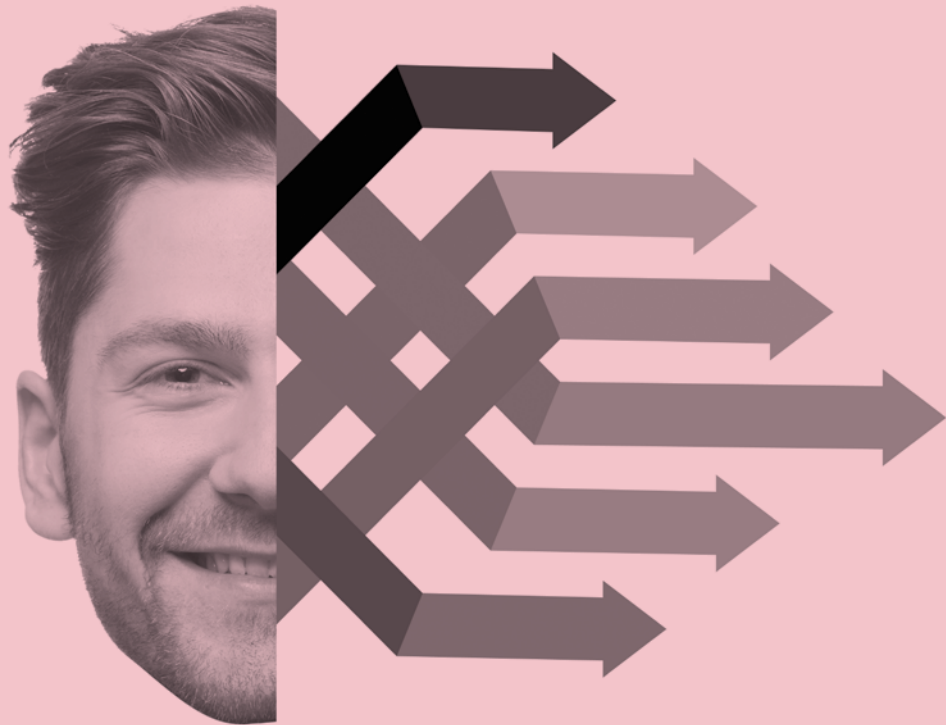


CITY ROAD DRAFT MASTER PLAN COMMUNITY ENGAGEMENT SUMMARY

SEPTEMBER - OCTOBER 2015





A CONNECTED CITY

We manage movement in and around our growing city to help people trade, meet, participate and move about safely and easily, enabling our community to access all the services and opportunities the municipality offers.

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Issue 9 - City Road draft Master Plan Community Engagement Summary
(September - October 2015)

Published June 2016

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ENGAGEMENT SNAPSHOT

Why do we need a master plan for City Road?

The need to improve City Road is now more important than ever. As Southbank transforms into a high density central city neighbourhood, the role of City Road needs to change from a congested traffic corridor to a street that is easy and safe to get around for all users.

What did the draft Master Plan propose?

The City Road draft Master Plan aimed to transform City Road into a safe and welcoming place for everyone.

It was prepared following the first phase of community engagement in 2014, when the community were asked to share their experiences of City Road. It was also informed by discussions with key stakeholders in Southbank and detailed analysis and traffic modelling.

The draft master plan proposed six actions to deliver improvements to the road over a five-year period.

These improvements included new signalised pedestrian crossings and intersections, a new bike route through Southbank, street trees, new street materials and furniture and upgrades to public spaces.

How did we engage?

The second phase of community engagement was held from 9 September to 21 October 2015, when we asked the community to tell us how supportive they were of the draft master plan and its six actions.

Comments on the draft master plan were made online via Participate Melbourne and in person at the Boyd Community Hub during a series of drop-in sessions.

Walking tours and pop-ups were run alongside these sessions to raise awareness of the project, help the community to understand the proposals in the draft master plan and provide further opportunity to discuss the project with City of Melbourne officers.

In total, 211 responses were posted on Participate Melbourne by 145 different participants. An additional 21 email submissions were received from individuals and key stakeholders.

What did the community tell us?

The majority of responses were positive with close to three quarters of responses on Participate Melbourne being supportive of the draft master plan (comprising 43 per cent 'strongly support it all' and 29 per cent 'support most parts of it') (see figure 0.1).

The community were able to provide feedback on each of the six individual actions, revealing different levels of support for each action (see figure 0.2).

Key findings revealed support for:

- Street upgrades that improve safety, amenity and access for pedestrians and cyclists, such as new pedestrian crossings and bicycle lanes.
- Greening of the public realm through planting new street trees.
- A new east-west bicycle link through Southbank.

- Providing more usable open space for the community by transforming the Kings Way undercroft.
- Improving connections between the Arts Centre and City Road.

Key issues raised during the engagement were:

- Safety issues arising from the interaction between different transport modes.
- Limited interventions to address the impact of current and future car and freight traffic along City Road (particularly in City Road East).
- Impact of projected development and population growth on City Road traffic conditions.
- Convenience of the proposed bicycle lane route and connectivity to the wider bicycle network.
- Impact and necessity of the proposed central median on Alexandra Avenue.

The feedback received during the second phase of community engagement will help inform the final master plan, to be completed in mid 2016.

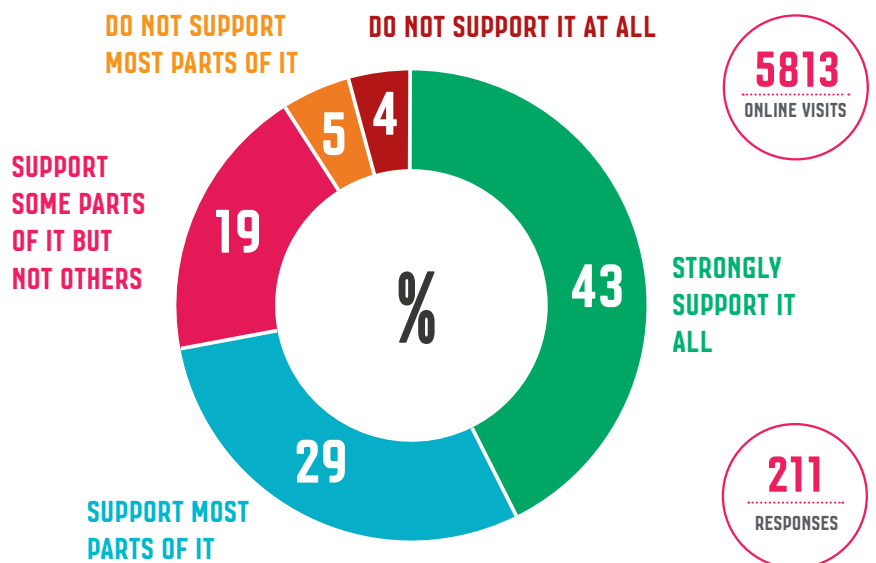
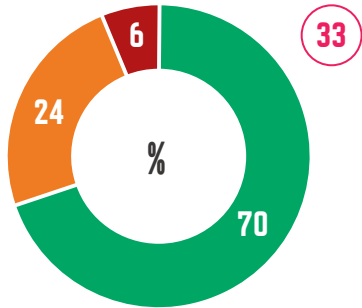
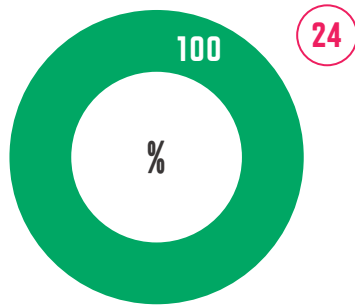


Figure 0.1: Summary of combined feedback results for the overall draft master plan and the six actions. Source: Participate Melbourne 2015

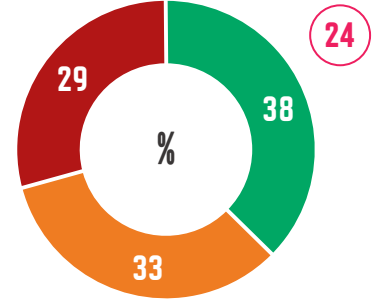
1. TRANSFORM CITY ROAD WEST INTO A GREAT CENTRAL CITY STREET



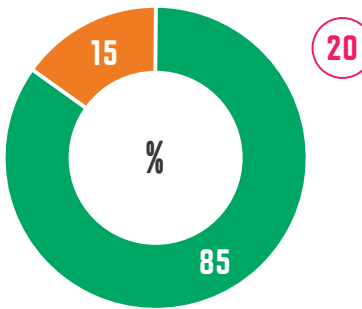
2. REIMAGINE KINGS WAY UNDERCROFT AS A COMMUNITY SPACE



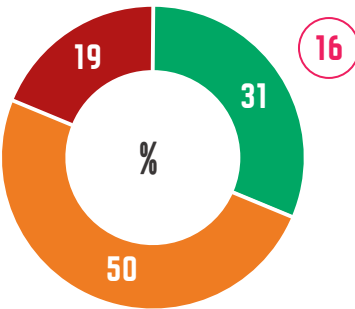
3. UPGRADE CITY ROAD EAST TO BE SAFER AND EASIER TO GET AROUND



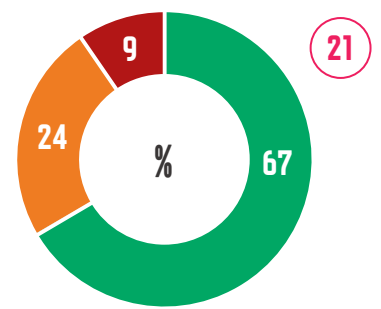
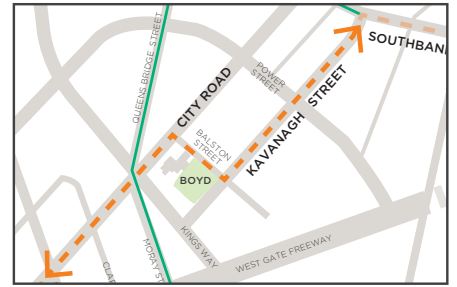
4. CONNECT CITY ROAD TO THE ARTS CENTRE AND YARRA RIVER



5. RECONFIGURE ALEXANDRA AVENUE AS A BOULEVARD



6. EXPAND THE BICYCLE NETWORK WITHIN SOUTHBANK



X Number of responses on Participate Melbourne ■ 'Support' (strongly support it all/most parts) ■ Support some parts of it but not others ■ 'Do not support' (Do not support it at all/most parts)

Figure 0.2: Summary of feedback received on the six proposed actions of the draft master plan (from Participate Melbourne)
Source: Participate Melbourne 2015

1. INTRODUCTION

Why do we need a Master Plan for City Road?

Southbank is part of the rapidly growing central city. It has transformed since the 1980s from an industrial suburb into a thriving inner city neighbourhood.

Although Southbank has changed dramatically, the design of City Road has not kept up with this change and the street fails to meet the needs of the local community.

