AECOM

Port Melbourne Waterfront

Urban Design Framework

The Vision Report

July 2011

Prepared for
City of Port Phillip

Prepared by

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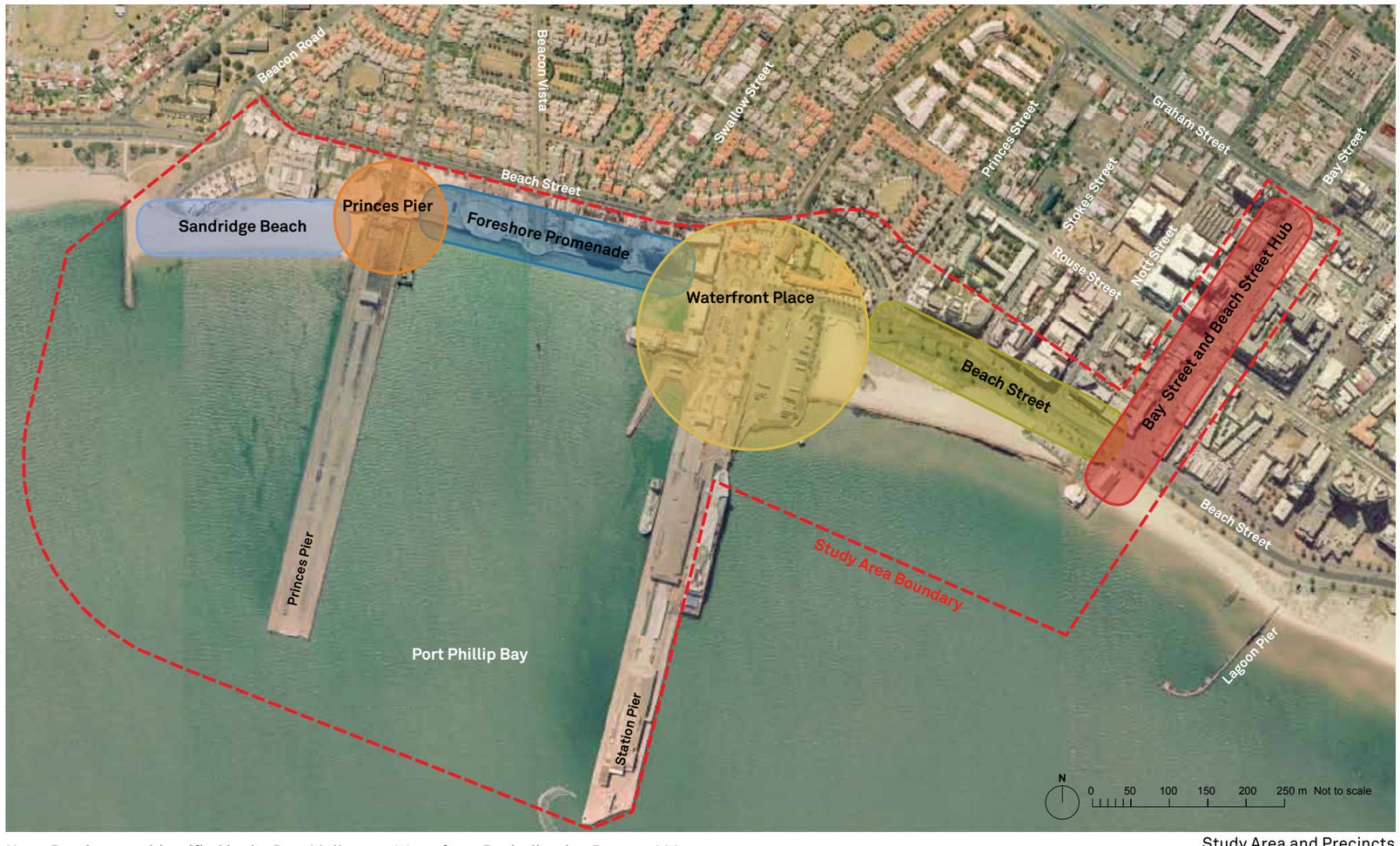

Note: Precincts as identified in the Port Melbourne Waterfront Revitalisation Report, 2005

Study Area and Precincts

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Introduction

The Port Melbourne Waterfront Urban Design Framework (UDF) will consider the future of the waterfront through the preparation of a unified, strategic and considered framework. This will address the potential of the waterfront to be an enjoyable and celebrated place, as a local destination of high amenity and as a gateway to Melbourne. The UDF will guide future development opportunities, public realm improvement, and movement and access within the study area.

The future story of the Port Melbourne Waterfront should be determined by a long term vision that best considers this 'sense of place'. This UDF will be developed with the community and key stakeholders to capture their aspirations and vision for the waterfront, and to provide a sound strategic basis for future decision . The broader outcomes of the UDF will be strongly linked to the comments made by the community during the various visioning and information sessions.

The Vision Report

This Vision Report started with two community workshop sessions. These sessions aimed to capture the issues and opportunities in the area and to allow the community to have a say, presenting their own aspirations and vision for the waterfront.

This report specifically presents the findings and shared values established in the Visioning Workshop held on the 24 February.

Introduction
The introduction includes a snapshot of the project and the opportunities for involvement.

Visioning Process
The Visioning Process outlines the objectives and process of the workshops. It identifies the purpose of this report and the role it will play in the l ater stages of this project.

What We Heard
'What We Heard' is a snapshot of the discussions from the night regarding each precinct. Details of this information can be found in the values section and Appendix A. The comments that were made by the community strongly define the development of objectives and principles, which in turn will set the framework for the UDF.

Values
The values section shows a series of summaries of the shared values of the community. These values have been further developed into a set of draft objectives that will assist the Stage C, 'Development Objectives and Principles' .

The UDF Process

The UDF aims to prepare strategies that will enhance liveability in the area and secure a sustainable future for the precinct. The objectives of the UDF are to:

- create a shared vision for the future of the Port Melbourne Waterfront
- establish clear objectives and concept designs for delivering the vision
- develop strategies, actions and partnerships to make it happen.

The Project Stages

A. Issues and Opportunities Paper – Completed
B. Visioning – Current Stage
C. Development Objectives and Principles
D. Urban Design Framework - Draft
E. Implementation Strategy
F. Cost and Implementation Plan
G. Port Melbourne Waterfront Urban Design Framework

We are currently in the Visioning stage of the UDF. The purpose of the Visioning stage is to establish the shared values of the community. These shared values will be used to form objectives and principles, which will guide the outcomes of the UDF.

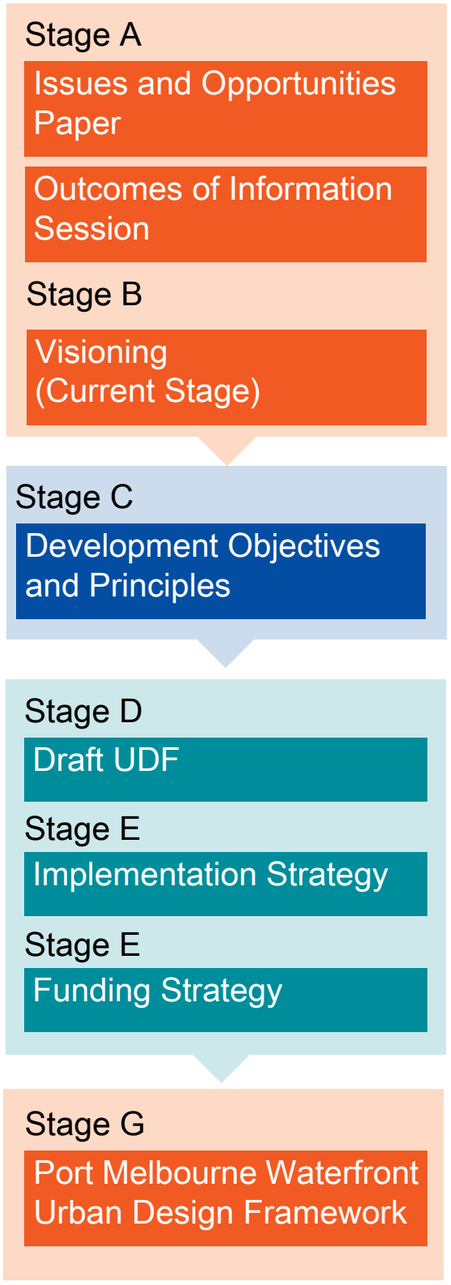


Figure 1 - UDF Process

Opportunities to get involved

There are a number of opportunities for the community to get involved. These include:

Community Events

- 9 February Information Session - completed.
- 24 February Visioning Workshop - completed
- Vision Drop in Session on 7 May
- Objectives and Outcomes Workshop (June, TBC)
- Draft Urban Design Report Workshop (Late September, TBC)
- 'Have Your Say' website

The 'Have Your Say' website will be updated throughout the life of the project. Information and reports will be available for download. In addition an online forum will allow visitors to the site the opportunity to put forward their views and ideas for the project.

Project Newsletter
A project newsletter will be posted on the 'Have Your Say' website, distributed to project participants who are on the database and made available at the Port Melbourne Library and ASSIST locations following the completion of each stage. The newsletter will provide an update on the progress of the project and summarise the key thoughts from each stage.

Public Display
Public displays will be located on the foreshore, and the Port Melbourne library. The public displays will provide an update on the progress of the project and summarise the key thoughts from each stage. The displays will be updated at the end of each stage.

The Visioning Process

The following is an outline of the objectives and process for establishing the community vision and how this will be used to form the UDF.

Information Session

Wednesday 9 Feburary 2011, 6:30pm – 8:00pm

This Information Session provided participants with an overview of the project objectives, stages and steps developed to consult with the community. Participants were provided with the opportunity to discuss the key issues and opportunities within the study area.

The objectives of this session were:

- to inform residents and stakeholders of the project and the consultation process
- to build broad-based community understanding of the issues and opportunities.

The information received from this discussion is currently being reviewed and will be used to inform the development of the Urban Design Framework.

The community's feedback on issues and opportunities has been divided into three themes:

- Quality of Life
- Character, Pride, Identity & Uniqueness
- Sustainable Environment

Over 150 people attended the Information Session and the feedback is available on the website.

Visioning Workshop

Thursday 24 Feburary 2011, 6:30pm – 8:30pm

This Visioning Workshop provided participants with the opportunity to contribute their own aspirations and vision for the waterfront. Specifically it provided a forum for a discussion on participant's values.

The objectives of this session were:

- to provide the opportunity to shape a vision for the future of Port Melbourne Waterfront.
- to provide feedback on what was heard in the issues and opportunities session of the 9 February.
- to hold a conversation on 'values'.
- to prepare a shared list of values that will shape the development of the next stage - Objectives and Principles.

