

## 10.8. East Crescent Street Shared Space - Post Trial Report

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<b>ATTACHMENTS</b>	1. East Crescent Street Trial Pocket Park & Shared Space Human Movement Data Study [10.8.1 - 27 pages]
<b>CSP LINK</b>	2. Our Built Infrastructure 2.2 Vibrant public domains and villages

### PURPOSE:

The purpose of this report is to present the results of the community consultation, traffic count, and a human movement analysis study that were undertaken during the trial of the East Crescent Street Shared Space between March and June 2023, for which Council received funding under the NSW Government's Round 2 - Streets as Shared Spaces Program.

This report is seeking Council endorsement to formalise part of East Crescent Street as a permanent shared space.

### EXECUTIVE SUMMARY:

- Construction of the East Crescent Street Shared Space, located at the corner of East Crescent Street and Blues Point Road, concluded in March 2023, and then trialled for a period of four months. The project originated from the McMahons Point - Blues Point Road Village Centre Public Domain Upgrade Masterplan (2021) and was partly funded through the NSW Government's Streets as Shared Spaces Program - Round 2.
- Community feedback was sought between 31 March and 30 June 2023 via Council's Have Your Say Webpage. 112 submissions were received, comprising 103 responses to the online form and nine written submissions.
  - Of the online feedback received, the majority of respondents were from McMahons Point; most (n=76) agree the project has improved pedestrian safety when crossing East Crescent at the Blues Point Intersection; most (n=92) agree the park creates a more inviting street environment; most (n=88) would like to see this change made permanent; and 30 respondents are interested in joining a Streets Alive group to care for the park.
  - Of the written submissions received:
    - The majority (n=6) overtly support the shared zone/park - in particular, the most liked aspects are the additional open space e.g., inviting space/welcome oasis; promotes the village atmosphere and adds community life/attraction to the neighbourhood; adds greenery, herbs, and native plants; seating/amenity; traffic calming and speed reduction.

- three submissions raised various pedestrian and road safety issues.
- Traffic counts were also undertaken prior and following construction of the Shared Spaced. In summary the traffic counts found that the average traffic speed in East Crescent Street reduced and a significant reduction in illegal movements against the one-way traffic flow after construction of the Shared Space was completed.
- Additionally, Council commissioned a Human Movement Analysis Study prepared by Urbis Consultants. The purpose of this study was to measure and analyse visitation to and from the Shared Space during the trial period. The results of this study found that visitors spent more time at East Crescent Street during the activation (trial) period, compared to the historical period.
- The community feedback, traffic count, and the human movement analysis study will now be used to determine the decision in making the East Crescent Street Shared Space a permanent addition to the McMahons Point streetscape.

**RECOMMENDATION:**

- 1. THAT** Council notes the community feedback received during the trial of the Shared Space.
- 2. THAT** Council notes the results of the traffic count as well as the Human Movement Data Study that was undertaken during the trial period of the Shared Space.
- 3. THAT** Council notes the improvements in driver behaviours that have resulted from the trial.
- 4. THAT** Council endorses making the East Crescent Street Shared Space trial a permanent addition to the McMahons Point streetscape.

## Background

Following extensive consultation, the McMahons Point - Blues Point Road Village Centre Public Domain Upgrade Masterplan was adopted by Council on 26 April 2021. The East Crescent Street Pocket Park (renamed Shared Zone) is included in the plan, within Zone 3.

On 27 June 2022, following receipt of grant funding through the NSW Government's Streets as Shared Spaces program - Round 2, Council resolved to conduct a site visit and receive a further report regarding the East Crescent Street shared zone.

On Friday 22 July 2022, Council received a petition with 160 signatures from local residents, business owners, and visitors to Blues Point Road, expressing support for the project and requesting that it proceed on a trial basis before considering making it a permanent public open space.

On 25 July 2022, Council resolved that a refined design be prepared following community feedback, including detailed landscape plans showing plantings by species and location, levels, footpath treatments etc. allowing for one-way access to sufficiently accommodate the traffic currently accessing East Crescent Street at Blues Point Road, no net loss of parking and consideration of the impact of angled parking on East Crescent Street, improved pedestrian access, safety, the amenity of the area including continuous footpath treatment across East Crescent Street, and no reduction in the size of the space. Council also resolved that the refined design be communicated to residents/submitters, petition signatories, relevant Precinct Committees, and via a letterbox drop in the near vicinity so that the community and other interested parties could provide feedback to Council.

On 12 September 2022, Council resolved:

- 1. THAT Council proceeds with Option 2a to Request for Quotation and construction as soon as possible to meet the "Streets and Shared Spaces" grant program funding requirements for a "Trial Shared Space" in East Crescent Street, McMahons Point.*
- 2. THAT the trial period (a true trial that takes into consideration all aspects of the constraints on the space into account including the size of the space) that forms part of Council's funding agreement is conducted December 2022 to March 2023.*
- 3. THAT feedback be sought during the trial period from December 2022 to March 2023.*
- 4. THAT a post-trial report be prepared for Council at the end of the trial period inclusive of all the collated feedback as well as a Traffic Study and Human Movement Study which will also be conducted during the trial.*

Construction was due to commence in December 2022 but was delayed due to sub-contractor availability. Works were further delayed to unforeseen underground services. Works to transform the space occurred 27 February to 30 March 2023.

## Report

The trial park design features include:

- raised continuous footpath to increase pedestrian safety and reduce traffic speed while entering East Crescent Street;
- turfed area;
- public seating;
- street lighting
- sandstone edging along the garden beds;
- a new community garden;
- plants including Crepe Myrtle and Chinese Elm trees; and
- shrubs such as Grevillea, Thyme, and Gentian Blue Sage.



*Photo 1: Looking at the Shared Space from corner of Blues Point Road & East Crescent Street*



*Photo 2: Looking at the Shared Space from East Crescent Street*



*Photo 3: Looking at the Shared Space from East Crescent Street at sunset*

## **1. Trial Period Feedback**

This report details the feedback received during the trial period which ran from 31 March to 30 June 2023.

### **1.1 Inform Reach**

The following summary details the methods used to promote the trial park and their reach.

- web page - 756 page visits, including:
  - 81 views of the artist impression from Blues Point Road
  - 68 views of the artist impression from Blues Point Road
  - 47 views of the community engagement strategy
  - 25 views of the construction notification letter
- Council’s eNewsletters, including:
  - Council eNews, April, May and June 2023 - average 1,431 reach, 49% (703) average opened, 43 clicks
  - Business eNews, April and May 2023 - average 940 reach, 35% (333) opened, 10 clicks
  - Precinct eNews, 13 issues during period (weekly) - average 163 subscribers, 45% (70) average opened, 67 clicks total
- Social media, including:
  - Instagram post 5 April 2023 - reach 2,563; impressions 3,138; engagement 215, interactions 232
  - Facebook post 5 April 2023 - reach 4,924; impressions 5,012; engagement 1,246; interactions 134
  - Instagram post 9 January 2023 - reach 1,799; impressions 1,925; engagement 49; interactions 49
- Civic Park and Stanton Library ‘Your Say’ noticeboards; and
- Precinct Committees

## 1.2 Submissions

Feedback was sought via the online feedback form as well as general submissions by email or letter. 112 submissions were received, comprising 103 responses to the online form and nine written submissions.

### 1.2.1 Online Feedback Form

The primary method for feedback was an online feedback form hosted on the Your Say site. There were 103 responses, with majority support for the park. The attached Online Feedback Form Summary contains the collated responses and sample verbatim responses etc.

In summary:

- the majority of respondents were from McMahons Point;
- 76 respondents agree the project has improved pedestrian safety while crossing East Crescent at the Blues Point Intersection; 14 disagree, and 12 are unsure;
- 92 respondents agree the park creates a more inviting street environment, nine disagree, and one is unsure;
- 88 respondents would like to see this change made permanent;
- 30 respondents are interested in joining a Streets Alive group to care for the park; and
- 68 respondents want to be kept informed about the project.

Respondents were asked what they MOST liked about the trial park. In summary, the top themes/issues were:

- additional public open space/green spaces - landscaping/design, amenities (new places to site and meet etc);
- more trees/plants and canopy cover; and
- traffic - access, traffic calming and road safety improvements.

Respondents were asked what they LEAST liked about the trial park. In summary, the top themes/issues were:

- tight turn into East Crescent Street (traffic movement);
- loss of parking;
- plants/tree choice and placement; and
- need for extra features/amenities (in terms of opportunities for improvement).

### 1.2.2 Written Submissions

Nine written submissions were received, including one from the Lavender Bay Precinct Committee. Refer to the attached Submissions Summary, prepared in accordance with Council's *Access to Information Policy*. In summary:

- six submissions overtly support the shared zone/park; in particular, the most liked aspects were the:
  - additional open space e.g. enjoyed using the “inviting” space/“welcome oasis”;
  - promotes the “village atmosphere” and “adds community life, adding attraction to the neighbourhood”;

- adds greenery, like the herbs/prefer native plants;
  - seating/amenity; and
  - traffic calming and speed reduction.
- three submissions raised various pedestrian and road safety issues; and
- two submissions commented on the trial period’s duration, which at the commencement of the trial was shorter (than originally intended) due to delays with construction/grant funding requirements but was extended mid-trial until 30 June 2023.