The design of the street reflects its more recent industrial past, prioritising east-west vehicular movements rather than walking and cycling. It is a difficult street to cross, unsafe, noisy and poorly landscaped.

The role of City Road needs to change to ensure that it is a pleasant place to be as well as a street that is easy and safe to get around. This will involve balancing the road's two primary roles - as an important transport corridor and as a place that supports local street life and is people-friendly.

The City Road draft Master Plan delivers a key action in the Southbank Structure Plan 2010. The draft master plan was endorsed for community engagement at the Future Melbourne Committee on the 8 September 2015. This report summarises what we heard from the community and has helped inform the final master plan.

Which parts of City Road does the Master Plan affect?

City Road is an arterial road and management is shared between VicRoads and the City of Melbourne.

The study area extends from Clarendon Street in the west to St Kilda Road in the east and includes Alexandra Avenue until its intersection with Linlithgow Avenue (see figure 1.3). In total, the study area is approximately two kilometres long.

The draft master plan considers the road in three sections:

- **City Road West** - Clarendon Street to Power Street.
- **City Road East** - Power Street to St Kilda Road.
- **Alexandra Avenue** - St Kilda Road to Linlithgow Avenue.

Each section of the road presents different opportunities for improvement, according to changing conditions along its length.

How is the Master Plan being prepared?

The draft master plan was prepared following engagement with the community in 2014, stakeholder discussions, detailed analysis and traffic modelling.

During the first phase of engagement the community were asked to share their experiences of City Road. Nearly all of the experiences shared were negative with many feeling unsafe and frustrated (see figure 1.1).

The second phase of community engagement was held from 9 September to 21 October 2015. The community were invited to share their level of support for the draft master plan and its six key actions via an interactive master plan on Participate Melbourne and in person at drop-in sessions at the Boyd Community Hub. Pop-ups and walking tours were also held to raise awareness and inform the community about the draft master plan.

Information captured during the second phase of community engagement will inform the final master plan for City Road.

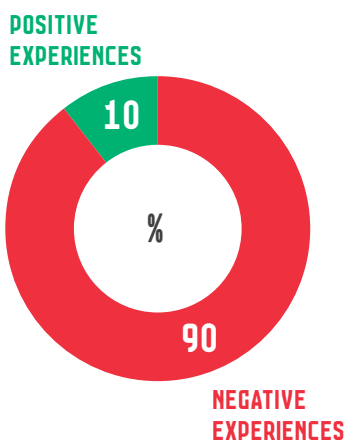


Figure 1.1: Percentage of positive and negative experiences shared online

Source: Phase one community engagement 2014



Figure 1.2: City Road Master Plan timeline



Figure 1.3: City Road Master Plan study area

What did the draft Master Plan propose?

The draft master plan aimed to transform City Road into a safe and welcoming place for everyone. The draft master plan proposed six key actions to improve the road design and layout, as well as the adjacent public spaces. The following actions responded to the changing conditions along the length of the study area.

1. Transform City Road West into a great central city street.
2. Reimagine Kings Way undercroft as a community space.
3. Upgrade City Road East to be safer and easier to get around.
4. Connect City Road to the Arts Centre and Yarra River.
5. Reconfigure Alexandra Avenue as a boulevard.
6. Expand the bicycle network within Southbank.

Further information about the draft master plan can be downloaded from the Participate Melbourne web page.

2. HOW DID WE ENGAGE?

Engagement approach

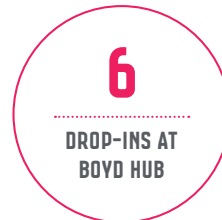
The purpose of the community engagement was to:

- Present the draft master plan to the community and seek their feedback on the overall master plan and its six actions.
- Provide the community with an opportunity to discuss the draft master plan with City of Melbourne officers and learn more through face to face engagement.
- Gather qualitative and quantitative data from the community on the draft master plan to help finalise the master plan.

To achieve these objectives the community engagement consisted of four main components:

1. An interactive master plan on Participate Melbourne
2. Walking tours
3. 'Drop in' sessions at the Boyd Community Hub
4. A pop-up space located in the Kings Way undercroft

More detail on these components is contained on the following pages.



Community engagement pop-up space in the Kings Way Southern Undercroft

Spreading the word

The community engagement was promoted by the City of Melbourne through a range of mediums to reach as many people who live on, visit and use City Road as possible. This included:

- Posters, postcards and letters that were distributed to over 11,000 owners and occupiers in Southbank.
- The City of Melbourne website which directed visitors to the Participate Melbourne page as well as providing information about the Boyd drop-in and walking tours.
- Social media posts that featured on City of Melbourne Facebook and Twitter accounts.

- Media release on 9 September 2015.
- Email sent to key stakeholders and previous engagement participants.
- Promotion in Boyd Community Hub E-newsletter.

The project also gained exposure through external organisations and media outlets including:

- Article featured in The Age on 3 September 2015 entitled 'Ugly City Road to undergo major face lift'.
- Article featured in the Herald Sun on 3 September 2015 entitled 'Green spaces, bike lanes in revamp of 'ugly duckling' City Road'.

- An editorial in the Herald Sun on 7 September 2015 entitled 'Dividing line for road.'
- An editorial in the Southbank News on 13 September 2015 entitled 'City Rd Master Plan released'.
- Article featured in 'Urban Melbourne' online blog on 9 September 2015 entitled 'City of Melbourne releases draft City Road Master Plan'.
- Article featured in 'Urbanalyst' blog on 14 September 2015, entitled 'City of Melbourne releases draft master plan for transformation of City Road'.
- Article featured on 'Bicycle Network Victoria' website on 24 September 2015 entitled 'Fix for City Road horror strip'.



Figure 2.1: City Road community engagement postcard

Participate Melbourne

The main community engagement tool was the City Road Master Plan Participate Melbourne page.

This featured an interactive master plan, where participants could view all of the proposed changes to City Road. By selecting a section of the master plan, participants could learn more about the proposals for any of the six key actions.

Information on the project background and context as well as the benefits and impacts also featured on the website, to explain why the project was being undertaken and what it aimed to achieve.

The website provided a series of before and after 'sliders' for specific proposals, giving participants an idea of what the road and adjacent spaces could look like in the future. An image of the existing conditions was overlain with an artist's impression of the same place, allowing participants to slide from existing to proposed conditions (see figure 2.2).

Community Engagement Method

Participants could comment on the overall master plan and/or the individual actions, as well as view feedback from other participants. The benefit of this approach was to expose participants to a range of opinions and allow them to respond to the actions that were of most interest.

Participants were asked to respond to two key questions:

- How supportive are you of the draft master plan and its six actions?
- Can you tell us why?

They were prompted to evaluate the master plan and its actions through a smiley face rating scale that comprised of five levels of support ranging from 'do not support it at all' to 'strongly support it all' (see figure 2.3). An open text box was provided to allow participants to explain why they chose the particular level of support.

5813

ONLINE VISITS
TO PARTICIPATE

211

TOTAL
RESPONSES

'The visualisations for the proposed changes are excellent.'

pjjj, pedestrian

(24 September 2015)



Figure 2.2: Action 1 slider showing progression from existing to proposed conditions

This approach allowed us to capture the complexity of participants' responses including how they felt about the proposal (their level of support) and more detailed individual responses which typically included their likes, concerns and suggestions to enhance the master plan further (see figure 2.4).

Participants were then asked a few simple questions including their year of birth, their primary mode of transport and their main interaction with City Road (for example, 'live on City Road').

The interactive communication tools used on Participate Melbourne were well received by the community and the data captured allowed for quantitative and qualitative analysis and further break down of support for actions according to mode of transport and type of user.

For ease of interpretation, the level of 'support' presented in some sections of this document (both in the text and in traffic light coloured pie charts) combines the two highest level of support categories while the 'do not support' category combines the two lowest level of support categories.



Figure 2.3: Community engagement rating system used on Participate Melbourne

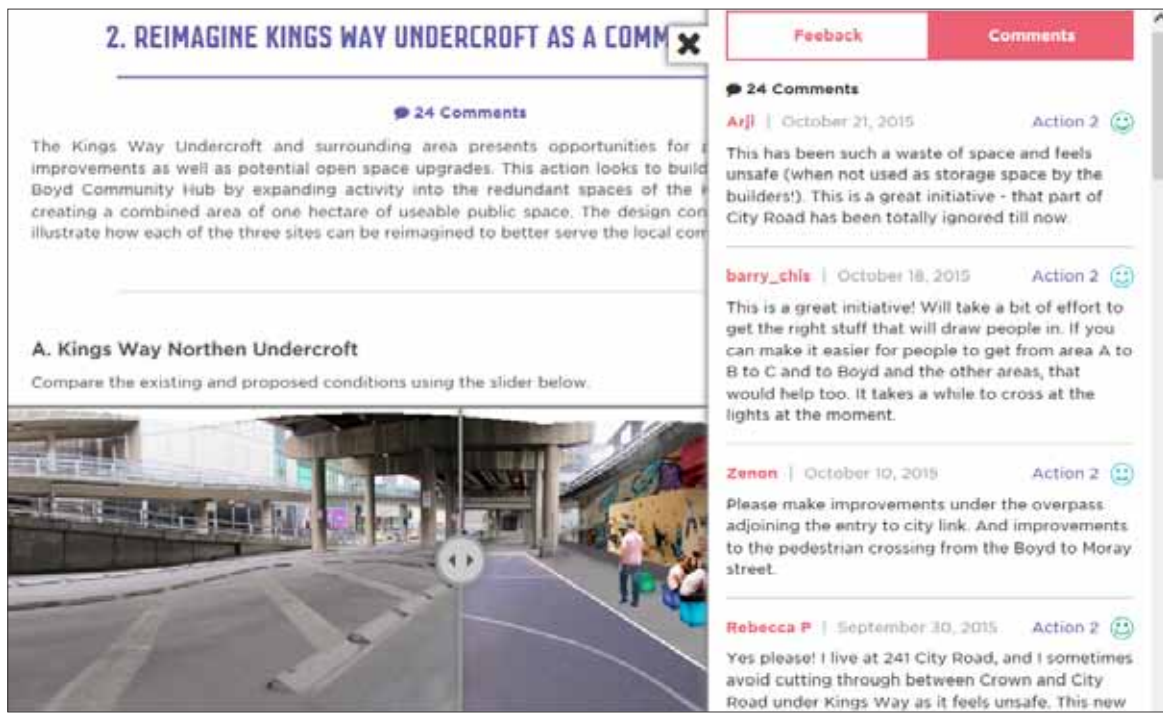


Figure 2.4: Action 2 slider showing existing and proposed conditions and community feedback panel

Boyd drop-in sessions

The community were invited to six drop-in sessions at the Boyd Community Hub, where they could discuss the draft master plan with City of Melbourne officers and provide comments. These sessions were held during a wide range of specified times on different days of the week to allow as many people to attend as possible.

