

THE GREENLINE PROJECT

INFORMING OVERALL PRECINCT
PLANNING AND BIRRARUNG MARR
PRECINCT SITE ONE: DRAFT CONCEPT
DESIGN RESPONSE

ENGAGEMENT FINDINGS REPORT SUMMARY,
NOVEMBER 2022



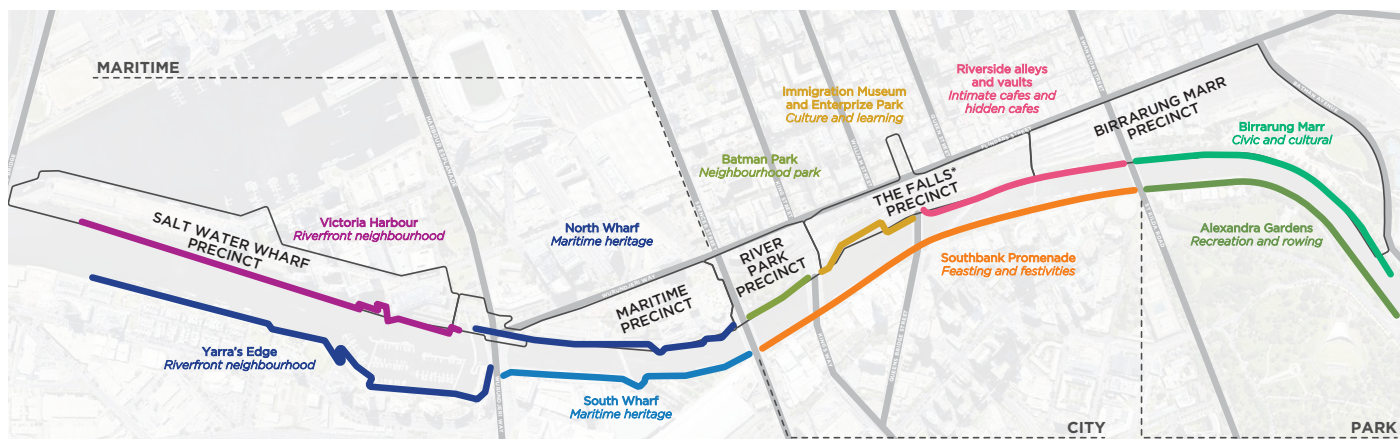
CITY OF MELBOURNE

PROJECT BACKGROUND

The Greenline Project is an initiative by the City of Melbourne to revitalise the north bank of the Yarra River – Birrarung into a reinvigorated and inspiring public waterfront.

The Greenline Project identifies five precincts along the river's north bank. One of the precincts' sites – Birrarung Marr Precinct Site One – will be delivered first in 2023.

We wanted to know the community's thoughts and feedback on The Greenline Project, and the Birrarung Marr Precinct Site One draft concept designs.



PROMOTION



Participate Melbourne page
10,395
views

Emails
100
sent to stakeholders

Social media
252,389
impressions across
Facebook, LinkedIn,
Twitter, YouTube,
and Instagram

The consultation period
was also promoted
through earned media
across both mainstream
and local outlets



On-site promotion
Corflute signage
was installed around
Birrarung Marr

eDM
18,000
sent to businesses

Melbourne Mag
64,000
people reached

Postcard
300
handed out at events

ENGAGEMENT ACTIVITIES

326
participants engaged
with the project

198 survey responses

4 workshops with
71 participants



4
pop-ups across the site
resulting in
50
conversations

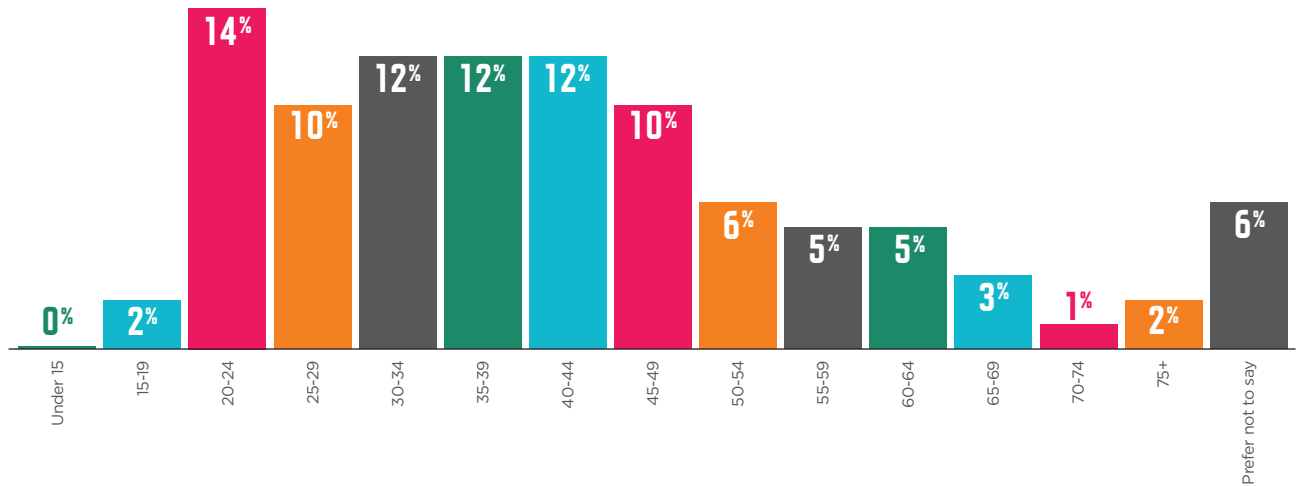
25 emails
(including 3 written submissions)

