



CITY OF
PORT PHILLIP

Tram Routes 96 and (Part) 16 Upgrade Project: Acland Street and Fitzroy Street Concept Design Options

**Submission by the City of Port Phillip to Public
Transport Victoria**



27 August 2013

1.0 Introduction

The City of Port Phillip (CoPP) welcomes the opportunity to provide feedback on the initial concept design options for tram stop upgrades on Acland Street and Fitzroy Street as part of Public Transport Victoria's (PTV) Tram Route 96 and (Part) 16 Upgrade Project.

Council considers that developing designs for this project by engaging with the local community over the life of the project, is critical to both the success of the project and the continued economic and social vitality of St Kilda.

Council's desired outcome for this project is to ensure it capitalises on our community's assets, inspiration, and potential, by ultimately strengthening the quality and performance of the places and precincts it covers.



2.0 Key points

1. Council requests that Public Transport Victoria (PTV) and Yarra Trams adhere to an ongoing community engagement process for Acland Street and Fitzroy Street with transparent decision making across the life of the project.
2. Council supports projects that improve our city's tram services and is keen to contribute our local knowledge to help deliver the best outcome for our community and the liveability of our city.
3. Feedback from the community throughout the consultation conducted by PTV and Yarra Trams has indicated a degree of dissatisfaction and a general feeling that the communication processes concerning both the public meetings in particular and the proposed upgrade project in general have been poor. This has resulted in a section of the community feeling as though they have a lack of knowledge in the options being presented by PTV, so they are unable to assess what impacts, if any, this project will have on them.
4. Council has identified issues which need to be resolved collaboratively with community representatives, PTV and Yarra Trams in order to determine the best design outcomes for each street; to not just ensure PTV and Yarra Trams objectives are met, but for the long term social and economic viability of both the Acland Street and Fitzroy Street precincts.
5. Council's view is that this project has provided the community with the opportunity to not only comment on the proposals put forward by PTV and Yarra Trams, but it has, and will continue to, enable the community to communicate what they aspire the Acland Street and Fitzroy Street precincts to be in the future.
6. To enable the community to continue to participate in the consultation phase of this project as an active partner, the creation of Community Reference Groups (CRG) for this project is vital. Council has taken the initiative in forming the CRGs and is inviting PTV, Yarra trams and VicRoads to participate with these groups.
7. Council's view is that more extensive consultation needs to be conducted as part of this project given the importance of this project to the future of both the Acland and Fitzroy Street precincts. Greater time and effort must be afforded in the consultation and planning stage if PTV is to deliver a successful project that addresses all stakeholder requirements.

3.0 What the designs must deliver

Council is mindful that the impact of this project on the way Acland Street and Fitzroy Street precincts will function into the future will be long lasting, and that even though it originates as a public transport project, it needs to reflect broader considerations. As a result, Council wishes to ensure that the best possible outcome is achieved for both locations. The best outcome is one which anticipates the future needs of the community and maximises the long-term economic, social and environmental benefits in adding to the vibrancy of these places.

To assist in achieving the best outcome, Council requests the key objectives below be acknowledged and agreed in determining the final design outcome for each street. The project must:

1. Strengthen the vibrancy and unique identity of Acland Street and Fitzroy Street as not only major shopping and tourism destinations, but also how it supports the local community.
2. Support the creation of a better connected public transport network which maximises the community's access to key services and employment.
3. Promote equitable access to public transport services and the precinct for people of all abilities.
4. Identify opportunities to improve the long term viability of both Acland and Fitzroy Streets through using this project as the catalyst to firstly identify that vision, and creating linkages to other major projects; and
5. Constructively engage the community in the public design and decision making processes.



4.0 Issues that must be addressed in developing the final design outcomes

In developing this submission, Council sought input from the community. In reviewing and considering the feedback, it has become clear that there are combinations of process and design issues that then need to be resolved in order for this project to progress with community support.

Feedback from the community throughout the consultation conducted by PTV and Yarra Trams has indicated a degree of dissatisfaction and a general feeling that the communication processes concerning both the public meetings in particular and the proposed upgrade project in general, has been poor. This was highlighted by project information failing to be distributed to numerous addresses in the St Kilda area.

This has resulted in some members of the community feeling as though they have a lack of confidence and knowledge in the options being presented by PTV, meaning they are unable to assess what impacts this project will have on them. Therefore rather than articulate a preferred design, our submission, across the following sections, will discuss the salient issues that must be addressed as part of the project and its design process.

Our intention is that Council works collaboratively with community representatives, PTV, Yarra Trams and VicRoads to address the issues which we and the community have, and will continue to identify and develop the best outcome for each street.

As agreed at senior levels within the Department of Transport, Planning and Local Infrastructure (DTPLI), PTV, Yarra Trams and Council, the form of this input will be via Community Reference Groups set up to represent the community interests for each precinct.

A summary of the feedback received from the community on Council's draft submission is included within the relevant sections. A full outline of the 83 responses Council received through its 'Have Your Say' webpage is included in **Appendix A**. Feedback received by Council via email or letter has been forwarded to PTV for consideration as part of the project consultation.

4.1 Better information and communication

Council requests that PTV provides clarity to it and the St Kilda community on the following aspects of the project:

- The extent of works and the budget range for each stop as part of this project;
- Further details on the remaining stages of this project, as well as timeframes, that includes how the community and stakeholders will be engaged with in the development of the preferred design outcome;
- The key design parameters for the project and the underpinning rationale and assumptions;
- The community has requested further information on the rationale for upgrading the Fitzroy Street Stop 133 that serves the tram Route 16 as part of the Route 96 project, and the need for a tram stop to be located on Fitzroy Street between Grey and Princes Streets;
- The results of the initial community consultation already undertaken to demonstrate how this feedback has been reflected in the concept design options; and
- Clearly articulating the supporting information and assumption that any design must fulfil including operational requirements of the tram network and making technical studies publicly available, along with summaries of these documents.

4.2 Ongoing community involvement

As with a Council run project, the expectation of PTV and Yarra Trams is that similar communication and engagement opportunities will be provided for the local community to contribute, as part of the process of developing designs solutions for stops as part of the Route 96 tram route upgrade project.

In recognition of the need for greater community involvement in the project, Council has initiated the creation of Community Reference Groups (CRGs) for the St Kilda Precinct, with one focussing on Fitzroy Street and another on Acland Street. The purpose of the reference groups is to provide a forum:

- For all key stakeholders (Victorian Government, Council, Yarra Trams, PTV, community, business) to understand each other's objectives;
- For stakeholders to work together to try identify solutions for the Tram Stop upgrades to Route 96 and related aspects of Route 16;
- That aims to meet the objectives of all key stakeholders.

Each of the CRGs will meet three times between September and November 2013.

Council wants to work together with PTV and the stakeholders identified above, to help develop an ongoing process of meaningful community involvement and communication for the life of the project.

4.3 Transparent decision making

When Council undertakes a project, the community of Port Phillip has an expectation that it will be provided with opportunities to contribute to, and be involved in, the decision making for that project.

Council requests that PTV clearly demonstrate across the life of this project how feedback provided by all stakeholders has been considered and incorporated within a transparent decision making process.

ACLAND STREET FACTS:

- 5,200 to 5,000 people on a Thursday and 9,000 to 9,700 people on a Saturday over the hours 8am to 8pm in early December 2012 walking along the street.
- Over a 24-hour period 7,600 vehicles travel in either direction on Acland Street.
- There are a total of 386 on-street car spaces on and around Acland Street, and 589 off street car spaces in the area surrounding Acland Street.
- There are 39 active outdoor dining permits Between Carlisle and Barkly Street.
- Acland Street had 12 recorded accidents between 2006 and 2011: 7 involving pedestrians and 4 with bike riders, all with motor vehicles.

5. Acland Street

Council has identified the following key issues to be resolved by PTV and Yarra Trams:

- Better understanding and consideration of the impact of the project on the ongoing economic viability of the St Kilda Village businesses.
- In consultation with traders determining appropriate servicing and loading provision for Acland Street and other affected streets within the St Kilda Village.
- Conducting further analysis to identify the need for changes to traffic management (circulation, movement and parking signage) and traffic signals in the St Kilda Village precinct.
- Ensuring the heritage streetscape is not compromised with inappropriate design and siting of the tram terminus stop.

ACLAND STREET - Community feedback received to date via 'Have Your Say':

- Turn Luna Park Interchange into the terminus and remove trams from Acland Street.
- Pedestrianisation will negatively impact trade.
- Retention of street trees.
- Preserve the amenity of surrounding residential areas.
- Displace parking pressures into neighbouring residential streets e.g. Visitors using parking permit bay.
- Closure of Acland Street will result in traffic using surrounding residential streets, rather than main roads.
- Taxis displaced into Blessington and Chaucer Streets to travel to Shakespeare Grove.
- Servicing and loading provision on streets surrounding Acland Street is an issue.
- Remove trams from Acland Street.
- Plaza will encourage anti-social behaviour.
- Provide bike route along the length of Acland Street.
- Lack of disabled parking spaces.
- Undertake a triple bottom line (economic, social and environmental) impact assessment of the project.
- Shakespeare Grove to be two-way to allow local access

The following issues have also been identified by Council and will need to be resolved by PTV and Yarra Trams:

- Provision of access to the off-street car parks from surrounding streets.
- Preservation of the existing footpath widths on both sides of Acland Street as a minimum.
- The impact of the upgrade on the taxi rank located outside the Vineyard, and identification of alternative locations and operations for the Victorian Taxi Directorate's consideration.
- Retention of the bus stop on the west side of Barkly Street, as near to its current position as possible, in order to retain this modal interchange; and
- Council's preference for tram drivers make use of existing toilet facilities along the street, rather than provision of a dedicated tram driver toilet facility at the terminus.

5.1 Supporting information:

5.1.1 Vibrant Villages program

Acland Street is part of the iconic St Kilda precinct within Port Phillip. It provides the local community and a large number of tourists each year with a unique shopping, dining and cultural experience. The street has a vibrancy that Council wishes to retain and strengthen for the use and benefit of all members of the community.

Acland Street has a successful day and night time economy and increased tram services will enhance the economic prosperity of the area. However, in order to better understand the potential impacts of this project, Council commissioned a preliminary study of the economic impacts of this project.

A summary of its initial findings is included at **Appendix B**.

The Port Phillip community has invested in the ambience and unique identity of Acland Street. It is important that pedestrian accessibility of both sides of Acland Street is retained or improved as the street experiences particularly high foot traffic volumes, especially during summer.

At present Council's *Footpath Trading Guidelines* stipulate a minimum of 1.5m clearance be provided from the departure side of the tram stop and 10m from the approach side¹. In providing opportunities for footpath trading Council has to balance a number of competing priorities when considering the extent of any footpath trading at a particular location. In particular, that the public feels welcome and safe and that the footpath provides an accessible, barrier-free path of travel for all.