Posters replicating the information on Participate Melbourne were displayed in the foyer along with an informal space to allow people to sit and read the draft master plan or talk about the project with City of Melbourne officers.

Participants were able to provide feedback online using the computer and iPad provided, or through hard copy surveys, as well as sharing any further thoughts on customised smiley face labels on the notice board.

Pop-ups

A pop-up space was created in the Kings Way southern undercroft, adjacent to the number 55 tram stop, over three different days. This busy location allowed us to distribute postcards to many people passing by, including tram users. It helped to raise awareness of the project and gave the community the opportunity to discuss the draft master plan with City of Melbourne officers.

The pop-up also demonstrated how these underutilised Kings Way undercroft spaces could be transformed into engaging active open spaces for the community, as proposed in Action 2 of the draft master plan 'Reimagine Kings Way Undercroft as a community space'.

6

DROP-INS AT
BOYD HUB

3

POP-UPS IN
THE KINGS WAY
UNDERCROFT

3

WALKING TOURS
ALONG CITY
ROAD



A member of the community discussing the City Road draft master plan at the pop-up space in the Kings Way Southern Undercroft

Walking tours

Three walking tours were led by City of Melbourne officers and allowed the community to experience some of the challenges of City Road first hand, as well as learn about the proposals outlined in the draft master plan.

The tours were held at different times and days of the week to reach as many members of the community as possible. Participants were able to sign up through Participate Melbourne or at the Boyd Community Hub.

Departing from and returning to the Boyd Community Hub, the walking tours focused on the western end of City Road between Power Street and Clarke Street and ran for one hour. A workbook was distributed containing imagery and information about the proposals in the draft master plan.

The walking tours featured six dedicated stops at the Boyd Hub, Power Street, Balston Street, Kings Way Northern and Southern Undercroft and Clarke Street. These locations enabled discussion about proposals to introduce pedestrian crossings, separated bicycle lanes, street trees and transformative improvements in the Kings Way undercroft as outlined in the draft master plan actions.

The tours enabled conversations between participants and provided another opportunity to discuss the project and any specific proposals with City of Melbourne officers. They were attended by a variety of different people including local residents, business professionals and other people who had an interest in the project.



A walking tour group pictured at the City Road Park, opposite the Boyd Community Hub

3. WHO GOT INVOLVED?

A total of 211 responses to the engagement were contributed by the community on Participate Melbourne from 145 users.

Upon completing the feedback form, participants were prompted to answer a series of questions about their age, primary mode of transport and primary type of user.

Gathering this information allowed for the level of support for the draft master plan proposals to be analysed against the primary mode of transport and type of user (see pages 16-17).

Participants represented a variety of demographic groups, reflecting the importance of City Road to many people.

The engagement generated involvement from the 15-19 age group through to the over 75 age group, with the highest level of participation from the 25-34 and 35-44 age groups.

A variety of transport modes were represented through the feedback, with the three biggest groups being pedestrians (about one third), followed by drivers/car passengers (about one third) and cyclists (21 per cent).

Capturing views from different transport users was important considering that the master plan aims to better balance the road to accommodate a variety of users.

The lower proportion of public transport users could be attributed to the fact that participants were only able to select one mode of transport, or the fact that access to public transport is fairly limited in this area.

The most common interaction with City Road from nearly half of all participants was 'living on or near City Road', followed by those who 'regularly pass through' (20 per cent) and those who 'work on or near City Road' (15 per cent).

The high proportion of responses from those living on or near City Road and those who regularly pass through highlights the importance of balancing City Road's two key roles as both a transport corridor and a growing neighbourhood.



A walking tour group pictured at the intersection of Power Street and City Road

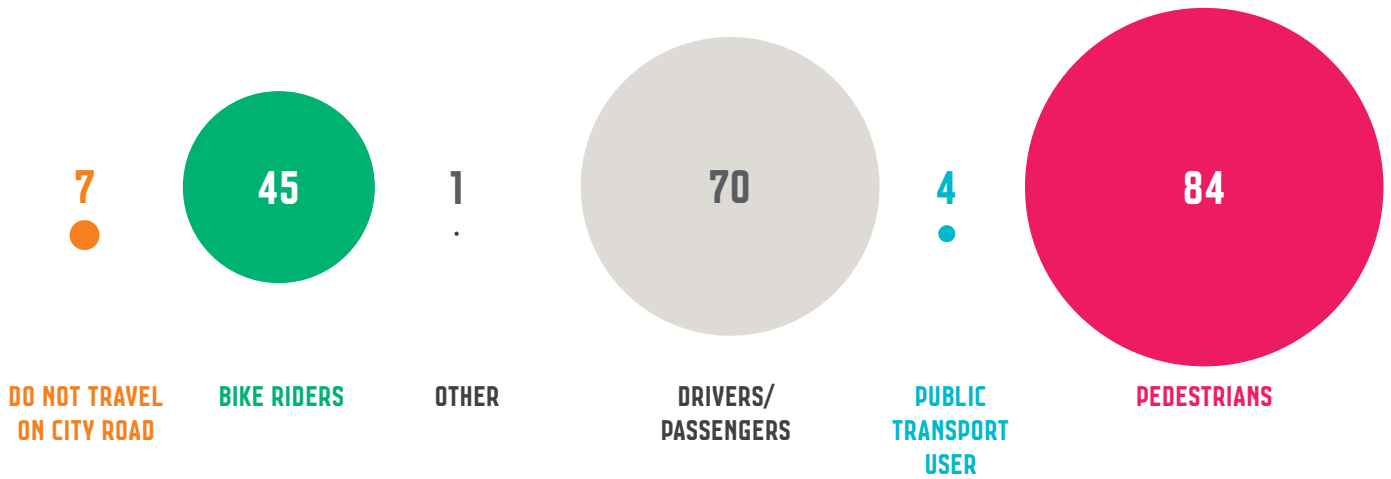


Figure 3.1: The number of responses made online according to primary mode of transport

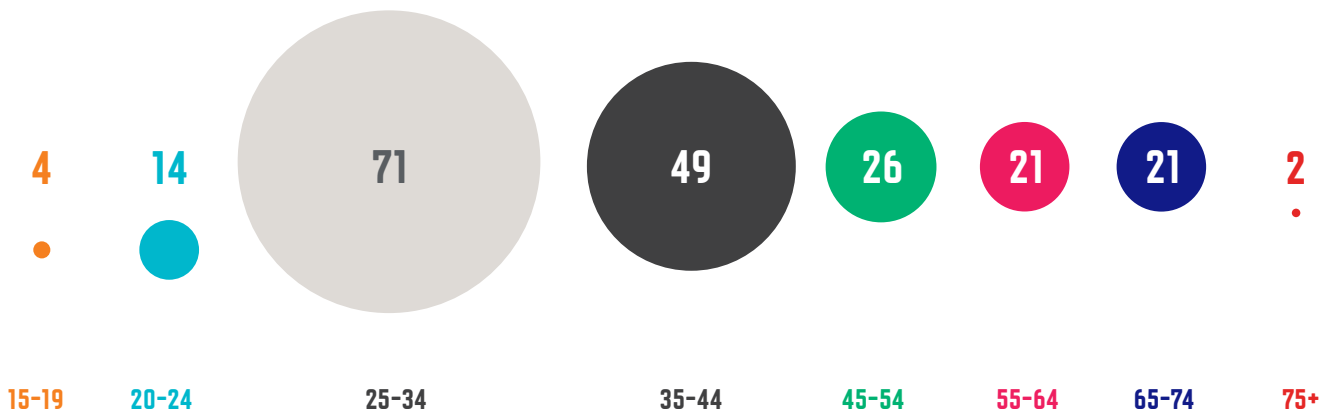


Figure 3.2: The number of responses made online according to age of participant

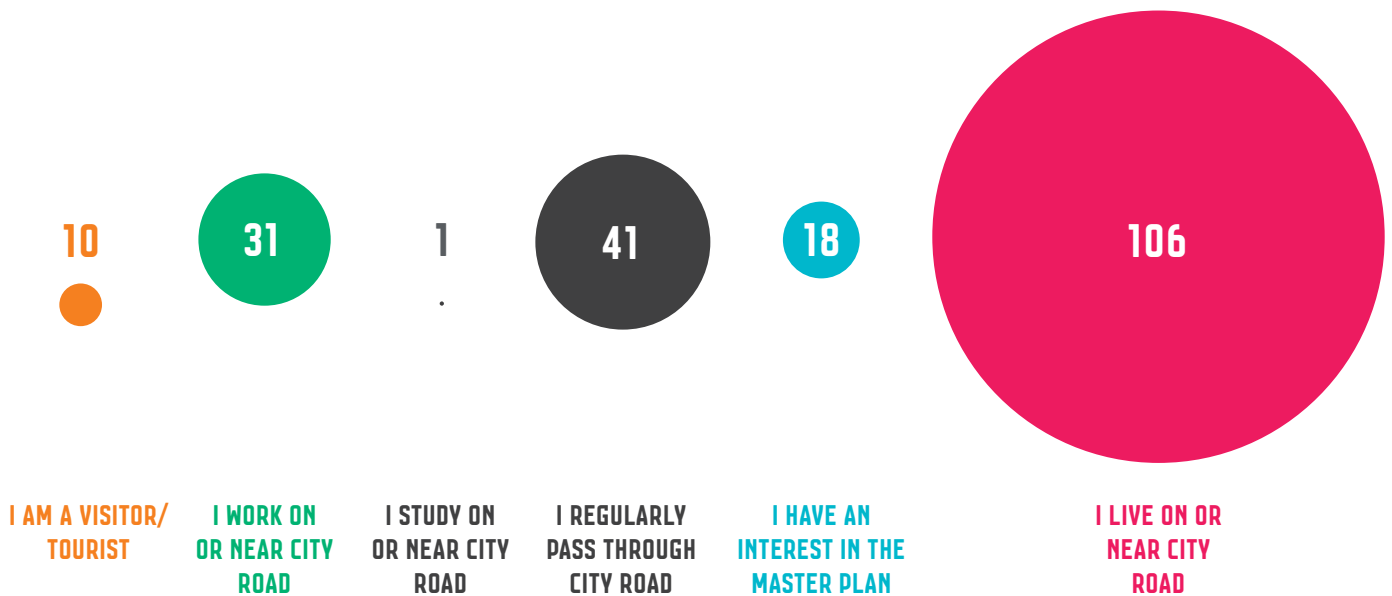


Figure 3.3: The number of responses made online according to type of participant

What was the level of support from different types of road users?

Information captured from the community on Participate Melbourne allowed us to compare the level of support for the draft master plan by transport mode (see figure 3.4).

Support for the draft master plan came from a range of different mode users. The greatest level of support came from cyclists (82 per cent) and pedestrians (about three quarters), followed by drivers (about two thirds).

