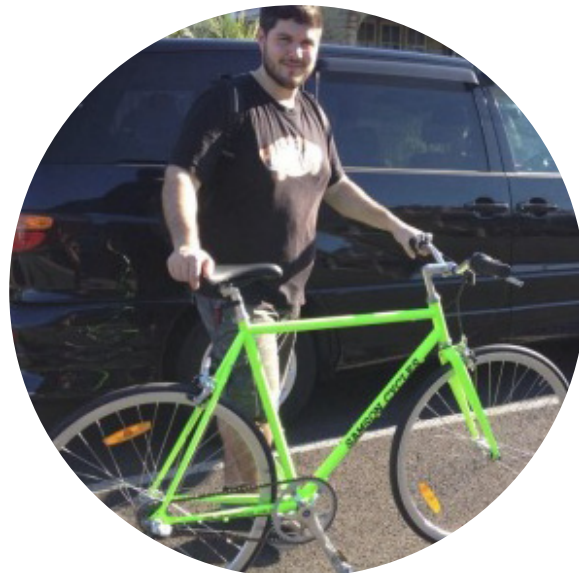




Revitalise Sydney Road
- a street for everybody -



Alberto Paulon with his bike

Revitalise Sydney Road is an informal volunteer organisation born out of the tragic death of Alberto Paulon on Sydney Road in March 2015. We are a grass roots community group who fight to make sure that Alberto's death wasn't in vain.

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SYDNEY ROAD

In its current state Sydney Road does not benefit anyone. Tram speeds are slow at 7km/h during peak hour, and motorists don't fair much better with a trip to the city taking over 30 minutes.¹ Clearways fine and tow cars everyday, further discouraging people from using Sydney Road. Many people don't even know that off street parking exists because of poor signage.

It's not much better for pedestrians. Sydney Road's footpath is one of the narrowest of any shopping district in Melbourne. During peak hour in Brunswick the footpath is at full capacity, with many pedestrians walking out into dangerous traffic.

Cyclists use Sydney Road because it is the most direct route to their destination. Over 600 cyclists use Sydney

Road per hour during the morning peak. The Upfield path supports 1000 cyclists per hour and is currently full.³ As the population of Brunswick and Coburg increases more capacity is needed on the bicycle network.

Cycling on Sydney Road is unsafe. Families with young children and novice riders avoid Sydney Road because it is simply too dangerous.

Many shoppers want to use sustainable transport but are prevented by roads too dangerous to cycle on and public transport that is too slow.

Recent upgrades to Sydney Road were directed mainly at pedestrian safety. These upgrades did nothing to reduce the risk of car dooring for cyclists.

VicRoads claims to be dedicated to promoting safe cycling. In response to the coroner after the death of James Cross on Glenferrie Road in 2011 Vicroads stated: "Vicroads currently works closely with local councils and encourages them to develop bicycle facilities, appropriate for the road circumstances, to separate cyclists from motor vehicles and from pedestrians."⁴

Despite repeated education campaigns dooring continues to be a problem on Sydney Road. Now is the time for VicRoads to show it cares about the lives of cyclists and support physical separation.

There were 188 crash injuries on Sydney Road from 2010-2014, resulting in two deaths.²

DID YOU KNOW?

- Over 600 cyclists use Sydney Road every hour during the morning peak
- Another 1000 cyclists use the Upfield Path during that time.
- There were 188 crash injuries on Sydney Road from 2010-2014, resulting in two deaths
- Research into the effectiveness of protected bike lanes in New York demonstrated a 27 per cent reduction in injuries to all street users after the first year of operation and a 29 per cent increase in bike rider patronage



