

Community Engagement Summary Report - Issued March 2021

Online Consultation October - November 2020



Acknowledgement

We acknowledge and respect Victorian Traditional Owners as the original custodians of Victoria's land and waters, their unique ability to care for Country and deep spiritual connection to it. We honour Elders past and present whose knowledge and wisdom has ensured the continuation of culture and traditional practices.

We are committed to genuinely partner, and meaningfully engage, with Victoria's Traditional Owners and Aboriginal communities to support the protection of Country, the maintenance of spiritual and cultural practices and their broader aspirations in the 21st century and beyond.



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Executive Summary

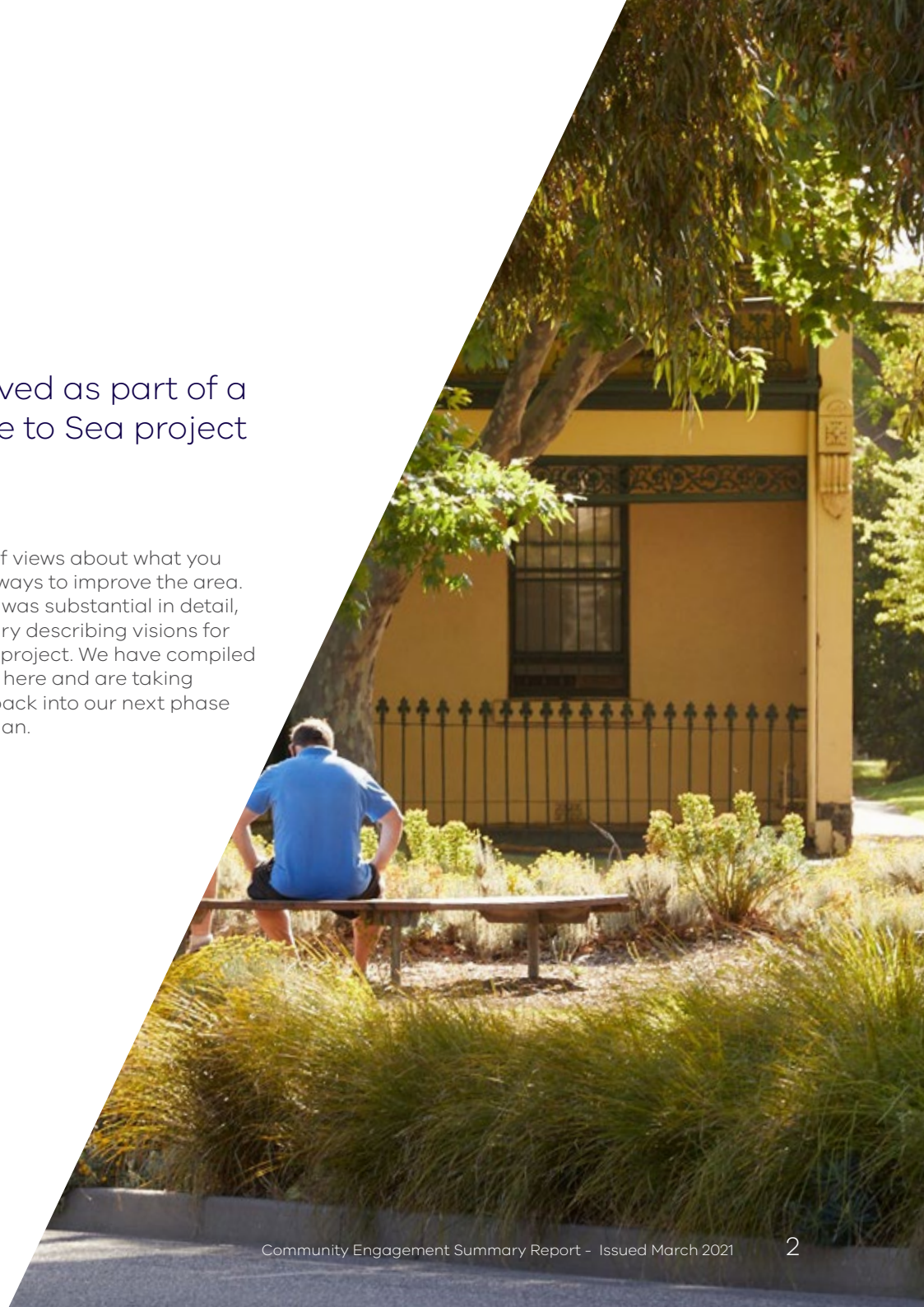
This document is a summary of submissions received as part of a survey and an interactive social map for the Shrine to Sea project between 12 October 2020 and 8 November 2020.