Meetings with Wurundjeri Woi
Wurrung Cultural Heritage
Aboriginal Corporation

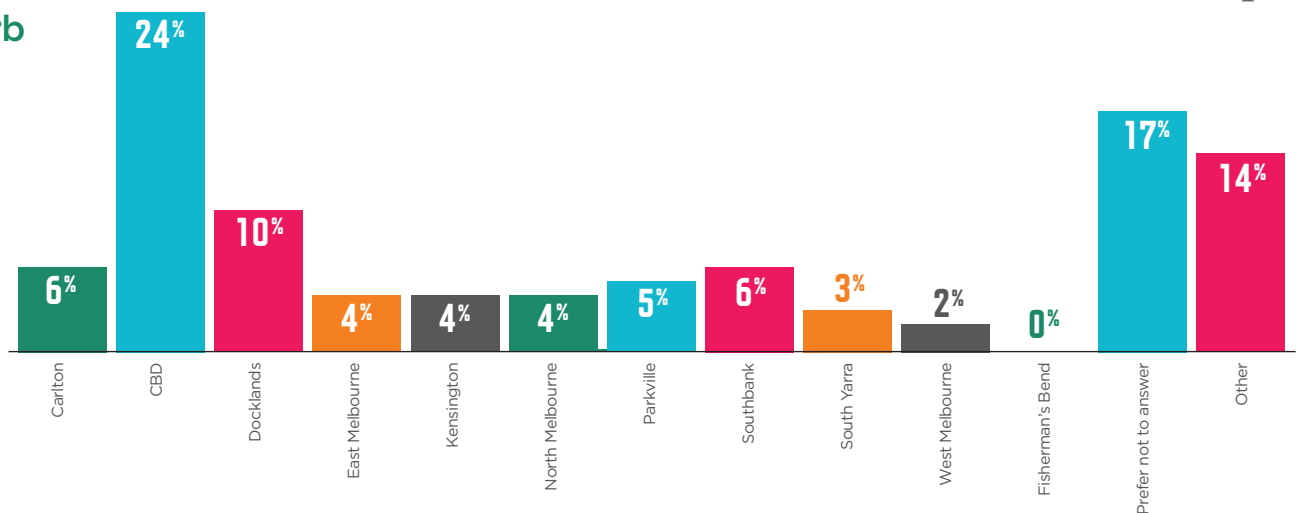
WHO WE HEARD FROM

DEMOGRAPHICS

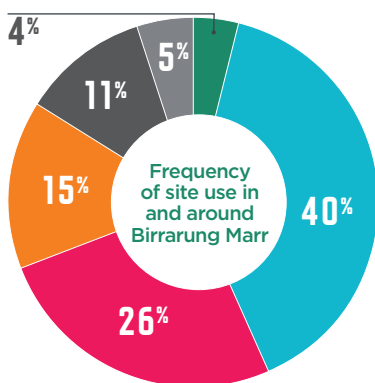
Age



Suburb

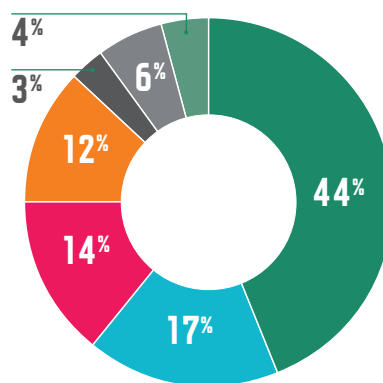


Relationship to the site



- Yearly or less
- A few times a year
- Monthly
- Weekly
- More than once a week
- Daily

