

Community Engagement Summary Report

December 2021

Online Consultation September - October 2021



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 presents a summary of the submissions we received from the community as part of an online consultation between 27 September 2021 and 17 October 2021.

During this public consultation, the Department of Environment, Land, Water and Planning (DELWP) expanded on previous community engagement work completed by DELWP in late 2020 and by Parks Victoria in 2018.

The consultation included a survey for each of the four Shrine to Sea project objectives; enhancing the green boulevard, establishing safer and clearer links and connections for walking and cycling, celebrating local stories and improving usable open space.

The survey questions explored overall levels of satisfaction with the directions proposed for the project. Respondents were also asked to rate the extent to which they believed the actions/outcomes proposed for the project would achieve the principles and vision for each objective. We asked respondents in the form of a slider scale which they could drag according to their level of satisfaction.

They were also invited to highlight issues of personal importance and to identify potential gaps through a free text option.

Respondents were able to complete all four surveys or only those of most interest to them, explaining the variance in the number of respondents for each of the four surveys.

A total of 236 responses were received by 145 people across the four surveys:



Total responses = 236 from 145 people





Green Boulevard: From the 50 responses to this survey, the overall average satisfaction rate was 75.5%. Key themes that emerged were the importance of promoting native biodiversity, ensuring that climate resilient species are used and beautifying the area.



Links and Connections: From the 66 survey responses, overall average satisfaction rate was 63.3%. Pedestrian, cycling and traffic safety was an overarching common theme within this survey. Conflicting responses were received about a potential lane reduction on Kerferd Road and the creation of protected bike lanes. Concerns included negative impacts on traffic flow and a reduction of on-street car parking. Other commentary supported the lane reduction with a view to prioritising active transport.



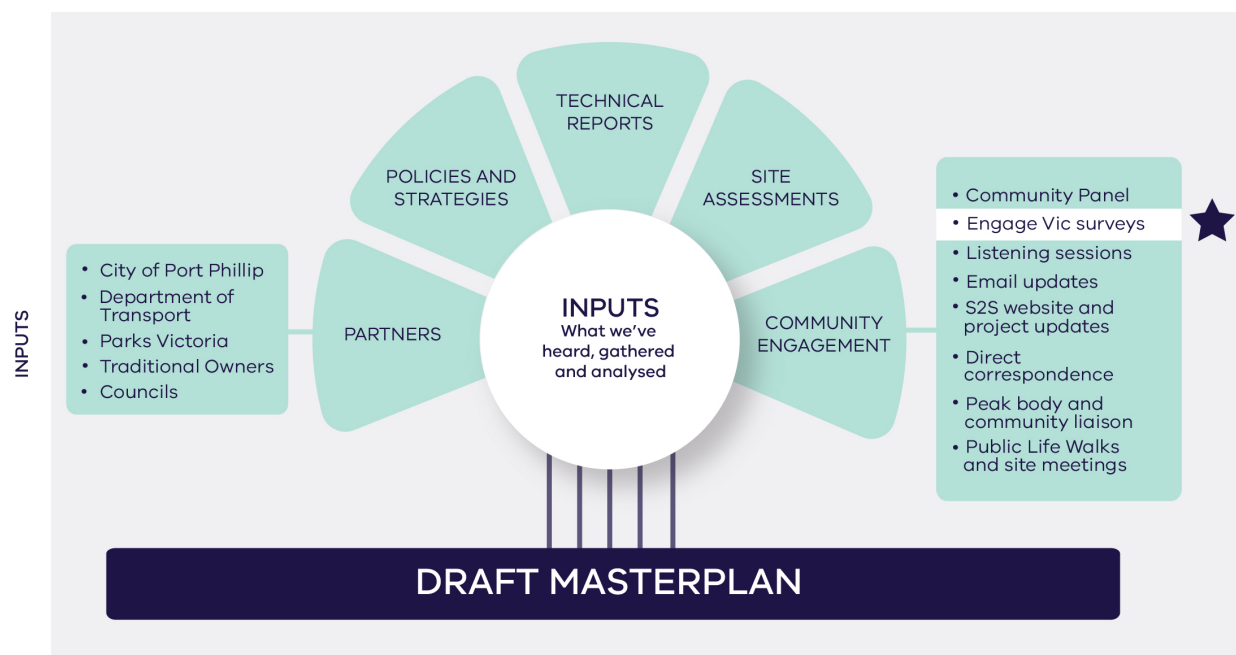
Celebrating Local Stories: From the 31 survey responses, overall average satisfaction rate was 74%. Respondents were given the opportunity to choose from a selection of themes they would like to hear more about in addition to the overarching theme of the Traditional Owner story. The top three ranked responses were "Connections to and movement through place", "Transforming the landscape" and "Diverse neighbours and neighbourhoods".



