

Purchase of 1-3 Anderson St, Bright

Community Engagement Summary

28 February - 19 March 2024

Community Engagement

The following survey was made available for community members to complete between 28 February and 18 March 2024. Community members were also invited to provide feedback by contacting Council directly via phone, email or mail.

The online survey received:

- 561 unique visitors
- 749 page visits
- 83 contributions
- 57 project follows

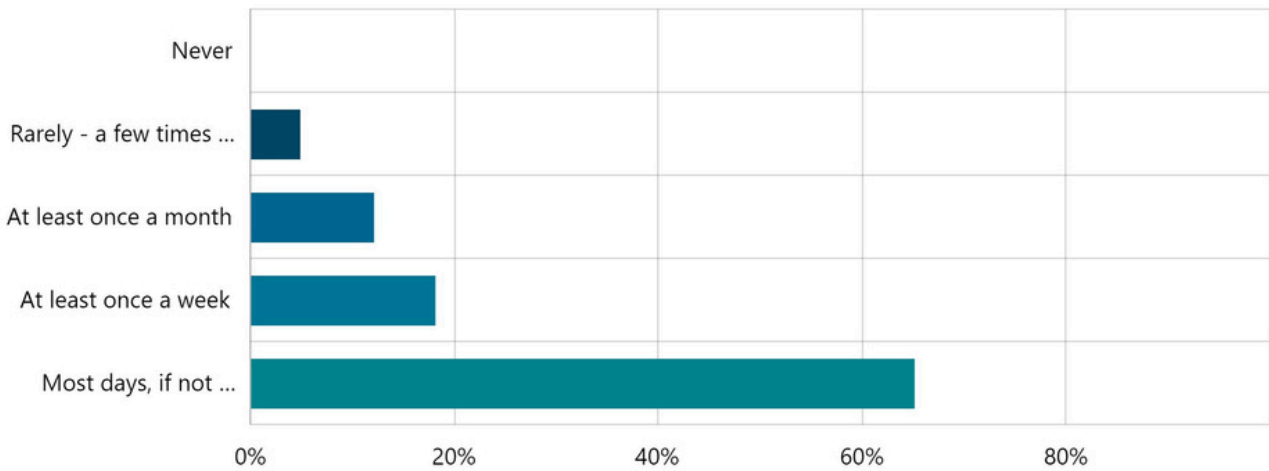
For privacy reasons, only responses that do not contain personal information have been included in this summary report.

Survey Questions

1 Your name
2. Your postcode
3. How often do you travel through the CBD of Bright?
4. Do you believe there is an issue with traffic and congestion through the CBD of Bright?
5. Based on your experience, what do you think the main issues are?
6. Do you feel there are alternative ways to address current and future traffic issues through the CBD?
7. Another potential benefit of acquiring this property is the opportunity for improved amenity, including public space at a key entry point to the Bright CBD. Would you like to see the amenity of this area improved?
8. Do you believe it is Council's role to purchase land in order to address traffic issues?
9. On a scale of 1-10, how do you feel about Council purchasing 1-3 Anderson St, Bright with the intention of addressing traffic issues through the CBD of Bright?
10. Please include any other feedback you have below.

3. How often do you travel through the CBD of Bright?

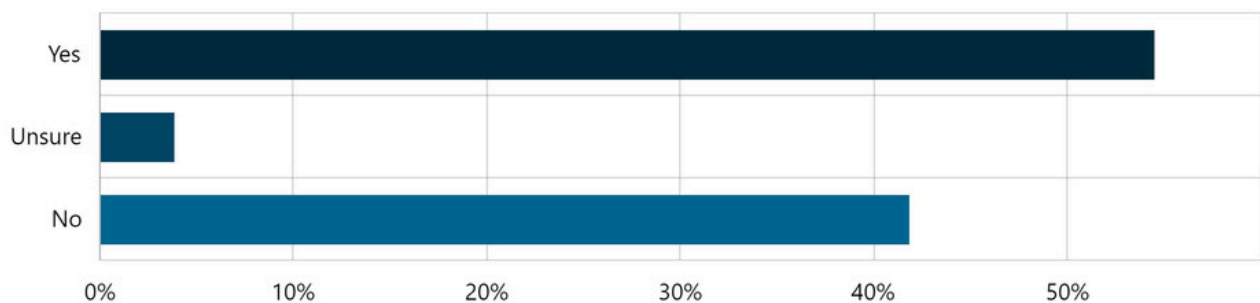
Select Box | Skipped: 0 | Answered: 83 (100%)



