

# UNIVERSITY SQUARE MASTER PLAN

2016





## AN ECO CITY

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## December 2016

### Disclaimer

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# MESSAGE FROM THE LORD MAYOR OF MELBOURNE



University Square is one of Melbourne's oldest parks. Located in the heart of our innovation precinct, in the rapidly changing neighbourhood of Carlton, it will soon be on the doorstep of a new Parkville Railway Station to be called "University" I hope!

Increased population density and a changing climate present challenges for University Square that require an innovative and forward-thinking response.

To recognise the Square's role and location as a gathering space for residents, students, visitors and workers, the University Square Master Plan has drawn on extensive community feedback to guide the design of this space; to craft a 21st century park.

We want to create a larger park and make the landscape more user friendly and engaging. Over time, many of the elm trees at University Square have declined; a legacy of the drought from 1998 to 2007. In response we will increase the tree canopy and species diversity by planting more than 250 climate-appropriate trees and add a rich understorey, while preserving the Square's existing trees during transition.

In the years ahead we can look forward to a new urban forest and the new avenues that will emerge for future generations of Melburnians to enjoy.

In addition to creating vibrant social spaces that respond to the needs of our community, we will increase the size of University Square, create new plazas and activity areas, capture stormwater, install solar energy and WiFi and introduce moveable furniture so park users can immerse themselves in activity or find a quiet corner of the park. Public art will be integrated at the design stage with the appointment of a public art curator.

The master plan is a partnership between the City of Melbourne, the Victorian Government and the University of Melbourne. Our joint aim is to protect and improve University Square well into the future for the whole community.

A handwritten signature in black ink that reads "Robert Doyle".

**Hon Robert Doyle**  
Lord Mayor of Melbourne

# OVERVIEW: SHAPING A 21ST CENTURY PARK

## The University Square Master Plan is a blueprint for the future of University Square – a critical public space in Carlton.

It sets the direction and plan to transition a 19th century landscape into a 21st century space that responds to significant demographic and contextual change, while recognising the rich history of the site. It is based on extensive community and stakeholder engagement and sets the vision for University Square including a short and medium-term implementation plan.

The master plan outlines a new vision for University Square that will:

- Create a bigger park by increasing public open space to meet the needs of a rapidly growing, changing and more densely populated community.
- Respond to our changing climate by using open space to redirect and re-use stormwater, capture solar energy, increase tree canopy cover to reduce the urban heat island effect and to contribute to the ecological and human needs of urban space by using understorey plantings.
- Provide for a greater range of use and activity to meet different needs at different times.
- Restore a failing landscape and create a new open space hub that better serves the local community including residents, students, workers and visitors.

## Why a master plan?

University Square is seen as a strategically important site for a master plan process. A master plan delivers a comprehensive process that considers planning, community and stakeholder engagement, funding requirements and opportunities, implementation and management. The decision to prepare a master plan was triggered by a number of factors including:

### Demographic

- The population of Carlton is expected to increase by 60 per cent in the next decade.
- Carlton has Melbourne's youngest median age of 25, and combined with Parkville, has the highest student population in Melbourne.
- Carlton's population is one of Melbourne's most diverse with more than 56 per cent born overseas.

### Open space

- The demand for public open space in Carlton is changing rapidly with over 80 per cent of Carlton residents living in apartments with little or no access to private outdoor space.
- The demand on open space and public realm at University Square has significantly changed. The University of Melbourne is now the single landowner of all buildings that surround University Square.

### Environmental

- University Square is an ageing landscape with residual plantings and park design interventions from the 1880s and early 20th century.
- A significant proportion of its 53 elms (*Ulmus procera*) are in severe decline with over 40 per cent having less than a 12-month useful life expectancy.
- Opportunities to improve water cycle management, including stormwater harvesting and flood mitigation in the Elizabeth Street Catchment, by capturing water have been identified.

## How to use this master plan

The University Square Master Plan is divided into three main sections:

- context
- actions
- implementation.

Ten major actions have been identified. In addition to the six park precincts, four actions have been identified that relate to:

- planning for trees
- public art
- creating social spaces
- building a living laboratory.




An implementation plan is also included that outlines projected construction phases.

Map 1: University Square Master Plan area



# MASTER PLAN SNAPSHOT

## MASTER PLAN PRINCIPLES

-  A connection to the past
-  Meeting the needs of the future
-  Balancing priorities in a limited space

## MASTER PLAN ACTIONS

-  **1** Planning for trees
-  **2** Barry Street new park spaces
-  **3** Leicester Street road within a park
-  **4** Plaza and Grattan Street
-  **5** Water Terrace
-  **6** The Green
-  **7** Pelham Street parkfront and biodiversity corridor
-  **8** Creating social spaces
-  **9** Building a living laboratory
-  **10** Integrated public art vision

## BENEFITS OF THE MASTER PLAN

-  **8739m<sup>2</sup>** new public open space by closing roads (48 per cent increase from 2016)
-  **4300m<sup>2</sup>** new garden beds (currently none)
-  **250** new trees (47 per cent increase from 2016)
-  **2009m<sup>2</sup>** new lawn (30 per cent increase from 2016)

Map 2: Master plan diagram







1. PLANNING FOR TREES



2. BARRY STREET  
NEW PARK SPACES



3. LEICESTER STREET  
ROAD WITHIN A PARK



4. PLAZA AND  
CRATTAN STREET



5. WATER TERRACE



6. THE GREEN



7. PELHAM STREET PARK FRONT  
AND BIODIVERSITY CORRIDOR



# MASTER PLAN PRINCIPLES

The University Square Master Plan is based on three overarching principles.

## 1. A connection to the past – heritage

The City of Melbourne adopted the Heritage Strategy in 2013. It articulates the City of Melbourne's plan to protect heritage buildings, places and objects. It was developed to ensure the city's rich combination and traditions, memories, places and objects are identified and protected. It states that the City of Melbourne aspires to be a leader in its approach to knowing, protecting, integrating and interpreting the city's heritage values and character.

### Knowing our heritage

This involves identifying, assessing and documenting heritage places and assets and to make this information publicly accessible. The University Square Master Plan achieves this by having investigated, identified and assessed items and places of cultural and natural heritage significance.

### Protecting our heritage

This entails securing statutory protection for identified places and objects and is achieved by undertaking a review of heritage at University Square and the related Carlton squares and by documenting their natural, cultural and historic significance.

### Managing our heritage

This involves developing guidelines to assist decision making and management.

### Communicating and celebrating

Melbourne's heritage is important to people who live, work, study and play in the city. University Square encompasses a wealth of stories. The University Square Master Plan will enable a new interpretation of these stories and create connections linking heritage, history, place, culture and communities.

### Aboriginal Heritage Action Plan

The City of Melbourne adopted the Aboriginal Heritage Action Plan in 2015. It sets out how the City of Melbourne will work towards the improved recognition and management of Aboriginal heritage in the city.

## 2. Meeting the needs of the future – planning for future growth

### Resource efficient and climate change adapted

It is predicted that Melbourne's future climate will be hotter and drier. The inner city is particularly vulnerable to this change with its concentration of buildings, roads and other infrastructure adding to increased temperatures, known as the heat-island-effect. It is also predicted that climate change could result in larger storm events with higher intensity rainfall. Water catchment management is critical in managing both flood and drought.

### Water

Rapid climate change is resulting in less but more intense bursts of rainfall. We must ensure that we use the right water for the right purpose, while minimising flood risk. We need to be clever about how we design our city.

Melbourne's growth surge that began in the 1990s, will see the number of residents, workers and students in the city double by 2030. In Carlton and Parkville, the population is expected to grow by 60 per cent in the next decade.

As Carlton grows, there are greater opportunities and improvements required to ensure that public open space meets the needs of the future. These opportunities must be identified, designed and planned for carefully to ensure the future city remains liveable and meets the needs of the community.

### Urban renewal

The transition to a knowledge-based economy is nowhere more pronounced than in Carlton and Parkville. Through ongoing urban renewal, the University of Melbourne now owns each property that surrounds University Square. The ability to create a master plan that recommends significant change, including the closure of Barry Street and partial closure of Leicester Street to expand public open space, would not be possible if multiple landowners were present.