Usable Open Space: This objective received the highest number of responses (89) and reflected the highest overall average satisfaction rate of 81.3%. The need for improved, inclusive facilities along the boulevard catering for a diversity of users was highlighted in survey responses. The Kerferd Road Pier entrance was also identified as a potential area for improvement.

A more detailed breakdown of the survey results can be found on page 8-13.

This consultation was one of several key inputs, outlined in the below diagram that will help to shape the Shrine to Sea draft masterplan.



Help shape the
**SHRINE TO SEA
BOULEVARD**



Scan the QR code or visit
engage.vic.gov.au/shrinetosea
for more information.



How we communicated

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



DIRECT MAIL:

90,000 postcards were mailed to local residents and businesses near the project area.



SOCIAL MEDIA:

Targeted Facebook and LinkedIn posts promoting the online engagement opportunity, including:

- 11,386 views across five Facebook posts
- 2795 views on LinkedIn Post

Facebook share to City of Port Phillip page.



ON SITE:

Nine footpath decals were installed along the project area with a QR code directing people to the consultation.



MEETINGS:

A series of partner, stakeholder and peak body meetings were conducted online during the consultation period.



WEBINARS:

Two webinars were hosted to respond to questions from the community.



PAPER COPIES:

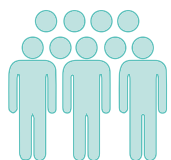
5 paper copies of the online surveys were mailed out on request.



EMAIL:

745 email addresses on the project mailing list were sent two separate emails promoting the online engagement opportunity.

Our reach through Engage Victoria



2003 people viewed the consultation pages



5894 times the consultation pages were viewed

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.

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.

The four project objectives set for the Shrine to Sea project are:

- Enhancing the green boulevard
- Establishing safer and clearer links and connections for walking and cycling
- Celebrating local stories
- Improving usable open space.



About this consultation

DELWP once again invited the community to join the process of developing the Shrine to Sea boulevard by reading about the planning to date, the community feedback, and sharing their thoughts via a series of online surveys focused around the four project objectives.

The purpose of this consultation was to:

- Inform the community of what we've heard through our engagement so far
- Inform the community of the project vision and principles, the emerging key directions and proposals
- Provide a tool to gauge the community's levels of satisfaction with the proposed direction
- Provide a tool for the community to provide feedback on perceptions of gaps.

Respondents were given the option to complete all four surveys or only complete the surveys of most interest to them. Three out of the four surveys involved respondents reviewing proposals pinned on two maps, one of Albert Road and one of Kerferd Road. Respondents were then asked a series of questions relating to these proposals.

The survey relating to the Celebrating Local Stories objective was structured differently given the focus was to understand what local history themes and stories people were most interested in hearing more about. The best locations to tell these stories and through what media will be determined through an Interpretation strategy that will form one of the next steps.



Summary of responses

Links and Connections

66 people filled out the survey regarding the Links and Connections objective



ALBERT ROAD

- An average satisfaction rating of 64% with the proposed directions.
- An average satisfaction rating of 64% that we have the right focus and will be able to achieve the principles and vision.

KERFERD ROAD

- An average satisfaction rating of 62% with the proposed directions.
- An average satisfaction rating of 63% that we have the right focus and will be able to achieve the principles and vision.

Green Boulevard

50 people filled out the survey regarding the Green Boulevard objective



ALBERT ROAD

- An average satisfaction rating of 76% with the proposed directions.
- An average satisfaction rating of 77% that we have the right focus and will be able to achieve the principles and vision.

KERFERD ROAD

- An average satisfaction rating of 74% with the proposed directions.
- An average satisfaction rating of 75% that we have the right focus and will be able to achieve the principles and vision.