5.1.2 Traffic and parking

Council has been able to assess the impacts on traffic movement and parking within the St Kilda Village area in preparing this submission. It has been informed by feedback from the St Kilda Village Trader Association, and their commitment to supporting the economic vitality of its precinct.

This project may also affect deliveries for certain businesses and core Council street cleaning and rubbish collection services, with some duties needing to be undertaken on foot.

There is the potential to provide new loading bays on Irwell and Belford Street on the approaches to Acland Street as well as the possibility of incorporating new landscaping, water sensitive urban design treatments and bike parking at the same locations. The existing loading bays on Barkly Street close to Acland Street in the vicinity of the northbound bus stop could also be extended.

For those people arriving by car and looking to find a park, the majority of spaces in the area are located away from Acland Street in the existing off-street car parks, on either side of the

street and also on Cavell Street in the car park adjacent to the Palais Theatre. Although fee paying, these car parks provide for a longer stay than the on-street bays on Acland Street, Barkly Street and surrounds.

There are currently two disabled parking bays on Acland Street (adjacent to 169–173 and 122–124) and five in the Belford Street car park. The bays on Acland Street are affected by the project, however Council could seek to relocate these bays to alternative locations on surrounding streets to provide access to Acland Street. There is the potential for these two bays to be relocated to Belford Street and Barkly Street near to the intersection with Acland Street.

Council has identified the following potential traffic issues that may arise from PTV's Option 1 as proposed by Yarra Trams/ PTV, and we would seek PTV's solutions to resolving these issues. These issues are shown in Figure 1:

- A treatment to limit southbound traffic from Carlisle Street travelling into Albert Street as a result of the closure of Acland Street from Shakespeare Grove (Issue 1).
- Provision for dedicated loading bays at Belford and Irwell Streets at the intersection with Acland Street, and on the western side of Barkly Street adjacent to the existing northbound bus stop (Issue 2).
- The circulation of traffic through the off-street car park located between Irwell and Belford Streets on the northern side of Acland Street (Issue 3).
- The operation of the intersections of Belford and Barkly Streets and Irwell and Carlisle Streets under new traffic conditions (Issues 4 and 5).
- The night time gated closure of Belford and Irwell streets (Issues 4 and 5).
- A possible increase in traffic along Irwell and Belford Streets under the new traffic conditions, in particular traffic coming from Carlisle Street-Albert Street (Issue 6).
- Modifications to the Coles laneway due to increased traffic movements (Issue 7).

Figure 1: Potential Traffic Issues with Option 1 Requiring Further Investigation



5.1.3 Public realm

Acland Street is currently an intact and high quality street featuring a consistent landscape treatment. This is in keeping with the important status of Acland Street both at the municipal and metropolitan level. Although the Acland streetscape is more than ten years old it is still in good condition.

Like much of the municipality, Acland Street is subject to heritage controls under the Port Phillip Planning Scheme. The majority of Acland Street falls under Heritage Overlay (HO) 5 and HO7 with a small section in the middle that is exempt. Under the Port Phillip Planning Scheme Clause 22.04, which is the heritage policy in relation to streetscape and street furniture, it is key that: 'All street furniture, including seats, litter bins, bicycle rails and drinking fountains, are designed and sited to ensure that they are not obtrusive in the streetscape, do not adversely affect the heritage significance of an area, and do not obstruct the views to a heritage place'. This means that, structures, such as lamp posts and other street furniture, and heritage fabric items such as bluestone pitchers, kerbs and channels require assessment in any type of street improvement works.

Because the south end of Acland Street is within heritage overlay HO7 it is necessary to ensure the heritage streetscape is not compromised with the inappropriate siting and works of the accessible tram stops. It would certainly be more appropriate to locate the terminus stop a sufficient distance north of the intersection with Barkly Street as this would have the least adverse impact on the heritage streetscape and be able to create a much improved pedestrian plaza which would enhance the heritage character of the area. This could also result in an excellent urban design and place making quality space.

The kerb outstand removals proposed under PTV's Options 1 and 2 will result in tree removals and a partial, or complete, reworking of the public artwork (pavers and bollards). This is not a desirable outcome from Council's perspective.

Council's view is that any changes to the streetscape must reinforce its identity and character rather than detract from it and ensure the street continues to fulfil its important role in the precinct.

Council seeks the following public realm outcomes for Acland Street space:

- A vibrant and lively streetscape that creates opportunities for footpath trading.
- A high quality pedestrian environment that attracts people to linger.
- Provision for lighting as well as opportunities for shade and places to sit and stay.
- Landscaping and vegetation that keeps the space cool and green, and
- A streetscape that incorporates water sensitive urban design principles.

5.1.4 Council services

Both waste collection and street cleaning services are performed daily on Acland Street with waste collection increasing to twice daily during the summer period. The plaza option and proposed changes to traffic flow as in PTV's Options 1 and 2 would affect waste, litter and recycling collection, street cleaning and private waste collection services. An indication of the location of existing and proposed loading bays around the St Kilda Village area is outlined in Figure 2.

Three loading zones therefore would need to be provided at Belford Street, Irwell Street and Shakespeare Grove.

These must be at least 12m in length and operate 24 hours, 7 days per week to accommodate Council's waste management services schedule. In addition, Council would seek that Yarra Trams supply litter bins on the platforms of the terminus (either 3 x 240 litre or 6 x 120 litre bins).

Figure 2: Existing and Proposed Loading Bays in the St Kilda Village area



5.1.5 Strengthening place identity

A key feature of Acland Street's unique identity is the incorporation of public art into the streetscape, comprising street furniture, pavers, bollards and directional signage and mature palm trees. Both risk being significantly affected by the proposed concept designs.

As all artworks are contained within Council's collection, their removal or relocation will need to be discussed with the artists. Council will also need to evaluate whether the artworks can be reinstated in a way that keeps their cultural and artistic integrity intact or whether new public art needs to be commissioned. Both processes entail significant timeframes (approximately nine months).

FITZROY STREET FACTS:

- 8,808 people walked along either side of Fitzroy Street, in the section between Loch Street and Park Lane, between 7am and 7pm on Thursday 6 March.
- In the four years since 2008, traffic volumes on Fitzroy Street in the section between Grey and Princes Street has reduced from 21,147 to 18,359 vehicles across a 24 hour period.
- Between Acland and Grey Street there are 31 active outdoor dining permits, 15 between Grey and Princes streets and 3 between Princes Street and St Kilda Road.
- On a weekday 586 people catch the route 16 from Stop 133 at Grey Street compared to 120 people catching it at stop 132 at Princes Street.
- Over the five year period from January 2007, there were 42 recorded accidents on Fitzroy Street between the Princes and Grey street intersections.

6. Fitzroy Street

Council has identified the following key issues that need to be resolved by PTV and Yarra Trams:

- Better understanding and consideration of the impact of the project on the ongoing viability of the Fitzroy Street businesses.
- Clearly detailing the need for relocating Stop 133 to serve tram routes 16 and 3a on Fitzroy Street between Grey and Princes Street. Noting that this is linked to community feedback seeking the removal of Stop 133.
- Conducting further analysis on the proposed position of Tram Stop 133's impact on traffic flow. In particular, at the intersections of Fitzroy Street with Princes Street and Grey Street and Acland Street.
- The upgraded tram stop's impact on traffic congestion, particularly at the intersections, vehicle turning movements along Fitzroy Street and access to and from driveways.
- Commit funding as part of this project to improve the traffic signal phases and timings at the intersection of Fitzroy Street, Grey Street and Canterbury Road to improve traffic flow whilst better catering for the needs of all road users; and
- Confirming the tram tracks along Fitzroy Street will not be raised, retaining the ability for drivers to turn across the tram tracks where it is safe to do so.

FITZROY STREET - Community feedback received to date via 'Have Your Say':

- Remove Stop 133 as part of this project;
- Stop 132 to be upgraded to an accessible tram stop outside 169 Fitzroy Street;
- There will be traffic congestion and long queues by narrowing to one lane;
- Accessible tram stop between Grey and Princes Streets will negatively impact trade;
- Traffic management controls on right turns and U-Turns;
- Adjust traffic lights at Grey and Fitzroy Street to improve traffic flow;
- The potential to introduce a U-Turn movement on Fitzroy Street at Grey Street intersection;
- The potential for a traffic crossing of Fitzroy Street between Loch and Jackson Streets be implemented.

In addition to the issues identified overleaf, the following matters need to be addressed in the development of an acceptable design option:

- Provision of safe and accessible pedestrian crossings to the tram stops from both footpaths.
- Incorporate provision for bus set down at Adina Apartments at 157 Fitzroy Street as well as for use by Council's Community Bus service.
- Further refining the number of on-street car parking spaces affected by a tram stop on the street.
- Limiting the number of turn bans applied to driveways onto Fitzroy Street and retaining the U-turn provision at the intersection of Fitzroy Street and Princes Street as long as it is safe to do so. Noting that some sort of separation will need to be provided to prohibit right turning vehicles out of 167 Fitzroy Street and U-turning vehicles at the same location for safety reasons due to the close proximity with the intersection of Princes Street.

6.1 Supporting information and discussion:

6.1.1 Vibrant Villages program

Fitzroy Street is part of the iconic St Kilda precinct within Port Phillip. It provides the local community and a large number of tourists each year with a unique shopping, dining and cultural experience. The street has a vibrancy that Council wishes to retain and enhance for the benefit of the whole community.

Fitzroy Street experiences a strong night time economy, but to better understand the potential impacts of this project, Council commissioned a preliminary study of the economic impacts of this project. A summary of its initial findings is included at **Appendix C**.

6.1.2 Traffic and parking

To inform this submission, Council has undertaken an assessment of the potential impacts of both PTV's proposed options on traffic movement and local access along Fitzroy Street. It has also considered the opinion of key Council stakeholders such as the St Kilda Park Primary School. Council is committed to supporting the economic vitality of local areas.

An important consideration for Council is its commitment to traffic safety, to eliminating fatalities and reducing the risk of injury on local roads, especially for vulnerable users like pedestrians and bike riders as articulated in *Safer Streets 2013-2020: The Road User Safety Strategy*. Accident analysis undertaken on behalf of Yarra Trams showed that in the five years to 30 December 2011 there were 42 crashes recorded along Fitzroy Street between the intersections of Grey Street and Princes Street. The severity of crashes increased within closer proximity to the intersections with Canterbury Road and Lakeside Drive. Fourteen of these crashes resulted in serious injuries of which five involved pedestriansⁱⁱ.

At the request of Council, Yarra Trams has undertaken traffic surveys to better understand how traffic operates in the Fitzroy Street area and also to model the impacts of the proposed options under current traffic conditions. This has highlighted the current signal phasings at the intersection of Fitzroy Street with Grey Street and Canterbury Road and its operation are contributing to long delays for all users, especially drivers. This is exacerbated by a lack of coordination between these traffic signals and those located at the intersection of Fitzroy Street and Acland Street, leading to traffic queuing back towards St Kilda Junction.