During this public consultation, the Department of Environment, Land, Water and Planning (DELWP) expanded on the community engagement work completed by Parks Victoria in 2018.

Respondents were given the opportunity to complete an online survey and use an online interactive social mapping tool. Survey questions allowed the respondents to input free text comments and the mapping tool allowed for respondents to identify locations of interest in the project area as well as include photos and images to be attached to the comments.

The survey and map tools enabled us to capture sentiment about the area overall as well as location specific issues and opportunities.

We heard a rich diversity of views about what you liked, what you didn't and ways to improve the area. The feedback we received was substantial in detail, with thoughtful commentary describing visions for the area and ideas for the project. We have compiled a summary of key findings here and are taking forward the detailed feedback into our next phase in developing the masterplan.



How we communicated

We adopted a range of different communication channels to reach as many people as possible.



DIRECT MAIL:

74,000 postcards were mailed to local residents and businesses near the project area.



SOCIAL MEDIA:

Targeted facebook posts promoting the online engagement opportunity.



MEDIA:

Media release about the project and how people could get involved.



EMAIL:

Sent to people on the project mailing list.



ON SITE:

Nine signs were erected along the project area with information about how people could get involved.

Our reach through Engage Victoria



7702 views



6304 people



373 pins



470 surveys

About the project

In 2018, the Victorian Government announced \$13 million for the 'Shrine to Sea' project to create a boulevard connecting Domain Gardens to Port Phillip Bay along Albert and Kerferd roads. The project will enhance the existing greenery and open spaces, improve the safety and experience for people walking and bike riding through this part of Melbourne and help bring the local history, stories and culture to life for residents and visitors.

The Department of Environment, Land, Water and Planning (DELWP) became the lead agency for this project in late 2019 and is working in partnership with the City of Port Phillip, the Department of Transport, and Parks Victoria to deliver the project.



What we heard

Throughout the consultation, we learned that the area is currently used as a critical link to other areas, but also hosts a range of destinations with recreational, sporting and heritage attractions.

The area is accessed by residents, visitors, local business operators and employees who travel to and through the area using a variety of modes of transport.

A general sentiment was expressed that the area is a place of respite and provides opportunities to connect with nature in the urban environment. The corridor was described as a preferred route of travel for many users due to the experience of journeying through tree lined streetscapes with architectural heritage significance.