Relationship with City of Melbourne

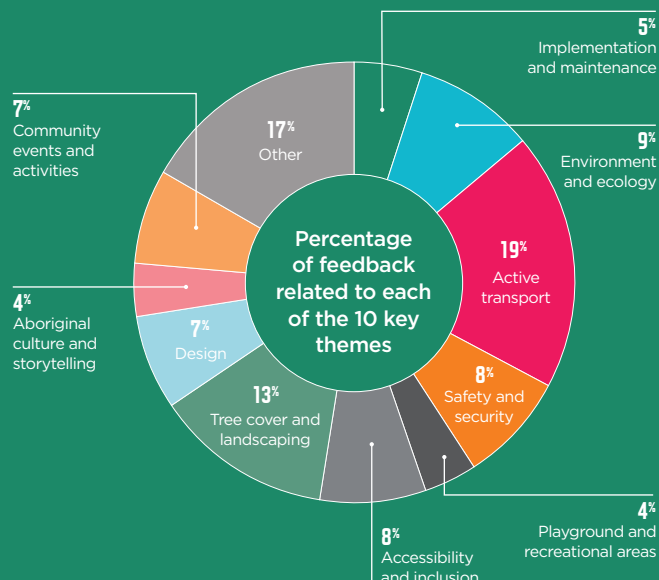


- Resident
- Worker
- Visitor
- Student
- Own a business
- Prefer not to say
- Other

9%
speak a
language
other than
English

WHAT WE HEARD

THE MOST POPULAR THEMES IN FEEDBACK ON THE GREENLINE PROJECT



Active transport

We received feedback about the experiences of people using the spaces along the Greenline Project and that we need to consider how the area will be shared between pedestrians, cyclists, and people on scooters. We also heard about aspirations to improve pedestrian connectivity and cycling amenity.

“GIVEN THIS IS AT THE CITY END OF AN EXTREMELY POPULAR BIKE ROUTE, HAVING SHARED SPACE FOR BIKES AND PEDESTRIANS IS A MISSED OPPORTUNITY.”

— Survey respondent

“CYCLE/WALKABILITY AND CONNECTIVITY TO PUBLIC TRANSPORT AND OTHER WALK/BIKE TRAILS IS VITAL.”

— Survey respondent

Tree cover and landscaping

Feedback indicated a desire for a design that supports a connection with nature, increasing canopy cover, and including grassed areas. We heard about the kinds of plantings people would like to see on the site and ensuring that there is enough space for movement. It's important for the design to have trees that provide shade in the warmer months and for the walking surfaces to be natural.

“IT WOULD BE GREAT TO HAVE SOME TREES WITH BLOSSOMS, SO MELBOURNE LOOKS EVEN MORE GORGEOUS, CHERRY BLOSSOMS, MAGNOLIAS, ETC.”

— Survey respondent

“A VARIETY OF TREE SPECIES THAT PROVIDE SHADE IN SUMMER (NATIVES DON'T DO THIS), COLOUR IN AUTUMN AND LET THE LIGHT IN WINTER. THERE ARE CLIMATE RESISTANT DECIDUOUS TREES THAT DO THIS.”

— Survey respondent

WE ALSO HEARD ABOUT

Environment and ecology

There was a high level of support for increased ecological focus along the whole Greenline Project. We heard that the new design should support health of the Yarra River and enhance environmental and ecological sustainability of the site.

Safety and security

We heard it is important to increase the overall perception of safety and to have measures to deter anti-social behaviour. We also heard aspirations for night-time economy activation.

Accessibility and inclusion

We received lots of ideas to improve accessibility and amenities to support inclusion along the Greenline Project, including multiple points of access, clear wayfinding, and amenities to support inclusion of different uses of the space.

Aboriginal heritage and culture

We heard that the Greenline Project should celebrate and highlight the rich history of the site including Aboriginal culture and history and local stories.

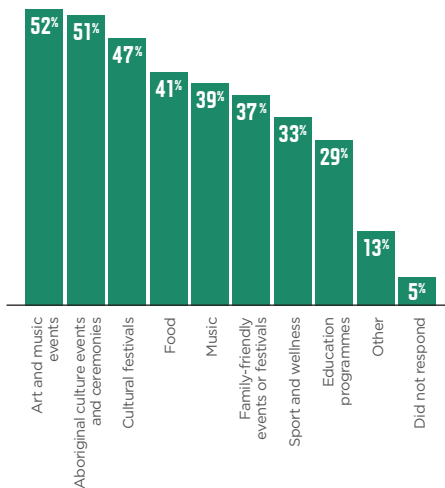
Implementation and maintenance

We heard about the importance maintaining the Greenline Project's features, including the river and importance of rubbish collection along the sites.