### Ecology

Healthy ecosystems and rich biodiversity are vital for the liveability of our city. Protecting and enhancing biodiversity will support the health and wellbeing of our community and contribute to effective climate change adaptation actions. By considering our city as an ecosystem, we will actively foster connections between people, plants, animals and the landscape, to create the legacy of a resilient, balanced and healthy urban environment for future generations to enjoy, and to nurture delight in the natural environment.

### Transport

Our vision for University Square is as a connected space. A connected space means a place for people, bicycles, public transport and traffic. The University Square Master Plan promotes an integrated approach, linking all modes of transport and coordinating with city development and urban renewal. Working with the Melbourne Metro Rail Authority to ensure that the new Parkville Station and associated infrastructure integrates with University Square is a critical design principle.



### 3. Balancing priorities in a limited space

University Square is one of three historic Carlton squares along with Lincoln Square and Argyle Square.

Each square is located in a different area and responds to the needs of its surrounds. Argyle Square is a place where residents, workers and visitors stop to soak-up the atmosphere of Lygon Street. It has been designed as a place to meet and linger featuring a piazza.

Lincoln Square is surrounded by apartments and a hotel and has more of a residential atmosphere. The Ball Memorial is set in Lincoln Square as well as a children's play space.

Each square is designed to respond to its context and to complement the other squares. This enables each square to offer different experiences in an area that has limited public open space.



Location of the three Carlton squares along Pelham Street

# COMMUNITY AND STAKEHOLDER ENGAGEMENT

The master plan has been informed and shaped by detailed community and key stakeholder engagement.

## Community engagement objectives

The following community engagement objectives were adopted for the University Square Master Plan process, based on the IAP2 (International Association for Public Participation) principles: inform, consult and involve.

### Inform

- We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influences the decision.
- We will work with you to ensure your concerns and issues are directly reflected in the alternatives developed and provide feedback on how your input influenced the decision.

### Consult and connect

- We will deliver a broad, genuine, innovative and robust community engagement process – more than a traditional local government approach.
- We will ensure people have the information they need to take part in engagement activities.
- We will validate strategic directions and introduce the potential of the project.
- We will provide accurate information about proposed changes to traffic and car parking.
- We will provide accurate information about the declining elm population in University Square and proposed solutions for a new generation of trees.

### Involve all stakeholders

- We will enable input from all community members including residents, students, workers and visitors.
- We will seek input from key stakeholders and project partners.

### Provide many ways to engage

- We will enable people to have input in a variety of ways (more than one engagement method).
- We will provide regular updates.

### Be inspired and unique

- We will capture the way people use University Square and what they think about University Square.
- We will capture people's vision for the future of the square – 'What's your vision?'.
- We will inspire people about the project's potential.
- We will inspire and generate ideas for the look, feel and activity in the new public space.

### Community engagement program

Starting in 2014, an extensive four-phase community engagement program was planned and conducted based on the following key deliverables:

**Phase 1 – What's your vision?**  
What's your vision for University Square? Tell us how you use the square and what changes, if any, you would like to see.

**Phase 2 – Ideas plan**  
Report back on what you told us and outline the City of Melbourne's strategic objectives – did we get it right?

**Phase 3 – Draft concept plan**  
Prepare a draft concept plan based on previous rounds of engagement and present to the community for feedback.

**Phase 4 – Draft master plan**  
Refine the draft concept plan in response to community feedback in phase three into a draft master plan and display for further feedback, before the draft master plan is presented to Council for adoption.

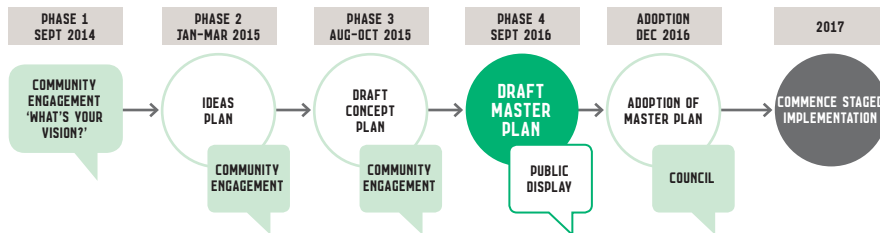
### Stakeholder analysis

Several different groups of stakeholders were identified as critical in shaping the future of University Square.

### Key project partners and stakeholders

The City of Melbourne is working with the University of Melbourne and the Victorian State Government – both of which are financial partners in this project. Other key stakeholders include:

- Carlton Residents' Association
- Melbourne Metro Rail Authority
- The University of Melbourne Graduate House
- The University of Melbourne Business School.



## Phase 1: What's your vision? September 2014

Phase one community engagement was conducted from early September to mid-October 2014. The purpose of the engagement was to raise awareness of the project, develop an understanding of the community's current experiences of University Square and find out what the community wanted to see and do at University Square. The community was invited to share their experiences of University Square by completing a questionnaire online at Participate Melbourne or in-person at three pop-up sessions.

We also outlined the master plan process including the four-phase community engagement plan and anticipated timelines for each phase.

### What did we ask?

We asked people whether they currently used University Square, what they liked and disliked and what they would like to see happen. We also discussed some strategic objectives that we wished to explore including the management of a declining tree population, stormwater harvesting and re-use, and increasing the size of the park by closing roads and removing car parking.

### Spreading the word

Community engagement was promoted by the City of Melbourne through a range of mediums to reach as many people as possible who live near, visit and use University Square including:

- An information package, including a questionnaire, was sent to over 5,000 households in the Carlton area.
- The City of Melbourne website directed visitors to the Participate Melbourne website.

- Public notice boards were erected at University Square with information about the project and the Participate Melbourne website.
- Postcards were delivered to local businesses, the University of Melbourne Library and Union House.
- Social media featured on the City of Melbourne Facebook and Twitter accounts.
- Email to key stakeholders.
- The project was also promoted by external organisations and media outlets including the University of Melbourne student magazine, *Farrago*.
- Three pop-up information sessions were held at University Square for members of the public to drop-in and discuss the project.

### Who responded?

In total, approximately 275 responses were received. The engagement generated involvement from the 18-25 age group right through to over 65, but the highest level of participation was from the 18-25 age group (39 per cent) followed by the 26-35 age group (25 per cent). The respondent mix was diverse with workers (27 per cent) making-up the largest single respondent group followed closely by students (23 per cent).

### What did we hear?

Four prominent themes emerged from phase one community engagement:

- The plaza area, located next to Grattan Street and on top of the underground car park, was the least liked space in University Square. The extent and emphasis of this sentiment is best captured by the following comment: 'The plaza looks like a cross between a bad imitation of Paris, a car park exit, and a neglected planter box'.

- People expressed a strong desire for more things to do at University Square: 'I use the park to pass through; there's no reason to linger', 'make the space work, vibrant and alive' and 'balance the square's two core functionalities – as a place to hang-out and a place to get you from point A to point B'.
- People love the lawn area and shady trees.
- Make the park bigger.

These comments highlight the key challenge of re-designing University Square.

### Park expansion

We introduced the concept of park expansion by asking:

'One concept we would like to investigate is making University Square bigger. This would increase the useable space of University Square and allow more trees to be planted in conjunction with capturing stormwater. What do you think about reducing the size of the road and parking spaces in order to increase the size of University Square?'

Some 80 per cent of respondents were in favour of making University Square bigger by decreasing the size of Barry and Leicester streets including the removal of car parking spaces.

## Phase 2: Ideas Plan January to March 2015

After initial community consultation in 2014, an Ideas Plan was developed to respond to the community's vision for University Square and to encapsulate our strategic vision. Its main features included:

- An expanded park with a new generation of trees.
- Spaces full of life and activity.
- The closure of Barry Street to expand the park and create a pedestrian and events spine.
- The expansion of the park into Leicester Street while maintaining some traffic – a road in a park.
- Climate-adaptation features including stormwater harvesting, solar power and new horticulture – including a concept to build a flood mitigation and stormwater tank for the three Carlton spaces.
- Succession planting so that we are able to manage and plan for tree maintenance, removal and re-planting in a way that ensures maximum re-planting opportunities to create a more resilient landscape.

