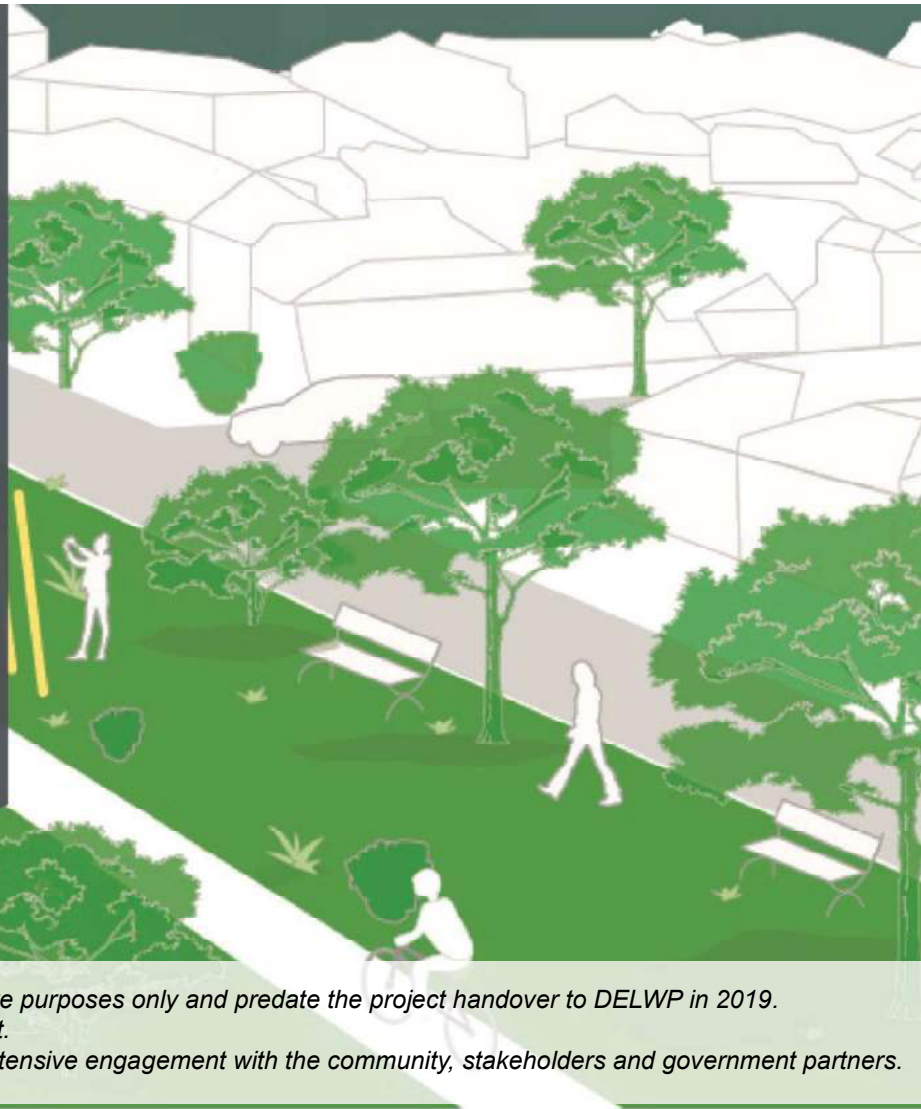


# SHRINE TO SEA

—  
Imagining a new  
boulevard for  
Melbourne



*Images included in this report were prepared for illustrative purposes only and predate the project handover to DELWP in 2019. They do not represent any actual designs, past or present. The draft masterplan is currently being developed with extensive engagement with the community, stakeholders and government partners.*

## Engagement Findings Report (Phase one)

*Prepared on behalf of Parks Victoria*

December 2018

**capire**

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Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/consultation activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our consultation activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

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# Executive summary

In September 2018, Parks Victoria introduced to community and stakeholders, Shrine to Sea, a proposed new boulevard connecting the King's Domain Gardens to Port Phillip Bay. The boulevard will connect via Kerferd Road and Albert Road in Albert Park. The Victorian Government has provided 13 million dollars to improve cycling and pedestrian links along the route. The project is in the early stages of planning and aims to define a vision for a safe, pleasant and accessible route to the bay from King's Domain Gardens.