This project presents a prime opportunity for PTV and Yarra Trams to negotiate improved traffic signal phasing with VicRoads, as the owner of this road with responsibility for traffic management, along the length of Fitzroy Street.

Council view is that more detailed modelling is required as part of this project aimed at improving the operation and coordination across the three signalised intersections along Fitzroy Street (Acland Street, Canterbury Road/ Grey Street and Princes Street/ Lakeside Drive) to improve local and through traffic flow through the area.

6.1.3 Public realm

The vision for the public realm in Fitzroy Street is described in the *Fitzroy Street Streetscape Plan* (2009). The intention of this document is to ensure future works are coordinated to create a street environment that is safe, accessible, attractive and memorable at all times of the day and night.

The PTV's project should ensure this objective is met.

Appendix A – Summary of Have Your Say Responses

Submitter ID	Q1. Do you support Council's position that Yarra Trams and PTV should commit to ongoing community involvement throughout the life of the entire project? (see page 3 of the draft submission)	Add your suggestions about community involvement	Q2. Do you support Council's position on what key objectives should be delivered in the final tram stop design? (see page 3 & 4 of our draft submission)	Add your suggestions about the Council's key objectives	Q4a. Is there anything you want to ADD to our Acland St Proposal?	Q4b. Is there anything you want to CHANGE in our Acland St Proposal?	Q4c. Is there anything you want to KEEP in our Acland St Proposal?	TOTAL Acland - Option 1 Acland - Option 2 Acland - Option 3 Acland - Option 4	Q5a. Is there anything you want to ADD to our Fitzroy St Proposal?	Q5b. Is there anything you want to CHANGE in our Fitzroy St Proposal?	Q5c. Is there anything you want to KEEP in our Fitzroy St Proposal?	TOTAL Fitzroy - Option 1 Fitzroy - Option 2 Fitzroy - Option 3 Fitzroy - Option 4	Summary of Key Issues	
	Yes No		Yes No											
	73 9		59 16					41 6 3 19 13				19		
1	1	Yes		1	Yes			1				1		
2		No		1	Yes		I believe removing vehicle traffic along Acland st will cause the area to lose many potential tourists and clients. Trams at a minimum should be allowed to run it's course to the end of Acland st.						- Closure of Acland Street to traffic will negatively affect traders. - Trams to run to Acland Street terminus	
3	1	Yes		1	No									
4	1	Yes		1	Yes	Just that I support the closure of Acland Street to traffic. I have witness on three separate occasions, people hit by cars as they attempt to get off the tram at the end of Acland Street and Barkly Street. I have also witnessed the increase in tourism in the area and how crowded the street has become. You can barely walk down the street now with all the tables and chairs out, people wandering, people looking in shops and the traffic, it is way too narrow. People also just step out onto the road so often. It is not safe at all for traffic. It's actually gotten to the point where, as a local, I avoid Acland Street.	Just confirming that stop 139 should definitely be closed. There is no need for it.		1		1	- Removal of traffic supported - Safety important - Footpaths too narrow		
5	1	No		1	Yes		No - closing Acland St to traffic is a terrible idea for so many reasons. Strongly object.	1		No - I work in the area affected and strongly object to the proposal to create a tram stop between Grey and Princes Streets. The area is congested at peak times with the school, and the tram stop would disrupt traffic flow in one of the few spots still left on Fitzroy St that is still manageable by car. It would prevent turning the car to find parking on opposite sides of the road, and create traffic chaos throughout the day.	No		- Traffic congestion and long queues by narrowing to one lane; - Traffic management controls on right turns and U-Turns.	
6	1	Yes		1	No	while making a pedestrian mall out of Acland St sounds good, when it was tried several years ago, it was a complete disaster. Acland St just died, apparently, the constant movement and the busyness of the street is one of its attractions. I suggest that before anything is done in Acland St, barriers resembling the final development should be put up for a few months to see what effect it has on the street. This includes each of the main suggestions of the PTV.	I would like to say that I do not drive to Acland St, but use either bicycle or walk to it, so my view is not coloured by the fact that the street would be less accessible to cars. Is there a possibility of testing a terminus at McDonalds in Carlisle ST? How about the 96 tram going down Carlisle St then turning right at Barkly before turning right again at Acland St? (doing a circle).	The only proposal that will not kill Acland St is one which will keep the traffic going up and down...					- Pedestrian malls negatively impact trade - Trial options - Luna Park Interchange as terminus - Potential for routing tram down Barkly Street	
7	1	Yes		1	No									
8	1	Yes		1	Yes					Do not remove stop 133 on corner of Canterbury Rd and Grey St.		1	- Stop 133 to remain where it is.	
9	1	Yes		1	Yes				By taking away stop 133 at the corner of Grey, Fitzroy and Canterbury Rd you remove the option of many residents being able to catch the No16 or 3a without having to walk a far distance to the other stops. The point is these trams will most likely have to stop at this intersection for red lights. Why remove the stop. All of the design options leave you with only one tram to get to the city, No 96. As someone who lives just off Fitzroy st, I will have to walk a far distance to get a tram that travels down St Kilda Road.	Yes. Upgrade stop 133!!	No. I would be very surprised if any of these options have been designed by someone who uses stop 133 (Grey & Fitzroy) regularly. DO NOT REMOVE STOP 133. UPGRADE IT!!		- Stop 133 to remain where it is. - Upgrade stop 133.	
10	1	Yes		1	No	We do not need trams in Acland Street - they are unnecessary, the street is far too small for them, and the street will not accommodate the required new super-sized tram stops. Remove the trams completely from the tiny Acland Street strip and terminate them on the Esplanade, outside McDonalds where there's plenty of room for them (there are already facilities there for trams to turn around). Removing cars from the street and allowing the trams to completely take it over is pointless - there will be no room for pedestrians to walk or cross the road and Acland Street will feel like a giant station.	We do not need trams in Acland Street - they are unnecessary, the street is far too small for them, and the street will not accommodate the required new super-sized tram stops. Remove the trams completely from the tiny Acland Street strip and terminate them on the Esplanade, outside McDonalds where there's plenty of room for them (there are already facilities there for trams to turn around). Removing cars from the street and allowing the trams to completely take it over is pointless - there will be no room for pedestrians to walk or cross the road and Acland Street will feel like a giant station.	No					- Remove trams from Acland Street as it is too narrow to fit trams and new stops. - Luna Park Interchange as terminus	
11	1	Yes		1	No	Last stop for passengers should at the stop near Luna Park that services the 96 and 16 tram routes using the new platform stop. The empty 96 tram would then continue along Acland St to the terminus and return ASAP to keep to the timetable. Many people have to walk 200 metres or more to a tram stop in Middle Park so St Kilda travellers can do the same. Leave cars in Acland St. The Belford St stop would be discontinued too. Any nearby bus route could easily be adjusted to meet this change. I don't support the PTV or the council proposals as Adrian Jackson's proposal above is better, effective and cheap to implement		A platform stop at St Kilda Junction (just north of it) were trams from Fitzroy St (No 16), Brighton Rd and Dandenong Rd meet at that interchange. No new stop (both PTV options) near St Kilda Park Primary School. Leave the Princes St as is and remove the Grey St to assist in a faster tram service. The platform stops at the western end of Fitzroy St to stay for 96 and 16 travellers as can the platform stop near the Gaiwick Hotel perhaps but the gaiwick is the most dangerous place in Melbourne. No 96 travellers can use the St Kilda Station stop instead of the Grey St stop (closed) to help increased the faster movement of that tram. Many travellers in Middle Park have to walk 200 metres or more to get to a stop so St Kilda travellers can do the same. Fewer stops will increase tram times for the full journey.					ACLAND STREET - Remove tram stops from Acland Street. - Luna Park Interchange as terminus FITZROY STREET - Removal of stop 133 and rely on Stops 132, 134 and 135 - Upgrade St Kilda Junction - Fewer tram stops will reduce tram journey times and create greater reliability	
12	1	Yes		1	No				The whole area should be made more PT friendly. Traders need to accept that one or two car spaces aren't going to make a huge difference compared to frequent PT. As a non-resident ratepayer I support PTV enhancing the tram service in any way possible.				1	- Make area better orientated towards Trams - More frequent Trams provides greater benefits than car parking spaces for trading
13	1	Yes		1	Yes, with some changes	Not negatively impact the amenity of residential areas potentially affected by the proposal.	I think council and PTV should be ensuring that there is no net loss of parking to service Acland Street trading. As a resident living just off Acland St, we are getting increasing pressure from illegally parking visitors (i.e. in permit spaces) to the area in the evenings and weekends, so would strongly oppose a solution that decreases parking overall. Also, I couldn't work out which options you were referring to in the "Vote" section below because your draft submission didn't include figures - Just "See below". On that basis you should ignore any responses to that voting question as the information provided is insufficient.	Make it clearer!				1	- Preserve the amenity of surrounding residential areas - No net loss of parking to cater for Acland Street traders - Displace parking pressures into neighbouring residential streets e.g. Visitors using parking permit bays	
14	1	Yes		1	Yes			1					1	

