ST KILDA MARINA NEW LEASE PROJECT

PLACE ASSESSMENT

JANUARY 2018

City of Port Phillip

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INTRODUCTION

St Kilda Marina is a key strategic site within Port Phillip City Council's property portfolio and presents a significant opportunity in terms of social, environmental, economic and cultural possibilities for the City of Port Phillip and potentially the State.

Located at 42 A-E Marine Parade on the St Kilda Foreshore, the St Kilda Marina has been operating since 1968. The marina occupies approximately 80,000sqm of foreshore Crown Land for which Council is appointed as the Committee of Management. Existing uses include marine activities (boat storage, repairs and sale and Coast Guard), restaurants/cafés, service station, recreational activities and car parking.

The 50 year head lease between Council and Australian Marinas (A'Asia) Pty Ltd (Australia Marinas), through a supplemental agreement commenced on 1 May 1969 and expires on 30 April 2019. Australian Marinas has a number of subleases with various tenants within the Marina site including but not limited to BP Service Station, Riva, The Great Provider and Australian Volunteer Coast Guard.

The expiry of the St Kilda Marina head lease presents an opportunity for Council to embark on an integrated planning process to review the long term use of the site to inform the future use that will maximise the social, economic and environmental benefits of St Kilda Marina.

In order to inform this next stage Council engaged CoDesign Studio in December of 2017 to undertake a study to understand how the site is currently used. This includes ascertaining who the users are and how the site is being used (across the range of primary and secondary functions), users perceptions of the site and behaviours of users moving through the site. This report documents the findings of the study.

SHAPING GREAT PLACES

The key to great places is not just a matter of understanding the physical nature of cities like building heights and streets - the 'hardware' - but also requires an understanding of social connection, identity, values, culture and character: the 'software'. It is these things that make a place unique, well used, and ultimately loved. This assessment tool investigates the hardware and software aspects of place. Neighbourhoods providing great hardware and software are generally associated with a happy and healthy community.

PLACE PRINCIPLES

CoDesign has developed a Place Tool with a number of principles to assess the quality of a 'place'. These principles look at neighbourhood characteristics and attributes; how people get around, what facilities and services are proximate, the quality of the public realm and the overall sense of connectedness for the community.

The Place Tool explores each of these characteristics on a scale through drawing on a range of global place measurement processes including the Gehl Institute Public Life Data Protocol. The process for applying the tool is discussed in the methodology, and all data sources detailed in Appendices.

The five place principles include:

1. Place Identity

The neighbourhood has a strong sense of place with a community who are proud to belong to it.

2. Experience

The community is vibrant and neighbourly. Residents have access to local activities, arts, culture and entertainment and public life is active and inclusive

3. Community Strength

Residents feel welcome and have the opportunity to be active in their neighbourhood. Support networks and community facilities ensure adequate support is provided.

4. Connectivity

Residents have easy and close access to their everyday needs including convenient shops and services, health and educational facilities and sport and recreation. A sufficient and affordable public transport system ensures access for those without a car and encourages alternative transport options.

5. Safety and Comfort

A neighbourhood with streets and public spaces that encourage people to walk and cycle both day and night. Shady, friendly, well-lit streets are accessible for all abilities. Parks and streets have low crime levels and provide necessary amenity for comfort.

METHODOLOGY

Study focus area: 1km radius of St Kilda Marina

Comparison focus area: 1km radius on St Kilda Beach

CoDesign undertook a desktop Place Assessment within a 1km radius of St Kilda Marina and an on site assessment within the project boundary to provide an overall snapshot of the location from an urban design perspective.

The five place principles outlined in the introduction were used to guide the overall analysis.

The following tools were utilised to investigate how the St Kilda Marina is currently used and perceived:

> Data Sources

> Site Observations

> Public Life Survey

DATA SOURCES

The following sources of data were used to gather local information within a 1km radius of the St Kilda Marina:

Big Data: *Neighbourhood Social Data*

> *Neighbourlytics:*

Neighbourhood data service indicating the current activities and social identity of a place.

Powered by data from social media such as Twitter, Instagram and Facebook and other sources, Neighbourlytics gives citymakers insights into the unique social identity of the neighbourhoods they plan, create and manage. This information is 'real time' meaning it is updated to a specific point in time.

To put the site in context Neighbourlytics was used to measure a 1km radius of St Kilda Marina against a 1km radius of St Kilda beach - a local foreshore equivalent, as shown left.

Comparison sights allow for insight into how the current place functions compared to other locations with similar or more established activities. The Study Focus Area Map indicates the study and comparison sites.

> *Walkscore:* Online data service used across the world to score places based on the 'walkability' of a place by the amount of services and errands that can be accessed by walking.

> *Crime Data Statistics:* Crime data can be requested for specific locations and compare population statistics with crimes committed annually.

Population Indicators: *Census*

> *ABS Statistics:* Statistical data on the Australian population, inclusive of employment and demographics.

> *Community Indicators Victoria*: Community Indicators Victoria presents and reports on the wellbeing of Victorians using an integrated set of community wellbeing indicators.

> *Maggolee:* Developed with Reconciliation Victoria, Maggolee provides information on Indigenous policy and programs, protocols and cultural awareness, key contacts, relevant local data, news and events.

SITE OBSERVATIONS

The Site Observations Map depicts the St Kilda Marina and specific locations observed. Four distinct time periods were selected to provide a broad range of insights on the current users and behaviours.

Site observations were undertaken on:

> Friday December 5th 7:30am-9:30am and 10:30-12:30pm

> Sunday December 17th 1-3pm

> Wednesday December 20th 5:30-7:30pm

Observations were scheduled at varying times and weather conditions to gain a holistic understanding of the site. At each of the numbered locations (1, 2 and 3) one CoDesign staff member was positioned during the observation sessions, noting the following:

Location 1

> Boat ramp use and trailer use

> Movement of pedestrians, cyclists and vehicles

> Car park use and behaviour

> Riva access and public use of space

Location 2

> Car driver behaviour entering the petrol station and marina Entrance at the traffic lights

> Pedestrian, bicycle and car movement between the marina, Thackeray Street and Dickens Street

> Activity around the businesses at the marina

Location 3

> Pedestrian and cyclist movement

> Skatepark users

> Vehicle movement and parking

> Access along Marine Parade

> Access along path and Bay Trail

Behaviour and movement patterns were documented against set criteria with individuals interviewed or given a postcard with a link to participate in an online survey in their own time.