Responses from cyclists and pedestrians were particularly supportive of initiatives to improve safety and conditions of the road through the introduction of new pedestrian crossings and separated bike lanes, as explained further in the draft master plan feedback in chapter four.

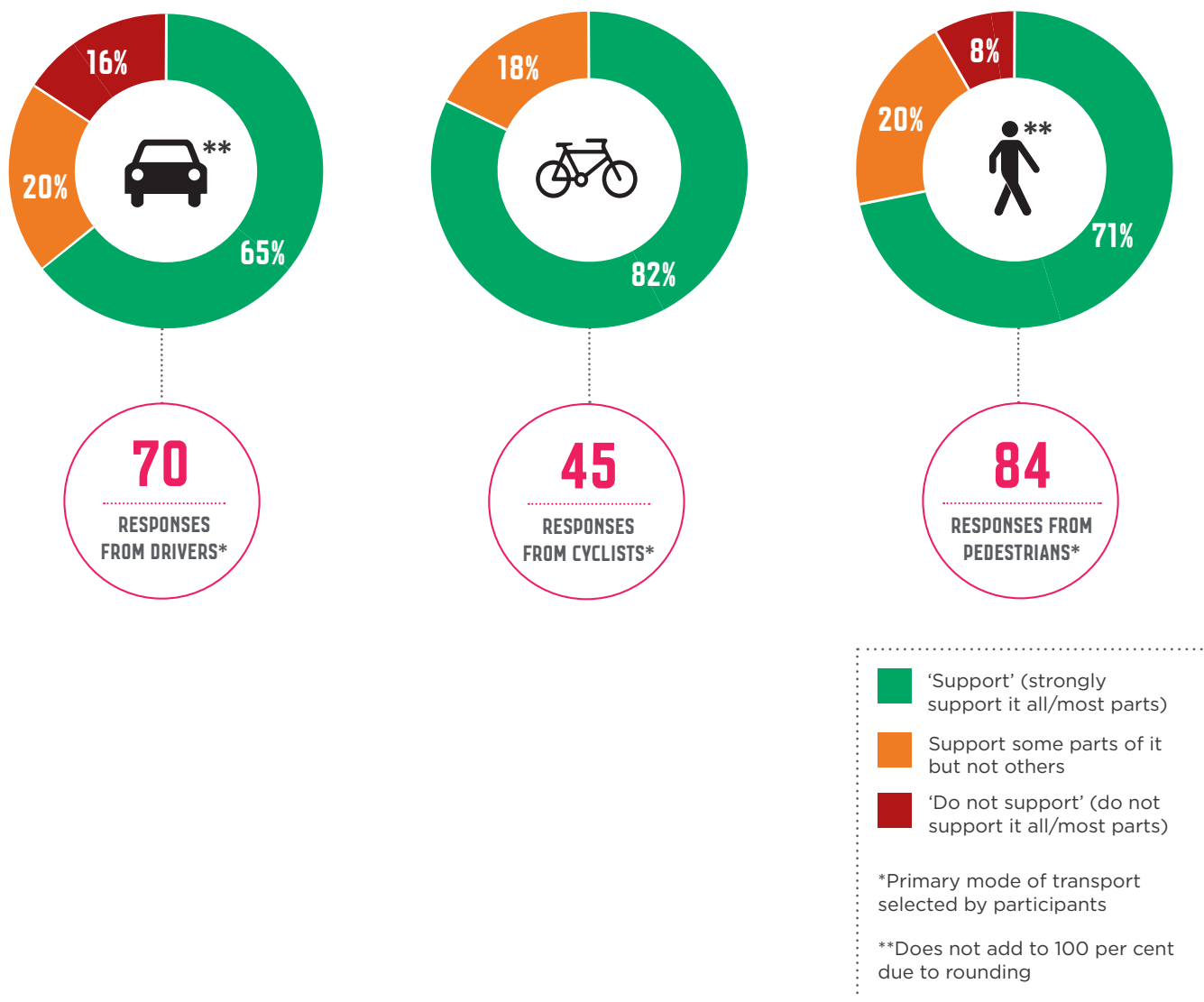


Figure 3.4: Support for the overall draft master plan and six actions according to primary mode of transport

The three most common types of participants of the community engagement were people who live on or near City Road, people who regularly pass through and people who work in the area. The majority of responses from these types of participants were supportive (see figure 3.5).

The results revealed that participants who selected 'live on/near City Road' had the highest rates of walking (just over half of responses), while those who 'regularly pass through' recorded the highest proportion of cycling and those who 'work in the area' had the highest proportion of drivers (almost half of responses for each category) (see figure 3.5).

The consistent support from a diverse range of participants highlights the need for City Road to be a safer and more welcoming place for those who regularly pass through, as well as those who live and work in Southbank.

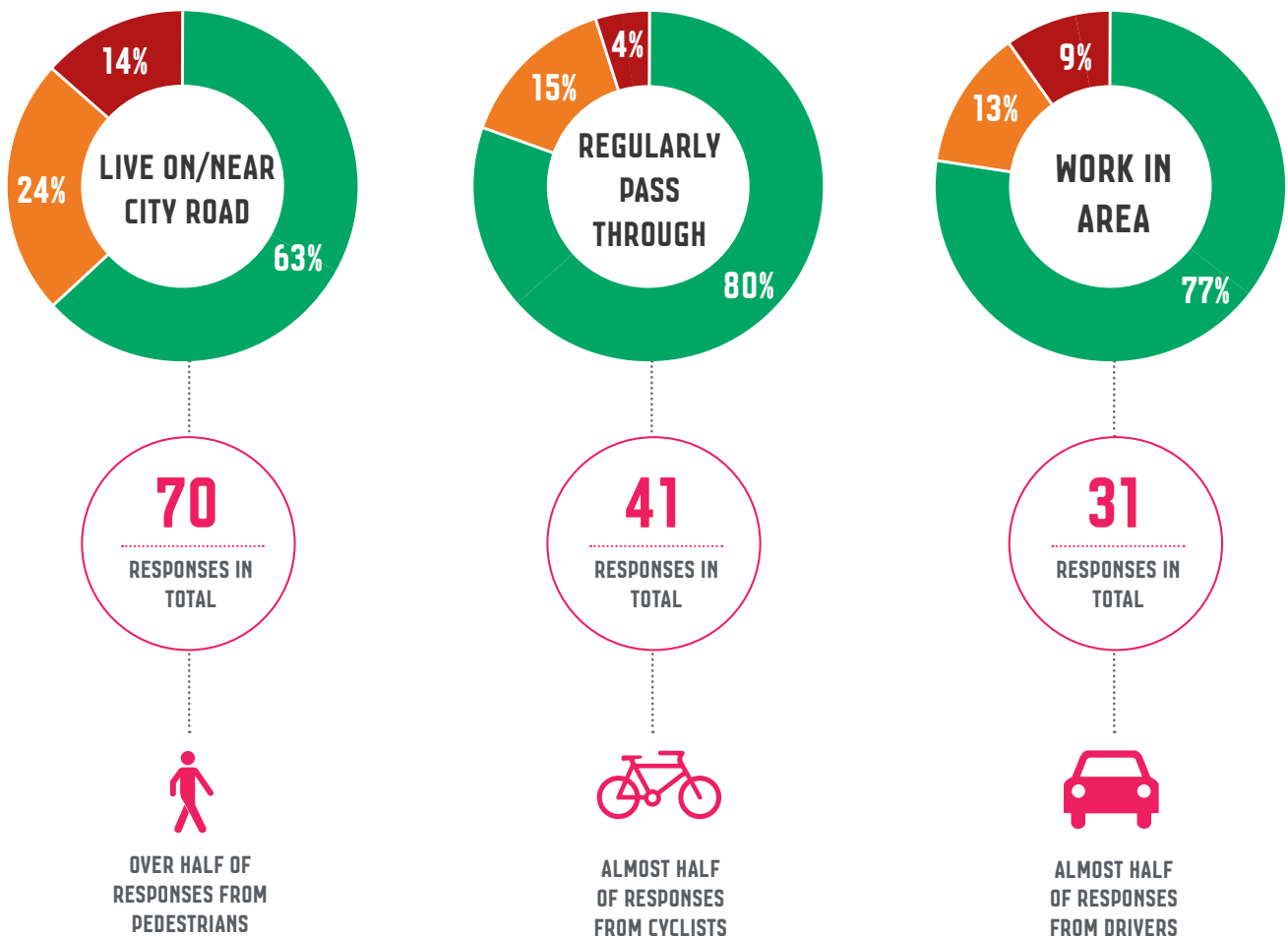


Figure 3.5: Support for the overall draft master plan and six actions according to participants' interaction with City Road

4. DRAFT MASTER PLAN FEEDBACK

What did the community say?

Combined results for feedback on the overall draft master plan and the six actions revealed that close to three quarters of responses on Participate Melbourne were supportive of the draft master plan and its proposals.

This comprised 43 per cent of responses being 'strongly support it all' and 29 per cent 'support most parts of it'. Nineteen per cent of responses supported some parts but not others. Finally, nine per cent of responses were not supportive, comprising five per cent 'do not support most parts of it' and four per cent 'do not support it at all' (see figure 4.1).

The rich feedback obtained in response to the question of why participants chose the level of support for the overall draft master plan or specific actions was analysed and summarised in terms of their key likes, issues and suggestions.

Analysis revealed that what some participants liked about particular actions was viewed as an issue for others in some instances.

The following pages provide a brief description of the draft master plan and its six key actions, in conjunction with a summary of the feedback received from the community.

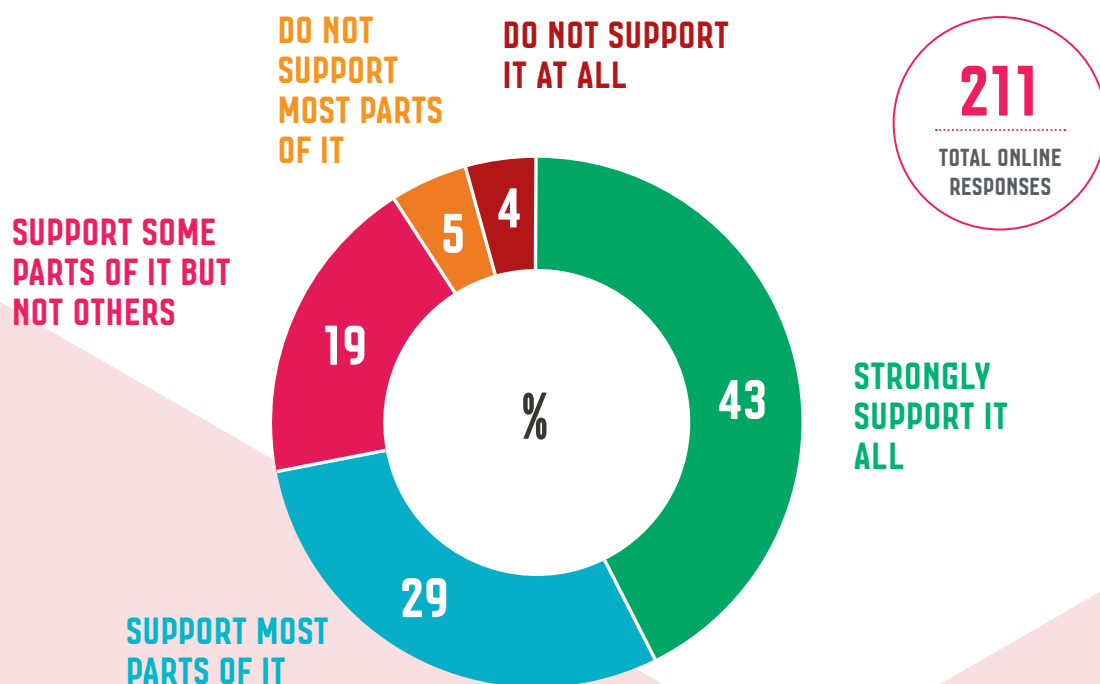


Figure 4.1: A summary of the combined feedback results for the overall draft master plan and the six actions

'It's about time that Southbank became part of the Arts Precinct!'

