

Shrine to Sea Draft Masterplan Community Engagement Summary Report

December 2023



VICTORIA
State
Government

Energy,
Environment
and Climate Action

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 report summarises what the Department of Energy, Environment and Climate Action (DEECA) heard from the community and stakeholders as part of the final public consultation on the Shrine to Sea (S2S) draft masterplan conducted during 14 August – 10 September 2023.

In this consultation, DEECA invited the community to comment on the draft masterplan, which was informed by an extensive planning and consultation process. This included a review of state and local policies, strategies and plans, technical reports, detailed site analysis and a comprehensive partner, community, and stakeholder engagement program.

This consultation was based on a survey comprised of two main parts: firstly, two overarching questions about what people liked and wanted to be improved in the draft plan. The second part was comprised of questions relating to the eight individual zones of the draft masterplan. These questions covered general satisfaction, what people liked, and what people wanted improved. Respondents could answer as many or as few of the questions as they chose.

A change in scope to remove the proposed protected bike lanes along Kerferd Road (and related

designs impacting the roadway) from the project was announced prior to the release of the draft masterplan. Many of the responses to the survey reflected some confusion and disappointment around these changes. Only responses related to in-scope elements were considered in the analysis of the feedback and preparation of the masterplan. Out of scope feedback will not inform changes considered in preparation of the final masterplan. This feedback will instead be provided to the Department of Transport and Planning (DTP) to help inform a future separate planning process for this area.

We received 362 responses (340 through Engage Victoria, 20 emails, and 2 mailed submissions). Most of the feedback was focused on the two overarching plan design questions, with significantly lower response rates for the individual zones.

Overall, the feedback we received on the draft masterplan was positive.

The main positive themes that appeared through the consultation were: approval of the landscaping and greening, approval of the improved intersections and crossings (with areas for improvement identified), and improvements to the quality of open

spaces. The main concerns were related to the lack of connectivity and accessibility to the Kerferd Road median (which is subject to DTP's future planning process), and the safety of the shared paths. A few respondents were opposed to the project continuing at all for various reasons (a desire for no change and concerns about the expense/suggested better use of public funds).

Some feedback also reflected the need for DEECA to be clearer about how we describe some elements of the proposal to avoid misinterpretation. For example, a need for more detail on where accessibility improvements will be made in the next detailed design phase. We also need to be clearer that the name Yannawatpanhanna will only be used in relation to the interpretation of local stories and no road or place names will be changed.

The feedback received will be assessed against the criteria outlined in the draft masterplan to inform preparation of the final masterplan, expected to be released early next year.



**SHRINE TO SEA
DRAFT MASTERPLAN
AT A GLANCE**

**FINAL PUBLIC
CONSULTATION**

 **14 August –
10 September 2023.**

362 RESPONSES

 **340 through
Engage Victoria**

 **20 emails**

 **2 mailed submissions**

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.

DEECA (formerly DELWP) became the lead agency for this project in late 2019 and is working in partnership with the City of Port Phillip (CoPP), the Department of Transport and Planning (DTP), and Parks Victoria (PV) to deliver the project.

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

Enhance the green boulevard



Safer and clearer links and connections for walking and cycling



Celebrate local stories



Improve usable open space



The most recent consultation invited the community to comment on the draft masterplan, which outlined how these four principles were incorporated across the project area. This was split into eight zones, each with a changing character to suit and enhance the requirements and aesthetic of each stage of the journey towards the sea.



Project inputs

Inputs to the draft masterplan: what we've heard, gathered and analysed to date.

Partners



City of Port Phillip



Department of Transport and Planning



Parks Victoria



Traditional Owners and custodians

Community Engagement



Engage Victoria surveys



Community Panel



Direct correspondence



Listening sessions



Public life walks and site meetings



Email updates



Webinars



Peak body liaison



S2S website and project updates



Drop in sessions



Social media posts

Planning and assessment



Policies and strategies



Technical Reports



Site Assessments





About the consultation

In this consultation, DEECA invited the community to comment on the draft masterplan, which was created based on all the inputs described on page 10.