PUBLIC LIFE SURVEY

Public surveys were undertaken during the four observation periods.
The survey was used to investigate public perceptions of the St Kilda Marina and understand the current users and their needs and vision for the future.

An overview of the survey respondents and their feedback can be found in page 12

Site Observation Map and Key Locations

Map Key

A- Riva
B- Boat Ramp
C- Bay Trail Shared Path
D- Main Car Park
E- Trailer Car Park
F- BP Service Station
G- Marina's water edge car park
H- Marine Parade
I- Skate Park

PLACE STUDY DASHBOARD
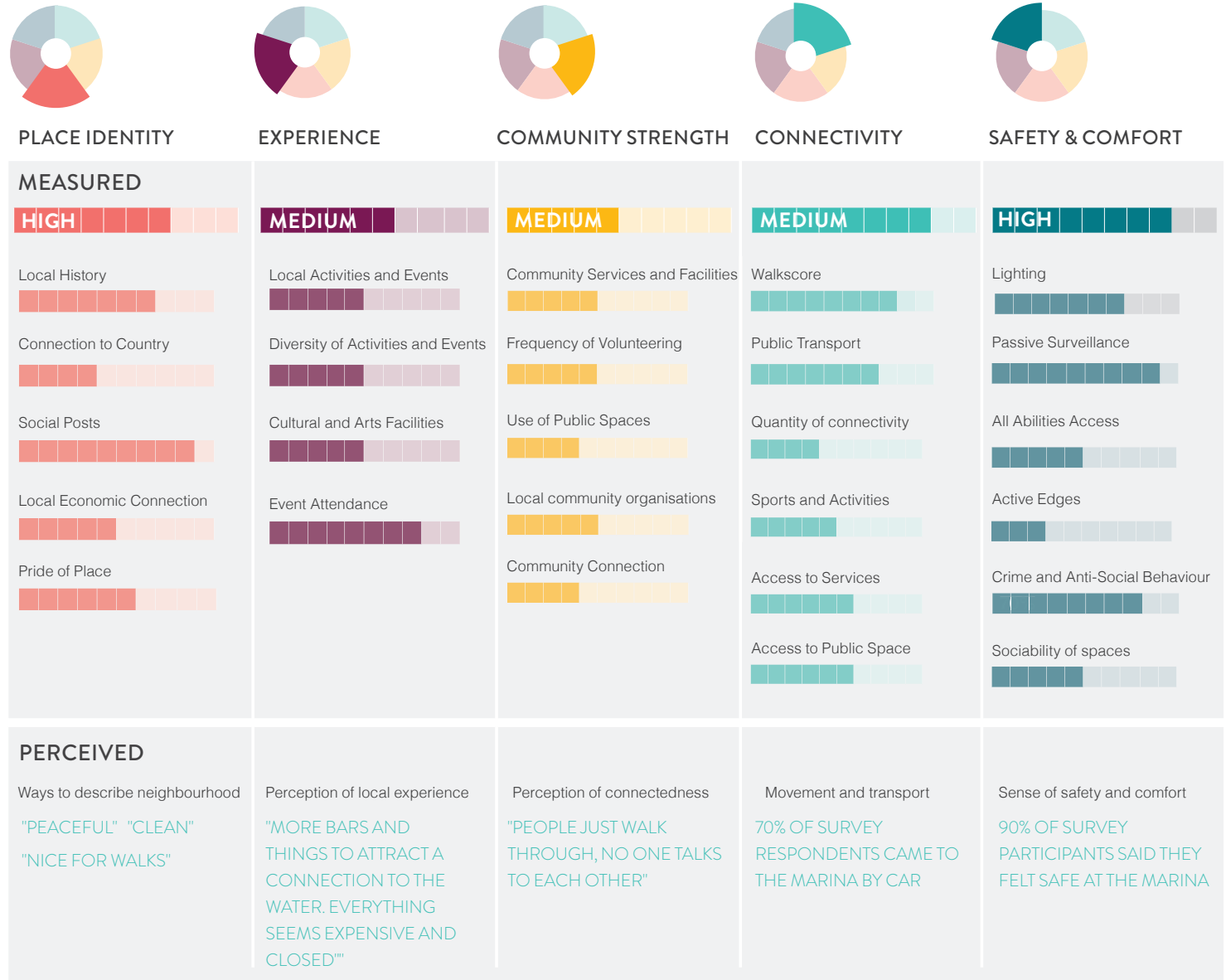

THE PLACE ASSESSMENT TOOL

CoDesign's Place Assessment Dashboard shows a summary of the key results from the St Kilda Marina precinct using information gathered through the desktop study, site observations and Public Life Survey.

The information is displayed as:

Measured: informed through data collection and site observation and scored against precedent baselines developed from a number of global measurement tools. See appendix.

Perceived: illustrative quotes and qualitative themes from the Public Life Survey that provide a qualitative narrative and insight into the local experience of the marina and surrounds.

Each Place Principle is discussed in more detail in the following section.

	PLACE IDENTITY	EXPERIENCE	COMMUNITY STRENGTH	CONNECTIVITY	SAFETY & COMFORT
MEASURED	**HIGH**	**MEDIUM**	**MEDIUM**	**MEDIUM**	**HIGH**
	Local History	Local Activities and Events	Community Services and Facilities	Walkscore	Lighting
	Connection to Country	Diversity of Activities and Events	Frequency of Volunteering	Public Transport	Passive Surveillance
	Social Posts	Cultural and Arts Facilities	Use of Public Spaces	Quantity of connectivity	All Abilities Access
	Local Economic Connection	Event Attendance	Local community organisations	Sports and Activities	Active Edges
	Pride of Place		Community Connection	Access to Services	Crime and Anti-Social Behaviour
				Access to Public Space	Sociability of spaces

PERCEIVED	Ways to describe neighbourhood	Perception of local experience	Perception of connectedness	Movement and transport	Sense of safety and comfort
	"PEACEFUL" "CLEAN" "NICE FOR WALKS"	"MORE BARS AND THINGS TO ATTRACT A CONNECTION TO THE WATER. EVERYTHING SEEMS EXPENSIVE AND CLOSED""	"PEOPLE JUST WALK THROUGH, NO ONE TALKS TO EACH OTHER"	70% OF SURVEY RESPONDENTS CAME TO THE MARINA BY CAR	90% OF SURVEY PARTICIPANTS SAID THEY FELT SAFE AT THE MARINA

SITE OBSERVATIONS OVERVIEW

Across the four site observation sessions information was gathered against each place principle. The following section summarises the key findings, with location specific items illustrated on the following page.