UPFIELD SHARED PATH

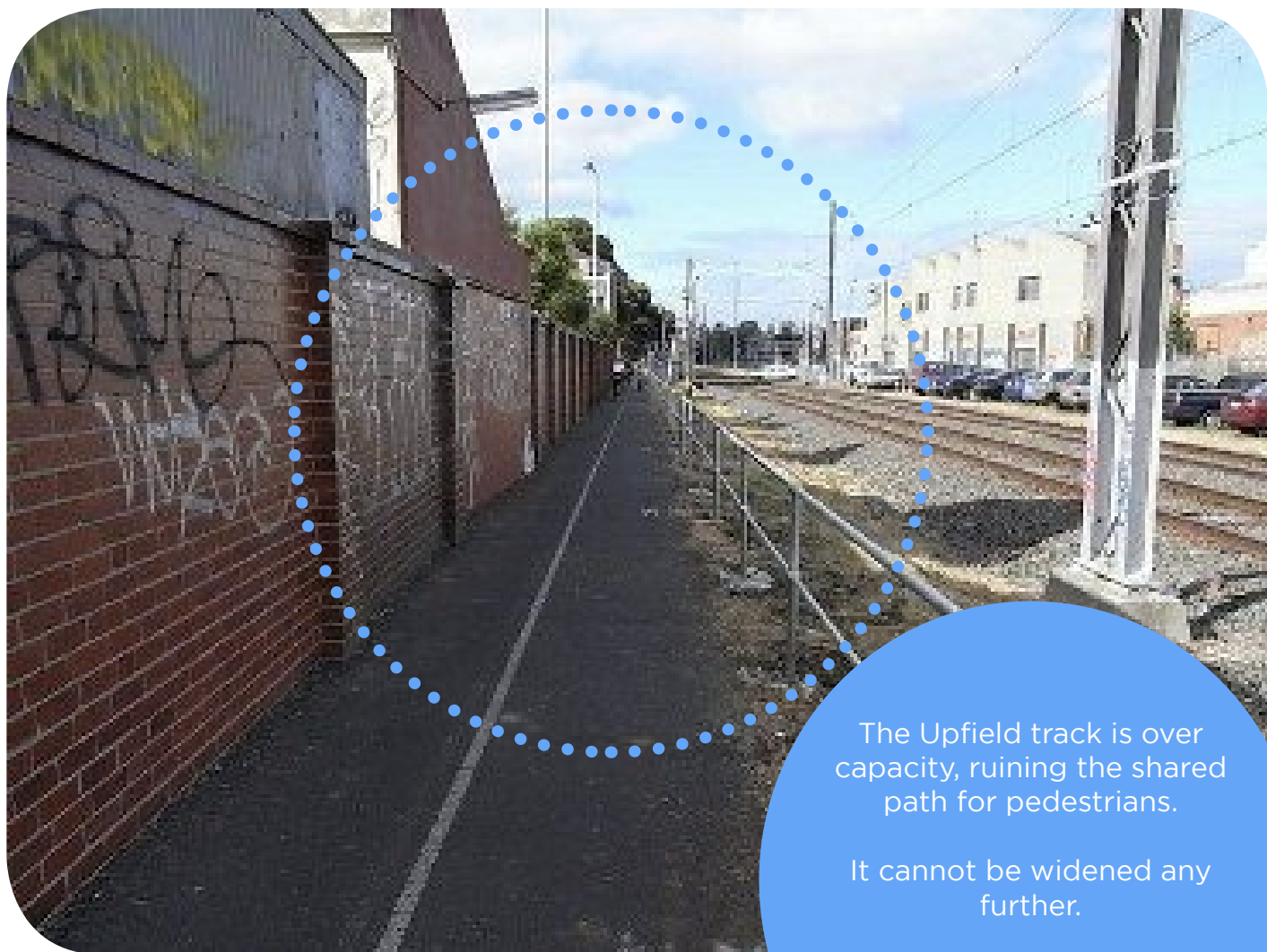


Image: Narrow section of the Upfield bikepath

The Upfield track is over capacity, ruining the shared path for pedestrians.

It cannot be widened any further.

People need to cycle on Sydney Road safely to get to the shops.