The purpose of this consultation was to:

- Show the community how all previous inputs, including engagement, had been applied to develop the draft masterplan
- Seek feedback from the community on the proposed designs
- Gauge community satisfaction with the proposed designs

This final consultation was run between 14 August and 10 September 2023. It included online and face-to-face opportunities to discuss the plan with options to submit feedback via mail and email.

The survey had two overarching questions relating to what people liked and wanted improved within the plan. The rest of the questions were split into the eight zones of the draft masterplan and covered general satisfaction, what people liked, and what people wanted improved. Respondents could answer as many or few of the questions as they liked.

Out of scope and future work

In reviewing the draft masterplan before releasing it for community feedback, the Victorian Government considered a number of issues, including DTP's decision to remove temporary Pop-Up Bike Lanes from the City of Port Phillip. It was decided that further targeted engagement is required for a safer active transport solution along Kerferd Road. For this reason, the proposed protected bike lane between Beaconsfield Parade and Moray Street was separated from the Shrine to Sea masterplan*. This was announced in May, 2023.

This design element has been transferred to DTP to be considered in a future project. The decision recognises the diversity of community perspectives in responding to the safety issues and will allow for a robust and concentrated engagement process to occur in the future. All the analysis and consideration of design scenarios completed to date by DEECA will be available to DTP for this next stage.

As such, any feedback received relating to protected bike lanes is considered out-of-scope and will not be analysed or included as part of this process. However, it will be provided to DTP for consideration in the future separate planning process for this area to help inform their project and their community engagement process.

*this includes any proposed changes to pedestrian crossings to the median, traffic speeds, Richardson Street roundabout, the number of lanes on Kerferd Road, and bike crossings at Beaconsfield Parade and Canterbury/Ferrars intersections. These are all out of scope for S2S.

How we communicated

During the consultation period, we used a wide range of communication channels to reach as many people as possible:



DIRECT MAIL:

95,000 postcards were mailed to local residents and businesses near the project area



SOCIAL MEDIA:

Targeted Facebook posts promoting the online engagement opportunity:

- 5,474 link clicks (people clicking from the Shrine to Sea ads onto the Engage Victoria page) across eight Facebook posts
- 115 comments across the posts
- 18 shares from individual accounts



ON SITE:

- Nine footpath decals were installed along the project area with a QR code directing people to the consultation
- Eight signs were installed along the project area with a QR code directing people to the consultation
- 6 posters were distributed to some public locations along the project area with a QR code directing people to the consultation
- 40 paper copies of the draft masterplan were distributed to City of Port Phillip libraries and customer service counters for the community to access



DROP-IN SESSIONS:

Two face-to-face drop-in sessions were held during the consultation period at a local community centre (total of 32 participants)



WEBINARS:

Two online webinars were held during the consultation period (total of 15 participants)



PAPER COPIES:

11 hard copies of the draft masterplan were posted out on request



EMAIL:

There are 791 email addresses on the project mailing list. Two separate emails were sent to promote the online engagement opportunity



Community response



Engage Victoria
online survey

21,810 page views

9,514 unique
visitors to the page

340 submissions



Email

20 submissions
(a mix of formal and
informal)



Posted submissions

2 submissions were
received by mail

Total

362 RESPONSES



How we analysed your responses

Both quantitative and qualitative methods were used for the data analysis of the consultation. Several steps were involved in the analysis. First, we read all your comments then analysed your responses by identifying and tallying up the themes. For example, a comment that says something like "I like the tree planting, but I'm concerned about wheelchair access on the mulch paths" would get added to the tally for "greening" and "accessibility".

The second step was to look at what sub-themes appeared in each theme category. For example, in "greening" we counted how many people wanted specific types of vegetation.

This process showed us how frequently a theme or idea appeared and clarified what is being asked for.

See page 22 "where to from here" to find out how this feedback will inform the final version of the plan.

The majority of responses received were to questions one and two, which asked about your overall thoughts on the draft masterplan. The individual zones had much lower response rates.

Comments on the out-of-scope elements will be passed on to DTP to help inform their future project. Please see page 8 "out-of-scope" for more information.