Answer choices	Percent	Count
Never	0%	0
Rarely - a few times a year	4.82%	4
At least once a month	12.05%	10
At least once a week	18.07%	15
Most days, if not every day	65.06%	54
Total	100.00%	83

4. Do you believe there is an issue with traffic and congestion through the CBD of Bright?

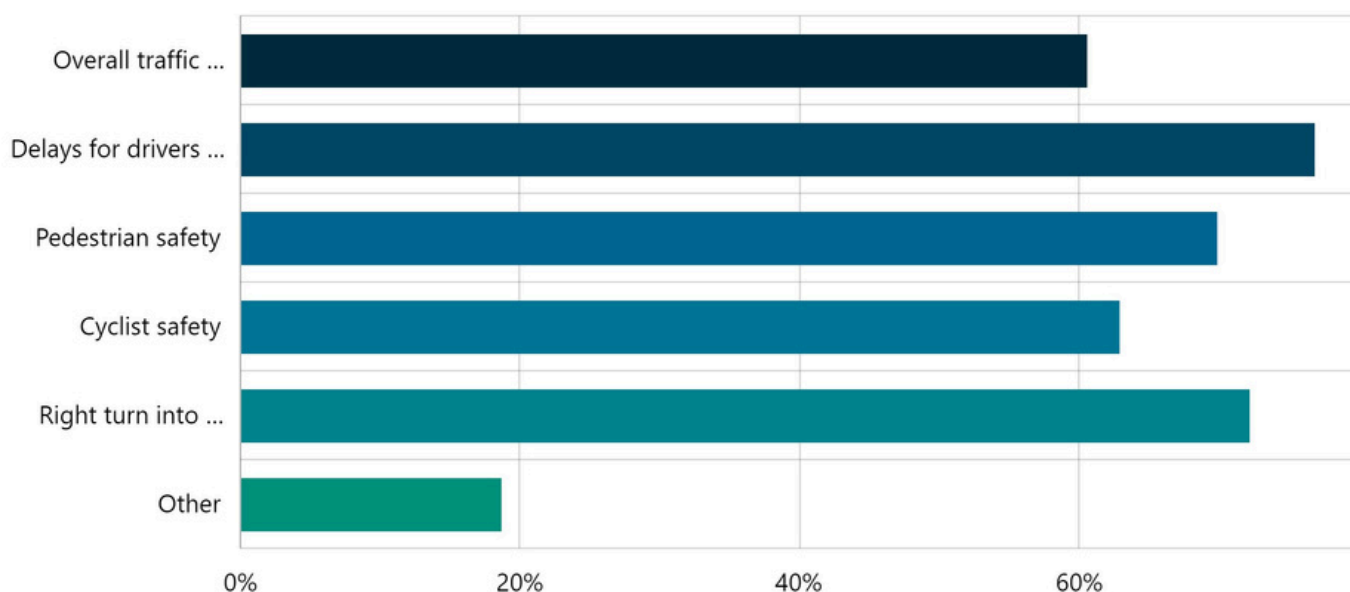
Multi Choice | Skipped: 4 | Answered: 79 (95.2%)



Answer choices	Percent	Count
Yes	54.43%	43
Unsure	3.80%	3
No	41.77%	33
Total	100.00%	79

5. Based on your experience, what do you think the main issues are?

Multi Choice | Skipped: 40 | Answered: 43 (51.8%)



Answer choices	Percent	Count
Overall traffic congestion in area	60.47%	26
Delays for drivers exiting Star Road	76.74%	33
Pedestrian safety	69.77%	30
Cyclist safety	62.79%	27
Right turn into service station blocks traffic on Gavan Street	72.09%	31
Other	18.60%	8

6. Do you feel there are alternative ways to address current and future traffic issues through the CBD?

Long Text | Skipped: 43 | Answered: 40 (48.2%)

Create a bypass route for traffic going on to Harrietville or Mount Beauty

Clear traffic calming measures that indicate when vehicles need to give way to pedestrians/cyclists. Encourage caravans to use the back road to Porepunkah. Phase out pine plantations south of Bright to reduce logging trucks driving through Bright

Limit the amount of short term housing in the town's Airbnbs. Reduce the number of proposed units (43in number) in the Toorak Rd development. Build an alternative bridge over the Ovens at Ashwood Dr.