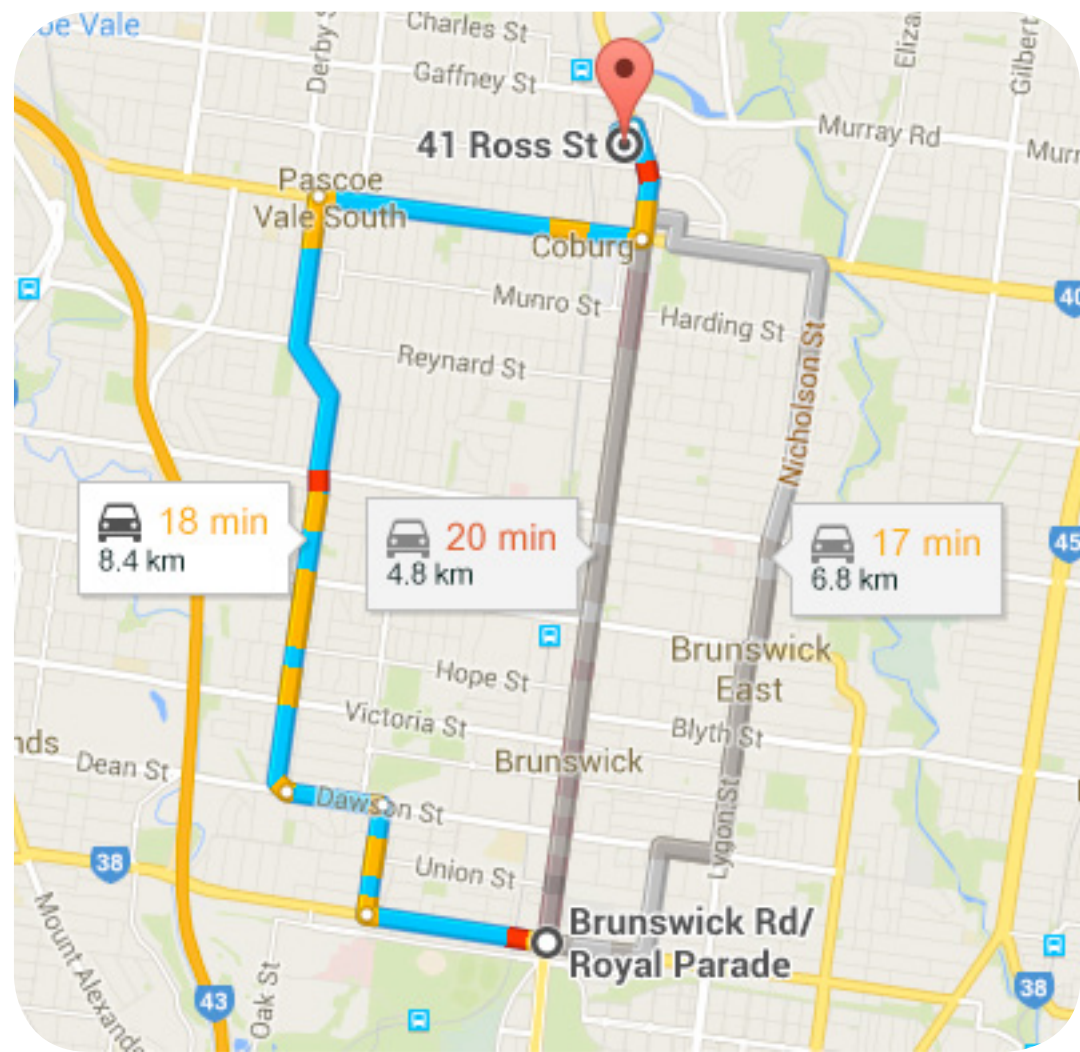
The Upfield path is narrow, dangerous and full. Two thousand cyclists already use it during the morning peak.¹⁴ They share this narrow space with pedestrians trying to access train stations along the route. Unfortunately the path

cannot be significantly widened because VicTrack wants to keep land for a possible triplication of the Upfield line.

For those travelling east of Sydney Road the Upfield track does not provide a convenient

route. No amount of upgrades will change the fact that cyclists need to use Sydney Road in order to get to their destination. Improvements to the path are important, but Sydney Road has to be safe for cyclists.

MANAGING TRAFFIC



Source: www.google.com.au/maps

Sydney Road is mainly used by drivers who want to get to locations nearby. A Moreland Council traffic study showed that only 13% of traffic that starts at Bell St makes its way to Park St, Parkville.

This makes sense as other routes are faster and less stressful for drivers.¹⁰

Any change to clearways can only work if trams get faster and more reliable.

Prioritising trams over cars will push some traffic onto Citylink, Lygon Street and Melville Road. Other drivers will simply choose to walk, cycle or to take the tram instead.

The State Government is adding extra lanes to Citylink, improving capacity by 30% through

Moreland.¹¹

Revitliase Sydney Road is advocating for a traffic study that will find out exactly how much traffic will go where.

Our plan can only work if traffic can move smoothly through Moreland, and we want VicRoads to make sure that happens.

THE PROBLEM

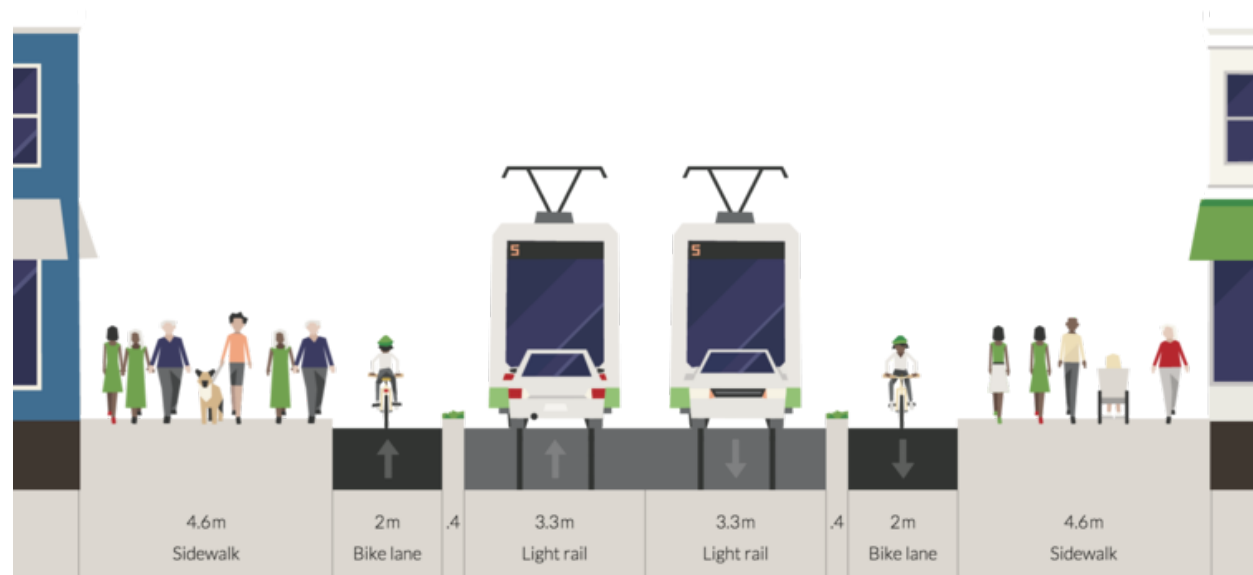
Revitalise Sydney Road wants to adapt this fantastic and multicultural shopping street to the needs of current and future traders, shoppers and pedestrians.