USER GROUPS

A consistent mix of diverse age groups were observed throughout each observation period. Families, couples, seniors, middle aged adults and teenagers were seen moving through the space.

Specific user groups were observed:
> Trailable Yacht club
> Women's bicycle lesson group, Ladies Back on your Bike
> Skydiving groups

ACTIVITIES

The most active users of the site included runners, walkers, dog walkers, cyclists, roller bladers, scooter riders and skateboarders.

The skatepark observed an active number of young people between 5 to 16 years old as well as adults. Parents, grandparents and passers by frequently stopped and sat along the side to watch the activity. Mornings, afternoons and weekends saw the most amount of skatepark users.

A slow flow of cafe and restaurant customers were observed. Skydive Melbourne received the highest amount of foot traffic of all businesses within the marina, with patrons spilling out to the seating along the promenade.

Watercraft users were observed tending to their boats and using the boat ramp. It was observed that they would often meet with friends who arrived separately and board their vessel fairly soon after.

This mix of uses reflects a community desire for public open spaces that encourage physical activity for all age groups and should be considered when planning for future amenities and offerings.

MOVEMENT

Car movement

> The majority of all cars entering the marina came from further north and south along Marine Parade, not from local roads indicating the immediate community were not driving to the site.

> Cars displayed confusion around parking boom gates, with drivers reading the signage and circling out of the carpark.

> Parking within the Marina water's edge car spaces were most popular with watercraft users.

> Watercrafts on trailers were observed rigging boats outside of the designated car park (survey participants also noted the parking system for trailers did not function with rigging requirements, forcing them to rig on the access road). Further exploration of this activity is required to understand barriers and opportunities.

> Key users of the petrol station arrived by car to purchase fuel with 50% of cars exiting via the marina traffic lights instead of the designated exit.

> The section of the main car park closest to the shore remained less than one third full, reaching its fullest after 5pm, filling up with cars from Riva customers. The car spaces along the Marina waters edge were consistently occupied.

Pedestrian movement

> A constant flow of pedestrians were observed passing along the path, with some cutting through the car park. Skydiving groups were also observed cutting through the boat trailer carpark.

> Less than 3% of pedestrians were observed accessing the petrol station by foot.

Bicycle movement

> A constant flow of bicycle riders were observed riding along the bike track. The majority of riders were aged between 25-35 years old, followed by a frequent number of families of one or more children.

> Whilst the majority of riders observed followed the designated bike trail, riders were also observed riding along Marine Parade from south to north.

> Riders occasionally stopped along Bay Trail under established trees to rest and drink water.

Watercraft movement

> The boat ramp was observed as a highly active location up until 6:30pm. A constant flow of boats and one Jet-ski was observed using the ramp.

> At each observation period the watercraft car park was approximately one third full.
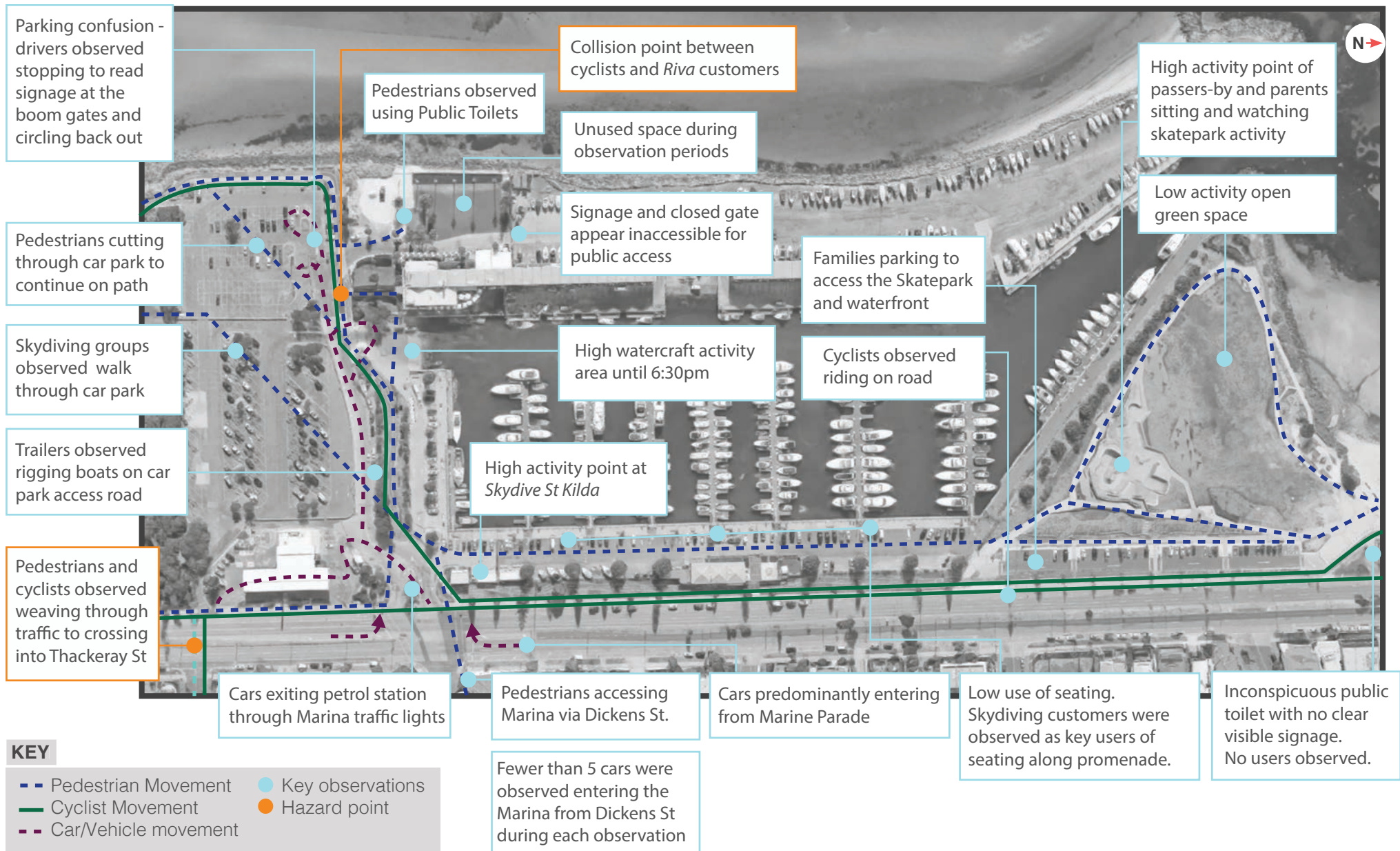
HAZARD POINTS

Two key hazard points were identified through the observation periods between car, bicycle and pedestrian movement at Thackeray street and Marine Parade and outside the Riva restaurant entrance.