**6. Do you feel there are alternative ways to address current and future traffic issues through the CBD?
(cont.)**

No. This is the main highway and the issues at this intersection need to be addressed long term.
Traffic lights or bypass main traffic through way
Difficult question as there are limitations on both sides of the river - in the foreseeable future perhaps the question is to ease the traffic congestion rather than an alternative route
Buying the service station is an excellent idea to allow council to create safe and aesthetic solutions to this space, especially as the entry to town
While there are numerous traffic issues that need to be addressed, especially Gavan Street between Anderson Street and Centenary Park, the proposed purchase of the Shell Service Station to enable Star Road to be incorporated is a great start.
No right hand turn from Star road may help in the short term.
Yes, traffic going through town but not needing to stop in town (ie on its way to and from Mt Beauty, the upper Ovens Valley, Harrietville, Mt Hotham, Omeo) should be able to go via the Back Porepunkah Rd and then onto an upgraded Back Germantown Rd which needs to include a bridge over German Creek (just before the Tawonga Rd). This would need a long term plan to make the Great Alpine Rd more a local road through Bright and not the main through road. Traffic coming from either end of the valley and going to Wandiligong can be directed via the roundabout at the junction of Cobden St and Railway Avenue. Both these options would relieve any congestion at the Shell Service Station roundabout. Signage to get traffic to divert to Wandiligong without travelling round the Shell Service station roundabout would be a very cheap partial solution. Obviously the Back Porepunkah/Back Germantown solution is an expensive and long term solution.
Probably but will leave it to the experts to work it out!
Bright CBD is always very busy when events are on and the surrounds.
More parking close but outside the cbd.

**6. Do you feel there are alternative ways to address current and future traffic issues through the CBD?
(cont.)**

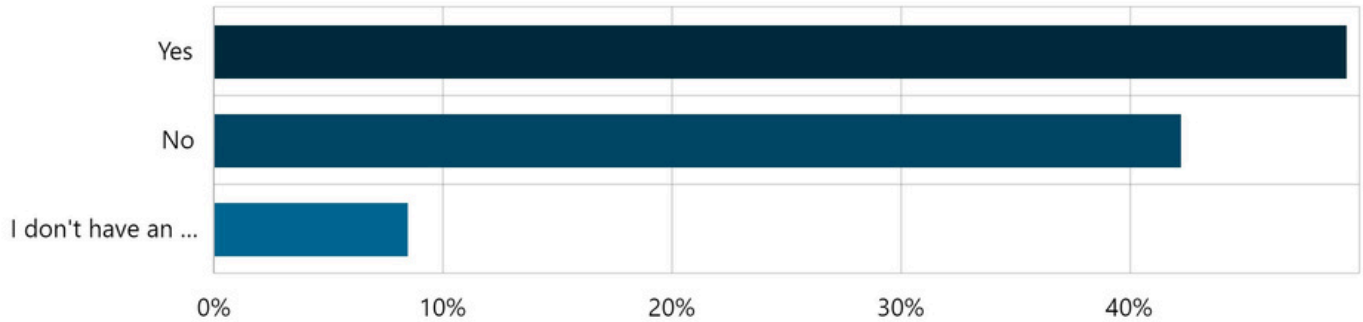
Lights Pedestrian crossings
Yes. Left turn only when exiting star rd onto Gavan Street. Entry and exit to fuel station restricted. If fuel station was to go and that area becomes part of a larger roundabout- that would ultimately solve many problems.
Bypass Bright via the Back Germantown road and do something for all the ratepayers, rather than focusing on the demands of the relative few who want to make money off tourists.
Nothing obvious without adding bridges or diverting traffic into residential streets, both undesirable
Yes - we need to look at the flow of traffic and restrict the drivers turning right from star road and look at the safety of pedestrians and cyclists thorough this area Need to look at possibly a heavy vehicle bypass to reduce the size of vehicles going through the centre of town that is heavily used by cyclists and pedestrians
Take out the Shell servo and make the intersection more viable.
If Anderson St was aligned with Star Road then a roundabout could service both roads, reducing congestion and improving safety.
Yes - removing freight and heavy goods movements through the main town is a must. Realigning this intersection with the aim to increase traffic flow and improve usability for bikes and pedestrians is a great idea. Make the roads in the centre of Bright less car dominated.
Patience
Reduce traffic use in the CBD by reducing car parking spaces but adding a local community bus with frequent services. make it free to use but paid for with a tourist services levy.
Implementation of by-through four-lane roads from Station Street in Porepunkah to Bright and round around between Gavan Street and Barnard Street.
Perhaps a bus shuttle may alleviate traffic and parking issues particularly in busy times

