

REPORT



Draft Greenline Implementation Plan

*Community and Stakeholder Engagement Summary
Report*

V3, 11 November 2021

capire



COMMUNITY

The term community refers to a group of people that has something in common such as identity, behaviours, interests or values. A community often share a sense of place in a given geographical area (e.g. a country, city, town, or neighbourhood) or in virtual space through communication platforms.

STAKEHOLDER

The word stakeholder refers to individuals, groups or organisations with a stake or interest in the outcome of a decision or project. Stakeholders may also have the ability to influence the decision given their role or position.

ENGAGEMENT

Engagement is defined as a planned process with the purpose of working with communities and stakeholders to inform decisions, share knowledge and strengthen relationships.

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Executive Summary

The City of Melbourne is in the planning stages of the Greenline initiative to transform the north bank along the Yarra River, Birrarung, with the commencement of community consultation on the Draft Greenline Implementation Plan.

Capire Consulting Group (Capire) was engaged by the City of Melbourne (Council) to assist the delivery and analysis of community and targeted stakeholder consultation as part of the exhibition of the Draft Greenline Implementation Plan.

This report provides a summary of feedback collected from stakeholder organisations and the various community groups and individuals that have provided feedback through this round of engagement.

Engagement Approach

This round of consultation was delivered via two engagement streams comprised of a range of online activities including:

Stream One

1. Online survey via Participate Melbourne

Stream Two

2. Two internal workshops with Council branches and departments
3. Interviews and two workshops with external stakeholder organisations

Engagement streams recognised the varying roles, level of influence and anticipated involvement in delivery of the Greenline of stakeholder groups and communities and offered targeted approaches to suit these needs. This resulted in a two-stream program which invited targeted stakeholder groups to participate in workshops and allowed interested members of the public to provide feedback via a self-guided survey.

While the specific content of each engagement stream and corresponding platform was targeted to participant groups, all channels reflected on the four themes of environment, culture, place and connection.

Project information, including the Draft Greenline Implementation Plan, was publicly available on the Participate Melbourne website: <https://participate.melbourne.vic.gov.au/greenline>

Due to Melbourne's COVID-19 lockdown restrictions, Council had to rely almost entirely on digital engagement, and promoted the engagement opportunities through the following online platforms and hard copy materials in an attempt to capture a broad and diverse range of community perspectives:

Stream One

- Postcard mail out to over 6,000 owner/occupiers within, and adjacent to, the Greenline study area
- Newspaper article 'Have your say on plan for city green zone' printed in the Herald Sun, 21 August 2021
- Advertisements in local newsletters such as Business in Melbourne, Melbourne Music News, Community Services Newsletter
- Council's Business Concierge phone calls to over 1,200 businesses across the municipality with follow up emails including a Greenline participation invite

Stream Two

- Emails to 50 targeted stakeholder organisations
- Promotion to internal Council departments

This report focusses on the feedback collected through both engagement streams, including the online survey and internal/external stakeholder workshops.

Participant Information

Over 400 participants contributed to this round of consultation; this included 390 responses to the online survey and more than 40 participants in stakeholder workshops.

Almost half of survey respondents live in the City of Melbourne (48%) including the Melbourne CBD (16%). Most other respondents were from surrounding inner city suburbs in the metropolitan area.

Stakeholders participating in the workshop represented a broad range of government agencies, industries, and community interest groups.

Key findings

Response to the draft Greenline Implementation Plan was overwhelmingly positive. Across all feedback channels, participants demonstrated enthusiasm for the plan and strong support for the proposal.

In particular, feedback focused heavily on opportunities to enhance greening and improve the environmental health of both the riverbank and water components of the precinct. A strong focus on greening and enhancement of natural landscaping was supported for its contribution to the local environment and biodiversity, public open space, active transport, and community health and wellbeing through the upcoming period of COVID-19 recovery.

Participants across all channels were grateful for the opportunity to be involved in this early stage of engagement and reiterated the importance of ongoing engagement with communities and stakeholders throughout all stages of this major program of works.

Next Steps

This stage of engagement was the first in an ongoing and evolving program of collaboration across all stages of the Greenline program. Feedback will help the project team to revise and finalise the Greenline Implementation Plan.

The Greenline team is committed to working with their project communities and stakeholders in an ongoing capacity.

1 Introduction

1.1 Report purpose

Capire Consulting Group (Capire) was engaged by the City of Melbourne (Council) to assist the delivery and analysis of consultation on the Draft Greenline Implementation Plan.

This report provides a summary of feedback collected from targeted stakeholder groups and individuals and communities likely to interact with Greenline through this round of engagement.

Feedback, along with ongoing technical investigations and discussions with project partners, will assist the Greenline project team to finalise the Greenline Implementation Plan.

1.2 Project background

The City of Melbourne is in the planning stages of the Greenline initiative to transform the north bank along the Yarra River, Birrarung, with the commencement of community consultation on the Draft Greenline Implementation Plan.

The implementation plan sets out a bold and transformational vision for the revitalisation of the north bank of the river, guiding the prioritisation and development of five precincts covering four kilometres between Birrarung Marr and the Bolte Bridge.

Greenline will introduce:

- Opportunities to acknowledge and celebrate Aboriginal culture and knowledge on and along the Yarra River, Birrarung to foster an understanding of the precincts' Aboriginal cultural values, telling stories of Melbourne's histories while re-introducing diverse ecologies to the central city.
- Improved connection between public spaces to support access and seamless movement of pedestrians and cyclists, providing opportunities for varied experiences with the Birrarung.
- Enhancement and reimagining of the north bank's heritage assets through adaptive reuse, supporting an invigorated, lively river front precinct.
- Creative experiences and immersive landscapes to invite public participation, play, education, and wonder in the central city, transforming the north bank into a truly iconic Melbourne waterfront with a global reputation.

2 Engagement approach

2.1 Engagement activities

In this initial round of public engagement, Council delivered a range of activities to seek feedback from different community and stakeholder groups.

Engagement streams recognised the varying roles, level of influence and anticipated involvement in delivery the Greenline of stakeholder groups and communities, and offered targeted approaches to suit these needs. This resulted in a two-stream program which invited highly engaged stakeholders to participate in workshops and allowed interested individuals to provide feedback via a self-guided survey.

Consultation activities were supported by project information including the Draft Greenline Implementation Plan that was publicly available on the Participate Melbourne website:

<https://participate.melbourne.vic.gov.au/greenline>

In this round of consultation, feedback was collected via two engagement streams comprised of a range of online activities including:

Stream One

1. Online survey via Participate Melbourne

Stream Two

2. Two internal workshops with Council branches and departments
3. Interviews and two workshops with external stakeholder organisations

While the specific content of each engagement platform was targeted to participant groups, all channels reflected on the four themes of environment, culture, place and connection.



Figure 1 Key engagement themes.

This report focussed on the feedback collected through the online survey and external stakeholder workshops, presented across the themes outlined above.

2.1.1 Stakeholder workshops

Two sets of workshops were delivered to seek feedback from targeted stakeholders through this stage of engagement.

The first of these workshops brought together internal stakeholders within the City of Melbourne and Greenline project team to provide an overview of the engagement process being undertaken and affirm council priorities and goals linked to the opportunity that can be achieved by the Greenline. Feedback from this workshop is not included as part of this summary report.

The second workshop series brought together over 40 participants representing a breadth of external organisations. A list of organisations involved is included in Section 3.1 of this report.

Over two three-hour sessions, the purpose of these external stakeholder workshops was to develop a shared vision and identify opportunities that could be attained by the Greenline and to seek advice on how best to engage with partners throughout current and future project stages.

Broadly, these workshops provided project updates and presentations to outline 'Where are we now?' and through a series of interactive sessions invited collaboration and feedback to investigate 'Where do we want to be?' and 'How do we get there?'.

The workshop structure was informed by the Resilience Value Realisation (RVR) process, developed by the global 100 Resilient Cities network (now the Resilient Cities Network). Workshops were co-facilitated by Capire and the City of Melbourne's City Resilience and Sustainable Futures team.

Prior to the external workshops, facilitators also conducted brief interviews with all participants to establish a baseline understanding of their relationship to the Greenline; their perspectives on the opportunity presented by the project and issues that may arise in relation to it; and any concerns about the workshops and ongoing engagement.

Discussions investigated challenges and opportunities presented by Greenline and as well as tools and approaches to drive desired outcomes and successes.

2.2 Communication activities

Consultation on the Draft Implementation Plan was promoted through a range of online and print platforms including:

Stream One

- Postcard mail out to over 6,000 owner/occupiers within, and adjacent to, the Greenline study area
- Newspaper article 'Have your say on plan for city green zone' printed in the Herald Sun, 21 August 2021
- Advertisements in local newsletters such as Business in Melbourne, Melbourne Music News, Community Services Newsletter
- Business Concierge phone calls to over 1,200 businesses across the municipality with follow up emails including a Greenline participation invite

Stream Two

- Emails promoting the project and a call to action encouraging stakeholders to share details of engagement activities amongst their member bases and extended networks. Emails were sent to:
 - over 50 targeted stakeholder organisations
 - Internal Council departments and teams.

2.3 Limitations

While every effort was made to promote and engage as broadly as possible, it is acknowledged that some limitations and constraints exist including:

- The ongoing COVID-19 pandemic and restrictions limited access to the project area during the engagement period, and opportunities to provide on-site promotion or to capture groups that would typically use the area. This may have impacted project awareness.
- COVID-19 restrictions limited face-to-face engagement meaning that all activities were undertaken online. It is acknowledged that not all individuals or cohorts have access to online engagement platforms and, as such, this may have limited capacity for some groups to find out about the project and contribute to consultation.
- Several identical, repeat comments were received across survey questions, specifically with regard to Yarra pools as a suggested improvement to each precinct. These responses were recorded as a general theme but are recognised as a potential bias in quantitative data.
- The online survey was designed in a way to capture data on respondents' relationship to site, demographics, how COVID-19 has impacted their use of public space, and how they currently use the river's edge. In addition to these quantitative questions, the survey included qualitative, open text questions which allowed respondents to answer questions in their own words about what they value most and want to see prioritised as part of the Greenline at a precinct-level. Some interpretation was required in order to identify themes.

3 Who did we hear from?

Over 400 participants contributed to this round of consultation across all streams. This included 390 responses to the online survey and more than 40 participants in stakeholder workshops.

3.1 Survey respondents

The Participate Melbourne survey included some demographic questions to gather information about respondents which is summarised below.

Collecting demographic information about participants helps to understand who is participating in engagement and to help the Greenline team understand how feedback varies across community cohorts.

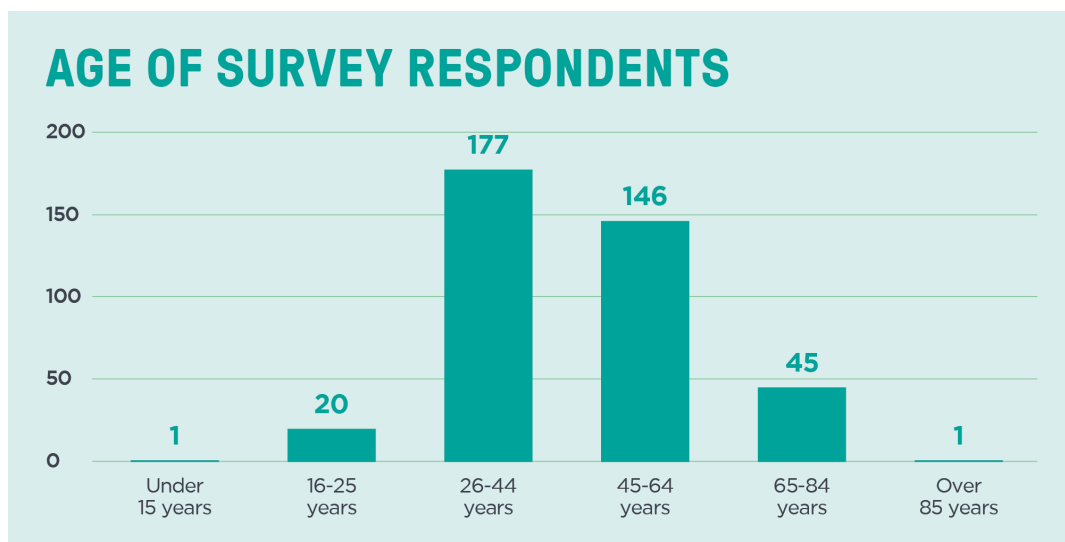


Figure 2 Age of survey respondents

Out of 390 respondents, 45% were aged between 26 to 44 years old, which a further 37% aged between 45 and 64 years old. People aged 64 to 84 years old made up 11% of respondents.

Gender of survey respondents was evenly distributed between male (47%) and female (46%), with a further 2% of people identifying as non-binary or gender diverse.

WHERE DO RESPONDENTS COME FROM?