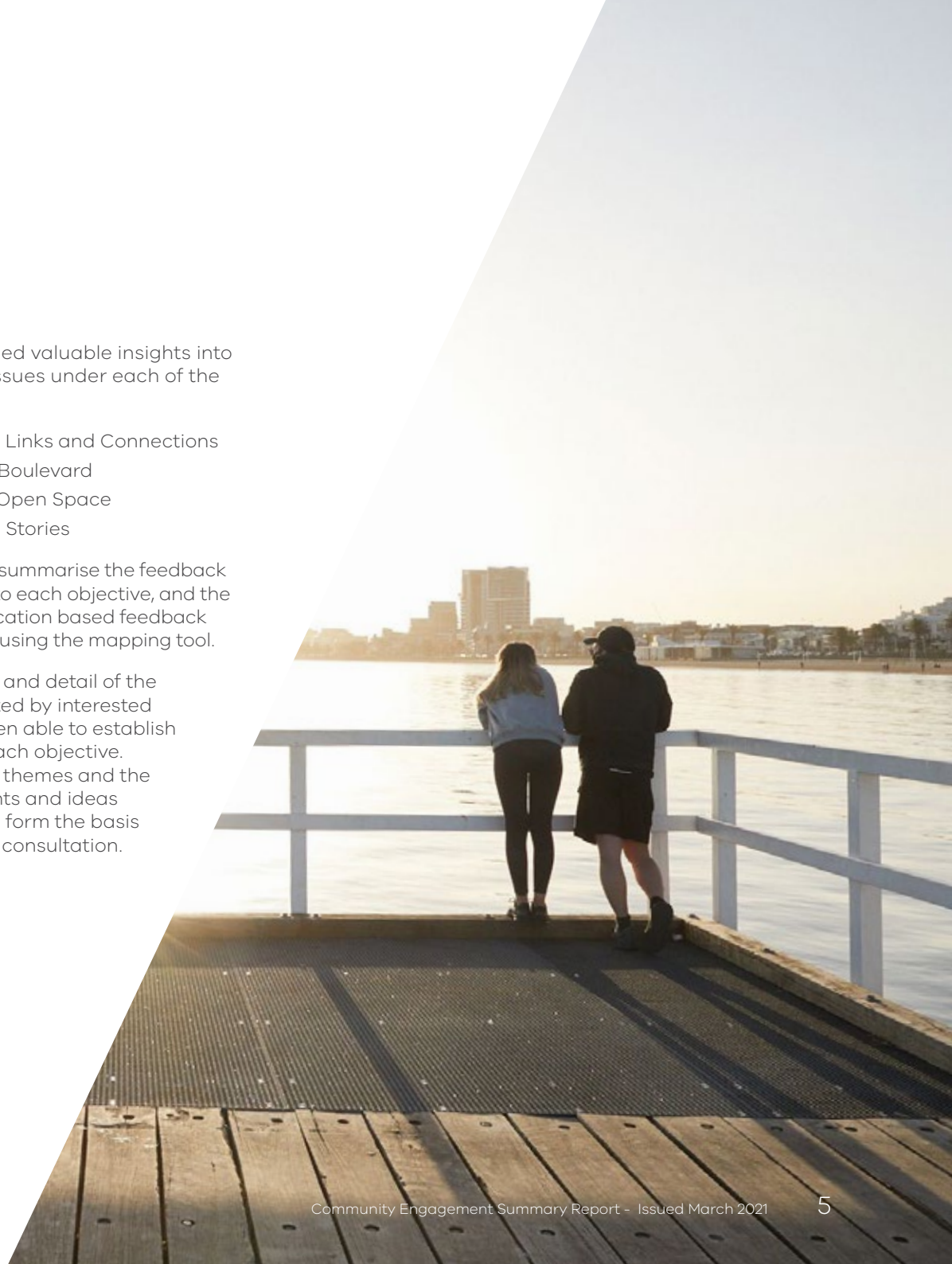
Quality was mentioned as an issue across various aspects of the project area. Suggestions for improvements included upgrades to infrastructure, amenity, tree and landscape plantings along the proposed boulevard.

Respondents provided valuable insights into opportunities and issues under each of the project objectives;

- Safer and Clearer Links and Connections
- Enhanced Green Boulevard
- Improved usable Open Space
- Celebrating Local Stories

The following pages summarise the feedback provided in relation to each objective, and the distribution of the location based feedback which was gathered using the mapping tool.

Thanks to the range and detail of the comments contributed by interested citizens, we have been able to establish key themes under each objective. Exploration of these themes and the community comments and ideas supporting them will form the basis of the next phase of consultation.





We asked you to drop a pin and tell us about what's there now that's great, what could be changed and what are the future opportunities within and around the project area.

LEGEND



Safer and clearer links and connections
221 pins



Enhanced green boulevard
79 pins



Improved usable open space
55 pins



Celebrating local stories
18 pins

Project context area* Project area

* Please note, physical changes to this area are outside the scope of this project



Objective: **Safer and clearer links and connections**

Summary

This was the most commented on objective. Feedback identified good connectivity to precincts and destinations but poor wayfinding.

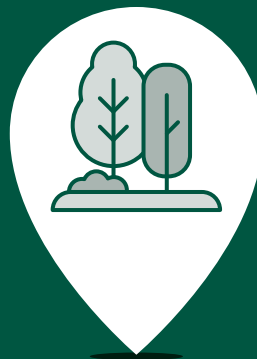
Respondents expressed concerns about competing access and allocation of space for different road users. Safety issues were raised by a variety of users including pedestrians, cyclists, public transport users and vehicle drivers. Many opportunities were proposed to improve infrastructure to enhance safety for all.

Themes from the feedback

- Cycling and cyclist safety
- Walkability and pedestrian safety
- Traffic and congestion
- Moving through intersections
- Vehicle behaviour and traffic calming
- Maintaining vehicle access
- Parking considerations
- Public transport
- Accessibility

“ Provide more of the roadway for cyclists and you calm the street, perhaps encouraging others to ride as well.”

