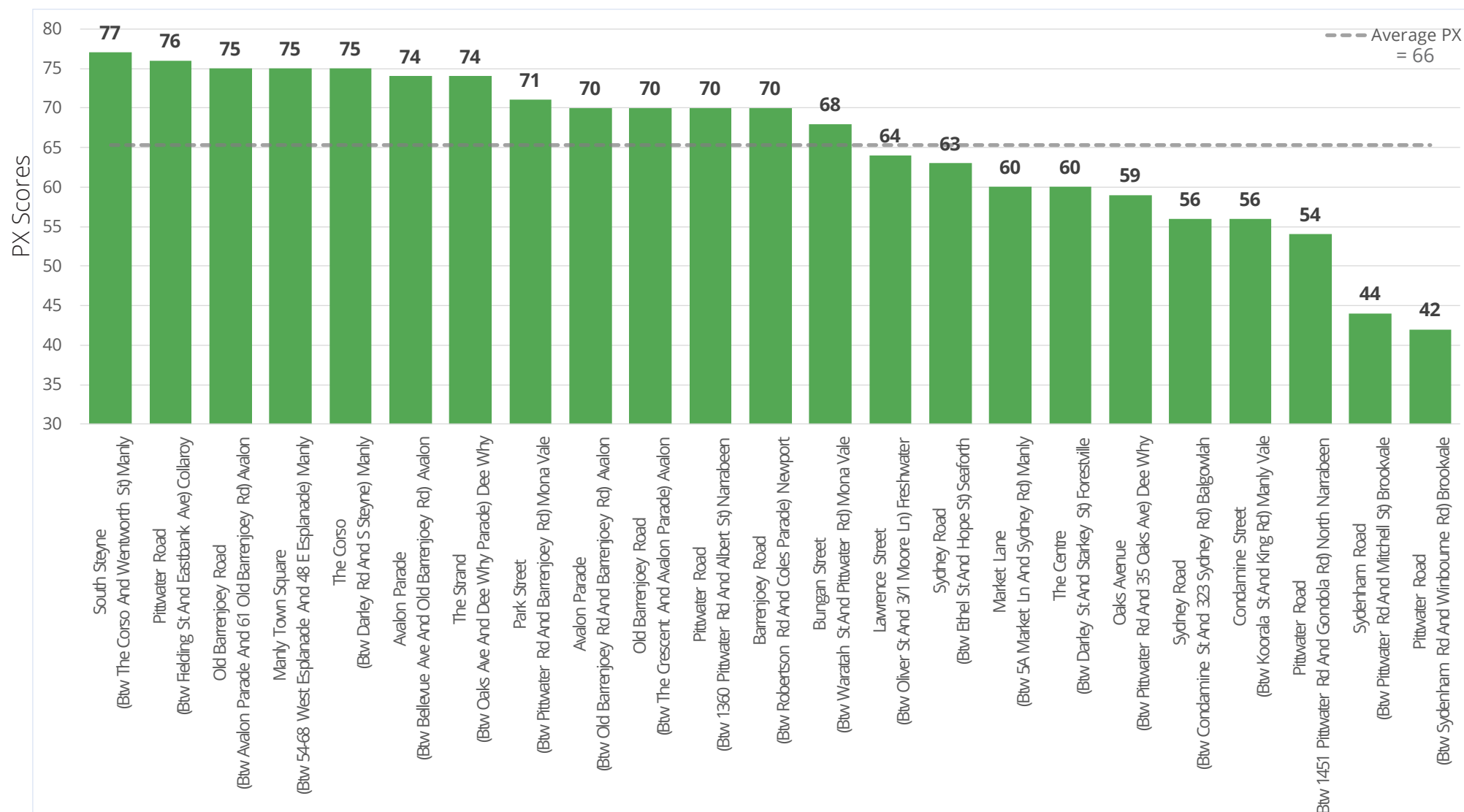
This table identifies the PX Scores of your main streets filtered by different demographics.

Location		N	Total PX Score	Men	Women	0-24	25-44	45-64	65+	Resident	visitor	Workers
Manly	Manly Town Square (Btw 54-68 West Esplanade and 48 E Esplanade)	47	75	78	73	81	76	77	54*	69	80	86*
	South Steyne (Btw The Corso and Wentworth St)	50	77	78	76	77	75	77	80*	75	80	70*
	Market Lane (Btw 5A Market Ln and Sydney Rd)	56	60	58	62	71*	61	55	59	57	72*	52*
	The Corso (Btw Darley Rd and S Steyne)	48	75	76	75	80*	77	75	69	71	81	74*
Balgowlah	Sydney Road (Btw Condamine St and 323 Sydney Rd)	46	56	56	53	71*	58	54	35*	49	61*	58
Seaforth	Sydney Road (Btw Ethel St and Hope St)	57	63	65	61	67*	67	64	52	61	66*	67*
Forestville	The Centre (Btw Darley St and Starkey St)	47	60	61	58	71*	59	51	62	56	71*	62*



NORTHERN BEACHES COUNCIL

HOW ARE YOUR MAIN STREETS PERFORMING?



COMMUNITY IDEAS FOR CHANGE

Care Factor respondents were asked about their small or big ideas to improve town centres in the Northern Beaches.

1763 ideas were collected and classified in order to identify the recurring themes in your communities' ideas for change.

NORTHERN BEACHES COUNCIL COMMUNITY IDEAS FOR CHANGE

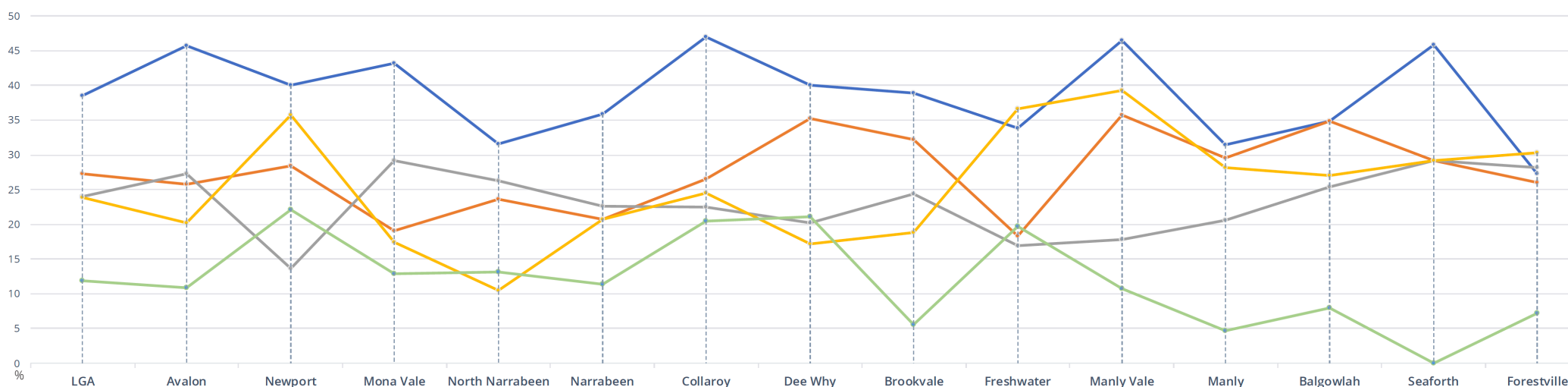
Participants were asked 'What is your small or big idea to improve your local Town Centre?' 1762 responses were received across the Northern Beaches and these have been summarised into five key themes:

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
678 people (38.5%) referred to a transports related idea. These were further classified under sub-categories:	481 people (27%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	424 people (24%) referred to an activation related idea. These were further classified under sub-categories:	421 people (24%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	210 people (12%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (17%)	More and/or better tree plantings and green spaces (12.5%)	More and/or better places to play, gather and relax (10%)	More and/or better commercial diversity and local shops (14.5%)	
Facilitate active modes of transportation (15.5%)	More and/or better public art and design (7.5%)	More and/or better culture and art (7%)	More and/or better restaurants, bars and cafés (11%)	
Improve roads and traffic (11%)	Improve footpaths and pavements (6.5%)	More and/or better family friendly places and events (5%)	Less vacant shops and more upgrades (4.5%)	
Scale down car accessibility and parking (7%)	Cleaner facilities, streets and places (5%)	More and/or better evening and weekend activities (4.5%)		
Increase public transport options (3.5%)		More and/or better community activities (4.5%)		
Scale down public transport (1.5%)		More and/or better markets (2%)		

NORTHERN BEACHES COUNCIL COMMUNITY IDEAS FOR CHANGE

The following graph illustrates how many ideas were received for each of the Northern Beaches town and village centres, within each theme.

DISTRIBUTION OF THEMES IN EACH TOWN AND VILLAGE CENTRE







	TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
Most common in:	Collaroy (47%)	Manly Vale (37.5%)	Mona Vale (29%)	Manly Vale (39%)	Newport (22%)
Least common in:	Forestville (27.5%)	Freshwater (18.5%)	Newport (13.5%)	North Narrabeen (10.5%) ¹	Seaforth (0%)
Most common amongst:	People aged 65+ (44%)	People aged 65+ (29%)	People aged 0-34 (40%)	People aged 0-34 (32.5%)	People aged 65+ (15%)
Least common amongst:	People aged 0-34 (25%)	People aged 35-64 (27%)	People aged 65+ (14%)	People aged 65+ (14%)	People aged 0-34 (5.5%)

NORTHERN BEACHES COUNCIL

COMMUNITY IDEAS FOR CHANGE

The 1762 responses across the Northern Beaches have been further analysed to reveal that different age groups are suggesting different ideas for their town or village centre.

	TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=1762)	Increase car accessibility and parking (17%)	More and/or better tree plantings and green spaces (12.5%)	More and/or better places to play, gather and relax (10%)	More and/or better commercial diversity and local shops (14.5%)	No change to the current form or identity of the town centre (12%)
 0-34 yrs old (n=188)	Facilitate active modes of transportation (12.5%)	More and/or better tree plantings and green spaces (14%)	More and/or better places to play, gather and relax (16.5%)	More and/or better restaurants, bars and cafés (18%)	No change to the current form or identity of the town centre (5.5%)
 35-64 yrs old (n=1117)	Increase car accessibility and parking (17.5%)	More and/or better tree plantings and green spaces (12.5%)	More and/or better places to play, gather and relax (10.5%)	More and/or better commercial diversity and local shops (16%)	No change to the current form or identity of the town centre (12%)
 65+ yrs old (n=454)	Increase car accessibility and parking (20.5%)	More and/or better tree plantings and green spaces (12%)	More and/or better places to play, gather and relax (5.5%)	More and/or better commercial diversity and local shops (9%)	No change to the current form or identity of the town centre (15%)

 Highest percentage within an age group

UNDERSTANDING YOUR 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 VILLAGE

AVALON VILLAGE

AVALON PARADE

carefactor
town centre

RANK		AVALON (N=847)	%	RANK		25-44 (N=186)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	74%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	63%
#2	LOOK & FUNCTION	Overall visual character of the area	62%	#2	CARE	Cleanliness of public space	58%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	58%	#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	55%
#4	CARE	Cleanliness of public space	57%	#4	LOOK & FUNCTION	Overall visual character of the area	51%
#5	THINGS TO DO	Outdoor restaurant, café and/or bar seating	56%	#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	51%

RANK		45-64 (N=375)	%	RANK		65+ (N=180)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	78%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	82%
#2	LOOK & FUNCTION	Overall visual character of the area	66%	#2	LOOK & FUNCTION	Overall visual character of the area	64%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	62%	#3	CARE	General condition of vegetation, street trees and other planting	61%
#4	THINGS TO DO	Outdoor restaurant, café and/or bar seating	61%	#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	59%
#5	CARE	Cleanliness of public space	57%	#5	CARE	Cleanliness of public space	52%

pxassessment
street



AVALON PARADE (BTW 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

AVALON PARADE (BTW 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 VILLAGE

AVALON PARADE

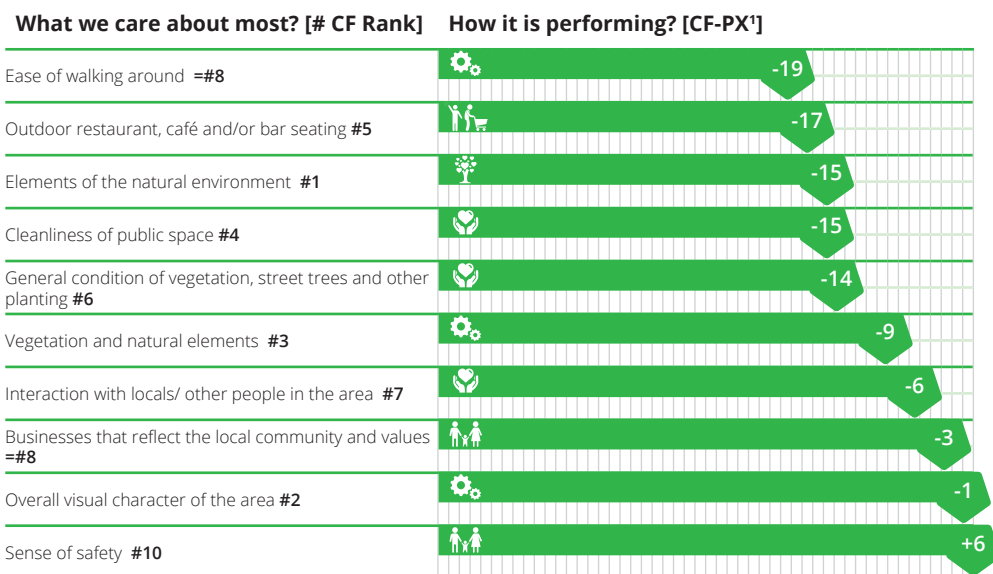
YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. These diagrams illustrate what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

AVALON PARADE

(BTW BELLEVUE AVE AND OLD BARRENJOEY RD)

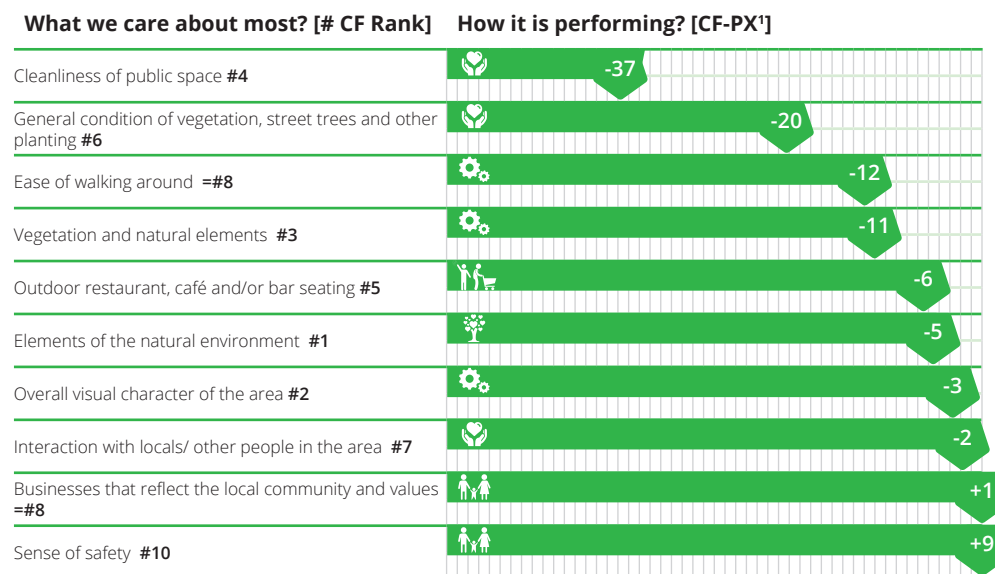
TOP 10 CARE FACTORS



AVALON PARADE

(BTW OLD BARRENJOEY RD AND BARRENJOEY RD)

TOP 10 CARE FACTORS



AVALON VILLAGE

AVALON PARADE

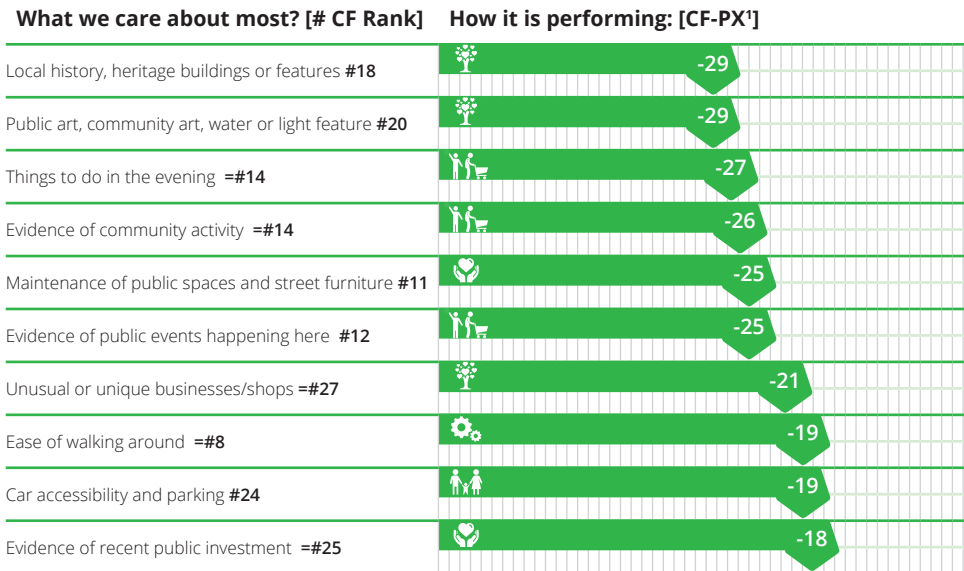
CHALLENGES FOR THE FUTURE

These diagrams illustrate the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

AVALON PARADE

(BTW BELLEVUE AVE AND OLD BARRENJOEY RD)

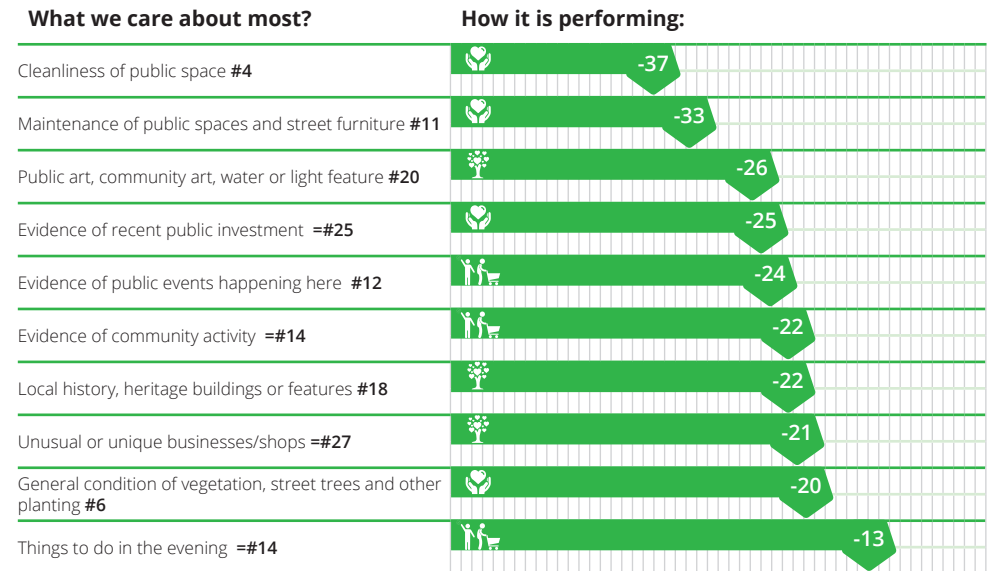
POOREST PERFORMING PLACE ATTRIBUTES OVERALL



AVALON PARADE

(BTW OLD BARRENJOEY RD AND BARRENJOEY RD)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



AVALON VILLAGE

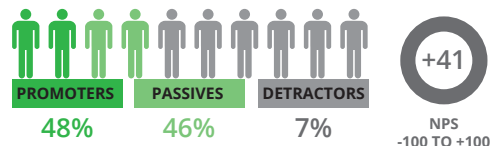
AVALON PARADE

AVALON PARADE

(BTW BELLEVUE AVE AND OLD BARRENJOEY RD)

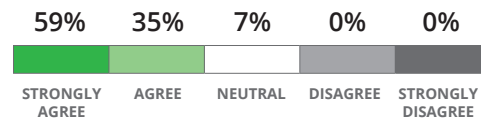
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"

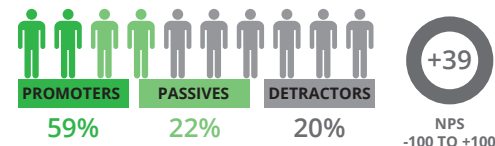


AVALON PARADE

(BTW OLD BARRENJOEY RD AND BARRENJOEY RD)

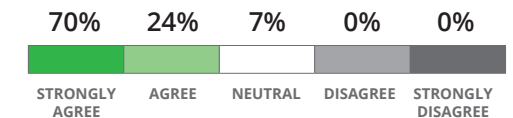
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



Community ideas include:

"Traffic is a problem. There's too much and it's too crowded. Maybe make some areas only [for] pedestrians. Add more facilities for bicycles, bike lanes etc."