Usable Open Space

89 people filled out the survey regarding the Usable Open Space objective



ALBERT ROAD

- An average satisfaction rating of 82% with the proposed directions.
- An average satisfaction rating of 81% that we have the right focus and will be able to achieve the principles and vision.

KERFERD ROAD

- An average satisfaction rating of 81% with the proposed directions.
- An average satisfaction rating of 81% that we have the right focus and will be able to achieve the principles and vision.

Celebrating Local Stories

31 people filled out the survey regarding the Celebrating Local Stories objective



An average satisfaction rating of 74% that we have the right focus and will be able to achieve the principles and vision.

Albert Road



Kerferd Road





Objective: GREEN BOULEVARD

Melbourne's grand green boulevards are key to it being one of the most liveable cities in the world. By enhancing the existing tree and palm-lined streets and paths, Shrine to Sea will become another beloved boulevard for locals and visitors to enjoy. A mix of exotic and native species, selected for their adaptability and resilience to climate change, will be added to the existing plants through the area.

A total of 50 responses were received to the survey relating to this objective.

When asked to rate their level of satisfaction with the proposed directions for the project we outlined for this objective, the average response was 76% for map #1 (Albert Road) and 74% for map #2 (Kerferd Road).

When asked to rate their level of satisfaction on whether we are focusing on the right areas/issues and that the approach will achieve the project's principles and vision, the average response was 77% for map #1 (Albert Road) and 75% for map #2 (Kerferd Road).

We asked respondents what type of tree we should use to plant in the Pink Zone B located on the image (between Richardson Street and Danks Street).

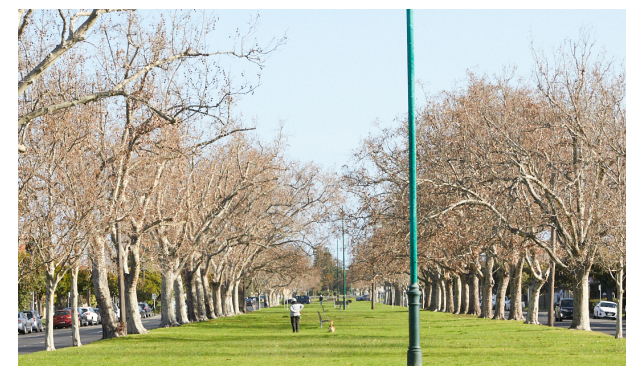
"I love the idea of flowering natives in this section, it will attract more birds and bugs which is great, and this section has less traffic so hopefully less chance of wildlife being hit by vehicles. I would like to see more shrubs and smaller trees creating a more textured green space, there's plenty of room and I think giving over more space to green is really important."

Sixty-six per cent of respondents indicated they would prefer us to use a large, flowering native tree in the Pink Zone B, while 23% selected a large deciduous tree similar to those in the Orange Zone A and 11% an araucaria (pine tree) similar to the Blue Zone C.

We asked respondents if there was anything else they would like to see included as part of this objective and we received 18 responses relating to map #1 (Albert Road) and 25 responses relating to map #2 (Kerferd Road).

These responses included:

- A strong desire to increase the native biodiversity, plants and wildlife through native tree planting.
- Many comments indicating objection to increasing the number of London Plane trees along the boulevard.
- The suggestion that trees, plants and shrubs may be used differently throughout the spaces to support a more 'relaxed' style of boulevard that offers the opportunity to grow and enrich over time.





Objective: LINKS AND CONNECTIONS

The Shrine to Sea project aims to make it easier and safer for all trail and road users to find their way and move through the area. The journey will be more enjoyable and will connect with other attractions and destinations in the surrounding neighbourhoods, and with networks that reach further afield.

A total of 66 responses were received to the survey relating to this objective.

When asked to rate their level of satisfaction with the proposed directions for the project we outlined for this objective, the average response was 64% for map #1 (Albert Road) and 62% for map #2 (Kerferd Road).

When asked to rate their level of satisfaction on whether we are focusing on the right areas/issues and that the approach will achieve the project's principles and vision, the average response was 64% for map #1 (Albert Road) and 63% for map #2 (Kerferd Road).