In its current state, Sydney Road's footpaths are too narrow, making it difficult for pedestrians to easily get between shops. Narrow footpaths make it almost impossible for restaurants and cafes to have outdoor dining areas.

The lack of cycling paths means that it is difficult for cyclists to safely travel from one shop to another. Traders miss out on business opportunities when cyclists choose to shop elsewhere. This is particularly important as international evidence suggests that cyclists tend to take more trips to specialty shops, resulting in higher average spending per month.⁷

Tram 'super stops' will be added to the road in the future as they have been to High St Northcote. If we don't act now we will end up with the dangerous and unpleasant Bridge Road style stops, which destroyed the street by letting cars to travel at footpath level inches from pedestrians.

OUR SOLUTION



We will remove clearways and replace them with kerb extension tram stops similar to High Street in Northcote or Swanston Street in the city. A full time protected bicycle lane will be introduced on the street and cyclists of all ages will feel safe on the Road.

In between tram stops clearways will be replaced with widened footpaths for dining areas, displays and signage to attract customers into stores. Traffic signal management will ensure that trams move faster down the street and electronic signage will direct drivers to improved off street, long stay parking.

BENEFITS FOR TRADERS

Widened footpaths
for a more popular Sydney Road

More room for trees and plants
to make people want to stay and shop

More on street dining and displays
making money for traders

Accessible tram stops
to replace customer killing clearways

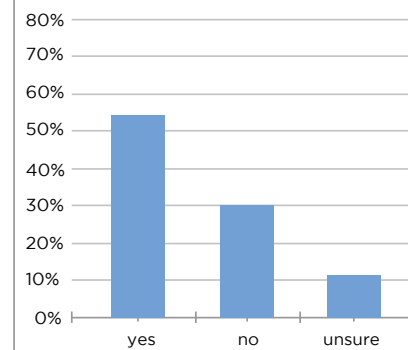
More off street parking
to replace the current dangerous and inconvenient 15 minute to 1 hour on street parking

Reduced noise and pollution
due to a decrease in traffic resulting in a more pleasant road

DO TRADERS SUPPORT REVITALISE SYDNEY ROAD'S PLANS?

REVITALISE SYDNEY ROAD POLL

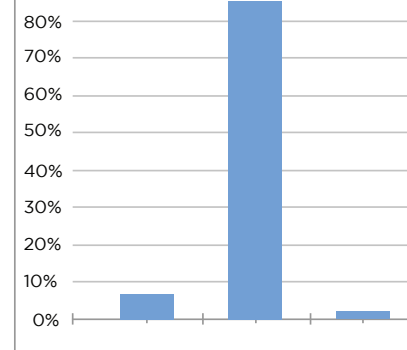
Do you support moving car parking off street to widen the footpath for more pedestrians, dining and displays?



People surveyed: 68

SYDNEY ROAD BRUNSWICK ASSOCIATION POLL

Do you agree with removing ALL on street parking to allow for a separated designated bicycle lane (which would mean a clearway both sides 24/7)?



People surveyed: 319

Both the Revitalise Sydney Road Poll and the Sydney Road Association's Poll show that Traders are worried about losing parking. Traders need parking for deliveries, employee parking and for the 25% of customers who arrive by car.

Whenever you ask traders "do you support removing parking" the answer is always no, and rightly so.

What our survey shows is that most traders are willing to exchange poor quality on street parking for high quality off street parking.

Every shop is different and no two businesses will agree on every issue. Compromises will always need to be made. What our poll shows is that most traders are ready to have a conversation about making Sydney Road better.

TRADERS DON'T WANT BRIDGE ROAD STYLE STOPS

The introduction of accessible tram stops is a requirement of the Disability Discrimination Act. These stops will fundamentally change the layout of the street and the way that traffic can use it.

We can accept the dangerous Bridge Road style stops that destroyed that street, or we can opt to Revitalise Sydney Road.