It was also an opportunity to check-in with the community to ask: 'have we got it right – is this the right direction?'

### What did we ask?

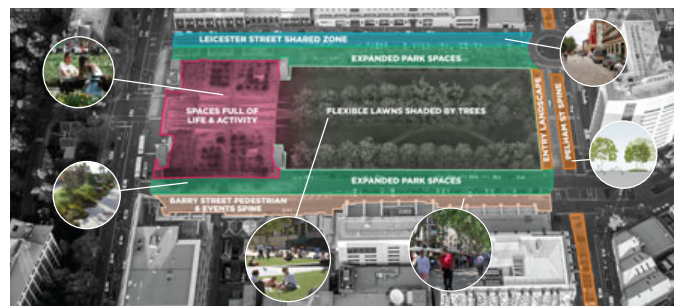
We asked people to explore the Ideas Plan and we introduced park precincts and precedent images. We offered people the opportunity to comment on the Ideas Plan in general or to comment on individual precincts.

### Spreading the word

Community engagement was promoted by the City of Melbourne through a range of mediums to reach as many people as possible who live near, visit and use University Square including:

- An information package was sent to over 5,000 households in the Carlton area.
- The City of Melbourne website directed visitors to the Participate Melbourne website.

- Public notice boards were erected at University Square with information about the project and the Participate Melbourne website.
- Postcards were delivered to local businesses, the University of Melbourne Library and Union House.
- Social media featured on the City of Melbourne Facebook, Twitter and LinkedIn accounts.
- Email to key stakeholders.
- The project was also promoted by external organisations and media outlets including the University of Melbourne student magazine, *Farrago*.
- Three pop-up information sessions were held at University Square for members of the public to drop-in and discuss the project.



University Square Ideas Plan

### Who responded?

INDICATOR	NUMBER
<b>Page visits</b>	2,061
Overall page visits for the duration of the project engagement. (Note: page visits do not include any administrator or project manager visits)	
<b>Unique page visits</b>	1,658
Number of distinct users visits for the duration of the project engagement. (Note: page visits do not include any administrator or project manager visits)	
<b>Informed visits</b>	739
Number of unique participants that have visited a specific piece of information (ie viewing a photo, clicking a link, visiting key dates, viewing a forum question).	
<b>Engaged Visits</b>	73
Number of participants that have made a contribution on the page (ie making a comment on the forum, filling out a survey).	

### What did visitors look at?

INDICATOR	NUMBER
<b>Timeline views</b>	17
<b>Document library downloads</b>	77
... Reimagining University Square community engagement summary report - November PDF	44
... Reimagining University Square community engagement summary report - November DOC	11
... University Square historical timeline	17
... University Square historical timeline	5
<b>University Square Ideas Plan views</b>	698
... Expanded park	443
... Spaces full of life and activity	524
... Barry Street pedestrian and events spine	431
... Leicester Street expanded park and shared zone	409
... Trees and lawns	482
... Stormwater harvesting and Pelham Street	374

### What did visitors contribute?

INDICATOR	NUMBER
<b>Overall contributions</b>	82
Number of comments, votes and surveys completed	
Ideas Plan feedback submissions	82

### What did we hear?

Majority support continued for park expansion by road closure and the removal of car parking. The Ideas Plan illustrated major concepts including the closure of Barry Street and a reduction in size of Leicester Street. It also introduced using the plaza as an activity area while preserving the lawn and shady tree 'green'.

There was general support for proposed design principles and precinct intervention.

It provided clear direction to take the Ideas Plan to Draft Concept Plan stage and to develop concepts from the Ideas Plan.

*'Majority support continued for park expansion by road closure and the removal of car parking.'*

## Phase 3: Draft Concept Plan August to October 2015

Phase three community engagement introduced the Draft Concept Plan. It was the first opportunity at which an evolved design was presented including the locations and extent of new spaces, road closures, changes to trees, specific activities and circulation changes. While fine-grain design details were not resolved, including tree species selection, park furniture palette and lighting design, the location and composition of each major intervention, including a proposed staged tree removal program, were introduced.

The Draft Concept Plan responded to previous community feedback and suggestions and set a new direction for the future of University Square by proposing the creation of a bigger park, planting a new generation of trees, giving priority to pedestrians, preserving open lawn areas, injecting life and activity, and responding to population growth and climate change.

The Draft Concept Plan was divided into six precincts: Barry Street, Leicester Street, Pelham Street, Plaza, The Green and the Water Terrace.

### What did we ask?

People were asked to provide comments and feedback on the overall Draft Concept Plan as well as for individual precincts.

### Spreading the word

Community engagement was promoted by the City of Melbourne through a range of mediums to reach as many people as possible who live near, visit and use University Square including:

- An information package was sent to over 5,000 households in the Carlton area informing people of the Draft Concept Plan and directing people to the Participate Melbourne website.
- The City of Melbourne website directed visitors to the Participate Melbourne website.
- Public notice boards were erected at University Square with information about the project and the Participate Melbourne website.

- Postcards were delivered to local businesses; the University of Melbourne Library and Union House.
- Social media featured on the City of Melbourne Facebook, Twitter and LinkedIn accounts.
- Email to key stakeholders.
- The project was also promoted by external organisations and media outlets including the University of Melbourne student magazine, *Farrago*.
- Two community information meetings were held for members of the public.

### Who responded?

Over 4,800 people visited the Participate Melbourne website and viewed the Draft Concept Plan. The table overleaf illustrates the number of participants and which parts of the Participate Melbourne site were visited.



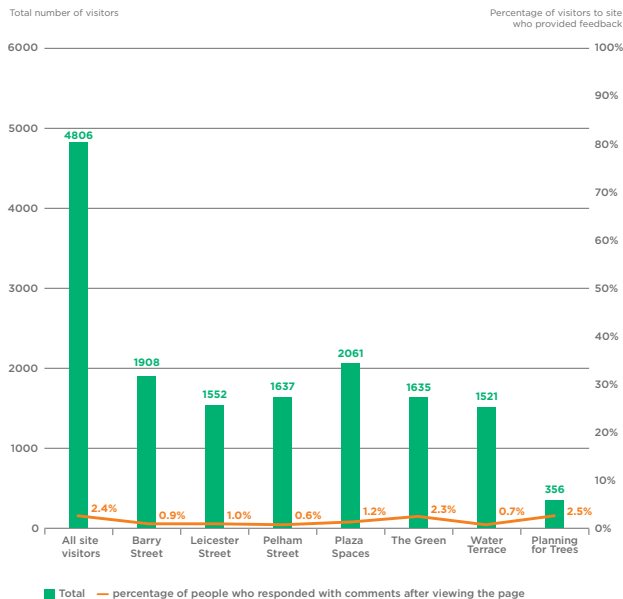
The Draft Concept Plan responds to your suggestions and sets a new direction for the future of University Square by proposing the creation of a bigger park, planting a new generation of trees, giving priority to pedestrians, preserving open lawn areas, injecting life and activity, and responding to a changing population and climate.

### UNIVERSITY SQUARE PRECINCTS

The draft concept plan has been divided into six precincts. Explore the plan by clicking on each precinct for more information or click the buttons at the bottom of the page for supporting information.



Phase 3 community engagement Participate Melbourne University Square homepage



Site visitor numbers and respondent proportions

## What did we hear?

### Barry Street (62 comments)

- The closure of Barry Street to vehicles received the greatest number of comments for this precinct. Slightly more comments were in favour of closing Barry Street than maintaining the status quo.
- The most commonly made points in support of closing Barry Street were:
  - the connections between the surrounding areas would improve
  - increased use will improve security
  - land would be put to more people friendly uses, rather than vehicle use
  - displaced car users could park somewhere else or use public transport.
- The most commonly made points in opposition to closing Barry Street were:
  - closure will discriminate against people with a disability who require parking close to the University
  - security risks will increase due to a loss of passive surveillance from vehicle users
  - it is difficult to find alternative transport to private vehicle use, and so there is a subsequent need for parking.
- The facilitation of food vans in the area was supported, as this would attract people.
- Participants were in favour of planting more trees in this area.

