



St Kilda Marina Stage Six Community Engagement Summary Report

July 2021



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Executive summary

The St Kilda Marina site has been under the one commercial lease agreement for the past 50 years. After four years of work to procure a new long-term lease for St Kilda Marina, the new lease will come into effect on 1 May 2022, following Victorian Government approval in December 2020. Through a competitive tender process, the new tenant, Australian Marina Development Corporation (AMDC), was awarded the new long-term lease (35 year lease plus the possibility of a 15 year further term) and will undertake a staged redevelopment of the marina, transforming it into a modern and inviting destination for both residents and visitors alike.

To ensure the full potential of the site is realised, Council committed to a multi-phase community engagement program which commenced in April 2018, working closely with the public at key stages of the project to understand and consider the values and aspirations of the community for the site and local area.

Multi-phase engagement approach

The site vision and objectives for the St Kilda Marina were developed through detailed site investigations and informed by a community engagement program undertaken in Stage Two of the project. The site vision and objectives articulate the place identity, social and cultural, economic, environmental, and financial outcomes supported by the community, stakeholders and Council. Community members either actively engaged in face-to face events or via the online survey. A total of 425 people participated in this phase of community engagement.

The St Kilda Marina Project Community Panel (Community Panel) was formed in Stage Three of the project and was a key part of Council's commitment to the community. Twenty-four community members and key stakeholders were recruited through an Expression of interest process. The Community Panel met six times and worked with Council officers and specialist technical advisors to explore options for the site and test them against the site vision and objectives. The broader community was asked to provide feedback on ideas being explored by the Community Panel via an online survey. A total of 368 people participated in this phase of community engagement. All feedback was considered in the establishment of design criteria for inclusion in the Site Brief. The Site Brief is a key document that was used to inform the market and guide interested parties to provide suitable proposals for a long-term lease arrangement. All proposals were assessed against the design criteria, which provided measurable parameters for delivering the site vision and objectives.

We are now in Stage Six of the St Kilda Marina Project – delivering the lease. We are working through the process to transition to the new lease on 1 May 2022. The concept design presented by AMDC is a response to the Site Brief and is a key part of the new long-term lease agreement.

From 7 June to 4 July 2021, we sought community feedback via *Have Your Say* on the look and functionality of elements of the concept design. Participants could choose which elements they wished to provide feedback on. There were eight different tiles people could click on and answer questions relevant to the area on the site. A total of 118 people participated generating 296 contributions.

Due to COVID-19 restrictions and subsequent lockdown, two planned community drop-in sessions were unable to go ahead. Instead, two Q and A sessions were held online on Sunday 20 June and Thursday 24 June 2021. The format was a presentation of where the project is at, an introduction to AMDC representatives, a fly-through of the concept design and a Panel of experts including Council officer's and representatives from AMDC who were available to answer questions from the community.

The consultation was promoted to our community via Council's website and *Have Your Say*, the St Kilda Marina interested parties database, a letterbox drop to over 1000 properties neighbouring and surrounding the marina, corflute signage at 15 different locations in and around the marina, signage on rubbish bins in Ormond Road, Elwood, Acland Street, St Kilda and along the foreshore, Divercity online as well as through social media and various stakeholder databases and community newsletters.

Feedback on the concept design will be reviewed by Council and considered by AMDC to assist them on finalising their detailed design which will be submitted to Council for landlord approval prior to the planning approval process.

Summary of Engagement Findings

We used a range of communication and promotional channels both online and offline to promote this community engagement to our community and beyond. There were over 1400 visitors to the St Kilda Marina page on *Have Your Say*. A total of 118 people participated in the engagement, generating 296 contributions.

Survey questions were split into eight different elements on the marina site. These elements included; St Kilda Marina asking people to share their ideas on how we can enhance their experience, Civic heart and carpark activation, Bay Trail, Marine Parade Promenade and Marina Reserve, Main entry and service station, Open space and public realm, Public boat ramp and berthing areas and Members area and transition to new lease. Community members could self-select and respond to the areas that interested them.

There were a number of themes that emerged across several different elements on the site.

Improved landscaping and vegetation

This theme emerged in the areas of what people would like to see to enhance their experience at the marina, the Civic Heart, Marine Parade Promenade and Marina Reserve and in Open space and public realm. There were over 80 comments on improving landscaping, having more greenery, trees, planting and using native vegetation.