### 1.3 Human Movement Study

Council engaged the services of Urbis Consultants to undertake a Human Movement Data Analysis Study so that Council could understand changes in visitation rates, visitor profile, temporal analysis, dwell time, and cross-usage resulting from the implementation of the East Crescent Street Shared Space.

The Study measured visitation to and from the Shared Space. Three comparison periods were assessed:

- a) a historical period (1 April to 31 May 2022);
- b) pre-construction period (5 December 2022 to 5 February 2023); and
- c) trial period (1 April to 31 May 2023).

The data sample analysed that visitors were spending more time at East Crescent Street during the activation period (trial) compared to the historical period. It also clearly demonstrated through the cross-usage analysis that the Shared Space increased visitor interaction between East Crescent and other precincts within McMahons Point.

The following diagrams and graphs are extracts from the Urbis Report. A full copy of the Human Movement Data Analysis study is attached to this report.

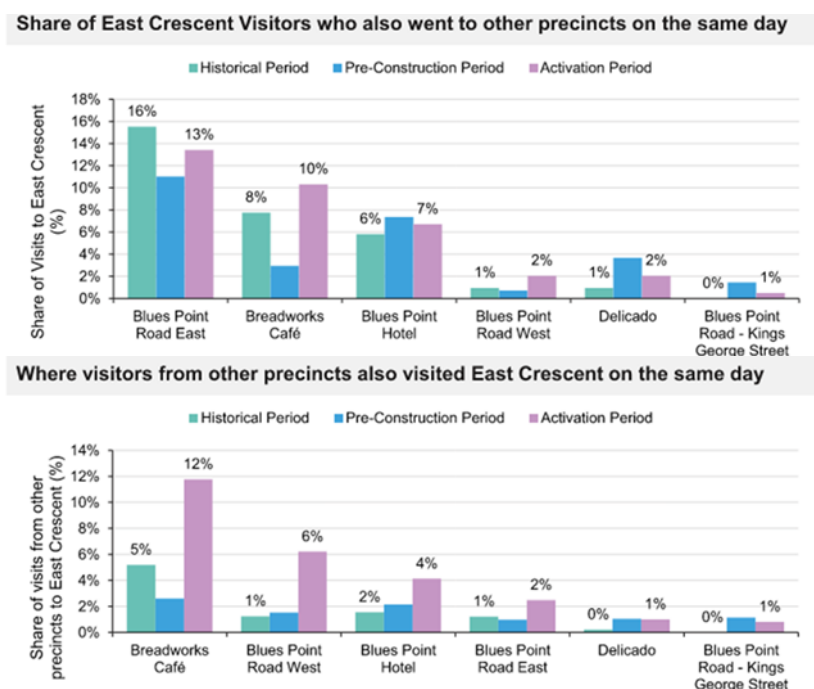


Figure 1: Cross Usage Analysis

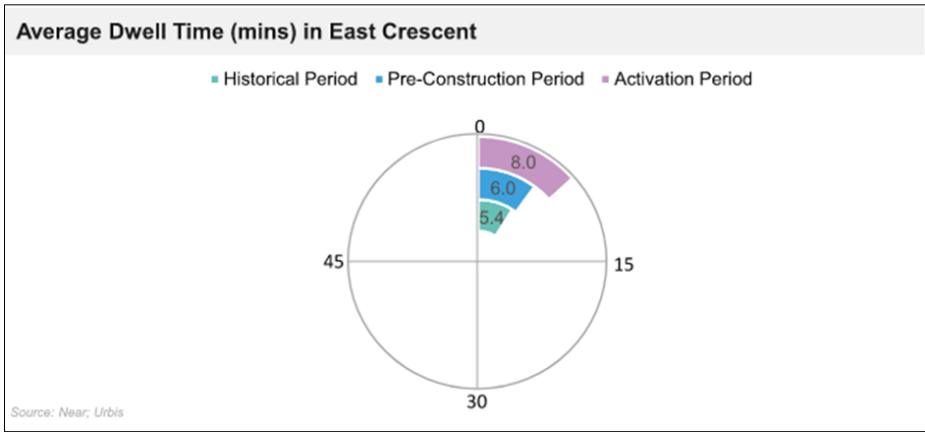


Figure 2: Dwell Time Analysis

### HISTORICAL PERIOD

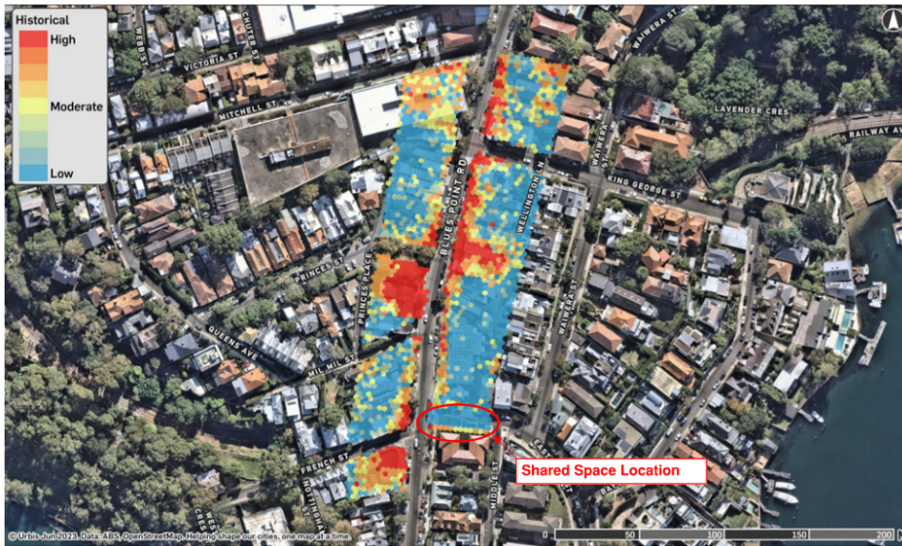


Figure 3: Historical Period Heat Map

### ACTIVATION PERIOD

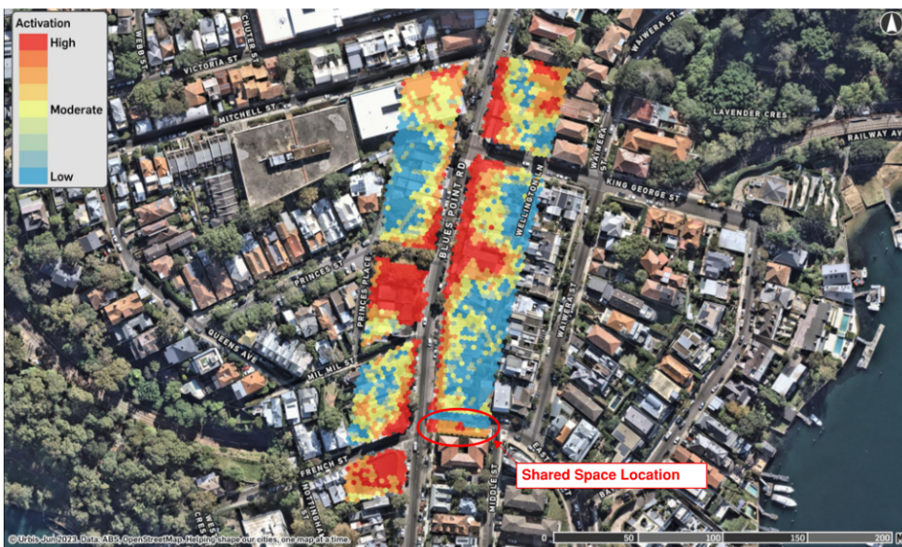


Figure 3: Activation (Trial) Period Heat Map



## **1.4 Traffic Study**

Council conducted a traffic count prior to construction of East Crescent Street Shared Space commencing back in June 2022, and then another following completion in June 2023. The purpose of this count was to assess the impact on traffic speed and movement in and around the site by comparing the June 2022 and June 2023 data.

The result of the tube counts from June 2022 on East Crescent Street revealed that the 85th percentile of motorists are travelling at or below 26km/h speed. The 85th percentile speed is the speed at or below which 85% of all vehicles are observed to travel under free-flowing conditions past a nominated point. The tube counts from June 2023 revealed that the 85<sup>th</sup> percentile of motorists are travelling at or below 22km/h speed. These speed results clearly demonstrate that the implementation of the *Shared Space* has had a direct impact in reducing the motorist speed on East Crescent Street.

The tube counts also observed the change in traffic movements on East Crescent Street. Prior to construction of the Shared Space at the junction of East Crescent Street and Blues Point Road, there were 163 vehicles counted, illegally traveling westbound in East Crescent Street against the one-way traffic flow. This has reduced to 36 which is a huge reduction in the number of illegal movements once construction of the Shared Space was completed.

## **1.5 Streets Alive Opportunity**

There is significant interest (n=30 respondents) in participating in a Street Alive group to maintain the gardens in the park. Council's long standing Street Alive Program encourages residents to create and care for gardens on public land/gardens near or adjacent to their property. Council provides the volunteers with support and resources (materials, equipment, and training). Streets Alive also provides gardening opportunities for those who don't have a garden of their own. It fosters community stewardship of public open spaces and encourages participation in gardening as a recreational activity.

Each Streets Alive site requires an appointed Council Officer responsible for supporting the volunteers. When an area of public space becomes a Streets Alive site, Council works with the site supervisor and other volunteers to develop goals for the site. Council then helps to develop a plan to achieve these goals.