**6. Do you feel there are alternative ways to address current and future traffic issues through the CBD?
(cont.)**

Gavan street traffic is insane. It's awful for tourists and locals. I have seen two near crashes from Star Rd into Gavan street in recent times. This prime corner should not have a servo and the crossings should be prioritised for pedestrians
Not really as there will always be lots of traffic on the GAR and from locals using Star Rd
Possible traffic lights, remove roundabout
Potential bypass of bright or bright cbd using back German town rd and bridging to hawthorn lane
Upgrade back porepukah road all the way from porepukah to Germantown. So we are not reliant on 1 thru road only. This would be better for fire evacuation too
Left turn only from Star Road onto Gavan Street. Bridge built over the river at the end of Hawthorn Lane to allow people to avoid travelling through the CBD
Extend the roundabout to include star road
No not really I think the purchase of the site is a great idea to begin with
I'm not a planner but I think specific cycle lanes wherever prudent would help
Yes, upgrade Riverside Ave, remove car parks on side of road as it's dangerous anyway so any traffic turning left on Gavan can use that road more freely as most in peak times are heading to Centenary Park, that end of town.
yes, seal the Back Porepukah Rd/Back German Town Rd and build a Bridge to Hawthorn Lane. With the extensive developments being approved by ASC changing the roundabout at Star Rd will not fix the problem, especially in 5-10 years.
Ideally have an alternative route through the middle section of town along Gavan Street for those just driving through. The big V line bus stop should be relocated to the back of the Community Centre near public toilets rather than Anderson Street.
Yes. Bypass back Porepukah road for a start. Star road should be left turn only, or possibly larger roundabout to incorporate star road as well (which may need space from the petrol station to accommodate). For the love of god though do not put traffic lights in our town.

7. Another potential benefit of acquiring this property is the opportunity for improved amenity, including public space at a key entry point to the Bright CBD. Would you like to see the amenity of this area improved?

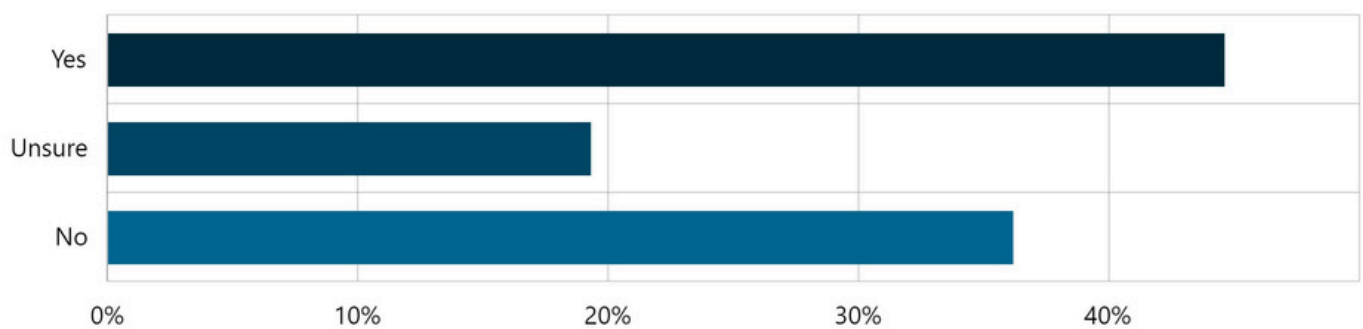
Multi Choice | Skipped: 0 | Answered: 83 (100%)



Answer choices	Percent	Count
Yes	49.40%	41
No	42.17%	35
I don't have an opinion either way.	8.43%	7
Total	100.00%	83

