

ATTACHMENT 8
TYPICAL COMMUNICATION BROCHURE EXTRACTS

Project 3: Fitzroy Street Foreshore Connections

Council are currently seeking feedback on the draft design for Fitzroy Foreshore Connections.

Fitzroy Street Foreshore Connections is one of the St Kilda's Edge projects and will deliver substantial improvement to the image and identity of Fitzroy Street and Cleve Plaza. It will reinforce Fitzroy Street as a highly amenable and accessible place to live,

whilst functioning as a commercial, and tourism setting of state significance.

This group of projects will implement the strategic directions of 'improving interconnectivity between existing public spaces by ensuring pedestrian

permeability, attractiveness and visual guidance around the Sea Baths and the end of Fitzroy Street, Catani Gardens, West Beach and the Marina' as outlined within the *St Kilda Foreshore Urban Design Framework* (2003).

How has the concept plan been prepared?

Following an initial feasibility & review, Council conducted consultation with residents, traders and visitors during July 2007 through a series of listening posts, a public meeting, and one-on-one discussions in Fitzroy Street. The intention of this consultation period was to inform the wider community of the project's intent, whilst obtaining initial comment and response to inform the development of the concept design.

Key issues raised by the community that have informed the development of the draft design include:

- » The need for a **safe crossing** from Fitzroy Street to the Foreshore;
- » The desire to renew whilst **protecting the elements within Cleve Gardens**;
- » **Improving safety** and legibility (ie from the tram stop to the foreshore, Fitzroy & Acland Street) for people getting on and off trams outside Cleve Gardens;

- » Understanding the impact of the design on **footpath trading** in the immediate locality;
- » The possible **traffic impacts** on adjoining residential streets;
- » Incorporating **landscaping** as a key consideration in the design.

The Draft Design

Following community feedback, a draft concept design has been prepared. It is anticipated the design will undergo minor variations as required, following ongoing input from VicRoads, Yarra Trams and the community.

In summary, key elements in the draft include:

- 1 Cleve Plaza & Tram Stop:** Includes the western end of Fitzroy Street, the northern end of the Esplanade, the eastern edge of Catani Gardens and the southern edge of Cleve Gardens (below). The project involves:
 - » The diversion of vehicular traffic between Fitzroy Street and Jacka Boulevard, enabling the creation of a pedestrian zone and integrated raised platform tram stop.
 - » The tram stop will be constructed at the same level as the adjacent road and footpaths, to allow easy pedestrian movement across the future plaza.
- 2 Fitzroy Street Greenway Bike Path:** This project will:
 - » Create a 'Copenhagen' style system with a dedicated two-way bicycle commuter lane that is separated from vehicular & pedestrian traffic.
 - » Will extend between Cleve Plaza / Acland Street to Lakeside Drive.
 - » Improves pedestrian safety at crossings for streets adjoining the northern side of Fitzroy Street.
- 3 Fitzroy – Jacka Pedestrian Crossings:** This project involves the development of two new pedestrian crossings linking Cleve Plaza with the Catani Gardens and foreshore.
- 4 Jacka Boulevard Bike Lanes:** The development of a 1.5m wide dedicated bicycle lane in both directions will be provided.

Have Your Say on the Draft Design

You can discuss the plans with council officers and provide your ideas and feedback by visiting the:

In-Centre Displays:

- » Tuesday April 1, 7:00 - 9:00am, Fitzroy Street Tram Stop at Park Lane;
- » Friday April 4, 6:00 - 9:00pm, Cleve Gardens Cnr. Fitzroy & Acland Streets;

Public Meeting

- » Tuesday April 8, 6:30 - 7:30pm & 8 - 9pm: St Kilda Town Hall – Council Chambers (two sessions).

If you would like to provide your comments on the draft plan, be kept informed of the projects progress, or would like to attend the public presentation of the draft design email place@portphillip.vic.gov.au, contact Dave McCaffrey on 9209 6505 or subscribe to our project inform list via the website.

Next Steps

During March & April, the project team will continue to progress design development, whilst seeking initial input on the draft plan prepared to date.

During May 2008, Council will display the proposed design and lodge an application for planning approval.

Pending the outcomes of the formal planning approval process, staged works will commence between September 2008 and February 2009. Ongoing consultation will be conducted with the business community to ensure works minimise impact on the commercial precinct over the summer peak.



View the concept design on Council's website or at the display board in Cleve Gardens (from the end of the March).

The popularity of the St Kilda Foreshore requires a transport system that responds to existing demands and provides for future needs. Foreshore Connections will create vibrant public spaces where locals and visitors can get where they want to go in safety and comfort.