Between 17 September and 19 November 2018 Parks Victoria engaged key stakeholders and the community to:

- understand the issues for pedestrians and cyclists along the route, and how to improve their experience
- explore opportunities to make the boulevard a destination for both local residents and visitors.

Across the engagement period 337 community members joined the conversation via online, attended one of the two community pop-up sessions or participated in one of two student workshops. Key stakeholders, including representatives from City of Melbourne, City of Port Phillip Bay and community and advocacy groups, were engaged via three targeted meetings.

## Emerging priorities for future concept development

Community members and stakeholders expressed a clear appetite and enthusiasm for this project. The assessment of the engagement findings illustrated the following emerging priorities for Parks Victoria to consider in developing this concept further.

- Create a safe and accessible pedestrian and cycling route as a priority.
- Minimise conflict between road users by constructing separated bike paths, improving pedestrian and cyclist experience at major intersections and introduce measures that calm traffic.
- Create a destination by enhancing the public space and recreation opportunities.
- Focus the character of the boulevard around Aboriginal culture and public art.
- Create a continuous boulevard in some elements of the design (for example, the cycling and pedestrian paths and way finding) while other elements can celebrate the different landscapes of the route.
- Carefully manage the impacts on local residents, particularly relating to traffic and congestion.

# 1 Introduction

## 1.1 Project Background

In September 2018, Parks Victoria introduced to community and stakeholders, Shrine to Sea, a proposed new boulevard for connecting the Gardens to Port Phillip Bay. The boulevard will connect Kerferd Road and Albert Road in Albert Park. The Victorian Government has provided 13 million dollars to improve cycling and pedestrian links along the route.

The project is in the early stages of planning and aims to define a vision for a safe, pleasant and accessible route to the Bay from the King's Domain Gardens. The proposed boulevard is also an opportunity to create a destination that celebrates the unique identity, life and culture of Melbourne.

Parks Victoria is committed to working with key stakeholders and the community to understand the existing issues for cyclists and pedestrians who use the route, and how to improve their experience. Parks Victoria is also keen to explore opportunities for making the boulevard a destination for both local residents and visitors.

Capire Consulting Group (Capire) was engaged by Parks Victoria to support the design and delivery of this phase of the stakeholder and community engagement. The outcomes of the engagement will help define a vision for the boulevard and preliminary concept designs.

The purpose of this report is to provide a summary of the engagement findings collected through the engagement activities.

**Note:** It should be noted that the engagement techniques are not statistically valid as people self-selected to participate. Even with an emphasis on inclusive engagement it is sometimes impossible to hear from all community members.






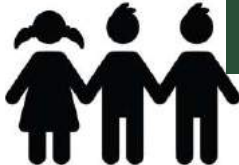


Figure 2: Shrine to Sea Postcard to promote the project and engagement opportunities



Figure 1: Community pop-up, Saturday 27 October

## 1.2 Summary of engagement activities

Engagement with the community and key stakeholder occurred between 17 September and 19 November 2018. Parks Victoria, in partnership with Capire, delivered the following activities.

 <p>Four stakeholder meetings with:</p> <ul style="list-style-type: none"> <li>• City of Melbourne</li> <li>• City of Port Phillip (two meetings)</li> <li>• Community and advocacy group representatives.</li> </ul> <p>See Appendix B for further detail.</p>	 <p>35 people participated</p> <p>Two community pop-ups held on:</p> <ul style="list-style-type: none"> <li>• Saturday 27 October, 10 am to 1 pm at South Melbourne Foreshore, near the corner of Beaconsfield Parade and Kerferd Road.</li> <li>• Saturday 10 November, 10 am to 1 pm at Tom's Block, Kings Domain, St Kilda Road.</li> </ul>
 <p>256 people participated</p> <p>Online survey available via Parks Victoria Project page – <a href="http://www.parks.vic.gov.au/shrinetosea">www.parks.vic.gov.au/shrinetosea</a>.</p> <p>See Appendix C for further detail.</p>	 <p>46 people participated</p> <p>Two student engagement workshops at Middle Park Primary School.</p>
<div style="display: flex; justify-content: space-around; align-items: center;">   </div> <p>Parks Victoria communicated opportunities to be involved via:</p> <ul style="list-style-type: none"> <li>• Printed postcards dropped in letter boxes of Kerferd Road and Albert Road residents, postcards were left at local community facilities and cafes.</li> <li>• Online via social media (including Facebook posts and tweets) and Parks Victoria website.</li> </ul>	