8. Do you believe it is Council's role to purchase land in order to address traffic issues?

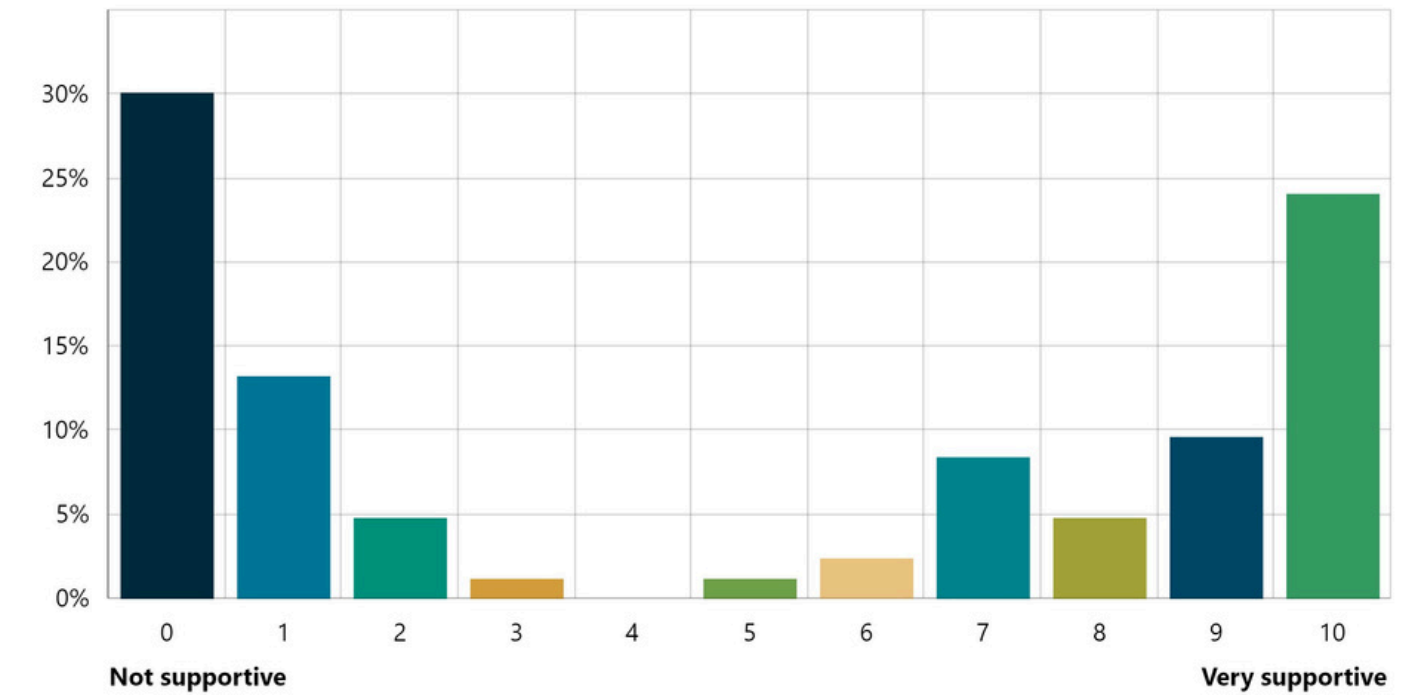
Multi Choice | Skipped: 0 | Answered: 83 (100%)



Answer choices	Percent	Count
Yes	44.58%	37
Unsure	19.28%	16
No	36.14%	30
Total	100.00%	83

9. On a scale of 1-10, how do you feel about Council purchasing 1-3 Anderson St, Bright with the intention of addressing traffic issues through the CBD of Bright?

Slider | Skipped: 0 | Answered: 83 (100%)



Count	Average	Median	Min	Max
83	4.72	5.00	0	10

0	1	2	3	4	5	6	7	8	9	10
30.12%	13.25%	4.82%	1.20%	0%	1.20%	2.41%	8.43%	4.82%	9.64%	24.10%
25	11	4	1	0	1	2	7	4	8	20

10. Please include any other feedback you have below.

Long Text | Skipped: 17 | Answered: 66 (79.5%)

Make entrance off Anderson St not the Highway for a car park. Make left turn from Star Rd only Roundabout is fine traffic has to be more patient. Our problem is impatient drivers - have to get used to it, can't keep making the Roundabout bigger!

Gavan St is part of the great alpine road and is the responsibility of vicroads. We do not need any rate increases!

10. Please include any other feedback you have below. (cont.)

Gavan St is a Regional Roads Victoria Road and not the responsibility of the Council. So therefore I don't think that it is Council responsibility to purchase the Shell Service Station. It is not a good use of ratepayers money.

It is not a good use of ratepayers money. I don't think that it is council's responsibility to purchase the shell service station for possible future upgrades to the said intersection surely that is the responsibility of Regional Roads Victoria.

No desire for a community space on that corner, with all that traffic passing by. Inquire if any vacant land can be purchased (behind NAB bank, an eyesore, old bowling green site cnr Bakers Gully Rd to ease parking issues in town. Comment made that elderly rate payers are not keen to contribute their rates, to something which may not occur for ten years.

I support this purchase if the existing mature trees (especially the cedar) are maintained and more specimen trees are incorporated into any future redesign of the intersection (which should not include traffic lights).

Who is going to operate the Service station? If purchased what will happen to the profits? Will the ratepayers benefit from a commercially run Council operation. Does this proposal mean that the rates will not increase or will they go up to cover the purchase price? What is councils alternative if the site is contaminated (which it probably will be)?

