



Reibey Street Revitalisation Project

Engagement Report

February 2026

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1. Introduction

1.1 Overview

Community engagement for the Reibey Street Revitalisation Project was conducted from October 7 to November 7, 2025. During this period, draft designs were presented for public feedback.

This report presents a summary of the community engagement process and feedback received. It outlines the purpose and scope of the engagement, the consultation methods used, how the feedback will inform the ongoing design process, and next steps for project.

The report also provides background on Reibey Street's significance to the Ulverstone CBD (Central Business District) and references Council's strategy to support local business, improve accessibility and safety, and enhance the town's identity.

1.2 Background

Reibey Street, in the heart of the Ulverstone CBD, is the Central Coast's primary retail and commercial precinct and an important contributor to the local economy. Council has committed to preparing designs for the revitalisation of Reibey Street in the 2025/26 financial year.

This work aligns with Council's longer-term strategy to reinvigorate key retail and activity centres and deliver infrastructure that supports economic growth across Ulverstone and Penguin. It aims to support local business by:

- Keeping Ulverstone's free parking advantage, while improving accessibility and safety.
- Lifting the look and feel of the main street.
- Encouraging more foot traffic, longer visits, and stronger evening trade.

Past community feedback provided data that showed our community desires a town centre that feels cared for: well-maintained, safe, green, and with a strong local identity - supported by quality footpaths and visible activity and events.

This feedback was used to inform broader strategic work, including the *Our Homes - Our Future* Housing Strategy, Retail and Activity Centre Study and Council's Term Plan priorities, at a time when COVID-19, and resourcing limited progress on the Reibey Street Revitalisation project.

A workshop was conducted in 2023 to gain Councillor feedback prior to progressing the Reibey Street Revitalisation project. Feedback from this Councillor Workshop provided the following guidance:

- Non-Negotiables – high quality and attractive concrete paths, vegetation and landscaping, ability to stage works, a design that is functional and easy to maintain, durable style, incorporation of public art, phone charging stations, and consideration of improved links to the Ulverstone Wharf precinct
- Negotiables – parking supply, delivery and loading arrangements, parklets and/or on-street dining, bicycle lanes, water features, outdoor retail wares, recreational meeting space, consideration of a projector screen (e.g. Apex Park); and potential thematic design
- Must include – DDA parking
- Must exclude – mall, shared zone

Project Timeline		
2019	Place Score Consultation	- Online survey: 16 Dec 2019 and 7 Feb 2020. - 60 face-to-face interviews in Reibey Street: 6,7 Feb 2020.
2020	Strategic Direction 2: A Connected Central Coast, provide for a diverse range of movement patterns.	- Develop a 'sense of place' within our central business districts. - Curate spaces in Reibey Street / Apex Park to create vibrancy within the Ulverstone CBD.
2020	Council and Trader Workshops.	A report on Place Score results prepared for Council by Complete Streets. These results were reported at a Council workshop (2 March) and Traders Workshop (3 March).
2022 / 2023	Term Plan: identified as a Strategic Priority.	
2023	Council Workshop conducted in June to gain Councillor feedback prior to progressing.	
2024 / 2025	Budget funding provided to engage a consultant to progress to a detailed design level suitable for construction.	
2025	Community engagement 7 Oct - 7 Nov.	Draft designs were available for public feedback. Data collected through the survey to inform ongoing design process, ensuring that the project reflects community priorities and expectations.

1.3 Consultation Objectives

The objectives of the Reibey Street Revitalisation consultation were to:

- Inform the community of future plans to upgrade Reibey Street to revitalise the area.
- Invite the community to review draft concept designs developed using information received from previous consultations.
- Enable and encourage the community to provide feedback on draft concept designs.
- Listen to community feedback and include it where appropriate and/or possible.

1.4 Legislative and Strategic Context

Council's engagement projects are undertaken in line with the Local Government Act 1993 (Tas) and Council's Communication and Engagement Framework (2025), which sets out a commitment to transparent, inclusive and evidence-based engagement.

2. Consultation Approach

2.1 Level of Engagement

This project was delivered at Level 2 (Consult) on the IAP2 Public Participation Spectrum. At this level, Council keeps the community informed, listens to feedback, and reports on how input influenced decisions.