For the complete summary of who joined the conversation by each of the engagement activities see Appendix A.



## 2 Engagement findings

The following section provides a summary of the engagement findings. Through the analysis of the engagement findings Capire identified two overarching themes. These themes have guided the structure of this section:

- Improving connectivity
- Making the boulevard a destination

### 2.1 Improving connectivity

Parks Victoria were interested to understand from community members and key stakeholders how to improve pedestrian and cycling connectivity along the route. The key message from participants was that there are significant safety concerns Parks Victoria needs to address to improve the experience for pedestrians and cyclists. The suggestions from participants focused on **minimising conflicts** between pedestrians, cyclists and cars, **providing a continuous path for pedestrians and cyclists** that connects to the local area, and **improving amenity**. The following sections explore these opportunities in detail.

#### 2.1.1 Minimising conflicts

Participants commonly discussed the following improvements to minimise conflicts between pedestrians, cyclists and cars:

- separate bike and pedestrian paths
- address conflicts at intersections
- traffic calming.

##### Separate bike and pedestrian paths

This was a common response from all participants, irrelevant of whether they walk, ride their bike or drive a car in the area. The focus of these comments was typically on separating cyclists and cars, to improve safety. However, some participants also felt that greater separation for pedestrians would improve the pedestrian experience.

The following were common messages from participants about separated paths:

- Physically separate cars and cyclists, such as:
  - having plants and trees as a barrier
  - grade separation
  - separated by parked cars.
- Ensure cycling lanes are separate from parked cars to reduce safety concerns, such as opening car doors into cyclists.

- Ensure bike paths accommodate recreational users and commuters, for example, by widening the path to allow safe overtaking.
- Preference for separated pedestrian and bike paths, not shared paths.
- A separate and dedicated footpath for pedestrians that is not next to cars.

Several community members suggested that there could be one bike path, with bikes going in each direction next to each other. There were mixed views about whether a bike path should go down the middle of the boulevard. However, more participants opposed a path being in the middle.

City of Port Phillip staff discussed the significant need to improve safety along Kerferd Road, as it is one of the poorest performing council-owned roads in Port Phillip with regards to the number of accidents. Many of the accidents that have occurred on the road have included cyclists, however there are also some blind spots that limit visibility for traffic entering or crossing Kerferd Road from residential side streets. One of the options Council has been exploring is creating separated on-road cycle lanes.

Separating the different transport modes was a common theme in stakeholder workshops. Shared paths received some support, however, there was a preference to plan for on-road separated cycling paths for commuter cyclists as well as shared off-road for recreational cyclists and pedestrians.

---

*"Wide paths, also separate cyclists from pedestrians and as much off road as possible" – regular visitor to the area, predominantly cycles around the area.*

---

### **Address conflicts at intersections**

Participants commonly discussed the need to address the conflicts at intersections to improve pedestrian and cyclist experience. The intersections often referenced in responses included:

- Kings Way and Albert Road
- St Kilda Road and Albert Road
- The MSAC parking exit
- Canterbury Road and Kerferd Road
- Richardson Road and Kerferd Road.

Other intersections referenced included Moray Street, Clarendon Street, Ferrars Street, Cecil Street and Lake Side Drive.

Participants who mainly walk or ride their bike in the area raised the issue of intersections. It was also the main safety concern raised by Middle Park Primary School students during their workshops. Their main issue was that pedestrians and cyclists are not a priority at intersections, particularly because:

- bike lanes do not continue through the roundabouts



- cars tend to travel at high speeds through roundabouts
- the traffic lights at several intersections change quickly.