There was support for increasing the size of University Square along Barry Street.

### Leicester Street (63 comments)

- Narrowing Leicester Street was generally supported, although some preferred retaining a two-way road, because it would slow traffic better.
- There was support for bus use of the road, with some feeling buses should have exclusive use.
- There were a relatively large number of comments about the provision of a bike lane. The most common request was for the bike lane to be two-way as this would be more functional for multiple types of commuters. A relatively large number of participants stated the cycle lanes should be separated from vehicles and pedestrians.
- Some participants were concerned about the removal of parking spaces from Leicester Street. Some stated that they should be retained, while others thought that they should at least be replaced elsewhere. The needs of specific groups were identified in support of retention, including: people with a disability, older people, late night working students, non-public transport users and local residents. A few participants specifically stated that they supported the removal of the parking spaces.
- There was general support for planting trees and developing a 'road within a park'.

### Pelham Street park front and biodiversity corridor (33 comments)

- This precinct received a relatively small number of comments. Overall, there was support for developing a green link.
- A few participants made specific comments on the details of road design. This included retaining a few car parking spaces in specific places and the heights of road surfaces in specific places.

- A small amount of support was provided for eucalyptus trees, swales, meeting areas and improved access.
- There were a few comments in favour of retaining a central path.

### Plaza (86 comments)

- The provision of a half-court for basketball attracted a large number of comments. Support and opposition for its inclusion was relatively even.
- The main reasons for supporting the inclusion of the court were:
  - that it would be popular and well used
  - there are physical and mental health benefits from sport activity
  - the court will make good use of the space.
- The main reasons for opposition were:
  - there were adequate facilities elsewhere already and this was the wrong place for this activity
  - the court will disrupt the peace and greenery of the area, be an inconvenience for those who had to walk around it and look tacky.
- Utilisation of the court and plaza space for a variety of sports/games was sought. The inclusion of table tennis tables was suggested.
- There was mixed support for a cafe, with a number of suggestions and considerations for what this might look like provided.
- Increased shade, shelter, trees and gardens were generally supported.
- The proposed facilities, renewable energy and lighting were generally supported.



#### The Green (139 comments)

- The Green received the most comments. Almost half of the comments on The Green disagreed with removing the trees along the central path because of their shading, heritage, historical, biodiversity and aesthetic values.
- Almost one third of comments strongly disagreed with the removal of the central and diagonal pathways. The main reasons for this opposition were that walkers would cross the park anyway resulting in worn desire lines and that the removal of the path would be a great inconvenience. Several suggestions were made for improving the proposed central crossing including a variety of ideas on construction materials.
- There was some opposition to making significant changes to The Green in order to create a larger lawn, particularly the internal changes (removal of paths and trees). Participants preferred the current layout because the smaller zones were believed to facilitate more passive activities, as well as separating activities from each other. It was also stated that with the extended perimeter area there would be enough space for users without removing the paths. Some believed the changes would result in the loss of a historic space.
- Those in support liked the idea of an uninterrupted large open space, but generally still wanted a centre path retained, even if it was narrower than the current path.
- Extending the perimeter path was generally supported, though not as a replacement for the central path.
- A few queried what will happen to the central fountain.

#### Water Terrace (34 comments)

- The Water Terrace received a relatively small number of comments.
- Overall the proposed Water Terrace concept was supported by two thirds of the comments made on this topic. The benefits of a water feature were considered to be: great for children and adults to dip their feet in and play; provide general cooling and; be good for bird life.
- Consideration of incorporating the Bouverie Creek was raised by some and reference was also made by a few to the South Lawn pond as an exemplar of how to incorporate water. The need to consider indigenous values was also raised.
- The one third who opposed the water feature were concerned about its presence during droughts and subsequent water restrictions, and that it was inappropriate in this space, especially since it is aimed at children and this area is predominantly used by adults.

#### Planning for trees (87 comments)

- The removal of trees was the most commonly discussed topic related to trees. Many wanted the existing elm trees kept, particularly those in the middle of the park. A number of reasons were given for keeping them, including: shade, heritage value, habitat for animals and aesthetics.
- Some participants suggested a staged removal of trees, other suggested trees be deliberately left to show people what happens when trees die. A few participants were complimentary of the succession plan suggested in the Draft Concept Plan.

- Regarding replacement tree types there was a mixed response to planting eucalyptus trees, with some believing they would be a great option because they grow well in local conditions, whereas others were more in favour of deciduous European species, particularly elms, which let light in during winter and provide shade in summer. Other tree varieties were also suggested including fruit trees.

#### Overall summary (79 comments)

A number of suggested additions to the plan were put forward. These were all relatively unique and are described below:

- Personal security was discussed in a few different parts of the plan. Safety in public places at night was the biggest concern. There were different view-points expressed relating to the area becoming more or less safe as a consequence of the changes.
- As a result of the proposed plan a significant number of car parking spaces will be lost. A few participants disagreed with the loss and thought they should be replaced somewhere else, while a few thought replacing hard surfaces with grass was a good idea.
- There were mixed views on the provision of facilities for skateboarders, amongst the several comments made on the topic.
- A few comments indicated there was general support for the inclusion of a cafe and food trucks.
- There were significantly more generally positive comments than generally negative comments.

## Phase 4: Draft Master Plan September 2016

Phase four community engagement, the final phase of community engagement for the project, introduced the draft master plan to the community and key stakeholders. The University Square Draft Master Plan featured ten master plan actions and supporting information relating to the background, project context and community engagement process.

Key features of the draft master plan included more detail in relation to the Metro Tunnel Project and the impact of the proposed Parkville Station on University Square and the proposed master plan implementation program. It also provided specific responses to items raised in phase three community engagement including better design resolution of the Water Terrace (Master Plan Action 5), more clarity in relation to Planning for Trees (Master Plan Action 1) and introduced non-precinct or overall master plan actions including more details regarding the approach to public art at University Square (Master Plan Action 10).

The main focus of phase four community engagement was to provide more detail in relation to how the proposed Parkville Station would influence design and master plan recommendations. Specific areas included new pedestrian crossings from the station to Barry Street, changes to Grattan Street and impacts of construction to the implementation of the master plan. The fundamental importance of the University Square Master Plan as a blueprint for the future of this precinct was emphasised.

### What did we ask?

People were asked to provide comments and feedback on the ten master plan actions and to rate their satisfaction on the overall master plan.

### Spreading the word

Phase four community engagement involved a number of elements with the digital engagement platform, Participate Melbourne, at its core. These elements were:

#### Online information platform

Participate Melbourne is the digital engagement hub for all City of Melbourne consultations. On this platform, participants could find all relevant project documentation. Over the duration of the engagement, the platform attracted 4,850 unique page views, with the interactive draft master plan receiving 12,455 page clicks.

#### Online comments section

Participants were able to leave submissions in the form of comments directly on the relevant master plan action (eg Planning for Trees, Leicester Street, Public Art etc). A total of 112 comments were lodged by 67 participants.

### Community workshop

Stakeholders were invited to attend two workshops hosted by the City of Melbourne. A total of 18 participants took part in the workshop sessions.

### Social media

Social media posts by the City of Melbourne Facebook, Twitter and LinkedIn accounts attracted 3,462 visitors to Participate Melbourne.

### Direct engagement

The City of Melbourne is working with the University of Melbourne and the Victorian State Government – both of which are financial partners in this project.

## Who responded?

Over 12,000 people visited the Participate Melbourne hub to view the draft master plan. Of those views, 4,275 unique views were recorded and 112 respondents left individual comments and recommendations. The table below illustrates the number of overall participants and levels of community engagement.

