

GREENING RODEN STREET ENGAGEMENT SUMMARY

JULY 2023

REPORT PREPARED BY:



Global Research
Turning Information Into Insight



CITY OF MELBOURNE

Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin and pays respect to their Elders past, present and emerging.

We acknowledge and honour the unbroken spiritual, cultural and political connection the Wurundjeri, Bunurong, Dja Dja Wurrung, Taungurung and Wadawurrung peoples of the Eastern Kulin have to this unique place for more than 2000 generations.

We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

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This report was prepared by:

Global Research

150 Office Road, Merivale

Christchurch 8018 – New Zealand

+64 3 355 4562 – www.globalresearch.nz

6 July 2023

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The Greening Roden Street Proposal

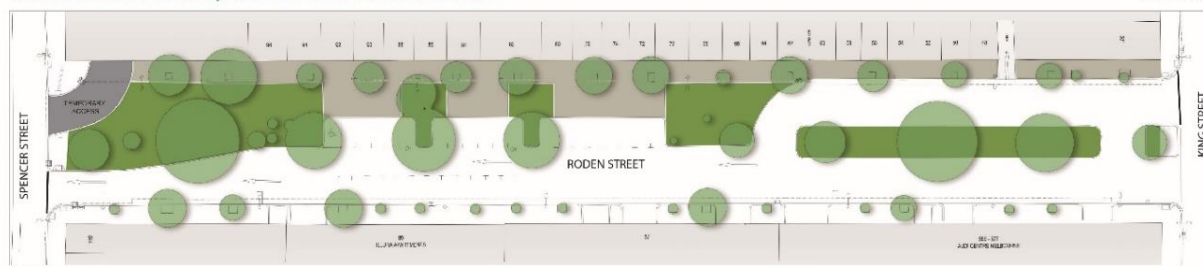
The City of Melbourne undertook community engagement on the Greening Roden Street proposal from 18 May to 15 June 2023. The proposal (pictured below) responds to the growing and changing needs of the West Melbourne community, and ensures the environment is better prepared for the effects of changing climate conditions.

Features of the Greening Roden Street proposal included:

- 1000sqm of additional greening and permeable ground area through the removal of paving and the conversion of roadway into green space
- the introduction of additional tree and understorey species that will strengthen urban forest resilience and plant community biodiversity, offering long term benefit to the community
- a reconfiguration of the existing car parking places for no net loss of parking
- new kerb and channel
- a reconfiguration of the roadway yet still maintain usability
- regrading of the footpath and increasing the pathway network for an improved pedestrian experience
- the introduction of Water Sensitive Urban Design (WSUD) features to enable both water quality and quantity capture benefits and reduce storm water run-off.

This summary report contains a brief 'snapshot' of who was reached and what was heard during the community consultation period on the Greening Roden Street proposal. A detailed community engagement summary and analysis report is available for download at participate.melbourne.vic.gov.au/greening-roden-street.

EXISTING CONDITIONS RODEN STREET, WEST MELBOURNE



LEGEND



GREENING RODEN STREET PROPOSAL WEST MELBOURNE



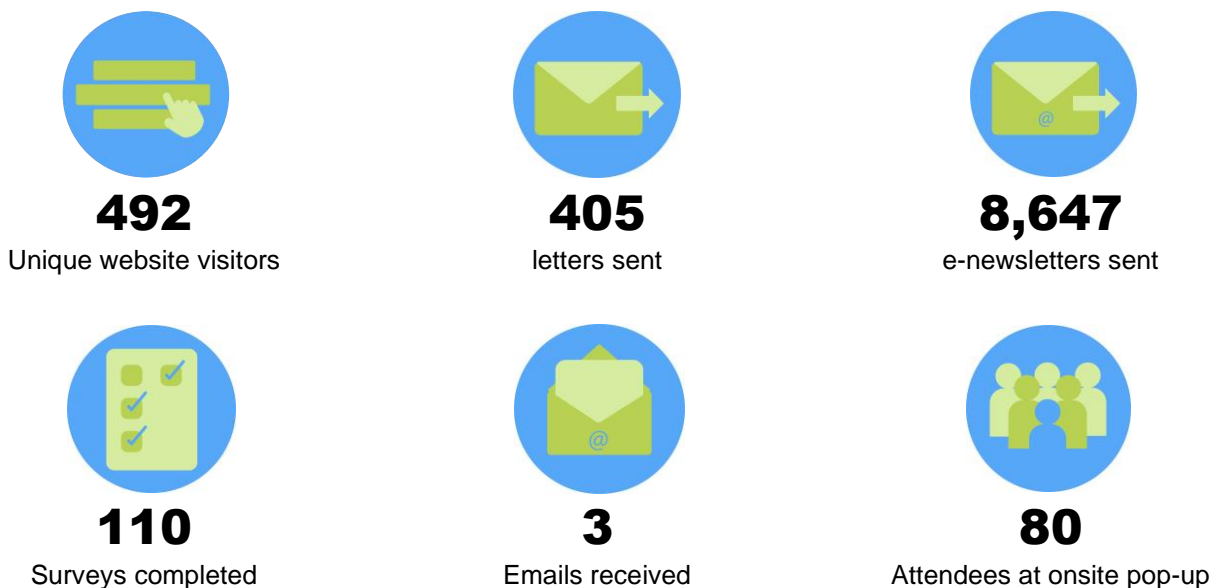
LEGEND



Image above: Roden Street (between King and Spencer) existing conditions (above), and the Greening Roden Street proposed changes indicated in the Greening Roden Street Proposal (below).