2.2 Engagement Activities Summary

Activities and methods undertaken to gather input from the community are outlined in the table below.

Activity / Method	Description	Target audience	Participation
Survey (My Central Coast)	A mix of quantitative and qualitative questions. Registration required.	Locals, visitors, and traders.	172
Quick Poll (My Central Coast)	A single multiple-choice question. Registration not required.	Locals, visitors, and traders.	194
Hard copy survey	Offline alternative available at Council's Administration Centre and at Community Input Sessions, project information was provided to community members and groups.	Community members with accessibility requirements	25
Community Input Sessions	Promoted as opportunity to view draft concept designs, chat with Council staff and consultants, and ask questions.	Traders and the wider community.	68 attendees
Trader Visits	Letter delivered in Jul to notify of surveying work and upcoming engagement. Second letter delivered in Oct with project information. Revisited in Oct with Consultants to seek feedback and promote input sessions.	Traders	73 visits (15 Jul) 62 visits (21/22 Oct)
Submissions	Email and written submissions, Access and Inclusion Group, Hive, Council staff	People with disabilities, aboriginal communities, Council staff, arts and culture, heritage	13
Youth engagement activity	Local Government Careers Expo	Youth	63 contributions

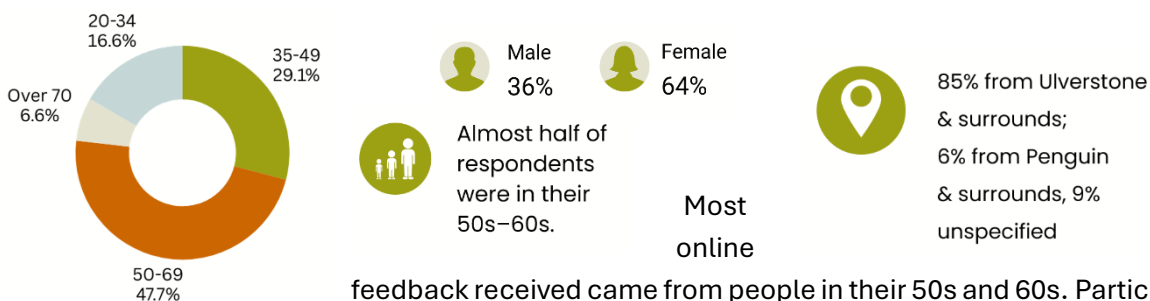
2.3 Communication Activities Summary

Activities and methods undertaken to promote the project and opportunities to participate are outlined in the table below.

Activity	Description	Reach (Approx)
My Central Coast – Project Page	Dedicated project page on My Central Coast.	4,935 views (2,671 visitors)
Posters & Postcards	Posters and postcards available in shops, cafes, and Council facilities across the municipality.	70 posters distributed 400 postcards distributed 121 QR scans
Social media channels	Posts across Council's social media to promote the project and opportunities to participate.	150,930 views 1,048 interactions 853 link clicks
Council website	Media release uploaded to news section of website.	263 views
Council newsletter	Link to project page on My Central Coast.	124 link clicks
Antenno	Posts to promote the project and opportunities to participate.	1,014 views 367 link taps

2.4 Who We Heard From

Summary of online participant demographics collected through Council's My Central Coast platform.



feedback received came from people in their 50s and 60s. Participation from people under 35 was low (under 17%), with around 30% aged 35–49 and just under 10% aged over 70, meaning online results mainly reflect the views of mid-life and older participants.

Participants were mostly female (64% female, 36% male).

Participants from Ulverstone and surrounds (7315) represented around 85% of total respondents, Penguin and surrounds (7316) accounted for 6%, with the remainder listed as unspecified.

2.5 Accessibility and Inclusion

Council is committed to ensuring that all members of the community can participate meaningfully in its consultations.

- Various formats and channels were used to share project information and gather feedback, including meetings, surveys, and direct outreach.
- Efforts were made to engage youth and diverse community groups.
- Staff provided support to ensure participation was accessible to all, including removing barriers for digital and physical access.
- Business owners were kept informed and encouraged to provide input through direct communication and visits.