Let's embrace this once in a lifetime opportunity maintain Sydney Road's reputation as Melbourne's favourite shopping destination.



OFFSTREET
PARKING
AVAILABILITY
SIGNAGE



STREET
FURNITURE
AND
GREENERY

ACCESSIBLE
TRAM
STOPS



OFFSTREET
PARKING
AVAILABILITY
SIGNAGE

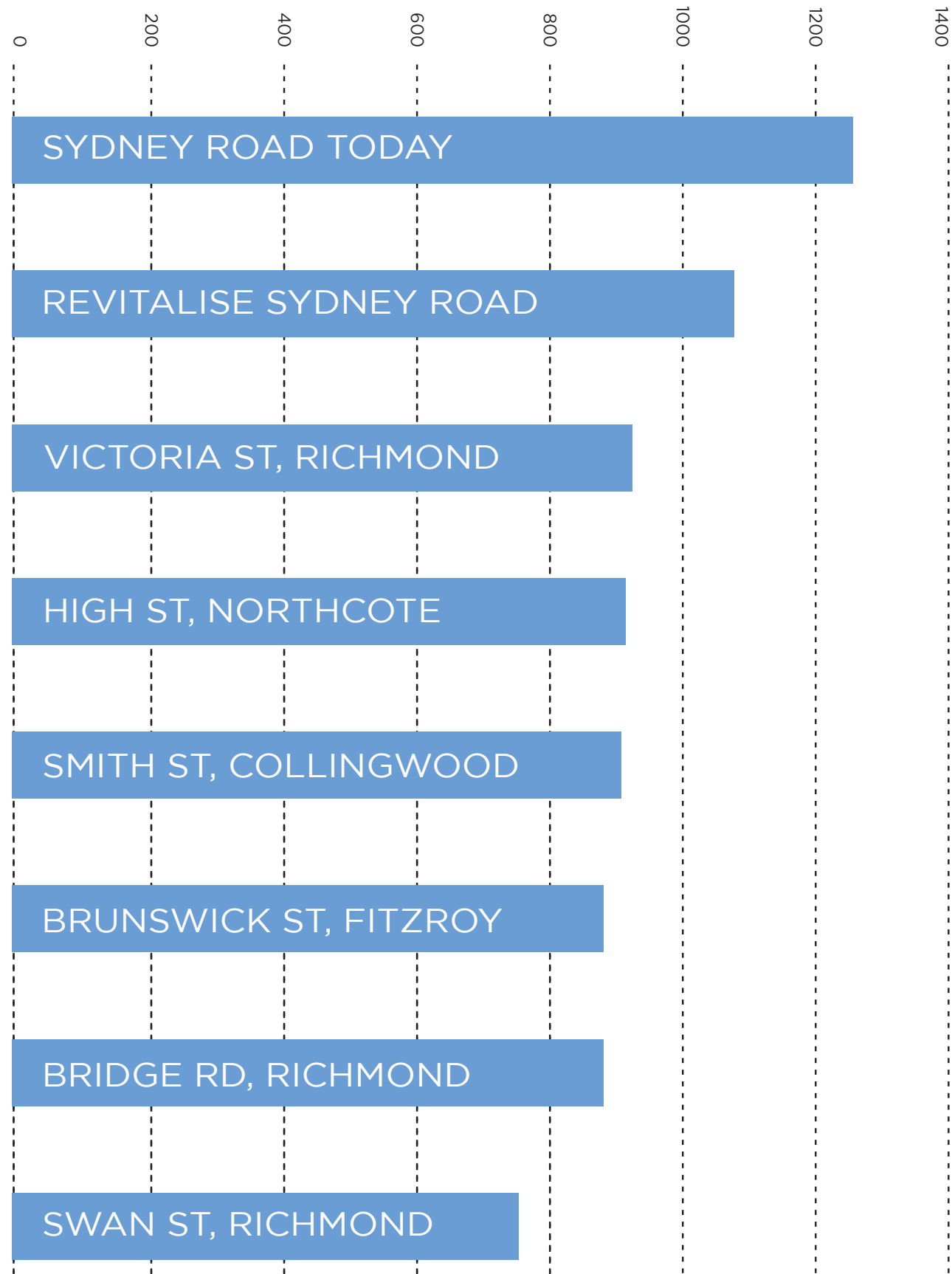
WIDER
FOOTPATHS

ACCESSIBLE
TRAM
STOPS

PROTECTED
BICYCLE
LANES

STREET
FURNITURE

PARKS PER KILOMETRE



Revitalise Sydney Road survey counting all on and off street parking, including commercial parking available to the public. Side street parking counted 50m back from the main road. Does not include parallel parking in front of residential properties

CURRENT PARKING CAPACITY

Off street parking sits empty most of the day because council charges \$2.5 an hour, while on street parking is free.

