

CITY OF CLARENCE

Richmond Village Master Plan

Engagement Report

APRIL 2026





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Background

Guiding the future of Richmond Village

Richmond Village sits in the Coal River Valley and is known for its Georgian architecture, heritage sites, and rural character. Over recent decades, limited investment in the public areas around the village centre have left some streets, paths and public areas falling short of contemporary standards.

City of Clarence began developing a master plan for Richmond Village (the master plan) in 2023. The master plan provides a vision for the public areas of Richmond which will guide future works and upgrades to ensure the village maintains its unique heritage and character and can better meet the needs of local residents and businesses, and the many thousands of tourists and visitors who come to Richmond each year.

Master plan objectives

The master plan will provide a framework for improvements to Richmond that celebrate its heritage, character and identity and provide for inclusive, high quality, unique and welcoming streetscapes and public spaces for all residents and visitors. Its objectives are to:

- celebrate, protect and draw inspiration from Richmond's unique heritage, character, and identity
- sensitively upgrade Richmond Village to be more welcoming, inclusive and accessible for all residents and visitors
- enhance the visitor experience with spaces, places and infrastructure designed to encourage people to wander, explore, discover, play, learn and enjoy
- provide better walkability and wayfinding for improved accessibility and inclusiveness

- support local events, celebrations, tour groups and markets
- address parking and vehicle movements including coaches, tour buses, caravans, campers and RVs.

The draft master plan provides for safer walking and crossing, greener and shadier streets, and more consistent traffic management, while celebrating Richmond's heritage and supporting sustainable tourism.

It aims to integrate Richmond's historic character with today's access, safety and amenity needs so the village remains vibrant, welcoming and easy to get around.

Our engagement with the community made it very clear that in working towards those objectives, the master plan needed to provide facilities to better manage the high levels of visitation by tourists and sightseers, but not at the expense of improved functionality for residents and businesses.

Background

Context and purpose

The purpose of the community engagement was to present the draft Richmond Village Master Plan to the public and seek feedback on key elements such as proposed changes to streetscapes, traffic movement, paths and public spaces.

Engagement sought feedback on elements the community could influence, with some technical and legislative matters flagged as out of scope.

The engagement followed initial community engagement undertaken in early 2023 which sought the community's views to inform the designs of the draft master plan and understand the needs and desires of the local community by hearing ideas about how Richmond Village could be improved.

Timing and engagement methods

Community engagement ran from **8 December 2023 to 11 March 2024**.

The engagement period and events were timed and organised to coincide with the events to commemorate the bicentenary of the establishment of Richmond, which took place over the 2023-24 summer period.

Engagement activities included:

- an online community survey
- an open invitations to make written submissions
- four 'pop-up' information sessions at community events in Richmond
- a walk-in information and feedback display at the Richmond Town Hall
- A workshop with local businesses from Richmond and the Coal River Valley.

Feedback sought

We asked residents, businesses and visitors for feedback on the overall vision and particular elements of the draft master plan and whether it achieved its objectives.

We sought views on preserving heritage and village identity, improving traffic flow, speeds and parking on Bridge Street and around the Bridge, making walking safer and more accessible, adding trees, shade and quality open space, and improving wayfinding and support for local business and tourism.

We also invited comments on priorities, trade-offs and staging.

What we did

How the community engagement was promoted



Articles in the Eastern Shore Sun and Clarence News, and an **advertisements** in the Eastern Shore Sun



Social media posts with a total reach of 6,034 people and an engagement of 175



Pop-up consultation stalls at the Richmond Village Markets and Richmond Village Fair.



Small business workshop for small businesses from Richmond and the Coal River Valley



In-person information and feedback display at Richmond Town Hall (19-21 February 2024), capturing both daytime and after work visitors.



Posters and postcards with a QR code link to the Your Say page, with posters included in letters/emails to key stakeholders for display on notice boards



168 unique visitors to the Richmond Village Master Plan **Your Say** webpage and **208 page views**

Ways people engaged and provided feedback



94

online survey responses



8

Formal written submissions



4

Pop-up stalls at Richmond Village Markets and Village Fair



1

Workshop with the local business community

Length of time survey was run

13 weeks (8 December 2023 to 11 March 2024)

2

Purpose and success measures

Community engagement objectives

Objective 1

Obtain detailed feedback on the draft master plan, both as a whole and on key elements and ideas



Objective 2

Identify any required design changes, missed opportunities or significant community concerns to be address in the final master plan



Objective 3

Build on the trust established during the first phase of engagement in 2023, through open and constructive engagement accessible to anyone wishing to provide feedback



Community engagement success measures

Measure 1

Feedback provided by a wider cross-section of the community including both locals and visitors and across a wide range of age groups (with a desire for more representation from young people and families).

See "Demographics (slide 8) for results



Measure 2

Engagement structure to provide Feedback that identifies clear direction on any changes to be made or issues to be addressed.



Measure 3

Engagement uses a variety of methods and provides various opportunities for in-person conversations with respondents aimed at informing their written and survey responses.



Data summary



Demographics

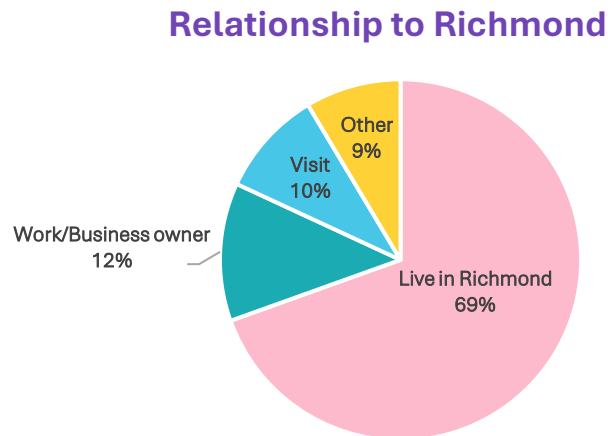
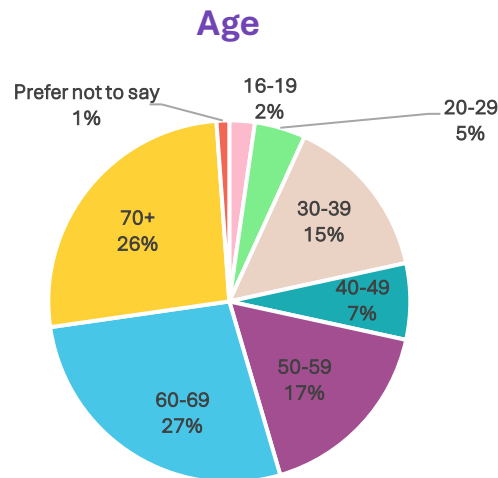
Survey respondents

Of the 94 survey responses:

- 86 respondents lived, worked or owned businesses in Richmond
- 66 respondents were aged 50 or over, with the 60-69 years age group having the highest representation at 27%, closely followed by 70+ at 26%

This confirms that the engagement resonated strongly with the local community, with a clear passion for the future of Richmond shown by residents and business owners. However, the demographic profile was also weighted toward older age groups, particularly those aged 60 and above. While this provides valuable insight into the views of long-standing members of the community, it also means that the survey results may not fully reflect the perspectives of younger people or visitors to Richmond. This context should be kept in mind when interpreting the results.

**See Appendix A for the full results on the online survey*



Community response (all engagement methods)

Themes and Issues



Pedestrian safety and accessibility

A recurring theme in both the survey results and written submissions was the need for improved pedestrian safety and accessibility throughout Richmond.



Traffic management and parking

Traffic congestion and parking issues were widely discussed, with mixed reactions to the proposed changes in the master plan.



Heritage and Identity

Key concerns raised included preserving the historic charm and better representation of Aboriginal heritage.



Bridge street redesign

The master plan's proposal to narrow Bridge Street and reduce on-street parking in favor of wider footpaths and street greening generated mixed reactions.



Tourism and economic impact

Tourism is a vital part of Richmond's economy, but feedback from the community stressed the importance of managing its growth carefully.



Environment and sustainability

There was broad support for the master plan's focus on greening initiatives, with respondents valuing the proposed expansion of green spaces and the planting of shade trees.



Richmond Bridge proposal

The plan's proposal to reduce Richmond Bridge to a single lane received both support and criticism.



Public amenities and infrastructure

A consistent theme across all forms of feedback was the need for improved public amenities in Richmond.



Wayfinding and signage

The master plan's focus on improved wayfinding. Several respondents indicated there was insufficient detail about the design and placement of these signs.