SKE background

Fitzroy Street Foreshore Connections is a major project of St Kilda's Edge, an extensive program of works guided by the St Kilda Foreshore Urban Design Framework plan. The urban design framework was developed with extensive community input and involvement during 2002. This document guides Council's revitalisation of the St Kilda foreshore, in partnership with the State Government and the community.

Important project dates

Following a design phase between November 2007 and February 2008, it is proposed that the projects will be delivered in late 2008. Council will be seeking your involvement at the following project stages:

- August – September 2007**
Feedback on the Fitzroy Street Foreshore Connections concept
- November 2007 – February 2008**
Response to the draft design

To find out more

Link to website
www.portphilip.vic.gov.au/stkildas_edge

Email contact
ske@portphilip.vic.gov.au

Phone
 ASSIT 9209 6777



ILLUSTRATION CONCEPT ONLY

Fitzroy Street Foreshore Connections

A St Kilda's Edge project



Working towards a solution

Fitzroy Street Foreshore Connections is a group of four major projects in partnership with the State Government and community to improve access and provide a safer connection between Fitzroy Street and the Foreshore.

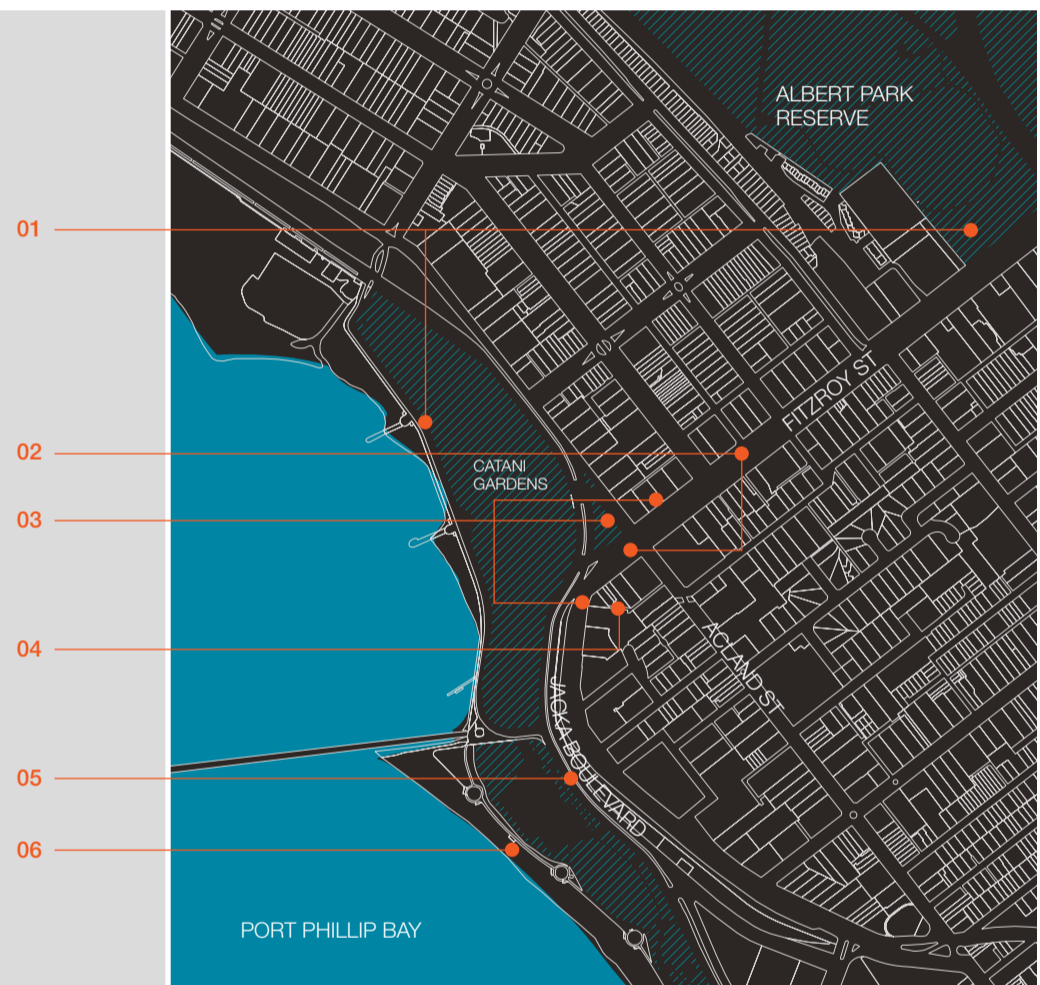
Fitzroy Street Foreshore connections will:

- Link the existing footpaths on Upper Esplanade and Fitzroy Street by creating a vibrant new public space around Cleve Gardens.
- Improve safety and access for people walking between Fitzroy Street and the foreshore; as well as within Fitzroy Street (particularly at the Foreshore end)
- Ensure that participation in cycling continues to grow through the allocation of safe and accessible routes.
- Promote and improve access to public transport by building it into an attractive urban streetscape.
- Improve the economic prosperity of the Fitzroy Street Shopping Centre by increasing access to the area, a major attraction to St Kilda.
- More effectively manage the impact of cars in this major activity centre.