## What did we hear?

Overall, the 87 formal participants contributed 227 recommendations relating to the draft master plan. Some 80 per cent of these recommendations were submitted through Participate Melbourne.

From a demographic perspective, 63 per cent of participants said they work in the municipality, 45 per cent of participants said they live in the municipality, and just over 20 per cent identified as ratepayers. Over 90 per cent of those aged 30+ worked in the municipality and 100 per cent of people under the age of 30 were studying.

Participants were asked to associate a score indicating their level of support for the proposed actions outlined in the draft master plan. The average score for the draft master plan was three out of five, which equates with the statement: '(I) Support some parts of it but not others'.

Participants directed nearly 60 per cent of their recommendations towards five principal areas of interest, these included:

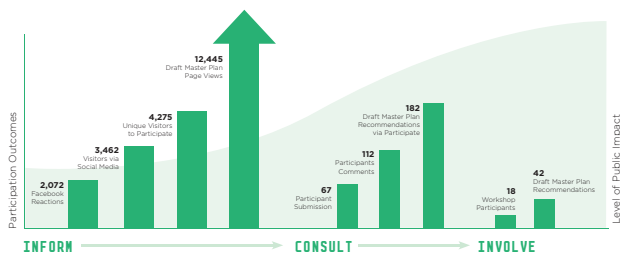
- The overall design and place making features within the action areas (18.5 per cent). This included considerations as to the kinds of activities, spaces and seating that would be included in the future park, as well as specific design recommendations relating to the action areas.
- The maintenance of the existing elm trees within the park (13.2 per cent).
- The management of traffic and parking as a result of proposed changes to the areas streets (9.7 per cent).

- The preservation of the existing paths in The Green (8.8 per cent).
- New planting and greenery (7.9 per cent). This included consideration of the type and variety of trees.

Outside of general comments which received the highest number of comments (65) and recommendations (79), the action areas that received the most interest from participants were:

- Planning for trees
- The Green
- Plaza and Leicester Street.

## ENGAGEMENT SNAPSHOT



Participate Melbourne is the digital engagement hub for all City of Melbourne consultations. On this platform, participants have access to all relevant project documentation. **Over the duration of the engagement, the platform attracted 4,275 unique visitors, with the interactive Draft Master Plan receiving 12,455 page views.**

Through Participate Melbourne, participants were able to leave submissions in the form of comments directly on the relevant project sections. **A total of 112 comments were lodged by 67 participants. Another 2 submission were placed via email.**

Stakeholders were invited to attend two workshop sessions. **A total of 18 participants took part in the workshops and contributed 42 recommendations.**

## Master plan response

<p><b>Planning for trees</b></p> <p><b>We heard:</b></p> <p><i>'Please retain as many of the elm trees as possible!'</i></p> <p><i>'What about the protected wild animals that live in the trees? Can we have a plan for them?'</i></p> <p><i>'It sounds fair that it's time to do an upgrade of the trees that are in definite decline but I would like to see more information on the actual planting plan, what types of trees, what the landscape will look like etc.'</i></p>	<p><b>Master plan response</b></p> <ul style="list-style-type: none"> <li>Given the poor health of the existing trees, tree removals are a necessary part of planning for the future of University Square.</li> <li>Not every tree will be removed at the start of construction, a staged approach for removals will be taken over a number of years.</li> <li>Elm trees that have been assessed to be in the poorest condition and those that prevent the planting of new trees will be prioritised for removal first.</li> <li>A detailed biodiversity inventory focussing on microbats, possums and birds will be undertaken and be used to prepare a fauna management plan before tree removals start.</li> <li>A public art curator has been appointed to work with the community to tell the story of University Square's elm trees and to incorporate their story into the future.</li> <li>A diverse range of species, including over 250 native, exotic, deciduous and evergreen trees, will be replanted and extensive new garden beds will also be created. This detail will be developed in 2017 and presented to the community before stage one construction begins.</li> </ul>
<p><b>The Green</b></p> <p><b>We heard:</b></p> <p><i>'There needs to be a path in the middle of the lawn. The majority of people use this space to walk from Grattan Street down to either The Spot or the Law Building.'</i></p> <p><i>'I am worried that without made paths, grass will be quickly decimated by the large numbers of pedestrians crossing the park daily.'</i></p>	<p><b>Master plan response</b></p> <ul style="list-style-type: none"> <li>University Square has responded to its location in a changing neighbourhood and will continue to do so as the new Parkville Station is built.</li> <li>The central park had less prominence prior to 2000, when the Lawn Bowls Club blocked access to University Square from Grattan Street and Gate 10.</li> <li>The new Parkville Station entrance will be located at the Barry and Grattan Street intersection along with a new signalled pedestrian crossing. Barry and Leicester streets will become the major pedestrian crossing points for students and members of the public making the existing central path redundant.</li> <li>During construction of Parkville Station, the only north-south access in University Square will be on Leicester Street.</li> <li>The University Square Master Plan responds to these changes by relocating major pedestrian access points to correspond with the new station entrances, signalled crossings and site constraints during the construction of Parkville Station.</li> </ul>
<p><b>Plaza and Grattan Street and Water Terrace</b></p> <p><b>We heard:</b></p> <p><i>'This is all great and the park will be really nice, but it's all of little use if Grattan St is still impossible to cross. There must be better pedestrian connections apart from having to wait 5 minutes for the pedestrian light to change as cars zoom past.'</i></p> <p><i>'Looks good! If RMIT Urban Square is any indication, this BBall court will be VERY popular!'</i></p> <p><i>'I am against a basketball court due to the noise disturbing the peace and tranquility of the park. Who would want to relax or have a coffee near the bull thud of a basketball.'</i></p> <p><i>'I think this is an opportunity lost. This would have been a wonderful place to celebrate our indigenous heritage in a prominent place. I think this should have been an indigenous garden.'</i></p>	<p><b>Master plan response</b></p> <ul style="list-style-type: none"> <li>Grattan Street will change as a result of the Metro Tunnel Project. Grattan Street will be closed to traffic during construction of the new station. After construction, it is likely that Grattan Street will be reduced from a four-lane carriageway to two lanes with an additional signalled pedestrian crossing at Barry Street. Crossing Grattan Street will be much easier.</li> <li>By using the concrete plaza as the focal point for activities including barbecues, table tennis, picnic areas and more active recreation including basketball, it enables the rest of an expanded University Square to cater for more passive activities.</li> <li>The design of the basketball half-court is recessed, taking advantage of one of the existing planter beds. This will mitigate sound.</li> <li>The University Square Public Art Curator will work closely with the University of Melbourne's Institute for Indigenous Development and traditional owners to celebrate the rich Aboriginal history of this site.</li> </ul>
<p><b>Leicester Street</b></p> <p><b>We heard:</b></p> <p><i>'Most aspects are really good. Though I think that a physically separated bike lane would be better as it's safer for cyclists and prevents motorists from stopping in the bike lane to let people in/out. A contra-flow bike lane heading south would also be a good idea.'</i></p> <p><i>'Leicester St is a huge waste of space and the road within a park concept is great. Agree that the bike lane could be separated by more than a painted line when it has to contend with one of Melbourne's busiest bus routes.'</i></p> <p><i>'This is a good part of the plan. However the impact of the removal of the roundabout on car speeds should be considered.'</i></p>	<p><b>Master plan response</b></p> <ul style="list-style-type: none"> <li>Leicester Street will be rezoned to a 40 km/h speed limit.</li> <li>Some kerbside car parking, accessible car parking and loading zones will be created on the eastern side of Leicester Street.</li> <li>The creation of a separated cycle lane for a small section of Leicester Street at University Square will not be useful as it does not extend, in any direction, outside of the University Square precinct.</li> <li>It is likely that Grattan Street will be redesigned, following the completion of Parkville Station, to include bicycle lanes connecting with the main Swanston Street bicycle lanes.</li> </ul>