Community response

Pedestrian safety and accessibility

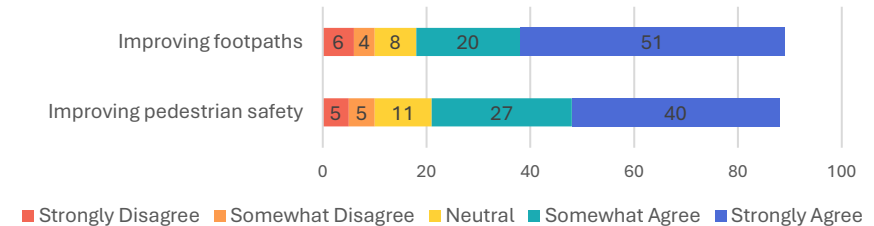
Improving pedestrian safety and walkability was one of the strongest themes in community feedback. Many survey respondents highlighted narrow footpaths, poor lighting, and a lack of safe crossings as ongoing issues, particularly along Bridge Street where pedestrian activity is highest.

The draft master plan's proposals for raised crossings, wider footpaths, and improved lighting were generally welcomed. Residents emphasised that better pedestrian connections would make Richmond safer and more accessible for people of all ages, from school children to older residents.

There were some concerns about garden beds reducing available footpath space, and questions about how quickly safety upgrades would be delivered.

Survey Data (extract)

Q11: How much do you agree or disagree with the following being key priorities for the master plan?



Community response

Most Common Concerns

The top 3 reasons for ‘disagree’ votes on survey questions about the Bridge Street proposals were....

1. Parking loss and impact on local businesses
2. Concerns about access/loading near shops
3. Lack of detail on how works would be staged

Bridge Street redesign

Narrowing the roadway, parking vs pedestrian spaces

The proposal to narrow Bridge Street, reduce on-street parking and reallocate space to wider footpaths and greening drew mixed views. Many respondents welcomed the opportunity to create a safer, more walkable main street with shade trees, seating, and a calmer traffic environment. They felt these changes would lift the village’s presentation and make everyday trips on foot easier.

Concerns centered on the potential loss of convenient short-stay parking for locals and the effect on passing trade for small businesses. There were also practical questions about loading, mobility access to front doors, and how works would be staged. Suggestions included protecting essential short-stay spaces (e.g. near the post office and pharmacy), dedicated loading windows/areas, high-visibility crossings at key desire lines, and phasing construction block-by-block with clear communication.

Overall, support was stronger when people could see how walkability gains would be balanced with targeted parking and access solutions.

Community response

Bridge Street redesign (cont'd)

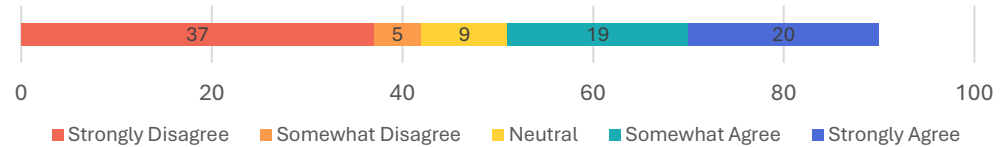
Survey data vs written responses

While the raw survey data for Bridge Street suggests more people disagreed than agreed with the proposal, the accompanying written responses made it clear that this was often a reflection of concerns about the detail rather than rejection of the idea in principle.

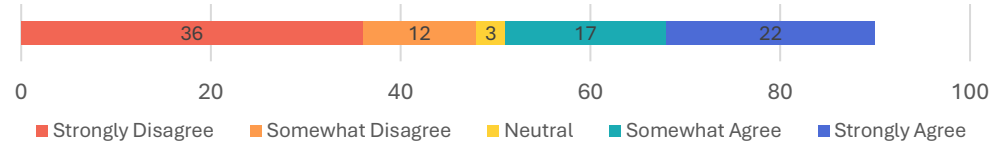
Many respondents expressed support for a more attractive and pedestrian-friendly main street but registered 'disagree' because they were worried about the scale of parking loss, the impact on businesses, or uncertainty about how loading and access would be managed. This indicates that community attitudes were more balanced than the graphs alone suggest, with conditional support dependent on clearer communication and future refinements to the final designs.

Survey data (extracts)

Q11: How much do you agree or disagree with "Big Idea" 6 (Bridge Street improvements)?



Q2: How much do you agree or disagree with the Bridge Street proposal being a priority for the master plan?



Community response – key themes

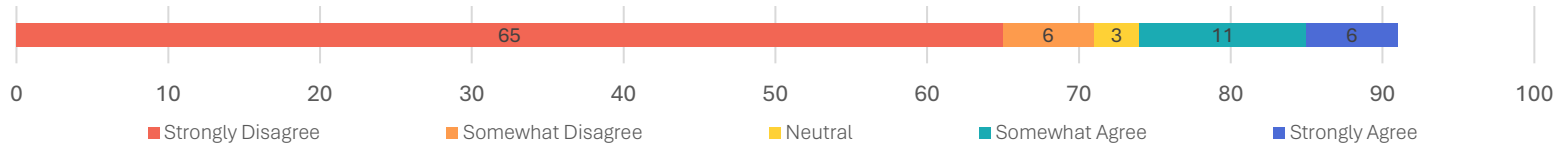
Richmond Bridge proposal

No issue generated more debate than the proposal to reduce Richmond Bridge to a single traffic lane, managed by signals.

While some respondents were open to the idea when framed as a heritage-protection and safety measure, a substantial majority (78% of survey respondents) opposed it due to fears of congestion, delays and traffic being displaced into nearby residential streets. Business owners were concerned about customer access and deliveries during busy periods.

Survey data (extract)

Q6. How much do you agree with the following *Access and Linkages* ideas?



This shows levels of support from 91 survey respondents to **question 6** for the proposal to reduce the Bridge to a single lane, showing opposition to the proposal.

Community response – key themes



Richmond Bridge proposal (cont'd)

Notably, support for the proposal tended to increase when additional context was provided, including that:

- signals would be set back from the bridge to protect key views
- the intent was to reduce vehicle speeds and vibration over the structure
- any proposal for such a change would be considered only in the longer term alongside broader traffic network solutions (e.g. a regional bypass or alternate routes around the village).

Overall, the message was clear: Protecting the bridge is important, but any change must not create unacceptable delays or push traffic into quiet streets and must not impact the bridge's appearance, aesthetics or heritage value.

3

Community response – key themes

Parking and traffic management

Parking availability and traffic flow were constant themes. Many residents felt that parking is already stretched and worried that removing spaces on Bridge Street would make day-to-day errands harder, especially for older people and parents with young children.

Businesses emphasised the importance of short-stay, high-turnover parking near key services. At the same time, there was recognition that better use of off-street parking could ease pressure on the main street.

Common suggestions included:

- clearer wayfinding to the underutilised Franklin Street Car Park
- time-limited bays near essential services with active enforcement
- safe, legible walking connections from car parks to Bridge Street

Traffic management ideas focused on speed calming at village entries and school peaks, addressing rat-running on residential streets, and designing for tourist coach movements to reduce conflict with pedestrians.



Community response – key themes

Parking and traffic management (cont'd)

Parking

Concerns

- On-street parking already limited
- Loss of spaces on Bridge Street
- Older residents and quick errands affected
- Poor signage to off-street car parks

Suggestions

- Protect short-stay bays near key services
- Improve signage/wayfinding to Franklin Street car park
- Better enforcement of parking restrictions and time limits
- Accessible parking close to shops and services

Traffic flow

Concerns

- Congestion at peak tourist times
- Rat-running through residential streets
- Safety risks near schools and crossings
- Speed of vehicles entering village

Suggestions

- Entry treatments and traffic calming at gateways
- Raised crossings at key points
- Monitor and manage rat-runs with localised controls
- Longer-term exploration of bypass options

Tourist coaches

Concerns

- Large buses conflicting with pedestrians on Bridge Street
- Coach drop-offs congesting central areas
- Noise and visual impact on village character
- Lack of facilities for waiting groups

Suggestions

- Designated coach drop-off points away from main pedestrian areas
- Clear walking links from drop-off to attractions
- Consider a dedicated layover area with facilities for off-street coach parking
- Manage scheduling/coordination to reduce clustering

Community response – key themes

Tourism impacts and economic benefits

Tourism was widely recognised as a vital part of Richmond’s local economy with many respondents acknowledging the benefits visitors bring to local businesses and the broader Coal River Valley region. At the same time, feedback consistently stressed the importance of managing tourism growth carefully so that it does not detract from the village’s day-to-day functionality or character.

Respondents supported measures that improve the visitor experience in ways that also benefit residents, such as clearer wayfinding, better use of off-street parking, improved pedestrian safety, and more inviting public spaces. However, concerns were raised about peak-period congestion, the impact of tourist coaches in the village centre, and the risk of over-commercialisation changing the feel of Richmond.

Overall, the community expressed a desire for a balanced approach which supports tourism and local business while ensuring Richmond remains a pleasant, practical, and liveable village for its residents.

Public amenities and infrastructure

A consistent theme across survey responses, written submissions, and in-person conversations was the need to improve public amenities and supporting infrastructure. Public toilets, seating, shade, and gathering spaces were frequently raised as areas requiring attention.