We asked respondents if there was anything else they would like to see included as part of this objective and we received 43 responses relating to map #1 (Albert Road) and 48 responses relating to map #2 (Kerferd Road).

These responses included:

- Support for reducing the speed limit along Kerferd Road to 40 kilometres per hour to improve safety for all road users.
- Mixed feelings about potential lane reductions on Kerferd Road; 11 respondents were dissatisfied with this proposal that will support protected bike lanes.
- Concerns raised about the impacts of potential lane reduction for on-street carparking and traffic flow in the surrounding streets.
- Encouraging traffic management improvements to the Richardson Street roundabout, however respondents were divided on exactly how to achieve this.
- Requests for additional design information to help respondents better understand the impacts of any proposed activities.
- Support for improvements made to the quality of the road itself, lines and clearer signs for drivers and cyclists and pedestrians.

"Reducing Kerferd Road to one lane in each direction will only fuel more traffic chaos and congestion in the area."



"The Kerferd Road proposals are fantastic. I particularly like the protected bike lanes."

"Pedestrian safety should be considered as well as cyclists. The pedestrian crossing at Kerferd Road/Ferrars Street, and the crossings at Beaconsfield Parade need to be made safer through improved traffic management design and signalling."



Objective: CELEBRATING LOCAL STORIES

The history and heritage of the Shrine to Sea corridor is linked to many themes that have shaped Melbourne's culture and identity. By celebrating the stories of the local area, and the characters who brought life to it, we will enrich the experiences of everyone who journeys along the boulevard. These diverse and layered stories can be shared in a variety of ways, to appeal to all. In the preamble to this survey, DELWP explained that the Traditional Owner story has been previously identified as the overarching theme for the project following an extensive planning and engagement process.

A total of 31 responses were received to the survey relating to this objective. We asked respondents which of these themes they would like to hear more about and the results are shown opposite.

This graph shows equal interest in the themes of "transforming the landscape" and "connections to and movement through place", followed closely with the desire to highlight "diverse neighbours and diverse neighbourhoods". This information will be used as we embark on developing a detailed interpretation plan for the site.

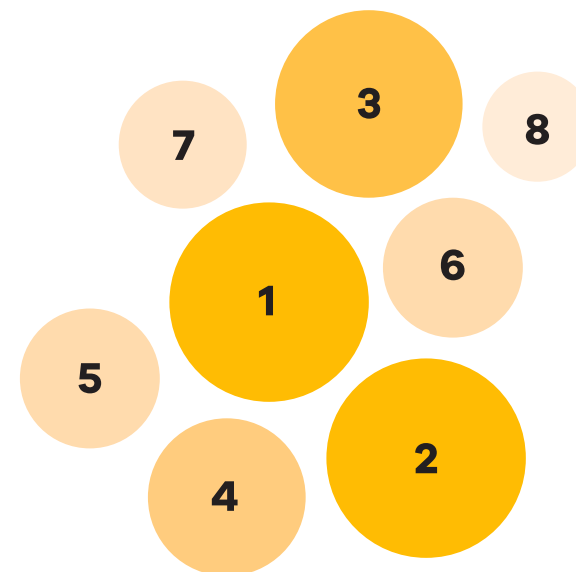
We also asked respondents if there were any gaps or other topics we have not covered as part of this objective and we received 13 responses.

These responses included:

- A greater appreciation for the history of the residential ethnicity, occupations and changing social status of the suburbs.
- A desire to include the industry and commerce history of the area, including the story of the birthplace of Vegemite.
- A desire to see the history of the Albert Park Reserve acknowledged.
- The potential to capture individuals' sporting contributions.
- A suggestion for geographical 'markers' to be placed at the sea front.
- Mixed view as to how to represent the military and defence history of the area.

When asked to rate their level of satisfaction on whether we are focusing on the right areas/issues and that the approach will achieve the project's principles and vision, the average response was 74%.

"If highlighting military and defence stories (which is fine), please focus on history and avoid any glorification narrative."