Almost half (48%) of respondents lived within the City of Melbourne. Of these, 35% reside in the Melbourne CBD (16% of total respondents). The remainder of respondents mostly lived in nearby suburbs, such as Clifton Hill, Footscray, Brunswick, Hawthorn and Cremorne.

Responses were received from residents as far afield as Lorne and Beeac in regional Victoria, and Launceston, Tasmania.

The majority of respondents (76%) were born in Australia with a further 7% of respondents born in the United Kingdom and 3% born in New Zealand. Other countries of birth included the United States of America, Canada, Mexico, Malaysia, Singapore, China, Portugal, South Africa, Argentina, Austria, Bangladesh, Brazil, Chile, Denmark, Ecuador, Egypt, France, Germany, Greece, Hong Kong, India, Ireland, Israel, Netherlands, Nigeria, Portugal, Romania, Sri Lanka and Venezuela.

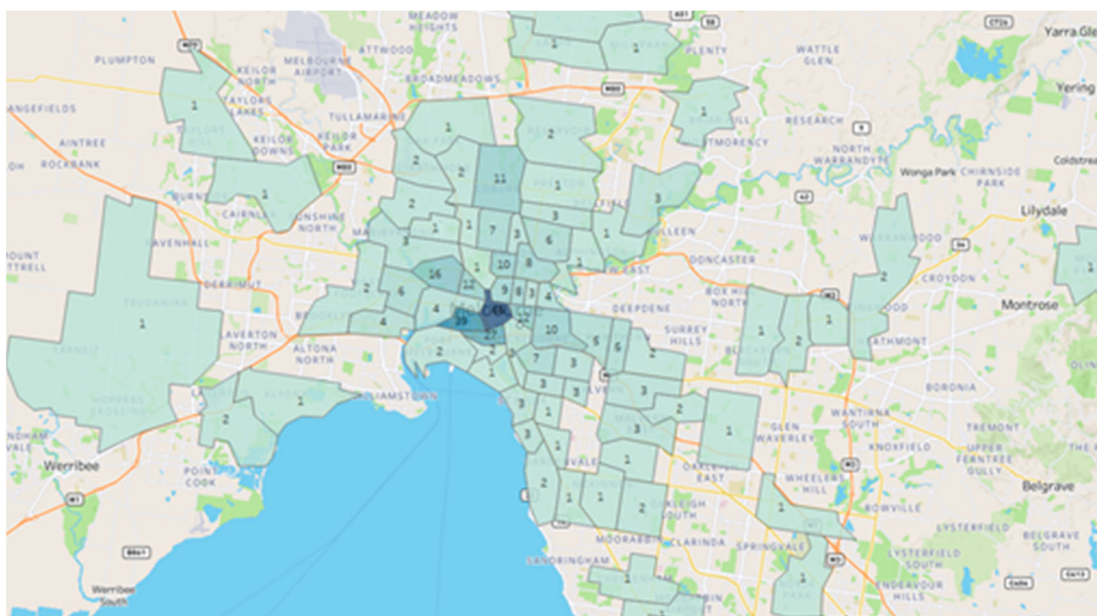


Figure 3 Survey respondents' place of residence

The majority of respondents (97%) said that their first language was English. Other languages spoken by respondents included Spanish, Mandarin, Greek, Sinhalese, French and Auslan.

HOW DO RESPONDENTS LIVE?

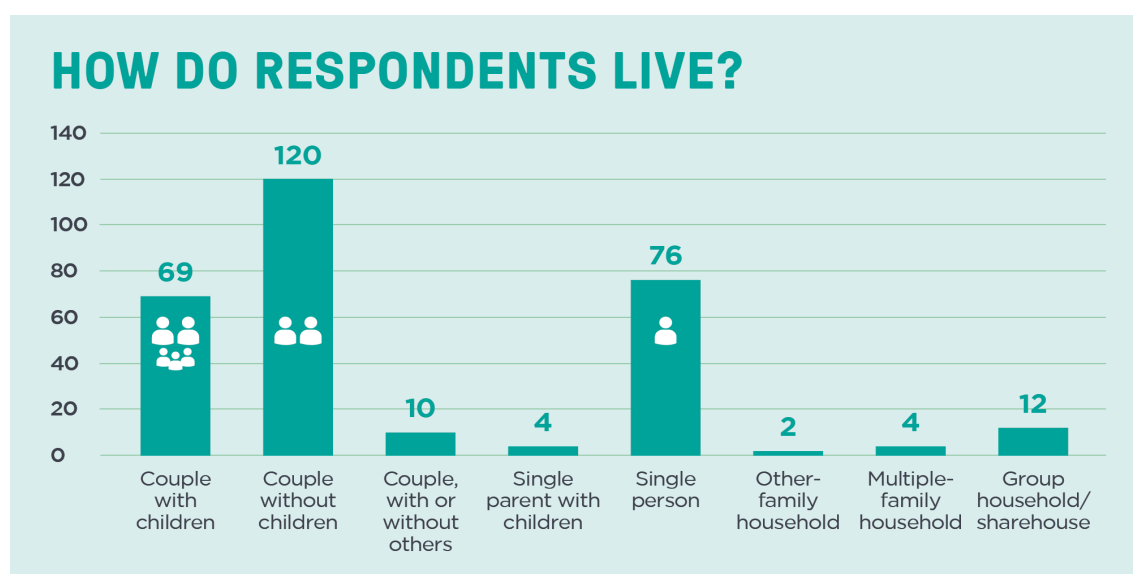


Figure 4 Survey respondents' household type

Almost one third of respondents to this survey live as couples without children (31%) with another 17% living in households of couples with children. A further 19% live in a single person household.

Overall, 20% of respondents live in households with children. However, group or multiple-family households, and single parents with children were less frequently represented.

WHY DO RESPONDENTS VISIT THE YARRA RIVER?

Survey respondents were asked to identify their main connection to the north bank of the Yarra River, Birrarung.

Almost half of survey respondents (48%) said that they lived close to the Greenline precinct and a further 21% of respondents regularly visit the river's north bank, while 16% said they regularly travel through the area or work nearby (10%).

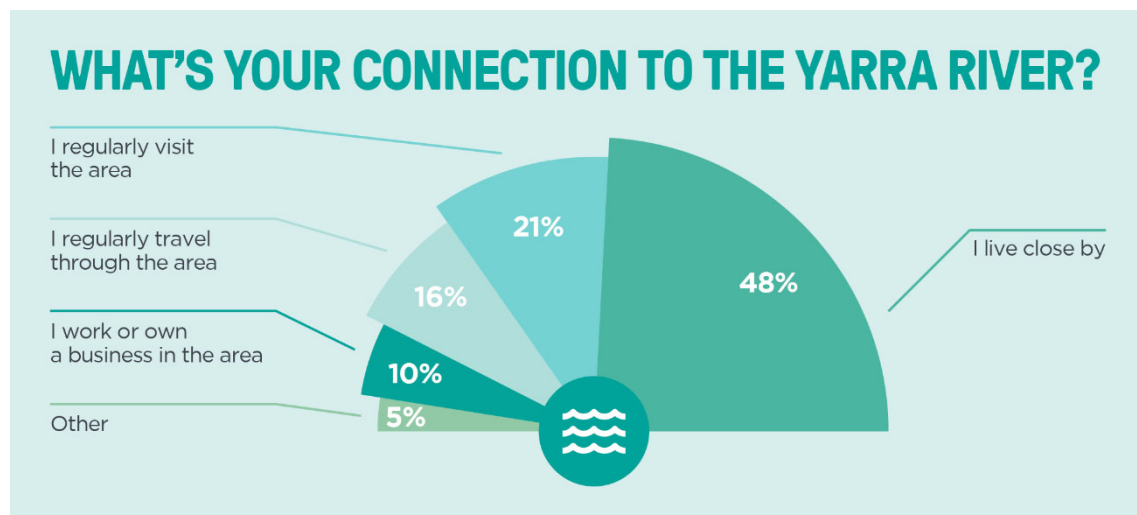


Figure 5 Survey respondents' relationship to north bank of the Yarra River, Birrarung

Of those who indicated 'other', their main connection included owning property or boats near Greenline. Some indicated that they worked nearby either as City of Melbourne staff or as groups working to regenerate the river corridor. One respondent mentioned that they would be part of the Melbourne Social Enterprise Village nearby.

Respondents were also asked to indicate why they visit the north bank of the Yarra River, Birrarung.

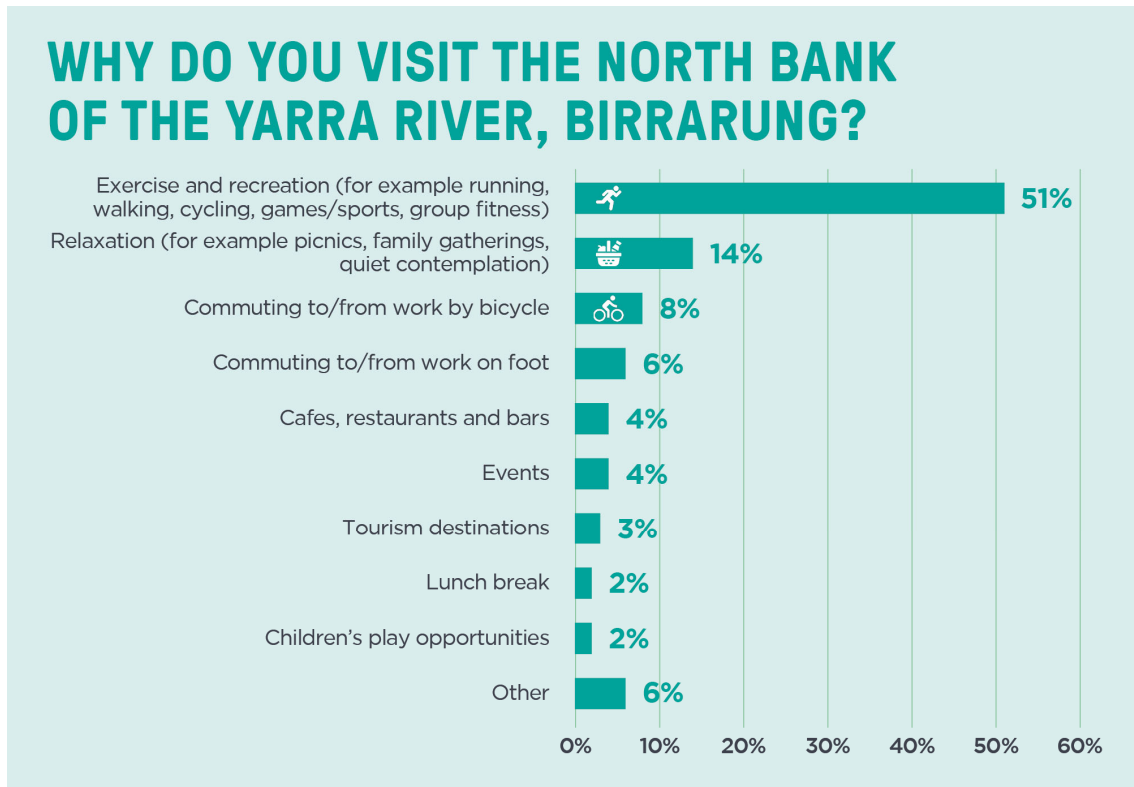


Figure 6 Survey respondents' reason for visiting the north bank of the Yarra River, Birrarung

Of the 390 people who shared their feedback, over half (51%) said that exercise and recreation bring them to the river's north bank.

A further 14% cited relaxation as their reasons for visiting the area or that commuting, either by foot (6%) or by bicycle (8%) as a reason for their visit. Less prevalent reasons included visiting the area, going to events, having a lunch break and children's play opportunities.

The 6% who indicated 'other' visit for Aboriginal and city history awareness, accessing natural space and adjacent landmarks, as well as boating activities.

4 Findings

The following provides an overview of feedback collected through surveys and workshops with external stakeholders in this round of engagement. Results are aggregated to illustrate strong themes and issues and opportunities identified by participants under the categories of environment, culture, place and connections.

This summary explores both thematic and place-based contributions.

4.1 Overall emerging themes and messages

Overall, respondents were supportive and enthusiastic about the project, seeing it as a great outcome for residents and visitors to Melbourne. There is a general sense that the proposal will be a change for the better but will require ongoing commitment to maintain enthusiasm and realise its full potential.

This is an opportunity to create a real centrepiece for Melbourne. Celebrate the opportunity and energy and don't get bogged down in complaints. Create a space that enables rather than restricts.

Great, ambitious vision but needs to be backed with action not commitment to more talk

Please ensure it's properly funded and has ongoing funding, so it looks magnificent rather than OK - so it's fully activated rather than another windswept landscape

In particular, feedback focused strongly on opportunities to enhance greening and improve the environmental health of both the landside and river components of the precinct. A strong focus on greening and enhancement of natural landscaping was supported for its contribution to the local environment and biodiversity, public open space, active transport and community health and wellbeing through a period of COVID-19 recovery.