The Franklin Street public toilets were commonly described as outdated, poorly signed, and underutilised, with strong support for upgrades or improved facilities in central, easily accessible locations. Respondents also supported additional seating and shaded rest areas, particularly around Bridge Street, the Village Green, and pedestrian routes used by older residents and visitors.

There was broad agreement that new or upgraded amenities should be practical, accessible, and discreet, and designed to sit comfortably within Richmond’s heritage character. Many respondents emphasised that getting these “everyday basics” right would significantly improve the experience of both residents and visitors.

3

Community response – key themes

Heritage and identity

Preserving Richmond's heritage and village identity was one of the strongest and most consistent messages from the community. Respondents repeatedly emphasised the importance of protecting the town's Georgian streetscapes, historic buildings, key views, and overall sense of place.

There was support for acknowledging Aboriginal history and truth-telling as part of the master plan, particularly where this could be delivered in a respectful, low-key, and place-sensitive way. However, some respondents felt that the draft master plan placed too much emphasis on Aboriginal heritage at the expense of post-settlement and colonial history and called for a more balanced approach that recognises the full breadth of Richmond's stories.

Written submissions from heritage professionals reinforced the need for careful design, qualified heritage input, and alignment with established conservation principles. Overall, the community strongly supported change that enhances and interprets Richmond's heritage but not change that risks diluting or obscuring it.



Community response – key themes

Signage and Wayfinding

Improved wayfinding and signage was broadly supported, particularly to help visitors locate off-street parking, public toilets, attractions, and walking routes without circulating unnecessarily through the village. Respondents agreed that clearer information would reduce congestion and improve the visitor experience.

However, there were strong cautions about the design and placement of signage. Many respondents stressed that signs should be minimal, heritage-appropriate, and carefully located to avoid visual clutter or a “modernised” appearance that conflicts with Richmond’s character.

Support was strongest for a clear hierarchy of signage (gateway, directional, interpretive), consistent materials and styles, and discreet interpretive elements that allow Richmond’s heritage to remain the primary focus.

Environment and Sustainability

Feedback on environmental greening and sustainability initiatives was generally positive, with many respondents valuing the proposed increase in tree planting, shade, and green spaces throughout the village. Greening was widely seen as important for comfort, climate resilience, and visual amenity.

At the same time, there were clear concerns about how greening is implemented.

Respondents cautioned against planting that reduces effective footpath widths, blocks views to heritage buildings, or introduces species that may damage pavements or underground services. Preferences varied between retaining established, heritage-character species and introducing native plantings to improve biodiversity.

Overall, the feedback supported an approach to the selection of trees that balances environmental outcomes with heritage character, pedestrian safety, and long-term maintenance considerations (“right tree, right place”).

Key findings



Key findings summary

Overall sentiment

Community engagement on the draft master plan showed a high level of interest and engagement from the local community, reflecting a strong sense of attachment to Richmond and its unique character. Across all engagement methods, it was clear that people care deeply about how the village evolves and are cautious about changes that could affect its heritage, liveability, and everyday function.

Overall sentiment towards the master plan was mixed but constructive. While some proposals attracted strong opposition in the survey results, written feedback and submissions reveal that many concerns were focused on specific details rather than rejection of the overall vision.

Conditional support for vision

Many respondents supported the intent of the master plan, particularly where it sought to improve pedestrian safety, accessibility, public amenities, and the quality of streets and public spaces. There was recognition that investment is needed to manage visitor pressures, improve comfort, and support the village economy.

However, support was often conditional. Respondents consistently asked for reassurance that changes would be carefully designed, staged, and balanced against impacts on parking, traffic, and local businesses. Proposals affecting Bridge Street and the Richmond Bridge attracted the most scrutiny, highlighting the importance of clarity, context, and long-term planning.

Survey results vs written feedback

A clear distinction emerged between the quantitative survey results and the qualitative feedback provided through written responses and submissions. In several cases, most notably around the proposals for Bridge Street and changes to parking, survey graphs showed higher levels of disagreement. However, written responses frequently indicated support for the underlying principles, with disagreement reflecting concerns about loss of parking, access for businesses, construction staging, or lack of detail.

Written submissions, particularly from local residents, tended to be more detailed and critical, focusing on heritage protection, traffic impacts, and governance of change. In contrast, broader survey responses often expressed cautious support, provided concerns could be addressed through detailed design and implementation.

Key findings summary (cont'd)

Recurring themes and concerns

Across all engagement channels, several consistent themes emerged:

- strong emphasis on protecting Richmond's heritage character and identity
- concern about parking availability and traffic impacts, especially on Bridge Street
- support for improved pedestrian safety, accessibility, and public amenities
- desire for tourism to be managed in a way that benefits locals as well as visitors
- caution about environmental impacts, planting choices, and over-formalisation of public spaces

These concerns were typically framed as requests for careful design and balance, rather than opposition to improvement.

Implications for the master plan

The results of community engagement indicate that the master plan's overall direction remains sound, but that clearer explanation, refinement of language, and emphasis on staged implementation are critical to building confidence.

Many of the issues raised are best addressed during detailed design, traffic assessment, and further targeted consultation, rather than through changes to the high-level vision.

Key findings at a glance



- Strong local interest and passion for Richmond's future
- Broad support for improved safety, accessibility and amenities
- Heritage protection is a dominant community priority
- Bridge Street and parking changes were the most debated issues
- Survey disagreement often reflected concern about detail, not rejection of intent
- Community support is strongest when change is careful, staged and well-explained

Responses to feedback



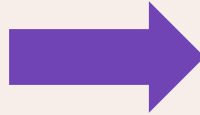
Responses to feedback

Bridge Street, parking, traffic

Issue

In feedback regarding Bridge Street, parking and traffic management was one of the most contested aspects of the draft master plan.

While many respondents supported improved walkability and a safer streetscape in principle, there were strong concerns about the loss of on-street parking, access for local businesses, and traffic impacts.



Response

The updated master plan will more clearly explain the intent of Bridge Street improvements, emphasising that changes would be staged, carefully designed, and balanced against access and parking needs. Greater clarity will be provided about how short-stay parking, loading, and accessibility could be protected in detailed design.

Engagement also highlighted strong opposition to the proposed changes to traffic management on Richmond Bridge. In response, the updated master plan will no longer include this proposal but will acknowledge that it could be considered in the future if a village bypass and alternative river crossing was constructed (which is not currently planned).

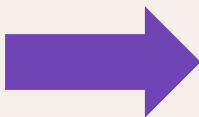
Responses to feedback

Heritage, character, environment

Issue

Protecting Richmond's heritage character was a dominant theme of the engagement, with strong expectations that any change must respect the village's historic form, streetscapes and views.

While there was support for improved interpretation and greening, concerns were raised about balance, visual clutter, and unintended impacts on heritage values.



Response

Updates to the master plan will more clearly articulate how heritage considerations will guide future projects, including the use of qualified heritage advice, sensitive materials and restrained design.

The intent is to reinforce, rather than compete with, Richmond's existing character.

Environmental and greening initiatives will also be clarified to reflect a "right tree, right place" approach, balancing shade, biodiversity and sustainability outcomes with heritage character, pedestrian safety and long-term maintenance.

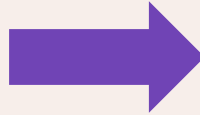
Responses to feedback

Document structure and clarity

Issue

Across many topics, engagement feedback indicated that concerns were often driven by how proposals were presented, rather than by opposition to change itself.

Respondents frequently requested clearer explanation of intent, better context, and more certainty about how and when changes might occur.



Response

The final master plan will be restructured and refined to better communicate its objectives and outcomes. This will include clearer separation between long-term ideas and short-term actions, improved explanation of what the master plan does and does not do, and a stronger emphasis on future actions and further consultation.

Updates will reinforce that the master plan is a strategic, long-term document, with individual projects subject to further investigation, design development and community engagement before any decisions are made.

Conclusion

Community engagement on the draft Richmond Village Master Plan attracted strong interest and engagement from the local community, reflecting a deep attachment to Richmond's character, heritage and liveability.

Feedback was thoughtful, and, in many cases, strongly expressed, particularly where proposals were perceived to affect everyday function, parking, traffic and heritage values.

Overall, the engagement confirmed broad support for the intent of the master plan, especially improvements to pedestrian safety, public amenities, streetscapes and the management of visitor pressures. Where concerns were raised, they were often focused on the detail, clarity and potential impacts of specific proposals rather than opposition to change in principle.

Community feedback has informed refinements to the master plan, including clearer explanation of intent, improved structure and readability, and the removal or refinement of proposals that generated strong concern.

The final master plan will provide a clearer, more balanced framework to guide future investment and decision-making, with detailed design and further engagement to occur as individual projects are developed.