There was a mix of dissatisfaction and confusion about the change in the scope of the works and this was seen particularly in the "satisfaction rating" questions for each zone. These ratings showed low satisfaction, which is in contradiction to the mostly positive and constructive feedback about the plan. Looking at the data, we identified that several "0% ratings (combined with the comparatively low number of responses to these questions) drastically reduced the average. Investigating the 0% ratings, the majority can be linked to respondents who want out-of-scope things returned to the plan and these respondents generally voted "0" across every zone.

To address this discrepancy, we've chosen to use the proportion of "positive" or "suggested improvement" comments vs "opposed to the plan" comments to get a more representative view of the community's thoughts on the design of the draft masterplan.

Examples of "positive" comments:



"I am very happy about the increased planting of trees and meadow."



"Well thought out. Provides good amenity to the area. This is a potential fantastic addition to Melbourne."

Examples of "suggested improvement" comments:



"Links between Zone 7 and Zone 8 need to be considered carefully for all modes of transport."



"Curbs that ensure people with prams and wheelchairs can step off and access."

Examples of "opposed to the plan" comments:



"Withdraw the proposal altogether."



"scrap it."

Consultation themes: overarching design questions

The first two questions of the survey are focused on the overall design of the plan. To gauge satisfaction with the plan, we read through the comments and made a tally according to sentiment. "Positive" comments are those that did not include any suggestions or negative sentiments, just agreement with or praise for the draft plan (or a nominated element of the plan). "Suggested improvement"

comments all identify a change, improvement or suggestion the respondent would like implemented and are not opposed to the draft plan. "Negative" comments have no suggestions for improvement or indication of what the respondent would like changed- these comments say things like "stop" or "bin it". "Out-of-scope" comments are focused on things that are not part of the project.

To do the theme counting for questions one and two, we counted each theme individually. Some responses had multiple themes. For example: a comment might mention an improvement and also make an out-of-scope request. It would be counted in both categories to represent all parts of the feedback. Some comments were questions about the plan or too vague to determine the sentiment and are

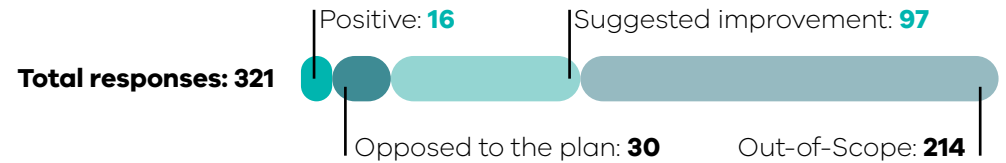
thus not included in the sentiment or theme count.

When reading through the feedback, we kept track of the themes that appeared. Below is a count of the themes relating to the project objectives. This shows how often they appeared in the responses to the "overall design" questions.

Q1 "What do you like about the proposed designs in the draft masterplan?"



Q2 "How could we improve the proposed designs in the draft masterplan?"



Project objectives and consultation themes for Q1.

| | | | | |
|---|---------------------------------|--|---------------------------------|--------------------------------------|
| Enhance the green boulevard. | 114 Greening | 38 Beautification | | |
| Safer, clearer links and connections for walking and cycling. | 16 Accessibility | 53 Plan considers the needs of multiple users | 29 Improved safety (general) | 38 Crossings and road adjustments |
| Celebrate local stories. | 2 Boulevard name | 17 Heritage and stories | | |
| Improve usable open space. | 24 Open space/ useable space | | | |

Project objectives and consultation themes for Q2.

| | | | | |
|---------------------------------|---|---------------------------------|------------------------------------|--------------|
| 20 Greening | 5 Beautification | 4 Plant maintenance | | |
| 13 Accessibility | 55 Consider the needs of non-car users | 45 Improved safety (general) | 32 Improve/add/change crossings | 4 Signage |
| 7 Boulevard name | 5 Heritage and stories | | | |
| 24 Open space/ useable space | | | | |

Q1. What do you like about the proposed designs in the draft masterplan?

The first survey question was about the community's thoughts on the plan in general. Overall, what you liked best was:



The proposed greening and landscaping.

The proposed greening was very highly approved of. In particular, you liked the additional trees and green spaces, as well as the woody meadows.

Biodiversity and native plants that suit the character of the area are important to you. You want plantings to be climate resilient.



Improved safety and accessibility of the crossings.