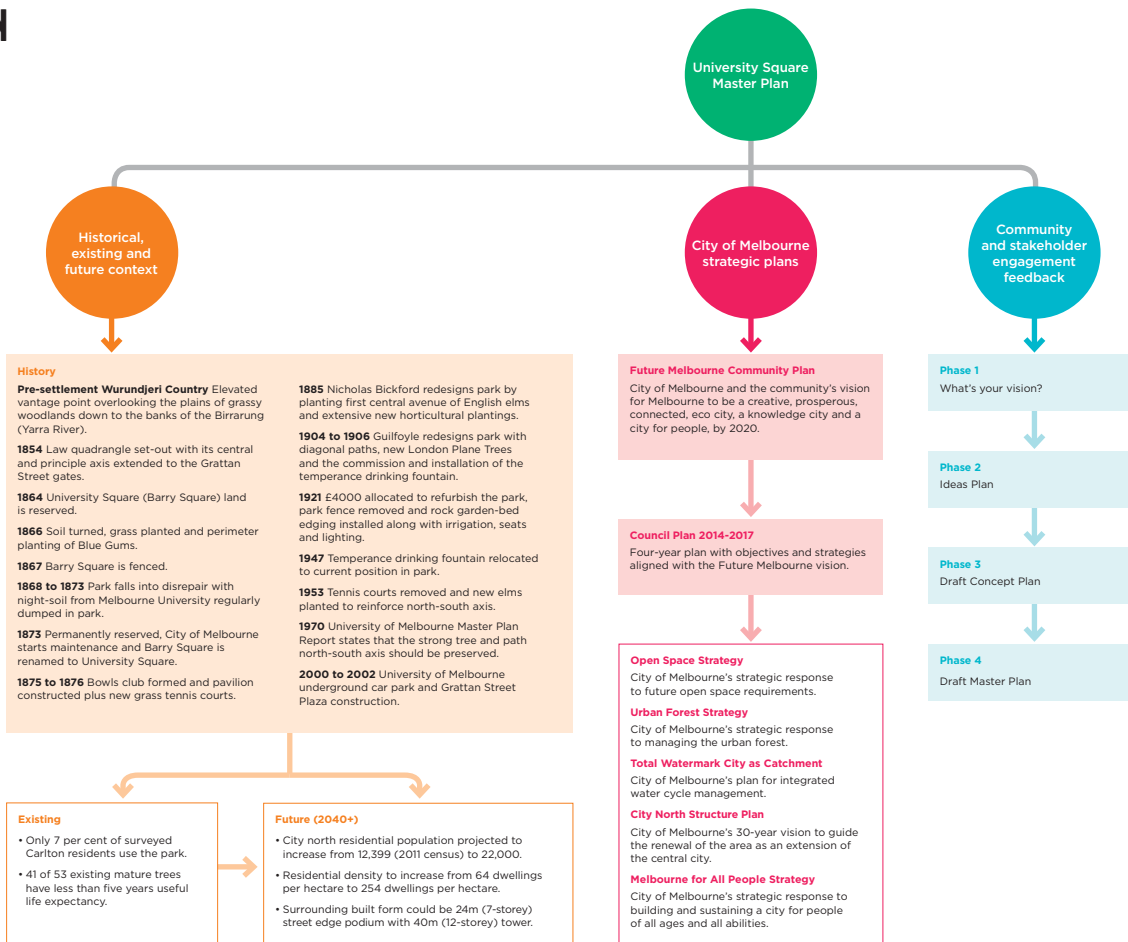
# CONTEXT





# MASTER PLAN FRAMEWORK

The University Square Master Plan considers three main drivers.





# SITE HISTORY

**University Square has a rich and diverse history having undergone several transformations. This process of change and evolution continues today.**

Before settlement, the land on which University Square sits was the site of an elevated vantage point, overlooking the grassy plains and woodlands, down to the banks of the Birrarung (Yarra River). Located at the top of the Elizabeth Street and Bouverie Creek catchments, this area was a favourite place of the Wurrundjeri for gathering and catching eels. Even though both creeks have long since been piped and covered over, it is said that eels still occupy the creeks.

In the 1850s it was set-out as a park by John Batman as part of the new suburb of Carlton and the University of Melbourne precinct. As part of the Carlton layout, University Square forms part of a chain of squares with two other parks, Lincoln and Argyle squares,

all located along the east-west axis of Pelham Street. The reservation of the Carlton squares as parks had its basis in London's garden squares tradition, which created open spaces in the centre of new residential neighbourhoods for surrounding residents. While these garden squares remain fenced, semi-private spaces in London, in Melbourne they are now public parks with the fences at University Square removed in 1921.

The park has a long relationship with the University of Melbourne. It was initially named Barry Square, after the first Chancellor. It sits on a north-south axis encompassing the 1854 law quadrangle and the Grattan Street gates. It is said that the reservation of this square was made to subdue concerns expressed by the new University of Melbourne that insufficient land had been allocated to the campus and that the park would act as a grand foyer to the new campus. Until the 1980s, many of the properties surrounding University Square were private homes. The University of Melbourne is now the sole landowner of all perimeter properties.

University Square has undergone many transformations since being set-out in the 1860s. It was planted first with a perimeter of Tasmanian Blue Gums (*Eucalyptus globulus*) and fenced.

In 1873, the park formally came under management of Melbourne City Council and was renamed from Barry Square to University Square. A lawn bowls club and tennis courts were built at the northern end of the square in 1875 – interrupting the grand axis between the law quadrangle and the square.

In 1885, the beginnings of the landscape that currently exists at University Square was established. The English Elms (*Ulmus procera*) avenues were planted and extensive new ornamental garden beds established. Public park trappings including seats, the new diagonal paths, drinking fountains and irrigation were installed in the 1920s.

Following the removal of the tennis courts in the 1950s, the lawn bowls club was removed in 1999 to make way for a new underground car park for the University of Melbourne and with a public plaza above.



Before settlement, University Square was the site of an elevated vantage point overlooking the grassy plains and woodlands down to the banks of the Birrarung (Yarra River). 1865 "Merri Creek" by Charles Troedel. Source: State Library of Victoria



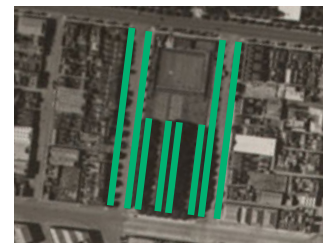
1851 to 1852: Map of Melbourne which shows the original setout of Carlton did not include University Square. "Melbourne and its suburbs"; engraved by David Tullock and James D. Brown. Source: State Library of Victoria



1864 to 1875: Ornamental Reserve. Carlton 'garden squares' connected by Pelham Street to Haymarket roundabout. Lincoln Square, Argyle Square and Carlton Gardens. Source: 1867 Crown Record

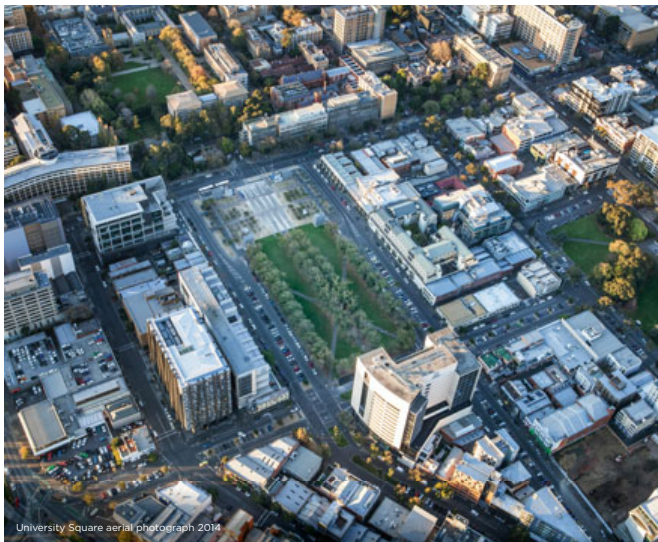


1875 to 1876: Bows club, pavilion and tennis courts. Balance of active recreation facilities and passive recreation amenity for the local community. Source: c1897 MMBW plan



1885 to 1906: Bickford and John Gullefoyle Park redesigns. Extensive and diverse horticultural plantings and formal tree avenues. Source: c1945 aerial photo

# EXISTING CONDITIONS



University Square aerial photograph 2014

University Square is a failing landscape. It has an ageing tree population, planted in avenues, with no succession planting to date.