Suggestions to address the intersections for pedestrians included:

- pedestrian overpasses
- zebra crossings at intersections, particularly on the service road along Albert Road
- longer light cycles, as they currently change quickly
- clear and accessible crossing points for pedestrians at all intersections.

Suggestions to address the intersections for cyclists included:

- better designed passage for cyclists
- traffic light signalling for cyclists
- easier access for cyclists through roundabouts.

There were several suggestions to replace major roundabouts, such as Richardson Road and Kerferd Road, with traffic lights.

Participants also felt that by addressing the conflicts at the intersections, the continuity along Albert Road and Kerferd Road would improve for pedestrians and cyclists. This is discussed further in section 2.1.2 below.

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*"A more continuous and wider foot and separate cycle lane is needed that doesn't cross so many intersections and service roads. Especially the service road along Albert park road is not very safe with many intersections that have no zebra crossings" – local resident, predominantly cycles around the area.*

---

Across the stakeholder meetings the challenges of addressing the safety and connectivity concerns at the major intersections was a key discussion point. There was much debate about the options for improving the pedestrian and cycling experience. While there was some support for grade separations there were many concerns raised about the idea, these included:

- perceptions of safety for pedestrians and cyclists if they must go below grade (through underpasses) for long distances
- cyclists (particularly commuter cyclists) tend to avoid grade separation options and will continue to use the road way
- above grade options (such as bridges) can affect all-ability access if they need stairs or need significant land area for ramps.

Stakeholders across all sessions flagged concern that the current allocated budget would not allow for the significant cost of grade separations. There was strong support for keeping pedestrians and cyclists at the natural ground level and lowering the road, particularly at Kings Way. Stakeholders did however, acknowledge the feasibility of that option as outside the scope of this project. Alternative options explored by the stakeholders to improve pedestrian and cycling experiences at major intersections included:

- reviewing traffic signalling and weight times to prioritise pedestrians and cyclists
- reduce the distance pedestrians need to cross at intersections.

The City of Port Phillip have found the need for more pedestrian crossings along Kerferd Road. It was also exploring the idea of reducing the number of lanes and widening the medium strip, therefore reducing the distance needed for people to cross the road.

### **Traffic calming**

Traffic calming refers to the concept of encouraging cars to slow down with the aim of creating a shared space for all modes of transport.

Several participants expressed that pedestrians and cyclists are not a priority along Albert Road and Kerferd Road, and that vehicles have priority. Participants who walk and cycle in the area mainly suggested this, however several predominant car users also agreed. According to many community members, pedestrians and cyclists should be prioritised.

Opportunities found by community participants to improve shared use of the route included:

- widening the medium strip
- employing traffic calming measures to slow cars, such as raised pedestrian crossings and zebra crossings
- reducing the speed limit.

There were mixed responses to reducing Kerferd Road to one lane. Cyclists favoured the suggestion that it should be one lane (single lane in each direction). There was concern, from people who predominately drive, that reducing to one lane would cause congestions in surrounding streets and reduce access for Kerferd Road residents.

As part of the City of Port Phillip's plans for improving safety on Kerferd Road, VicRoads had undertaken modelling to test how a reduced speed and lane reduction would affect travel times. The modelling indicated no reduction in travel time when two lanes remained at the intersections. The City of Port Phillip received concern from residents in relation to this idea and had planned to undertake a trial to test the impacts before developing a full concept for the road. The City of Port Phillip's plans for improving Kerferd Road (including the trial) have been put on hold to ensure coordination between the Shrine to Sea project and improving the safety of Kerferd Road.

Participants across the stakeholder sessions discussed the role of urban design to promote traffic calming. Ideas included having interesting designs for pedestrian and cycling paths, activation of the medium strips for community use and narrowing the road way, reducing its dominance in the space.