Arji, car driver
(21 October 2015)

'The more public spaces there are where people can walk, talk and be safe, the more people you'll get out on the streets.'

kwall, pedestrian
(14 September 2015)



A walking tour group pictured on City Road, opposite Balston Street

Overall draft Master Plan

The draft master plan aimed to transform City Road into a safe and welcoming place for everyone. It comprised of six actions to deliver improvements to the road over a five-year period (see figure 4.2).

The draft master plan proposed changes to the layout and design of the road and footpaths as well as improvements to some adjacent redundant public spaces. The design proposals considered traffic capacity requirements and responded to the changing conditions of the two kilometre length of the road.

Some of the proposed improvements in the draft master plan included:

- New signalised pedestrian crossings and intersections
- New central tree lined medians
- A new bicycle route through Southbank
- Street trees and water sensitive urban design
- New street materials and furniture
- Upgrades to public spaces such as the Kings Way Undercroft

What did the community say?

The overall draft master plan received the greatest number of responses and was highly supported by participants.

A total of 73 responses were received from 71 participants. Of these, just over half of responses strongly supported it all and close to a third supported most parts of it.

The remainder of the feedback comprised eleven per cent of responses that supported some parts but not others; four per cent did not support most parts and only three per cent did not support it at all (see figure 4.3).

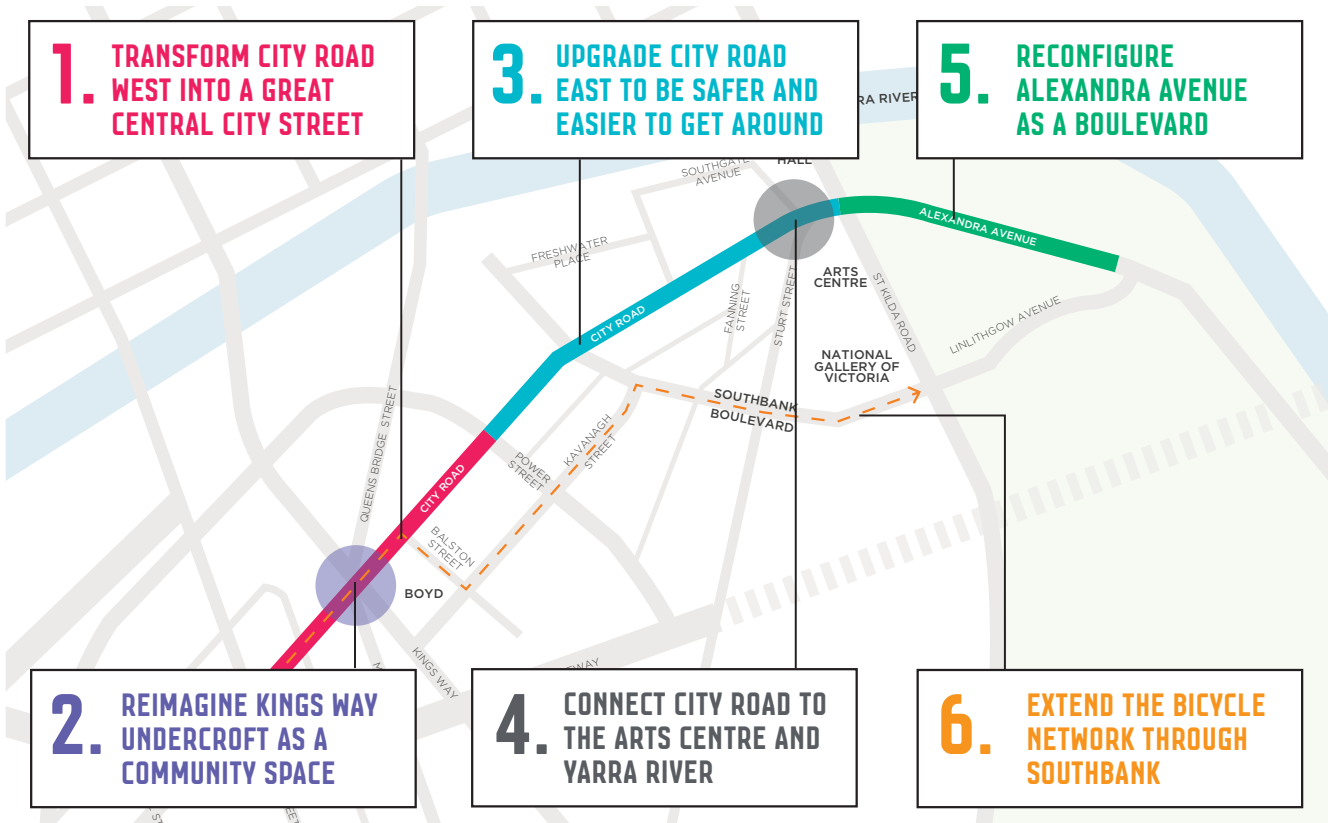


Figure 4.2: Proposed actions in the draft master plan

Likes

Proposals that received the most support were:

- Street upgrades that improve safety and access for pedestrians and cyclists, such as new pedestrian crossings and bicycle lanes.
- Street trees and greening of the public realm.
- Providing more space for the community by transforming the Kings Way undercroft into a usable open space.

Issues

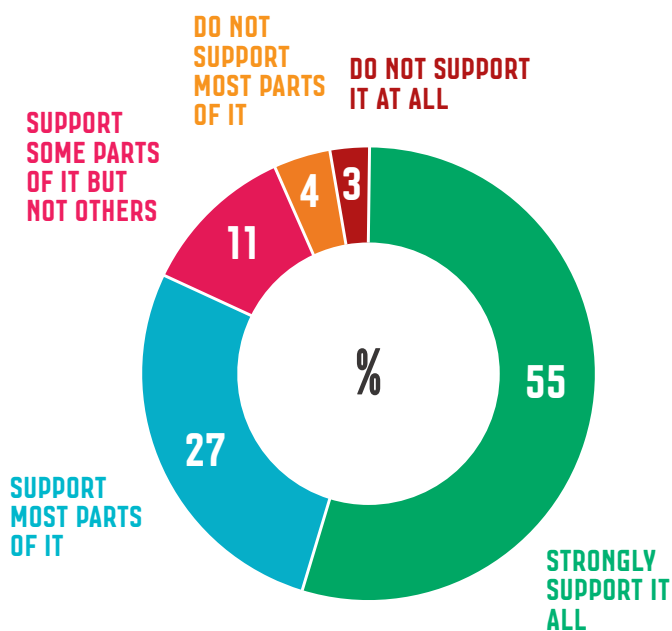
Participants' main concerns about the overall draft master plan were:

- Safety issues arising from the interaction between people using different modes of transport.
- Impact of current and future car and freight traffic along City Road.
- Projected development and population growth on City Road traffic conditions.
- Bicycle lane design, convenience of the proposed route and its connection to the wider bicycle network.

Suggestions

Some of the key suggestions to improve the overall draft master plan included:

- Reduced speed limits.
- Greater pedestrian priority - particularly at intersections.
- Improved design of bicycle infrastructure.
- Improved public transport access.
- Better separation and delineation between different transport user groups.
- Addressing traffic issues for example through tolling, diverting traffic away from City Road, lane configurations and traffic light sequences.
- Further consideration of potential uses for Kings Way undercroft and access to these spaces.



73
 RESPONSES
 TO OVERALL
 DRAFT MASTER
 PLAN

‘The proposed plan will transform Southbank from an ugly duckling into a charming swan.’

greenahtene, pedestrian
 (9 September 2015)

Figure 4.3: Community feedback on the overall draft master plan

Action 1: Transform City Road into a great central city street

City Road West between Clarendon Street and Power Street is a local street, and can be significantly enhanced to make it safer, more attractive and welcoming. Lower traffic volumes and a growing local community mean that there are opportunities to transform this section of the road into a great central city street.

Proposed improvements included the introduction of separated bicycle lanes, two new signalised intersections, new street trees and improved pedestrian amenity.

What did the community say?

Action 1 received a strong level of support from participants.

A total of 33 responses were received from 29 different participants. These responses revealed a majority support for the proposals for City Road West, with 43 per cent of responses strongly supporting it all and over one quarter of responses supporting most parts of it.

About one quarter of responses supported some parts but not others and the remaining six per cent of responses were not supportive (see figure 4.5).

‘Actions that prioritise the human dimension in public space have my support. Narrowing of footpaths should be avoided and lanes for motorised vehicles should be narrowed/removed instead..’

HansG, cyclist
(1 October 2015)



Figure 4.4: Artist's impression of proposed conditions in City Road looking east towards Kings Way undercroft (Clarendon Street to Queens Bridge Street)

Likes

Proposals that received the most support from participants were:

- New separated bicycle lanes.
- Street greening along City Road.
- Streetscape upgrades including high quality footpaths.

Issues

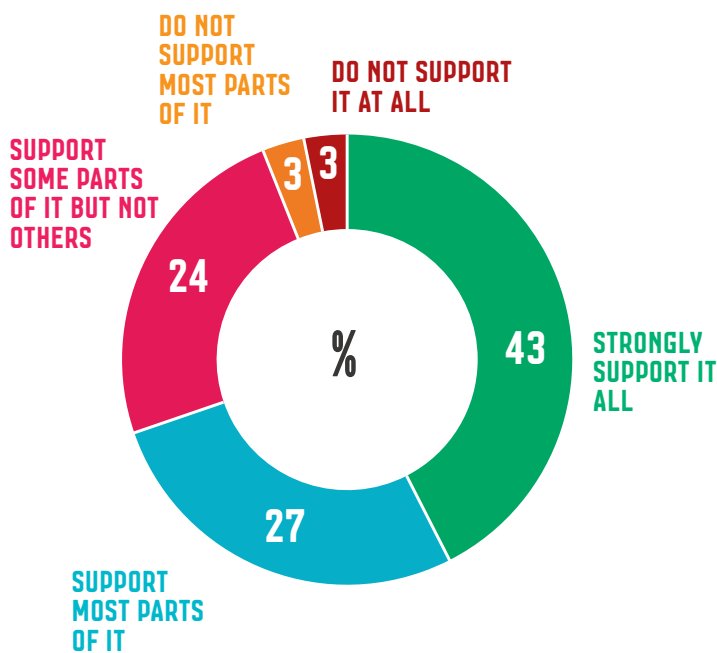
Participants' main concerns about this action were:

- Potential increases in traffic congestion, particularly for those trying to access key arterial routes.
- Discontinuity of bicycle lanes on City Road at Balston Street.
- Safety issues between different mode users.
- Reductions in footpath width to accommodate new bicycle lanes.