APPENDIX

Survey data

Data and commentary



Survey results

Q1. Please tell us what you think about the Community Vision Statement? What is good? Is there anything missing:

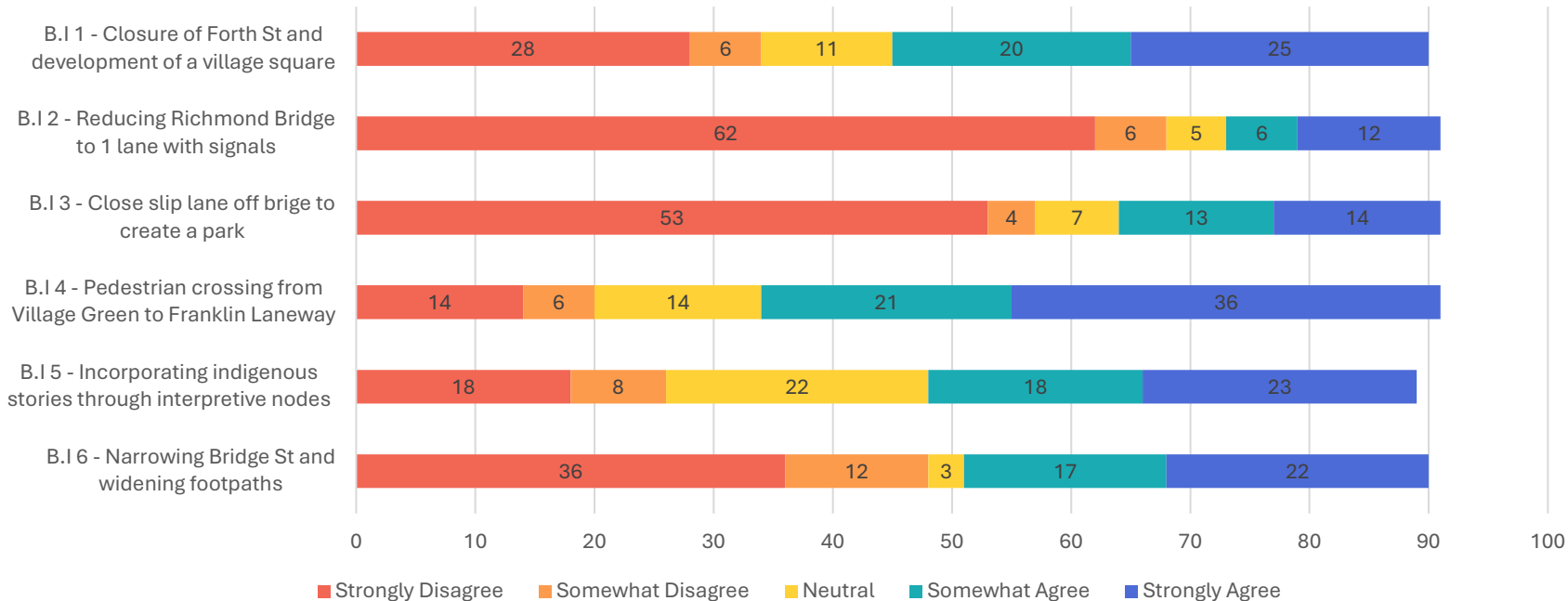
Most respondents supported the intent of the Community Vision, backing a future that protects Richmond's heritage and village identity while improving everyday access and amenity. Several suggested minor refinements, such as explicitly recognising **“people and cultures”** in the statement and called for a coherent approach so future works feel consistent across the village.

A strong theme was to **“do change well.”** People asked that materials, planting and street treatments be simple and context-sensitive, keeping views to the Bridge and avoiding an over-engineered or generic look. Comments cautioned against excessive concrete, dense under-planting or tree placement that hides Georgian buildings, and against over-commercialising the village character.

Older residents (60–69 and 70+) and Richmond locals were most likely to emphasise colonial heritage, vistas and restraint in design; one suggested adding **“cultures”** to the Vision, others stressed protecting the historic streetscape. A smaller number questioned whether some elements felt pre-decided at drop-in sessions.

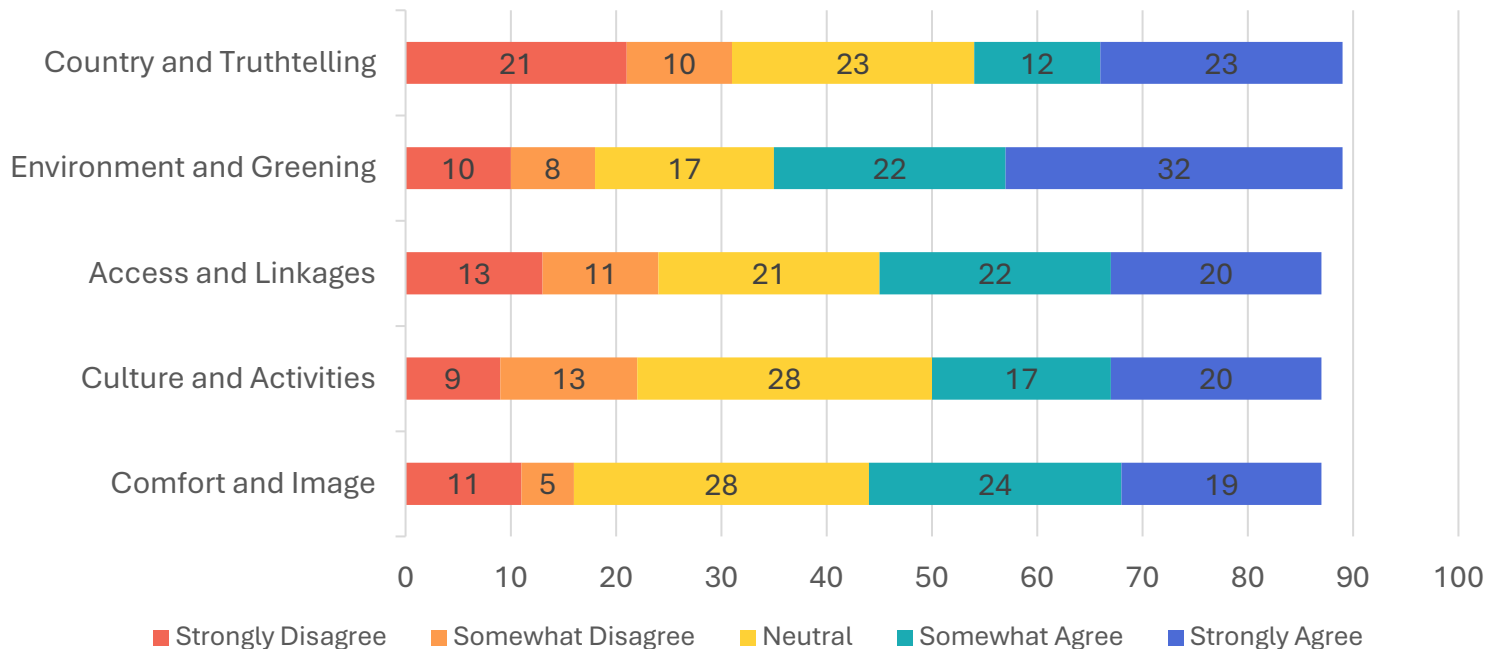
Survey results

Q2. How much do you support the 'Big Ideas' in the draft master plan?



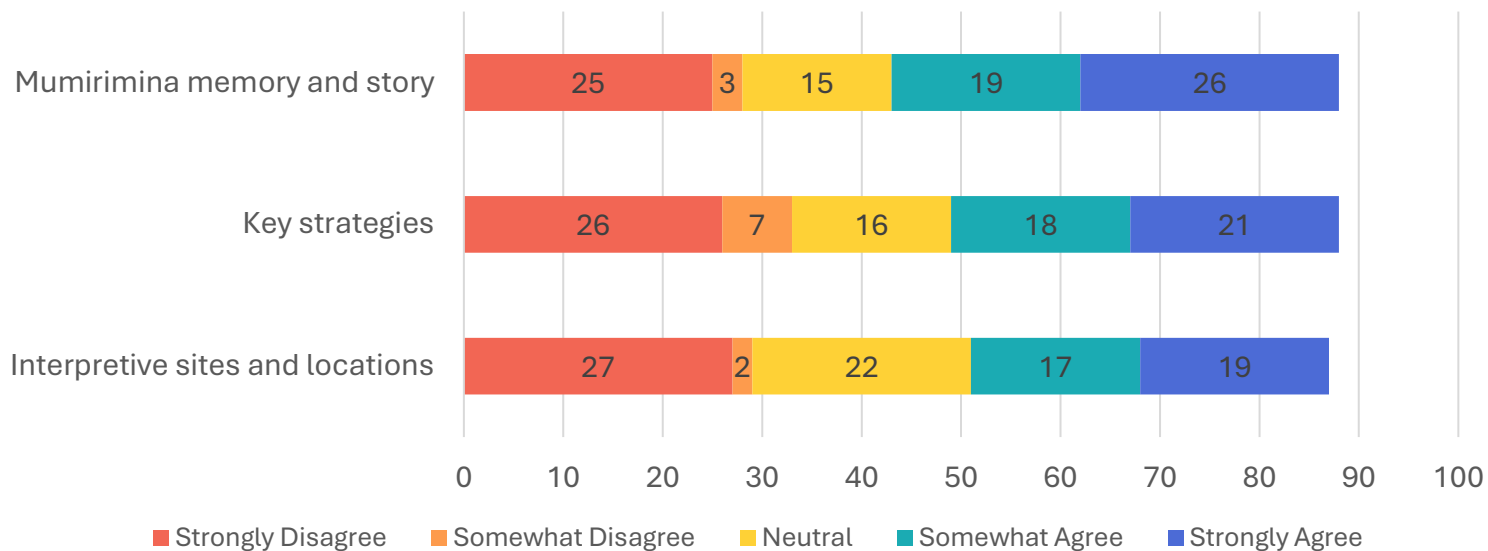
Survey results

Q3. How much do you agree with each of the Placemaking Principles being priorities?