---

*"Prioritisation of pedestrians over motor traffic, for example at crossing points. Measures to reduce the volume of motor traffic which reduces the amenity and impairs the ambience in the area" – former local resident, predominantly travels by car around the area.*

---

## 2.1.2 Continuity and network connections

Participants raised the need to create a clearer continuity for pedestrians and cyclists along the two roads and improve connections to the local area and broader transport networks.

### Continuity of bike and pedestrian paths

Participants felt that access for pedestrians and cyclists along Albert Road and Kerferd Road is currently disjointed. Participants explored ideas around:

- a continued bike path along both roads
- a consistent path for pedestrians, particularly on Albert Road, as it currently 'comes and goes'
- a route that pedestrians and cyclists can more easily understand.

A major barrier for pedestrians and cyclists, according to both community participants and stakeholders, is the Kings Way intersection. Participants named the future Anzac Station and Domain Precinct improvements as opportunities this project could leverage off to improve the experience of the intersection and access between the route and the new station.

Some participants, particularly those who travel by car, felt that connectivity along Albert Road and Kerferd Road was already good. Several stated that Albert Road and Kerferd Road should be left alone.

According to bicycle advocacy groups, people who travel along the route regularly can work out the best way to combat the intersections along Kerferd and Albert, therefore avoiding high conflict areas. However, these challenges can be intimidating for visitors.

---

*"Uninterrupted connection. Currently a cyclist needs to stop and cross multiple crossings, often even dismounting the bike due to minor obstacles (steps, crossing footpaths, traffic barriers, ...)" – local resident, predominantly travels by car around the area.*

---

### Improve network connection

Some community participants believed that greater network connection coordination would improve pedestrian and cyclist experience. There were suggestions to improve connection to:

- public transport



- existing bike paths, such as the Yarra River Trail through to the Bay
- between the Botanical Gardens and Albert Park Road
- Albert Park Lake
- other local parklands.

Some participants wanted clearer wayfinding with signage, landmarks and maps of the area.

All stakeholders discussed the opportunity to give greater network connectivity.

Conversations with the City of Port Phillip noted that this project will help fill a gap in the network, providing improved connectivity from the Bay Trail to the city networks and in the future a connection to the new station. The City of Melbourne also identified this around the idea of providing greater connection between significant public space assets in and surrounding the CBD.

In the stakeholder meetings, participants explored the concept of wayfinding and how to do it creatively. They identified it as beneficial, but not necessarily universal. Design and continuity of the paths can help people with wayfinding for example, path treatment and plaques in the path.

---

*"A safe route from Yarra river trail to Bay trail excluding Southbank, South Wharf, or tram route to Pt Melb would be good." – Regular visitor to the area, predominantly cycles around the area.*

---

### 2.1.3 Associated amenities

Some community members thought that the provision of pedestrian and cycling amenities would improve connectivity.

There were several suggestions to widen, improve and better maintain the footpaths. According to some participants there are sections of footpaths that are currently uneven and cracked from tree roots. Both cyclists and pedestrians desired better surface treatment of roads and paths.

Many participants wanted more trees to shade footpaths and provide a more pleasant experience in nature to improve the pedestrian experience.

Other associated amenities that participants believed would improve cyclist and pedestrian experience included:

- improved lighting, particularly along Albert Road
- bike parking
- more bins
- water taps
- places to rest, such as benches.

## 2.2 Making the boulevard a destination

Parks Victoria and Capire asked participants how to make the boulevard a destination, and how it could celebrate the unique, life and culture of Melbourne. This included understanding how the community would like to use the boulevard and what it should look like.

The responses focused on:

- open space and recreation
- arts, culture and history
- the look of the boulevard.

### 2.2.1 Open space and recreation

Many participants discussed ideas for creating both a local-level destination (for residents) as well as a place for visitors to the area. Comments highlighted how the new boulevard is an opportunity to create more open green space for active and passive recreation.

The focus for many participants was building on the open green space currently available and linking to local parklands and the bay. Suggestions included:

- giving the boulevard a park feel, with open space, trees and vegetation – a place to escape the busy city
- open space for picnics
- to develop a recreational link between the Botanical Gardens, Albert Park and the Bay.