Should the project continue as a permanent addition, a formal Streets Alive group can be formed. The next steps involve an onsite meeting with both Council's Streets Alive Co-ordinator and interested residents to discuss their proposal. Council will assess the proposal and if approved will progress the formation of the group, arrange promotion to encourage more members (as needed), arrange training etc.

## Options

Council has the following options in relation to this matter:

1. Keep and maintain the Shared Space in its current state following minor additions (garbage bin, amendment of street light luminaires in response to the community feedback) i.e., Shares Space and road closure remain permanently.
2. Revert the Shared Space back to a roadway i.e., dismantle the shared space.

These options are assessed in the table below.

Option	Finance/Resourcing	Risk/Opportunity	Consultation
1.	The financial implications for keeping the Share Space are minor improvements in response to the trial feedback, to be costed from the Kirribilli & McMahons Point Village Centres Budget, and the long-term ongoing maintenance of the site.	<ul style="list-style-type: none"> <li>- Much-needed additional public open space is retained.</li> <li>- Continued reduction in illegal westbound traffic movements and reduced traffic speeds improve pedestrian and road safety within the area.</li> <li>- New Streets Alive Group formed.</li> </ul>	<ul style="list-style-type: none"> <li>- Community engagement occurred in accordance with the project-specific engagement plan.</li> <li>- Further consultation is not considered necessary.</li> <li>- Signage/notification is recommended to advise the community that the Share Space will be retained.</li> </ul>
2.	There are significant costs to be incurred if the Shared Space is to be dismantled. The cost of reinstatement will be taken from the Kirribilli and McMahons Point Streetscape budget.	<ul style="list-style-type: none"> <li>- Traffic issues return/resume e.g., increased illegal westbound traffic movements on East Crescent Street, and reduced pedestrian safety.</li> <li>- Missed opportunity to be part of Council's Streets Alive program.</li> </ul>	<ul style="list-style-type: none"> <li>- Further consultation is not considered necessary.</li> <li>- Signage/notification is recommended to advise the community that the Share Space will be removed (including direct notification to adjacent properties to be impacted by the dismantling of the site) and roadway reinstated.</li> </ul>

Option 1, is recommended for the following reasons:

- There will be no further financial or resource implications.
- There will be continued use of the Shared Space by the community.

- It will maintain the reduction in illegal westbound traffic movements which increases both pedestrian and vehicle safety.
- No further community consultation would be required. There will be no effect on any of the issues raised as concerns by the community.
- The Shared Space will continue to be part of Council's Streets Alive Program, encouraging community interaction and ownership.

### **Consultation requirements**

Community engagement has occurred in accordance with Council's Community Engagement Protocol. The detail of this report provides the outcomes from the engagement for Council to consider prior to adoption.

### **Financial/Resource Implications**

The Shared Space project was funded through the NSW Government's Streets as Shared Spaces Program - Round 2. A condition of the grant funding was that Council had to contribute \$250,000 matched dollar for dollar towards the project.

If the Shared Space is not endorsed by Council for permanent implementation and the decision is made to return the site to a roadway, there will be no financial assistance received from the NSW Department Planning & Environment, and reinstatement will be at Council's expense.



# EAST CRESCENT STREET TRIAL POCKET PARK AND SHARED SPACE

Human Movement Data Study

Prepared for North Sydney Council  
June 2023



## COVID-19 AND THE POTENTIAL IMPACT ON DATA INFORMATION

The data and information that informs and supports our opinions, estimates, surveys, forecasts, projections, conclusion, judgments, assumptions and recommendations contained in this report (Report Content) are predominantly generated over long periods, and is reflective of the circumstances applying in the past. Significant economic, health and other local and world events can, however, take a period of time for the market to absorb and to be reflected in such data and information. In many instances a change in market thinking and actual market conditions as at the date of this report may not be reflected in the data and information used to support the Report Content.

The recent international outbreak of the Novel Coronavirus (COVID-19), which the World Health Organisation declared a global health emergency in January 2020 and pandemic on 11 March 2020, has and continues to cause considerable business uncertainty which in turn materially impacts market conditions and the Australian and world economies more broadly.

The uncertainty has and is continuing to impact the Australian real estate market and business operations. The full extent of the impact on the real estate market and more broadly on the Australian economy and how long that impact will last is not known and it is not possible to accurately and definitively predict. Some business sectors, such as the retail, hotel and tourism sectors, have reported material impacts on trading performance. For example, Shopping Centre operators are reporting material reductions in foot traffic numbers, particularly in centres that ordinarily experience a high proportion of international visitors.

The data and information that informs and supports the Report Content is current as at the date of this report and (unless otherwise specifically stated in the Report) does not necessarily reflect the full impact of the COVID-19 Outbreak on the Australian economy,

the asset(s) and any associated business operations to which the report relates. It is not possible to ascertain with certainty at this time how the market and the Australian economy more broadly will respond to this unprecedented event and the various programs and initiatives governments have adopted in attempting to address its impact. It is possible that the market conditions applying to the asset(s) and any associated business operations to which the report relates and the business sector to which they belong has been, and may be further, materially impacted by the COVID-19 Outbreak within a short space of time and that it will have a longer lasting impact than we have assumed. Clearly, the COVID-19 Outbreak is an important risk factor you must carefully consider when relying on the report and the Report Content.

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**We acknowledge, in each of our offices, the Traditional Owners on whose land we stand.**

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#### Urbis staff responsible for this report were:

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Project code	P0042929
Report number	01

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# PURPOSE AND EXECUTIVE SUMMARY

## PURPOSE

The purpose of this report is to measure and analyse visitation to and from East Crescent Street in McMahons Point. East Crescent Street has been transformed into a temporary pocket park and shared space between Blues Point Road and Middle Street, McMahons Point. The trial pocket park and shared space of this section of McMahons Point was undertaken in the months of April and May in 2023.

Urbis has been commissioned by North Sydney Council to undertake an analysis of Human Movement Data to understand changes in visitation rates, visitor profile, temporal analysis, dwell time and cross usage as a result of the implementation of the trial pocket park and shared space at East Crescent Street in McMahons Point.

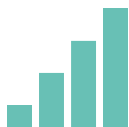
## EXECUTIVE SUMMARY



Three comparison periods were assessed – a historical period (1 year prior to activation), the two-months pre-construction, and the activation period.



The share of visitation from the broader market (i.e. Greater Sydney visitors, intrastate, interstate and international visitors) has increased during the activation period for both East Crescent and McMahons Point.



The data sample for East Crescent and McMahons Point has increased during the activation period. The high ratio of East Crescent to McMahons Point data in the activation period (Page 11) indicates increased usage of East Crescent Street.



During the activation period, the average dwell time for visitors to East Crescent Street increased by 48% relative to the historical period.



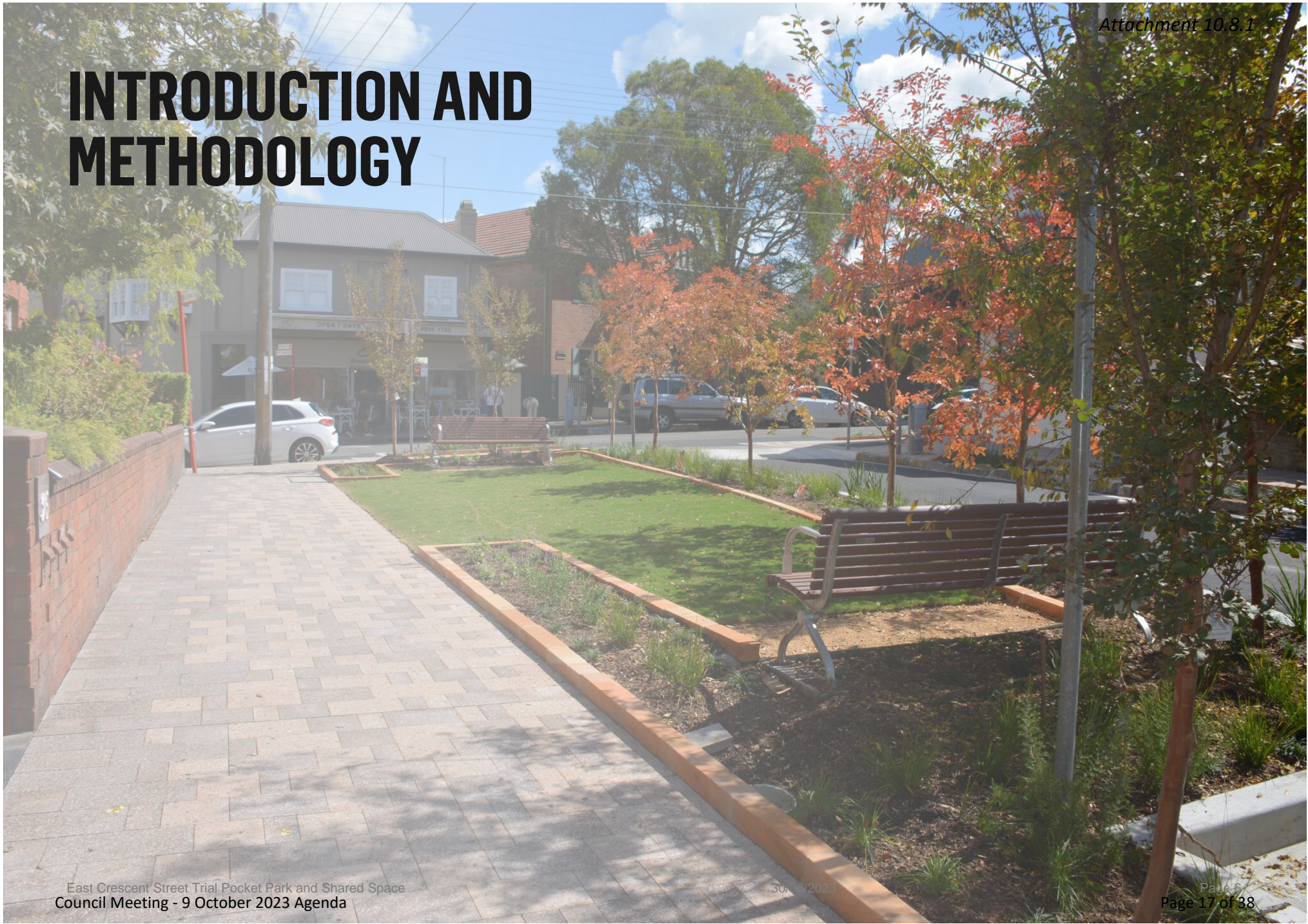
In East Crescent, a more even visitation can be observed during the activation period, relative to the historical period. There is also a slight increase in weekend activity across McMahons Point during activation period.