Participants recognised the proposal as an opportunity to create a new and valuable asset for resident, worker and visitor communities, with some seeing opportunities to expand the project footprint and precincts into the future.

Greenline is viewed as a future legacy project that will support the economy, society and environment of Melbourne and provide inspiration for other councils around Australia and the world.

Participants rarely disagreed with aspects of the plan. Rather, they would like to see it extended further both in its vision and geographical application.

Table 1 summarises overall feedback emerging across the four key themes of environment, culture, place and connection. This report then summarises the feedback collected through the public survey and external stakeholder workshops.

Table 1 Summary of thematic feedback

ENVIRONMENT	CULTURE	PLACE	CONNECTION
<p>Overall, the Yarra River, Birrarung was recognised for its environmental value and potential for urban greening. In addition to accessing spaces for exercise, recreation and opportunities to picnic and gather with friends.</p> <p>Enhancing the natural features and improving river health and local biodiversity were strongly recognised as significant opportunities for significant improvement. Participants reflected on the increasing importance of connection with nature and open space emerging through the COVID-19 pandemic.</p> <p>Respondents reiterated the importance of incorporating a focus on greening and natural elements to encourage wildlife back to the precinct and improve river health, support community health and wellbeing, and to assist in airflow as part of COVID-19 recovery.</p> <p>Enhanced natural environment and river edge treatments were seen by some as a method to address concerns relating to, climate change impacts and the extent of commercial development by reducing 'hard edges' associated with concrete and development.</p> <p>Some respondents cited improved river health and greater access to the water as a complimentary environment to make the river swimmable and to</p>	<p>Overall, respondents agreed that the plan represented a bold vision to transform the north bank of the Yarra River and will support the creation of a series of lively riverfront precincts that recognise the unique character of the area.</p> <p>Contributions relating to culture fell across four broad categories: celebrating Aboriginal cultural heritage, respecting and preserving maritime history, enhancing and promoting local character and providing an inclusive and engaging diversity of programs and uses.</p> <p>Participants appreciated the plan's extensive engagement with Aboriginal, maritime and city history and felt that heritage and the narrative of the river could be incorporated into all elements including play and connections. However, respondents often felt that the plan could do more to address the incorporation of heritage elements – both indigenous and post-colonial or maritime history.</p> <p>Respondents occasionally expressed concern that Melbourne losing its city 'life' due to restrictions on indoor dining and a lack of activity in the city itself. They generally believed that the plan would assist in addressing these recent impacts and would support the creation of lively precincts.</p>	<p>As a broad theme encompassing multiple elements of the Greenline vision, place attracted a breadth of feedback and a wide range of suggestions.</p> <p>The majority of respondents strongly agreed that the implementation plan should focus on creating different kinds of open spaces, particularly those that encourage connections with the river and nature.</p> <p>Public open spaces were specifically recognised as high value assets, particularly during the COVID-19 pandemic. However, there was some division regarding the distribution and design of open space for formal and informal uses.</p> <p>Participants made suggestions for additional components and infrastructure to support new activities and uses including more public amenities such as food, drink, events, and art, a public swimming pool and more off-leash dog areas.</p> <p>Birrarung Marr precinct was identified as a focus of events and a busy thoroughfare. Participants identified a need to balance commercial activity and the impact of large events of the natural elements of the Birrarung Marr precinct. Suggested infrastructure included more recreational facilities and amenity including BBQs, recycling bins, flat</p>	<p>Overall, connections within the Greenline area and to surrounding precincts and activity nodes was an issue of high importance for respondents.</p> <p>Respondents appreciated the Greenline as a way of creating connections between open spaces along the Birrarung.</p> <p>Respondents generally had positive reactions to the creation of open spaces and better active transport links throughout the north bank. However, some were eager to see more done to separate different transport modes from each other, and to reduce the noise and visual impacts of the Flinders Street rail corridor. Separation of pedestrian and cycle paths was suggested as a way to enhance safety throughout the Greenline area.</p> <p>Respondents also reiterated that precincts should allow for both 'through' and 'stay' uses.</p> <p>The opportunity to address the rail interface through decking and undergrounding was also raised as well as impacts of the Greenline on boating movements.</p> <p>Additional access requirements were noted for people with vision and hearing impairment, neurodiversity and chronic</p>

ENVIRONMENT	CULTURE	PLACE	CONNECTION
<p>incorporate a public swimming pool in the vision for Greenline.</p> <p>Birrarung Marr precinct offered opportunity for riparian planting as well as more natural, seasonal and indigenous plantings.</p> <p>River Park, Maritime and Saltwater Wharf Precincts offer opportunity for improvements to the natural environment to re-introduce connection to the river and counteract the 'harshness' of the built environment.</p>	<p>Birrarung Marr and Yarro Yarro precincts were identified for opportunities to improve connection to Aboriginal Heritage and knowledge.</p> <p>Maritime and Saltwater Wharf precincts offered the opportunity to celebrate maritime history and the original water course, as well as opportunity for art works, sculpture and improvements to landscape design including reduction of concrete areas and noise.</p>	<p>surfaces for roller skating, more seating and toilets.</p> <p>Yarro Yarro precinct required improvements to safety and maintenance with particular reference to Enterprise park and Banana Alley. Improvements such as lighting, activation, removing the carpark and traffic measures were all suggested changes.</p> <p>River Park precinct suffers from perception of poor safety. Improvements to local amenity should include pathways, lighting, maintenance and activation.</p> <p>Maritime precinct was identified as an opportunity to better support businesses and commercial activation including the relationship to the Seafarer's development and residential buildings.</p> <p>Saltwater Wharf precinct was identified as a location for events and activities to foster the precinct as a destination and encourage visitation.</p>	<p>illness, as well as people with prams and young children.</p> <p>Birrarung Marr and Yarro Yarro precincts are heavy traffic areas for pedestrians and cyclists. Access and connection between nodes, such as the sports precinct, wayfinding/signage and improved information to showcase areas were identified as issues of importance. The need to provide separate pathways for cyclists and pedestrians was also a common theme across these precincts.</p> <p>River Park and Maritime precincts were identified as areas for improved connectivity, particularly to enable continuity and ease of access through and with surrounding areas. Opportunities to enhance and capitalise on existing routes such as the Capital City Trail were identified as a logical improvement.</p> <p>Saltwater Wharf Precinct was identified as an opportunity to improve connections between the Greenline and adjacent areas including future opportunities to extend Greenline further to Victoria Harbour and docklands. Better signage was identified as an area for improvement in this precinct.</p>

4.2 Participate Melbourne Survey

4.2.1 Connection to Greenline

Survey respondents were asked to identify their main connection to the north bank of the Yarra River, Birrarung.

Almost half of survey respondents (48%) said that they lived close to the Greenline precinct and a further 21% of respondents regularly visit the river's north bank, while 16% said they regularly travel through the area or work nearby (10%).

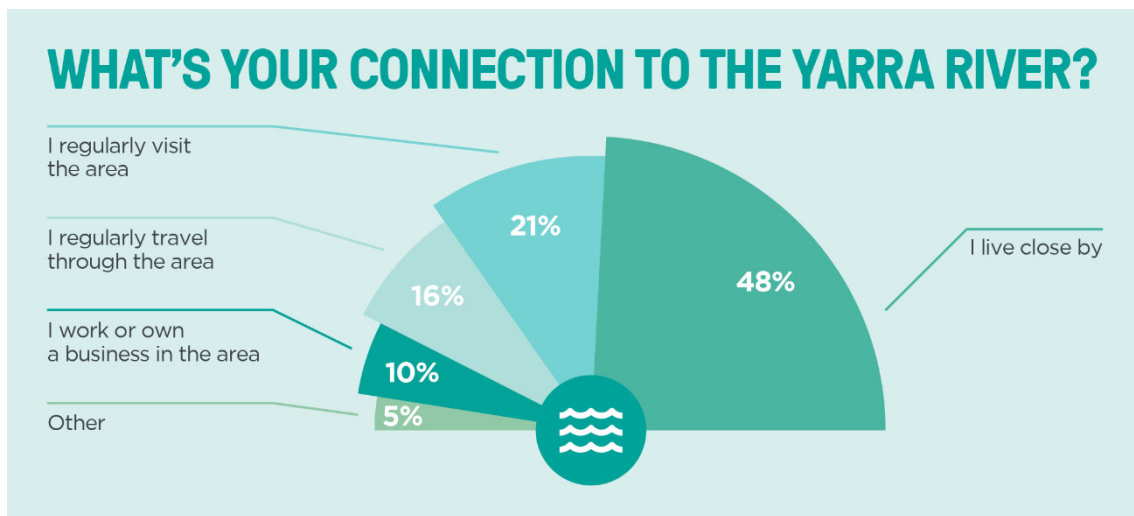


Figure 7 Survey respondents' relationship to north bank of the Yarra River, Birrarung

Of those who indicated 'other', their main connection included owning property or boats near Greenline. Some indicated that they worked nearby either as City of Melbourne staff or as groups working to regenerate the river corridor. One respondent mentioned that they would be part of the Melbourne Social Enterprise Village nearby.

Respondents were also asked to indicate why they visit the north bank of the Yarra River, Birrarung.

Of the 390 people who shared their feedback, over half (51%) said that exercise and recreation bring them to the river's north bank.

A further 14% cited relaxation as their reasons for visiting the area or that commuting, either by foot (6%) or by bicycle (8%) as a reason for their visit. Less prevalent reasons include visiting the area, going to events, having a lunch break and children's play opportunities.

The 6% who indicated 'other' visit for Aboriginal and city history awareness, accessing natural space and adjacent landmarks, as well as boating activities.

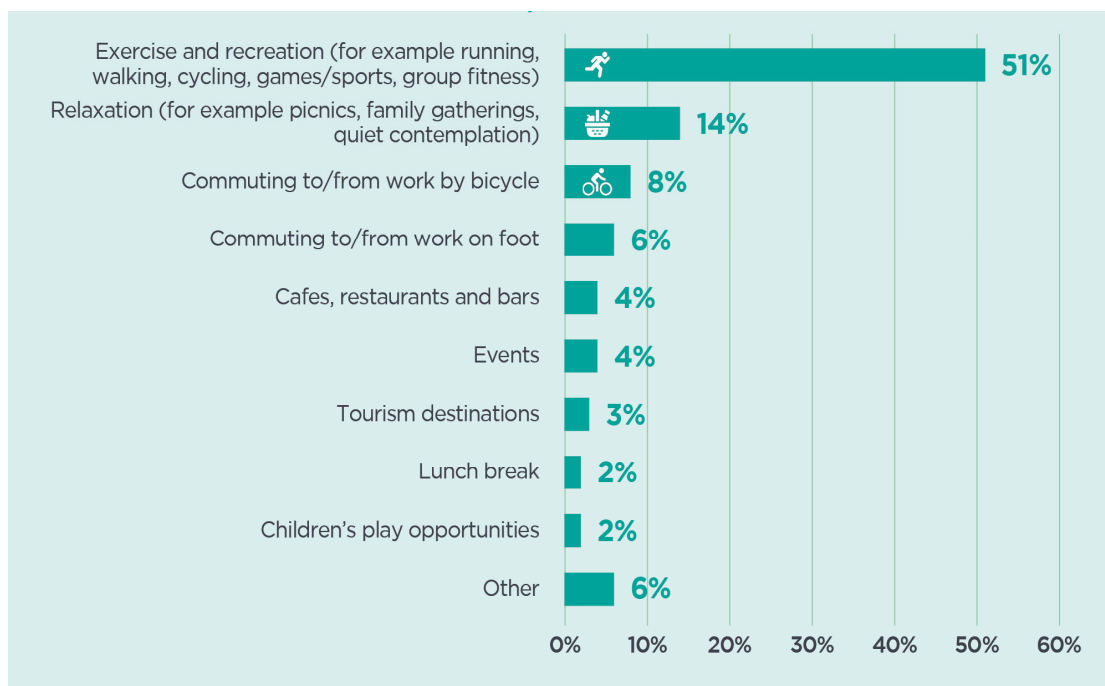


Figure 8 Survey respondents' reason for visiting the north bank of the Yarra River, Birrarung

Figure 9 shows the relationship between respondents' connection to the Greenline and their reasons for visiting. It shows that those who live close by were most likely to visit the area for active recreation including exercise, running, walking, cycling, games/sports, group fitness or passive relaxation such as picnics, family gatherings, quiet contemplation and children's play.

Commuting to and from work by foot or on bicycle and active recreation were the most common reasons to visit the Greenline for those who regularly pass through the area and for those who work or own a business in the area.

Respondents who regularly visit the area were the most likely to visit for cafes, bars, restaurants, events or tourism destinations. As expected, almost all respondents who visit the area on their lunch break worked or owned a business in the area.