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	Q1 - Yes	Q1 - No			Q2 - Yes	Q2 - No				TOTAL	Acland - Option 1	Acland - Option 2	Acland - Option 3	Acland - Option 4			TOTAL	Fitzroy - Option 1	Fitzroy - Option 2	Fitzroy - Option 3	Fitzroy - Option 4				
15		Yes					Please ensure bike paths along Acland st are included, and that bike riders are facilitated on the barkly at traffic lights for Right and Left turns onto/off of Acland Street	Bike lanes (Copenhagen style or normal) along Acland Street (from Barkly St to The Esplanade and also in the other direction). The Plaza area should have bike paths across. These could be similar style to the ones on Swanston St in Melbourne CBD (Eg. outside State Library), or Fitzroy St, St Kilda.	YES - BIKE RIDERS NEED TO BE ALLOWED TRAVEL THE LENGTH OF ACLAND STREET IN BOTH DIRECTIONS (riding on the bike in marked lanes, not pushing it while walking). Please keep your commitment to sustainable transport by incorporating bike paths on Acland Street. . 2. Bike paths next to Taxi Zone is very dangerous. Many Taxi's pull out without looking, or passengers open doors without looking. Shakespeare Grove proposed bike path does NOT remove the requirement for a bike path along Acland street. . 3. As a cyclist I've often been nearly killed at the intersection of Blessington St and Chaucer St. - because the road narrows (Traffic management slow-down) Cars travel too fast on this, and often nearly collide. As a cyclist trying to turn right from travelling West along Blessington Street, turning right onto Chaucer Street, it's very, very dangerous. If you do not permit us (cyclists) safer travel along Acland street, with the increase in vehicular traffic that will have to come via Blessington St and Chaucer St, there will be more accidents at this dangerous junction. I've had so many near misses, I do not go this way anymore. My life is too valuable. Please keep us safe, allow us safe passage on Acland St. Implement Copenhagen style bike lanes. PLEASE!	Extending the plaza to Acland Court is a wonderful idea - just make sure you provision for bike riders through the plaza by having a marked bike path. (It can be a shared path or dedicated, I don't mind as long as it exists in some form!)															- Provide bike route along the length of Acland Street. - Provide bike route through plaza - Traffic signals for bike riders at Barkly Street / Acland Street intersection Improve bike facilities at Blessington St/ Chaucer Street intersection.
16	1				1	Yes, with some changes		REmove trams from Acland St and have the terminus in the large area between McDonalds and Luna Park. Compare this with Manly, Sydney. The ferry lets off its hundreds of passengers who walk to the shopping/tourist strip. . Currently, the second stop should be removed in Acland St - to have them 100m apart can surely not be justified. One is a terminus, but it's used as a stop, then the tram stops again 100 m down the street.	See above	no													- Remove trams from Acland Street. - Luna Park Interchange as terminus. - Remove Stop 139 outside Woolworths.		
17		Yes				No																	- Remove Stop 133		
18	1	Yes			1	Yes		Clarity on how shops and parking will be accessed by shoppers with cars.						1								1	- Traffic access and circulation across St Kilda Village		
19		Yes																							
20	1	Yes			1	Yes							1												
21	1							As a Port Phillip resident with a slight disability I am really feeling that people in my situation are being left out of future street planning. Already reduced car parks in Fitzroy St have made it much harder to get a park down that end and make it impossible for me to go pick up a take away as you don't know if you will get a park. . With a back injury my walking with any load is impaired so I do need my car, and my sitting time is reduced. I am unable to use public transport without pain and there are many, many people like myself out there. Also I never found public transport to be particularly safe and even if I hadn't broke my back I would not take it after nightfall. . It's great environmentally to lessen car parks and to encourage green means of transportation but you do need to realise the huge impact this has on those with disabilities who are reliant upon their cars, those who don't feel comfortable taking public transport and the elderly who also need their own means of transportation.		The two tram stops mentioned both would hamper traffic on the St Kilda road end of Fitzroy St - I live on St Kilda junction and our car park entrance and exit is on Fitzroy st, in nice weather cars are often jammed to the point of not being able to enter or exit. Any decrease in lanes will exacerbate this problem hugely. On top of this the jam often flows out in the junction. . We also find that the majority of people in the last block of Fitzroy St (junction end) are not using bike lanes and are instead on the footpath. . Lastly we also need easy access into the IGA and the primary school and I have heard that both of these 'turn rights' will be impeded if the new tram stop is installed. If this is the case then we need to look at a different positioning for that reason alone - there is no other way to get into the IGA supermarket from this end of the street.				1	- Car dependant due to mobility impairment - Lack of disabled parking spaces - Right turns into IGA and St Kilda Park PS prevented. - Traffic congestion and long queues by narrowing to one lane;										
22		Yes					tram from shakespeare grove to barkly street should be free to encourage people to shop in acland street																		
23		Yes			1	Yes		I do NOT support pedestrianising Acland Street. It will drive traffic into surrounding streets rather than keeping most traffic on main roads, of which Acland Street is one. It will also disadvantage the shop keepers - who already labour under very high rents.					1										- Closure of Acland Street will result in traffic using surrounding residential streets, rather than main roads. - Closure of Acland Street will negatively affect traders.		
24		Yes				No		I live right on the tram line (on The Esplanade) and agree with both of the plans to make Acland pedestrian, and to eliminate one stop on Fitzroy St.															- Supports pedestrianising Acland Street. - Supports fewer stops on Fitzroy Street.		
25		Yes			1	Yes	bicycle paths & wider footpaths																- Widen footpaths - Provide bike route along the length of Acland Street.		
26	1	Yes			1	Yes		Cars should not be banned from Acland Street. . Cars should be able to turn right into Belford Street and Inell Street when heading north on Acland Street. . There should be no barriers along the tram lines in Acland Street. These barriers will be a major obstacle for infirm people (of which there are many in St Kilda) and also an impossible barrier for people in wheelchairs, walking frames and golfers. . Shakespeare Grove should not be made one way. . The Woolworths stop should be retained. If you are serious about caring for older and infirm people, why force them to walk an extra hundred metres in either direction carrying their groceries?			1							1	- Traffic should be able to travel north up Acland Street - Raising of tram tracks along Acland Street will create barrier. - Retain stop 139 outside Woolworths. - Reduced traffic management controls						
27	1	Yes				No																			
28		Yes			1	Yes		I do not agree to the removal of palm trees to accommodate traffic. No wildlife or fauna should be compromised to support traffic needs	Do not remove palm trees, just get rid of traffic	Do not remove palm trees, just get rid of traffic				1							1	- Retention of palm trees - Remove traffic lanes to protect palm trees.			
29		Yes			1	Yes		Close Acland St. to cars & organize system of servicing business from adjacent streets. .							Have stricter zoning on Fitzroy St so quality businesses will want to trade there. . Get rid of the undesirable businesses								- Servicing and loading provision on streets surrounding Acland Street		
	1																								

Submitter ID	Q1 - Yes Q1 - No	Q1. Do you support Council's position that Yarra Trams and PTV should commit to ongoing community involvement throughout the life of the entire project? (see page 3 of the draft submission)	Add your suggestions about community involvement	Q2 - Yes Q2 - No	Q2. Do you support Council's position on what key objectives should be delivered in the final tram stop design? (see page 3 & 4 of our draft submission)	Add your suggestions about the Council's key objectives	Q4a. Is there anything you want to ADD to our Acland St Proposal?	Q4b. Is there anything you want to CHANGE in our Acland St Proposal?	Q4c. Is there anything you want to KEEP in our Acland St Proposal?	TOTAL Acland - Option 1 Acland - Option 2 Acland - Option 3 Acland - Option 4	Q5a. Is there anything you want to ADD to our Fitzroy St Proposal?	Q5b. Is there anything you want to CHANGE in our Fitzroy St Proposal?	Q5c. Is there anything you want to KEEP in our Fitzroy St Proposal?	TOTAL Fitzroy - Option 1 Fitzroy - Option 2 Fitzroy - Option 3 Fitzroy - Option 4	Summary of Key Issues
30	1	Yes		1	Yes, with some changes	I suggest that there be greater emphasis on the environment, with particular attention to local, indigenous plantings, and the protection of the mature trees already established. They provide so much to the character and loveliness of the areas in question, and help to keep the areas cool and green in summer.									- Native plant species for use in Acland Street - This feedback is not an issue that is being considered at this stage of the design process, but can be acted upon once any opportunities for landscaping have been identified.
31	1	No		1	Yes									1	
32	1	Yes		1	Yes				1						
33	1	Yes		1	Yes									1	
34	1			1	Yes		Don't turn Acland Street into a mall - this is a massive mistake to local businesses and community users. Pls see my comments below.	Do not turn Acland Street into a mall. It will destroy many businesses as the tram stops at the end of Acland/Barkley brings many shoppers to the strip including myself. I do not want to walk from Wordsworth st to halfway down acland st from Barkley to catch the tram - inconvenience for me & people living in and near Wordsworth St. I can foresee and do not want additional traffic down Blessington Street which will in turn go through chaucer street, baker street and into Wordsworth st where I live. The dumb skateboard park is already bringing in extra traffic to my street and at high speeds. Turning Acland street into a mall will bring more illegal buskers and the Council cannot control the buskers as it is they are traffic hazards and the noise they create deters me from eating outdoors on Acland Street. Acland Street will also become dangerous at night if turned into a mall - people will sit and drink, as they do now, but it will create incentives for more of this to come. Why create more traffic through increased access/amenities for cyclists - this is insanity - they will create just as much traffic as cars do now driving down Acland Street. I drive down acland st regularly, park and shop - why destroy my patronage to the Acland Street traders - this is insanity. I will go to Carlisle Street, Balclava to shop instead. By placing taxis in Shakespeare grove I know the taxis will drive down Blessington, into chaucer and then Shakespeare Grove. It is insanity to create extra traffic in residential areas - that are already inconvenienced with cokes and other delivery trucks. These trucks are also driving down Spencer st - so will the taxis.	No - do not change Acland street in any way. It will destroy the amenities for the local community, create more illegal buskers, and alcoholism and turn into a danger zone at night.					- Closure of Acland Street will negatively affect traders. - New terminus stop makes catching tram less convenient - Plaza will encourage anti-social behaviour - Taxi's displaced into Blessington and Chaucer Streets to travel to Shakespeare Grove - Closure of Acland Street will result in traffic using surrounding residential streets, rather than main roads.	
34	1	Yes									Yes - in option 4, add a DDA compliant supermarket outside 169 Fitzroy Street, St Kilda - all residents on Fitzroy have agreed to this, including the licensee from Elephant & Wheelbarrow - refer to Toorak Times video interviews.	Yes, include extra parking along Fitzroy Street outside St Kilda Park Primary School and also include a right turning lane into the school driveway when heading towards the beach - to do this, you must remove 4 parallel carparks from the curb.	Yes, the removal of stop 133 (Grey St)		- Removal of Stop 133 - Stop 132 to be upgraded to an accessible tram stop outside 169 Fitzroy Street - Increase number of parking spaces on Fitzroy Street near to the primary school - Include a dedicated right hand turning lane into the St Kilda Park Primary School driveway
36	1	Yes		1	Yes					The Fitzroy Street Council concept 3 looks quite viable IF it absolutely needs to change, but I would like to know if this option allows turning right into Fitzroy Street from the number 151 Fitzroy Street driveway which is opposite the StKilda Park Primary school. If that is the case, then Council concept 3 is fine.					1 - Traffic management controls on right turns and U-Turns.
37	1	No		1	No	If cars are not permitted down Acland Street, just like Fitzroy Street I will avoid the street all together. I don't agree with any of the proposed changes and are perplexed why trams and cyclist seem to have preference over cars. Again I feel sorry for the Acland and Fitzroy Street traders. :-(Fitzroy Street is now a nightmare and as a resident I avoid it all together. With the ridiculous cycling lanes, the fast trams and not being able to turn into Fitzroy Street from Park Street etc its off my lists of places to visit and a shame for the traders as I and friends used to be a regular visitor to Pelican and Barney Allens but have not been there for over 12 months now.					1 - ACLAND STREET - Closure of Acland Street will negatively affect traders. - FITZROY STREET - Traffic management controls on right turns and U-Turns.
38	1	Yes		1	No	I feel that cars access should remain in Acland Street - as they are now. Acland Street works well now so should be left as is. I personally would rather see the trams terminate at Luna Park if it means the cars can still access Acland Street. You would be forcing a LOT more traffic onto Carlisle Street and the surrounding residential streets by closing this main thoroughfare. You are assuming everyone can walk, ride or catch public transport to come to Acland Street - NOT SO!									1 - Pedestrian malls negatively impact trade. - Luna Park Interchange as terminus. - Closure of Acland Street will result in traffic using surrounding residential streets, rather than main roads. - Traffic access and circulation to car parks.
39	1	Yes		1	No						How are cars going to get to St Kilda Park Primary School if coming from St Kilda Rd?	More lines for cars, less traffic-lights, overpasses to the park instead of pedestrian traffic light			1 - Increase traffic capacity of Fitzroy Street - Traffic management controls on right turns into the school.
40	1	Yes		1	Yes		Yes Acland Street should be closed off to vehicles as suggested in proposal 3, either that or stop the 96 using Acland St, not enough room for the both. Ofcourse stopping trams using it would cause more problems than solve, so prefer cars having less access.			1					1
41	1	Yes, with some changes		1	Yes		No changes should be made to this iconic suburb in such a way to restrict access to the majority in lieu of the few. All the disabled, community and transport desires can be accomplished if thought out better	As suggested by Akram Helal, move the super stop around the corner to Barkly Street, maybe even take it all the way to the beach and really improve accessibility in the suburb.	Not much. To remove palms, to reduce parking, to remove any of Acland Street outside amenity would be criminal destruction for the sake of a transport theory Frankenstein.	1	Remove the Vic Roads imposed two way suicide bike track whilst the work crews are in the area and replace them with angle parking. Move the compliant tram stop to outside the Elephant and Wheel Barrow where there is more than ample lanes to deal with the structure without losing ANY parking or road lanes...no brainer. Leave "Paris End" a boulevard, work with	Loch St/Jackson has to be reopened. The previous changes to Fitzroy Street were imposed by the SGOs on a much weaker minded council. The imposition on locals living in Jackson and Enfield Streets that are regularly risking their licenses and good names by driving the wrong way up the 100m or so +- of the this ill conceived stupidity only highlights the locals will to disobey those our taxes pay the wages of, per se! Put J Turn, like in Clarendon Street in where the Grey/Canterbury stop comes out. The road is already raised appropriately for this to happen seamlessly at this point and Vic Roads could easily put in the appropriate lights. Keep this area as open as possible as a welcoming gateway. Get rid of bike track whilst you have Vic Roads crew and machinery in the Street. The previously quoted \$650,000 odd to remove the track should be significantly reduced.	Not much, taking out the Grey/Canterbury stop is necessary so that a U Turn can be facilitated for locals if no others.	1	- Relocate terminus into Barkly Street - Preserve amenity of Acland Street by retaining palm trees and parking spaces - FITZROY STREET - Remove Fitzroy Street bike path - Remove Stop 133 - Upgrade Stop 132 outside 169 Fitzroy Street - Introduce U-Turn on Fitzroy Street at Grey Street intersection - Traffic crossing of Fitzroy Street between Loch and Jackson Streets be implemented.