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

"Cleaner streets, safer pathways, overall improvement of facilities."

AVALON VILLAGE

OLD BARRENJOEY ROAD

carefactor
town centre

RANK		AVALON (N=847)	%	RANK		25-44 (N=186)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	74%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	63%
#2	LOOK & FUNCTION	Overall visual character of the area	62%	#2	CARE	Cleanliness of public space	58%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	58%	#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	55%
#4	CARE	Cleanliness of public space	57%	#4	LOOK & FUNCTION	Overall visual character of the area	51%
#5	THINGS TO DO	Outdoor restaurant, café and/or bar seating	56%	#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	51%

RANK		45-64 (N=375)	%	RANK		65+ (N=180)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	78%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	82%
#2	LOOK & FUNCTION	Overall visual character of the area	66%	#2	LOOK & FUNCTION	Overall visual character of the area	64%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	62%	#3	CARE	General condition of vegetation, street trees and other planting	61%
#4	THINGS TO DO	Outdoor restaurant, café and/or bar seating	61%	#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	59%
#5	CARE	Cleanliness of public space	57%	#5	CARE	Cleanliness of public space	52%

pxassessment
street



OLD BARRENJOEY ROAD (BTW 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 \$\$\$)

OLD BARRENJOEY ROAD (BTW 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 VILLAGE

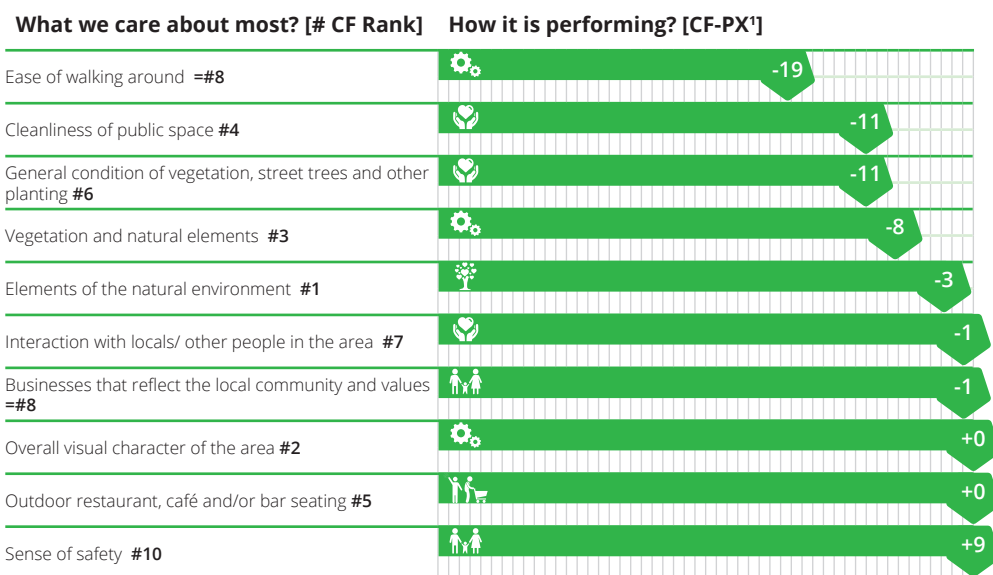
OLD BARRENJOEY ROAD

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. These diagrams illustrate what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

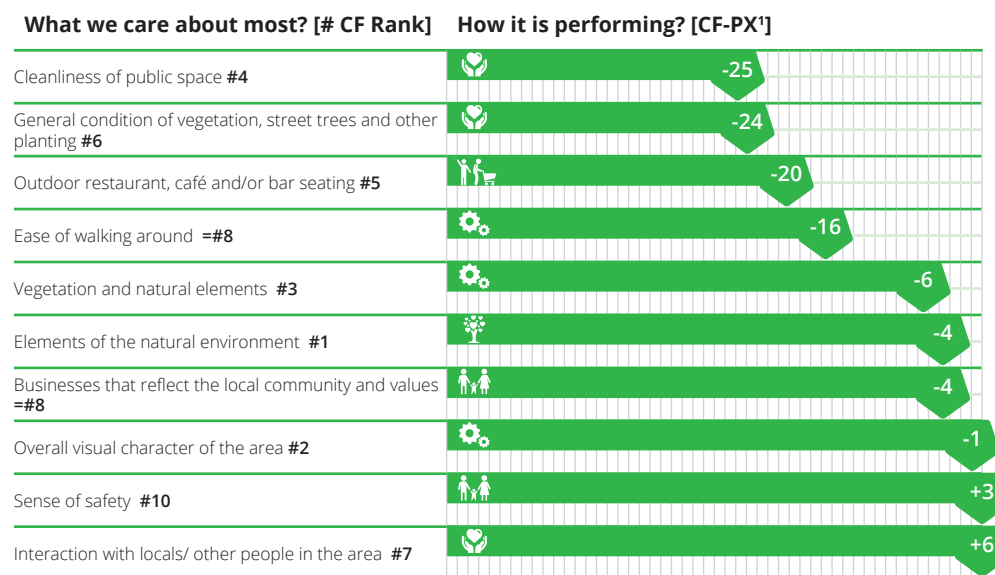
OLD BARRENJOEY RD
(BTW THE CRESCENT AND AVALON PRD)

TOP 10 CARE FACTORS



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

TOP 10 CARE FACTORS



AVALON VILLAGE











OLD BARRENJOEY ROAD

CHALLENGES FOR THE FUTURE

These diagrams illustrate the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.











OLD BARRENJOEY RD
(BTW THE CRESCENT AND AVALON PRD)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most? [# CF Rank]	How it is performing: [CF-PX ¹]
Things to do in the evening =#14	 -34
Evidence of recent public investment =#25	 -24
Maintenance of public spaces and street furniture #11	 -23
Local history, heritage buildings or features #18	 -22
Public art, community art, water or light feature #20	 -22
Unusual or unique businesses/shops =#27	 -20
Ease of walking around =#8	 -19
Walking, cycling or public transport options =#22	 -16
Evidence of community activity =#14	 -14
Unique mix or diversity of people in the area =#37	 -13

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

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most? [# CF Rank]	How it is performing: [CF-PX ¹]
Things to do in the evening =#14	 -32
Public art, community art, water or light feature #20	 -27
Car accessibility and parking #24	 -26
Cleanliness of public space #4	 -25
Evidence of public events happening here #12	 -25
General condition of vegetation, street trees and other planting #6	 -24
Local history, heritage buildings or features #18	 -24
Outdoor restaurant, café and/or bar seating #5	 -20
Maintenance of public spaces and street furniture #11	 -20
Walking paths that connect to other places =#14	 -19

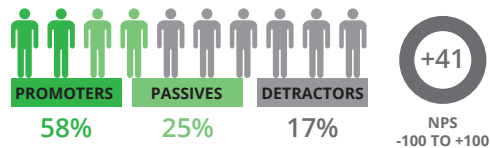
AVALON VILLAGE

OLD BARRENJOEY ROAD

OLD BARRENJOEY RD (BTW THE CRESCENT AND AVALON PRD)

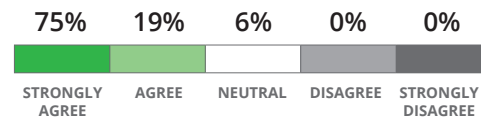
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

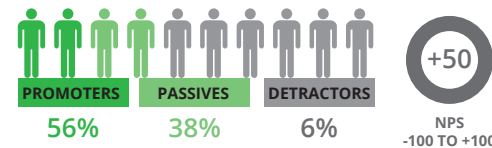
"I care about this place and its future"



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

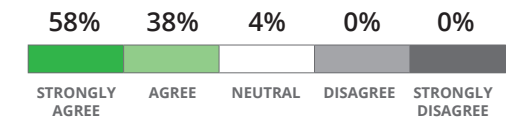
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



Community ideas include:

"Closed roads - A central piazza from Old Barrenjoey north of the roundabout with cafes & restaurants on either side."

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

AVALON VILLAGE

COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 396 responses were received in Avalon and these have been summarised into five key themes:





TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
181 people (46%) referred to a transports related idea. These were further classified under sub-categories:	102 people (26%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	108 people (27%) referred to an activation related idea. These were further classified under sub-categories:	80 people (20%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	44 people (11%) referred to either no change to the current form or identity of their town centre.
Facilitate active modes of transportation (25.5%)	More and/or better tree plantings and green spaces (11%)	More and/or better places to play, gather and relax (13.5%)	More and/or better commercial diversity and local shops (14.5%)	
Improve roads and traffic (19%)*	Improve footpaths and pavements (11%)	More and/or better culture and art (6.5%)	More and/or better restaurants, bars and cafés (10.5%)	
Increase car accessibility and parking (13%)	More and/or better public art and design (7%)	More and/or better family friendly places and events (6%)	Less vacant shops and more upgrades (6%)	
Scale down car accessibility and parking (11%)	Cleaner facilities, streets and places (2%)	More and/or better evening and weekend activities (5.5%)		
Increase public transport options (2%)		More and/or better community activities (4.5%)		
Scale down public transport (0%)		More and/or better markets (2%)		

*In Avalon, the 'Improving roads and traffic' sub-category is almost entirely composed of ideas related to changing the Old Barrenjoey and Avalon Parade intersection. Apart from stating the safety issue around the intersection, there is no visible consensus around how to change it. Ideas include; changing it to a roundabout; installing traffic lights; moving the pedestrian crossings further down the street; closing parts of Old Barrenjoey Road to car traffic.

AVALON VILLAGE

COMMUNITY IDEAS FOR CHANGE

The 396 responses collected in Avalon have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=396)	Facilitate active modes of transportation (25.5%)	More and/or better tree plantings and green spaces (11%)	More and/or better places to play, gather and relax (13.5%)	More and/or better commercial diversity and local shops (14.5%)	No change to the current form or identity of the town centre (11%)
 0-34 yrs old (n=52)	Facilitate active modes of transportation (19%)	More and/or better tree plantings and green spaces (17.5%)	More and/or better places to play, gather and relax (17.5%)	More and/or better commercial diversity and local shops (27%)	
 35-64 yrs old (n=244)	Facilitate active modes of transportation (26%)	Improve footpaths and pavements (10%)	More and/or better family friendly places and events (8%)	More and/or better commercial diversity and local shops (14.5%)	No change to the current form or identity of the town centre (10%)
 65+ yrs old (n=100)	Facilitate active modes of transportation (28%)	Improve footpaths and pavements (14%)	More and/or better places to play, gather and relax (6%)	More and/or better commercial diversity and local shops (8%)	No change to the current form or identity of the town centre (19%)

 Highest percentage within an age group

NEWPORT VILLAGE



NEWPORT VILLAGE

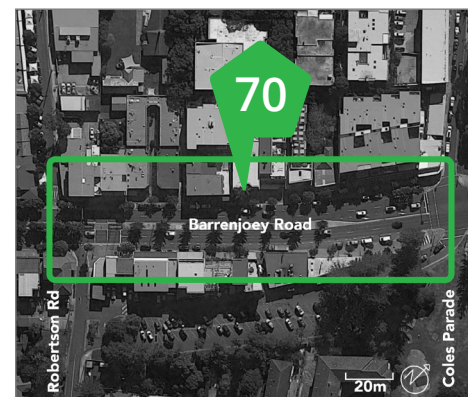
BARRENJOEY ROAD

carefactor
town centre

RANK		NEWPORT (N=169)	%	RANK		WOMEN (N=89)	%
#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.)	74%
#2	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	66%	#2	LOOK & FUNCTION	Overall visual character of the area	69%
#3	LOOK & FUNCTION	Overall visual character of the area	64%	#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	64%
#4	CARE	Cleanliness of public space	59%	#4	CARE	Cleanliness of public space	55%
#5	THINGS TO DO	Outdoor restaurant, café and/or bar seating	56%	#4	SENSE OF WELCOME	Sense of safety (for all ages, genders, day/night etc.)	55%

RANK		25-44 (N=28)	%	RANK		VISITORS (N=19)	%
#1	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	68%	#1	LOOK & FUNCTION	Overall visual character of the area	74%
#2	SENSE OF WELCOME	Sense of safety (for all ages, genders, day/night etc.)	61%	#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	63%
#3	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	57%	#3	CARE	General condition of vegetation, street trees and other planting	58%
#4	CARE	Cleanliness of public space	50%	#4	UNIQUE	A cluster of similar businesses (food, cultural traders, fashion etc.)	53%
#4	LOOK & FUNCTION	Quality of public space (footpaths and public spaces)	50%	#4	SENSE OF WELCOME	Car accessibility and parking	53%

pxassessment
street



BARRENJOEY ROAD (BTW ROBERTSON RD AND COLES PARADE)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Elements of the natural environment (views, vegetation, topography, water etc.)
- #2 Welcoming to all people
- #3 Interaction with locals/ other people in the area (smiles, customer service etc.)

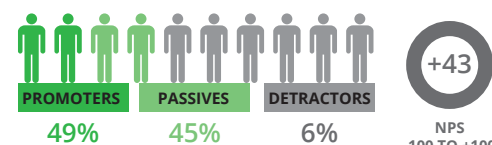
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unusual or unique buildings or public space design
- #49 Public art, community art, water or light feature
- #48 Local history, heritage buildings or features

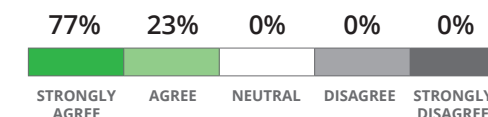
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



NEWPORT VILLAGE

BARRENJOEY ROAD

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. This diagram illustrates what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

BARRENJOEY ROAD
(BTW ROBERTSON RD AND COLES PARADE)

TOP 10 CARE FACTORS

What we care about most? [# CF Rank]	How it is performing? [CF-PX ¹]
Cleanliness of public space #4	-26
Grocery and fresh food businesses =#8	-25
General condition of vegetation, street trees and other planting #6	-17
Vegetation and natural elements #2	-9
Outdoor restaurant, café and/or bar seating #5	-7
Overall visual character of the area #3	-2
Businesses that reflect the local community and values =#8	-2
Elements of the natural environment #1	+0
Sense of safety #7	+1
Interaction with locals/ other people in the area #10	+7

CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES

Place attribute [# CF Rank]	How it is performing? [CF-PX ¹]
Local history, heritage buildings or features =#13	-35
Things to do in the evening #15	-29
Public art, community art, water or light feature =#20	-29
Cleanliness of public space #4	-26
Grocery and fresh food businesses =#8	-25
General condition of businesses and shopfronts =#20	-25
Maintenance of public spaces and street furniture #11	-24
Evidence of recent public investment =#27	-20
General condition of vegetation, street trees and other planting #6	-17
Evidence of community activity #19	-17

NEWPORT VILLAGE

COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 95 responses were received in Newport and these have been summarised into five key themes:

"Keeping the town centre clean and grated drains free of debris on a regular basis to avert flooded crossing areas in heavy rain e.g. Coles Parade."

"Open a high quality fresh food outlet."





TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
38 people (40%) referred to a transports related idea. These were further classified under sub-categories:	27 people (28.5%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	13 people (13.5%) referred to an activation related idea. These were further classified under sub-categories:	34 people (38.5%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	21 people (22%) referred to either no change to the current form or identity of their town centre.
Scale down public transport (21%)*	Improve footpaths and pavements (11.5%)	More and/or better places to play, gather and relax (5%)	More and/or better commercial diversity and local shops (21%)	
Improve roads and traffic (12.5%)	More and/or better tree plantings and green spaces (10.5%)	More and/or better culture and art (5%)	Less vacant shops and more upgrades (13.5%)	
Increase car accessibility and parking (10.5%)	More and/or better public art and design (7.5%)	More and/or better community activities (4%)	More and/or better restaurants, bars and cafés (9.5%)	
Facilitate active modes of transportation (7.5%)	Cleaner facilities, streets and places (4%)	More and/or better evening and weekend activities (3%)		
Increase public transport options (6.5%)		More and/or better markets (1%)		
Scale down car accessibility and parking (4%)		More and/or better family friendly places and events (0%)		

*Scale down public transport' related ideas are here against the B-line extension and the planned roundabout.

NEWPORT VILLAGE

COMMUNITY IDEAS FOR CHANGE

The 95 responses collected in Newport have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=95)	Scale down public transport (21%)	Improve footpaths and pavements (11.5%)	More and/or better places to play, gather and relax (5%) / Culture and art (5%)	More and/or better commercial diversity and local shops (21%)	No change to the current form or identity of the town centre (22%)
 0-34 yrs old (n=9)*	Increase public transport options (11%) / Scale down public transport (11%)	Improve footpaths and pavements (11%)	More and/or better community activities (22%) / Culture and art (22%)	Less vacant shops and more upgrades (33%)	No change to the current form or identity of the town centre (11%)
 35-64 yrs old (n=48)	Scale down public transport (16.5%)	Improve footpaths and pavements (14.5%)	More and/or better places to play, gather and relax (10.5%)	More and/or better commercial diversity and local shops (25%)	No change to the current form or identity of the town centre (23%)
 65+ yrs old (n=38)	Scale down public transport (29%)	More and/or better tree plantings and green spaces (10.5%)	More and/or better culture and art (6%) / Evening and weekend activities (6%)	More and/or better commercial diversity and local shops (16%)	No change to the current form or identity of the town centre (24%)

 Highest percentage within an age group

MONA VALE TOWN CENTRE



MONA VALE TOWN CENTRE

BUNGAN STREET AND PARK STREET

carefactor
town centre

RANK		MONA VALE (N=333)	%	RANK		25-44 (N=78)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	71%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	73%
#2	CARE	Cleanliness of public space	64%	#2	CARE	Cleanliness of public space	67%
#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	60%	#2	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	67%
#4	THINGS TO DO	Outdoor restaurant, café and/or bar seating	58%	#4	THINGS TO DO	Outdoor restaurant, café and/or bar seating	65%
#5	CARE	General condition of vegetation, street trees and other planting	55%	#5	SENSE OF WELCOME	Car accessibility and parking	51%

RANK		45-64 (N=132)	%	RANK		WORKERS (N=46)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	67%	#1	CARE	Cleanliness of public space	65%
#2	CARE	Cleanliness of public space	64%	#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	61%
#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	58%	#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	59%
#4	CARE	Maintenance of public spaces and street furniture	57%	#4	CARE	Maintenance of public spaces and street furniture	54%
#5	CARE	General condition of vegetation, street trees and other planting	55%	#5	THINGS TO DO	Evidence of public events happening here (markets, street entertainers, festivals etc.)	50%

pxassessment
street



BUNGAN STREET
(BTW WARATAH ST AND
PITWATER RD)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Vegetation and natural elements (street trees, planting, water etc.)
- #3 Ease of walking around (including crossing the street, moving between destinations)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Things to do in the evening (shopping, dining, entertainment etc.)
- #49 Local history, heritage buildings or features
- #48 Public art, community art, water or light feature



PARK STREET
(BTW PITWATER RD AND BAR-
RENJOEY RD)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Welcoming to all people
- #3 Service businesses (post offices, libraries, banks etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #48 Local history, heritage buildings or features
- #48 Unusual or unique buildings or public space design