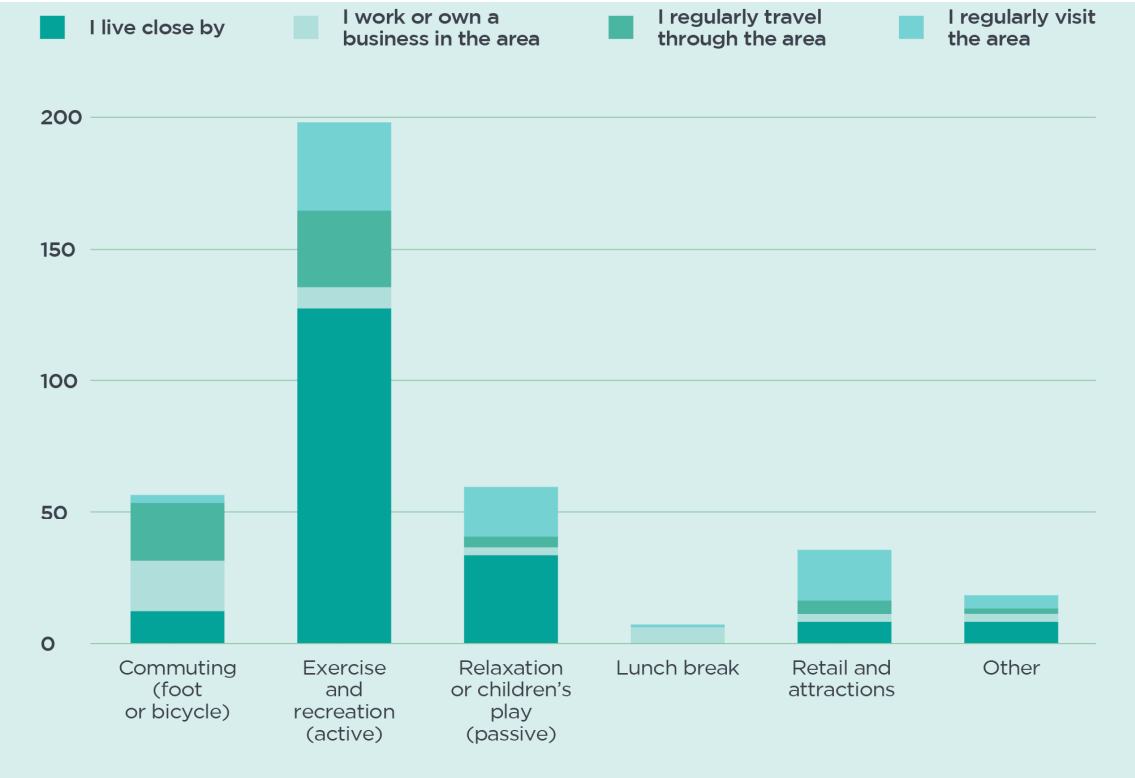


Figure 9 Why do you visit the north bank of the Yarra River, Birrarung?

Survey respondents were presented with five of questions and asked to provide a rating between 1 and 5 to represent how strongly they agree with a statement, with 5 representing very strongly. The following summarises responses to these questions

4.2.2 COVID-19 impacts

The survey received 360 responses to the question 'How strongly do you believe COVID-19 has had an impact on how you and your community use local public open spaces?'.

Figure 10 shows that the vast majority (86%) provided a rating of 4 or 5 indicating that COVID-19 has had a strong or very strong impact on their relationship with public open space.

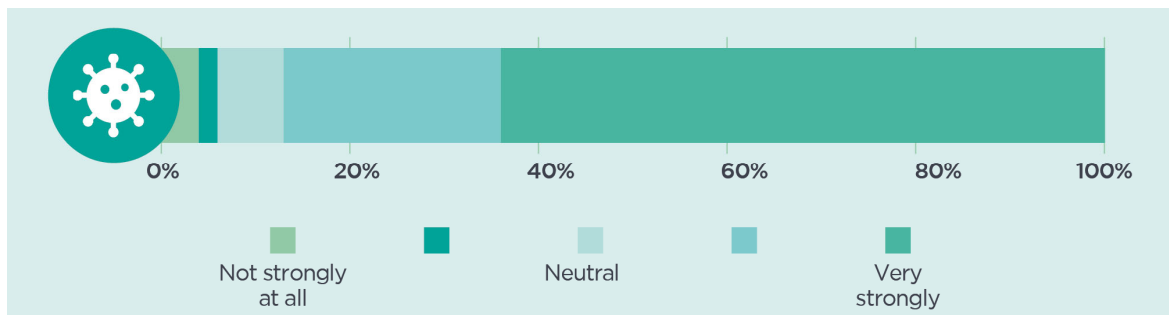


Figure 10 How strongly do you believe COVID-19 has had an impact on how you and your community use local public open spaces?

WHO BELIEVED THAT COVID-19 HAS HAD A STRONG IMPACT ON THEIR RELATIONSHIP WITH PUBLIC OPEN SPACE?

- 90% of people who regularly travel through the area
- 91% of people who visit the area of relaxation such as picnics, family gatherings, quiet contemplation
- 100% of people who visit the area for events, tourism destinations or on their lunch break
- 95% of people aged 16-25 years

However, the ways in which COVID-19 had impacted these groups vary significantly, with some reporting a significantly increased use of their local open spaces while others finding access more difficult due to social distancing and restrictions.

*Our time outside has been limited, we're not able to travel to the country, so we need high quality public spaces for our health and happiness
(26-44 years, regularly travels through the area)*

*For the majority of lockdown, we have not been able to sit and enjoy public green areas, only to pass through for exercise.
(26-44 years, visits for relaxation)*

EMERGING FEEDBACK THEMES

In general, respondents welcomed open spaces as a respite from the restrictions imposed on them because of COVID-19.

Most respondents explained that they, along with the rest of the community, were utilising open spaces more often. Respondents noted that there were more people on pedestrian footpaths and open spaces within their local area. They also noted an increased uptake in people using open spaces for exercise and recreation. Two respondents cited Carlton and Fitzroy Gardens as examples of this.

The community have been limited to their close recreation areas so they have used local spaces.

It has created a stronger connection of public open spaces for exercise and gathering. Have never seen so many people out on the streets walking and at parks gathering. It really has reinstated a connection to these spaces that had been lost.

Some respondents were worried about Melbourne losing its city 'life'. This is attributed to the restrictions placed on indoor dining and the closure of indoor recreation facilities. This was also attributed to the lack of activity in the city itself.

City deserted. Businesses closed, many seem unlikely to reopen. Working from home.

Lack of dining & passive recreation activities including tourists making the place lack the "Melbourne" atmosphere

Some respondents noted that they were not able to, or are fearful of, using open spaces throughout COVID-19. This is attributed to the risks of transmitting COVID-19 and perceptions of crowding and restriction non-compliance. This was also attributed to the open spaces situated beyond their permitted five-kilometre travel boundary.

With COVID restrictions and social distancing, the pathways along the river are narrow and can make enjoying the river and exercising difficult when a lot of people are out

Wariness of being around too many people - who aren't wearing masks and dwell rather than keep going. Don't feel super safe is the short answer

4.2.3 Developing a bold vision

The survey received 304 responses to the question, ‘How strongly do you believe the City of Melbourne has developed a bold vision to transform the north bank of the Yarra River, Birrarung for the better and to support delivery of Council’s strategies?’.

Overall, most respondents believed or strongly believed that the plan offers a bold vision (66% providing a rating of 4 or 5) as it encompasses the environmental, cultural and historical aspects of the north bank.

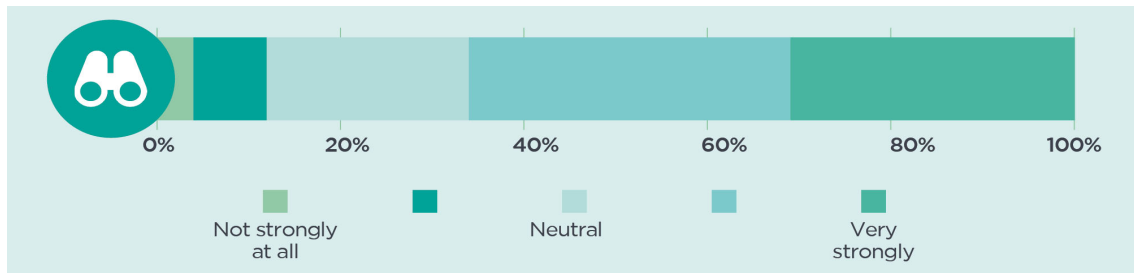


Figure 11 How strongly do you believe the City of Melbourne has developed a bold vision to transform the north bank of the Yarra River, Birrarung for the better and to support delivery of Council’s strategies?

WHO BELIEVED THE PLAN PRESENTS A BOLD VISION?

- 100% of respondents who own a business in the area
- 86% of respondents who visit the area for children’s play opportunities
- 82% of respondents who visit the area for cafes, bars and restaurants

The north side requires action to match the south to connect all areas of the growth and prosperity of Melbourne and greater Melbourne
(Owns a business in the area)

It’s been forgotten and abandoned for all this time and the Yarra has so much potential to balance the offering that Southbank has and provide a link across the northern CBD
(Lives close by, visit the area for cafes, bars and restaurants)

While the majority of respondents felt that the plan was a bold vision, the groups least likely to strongly agree included:

- 16% of respondents from households comprising a couple with children and 25% of multiple-family households
- 20% of respondents aged 65-84 years
- 33% of respondents who commute to or from work on foot
- 18% of respondents who work in the area.

EMERGING FEEDBACK THEMES

Respondents appreciated the plan's extensive engagement with Aboriginal, maritime and city history. They also favoured that the plan brings attention back to the Birrarung, and the conditions along the river's north bank. The plan is perceived as a solution to 'reconnect people with nature' and transforming people's relationship with the river.

It is an extensive plan that uses a previously challenged area. The concept of linking from Birrarung Marr to Docklands is wonderful to encourage people to use an extensive area previously limited to patches of open spaces. This extensive plan will encourage more use and be an attraction. It will also bring the river into special focus. The link with Aboriginal Melbourne is such a special and long awaited relationship.

Some respondents had positive reactions to the creation of open spaces and better active transport links throughout the north bank. However, they also indicated that more could be done to separate different transport modes from each other, and to reduce the noise and visual impacts of the rail corridor running between Flinders Street and the river's edge.

It looks good. I'd like to see more detail around how it is going to keep cyclists separate from pedestrians. The danger to pedestrians from cyclists and the rudeness and aggression of some cyclists is the only thing that hampers the enjoyment of the river. For example elderly relatives and neighbours avoid both north and Southbank due to the danger of cyclists on the supposed shared pathways.

I am disappointed that there hasn't been incorporated a way to suppress noise from the trains adjacent to Batman Park. They could be enclosed in an architecturally pleasing manner. I would hope a solution be included to compliment the waterfront development plan that work with the rail and the park as they share the same space.

A series of pro-forma survey responses referenced support for making the Yarra River, Birrarung swimmable, or to construct the Yarra Pool as an open space for all.

It's a great idea but would prefer to see more integration with the river, and strategies to clean up the Yarra. Wouldn't it be amazing if sections of the Yarra became swimmable again? I would also look at a site closer to Fed Square to capture more pedestrian traffic.

While the vision was mostly considered bold, some survey respondents felt that the vision could go further. They noted various concerns, such as the extent of commercial development, climate change impacts, the places the Greenline project should improve and the need to reduce 'hard edges' associated with concrete and development.

The north bank of the river has too many hard surfaces and needs a lot more greenery and landscaping to soften the edge of the city with the water.

Some respondents sought more information on the cost and implementation aspects of the plan before they can decide on the boldness of the plan.

It's not clear how everything will fit in with the existing structures. It's not clear how it will affect people who live on the Northbank as it seems like there is no acknowledgement that there are permanent residents living here.

(I) am especially worried about commercial development of Federation East, Treasury Square and Rail Corridor in Birrarung Marr precinct.

4.2.4 Improving connections and access

The survey received 292 responses to the question, 'How strongly do you believe the Greenline will improve connections and access along the north bank of the Yarra River, Birrarung?'

Most respondents strongly believed that the Greenline will improve connections and access (74% providing a rating of 4 or 5).

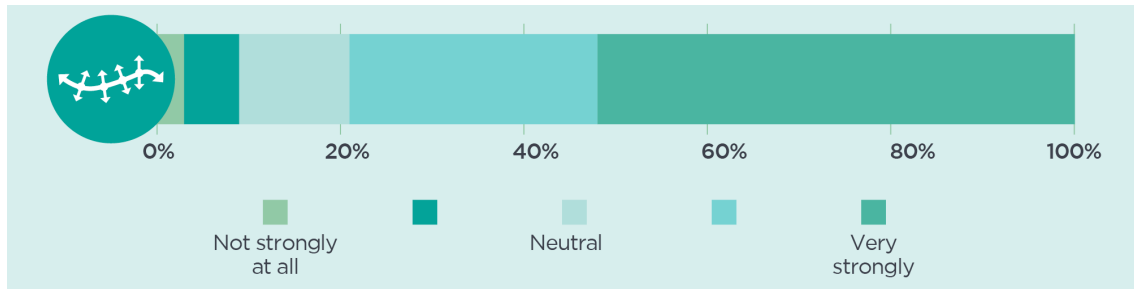


Figure 12 How strongly do you believe the Greenline will improve connections and access along the north bank of the Yarra River, Birrarung?