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42	1	Yes		1	Yes						1								1						
43	1	Yes		1	Yes			Happy with design	Happy with design	Seems fine						Could grey street stop be kept and made more accessible?	See above	Canterbury Grey Street investigation traffic lights for easier traffic flow				1		- Stop 133 to remain where it is. - Upgrade stop 133. - Adjust traffic lights at Grey and Fitzroy Street to improve traffic flow.	
44	1	Yes																							
45	1	Yes			1 No			I appreciate having been invited to have input into this issue but am not a sufficiently frequent user of public transport in this shopping strip and so, whilst I have read Council's submission I don't believe I am qualified to comment other than to support Council in their consultation process.	N/a - see previous question	N/a - see previous question														General support for Council's submission.	
46	1	Yes		1	Yes			Why not continue the service into Elwood and link up with the track in Glenhuntly R.d.? (Barkly St. south to Ormond Parade, east through Elwood and up to Glenhuntly R.d.) Heavily populated area = good patronage. For every person on the tram = one less person in a car. How many people does an E-Class tram hold? 200? The E-class could run on this track all the way to Carnegie terminus. This would provide low floor, modern trams for all the elderly people in Caulfield, which is after all, the ultimate objective of the modernisation of the network, isn't it?	See above. Or, don't allow the trams past Luna Park. They can terminate there. How about roofing over Acland st. with clear polycarbonate roofing as an open ended tunnel? Make it a weather-proof mall.	The mature palm trees must stay.														- Extension of tram route down Barkly Street to Glenhuntly Road and then to Elsternwick. - Luna Park as the terminus. - Roofing Acland Street to create a weather proof mall. - Retain the palm trees.	
47	1	Yes		1	Yes, with some changes			I would love to see the entire length of Acland at closed to traffic and overhauled for dining all the way to the tram tracks.	I feel that all the side streets should be permit parking and local traffic only. Locals need to have easier access to short term parking for speed access to the businesses on Acland street, especially during summer peak periods. Any local with a parking permit should have access to local only permit parking for up to 30 minutes on side streets or paid parking.						Option 3 during the GP would be a nightmare for traffic and locals. Option 4 is the only workable option with how the GP operates. If the tram modifications to were to be changed for the GP where all GP patrons got off at the junction then option 3 would be worth reconsidering.						1	- Parking pressures displaced into neighbouring residential streets e.g. Visitors using parking permit bays - Side streets to be converted to permit parking and local traffic only. FITZROY STREET - Traffic congestion and long queues when Grand Prix is on.			
48	1	Yes		1	Yes			I feel very strongly that this area of Acland St should be restricted to pedestrians, cyclists and trams. The comment about vibrancy of the area is important but cars driving and, particularly, parking detract totally from any vibrancy. □ □ □	No traffic from Shakespeare Grove		1												1	- Car Parking and traffic detracts from vibrancy	
49	1	Yes		1	Yes			Ban cars in peak hours - make it a mall			1					Give up right hand turn from Grey into Fitzroy at and Fitzroy into Canterbury during peak hours..	I found it really difficult to be able to see the options - so I didn't vote on preferred - I also would have liked to see council comment on the entire route strategies.				1		- Time based traffic access off-peak. - Prevent right turn into Canterbury Road and Right hand turn into Fitzroy Street during peak.		
50	1	Yes, with some changes		1	Yes			I can not believe the council would consider reducing and or closing the street to traffic. How to kill the retail trade in the street. My solution is remove the 8 parking spaces on the west side of Acland street. Build a super stop like the one in MacArthur street in the city. Put up two flashing signs reading give way to pedestrian and trams. This way we have a friendly tram stop and we keep cars flowing down the street. Not to mention keeping retail going.															1	- Pedestrian malls negatively impact trade. - Easy access tram stop in Acland Street.	
51	1	Yes																							
52								Please can you co-ordinate the ARRIVAL of tram 96 with the DEPARTURE OF BUS 246. I often arrive at the final tram stop only to just miss the 246 bus departure to Elsternwick. Thanks								1								1	- Coordinating Route 96 timetable with 246 bus schedule in both directions.
53	1	Yes		1	Yes, with some changes			As a local who need to pick up parcels from the Post Office in Shakespeare street it must be kept two way	One tram line should be maintained with the terminus at the Luna park stop where there is already a giant stop. The tram lines must not be raised and traffic allowed for proper access for locals														1	- Shakespeare Grove to be two-way. - Luna Park terminus. - Raising tram track will be an obstacle - Closure of Acland Street will prevent locals from accessing the	
54	1	Yes		1	Yes			No	No	No						Support rationalisation of Tram Stop 133 but position near intersection of Fitzroy St and Princess St.	No	I agree that PTV Option 1 is not viable. It would be a traffic hazard due to congestion around the Fitzroy and Grey St intersection. It would severely limit parking and prevent access to the St Kilda School and Bowling Club and limit parking for residents and their visitors					1	- Traffic congestion and long queues by narrowing to one lane; - Impact on parking availability - Traffic management preventing right-turns and U-turns.	
55	1	Yes		1	Yes						1					The Council Option 3 may also enable the removal of Stop 131 at the intersection of Fitzroy St and St Kilda Rd and this could be another benefit of this design.							1	- Removal of Stop 131 as part of any new accessible platform stop between Grey and Princes street	
56	1	Yes		1	Yes				Great opportunity for the elimination of car traffic on Acland street and creation of pedestrian mall		1													1	
57	1	Yes		1	Yes			The whole scheme is completely crazy. A waste of money that will drive all forms of traffic away from Acland Street. You will create a ghost town. The fact is that a lot of people actually drive cars and like to park on Acland Street - it's convenient and useful. Not to mention the fact that it takes pressure off other roads (eg Barkley). We aren't all hippy tree huggers.	Two way traffic for cars. In fact the entire scheme is a complete waste of money and nothing needs to be changed. This is a joke. Again our taxes are being thrown away on rubbish plans to keep our politically correct nanny state alive. All for the sake of a couple of hours per day (during peak hours) when people actually uses Trams to go and return from work. I drove down Acland this morning (Monday) at 820am and car spots where being utilised whilst two empty Bumble Bee trams where happily chugging along with no passengers.	Nothing. Nor in the PTV scheme. They are both shameful exercises. I feel very sorry for all the struggling businesses on Acland Street - I bet that this will drive many of them under. The construction phase will kill the street and the businesses and once completed this silly pedestrian utopia will be a dead zone like scummy Swanston Street. Winter will be terrible, with no ability to park and grab a quick coffee and cake. The only winners out of this will be the 3 or 4 commercial parking lots. Residents in Shakespeare will have a massive amount of traffic passing by.		1				1	- Closure of Acland Street will negatively affect traders. - Traffic should be able to travel in both directions on Acland Street. - Limited benefits outside of peak commuting periods - Construction phase will negatively affect traders. - Pedestrianisation will reduce the activation of the street. - Closure of Acland Street will result in traffic using surrounding residential streets, rather than main roads.								
58	1	Yes		1	Yes																			1	