If off street parking were free, most of the people who park on Sydney Road could easily find a park off street.

To determine how much of the parking on Sydney Road is empty, Revitalise Sydney Road

conducted parking surveys and compared them to the Moreland City Council's electronic parking sensors.

The survey was conducted during the busiest hours of the week as determined by the Council and a report previously published by The Sydney Road Brunswick Traders Association. The times chosen were Fridays and Saturdays from 12 until 2pm.

Through this study Revitalise Sydney Road found that the paid off street parking sits empty most of the time.

Council doesn't make much money out of parking because of a new state government fee on paid parking, and so these parks should be made free for everybody to use.



83 of the 103 parks next to the tram depot between Albert and Moreland Road were empty during our survey.

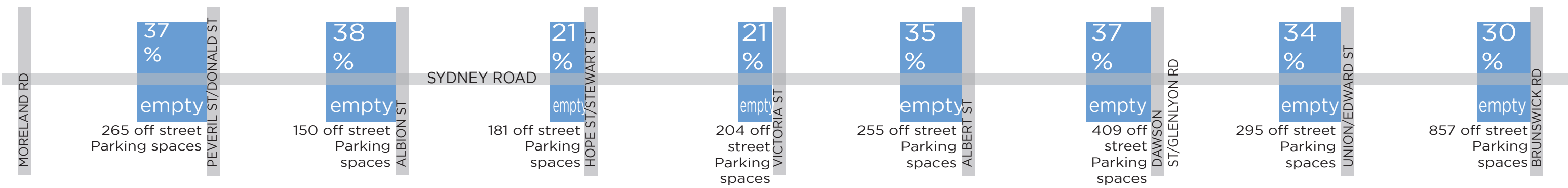
Moreland City Council charges \$2.5/h for off street parking while on-street parking is currently free.