You liked the wider crossings and crossing lanes for bikes, especially in zone one.



The usable open space.

The open space created by the plan was well received and it's important to you that it be accessible, functional and pleasant to be in.



The heritage interpretation.

We heard you liked the proposed heritage interpretation along the walk. You liked the diversity of stories and heritage represented.

Q2. What would you like to see improved in the proposed designs in the draft masterplan?

The second survey question was also about the community's thoughts on the plan in general. Many of you used this question to also share general suggestions or concerns. Overall, what you would most like to see considered or improved is:



Concerns about the safety of the shared paths.

Many of you expressed concerns about how cyclists and other users can safely share the paths.



Improve the connections between zones.

Safer road crossings were important to you. You also want these areas to be safe, pleasant and functional for non-car users.



Accessible paths and crossings, especially along the median.

Some respondents mentioned increasing crossing times at intersections, raising crossings, and prioritising pedestrian crossings to make it easier for people with reduced mobility or mobility aids to cross safely. Some mentioned replacing the mulch paths to improve accessibility.



"[I like] the considerations to provide safer links for cycling and walking. And create a climate resilient boulevard for Melbourne."

We also received some comments saying they felt that the project is not a good use of government money in this economic climate (23 mentions across questions 1 and 2).

We had some responses say they did not want the project to go ahead at all: some of these were related to the protected bike lane, which is no longer part of this plan.



"Ensure cyclists and pedestrians don't compromise each other."

Consultation themes: individual zone questions



9696 3495

224

Shrine to Sea Information Session



Enter this way

Shrine to Sea
Masterplan

DRAFT



Participate in the
consultation process
to help shape the
future of the Shrine
to Sea.



Zone 8
Kerferd Road
Pier Forecourt

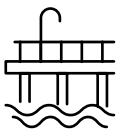
Zone 7
Danks Street &
Beaconsfield Parade

Zone 6
Richardson Street

Zone 5
Canterbury Road/Ferrars
Street & Montague Street



Kerferd Road



Sea
(Port Phillip Bay/Albert
Park Foreshore)