MONA VALE TOWN CENTRE

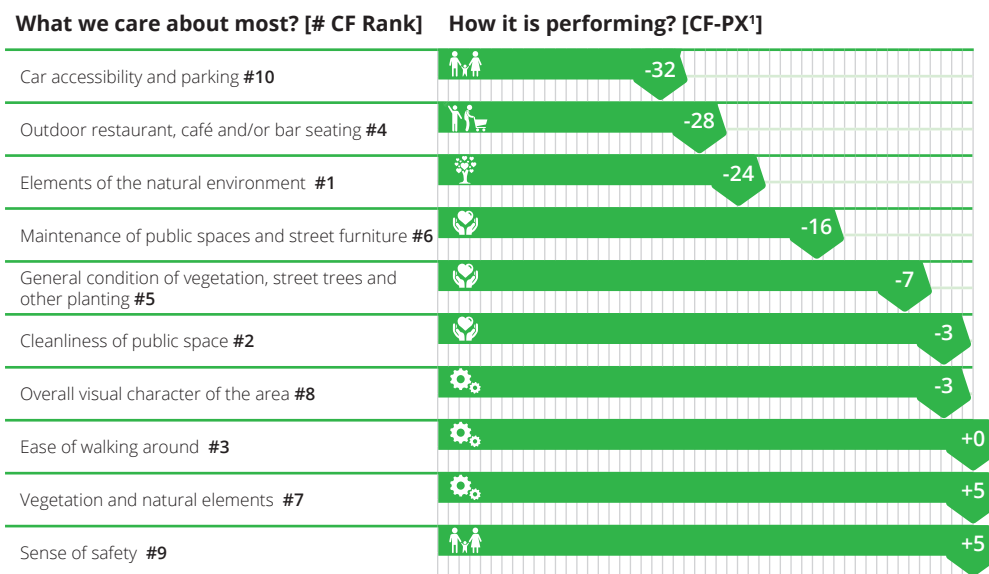
BUNGAN STREET AND PARK STREET

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. These diagrams illustrate what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

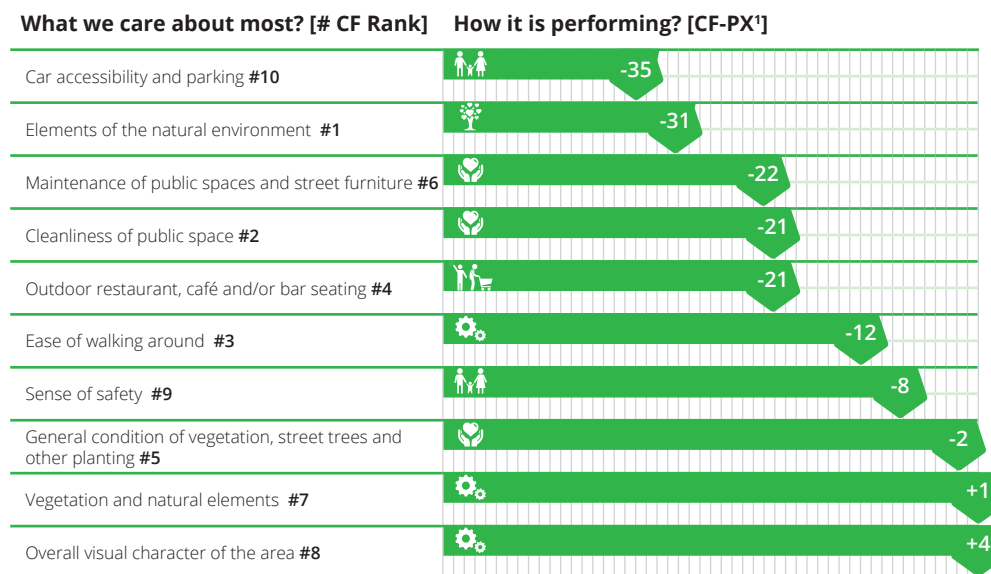
BUNGAN STREET (BTW WARATAH ST AND PITTWATER RD)

TOP 10 CARE FACTORS



PARK STREET (BTW PITTWATER RD AND BARRENJOEY RD)

TOP 10 CARE FACTORS



MONA VALE TOWN CENTRE

BUNGAN STREET AND PARK STREET

CHALLENGES FOR THE FUTURE

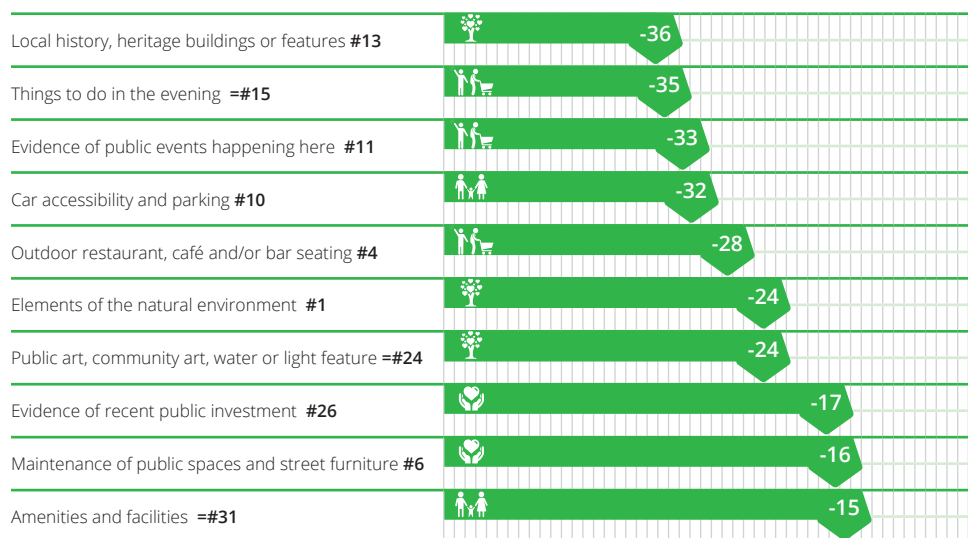
These diagrams illustrate the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

BUNGAN STREET

(BTW WARATAH ST AND PITTWATER RD)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most? [# CF Rank] How it is performing: [CF-PX¹]

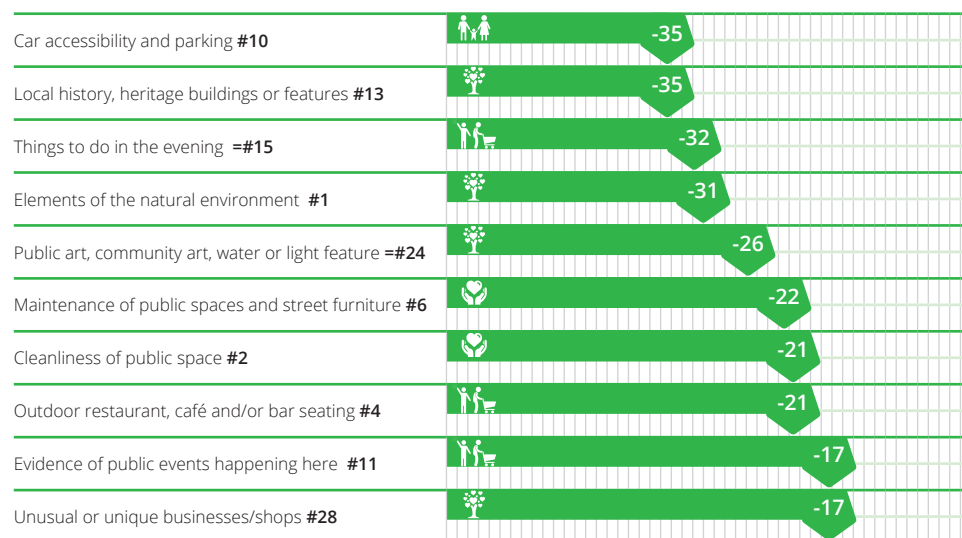


PARK STREET

(BTW PITTWATER RD AND BARRENJOEY RD)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most? [# CF Rank] How it is performing: [CF-PX¹]



MONA VALE TOWN CENTRE

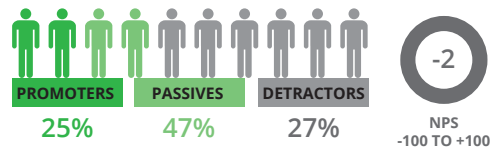
BUNGAN STREET AND PARK STREET

BUNGAN STREET

(BTW WARATAH ST AND PITTWATER RD)

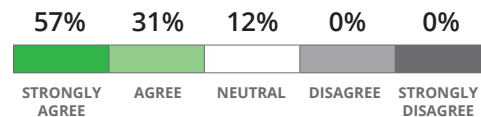
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"

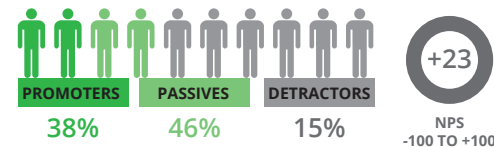


PARK STREET

(BTW PITTWATER RD AND BARRENJOEY RD)

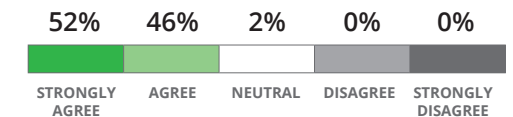
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



Community ideas include:

"More happening at night - Mona Vale really needs more liveliness at night - outdoor dining, markets, interactive streets because it's dead now."

"More conveniently located parking. It is increasingly difficult to find parking. Shoppers will choose to go elsewhere if Mona Vale is parked out."

MONA VALE TOWN CENTRE

COMMUNITY IDEAS FOR CHANGE





Participants were asked 'What is your small or big idea to improve your local Town Centre?' 178 responses were received in Mona Vale and these have been summarised into five key themes:

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
77 people (43.5%) referred to a transports related idea. These were further classified under sub-categories:	34 people (19%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	52 people (29%) referred to an activation related idea. These were further classified under sub-categories:	31 people (17.5%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	23 people (13%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (23.5%)	More and/or better tree plantings and green spaces (9.5%)	More and/or better culture and art (11%)	More and/or better restaurants, bars and cafés (9%)	
Facilitate active modes of transportation (15.5%)	More and/or better public art and design (6%)	More and/or better places to play, gather and relax (10%)	More and/or better commercial diversity and local shops (7%)	
Scale down car accessibility and parking (10%)	Improve footpaths and pavements (3.5%)	More and/or better evening and weekend activities (9%)	Less vacant shops and more upgrades (1.5%)	
Improve roads and traffic (9%)	Cleaner facilities, streets and places (1.5%)	More and/or better community activities (4%)		
Increase public transport options (4%)		More and/or better markets (3%)		
Scale down public transport (2%)		More and/or better family friendly places and events (2%)		

MONA VALE TOWN CENTRE

COMMUNITY IDEAS FOR CHANGE

The 178 responses collected in Mona Vale have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=178)	Increase car accessibility and parking (23.5%)	More and/or better tree plantings and green spaces (9.5%)	More and/or better community activities (11%) / Culture and art (11%)	More and/or better restaurants, bars and cafés (9%)	No change to the current form or identity of the town centre (13%)
 0-34 yrs old (n=18)	Increase car accessibility and parking (11%) / Facilitate active modes of transportation (11%)	More and/or better public art and design (16.5%)	More and/or better places to play, gather and relax (11%) / evening and weekend activities (11%)	More and/or better restaurants, bars and cafés (16.5%)	No change to the current form or identity of the town centre (5.5%)
 35-64 yrs old (n=104)	Increase car accessibility and parking (27%)	More and/or better tree plantings and green spaces (10.5%)	More and/or better Culture and art (16.5%)	More and/or better restaurants, bars and cafés (9.5%)	No change to the current form or identity of the town centre (13.5%)
 65+ yrs old (n=56)	Increase car accessibility and parking (21%)	More and/or better tree plantings and green spaces (7%)	More and/or better places to play, gather and relax (10.5%)	More and/or better restaurants, bars and cafés (5.5%)	No change to the current form or identity of the town centre (14%)

 Highest percentage within an age group

NORTH NARRABEEN VILLAGE



NORTH NARRABEEN VILLAGE

PITTWATER ROAD

carefactor
town centre

RANK		NORTH NARRABEEN (N=69)	%	RANK		WOMEN (N=38)	%
#1	CARE	Cleanliness of public space	77%	#1	CARE	Cleanliness of public space	76%
#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	74%	#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	74%
#3	SENSE OF WELCOME	Sense of safety (for all ages, genders, day/night etc.)	58%	#3	SENSE OF WELCOME	Sense of safety (for all ages, genders, day/night etc.)	68%
#4	THINGS TO DO	Walking paths that connect to other places	55%	#4	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	58%
#5	THINGS TO DO	Outdoor restaurant, café and/or bar seating	52%	#5	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	55%

RANK		65+ (N=12)	%	RANK		RESIDENTS (N=63)	%
#1	CARE	Cleanliness of public space	83%	#1	CARE	Cleanliness of public space	76%
#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	67%	#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	73%
#2	LOOK & FUNCTION	Overall visual character of the area	67%	#3	SENSE OF WELCOME	Sense of safety (for all ages, genders, day/night etc.)	59%
#4	THINGS TO DO	Evidence of community activity (community gardening, art, fundraising etc.)	58%	#4	THINGS TO DO	Walking paths that connect to other places	57%
#4	THINGS TO DO	Evidence of public events happening here (markets, street entertainers, festivals etc.)	58%	#5	SENSE OF WELCOME	Walking, cycling or public transport options	54%

■ Different from overall top 5

PXassessment
street



PITTWATER ROAD
(BTW 1451 PITTWATER RD AND GONDOLA RD)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Elements of the natural environment (views, vegetation, topography, water etc.)
- #2 Walking paths that connect to other places
- #3 Welcoming to all people

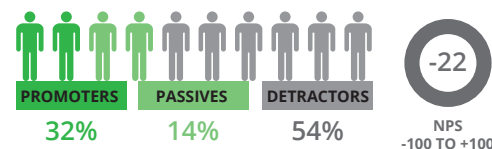
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Public art, community art, water or light feature
- #48 Evidence of recent public investment (new planting, paving, street furniture etc.)

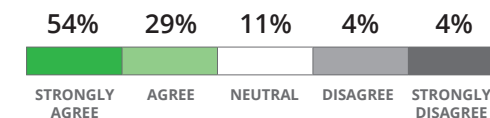
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



NORTH NARRABEEN VILLAGE

PITTWATER ROAD

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. This diagram illustrates what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

PITTWATER ROAD

(BTW 1451 PITTWATER RD AND GONDOLA RD)

TOP 10 CARE FACTORS

What we care about most? [# CF Rank]	How it is performing? [CF-PX ¹]
Outdoor restaurant, café and/or bar seating #5	-21
Cleanliness of public space #1	-16
General condition of vegetation, street trees and other planting #9	-10
Sense of safety #3	-7
Vegetation and natural elements #6	-6
Ease of walking around #9	-5
Overall visual character of the area #6	-4
Elements of the natural environment #2	+1
Walking paths that connect to other places #4	+2
Walking, cycling or public transport options #6	+2

CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

Place attribute [# CF Rank]	How it is performing? [CF-PX ¹]
Evidence of recent public investment #15	-33
Local history, heritage buildings or features #11	-29
Maintenance of public spaces and street furniture #13	-25
Evidence of public events happening here #12	-24
Amenities and facilities #27	-23
Outdoor restaurant, café and/or bar seating #5	-21
Service businesses #25	-21
Cleanliness of public space #1	-16
Evidence of community activity #15	-16
Public art, community art, water or light feature #33	-16

NORTH NARRABEEN VILLAGE

COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 38 responses were received in North Narrabeen and these have been summarised into five key themes:

"Making sure the facilities are clean and well looked after."





"More outdoor dining not right on the main road."

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
12 people (31.5%) referred to a transports related idea. These were further classified under sub-categories:	9 people (23.5%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	10 people (26.5%) referred to an activation related idea. These were further classified under sub-categories:	4 people (10.5%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	5 people (13%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (18.5%)	Cleaner facilities, streets and places (10.5%)	More and/or better culture and art (13%)	More and/or better restaurants, bars and cafés (8%)	
Improve roads and traffic (15.5%)	Improve footpaths and pavements (5%)	More and/or better places to play, gather and relax (8%)	More and/or better commercial diversity and local shops (5%)	
Facilitate active modes of transportation (10.5%)	More and/or better public art and design (5%)	More and/or better family friendly places and events (5%)	Less vacant shops and more upgrades (0%)	
Scale down car accessibility and parking (5%)	More and/or better tree plantings and green spaces (5%)	More and/or better community activities (2.5%)		
Increase public transport options (0%)		More and/or better evening and weekend activities (0%)		
Scale down public transport (0%)		More and/or better markets (0%)		

NORTH NARRABEEN VILLAGE

COMMUNITY IDEAS FOR CHANGE

The 38 responses collected in North Narrabeen have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=38)	Increase car accessibility and parking (18.5%)	Cleaner facilities, streets and places (10.5%)	More and/or better art and culture (13%)	More and/or better restaurants, bars and cafés (8%)	No change to the current form or identity of the town centre (11%)
 0-34 yrs old (n=2)*	Facilitate active modes of transportation (50%) / Improve roads and traffic (50%)		More and/or better community activities (50%)		No change to the current form or identity of the town centre (50%)
 35-64 yrs old (n=27)	Improve roads and traffic (15%) / Increase car accessibility and parking (15%)	Cleaner facilities, streets and places (10.5%)	More and/or better places to play, gather and relax (7.5%) / Culture and art (7.5%)	More and/or better commercial diversity and local shops (7.5%)	No change to the current form or identity of the town centre (15%)
 65+ yrs old (n=9)*	Increase car accessibility and parking (33.5%)	More and/or better public art and design (11%)	More and/or better culture and art (33.5%)		

 Highest percentage within an age group

NARRABEEN LOCAL CENTRE



NARRABEEN LOCAL CENTRE

PITTWATER ROAD

carefactor
town centre

RANK		NARRABEEN (N=119)	%	RANK		25-44 (N=41)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	76%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	68%
#2	CARE	Cleanliness of public space	64%	#2	CARE	Maintenance of public spaces and street furniture	63%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	61%	#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	54%
#4	CARE	Maintenance of public spaces and street furniture	55%	#3	THINGS TO DO	Spaces suitable for specific activities (play, entertainment, exercise, etc.)	54%
#4	THINGS TO DO	Walking paths that connect to other places	55%	#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	54%

RANK		25-44 (N=41)	%	RANK		25-44 (N=41)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	68%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	68%
#2	CARE	Maintenance of public spaces and street furniture	63%	#2	CARE	Maintenance of public spaces and street furniture	63%
#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	54%	#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	54%
#3	THINGS TO DO	Spaces suitable for specific activities (play, entertainment, exercise, etc.)	54%	#3	THINGS TO DO	Spaces suitable for specific activities (play, entertainment, exercise, etc.)	54%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	54%	#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	54%

PXassessment
street



PITTWATER ROAD
(BTW 1360 PITTWATER RD AND ALBERT ST)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Walking, cycling or public transport options
- #2 Walking paths that connect to other places
- #3 Sense of safety (for all ages, genders, day/night etc.)

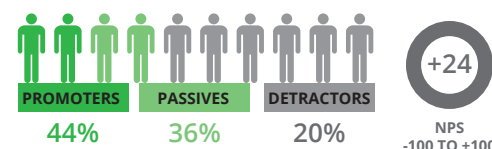
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unusual or unique businesses/shops
- #49 Public art, community art, water or light feature
- #48 Buildings and shop fronts

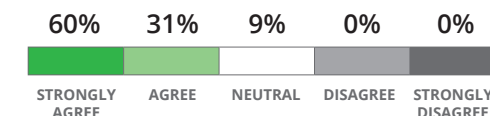
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



NARRABEEN LOCAL CENTRE

PITTWATER ROAD

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. This diagram illustrates what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

PITTWATER ROAD

(BTW 1360 PITTWATER RD AND ALBERT ST)

TOP 10 CARE FACTORS

What we care about most? [# CF Rank]	How it is performing? [CF-PX ¹]
Overall visual character of the area =#7	-16
Vegetation and natural elements #3	-14
Outdoor restaurant, café and/or bar seating =#7	-11
Cleanliness of public space #2	-10
Maintenance of public spaces and street furniture =#4	-10
General condition of vegetation, street trees and other planting #10	-10
Elements of the natural environment #1	-3
Walking paths that connect to other places =#4	+2
Walking, cycling or public transport options =#4	+3
Ease of walking around #9	+4

CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

Place attribute [# CF Rank]	How it is performing? [CF-PX ¹]
Local history, heritage buildings or features #11	-29
Things to do in the evening =#19	-24
Public art, community art, water or light feature =#25	-24
A cluster of similar businesses =#19	-23
Amenities and facilities =#16	-18
Overall visual character of the area =#7	-16
General condition of businesses and shopfronts =#25	-16
Unusual or unique businesses/shops =#34	-16
Vegetation and natural elements #3	-14
Outdoor restaurant, café and/or bar seating =#7	-11

NARRABEEN LOCAL CENTRE

COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 53 responses were received in Narrabeen and these have been summarised into five key themes:





"More natural vegetation surrounding the area, oppose to developing new buildings and greater integration of nature into public spaces."