Many community members said they would like to use the boulevard for active and passive recreation. Several participants focused their ideas on a place to go for a ride or walk that is safe for families and people of all abilities to enjoy, rather than solely for commuting to other destinations.

Other recreational uses were:

- places to stop and rest, such as benches
- outdoor play space
- dog off-leash areas
- spaces for temporary markets, food trucks or community events
- sporting facilities, such as outdoor exercise equipment and games.

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*"We ride bikes on weekend around [the] North of city where bike paths are great. As a young family, with small kids on back of our bikes, means safety is important to us. We would love to be able to ride comfortably from the CBD down to the bay more comfortably and safely. We would invite visiting friends from interstate to bike with us" – regular visitor to the area, predominantly travels by car.*

---

The City of Port Phillip, through its planning for improving the safety and connectivity of Kerferd Road, had identified the significant potential of improving the use of the already wide medium strip, including widening the medium strip further to promote greater use.

Participants across all stakeholder meetings highlighted that the different road layouts of Kerferd Road and Albert Road would make it difficult to ensure continuity of open space along the boulevard without significantly altering the road configuration. Ideas focused on maximising what is already there, celebrating the different character of the two roads and looking at other ways to provide continuity (this is explored further in section 2.2.3).

Stakeholder meetings highlighted the need to coordinate open space improvements with the Anzac Station and Domain Precinct developments. Participants discussed ideas around creating public event space at the corner of Albert Road and Kings Way, for example, a speakers' corner<sup>1</sup>. Stakeholder meetings also flagged the coordination with the Albert Park Master Plan.

## 2.2.2 Arts, culture and history

Parks Victoria and Capire asked community members what historical, cultural or art features could make the proposed new boulevard unique to Melbourne. The key messages from community participants focussed on opportunities to incorporate:

- Aboriginal culture
- public art
- historical features.

It is important to note that some participants were unsure or felt that the focus should be on good design and functionality. Several walkers and cyclists reiterated that the focus should be on the pedestrian and cyclist experience.

### Aboriginal culture

Many participants thought the boulevard is an opportunity to acknowledge and celebrate Aboriginal culture and history, ideas included:

- sharing the Aboriginal history of Albert Park
- recognition and education of Aboriginal culture

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<sup>1</sup> A 'speakers' corner' is a community event space designed to promote open dialogue and debate about important topics. A space where anyone can start a conversation.



- native planting, such as eucalyptus trees and natural bush
- displaying Aboriginal art
- art that tells the story of local Aboriginal culture.

Some community members felt that the Traditional Owner narrative should feature prominently in the boulevard and that Aboriginal groups and artists should be involved in the design process.

---

*"Including Indigenous history and learnings along the way." – local resident, predominantly travels by car.*

---

### **Public art**

Some participants said that the boulevard was an opportunity for more public art. They felt that this could create opportunities for local, emerging artists. Participants in the stakeholder meetings discussed how public art was a way of creating community ownership of the space which in turn would encourage greater use.

Ideas highlighted through the engagement included:

- Interactive art features for people of all ages.
- Art features relating to the Shrine and the sea, such as murals of Victorian marine life.
- Sculptures:
  - with a local identity, such as bicycle-themed or sea-themed
  - moving sculptural art.
- Street art, such as a graffiti wall (suggested by Middle Park Primary School Students).

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*"Would like it to be more nature based, less concrete. art features relating to the shrine and sea would be relevant" – local resident, predominantly cycles around the area.*

---

### **Historical features**

Some community members and stakeholders discussed the opportunity for the boulevard to incorporate historical features and celebrate the past.

There were mixed views about whether the new boulevard should include commemoration of the military. There was more support for a local focus, celebration of people who have made a difference to the community and connection to the sea, rather than war.

Suggestions to celebrate history included:

- historical plaques and sculptures
- design that reflects history, such as the old lamp posts along Port Phillip Bay

- signage with local historical information and directing people to local sites
- sculptures and stories of famous Australian sports people, such as famous swimmers and cyclists.