Albert Road

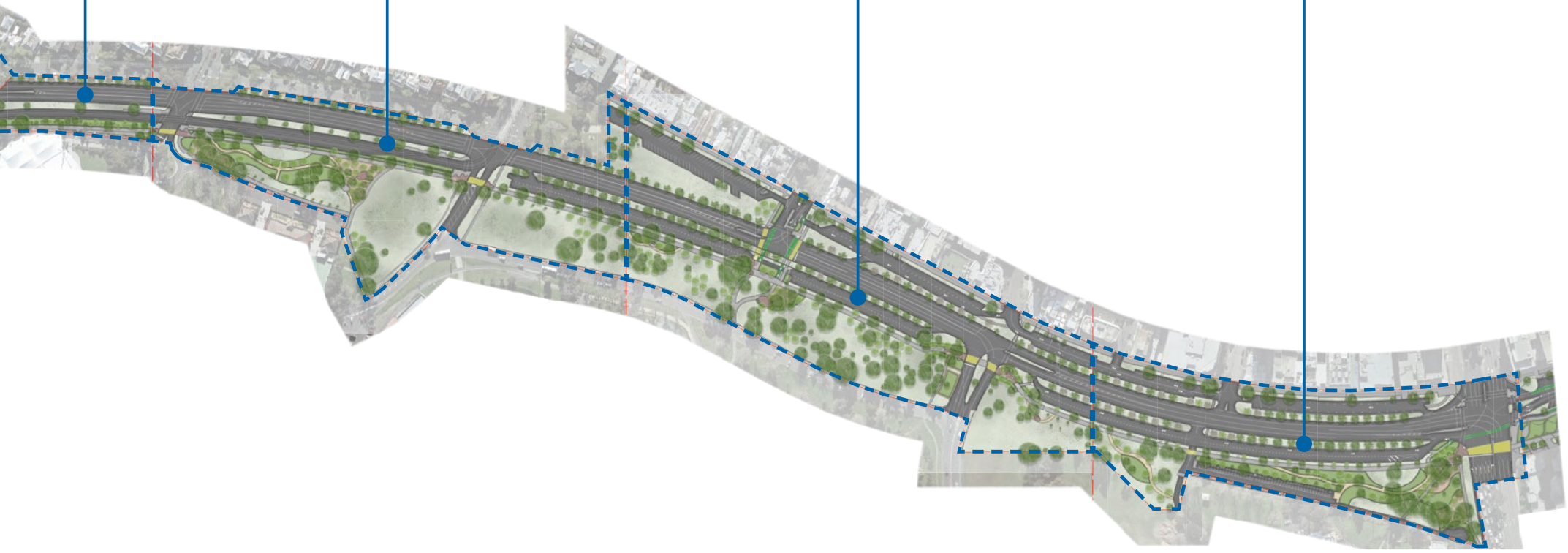


Zone 4
Canterbury Road/
Ferrars Street

Zone 3
Clarendon Street
& Cecil Street

Zone 2
Lakeside Drive
& Moray Street

Zone 1
Kings Way



Zone 1: Kings Way

What you liked (23 responses):

» **The removal of the slip lane.**

The majority of people welcomed this change, as it makes the area safer for pedestrians and cyclists. However, some people are concerned that installing traffic lights may impact traffic flow.

» **Changes to the crossing.**

Many liked the wider crossing, longer crossing time, and designated bike lane crossing as it made it safer for all users.

Your concerns and what you would like improved (38 responses):

» **More improvements to the crossing to improve safety.**

Suggestions included making it a raised crossing or building a pedestrian under/over pass.

» **Removal of the slip lane on the northern side as well.**



"The proposed removal of the slip lane (legend H) is a significant improvement to the safety and comfort of pedestrian, reduced mobility and active transport users."



"Please ensure maximum pedestrian walkability to encourage activation in the area."

Zone 2: Lakeside Drive and Moray Street

What you liked (22 responses):

» **The improvements to the crossings, particularly the Moray Street changes.**

You told us you liked the raised crossing and increased safety of the crossing, especially for bikes at Moray Street.

» **The proposed landscaping and greening.**

Your concerns and what you would like improved (21 responses):

» **Continue the bike crossing point on the other side of Moray Street.**

» **Concerns about the shared paths and bikes sharing the service road with cars.**

Some of you expressed concerns about cars backing into cyclists on the service road and parking area.



"Greatly improved bike crossing on and off Moray Street."



"[I] support the shared user path and suggest a wider width than the desirable 3m width."

Zone 3: Clarendon Street and Cecil Street

What you liked (8 responses):

- » **The improvements to the crossings.**

You told us you liked the wider, safer crossings.

- » **The proposed landscaping and greening.**

Your concerns and what you would like improved (13 responses):

- » **Concerns about the safety of the shared paths.**

- » **Concerns about cyclist safety on/exiting the service road.**

Some respondents were concerned about cyclists being funnelled onto the road from the service road.

- » **Crossing improvements.**

Some suggested that the crossing be raised and there be crossing improvements made at Cecil Street and Clarendon Street.



"Better pedestrian access to South Melbourne Park Primary School and increased planting and green space is good."



"Lawn area is a great idea."



"No tangible improvements to the existing shared path. This path should be widened, brightened up and lighting needs to be added for early morning or evening users."

Zone 4: Canterbury Road/Ferrars Street

What you liked (14 responses):

- » **The improvements to the crossings.**

You told us you liked the wider, safer crossings.

- » **Improvements to the underpass.**

You like the improved aesthetics and safety.

- » **The proposed landscaping and greening.**

Your concerns and what you would like improved (22 responses):

- » **Concerns about the shared paths.**

Some of you mentioned concerns about cyclists sharing the path with people who use mobility aids or parents with prams.

- » **Some concerns about connectivity, particularly to Ferrars Street.**

- » **Some concerns about vegetation maintenance around MSAC.**



"Will be good to see the unsightly underpass area improved."



"Shared path outside MSAC needs to be widened, smoothed out, and vegetation trimmed back."

Zone 5: Canterbury Road/Ferrars Street and Montague Street

What you liked (31 responses):

» **The proposed landscaping and greening.**

We heard you especially like the woody meadows, native species, jacarandas, and shaded areas created by tree planting.