Over 130 people attended the Visioning Workshop.

The session began with a presentation of 'What Ifs'. The objective of this presentation was to get people to 'think big' by showcasing other waterfronts/great spaces from around the world and Australia.

Following this presentation participants took part in the first activity.

Activity 1 - Tell a story about an inspiring place/ waterfront.

The activity involved participants thinking about their favourite place and discussing with the person next to them why.

Following activity 1, the concept of 'values' was presented to the community. 'Values' were definied as:

"A value is a belief, a mission, or a philosophy that is meaningful. Whether we are consciously aware of them or not, every individual has a core set of personal values. Community or society can hold and apply shared values.

Values can range from the commonplace, such as the belief in hard work and punctuality, to the more psychological, such as self-reliance, concern for others, and harmony of purpose."

This presentation was followed by Activity 2.

Activity 2 - Connecting values to your favourite place and to Port Melbourne.

This activity involved the participants thinking about what values they attributed to their favourite place and connecting these values to the Port Melbourne Waterfront. Participants were asked to write down the three values that are most important to them. People were then invited to place red dots next to values listed by others that they also deemed important.

Children's Workshop

The third session in the visioning process aimed to engage with primary school students to explore their values and was carried out on Thursday May 7 2011.

The workshop was held with 22 year 6 students from Port Melbourne Primary. The session what centred on the question "What do you love about where you live?" The children wrote down their thoughts and were provided with the opportunity to explore their thoughts. A summary of what they told us can be found on pages 8/9.

These activities helped to establish the shared values of the community. These values will be translated into a Vision for the community. The values and vision with the issues and opportunities will be used to form objectives and then principles. This process is outlined in Figure 2.

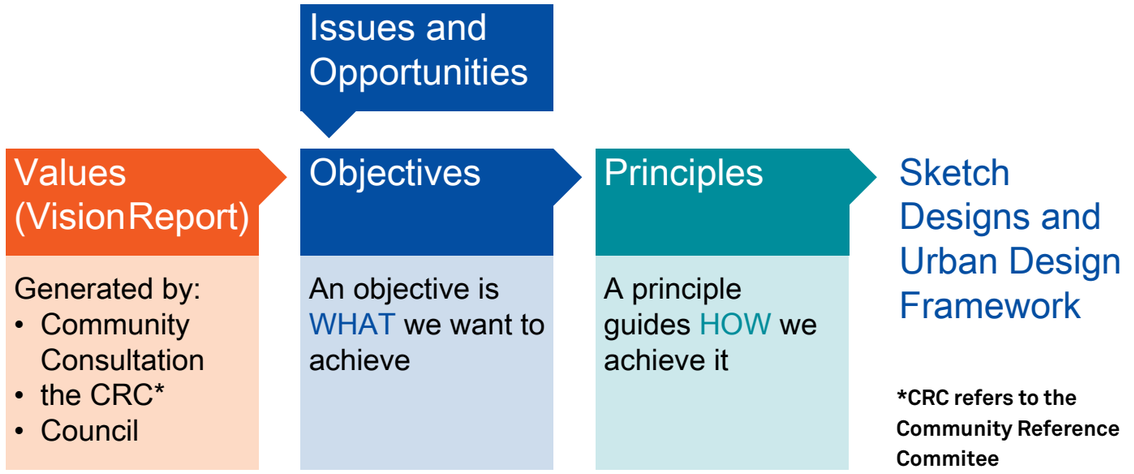


Figure 2 - Values within the UDF process

What we heard at the Visioning Workshop on 24 February

The Beach...

is valued as a relaxing, open, peaceful place. The provision of amenities such as seating and shade trees is desired by the community; free or water based activities such as boating and sailing were identified as important. A cleaner, 'green' and natural environment with increased vegetation is valued by the community.

Princes Pier...

is valued for its maritime history and connection to the past. The visual and physical connection to the water and the marine life it holds was identified as important. For the community, the Pier is a platform for flexible uses such as open air cinemas, performance places and organic markets as well as an opportunity to connect to the unique marine life underneath. The accessibility of the pier is valued; pedestrians and cyclists should have priority.

Foreshore Promenade...

Foreshore Promenade is valued as a peaceful and tranquil place that provides a connection to the maritime civilian and military history (leading lights). The ability to access the promenade safely by all; and the shared use of the space for active and passive recreation activities, with visual and physical connections to the water, has been recognised as important. The vegetation along the foreshore, the water and fresh air are valued by the community as is the unique marine wildlife.

Waterfront Place/ Station Pier...

Waterfront Place is valued for the shipping and maritime activities. They are important to the character of the place. The ability for the community to access the pier to view these activities is valued. The community values welcoming, unpretentious, exciting spaces that can act as civic meeting places. The community values less car domination to provide an inclusive civic plaza and the provision of museums, sporting and leisure facilities to activate the area further. Waterfront Place is valued for its maritime and military history.

Bay and Beach Street Hub...

is valued for its community, sense of belonging and continuity of maritime traditions. The ability to be connected to the bay by using and viewing with communal activities such as walking, exercising, swimming, cycling and yachting, seen as important. Less car domination with greater amenities and greener living spaces is valued by the community.

Beach Street...

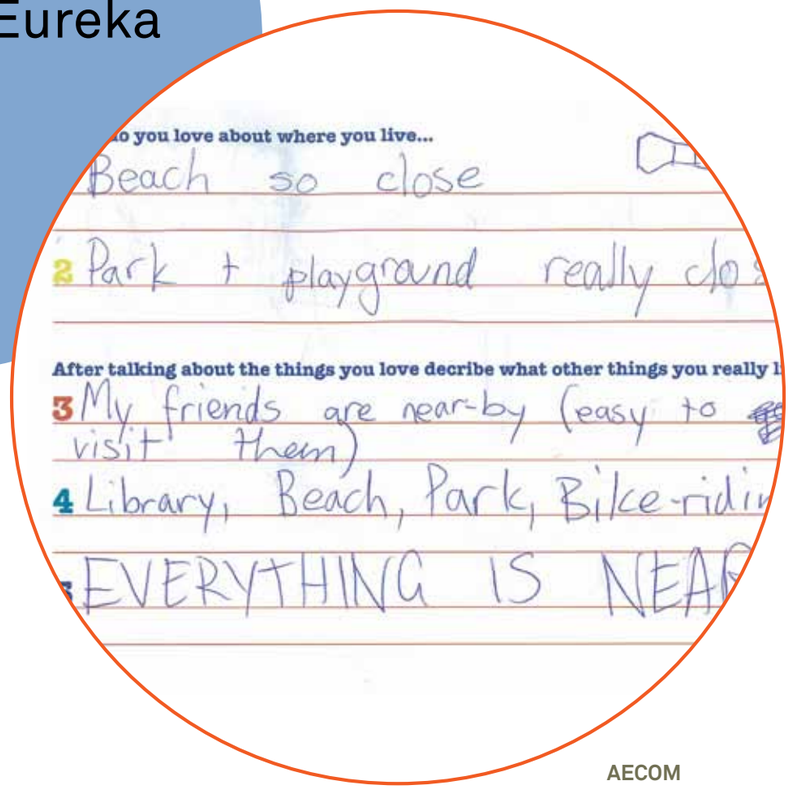
Beach Street is valued for its beauty of water and boating. The provision of amenities such as seating and barbeques, within clean, green, treed, less car dominated spaces, is recognised as important. An increase in the vegetative elements and water sensitive urban design initiatives is also valued highly. The reduction of the traffic and the ability to educate and connect to the water through activities and bay gazing is also recognised.

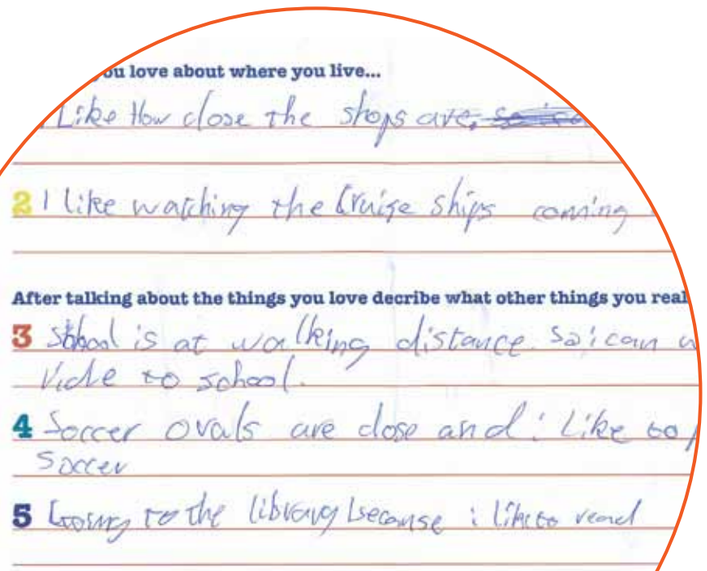
What we heard at the Children's Workshop on 7 April

"What do you love about where you live?"