Responses that had a military focus, included suggestions to:

- continue the ANZAC theme from the Shrine, but dedicated to more recent conflicts
- plaques that commemorate moments in Australia's history
- Re-instate the South African War Memorial.

---

*"Albert Park has been home to many historic tenants/users and history plaques or sculptures referencing these would be great." – local resident, predominantly walks around the area.*

---

### 2.2.3 Look of the new boulevard

The natural environment was a strong focus of the look and feel of the new boulevard. Comments focused around native planting, tree lined streets, and using vegetation as a buffer between different transport modes, softening the impact of cars.

Across the stakeholder workshops participants noted creating a unified look and feel or 'character' as a challenge. The two roads have different layouts and surrounding characters. Participants described Kerferd Road as more like a residential street while Albert Road was more of an urban environment alongside Albert Park. The solutions explored the importance of having one or two elements consistent such as pedestrian and cycling paths. Ideas included the use of a consistent path treatment where the path could tell a story. The public spaces along the boulevard could then focus on building on the existing character.

---

*"Beautiful shady trees overhead, very very wide paths, with frequent grassy spots for picnics and resting" – regular visitor to the area, predominantly cycles around the area.*

---

## 3 Next steps

As previously highlighted, Parks Victoria is in the early stages of the project and is committed to continuing to work with the community and stakeholders in further development of the project. The next stages will begin to explore concepts and feasibility of different options.

With regards to next steps for the community engagement Park Victoria will:

- continue to work closely with the key project stakeholders in developing the concept plans and feasibility testing through regular project briefings and design workshops
- provide project updates to interested community members and stakeholders via the email database - if you are interested in being added to the email database please email: [shrinetosea@parks.vic.gov.au](mailto:shrinetosea@parks.vic.gov.au)
- seek community and stakeholder feedback on draft concept designs for the new boulevard as part of the phase two engagement, expected to be late 2019.



# Appendix

## Appendix A: Participant overview

Below, in Table 1, is a summary of the participants who joined the conversation by each of the engagement activities. Some activities gave the opportunity to collect demographic data (e.g. the online survey) while other activities were limited, such as the community pop-ups where the description is mainly anecdotal.

*Table 1: Overview of engagement activity participants*

Engagement activity	Participant description
City of Melbourne stakeholder meeting	<p>City of Melbourne staff from the following departments attended the meeting:</p> <ul style="list-style-type: none"> <li>• Transport</li> <li>• City Design</li> <li>• Open Space</li> <li>• Urban Forest and Ecology.</li> </ul> <p>City of Melbourne was identified as a key stakeholder as the project borders the City of Melbourne.</p>
City of Port Phillip stakeholder meeting	<p>City of Port Phillip staff from the following departments attended the meeting:</p> <ul style="list-style-type: none"> <li>• Transport</li> <li>• Sustainability and Environment</li> <li>• Kerferd Road project</li> <li>• Urban Design</li> <li>• Public Space.</li> </ul> <p>The project sits within the municipal boundaries of the City of Port Phillip making them an important stakeholder. The City of Port Phillip owns Kerferd Road and has undertaken significant assessments on the safety of Kerferd Road previously, including exploring opportunities for its improvement.</p>

Engagement activity	Participant description
Community and advocacy group stakeholder meeting	<p>Representatives from the following groups attended the meeting:</p> <ul style="list-style-type: none"> <li>• Port Phillip Bicycle User Group</li> <li>• Bicycle Network</li> <li>• Kathleen Syme Library and Community Centre</li> <li>• Australian Centre for Contemporary Art.</li> </ul>
Online survey	<p>In total, 256 people completed the online survey.</p> <ul style="list-style-type: none"> <li>• More males, 60 per cent, completed the survey than females, 38 per cent.</li> <li>• The age of participants varied from approximately 15 years to over 75 years. Over 50 per cent of participants were aged between 35 and 54 years.</li> <li>• When asked what best describes their relationship to the project: <ul style="list-style-type: none"> <li>– 48 per cent of participants said they were a regular visitor to the area</li> <li>– 32 per cent of participants said they were a local resident.</li> </ul> </li> <li>• Most participants were familiar with Albert Road and Kerferd Road, with: <ul style="list-style-type: none"> <li>– 58 per cent of participants very familiar</li> <li>– 40 per cent of participants somewhat familiar.</li> </ul> </li> <li>• The most common primary mode of transport was cycling, 57 per cent of participants. Driving a car followed this, 20 per cent and walking, 16 per cent.</li> <li>• Participants currently use Albert Road and Kerferd Road for a mix of reasons, the most common included: <ul style="list-style-type: none"> <li>– general recreation and exercise such as running, cycling and walking the dog</li> <li>– commuting to work either by car, cycling or walking</li> <li>– to access the local area including, the foreshore, local shops, markets, MSAC, Albert Park Lake and other sporting facilities.</li> </ul> </li> </ul>