WHO BELIEVED THAT GREENLINE WILL IMPROVE CONNECTIONS AND ACCESS?

- 100% of respondents who visit the area for children's play opportunities
- 100% of people aged 25 years and under

It's currently disjointed, with areas that do not feel safe. The city needs areas that are free to access that make people want to come into the city

(Lives close by in a household with children)

Need for better commuting to avoid packed trains
(Lives nearby)

While the majority of respondents felt that Greenline will improve connections and access some groups did not agree strongly, including:

- 21% of respondents who commute to or from work on foot and 16% who commute by bicycle
- 15% of respondents who work in the area
- 18% of respondents aged 65-84 years.

Needs dedicated bike lanes. Bikes only, 2 side by side in same direction, 2.4m wide, curb/vegetation/fence separated from pedestrians. Shared does NOT work!

(26-44 years, commutes by bicycle)

EMERGING FEEDBACK THEMES

Respondents compared the current state of the precinct with the plans outlined for the area. Respondents noted safety, conflicts between pedestrians, scooters and cyclists as concerns for the north bank area.

It will have a massive impact to that area. At the moment, there is nothing that connects the area, people might choose to visit specific sites, but miss out on others, as there is nothing to connect them and nothing interesting.

The Greenline, will provide an opportunity for locals and visitors to have access to areas of the city that were previously seen as off limit and therefore, opening up the area and the opportunities that might exist there.

Respondents appreciated the Greenline as a way of creating connections between open spaces along the Birrarung. This makes the journey 'as rewarding as the destination' as open spaces present recreation opportunities along transport links.

However, some respondents felt more needed to be done to separate different transport modes from each other to prevent conflicts between active transport modes. A respondent also noted that more could be done to draw people to the north bank itself, as a destination.

I believe it will hopefully improve accessibility and flow through the area, but I have reservations arising from concern that in practice it may become a pedestrian dominated zone that bikes aren't particularly welcome in, much like the other side of the river at present.

ADDITIONAL ACCESS REQUIREMENTS

Survey respondents were asked to identify any additional access requirements they have. Respondents listed a range of assistance required for vision and hearing impairment, neurodiversity and chronic illness including:

- keyless toilets for people with disabilities
- wider ramps
- footpaths with rails
- removal of strobing/fluorescent lights
- public seating

Respondents also identified need for accessibility requirements for people with prams and young children.

Even when respondents noted no accessibility requirements, some relate to their friends, family and community members who live with disability. They highlighted the need for universal design principles to cater for people with disability.

Some respondents also noted that they would like better access to the Greenline area. They emphasised easy entry and exits from the area. They also highlighted the need to separate different active transport modes from each other. Two respondents noted the need to maintain boat access throughout the Yarra River, Birrarung.

4.2.5 Creating lively precincts and unique character

The survey received 259 responses to the question, ‘How strongly do you agree that the Draft Greenline Implementation Plan will support the creation of a series of lively riverfront precincts that recognise the unique character of the north bank?’.

Most respondents believed that the plan would support the creation of lively precincts (68% providing a rating of 4 or 5).

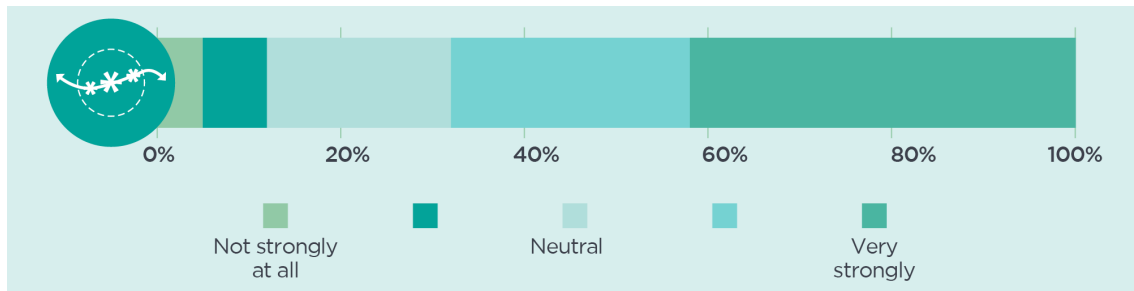


Figure 13 How strongly do you agree that the Draft Greenline Implementation Plan will support the creation of a series of lively riverfront precincts that recognise the unique character of the north bank?

WHO BELIEVED THAT THE PLAN WILL CREATE LIVELY PRECINCTS AND UNIQUE CHARACTER?

- 100% of respondents who own a business in the area
- 88% of respondents who visit the area for cafés, restaurants and bars
- 85% of respondents aged 16-25 years and 72% of people aged 26-44 years

Appreciate the connection to indigenous cultural significance of each precinct, which will greatly benefit this connection and understanding to the waterway. (26-44 years, lives close by)

It draws people to the area, it allows a unique experience, it will mean that people will want to eat and play in the area. (26-44 years, visits regularly)

While the majority of respondents felt that Greenline will create lively precincts and unique character, some groups did not agree strongly, including:

- 20% of respondents who work in the area and 18% of people who regularly travel through the area

- 29% of respondents who commute to or from work on foot and 22% who commute by bicycle
- 21% of respondents who visit the area for events
- 18% of respondents aged 65-84 years.

It needs to be more than a park along the river. Landscape and seatings are not enough to attract people to spend their time there. It requires other spaces that are more engaging

EMERGING FEEDBACK THEMES

Overall, respondents welcomed the distinct precincts, as it provided diverse experiences and amenities. Respondents were hopeful that the precincts would encourage business activity and development, noting any developments should not overshadow the Greenline or the Yarra River, Birrarung.

It will support nearby businesses as it attracts people to the precinct. It diverts people towards the city which is needed to rebuild the economy and it's accessible via public transport so people all around Melbourne can enjoy the space.

Some respondents suggested that these precincts should have more public amenities, such as the Yarra Pool, off leash dog areas and more events, food, drink, and art installations. More focus could also be placed on the Aboriginal and maritime history of these precincts.

This type of space can be used to host events, large and small, as well adding value to Melbourne's cultural scene if planned and implemented well.

I didn't see any reference to the rich maritime heritage of the river, harbour and docks. The river was hugely important in the establishment and development of Melbourne and this should all be referenced ...

Respondents also suggested that the urban design of these precincts should be accessible, allow sunlight to shine within the precincts and protect visitors from wind. A respondent even suggested that these precincts should allow for 'through' and 'stay' uses. This allows people to move through the precincts, unobstructed by those utilising the precincts.

If council can consult soundly with resident groups as well as business, there could be a lively mix of activities. The success of the Greenline won't be just about the river promenade but also about the pathways leading to the river. If pathways along the river allow people to get to other edges of the CBD easily, they might choose the river path rather than throwing themselves into traffic..

Respondents also highlighted safety and amenity issues associated with Banana Alley and the Flinders Street viaduct.

There is so much opportunity for improvement here. Banana Alley is just seedy and unsafe, a car park for certain entitled people and a service entry, yet it could be so much more. That area and the park are so underutilised, and whilst they aren't on the sunny bank of the river, there is so much opportunity for these spaces to be used.

4.2.6 Creating open spaces

The survey received 279 responses to the question, ‘How strongly do you agree that the implementation plan should focus on creating open spaces that encourage public participation, play, learning, and enjoyment of the riverfront?’

The majority of respondents strongly agreed that the implementation plan should focus on creating different kinds of open spaces (74% providing a rating of 5 and 16% providing a rating of 4).

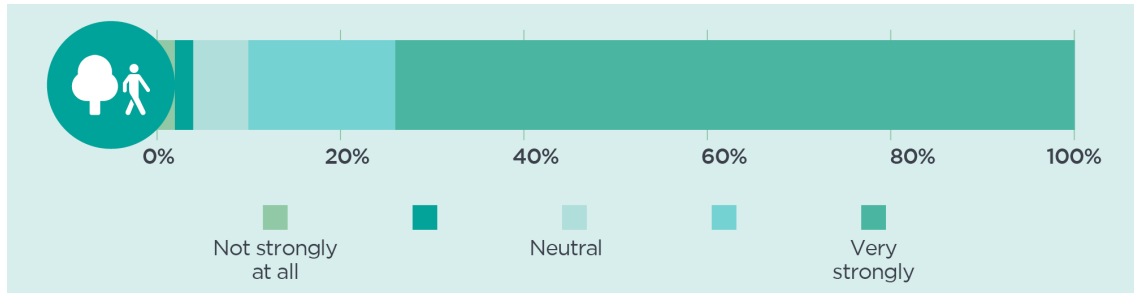


Figure 14 How strongly do you agree that the implementation plan should focus on creating open spaces that encourage public participation, play, learning, and enjoyment of the riverfront?

WHO BELIEVED THAT THE PLAN SHOULD FOCUS ON OPEN SPACES THAT ENCOURAGE PUBLIC PARTICIPATION?

Almost all cohorts and age groups supported the focus on open spaces that encourage public participation, play, learning, and enjoyment of the riverfront with agreement of at more than 80% of respondents.

I live in a tiny apartment in the CBD so the riverbank is my backyard and brings me absolute joy to exercise and be in nature. But as important is for us to learn the cultural heritage of the riverbank from the true owners. (45-64 years, lives close by)

We need to come together better as a community and society. Space can allow this, especially with outdoors being safe i.e. pandemic, and apartment living should be encouraged, but this is difficult without good open spaces. (26-44 years, visits regularly)

The groups with the lowest level of support for this statement were respondents aged 65-84 years (80%) and respondents who visited the area on their lunch break (71%).

Play? Always too much emphasis on children. (65-84 years, lives close by)

EMERGING FEEDBACK THEMES

Respondents commented on how spaces needed to be accessible, cater to diverse audiences and uses. Respondents also highlighted that open spaces needed to encourage connections with the river and nature.

If the City is going to invest in this, they should make sure it is different, it provides different touch points and different things for people to do. ... Opportunities for families, by having many interesting spaces, spaces to sit, spaces to play, spaces to engage.

Some respondents indicated that these spaces, such as Flagstaff and Batman Parks, are crucial for physical and mental health. Open spaces provided a respite for people during the pandemic. It also allowed people to interact with each other safely.

This kind of recreational space is needed for "free time" after the difficulties of 2020/2021 and to allow and encourage people to connect to the Birrarung in a more traditional sense. The river, clean natural water is so important to us all.

Respondents were divided on the extent that open spaces should encourage play and education. While people generally agreed that more open spaces were needed, respondents had different ideas about the educational, play and movement functions of these open spaces.

People are thirsty (!) for knowledge about Melbourne's history and I think this walk could bring more to people than 'play' - it would be an excellent opportunity to inform people about our rich maritime heritage.

I don't disagree with most of the focus, but it omits practical movement, as opposed to just play. The strategy shouldn't all be about moving commuter cyclists to Flinders Street, what about those potential commuter cyclists and modal shift that could be generated by using the attraction of the river path?

There should be lots of areas for free and creative play for children. ... Kids need scrub to hide in, trees to climb, and things to make cubbies etc

4.2.7 Greenline Precincts and feedback themes

Of the 390 survey respondents, 57% (224) indicated they would like to provide feedback on one or more of the precincts, with a fairly even spread across all five.