University Square is no longer surrounded by private homes. It is now in the heart of Melbourne's education and innovation precinct, an area with the youngest average age in Melbourne. Over 80 per cent of local residents and students live in apartments with little or no access to private open space.

The Square sits at the top of the Elizabeth Street water catchment and currently plays no role in flood mitigation or stormwater capture.

University Square needs to do more.

## Demographic snapshot



75% between the ages of 15-29



58% live in studio, one and two bedroom dwellings



56% are full time students



80% live in flats or apartments



46% are not in the labour force



51% lived overseas 5 years ago



75% rent

## University Square elm tree useful life expectancy 2014



University Square existing elm trees useful life expectancy map showing 41 out of 53 trees have less than five years useful life expectancy. Source: City of Melbourne 2014.

Photographs taken in summer 2014 of the existing elm trees, in which the trees show reduced canopy foliage, a clear sign of decline.

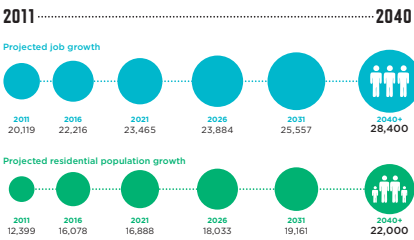
# FUTURE CONTEXT

Parkville and Carlton are world-class education, health and research precincts. This area is critical to Victoria's and Australia's leadership in biotechnology, medical research, education and health services and draws people from across the metropolitan area and regional Victoria.

In the next 15 years, the population of this area is expected to double, which will have a significant impact on the density of buildings and the reliance on public open space. The image below shows a projection of how this area may develop around University Square.



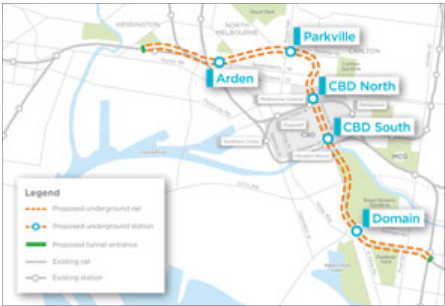
Perspective of potential built form in city north growth area showing University Square surrounded by buildings up to 12 storeys high. Source: City of Melbourne City North Structure Plan



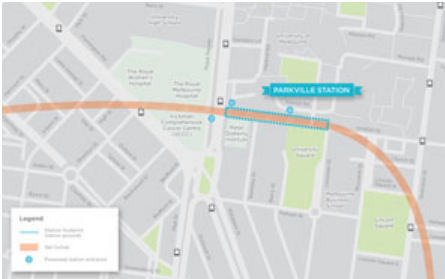
Demographic projection data from the City of Melbourne City North Structure Plan

## Metro Tunnel Project

In 2018, construction of the Metro Tunnel Project, an \$11 billion Victorian State Government project, will continue to change and shape the Carlton and Parkville area. University Square will be at the heart of this change.



Metro Tunnel Project map showing the proposed alignment of the underground tunnel and location of the five new train stations at Arden, Parkville, CBD North, CBD South and Domain. Source: Melbourne Metro Rail Authority



Metro Tunnel Project map showing Parkville Station located on Grattan Street between Royal Parade and Leicester Street. Source: Melbourne Metro Rail Authority

# STRATEGIC INFLUENCES AND DIRECTION

A number of City of Melbourne strategies underpin and guide the University Square Master Plan.

These include:

- Open Space Strategy 2012
- Urban Forest Strategy 2012-32
- Total Watermark – City as a Catchment Strategy 2014
- Elizabeth Street Catchment Integrated Water Cycle Management Plan 2015
- City North Structure Plan 2015.

The University Square Master Plan is also connected to and guided by the following complementary City of Melbourne strategies:

- Melbourne for All People Strategy 2014-17
- Beyond Safer City Strategy 2014-17
- A Knowledge City Strategy 2014-18
- International Student Strategy 2013-17
- Melbourne Transport Strategy 2006-20
- Walking Plan 2014-17
- Bicycle Plan 2016-20
- Public Art Framework 2014-17
- Melbourne Arts Infrastructure Framework 2016
- Reconciliation Action Plan 2011-14 and Aboriginal Heritage Action Plan 2016-18.

## Open Space Strategy

The City of Melbourne manages more than 500 hectares of open space. This represents almost 15 per cent of the total area of the City of Melbourne.

Our first Open Space Strategy provides the overarching framework and strategic direction for open space planning in the City of Melbourne for the next 15 years. A key objective of the strategy is to plan Melbourne's open space network to be within easy walking distance of the community, particularly in areas of forecasted population growth.

The Open Space Strategy provides direction on:

- the unprecedented demand for open space as Melbourne's population continues to grow
- climate change – a decade of drought, water restrictions and extreme weather and the predicted impacts of climate change provide additional challenges to the management of parks and reserves and the role they can play in climate change adaptation
- ensuring open spaces can provide for and adapt to differing needs and uses, providing people with the opportunity to connect with nature.

## University Square deliverables



**8739m<sup>2</sup>**  
**new public open space by closing roads (48 per cent increase from 2016)**



**4300m<sup>2</sup>**  
**new garden beds (currently none)**

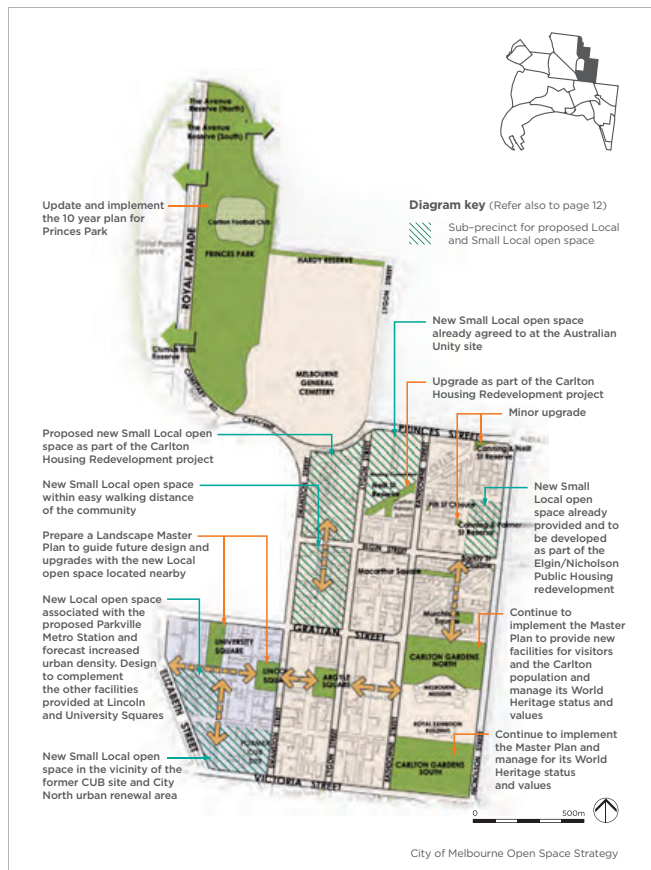


**2009m<sup>2</sup>**  
**new lawn (30 per cent increase from 2016)**



**250**  
**new trees (including a diversity of species)**

Map 3: Open Space Strategy - Carlton snapshot





Map 4: Urban Forest Strategy - Carlton precinct canopy cover and biodiversity outcomes

## Urban Forest Strategy

The City of Melbourne is facing the significant challenges of climate change, population growth and urban heating, placing pressure on the built fabric, services and people of the city. A healthy urban forest will play a critical role in maintaining the health and liveability of Melbourne.

Our Urban Forest Strategy seeks to manage this change and protect against future vulnerability by providing a robust strategic framework for the evolution and longevity of Melbourne's urban forest.