The share of other McMahons Point precincts visitors who also visited East Crescent Street increased from the historical to the activation period. Similar trend is observed from East Crescent to other McMahons Point precincts as well.



# INTRODUCTION AND METHODOLOGY



## EAST CRESCENT STREET TRIAL POCKET PARK AND SHARED SPACE

### Overview

North Sydney Council has applied for and received \$250,000 grant funding through the NSW Government's Streets as Shared Spaces Program to trial a "Pocket Park" at the intersection of East Crescent Street and Blues Point Road as part of the McMahons Point – Blues Point Village Centre Public Domain Upgrades Masterplan.

The purpose of the pocket park and shared zone is to provide:

- A more vibrant streetspace
- More opportunities for outdoor seating
- Improved pedestrian connectivity
- More passive public open space in the village of McMahons Point.

The new pocket park and shared zone in McMahons Point was trialed for two months of April and May 2023 and the works to transform the space were completed in March 2023.

### East Crescent Street Trial Pocket Park and Shared Space



Source: North Sydney Council

# STUDY AREA DEFINITION

## Introduction

Urbis has been commissioned by North Sydney Council to undertake an analysis of Human Movement Data to understand changes in visitation rates, visitor profile, temporal analysis, dwell time and cross usage as a result of the implementation of the trial pocket park and shared space at East Crescent Street in McMahons Point.

## Report Outline

In order to understand the levels of activity and the impact the East Crescent Pocket Park and Shared Space has brought to McMahons Point, Human Movement Data (HMD) has been utilised. The HMD methodology is outlined on Page 10 and 11.

For the purpose of the analysis, we have analysed the data for the defined precincts (map, overleaf) across three different time periods:

- **Historical Period:** 1st April 2022 to 31st May 2022
- **Pre-Construction Period:** 5th December 2022 to 5th February 2023
- **Activation Period:** 1st April 2023 to 31st May 2023.

The rest of the report will be structured as follows:

- **Temporal Analysis** – what the activity patterns throughout the day and week are in McMahons Point
- **Visitor Profile** – where visitors come from and how do they behave
- **Dwell Time and Cross Usage** – how long a visitor stay on average and what is the interaction like between East Crescent and other precincts in McMahons Point
- **Heat Mapping** – illustrate the relative activity patterns throughout McMahons Point.

# PRECINCT MAP



# HUMAN MOVEMENT DATA METHODOLOGY

## What is Human Movement Data?

Human Movement Data (HMD) is a powerful analytical tool that uses mobile phone data to provide insights into:



**Where visitors come from and where they are going** which is instrumental to defining catchment areas and customer profiles.



**What places they visit** which helps understand drivers of visitation and relationships between different types of activities (for example work, shopping, leisure, school, sport etc.).



**How they move around within particular places** – the routes they take, how far they walk, where they stop and how long they spend there.



**When they visit** throughout the year, day, night or hour.



**How movement patterns have changed** in response to a new development, changes in transport infrastructure, a particular promotion or event, or improvements to the public realm.

## Methodology

In order to understand the levels of activity and the impact the East Crescent Pocket Park and Shared Space has brought to the Blues Point Village, HMD has been utilised.

### Where the data comes from?

- HMD has been sourced from the third-party provider Near. Near's location data is aggregated from a variety of high-quality sources, including first party data from Near's own apps, partnered applications and locational data derived from mobile advertising.
- Across Australia, the Near dataset has over 6.1 million unique devices that have been active in the last thirty days. These devices contribute to Near's vast database of locational 'pings'. Each one of these devices may give a locational 'ping' when using an application that contains Near's locational software, intermittently throughout the day depending on the application's agreement with Near, or when interacting with advertisement containing Near's software. Information relating to each 'ping' includes a de-identified device identifier, date, time, latitude and longitude. Near then cleans all locational data received to ensure that the data provided to clients is both accurate and actionable. **All data is de-identified and neither Urbis nor North Sydney Council can access personal information relating to the users.**
- **Lastly, it is important to note that the raw number of visits counted from the HMD is a representation of activity patterns. The visit counts are best used to understand patterns of behaviour and relative levels of activity in areas and across time periods.** It is a sample and should be treated as such.

# HUMAN MOVEMENT DATA METHODOLOGY

## Key Definitions and Terminology

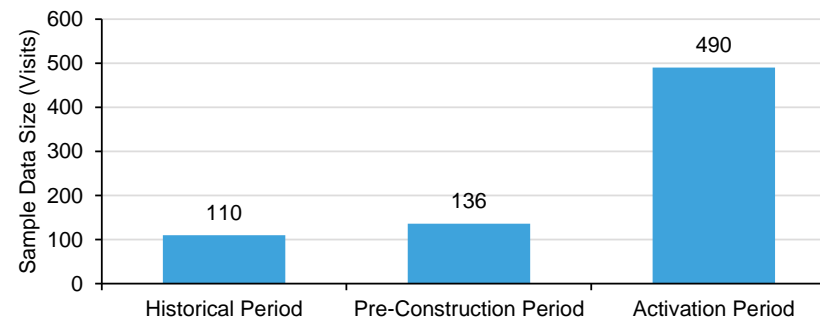
TERM	DEFINITION
<b>Visits</b>	The number of times unique devices are seen within a particular geographical area.
<b>Place of Residence</b>	The Common Evening Location (CEL) for a device is estimated by determining where a device most frequently appears during the “non-work” hours (evening through morning and weekends). The overnight hours are defined as after 6 PM and before 8 AM, weekends include Saturday and Sunday. The Common Evening Location is a proxy for Place of Residence for each device.
<b>Place of Work</b>	The Common Daytime Location (CDL) for a device is estimated by determining where a device most frequently appears during the “work” hours (9 AM – 5 PM through weekdays). The Common Daytime Location is a proxy for Place of Work for each device.
<b>East Crescent</b>	East Crescent includes the two footpaths (north and south of East Crescent Street) indicated in the map on Page 9 during the historical and pre-construction periods. However, for the activation period, East Crescent represents the two footpaths and also the East Crescent Trial Pocket Park.
<b>McMahons Point</b>	McMahons Point represents the shops defined in the map overleaf and the appropriate footpath for each time period.

## Sample Data

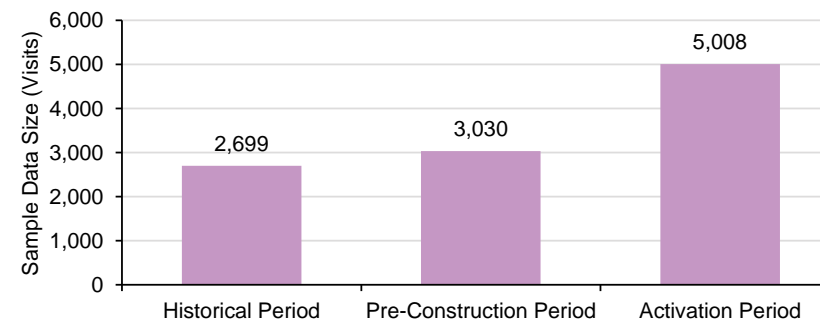
The data sample is highlighted in the charts below, which outline the number of visits to the precincts. It is important to note that the numbers below are just sample data and cannot be used to determine change in visitation volume.

The sample data on East Crescent Footpath is relatively small and may explain abnormalities across some charts and tables.

**East Crescent Sample**



**McMahons Point Sample**



Source: Near

30/06/2023

# TEMPORAL ANALYSIS



# TIME OF DAY

## Key Findings

The temporal analysis helps us understand the activity pattern at East Crescent and McMahons Point across the day (time of day) and week (day of week).

The charts on the right illustrates the time of day analysis, showing the activity by hour across an average day.