Pedestrian safety needs to be improved. It's terrifying crossing that street in tourist season

Build a bridge on hawthorn lane , don't waste ratepayers money on this purchase

I don't believe it should be councils role to buy this property. It will not help with any traffic congestion and unnecessary waste of rate payer dollars. Disgusting abuse of power

Removing the petrol station reduces competition, forces me to use a station I do not wish to use, there must be a better way to resolve this without spending large amounts of money

It would be great to see a green area here. Fuel stations are not aesthetically pleasing, so to improve the area by adding native trees & shrubs would be a great idea. Similar to how the car park on the roundabout where Bakers Gully Rd becomes Ireland St, next to the Senior Cits building is disguised by the banks of planting. If new buildings were to be on the site of the fuel station, I'd like them to be low rise & have a sense of the Alpine region to them.

10. Please include any other feedback you have below. (cont.)

1. I don't believe there is any significant traffic flow issue to justify this proposal.
2. I don't believe that Council has put forward enough information and costing proposals (or limits) to properly comment on the proposal. There is no budget proposal (capital or ongoing), no time line/limit, no proposed traffic treatment layout, and no business plan.

Biggest worry is during times of peak events is Bright having one less servo as it is at the moment. This means longer queues at servos, and specifically that roundabout area at the one remaining servo for fuel. Yes There is another one near NRMA caravan park, it will have bigger queues too. This may lead to Star rd turnoff also being blocked by queuing traffic which in an emergency code red evac situation would be bad. Maybe all servos need to be moved from the intersection to remove queuing risks, and/or temporary closures/traffic management to keep traffic moving during busy times. Eg signs saying no queuing on road, come back later. Or no queuing with van/trailer.

I think the issue is timing. Bright needs a servo out near the new development on punka side of town. with small shops for locals, then close this one.

The GAR I believe is a Vicroads road, so why are you wanting to outlay millions of dollars of rates payers money? Further you have not shown or have any clear intentions about what to do with that space. So to spend our money on this would be gross misuse of funds.

Really need to consider your priorities and this is not one of them. They money to purchase and rehabilitate that land ie removing fuel tanks ect is desperately needed in other areas. Would far rather see rates decrease across the shire as we are in a cost of living crisis and the benefit of your proposal hardly helps with that, or housing, or waste management or an even investment across the shire for events like you said you would. For instance the myrtleford show had been destroyed since the draft events strategy was implemented..

The increasing residential developments on the northern side of the ovens river as well as increasing traffic using back porepunkah road make this intersection extremely difficult for daily users, especially on busier weekends. If the council weren't to purchase the property they still need to address how the service station can be accessed to reduce safety issues and congestion

While I think VicRoads should really be the purchaser, given the road is controlled by VicRoads, that won't happen! It is refreshing to see Council prepared to spend money on something that might actually provide some benefit to the residential ratepayers rather than the usual expenditure on tourists. Given the Service Station and adjoining shop have been successful businesses for a long time, and that those arrangements are to be continued pending an agreed development determination, I see the financial risk to Council being relatively low - there will be a continuing income to Council in the short term, and an appreciating asset.

It is a great opportunity to plan for a solution to the entry to Brights CBD and the intersections effected.

This is a very bad use of our rates and the council should not purchase this property.

10. Please include any other feedback you have below. (cont.)

I think there is better areas to purchase. This will not help the flow of traffic in town at this point.
Glad to see council is addressing this
Council is on the right track by addressing the needs now and not further down the track.
Personally I think this land would be better use for an open eating area with bike racks and toilet for the plumbing already is there.
In my opinion there are more pressing matters to be addressed first. Mount Beauty has been completely left in the dust with very little support in areas that matter. We have a potential to be a great tourist destination with proximity to both snow fields and bike tracks along with numerous walking tracks.. But our poor town is suffering a slow strangulation, businesses aren't able to be sustained and those that want growth and development aren't being listened to. I see it imperative the funds be utilised in breathing life into other areas of the shire before continuing to inflate the capacity of Bright, yet again. When will our tourists/public receive toilet/shower amenities? When will our welcome board not look better used for firewood? When will our children/youth and tourists have a fun and interactive space by the also beautiful river that flows through the veins of our poor dying country town that the shire is responsible for resuscitating? We need your support to, mum!!!
Don't see how owning that block creates better traffic flow
While the plans for exactly what would happen to that area are not yet developed, I have concern that it would further reduce the appeal of the Bright township. Unfortunately, I also do not trust that council's involvement in something like this will result in a favourable outcome for residents of and visitors to Bright.
I believe the councils intention to purchase it and continue it as a service station is beneficial, i also like that there is no rush into a commercial opportunity. I am uncertain of the relevance of the area as a gate way into Bright and with the changes that is occurring the relevance it will continue to have due to Bright's rapid growth
Through traffic needs to be improved for the sake of the ratepayers in the Alpine shire who have no option but to go through the North East's budding version of the Gold Coast.