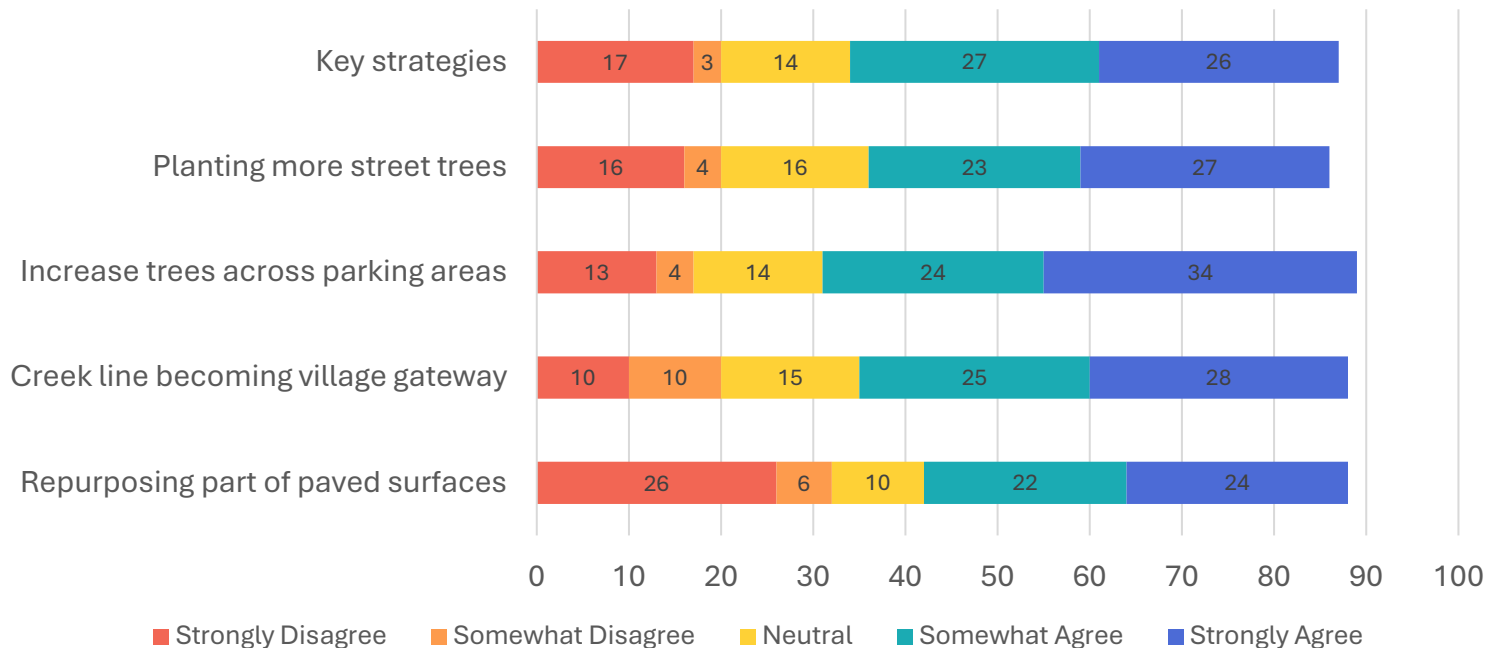
Survey results

Q4. Looking at the draft master plan's objectives around Country and Truth Telling how much do you support the following ideas?



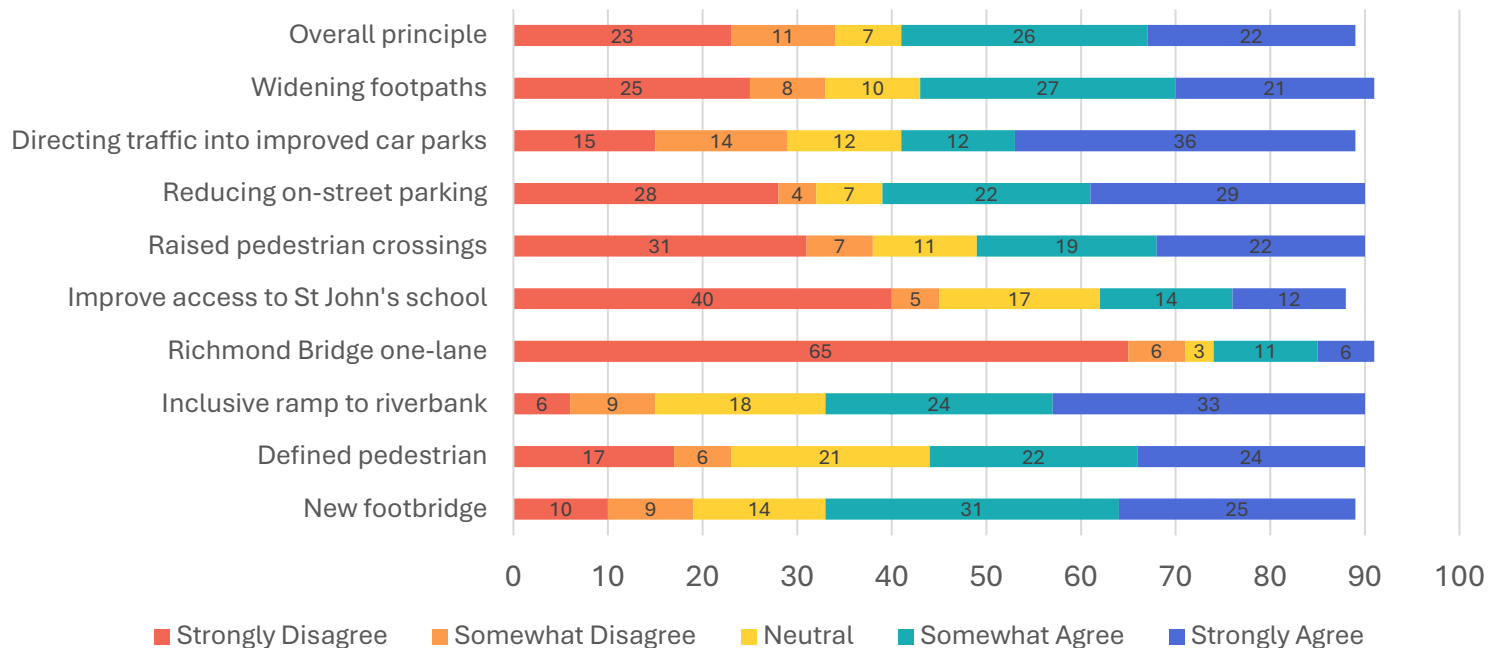
Survey results

Q5. How much do you agree with the following *Environment and Greening* ideas?