What are the issues?

- 01 It is difficult for cyclists to connect between the Foreshore and Albert Park bike trails.
- 02 The existing tram stop is not compliant with the Disability Discrimination Act compliant and provides a low level of service and safety for tram patrons.
- 03 Cleve Gardens is isolated. People are not able to walk between Upper Esplanade, Cleve Gardens and Fitzroy Street (west).
- 04 People are not able to walk in a direct path between Fitzroy Street and the foreshore.
- 05 Jacka Boulevard does not have dedicated on-road space for cyclists.
- 06 Commuter and training cyclists using the Foreshore Promenade come into conflict with recreational cyclists and people walking, particularly during peak summer periods.



The proposed projects

- 01 Fitzroy Street Greenway Bike Path**
The Fitzroy Street Greenway provides a two way path between the Foreshore and Albert Park Reserve. The path will be three metres wide and at the footpath level, providing physical separation between cyclists and motorists on Fitzroy Street.
- 02 Cleve Gardens Space and Tram Stop**
The Cleve Gardens Space and Tram Stop will provide an enhanced public space for people with facilities and service tailored for pedestrians, cyclists and tram patrons. The space will extend the existing footpath to connect with Upper Esplanade and create a new crossing point from Fitzroy Street to the Foreshore.
- 03 Fitzroy – Jacka Pedestrian Crossing**
The intersection where Fitzroy Street meets the Upper Esplanade and Jacka Boulevard will be reshaped making it possible to cross directly between Fitzroy Street and the Catani Gardens. This project is a fundamental improvement in the St Kilda's Edge vision – making it easier for people to get across to the gardens and the foreshore.

- 04 Jacka Boulevard On-road Bicycle Lanes**
Jacka Boulevard bike lanes will fill in the gap between existing on-road lanes from both ends, which are proposed for the entire Beach Road Route within the City of Port Phillip. The lanes will provide a safer space for on-road cyclists as well as a bypass of the foreshore promenade for high speed cyclists.
- 05 Traffic changes**
Fitzroy Street – Jacka Boulevard connection re-routed and Fitzroy Street becomes one lane in each direction.

An independent traffic impact assessment has been conducted in developing this proposal, to ensure that access to the area and through the area is preserved.



Fitzroy Street Foreshore Connections is a series of projects being delivered in partnership with the Department of Transport, Melbourne Water, VicRoads and Yarra Trams to improve access and provide a safer connection between Fitzroy Street and the St Kilda foreshore.

When will works commence?

The foreshore connections project will be delivered between November 2008 and July 2009. When completed, these works will improve travel and movement between Fitzroy Street and the St Kilda foreshore for everyone. We ask for your tolerance during the construction period as the end result will be well worth the short term inconvenience.

To find out more

A plan outlining project stages, construction timetables and regular updates are available on the Council website.

Link to website
www.portphillip.vic.gov.au

Email contact
place@portphillip.vic.gov.au

Phone

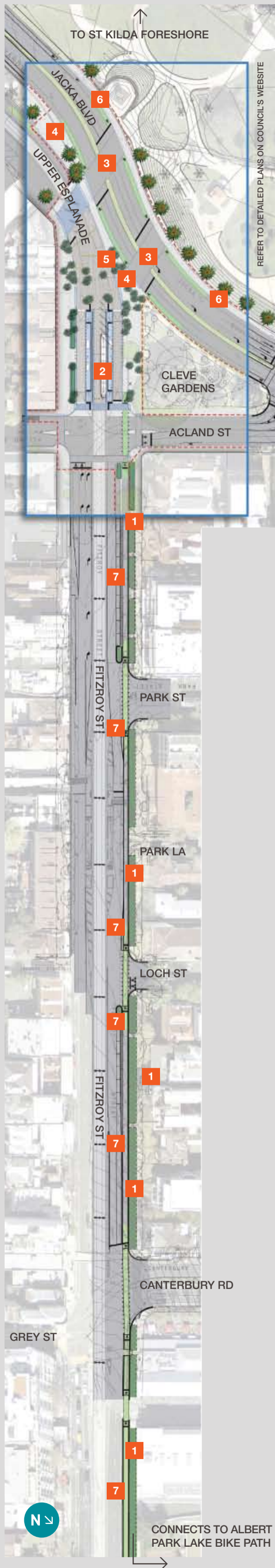
ASSIST 9209 6777



Cross Section: Existing restaurants & outdoor dining, landscaping and design of the renewed tram stop, through to Cleve Gardens.