Thackeray Street

Pedestrians, cyclists and families were seen weaving through four lanes of busy traffic from the marina across Marine Parade into Thackeray Street.

Riva Restaurant entrance

Pedestrian sight lines at the Riva restaurant entrance were observed to be obstructed by tall hedges that lead customers directly onto the bicycle and walking trail. Riva patrons were observed having near misses and minor collision with cyclists along the path.
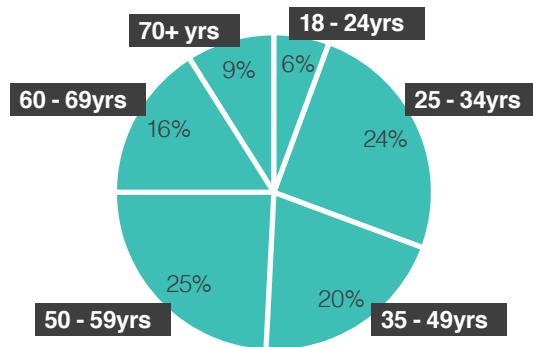
Parking confusion - drivers observed stopping to read signage at the boom gates and circling back out

Collision point between cyclists and *Riva* customers

Pedestrians observed using Public Toilets

High activity point of passers-by and parents sitting and watching skatepark activity

Unused space during observation periods

Low activity open green space

Pedestrians cutting through car park to continue on path

Signage and closed gate appear inaccessible for public access

Families parking to access the Skatepark and waterfront

Skydiving groups observed walk through car park

High watercraft activity area until 6:30pm

Cyclists observed riding on road

Trailers observed rigging boats on car park access road

High activity point at *Skydive St Kilda*

Pedestrians and cyclists observed weaving through traffic to crossing into Thackeray St

Cars exiting petrol station through Marina traffic lights

Pedestrians accessing Marina via Dickens St.

Cars predominantly entering from Marine Parade

Low use of seating. Skydiving customers were observed as key users of seating along promenade.

Inconspicuous public toilet with no clear visible signage. No users observed.

Fewer than 5 cars were observed entering the Marina from Dickens St during each observation

KEY

- - Pedestrian Movement
—— Cyclist Movement
- - Car/Vehicle movement

● Key observations
● Hazard point

PUBLIC LIFE SURVEY

The Public Life Survey was administered on site during observation periods. The questions were implemented as an interview. Postcards were also distributed directing people to Council's website to complete the survey on line. Survey feedback is discussed under 'Perceptions' in each of the five place principles.
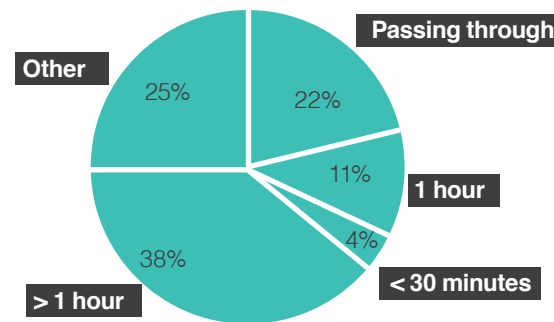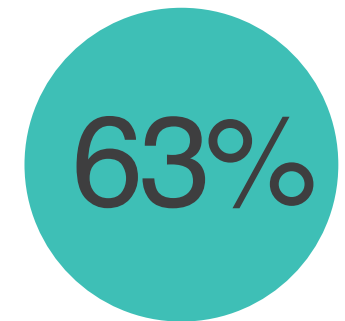
71 Surveys were completed.

68% of respondents were male.

Age of respondents (pie chart)

- 18 - 24yrs: 6%
- 25 - 34yrs: 24%
- 35 - 49yrs: 20%
- 50 - 59yrs: 25%
- 60 - 69yrs: 16%
- 70+ yrs: 9%

The majority of respondents were aged between 25-34 and 50-59 years old

Length of stay (pie chart)

- Passing through: 22%
- 1 hour: 11%
- < 30 minutes: 4%
- > 1 hour: 38%
- Other: 25%

The majority of vistors to the Marina stayed at the site for more then an hour

63%

63% of visitors said they came regularly from daily and weekly to 'more than once a month'

Survey participants travelled to the marina from both local (Elwood, St Kilda, Balaclava, Malvern, Brighton, Hampton and Carnegie) and further locations (Northcote, Pascoe Vale, Niddrie, Warrandyte and Romsey). It was noted that few respondents were from overseas.

Key Activities

The top activities respondents said they came to the marina area for included:

1. Pass through for walking and dog walking

2. Watercraft use of Jetskis, sailing and fishing boats

3. Using boat launch for watercraft brought with trailers

4. Skatepark for scooters and skateboarding

5. Dining at Riva and the Great Provider

6. Filling cars with petrol at the petrol station

PLACE IDENTITY

The St Kilda Marina was opened in 1969 on 20 acres of land reclaimed from the sea.

Located in St Kilda, the area surrounding the marina is known for its beaches, music venues, artistic influence, restaurants, cafés and bayside setting.

Survey respondents who felt a connection to the marina relayed stories of long standing relationships to the site through family members who had boats and used the facilities.

"I'VE BEEN COMING HERE SINCE YOUNG. MY DAD WAS A FISHERMAN AT THE MARINA."

DESKTOP STUDY

Social media activity

> An approximate daily average count of 92,500 phones within 1km of the marina, which is in high comparison to other studies across Metropolitan Melbourne, but significantly lower than the comparison site of St Kilda Beach at 156,192. It is noted this could be strongly influenced by passing traffic and public transport.

> Similarly the St Kilda Marina area has social media activity over 26 locations, high for Melbourne, but lower than the comparison site.

> 25-34 year olds making up the majority (30%) of age groups posting to social media, which aligns with the median age of local residents and similar to the comparison site.

> Popular social posts over December to January focused on the waterfront landscape, sports and Jerry's Milk Bar cafe.