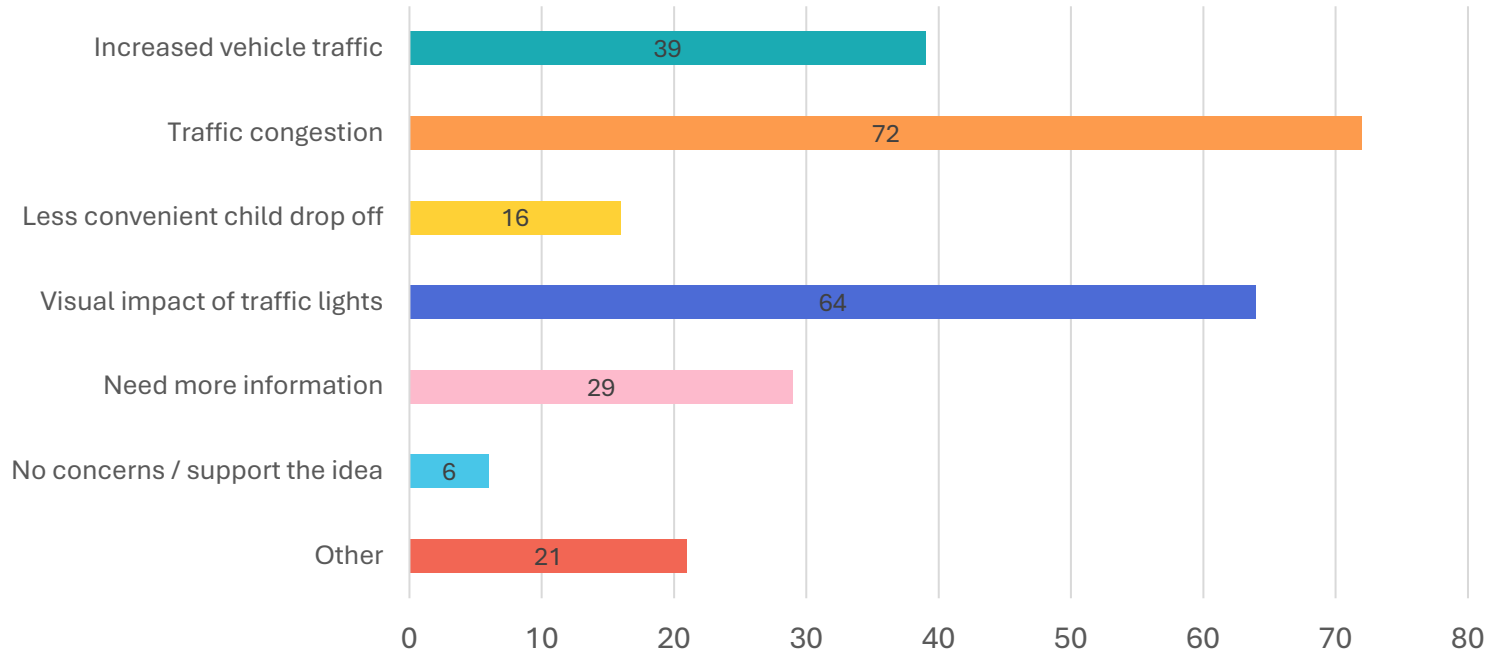
Survey results

Q6. How much do you agree with the following *Access and Linkages* ideas?



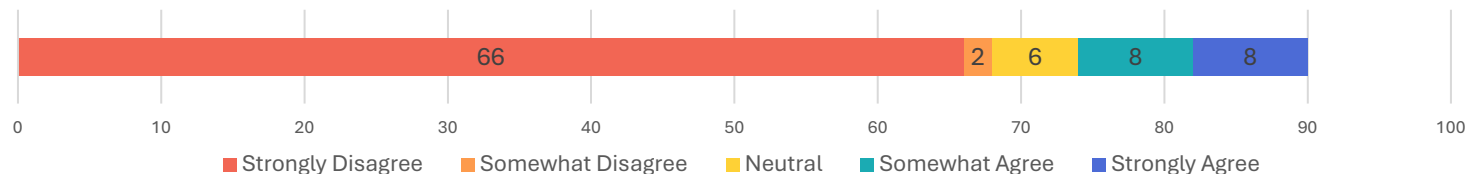
Survey results

Q7. What are your main concerns about the *Access and Linkages* proposals?



Survey results

Q8. How supportive are you of the proposal to reduce traffic on the Richmond Bridge to one lane and close the Wellington Street slip lane?



Commentary from responses:

Opposition to the one-lane, signalised bridge concept appeared across age groups, with older locals and business owners prominent among those citing congestion and the visual impact of signals. For example, respondent aged 60–69 who works/owns a business in Richmond strongly disagreed with the one-lane idea and flagged congestion and signal aesthetics as key concerns.

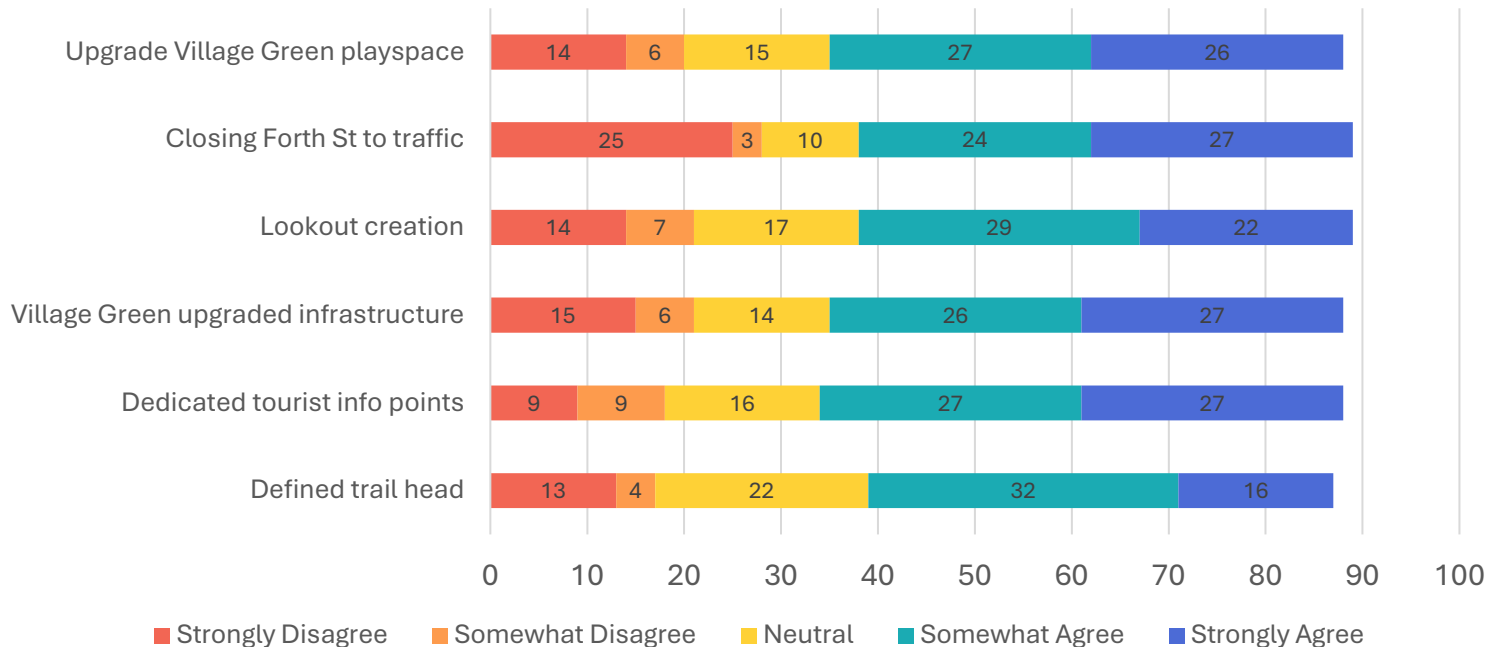
Parents of school-age children often linked their stance to school access, highlighting drop-off convenience and asking for safer crossings around Wellington Street.

A small minority supported or had no concerns with the proposal, while some were neutral, indicating views were not wholly uniform within any one demographic.

Across comments, several respondents of varied backgrounds preferred bypass/alternative bridge solutions over signals at the historic bridge.