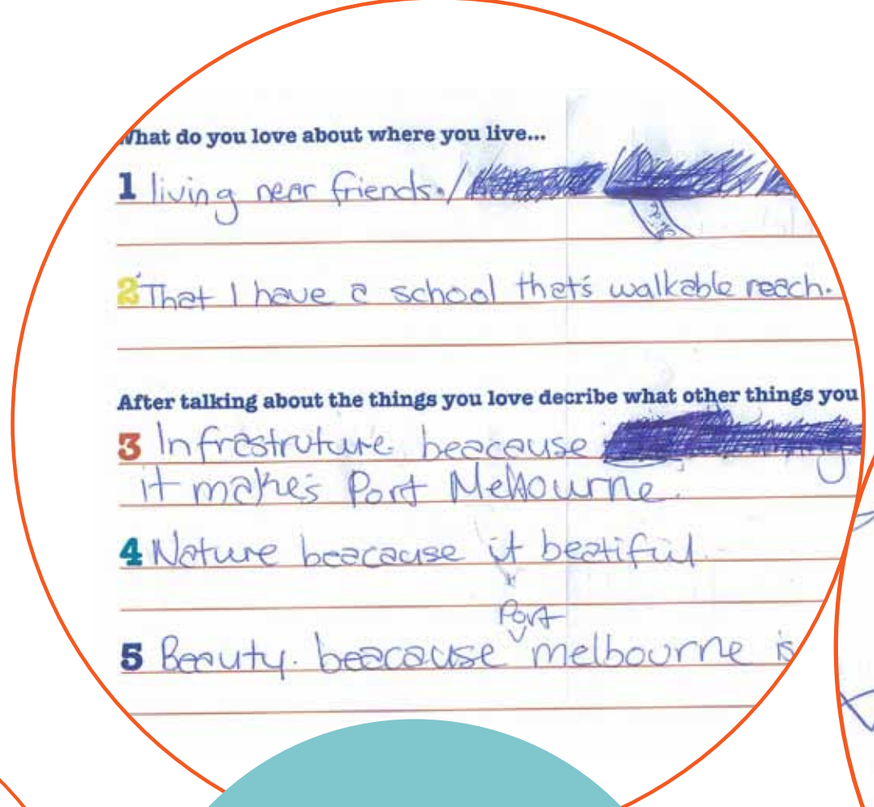
Open Space
- Beach
- Parks
- Oval
- Skate parks
- Bikeriding

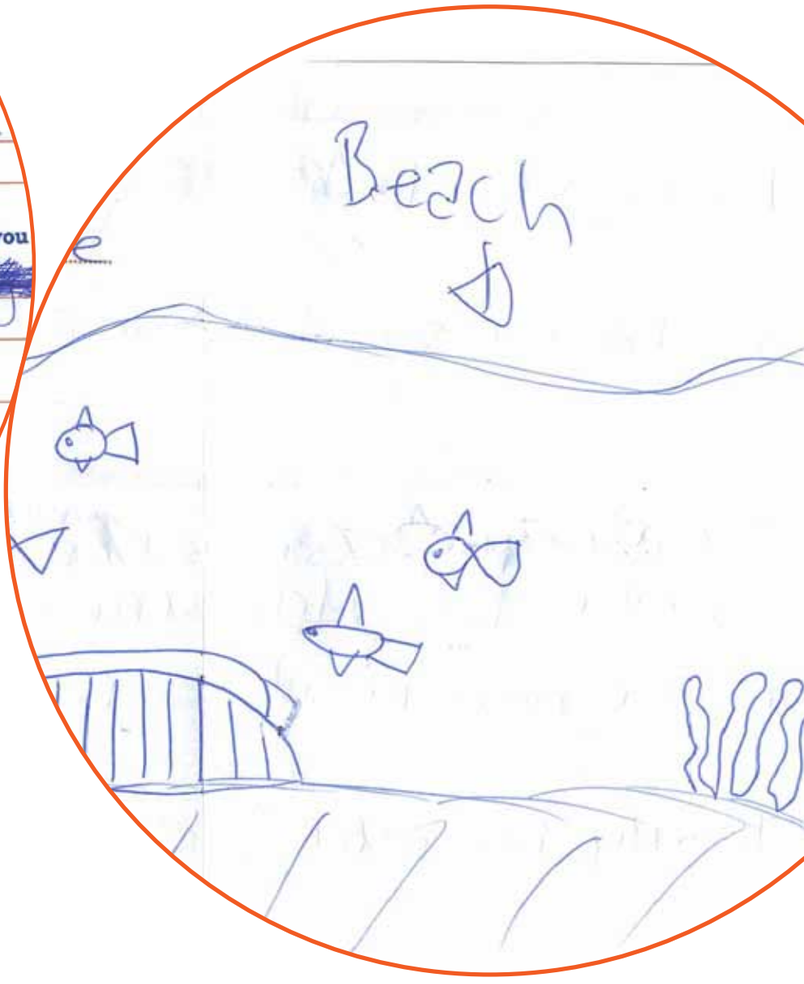
Places
- Shops
- Fast food
- Casino/Eureka Tower
- Pool
- Library
- Lights





Nature
- Trees
- Flowers





I want to stay
- It's home 'I live here'
- I know the community
- My friends are here

Because
- Lots of
- Close to
- Walking
- Watching

Community
- Old and new
- People (Variety/lots of)
- Friends
- My house

7 May Drop In Session

To get the most from the thoughts and ideas of the community during the May 7 Community Drop In Session, we provided a variety of ways of asking questions and recoding answers. On the day council officers and urban designers moved amongst the visitors asking questions and providing detailed explanations on the current draft of the Vision Report and Issues and Opportunities Report. Visitors could then record their thoughts and ideas on the “How are we Tracking” board.

We anticipated a good turn out and were rewarded with approximately 300 people visiting the session over the five hours that it was open. Most of these people felt more comfortable just talking through the project with the various staff members present, although we did receive 23 comments on the “How are we Tracking” board.

Survey

To complement the Port Melbourne Waterfront UDF Vision Drop-in Session, the City of Port Phillip ran a survey to allow people to either formalise their comments on the day, or to contribute comments online in the event that they could not make the 7 May session. The survey closed on Friday 3 June and 26 people participated – not a huge number, but that was to be expected as hundreds of community members had already contributed their thoughts via the Vision Workshop in February or the Vision Drop-in Session in May.

Overall, the survey respondents told us that we are 'on the right track'.

The key issues and opportunities that were mentioned in the survey reinforced what we had heard from the community at the workshops and sessions. Themes that already had a place in the draft Vision Report, such as celebrating the passenger shipping activity and a higher regard for sustainability issues, were further emphasised; while other topics that had not been captured in the community engagement process to date came through in the results, such as the inclusions of social housing, support of active sporting associations (such as kite surfing) and the reduction in Jet Ski activity.

Included in the 'needs' for the area are 'nook' spaces, maintenance of view lines, youth specific places and extending the activity along the Station Pier. These elements have been identified as important issues to be considered in the future Urban Design Framework as they mostly pertain to the physical design and layout of the waterfront area.

Feedback on the vision statements and objectives was on the whole supportive. Suggestions for additional elements within the objectives were often very specific and described individual physical or programmatic improvements to sections of the waterfront. These ideas will be considered within the Urban Design Framework as they are focused on specific outcomes rather than the broader objectives or vision statements that govern these.

A summary of suggestions under each objective category is included on this page.

Furthermore, we have received many other community contributions such as phone calls, emails and sketches. These have been a great insight and will be used in further developing the UDF.

*For a more comprehensive overview of the survey results, please refer to Appendix D.

Character and Identity

no parking on Princes Pier, free and casual parking in the general area and increased access to Station Pier, enhance the connection from Port Melbourne to St Kilda

Natural Environment

Prevent fishing activities from discarding and leaving behind lines and hooks.

Connectivity/ Accessibility

Markets to coincide with cruise ship docking, and a minibus service to take cruise passengers to and from the city.

Aesthetics/ Amenity

Litter and recycle bins to encourage people not to litter, local retailers encouraged to limit or alternate sale of disposable plastic packaging,

more toilets with later access times on weekend, upgrade the yacht club, vegetation aesthetic should be maintained and enhanced with indigenous flora, the yacht club should not be altered for the sake of the view, limit visibility of carparking.

Activity

The addition of inexpensive cafes, a day spa and maritime museum, opportunities for sailing lessons especially for children, temporal beach activities, and revitalising the waterfront place area with gym, pool, trams & childcare.

Safety

Need to notify bathers at Sandridge Beach of water quality issues.

Character and Identity

Character: 'the aggregate of features and traits that form the individual nature of some person or thing'
Identity: 'condition or character as to who a person or what a thing is'

Distinct elements within the Port Melbourne Waterfront have established a much-loved character and identity for the area. These elements include the cruise ships and freight activity, heritage structures, expansive views to the bay, access to the beaches and water's edge, finer-grained development that is more expressive at the ground level and connections to the natural environment - sea, wind, light and open space.

The waterfront provides a sense of arrival to Melbourne. The future opportunities to provide an enhanced public realm that provides high quality and welcoming civic spaces should be balanced with the importance of celebrating local stories and maintaining the current qualities, which make up the specific local identity.

Objectives

- celebrate cruise ship and freight activity
- celebrate and respect the past (such as naval, immigration and military history)
- include artistic expression of local values, stories and heritage
- develop a greener neighbourhood with more softscape elements such as trees, lawn and garden beds
- create a diverse range of character areas that provide quiet and peaceful places through to active and lively areas
- create a welcoming front door that achieves its integrity through thoughtful connections to the past and a respect for local identity
- create a gateway to the port at the Bay and Beach Street hub and at Waterfront Place
- ensure that a harmony between the older Port Melbourne and the newer architecture such as Beacon Cove is advanced as future development is planned
- any development should provide interest and accessibility at the street level
- maintain openness and views to the bay/water.

“What we heard”

The Visioning Workshop was all about listening and discussing ideas for the future...the comments written by the community members on the night have been collected and directly represented below without adjustment...this is *what we heard*

The Beach

Valued ‘as is’, relaxing, hidden, openness, intimate, envied, exclusive, generous spaces, unspoilt, peaceful, quiet.

Princes Pier

Maritime history and heritage, connections to the past, peaceful, expansive views/vistas, accessible, artistic expression, unique, preservation of the past.

Foreshore Promenade

Maritime history (leading lights), artistic expression, peaceful, tranquil.

Waterfront Place/Station Pier

Heritage – buildings, piers and stories; low rise buildings; civic plaza; gateway to Port of Melbourne; immigration and military history; peacefulness; integrity; permeability; historical buildings create character; welcoming; unpretentious; respect for the past; globally connected; exciting and evocative.

Beach Street

Heritage – buildings and stories; low rise buildings; community/residential feel (not too commercial); aboriginal heritage; modesty; artistic expression; beauty of water and boating.

Bay and Beach Street Hub

Views to water/boating, ‘village’ street culture, quiet, connections to the past, local, heritage, welcoming, connections to water/boating/ nature, community, boating, natural environment, sense of belonging, peaceful, gateway, simplicity, continuity (of maritime traditions).

A note on history

During the course of the Visioning Workshop and in subsequent conversations topics relating to the history of Port Melbourne Waterfront have been discussed and investigated. These points deserve a more concise and considered treatment than can be provided in this Visioning Document. Therefore they will form a part of the Draft Urban Design Framework where the link between the outcomes of the framework and the history of the area can be made more apparent.

Aesthetics/Amenity

Aesthetics: '(t)he study of the mind and emotions in relation to the sense of beauty.'
Amenity: 'any feature that provides comfort, convenience, or pleasure'

The community expressed shared aspirations for a clean, beautiful, green, pedestrian-friendly environment. A place that is created for the enjoyment and benefit of the people who inhabit it; where elements such as landscaping, seating and shade contribute to the liveability of the area. A place that provides peaceful spaces for quiet recreation; a place where traffic doesn't compromise the visual or experiential quality of the space.