Demographics

23,391 people live within 1km of the marina, with the median age of 34 years old. Of the residents who live nearby, 59% of households are recorded as families, 26% people living alone and 12% people living in share houses, with 33.5% recorded as being born overseas. Opportunity for targeted events and activities for the key groups within the area can strengthen local connection to the marina and community.

Connection to Country

The surrounding area of St Kilda was originally named Euroe Yroke where the people of the Kulin nation lived for an estimated 31,000 to 40,000 years, later being named St Kilda by settlers in 1841. The name 'Euro Yroke' means grinding stone, named after the area's red sandstone that was used to sharpen stone axe blades. The original owners of the land of St Kilda are the Yaluket Weelam Clan of the Boon Wurrung.

> **Source:** ABS Statistics | Neighbourlytics | Maggolee

SITE OBSERVATIONS

Signage and recognition of connection to country and history of the local site was not visible at the marina.

Families travelling along the Bay Trail and using the skatepark were observed as key users of the site.

Opportunities for increased Place Identity identified through observations included:

> Build upon strengths of the local history of the marina and indigenous history.

> Invest in artwork, materials and surfaces that are responsive to the foreshore and history.

> Offering family friendly activities and amenities to compliment the current use of adjacent park can strengthen public perception and value.

> Explore opportunities to enhance street frontage to capture interest of passing traffic.

PUBLIC LIFE SURVEY

A mix of words used by survey respondents to describe the marina area included: "peaceful, beautiful natural environment, safe, convenient" however the infrastructure and layout within the marina received comments such as "inaccessible, "uninviting" and "in need of an upgrade".

Whilst the majority of site users commented on the beauty of the natural environment, the look and feel of the buildings, gates and fences received negative comments, with participants perceiving the built environment of the marina as uninviting and in need of revitalisation.

"THERE IS A REAL SENSE OF INACCESSIBILITY HERE. IT FEELS LIKE IT IS JUST ABOUT THE BOAT OWNERS"

EXPERIENCE

St Kilda Marina is located near a mix of cultural, art and community destinations including Luna Park, Jewish Museum of Australia, Gasworks Art Park, St Kilda sea baths and the Palais Theatre.

Activities in the area include the St Kilda Festival, Penguin viewing, Victorian Triathlon Series and Melbourne Underground Film Festival.

These popular venues and events have developed a cultural identity for St Kilda and an opportunity for the marina to build on this local attribute with annual cultural activities.

DESKTOP STUDY

Social media data revealed both 'entertainment' and 'bars and dining' locations were the most popular places within 1km of the marina.

Events

49 events across 9 venues were recorded in the last 12 months. Compared with St Kilda beach, which offered 611 events over 73 venues, attendance to events in both locations peaked in October. This indicates a local appetite for events and an opportunity to introduce new events during peak periods.

The highest attended events in a 1km radius of the marina were held by clubs, local organisations and commercial businesses including: Elwood Farmers Market, Riva, Skydive Melbourne, Animal Liberation Victoria and Vegan Easy.

Source: Neighbourlytics | City of Port Phillip Events

SITE OBSERVATIONS

No key cultural events or activities were observed, however as noted in *Place Identity p.11*, the marina attracts high amounts of physical and recreational sport including family cycling and boating.

Located on the Bay Trail, a trail that leads from St Kilda beach to Elwood Park, enables opportunity to capture and engage members of the public to stop and linger for events, amenities and activities.

Site assessment identified limitations in the site's 'Human Scale', described as active buildings, good solar and visual access to the street, active footpaths, a strong sense of identity.

"THE CAFÉS FEEL TOTALLY INACCESSIBLE - CLOSED, NOT OPEN. THE PROMENADE AREA IS NOT INVITING, IT ALL SEEMS VERY PRIVATE."

Opportunities for increased Experienced identified through observations included:

> Create space and foster community leadership for the delivery of local events and celebrations

> Upgrade public toilets to enhance accessibility and visibility.

> Casual bars and small businesses such as fish and chips, including with water views

> Enhance the playgroup and other kids activities

> Create a general sense that the space is open to the public

> Open the buildings, activate frontages and remove fences

> Keep the Skatepark and entice people to use the park space adjacent.

PUBLIC LIFE SURVEY

When asked what further activities could be offered at the marina, survey respondents focused instead on amenities and facilities to enhance public use and activity around the site.

Respondents suggested:

> Improve existing public toilets through increased exposure and access.

> Shade around seating along the promenade and at the Skatepark.

> Outdoor gym equipment.

> BBQs for picnics.

> Community space such as local cafes.

"IT'S GREAT THAT SO MANY PEOPLE USE THE AREA, BUT I PREFER COMING DOWN IN THE QUIETER OFF-PEAK TIMES"

COMMUNITY STRENGTH

Although the marina is frequented by a constant flow of foot traffic and cyclists with regular visitors, survey respondents frequently commented that they felt disconnected to other people using the space.

"IT'S NOT A DESTINATION YOU STOP AT UNLESS YOU HAVE A BOAT OR WORK HERE"

DESKTOP STUDY

Popular locations

The top four most popular places, receiving the most 'likes' through social media include:

1. Skydive Melbourne (23,482 likes).

2. Riva (18,237 likes).

3. Elwood (suburb) (929 likes).

4. St Kilda Marina (326 likes).

The comparison site again had a stronger presence on social media, its most popular locations include:

1. Luna Park (77,869 likes)

2. St Kilda Beach (35,507 likes)

3. Republica St Kilda Beach (17,462 likes)

4. Palais Theatre (17,640 likes)

Source: Census Statistics | Neighbourlytics
Community Indicators Victoria

SITE OBSERVATIONS

The Skatepark was observed to display high levels of social interaction from late morning to the late afternoon. User groups included children, teenagers and adults, along with adults and passers by watching from the sidelines.

Skydive Melbourne was observed to have a constant flow of activity, with participants primarily from overseas outside the local area.

The service *Ladies Back on Your Bike* were observed using the marina car park of the marina to give women riding lessons and continue along the Bay Trail.

Activities held in places for their unintended use, indicates a desire for unstructured public space. Supporting current user groups and encouraging public use of spaces within the marina offers the opportunity to strengthen community connection.

Key strengths identified in site observations included:

> High use and activity at the Skatepark.

> Informal groups gathering for watercraft activity.

> Location along foreshore walk, integrating the marina into St Kilda.