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
19 people (36%) referred to a transports related idea. These were further classified under sub-categories:	11 people (20.5%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	12 people (22.5%) referred to an activation related idea. These were further classified under sub-categories:	11 people (20.5%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	7 people (11.5%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (17%)	More and/or better tree plantings and green spaces (9.5%)	More and/or better places to play, gather and relax (11.5%)	More and/or better commercial diversity and local shops (11.5%)	
Facilitate active modes of transportation (15%)	Cleaner facilities, streets and places (7.5%)	More and/or better culture and art (7.5%)	More and/or better restaurants, bars and cafés (9.5%)	
Improve roads and traffic (13%)	Improve footpaths and pavements (2%)	More and/or better evening and weekend activities (3.5%)	Less vacant shops and more upgrades (5.5%)	
Scale down car accessibility and parking (5.5%)	More and/or better public art and design (0%)	More and/or better community activities (2%)		
Increase public transport options (3.5%)		More and/or better family friendly places and events (2%)		
Scale down public transport (0%)		More and/or better markets (0%)		

NARRABEEN LOCAL CENTRE

COMMUNITY IDEAS FOR CHANGE

The 53 responses collected in Narrabeen have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETScape DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=53)	Increase car accessibility and parking (17%)	More and/or better tree plantings and green spaces (9.5%)	More and/or better places to play, gather and relax (11.5%)	More and/or better commercial diversity and local shops (11.5%)	No change to the current form or identity of the town centre (11.5%)
 0-34 yrs old (n=14)	Facilitate active modes of transportation (21.5%)	Cleaner facilities, streets and places (15%)	More and/or better places to play, gather and relax (21.5%)	More and/or better restaurants, bars and cafés (14%)	No change to the current form or identity of the town centre (7%)
 35-64 yrs old (n=27)	Increase car accessibility and parking (22%)	More and/or better tree plantings and green spaces (7.5%) / Cleaner facilities, streets and places (7.5%)	More and/or better art and culture (11%)	More and/or better commercial diversity and local shops (11%)	No change to the current form or identity of the town centre (18.5%)
 65+ yrs old (n=12)	Facilitate active modes of transportation (33.5%)	More and/or better tree plantings and green spaces (16.5%)	More and/or better places to play, gather and relax (8.5%) / Culture and art (8.5%)	More and/or better commercial diversity and local shops (16.5%)	

 Highest percentage within an age group

COLLARROY LOCAL CENTRE

COLLARROY LOCAL CENTRE

PITTWATER ROAD

carefactor
town centre

RANK		COLLARROY (N=87)	%	RANK		65+ (N=14)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	82%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	86%
#2	LOOK & FUNCTION	Overall visual character of the area	68%	#1	CARE	Maintenance of public spaces and street furniture	86%
#3	CARE	Cleanliness of public space	63%	#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	71%
#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	55%	#4	CARE	Cleanliness of public space	64%
#5	CARE	Maintenance of public spaces and street furniture	53%	#4	LOOK & FUNCTION	Overall visual character of the area	64%

RANK		VISITORS (N=11)	%	RANK		45-64 (N=47)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	100%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	85%
#2	LOOK & FUNCTION	Overall visual character of the area	73%	#2	LOOK & FUNCTION	Overall visual character of the area	70%
#3	CARE	General condition of vegetation, street trees and other planting	64%	#3	CARE	Cleanliness of public space	66%
#3	CARE	Interaction with locals/ other people in the area (smiles, customer service etc.)	64%	#4	THINGS TO DO	Walking paths that connect to other places	57%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	64%	#4	SENSE OF WELCOME	Walking, cycling or public transport options	57%

pxassessment
street



PITTWATER ROAD
(BTW FIELDING ST AND EASTBANK AVE)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall visual character of the area
- #2 Welcoming to all people
- #3 Free and comfortable places to sit alone

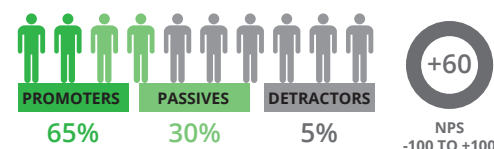
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #49 Evidence of community activity (community gardening, art, fundraising etc.)
- #48 Public art, community art, water or light feature

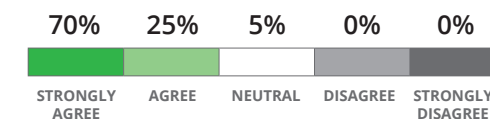
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



COLLARROY LOCAL CENTRE

PITTWATER ROAD

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. This diagram illustrates what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

PITTWATER ROAD
(BTW FIELDING ST AND EASTBANK AVE)

TOP 10 CARE FACTORS

What we care about most? [# CF Rank]	How it is performing? [CF-PX ¹]
Local history, heritage buildings or features =#8	-26
Cleanliness of public space #3	-20
Maintenance of public spaces and street furniture #5	-16
Vegetation and natural elements #4	-10
General condition of vegetation, street trees and other planting #7	-9
Elements of the natural environment #1	-3
Walking paths that connect to other places #6	-2
Walking, cycling or public transport options #10	-2
Overall visual character of the area #2	+1
Sense of safety =#8	+1

CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

Place attribute [# CF Rank]	How it is performing? [CF-PX ¹]
Local history, heritage buildings or features =#8	-26
General condition of businesses and shopfronts #22	-24
Service businesses =#23	-24
Evidence of public events happening here =#27	-23
Car accessibility and parking #19	-21
Cleanliness of public space #3	-20
Grocery and fresh food businesses =#27	-17
Maintenance of public spaces and street furniture #5	-16
Public art, community art, water or light feature #32	-16
Evidence of community activity =#33	-16

COLLARROY LOCAL CENTRE COMMUNITY IDEAS FOR CHANGE





Participants were asked 'What is your small or big idea to improve your local Town Centre?' 49 responses were received in Collaroy and these have been summarised into five key themes:

"I think Collaroy needs more maintenance especially after [the] recent storms, and cleaner streets. Adding a beach cafe would be nice to increase local harmony."

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
23 people (47%) referred to a transports related idea. These were further classified under sub-categories:	13 people (26.5%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	11 people (22.5%) referred to an activation related idea. These were further classified under sub-categories:	12 people (24.5%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	10 people (20.5%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (32.5%)	More and/or better public art and design (14%)	More and/or better community activities (8%)	More and/or better commercial diversity and local shops (22.5%)	
Improve roads and traffic (12%)	More and/or better tree plantings and green spaces (12%)	More and/or better culture and art (6%)	More and/or better restaurants, bars and cafés (10%)	
Facilitate active modes of transportation (10%)	Cleaner facilities, streets and places (6%)	More and/or better family friendly places and events (6%)	Less vacant shops and more upgrades (4%)	
Scale down car accessibility and parking (10%)	Improve footpaths and pavements (4%)	More and/or better places to play, gather and relax (4%)		
Scale down public transport (2%)		More and/or better markets (2%)		
Increase public transport options (0%)		More and/or better evening and weekend activities (2%)		

COLLARROY LOCAL CENTRE COMMUNITY IDEAS FOR CHANGE

The 49 responses collected in Collarroy have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETScape DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=49)	Increase car accessibility and parking (32.5%)	More and/or better public art and design (14%)	More and/or better community activities (8%)	More and/or better commercial diversity and local shops (22.5%)	No change to the current form or identity of the town centre (20.5%)
 0-34 yrs old (n=4)*	Facilitate active modes of transportation (25%)	Cleaner facilities, streets and places (15%)	More and/or better community activities (25%) / Culture and art (25%)	More and/or better commercial diversity and local shops (25%) / Restaurants, bars and cafés (25%)	
 35-64 yrs old (n=36)	Increase car accessibility and parking (30.5%)	More and/or better public art and design (14%) / Tree plantings and green spaces (14%)	More and/or better community activities (8.5%) / Family friendly places and events (8.5%)	More and/or better commercial diversity and local shops (22%)	No change to the current form or identity of the town centre (16.5%)
 65+ yrs old (n=9)*	Increase car accessibility and parking (55.5%)	More and/or better public art and design (22%)			No change to the current form or identity of the town centre (44.5%)

 Highest percentage within an age group

DEE WHY TOWN CENTRE



DEE WHY TOWN CENTRE

OAKS AVENUE AND THE STRAND

carefactor
town centre

RANK		DEE WHY (N=389)	%	RANK		25-44 (N=120)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	73%	#1	CARE	Cleanliness of public space	78%
#2	CARE	Cleanliness of public space	72%	#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	71%
#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	56%	#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	58%
#4	CARE	Maintenance of public spaces and street furniture	54%	#4	THINGS TO DO	Outdoor restaurant, café and/or bar seating	53%
#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	54%	#5	SENSE OF WELCOME	Sense of safety (for all ages, genders, day/night etc.)	48%

RANK		65+ (N=91)	%	RANK		VISITORS (N=146)	%
#1	CARE	Cleanliness of public space	68%	#1	CARE	Cleanliness of public space	76%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	68%	#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	71%
#3	CARE	Maintenance of public spaces and street furniture	62%	#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	60%
#4	THINGS TO DO	Outdoor restaurant, café and/or bar seating	57%	#4	CARE	Maintenance of public spaces and street furniture	55%
#5	SENSE OF WELCOME	Car accessibility and parking	54%	#5	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	53%

pxassessment
street



OAKS AVENUE
(BTW PITTWATER RD AND
35 OAKS AVE)



THE STRAND
(BTW OAKS AVE AND
DEE WHY PARADE)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Service businesses (post offices, libraries, banks etc.)
- #3 Culturally diverse businesses (both ethnicities and interests etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Unusual or unique buildings or public space design
- #48 Local history, heritage buildings or features
- #48 Public art, community art, water or light feature

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Ease of walking around (including crossing the street, moving between destinations)
- #2 Vegetation and natural elements (street trees, planting, water etc.)
- #3 Overall visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Unusual or unique buildings or public space design
- #48 Evidence of public events happening here (markets, street entertainers, festivals etc.)

DEE WHY TOWN CENTRE

OAKS AVENUE AND THE STRAND

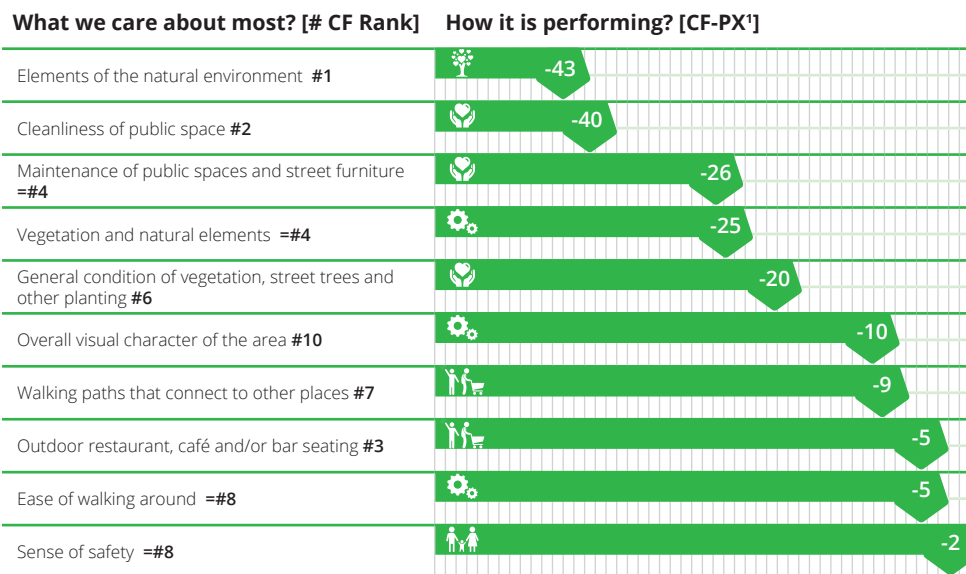
YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. These diagrams illustrate what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

OAKS AVENUE

(BTW PITTWATER RD AND 35 OAKS AVE)

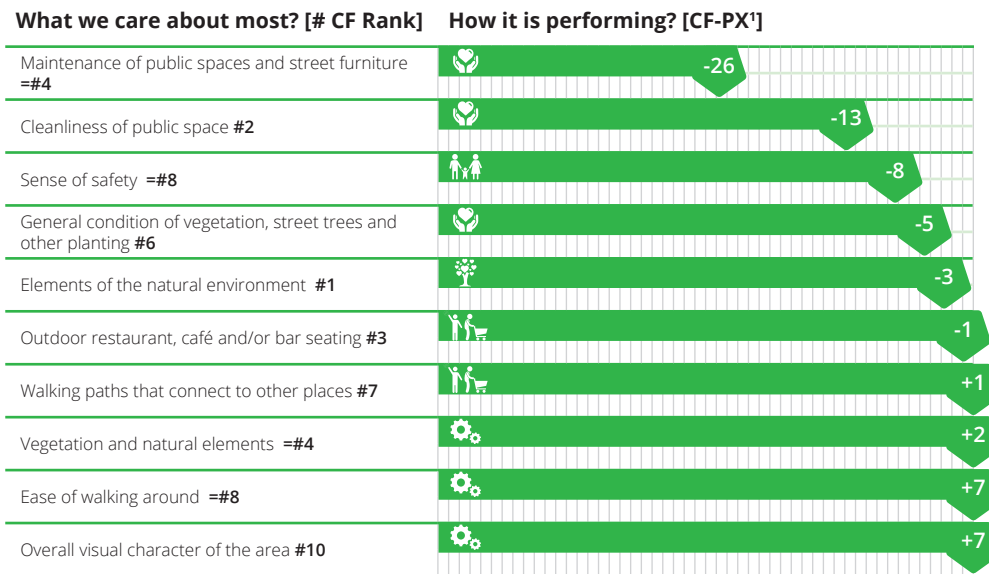
TOP 10 CARE FACTORS



THE STRAND

(BTW OAKS AVE AND DEE WHY PARADE)

TOP 10 CARE FACTORS



DEE WHY TOWN CENTRE

OAKS AVENUE AND THE STRAND

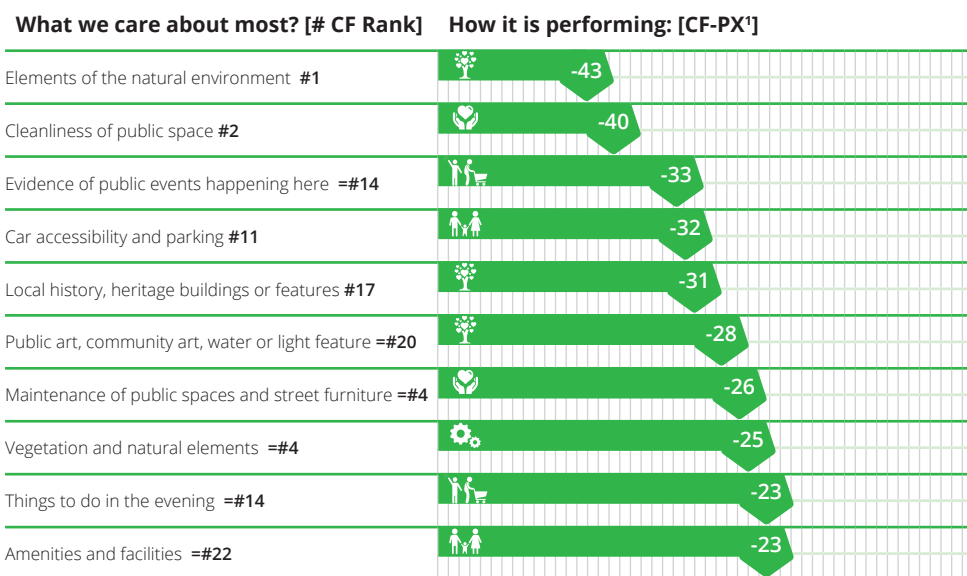
CHALLENGES FOR THE FUTURE

These diagrams illustrate the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

OAKS AVENUE

(BTW PITTWATER RD AND 35 OAKS AVE)

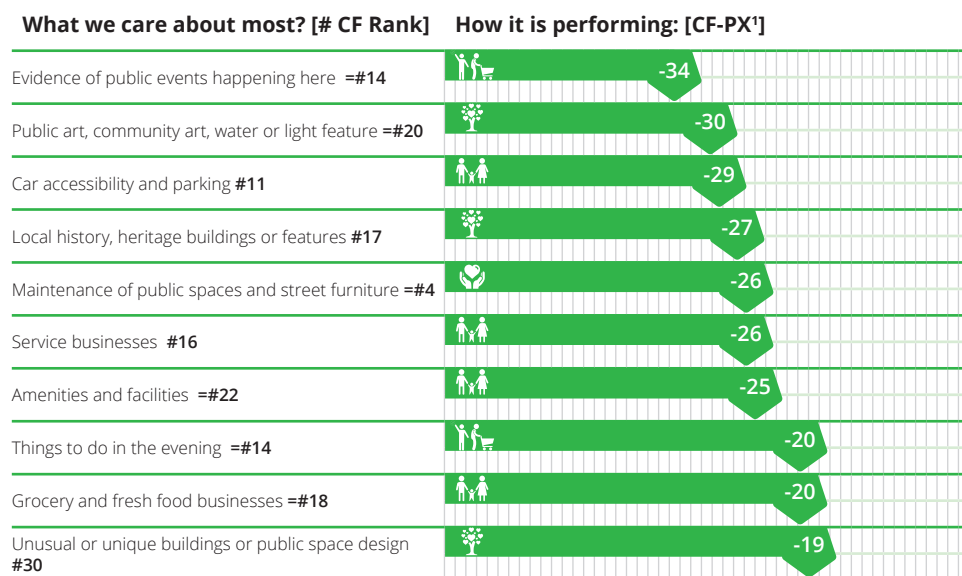
POOREST PERFORMING PLACE ATTRIBUTES OVERALL



THE STRAND

(BTW OAKS AVE AND DEE WHY PARADE)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



DEE WHY TOWN CENTRE

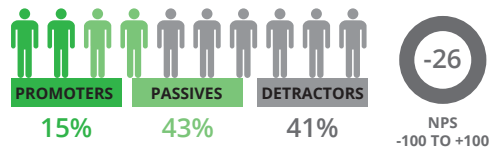
OAKS AVENUE AND THE STRAND

OAKS AVENUE

(BTW PITTWATER RD AND 35 OAKS AVE)

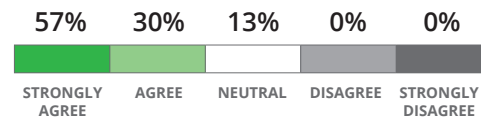
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"

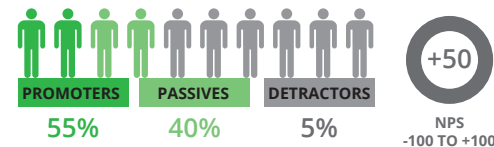


THE STRAND

(BTW OAKS AVE AND DEE WHY PARADE)

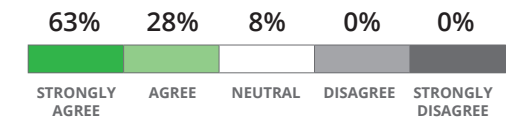
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



Community ideas include:

"Streets kept clean of litter, graffiti removed quickly, well lit at night, healthy vegetation, large trees."

"Increase and preserve current vegetation levels. Trees, gardens, green space is what makes this area great."