2.6 Community Input Sessions

Two Community Input Sessions were held on Tuesday, 21 and Wednesday, 22 October. A total of 68 people attended these sessions, with most participants being local traders. During these meetings, attendees had the opportunity to share their perspectives and provide feedback regarding the proposed changes to Reibey Street. The sessions facilitated discussions about key priorities and concerns, which contributed to informing the ongoing consultation process.

2.7 Youth Engagement

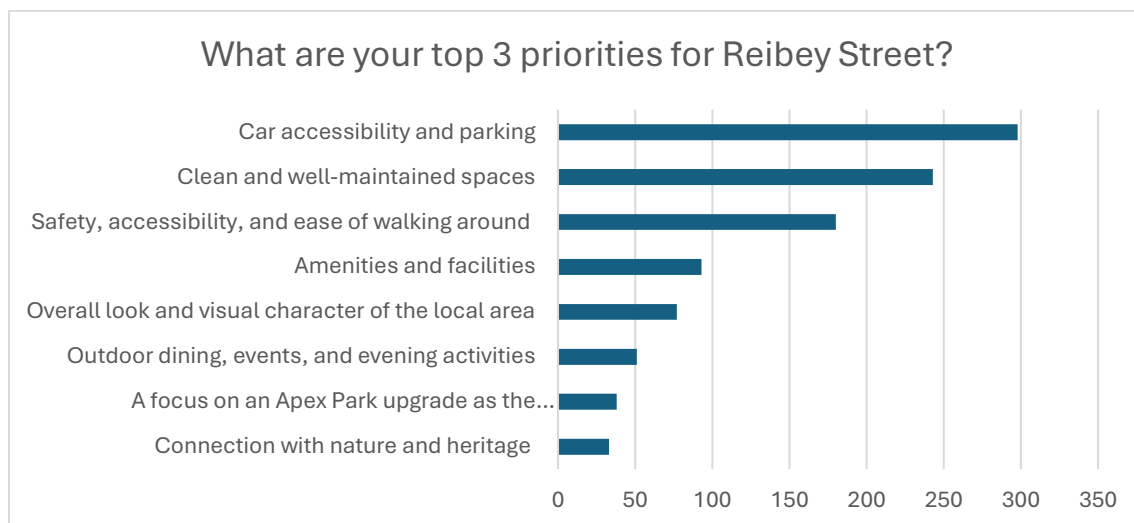
Council's Communication and Engagement Team attended a Local Government Youth Careers Expo event held in Ulverstone. Draft concept designs were on display, and students from Ulverstone Secondary College and Penguin District School were asked to provide responses to the question "What would you keep or change about Reibey Street?". 63 contributions were received via a post-it note activity.

3. Consultation Results

3.1 Survey and Quick Poll Results

The following section summarises key themes that emerged from community feedback on the draft concept designs. Data in this section was collected online and offline via surveys, two Community Input Sessions, and discussions with community members (including traders).

Question 1: What are your top three priorities for Reibey Street? (Survey and Quick Poll combined) Respondents were asked to identify their top three priorities for Reibey Street from a list of eight options.



Question 2: Tell us more about why these priorities are important to you. (open text)