Suggestions

Some of the key suggestions to improve this action included:

- Pedestrian and bicycle priority signalling at intersections.
- Consideration of different street configurations that prioritise cycling safety and accommodate a range of cycling abilities.
- Reducing the number of traffic lanes rather than footpath space.



33
RESPONSES
TO ACTION 1

'I look forward to the day when City Rd is a place to linger and enjoy rather than rush through as it is now'

HansG, cyclist
(1 October 2015)

Figure 4.5: Community feedback on Action 1

Action 2: Reimagine Kings Way Undercroft as a community space

The Kings Way Undercroft and surrounding area presents opportunities for pedestrian and cyclist improvements as well as potential open space upgrades.

This action looked to build on the success of the Boyd Community Hub by expanding activity into the redundant spaces of the Kings Way Undercroft, creating a combined area of one hectare of usable public space (see figure 4.6).

A concept for the Boyd Park on the adjacent site is currently being developed, however there is seen to be further scope for additional and complementary uses in the undercroft space that cannot be accommodated in this park.

What did the community say?

Action 2 received a total of 24 responses from 24 different participants and had the highest level of support out of any action in the draft master plan.

All responses were supportive of the proposals to transform the Kings Way Undercroft into usable public open space with over half of responses strongly supporting it all and the remaining responses supporting most parts of the action (see figure 4.7).

This positive feedback confirms the desire for active open space that supports the growing Southbank community.

‘Adding light, colour and activity to the undercroft is a great way to utilise what little open space is left in the Southbank area.’

Liam, car driver
(9 September 2015)



Figure 4.6: Artist's impression of potential open space upgrades looking north towards Kings Way Southern Undercroft

Likes

There was a high level of support for providing more usable public open space in Southbank. Improvements that gained the most support were:

- The overall transformation of redundant spaces to provide active open spaces for the local community (for example basketball courts).
- The use of greening to separate people from traffic at City Road Park (for example rain gardens).
- The use of colour and light to improve the appearance of the undercroft and create an inviting open space.

Issues

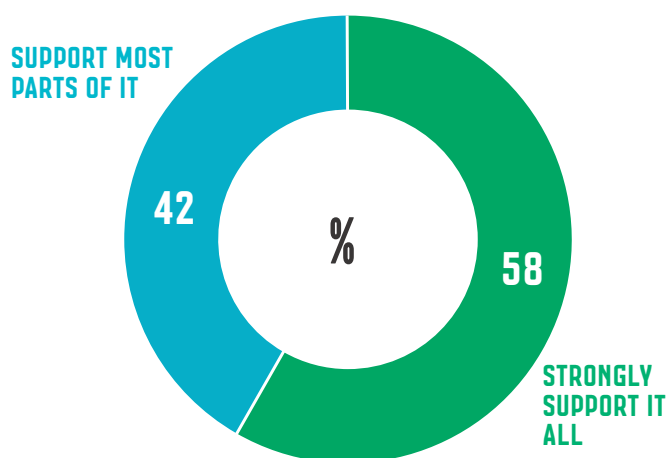
Participants' main concerns about Action 2 were:

- Potential flooding and lighting issues.
- Potential health issues associated with the heavy traffic adjacent to the undercroft spaces (for example vehicle emissions).
- The quality of facilities provided in the undercroft space (for example sports courts).
- Lack of safe and direct access to the undercroft spaces.

Suggestions

Some of the key suggestions to improve the design proposals included:

- Providing high quality, multipurpose active spaces in both the northern and southern undercroft spaces.
- Improving pedestrian connections to and between the undercroft spaces, the Boyd Hub, City Road Park and the tram stop.
- Creating spaces that cater to children and teenagers in the Southbank community.
- Using lighting to increase safety and the use of the spaces at night time.



‘Turning unused and unwanted spaces like this into vibrant community spaces is a great initiative.’

Ryan, pedestrian
(14 September 2015)

Figure 4.7: Community feedback on Action 2

Action 3: Upgrade City Road East to be safer and easier to get around

The dominance of traffic has led to City Road East between Power Street and St Kilda Road acting as a barrier that divides Southbank, creating an unpleasant and unsafe pedestrian experience.

Potential short term improvements included removing slip lanes and reclaiming redundant road space to allow wider footpaths and tree planting (see figure 4.8). These changes aimed to improve the safety and amenity of the local environment as much as possible within the current traffic constraints.

What did the community say?

Action 3 received a total of 24 responses from 21 different participants. Feedback was mixed with a relatively even split of responses that supported the action, supported some parts but not others and did not support the action (close to one third each) (see figure 4.9).

The mixed feedback on this action and lower level of support in comparison to other actions, was mainly due to the need to maintain the arterial function of City Road East whilst also creating a safe and pleasant pedestrian experience for the growing residential population.

‘Clearway cameras should be installed for the City Road Southbank Boulevard intersection to ensure drivers keep the intersection clear.’

Damien, car driver
(9 September 2015)



Figure 4.8: Artist's impression of proposed conditions in City Road looking east towards St Kilda Road

Likes

Participants were highly supportive of providing safer pedestrian access along City Road. Improvements that gained the most support were:

- Slip lane removal and the creation of more space for pedestrians.
- Improvements to pedestrian amenity.
- Improved ability for pedestrians to cross the road by reducing crossing distances.

Issues

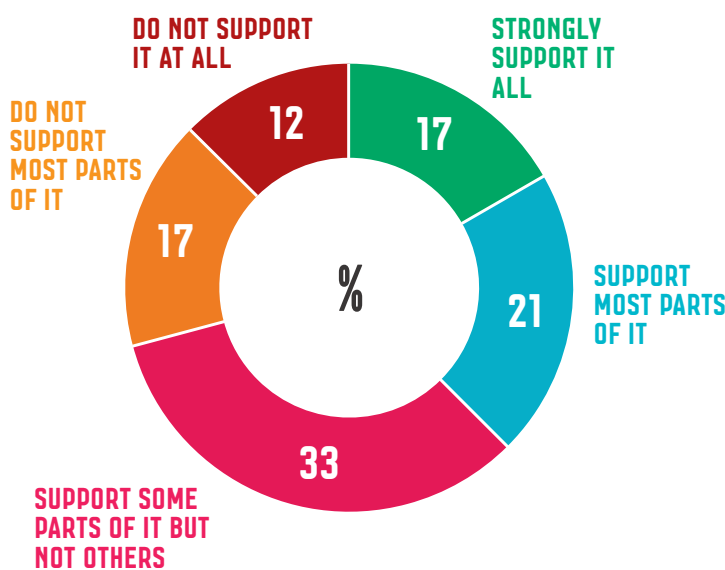
Participants' main concerns about Action 3 were:

- Pedestrian safety at the intersection of Power Street and City Road.
- Traffic volumes and congestion remain a problem.
- Limited interventions to address the issues highlighted in City Road East.

Suggestions

Some of the key suggestions to improve the design proposals included:

- Pedestrian priority signalling at intersections.
- More street trees and places to sit.
- Street design and sequencing that improves traffic flow and minimises disturbances from freight travel.
- A more innovative approach to improving City Road East.



24
RESPONSES
TO ACTION 3

‘Greater prioritisation of pedestrians is necessary - lights should be supportive of people on foot getting around.’

hcdr, visitor/tourist
(9 September 2015)

Figure 4.9: Community feedback on Action 3

Action 4: Connect City Road to the Arts Centre and Yarra River

There is an opportunity to improve the interface between City Road and St Kilda Road in order to better integrate the Arts Precinct with Southbank and reconnect City Road to the Hoddle Grid.

This action proposed ways to transform the existing disconnected and poor quality pedestrian environment into a connected, inviting and engaging place for people (see figure 4.10). It is proposed to work with the Victorian Government and the Arts Centre to ensure that master planning for the Arts Centre improves pedestrian connections between City Road and the Arts Precinct.

What did the community say?

Action 4 received a total of 20 responses from 20 different participants. Half of the responses strongly supported the action and over a third supported most parts of it. The remaining responses supported some part but not others (see figure 4.11).

This action received the second highest level of support out of the six actions in the draft master plan.

There were no responses received that did not support this action, demonstrating a desire to see improvements to amenity and connections around the Arts Centre from participants.

‘Much better pedestrian access and ease to get from Southbank to the Arts Centre and up to the St Kilda Road bridge area. Need to ensure that the bikes still have places to be chained to and possibly kept separate from the pedestrians.’

adellt, pedestrian
(29 September 2015)



Figure 4.10: Artist's impression of possible upgrades to connect City Road to the Arts Centre looking east towards Alexandra Avenue

Likes

Participants were highly supportive of improving connections between the Arts Centre and City Road. Improvements that gained the most support were:

- Improved pedestrian and cyclist connectivity between Southbank, City Road and the Arts Precinct.
- Pedestrian friendly design (for example wider footpaths).
- Activating spaces.

Issues

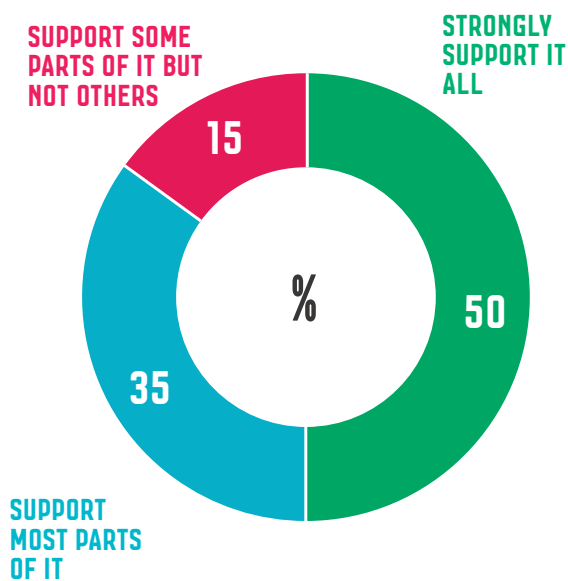
Participants' main concerns about Action 4 were:

- Conflicts between pedestrians and cyclists.
- Loss of car parking for residents and Arts Centre patrons.
- Loss of green space from the Arts Centre lawn.