Who we engaged

In total, we reached over 8000 people through posted letters, website visits and newsletter audiences. 113 community members provided feedback about our Greening Roden Street Proposal via online survey or email, while a further 80 people attended our onsite pop-up event.



What motivated respondents to participate in this engagement



Respondent connections to the project



Key topics and ideas



Level of support for Greening Roden Street

- > There was significantly **more support than opposition** from survey respondents for the proposal to expand the green space on Roden Street, with 91% of respondents showing either strong (82%) or mild (9%) support.
- > The main reasons given for **supporting** this proposal were the range of benefits respondents anticipated seeing as a result of the changes. These respondents argued the upgrades would make the street more beautiful and pleasant, be good for biodiversity, provide habitats for native birds, help reduce the heat island effects, improve air quality, and be a welcome upgrade to the area.
- > Significantly fewer comments were made in opposition to the proposed greening of Roden Street. The main reasons given for **opposing** the proposed upgrade include concerns on loss of parking, the upgrades are not required or how the changes would affect the use and enjoyment of Roden Street.



Level of support for further parking loss to accommodate green space

- > The majority of respondents (72%) were **supportive** of the potential for further parking loss to create additional green space.
- > The main reasons for **supporting** further parking loss were to help shift the focus away from cars; to encourage mode shift; that there is no need for so much parking on Roden Street; and, that the benefits of replacing parking spaces with green space outweigh the loss or potential inconvenience.
- > The main reasons for **opposing** further parking were that parking on the street is necessary for residents, visitors, and businesses; parking is already difficult on Roden Street; and that the availability of parking should be balanced with development in the area (and subsequent demand for parking).

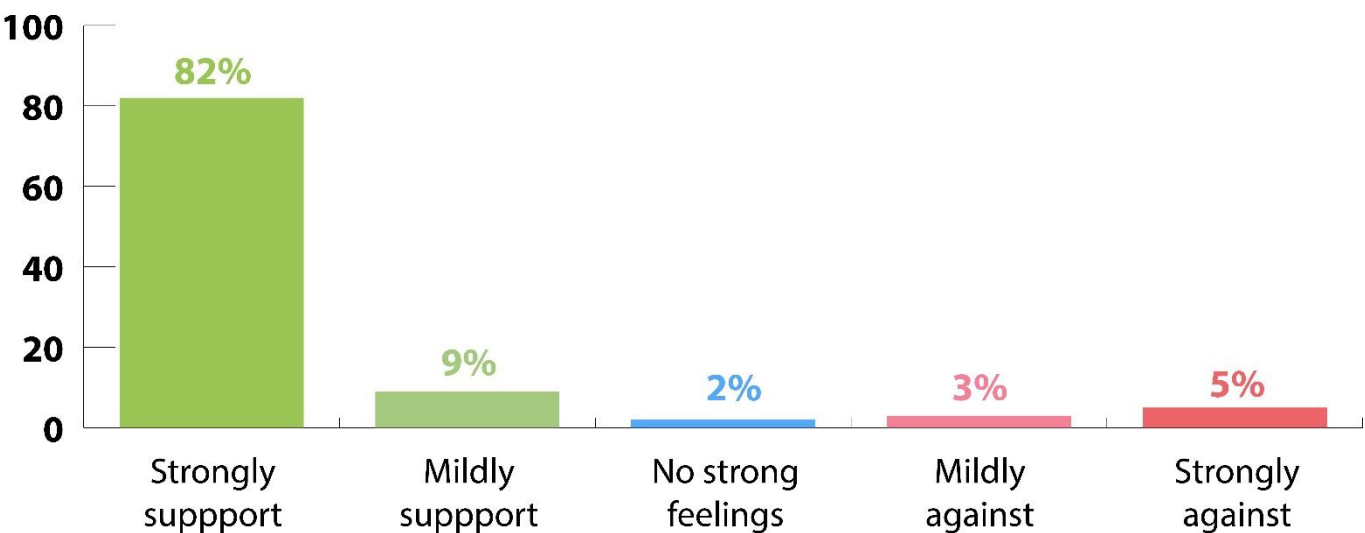


Minor design changes

- > Minor design changes were suggested on the proposal, these included: maintaining access to properties, traffic calming measures, tree and garden bed species selection, dog waste facilities, and footpath materiality choice.

Overall level of support for the proposal

Respondents were asked: *Do you support the proposal to expand the open space on Roden Street?*



- A strong majority (91%) supported the proposal.
- Only 8% of respondents were unsupportive overall.