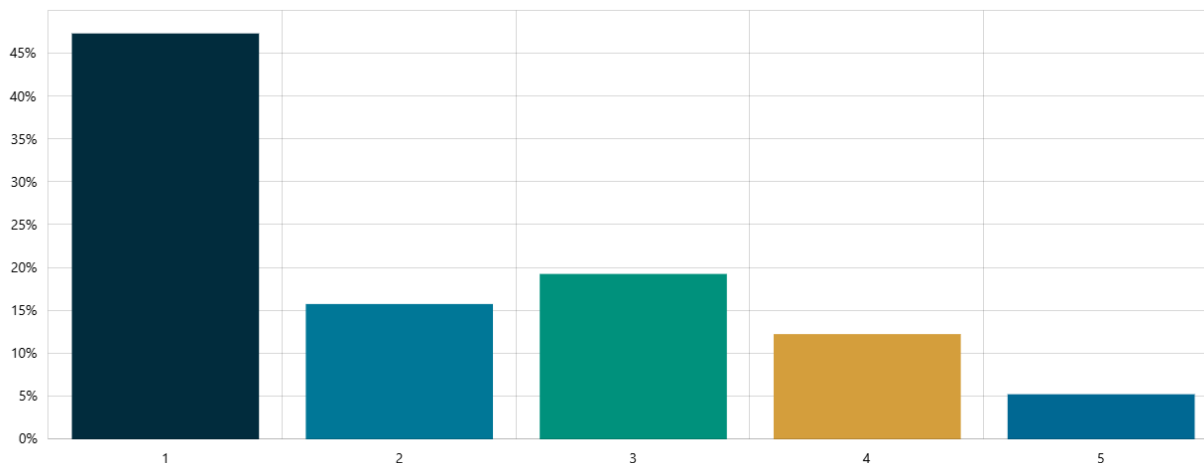


The strongest theme in responses is parking - seen as essential for older people, people with mobility needs, parents, and “quick stop” trips, and as a key factor in supporting local businesses.

Many also emphasised maintenance, noting current litter, weeds and tired spaces, and wanting confidence Council can maintain what exists before adding more landscaping. Safety and accessibility were commonly linked to smooth surfaces, safe crossings, and well-placed disability parking, with some conditional support for greenery and activation if these basics are protected.

Question 3: How would you rate the overall concept design? (Rate out of 5 stars)

- Average rating: 2.12 / 5
- 37% rated 3 or above



Question 4: Do you have any other comments on the Draft Concept Designs? (open text)

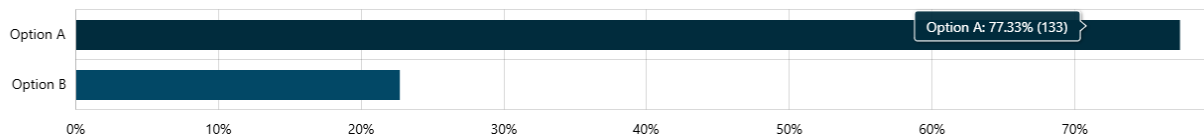


Comments on the draft concept designs show a strong split: many respondents like the look and intent of the designs, but a large share highlight concerns that the concepts reduce practical functionality.

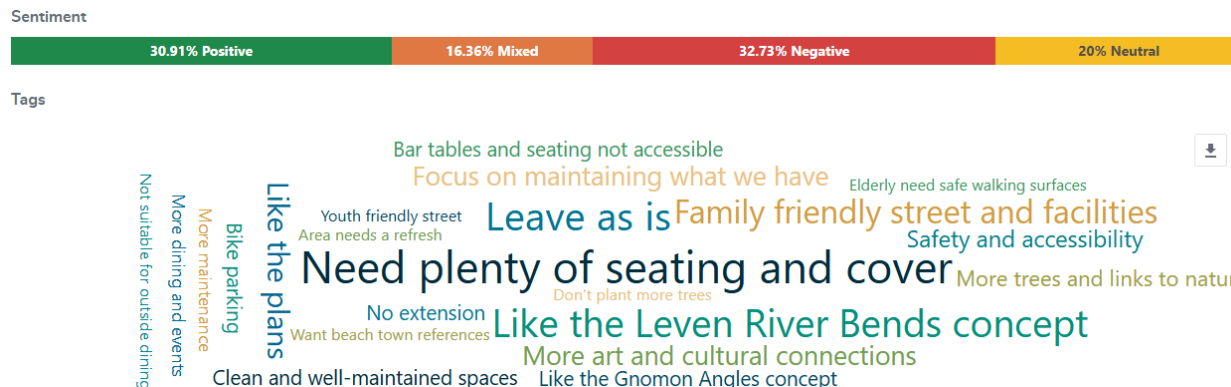
Comments were dominated by parking and access concerns, raised in approximately 80–85% of responses. A substantial proportion also focused on greening and aesthetics (around 40–50%) and doubts about Council's ability to maintain additional garden areas without stronger upkeep (around 30–40%). Practicality of outdoor dining and street seating in Ulverstone's climate was a common issue (around 25–35%).

Fewer comments, but still notable, prioritised upgrades to Apex Park and the Coles/Woolworths laneways (around 15–25%) and other requests such as cycling facilities, smoke-free enforcement and toilets (around 10–20%).

Question 5: Which draft concept design for Apex Park do you prefer?