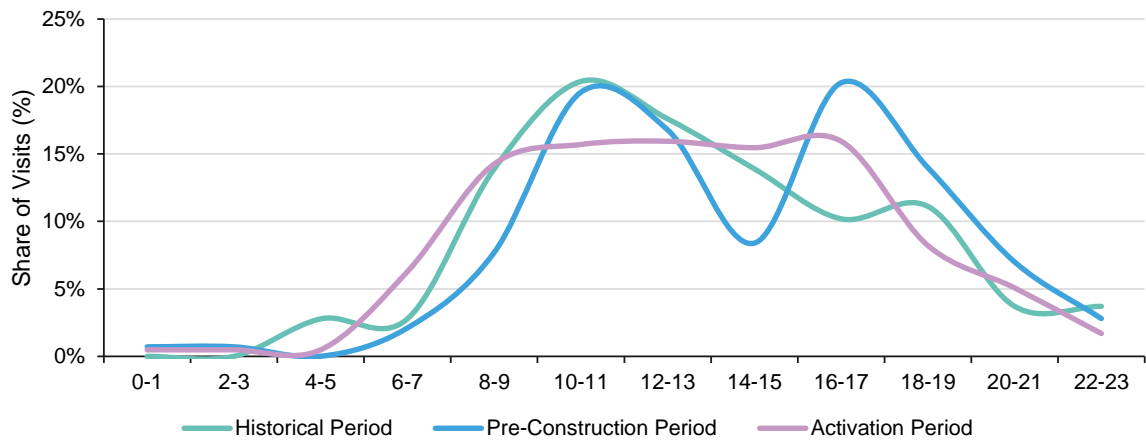
Due to the limited sample size on East Crescent, the time of day analysis has been smoothed and displayed in two hours interval to assist with the comparative analysis between the time periods.

Both historical and pre-construction periods are observed to have spikes in activity throughout the day, which may reflect passers-by along East Crescent Street. The activation period, on the other hand, illustrate an even activity level across the day between 8am to 6pm, which may indicate visitors hanging out at the trial pocket park.

For the broader McMahons Point, the activity pattern are consistent across the time periods. Visitors are most active between 9am and 7pm. This demonstrates a consistent use throughout the day with a similarly vibrant night life. This can be attributed to the number of food and beverage options like restaurants, cafés and pub in the area.

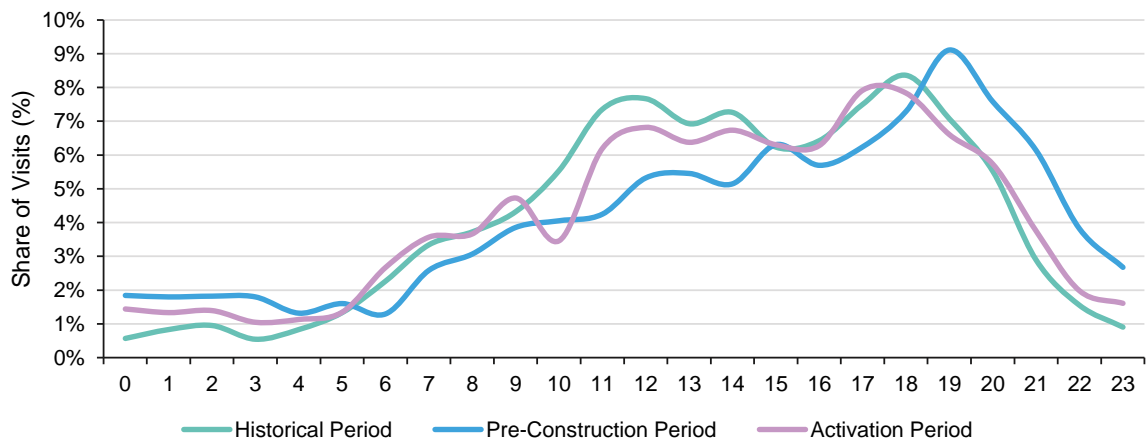
**East Crescent experienced a more sustained activity across the day in the activation period, relative to historical period. There is negligible difference between the historical and activation periods for McMahons Point. However, we can observe a longer stay in the evening during the pre-construction period. This can be the result of longer daylight during the summer season.**

## Time of Day Analysis – East Crescent



Source: Near, Urbis

## Time of Day Analysis – McMahons Point



Source: Near, Urbis



# DAY OF WEEK

## Key Findings

Similar to time-of-day analysis, day of week analysis provides an understanding of activity levels but across the week instead of the day.

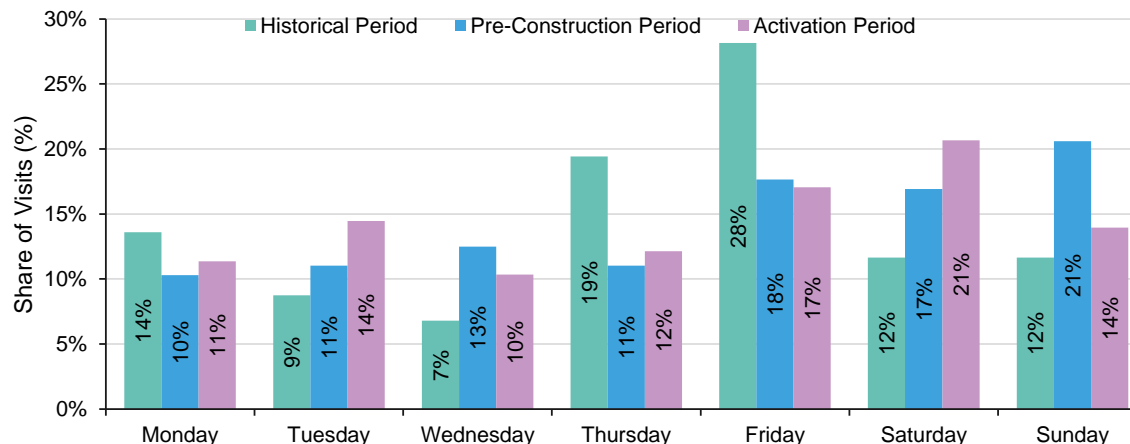
The day of week analysis on East Crescent shows the highest visitation on Thursday and Friday. This significantly high visitation may be the result of the limited sample size in East Crescent. During pre-construction and activation periods, notable level of activity at East Crescent occurs on Friday and Saturday. This aligns with the activity pattern across the wider McMahons Point.

McMahons Point consistently has the highest activity on Fridays and Saturdays across all time periods. This is driven by visitors from Greater Sydney exploring the surrounding areas range of cafes, pubs and restaurants as well as views of Sydney CBD. A key attraction is Blues Point reserve, which has direct access via Ferry.

Upon closer inspection, the greatest activity level on Fridays and Saturdays is found during the evening between 5pm and 10pm. This may reflect visitors from Greater Sydney dining in the suburb's restaurants while visiting the wharf to view the sunset as McMahons Point serves as a popular location for viewing sunset.

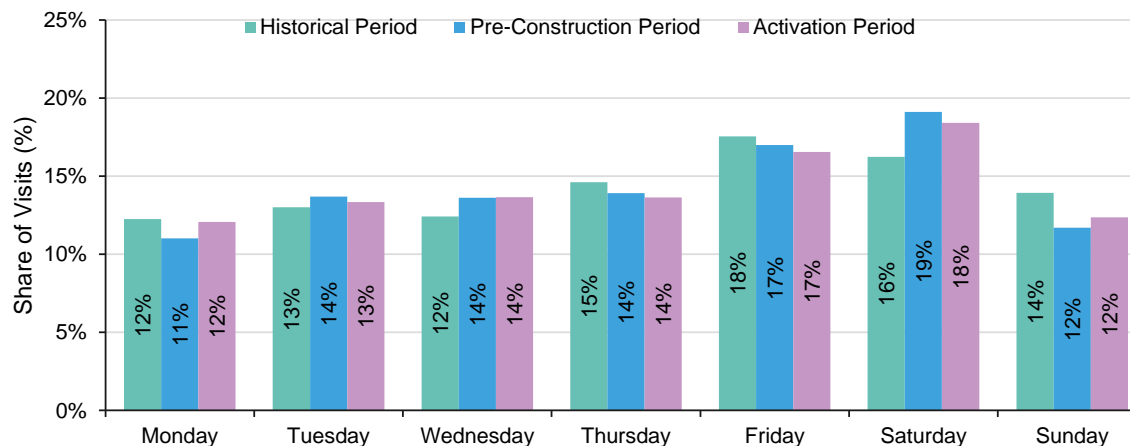
**Majority of activity level in East Crescent occurs on Fridays and Saturday in activation period, consistent to that of overall activity in McMahons Point. The trial pocket park does not appear to have any impact on visitation to McMahons Point as no notable difference between historical and activation period is observed.**

## Day of Week Analysis – East Crescent



Source: Near, Urbis

## Day of Week Analysis – McMahons Point



Source: Near, Urbis

# VISITOR PROFILE



## VISITOR SEGMENTATION

### Key Findings

In this section, we analyse where visitors to East Crescent and McMahons Point are coming from. This will help us understand the type of visitors the study area receives and analyse the difference in behaviour pattern across each segments.

We have defined the visitor segment as follows:

- **Local Resident** – reside in the McMahons Point and Lavender Bay suburbs
- **Remainder of North Sydney LGA Resident** – reside within the North Sydney Council (excluding Local Resident)
- **Greater Sydney Visitor** – reside in the other parts of Greater Sydney.
- **Intrastate and Interstate Visitor** – live in regional NSW and interstate, respectively
- **International Visitor** – live outside of Australia.

Due to the influence of COVID-19 pandemic and the increased flexibility in the working from home arrangement, workers have not been defined in this analysis.