TOTAL:
2616 OFF STREET PARKS
432 ON STREET PARKS

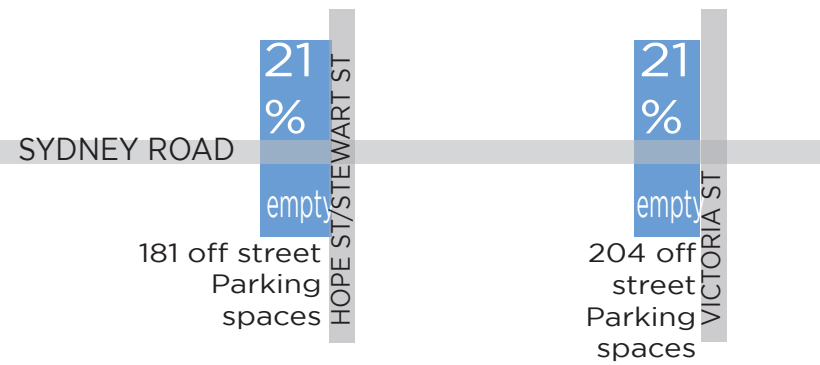
SYDNEY ROAD WITHOUT ON STREET PARKING



PERCENTAGE OF CAR PARKS SITTING EMPTY DURING PEAK PERIODS IF ALL CARS HAD TO PARK OFF STREET



INCREASING OFF STREET PARKING



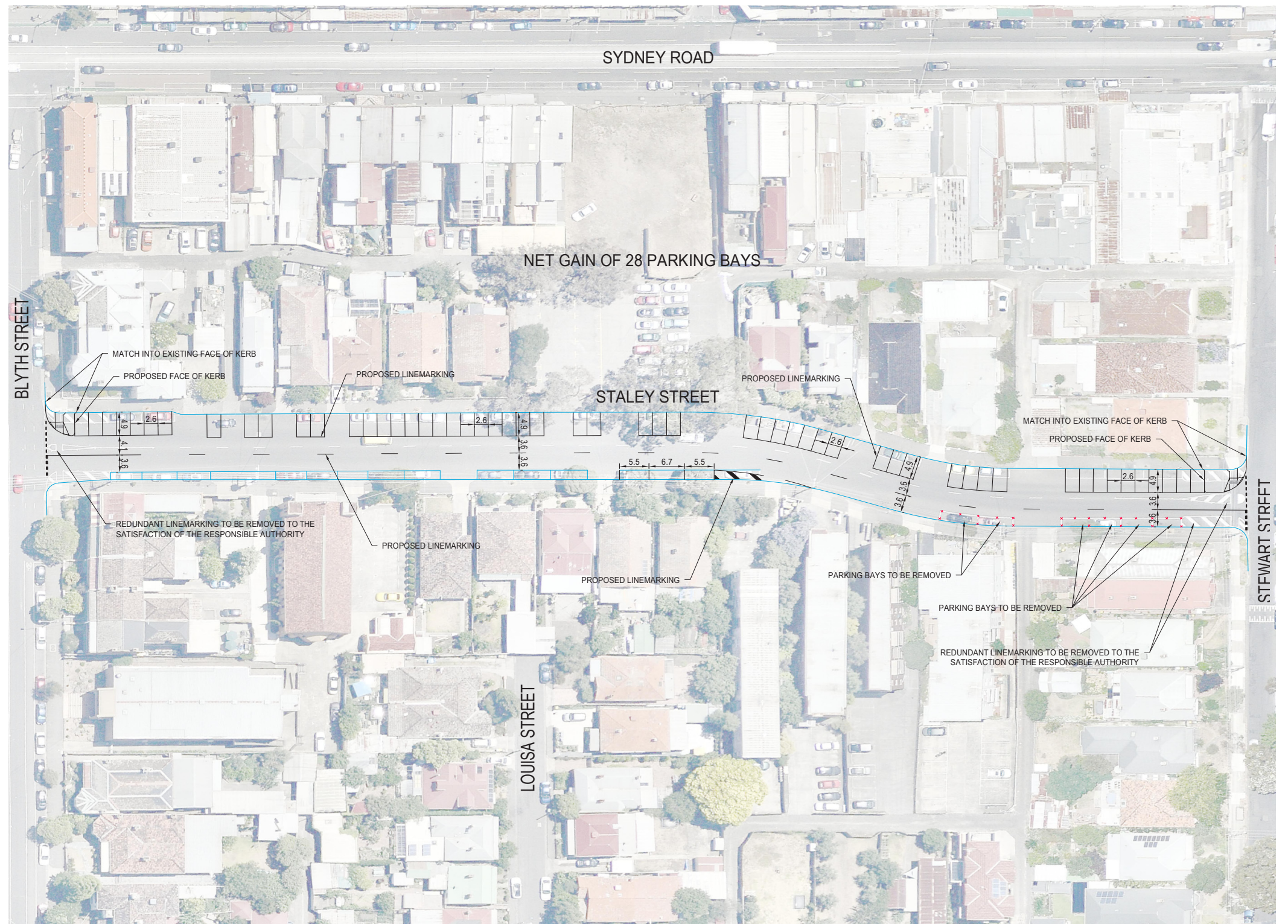
Revitalise Sydney Road's survey shows that there could be more off street parking, particularly around Hope Street. Traders know that parking is tight here, and it limits the businesses that can make this part of Sydney Road home.

Parking is hardest to find during peak periods when localised congestion occurs.

There is plenty of opportunity to increase parking on the side streets near Sydney Road with minimal disruption to the current streetscapes.

Revitalise Sydney Road commissioned the traffic engineers at SALT to show how parking could be increased on Staley Street.

This is just the first step. More parking could be found on a number of other side streets around Sydney Road to compensate for on street parking that is lost.



REMOVING TIMED CLEARWAYS AND KEEPING TRAMS MOVING WITH TRAFFIC GATING

Tram speeds on Sydney Road are some of the slowest on the network. During the day trams can travel as slow as 7km/hr. Trams are slowed by poor signaling giving priority to cars and heavy traffic on Sydney Road.

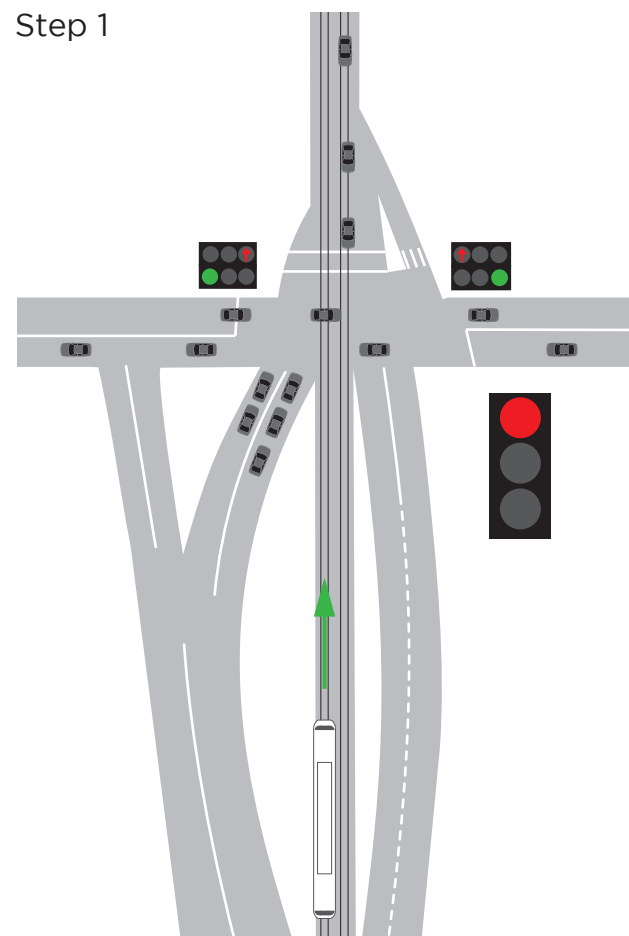
The population of Brunswick and Coburg is forecast to increase by 30% over the next

20 years.¹² Sydney Road does not have the capacity to carry all these people by car. More local trips need to be made by tram and bicycle.