Question 6: Do you have any other comments on the draft concept designs for Apex Park? (open text)

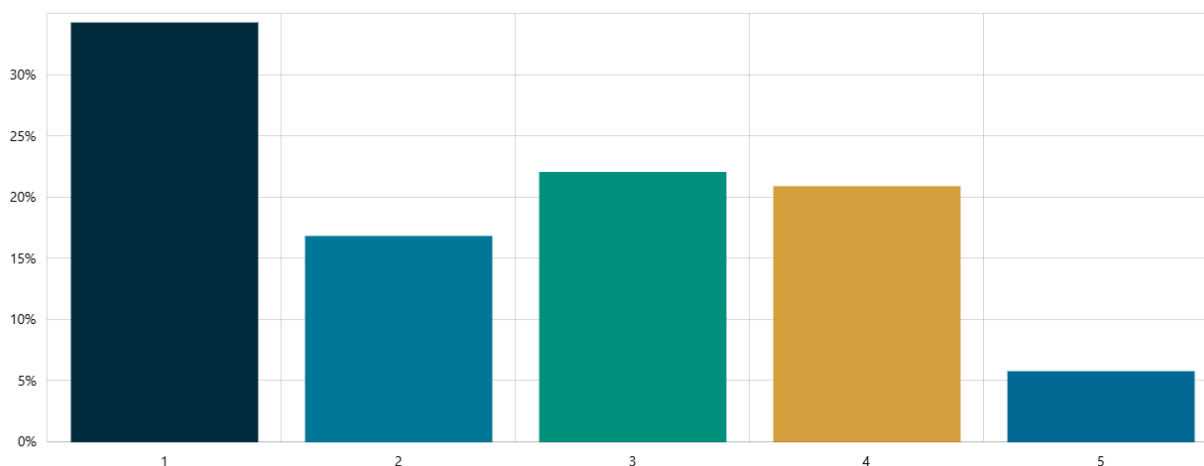


Comments on the Apex Park draft concept designs centre on practicality. Many people question spending more money on a space they see as underused and want Council to “maintain what we have first,” with strong messages not to let the park encroach onto Reibey Street or reduce parking.

Supportive feedback focuses on making the area usable year-round through more shelter/roof coverage, lighting, and comfortable, accessible seating (with backs and tables).

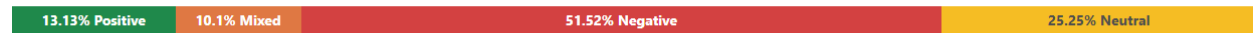
Question 7: What do you think of the draft seating and stay spaces concepts? (out of 5 stars)

- Average Rating – 2.4 / 5
- 49% rated 3 or above



Question 8: Do you have any comments on the draft seating and stay spaces concepts? (open text)

Sentiment



Tags



Overall, comments show respondents are not opposed to having more places to sit, but they want them to be practical and inclusive.

The current bar-stool concepts attract the most criticism as they are seen as uncomfortable, and not suitable for older people or people with disability.

Concerns about weather exposure, vandalism, cleanliness and ongoing maintenance are common.

3.2 Qualitative Feedback

The following section summarises key themes that emerged from community feedback on the draft concept designs, including representative quotes for the most dominant themes.

Data in this section was collected online and offline via surveys, a youth activity, two Community Input Sessions, and discussions with community members (including traders). Over 800 comments are represented in the analysis.

3.2.1 Parking

Feedback received demonstrates parking is seen as the foundation of Reibey Street's success – for locals, visitors and especially small businesses - most show concern that the draft concept designs remove too many car parks and don't show how that will be addressed.

"I'm all for the council's idea to create a more aesthetically appealing town, but I'm not for reducing/eliminating the parking in the street."

"Access to easy parking in the Main Street is paramount to our ageing community. We cannot afford to lose more street parking."

Comments show that the community is not rejecting revitalisation outright; they are signalling that any successful Reibey Street design must protect Ulverstone's core strength of free, convenient, close parking and improve accessibility for an ageing population. Addressing these community sentiments will be critical to unlock a workable next version of the concept.

Community Petition - Parking

A petition was lodged in October 2025 calling on Council to retain the current number of free parking spaces on Reibey Street and within the Ulverstone CBD.