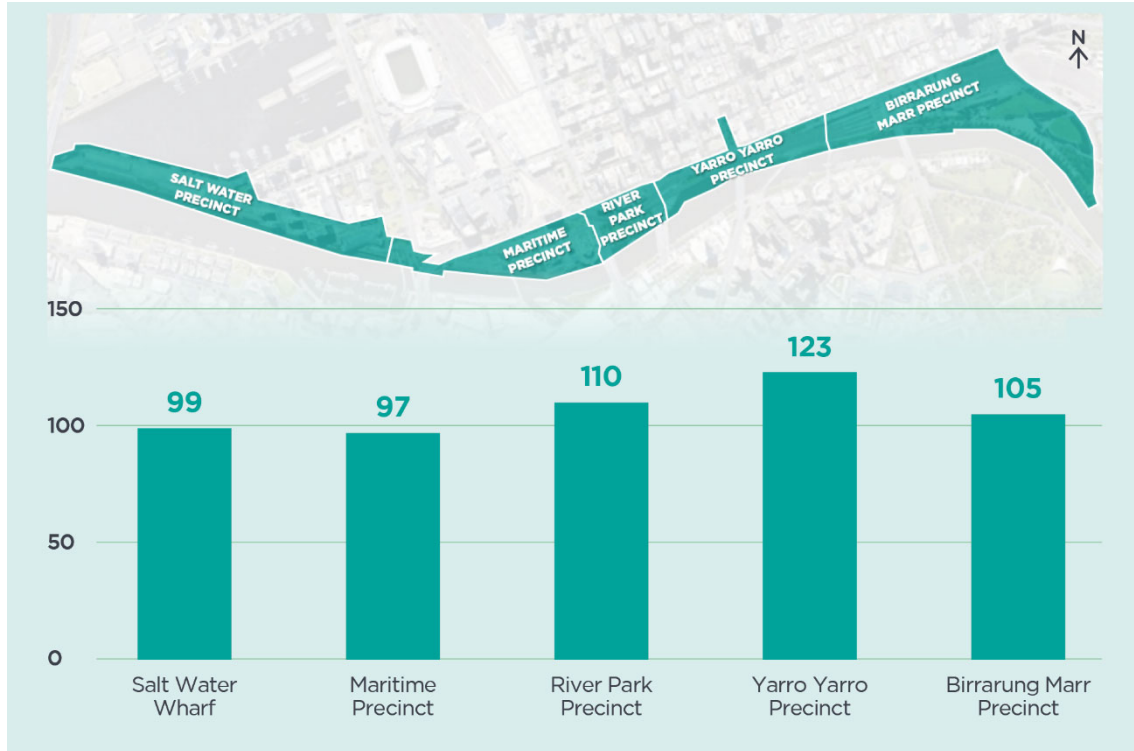


Figure 15 Feedback received by precinct

Participants were then asked what they value most about respective precincts. Participants were invited to select one or more from nine elements that they value about each respective precinct.

Figure 16 provides a snapshot of what participants value about each precinct and how these compared overall.

It shows that views and access to Yarra River, Birrarung was the highest rated value overall (87%) with the majority of participants also valuing the natural environment (67%) and recreation and play (57%).

These values will be discussed in more detail at a precinct level in the following section.

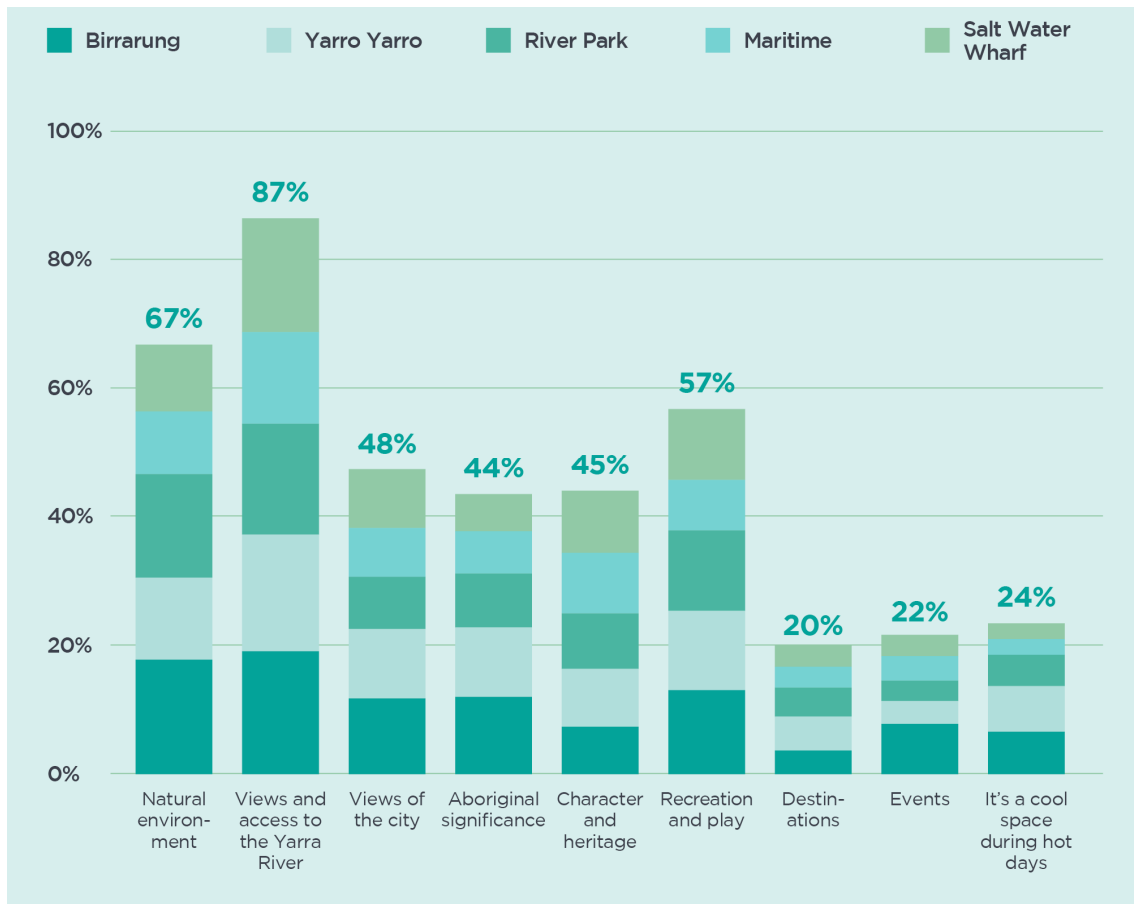


Figure 16 Snapshot of precinct values overall

BIRRARUNG MARR PRECINCT

Of the 105 respondents who shared feedback on the Birrarung Marr precinct, Views and Access to the Yarra River and the Natural Environment were the most valued, followed by Recreation and Play. Less valued were Destinations, and Character and Heritage.

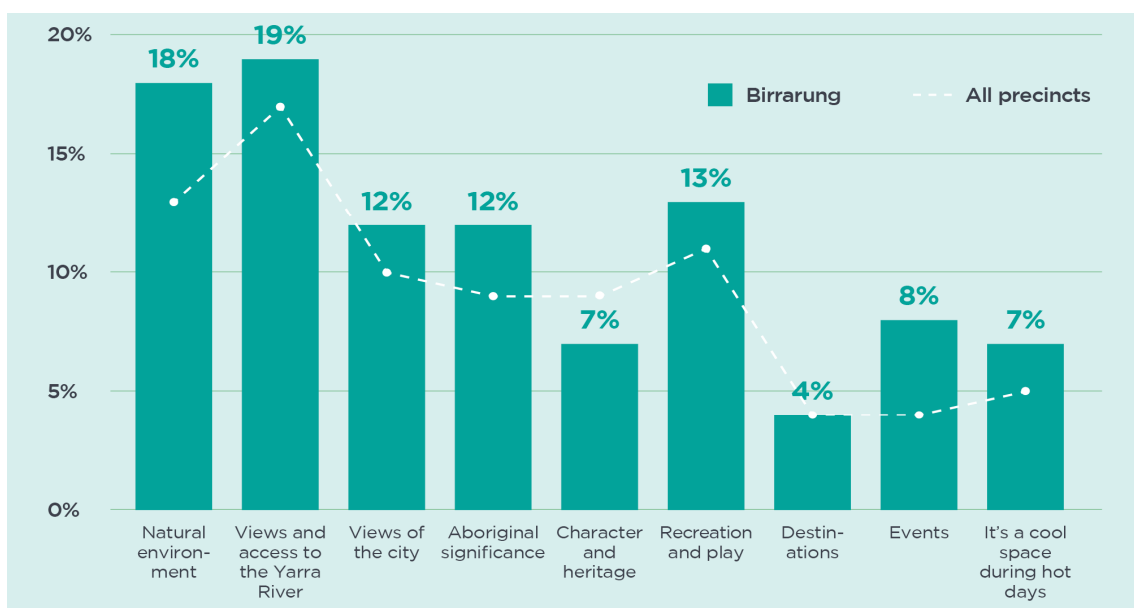


Figure 17 What do you value most about the Birrarung Marr Precinct?

There were 12 additional comments on 'other' aspects that were valued in this precinct. These included connection and access to other adjacent areas and paths, bars and hospitality, and cultural aspects such as festivals and the Federation bells.

Is there a particular area or aspect of the Birrarung Marr Precinct that you think needs improvement? If so, what needs to change?

There were 88 open text responses to this question. Suggested changes related to improved access, connection, safety, the natural environment, activation, and culture.

Access and connection between spaces (e.g. sports precinct), wayfinding/signage and improved information to showcase areas were all mentioned. A number of comments raised concern for safe, connected and accessible pathways for cycling and pedestrians, separated from each other.

"Many people use this area for running and cycling, so I wish that bicycle and pedestrian paths were separated; shared paths are disliked by pedestrian and cyclist alike"

There were a number of comments related to balancing commercial activity with the impact of large events and enabling better access to smaller and local community events.

"...The rigid public liability aspect of only built marquees make it prohibitive to community events. We would love to establish a weekly farmers market on the river bank but, currently, it would be impossible to afford"

Reference was made to both an increase and reduction of infrastructure in this precinct including more recreational facilities and amenity including BBQs, recycling bins, flat surfaces for roller skating, more seating and toilets, as well as less hard built form that detracts from the natural environment. Respondents referenced the busyness of this precinct and it being a thoroughfare rather than a place to enjoy and recreate in.

"Want to have more recreational and sports facilities in that area. To make it more accessible to the Melbourne City".

"Leave as natural as possible but provide more seats & tables - not concrete"

There were several comments that agreed with the plan for riparian planting as well as suggestions for more natural, seasonal and indigenous plantings. Several comments mentioned more trees and canopy coverage. One comment suggested exotic planting rather than gum trees. Improvement or replacement of the gravel/granite was referenced several times.

"This could be such a great place... The gravel is a mistake given it is one of the only areas of the north bank to have good solar access"

Reference was made to more cultural activations such as 'Rising:', and improved connection to Aboriginal Heritage and knowledge.

"more overt cultural and artistic story telling about the precinct"

"Greater connectivity to First Australians"

A number of comments referenced support for a pool and the unique swimming opportunity.

"a river based natural swimming pool... built in contemporary standards, would provide a world-class open space experience for Melbourne."

YARRO YARRO PRECINCT

Of the 123 respondents, the majority valued Views and Access to the Yarra River, Birrarung, Natural Environment and Recreation and Play in the Yarro Yarro precinct. Less valued were Events and Destinations.

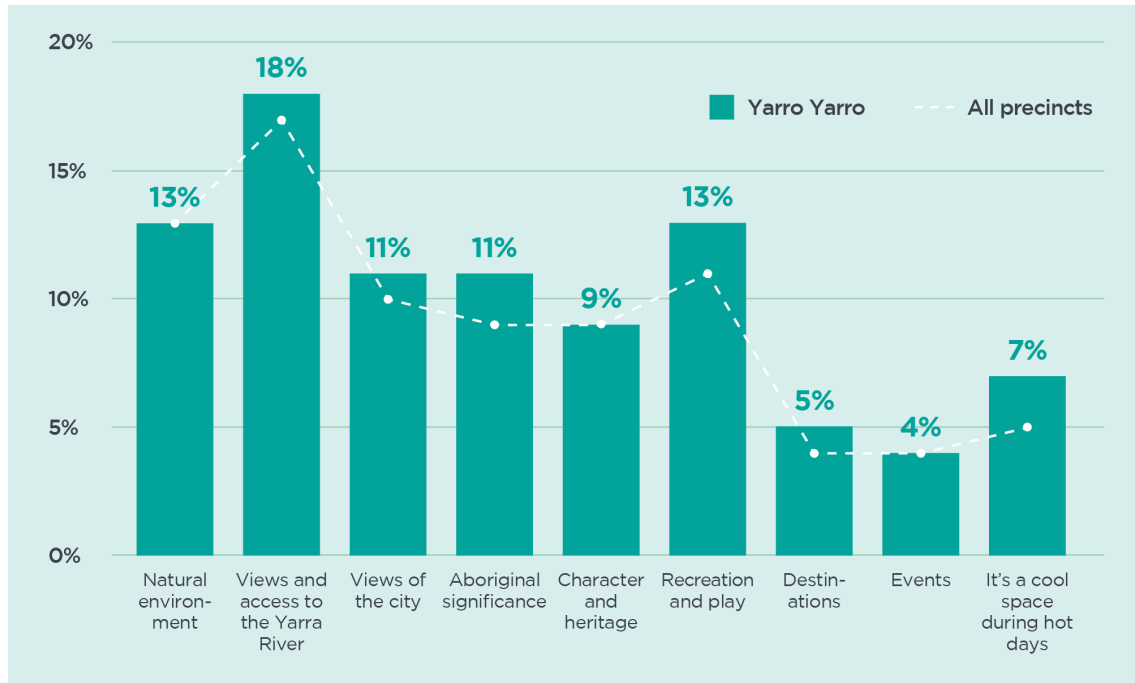


Figure 18 What do you value most about the Yarro Yarro Precinct?

There were 18 additional comments on 'other' aspects that were valued in this precinct. These included reference to the history of the Yarra Falls and Turning Basin for ships at this location. Several responses also referred to hospitality and dining, specifically the Arbory afloat business. Connectivity, access to adjacent areas and ability to walk or ride through this location were also valued. A number of comments indicated there is nothing of value yet in this precinct.