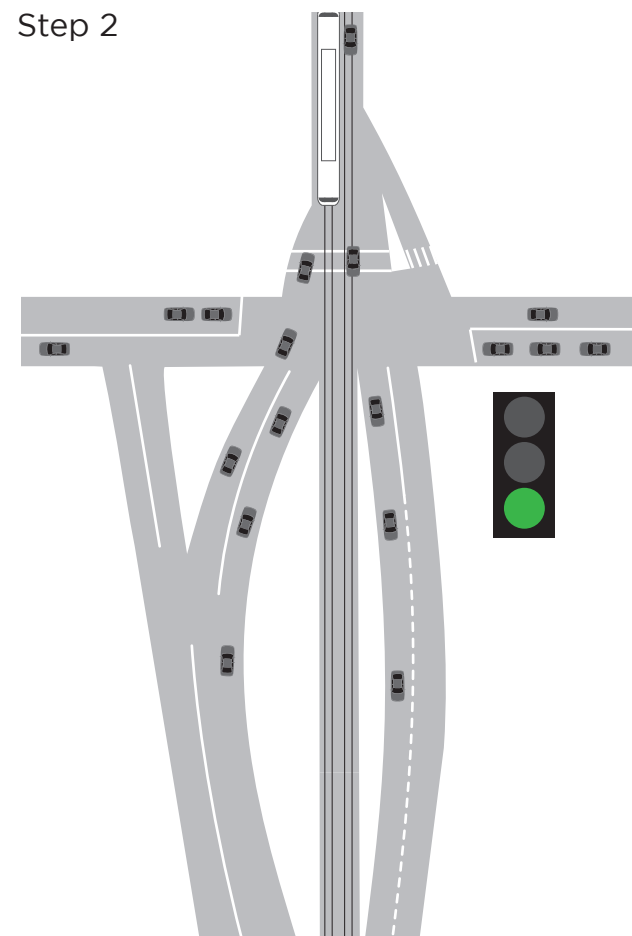
Having two lanes of traffic destroys the vibrancy of the street. One lane of traffic should be kept with traffic gating introduced to keep trams moving.

Traffic gating uses traffic lights to clear the road ahead of trams and make sure they travel quickly down the street.

Revitalise Sydney Road is pushing for VicRoads to perform a traffic investigation study to find out how this solution could work for Sydney Road, as well as other streets in Melbourne.



All traffic prevented from entering Sydney Road while a tram is approaching



Traffic flows as usual on Sydney Road after tram leaves the intersection

COST

The Disability Discrimination Act requires that all trams be accessible. We do not advocate any spending on tram stops over what is already required by the act.

Spending does need to be focused on Sydney Road sooner rather than later to improve cyclist safety.

A similar project along the 86 tram line cost \$25m. That

plan involved expensive track relaying which we do not recommend.¹³

We are not advocating that the footpath of Sydney Road be moved. This would be an extremely costly process. Some traders might choose to use their extra space with signs at street level, while others might construct Parklet style additions to the footpath. This decentralised process creates

an environment that reflects the branding and character of that café, shop or restaurant.

Costly concrete separation of bicycle lanes has been used in other locations in Melbourne where there are car doors opening near bicycle lanes. These dividers are not required on Sydney Road and safe lanes can be built much cheaper with plastic dividers on the road.

COMPROMISE

Sydney Road must balance the needs of trams, pedestrians and cars. We must all share the road.

There is no layout that would keep Sydney Road's clearways and parking while making cycling safe.

While traders south of Glenlyon Road benefit from parking at Barkley square and a retail mix that relies on locals to keep business running, traders in the middle section of Sydney Road rely more heavily on existing

parking. Improved off street parking will be essential to ensure these businesses thrive.

In some areas of Sydney Road the parking/clearway lane is up to 4.2m wide. In those precincts it may be possible to compromise with the all parties to achieve a safe outcome for everybody.

We believe that in the long term all local traders will see the benefit to their business of more room for profit generating dining and displays

The vast majority of Sydney Road shops have rear access for deliveries. Some sublets block this rear access and this must be changed in order to remove parking. In some limited circumstance loading zones could be introduced onto Sydney Road with signs explaining the risk of dooring.

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After two years of
consultation it's time for
action:

Build Sydney Road's first accessible tram stop at
Wilson Avenue.

Implement traffic gating to improve tram speeds
on Sydney Road.

A Moreland Council strategy to improve off street
parking areas to replace on street parking.