Engagement activity	Participant description
Community pop-ups	<p>Approximately 35 people were engaged during the two pop-ups.</p> <ul style="list-style-type: none"> <li>• There was approximately an even split of males and females.</li> <li>• Age of participants varied from 25 years to over 75 years.</li> <li>• Most participants were local residents, with approximately 10 participants from Kerferd Road or Albert Road.</li> <li>• Several participants were regular visitors.</li> <li>• Participants' primary mode of transport when travelling in the area was mixed and included cycling, walking and driving.</li> </ul>
Middle Park Primary School student workshops	<p>In total, 46 students took part across the two workshops.</p> <ul style="list-style-type: none"> <li>• Students were a mix of males and females from year five and year six.</li> <li>• Most of the students were local residents and were familiar with Kerferd Road and Albert Road.</li> </ul>



## Appendix B: Stakeholder meeting discussion questions

### City of Melbourne

Discussion questions:

1. What are the interfacing and overlapping projects Parks Victoria need to be aware of?
2. Explore project risks and opportunities

### City of Port Phillip

Meeting one discussion questions:

1. How can we improve safety and connections for cyclists and pedestrians?
2. What are the public realm opportunities?
3. How can we make this boulevard unique?
4. What are the intersecting projects Parks needs to be aware of?
5. How can Parks Victoria continue to work and involve City of Port Phillip in this project?

### Community and advocacy groups

Discussion questions:

1. How can we improve safety connections for cyclists and pedestrians?
2. What are the opportunities for public space?
3. How can we make this boulevard unique?
4. What are the intersecting projects and initiatives Parks Victoria needs to be aware of?
5. Who else should we get involved in this project?

## Appendix C: Online Survey

### Shrine to Sea

#### Imagining a new boulevard for Melbourne

1. What is your age bracket?
  - 0-4
  - 5-14
  - 15-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65-74
  - 75 and over
2. What is your gender?
  - Female
  - Male
  - Other, please define [open answer]
  - Prefer not to say
3. What is your postcode/suburb? [open answer]
4. What best describes your connection to this project?
  - Local resident
  - Local businesses owner/employee
  - Local community group
  - Regular visitor to the area
  - General interest
  - Other\_\_\_\_\_ [open answer]
5. How familiar are you with Albert Road and Kerferd Road?
  - Not at all familiar
  - Somewhat familiar
  - Very familiar
6. How do you currently use Albert Road and Kerferd Road? (e.g. to travel to work, to walk your dog, for school drop off etc.) [open answer]
7. If you travel around this area regularly, what your primary mode of transport?
  - Walking
  - Cycling

- Car
  - Public transport
  - Not applicable
8. How could the pedestrian experience and amenity be improved between Domain Parklands and Port Phillip Bay? [open answer]
  9. How could cycling experience and amenity be improved between Domain Parklands and Port Phillip Bay? [open answer]
  10. What historical, cultural or art features could make the proposed Shrine to Sea boulevard unique to Melbourne? What would you like to see included? [open answer]
  11. Thinking broadly, how would you imagine the proposed new boulevard to look? [open answer]
  12. How do you see yourself, your family and friends using the proposed new boulevard in the future? [open answer]
  13. Any other ideas/comments you would like to share about the proposed new boulevard? [open answer]