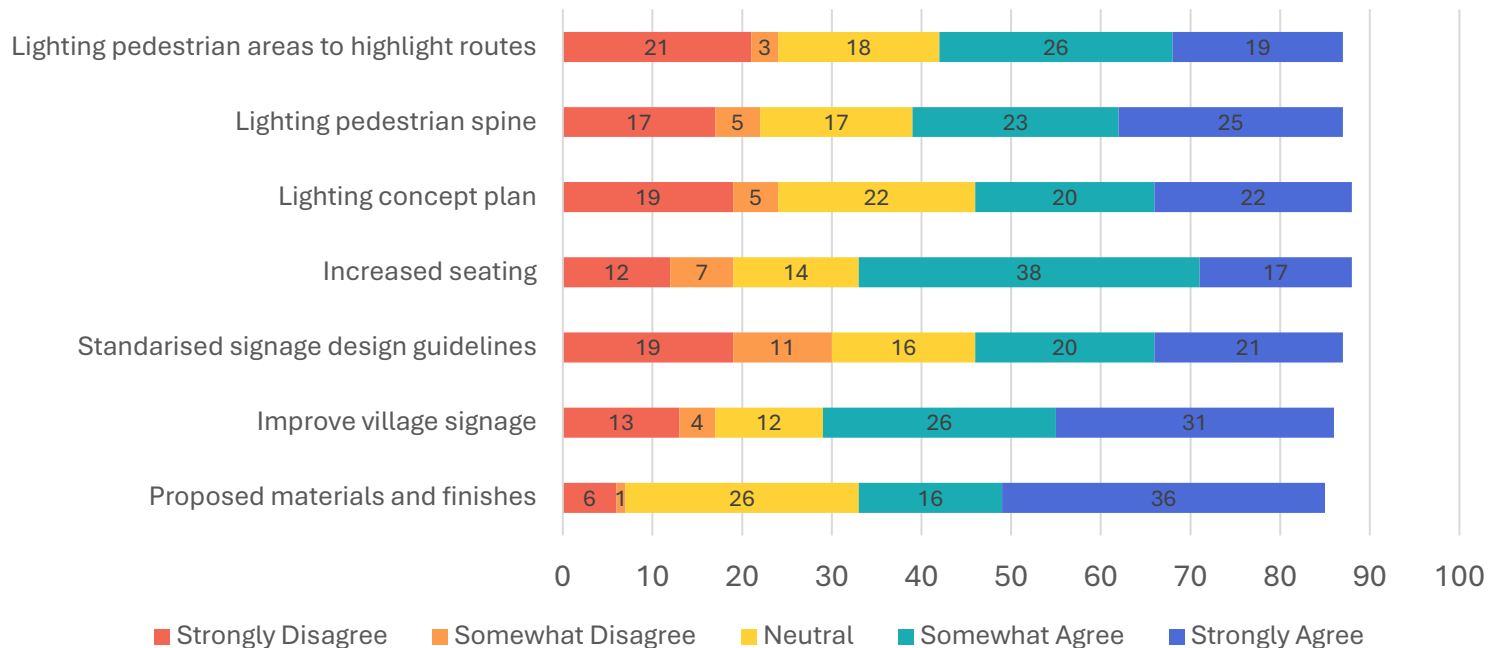
Survey results

Q9. How much do you agree with the following *Culture and Activities* ideas?



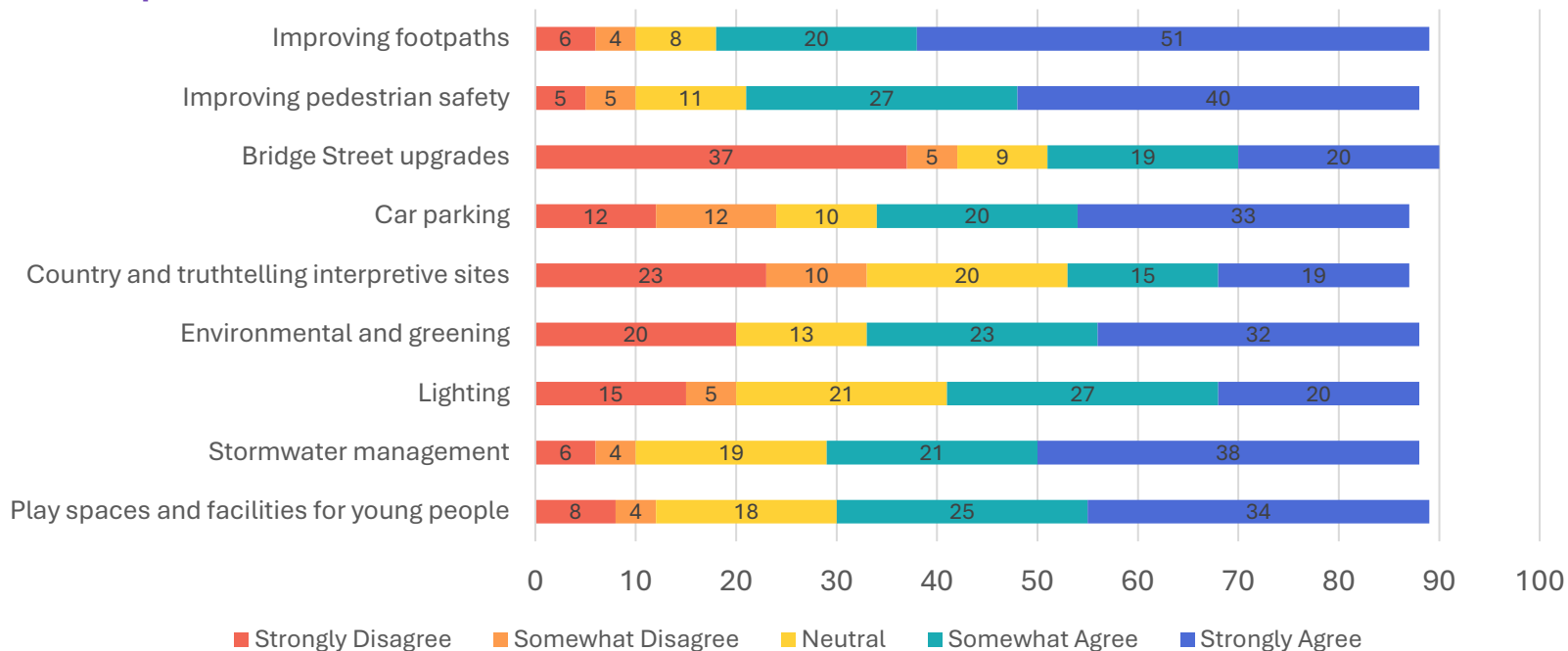
Survey results

Q10. How much do you agree with the following *Comfort and Image* ideas?



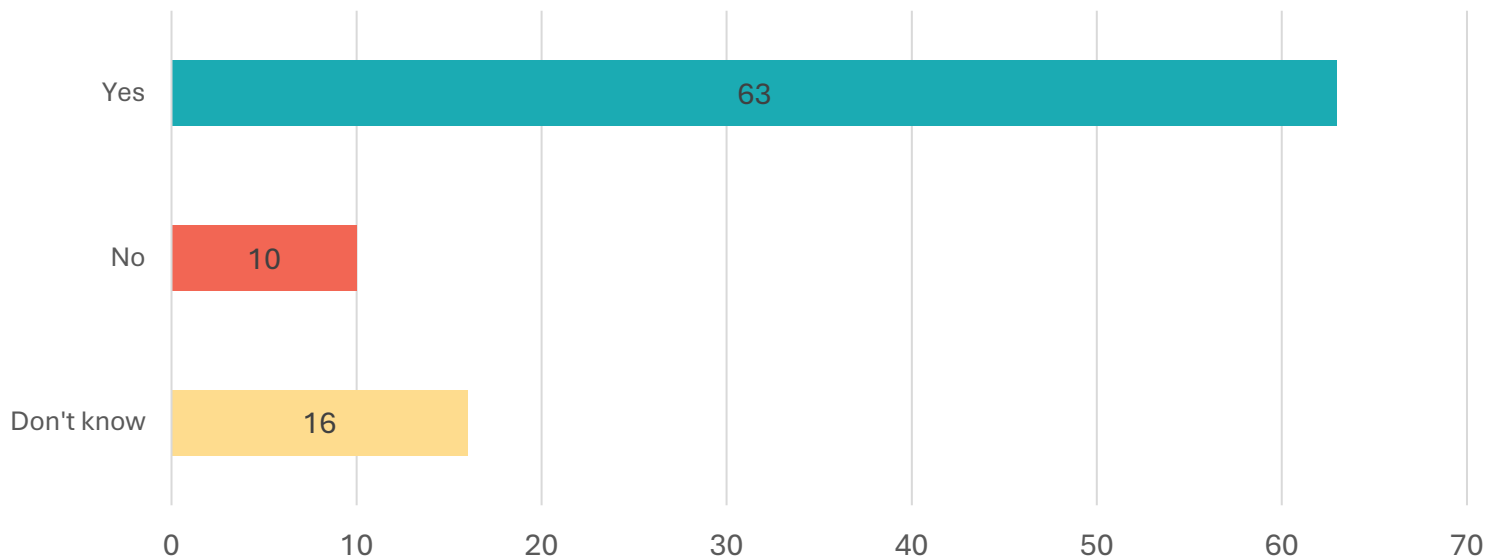
Survey results

Q11. How much do you agree or disagree with the following being key priorities for the master plan?



