



**12.1** **ACLAND STREET 12 MONTH EVALUATION**

**EXECUTIVE MEMBER:** **LILI ROSIC, ACTING GENERAL MANAGER PLACE STRATEGY AND DEVELOPMENT, PLACE STRATEGY & DEVELOPMENT**

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**1. PURPOSE**

- 1.1 To present Councillors with the 12-month evaluation report of the Acland Street project.

**2. EXECUTIVE SUMMARY**

- 2.1 The Acland Street project (The project) demonstrates best-practice urban design by integrating public realm improvements and transport infrastructure. The project included consolidating two tram stops into one accessible terminus, combined with rejuvenating the streetscape, upgrading lighting and providing additional trading space and community open space.
- 2.2 Council funded a 12 month calendar of events and activations post construction to showcase the potential of the street and Acland Plaza.
- 2.3 The project was a partnership project with state government, the tram works part of a \$72 million Public Transport Victoria (PTV) upgrade to Route 96, improving its safety, reliability and accessibility.
- 2.4 The project significantly changed a well-loved street in St Kilda and community interest was high throughout the process. Extensive consultation was conducted on the road closure, transport and streetscape design.
- 2.5 Council officers have conducted a comprehensive evaluation of the Acland Street project 12 months post-construction including transport conditions, public space, economic effects, visitation, footpath trading, reliability and punctuality of Tram Route 96 as well as maintenance, the Shakespeare Grove two-way trial, and Council's activation program.
- 2.6 The 12 month evaluation builds on a similar evaluation completed six months post construction. The Acland Street project – 12-month Evaluation Report is included at **Attachment 1**.
- 2.7 The evaluation indicates that Acland Street's improved streetscape is viewed positively by the majority of the community. Above 80% of survey respondents reported that the upgrade and plaza had a positive impact on accessibility, safety, amenity, and atmosphere of the area.
- 2.8 PTV and Yarra Trams evaluations show the new terminus provides a safer, more reliable and efficient accessible tram service to passengers.



- 2.9 An economic evaluation utilising transaction data shows the Acland Street precinct performing strongly and better than benchmarked regions in Port Phillip.
- 2.10 Traffic has redistributed from Acland Street to some surrounding streets. Measures are being implemented to increase the effectiveness of the key intersection of Barkly and Carlisle streets to discourage drivers from using alternative routes along local streets.
- 2.11 The activation program demonstrated a wide range of possible uses for the new public spaces.

### 3. RECOMMENDATION

That Council:

- 3.1 Accepts and notes the Acland Street 12-month evaluation report.
- 3.2 Acknowledges our partner organisations, Public Transport Victoria and Yarra Trams, our community and local traders for their contribution to the Acland Street Upgrade project.

### 4. KEY POINTS/ISSUES

- 4.1 The Acland Street project (the project) involved the consolidation of two tram stops into the one accessible terminus, combined with rejuvenating the streetscape, upgrading lighting and providing additional footpath area and a new civic space for the community. In doing so it provided:
  - 4.1.1 1300m<sup>2</sup> of road and parking space converted into pedestrian and open space in Acland Street. 600m<sup>2</sup> of this form the new Acland Plaza.
  - 4.1.2 Footpath widths were increased from 2.0 metres to a continuous 2.5 metres allowing for improved pedestrian flow and access.
- 4.2 The project was completed in November 2016 as a partnership project with Public Transport Victoria (PTV) and Yarra Trams. The project was instigated as part of a \$72 million PTV upgrade to Route 96, improving its safety, reliability and accessibility. The project demonstrates best-practice urban design, as it integrates public realm improvements and transport infrastructure.
- 4.3 As part of the road closure of Acland Street to facilitate the 96 Tram Stop Upgrade, Council agreed with the community to conduct six and 12-month post construction study of the traffic impacts in the surrounding street network.
- 4.4 Council has completed a comprehensive evaluation of the Acland Street project twelve months post construction. The full evaluation report is included as **Attachment 1**.



4.5 Key findings of the evaluation included:

- 4.5.1 Clear support by respondents, above 80%, to intercept surveys that the upgrade and plaza had a positive impact on accessibility, safety, amenity, and atmosphere of the area.
- 4.5.2 The Acland Street Village Precinct experienced greater growth in local spending than benchmarked regions. Total spending grew at around \$330,000 or 1.5% per month. This compared favourably with the modest upward trend, around 0.2% per month, in the benchmarked regions.
- 4.5.3 There was no evidence the construction works conducted between June and November 2016 affected the upward trend of expenditure. Moreover, the 'finished product' was correlated with a boost in spending.
- 4.5.4 Twenty-three trading zones have been adjusted on Acland Street. Together, these trading zones have increased 110 percent (+137m<sup>2</sup>). The patron capacity of these trading zones has increased 89 percent (+165 patrons).
- 4.5.5 Following trader and community feedback on the maintenance of Acland Street, an intensive clean of Acland Street was conducted in April and December 2017. At the same time an intensive clean was applied to the pavement. The level of service for cleaning was also increased.
- 4.5.6 Through the activation program, 58 free community activations and events were facilitated in the plaza, totalling 153 days of activity. This included the Spring Fling opening event held on 12 November to celebrate Spring in the new Acland Street Plaza.
- 4.5.7 Post the activation program, between December 2017 and March 2018, 16 community, commercial or trader activations have taken place in the plaza, totalling 68 days of activity. This has included Christmas events, a Valentine's night movie screening, Tesla Motors summer tour, a St Patrick's Day event, NGV Triennial activation and radio promotions.
- 4.5.8 Yarra Trams confirmed that due to the upgrade, tram punctuality is higher and fewer tram services are being terminated short of the terminus.
- 4.5.9 The greater capacity of the terminus resulted in a reduction in services turning around early on Route 96. This equates to around 30 additional trams reaching the terminus, or capacity for more than 4000 extra passengers arriving and departing Acland Street each month.
- 4.5.10 Pedestrian counts indicate that the works have affected the concentration of pedestrian movement throughout the day, with reduced activity in the mornings and increased activity on weekends, in the weekday afternoons and into the evenings.
- 4.5.11 Traffic analysis has shown redistributed traffic from Acland Street post closure is now re-directed via Blessington Street / Chaucer Street / Shakespeare Grove, particularly identified during northbound AM peak. This is cumulative