10. Please include any other feedback you have below. (cont.)

I fail to see the need to purchase this property with the view to improve traffic flow. It's simple, stop caravans, mobile homes and vehicles towing trailers from entering Ireland Street and Anderson Street. Large SUV's with multiple bikes attached to the rear should be refused parking access in both streets. The vehicles protrude onto the carriageway impeding flow through traffic. Appropriate signage should be in place.

There is a dedicated large vehicle parking area in Gavan St & also Cobden St and which should be promoted upon the approaches to Bright from both directions.

Purchase of the Shell Service Station must definitely and without question be open to public consultation as the heritage and amenity of the area is important to residents and visitors alike.

Spending public money without consultation is a significant reputational risk for Council.

Questioning the planning application at 1-7 Toorak Rd and your EOI with vehicles most likely exiting directly onto Star Rd?

It is not the duty of Council to purchase the petrol station but concentrate on roads, rubbish and refreshing our amenities. The money could be better spent on other necessary infrastructure, new toilet block in Tawonga, keeping the Wandie Walk open for "everyone" to use, culverts, drainage issues. If (?) this does proceed will the petrol station remain active or closed which will put unnecessary pressure on the other two petrol stations. And support the Porpunkah Panthers & create women's changing rooms in all the sporting facilities around the ASC. The road configuration really cannot be altered unless all the other building at that intersection get demolished. I believe it is a foolish move for the Shire to purchase the petrol station and when I have heard so often that Council claims they have no money, the wrong use of rate payer money! The Youth have always lacked support in the ASC and this needs to be improved.

The overall concept is good assuming the financials stack-up. However, if the site was occupied by something other than a petrol station (something not requiring frequent vehicle access) the problem would be significantly reduced. So as a fallback you could consider rezoning the property so that it didn't operate as a petrol station in future.

What other options have been considered to reduce the congestion, (which I believe is only a problem during PEAK holiday periods)? Options that may provide more immediate relief might include 1) no right turn out of Star road, 2) reversing the direction of Bernard street, this will mean no right turn from Gavan st. Alto make this left turn only out of Barnard into Gavan St. 3) Round about at Gavan / Wills Street. I believe any of these options would have more effect on traffic flow than realigning Anderson Street which would have significant cost. I don't really see the cost benefit in the proposal.

I believe maintaining Gavan street and Delaney ave as the primary through road including for large vehicles is the best option given the almost full residential occupation of all other streets in Bright. As such I believe there are better options for improving traffic flow as outlined above, from the proposal to purchase the petrol station.

well done on being so forward thinking, this is great

Thanks for considering this!

10. Please include any other feedback you have below. (cont.)

This is a rare opportunity to take a step to improve both the amenity of a key entrance to Bright, and safety and traffic flow. Realignment of the road through the service station property would also free up the land that the existing road sits on, which could then either be sold to recover some costs or used as additional public space such as park or bike paths.

I think it is a bold move by ASC to look at key strategic assets like this opportunity. They come along once in 20-25 years and even if this EOI ends up not coming to fruition it is encouraging to see some longterm out of the box thinking by this current administration.

No point going in half planned and wasting money on a purchase that will do little to ease congestion. You need to traffic plan to prove any works will be successful before spending big dollars on acquiring land.

After being involved with other traffic studies (one mile grid) and receiving zero feedback on the study, I have little confidence in council's ability in this space.

Absolutely do not support this idea.

Make it part of a comprehensive plan to improve access by foot/bike by providing alternative mobility options around town for tourists and locals whilst providing only locals with continued car access

I do not feel comfortable agreeing to this proposal without even a basic concept plan and more open discussion with the community. There is significant vegetation on the opposite side of this intersection and limited road widening opportunity feeding into this intersection so it is really difficult to understand what you are thinking.

The purchase of the Petrol Station for the intended use of redevelopment would be in my personal opinion foolhardy and without proper foresight on the impact of the current strain that the existing Petrol Stations experience with Locals and Tourists.

This strain is especially highlighted during peak times such as School Holidays and during the winter, which will be worsened with the prospective development said to be also occurring in Bright. If you want to truly support Bright I would recommend purchasing the Petrol Station while retaining it to generate revenue and hire locals.

While my expertise does not lie with development, land must meet a certain code, owing to the nature of a Petrol Station, it would be effectively unusable for any development that would be desirable for an extended period of time leaving it empty, without function and a blight on the area whereas it could be serving the community

Being relatively isolated and last reasonably priced fuel for a vast area the need to retain competition is vital. Lease it as fuel station and consider traffic lights instead of roundabout.