Suggestions

Some of the key suggestions to improve the design proposals included:

- Preserving the Testing Grounds site and the Arts Centre lawn.
- Greater separation between pedestrians and cyclists.
- Retaining existing bicycle parking and providing more around the Arts Centre.
- Incorporating mural art on the blank walls of the Arts Centre/Hamer Hall.



‘Great to connect, but I think the gardens to the side of the Arts Centre should be preserved as much as possible.’

David, pedestrian
(16 September 2015)

Figure 4.11: Community feedback on Action 4

Action 5: Reconfigure Alexandra Avenue as a boulevard

Alexandra Avenue between St Kilda Road and Linlithgow Avenue presents an opportunity to improve the connections between Alexandra Gardens and Queen Victoria Gardens and provide an attractive and green gateway to Southbank. In the short term, this action proposed a signalised pedestrian crossing that connects Alexandra Gardens to Queen Victoria Gardens to improve the usability of the gardens and increase pedestrian safety.

A longer term opportunity was identified to introduce a central tree-lined median into this section of Alexandra Avenue (see figure 4.12). This change into a boulevard could better integrate the transport corridor into the surrounding gardens and encourage improved driver behaviour.

What did the community say?

Action 5 received a total of 16 responses from 16 different participants. Half of the responses supported some parts but not others, close to one third of responses supported most parts of it, and the remaining responses were not supportive of the action (see figure 4.13).

This was the only action that did not receive any responses that strongly supported it all.

‘Connecting the two gardens is a good idea, but using an overhead bridge instead of a ground crossing would be safer for pedestrians and less disruptive to traffic.’

Sharon, car passenger
(15 September 2015)

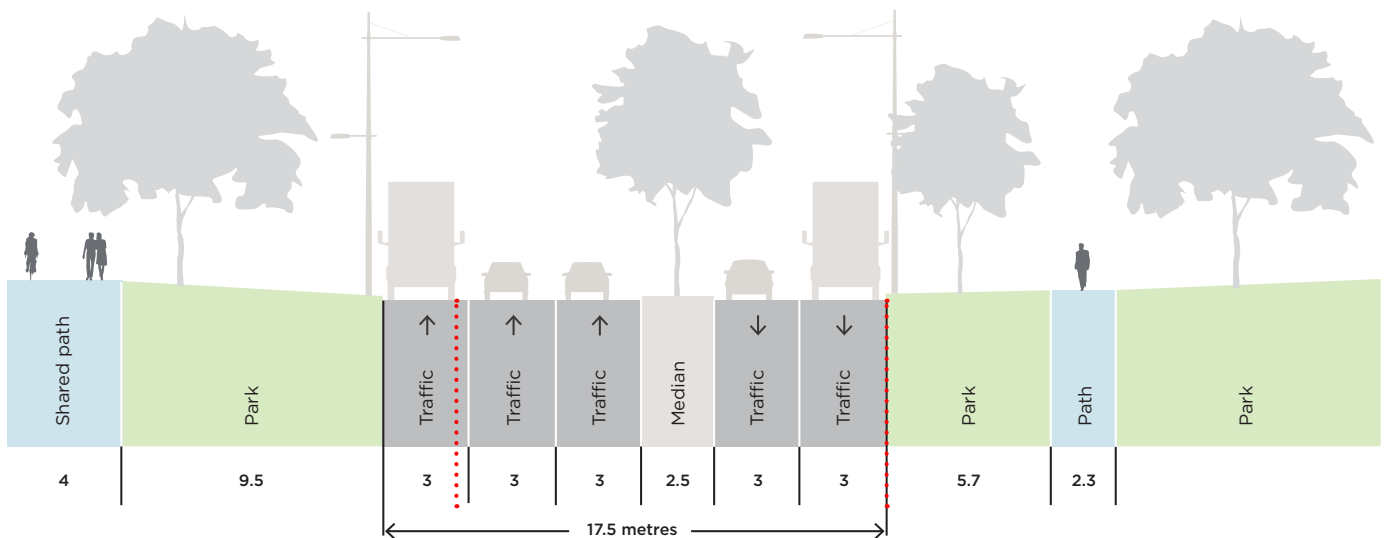


Figure 4.12: Proposed upgrades to Alexandra Avenue looking east towards Linlithgow Avenue, showing the central median

Likes

Participants were highly supportive of improving connectivity between the gardens. Improvements that gained the most support were:

- Introduction of a pedestrian crossing that connects Alexandra Gardens and Queen Victoria Gardens.

Issues

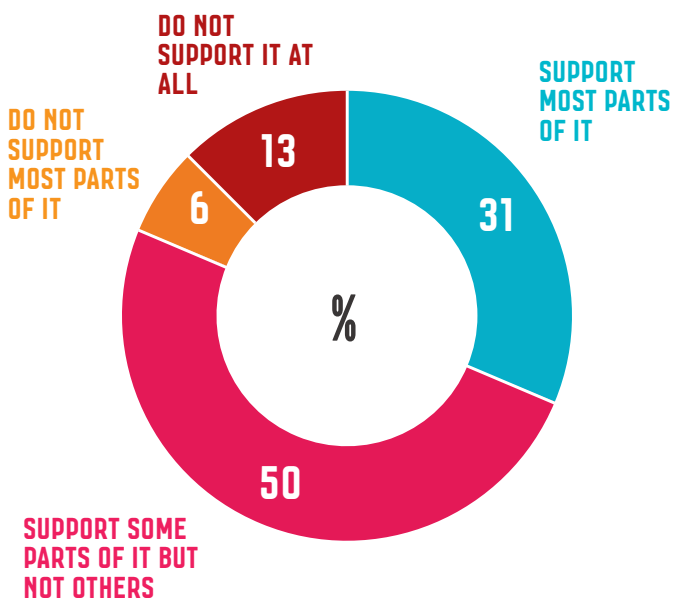
Participants' main concerns about Action 5 were:

- The loss of parkland and trees for the creation of a central median.
- Safety concerns surrounding the narrowing of traffic lanes.
- No reduction in traffic lanes.
- Impact on existing traffic congestion and unsafe driver behaviour associated with Swan Street Bridge.

Suggestions

Some of the key suggestions to improve the design proposals included:

- Consideration of a pedestrian overpass instead of ground level crossing.
- Synchronisation of traffic light sequences.
- Reduction in traffic lanes.



‘The idea of the connection works, but not to the detriment of traffic especially during peak hours and when events are on.’

Ant, car driver
(21 September 2015)

Figure 4.13: Community feedback on Action 5

Action 6: Expand the bicycle network within Southbank

The draft master plan proposed a new on-road bicycle route through Southbank via City Road, Balston Street, Kavanagh Street and Southbank Boulevard. This new bicycle route aimed to improve cycling access within Southbank and connect to the existing cycling network, providing greater options for safe on road cycle journeys.

What did the community say?

Action 6 received a total of 21 responses from 21 different participants. These responses revealed a majority of support for a new bicycle link in Southbank, with over a third of responses strongly supporting it all and just under one third supporting most parts.

About one quarter of responses supported some parts but not others and the remaining ten per cent of responses were not supportive of all or most parts of the action (see figure 4.15).

'More visibility for existing cyclists which means safety and encouragement for potential new cyclists.'

maxinelajoie, pedestrian
(21 September 2015)

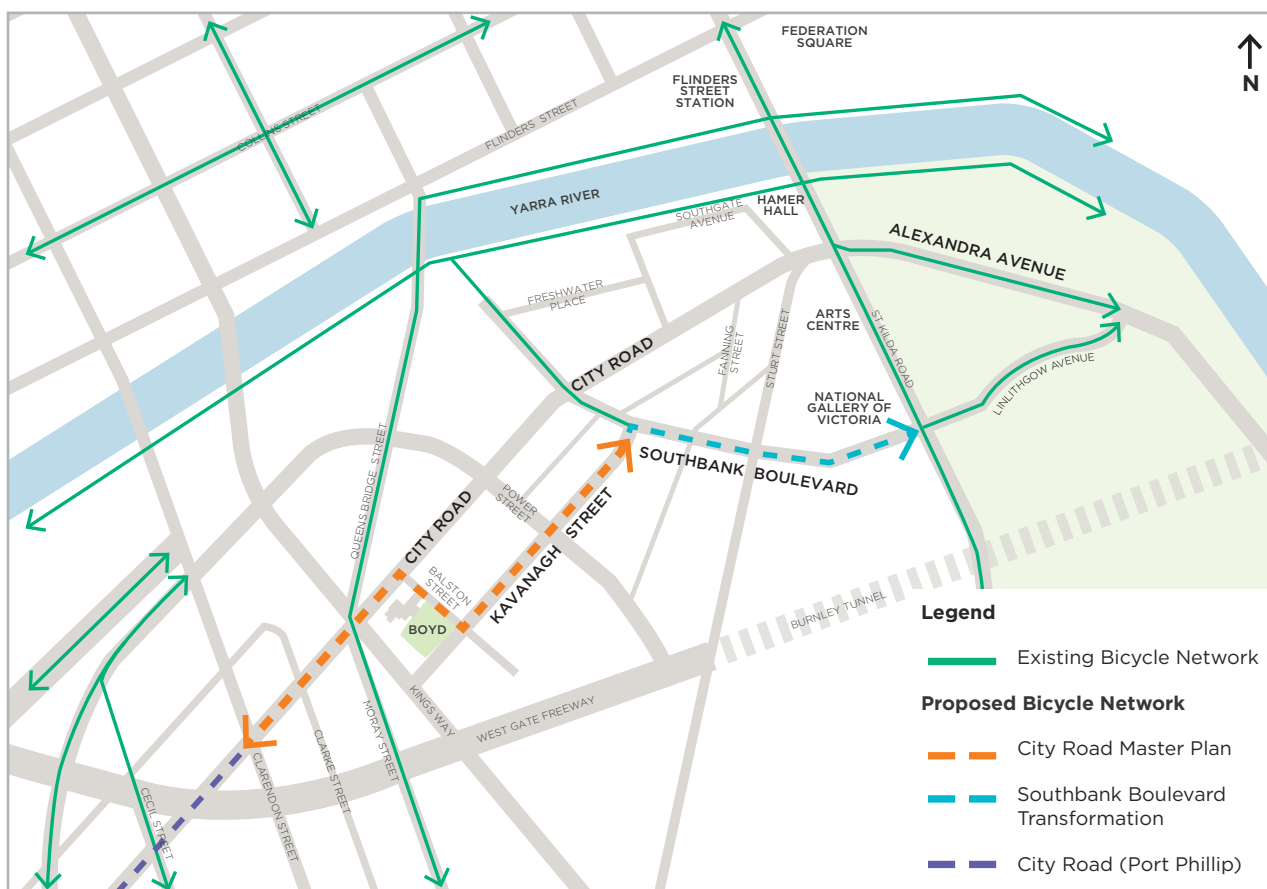


Figure 4.14: Proposed bicycle route (orange) through Southbank with existing network (green)

Likes

Participants were highly supportive of providing safer and convenient cycling access within Southbank. Proposals that gained the most support included:

- Separated bicycle lanes that accommodate a range of cycling abilities.
- Creation of more cycling connections and choice for cyclists within Southbank.