Objectives

- create a greener, cleaner and shadier environment.
- provide amenities, such as bike parking, public compost bins and climate resilient gardens and parks, to enable more sustainable living.
- provide peaceful places for respite and relaxation.
- reduce the dominance of traffic on the waterfront.
- ensure that the future development and building forms and uses promote a beautiful, greener, and pedestrian friendly environment.

“What we heard”

The Visioning Workshop was all about listening and discussing ideas for the future...the comments written by the community members on the night have been collected and directly represented below without adjustment...this is *what we heard*

The Beach

Change facilities, seating, playground, cleaner, peaceful spaces, shade.

Princes Pier

Shade, vegetation, well-maintained, openness, quality of landscape.

Foreshore Promenade

Beauty – natural and man-made, greener, cleaner, openness of views to water/ expansiveness.

Waterfront Place/Station Pier

Cleanliness, less car/traffic dominated.

Beach Street

Cleanliness, green, gardens, less car/traffic dominated, peaceful spaces.

Bay and Beach Street Hub

People first, less car/traffic dominated, greater amenity, greener, ‘living spaces’.

Activity

Activity: 'a specific deed, action, function, or sphere of action'

The shipping activity of Port Melbourne is highly valued. A diverse, flexible range of activities could enhance the appeal of the waterfront to a greater audience while providing for the local community. New 'draw card' activities such as a maritime or immigration museum, markets and open-air cinemas could further enliven the area while connecting into the existing maritime activity. These should be complemented by opportunities for quiet, relaxing activities such as walking and fishing. All activities should reflect and respect the local context and identity of the area and celebrate the bay, beaches and local history.

Objectives

- maintain shipping activity.
- enhance availability of 'resident-friendly' water-based activities – swimming, boating, sailing, water-sports.
- provide opportunities for relaxing, quiet recreational activities – fishing, walking, promenading.
- enhance opportunities to exercise to improve health and wellbeing.
- celebrate maritime and immigration history.
- provide affordable community activities that cater for children and families.
- provide flexible, versatile spaces that can cater for temporary uses – markets, open air activities.
- provide educational opportunities around water safety/play, marine life, history.

What we heard

The Visioning Workshop was all about listening and discussing ideas for the future...the comments written by the community members on the night have been collected and directly represented below without adjustment...this is *what we heard*

The Beach

Free activity, water-based activities – swimming, boating, sailing, cafes, exercise park/sea-sport playground/gym, community activities 'together activities'.

Princes Pier

Not too commercial, fishing, clean environmental activities, passive activities, maritime activities, cafe, versatility/flexibility, open air cinemas, performance places, organic markets, resident friendly activities, maritime museum, community spaces, a 'platform' for flexible uses, gatehouse museum, no cars, views to underwater marine life.

Foreshore Promenade

Multiple uses, recreational spaces, exercise park, shared spaces, sailing, cycling, active recreation and exercise, passive recreation and quiet activities,

Waterfront Place/Station Pier

Shipping, maritime activities, immigration museum, art centre, sporting/leisure hub, activate, not too commercial.

Beach Street

Education, adventure, yachting, sailing, beaches, barbeques, seating, walking, bay gazing.

Bay and Beach Street Hub

Water based activities, water education, boating, community, variety, sports, good balance of shops on Bay Street, children's water-based activities, learn to swim/sail/ water safety, open air eating, eateries, 'together activities', walking, swimming, cycling, family-based.

Connectivity/Accessibility

Connect/Connectivity: 'to join, link, or fasten together; unite or bind' / 'serving or tending to connect'
Accessible: 'Easy to approach, reach, enter, speak with, or use.'

The local community values, the close proximity of conveniences, the bay and beaches, friends and the CBD. Public access to Station Pier and Princes Pier would provide the community with greater opportunities to enjoy the Bay and surrounds and provide a more direct connection with the area's rich maritime past and shipping activity. The environment should be designed for the enjoyment and safety of both pedestrians and cyclists with a reduced dominance of traffic/trucking activity.

Objectives

- maintain and enhance accessibility to the precinct.
- maintain and celebrate direct access to the bay and beaches.
- improve public access to Station Pier
- provide public access to Princes Pier.
- manage shipping/trucking activity to reduce impact on local amenity.
- enhance access to St Kilda.
- provide for safe pedestrian and cycling activities.

What we heard

The Visioning Workshop was all about listening and discussing ideas for the future...the comments written by the community members on the night have been collected and directly represented below without adjustment...this is *what we heard*

The Beach

Accessible for families.

Princes Pier

Pedestrian/cyclist priority, separate walking/cycling access.

Foreshore Promenade

Better separate walking/ cycling access.

Waterfront Place/Station Pier

Public access to pier at all times, inclusive of tourists and locals, a civic meeting place.

Beach Street

Reduced dominance of traffic, more parking.

Bay and Beach Street Hub

Connected to bay, using the bay - not just looking at it, local.

Natural Environment

Natural: 'existing in or formed by nature'
Environment: 'the aggregate of surrounding things, conditions, or influences'

The natural environment is a highly valued aspect of the Port Melbourne Waterfront. This includes the marine life, the landscape (cultivated areas and the native dunes), fresh air and clean beaches.

Our activities in the area (including shipping and water-based activities) need to respect and enhance local ecosystems and preserve habitats for land and water based fauna.

Objectives

- Protect the natural environment and ecosystems.
- Protect and enhance the quality of the landscape including the dune areas.
- Provide habitat for local wildlife – birds and marine life.
- Improve water quality (stormwater outlets).
- Provide sustainable building and technology solutions.
- Enhance the level of vegetation in the area.
- Provide a strong water sensitive urban design approach to use and treat all water falling on the public realm.

"What we heard"

The Visioning Workshop was all about listening and discussing ideas for the future...the comments written by the community members on the night have been collected and directly represented to the right without adjustment...this is *what we*

The Beach
Nature, clean environment, natural landscape, increased vegetation.

Princes Pier
Nature, sustainability, unique marine life.

Foreshore Promenade
Wildlife, cleanliness, water, fresh air, sand, ecology, foreshore vegetation and marine life, unique wildlife.

Waterfront Place/Station Pier
Indigenous landscape, birdlife, fish, sustainable buildings, dunes, clean water.

Beach Street
Reduced dominance of traffic, more parking.

Bay and Beach Street Hub
Clean sand and water, marine life.

Safety

Safety: the state of being safe; freedom from the occurrence or risk of injury, danger, or loss.

Safety at the waterfront is considered to be an important value to the community. Creating an environment that is safe for families, cyclists and pedestrians is a shared aspiration that was expressed by the community for all the precincts, in particular those precincts where vehicles, cyclists and pedestrians interact – including the Foreshore Promenade, Beach Street and the Bay and Beach Street Hub.

Objectives

- Create a safe family environment.
- Provide safe off-road walking and cycling environments.
- Create safe road environments for cyclists, pedestrians.
- Provide a safe environment for pedestrians and cyclists around shipping/trucking activity at Station Pier.

“What we heard”

The Visioning Workshop was all about listening and discussing ideas for the future...the comments written by the community members on the night have been collected and directly represented to the right without adjustment...this is *what we*

Princes Pier
Safe family environment

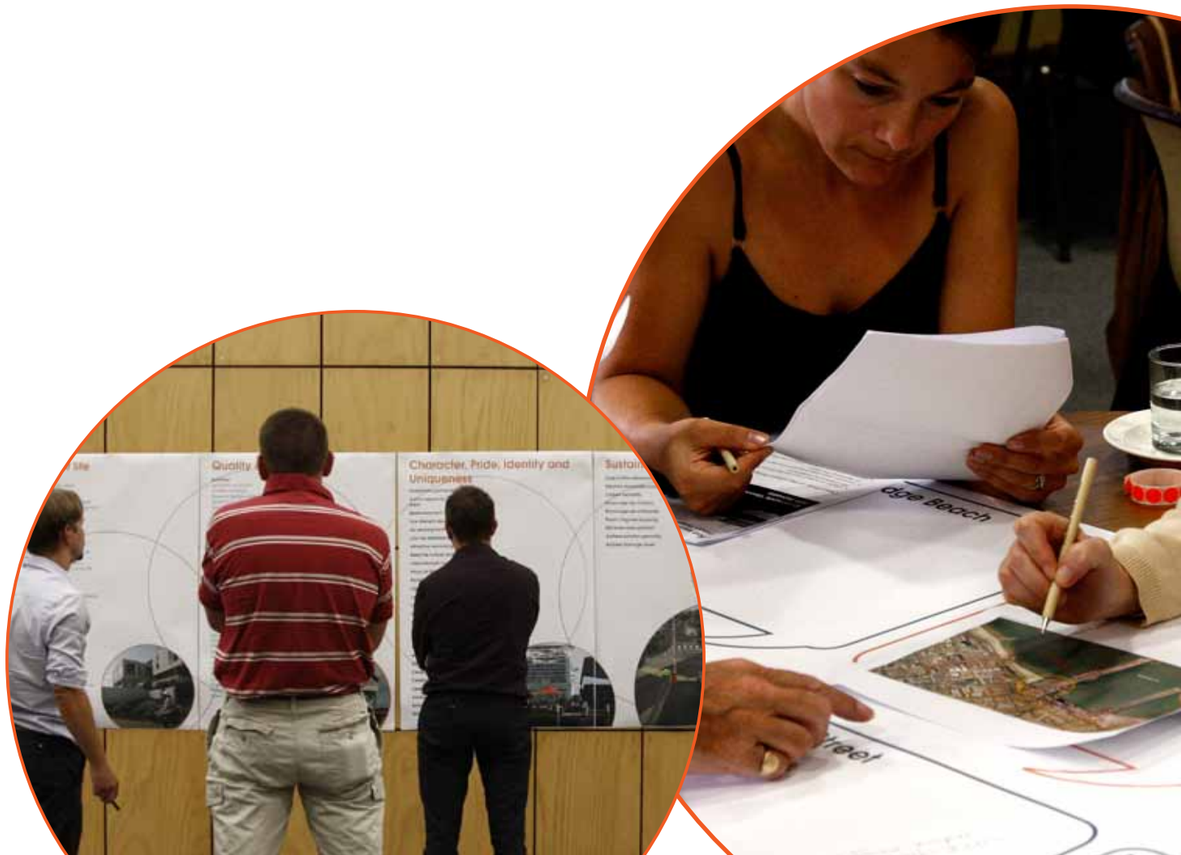
Foreshore Promenade

Safe shared access paths with a clear seperation between bikes and pedestrians

Beach Street
Enhance pedestrian safety, alternative access to the Spitit of Tasmania

Bay and Beach Street Hub

Manage traffic for safety and amenity, cycle and pedestrian seperation



Appendix A Workshop Posters

Sandridge Beach

KEEP AS IT IS

Princes Pier

no commercial
overkill

ACCESSIBLE
REINSTATE A PIER

MAINTAIN HERITAGE

Foreshore Promenade

WILDLIFE

Waterfront Place/Station Pier

MAINAIN THE SHIPPING

NO HIGHRISE

MORE INVITING GATEWAY TO MELB_

CREATE PLAZA AT I-11 WATERFRONT

Beach Street

MAINTAIN ACCESS

Bay and Beach Street Hub

Maintain
Community access

people ahead of cars/trucks

water based activities

Table 01
Facilitator:

Sandridge Beach

- Changing facilities – Ammenities

Princes Pier

- Fishing activities
- Keep pier in good condition. (Repair)
- Access to area
- Maritime history
- Open spaces
- Shade
- Vegetation

Foreshore Promenade

- OPEN SPACES
  Amenities for pets ie. dog bags.