In total, the petitioners state that 1,828 people signed (approximately 1,009 paper signatures and 819 online), expressing concern that the Reibey Street Revitalisation draft concept designs would reduce on-street parking through new garden beds, trees and outdoor dining areas. Signatories emphasised that free, convenient parking is essential to local business viability, shopper convenience and the vibrancy and accessibility of the town centre.

The petition (led by two local residents and circulated via Ulverstone CBD businesses and Change.org) was deemed compliant with section 57 of the Local Government Act 1993 and was formally tabled at the 17 November 2025 Council meeting. Council resolved to receive the petition and consider it as a key input to the Reibey Street Revitalisation engagement process. The retention and location of free parking will be specifically examined as part of the design review.

Council notes that the petition was circulated early in the process, based on preliminary draft imagery, and that some of the information shared with businesses and the community did not fully reflect the draft concept or the range of parking changes under consideration. This context will be taken into account when interpreting the petition alongside other feedback received.

3.2.2 Apex Park and Laneways

Comments show a strong interest in these spaces becoming better-used, weather-resilient community hubs and key pedestrian links. Comments highlight significant concern about maintenance, value for money and loss of parking. There are differences of opinion about the scale of further upgrades and a strong call for Council to be explicit about the primary purpose of Apex Park before finalising a design.

“Apex would be a great place for people to gather, it needs a facelift though.”

“Please consider improving the walkthrough from Reibey Street to car park via Coles. This area is dark and dingy ...It could be a great art precinct...”

Overall, priorities include transforming Apex Park and the laneways into clean, safe, well-maintained spaces with usable shelter, comfortable accessible seating, and small-scale play and interactive elements for families. Also important are upgraded laneway connections, investment that is matched by clear maintenance commitments, and evidence of long-term value for ratepayers.

3.2.3 Seating, Events, and Business

Comments show a desire for a more sociable, attractive Reibey Street – but only if it works with Ulverstone’s climate, older demographic and business/parking needs. There is clear community support for climate-responsive shelter and inclusive, comfortable seating.

Some traders liked the idea of more places to socialise and eat (particularly around the corner of Reibey and King Edward St and in Apex Park), but many felt Ulverstone’s climate is too cold/windy, were worried about smoke/vandalism/loitering, and did not want parking bays converted to dining.

Feedback on events and the local economy is mixed. Some see more eateries, outdoor dining and events as a way to attract visitors, support a night-time economy, create jobs, and fill empty shops. Others worry that climate, vandalism, loitering, construction impacts, and loss of convenient parking will hurt small businesses, preferring targeted events (e.g. night markets) and support for existing traders over permanent street dining infrastructure.

“...creating more eateries and event opportunities will bring more people, provide more jobs, more money being spent in the town”

“The stools would be uncomfortable and a hazard. We need something with a back for support for children and the elderly. Sunshade needed for uv protection.”

Overall, people are cautiously supportive of more seating, outdoor dining and activity on Reibey Street, but only if it’s climate-responsive, comfortable for older and less mobile users, and clearly supports local businesses rather than just “prettying up” the street.

Sentiment is mixed and often conditional: there’s enthusiasm for a livelier main street, alongside strong concern about losing convenient parking, cluttered footpaths, safety near traffic, and long-term maintenance.

3.2.4 Maintenance and Amenities

Comments highlight the view that maintenance levels do not meet community expectations. Many respondents only support considering new features once these fundamentals are addressed, and even then, oppose changes that would add to maintenance demands or compromise basic cleanliness and access.

Feedback strongly emphasises the need for a cleaner, better-maintained town centre, with regular attention to streets, gardens, public toilets, bins and shopfront facades so Ulverstone feels welcoming and cared for. Many respondents want Council to prioritise maintaining and upgrading existing infrastructure (including amenities and free parking) before adding new features that could increase maintenance demands or long-term costs.

3.2.5 Greenery and Local Identity

Comments show a clear divide on trees and greenery in the main street: some support more nature in Reibey Street, while others strongly oppose trees in the roadway or parking bays, seeing them as messy, unsafe and a threat to easy parking and shop access.

