

SUMMARY

From the consultations, the top six responses (in order of frequency) were:

| What the community likes: | What the community dislikes: | What the community wants: |
|--|---|--|
| <ul style="list-style-type: none"> • Retail mix and variety • Diversity and friendliness of people/community and village 'feel' • Convenience of centre and accessibility to it • Location close to beach and city and yet retains village 'feel' • Streetscapes (wide and open) and landscaping in median of Bay Street • Mix of old (heritage) and new development | <ul style="list-style-type: none"> • Speed of traffic and noise of trucks • The intersection of Bay and Liardet Street is dangerous for pedestrians, cyclists and traffic • Not enough (long and short term) parking • Limited variety and mix of retail • Landscaping in streets is poor • Not enough seating, bins and bike racks in Bay Street | <ul style="list-style-type: none"> • A reduction in the speed of traffic in Bay Street (particularly at the north end) • Improve the safety of the intersection of Bay and Liardet Street for pedestrians, cyclists and traffic • Provide more car parking • Provide more variety and mix of retail such as butcher, greengrocer, delicatessen • Better landscaping in streets and a more integrated approach • Provide more seating, bins, bike racks, etc, in Bay Street |

THE PROCESS

When?

- Between November 2009 and February 2010 consultation regarding the future of Bay Street Port Melbourne was undertaken.
- Specifically, consultation occurred in four contact sessions:

| Date | Time | Location |
|------------------------------------|-------------------------------|---|
| Tuesday 24 th November | Lunchtime (11.30am-2.30pm) | Central Bay Street (outside Coles Supermarket) |
| Friday 27 th November | Lunchtime (11.30am-2.30pm) | North end of Bay Street |
| Saturday 28 th November | Late morning (10.00am-1.00pm) | South end of Bay Street (on the corner of Bay and Rouse Streets) |
| Thursday 3rd December | Evening (4.30pm-7.00pm) | Central Bay Street (outside Coles Supermarket) |

How was it communicated?

- “Advertised” by postcard in a letterbox drop to all households in the Bay Street Activity Centre Study Area.
- By mail to identified secure letter boxes in higher rise residential buildings.
- By letter mailed to business, community and trader groups.
- In person to each retail / business occupancy in Bay Street between Beach Street to the south and Boundary Street to the north.

Form of consultation?

- Conversation tents with displays and information about what we know about Bay Street.
- Information presented around themes of land use and activity, the built environment and heritage, public places and spaces and access and movement in and around the Bay Street environs.
- A survey was used to prompt and record conversations at the conversation tent
- Information and on line survey on Council’s website.

Who responded?

- A total of 156 people discussed and/or made submissions.
 - were aged between 25 and 69 years (92.4%)
 - lived in Port Melbourne (78.4%)
 - lived in a single dwelling/house, flat or apartment (92.3%)
 - visited Bay Street everyday (75%)
 - used community facilities and open spaces (82.8%)
 - found it safe to walk or cycle around the Bay Street area (73.7%)

GENERAL

When prompted or asked the following questions the top responses (in order of frequency) were:

- What do you like about Bay Street?
 - Retail mix and variety
 - Mix and friendliness of people / community / village feel
 - Convenience of centre and accessibility to it
 - Close to beach and city and yet retains village "feel"
 - Streetscapes (wide and open) and landscaping in median of Bay Street
 - Mix of old (heritage) and new development
- What would you change about Bay Street?
 - Reduce speed of traffic and noise of trucks
 - Make the intersection of Bay and Liardet Street safer for cars and pedestrians
 - Provide more parking – long and short term
 - Provide more variety and mix of retail
 - Better landscaping in streets and a more integrated approach
 - Provide more seating, bins, bike racks, etc, in Bay Street
 - Nothing – keep it the same
 - Promote Bay Street more i.e. with a festival and as a destination given the number of tourists disembarking at Station Pier.

PRIORITY OF ISSUES

What are the main issues and/or opportunities to consider when planning for Bay Street and its surrounding area?

The top responses (in order of frequency) and based around emerging themes were:

Access and Movement

- Safety at the Liardet and Bay Street intersection.
- Speed of traffic (particularly at the north end of Bay Street).
- Noise of trucks (south of Graham Street).
- Management of traffic movements between Station Pier and Graham Streets.
- Parking – consideration of time limits in side streets (especially for seniors as not all can walk or ride bikes), advertise/promote the parking that is available, trucks at Coles in Liardet Street make it very busy.
- Improve public transport connections – Bay Street/Williamstown Road to St.Kilda, Light Rail to St Kilda with stop in Bay Street.
- Make more foot and bike friendly, promote cycling, a pedestrian share zone like The Rocks in Sydney could be considered.

Built form environment

- Maintaining a 'village' atmosphere was linked to the built form environment with a desire for a "low skyline" to be retained (north of Graham Street and in retail core).
- 'Manage new development' and 'no more high rise apartment buildings' were common responses.
- With changed demographics and diverse mix of low income versus high income population how to best manage the "village" atmosphere.