with the additional traffic causing delays at the intersection of Barkly Street/Carlisle Street and traffic in Chaucer and Blessington streets operating in excess of the upper limit for a street classified as local within the road network.

#### Shakespeare Grove Trial

- 4.6 At the 8 December 2016 Council Meeting, Council resolved to conduct a 12-month trial to maintain two-way access on Shakespeare Grove. The success of the trial is assessed on safety, tram delay and amenity on surrounding local streets.
- 4.7 Monitoring and feedback from drivers assessed as part of the Shakespeare Grove trial was unable to quantify any delays as a result of motorists conducting right hand turns into Shakespeare Grove.
- 4.8 Based on the analysis of collected traffic data, Council officers will:
  - 4.8.1 Apply to VicRoads to remodel signal phases of the traffic signals at the intersection of Barkly Street/Carlisle Street.
  - 4.8.2 Conduct community consultation on a one-way treatment of Shakespeare Grove (Traffic flow westbound towards St Kilda beach). This was originally proposed in initial plans for the Acland Street upgrade and is based on amenity impact to surrounding local streets.

### **5. CONSULTATION AND STAKEHOLDERS**

- 5.1 During 2015, a collaborative partnership model was developed between PTV, Yarra Trams and the City of Port Phillip.
- 5.2 PTV and Yarra Trams provided input into the project evaluation as did emergency services, and the Crime Statistics Agency.
- 5.3 Council officers from City Design, Transport Safety Engineering, Footpath Trading, Street & Beach Services, Building Maintenance Services, Sustainable Transport, Parks Services, Vibrant Villages and Economic Development contributed to this evaluation.
- 5.4 Extensive consultation was conducted on the project, the road closure and the design. Council's advocacy on behalf of the community and traders led to a better design outcome and additional investment from PTV in partnership with Council and Yarra Trams.

### **6. LEGAL AND RISK IMPLICATIONS**

- 6.1 There are no legal implications to Council noting the evaluation report.

### **7. FINANCIAL IMPACT**

- 7.1 The Acland Street project has been fully operationalised.



- 7.2 Council contributed \$1.275 million to PTV for project construction costs and funded \$200,000 for the activation program. In addition, Council incurred additional costs for street furniture, staff resources and external consultants.
- 7.3 Council funded all aspects of this evaluation, other than tram performance data produced by PTV and Yarra Trams, and information provided free of charge such as crime statistics.
- 7.4 This is the final deliverable for the Acland Street project. Any future works on the street will be conducted as business as usual or as new capital works projects.

## 8. ENVIRONMENTAL IMPACT

- 8.1 There are no environmental implications to Council noting the evaluation report.
- 8.2 A detailed assessment of the environmental impact of the project has not been conducted.

## 9. COMMUNITY IMPACT

- 9.1 The Acland Street project significantly changed a well-loved street in St Kilda and community interest was high throughout.
- 9.2 The Acland Street Upgrade is a successful example of an integrated place-based approach for the renewal of public transport infrastructure through collaboration between local government, state government, community and private enterprise.
- 9.3 The upgrade delivers a critical piece of the metropolitan tram infrastructure, offers new retail opportunities, refreshes the street and creates new public space while capturing the distinct historical and cultural values of the St Kilda area. The Acland Street project demonstrates best-practice urban design by integrating public realm improvements and transport infrastructure.
- 9.4 The project demonstrates how a successful partnership delivery model can deliver greater community benefits with each agency working to its strengths.

## 10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

The Acland Street project aligns with:

- 10.1 Direction 2 – We are connected and it's easy to move around.

Supporting the delivery of a new tram terminus in Acland Street is an example of *'2.1 An integrated transport network that connects people and places'*.

The design of the project puts people at the centre of design and is an example of *'2.3 Our streets are designed for people'*

- 10.2 Direction 4 – We are growing and keeping our character



The unique design of the street and plaza, building on history is an example of  
*'4.2 A City of diverse and distinctive neighbourhoods and places'*

10.3 Direction 5 – We thrive by harnessing creativity.

The activation program supported by Council demonstrates *'5.3 A City where arts, culture and creative expression is part of everyday life'*

## 11. IMPLEMENTATION STRATEGY

### 11.1 TIMELINE

11.1.1 This evaluation is the final deliverable for the Acland Street project. Any future works relating to the street will be conducted as business as usual or as part of a separate project.

### 11.2 COMMUNICATION

11.2.1 The evaluation report will be made available on Council's website, including an accessible version

## 12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

**TRIM FILE NO:** 66/23/01

**ATTACHMENTS** 1. Acland Street 12 Month Evaluation April 2018