1	Connections to and movement through place	67%
2	Transforming the landscape	67%
3	Diverse neighbours and neighbourhoods	63%
4	Social welfare	53%
5	Community action and social justice	47%
6	Sport and recreation	47%
7	Military and defence	43%
8	Education	37%



Objective: USABLE OPEN SPACE

The community's need of open space changes over time, so we must upgrade and modernise facilities to make public spaces more useable and accessible for everyone. We will design Shrine to Sea in a way that is purposeful, respects the distinctive local character of each area, and reflects the historical and ever-evolving uses of the landscape. This will create a range of opportunities for active and restful enjoyment.

A total of 89 responses were received to the survey relating to this objective.

When asked to rate their level of satisfaction with the proposed directions for the project we outlined for this objective, the average response was 82% for map #1 (Albert Road) and 81% for map #2 (Kerferd Road).

When asked to rate their level of satisfaction on whether we are focusing on the right areas/issues and that the approach will achieve the project's principles and vision, the average response was 81% for map #1 (Albert Road) and 81% for map #2 (Kerferd Road).

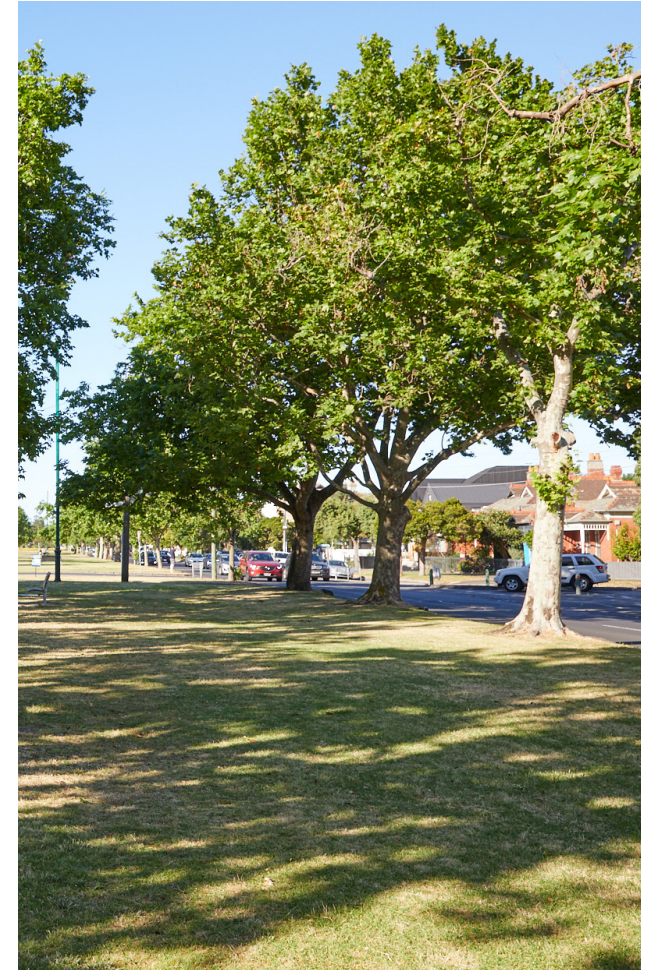
We asked respondents if there was anything else they would like to see included as part of this objective and we received 62 responses relating to

"An inclusive play space along the Shrine to Sea route would be an amazing asset for the local area, particularly if it was a play space inclusive for all community members including those with additional needs. We need spaces that bring community together and this is the perfect spot!"

map #1 (Albert Road) and 33 responses relating to map #2 (Kerferd Road).

These responses included:

- Strong support for more inclusive and accessible children's play spaces along Albert and Kerferd Roads.
- Significant support for more and better designed seating and shade along the boulevard.
- The request to consider infrastructure and facilities to accommodate cyclists, walkers, and families looking for play opportunities.
- Consideration of opportunities to reduce the 'barrier effect' of cycle and road carriageways impacting access to the Kerferd Road median.





Where to from here?

The feedback received from this online consultation will be considered in the development of the draft masterplan, which is the next key milestone. It will be released for public comment in 2022.

Alongside this consultation, there have been a number of other inputs which will help with the development of the draft masterplan, including a policy and strategy review, technical reports, the recommendations from the Shrine to Sea Community Panel and other community engagement opportunities.

DELWP will continue to partner with Traditional Owners, and meet with various stakeholders, peak bodies, community groups and listen to community feedback.