» **Heritage interpretation and rounded edges on the Kerferd Road median.**

You told us you liked the efforts to preserve the historical character of the area.

Your concerns and what you would like improved (20 responses):

» **Concerns about the shared paths.**

» **Some requests to ensure plants are local to the area. Some requests to have plants that match the heritage aesthetic.**

» **Concerns about connectivity between median sections.**

You want better accessibility and safety within the median.

There were few comments about the closure of the Kerferd road

median at Herbert/Montague intersection, with a nearly even split between those for (8 comments) and against (10 comments).



"I also like the use of the rounded edging to reference the historical median. The design really suits the neighbourhood and will be a lovely asset for the community to use. The use of trees and woody meadows is very attractive and appropriate for the neighbourhood."



"Please consider inclusion of unobtrusive median fencing to improve safety and useability for people with small children and/or dogs."

Zone 6: Richardson Street

What you liked (25 responses):

» **The proposed landscaping and greening.**

As with Zone 5, you told us you like the woody meadows, native species, jacarandas, and shaded areas from tree planting.

» **Heritage interpretation and rounded edges.**

You told us you liked the efforts to preserve the historical character of the area.

Your concerns and what you would like improved (17 responses):

» **Concerns about the safety of the shared paths.**

» **Concerns about connectivity between median sections.**

You want better accessibility and safety within the median.



"[I like the] woody meadows and increased tree cover."



"[I want] one single wide path, keeping the original trees that are there today."

Zone 7: Danks Street and Beaconsfield Parade

What you liked (28 responses):

- » **The proposed landscaping and greening.**

You like the woody meadows, additional trees, and more biodiversity.

Your concerns and what you would like improved (45 responses):

- » **Some requests to ensure plants are local to the area. Some requests to have plants that match the heritage aesthetic.**
- » **Some of you mentioned you would like to see the heritage kiosk put to different use.**

We've received many different suggestions about the greenery through the consultation, but planting native, local and climate resilient species has been a recurring theme. Keeping the character of the area was also mentioned.



"Additional greenery is much appreciated."



"Pleased we're getting something more interesting (biodiverse and also, generally) than Plane Trees and grass."



*"Biolink continuation - it would be great to see interpretation around biodiversity and outcomes of any monitoring. The alignment of the Traditional Owner and geographical knowledge about the formation of Nerrm [Port Phillip Bay] is very interesting and could be shared in interpretation, along with raising awareness about climate change - or perhaps this belongs in the Kerferd Road Pier forecourt."**

*Comment has been edited to clarify names and spelling.

Zone 8: Kerferd Road Pier Forecourt

What you liked (39 responses):

- » **The proposed landscaping and greening.**

You like the additional planting and beach style trees, along with the inclusion of coastal vegetation.

- » **Bin and signage tidy up.**

Your concerns and what you would like improved (16 responses):

- » **Concerns about the shared paths.**

Some concerns included safety for cyclists and path users with reduced mobility, particularly at crossing points.

- » **Some of you have suggested making the bike parking area covered.**



"I like planting of more palm trees, seating areas, removal of bins and signage."



"Palm trees are iconic and make the area look great."



"It would better if the bike parking was covered to protect from the elements. The shared crossings connecting to Zone 7 should be widened and raised to improve the connectivity with the median reserve and the heritage kiosk."



"Add increased bike parking. There are very few spots to park a bike."

Where to from here?

The DEECA project team will review the feedback received and prepare the final masterplan for approval and delivery.

The public comments will be assessed against their alignment with the following criteria:



S2S's project vision, objectives and principles



Community feedback (including feedback from prior consultations)



Community Panel recommendations



Approved state and local government policies and strategies



Legislative/regulatory responsibilities of the respective land managers

A summary of the changes made in response to community feedback will be available with the release of the final masterplan.

Delivery

Once approved by the Victorian Government, the final masterplan will be released for public information and the detailed design phase will commence. Detailed design and construction will be delivered by the relevant land manager in a number of stages. The stages will be based on priority, available funding and complexity of work/planning approvals.

Steps to Approval

01

Project team review feedback and submit proposed changes report to PCG.

02

Project Control Group review and endorse changes.

03

Final masterplan prepared and approved.

04


Public release of the approved masterplan.




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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