Submitter ID	Q1 - Yes	Q1 - No	Q1. Do you support Council's position that Yarra Trams and PTV should commit to ongoing community involvement throughout the life of the entire project? (see page 3 of the draft submission)	Add your suggestions about community involvement	Q2 - Yes	Q2 - No	Q2. Do you support Council's position on what key objectives should be delivered in the final tram stop design? (see page 3 & 4 of our draft submission)	Add your suggestions about the Council's key objectives	Q4a. Is there anything you want to ADD to our Acland St Proposal?	Q4b. Is there anything you want to CHANGE in our Acland St Proposal?	Q4c. Is there anything you want to KEEP in our Acland St Proposal?	TOTAL	Acland - Option 1	Acland - Option 2	Acland - Option 3	Acland - Option 4	Q5a. Is there anything you want to ADD to our Fitzroy St Proposal?	Q5b. Is there anything you want to CHANGE in our Fitzroy St Proposal?	Q5c. Is there anything you want to KEEP in our Fitzroy St Proposal?	TOTAL	Fitzroy - Option 1	Fitzroy - Option 2	Fitzroy - Option 3	Fitzroy - Option 4	Summary of Key Issues			
59	1		Yes		1		Yes, with some changes	Idea that Chaucer and Spenser should be one way traffic, but Shakespeare Grove needs to stay 2-way. You are just making it harder for the people who live here to avoid the passing traffic on Beach Road/Lower Esplanade. The people who live here constantly need to travel between St Kilda and Elwood/Brighton and vice versa- and stopping us from using Shakespeare Grove between Chaucer and Acland for		I don't mind the idea that Chaucer and Spenser should be one way traffic, but Shakespeare Grove needs to stay 2-way. You are just making it harder for the people who live here to avoid the passing traffic on Beach Road/Lower Esplanade. The people who live here constantly need to travel between St Kilda and Elwood/Brighton and vice versa- and stopping us from using Shakespeare Grove between Chaucer and Acland for one direction will double the travel time.						1									- Shakespeare Grove to be two-way for locals to bypass Jacka Boulevard to travel to/from south.			
60	1		Yes, with some changes	Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal	1		Yes, with some changes	Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal	Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal	Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal	Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal						1	Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal	Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal	Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal						- Undertake a triple bottom line impact assessment of the project.		
61	1		Yes, with some changes	The palm trees must stay, what will happen to all the birds that are in the trees. This shouldn't happen at all, tram should stop at Luna park this would save a lot of money. The spare money should be use for our mental health system	1	No		Complete a full and thorough feasibility study to determine the social, economic, and environmental impact of the proposal	Leave it alone - The palm trees must stay, what will happen to all the birds that are in the trees. This shouldn't happen at all, tram should stop at Luna park this would save a lot of money. The spare money should be use for our mental health system.	Dont touch street	Nothing						Have one stop only, council have already f--- fitzroy street	Leave it alone	Nothing							- Luna Park terminus - Retention of palm trees FITZROY STREET Remove Stop 133.		
62	1		Yes		1		Yes				Ensuring 2 way traffic through Shakespeare rd.						1										- Shakespeare Grove to be two-way.	
63	1		Yes		1							1																
64	1											1					Keep both lanes of driving traffic					1					- Traffic congestion and long queues by narrowing to one lane;	
65	1		Yes, with some changes	it is not good enough to state (repeatedly) that "we have been in consultation with key stakeholders" because (A) it is not true and (B) even if it was - it does not mean the stakeholders' opinions have been prioritized and acted upon. The community including the local residents must be listened to - and I can tell you - most are fed up with super tram stops smothering communities and ruining their shopping strips and jamming up their suburbs.	1		Yes	RE Point 3.1 - 'to uphold the vibrancy and uniqueness of Acland Street - you would do that by increasing trade - you would do that by banning trams from Acland st and throwing advertising money at Acland Street and street scaping to make public spaces. This is NOT what YT plan will do - it will destroy trade and businesses. Council plans will also destroy businesses and trade.	The trams should stop outside luna park and mcdonalds - No 96 trams should Not be permitted in Acland Street THIS IS A DESIGN ISSUE AND THE SURVIVAL OF OUR LOCAL STRIP IS AT STAKE.	The trams should stop outside luna park and mcdonalds - No 96 trams should Not be permitted in Acland Street THIS IS A DESIGN ISSUE AND THE SURVIVAL OF OUR LOCAL STRIP IS AT STAKE.	NO - you need to make Option 6 - which reflects what I have written above.														1	- Greater community involvement in the process of developing designs - Luna Park terminus		
66	1		Yes		1		Yes																					
67	1		Yes		1		Yes						1															
68	1		Yes		1		Yes					1					With reference to traffic congestion at Fitzroy Street's intersection with Canterbury Road / Grey Street, the draft submission focusses on congestion in Fitzroy Street. This is not an exclusively Fitzroy Street issue, however. The CoPP submission ought also refer to congestion in both Canterbury Road and Grey Street. In both, congestion grew significantly with the replacement of the roundabout by traffic signals and has continued to grow. In evening peak hour, for example, stationary traffic outbound from the city frequently queues to the pedestrian crossing at the Fraser Street light rail stop.									- Traffic congestion and long queues by narrowing to one lane; - Operation of traffic signals at Fitzroy, Grey and Canterbury Road leading to traffic congestion in PM peak.		
69	1		Yes		1		Yes, with some changes	Insist upon an impartial feasibility study democratically approved by all stakeholders to examine the impact on traffic and business of the proposed Yarra Trams Route 96 construction and changes.	Include an option to stop trams in Acland Street altogether, put the terminus at the corner of Acland and Carlisle Streets, and maintain existing pedestrian and vehicular traffic as per current arrangements.			1				Insist upon an impartial feasibility study democratically approved by all stakeholders to examine the impact on traffic and business of the proposed Yarra Trams Route 96 construction and changes.	Include options for U-turns below Grey Street in Fitzroy St.									- Undertake a triple bottom line impact assessment of the project. - Luna Park Terminus - Traffic management controls of mid-block U-turns.		

Submitter ID	Q1 - Yes Q1 - No	Q1. Do you support Council's position that Yarra Trams and PTV should commit to ongoing community involvement throughout the life of the entire project? (see page 3 of the draft submission)	Add your suggestions about community involvement	Q2 - Yes Q2 - No	Q2. Do you support Council's position on what key objectives should be delivered in the final tram stop design? (see page 3 & 4 of our draft submission)	Add your suggestions about the Council's key objectives	Q4a. Is there anything you want to ADD to our Acland St Proposal?	Q4b. Is there anything you want to CHANGE in our Acland St Proposal?	Q4c. Is there anything you want to KEEP in our Acland St Proposal?	TOTAL Acland - Option 1 Acland - Option 2 Acland - Option 3 Acland - Option 4	Q5a. Is there anything you want to ADD to our Fitzroy St Proposal?	Q5b. Is there anything you want to CHANGE in our Fitzroy St Proposal?	Q5c. Is there anything you want to KEEP in our Fitzroy St Proposal?	TOTAL Fitzroy - Option 1 Fitzroy - Option 2 Fitzroy - Option 3 Fitzroy - Option 4	Summary of Key Issues
70	1	Yes		1	Yes, with some changes	The Council's version is more thoughtful and realistic than the originally proposed PTV options. However no analysis permits me to believe that any of the options presented, for Acland or Fitzroy St, are necessary, or anything more than a shameful waste of money. The presently existing stops are better options than the "improvements" being offered. In all cases.	Yes. In my experience, there are more people catching the tram outside the Woolworth arcade than at the terminus. So why would you or PTV remove the supermarket stop? Makes no sense. Don't know about the need for double-tracking at the Village Belle end of street. Don't see need for expanded stops or traffic shuttles. Don't agree with any of that. Spending money for busy-work is what it is. If you want to improve the service, ensure there are more trams coming more reliably on it. It's the only thing that will do so.	See above answer.	Yes, council's approach is more considered than those previously touted by PTV. At least the considerations re what changes would weaken on traffic patterns should be considered by PTV.		See below	No need for contracting traffic on a busy road that is going to get busier over time with population growth and more cars. No need for ANY change to current stops. If any stop was going to go, it logically should be the Park St one. If any is, that is excess to requirements. However PTV probably won't look at that, because it aligns with terminus of 112 tram. (Although it must be a very small percentage of people who get on a tram in St Kilda to get to the City and use the 112 to get there.) Again, as with Acland St, none of the proposals - council or PTV - is an improvement to the current state of play, all will cost millions, and be wasted busy-work, added nothing to the advantage of commuters using tramways system.	Yes, avoiding the frankly idiotic idea of PTV's about shutting off access to the lane that goes to St Kilda Park Primary, the St Kilda Sports Club, and provides access to a handy car park for locals/visitors, plus access to this end of the Albert Park Oval/Recreational precinct. Council seemingly does not favour the PTV option that was in favour of this ridiculous notion, so to that extent, I definitely agree with the Council model.		- Rationale for implementing the changes - Rationale for double tracking at terminus - Rationale for removing Stop 139 - Need more trams servicing the route more reliably - Remove Stop 134 - Traffic management controls on mid block right turns and U-turns.
71	1	Yes		1	Yes, with some changes	non of the suggestions have quantifiable measurements associated with each. They are theoretical ideas with emotional appeal but lack intended measurement.	Until quantifiable measurements are established, the whole proposal is a white wash of what, appears to be, yarra trams intent (read: support investment already made in future transport vehicles) and council defined benefit.	Measure input from traders and residents on available options. Treating each with equal voice.		1					- Undertake a triple bottom line impact assessment of the project. - Greater community involvement in the process of developing designs
72	1	Yes		1	No			Don't block cars or business will die.		1	Please do not make it a super stop and narrow traffic even more. I work at Pelican and have done so for 9 years. Since the super stop was installed at the bottom end of Fitzroy St, business has dropped dramatically. It is so hard to travel through the area and it becomes a bottleneck so quickly. If you do the same thing up the top end, it will destroy business. Same applies to Acland St. Do not block car traffic. It is fine as is.	Don't do it	Nothing. People who are not affected by the decisions are making the decisions. It is not their businesses that will die.		- Pedestrianisation of Acland Street will negatively affect traders. FITZROY STREET - Traffic congestion and long queues by narrowing to one lane; implementing platform stop will negatively affect traders on Fitzroy Street.
73	1	Yes		1	Yes					1				1	- Greater community involvement in the process of developing designs
74	1	Yes		1	Yes					1	an honest and open discussion with all parties before a decision is made			1	
75	1	Yes		1	Yes					1				1	
76	1	Yes		1	Yes					1				1	
77	1	Yes		1	Yes					1				1	
78	1	Yes		1	Yes, with some changes					1	The Fitzroy St proposal will not be of any benefit for traders and businesses in the Fitzroy St precinct.				FITZROY STREET - Traffic congestion and long queues by narrowing to one lane; - Implementing platform stop will negatively affect traders on Fitzroy Street.
79	1	Yes		1	Yes					1					
80	1	Yes		1	Yes					1					
81	1	Yes		1	Yes, with some changes	key inclusions in design assume which design is being chosen	Investigation of other design options such as terminus at Luna Park			1					- Luna Park Terminus
82	1	No		1	Yes, with some changes	The key objectives can be achieved without locating the stop in Acland Street. A more sensible and workable solution is to locate in outside of the Luna Park as a terminating location.	No information is provided on how council will manage the snaking of traffic around the surrounding residential area. With the loss of carparks from Acland Street, this will force those looking for a car park into the car parks reserved for Coles and Woolworths shoppers. This will make shopping in the area, which is already difficult, even more so for those that require cars such as families or those doing a large shop.	Have the trams terminate outside of Luna Park. It has not been explained why this cannot occur.	No, it is unworkable.	1	No			1	- Luna Park Terminus - Traffic access and circulation across St Kilda Village - Lack of car parking (high utilisation of parking spaces, no capacity) - Preserve the amenity of surrounding residential areas - No net loss of parking to cater for Acland Street traders
83	1	Yes		1	Yes, with some changes		More info needed to make up my mind			1	Option 4 the only possibility. Fitzroy Street cannot be turned into a one lane street.			1	- Remove Stop 133. - Traffic congestion and long queues by narrowing to one lane;

Appendix B – Initial Findings of Acland Street Economics Study

Proposed Acland Street Conversion: Economic and Business Impact Assessment

Prepared for

City of Port Phillip

23 August 2013

This report has been prepared for the exclusive use of the party to whom it is addressed and for no other purpose. No responsibility is accepted for any third party who may use or rely on the whole or any part of the content of this report. It should be noted that any subsequent amendments or changes in any form to this report would only be notified to and known by the parties to whom it is addressed. This report has been carefully prepared by Charter Keck Cramer Strategic Research and the information contained herein should not be relied upon to replace professional advice on specific matters.