10. Please include any other feedback you have below. (cont.)

My issues are around redeveloping this space to provide a beautiful, welcoming entry to the cbd area. Service stations on both corners looks ugly. This corner is highly visible and could be changed to a gorgeous landscaped / art area that says something positive about Bright as a desirable destination

1. The info you've provided is unclear about the 5-10 year proposed use of the site. It would be helpful to know if the plan is to continue leasing it as a servo (ie helping finance the debt) until a future need is proven.
2. I think the purchase is sound because land value will increase. I would not like to see its future use legally locked in to only being for traffic management - many things can change over 10 years.

Consider

1. Edge of town parking
2. Detour around Gavan street to access other side of town
3. More pedestrianised areas like the great ski towns overseas

Great idea! Would love to see cyclist safety prioritised as part of any redesign of the intersection and Gavan St in general

Waste of rate payers money that could be better spent on other projects or use to reduce the high cost of property rates

It is not the role of local government to purchase private property with ratepayers money. Totally against this acquisition

There would be better money spent on fixing Hawthorne Land intersection with Delaney Avenue, Also in fixing Back Porepunkah Rd through to Tawonga gap Rd, than making the proposed changes to the Anderson Street and Gavin Street intersection.

This is not necessary, our traffic will 20 years or more before there's a problem , it would be better to make another route through hawthorn lane , when the time comes ,
Removing this service station Will possibly create more congestion for other 2 service stations
Looks like a possible advantage for BVD to establish a commercial zone
May remove mature trees
Maynot be economically viable after tanks are removed, demolition carried out and roundabout made .. is it \$4 million
Doesn't sound like many rate payers think this is best use of their funds
No details or enough information for people to give informed feedback
Not enough information for councillors to make an informed choice of total costings and design are not available
Traffic study in more realistic circumstances (ie not in post covid visitor times (30 percent more visitors) may indicate that the road is only at 50% capacity .. therefore we have 25 more years to work on this potential issue

10. Please include any other feedback you have below. (cont.)

Just trying to work out what price is fair for operator and rate payers, open and transparent system for valuation.
Considering its already an issue in peak times it would be a great idea to have future plans to prevent further congestion, especially considering the growth of the town in the future.
Bright congestion is not just cars. People and bikes too. Footpaths get mental busy too in summer. And all the bikes. Either we make some changes to accommodate the crowds or we try to have fewer people visiting. More space for walking biking trees a good idea
This proposal seems appropriate on the assurance that the site will be utilised appropriately in the years leading up to the redevelopment and not left to ruin for the 5-10 year lead time; that the redevelopment will be done in keeping with the small town feel of bright, the land will not be sold off to developers, and that cycle/pedestrian access/rights of way/safety will be prioritised over car traffic.
Making a bigger roundabout is not going to address the traffic issues. The congested is further compounded by the "pedestrian walkways" that have been put in Gavan Street. A bigger issues is the lack of parking close to the CBD area.
There are so many serious issues in the shire that need funding that the purchase of this land is outrageous. There is very little support in the community for this. Even if people answer affirmative the previous questions, even if they feel traffic is an issue, it doesn't mean they support this purchase. Many people fear the survey results will be cherry picked to support the shires views. Without full transparency and plans, it is wrong for the shire to go ahead and purchase this land. Shire residents need to be informed to be able to make a decision.
I have watched Bright grow over the last 15 years and have been impressed with what council has developed for tourism. This seems a good, timely move for a town centre that is bound to keep on growing.
A positive and progressive idea from the Alpine Shire well done
I'm not thrilled about it being purchased without any plans for how it might be developed or timeframes for when it will be developed. I'd also like to know if there will be a guaranteed commitment that it will be developed for traffic purposes and not given over to developers to build other things. However, I appreciate it's a quick turnaround so the lack of forward planning is to be expected - but it would be good to see some commitment to delivering plans and timeframes with a solid strategy behind them

10. Please include any other feedback you have below. (cont.)

Allow traffic to only turn left out if Star Rd into Gavan St and for traffic entering the Shell servo to do so only by an entrance in Anderson St and the problem is solved. Saving the Shire a lot of money !

During busy times we need that service station.

The survey questions were designed to accomodate the ASC intention to purchase the site. The rate payers are the buyers, and need to know what the financial commitment is, any sort of business plan, you can't just buy it on a wing and a prayer. Rough idea of the future use and how you will deal with the underground tanks. Who will manage the station in the mean time, the Shire can't manage itself at the moment let alone get into running a servo.

There are other priorities uses of +\$1m

Council should purchase the land. If this means the business must be purchased with the land, the council should then lease the right to the business separately, and lease the land to the business. Council should not be running a private business.