- Sustainability
  Healthy Environment

GLOBAL Considerations

- SAFETY
- CLEANLINESS
- Connection to CBD, CONVENIENCE, VIEWS of Natural environment
  ie: Public Transport & Roads

Waterfront Place/Station Pier

- Heritage – Maritime history
  to important to local community
- Buffer zone between port & community
  low rise & high rise. urban & natural environment
- Accessibility
  ↓
  peacefulness

Beach Street

- Quiet (no motorbikes & jetskis)
- Separate pathways for travel ie. bike & walking
- SAFETY

Bay and Beach Street Hub

- VARIETY
- VALUE FOR MONEY
- CONVENIENCE

Table 02
Facilitator: Kelly A.

Sandridge Beach

NATURE

City access.

Princes Pier

FISHING
Heritage

Community Involvement

Foreshore Promenade

ACCESSIBILITY

Shopping

Waterfront Place/Station Pier

Entertainment

VARIETY OF EXPERIENCE

Beach Street

Cleanliness

Bay and Beach Street Hub

QUIET

TRUCK-FREE

Activities along the beach.

Sporting activities along the beach.

Street culture

Table 03
Facilitator:

Sandridge Beach

HERITAGE —
As a basis for the future!

Princes Pier

Heritage / history / learning
- how can the rich history be made easily accessible.
(Same comment applies to the waterfront in general)

We value the area's DIVERSITY
- landscapes
- activities
- people
- housing

Foreshore Promenade

Good interpretation for the Leading Lights
- opportunity for people to learn / enjoy / observe
- Something for parents to discuss with their children

Links with whole Foreshore through to St Kilda

Multiple use

ON WATER ACTIVITY
- good for participants
- good for spectators

Waterfront Place/Station Pier

Public Use of Pier - !
More needed.

"Security" has gone overboard!

FREIGHTERS, PASSENGER SHIPS + FERRY AND CRAFT

Beach Street

Lots of heritage - needs to be explained

Learning / education opportunities for all ages need to be developed.

NO VENICE BEACH!

Bay and Beach Street Hub

Pedestrian access between shops + beach.

Visual aspects of yachts + other water uses.

Water activities.

Whatever happens... not tacky!

Table 04
Facilitator:

Sandridge Beach

Shade
Cafe

Princes Pier

RE DEVELOP BOTH HISTORICALLY & FUNCTIONALLY
AVOID TAWDRY & OVERT COMMERCIALISM

Foreshore Promenade

and Sandridge and Waterfront

Active Recreational Space

START AGAIN!

Waterfront Place/Station Pier

BETTER Mgmt OF
TRUCKS & PARKING

Beach Street

ENHANCE PEDESTRIAN SAFETY
ALTERNATIVE ACCESS TO SPIRIT OF TAS, PARTICULARLY TROAS

Bay and Beach Street Hub

- RESPECT EXISTING ACTIVITIES & COMMUNITY
- FACILITIES.
- ENHANCE ACCESS OF BEACH & BAY
- DEVELOP REFERENCES TO HERITAGE & ACTIVITIES FROM PAST TO PRESENT.
- MINIMISE OVERT OR TAWDRY COMMERCIALISATION

MANAGE TRAFFIC FOR SAFETY & AMENITY.
HELP PEOPLE GET ONTO & INTO THE BAY.
CLEAN SAND & WATER.

Table 05
Facilitator:

Sandridge Beach

natural landscape (peace White)

A WELL-KEPT SECRET.

a cafe

exercise park

VISTA / OPEN

Princes Pier

PEACE

open space

landscaping

a cafe

ACCESS

TRUNCATE

HERITAGE

PHASED RESPONSE

Versatile spaces/use (open air cinema, performance, organic market etc)

Views/vistas to Station Pier

Foreshore Promenade

BARRIER-FREE FOOTPATH (NO STAIRS)

SAFE BIKEPATHS

Access to Beach (buildings too close to water)

Restricted Truck Traffic please

exercise park

Waterfront Place/Station Pier

CLEANLINESS

GENUINE IDENTITY & INTEGRITY

PERMANENCE

Historical buildings create character

SENSE OF OCCASION

Heritage Values

Maritime Aspects

Beach Street

INDIGENOUS H/S

Ac Adventure & freedom - sailing on the bay

Historic boating area

NOT TOO COMMERCIAL

Trees and gardens create peaceful atmosphere not spoiled by constant traffic

Bay and Beach Street Hub

safe + environmental transport

LOCAL CHARACTER

Heritage Fabric

Quality destinations

Table 06

Facilitator:

~~Sandridge~~ Beach

THE NEW

- greatest sea sport playground
- Country/community intimate
- envy of the world
- Ability to enjoy natural features peacefully

Princes Pier

- Celebrating & remembering history
- Resident friendly activities
-

Foreshore Promenade

beauty/aesthetic - both natural & manmade

green spaces

resident security & increased use

- Rubbish free - stormwater outlets, retail use
- FUNCTIONALITY / SHARED SPACES

Waterfront Place/Station Pier

- pride in "gateway"
- vibrance
- history - celebration + recognition
- shipping (PLEASE KEEP!) - ACTIVITY & ATMOSPHERE
- "BUZZ"

Beach Street

- Beach going / yachting
- functionality - shared spaces
- the beautiful natural places, birds (penguins) & fish (buildings/development should be sustainable)

Bay and Beach Street Hub

Sense of community & welcoming allows

the friendly & world class Yacht club with wonderful opportunity to connect with nature

programs for kids to learn how to swim, sail & rescue people

Table 07

Facilitator:

Sandridge Beach

Connectivity

Maritime History (Museum?)

Access to bay

Sporting activities (sailing)

Retain exclusivity

Gym for locals is missed

Princes Pier

HISTORY / Heritage

(Museum / Maritime)

Connectivity

Natural / Sustainable

Community space

Community activity

Foreshore Promenade

Connectivity

Safety - Bike & Walkers separate

Waterfront Place/Station Pier

Safety

HERITAGE

IMMIGRATION

ARTECONTROL/MUSEUM

WATER SOIL HYGIENE

SEWAGE SANITATION

clean environment

sustainable/natural

No shipping fumes

Community!! traffic management

Bring back the gym!

Move the spirit of Tasmania and the cruise ships to Webb Dock

(Move car-activities from Webb Dock)

Tower would destroy sense of community

connectivity

No TOWER!!!

Beach Street

dunes

natural environment

Aboriginal heritage

Separate bikes / pedestrians

Community

Heritage -

Safety

Connectivity

Walkability

Bay and Beach Street Hub

sustainable

↑ soft areas

Roads

Safety

Bike v Pedestrian

Community

Access to Bay

Open-Air Eating

Enterprise

Connectivity.

Walkability

Sailing is great

MAINTAINED LIVING SPACES!!!

Table 08

Facilitator:

Sandridge Beach

New

Access to & engagement with natural environment – land, sound of sea, light, [illegible] views (this appears to be [illegible] – [illegible] [illegible]) + open space

Value – [illegible] applies to [illegible] – human scale

Value – [illegible] – [illegible] – non-commercial

facilities/amenities (eg. shade)

Princes Pier

Equity for all > residents visitors others

Fairness

Foreshore Promenade

natural systems

Friendliness x promenade

COMMUNITY

Waterfront Place/Station Pier

Measured development – control traffic congestion

Welcome visitors in a way which reflects the character & values of Melbourne (parks + gardens) and Victoria – the Garden State. A botanical park would be unique internationally. (? Include waterfront place [illegible])

Move TT line to Webb Dock or Yarra to reduce traffic & pollution

as an entry and Reflect character of Melbourne/Vic

Beach Street

more parking facilities

PRESERVING OUR HISTORY THROUGH THE INSTITUTIONS AND INFRASTRUCTURE WHICH TELL THE ~~AT~~ STORIES OF PORT MELBOURNE'S HISTORY, LIKE THE YACHT CLUB.

Bay and Beach Street Hub

HELPING PEOPLE GET ON TO THE BEAUTIFUL BAY FROM THE LAND TO USE THE BAY NOT JUST LOOK AT IT

FACILITATING COMMUNITY GROUPS GETTING TOGETHER IN SHARED FACILITIES.

x the 'port' in port Melbourne (as it applies to an active waterfront interface – people + boy)

Table 09
Facilitator:

Sandridge Beach

"Natural" beaches

Keeping the space - not contested the way it is

unspoilt beaches

Princes Pier

Natural spaces

Heritage

Only passive/pedestrian

Foreshore Promenade

CYCLE & WALKING PROMENADE

Peaceful atmosphere

Pedestrian only access

Maximise potential of the space, Mobilise the community

Waterfront Place/Station Pier

Uniqueness & Historical Importance

EASY ACCESS FOR everyone

Creation of sporting/leisure hub.

Beach Street

DISCOURAGE THROUGH TRAFFIC

SAFETY

Bay and Beach Street Hub

LOCAL EATERIES

MAINTAIN HERITAGE FACILITIES

Small boating / Youth Sailing.

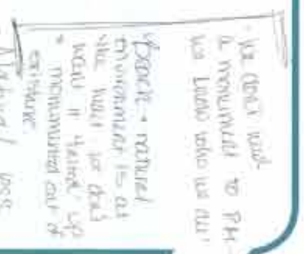
Table 10

Facilitator:

Sandridge Beach

connectivity - visual + natural material
- more character
- nature / vegitation - increase
- Peaceful & Quiet

Modest



- cycle & ped seperation
- marine life
- Together - activities -

Princes Pier

- unique, historic
- easy access - connectivity
- flexible space
- artistic expression
- Pedestrian priority - fishing facility, etc.

- community - small village
- Natural (not built)
- Home - Place to belong / community

Foreshore Promenade

SAFTEY

- SEPARATION CYCLISTS FROM WALKERS. CURRENTLY WALKING TRACK HAS STEPS.