Public Realm and streetscapes

- Maintaining Bay Street and surrounding streets for their width and openness.
- Streetscape landscaping – improvements to median design/planting at south end of Bay Street and more consistent maintenance of the median and a more integrated approach overall.
- More and improved streetscape furniture including rubbish bins, seating, and bike racks.

Mix and variety of retail offer

- Limited of mix and variety of retail gained a high response for what people dislike about Bay Street.
- Provide more 'Food-for-the-home' retail including butcher/fishmonger, delicatessen and greengrocer. There are too many hairdressers.

- Limit retail development (Bay Street too long) to increase variety.

Other

- Social inclusion – better manage and include social housing.
- Need gateway signage – there is no recognition of Bay Street in Beach Street.
- Consider public art installations in public open spaces.

What sets Bay Street apart from other shopping strips? Do you think there are unique features?

The top responses (in order of frequency) were:

- The diversity of retail (there are no KFC's/MacDonalds), its casual and convenient, and you can do more business than just shopping.
- Beach location – adds to relaxed “feel”, Bay Street acts as a conduit/connects to the beach. It's also close to the city but far enough away to retain a local community feel.
- Heritage buildings and streetscapes and cultural history.
- The mix of old and new buildings and the mix of socio economic groups.
- There are good restaurants and cafes – however there needs to be more good restaurants. Existing cafes and takeaways are good during day but are closed at night. There is a need for evening entertainment/cafes to increase night time activity in the street.
- Its sense of community – Bay Street is family focused and is a good meeting place, has a “village feel”.
- Openness of streets, wide footpaths, lack of congestion sets Bay Street apart from other retail shopping strips.
- Nothing, ordinary, getting better but needs direction
- Unique features to Bay Street are the street trees, the Town Hall, the length of the street (is long), its location to Station Pier

Do you think there are specific types of shops or services missing in Bay Street?

71% of responses were **yes** with the following (in order of frequency):

Retail/Shops

- Butcher/fishmonger
- Delicatessen
- Another supermarket
- Greengrocer
- Hardware
- Fashion/clothing

Services

- Medicare office
- Public toilets
- Police Station manned at night
- Health insurance office
- Other – short and long

Entertainment/Other

- Restaurants – other than Take Away
- Cinema
- More take away at pubs
- Street festival
- Alternate after hours things

BAY STREET STRUCTURE PLAN CONSULTATION (PHASE 1) FEEDBACK

- Electrical/white goods term accommodation, to do
- Bookshop/2nd hand bookshop indoor play space for kids, map of precinct at south end of Bay Street,
- Brand stores (Country Road, Brunetti's, Priceline, etc) bike hire at Light Rail terminus, shuttle bus service from Station Pier to Bay Street
- Kids clothes/toys
- Fast food outlets that are open in the evening
- Other retail - beach/surf shop, sport, nursery, art supplies
- Men's clothing

Other comments consisted of: "the mix is poor", "needs to be more family orientated", "lacks community heart", "Clarendon and the City has more variety" and "shopping has improved"

Do you use the community facilities and open spaces? If so, which ones?

- 83% responded **yes**
- The library, the beach, parks (Edwards, Lagoon and Gasworks), Liardet Community Centre and Olive's corner were the most common answers.
- 71% of respondents felt that the local parks and other open spaces met the needs of residents, visitors and workers.

How can public spaces, the streets, footpaths and lanes be improved?

- More rubbish bins in parks, on the foreshore and in Bay Street itself;
- More seating in the Bay Street;
- More tree planting of median in Bay Street and east / west streets.
- By providing quality landscaped, larger meeting spaces and non café related sitting areas. Suggestions included linking Olive's Corner and the Liardet Street community centre by closing Lalor Street at Liardet Street to cars.
- Footpaths – not well integrated and many have poor drainage (Rouse Street), are not wide enough in some locations to support outdoor cafes, some parts of footpaths are too cluttered with goods, and more awnings over footpaths for weather protection should be provided.
- Bike lanes – in Bay Street are dangerous to use, more designated bike lanes are needed and more secure bike racks (especially outside Coles) could be installed.
- Use the history of Port Melbourne to improve the identity of Bay Street.

- Making available more dog poo bags in Bay Street;

What forms of transport do you use to get around Bay Street and Port Melbourne?

Walking – 80%

Car - 58%

Tram - 52%

Push bike – 30%

Bus - 17%

(Respondents were not limited to one answer for this question so might have included more than one form of transport).

Do you find it safe to walk/cycle around the Bay Street area?

- 73% responded *yes* – some qualified this answer by responding “not at night”.
 - due the behaviour of the ‘pub’ crowd spilling onto streets and ‘hooning’ cars;
 - many use the Light Rail service during the day but do not feel safe using it after dark (poor lighting).
- 16% responded *no*
 - particularly at specific locations such as crossing Bay Street at the intersection of with Liardet, Beach and Bridge Streets. Cyclists also felt the intersection of Bay and Liardet Street was unsafe to use.