McMahons Point has a visitor market primarily drawn from Greater Sydney, indicating its wide-ranging appeal. This appeal is increasing for intrastate, interstate and international visitors, with higher visitation from these groups during the activation period and appear to be consistent in visitation to East Crescent as well.

**During the activation period, both East Crescent and McMahons Point draw from a broader market compared to both historical and pre-construction periods.**

### Visit Distribution by Visitor Segment

	East Crescent			McMahons Point		
	Historical Period	Pre-construction Period	Activation Period	Historical Period	Pre-construction Period	Activation Period
Local Resident	13%	17%	8%	16%	15%	11%
Remainder of North Sydney LGA Resident	10%	3%	5%	10%	12%	6%
Greater Sydney Visitor	64%	65%	69%	62%	64%	63%
Intrastate Visitor	7%	4%	6%	4%	3%	8%
Interstate Visitor	6%	7%	10%	4%	4%	8%
International Visitor	1%	3%	2%	3%	2%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Near; Urbis

# MCMAHONS POINT VISITOR ANALYSIS

## Key Findings

Visitor analysis helps us understand the potential change in the behaviour pattern of different visitor categories as a result of the activation at Eastern Crescent Street. For this exercise, we have recategorized visitor segments into the following categories:

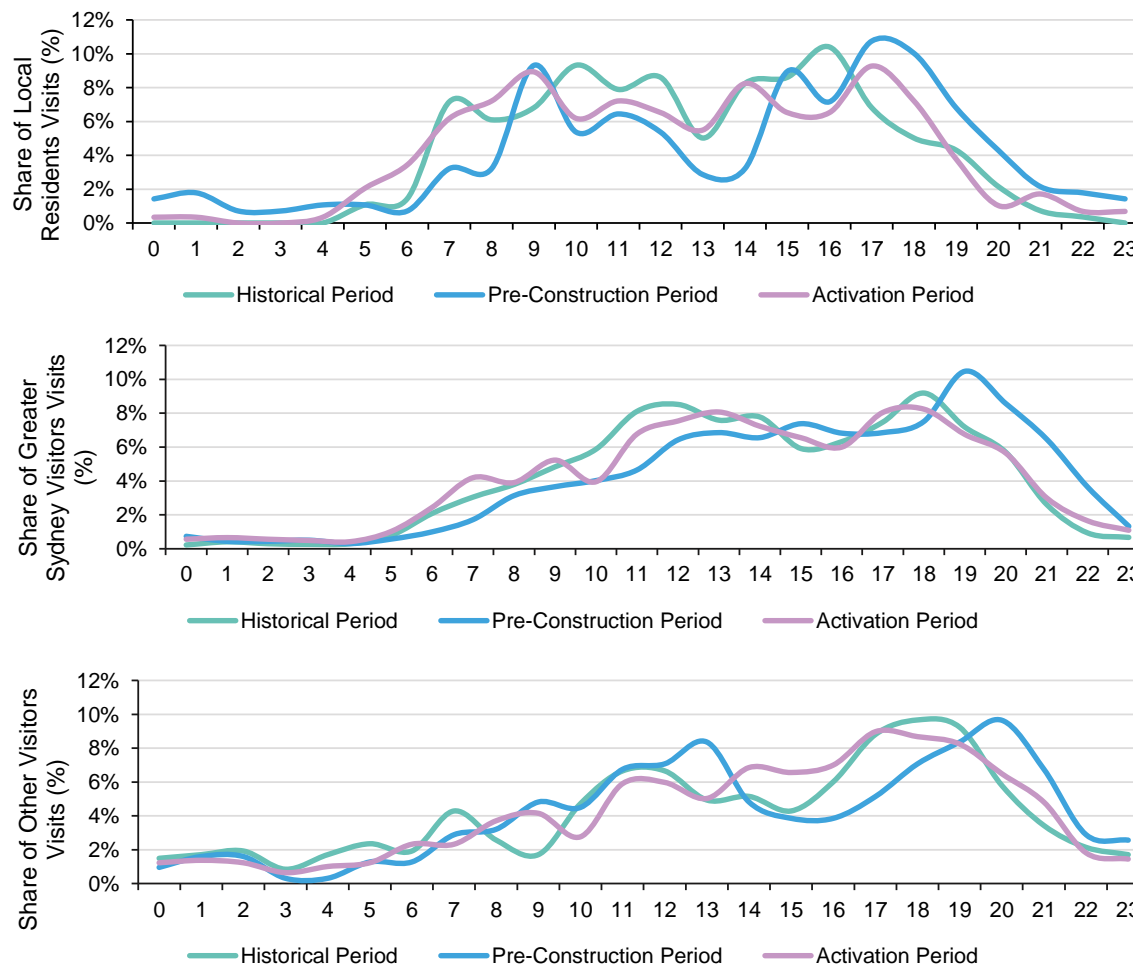
- **Local Resident** are those that reside in the McMahon's Point and Lavender Bay suburbs
- **Greater Sydney Visitors** include Remainder of North Sydney LGA residents and Greater Sydney Visitors
- **Other Visitors** include Intrastate, Interstate, and International Visitors.

**Local Residents** are observed to have majority of their activities in the daytime with activity picking up around 7am and dropping off by 6pm. The peaks in the morning and afternoon could indicate residents grabbing either coffee or a meal before heading off to work or on their way back home.

**Greater Sydney Visitors**' activity level picked up around lunch time and this remained constant throughout the day before peaking around 6pm and dropping off after. The peak in the evening can also be observed in the **Other Visitors**' activity pattern. This may reflect visitors stopping by for dinner after watching the sunset by McMahon's Point.

**Local Residents have an earlier start in the morning and staying later into the evening, which may indicate them spending more time out in McMahon's Point. On the other hand, activity patterns for Greater Sydney Visitors and Other Visitors remain consistent across the time periods.**

## McMahons Point Visitation by Visitor Category



Source: Near, Urbis

## HOME LOCATION BY DISTANCE

### Key Findings

Home location by distance analysis provides us with an indication of how far visitors are willing to travel to visit East Crescent and McMahons Point.

The historical and pre-construction periods saw the highest visitation to East Crescent from residents in the 0-2km range. This changed in the activation period, with a shift in visitation to those living beyond 50km. This is consistent with the observation made in the visitor segment analysis.

Visitation to McMahons Point exhibits a similar trend, with a significant increase in visitation from beyond 20km.

**During the activation period, McMahons Point attracted a greater share from residents beyond 20km radius compared to the previous periods.**

### Home Location of East Crescent Visitors

	Historical Period	Pre-Construction Period	Activation Period	Change between Historical and Activation Period
0-2km	20%	21%	14%	-6%
2-4km	11%	21%	8%	-3%
4-6km	9%	5%	9%	0%
6-8km	5%	7%	7%	2%
8-10km	5%	5%	5%	0%
10-20km	17%	16%	19%	2%
20-50m	20%	10%	18%	-1%
50km+	15%	16%	20%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>-</b>

Source: Near; Urbis

### Home Location of McMahons Point Visitors

	Historical Period	Pre-Construction Period	Activation Period	Change between Historical and Activation Period
0-2km	25%	23%	16%	-9%
2-4km	10%	12%	7%	-3%
4-6km	10%	11%	10%	0%
6-8km	5%	5%	5%	0%
8-10km	5%	6%	4%	-1%
10-20km	21%	21%	18%	-2%
20-50m	12%	13%	17%	5%
50km+	11%	9%	21%	10%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>-</b>

Source: Near; Urbis

## HOME LOCATION BY SUBURB

### Key Findings

Home location by suburb provides a more granular understanding of where visitors to East Crescent and McMahons Points are from.

Provided the geographical location of McMahons Point, it is not surprising to see that majority of the top 20 suburbs are located in the north. Both East Crescent and McMahons Point continue to draw most of their visitations from suburbs within the North Sydney Council with the top two home suburbs unchanged between historical and activation period.

The impact of activation at East Crescent Street on suburbs is consistent with the visitor segment and home location by distance analysis. The drop in share from suburbs like McMahons Point and Northbridge aligns with the decrease in local residents and the increase in visitation from Greater Sydney visitors can be observed in suburbs like Annandale, Turramurra, Sydney and Greenwich.

**The trial pocket park at East Crescent Street attracted more visitation from the broader Greater Sydney market compared to the historical period.**

### Top 20 Home Suburbs

	East Crescent				McMahons Point		
	Historical Period	Pre-construction Period	Activation Period		Historical Period	Pre-construction Period	Activation Period
McMahons Point	13%	15%	7%	McMahons Point	15%	12%	10%
Mosman	3%	1%	3%	Mosman	3%	3%	3%
Northbridge (NSW)	3%	15%	3%	North Sydney	2%	2%	2%
North Sydney	2%	0%	3%	Northbridge (NSW)	2%	3%	1%
Claremont Meadows	0%	1%	1%	Annandale (NSW)	1%	1%	1%
Haberfield	0%	2%	1%	Lavender Bay	1%	3%	1%
North Willoughby	1%	0%	1%	Turramurra	1%	1%	1%
Pymont	0%	0%	1%	Sydney	0%	1%	1%
Sydney	0%	1%	1%	Greenwich	2%	1%	1%
Artarmon	0%	0%	1%	North Curl Curl	1%	1%	1%
Baulkham Hills	0%	1%	1%	Wollstonecraft	2%	2%	1%
Epping (NSW)	0%	1%	1%	West Pennant Hills	0%	0%	1%
Greenacre	0%	0%	1%	Cammeray	1%	2%	1%
Greenwich	3%	0%	1%	Greenacre	0%	0%	1%
Ivanhoe East	1%	0%	1%	Chatswood	1%	1%	1%
Killara (NSW)	0%	2%	1%	Epping (NSW)	0%	0%	1%
Kurraba Point	0%	0%	1%	Zetland	0%	0%	1%
Lindfield	0%	1%	1%	Baulkham Hills	0%	0%	1%
Marrickville	0%	0%	1%	Castle Hill (NSW)	0%	1%	1%
Merrimac	0%	0%	1%	Collaroy (NSW)	0%	0%	1%

Source: Near; Urbis

# DWELL TIME AND CROSS USAGE



# DWELL TIME ANALYSIS

## Key Findings

In this section, we analyse the dwell time and cross usage in East Crescent and McMahons Point to understand how the behaviour of visitors change in terms of the time they spent and their interactions with different precincts.