DEE WHY TOWN CENTRE

COMMUNITY IDEAS FOR CHANGE





Participants were asked 'What is your small or big idea to improve your local Town Centre?' 227 responses were received in Dee Why and these have been summarised into five key themes:

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
91 people (40%) referred to a transports related idea. These were further classified under sub-categories:	80 people (35%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	46 people (20%) referred to an activation related idea. These were further classified under sub-categories:	39 people (17%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	48 people (21%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (20%)	More and/or better tree plantings and green spaces (15.5%)	More and/or better places to play, gather and relax (10.5%)	More and/or better restaurants, bars and cafés (9%)	
Facilitate active modes of transportation (17%)	More and/or better public art and design (10.5%)	More and/or better family friendly places and events (5.5%)	More and/or better commercial diversity and local shops (7%)	
Improve roads and traffic (15.5%)	Cleaner facilities, streets and places (7.5%)	More and/or better culture and art (5%)	Less vacant shops and more upgrades (3%)	
Scale down car accessibility and parking (5.5%)	Improve footpaths and pavements (7%)	More and/or better community activities (4%)		
Increase public transport options (3.5%)		More and/or better evening and weekend activities (1.5%)		
Scale down public transport (0%)		More and/or better markets (1%)		

DEE WHY TOWN CENTRE

COMMUNITY IDEAS FOR CHANGE

The 227 responses collected in Dee Why have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETScape DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=227)	Increase car accessibility and parking (20%)	More and/or better tree plantings and green spaces (15.5%)	More and/or better places to play, gather and relax (10.5%)	More and/or better restaurants, bars and cafés (9%)	No change to the current form or identity of the town centre (21%)
 0-34 yrs old (n=26)	Increase car accessibility and parking (23%)	More and/or better tree plantings and green spaces (19%)	More and/or better places to play, gather and relax (19%)	More and/or better commercial diversity and local shops (11.5%) / Restaurants, bars and cafés (11.5%)	No change to the current form or identity of the town centre (11.5%)
 35-64 yrs old (n=144)	Facilitate active modes of transportation (17.5%)	More and/or better tree plantings and green spaces (16%)	More and/or better places to play, gather and relax (10.5%)	More and/or better commercial diversity and local shops (8.5%)	No change to the current form or identity of the town centre (22%)
 65+ yrs old (n=57)	Increase car accessibility and parking (30%)	More and/or better tree plantings and green spaces (12.5%) / Public art and design (12.5%)	More and/or better places to play, gather and relax (7%) / Culture and art (7%)	More and/or better restaurants, bars and cafés (3.5%)	No change to the current form or identity of the town centre (23%)

 Highest percentage within an age group

BROOKVALE TOWN CENTRE



BROOKVALE TOWN CENTRE

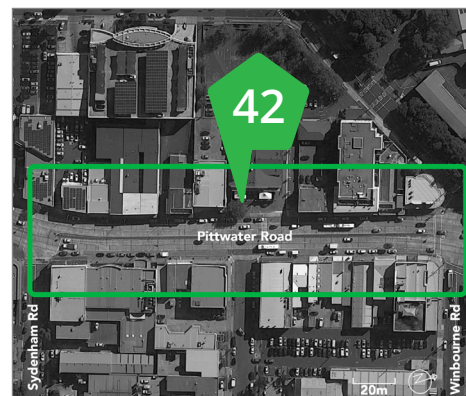
PITTWATER ROAD AND SYDENHAM ROAD

carefactor
town centre

RANK		BROOKVALE (N=169)	%	RANK		65+ (N=30)	%
#1	CARE	Cleanliness of public space	70%	#1	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	67%
#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	67%	#2	SENSE OF WELCOME	Car accessibility and parking	63%
#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	60%	#3	CARE	Cleanliness of public space	60%
#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	55%	#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	53%
#5	CARE	General condition of vegetation, street trees and other planting	52%	#4	THINGS TO DO	Walking paths that connect to other places	53%

RANK		VISITORS (N=105)	%	RANK		WORKERS (N=25)	%
#1	CARE	Cleanliness of public space	71%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	69%	#2	SENSE OF WELCOME	Car accessibility and parking	60%
#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	56%	#2	THINGS TO DO	Outdoor restaurant, café and/or bar seating	60%
#3	CARE	General condition of vegetation, street trees and other planting	56%	#4	CARE	Cleanliness of public space	56%
#5	THINGS TO DO	Outdoor restaurant, café and/or bar seating	55%	#5	CARE	General condition of vegetation, street trees and other planting	52%

pxassessment
street



PITTWATER RD
(BTW SYDENHAM RD AND WIN-
BOURNE RD)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Businesses that reflect the local community and values
- #2 Interaction with locals/ other people in the area (smiles, customer service etc.)
- #3 Unique mix or diversity of people in the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Unusual or unique buildings or public space design
- #48 Vegetation and natural elements (street trees, planting, water etc.)



SYDENHAM RD
(BTW PITTWATER RD AND
MITCHELL ST)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Culturally diverse businesses (both ethnicities and interests etc.)
- #2 Unique mix or diversity of people in the area
- #3 Interaction with locals/ other people in the area (smiles, customer service etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Street furniture (including benches, bins, lights etc.)
- #48 Free and comfortable group seating

BROOKVALE TOWN CENTRE

PITTWATER ROAD AND SYDENHAM ROAD

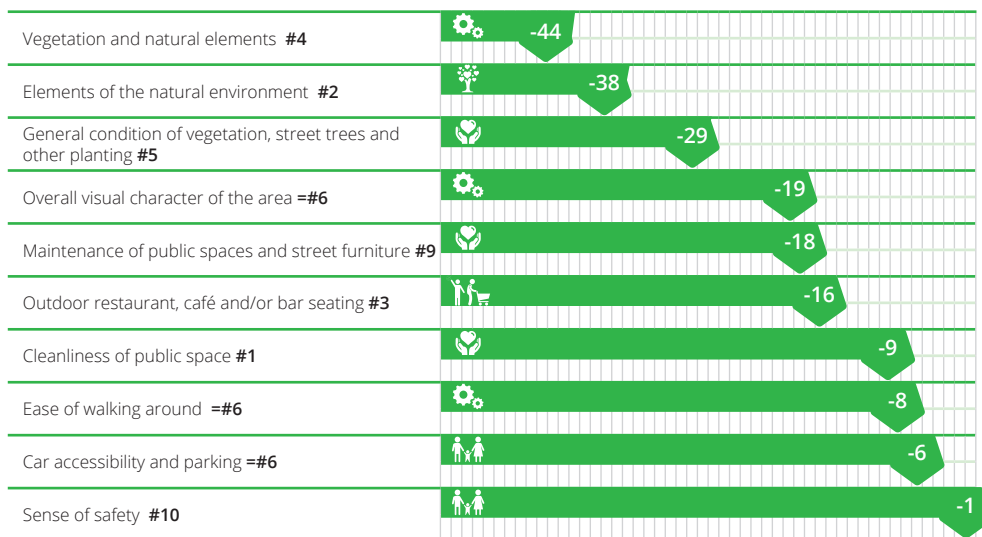
YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. These diagrams illustrate what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

PITTWATER RD
(BTW SYDENHAM RD AND WINBOURNE RD)

TOP 10 CARE FACTORS

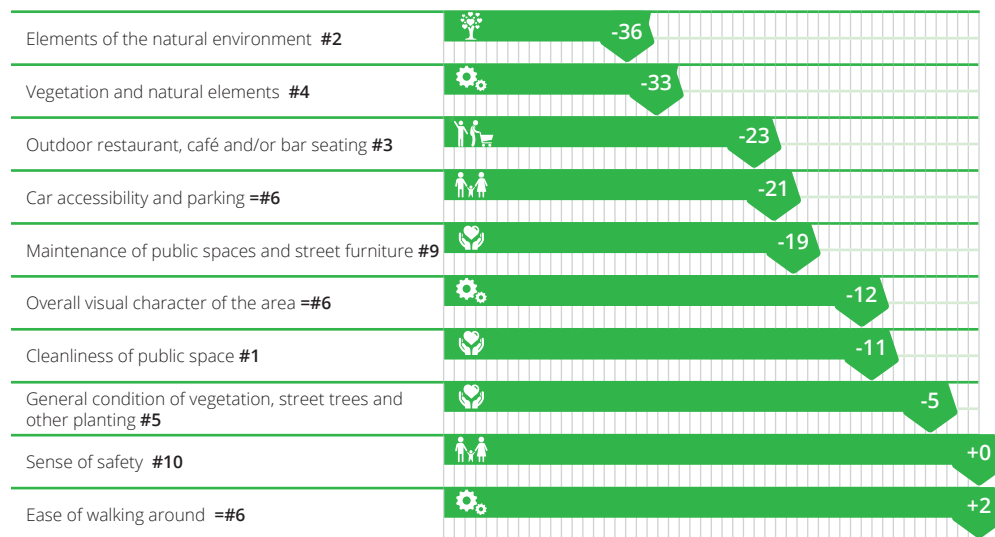
What we care about most? [# CF Rank] How it is performing? [CF-PX¹]



SYDENHAM RD
(BTW PITTWATER RD AND MITCHELL ST)

TOP 10 CARE FACTORS

What we care about most? [# CF Rank] How it is performing? [CF-PX¹]



BROOKVALE TOWN CENTRE

PITTWATER ROAD AND SYDENHAM ROAD

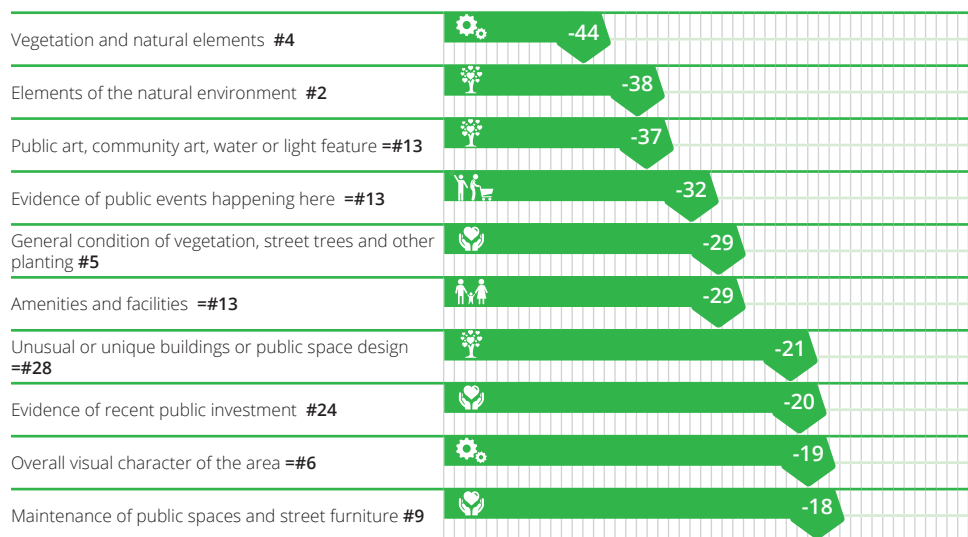
CHALLENGES FOR THE FUTURE

These diagrams illustrate the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

PITTWATER RD
(BTW SYDENHAM RD AND WINBOURNE RD)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

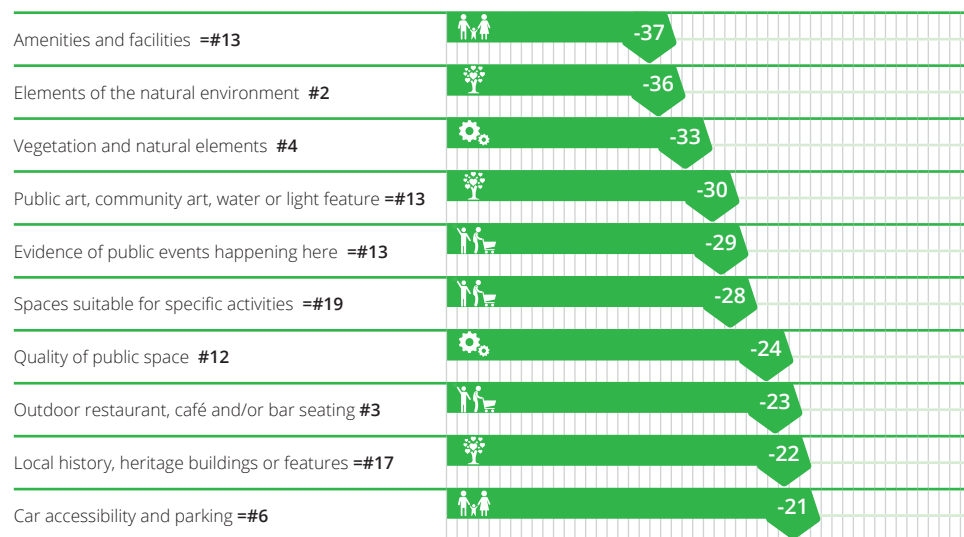
What we care about most? [# CF Rank] How it is performing: [CF-PX¹]



SYDENHAM RD
(BTW PITTWATER RD AND MITCHELL ST)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most? [# CF Rank] How it is performing: [CF-PX¹]



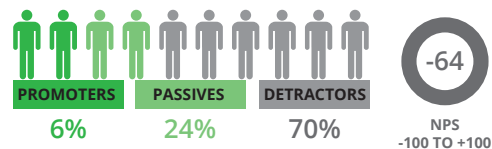
BROOKVALE TOWN CENTRE

PITTWATER ROAD AND SYDENHAM ROAD

PITTWATER RD (BTW SYDENHAM RD AND WINBOURNE RD)

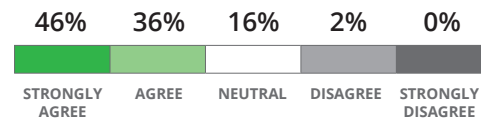
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

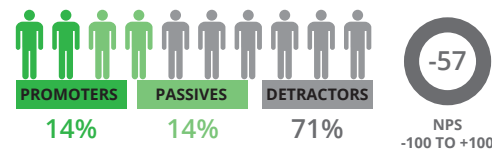
"I care about this place and its future"



SYDENHAM RD (BTW PITTWATER RD AND MITCHELL ST)

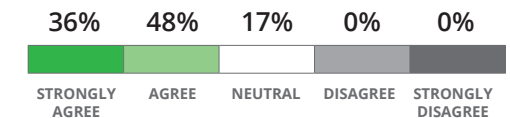
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



Community ideas include:

"If units or higher density living is inevitable, provide green areas, open spaces with waterways and a range of dining options."

"Brookie should become more of a social hub. Wine bars, a little more green space and general go to place for families."

BROOKVALE TOWN CENTRE

COMMUNITY IDEAS FOR CHANGE





Participants were asked 'What is your small or big idea to improve your local Town Centre?' 90 responses were received in Brookvale and these have been summarised into five key themes:

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
35 people (39%) referred to a transports related idea. These were further classified under sub-categories:	29 people (32%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	22 people (24.5%) referred to an activation related idea. These were further classified under sub-categories:	17 people (19%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	5 people (5.5%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (19%)	More and/or better tree plantings and green spaces (19%)	More and/or better places to play, gather and relax (11%)	More and/or better commercial diversity and local shops (10%)	
Facilitate active modes of transportation (10%)	More and/or better public art and design (9%)	More and/or better family friendly places and events (5.5%)	More and/or better restaurants, bars and cafés (10%)	
Increase public transport options (10%)	Cleaner facilities, streets and places (5.5%)	More and/or better community activities (4.5%)	Less vacant shops and more upgrades (4.5%)	
Improve roads and traffic (9%)	Improve footpaths and pavements (5.5%)	More and/or better culture and art (3.5%)		
Scale down car accessibility and parking (4.5%)		More and/or better markets (3.5%)		
Scale down public transport (0%)		More and/or better evening and weekend activities (1%)		

BROOKVALE TOWN CENTRE

COMMUNITY IDEAS FOR CHANGE

The 90 responses collected in Brookvale have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETScape DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=90)	Increase car accessibility and parking (19%)	More and/or better tree plantings and green spaces (19%)	More and/or better places to play, gather and relax (11%)	More and/or better commercial diversity and local shops (10%)	No change to the current form or identity of the town centre (5.5%)
 0-34 yrs old (n=12)	Multiple answers ¹ (8.5%)	More and/or better tree plantings and green spaces / public art and design (16.5%)	More and/or better places to play, gather and relax (16.5%)	More and/or better commercial diversity and local shops (8.5%) / Restaurants, bars and café (8.5%)	
 35-64 yrs old (n=60)	Increase car accessibility and parking (19%)	More and/or better tree plantings and green spaces (20%)	More and/or better places to play, gather and relax (13.5%)	More and/or better restaurants, bars and cafés (13.5%)	No change to the current form or identity of the town centre (5%)
 65+ yrs old (n=18)	Increase car accessibility and parking (11%) / public transport options (11%) / facilitate active modes of transportation (11%)	More and/or better tree plantings and green spaces (10.5%)	More and/or better culture and art / Evening and weekend activities (6%)	More and/or better commercial diversity and local shops (16%)	No change to the current form or identity of the town centre (11%)











FRESHWATER VILLAGE













FRESHWATER VILLAGE

LAWRENCE STREET

carefactor
town centre

RANK		FRESHWATER (N=124)	%	RANK		25-44 (N=42)	%
#1		Outdoor restaurant, café and/or bar seating	65%	#1		Vegetation and natural elements (street trees, planting, water etc.)	76%
#2		Cleanliness of public space	62%	#2		Elements of the natural environment (views, vegetation, topography, water etc.)	71%
#2		Elements of the natural environment (views, vegetation, topography, water etc.)	62%	#2		Outdoor restaurant, café and/or bar seating	71%
#4		Overall visual character of the area	56%	#4		Cleanliness of public space	60%
#5		General condition of vegetation, street trees and other planting	52%	#4		Things to do in the evening (shopping, dining, entertainment etc.)	60%

RANK		65+ (N=14)	%	RANK		45-64 (N=58)	%
#1		Maintenance of public spaces and street furniture	71%	#1		Cleanliness of public space	64%
#1		Sense of safety (for all ages, genders, day/night etc.)	71%	#2		Outdoor restaurant, café and/or bar seating	62%
#3		Cleanliness of public space	64%	#2		Overall visual character of the area	62%
#4		Car accessibility and parking	57%	#4		Elements of the natural environment (views, vegetation, topography, water etc.)	57%
#4		Elements of the natural environment (views, vegetation, topography, water etc.)	57%	#5		Ease of walking around (including crossing the street, moving between destinations)	53%

pxassessment
street



LAWRENCE STREET (BTW OLIVER ST AND 3/1 MOORE LN)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Sense of safety (for all ages, genders, day/night etc.)
- #3 Overall visual character of the area

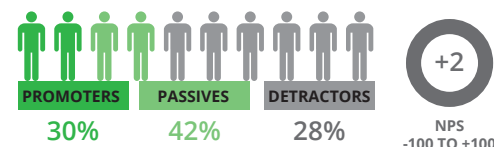
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #48 Public art, community art, water or light feature

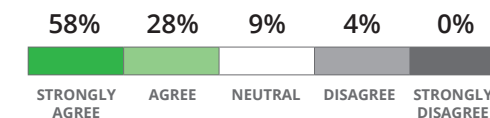
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



FRESHWATER VILLAGE

LAWRENCE STREET

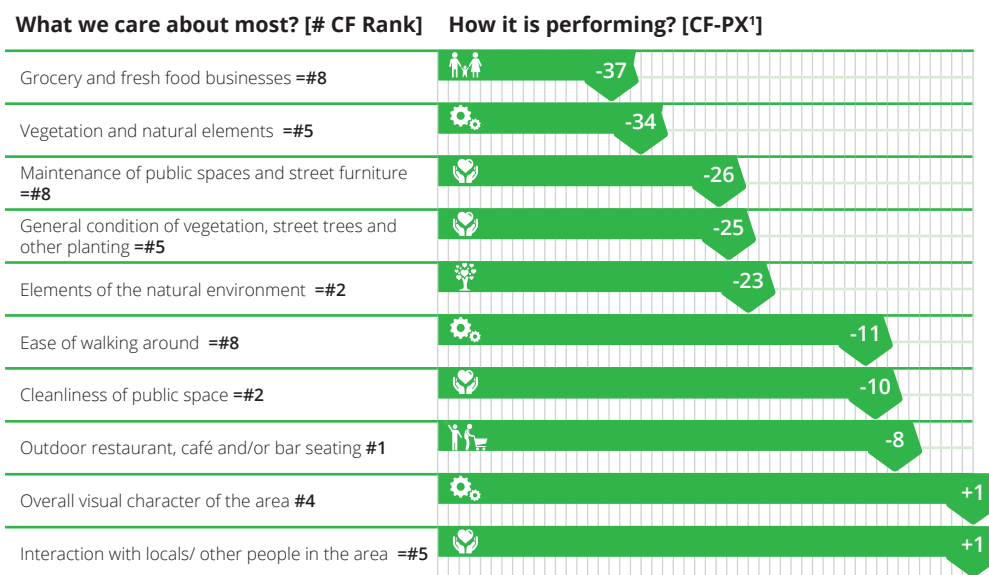
YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. This diagram illustrates what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

LAWRENCE STREET

(BTW OLIVER ST AND 3/1 MOORE LN)

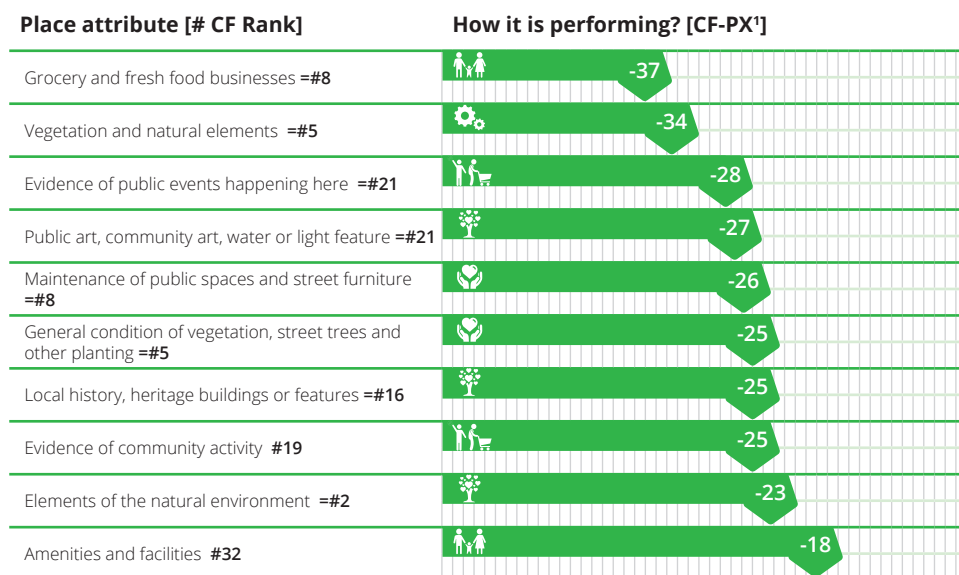
TOP 10 CARE FACTORS



CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



FRESHWATER VILLAGE

COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 71 responses were received in Freshwater and these have been summarised into five key themes:





"Bring back the fruit and veg market, less cafes and gift shops, more diversity of small businesses, including really useful ones."