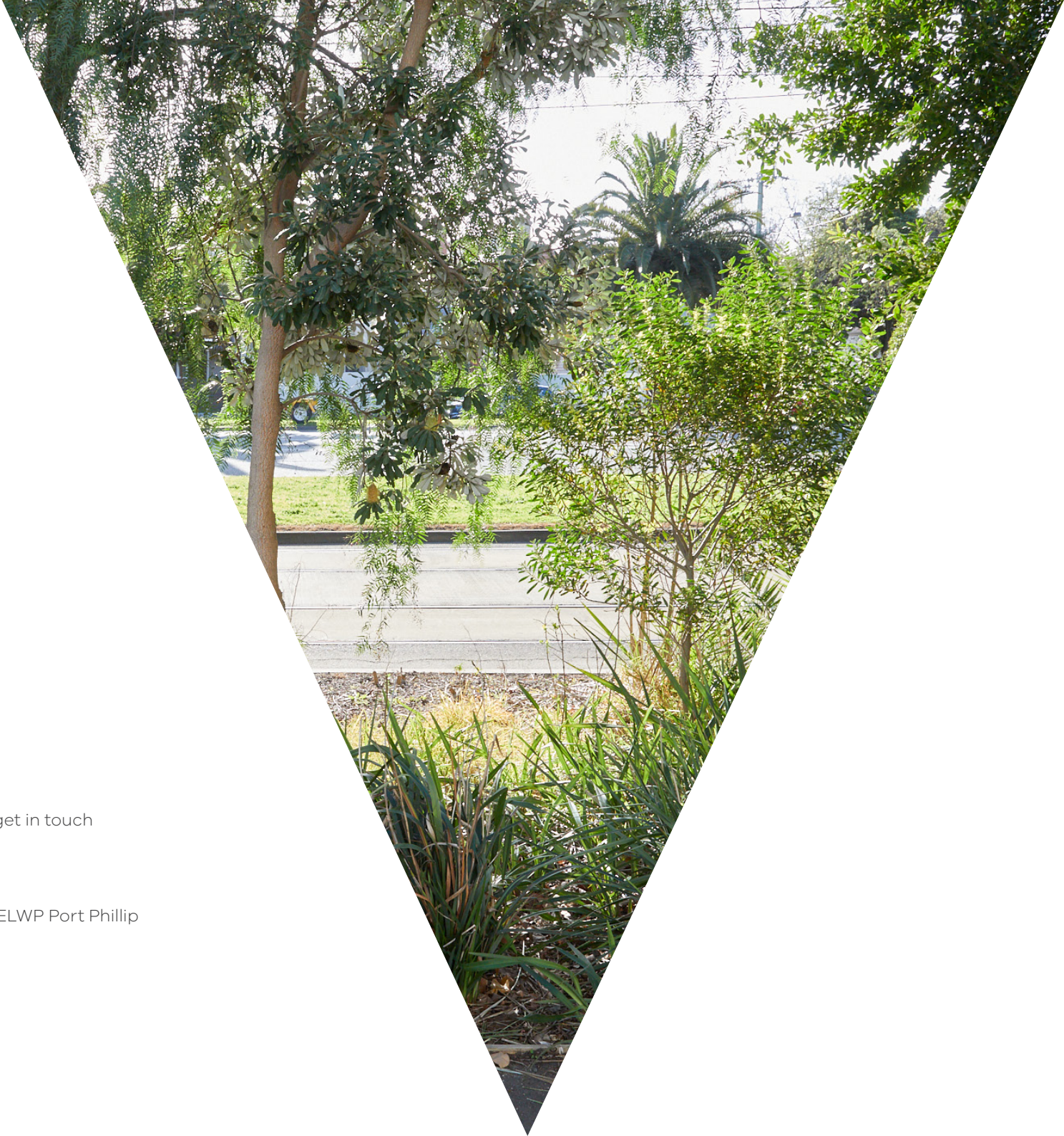
Contact us

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

Email: shrine.to.sea@delwp.vic.gov.au

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609 Burwood Highway Knoxfield VIC 3180

Visit: www.environment.vic.gov.au/shrine-to-sea



delwp.vic.gov.au