

DRAFT Streetscape Engagement Plan

The Denmark Town Centre Connectivity and Streetscape Design project aims to produce a detailed Master Plan which responds to the change in retail and civic anchors within the township of Denmark, encapsulating the streetscape from Hollings Road by the river, up South Coast Highway and Strickland Street to Ocean Beach Road. Community engagement with stakeholders will help designers produce a plan which meets the changing and growing needs of our town without losing the ‘village feel’ that makes Denmark, Denmark.

Proposed Key Engagement Questions:

- 1) When considering enhancements for the public realm along Strickland Street and along South Coast Highway between Ocean Beach Road and Hollings Road, what should we prioritise in the design? Themes to include: parking/vehicle movement, business space activation, permanent and temporary signage, pedestrian access, cyclists, trees and gardens, public art etc
- 2) Targeted question to technical stakeholders: What are the relevant and necessary considerations of the design

Target Groups for Engagement Activities:

Key Stakeholders	Technical Stakeholders	Other Stakeholders
Property owners and tenants (businesses or other private tenants) of land adjacent to streetscape within the scope of this project	Main Roads WA	Wider Shire of Denmark community
Town Teams	Convic (Berridge Park project)	
Denmark Chamber of Commerce	Stantech (Hollings Road project)	
Denmark Community Resource Centre	Hardy Street supermarket proponent/developer	
Denmark Primary School	Shire staff – Planning	
Little Whalers Daycare	Shire staff – Parks and Gardens	
Gumnuts Occasional Care	Shire staff – Roads crew	
Kwoorabup Nature School	Shire staff – Waste Collection team	
Denmark Senior High School	Cleanaway	
Golden Hill Steiner School	Accessibility Working Group	
School Bus Drivers		
Thorntons Mitre 10		
Petro Service Station		
Shire staff – Library (and Projects)		
Masons Lodge		
Little IGA owners		
WA Police		
Shire of Denmark Councillors		

Project Delivery Roles:

GHD Design – The consultant will deliver targeted engagement with stakeholders to facilitate their design process in line with the agreed upon project scope and deliverables.

Shire – Shire of Denmark officers will liaise with designers to deliver community consultation to inform the design process.

Stakeholders/Community – All stakeholders are classified into three target categories for the purpose of this plan to ensure incorporated and/or organised groups have their opportunity to be involved in the review, and to recognise the wider community as an important stakeholder in the consultation process.

Key Terms:

This engagement plan relies on IAP2 principles. For clarity, the different levels of engagement are listed below:

- Inform
- Consult
- Involve
- Collaborate
- Empower

Deliverable	Team	Method	Target	Level	Timeline
Preparation Work					
Engagement Planning	Comms	Develop Community Engagement Plan	Staff	Internal	JUN 26
Engagement plan endorsement	Exec	Present Community Engagement Plan to Council for endorsement at the June Ordinary Council Meeting	Council	Empower	JUN 26
Your Denmark page	Comms	Develop and launch project webpage ‘Denmark Streetscape Refresh’ name TBC to host community consultation information and online engagements. (insert link here)	Community	Inform	JUL 26
Engagement plan and project awareness	Comms	Promote launch of project website to drive awareness of key objectives, community consultation opportunities.	Community	Inform	JUL 26

		<ul style="list-style-type: none"> - advertising - Media release - Social media post - Posters to noticeboards 			
Delivery and Implementation					
Internal engagement with designers	GHD/Project team	Internal teams to liaise with GHD to ensure engagement on track for delivery	Staff	Internal	TBC
Key Stakeholder invitations to participate	Comms	Direct communications to key stakeholders to invite to Street Walk with consultant	Key Stakeholders	Inform	TBC
Street Walk: Direct Engagement with technical staff and Technical Stakeholders	GHD/Project Team	Street Walk to identify technical needs and details to inform design process. Relationship establishment for GHD and technical stakeholders for on-going liaison throughout design process.	Staff/Technical Stakeholders	Collaborate	TBC
Street Walk: Direct Engagement with Key Stakeholders	GHD/Project Team	Street Walk to gather priorities and preferences to inform design process	Key Stakeholders	Involve	TBC
Street Walk summary for public consumption	GHD	Summary of consultation findings (“this is what you’ve told us you want to see in your streetscape, have we got it right/how close are we?”) made public via Your Denmark page and subsequent promotions. Summary to include map of scoped area for use in later ‘Drop an idea’ engagement	Community	Inform	TBC
Community Marketing	Comms	Public invitation issued to participate in engagement process: <ul style="list-style-type: none"> - Press release - Advertising - Social media - Website/your Denmark - Posters with QR code 	Community	Inform	TBC
Community Engagement Stage #1: Drop an Idea on the Map	Comms	Your Denmark webpage engagement launch: Drop your ideas on a map. Tell us where we need: <ul style="list-style-type: none"> - Trees - Gardens - Footpaths - Parking - Crosswalks 	Community	Involve	TBC
Key Stakeholder invitations to participate	Comms	Direct communications to key stakeholders to invite to Community Drop-In Session	Key Stakeholders	Inform	TBC
Community Marketing	Comms	Promote Community Drop In Session: <ul style="list-style-type: none"> - Website/Your Denmark - eNews - advertisements - Social media - Posters 	Community	Inform	TBC
Community Engagement Stage #2: Community Drop-in Session	GHD	Provide opportunity for community input through selections, options, voting etc	Community	Consult	TBC
Design and Completion					
Technical stakeholder collaboration	GHD/Project Team	On-going consultation with technical advisors and stakeholders to inform design process	Technical stakeholders	Collaborate	TBC
Council Briefing	GHD/Project Team	Brief Council on initial community consultation findings, present concept development	Council	Inform	TBC
Public Comment Period	GHD/Project Team/Comms	Distribute draft concept via Your Denmark for community to comment (approx. 3 weeks)	Community	Consult	TBC
Review and incorporate feedback	GHD	Review findings from public comment, include necessary changes in concept	Internal	NA	TBC
Council Briefing #2	GHD	Present final concept and community consultation findings to Council	Council	Inform	TBC
Finalise Concept	GHD	Present final concept to Council for endorsement	Staff	Internal	TBC
Endorse Concept Design	Council	Vote to endorse final Concept Design	Council	Empower	TBC