"THE LAST TWO PIERS OF LARGER BOATS HAVE A GOOD GROUP/COMMUNITY OF USERS THAT WORK TOGETHER"

Opportunities for increased Community Strength identified through observations included:

> Build connection between users of different features on site - for example skate park users.

> Create/promote group activities on site, including workshops that relate to the location and available locations.

PUBLIC LIFE SURVEY

Survey participants remarked a strong feeling of connection to the marina area. However most remarked that site users generally keep to themselves and their individual activities without interacting with one another.

"THERE'S SUCH A MIXED DEMOGRAPHIC, BUT NOT MUCH COMMUNITY"

A strong sense of community spirit was perceived at the skatepark, with survey respondents commenting on the respectful and welcome nature of the location.

Individuals surveyed at the skatepark did not identify with the marina and perceived it as a location for "private" use by watercraft owners.

CONNECTIVITY

With a high *Walkscore* of 75 (out of 100) most daily tasks can be accomplished in foot with at least 16 restaurants, 2 bars and 6 cafés all within a 1km distance of St Kilda Marina.

Proximity to Acland street enables quick access to food and grocery stores, pharmacies, medical clinics and postal services. At the marina, survey participants commented that the current cafe and dining options felt uninviting and preference was given to cafés surrounding Acland street.

Along with being well connected to the foreshore, the marina is in close distance to the Botanical Gardens and Peanut Farm Reserve.

"HIKE, BIKE, WORKOUT AND GO TO THE OCEAN IN THE AREA CLOSE TO THE MARINA, WALK THROUGH TO DO THESE THINGS"

DESKTOP STUDY

Access

The marina is an 11 minute walk (0.8km) from the 96 St Kilda Beach tram on Acland Street and a 6 minute walk to the nearest bus stop on Dickens Street with services from Elsternwick to St Kilda, via Clifton Hill.

Source: Walkscore | Neighbourlytics

SITE OBSERVATIONS

Throughout the site there were a number of specific locations where different modes of movement experienced conflict, these are documented in the observations map on page 11.

The majority of Riva customers were observed to arrive and depart via car and Uber, with displaying confusion at the car park boom gates and at pick up and drop off locations. Of all cars observed during site observations, vehicles primarily entered the marina from Marine Parade entrance near Dickens Street.

Note: High numbers of cyclists were observed passing through the space and may not have been captured in the survey.

Cars were observed entering the Petrol station from Marine Parade with vehicles exiting from the allocated exit as well as driving into the marina and exiting at the traffic lights.

The petrol station received primarily car drivers filling up with petrol. Fewer than 10 people were observed arriving by foot or bicycle to purchase refreshments over 4 observation sessions.

Opportunities for increased connectivity identified through observations included:

> Clear wayfinding for parking

> Clear pick up and drop off designated area for Riva patrons

> Improve sight lines/relocate path at Riva entrance to reduce collision between pedestrians and cyclists

PUBLIC LIFE SURVEY

The majority of respondents came by car (64%) followed by people who came on foot (20%). Further modes of transport were used (cycling, train, tram, bus), however none of these reached above 6% of use with survey respondents.

Although a moderate level of public transport options are available, 63% of survey participants came to the marina said they came by car to walk, exercise along the foreshore trail or undertake an activity at the marina or Skatepark.

"WE USED TO LIVE IN ST KILDA AND KEEP THE BOAT IN THE MARINA. NOW WE DRIVE DOWN FROM THE COUNTRY AND USE THE MARINA RAMPS TO PUT THE BOAT INTO THE WATER TO SAIL IN PORT PHILLIP BAY."

SAFETY AND COMFORT

Located on the Bay Trail, the St Kilda Marina attracts passive surveillance through a constant flow of walkers, dog walkers, joggers, skateboards, scooters, rollerbladers and cyclists of a diverse mix of age groups regardless of cooler weather conditions both on the weekend and during the week.

DESKTOP STUDY

Crime Statistics

Crime data statistics from July 2012-July 2017 indicate that the highest number of crimes within the City of Port Phillip related to property offences inclusive of damage and burglary.

Within a 1 km radius of the marina an average of 300 property offences per year occurred from July 2012-July 2017, rating below average in comparison to City of Melbourne statistics.

Passive surveillance, lighting and active edges help to reduce crime rates through more eyes on the street.

Source: Crime Data Statistics Victoria

SITE OBSERVATIONS

Lighting, passive surveillance, all abilities access and social activity were measured in the marina during the observation periods.

The marina scored well in lighting and passive surveillance with plenty of foot traffic and street lights. Opportunity to improve active edges with outdoor cafe seating spilling out to the footpaths and facing outward to the marina. (Active edges' refer to shop and businesses frontages that are open to the street with clear sight lines from the inside to the outside.)

Cafés were observed to have plenty of outdoor seating, however did not encourage a direct relationship to the adjacent footpaths.

Ramps and sufficient lighting contribute to all abilities access. Wayfinding and tactile surfaces offer further access.

A core challenge across the site is the conflict between the multi-modes of transport and unclear priority and conflict points.

Opportunities for increased Safety and Comfort identified through observations included:

> Open cafe and dining buildings with active and accessible edges

> Ramps, signage and tactile surfaces for all abilities access

> Increased shaded areas around seating for sun protection

> Improve movement paths throughout site,

PUBLIC LIFE SURVEY

When asked if they feel safe and comfortable at the Marina, 90% responded 'yes' and 10% 'somewhat'.

Cafe and dining within the marina was perceived to feel 'uninviting' to members of the public who were surveyed.

Survey participants frequently identified that the closed buildings, gates and fences made the space feel private and not suited to the community.

Participants suggested ideas to enhance the usability and amenity of the marina including:

> Drinking fountains

> Accessible toilets

Watercraft users who came with boat trailers said the current parking system needed to be improved to allow them to come in and out of the car park for rigging their boats. The current system charges per

SUMMARY INSIGHTS & RECOMMENDATIONS

The Place Assessment of the St Kilda Marina was undertaken to inform future research and exploration as the current lease comes to an end.

This assessment is designed to be a snapshot in time, indicating the use, perceptions and functionality of each site.

We note in our methodology and findings the following limitations:

> Seasonal impacts of data collection with most data collected during summer and school holidays (December 2017 - January 2018).

> Focus groups were excluded from the scope, as such there are limited inputs for community shaping of perception of place.

> A number of the community strength indicators are undertaken at the suburb (population) level not only for the Marina area, while Big Data is related to the immediate Marina.