Playground and recreational areas

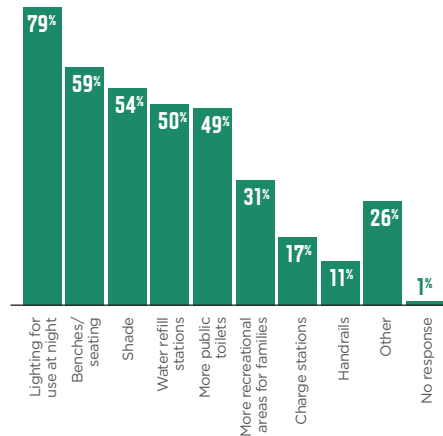
We received ideas for playground and recreation areas along the Greenline Project that can be enjoyed by different age groups in all seasons. We heard these areas should include passive recreation areas to gather, rest, and relax.

WHAT PARTICIPANTS WOULD LIKE TO SEE MORE OF



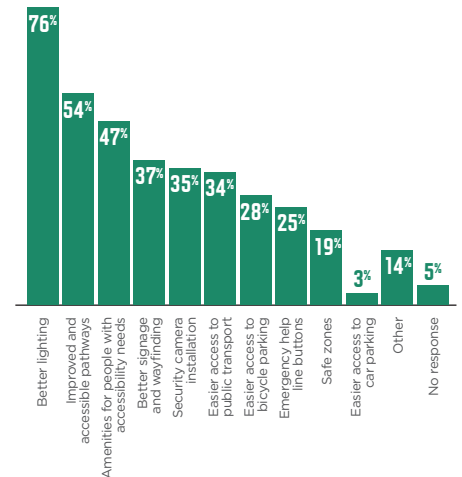
Experiences and activities

An aspiration for the spaces to be used for diverse uses and activities including have food and beverage options through trucks and carts but not overengineered with events. A wide range of activities and events for all ages including opportunities for nature and water play. We heard the design could consider ways to commemorate and celebrate the history of the area.



Amenities

We heard that amenities should support diverse user demands. Ideas included water features, food and beverage opportunities, shade, spaces for seating and gathering with areas protected from wind, additional rubbish, and recycling bins. Additional amenity suggestions by participants who activate the space and host events were to install lighting and accessible power outlets at appropriate locations.



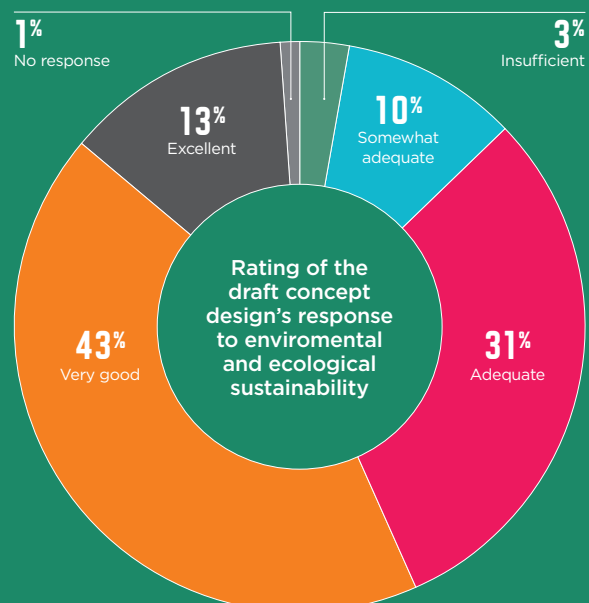
Connection safety and access

An aspiration for improved pedestrian connection to the Greenline Project to help attract more diverse users to the site. We heard it was important to have clear and updated wayfinding signages and improvements to public safety through passive surveillance. We received feedback on event participation with the design reflecting the need to accommodate large volumes of crowds during events.

CONCEPT DESIGN RESPONSE: BIRRARUNG MARR PRECINCT SITE ONE

We asked how well the draft concept designs address environmental and ecological sustainability.

We received positive feedback on the design's response to the waterway and ecosystem including the use of additional greenery. There were some queries as to how waste would be managed, specifically in the Yarra River. We heard positive reflections on the climate resilience and sustainability of materials for the concept designs.





NEXT STEPS

The feedback we heard will be used to refine the concept designs for Birrarung Marr Precinct Site One. It will also be part of the approval process for the draft concept designs.

The views and values heard throughout the engagement will also inform the overall Greenline Project, including ongoing Precinct Planning.