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
24 people (34%) referred to a transports related idea. These were further classified under sub-categories:	13 people (18.5%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	12 people (17%) referred to an activation related idea. These were further classified under sub-categories:	26 people (36.5%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	14 people (19.5%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (14%)	More and/or better tree plantings and green spaces (11%)	More and/or better places to play, gather and relax (5.5%)	More and/or better commercial diversity and local shops (24%)	
Facilitate active modes of transportation (14%)	Improve footpaths and pavements (4%)	More and/or better community activities (4%)	Less vacant shops and more upgrades (11%)	
Improve roads and traffic (10%)	More and/or better public art and design (3%)	More and/or better culture and art (4%)	More and/or better restaurants, bars and cafés (8.5%)	
Scale down car accessibility and parking (8.5%)	Cleaner facilities, streets and places (1.5%)	More and/or better evening and weekend activities (4%)		
Increase public transport options (3%)		More and/or better markets (4%)		
Scale down public transport (0%)		More and/or better family friendly places and events (3%)		

FRESHWATER VILLAGE

COMMUNITY IDEAS FOR CHANGE

The 71 responses collected in Freshwater have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETScape DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=71)	Increase car accessibility and parking (14%) / Facilitate active modes of transportation (14%)	More and/or better tree plantings and green spaces (11%)	More and/or better places to play, gather and relax (5.5%)	More and/or better commercial diversity and local shops (24%)	No change to the current form or identity of the town centre (19.5%)
 0-34 yrs old (n=8)*	Increase public transport options (12.5%) / Scale down car accessibility and parking (12.5%)	More and/or better tree plantings and green spaces (25%)	More and/or better places to play, gather and relax (25%)	More and/or better commercial diversity and local shops (25%)	
 35-64 yrs old (n=55)	Facilitate active modes of transportation (16.5%)	More and/or better tree plantings and green spaces (11%)	More and/or better markets (5.5%)	More and/or better commercial diversity and local shops (25.5%)	No change to the current form or identity of the town centre (22%)
 65+ yrs old (n=8)*	Increase car accessibility and parking (50%)			More and/or better commercial diversity and local shops (12.5%)	No change to the current form or identity of the town centre (25%)

 Highest percentage within an age group

MANLY VALE LOCAL CENTRE



MANLY VALE LOCAL CENTRE

CONDAMINE STREET

carefactor
town centre

RANK		MANLY VALE (N=42)	%	RANK		WOMEN (N=28)	%
#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.)	71%
#2	LOOK & FUNCTION	Overall visual character of the area	64%	#2	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	64%
#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	60%	#3	LOOK & FUNCTION	Overall visual character of the area	61%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	60%	#4	CARE	Evidence of recent public investment (new planting, paving, street furniture etc.)	57%
#3	THINGS TO DO	Walking paths that connect to other places	60%	#4	THINGS TO DO	Outdoor restaurant, café and/or bar seating	57%

RANK		25-44 (N=18)	%	RANK		RESIDENTS (N=37)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	83%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	81%
#2	LOOK & FUNCTION	Overall visual character of the area	67%	#2	LOOK & FUNCTION	Overall visual character of the area	70%
#3	CARE	Evidence of recent public investment (new planting, paving, street furniture etc.)	61%	#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	62%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	61%	#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	62%
#5	THINGS TO DO	Evidence of community activity (community gardening, art, fundraising etc.)	56%	#5	CARE	Cleanliness of public space	57%

pxassessment
street



CONDAMINE STREET (BTW KOORALA ST AND KING RD)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Sense of safety (for all ages, genders, day/night etc.)
- #3 Amount of public space (footpaths and public spaces)

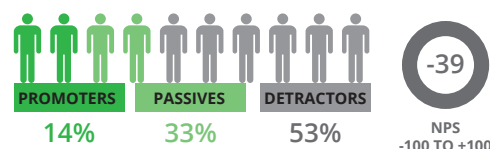
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #49 Unusual or unique buildings or public space design
- #48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)

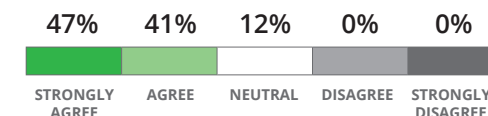
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



MANLY VALE LOCAL CENTRE

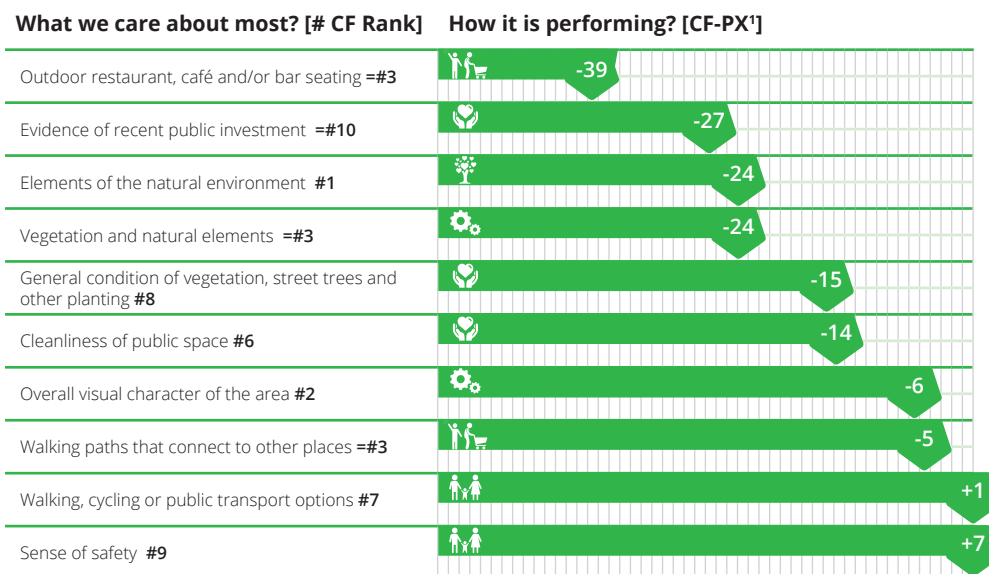
CONDAMINE STREET

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. This diagram illustrates what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

CONDAMINE STREET
(BTW KOORALA ST AND KING RD)

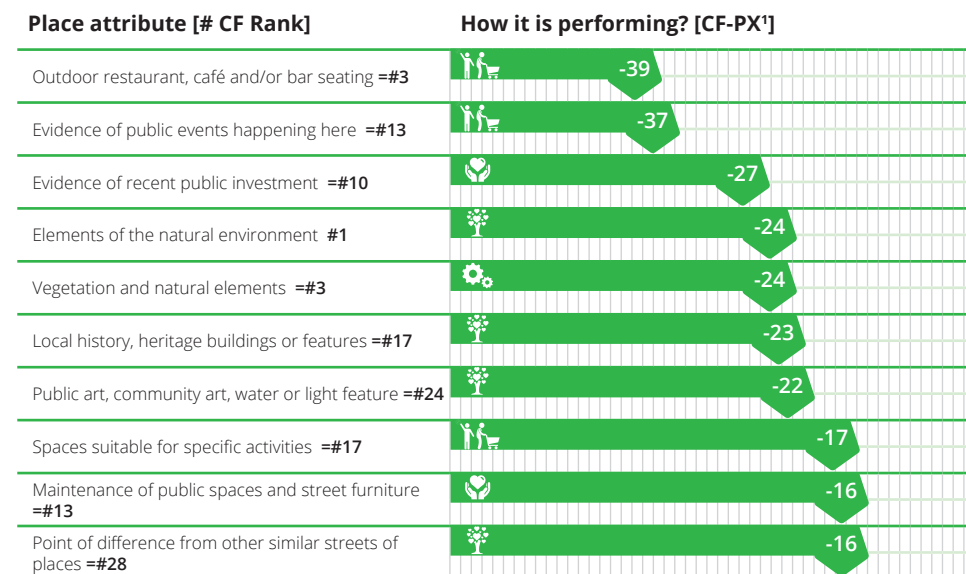
TOP 10 CARE FACTORS



CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



MANLY VALE LOCAL CENTRE

COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 28 responses were received in Manly Vale and these have been summarised into five key themes:





"More cafes and restaurants in Manly Vale would encourage more social interaction in Manly Vale, reducing the need to travel into Manly."

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
13 people (46%) referred to a transport related idea. These were further classified under sub-categories:	10 people (35.5%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	5 people (18%) referred to an activation related idea. These were further classified under sub-categories:	11 people (39%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	3 people (10.5%) referred to either no change to the current form or identity of their town centre.
Facilitate active modes of transportation (25%)	More and/or better tree plantings and green spaces (25%)	More and/or better community activities (10.5%)	More and/or better commercial diversity and local shops (21.5%)	
Increase car accessibility and parking (14%)	Improve footpaths and pavements (10.5%)	More and/or better culture and art (3.5%)	More and/or better restaurants, bars and cafés (21.5%)	
Improve roads and traffic (10.5%)	More and/or better public art and design (7%)	More and/or better evening and weekend activities (3.5%)	Less vacant shops and more upgrades (14%)	
Scale down car accessibility and parking (7%)	Cleaner facilities, streets and places (3.5%)	More and/or better family friendly places and events (0%)		
Increase public transport options (0%)		More and/or better markets (0%)		
Scale down public transport (0%)		More and/or better places to play, gather and relax (0%)		

MANLY VALE LOCAL CENTRE

COMMUNITY IDEAS FOR CHANGE

The 28 responses collected in Manly Vale have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETScape DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=28)	Facilitate active modes of transportation (25%)	More and/or better tree plantings and green spaces (25%)	More and/or better community activities (10.5%)	More and/or better commercial diversity and local shops (21.5%) / Restaurants, bars and cafés (21.5%)	No change to the current form or identity of the town centre (10.5%)
 0-34 yrs old (n=3)*	Facilitate active modes of transportation (33.5%)	More and/or better tree plantings and green spaces (33.5%)		More and/or better commercial diversity and local shops (33.5%) / Restaurants, bars and cafés (33.5%)	
 35-64 yrs old (n=21)	Facilitate active modes of transportation (24%)	More and/or better tree plantings and green spaces (24%)	More and/or better community activities (14%)	Multiple answers ¹ (19%)	No change to the current form or identity of the town centre (14%)
 65+ yrs old (n=4)*	Facilitate active modes of transportation (25%)	More and/or better tree plantings and green spaces (25%) / Improve footpaths and pavements (25%)		More and/or better commercial diversity and local shops (25%) / Restaurants, bars and cafés (25%)	

 Highest percentage within an age group

MANLY TOWN CENTRE



MANLY TOWN CENTRE

MANLY TOWN SQUARE AND SOUTH STEYNE

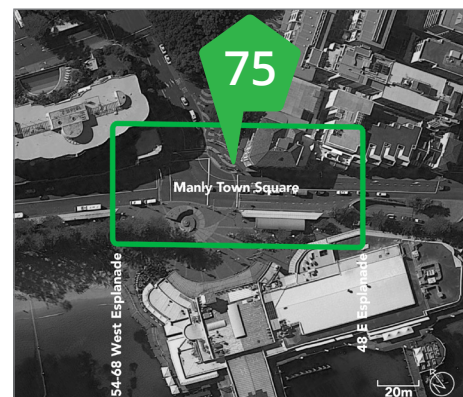
carefactor
town centre

RANK		MANLY (N=350)	%	RANK		65+ (N=70)	%
#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.)	81%
#2	CARE	Cleanliness of public space	71%	#2	CARE	Cleanliness of public space	76%
#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	58%	#3	THINGS TO DO	Walking paths that connect to other places	60%
#4	LOOK & FUNCTION	Overall visual character of the area	57%	#4	UNIQUE	Local history, heritage buildings or features	56%
#5	THINGS TO DO	Outdoor restaurant, café and/or bar seating	55%	#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	56%

RANK		WOMEN (N=208)	%	RANK		MEN (N=141)	%
#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	78%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	79%
#2	CARE	Cleanliness of public space	70%	#2	CARE	Cleanliness of public space	73%
#3	LOOK & FUNCTION	Overall visual character of the area	59%	#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	57%
#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	58%	#3	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	57%
#5	CARE	Maintenance of public spaces and street furniture	54%	#5	SENSE OF WELCOME	Walking, cycling or public transport options	55%

■ Different from overall top 5

pxassessment
street



MANLY TOWN SQUARE
(BTW 54-68 WEST ESPLANADE
AND 48 E ESPLANADE)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Outdoor restaurant, café and/or bar seating
- #2 Welcoming to all people
- #3 Amount of public space (footpaths and public spaces)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Car accessibility and parking
- #49 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #48 Evidence of recent public investment (new planting, paving, street furniture etc.)



SOUTH STEYNE
(BTW THE CORSO AND WENT-
WORTH ST)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Amount of public space (footpaths and public spaces)
- #2 Overall visual character of the area
- #3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Car accessibility and parking
- #49 Culturally diverse businesses (both ethnicities and interests etc.)
- #48 Unusual or unique businesses/shops

MANLY TOWN CENTRE

MANLY TOWN SQUARE AND SOUTH STEYNE

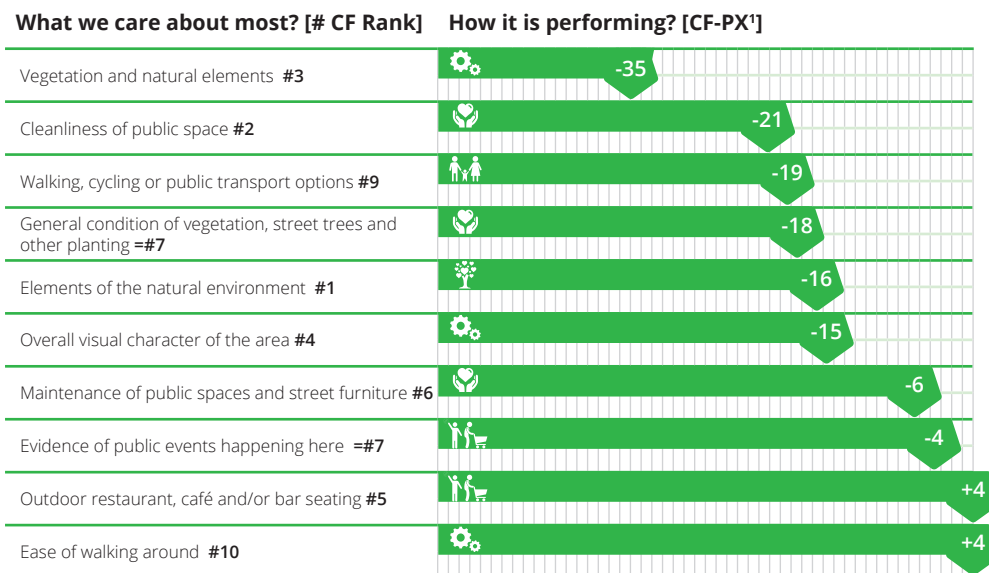
YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. These diagrams illustrate what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

MANLY TOWN SQUARE

(BTW 54-68 WEST ESPLANADE AND 48 E ESPLANADE)

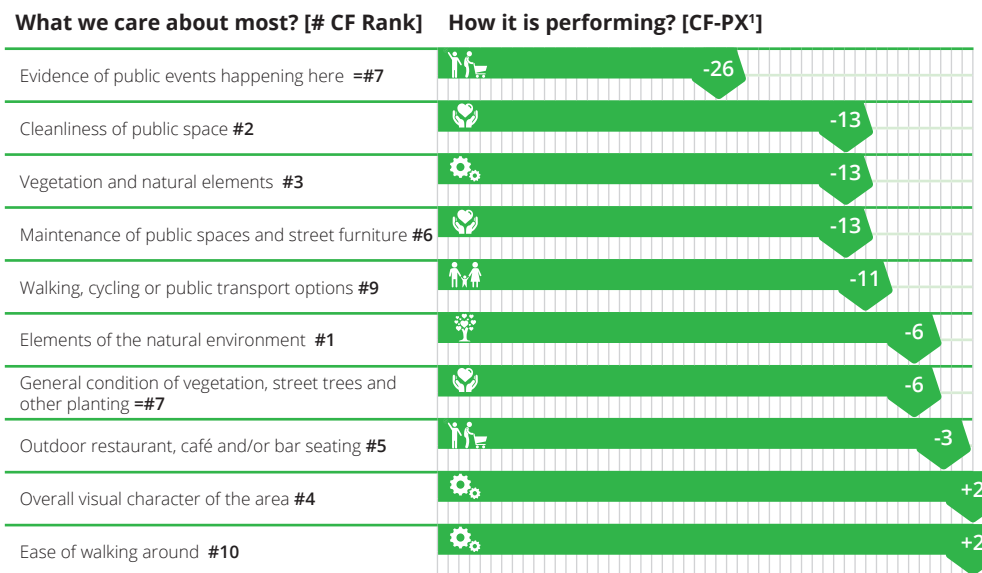
TOP 10 CARE FACTORS



SOUTH STEYNE

(BTW THE CORSO AND WENTWORTH ST)

TOP 10 CARE FACTORS



MANLY TOWN CENTRE

MANLY TOWN SQUARE AND SOUTH STEYNE

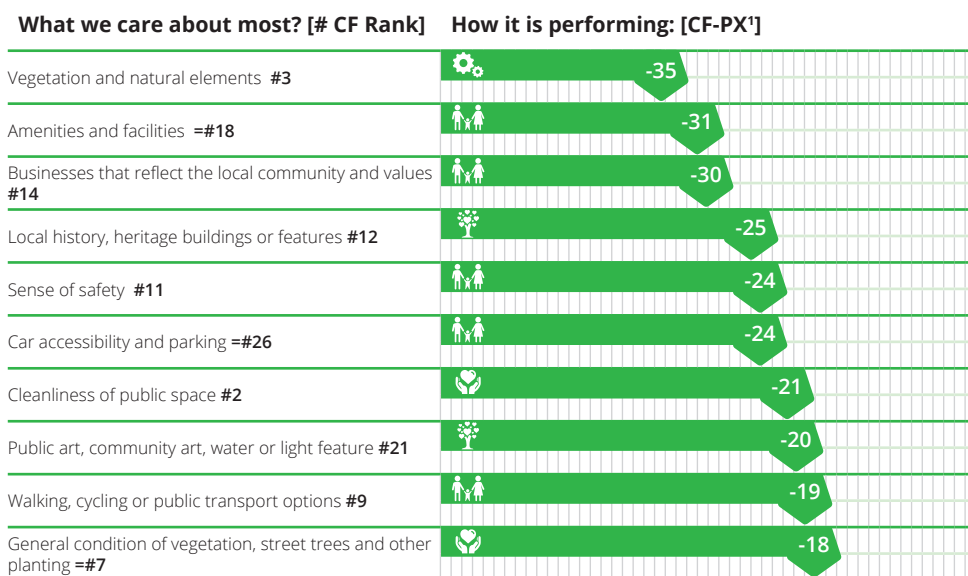
CHALLENGES FOR THE FUTURE

These diagrams illustrate the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

MANLY TOWN SQUARE

(BTW 54-68 WEST ESPLANADE AND 48 E ESPLANADE)

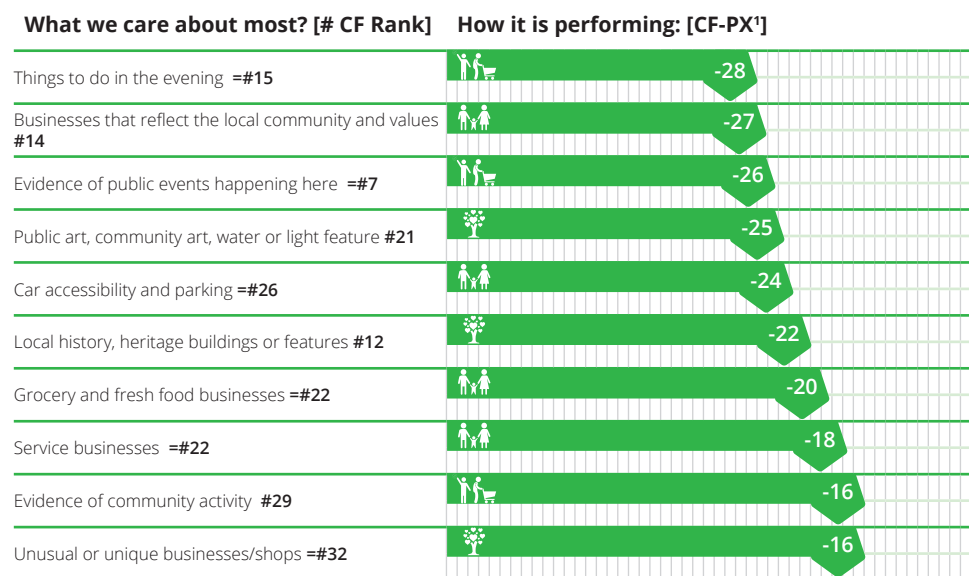
POOREST PERFORMING PLACE ATTRIBUTES OVERALL



SOUTH STEYNE

(BTW THE CORSO AND WENTWORTH ST)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



MANLY TOWN CENTRE

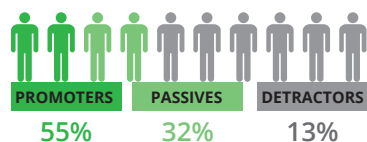
MANLY TOWN SQUARE AND SOUTH STEYNE

MANLY TOWN SQUARE

(BTW 54-68 WEST ESPLANADE AND 48 E ESPLANADE)

NET PROMOTER SCORE

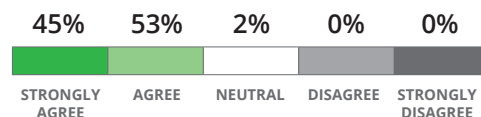
How likely are your community to recommend this place?



NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"

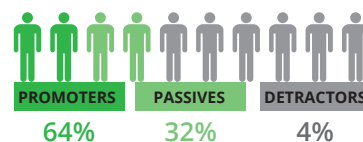


SOUTH STEYNE

(BTW THE CORSO AND WENTWORTH ST)

NET PROMOTER SCORE

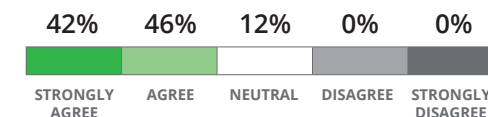
How likely are your community to recommend this place?



NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



Community ideas include:











"We need better public amenities facilities (toilets / showers etc) that are regularly cleaned safe and welcoming . It's time to refurbish/rebuild. "











"More events. Manly has potential to be such a holiday destination and I don't believe it is fully embraced."

MANLY TOWN CENTRE

MARKET PLACE AND THE CORSO

carefactor
town centre

RANK		MANLY (N=350)	%	RANK		25-44 (N=108)	%
#1		Elements of the natural environment (views, vegetation, topography, water etc.)	79%	#1		Elements of the natural environment (views, vegetation, topography, water etc.)	79%
#2		Cleanliness of public space	71%	#2		Cleanliness of public space	68%
#3		Vegetation and natural elements (street trees, planting, water etc.)	58%	#3		Vegetation and natural elements (street trees, planting, water etc.)	63%
#4		Overall visual character of the area	57%	#4		Maintenance of public spaces and street furniture	51%
#5		Outdoor restaurant, café and/or bar seating	55%	#4		Outdoor restaurant, café and/or bar seating	51%

RANK		VISITORS (N=106)	%	RANK		WORKERS (N=48)	%
#1		Elements of the natural environment (views, vegetation, topography, water etc.)	73%	#1		Elements of the natural environment (views, vegetation, topography, water etc.)	73%
#2		Cleanliness of public space	68%	#2		Cleanliness of public space	60%
#3		Maintenance of public spaces and street furniture	59%	#2		Evidence of public events happening here (markets, street entertainers, festivals etc.)	60%
#4		Outdoor restaurant, café and/or bar seating	55%	#2		Overall visual character of the area	60%
#5		Vegetation and natural elements (street trees, planting, water etc.)	53%	#5		Outdoor restaurant, café and/or bar seating	56%

 Different from overall top 5

pxassessment
street



MARKET LANE
(BTW 5A MARKET LN AND SYDNEY RD)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Businesses that reflect the local community and values
- #2 Interaction with locals/ other people in the area (smiles, customer service etc.)
- #2 Outdoor restaurant, café and/or bar seating

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Shelter/awnings (protection from sun, rain etc.)
- #49 Vegetation and natural elements (street trees, planting, water etc.)
- #48 Evidence of recent public investment (new planting, paving, street furniture etc.)



THE CORSO
(BTW DARLEY RD AND S STEYNE)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Amount of public space (footpaths and public spaces)
- #2 Ease of walking around (including crossing the street, moving between destinations)
- #3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Car accessibility and parking
- #49 Unusual or unique businesses/shops
- #48 Diversity of price points (\$ to \$\$\$)

MANLY TOWN CENTRE

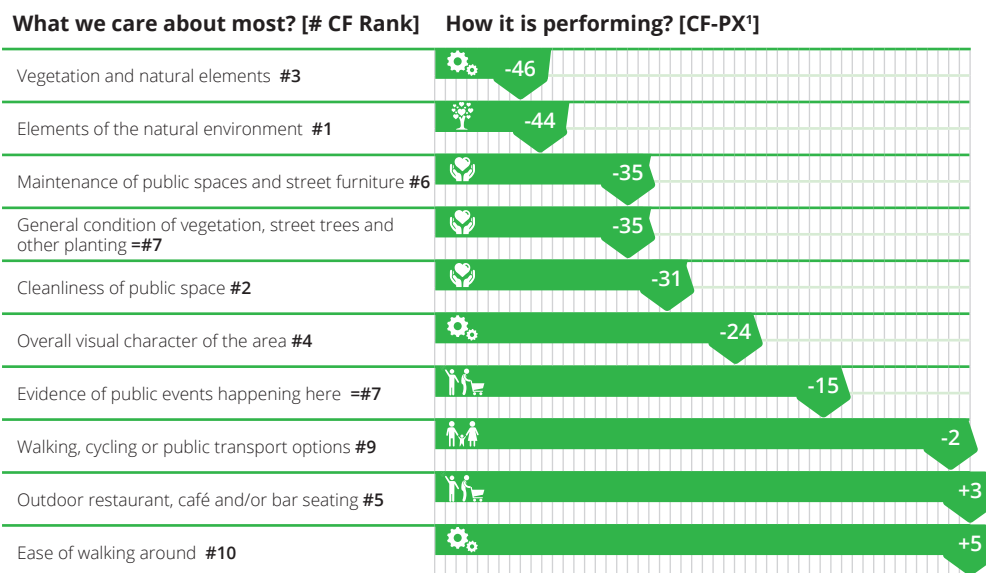
MARKET PLACE AND THE CORSO

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. These diagrams illustrate what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

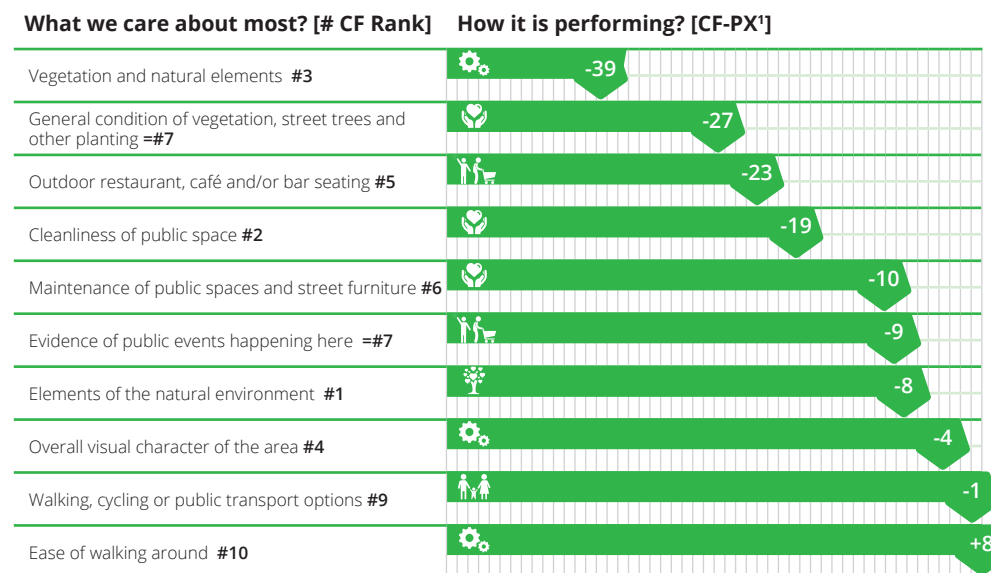
MARKET LANE (BTW 5A MARKET LN AND SYDNEY RD)

TOP 10 CARE FACTORS



THE CORSO (BTW DARLEY RD AND S STEYNE)

TOP 10 CARE FACTORS



MANLY TOWN CENTRE

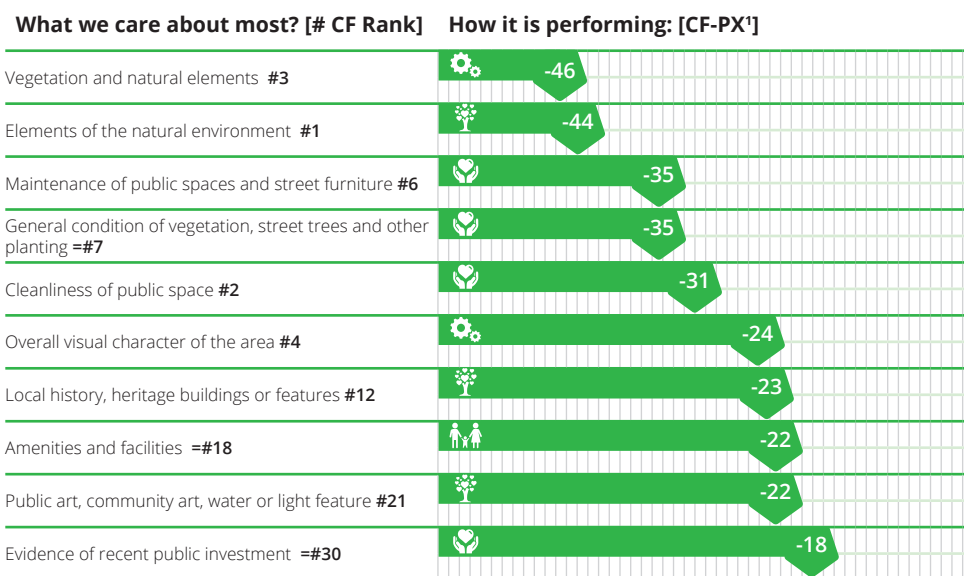
MARKET PLACE AND THE CORSO

CHALLENGES FOR THE FUTURE

These diagrams illustrate the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

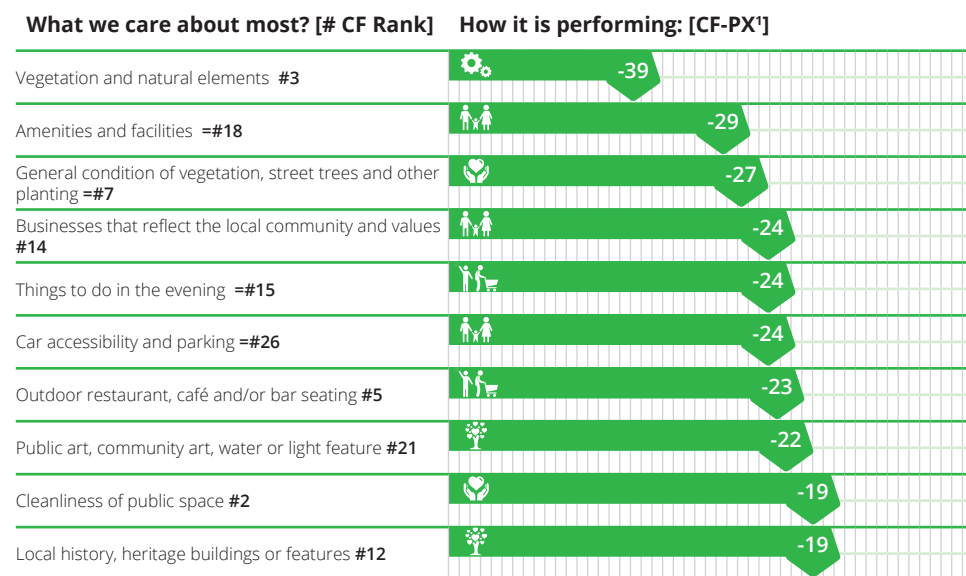
MARKET LANE (BTW 5A MARKET LN AND SYDNEY RD)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



THE CORSO (BTW DARLEY RD AND S STEYNE)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



MANLY TOWN CENTRE

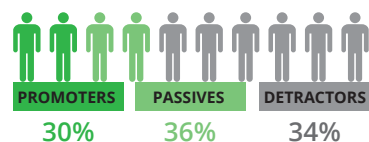
MARKET PLACE AND THE CORSO

MARKET LANE

(BTW 5A MARKET LN AND SYDNEY RD)

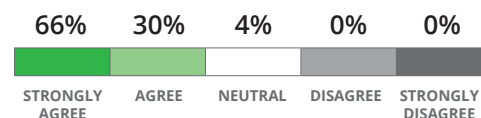
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"

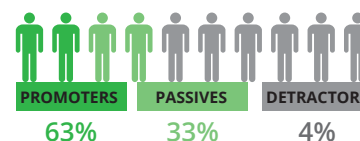


THE CORSO

(BTW DARLEY RD AND S STEYNE)

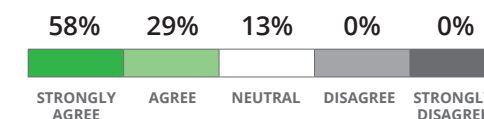
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



Community ideas include:

"Shadier trees on The Corso."

"More outdoor seating at the fantastic cafes, bars and restaurants."

"Street beautification. More trees & plantings, small well executed public spaces with planting & seating, well designed and arranged with off-set curbing with plantings."





MANLY TOWN CENTRE COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 213 responses were received in Manly and these have been summarised into five key themes:

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
67 people (31.5%) referred to a transports related idea. These were further classified under sub-categories:	60 people (29.5%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	44 people (20.5%) referred to an activation related idea. These were further classified under sub-categories:	60 people (28%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	11 people (5%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (16.5%)	More and/or better tree plantings and green spaces (11.5%)	More and/or better culture and art (8%)	More and/or better commercial diversity and local shops (20.5%)	
Facilitate active modes of transportation (9%)	Cleaner facilities, streets and places (11%)	More and/or better places to play, gather and relax (5.5%)	More and/or better restaurants, bars and cafés (6.5%)	
Scale down car accessibility and parking (7.5%)	More and/or better public art and design (7%)	More and/or better evening and weekend activities (5%)	Less vacant shops and more upgrades (5%)	
Improve roads and traffic (4.5%)	Improve footpaths and pavements (3.5%)	More and/or better community activities (4%)		
Increase public transport options (4.5%)		More and/or better family friendly places and events (2.5%)		
Scale down public transport (0%)		More and/or better markets (1%)		

MANLY TOWN CENTRE COMMUNITY IDEAS FOR CHANGE

The 213 responses collected in Manly have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETScape DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=213)	Increase car accessibility and parking (16.5%)	More and/or better tree plantings and green spaces (11.5%)	More and/or better culture and art (8%)	More and/or better commercial diversity and local shops (20.5%)	No change to the current form or identity of the town centre (5%)
 0-34 yrs old (n=20)	Increase public transport options (5%) / Facilitate active modes of transportation (5%)	More and/or better tree plantings and green spaces (15%)	More and/or better evening and weekend activities (20%)	More and/or better restaurants, bars and cafés (25%)	No change to the current form or identity of the town centre (5%)
 35-64 yrs old (n=139)	Increase car accessibility and parking (18%)	More and/or better tree plantings and green spaces (10.5%)	More and/or better Culture and art (8.5%)	More and/or better commercial diversity and local shops (24.5%)	No change to the current form or identity of the town centre (5%)
 65+ yrs old (n=54)	Increase car accessibility and parking (18.5%)	Cleaner facilities, streets and places (16.5%)	More and/or better Culture and art (5.5%)	Less vacant shops and more upgrades (7.5%)	No change to the current form or identity of the town centre (3.5%)

 Highest percentage within an age group

BALGOWLAH LOCAL CENTRE



BALGOWLAH LOCAL CENTRE

SYDNEY ROAD

carefactor
town centre

RANK	BALGOWLAH (N=114)	%	RANK	25-44 (N=22)	%
#1	Cleanliness of public space	70%	#1	Cleanliness of public space	73%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	65%	#2	Outdoor restaurant, café and/or bar seating	59%
#3	Outdoor restaurant, café and/or bar seating	62%	#3	Elements of the natural environment (views, vegetation, topography, water etc.)	55%
#4	Overall visual character of the area	58%	#4	Local history, heritage buildings or features	50%
#5	Ease of walking around (including crossing the street, moving between destinations)	50%	#4	Quality of public space (footpaths and public spaces)	50%

RANK	65+ (N=35)	%	RANK	VISITORS (N=33)	%
#1	Outdoor restaurant, café and/or bar seating	71%	#1	Cleanliness of public space	67%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	69%	#1	Overall visual character of the area	67%
#3	Cleanliness of public space	66%	#3	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
#4	Maintenance of public spaces and street furniture	60%	#4	Outdoor restaurant, café and/or bar seating	61%
#5	Local history, heritage buildings or features	57%	#5	Car accessibility and parking	58%

PXassessment
street



SYDNEY RD
(BTW CONDAMINE ST AND 323 SYDNEY RD)

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 Culturally diverse businesses (both ethnicities and interests etc.)