Overall, the community is asking Council to carefully balance greening and identity outcomes with parking, safety, maintenance and business needs. There is support for a more attractive, people-focused street, but strong expectation that this will not come at the cost of convenient access or create ongoing operational problems.

3.2.6 Accessibility and Safety

Respondents see safety and accessibility as non-negotiable “foundations” for Reibey Street. Comments reveal a belief that a safe, accessible street = more people in town and stronger business.

Respondents want a main street that is easy for everyone to use—especially older residents and those with mobility needs—with smooth, uncluttered footpaths, safer crossings, and a clean, appealing environment that supports local businesses and pride in Ulverstone. There is strong concern about scooters, bikes and skateboards on footpaths, with multiple comments describing near-misses and fear for older pedestrians.

Many respondents also see parking as part of accessibility: they want close-by, well-located disability and short-stay parking near shops so people with mobility issues can reach the street in the first place. Personal safety is another important theme, alongside a desire for a relaxed atmosphere where people feel comfortable spending time in a busy, well-used main street.

3.2.7 Traffic

Most comments centre on a few main themes: whether the traffic should be one-way or two-way (with angled parking), and the balance between cars and pedestrians.

Overall, the dominant themes are about how to manage traffic flow and parking while making space for people, greenery and outdoor dining, with no single preferred model but lots of interest in one-way/angle parking options that don't reduce car access.

3.2.8 Materiality

Common themes in these comments include safety, accessibility, and the balance between aesthetics and function. Overall, comments emphasise prioritising safe, smooth and accessible surfaces over decorative paving, aim for a coherent, uncluttered visual style (perhaps aligned with Hive), and balance good design and lighting with practicality, disability access and long-term durability.

3.2.9 Council Processes

A small number of comments raise concerns about the basis and process for the project, and whether the data informing the design is outdated and not Ulverstone-specific. Aligning with other feedback received, comments express the feeling that local traders were not consulted early enough, comments reference the petition and that Council money would be better spent fixing existing traffic issues than on a main street upgrade.

4. Consultation Outcomes

Theme	What We Heard
Parking and access	The community sees practical, close, and free parking as essential to Reibey Street's success, with strong concern about any reduction in bays, especially disability, short-stay and loading spaces.
Safety, footpaths and movement	People want a street that feels easier and safer to use, particularly for older adults, people with disability, and those using prams or mobility aids.
Cleanliness and maintenance	Community members expressed frustration with the current state of cleanliness and upkeep, emphasising the need for a tidier Ulverstone CBD, better-maintained laneways and more consistent day-to-day maintenance to support pride of place.
Greening, trees, and town character	Some want more greenery, shade, planting and "town character," while others worry about leaf litter, safety, maintenance costs, visibility issues and the potential impact of trees or outdoor dining on parking and access.
Transparency, process and trade-offs	People want clearer communication about why changes are proposed, what trade-offs are required, how decisions are made, and how community input has influenced the design—seeking more timely, plain-language updates throughout the process.

4.1 Moving Forward

Next Steps

Following this consultation period, Council identified the following next steps for the Reibey Street Revitalisation project.

1. Immediate Maintenance Review
2. Community Engagement Report
3. Revised Concept Designs
4. Stage 2 Community Engagement

1. Immediate Maintenance Review

Council has conducted a review of maintenance schedules for the Ulverstone CBD. This review has included an assessment of cleaning routines and the frequency of landscaping and waste management activities. From this work Council has formalised an intra-team service schedule for these works, and a commitment to improve the quality of the area. This schedule involves monthly Ulverstone CBD maintenance plan that staggers tasks by season, urgency, and resources to ensure proactive care with minimal disruption.