Fitzroy Street Foreshore Connections





Why improve the connection between Fitzroy Street & the St Kilda foreshore?

The popularity of the St Kilda foreshore requires a transport system that responds to existing demands and provides for future needs.

This \$4.7 million improvement will be delivered throughout 2009. It will provide enhanced public spaces, enabling locals and visitors to get where they

want to go more safely, in addition to delivering landscape and environmental improvements.



Project summary

Elements planned for the streetscape improvement include:

Project Elements	Outcome
1 Fitzroy Street Off Road Bike Path	Will provide a two way bike path between the foreshore and Albert Park Reserve. The path will be approximately 2.7 metres wide and will physically separate cyclists from motorists on Fitzroy Street. This project element will increase participation in cycling by allocating safe and accessible bike routes.
2 Cleve Plaza and Renewed Tram Stop	This will be the main point of arrival at the St Kilda foreshore for tram patrons from the city. The renewing of this tram stop will improve access to public transport whilst building it into an attractive urban streetscape. The landscape qualities of both Catani Gardens and the foreshore will extend into Fitzroy Street through the planting of approximately 40 palm trees. Pedestrian and café dining will be enhanced through high quality architectural treatments in the public realm.
3 Fitzroy – Jacka Pedestrian Crossings	The intersection where Fitzroy Street meets the Upper Esplanade and Jacka Boulevard will be reshaped making it easier for people to cross to Catani gardens and the St Kilda foreshore. The space will extend the existing footpath to connect with Upper Esplanade and create a new crossing point from Fitzroy Street to the foreshore.
4 Fitzroy – Upper Esplanade Link	Pedestrians will be able to walk directly from the north side of Fitzroy Street, past Cleve Gardens to the Upper Esplanade. This will provide a substantial benefit for those businesses on the north side of Fitzroy Street, and the Upper Esplanade Market.
5 Traffic Changes	Improved pedestrian connections will be facilitated by re-routing the Fitzroy Street – Jacka Boulevard intersection, and making Fitzroy Street one lane in each direction. An independent traffic impact assessment has been conducted in developing this proposal, to ensure that access to and through the area is preserved.
6 Jacka Boulevard On-Road Bicycle Lanes	Will fill in the gap between existing on-road lanes, which are proposed for the entire Beach Road route within the City of Port Phillip. The lanes will provide a safer space for on-road cyclists, and an alternate route to the foreshore promenade for high speed cyclists.
7 Rain Gardens & Water Sensitive Urban Design	Will improve the quality of storm water runoff from urban environment within Fitzroy Street into the natural water system of Port Phillip Bay. In addition to the environmental benefits, rain gardens will increase the landscape qualities along the length of the street, and will direct much needed water runoff towards existing trees and landscape planting.

How has the plan for this project been prepared?

Following initial feasibility & review, Council conducted consultation with residents, traders and visitors during 2007 through a series of listening posts, public meetings, and one-on-one discussions.

The intention of this consultation period was to inform the wider community of the project's intent, and seek comment and response to inform the development of a concept design.

Key issues raised by the community have informed the development of the draft design including:

- the need for a safe crossing from Fitzroy Street to the Foreshore
- the desire to renew whilst protecting the elements within Cleve Gardens
- improving safety and legibility (from the tram stop to the foreshore, Fitzroy & Acland Street)
- understanding the impact of the design on footpath trading in the immediate locality

- ensuring there is not an increase of traffic on adjoining residential streets
- incorporating landscaping as a key consideration in the design.

The draft plan was provided for community comment between February and March 2008.

The plans were further made available during the public advertising period forming part of the planning approval between March and May 2008. No objections were received on the planning application.

Will there be changes to traffic and parking in the street?

Yes. A number of changes will be made to maintain access for vehicles and provide increased access to other transport modes. Key traffic changes include:

- Fitzroy Street – Jacka Boulevard connection re-routed

- sections of Fitzroy Street leading to the Upper Esplanade become one lane in each direction.

A few parking spaces will be removed to accommodate the works at the following locations:

- Fitzroy Street (between Upper Esplanade and Acland St)
- Acland Street (opposite Cleve Gardens)

An independent traffic impact assessment has been conducted to ensure that access to and through the area is improved.