We also note the City of Port Phillip could consider reviewing a third foreshore site or comparable Marina location to further help understand the context of St Kilda Marina. Reviewing a third site was not included in the scope of this study.

The following pages outline the Strengths, Weaknesses and Opportunities under each place principle.

"ALTHOUGH IT COULD POSSIBLY DO WITH A "BIT OF TIDY UP", I DO NOT WANT TO SEE DEVELOPMENT THAT FORCES THE MARINA'S OPERATORS COSTS UP WHICH IN TURN WILL PUSH TENANTS CHARGES UP, WHICH WOULD FORCE AWAY SOME OF THE TENANTS."

PLACE IDENTITY
PLACE STRENGTH
Local Culture

St Kilda is known and valued by community members for its art, music culture and lifestyle. Building on the success of St Kilda's creative identity, opportunity exists for the marina to contribute events, entertainment and nightime activity.

PLACE WEAKNESS
Location

Mapped as a destination along the Bay Trail, the marina brings in an audience of passers-by. Offering reasons to stop and interact at the marina will increase its identity and value.

Connection to country

There are no easily visible signs on St Kilda's Indigenous heritage and narrative. There is an opportunity to build a place narrative that incorporates the living culture of the Kulin nation as part of the building, public space and placemaking activities.

PRIORITY OPPORTUNITY
History

Many site users recount family history on site. This period of change this presents an opportunity to capture, celebrate and integrate the site's history through investment in responsive artwork, materials and surfaces.

EXPERIENCE
PLACE STRENGTH
Activation ad accessibility

With its multiple functions the site has people that attend regularly as well as one off or occasional. There is great opportunity to increase offerings and capture an existing audience as well as attracting new audiences.

PLACE WEAKNESS
Nightime economy

There is limited night time activation with only the petrol station and Riva observed to be open into the evening. There is opportunity to strengthen the night-time economy however we note there may be a seasonal impact.

PRIORITY OPPORTUNITY
Human Scale

The marina has opportunity to improve human scale - defined as active buildings, good solar access to the street, active footpaths, a strong sense of identity. Future development should ensure buildings have strong street level activation, face the street, strong pedestrian amenity and are sensitive to the character of the area.

Amenity

With high foot traffic of people primarily passing through the site, opportunity exists to improve meeting places, shade and tree canopy cover to increase comfort for longer stays.

Of particular priority is improvements to the existing public toilets including visibility and accessibility, particularly to users of the skate park and playground.

COMMUNITY STRENGTH
PLACE STRENGTH

Throughout the Survey people felt the Marina itself met their needs for this direct purpose and there was a strong desire to maintain this function into the future.

Skate Park

The skate park and adjacent play ground (outside of study area) attract a broad and diverse audience.

PLACE WEAKNESS

Target Audience

The current site design and layout of the site is directed towards the marina functionality. This results in the wider community feeling unwelcome.

Community Connection

Local residents expressed a long history and connection to the marina, visiting frequently however more than half of the survey participants felt disconnected to the community and other users of the site. Engaging a community-led approach by inviting a broad discussion on the future uses and vision for the sight can start to encourage community participation and connection.

PRIORITY OPPORTUNITY

Stakeholder mapping

Investigate current community groups and stakeholders who currently use the space to understand needs and key value propositions.

Community activation

Investigate opportunities for community-led activation, by engaging groups who currently use the area to strengthen levels of volunteering and sense of community ownership.

CONNECTIVITY
PLACE STRENGTH

Walkability

St Kilda Marina is highly walkable. The local area has a walkscore of 75. The pathway through the marina attracts large numbers of pedestrian traffic and contributes to passive surveillance.

PLACE WEAKNESS

Wayfinding

Clear wayfinding signage across the site is required, including designated pick up and drop of points for restaurants and businesses.

PRIORITY OPPORTUNITY

Connectivity

While the area is highly walkable, there is limited connectivity to public transport options, with most people arriving by car. Further investigation into barriers to accessing the site is recommended.

Street Frontage

The high count of phones in the area indicate a large audience that could be drawn into the site through improved street frontage and identity.

"IT'S A PRETTY SMALL MARINA, THEY COULD HAVE MORE BOAT SPACES AND MORE CAFÉS. THE CAFÉS/RESTAURANTS ARE UNAPPEALING. I LIKE PLACES THAT ARE MORE OPEN AND YOU CAN SEE PEOPLE IN THERE."

SAFETY AND COMFORT
PLACE STRENGTH

Safety and Comfort

A diverse mix of users and high perception of safety to the site indicates a strong sense of value and comfort, with families, seniors and a mix of different age groups observed passing through the marina from early morning to early evening.

PLACE WEAKNESS

Active Edges

Fences, gates and buildings with obscured sight lines to the footpaths along the businesses at the marina indicate low 'active edges' and were identified by survey participants to contribute to a sense of private use by the community.

### Pedestrian, Bicycle and vehicle Movement

With a number of activities taking place in the marina, safe relationships between cyclists, pedestrians and cars needs to be prioritised to avoid collision and conflict. As a short term action, studying hazardous locations and improving sight lines for pedestrians to see oncoming bicycle riders and cars.

PRIORITY OPPORTUNITY

Watercraft Rigging

The process and movement requirements for rigging watercraft need to be further explored to understand the current conflicts.