Team	Service	Frequency	Response Time
Open Space	Weed Spraying	Bi-monthly (Feb, Apr, Jun, Aug, Oct, Dec)	Within 5 days of report
	Garden Work	Quarterly	Within 7 days of report
	Tree Trimming. Audit and cut	Seasonal (June)	Within 10 days of report
Waste	Bin Cleaning	Monthly (First week of Month)	Within 3 days of report
Construction	Footpath Repairs	Audit Quarterly (Mar, Jun, Sep, Dec)	Within 7 days of report
	Storm Water Maintenance	Bi-annual (May, Oct)	Within 24 hours of report
Civil Maintenance	Street Sweeping	Weekly	Scheduled
Building	Furniture Maintenance	Audit Quarterly (Mar, Jun, Sep, Dec)	Within 7 days of report
Contractors	Pressure Clean Pavers	Tri Annual (April, Aug, Dec)	Scheduled

2. Community Engagement Report

Council has released this report outlining key findings and summarising feedback received during open consultation. This information has been published across several channels:

- Updated My Central Coast project page: Updates include the latest documents, timelines, and details about the next steps.
- Direct update to Reibey Street traders and property owners: Communications will be sent to business owners and property stakeholders.
- Public updates have also been shared via Facebook and Antenno (Council's alert app).

3. Revised Concept Designs

In response to the feedback gathered during the recent community engagement process, Council will undertake a revision of the concept designs. The primary objective of these revisions is to ensure that the updated designs reflect the priorities and concerns identified by the community. Once the revised concepts are prepared, Council will present these updates to the community, providing another opportunity for engagement and input before final decisions are made.

Key updates to draft concept designs will include:

- **Parking Spaces:**
 - Aim to minimise the reduction of parking spaces.
 - Ensure DDA-compliant spaces remain in every block.
 - Opportunities to offset lost spaces elsewhere.
- **Landscaping and seating areas:**
 - Focus on garden spaces rather than trees, ensuring that landscaping enhancements do not reduce available parking.
 - Position road reserve seating away from Apex Park. Consider locations central to the Ulverstone CBD that can integrate with cycle parking.
 - Select seating types that meet the needs of the local demographic.
- **Pathways:** Specify concrete, patterned finishes for new pathways.
- **Apex Park:** Proceed with the preferred current design (Option A).
- **Intersections:**
 - Implement raised intersection designs and further refine surface materials to ensure smoothness rather than a cobbled effect.
 - Continue to enhance both crossing locations in alignment with the existing design approach.

4. Stage 2 Community Engagement

Council will undertake a second stage of community engagement. This phase will invite the community to review the updated draft concept designs. Engagement activities may include online surveys, public meetings, and targeted sessions with traders and property owners.

Council is committed to ensuring that the revitalisation of Reibey Street reflects the community's values and priorities.

4.2 Engagement Evaluation

Consultation:

- The consultation results demonstrate a high level of community interest and a strong connection to Reibey Street, its businesses and the future of the Ulverstone CBD. In addition, targeted engagement with traders through direct visits and conversations provided valuable, place-specific insights into day-to-day operational needs, challenges, and concerns.
- The engagement approach provided multiple ways for people to participate, including both online and in-person options, which helped support strong participation.

Timeline:

- The engagement would have benefited from clearer communication about timelines, stages and how earlier input was used to create draft designs for input.
- Earlier insight suggested the community wanted a more attractive, greener, more sociable main street; however, due to the extended interval between initial engagement and the project-specific consultation (8 October–7 November 2025), there was a noticeable shift in priorities. The more recent consultation revealed an increased emphasis on free, convenient parking, accessibility, and day-to-day maintenance—indicating that the longer time frame between engagements may have contributed to a divergence between earlier aspirational ideas and more immediate, practical concerns, creating different expectations around what changes the project would bring to Reibey Street.

Process:

- Traders are vital to Reibey Street's success and were considered during engagement planning; however, the initial approach did not sufficiently address their specific needs in terms of messaging and timing.
- The engagement process was open, effective, and welcomed all voices, resulting in a wide range of authentic community feedback that will directly shape Council's planning and reporting.

5. Conclusion

The Reibey Street Revitalisation consultation achieved strong participation by offering multiple ways to contribute and providing a solid information base to support informed feedback. The volume and depth of responses confirmed a high level of community care for Reibey Street, its businesses and the future of the Ulverstone CBD.

These results confirm that there is a strong preference for maintaining Reibey Street's practicality and accessibility, preserving convenient free parking, and prioritising cleanliness and maintenance.

This process also highlighted clear learnings for future projects, particularly the need for more tailored and timely communication with traders, clearer explanations of project stages and how earlier input shaped the draft concepts, and stronger messaging around the economic rationale. These insights will help strengthen future engagement approaches and improve how complex design decisions are communicated and understood.