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Job FON	
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1. EXECUTIVE SUMMARY

Charter Keck Cramer was appointed by the City of Port Phillip in August 2013 to assess the potential economic impact of the proposed conversion of Acland Street to a pedestrian mall. This conversion will allow upgraded Disability Discrimination Act (DDA) compliant trams and tram stop. Identifying the likely impacts and opportunities resulting from the proposed mall will inform Council's submission to Public Transport Victoria (PTV) on the proposed new tram-works.

In identifying likely impacts and opportunities, the experience of comparable locations characterised by a pedestrian mall were investigated. Identifying key success factors for these locations provided not only a better informed assessment of likely economic impacts, but also the opportunity to identify potential strategies for mitigating any adverse impacts.

1.1 Methodology

In order to allow an objective assessment of potential economic impacts to be undertaken, rents for retail properties were used as an indicator of the retail performance of a particular location, given the strong relationship between the profitability of businesses and their ability to pay higher rents.

Case studies for four pedestrian malls, comparable to Acland Street through being regional destinations, have been undertaken. These locations were The Corso (Manly NSW), Moseley Square (Glenelg SA), Market Street Mall (Box Hill) and Eaton Street Mall (Oakleigh).

In each case study the rental premium for retail premises was compared to nearby properties which offered immediate access to on-street car parking. Any premium (or discount) was then compared to the premium that currently exists for properties in Acland Street over those in the adjacent retail areas of Barkly Street and Blessington Street. These case studies also offered the opportunity to identify those factors that have influenced the retail performance of each location.

1.2 Key Findings

Some of the strengths, weaknesses, opportunities and threats that characterise Acland Street are as follows

1. Strengths

- Bayside location provides a natural attraction for visitors which is unable to be replicated by other centres.
- Local population base growing at 1.25% per annum.
- Accessibility via public transport (trams, buses) and bike paths.
- Well defined and walkable precinct offering a village atmosphere compared to longer and less well defined retail precincts such as Chapel Street.
- Generally adequate car parking based upon recent traffic surveys.
- 2 hour free parking during non-peak times compared to only 1 hour in Chapel Street¹.
- Tram terminus located within Acland Street provides a natural destination for visitors.

¹ <http://www.chapelstreet.com.au/getting-here/>

2. Weaknesses

- Congestion during peak periods may impact upon visitors' experience or discourage potential visitors.
- On-going reliance upon attracting visitors from beyond the immediate area in order to maintain existing business mix and property values.
- Absence of public space and limited seating may discourage visitors from remaining longer in Acland Street.

3. Opportunities

- Pedestrian mall environment may differentiate Acland Street from competing centres through allowing street based entertainment (e.g. buskers), reducing pedestrian congestion during peak times, and encouraging visitors to remain in Acland Street longer through providing seating and entertainment.
- Opportunity to increase local residents usage of Acland Street.

4. Threats

- Seasonality in trading conditions may impact on business performance.
- Focus on discretionary retailing may expose businesses adverse economic conditions.
- Competition from other retail locations that have evolved into lifestyle precincts for both local residents and visitors (e.g. Carlisle Street Balaclava, Ormond Road Elwood, Bay Street Port Melbourne, Glen Huntly Road Elsternwick, Chapel Street Windsor).
- Congestion (pedestrian and vehicular traffic) during peak times may be limiting the potential for an overall expansion in business activity.

Acland Street's ability to attract visitors from across the wider region reflects the dominance of lifestyle related activities such as cafes and restaurants and fashion retailing, together with its bayside location.

This has supported higher retail rents in Acland Street given the opportunity to serve a larger catchment population. Net rents for retail properties within Acland Street are comparable to Melbourne's other prime retail strips with only Chapel Street having noticeably higher rents.

Within the St Kilda Village precinct retail properties within Acland Street currently achieve a rent premium of 40-60% over that of comparable properties in Barkly and Blessington streets. This reflects the attractiveness of Acland Street as a destination for visitors and the resulting higher trading performance of businesses.

1.3 Case Study Comparison

Each of the pedestrian malls that were analysed also achieved a similar rent premium over adjacent retail areas where on-street car parking was available, or as in the case of Moseley Square achieved rents comparable to the adjacent prime retail precinct within Jetty Road Glenelg. The key findings from the assessment of Acland Street and the four case study locations is presented in the following table.

It would therefore be reasonable to conclude that the conversion of Acland Street to a pedestrian mall will not have any significant long-term economic impact upon the performance of business or rental income from properties.

The success of the four pedestrian malls has however been achieved in most cases through Council playing an active role in not only regularly upgrading facilities but also facilitating entertainment and other activities to attract visitors. Providing the opportunity for visitors to

extend their stay in Acland Street will increase the likelihood of increased spending at local businesses.

Location	Key Findings
Acland Street St. Kilda	<ul style="list-style-type: none"> ▪ Rent premium of 40-60% over Barkly and Blessington streets. ▪ Rents comparable or slightly higher than Melbourne's prime strip centres.
The Corso (Manly NSW)	<ul style="list-style-type: none"> ▪ Rent premium approximately 50% over adjacent retail strips offering on-street parking. ▪ Classified as one of Sydney's seven prime retail strips. ▪ Rents comparable to other prime strips and average 5 year vacancy rate (3.5%) below average of other prime strips (5.2%). ▪ Four Council car parks (1,013 spaces) offer free parking 7 days per week until 7pm. ▪ The Corso offers landscaped public space for entertainment and public seating.
Moseley Square (Glenelg NSW)	<ul style="list-style-type: none"> ▪ Small precinct of 14 tenancies focused upon hospitality and take away food for a seasonal market. ▪ Rents are comparable to the prime 'destination style' precincts within the adjacent Jetty Road activity centre. ▪ Moseley Square and Council initiatives have received strong support from local traders and commercial real estate agents. ▪ Additional car parking is financed via a levy on new development where parking unable to be provided on-site. ▪ Key focus of Moseley Square is upon providing entertainment, public seating and community space.
Market Street Mall (Box Hill)	<ul style="list-style-type: none"> ▪ Rent premium approximately 65% over adjacent Whitehorse Road properties. ▪ Rents comparable to prime high exposure sites. ▪ Benefits from being a connection from tram terminus / Box Hill TAFE to Centro Box Hill / train station.
Eaton Street Mall (Oakleigh)	<ul style="list-style-type: none"> ▪ Rent premium 50% over adjacent retail precincts. ▪ Mall upgrades over past decade have attracted new hospitality businesses and investment in properties.

1.4 Assessment of Conversion Options

A preferred design for the conversion of Acland Street will most likely contain elements from more than one of the options prepared by PTV and the City of Port Phillip. Some key considerations in selecting these elements together with the opportunities for mitigating any adverse impacts include the following.

Key Design Elements

- Removal of Car Spaces

The key factor determining the impact of any loss of car spaces will be the extent to which Acland Street maintains its role as a regional destination. Any loss of car spaces should therefore directly provide for either improved public transport access or improvements to the public realm to attract additional visitors.

- Pedestrian Plaza

A plaza will provide the opportunity for street entertainment such as buskers as well as larger scale entertainment which would reinforce St. Kilda's reputation as a location for arts and music and attract more visitors. Importantly, this would also differentiate Acland Street from its competitors that have to some extent emulated Acland Street through evolving into café precincts.

Mitigation Strategies

- Enhancing Visitors' Experience

Improving visitors' experience of Acland Street will encourage longer stays within the precinct as well as more frequent visits. Key opportunities for achieving this include using public spaces to provide additional seating to allow visitors to rest and enabling both informal entertainment such as buskers and organised events. Pedestrian congestion that occurs during peak periods may also be alleviated through increasing the amount of public space.

- Transport

The impact of any loss of on-street parking may be potentially reduced through using remaining car spaces more efficiently. This may be achieved through improved signage to direct visitors to available spaces.

Similarly demand for car spaces may be reduced by encouraging local residents to cycle to Acland Street through Council providing improved bike parking facilities.

Appendix C – Initial Findings of Fitzroy Street Economics Study

Fitzroy Street Route 16 Tram Stop Upgrade: Economic and Business Impact Assessment

Draft Report

Port Phillip City Council
August 2013



Independent insight.

EXECUTIVE SUMMARY

SGS Economics & Planning (SGS) was commissioned by the City of Port Phillip (Council) to investigate the business and economic impacts of the proposed tram stop upgrades on Fitzroy Street, which would allow new low-floor trams to run along the Tram Route 96 and parts of Tram Route 16, thereby increasing tram service reliability, efficiency and access for customers using these routes. Council was specifically interested in the impacts on footfall, property levels and rental values, trading mix and day and night time trading activity.

Presently, four upgrade options are under consideration, two of which have been proposed by Public Transport Victoria (PTV), and the other two by Council. Three of these options will involve amalgamation of current stops 132 and 133 into an accessible level access tram stop which is compliant with the Disabilities Discrimination Act 1992 (DDA) and will require removal of some car spaces and a narrowing of through lanes. The fourth option will see the removal of current stop 133 and provide no DDA compliant stop. A graphical representation of these options is shown in Figure 1.

To respond to the task, SGS undertook three separate exercises as follows:

- Using a variety of databases maintained by Council, and studies commissioned by Yarra Trams and other Councils¹, SGS analysed factors underpinning present trading conditions on Fitzroy Street, and where possible, how these have evolved with time, having regard to: pedestrian and vehicular traffic; number of people alighting at, and getting on trams along Fitzroy Street; parking spaces; and property values.
- A literature review, to identify relevant case studies in Melbourne, which have or are about to receive tram stop upgrades, to document outcomes of such upgrades on: overall impact on trade levels, footfall and general vibrancy; shifts in rents and land values; shifts in role and retail offer; and strategies undertaken to mitigate adverse impacts and leverage positives.²
- On-site surveys of shopkeepers and shoppers on Fitzroy Street and High Street, Northcote, where level access tram stops have been introduced into a strip shopping centre in a similar fashion to that proposed for Fitzroy Street, to observe the respondent's expectations of impacts and their experience after the introduction of upgraded tram stops.

Key findings from these tasks with relevance for the results of this report are summarised below.