Dwell time analysis outlines the amount of time visitors to East Crescent and McMahons Point spend on average across different time periods. This helps us understand whether the installation of the trial pocket park at East Crescent Street has caused visitors to stay for longer or shorter time periods.

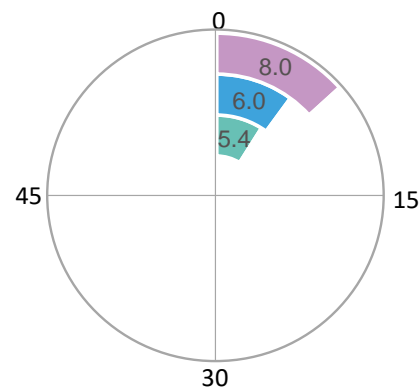
Average dwell time on East Crescent has increased from five minutes in historical period to eight minutes in activation period, growing by 48% while the overall dwell time in McMahons Point has decreased by 9% or three minutes.

This indicates that visitors are making use of the open space at the trial pocket park in East Crescent, either hanging out after grabbing coffee at Breadworks Café across the street or for just casual catch-up. However, there is limited impact on the overall McMahons Point in terms of dwell time.

**Visitors are spending more time at East Crescent Street during activation period, compared to historical period.**

## Average Dwell Time (mins) in East Crescent

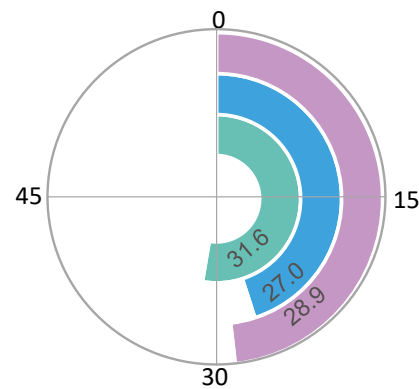
■ Historical Period ■ Pre-Construction Period ■ Activation Period



Source: Near; Urbis

## Average Dwell Time (mins) in McMahons Point

■ Historical Period ■ Pre-Construction Period ■ Activation Period



Source: Near; Urbis



# CROSS USAGE ANALYSIS

## Key Findings

Cross usage analysis illustrates the interaction between Eastern Crescent and other precincts within McMahons Point.

The top chart illustrates the proportion of East Crescent visitors who also visited other precincts on the same day. For example, 13% of visitors to East Crescent in the activation period also visited Blues Point Road East on the same day.

The proportion of interaction from East Crescent visitors has increased for most precincts within McMahons Point with the exception of Blues Point Road East during the activation period.

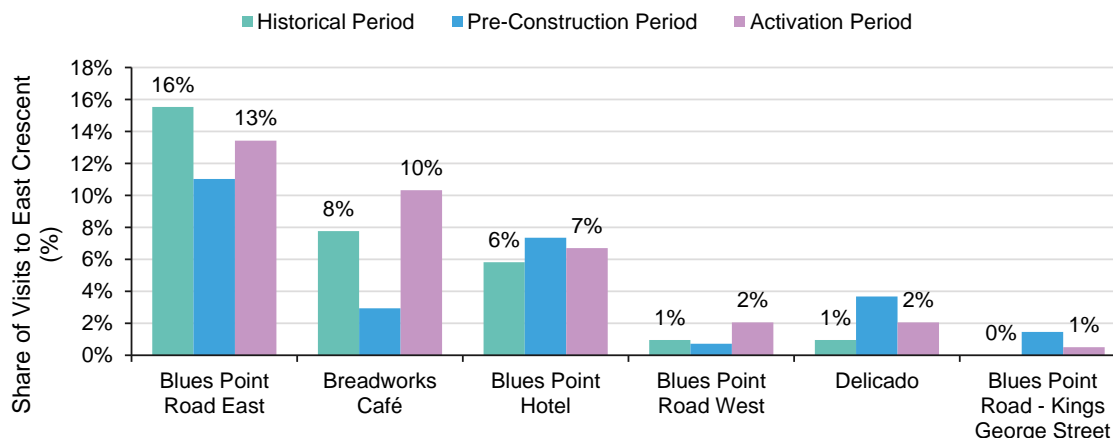
The bottom chart looks at the cross-usage analysis from a different lens to understand how the trial pocket park impacts the interaction of those visiting other precincts. For example, 12% of visitors to Breadworks Café also visited East Crescent Street on the same day.

The share of other precincts visitors who also visited East Crescent on the same day has increased across all precincts during the activation period.

This finding, paired with the dwell time analysis, confirms the potential observations of visitors making use of the trial pocket park as a hang out spot before or after going to the other precincts.

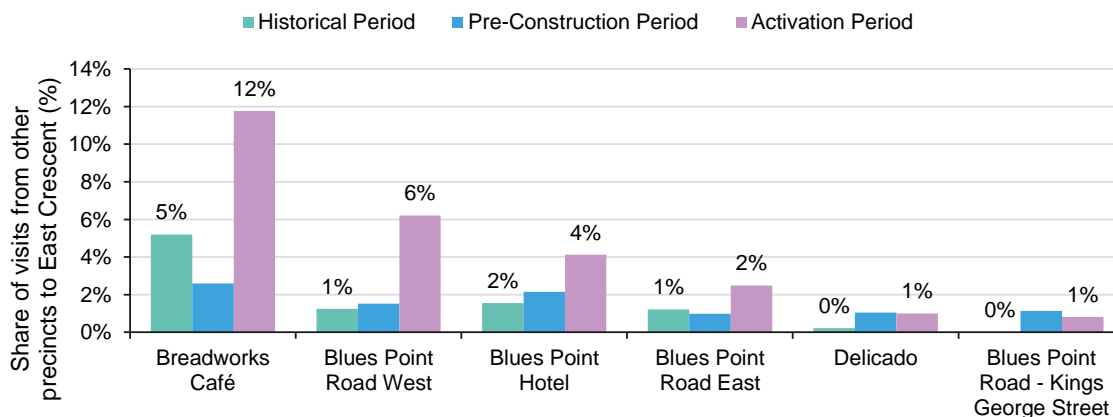
**The trial pocket park at East Crescent Street increased the visitors' interaction between East Crescent and other precincts within McMahons Point.**