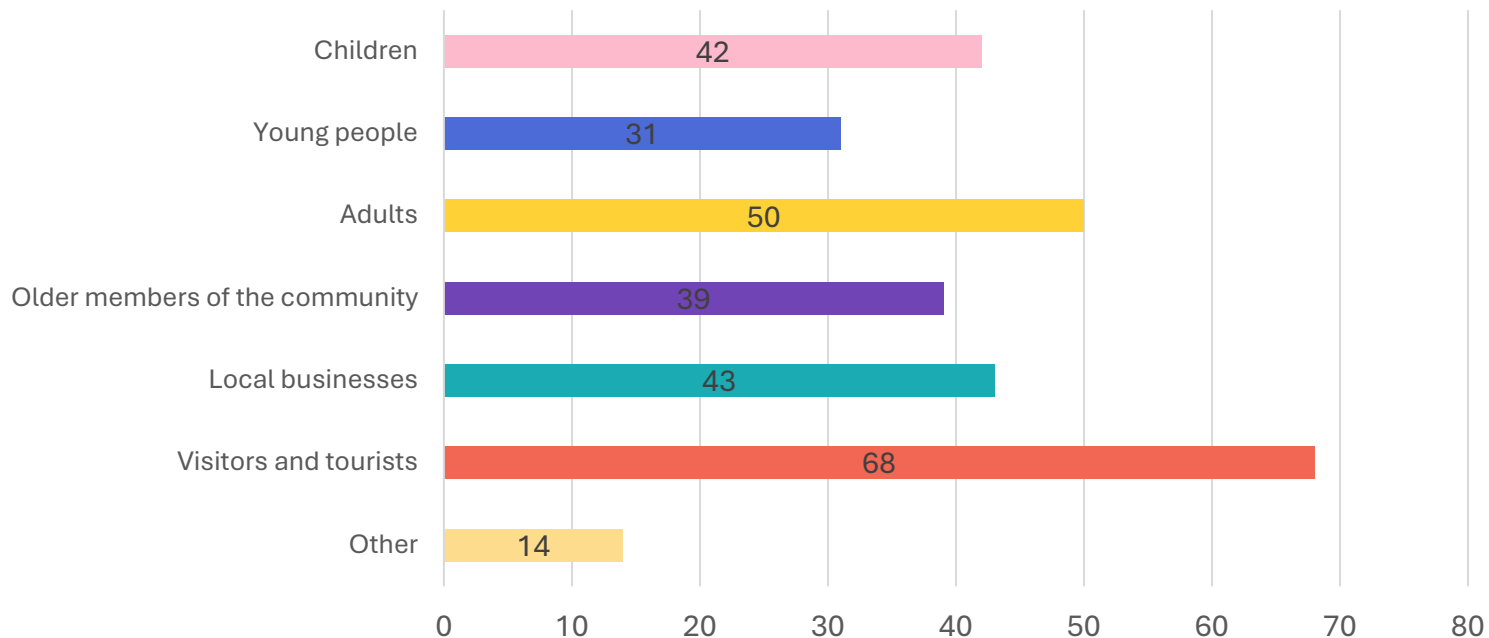
Survey results

Q12. Would you support the constructing a road by-pass of Richmond Village to either the North or South of the Village that directed through-traffic away from Bridge Street and the Richmond Bridge?



Survey results

Q13. Who in the community will benefit from the Master Plan improvements?



Survey results

Q14. Is there anything else in the draft master plan you think should be prioritised for implementation (or something that we might have missed)?

This question invited written responses. Feedback asked us to **prioritise everyday access and safety**, such as clearer bike planning, safer crossings near schools, better disability access to the Bridge, and attention to the village gateway and entrances.

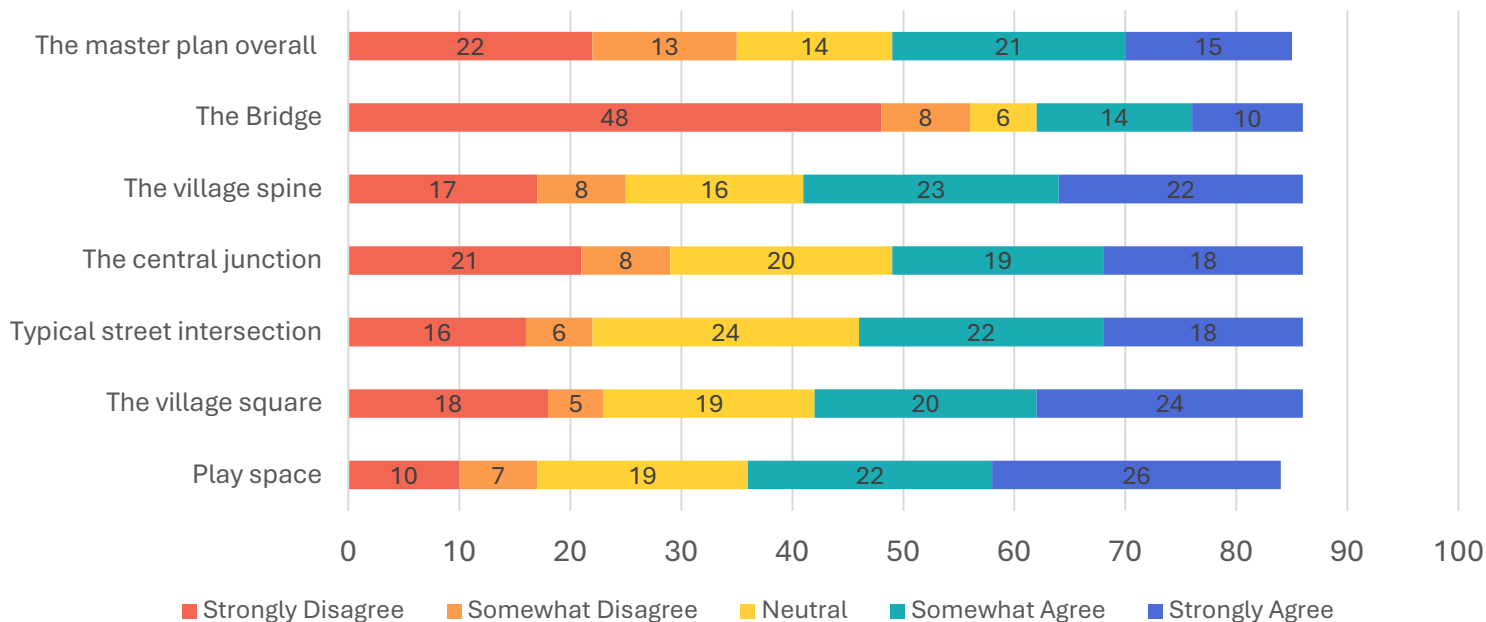
Many comments focused on how **traffic moves**. Several urged progressing a bypass (and keeping the heritage Bridge for people and bikes in future). Others asked us not to narrow Bridge Street, avoid traffic lights and large signage, and improve parking without putting more vehicles in the middle of town or routing buses via streets with steep inclines.

There was a strong desire to **protect Richmond's heritage** look and feel. People asked for low-key, heritage-style lighting, restrained signage, and to maintain existing paths and trees before adding new features. Some flagged stormwater and drainage fixes and removing hazardous curbside rocks as practical early wins.

A number of respondents also asked for **better public transport** frequency so fewer car trips are needed day-to-day. Older local residents were most likely to emphasise heritage-sensitive lighting, minimal visual clutter and maintaining character, while locals of various ages raised practical access issues.

Survey results

Q15. Looking at the overall master plan designs and the detailed plans for the six precincts, how much do you support each of the following designs?



Survey results

Q16. Please provide any other comments or feedback you would like us to consider on the key precinct designs.

Comments clustered around keeping Richmond's heritage character front and centre. Many asked that precinct upgrades **avoid a "modernised" look**, large or bright lighting and traffic signals, and any changes that make the village feel like a suburb. Several stressed retaining the European-era plantings and a low-key, heritage style for materials and finishes.

A second theme was the day-to-day function of the village, including **maintaining convenient parking** near shops and services, protecting business operations, and ensuring easy emergency vehicle access around the Central Junction. Practical "basics first" requests included repainting yellow lines, fixing potholes, and maintaining existing footpaths, with some scepticism that more crossings would be used as intended.

Responses also encouraged **investigations into a bypass and second bridge** before any major changes were implemented to Richmond Bridge.

There were constructive pointers too: consider the village entrances / gateways in more detail, and stage works so disruption is manageable over the long program. While many locals opposed elements perceived to alter character, a smaller group supported precinct plans overall, provided upgrades remain authentic and practical.

Feedback emphasising heritage protection and nearby parking often came from older residents and local business owners, while professional service providers highlighted emergency access needs.

Survey results

Q17. Is there anything else you would like to add about the draft Richmond Village Master Plan?

Most open-ended comments asked us to keep Richmond's historic village feel front and centre. People urged Council not to compromise Richmond's historic character and to protect the atmosphere that locals value, with some suggesting caps on the number of tourist coaches or visitor numbers at peak times. There were also positive notes acknowledging that the draft master plan was well thought out and researched.

Several comments were practical and implementation-focused. People asked for better public transport so fewer new works are needed in the core, a maintenance-first approach to existing footpaths and streets. Simple safety fixes such as removing curbside rocks and directing caravans and RVs to dedicated parking areas outside the main activity hubs were suggested. A small number thought the 20-year horizon feels too slow, urging faster action.

Heritage-protection and maintenance themes were most often voiced by Richmond residents aged 50–70+ and by people who work or own a business in the village. Examples include a Richmond resident aged 50–59 years cautioning against losing the historic nature, a regular business visitor aged 60–69 calling for public transport over new infrastructure, and a Richmond resident aged 70+ asking for caravan parking to be shifted and curb rocks to be removed.