“ The walking path along MSAC and Albert Park is safe and separated from the road, with easy access to the tram.”



Objective: **Enhanced green boulevard**

Summary

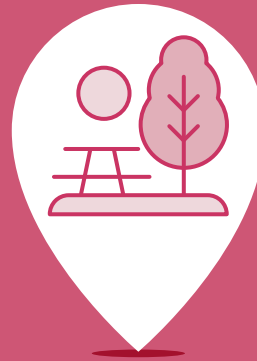
There was a general appreciation for the diversity of the landscape character in the area including the connection to the lake and the bay. Many respondents commented on enhancing the quality of the green spaces and allowing for opportunities for improving the biodiversity and ensuring planting selections consider climate resilience along the boulevard. There was a general sentiment that there is not enough existing canopy cover and shade in the area. Many people described the greenspaces as peaceful and tranquil, softening in the urban environment and offering a sense of wellbeing and respite from inner city living.

“ Driving through tree-lined streets is a peaceful way to start the day.”

“ I enjoy the green and blue spaces as a reminder to look up, look forward, look wide and breathe. ”

Themes from the feedback

- The boulevard trees
- Tree canopy and shade
- Biodiversity
- Climate adaptation
- Landscape character
- Environment and wellbeing
- Connection to water and water management



Objective: Improved usable open space

Summary

Many respondents reported the area as being loved and valued by the community, also observing that many parts are underutilised and poorly presented. The responses indicated that a successful project would improve many aspects of landscape, open space and activity without compromising the character of the area. There was acknowledgement that activities and use, such as exercise, recreation and rest, were an important part of the identity of the area. A number of people responded that public amenities such as street furniture and facilities associated with activities in the area, were not well considered or were lacking altogether. Many opportunities were identified to enhance existing open spaces, including through supporting nature play and community led programs as well as providing more opportunities to pause and spend time with friends and family.

Themes from the feedback

- Sense of openness
- Barriers to open space
- Local destinations and attractions
- Activities and use
- Public amenity
- social gatherings and community connections
- Presentation

“ It is my closest open walking park-like area, and I enjoy the variety of spaces, trees and community activities there, some busy, some quiet.”

“ It is too much about a roadway and not about the local community’s use of a wonderful space.”



Objective: **Celebrating local stories**

Summary

Respondents emphasised the importance of retaining and sharing stories of history through the area. We received a range of local stories, including lived experiences and oral histories. The feedback recognised layers of natural and development history, tied to the landscape, local neighbourhoods, precincts and people and the many opportunities to reveal these stories.

Themes from the feedback

- Traditional Owners and First Nations history and living culture
- Cultural landmarks and heritage streetscape
- Diverse narratives and storytelling, including:
 - Maritime History
 - Neighbourhood and influential residents
 - Light rail and rail history
 - Sporting and recreation history
 - Historic uses of open space and Albert Park Lake
 - Historic events
 - War and the home front history
 - Immigration history
 - Women's history

" The interesting changes of land use on one's steady progression towards the bay."

"weave in environmental themes, hydrology and connection to the Bay, how rain gardens work, climate change, the importance of wildlife corridors, indigenous knowledge."

"we need to retain the heritage whilst adapting to current functionality."

" Highlight the area's multicultural history."

Where to from here

The next phase of engagement has begun with the establishment of a Community Panel. The panel is comprised of 28 community members selected through a public expression of interest process to ensure inclusive and diverse viewpoints. Members will work with DELWP, project partners and experts to develop a draft masterplan through a number of iterative workshops from March to October 2021.

The detailed feedback received from this consultation will be used to form the basis of the opportunities and constraints discussed in early workshops with the Community Panel. These workshops will look at design options in response to the opportunities and issues, to be developed into

feasible options for further testing. This will result in a draft masterplan by the end of the year.

A more detailed version of the feedback received during this consultation is being prepared and will be available upon request.

The Community Panel is one of many ways in which DELWP is engaging with the community. DELWP will continue to partner with Traditional Owners, and meet with various stakeholders, peak bodies, community groups and listen to community feedback. The draft masterplan will become available for public comment at the conclusion of this phase

Timeline

Indicative dates



Contact us

For further information about this project you can get in touch with us in one of the following ways:

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