Is there a particular area or aspect of the Yarro Yarro Precinct that you think needs improvement? If so, what needs to change?

There were 94 open text responses to this question. Suggestions included improved river views and access, safety measures including separating cyclists and pedestrians, improved activation and infrastructure and cultural heritage.

Better access to the river was a common theme for this precinct, including reference to views of the river being blocked by current infrastructure.

“Access to the river in this precinct is particularly poor, with few paths and fairly hostile environments across Flinders Street and under the viaduct”

“A direct connection with the river and any additional interpretation that is provided riverside would create a more meaningful experience....”

The need to provide separate pathways for cyclists and pedestrians was also a common theme, including reference to encouraging safer behaviours and how narrow the current space is.

“At the moment it is very cramped and accessibility especially for recreational cyclists is not good. Also look at ways of providing commuting riders alternative dedicated routes so they are not speeding through pedestrians”.

Safety and maintenance were raised as a concern for this area, with particular reference to Enterprise park and Banana Alley. Improvements such as lighting, activation, removing the carpark and traffic measures were all suggested changes.

“Safety, this is one of the two most unsafe feeling parts of the Greenline, despite it having the greatest connections to the city”.

“Take over and restore the Banana Alley vaults, including resurfacing the surrounding ground level - this could and should become a prime tourist attraction, hosting a mini-market or similar, rather than the depressing 24-hr gym and carpark it seems to be now”

Recognition and celebration of the cultural heritage of this precinct was raised as an opportunity for improvement, particularly with proximity to the Immigration Museum and Turning Basin.

“As the passionate manager of Visitor Engagement at Immigration Museum I can express our heartfelt wish that we can direct visitors to a safe and enjoyable pathway to the river's edge so that they can expand upon the knowledge of First Peoples and Melbourne history they have been introduced to in the museum. A direct connection with the river and any additional interpretation that is provided riverside would create a more meaningful experience....”

A number of comments also referenced this precinct as a suitable location for support for a pool and the opportunities for activation this would create.

I believe the plan to introduce a new pool in the Yarra is exciting and visionary. I swim regularly in the Yarra at Alphington and it is pure joy. Introducing a pool in the north bank will transform Melbourne's perception of the Yarra and use of its space. It will also strongly engage the community in terms of environmental concerns for water health etc.

RIVER PARK PRECINCT

Of the 110 survey respondents who provided feedback, the majority valued Views and access to the Yarra River and the Natural Environment, followed by Recreation and Play. Less valued were Events and Destinations.

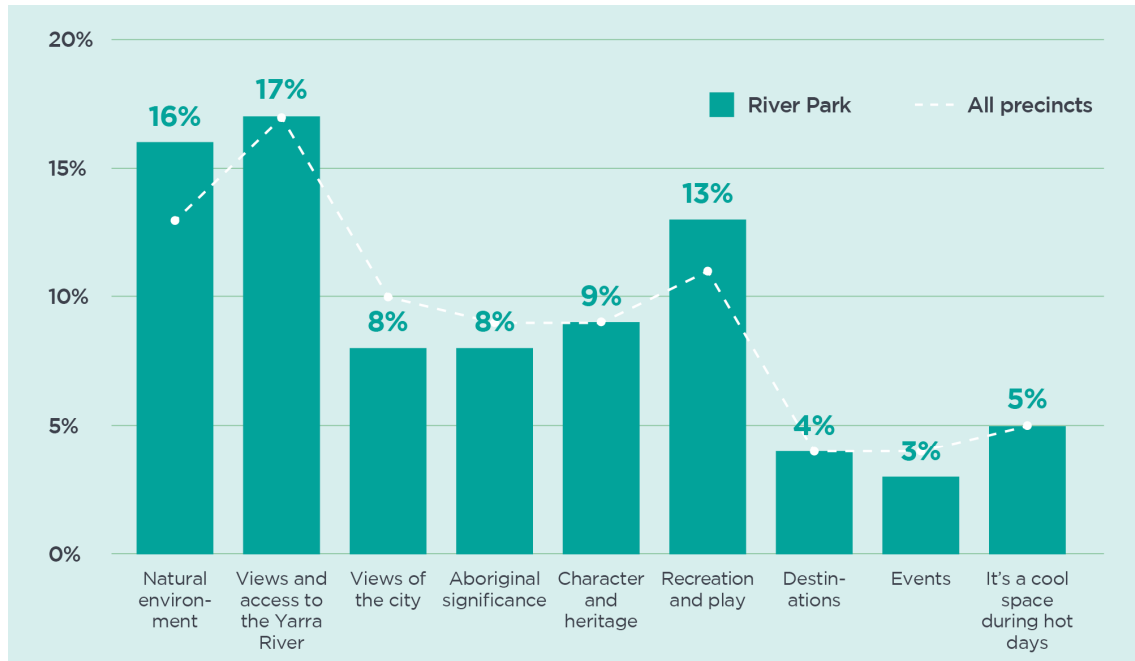


Figure 19 What do you value most about the River Park Precinct?

There were 16 additional comments to 'other' aspects that were valued in this precinct. These included the ability to display maritime history, the open space, swans and ducks and natural aspects of Batman Park. Access, connectivity, cycle route and 'quick to walk through' were also valued. A number of comments mentioned not currently valuing this space.

Is there a particular area or aspect of the River Park Precinct that you think needs improvement? If so, what needs to change?

There were 83 open text responses to this question. Suggested changes related to the opportunity for better landscape design, and better connectivity to adjacent areas. Safety including access, pathways and lighting were raised as a concern, as was the need to mitigate noise from rail, traffic and the helipad. Increased recognition of cultural heritage, support to commercial activity and the opportunity for a Yarra Pool at this location were also raised as areas for improvement.

Improved landscape design included reference to the natural environment, quality landscaping and consideration of amenity to foster enjoyment for all abilities.

"The park space at the moment is terrible, please make any new green space architecturally appealing, it is an opportunity to bring high quality landscape design to the heart of Melbourne"

"More consideration needs to be given to how this might become a place to 'stay' as opposed to transit through. There isn't enough seating, and the ground is often wet. Furthermore, no mention of the heliport has been made which significantly impacts the usability of this park as a recreational space due to the overbearing noise impacts"

Connectivity to and through this precinct was raised as an area for improvement, particularly to enable continuity and ease of access. The relationship to adjacent areas was also raised as an issue.

“A bold plan would create a continuous cycle way, with separation of cyclists and pedestrians, right along the river from Birrarung Marr all the way to Victoria Harbour”

“It doesn't matter how many times I pass through this area, I can never figure out an efficient way of moving through, whether by bike or foot. Particularly how to get to the Capital City Trail”

Improvements to the area that would increase safety and reduce noise was a common theme including reference to pathways, lighting, maintenance and activation.

“It just doesn't feel safe. I don't use it, yet it is so close to my home”

“There are definitely cold and dark sections of River Park, and it doesn't feel as well connected to the river as Enterprise Park. I'm heartened to hear that mitigation of rail noise might be possible.”

MARITIME PRECINCT

Of the 97 respondents who provided feedback, the most highly valued was the Views and access to the Yarra River, and least valued was It's a cool space during hot days.

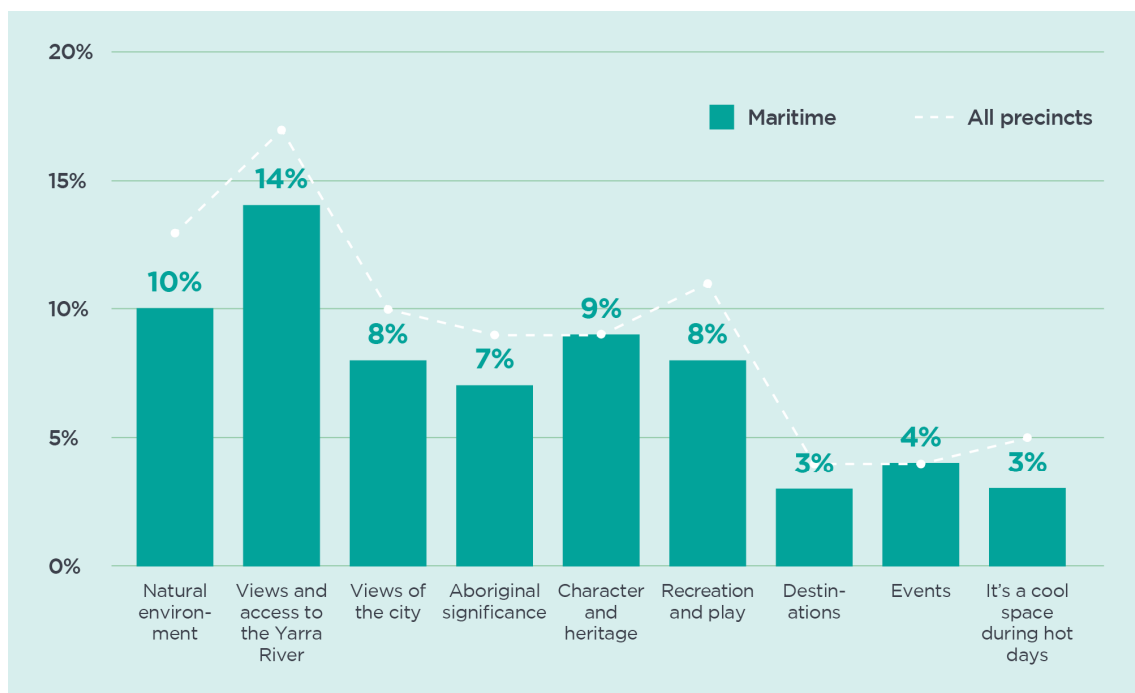


Figure 20 What do you value most about the Maritime Precinct?

There were 18 respondents who provided an open text response. These included reference to access, connectivity, cycling route, green walkway, and specifically that this precinct is quite and separated from roads, unlike other precincts. Reference was made to the Mission to Seafarers, and the maritime heritage story. One reference was made to the opportunity for bathing activation and two comments suggested the precinct has not much of value.

Is there a particular area or aspect of the Maritime Precinct that you think needs improvement? If so, what needs to change?

There were 71 open text responses to this question. Suggestions included improvements to the natural environment, connectivity and safe access and improved landscape design that would reduce the impacts of rail and traffic in this area and increase recognition of the cultural heritage of this area. A small number of references were made to the opportunity for a pool.

Suggested improvements to the natural environment included increased plantings, more lush and not impacting on river views.

“It is such a wasteland and really needs lots of natural vegetation as a public space to enjoy”

“For quite a large park on the river bank, this precinct is extremely neglected. Creating a welcoming, interesting and inspiring environment through landscaping and architectural features would be great”

Connectivity to adjacent areas and safe access to and through this precinct was a common theme. Reference was made for the need to separate pathways for cyclists and pedestrians, improve signage and widen paths.

“Better connections, i.e. smooth, uninterrupted and enjoyable riverside passage for cyclists and pedestrians”

“Capital City Trail should be considered a real gem in Melbourne's cycling infrastructure crown. However, in this precinct it just peters out and it is hard to navigate from the end of Harbour Esplanade around towards Flinders Street...”

Improvements to landscape design in this precinct included reference to quality design, cultural identity, reduction of concrete areas and noise (rail and traffic).

‘Accessibility and the restoration/reinvigoration of the heritage sites along the wharf. These places are part of the “Marvellous Melbourne” era and currently are a detracting detail in an otherwise well kept part of the river. Keeping key elements, like the old crane, whilst turning the rest into culturally aware green space with accessibility is what needs the most urgent attention’

The opportunity to better support businesses and commercial activation was referenced including the relationship to the Seafarer's development and residential buildings.

“Half of this will be dominated by the new Seafarers development - hoping this has ground floor restaurants and shops for helping to encourage patronage of this area”

SALTWATER WHARF PRECINCT

Of the 99 respondents who provided feedback on this precinct, the most highly valued aspect was the 'Views and access to the Yarra River', and least valued was 'It's a cool space during hot days'.