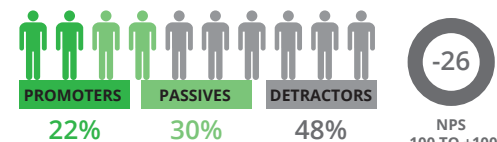
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #49 One of a kind, quirky or unique features
- #48 Public art, community art, water or light feature

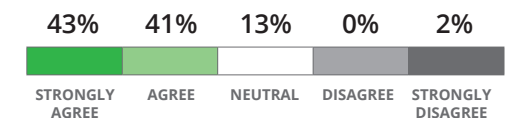
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



BALGOWLAH LOCAL CENTRE

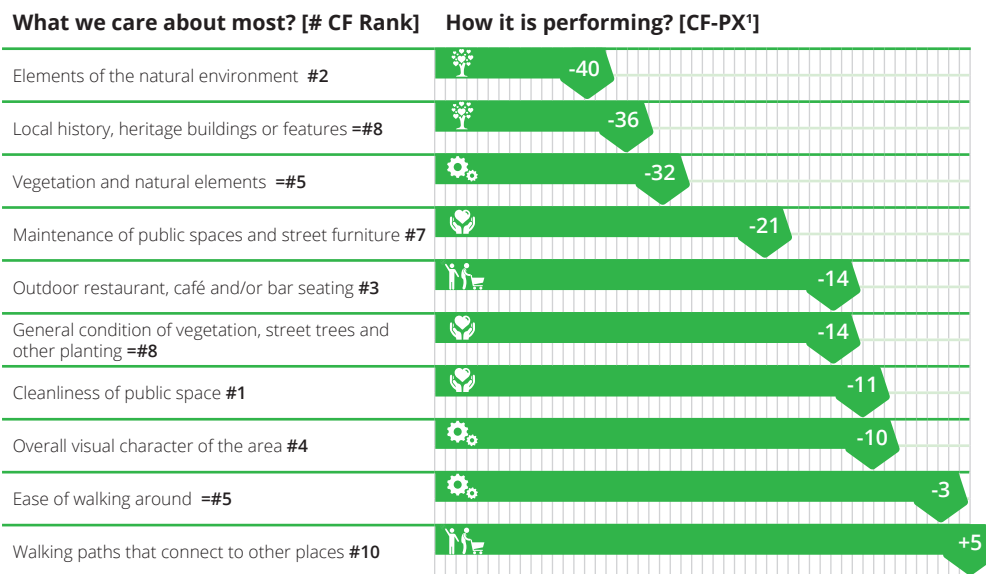
SYDNEY ROAD

YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. This diagram illustrates what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

SYDNEY RD
(BTW CONDRAMINE ST AND 323 SYDNEY RD)

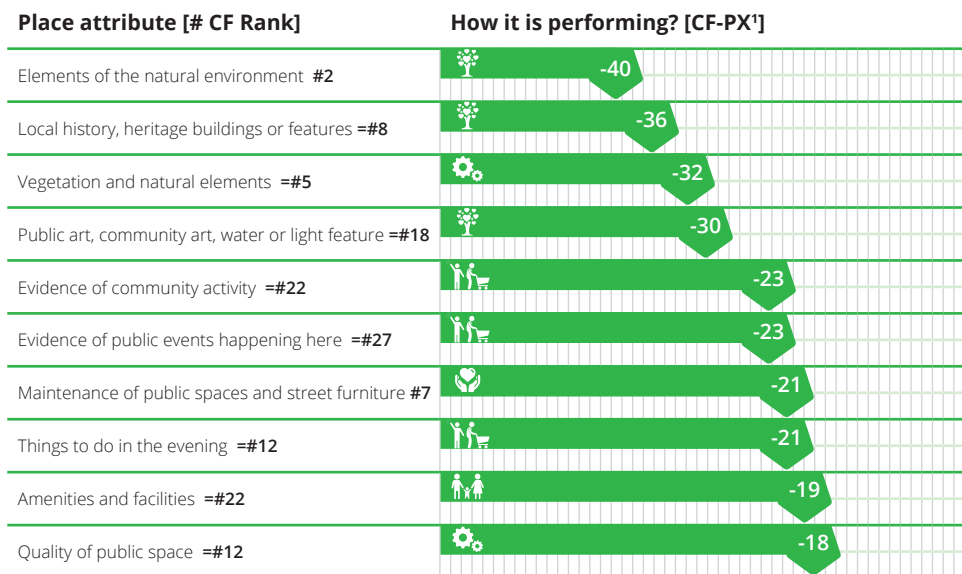
TOP 10 CARE FACTORS



CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



BALGOWLAH LOCAL CENTRE

COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 63 responses were received in Balgowlah and these have been summarised into five key themes:





"More trees...large ones. Most of the trees in this area are medium sized. Larger street trees would make a huge difference to the entire landscape."

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
22 people (35%) referred to a transports related idea. These were further classified under sub-categories:	22 people (35%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	16 people (25.5%) referred to an activation related idea. These were further classified under sub-categories:	17 people (27%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	5 people (8%) referred to either no change to the current form or identity of their town centre.
Facilitate active modes of transportation (25.5%)	More and/or better tree plantings and green spaces (19%)	More and/or better culture and art (8%)	More and/or better restaurants, bars and cafés (14%)	
Improve roads and traffic (12.5%)	Improve footpaths and pavements (11%)	More and/or better places to play, gather and relax (8%)	More and/or better commercial diversity and local shops (12.5%)	
Increase car accessibility and parking (12.5%)	More and/or better public art and design (8%)	More and/or better family friendly places and events (8%)	Less vacant shops and more upgrades (3%)	
Scale down car accessibility and parking (5%)	Cleaner facilities, streets and places (3%)	More and/or better markets (3%)		
Increase public transport options (0%)		More and/or better community activities (1.5%)		
Scale down public transport (0%)		More and/or better evening and weekend activities (1.5%)		

BALGOWLAH LOCAL CENTRE

COMMUNITY IDEAS FOR CHANGE

The 63 responses collected in Balgowlah have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=63)	Facilitate active modes of transportation (25.5%)	More and/or better tree plantings and green spaces (19%)	More and/or better culture and art (8%)	More and/or better restaurants, bars and cafés (14%)	No change to the current form or identity of the town centre (8%)
 0-34 yrs old (n=3)*	Facilitate active modes of transportation (66.5%)	More and/or better public art and design (66.5%)	More and/or better places to play, gather and relax (33.5%) / Family friendly places and events (33.5%)	More and/or better restaurants, bars and cafés (33.5%)	No change to the current form or identity of the town centre (33.5%)
 35-64 yrs old (n=39)	Facilitate active modes of transportation (25.5%)	More and/or better tree plantings and green spaces (18%)	More and/or better art and culture (7.5%) / Family friendly places and events (7.5%)	More and/or better restaurants, bars and cafés (15.5%)	No change to the current form or identity of the town centre (2.5%)
 65+ yrs old (n=21)	Facilitate active modes of transportation (19%)	More and/or better tree plantings and green spaces (24%)	More and/or better culture and art (33.5%) / places to play, gather and relax (33.5%)	More and/or better commercial diversity and local shops (14%)	No change to the current form or identity of the town centre (14.5%)

 Highest percentage within an age group

SEAFORTH VILLAGE



SEAFORTH VILLAGE

SYDNEY ROAD

carefactor
town centre

RANK		SEAFORTH (N=44)	%	RANK		MEN (N=11)	%
#1	THINGS TO DO	Outdoor restaurant, café and/or bar seating	73%	#1	CARE	Maintenance of public spaces and street furniture	82%
#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	68%	#2	SENSE OF WELCOME	Car accessibility and parking	73%
#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	66%	#2	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	73%
#4	CARE	Cleanliness of public space	61%	#2	THINGS TO DO	Outdoor restaurant, café and/or bar seating	73%
#5	SENSE OF WELCOME	Service businesses (post offices, libraries, banks etc.)	50%	#5	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	64%

RANK		45-64 (N=21)	%	RANK		25-44 (N=11)	%
#1	THINGS TO DO	Outdoor restaurant, café and/or bar seating	86%	#1	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	82%
#2	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	67%	#2	CARE	Maintenance of public spaces and street furniture	73%
#3	CARE	Cleanliness of public space	57%	#3	LOOK & FUNCTION	Ease of walking around (including crossing the street, moving between destinations)	64%
#3	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	57%	#3	THINGS TO DO	Things to do in the evening (shopping, dining, entertainment etc.)	64%
#3	SENSE OF WELCOME	Grocery and fresh food businesses	57%	#5	THINGS TO DO	Interesting things to look at (people, shops, views etc.)	55%

pxassessment
street



SYDNEY ROAD (BTW ETHEL ST AND HOPE ST)

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 Sense of safety (for all ages, genders, day/night etc.)
- #3 Welcoming to all people

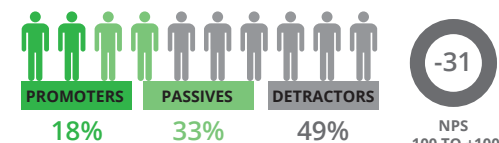
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- #49 Grocery and fresh food businesses
- #48 Space for group activities or gatherings

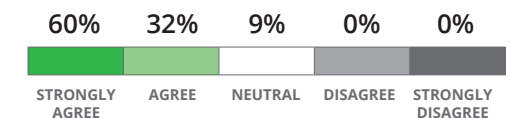
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



SEAFORTH VILLAGE

SYDNEY ROAD

YOUR PRIORITIES FOR ACTION

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SYDNEY ROAD
(BTW ETHEL ST AND HOPE ST)

TOP 10 CARE FACTORS

What we care about most? [# CF Rank]	How it is performing? [CF-PX ¹]
Grocery and fresh food businesses =#9	-40
Elements of the natural environment #2	-32
Vegetation and natural elements =#5	-24
Maintenance of public spaces and street furniture =#7	-18
Outdoor restaurant, café and/or bar seating #1	-13
Service businesses =#5	-13
General condition of vegetation, street trees and other planting =#9	-13
Ease of walking around #3	-4
Cleanliness of public space #4	+0
Sense of safety =#7	+5

CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

Place attribute [# CF Rank]	How it is performing? [CF-PX ¹]
Grocery and fresh food businesses =#9	-40
Elements of the natural environment #2	-32
Evidence of public events happening here =#18	-32
Things to do in the evening =#11	-29
Vegetation and natural elements =#5	-24
Evidence of community activity =#18	-24
Car accessibility and parking =#14	-23
Point of difference from other similar streets of places =#25	-20
Unusual or unique buildings or public space design =#22	-19
Maintenance of public spaces and street furniture =#7	-18

SEAFORTH VILLAGE

SYDNEY ROAD

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 24 responses were received in Seaforth and these have been summarised into five key themes:

"More diversity of shops, less real estate agents and more fresh food, deli, fruit market etc."





"More open green space."

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
11 people (46%) referred to a transports related idea. These were further classified under sub-categories:	7 people (29%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	7 people (29%) referred to an activation related idea. These were further classified under sub-categories:	7 people (29%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	0 people (0%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (29%)	More and/or better public art and design (12.5%)	More and/or better community activities (16.5%)	More and/or better commercial diversity and local shops (29%)	
Facilitate active modes of transportation (12.5%)	Improve footpaths and pavements (8.5%)	More and/or better places to play, gather and relax (16.5%)	More and/or better restaurants, bars and cafés (8.5%)	
Improve roads and traffic (8.5%)	More and/or better tree plantings and green spaces (8.5%)	More and/or better family friendly places and events (12.5%)	Less vacant shops and more upgrades (0%)	
Increase public transport options (8.5%)	Cleaner facilities, streets and places (4%)	More and/or better markets (12.5%)		
Scale down car accessibility and parking (4%)		More and/or better culture and art (0%)		
Scale down public transport (0%)		More and/or better evening and weekend activities (0%)		

SEAFORTH VILLAGE

SYDNEY ROAD

The 24 responses collected in Seaforth have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=24)	Increase car accessibility and parking (29%)	More and/or better public art and design (12.5%)	More and/or better community activities (16.5%) / Places to play, gather and relax (16.5%)	More and/or better commercial diversity and local shops (29%)	
 0-34 yrs old (n=0)*					
 35-64 yrs old (n=18)	Increase car accessibility and parking (27.5%)	More and/or better public art and design (16.5%)	More and/or better community activities (22%) / Places to play, gather and relax (22%)	More and/or better commercial diversity and local shops (33.5%)	
 65+ yrs old (n=6)*	Increase car accessibility and parking (33.5%)	More and/or better tree plantings and green spaces (16.5%)		More and/or better commercial diversity and local shops (16.5%) / Restaurants, bars and cafés (16.5%)	

 Highest percentage within an age group

FORESTVILLE LOCAL CENTRE



FORESTVILLE LOCAL CENTRE

THE CENTRE

carefactor
town centre

PXassessment
street

RANK		FORESTVILLE (N=405)	%	RANK		MEN (N=177)	%
#1	THINGS TO DO	Outdoor restaurant, café and/or bar seating	68%	#1	THINGS TO DO	Outdoor restaurant, café and/or bar seating	73%
#2	CARE	Cleanliness of public space	67%	#2	CARE	Cleanliness of public space	66%
#3	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	62%	#3	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	60%
#4	CARE	Maintenance of public spaces and street furniture	53%	#4	SENSE OF WELCOME	Car accessibility and parking	56%
#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	53%	#5	THINGS TO DO	Things to do in the evening (shopping, dining, entertainment etc.)	55%

RANK		RESIDENTS (N=337)	%	RANK		65+ (N=102)	%
#1	THINGS TO DO	Outdoor restaurant, café and/or bar seating	69%	#1	CARE	Cleanliness of public space	69%
#2	CARE	Cleanliness of public space	66%	#2	SENSE OF WELCOME	Car accessibility and parking	66%
#3	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	61%	#3	THINGS TO DO	Outdoor restaurant, café and/or bar seating	63%
#4	LOOK & FUNCTION	Vegetation and natural elements (street trees, planting, water etc.)	52%	#4	SENSE OF WELCOME	Service businesses (post offices, libraries, banks etc.)	57%
#5	SENSE OF WELCOME	Car accessibility and parking	51%	#5	UNIQUE	Elements of the natural environment (views, vegetation, topography, water etc.)	56%



THE CENTRE
(BTW DARLEY ST AND STARKEY ST)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

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

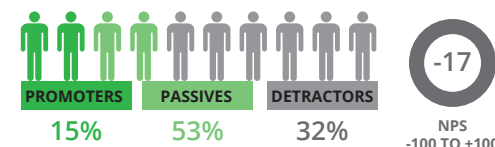
YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Local history, heritage buildings or features
- #48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)

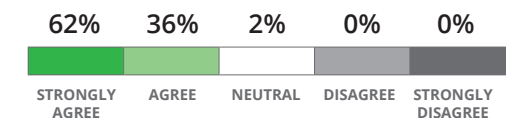
NET PROMOTER SCORE

How likely are your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"



FORESTVILLE LOCAL CENTRE

THE CENTRE

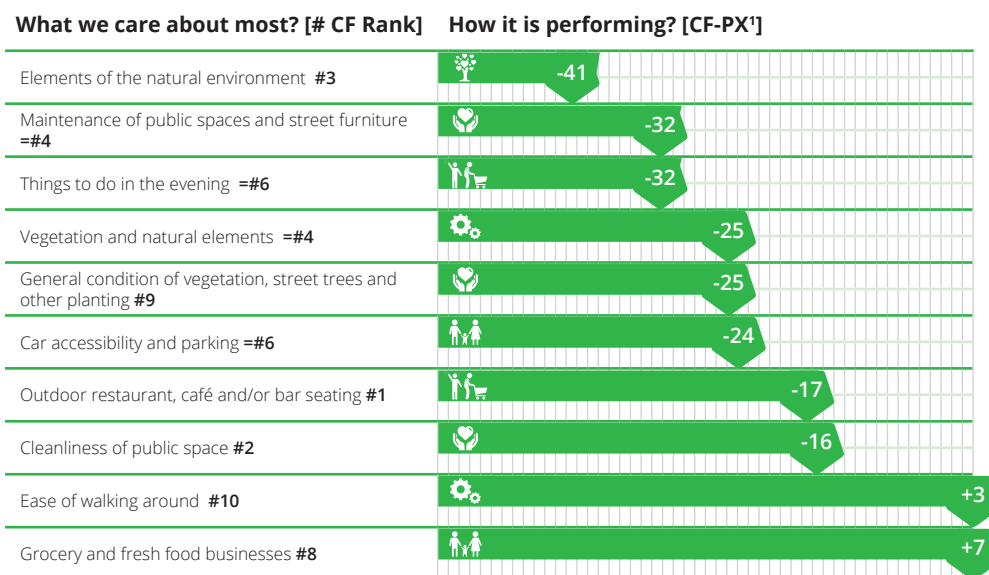
YOUR PRIORITIES FOR ACTION

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment. This diagram illustrates what most people care about (Top 10 Care Factors) and how each of those attributes are performing (PX Assessment). The difference between their Care Factor ranking and the PX score reveals the priority level, **the lower the score the higher the priority.**

THE CENTRE

(BTW DARLEY ST AND STARKEY ST)

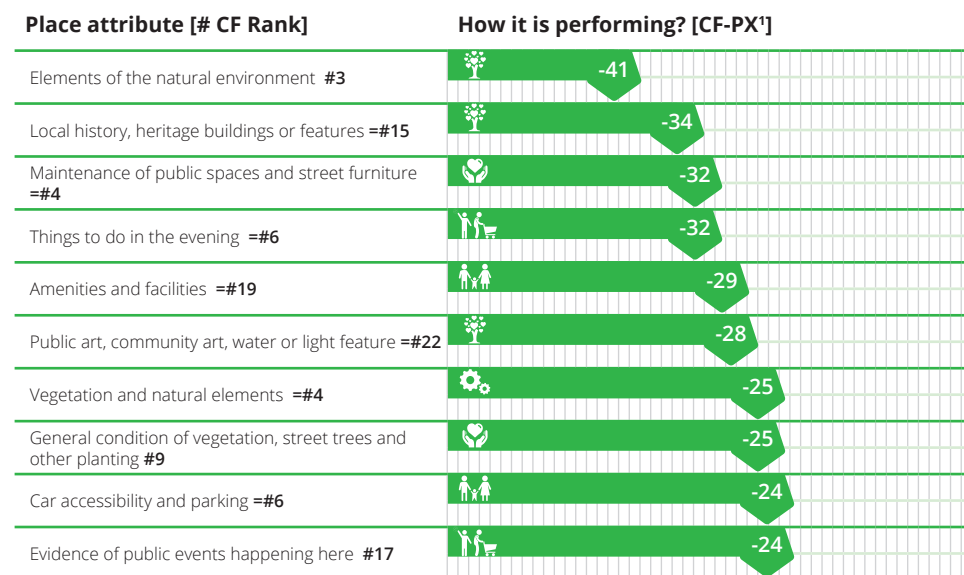
TOP 10 CARE FACTORS



CHALLENGES FOR THE FUTURE

This diagram illustrates the poorest performing place attributes overall (PX Assessment) and how important they are to people (Care Factor). The difference between their Care Factor ranking and the PX score reveals the priority level. While the attribute may not be performing well **it may not be a priority if it is not in your top 10 Care Factor**, however it may potentially represent a challenge for your town centre in the future.

POOREST PERFORMING PLACE ATTRIBUTES OVERALL



FORESTVILLE LOCAL CENTRE

COMMUNITY IDEAS FOR CHANGE

Participants were asked 'What is your small or big idea to improve your local Town Centre?' 234 responses were received in Forestville and these have been summarised into five key themes:





"Better vegetation e.g. native plantings, herb gardens and landscaping to fix existing green areas and streetscape"
"Better street planting and street furniture where you can sit and watch the world go by."

TRANSPORT	STREETSCAPE DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
64 people (27.5%) referred to a transports related idea. These were further classified under sub-categories:	61 people (26%) referred to a streetscape design and beautification related idea. These were further classified under sub-categories:	66 people (28%) referred to an activation related idea. These were further classified under sub-categories:	71 people (30.5%) referred to a private realm and businesses related idea. These were further classified under sub-categories:	17 people (7%) referred to either no change to the current form or identity of their town centre.
Increase car accessibility and parking (18%)	More and/or better tree plantings and green spaces (13%)	More and/or better places to play, gather and relax (13%)	More and/or better restaurants, bars and cafés (19.5%)	
Facilitate active modes of transportation (8%)	Cleaner facilities, streets and places (7.5%)	More and/or better family friendly places and events (8.5%)	More and/or better commercial diversity and local shops (17%)	
Improve roads and traffic (4.5%)	More and/or better public art and design (7.5%)	More and/or better culture and art (7%)	Less vacant shops and more upgrades (1%)	
Increase public transport options (4%)	Improve footpaths and pavements (2.5%)	More and/or better evening and weekend activities (6%)		
Scale down car accessibility and parking (0%)		More and/or better community activities (3.5%)		
Scale down public transport (0%)		More and/or better markets (0.5%)		

FORESTVILLE LOCAL CENTRE

COMMUNITY IDEAS FOR CHANGE

The 234 responses collected in Forestville have been further analysed to reveal that different age groups are suggesting different ideas for the town centre.

	TRANSPORT	STREETScape DESIGN AND BEAUTIFICATION	ACTIVATION	PRIVATE REALM AND BUSINESSES	MAINTAIN CURRENT FORM AND IDENTITY
 Overall (n=234)	Increase car accessibility and parking (18%)	More and/or better tree plantings and green spaces (13%)	More and/or better places to play, gather and relax (13%)	More and/or better restaurants, bars and cafés (19.5%)	No change to the current form or identity of the town centre (7%)
 0-34 yrs old (n=17)	Increase car accessibility and parking (17.5%)	More and/or better tree plantings and green spaces (6%) / Cleaner facilities, streets and places (6%)	More and/or better places to play, gather and relax (29.5%)	More and/or better restaurants, bars and cafés (35.5%)	No change to the current form or identity of the town centre (6%)
 35-64 yrs old (n=155)	Increase car accessibility and parking (15.5%)	More and/or better tree plantings and green spaces (14%)	More and/or better places to play, gather and relax (13.5%)	More and/or better restaurants, bars and cafés (22.5%)	No change to the current form or identity of the town centre (6.5%)
 65+ yrs old (n=62)	Increase car accessibility and parking (24%)	More and/or better tree plantings and green spaces (11%) / Public art and design (11%)	More and/or better places to play, gather and relax (6.5%)	More and/or better commercial diversity and local shops (8%)	No change to the current form or identity of the town centre (9.5%)

 Highest percentage within an age group