The strategy aims to:

- adapt our city to climate change
- mitigate the urban heat island effect by bringing our inner-city temperatures down
- create healthier ecosystems
- become a water-sensitive city
- engage and involve the community.

We will achieve this by:

- increasing canopy cover from 22 per cent to 40 per cent by 2040
- increasing forest diversity with no more than 5 per cent of one tree species, no more than 10 per cent of one genus and no more than 20 per cent of any one family
- improving vegetation health
- improving soil moisture
- improving biodiversity
- informing and consulting with the community.

### University Square deliverables



**250**  
new trees



**SPECIES DIVERSITY**  
replacement of  
existing monoculture  
with 20 different  
species of trees



**8739m<sup>2</sup>**  
new public open space



**4300m<sup>2</sup>**  
of new garden beds



**PELHAM STREET**  
establishment of the  
biodiversity corridor





# Elizabeth Street Catchment Integrated Water Cycle Management Plan

The Elizabeth Street Catchment Integrated Water Cycle Management Plan is a strategy for sustainable water management within the 308-hectare Elizabeth Street Catchment that will guide our actions for the next 15 years to 2030.

The catchment sits entirely within the municipality of Melbourne. It starts at College Crescent in Carlton and finishes where the Elizabeth Street drain joins the Yarra River below Flinders Street Station.

The Elizabeth Street Catchment is categorised by Melbourne Water as being at extreme flood risk – the highest level. Our plan includes an approach to reduce this flood risk. It also includes ways to use alternative water sources to irrigate existing and future parks and open spaces.

As one of the biggest water users in the municipality and as the manager of stormwater on roads, parks and open space within the city, the City of Melbourne has a leadership role to play in water cycle management.


The plan involves all the elements of the water cycle that the City of Melbourne can influence – water consumption, rainwater, stormwater, wastewater and groundwater management.

## Objectives

1. To reduce the catchment's Melbourne Water flood risk rating from 'extreme' to 'high'.
2. To increase open space, soil moisture and areas of unsealed soil in the Elizabeth Street Catchment.
3. To mimic the natural water cycle by retaining more rainwater in the upper section of the catchment and reducing stormwater runoff.
4. To improve the health of existing vegetation through irrigation from alternative water sources.

## University Square deliverables

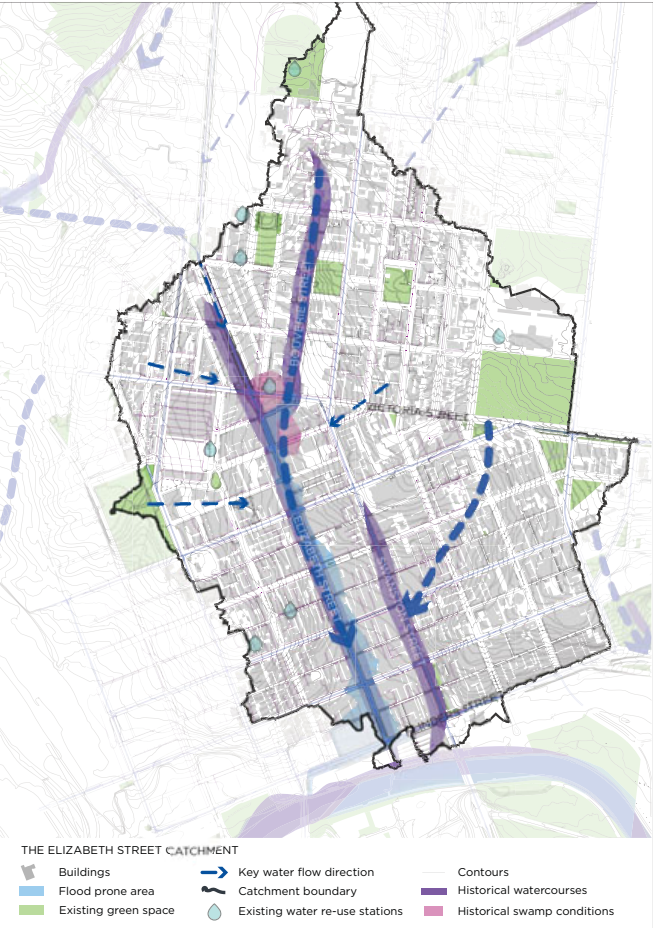
**FLOODING**  
2 million litres of stormwater removed from the Elizabeth Street Catchment

**ALTERNATIVE WATER USE**  
30 per cent reduction in potable water demand

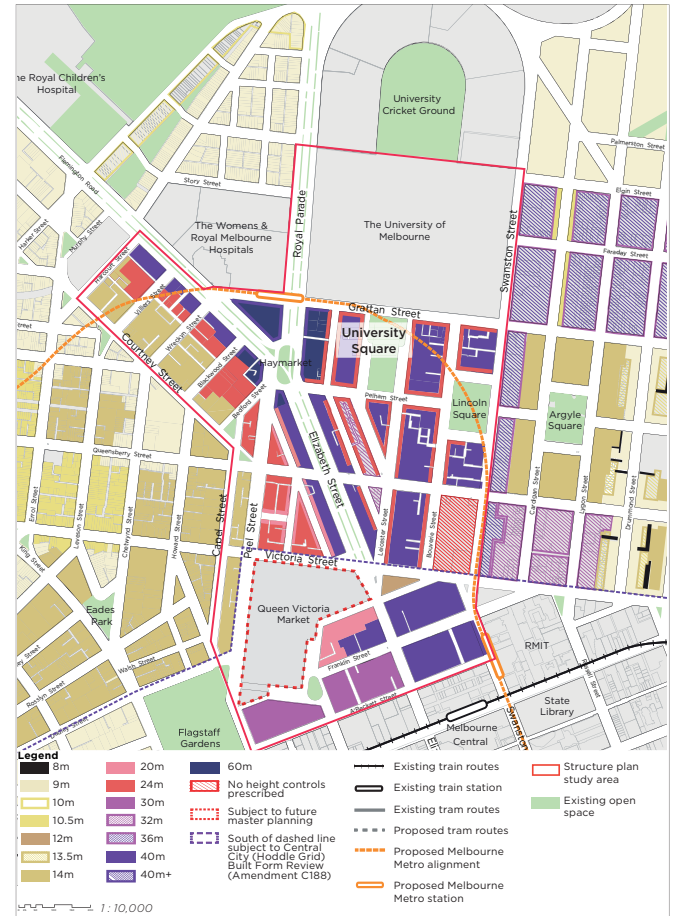
**WATER QUALITY**  
improving stormwater quality by increasing the number of water sensitive urban design treatments

**OPEN SPACE**  
8739m<sup>2</sup> of new open space

Map 5: Elizabeth Street Catchment Integrated Water Cycle Management Plan - Catchment Plan



Map 6: City North Structure Plan - City North Growth Area



## City North Structure Plan

We have identified City North as an urban renewal area that will accommodate significantly more residents and employment growth over the next 30 years. The City North Structure Plan 2012 provides a 30 year vision to guide the renewal of the area.

### Summary

City North covers an area of 130 hectares to the north of the central city, taking in Grattan, Swanston, Victoria, Peel, Capel, Courtney and Harcourt streets.

The area has a diverse mix of industrial, commercial, retail and residential uses and is home to major health, education and research institutions and the Queen Victoria Market.

### Strategies and actions

Strategies and actions in the City North Structure Plan include:

- activities and land uses to integrate a more diverse mix of activities
- urban structure and built form to guide building heights, form and density
- transport and access to ensure a high level of connectivity and to sustainably manage traffic, car parking, walking, cycling, public transport, private vehicles and freight transport routes
- public realm to deliver new and improved open spaces and attractive and safe streetscapes
- community infrastructure to deliver community services
- sustainable infrastructure to ensure that City North is a self-sustaining and efficient area.

### University Square deliverables



**INCREASED PARK ACTIVITIES**



**PEDESTRIAN AND CYCLE CONNECTIVITY**  
better pedestrian connectivity

bicycle lane and increased bicycle parking



**SAFER STREETSAPES**  
improved lighting  
improved streetscape in Grattan Street