## Share of East Crescent Visitors who also went to other precincts on the same day



Source: Near; Urbis

## Where visitors from other precincts also visited East Crescent on the same day

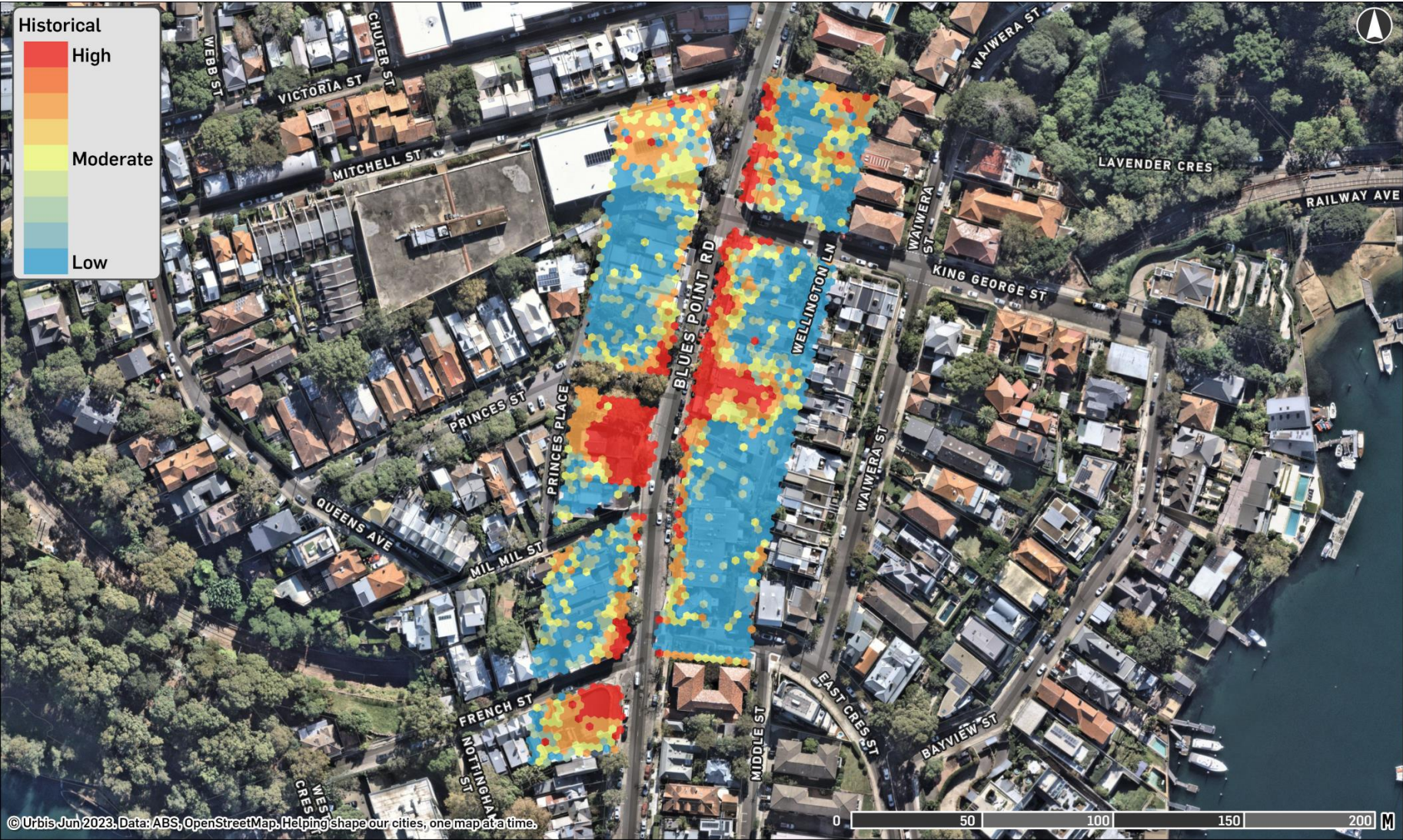


Source: Near; Urbis

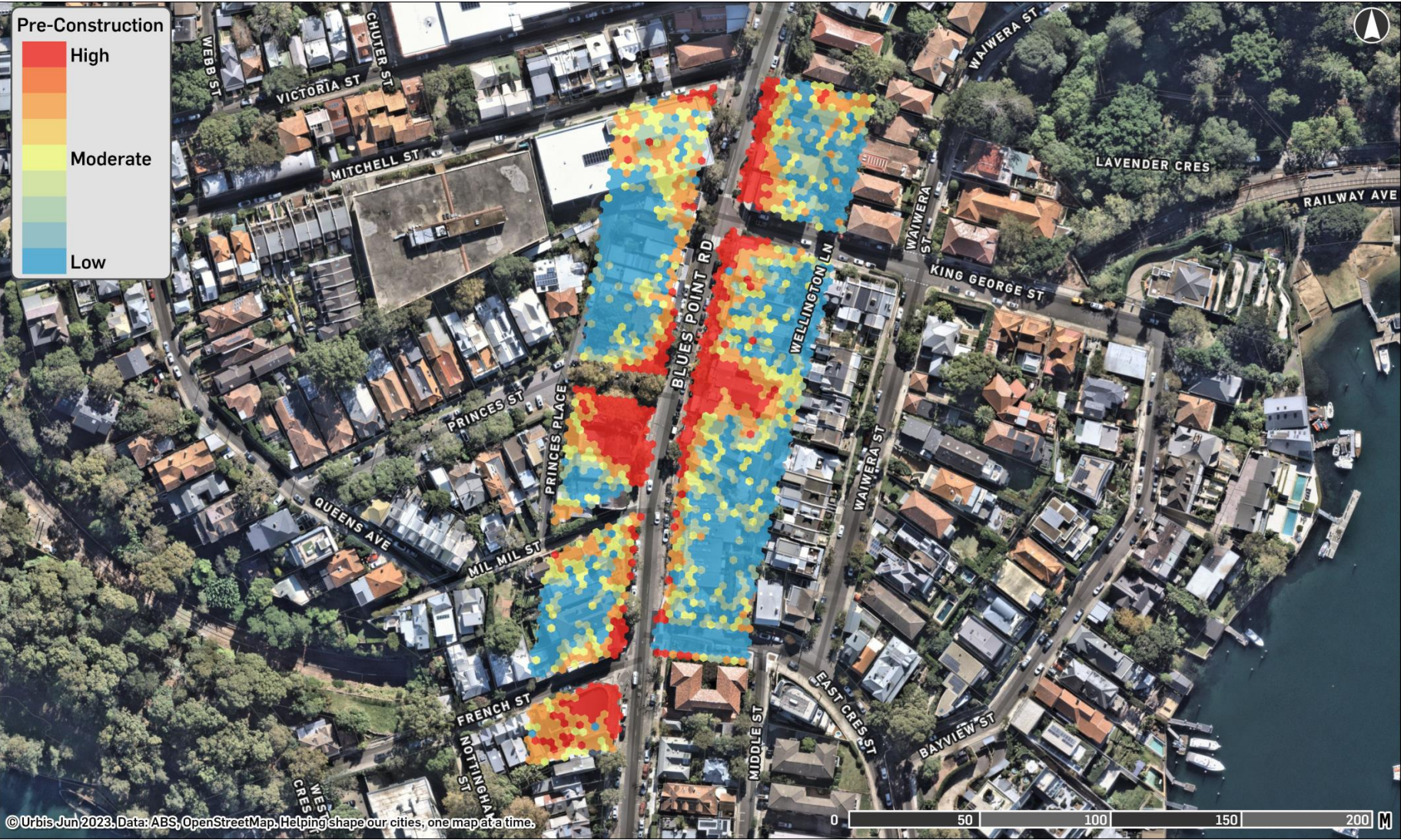
# HEAT MAPPING



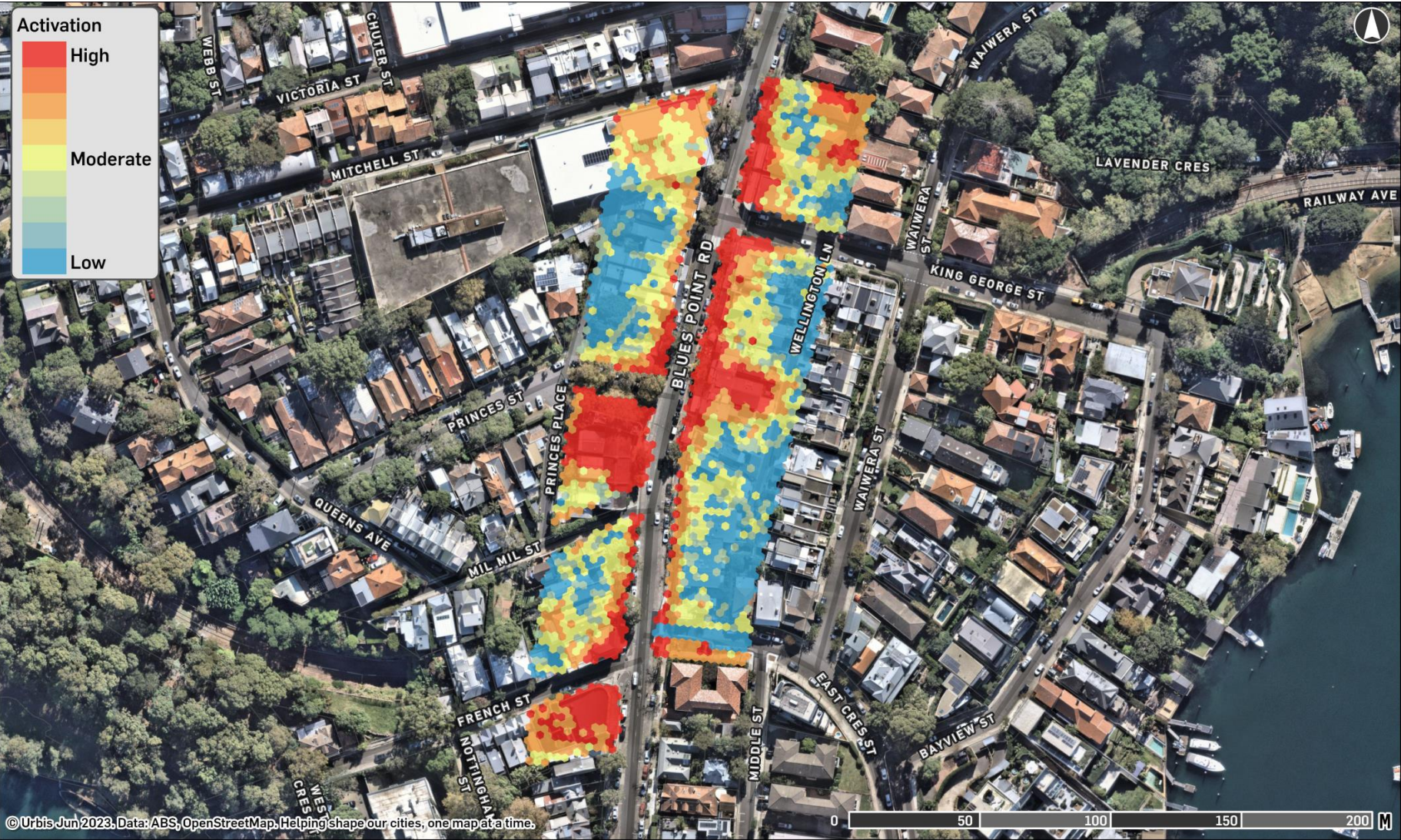
# HISTORICAL PERIOD



# PRE-CONSTRUCTION PERIOD



# ACTIVATION PERIOD





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