HEALTHY ACTIVITIES
- walk
- cycle
- swim
- sail.

Waterfront Place/Station Pier

- un-pretentious 'not St Kilda or Venice Beach'
- inclusive - tourists + locals mix
- activate - provide something to keep ppl there

PROVIDE ACCESS

REDUCE TRUCKS

Quiet, Peaceful

Beach Street

- Safety - (peds / cycl)
- connectivity
- Non-Bogan' - noons
- Safety (seperate bike track)

NO TRUCKS

Bay and Beach Street Hub

Activities - ~~ENGA~~
- ~~Kids~~ Boats on the beach

Modest (ie) NOT St. Kilda

Retain strip shopping (village) Trees + seats

BBQ on next to Beach

PARTICIPATION

Table 11
Facilitator:

Sandridge Beach

Princes Pier

Foreshore Promenade

Waterfront Place/Station Pier

Beach Street

Bay and Beach Street Hub

Table 12
Facilitator:

Sandridge Beach

- ONE OF THE BEST BEACHES IN MELB.

Princes Pier

Foreshore Promenade

SPACES FOR ACTIVE RECREATION + EXERCISE
SPACES FOR PASSIVE RECREATION + QUIET

CONTINUATION OF MARITIME TRADITIONS

Waterfront Place/Station Pier

- Safety - do not commercialise - allow activities to integrate ; do not add more

Beach Street

Bay and Beach Street Hub

- BEAUTY OF WATER CRAFT

Table 13
Facilitator:

Appendix B Collated Data

How to read this section

Each of the seven pages (or spreadsheets) presented in this section represent one of the precincts discussed at the Visioning Workshop. Each spreadsheet is organised by the objective areas (along the side) and the tables at which the participants sat (along the top). In this way a specific comment can be traced back to its; objective area, the table at which

	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Table 9	Table 10	Table 11	Table 12	Table 13	Totals	
Sandridge Beach															
Safety														0	0
Aesthetics/Amenity		Changing facilities 1			More seating and children's playground Clean beach		Ability to enjoy natural features peacefully		Facilities / amenities e.g. shade 1					2 0	2
Connectivity								Connectivity						0	0
Accessibility				Family beach – ease of access				Access to bay 1						1	1
Activities				Free activity – swimming and picnics	Shade Cafe 1 Activity (water and beach)	A cafe Exercise Park 3	Greatest – sea sport playgroun 1	Maritime Histor 2 Museum Sporting activities, good 1 Gym for locals is missed 1			Together activities			4 4 1	9
Character and Identity	Keep as is				Relaxing	A well-kept secret Vista / Open	Country / community intimate 1 Envy of the	Retain exclusivity 1	Decrease congestion and activity – non commercial	Keeping the space not congested. The way it is Unspoilt	More character 1 Peaceful and Modest We don't need a monument to P.M – we know who we are Beach and natural environment is at the heart – we don't want it 'tarted' up Natural less buil Connectivity – visual and Pier, age house natural this is what we have let's make them great – nothing	Human diversity	One of the best beaches in Melbourne	3 0	3
Sustainability/ Environment			Nature 1		Clean environment	Natural landscape				Natural beaches 1	Nature /vegetation – 1			3	3
															18

	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Table 9	Table 10	Table 11	Table 12	Table 13	Totals		
Princes Pier																
Safety					Safe family environment 1									1	1	
Aesthetics/Amenity		Shade 1 Vegetation 1 Keep pier in good condition				Open space 1 Landscaping								3 1 1 0	5	
Connectivity					No parking on pier			Connectivity			Easy access – connectivity Pedestrian			0	0	
Accessibility	Reinstate accessible pier 1	Access to area				Access truncate 1								2	2	
Activities	No commercial overkill	Fishing activities 1	Fishing		Clean environmental passive activities and 1	A cafe 1 Versatile spaces / use (open air cinema, performance, organic market	Resident friendl activities 2	Museum / maritime 1 Community Space 1 Community activity		Only passive pedestrians	Flexible space Princess Pier must be a platform Gatehouse museum no restaurant, no	Underwater viev of marine life Accessible e.g. fixed underwate viewing		6 1 0	7	
Character and Identity		Maritime history 2	Heritage 3	Heritage / history / learning how can the rich history be made easily accessibl	Welcoming interesting show casing Port 1 Melbourne history Redevelop both historically and functionally, 1 avoid towery and overly Heritage value of princess pier – rebuild heritage 2 Connection with heritage of pier and area	Peace 3 Heritage 1 Phased response 1 Views / vistas to Station Pier	Celebrating and remembering history 1	History / heritage 1	Equity and fairness for all residents, visitors and others	Natural spaces 1 Heritage	Unique historic 1 Artistic expression 1 Past to be represented a ship old or new to attach to the pier i.e. old square rigger / passenger ship (migrants and 1	Preserve history 'historic value' (developed 1 sympathetically respecting		14 3 4 0	21	
Sustainability/ Environment								Natural / sustainable				Foreshore vegetation and fauna marine life – weedy sea dragon (uniqueness)		0	0	36

	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Table 9	Table 10	Table 11	Table 12	Table 13	Totals		
Foreshore																
Safety						Safe bike paths 1	Resident security with	Safety, walkers, separate 1			Safety		Safe family environment 1	3		
Aesthetics/Amenity							Beauty / aesthetic – both natural and Green spaces Rubbish free – stormwater outlets, retail					Uninterrupted bay / ocean views		0 0 0 0	0	
Connectivity				Better links with whole foreshore through to St 1	Access to CBD 1	Barrier – free footpath 1 Restricted truck traffic please		Connectivity						3 0	3	
Accessibility										Cycle and walking promenade 4 Pedestrian Only access	Separation cyclists from walkers, currently walkin 1			5 0	5	
Activities				Multiple Use	Active recreational space	Exercise park 1	Functionality – shared spaces			Maximise potential of ope space, mobilise the community 1			Great activities centre for sailing, waterfront, bike 1 Happy activity 1 Spaces for active recreatior and exercise Spaces for passive recreation and	3 1 0 0	4	
Character and Identity				Good interpretation fo the leading light – opportunity fo people to learn enjoy / observe – something for parents to	Start again Artistically symbolic				Friendless promenade	Peaceful atmosphere		Tranquillity	Retention of piers station / lagoon / river 1	1 0	1	
Sustainability/ Environment	Wildlife 1				Clean maximise natural environment (water, air, sand and noise)				Natural systems 2			Foreshore vegetation and fauna marine lif – weedy sea dragon (uniqueness) – accessible e.g. fixed underwate viewing	Retention of natural landscape 1	4	4	17

	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Table 9	Table 10	Table 11	Table 12	Table 13	Totals		
Waterfront Place/Station Pier																
Safety								Safety					Safety			
Aesthetics/Amenity						Cleanliness 1			Move TT line to Webb Dock or Yarra to reduce traffic and 2		Reduce trucks			4 1 1 0	6	
Connectivity								Connectivity			Inclusive – tourists – locals mix	Meaningful encounters between people				
Accessibility		Accessibility	Accessibility 2	Public use of pier - More needed 3 Security has gone overboard	Better management of trucks and					Easy access for everyone	Provide access			5 0	5	
Activities	Maintain the shipping 1			Freighters, passenger ships and ferry arrangement		Maritime aspects 1	Shipping (pleas keep) – activity and atmosphere 3 'buzz'	Immigration – art centre / museum Move the spirit of Tasmania and the cruise ships to Webb dock (more car-activities from		Creation of sporting/leisure hub	Activate – provide something to keep people there 1		Do not commercialise – allow activities to integrate – dc 1 not add more	6 1	7	
Character and Identity	No High Rise 2 Create plaza at 1-11 Waterfront Place 1 More inviting gateway of Port of Melbourne 1	Maritime History/heritage 2 Buffer Zone between Port and Community 1 Peacefulness		Heritage / history / learning – how can the rich history be made easily		Genuine identity, integrity and permeability 1 Historical buildings create character and sense of occasion 1 Heritage values 1	Pride in 'gateway' / vibrancy 1 History – celebration and recognition 1	Heritage Tower would destroy sense of community No tower 7	Measured development – control traffic congestion Welcome visitors in a way which reflects the character and values of Melbourne (parks and gardeners) and Victoria. The Garden State a botanical park would be unique internationally a an entity and reflect characters of Melbourne / Victoria. What is the purpose 4	Unique and historical Importance 3	Un-pretentious 'not St Kilda or Venice Beach'	Maritime history – immigration – military – 1st ships and settlement Respect and enhance pier – different colour – paint – happie colour International connection through cruise ships – excitement, evocative		10 8 9	27	
Sustainability/ Environment					Clean environment, particularly around 3 2			Sewage sanitation – oil outflows danger – clean Sustainable / natural no shipping fumes 1								45

	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Table 9	Table 10	Table 11	Table 12	Table 13	Totals		
Beach Street																
Safety					Enhance pedestrian safety, alternative access to spirit of Tasmania, particularly trucks 1			Separate bikes / pedestrians		Safety 2				3	3	
Aesthetics/Amenity			Cleanliness			Trees and gardens create peaceful atmosphere not spoiled by						Peacefulness – reduce noisy jet skis		0 0 0 0	0	
Connectivity										Discourage through traffic						
Accessibility	Maintain access 1								More parking facilities 2							
Activities				Learning/education opportunities for all ages for all ages need to be developed		Adventure and freedom – sailing the bay 1	Beach going / yachting				Activities 1 Boats on the beach 1 Retain strip shopping (village) trees and seats, BBQ on/next to beach	Walking and looking out to the sea		2 1 0	3	
Character and Identity				Lots of heritage – needs to be explained No Venice beach	No high rise	Not too much commercial	Functionality – shared spaces	Aboriginal / heritage 1	Preserving our history through the institutions and infrastructure which tell the stories of Port Melbourne's history, like the yacht club 2		Modest i.e. not St Kilda	Absence of commercial development on foreshore (built form) 3 Artworks e.g. creativity / 1 History of building and places	Beauty of water craft 2	8 1 0	9	
Sustainability/ Environment						Indigenous L/S (Landscape)	The beautiful natural places, birds (penguins) and fish Buildings / development should be sustainable	Dunes Natural / environment						0 0	0	15