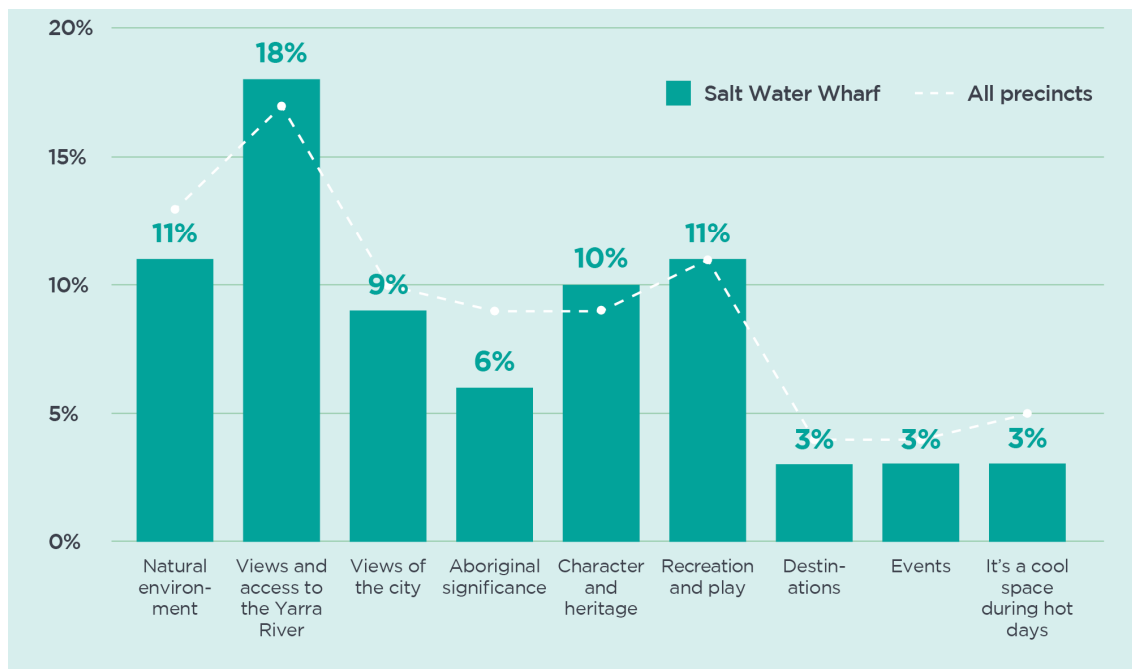


Figure 21 What do you value most about the Salt Water Wharf Precinct?

There were 12 respondents who provided an open text response. These included, protecting the Yarra's Edge Marina, a good space for running, walking and access to other parts of the city. Comments also included the potential for this location to create value and 'become something spectacular', specifically as a site for ferry transport solutions.

Is there a particular area or aspect of the Salt Water Wharf Precinct that you think needs improvement? If so, what needs to change?

There were 76 open text responses to this question. Suggestions included improved connection to adjacent facilities to encourage visitation, waterfront access and natural environment. Many comments referred to the great potential for this precinct, whilst balancing development along with preservation. Showcasing the indigenous and maritime culture and heritage were also seen as areas for improvement.

Improving the connection between this precinct and adjacent areas included the opportunity to extend Greenline further to Victoria Harbour and docklands. Better signage to the area and issues where transport modes intersect were also raised.

"Better signage to make it more obvious how to get there from Southern Cross station and nearby tram stops. More general information to the public to showcase the area as a scenic place to visit for walking and cycling"

"It needs a real connection to the city and to the waterfront. I feel like there's not enough public access there and it's certainly not a destination"

Facilities, events and activities to foster this precinct as a destination and encourage visitation was a common theme. This included access to the waterfront and on-water activities and reference to the unique city vantage point.

This has the most potential for proper recreational space rather than "parks" that are simply landscaping around buildings. Using this park area for again native wetlands and also entertainment / busking and food truck area could help make it a destination.

The area past the residential buildings is full of potential, the peninsula could be amazing but currently it feels like a grotto. The possibility for open space and sports areas would be great.

Improvements to the natural environment included reference to minimal development, increased vegetation and connection to the waterways and potential of a wetlands.

Utilisation of the space and awareness of the environment. This area has the confluence of many water sources and as such should become a key wetland a river revitalisation point.

Too much concrete and not enough vegetation. There is very little natural shade in the precinct.

I'm keen to see minimal further urbanisation and protection of quiet space. Even increase green space and avoid more tower blocks.

Celebrating culture and heritage were seen as important changes to this precinct, including reference to maritime history and the original water course, as well as opportunity for art works and sculpture.

There is an enormous amount of maritime heritage that could be told about shipping, wharfage in this area - I don't see any references to this in the Draft Implementation Plan. Our industrial heritage is very important and shouldn't be overlooked.

4.2.8 Is there any more feedback you have on the draft Greenline implementation plan?

Survey respondents were asked to provide any additional feedback regarding the draft Greenline Implementation Plan. In total, 226 respondents answered this question.

The following summarises the key themes emerging from this feedback.

Overall, respondents were supportive and enthusiastic about the project, seeing it as a great outcome for residents and visitors to Melbourne. There is a general sense that the proposal will be a change for the better but will require ongoing commitment to maintain enthusiasm and realise its full potential.

This is an opportunity to create a real centrepiece for Melbourne. Celebrate the opportunity and energy and don't get bogged down in complaints. Create a space that enables rather than restricts.

Great, ambitious vision but needs to be backed with action not commitment to more talk

Please ensure its properly funded and has ongoing funding so it looks magnificent rather than OK - so it's fully activated rather than another windswept landscape

Some respondents suggested that the Greenline study area and precincts could be extended over time to incorporate surrounding areas such as Victoria Harbour and connections to broader pedestrian and cycling networks.

Respondents reiterated the importance of incorporating a focus on greening and natural elements to encourage wildlife back to the precinct and improve river health, support community health and wellbeing, and to assist in airflow as part of COVID-19 recovery.

Provide natural setting to encourage corridors for bird and other wildlife & unrestricted public access to water should be guiding principles.

Less focus on being so prescriptive about activity and infrastructure for activity ... More focus on just providing open, safe, appealing spaces that people can use for their choice of activity.

I would like more focus on tree canopy cover and dedicated spaces for fitness and cycling. More attention to addressing urban heat.

Respondents made suggestions for additional components and infrastructure to support new activities and uses. In particular, respondents often reiterated their support for a swimming pool in the Yarra and suggested that Greenline is an opportunity to incorporate safe off-leash dog parks for local residents, as well as an expanded network of water taxis.

Please build the pool. City baths is limited in its capacity to serve the city's population and the Yarra Pool offers the opportunity to create a vital health and leisure facility for the community.

Please think of city residents with dogs. We need fenced off leash parks for dogs to be able to run and play and just be dogs, that are in walking distance for city residents who don't have cars and can't use public transport with their dogs.

Respondents reiterated the importance of delivering spaces that are safe and inclusive for all users. In particular, many respondents highlighted the importance of ensuring safety for pedestrians by providing separated pedestrian and cycle paths.

Please separate wheeled vehicles and pedestrians. Southbank is scary due to mingling of pedestrians and wheeled vehicles. Bikes, skateboards, rollerblades, scooters etc. Mobility scooters are not a problem due to low speed.

I love that this project is getting planned ... I would really love to see pedestrians getting paths that are just for pedestrians - and wide paths, not narrow paths that are right next to bike paths with nothing separating.

The issue of safety and the need to create spaces that felt safe was also raised by some respondents, particularly with regard to areas around Banana Alley and Enterprise Park as well as precincts with less activity such as River Park. Improvements to local amenity, activation and lighting were suggested as ways to improve improved and actual safety in these locations.

Some respondents demonstrated eagerness to know more about the proposed arts and cultural programs and suggested that these could be more prominent components of the plan.

I'd love to see an arts and cultural production aspect to this plan too, that in turn could become a highlight for tourists to the city.

Respondents often suggested that the plan could better address the incorporation of heritage elements – both indigenous and post-colonial or maritime history.

The local Aboriginal stories need to be told. There are many books and research into pre-colonial Melbourne and the river which reveal an amazing wealth of knowledge which will give all Melbournians a sense of place.

... the implementation plan fails to address the maritime influences and history of the Yarra river and the north bank. Maritime should be a primary focus of the plan helping to tell the story of early Melbourne and the maritime past.

4.2.9 How did survey respondents find out about the project?

Survey respondents were asked about how they found out about the opportunity to provide feedback. This question helps to understand effective communication tools and to improve ongoing promotion of the project and opportunities to participate.

Figure 22 shows that most respondents (31%) heard about the Greenline consultation through letters or emails from the City of Melbourne, media coverage (12%) or social media (11%).

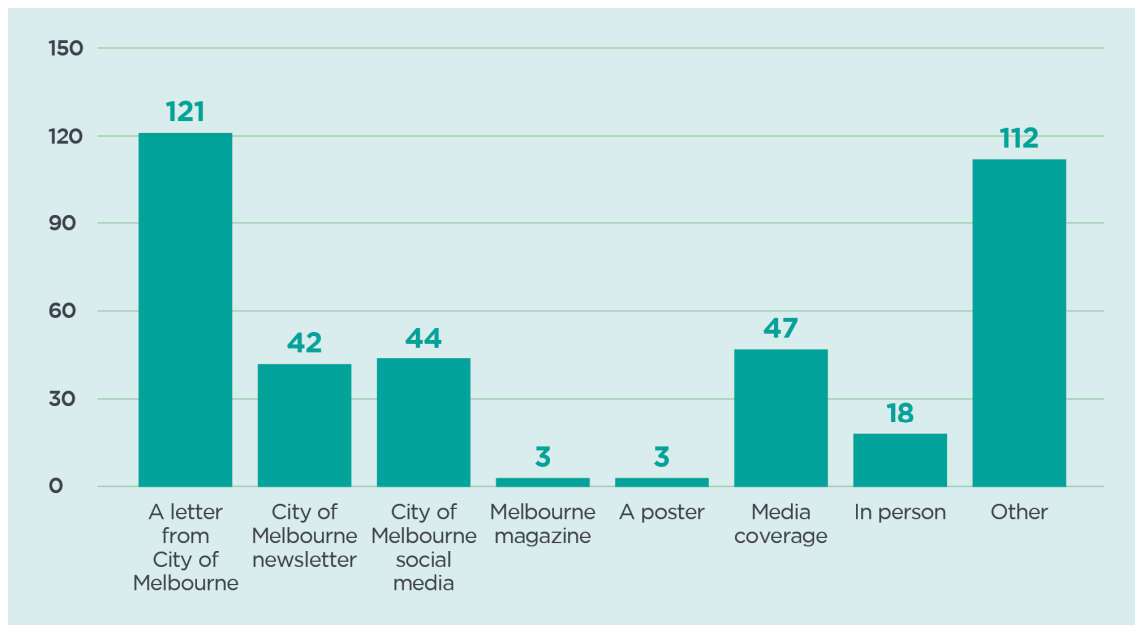


Figure 23 *How did survey respondents hear about this consultation?*

More than a quarter of respondents (28%) heard about the consultation exercise through community groups and newsletters. Respondents particularly noted that the Bicycle Network and Yarra Pools community groups frequently promoted consultation activities.

Some respondents also received information shared by people they know, through social media and in person. Community newsletters and urban discussion forums were also spreading the word about the community consultation.

5 Next steps

This round of engagement was the first in an ongoing and evolving program of collaboration across all stages of the Greenline program implementation. Feedback will help the project team to revise and finalise the Greenline Implementation Plan.

The Greenline team is committed to working with local communities and stakeholders in an ongoing capacity and will return with further consultation opportunities on each of the Greenline's individual precincts as their design proposals are developed.

Feedback from this round of engagement will help to inform future sessions and continual improvement of engagement practices.

Appendix A: Greenline Opportunity Statement

The Greenline presents a significant and timely opportunity to transform the north bank of the Yarra River, Birrarung. It will seamlessly integrate and connect the riverfront with the water itself, and the city around it. This will improve access to the river and encourage movement to and through the precinct, prioritising walking, recreational cycling and public transport.

The Greenline will be distinctly Melbourne. It will be grounded in Aboriginal heritage and living culture while also reflecting and building on collective histories and broad cultural values of place. Focal points along the north bank and on-river activities will celebrate this aspect of the river's unique role in the city.

Importantly, the ecology of the river and its surrounds will be carefully considered and will inform how the Greenline is designed and maintained. This is in line with the Victorian Government's Yarra Strategic Plan. An integrated water management approach will be applied, bringing together natural and urban systems to function cohesively. This will support clean water, thriving biodiversity and human health and safety.

The Greenline will be a place for everyone, designed to ensure all feel welcome and safe. A range of place types and programming will ensure diverse experiences that cater to all users, providing an inclusive mix of spaces for activation and respite.

In the near term, early works along the north bank of the river will contribute to economic revitalisation in response to COVID-19. This will generate energy in Melbourne in alignment with current uses of the city. The Greenline will reinvigorate the CBD by attracting Melburnians and visitors alike to the river and the businesses surrounding it.

Over time, the Greenline will evolve to meet the changing needs of Melbourne's growing population, cooling the city and providing valuable open space. This will contribute to the health of the river and its environment and to human wellbeing, building the city's resilience to climate change.

Successful delivery of the Greenline will be realised through collaboration and investment by a range of partners. Coordination of multiple landowners and managers will be essential, especially in interfacing with large, strategic initiatives led by government and the private sector. This will enable the Greenline to plan for and integrate with adjacent infrastructure and precincts, ensuring a cohesive and future-focused outcome for the city.

This transformation will reorient our relationship with the Yarra River, Birrarung, celebrating and nurturing it to the benefit of people and the river itself. The Greenline will allow new memories to be made, unique to Melbourne and of this place.