Reasons for your level of support for the proposal

Respondents were asked: *Why do you feel this way about the proposal?*

You said

"I feel it'll make better use of the land. Create a more pedestrian and pet friendly environment, which encourages outdoor use which can improve safety and crime. It's will also be more aesthetically pleasing than it is currently."

"As a resident I welcome this initiative. I warmly welcome the idea of more open space, native planting to help support local wildlife and more options to spend time outside."

"I would really like to see more eucalypts like the beautiful trees in the middle of the street – I think this is really where the beauty of the street comes from at the moment."

"Would like to have grass around the base of the trees like in a park instead of all the gravel."

"Please do not remove any more car parks."

"There is a good balance at the moment."

We heard

Support

Respondents who support the proposal do so for the range of benefits they feel will result, including street beautification, biodiversity support and provision of habitats for native wildlife, reduction of the heat island effects, and improved air quality.

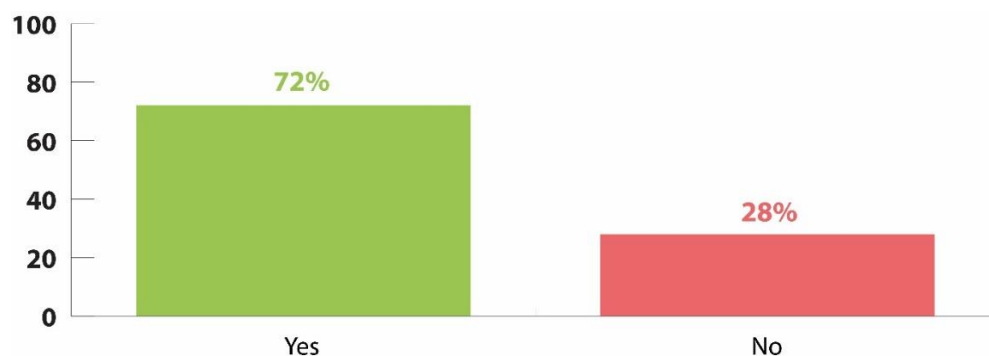
Respondents had a number of design suggestions to help ensure the best outcomes for the community. These suggestions ranged from what kinds of trees and planting people wanted to see, to concerns about the surfaces used or calls for particular amenities like lighting or seating to be included.

Opposition

Only a small number of respondents opposed the proposal. Those who were opposed were concerned about loss of parking spaces or how the changes would affect the use and enjoyment of Roden Street, or felt that the changes were not necessary.

Overall support for parking loss to create green space

Respondents were asked: *Would further parking loss be supported for additional green space?*



- The majority of respondents (72%) indicated that they would support further parking loss to allow for additional green space.
- Over a quarter of respondents, however, did not support further parking loss (28%).

Justification for your level of support for the parking loss to create open space

Respondents were asked: *Why do you feel this way?*

You said

"There is less need for parking with the close proximity to the city and access to public transport. It would encourage and welcome residents into the area who are invested in a more sustainable, healthy way of living."

"We note that much of the parking is often empty due to permit zone parking so if such strict restrictions are going to remain, then it should be enough to have parking on one side of the street only. This would allow for a more seamless free flowing garden."

"Green space is more important. The street is close enough to the city that public transport and walking/biking etc. are more important than cars for getting around."

"Multiple businesses along Roden Street rely on these on the street parking spots, including physio, mechanics, etc. the new parking is not as accessible for these businesses. There is also plenty of space to 'greenify' if the uneven and degrading pavement is removed."

"Parking is already an issue and is only going to get worse."

We heard

Support

The main reasons that people supported further parking loss to accommodate more green space were:

- That they felt this would encourage people to use other, healthier or more environmentally friendly modes of transport such as walking, cycling or public transport.
- That there is ample parking in the area so it would not create any problems.
- That the benefits outweigh the loss of parking spaces.

Opposition

Those who oppose further parking loss did so primarily because:

- Residents, visitors, and businesses rely on the current parking spaces in Roden Street, which is already in high demand.
- That the demand for parking spaces in the area is only going to increase as more development occurs.

How this feedback will be used

Your values, priorities, ideas, and concerns relating to the Greening Roden Street proposal have been clearly articulated to City of Melbourne through this consultation period. Your sentiments have been collated and analysed by independent social researchers and what was heard has been presented back in the form of a detailed report, in addition to this synthesised summary report. These will be publicly available via participate.melbourne.vic.gov.au/greening-roden-street, and briefed to Council.

The Greening Roden Street team, including infrastructure planning, traffic engineering, park services and landscape design, will review and consider your feedback to help develop a more detailed concept plan.

Thank you to all participants in this planning journey. Your local knowledge and experience of the area is crucial. We look forward to talking to you in the coming months and working towards some outstanding outcomes for West Melbourne residents, businesses, and visitors.

How to contact us

Online:

melbourne.vic.gov.au

In person:

Melbourne Town Hall - Administration Building
120 Swanston Street, Melbourne
Business hours, Monday to Friday
(Public holidays excluded)

Telephone:

03 9658 9658
Business hours, Monday to Friday
(Public holidays excluded)

Fax:

03 9654 4854

In writing:

City of Melbourne
GPO Box 1603
Melbourne VIC 3001
Australia



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