APPENDIX
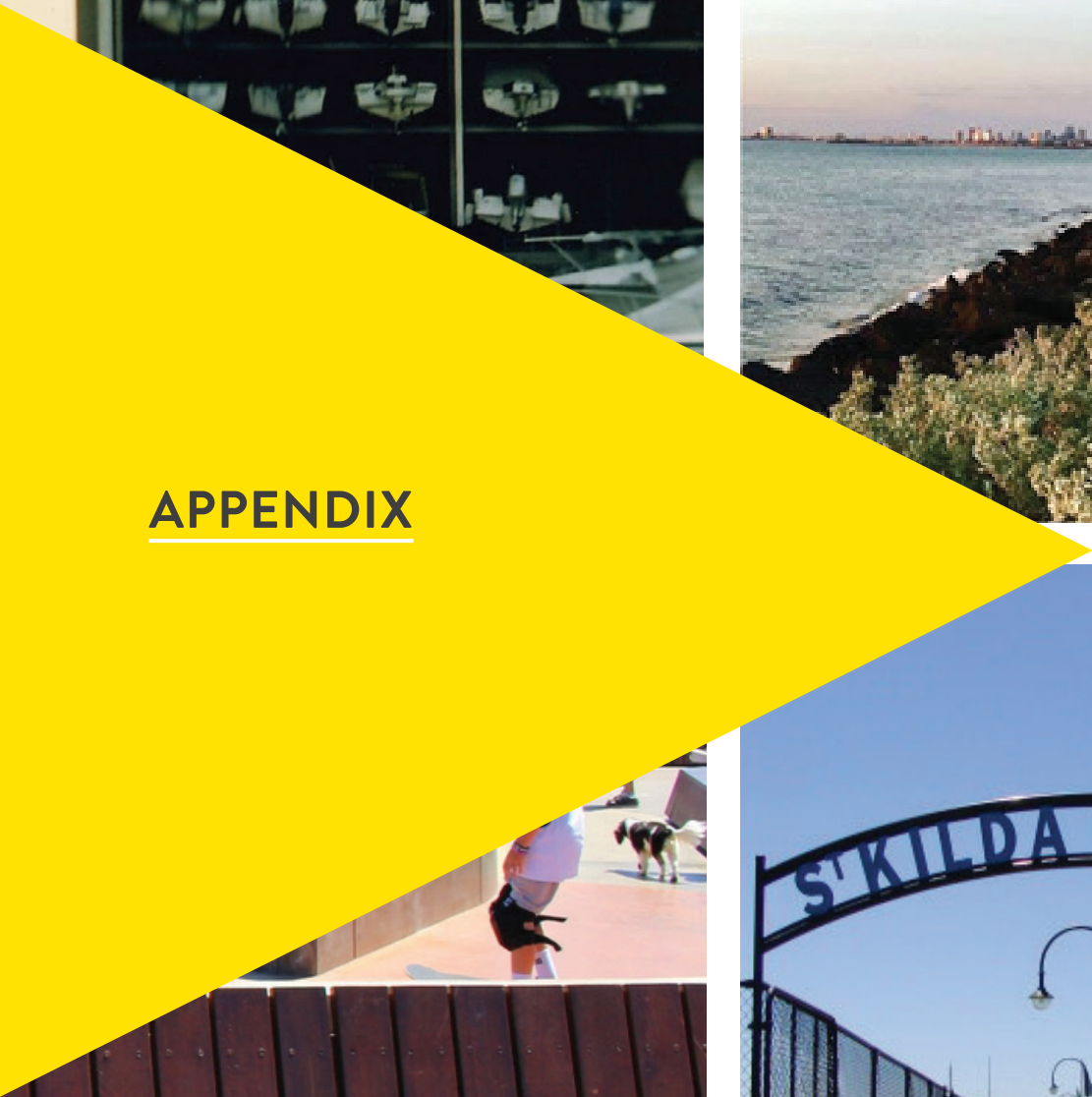
APPENDIX

PLACE IDENTITY

Social Posts, *Neighbourlytics Report, St Kilda 2017*

   Benchmark: Comparison sites: St Kilda, St Kilda Marina

Local Economic Success, *Neighbourlytics Report, St Kilda 2017*

Benchmark: Comparison sites: St Kilda, St Kilda Marina

EXPERIENCE

Local Activities and Events, *Neighbourlytics Report, St Kilda 2017*

   Benchmark: Comparison sites: St Kilda, St Kilda Marina

   Project for Public Spaces, 'What makes a great place?'

Diversity of Activities and Events, *Neighbourlytics Report, St Kilda 2017*

   Benchmark: Comparison sites: Comparison sites: St Kilda, St Kilda Marina, Project for Public Spaces, 'What makes a great place?'

Cultural and Arts Facilities, *Neighbourlytics Report, St Kilda 2017*

   Benchmark: Comparison sites: St Kilda, St Kilda Marina, Project for Public Spaces, 'What makes a great place?'

Percentage of Visitors and tourists, *Neighbourlytics Report, St Kilda 2017*

   Benchmark: Comparison sites: St Kilda, St Kilda Marina, 'What makes a great place?'

COMMUNITY STRENGTH

Community Services, *Neighbourlytics Report St Kilda 2017*

   Benchmark: Comparison sites: St Kilda Beach, St Kilda

Volunteering, *Community Indicators Victoria 2017*

   Benchmark: State average 2014

Online Social Networks, *Neighbourlytics St Kilda 2017*

   Benchmark: Comparison sites: St Kilda, St Kilda Marina, On-site observations Dec 2017

   Benchmark: Project for Public Spaces, 'What makes a great place?', Gehl J 2017, 'Public Life Data Protocol'

Local Community Organisations, *Neighbourlytics Report, St Kilda 2017*

   Benchmark: Comparison sites: Comparison sites: St Kilda, St Kilda Marina

CONNECTIVITY

Walk score, *Walkscore, St Kilda Dec 2017*

   Benchmark: Melbourne average 2017

Public Transport, Walkscore, *St Kilda 2017*

   Benchmark: Melbourne average 2017

Quantity of public spaces, *St Kilda 2017*

   Benchmark: Walkscore, *St Kilda 2017*

Sports and Activities, *Neighbourlytics Report St Kilda 2017*

   Benchmark: Comparison sites: St Kilda, St Kilda Marina

Access to Services, *Neighbourlytics Report St Kilda 2017*

   Benchmark: Comparison sites: St Kilda, St Kilda Marina

SAFETY AND COMFORT

Lighting, Source: *On-site observations Dec 2017,*

   Benchmark: Project for Public Spaces, 'What makes a great place?', Gehl J 2017, 'Public Life Data Protocol'

Passive Surveillance, *On-site observations Dec 2017*

   Benchmark: Project for Public Spaces, 'What makes a great place?', Gehl J 2017, 'Public Life Data Protocol'

All Abilities Access, *On-site observations Dec 2017*

   Benchmark: Project for Public Spaces, 'What makes a great place?', Gehl J 2017, 'Public Life Data Protocol'

Quality of Public Space, *On-site observations Dec 2017*

   Benchmark: Project for Public Spaces, 'What makes a great place?', Gehl J 2017, 'Public Life Data Protocol'

Active Edges, *On-site observations Dec 2017*

   Benchmark: Project for Public Spaces, 'What makes a great place?', Gehl J 2017, 'Public Life Data Protocol'

Crime and antisocial behaviour, *Crime Statistics Victoria 2017*

   Benchmark: State average 2012 - 2015

Sociability of spaces, *On-site observations Dec 2017*

   Benchmark: Project for Public Spaces, 'What makes a great place?', Gehl J 2017, 'Public Life Data Protocol'