¹ Including Council's property valuations data covering premises on Fitzroy Street and the time periods of 2004, 2008 and 2012; Public Transport Victoria 2013 data, summarising on and off tram boarding numbers and tram load for all trams using stops 132 and 133; Traffic Works 2013 report containing traffic, pedestrian and parking surveys undertaken on Thursday 6th December and Saturday 8th December 2012; AECOM 2013 report containing pedestrian, vehicle and cyclist count surveys on Fitzroy Street between Lakeside Drive/ Prince Street and Canterbury Road/ Street; and BVY Traffic Survey 2013 data containing pedestrian counts on Fitzroy Street from March 2013.

² The following information sources were used in this literature review: Sweeney Research from December 2006, undertaken on behalf of VicRoads, which contains findings from face-to-face interviews held with city tram users and retailers along Collins Street and Bourke Street Mall; SKM Research from 2004, undertaken on behalf of Yarra Trams, which contains findings from face-to-face interviews with retailers and tram users on a proposal to improve travel times, user safety and the tram route along Victoria Parade between Brunswick Street and Hoddle Street; and insights gained from consultation that SGS held with its in-house industry expert, Nigel Flannigan, who has many years-worth of knowledge of factors contributing to the success of shopping street retail precincts in Melbourne.

Key findings from present trading conditions

- The pedestrian environment dominates on Fitzroy Street, with nearly as many pedestrians on the street as there are vehicles. Up to 1,450 pedestrians were present on different sections of Fitzroy Street during the last traffic survey in March 2013 compared with up to 1,200 vehicles during peak periods.
- The use of level access tram stops 134 and 135 collectively is much higher compared with tram stop 133, especially on weekends, i.e. perhaps when those with higher access needs such as families with a pram or people with a disability use the tram route.³
- Otherwise, on a weekday, tram stop 133 is certainly a popular stop for commuters using the route 16 tram to board and alight along Fitzroy Street. The number of commuters who use this tram stop to get on and off route 16 trams is much higher compared with those who use tram stop 132.
- Presently, there are close to ten unoccupied parking spaces available in the afternoon and evening peak hours, regardless of the day of the week. Any consequent reduction in parking spaces due to the provision of a level access tram stop, and regardless of the option under consideration, will not completely eliminate unoccupied available parking spaces on the Street, as the considered options will result in a loss of between two and eight parking spaces. Interestingly, there are more than ten unoccupied parking spaces available at 3 pm regardless of the day of the week; consequently, after the introduction of the tram stop upgrades, shoppers who choose to drive to the street bound for non-food retailing shops in operation at that hour, should still be able to find some available parking spaces, albeit with some increased difficulty.

Property valuations data has been utilised to compare any significant differences in the growth of these values over time for properties immediately adjacent an existing level access tram stop on Fitzroy Street (tram stops 134 and 135) with the whole precinct. Whilst there are many factors which contribute to the differences in average values between locations, it is interesting to see if growth in property values adjacent to level access stops between 2008 and 2012 (the timeframe between which these stops were introduced) was significantly different from that of the whole precinct, especially, where the 2008 base values of properties for the whole precinct and those adjacent level access stops were largely similar.

The findings are mixed, but they do suggest that ‘Shops’ immediately adjacent the platform stop 135 have experienced a significantly greater increase in growth between 2008 and 2012 compared to the Fitzroy Street precinct as a whole. Similarly, ‘Nightclub/cabaret’ and ‘restaurants’ immediately adjacent platform stop 134 also experienced significantly greater growth than the average values for the total precinct between 2008 and 2012.

Key findings from the desktop review of studies evaluating impacts of upgraded tram stops on Bourke and Collins Streets

- Traders and shoppers alike believe that trams are beneficial for businesses.
- Between 43% and 77% of traders interviewed on different locations (Collins and Bourke Streets) suggested that introduction of level access tram stops were beneficial to their businesses. The main reasons that level access tram stops were rated positively by traders and tram users were improved look of the stop/modernised tram stops, improved safety and ease of use/access. In contrast, the main reasons that tram stop changes were rated negatively by traders were reduced parking availability, more traffic congestion, the need for shoppers to walk further because of fewer tram stops and safety concerns for those crossing the road.

³ Measured by the number of people who alight at, or get on a tram at these stops.

- Quite convincingly, eight in ten tram users (79%) expressed a preference for using level access tram stops rather than older stops. This strong response for using such stops was much higher compared to the proportion of users who suggested that the introduction of such stops had reduced tram delays (less than half of all respondents). This is perhaps a significant finding, as it alludes to preference for using level access stops amongst customers, even if it does not lead to higher tram frequencies or reduced tram delays.
- Introduction of level access tram stops did not result in a substantial increase in the total number of visitors to Bourke and Collins Street (six percent as suggested by tram users and 14 percent as suggested by traders), but those who arrived on these streets by tram, preferred to alight at, or get on at, a level access stop.
- When asked about what would make shoppers want to catch trams more than they currently did, the most popular response was “more frequent/ better service” (14%) followed by “more trams with easier access for prams/ wheelchairs” (7%) and “easier access/ availability” (7%).

Key findings from the on-site surveys

Interviews with traders on Fitzroy Street revealed that:

- 55% foresee a reduction of at least 10% of their customer base with the introduction of a level access tram stop, with another 20% of respondents predicting a fall of less than 10%, and another 15% forecasting a marginal increase in their customer base. The remaining 10% felt that their customer base will be left unchanged. An overwhelming majority of businesses (72%) suggested that they would not alter their trading hours. No businesses expect to change their product offerings or mix.
- Nearly 60% of traders are concerned with the removal of tram stop 133. Nearly 24% predicted that their customer base will decline by more than 10% with the removal of the tram stop, with another 5% of the opinion that their customer base will fall slightly.
- By contrast, within the group of High Street shopkeepers who believed the number of shoppers had risen in the past few years, 60% believed that the upgraded tram stops had played at least a minor role on increasing footfall, controlling for all other factors. Amongst those shopkeepers who felt that trading activity had fallen, 40% believed that the tram upgrades had made at least some impact on their business and the shopping strip. The ratio of shoppers who believed that day-time trading activity had changed was split evenly (nearly 40% believing that it had risen, whilst about 40% claiming that it had fallen). Few believed though, that shoppers had changed their mode of travel to visit the Street, a view corroborated by shoppers themselves.
- Interestingly though, a large proportion of High Street shopkeepers (65%) claimed the new stops provide an aesthetic appeal to the shopping street.

It must be noted here though, that traders may not be accurate in their anticipation of the adverse impacts of removal of car spaces, especially when other ‘background’ factors are at play which might negatively influence trading. This was a conclusive finding of an SGS survey conducted in 2011 for Stonnington City Council, investigating the impact of Clearway extensions in High Street, Armadale on turnover, shopper behaviours and retailer confidence.

It was clear that traders confounded the impact of car parking losses with the wider negative impact of the GFC on their businesses.

Estimated business and economic impacts

The discussion below summarises our findings on business and economic impacts for each option. More details are provided in Tables 6 -9 in the report.

The time and resources made available for this study did not support precise measurement of the impacts of each option. Nevertheless, the research we have assembled provides clear guidance on the direction of the business and economic effects of the various tram stop configurations.

Option 1 - 3

It is noted here that the first three options under consideration are largely similar as far as impacts on tram patrons are concerned, i.e. they are anticipated to result in an increase in tram patrons of a roughly similar magnitude (up to 14% if results of available research are to be believed). Consequently, the impacts on footfall arising due to a higher tram patronage might be largely similar too across these options.

These three options also appear quite similar in terms of influencing cyclists and other pedestrians, as well as influencing/ improving the amenity of the Street, with no significantly different impacts expected for the retail mix and trading hours from current levels. If anything, the increase in frequency of trams may induce some late night time activity under all three options. This may result in some increased turnover for businesses, who choose to extend late night trading hours.

Notably, however, these options differ in their provision of access to vehicles along the Street. Option 1 for instance, severely restricts vehicle access into and out of the St Kilda Sports Club and the primary school, while Option 2 also restricts access for vehicles into these key sites. Though, option 1 would only see a reduction of two parking spaces as opposed to eight under the other two options. Nevertheless, all three options will involve a similar reduction in road space.

On this basis, it appears that footfall might increase marginally under all three options, due to increased tram patronage and the marginal increase in vehicles, pedestrians and cyclists who might use the Street after the introduction of the level access tram stop. Higher footfall and accessibility to a compelling retail strip such as Fitzroy Street will consequently also affect turnover of businesses on the Street.

This increase in footfall and accessibility and consequently, turnover, might be most pronounced under Option 3.

Option 4

Option 4, in comparison to the other three options, may severely impact some tram users (particularly those with limited mobility). Consequently, footfall may indeed decline in this option compared with current levels.

Comparatively, retail mix, property values, shopping turnover and trading hours are unlikely to be affected under Option 4.

Collectively, these findings indicate that Option 3 is best.

Regardless of the option which is implemented, it is our recommendation that steps are taken to communicate the benefits of the upgrades to the community before implementing any changes, and to mitigate impacts of the upgraded infrastructure on users of the precinct. Clear examples of active proponent involvement are abound from other Melbourne jurisdictions where such stops have been planned or introduced. Some are provided here for reference:

- VicRoads conducted an extensive community consultation process on the proposed installation of tram platforms stops in Swanston Street, between Victoria Street and Grattan Street. The consultation process included a mass distribution of an information bulletin and feedback form; communicating with tram users by distributing brochures; hosting community information sessions; meeting with traders to allay fears and misconceptions; distributing information packs for specific stakeholders

(included feedback forms); as well as hosting individual meetings, promoting the level stops in newspaper advertisements and on their own website and monitoring feedback on social media.

- The City of Darebin arranged for Yellow Men to be “on duty” at the new “kerb outstand” tram stops outside the Northcote Social Club (Stop 32) and the Town Hall (Stop 31). Their role was to help pedestrians, tram passengers and cyclists to “share the road with care”. Yarra Trams also had customer service employees at the stops to assist passengers to board trams safely.
- The City of Melbourne also utilised a similar approach with individuals directing traffic and pedestrians along Swanston Street dressed as lifesavers and umpires after the introduction of super-stops on Swanston Street.

In this regard, it is heartening to note that City of Port Phillip and Public Transport Victoria have also sought community feedback through a number of methods including a posted letter and a “have your say” internet response page in relation to the proposed tram stop upgrades on Fitzroy Street. The City of Port Phillip described the potential upgrades in terms of their advantages and disadvantages and highlighted the importance of community feedback. A number of information sessions were also held at the Acland Court Shopping Centre. Such steps should continue. Furthermore, Council should investigate the possibility of engaging Yellow Men (similar to City of Darebin) to help users on the road after the introduction of the upgrades (indeed, if either of options 1 – 3 are finalised).

References

ⁱ City of Port Phillip (2010), *Footpath Trading Guidelines*.

ⁱⁱ Aecom (2013), *Fitzroy Street Traffic Impact Assessment: Route 96 Corridor Development Project*.