	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Table 9	Table 10	Table 11	Table 12	Table 13	Totals		
Bay and Beach Street Hub																
Safety					Manage traffic for safety and amenity	Safe and environmental transport 1		Road safety – bike v pedestrian			Cycle and pedestrian separation					
Aesthetics/Amenity	People ahead o cars/trucks 2	Convenience 2	Truck free 2		Facilities – enhance all usages of beact and bay 1			Increase soft areas Maintain living spaces				Reduce traffic (truck tree) corner Bay St – Beach Street to improve 1		10 0 0 0		10
Connectivity				Pedestrian access between shops and beach				Connectivity – walk ability				Local community connections		0		0
Accessibility	Maintain community access 2 Affordable access to the bay through yacht club 1				Help people get onto and into the bay			Community access to bay	Helping people get on to the beautiful bay from the land to use the bay not 1			Freedom / accessible / local / friendly 1		4 1		5
Activities	Water based activities 2 Educate locals kids in water sports and 2 Keep the boats in Port Melbourne 2 Community activity sharing via foreshore clubs 2	Variety Value for money	Activities along the beach 1 Sporting activities along the beach	Water activities 1	Respect existing activities and community 2 Good balance o shops and Bay Street		Programs for kids to learn how to swim, sail and rescue people	Open Air Eating 1 Enterprise Sailing is great		Local eateries Small boating 3 Youth sailing	Together activities Health activities – walk, cycle, swim, sail	Family / water recreation (sailing) 4		12 5 2 2		21
Character and Identity			Quiet Street culture 1	Visual aspects of yachts and other water use	Develop references to heritage and activities from past to present – minimise overly or tawdry 1	Local character 1 Heritage fabric and quality cafe destinations 1	Sense of community and welcoming others 1 The friendly and world class yacht club with wonderful opportunity to connect with nature 3		Facilitating community groups getting together in shared facilitates 1 The 'port' important to Melbourne (as it applies to an active waterfront interface – 1	Maintain heritage facilities 3	Community – small village Natural (not build) Home – place to belong / community Quiet, peaceful	Community	Visitor entry point (international / interstate) 1 Simple areas 1 Continuation of maritime traditions 2 Visual interest – sailing 2	8 7 2 2		19
Sustainability/ Environment					Clean sand and water			Sustainable 1			Marine life					55

	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Table 9	Table 10	Table 11	Table 12	Table 13	Totals		
Precinct Wide																
Safety		Safety 2												2	2	
Aesthetics/Amenity		Cleanliness 1 Open spaces Amenities for pets i.e. dogs 1		Whatever happens										1 0 1 0	2	
Connectivity		Connection to CBD, convenience, i.e. public transport and roads	City access 2											2	2	
Accessibility									Community					0 0	0	
Activities			Shopping 1	On water activity, Good for participants Good for spectators 3										4	4	
Character and Identity	Maintain heritage	Global considerations	Community Involvement 4	Heritage – as a bases for the future 1 We value the area's diversity: Landscape, People, Housing, Activities 3					Human scale Engaged with natural environment – wind, saviours of sea, light, open space views					5 3	8	
Sustainability/ Environment		Sustainability, healthy environment 2 views of natural environment												2 0	2	20

Appendix C What ifs?

Tel Aviv, Israel
What if?

Keelung Park, Taiwan
What if?
KEELUNG

Brighton Pier, UK
BRIGHTON PIER
What if?

The Seine, Paris
What if?

Pier 39, San Francisco
What if?

What if?

What if?

What if?

What if?

What if?

Appendix D Survey Results

Port Melbourne Waterfront Urban Design Framework - vision check-in

SurveyMonkey

1. Did you participate in the Information Session or Visioning Workshop earlier this year?

	Response Percent	Response Count
Yes, I attended both sessions	4.0%	1
Yes, I attended the Information Session on 9 February	24.0%	6
Yes, I attended the Visioning Session on 24 February	4.0%	1
No, I didn't attend either session	**68.0%**	**17**
answered question		**25**
skipped question		**1**

2. Did you attend the Vision Drop-in Session at the Port Melbourne foreshore on Saturday 7 May?

	Response Percent	Response Count
Yes	**61.5%**	**16**
No	38.5%	10
answered question		**26**
skipped question		**0**

3. Did you complete a survey at the session?

	Response Percent	Response Count
Yes	**100.0%**	**16**
No	0.0%	0
answered question		**16**
skipped question		**10**

4. Would you like to comment on the issues and opportunities that have been identified for this project?

	Response Percent	Response Count
Yes	**61.9%**	**13**
No	38.1%	8
answered question		**21**
skipped question		**5**

5. Are there any issues that you feel haven't been captured?

	Response Percent	Response Count
Yes	**60.0%**	**6**
No	40.0%	4
What are the issues that haven't been captured?		6
answered question		**10**
skipped question		**16**

6. Are there any opportunities that you feel haven't been captured?

	Response Percent	Response Count
Yes	**62.5%**	**5**
No	37.5%	3
What are the opportunities that haven't been captured?		5
answered question		**8**
skipped question		**18**

7. Is there anything else you'd like to tell us about the Issues and Opportunities stage of this project?

	Response Percent	Response Count
Yes	**75.0%**	**6**
No	25.0%	2
What would you like to tell us?		6
answered question		**8**
skipped question		**18**

8. Please rate the following statement:

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Overall, I'm satisfied with the Issues and Opportunities stage of this project	12.5% (1)	**62.5% (5)**	25.0% (2)	0.0% (0)	0.0% (0)	3.88	8
answered question							**8**
skipped question							**18**

9. Would you like to comment on the values that have been formed for this project?

	Response Percent	Response Count
Yes	35.3%	6
No	**64.7%**	**11**
answered question		**17**
skipped question		**9**

10. What are your three most important values?

	Response Percent	Response Count
Value 1	**100.0%**	**6**
Value 2	**100.0%**	**6**
Value 3	**100.0%**	**6**
answered question		**6**
skipped question		**20**

11. Which precincts do you think these values apply to? (select as many as applicable)

	The Beach	Princes Pier	Foreshore Promenade	Waterfront Place	Beach Street	Bay Street and Beach Street Hub	Response Count
Value 1	**100.0% (6)**	**100.0% (6)**	**100.0% (6)**	83.3% (5)	**100.0% (6)**	66.7% (4)	6
Value 2	**100.0% (6)**	83.3% (5)	**100.0% (6)**	83.3% (5)	**100.0% (6)**	83.3% (5)	6
Value 3	**100.0% (6)**	83.3% (5)	83.3% (5)	83.3% (5)	83.3% (5)	66.7% (4)	6
						Additional comments	2
						answered question	**6**
						skipped question	**20**

12. Are there any values that you feel haven't been captured during the Values stage of this project?

	Response Percent	Response Count
Yes	33.3%	2
No	**66.7%**	**4**
	answered question	**6**
	skipped question	**20**

13. Please list up to five values that you feel haven't been captured.

	Response Percent	Response Count
Value 1	**100.0%**	**3**
Value 2	33.3%	1
Value 3	33.3%	1
Value 4	0.0%	0
Value 5	0.0%	0
	answered question	**3**
	skipped question	**23**

14. Which precincts do you think these missing values apply to? (select as many as applicable)

	The Beach	Princes Pier	Foreshore Promenade	Waterfront Place	Beach Street	Bay Street and Beach Street Hub	Response Count
Value 1	**66.7% (2)**	**66.7% (2)**	33.3% (1)	**66.7% (2)**	33.3% (1)	33.3% (1)	3
Value 2	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	1
Value 3	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	1
Value 4	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	1
Value 5	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	**100.0% (1)**	1
						Additional comments	1
						answered question	**3**
						skipped question	**23**

15. Is there anything else you'd like to tell us about the Values stage of this project?

	Response Percent	Response Count
Yes	20.0%	1
No	**80.0%**	**4**
What would you like to tell us?		1
answered question		**5**
skipped question		**21**

16. Please rate the following statement:

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Overall, I'm satisfied with the Values stage of this project	20.0% (1)	**80.0% (4)**	0.0% (0)	0.0% (0)	0.0% (0)	4.20	5
					answered question		**5**
					skipped question		**21**

17. Would you like to comment on the draft vision and objectives for this project?

	Response Percent	Response Count
Yes	**76.5%**	**13**
No	23.5%	4
answered question		**17**
skipped question		**9**

18. Are you happy with the following draft Vision Statement for ACTIVITY?

The shipping activity of Port Melbourne is highly valued. A diverse, flexible range of activities could enhance the appeal of the waterfront to a greater audience while providing for the local community. New 'draw card' activities such as a maritime or immigration museum, markets and open-air cinemas could further enliven the area while connecting into the existing maritime activity. These should be complemented by opportunities for quiet, relaxing activities such as walking and fishing. All activities should reflect and respect the local context and identity of the area and celebrate the bay, beaches and local history.

	Response Percent	Response Count
Yes	**72.7%**	**8**
No	27.3%	3
What's missing?		5
answered question		**11**
skipped question		**15**

19. Please rate the following draft Objectives that have been developed for this Vision Statement.

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Maintain shipping activity	**69.2% (9)**	15.4% (2)	15.4% (2)	0.0% (0)	0.0% (0)	2.54	13
Enhance availability of 'resident-friendly' water-based activities – swimming, boating, sailing, water-sports	**61.5% (8)**	30.8% (4)	7.7% (1)	0.0% (0)	0.0% (0)	2.54	13
Provide opportunities for relaxing, quiet recreational activities – fishing, walking, promenading	**84.6% (11)**	15.4% (2)	0.0% (0)	0.0% (0)	0.0% (0)	2.85	13
Enhance opportunities to exercise to improve health and wellbeing	**92.3% (12)**	7.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	2.92	13
Celebrate maritime and immigration history.	**61.5% (8)**	30.8% (4)	7.7% (1)	0.0% (0)	0.0% (0)	2.54	13
Provide affordable community activities that provide for children and families	**76.9% (10)**	23.1% (3)	0.0% (0)	0.0% (0)	0.0% (0)	2.77	13
Provide flexible, versatile spaces that can cater for temporary uses – markets, open air activities	**61.5% (8)**	38.5% (5)	0.0% (0)	0.0% (0)	0.0% (0)	2.62	13
Provide educational opportunities around water safety/play, marine life, history	**69.2% (9)**	30.8% (4)	0.0% (0)	0.0% (0)	0.0% (0)	2.69	13
					What's missing?		6
					answered question		**13**
					skipped question		**13**

20. Are you happy with the following draft Vision Statement for CHARACTER AND IDENTITY?

The close proximity of conveniences, the bay and beaches, friends and the CBD is a key value of the local community. Public access to Station Pier and Princes Pier would provide the community with greater opportunities to enjoy the Bay and surrounds and provide a more direct connection with the area's rich maritime past and shipping activity. The environment should be designed for the enjoyment and safety of both pedestrians and cyclists with a reduced dominance of traffic/trucking activity.