Issues

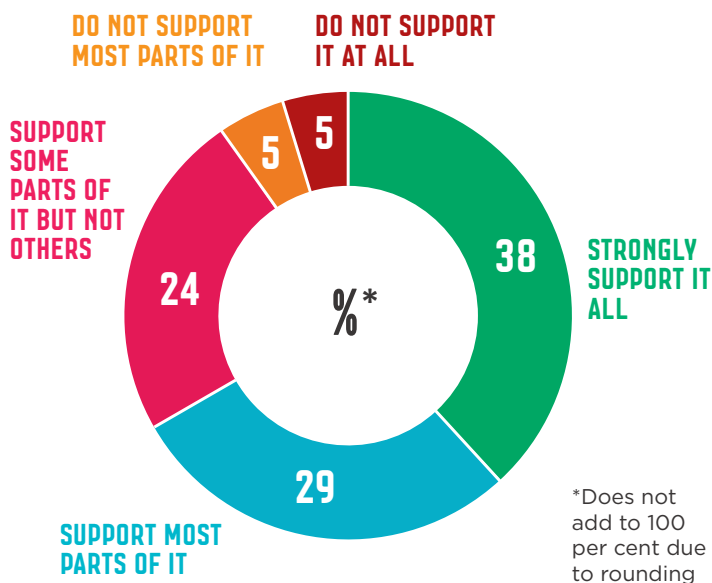
Participants' main concerns about Action 6 were:

- Safety issues surrounding pedestrian and cyclist interaction.
- Disconnection between cycling routes and destination points.

Suggestions

Some of the key suggestions to improve the design proposals included:

- Better cyclist connectivity between Southbank, the central city, and surrounding green spaces.
- Speed limit reduction for City Road.
- Greater proportion of road devoted to cycling infrastructure to ensure safe and more convenient access for all user groups.
- Safer treatment of cycling lanes at intersections.
- Removal of bicycles from Southbank Promenade.



'Anything that improves conditions for cycling is good for the city, the people, health and the environment.'

Dianemdunn, cyclist
(1 October 2015)

Figure 4.15: Community feedback on Action 6

Other submissions

The draft master plan was endorsed for community engagement at Future Melbourne Committee, 8 September 2015. There were two public speakers on the night and their comments are summarised below.

Comments revealed support for:

- Innovative use of land in the Kings Way Undercroft for public benefit.
- Improvements that contribute to the creation of a village centre feel in Southbank.

Issues raised included:

- Lack of assessment of impact on motorcycles and scooters.
- Design of bicycle lanes with regard to safety of pedestrians and cyclists.
- Traffic and congestion, particularly in relation to Swan Street Bridge.

Suggestions included:

- Stakeholders embrace the proposal to link Southbank with the Arts Centre in order to realise this action.
- Installation of a bike share station at Boyd Community Hub or Kavanagh Street.

- Consideration of other uses in the Kings Way Undercroft (e.g. services and amenities for the homeless).

Email Submissions

While the primary method of community engagement was via Participate Melbourne, a number of more detailed submissions were made via email by both individuals and organisations.

Submissions came from many different types of stakeholders, including local residents and workers, building owners corporations, urban planning and design consultants, conservation organisations and government organisations. As a result, a diverse range of comments and perspectives were recorded as part of the community engagement process.

In total, 21 submissions were received. The following provides a summary of these.

Key findings revealed support for:

- Street upgrades that improve safety, amenity and accessibility for pedestrians and cyclists, such as new pedestrian crossings and bicycle routes.
- Transforming redundant spaces to provide active open spaces for the local community.

- Improved pedestrian and cyclist connectivity between Southbank, City Road and the Arts Precinct.
- Introduction of an east-west bicycle link in Southbank.

Submissions also revealed a number of issues regarding:

- Removal of car parking and slip lanes.
- Impact of proposals on access to private residences.
- Impact of proposal on current and future car and freight traffic along City Road.
- Necessity of the proposed central median on Alexandra Avenue and its impact on the gardens.
- Impact of the proposals on heritage values relating to built form and the natural environment.

‘The master plan could be strengthened by the explicit inclusion of heritage values.’

National Trust

(21 October 2015)



Formal submissions of support were also received from key stakeholders, including VicRoads, Yarra Trams and the City of Port Phillip.

VicRoads

VicRoads serves as the road authority and project partner for the City Road Master Plan. Their submission was supportive of the concepts in the City Road Master Plan as being suitable for community consultation, whilst noting that they will be refined as the project moves into its implementation stage.

In particular, VicRoads supported City Road East maintaining its arterial function, in addition to the proposed cycling route which uses Kavanagh and Balston Streets to connect City Road West with Southbank Boulevard.

City of Port Phillip

The City of Port Phillip recognises that the key design principles of the draft master plan are consistent with their vision for Port Phillip as a connected and liveable city. Suggestions to the draft master plan included:

- To develop a consistent approach to the design of City Road and the accommodation of a bus/parking lane that is informed by future public transportation demands.
- Adjusting the speed limit on City Road to 50 kilometres per hour.
- Incorporation of the potential impacts of Melbourne Metro Rail Project on traffic modelling within the City Road Master Plan.

Yarra Trams

Yarra Trams supports the six key actions of the Master Plan, and are positive that the master plan will lead to greater use of the surrounding public transport network. Suggestions to the master plan include:

- Improvements to pedestrian access and connectivity to Boyd.
- Simplification of the road layout to increase safety.
- Flood mitigation in the undercroft.



Community engagement questionnaire

Action feedback summary

Overall, feedback received during the community engagement was highly supportive of the draft master plan.

Capturing feedback on the six individual actions revealed different levels of support for each action (see figure 4.16).

Action 2 (Reimagine Kings Way Undercroft as a community space) and Action 4 (Connect City Road to the Arts Centre and Yarra River) received the highest level of support from the community, demonstrating the strong desire to see quality public spaces adjacent to City Road.

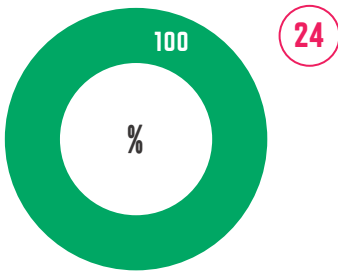
Action 1 (Transform City Road West into a great central city street) and Action 6 (Expand the bicycle network within Southbank) also received majority support during the engagement.

Interestingly, both actions focus on proposals that aim to balance the two roles of City Road through interventions such as the introduction of a new east-west bicycle route through Southbank.

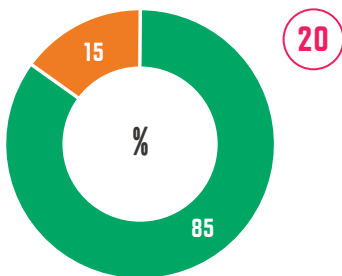
Action 3 (Upgrade City Road East to be safer and easier to get around) and Action 5 (Reconfigure Alexandra Avenue as a boulevard) received a greater mix of responses from the community. Both actions focus on sections of the study area that currently serve an arterial function, and both have issues of traffic congestion and pedestrian safety.

Actions with the highest level of support

2. REIMAGINE KINGS WAY UNDERCROFT AS A COMMUNITY SPACE

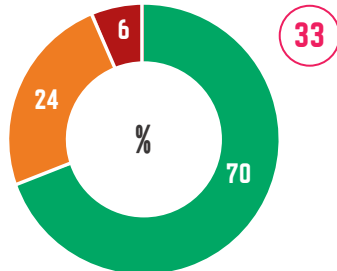


4. CONNECT CITY ROAD TO THE ARTS CENTRE AND YARRA RIVER

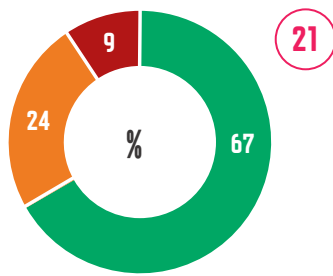


Actions with majority support

1. TRANSFORM CITY ROAD WEST INTO A GREAT CENTRAL CITY STREET

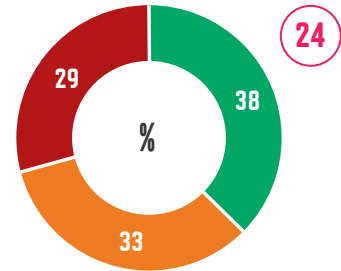


6. EXPAND THE BICYCLE NETWORK WITHIN SOUTHBANK

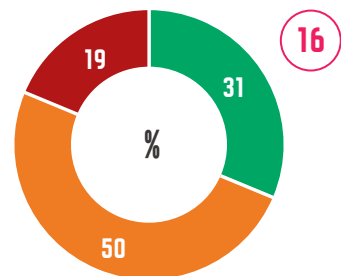


Actions with mixed support

3. UPGRADE CITY ROAD EAST TO BE SAFER AND EASIER TO GET AROUND



5. RECONFIGURE ALEXANDRA AVENUE AS A BOULEVARD



X Number of responses ■ 'Support' (strongly support it all/most parts) ■ Support some parts of it but not others ■ 'Do not support' (Do not support it at all/most parts)

Figure 4.16: A summary of feedback on the six proposed actions of the draft master plan arranged in order of level of support



A member of the community discussing the City Road draft master plan at the pop-up space in the Kings Way Southern Undercroft

5. NEXT STEPS

What happens next?

The feedback received during the second phase of community engagement will be used to help finalise the master plan.

Key tasks to be undertaken to finalise the master plan include:

- Refining the draft master plan actions in response to community and stakeholder feedback.
- Establishing approximate costings for master plan actions.
- Establishing next steps and indicative timeframes for delivery.

The City of Melbourne will continue to work with VicRoads, as the road authority and project partner in finalising the master plan, following comments received.

We will also continue discussions with other key stakeholders including:

- Melbourne Metro Rail Authority
- Public Transport Victoria
- Arts Centre Melbourne
- Yarra Trams
- City of Port Phillip
- Department of Environment, Land, Water & Planning
- Department of Economic Development, Jobs, Transport and Resources
- Southbank Residents Group
- Southgate
- Yarra River Business Association

The master plan will be finalised by mid 2016 and presented to the Future Melbourne Committee for endorsement.

Following this, if endorsed, Council will commence detailed design for a number of proposed actions in the master plan. The detailed design work will inform the future timing, funding and sequencing of individual master plan actions.

The delivery of the actions will be considered by Council as part of future annual budget and service planning processes.



Boyd Community Hub, City Road

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