	Response Percent	Response Count
Yes	**100.0%**	**12**
No	0.0%	0
What's missing?		1
answered question		**12**
skipped question		**14**

21. Please rate the following draft Objectives that have been developed for this Vision Statement.

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Maintain and enhance accessibility to the precinct	**69.2% (9)**	30.8% (4)	0.0% (0)	0.0% (0)	0.0% (0)	2.69	13
Maintain and celebrate direct access to the Bay and beaches	**84.6% (11)**	15.4% (2)	0.0% (0)	0.0% (0)	0.0% (0)	2.85	13
Improve public access to Station Pier	**69.2% (9)**	30.8% (4)	0.0% (0)	0.0% (0)	0.0% (0)	2.69	13
Provide public access to Princes Pier	**76.9% (10)**	23.1% (3)	0.0% (0)	0.0% (0)	0.0% (0)	2.77	13
Manage shipping/trucking activity to reduce impact on local amenity	**69.2% (9)**	23.1% (3)	7.7% (1)	0.0% (0)	0.0% (0)	2.62	13
Enhance access to St Kilda	**50.0% (6)**	33.3% (4)	0.0% (0)	16.7% (2)	0.0% (0)	2.50	12
Provide for safe pedestrian and cycling activities	**92.3% (12)**	7.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	2.92	13
What's missing?							7
answered question							**13**
skipped question							**13**

22. Do you agree with the following draft Vision Statement for AESTHETICS/AMENITY?

The community expressed shared aspirations for a clean, beautiful, green, pedestrian-friendly environment. A place that is created for the enjoyment and benefit of the people who inhabit it; where elements such as landscaping, seating and shade contribute to the liveability of the area. A place that provides peaceful spaces for quiet recreation; a place where traffic doesn't compromise the visual or experiential quality of the space.

	Response Percent	Response Count
Yes	**91.7%**	**11**
No	8.3%	1
What's missing?		4
answered question		**12**
skipped question		**14**

23. Please rate the following draft Ojectives that have been developed for this Vision Statement.

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Create a greener, cleaner and shadier environment	**92.3% (12)**	0.0% (0)	7.7% (1)	0.0% (0)	0.0% (0)	2.85	13
Provide amenities to enable more sustainable living, such as bike parking, public compost bins and climate resilient gardens and parks	**69.2% (9)**	23.1% (3)	7.7% (1)	0.0% (0)	0.0% (0)	2.62	13
Provide peaceful places of respite and relaxation	**100.0% (13)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	3.00	13
Reduce the dominance of traffic on the waterfront	**61.5% (8)**	15.4% (2)	23.1% (3)	0.0% (0)	0.0% (0)	2.38	13
Ensure that the future development and building forms and uses promote for a beautiful, green centric, and pedestrian friendly environment	**92.3% (12)**	7.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	2.92	13
What's missing?							5
answered question							**13**
skipped question							**13**

24. Do you agree with the following draft Vision Statement for CONNECTIVITY/ACCESSIBILITY?

Distinct elements within the Port Melbourne Waterfront have established a much-loved character and identity for the area. These elements include the cruise ships and freight activity, heritage structures, expansive views to the Bay, access to the beaches and water's edge, finer-grained development that is more expressive at the ground level and connections to the natural environment - sea, wind, light and open space.

The waterfront provides a sense of arrival to Melbourne. The future opportunities to provide an enhanced public realm that provides high quality and welcoming civic spaces should be balanced with the importance of celebrating local stories and maintaining the current qualities which make up the specific local identity.

	Response Percent	Response Count
Yes	90.9%	10
No	9.1%	1
What's missing?		5
answered question		**11**
skipped question		**15**

25. Please rate the following draft Objectives that have been developed for this Vision Statement.

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Celebrate cruise ship and freight activity	**66.7% (8)**	8.3% (1)	16.7% (2)	8.3% (1)	0.0% (0)	2.50	12
Celebrate and respect the past (such as naval, immigration and military history)	**81.8% (9)**	9.1% (1)	9.1% (1)	0.0% (0)	0.0% (0)	2.73	11
Include artistic expression of local values, stories and heritage	**58.3% (7)**	16.7% (2)	16.7% (2)	8.3% (1)	0.0% (0)	2.42	12
Develop a greener neighbourhood with more soft scape elements such as trees, lawn and garden beds	**83.3% (10)**	8.3% (1)	0.0% (0)	8.3% (1)	0.0% (0)	2.83	12
Create a diverse range of character areas that provide quiet and peaceful places through to active and lively areas	**83.3% (10)**	16.7% (2)	0.0% (0)	0.0% (0)	0.0% (0)	2.83	12
Create a welcoming front door that achieves its integrity through thoughtful connections to the past and a respect for local identity	**58.3% (7)**	33.3% (4)	8.3% (1)	0.0% (0)	0.0% (0)	2.50	12
Create a gateway to the port at Beach St/Bay St Hub and at Waterfront Place	**41.7% (5)**	16.7% (2)	33.3% (4)	8.3% (1)	0.0% (0)	2.08	12
Ensure that a harmony between the older Port Melbourne and the newer architecture such as Beacon Cove is advanced as future development is planned	**75.0% (9)**	25.0% (3)	0.0% (0)	0.0% (0)	0.0% (0)	2.75	12

Any development should provide interest and accessibility at the street level	**81.8% (9)**	18.2% (2)	0.0% (0)	0.0% (0)	0.0% (0)	2.82	11
Maintain openness and views to the Bay/water	**81.8% (9)**	9.1% (1)	9.1% (1)	0.0% (0)	0.0% (0)	2.73	11

What's missing?	6
answered question	**12**
skipped question	**14**

26. Are you happy with the following draft Vision Statement for NATURAL ENVIRONMENT?

The natural environment is a highly valued aspect of the Port Melbourne Waterfront. This includes the marine life, the landscape (cultivated areas and the native dunes), fresh air and clean beaches. Our activities in the area (including shipping and water-based activities) need to respect and enhance local ecosystems and preserve habitats for land and water based fauna.

	Response Percent	Response Count
Yes	**100.0%**	**12**
No	0.0%	0
What's missing?		3
answered question		**12**
skipped question		**14**

27. Please rate the following draft Objectives that have been developed for this Vision Statement.

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Protect the natural environment and natural ecosystems	**100.0% (11)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	3.00	11
Protect and enhance the quality of the landscape including the dune areas	**100.0% (11)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	3.00	11
Provide habitat for local wildlife – birds and marine life	**90.9% (10)**	9.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	2.91	11
Improve water quality (stormwater outlets)	**100.0% (11)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	3.00	11
Provide sustainable building and technology solutions	**81.8% (9)**	18.2% (2)	0.0% (0)	0.0% (0)	0.0% (0)	2.82	11
Enhance the level of vegetation in the area	**90.9% (10)**	0.0% (0)	0.0% (0)	9.1% (1)	0.0% (0)	2.91	11
Provide a strong water sensitive urban design approach; use and treatment of all water falling on the public realm	**81.8% (9)**	18.2% (2)	0.0% (0)	0.0% (0)	0.0% (0)	2.82	11

What's missing?	3
answered question	**11**
skipped question	**15**

28. Are you happy with the following draft Vision Statement for SAFETY?

Safety at the waterfront is considered to be an important value to the community. Creating an environment that is safe for families, cyclists and pedestrians was a shared aspiration that was expressed by the community for all the precincts, in particular those precincts where vehicles, cyclists and pedestrians interact – including the Foreshore Promenade, Beach Street, and the Bay Street and Beach Street Hub.

	Response Percent	Response Count
Yes	**100.0%**	**11**
No	0.0%	0
What's missing?		3
answered question		**11**
skipped question		**15**

29. Please rate the following draft Objectives that have been developed for this Vision Statement.

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Create a safe family environment	**90.9% (10)**	9.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	2.91	11
Provide safe off-road walking and cycling environments	**100.0% (11)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	3.00	11
Create safe road environments for cyclists, pedestrians	**100.0% (11)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	3.00	11
Provide a safe environment around shipping/trucking activity at Station Pier for pedestrians and cyclists	**80.0% (8)**	20.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	2.80	10
What's missing?							0
answered question							**11**
skipped question							**15**

30. Is there anything else you'd like to tell us about the Vision and Objectives stage of this project?

	Response Percent	Response Count
Yes	33.3%	4
No	**66.7%**	**8**
What would you like to tell us?		4
answered question		**12**
skipped question		**14**

31. Please rate the following statement:

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
Overall, I'm satisfied with the Vision and Objectives stage of this project	**41.7% (5)**	**41.7% (5)**	16.7% (2)	0.0% (0)	0.0% (0)	4.25	12
answered question							**12**
skipped question							**14**

32. How did you hear about the Vision Drop-in Session? (select as many as applicable)

	Response Percent	Response Count
Local newspaper	**72.7%**	**8**
School newsletter	0.0%	0
Have Your Say website	0.0%	0
Council website	0.0%	0
Divercity newsletter	36.4%	4
Postcard/poster	36.4%	4
Other (please specify)	54.5%	6
	answered question	**11**
	skipped question	**15**

33. Where did you see the poster/postcard? (select as many as applicable)

	Response Percent	Response Count
Local newspaper	**60.0%**	**3**
Community centre	0.0%	0
Childcare centre	0.0%	0
Cafe / Shop window	0.0%	0
Divercity newsletter	**60.0%**	**3**
ASSIST Centre	0.0%	0
Port Melbourne Library	0.0%	0
Received via mail/email	**60.0%**	**3**
Other (please specify)	20.0%	1

34. Please rate the following statements.

	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Rating Average	Response Count
The event was well run	**50.0% (4)**	**50.0% (4)**	0.0% (0)	0.0% (0)	0.0% (0)	2.50	8
I learnt something new	30.0% (3)	**60.0% (6)**	10.0% (1)	0.0% (0)	0.0% (0)	2.20	10
I increased my understanding of the project	20.0% (2)	**70.0% (7)**	10.0% (1)	0.0% (0)	0.0% (0)	2.10	10
I was satisfied with the level of information provided	30.0% (3)	**50.0% (5)**	10.0% (1)	10.0% (1)	0.0% (0)	2.20	10
Event staff were friendly and knowledgeable	44.4% (4)	**55.6% (5)**	0.0% (0)	0.0% (0)	0.0% (0)	2.44	9
					Additional comments		0
					answered question		**10**
					skipped question		**16**

35. Please provide any suggestions for improvement here.

	Response Count
	0
answered question	**0**
skipped question	**26**

36. Please provide any additional comments below.

	Response Count
	3
answered question	**3**
skipped question	**23**