Public art / community art

There were almost 70 comments from respondents wanting to see public art and community art or mural. There was a considerable number of comments with people wanting to see public art both at the Civic Heart and the newly opened area of the marina and Beacon Park. Of the nearly 70 comments on this theme, 19 responses related to having community art or mural to improve the appearance of the substation at the main entrance to the marina. As a further extension of this, there were over 20 comments suggesting an art trail or art walks on the site.

Paths

There were 65 responses on paths across several elements of the site. These elements included enhancing people's experience of the marina, Civic heart and carpark activation, Marine Parade Promenade and Marina Reserve, Bay Trail, Main entry and service station, Public boat ramp and berthing areas. Comments on paths ranged from the need to separate walking paths between walkers, cyclists and cars to increasing paths, creating meandering walking paths and paths that connect to the water.

Views

Having areas across the marina with views that people can enjoy was seen as being important to enhance the community's experience of the marina in particular having picnic areas and viewing facilities along

Marine Parade Promenade and scenic viewpoints and platforms at the new open space at Beacon Park. There were over 50 responses on views.

Seating

There were almost 50 comments on improving and increasing seating at the marina. In addition to these comments, there were a further 22 comments on the need for resting stops along the Bay Trail and 21 comments on having areas for quiet contemplation along Marine Parade Promenade and its connection to Marina Reserve. Respondents suggested seating in the open space near Beacon Park and there were some general comments on having outdoor seating facing the water.

Shade

There were almost 30 comments on the need for more shade areas at the marina. Some of these included shade structures and having more trees that could provide shade.

Activities and programmed events

Respondents also supported the use of the site, particularly the Civic Heart and carpark for community markets (32 responses) and programmed events such as live music (28 responses), festivals (27 responses) and organised classes/program (25 responses).

Introduction

After four years of work to procure a new long-term lease for St Kilda Marina, the City of Port Phillip is excited that, following approval by the Victorian Government in December 2020, the new lease will come into effect on 1 May 2022. The new tenant, Australian Marina Development Corporation (AMDC), will undertake a staged redevelopment of the marina, transforming it into a modern and inviting destination for both residents and visitors alike.

To ensure the full potential of the site is realised, Council committed to a multi-phase community engagement program, working closely with the public at key stages of the project to understand and consider the values and aspirations of the community for the site and local area. The feedback received from the first stage of engagement was used to form the marina Site Vision and Objectives. This work guided the development and assessment of options for the site undertaken by a community panel who worked with Council officers and technical experts. This second and comprehensive stage of engagement resulted in the St Kilda Marina Site Brief.

The Site Brief sets out the Vision and Objectives for the site and the design criteria that enables the objectives to be delivered. The Site Brief was a key document that the proponents were required to address as part of the year-long competitive tender process for the new lease.

The concept design presented for this stage of community engagement, is AMDC's response to the design criteria and is included in the new long-term lease. This design was previously presented to the community as part of the public consultation process about the proposed new lease key terms undertaken prior to seeking State Government approval for the lease and its execution.

The lease, worth around \$160 million over a 35 year plus 15 year term, envisions the marina as a place for all to enjoy by removing most of the fencing, significantly increasing open space and enabling access to the full length of the peninsula and the glorious views. It provides progressive boat storage and launch and retrieval options, an inviting retail/food and beverage strip, and supporting improved movement across the site by reducing conflict points between pedestrians, cyclists and vehicles. The design also features a Civic

Heart and redesigned carparking as flexible spaces which can be activated in quieter times for a range of community events and activities, such as festivals, markets, informal sports and recreation activities.

Council has confidence that the vision for the site will be delivered through the new lease with AMDC - 'a special place on the foreshore for everyone, that welcomes a diversity of sustainable uses, anchored by a working marina'.

The approved concept design for the site will be further developed into a detailed design that will be submitted for planning approval.

Purpose of this report

The purpose of this report is to provide a summary of the engagement process and feedback received through this Stage Six community engagement process. The feedback received will be reviewed and considered by Council and AMDC to assist AMDC in finalising their detailed design ensuring the marina reaches its full potential and is loved by the community.

Purpose of this engagement

The purpose of this phase of engagement was to present in detail the concept design for St Kilda Marina included in the new long-term lease awarded to AMDC (previously made public as part of the consultation process about the new lease key terms), and seek feedback on the different elements of the design, features and how the community would like to use the different spaces on the site. This engagement program is delivering on Council's commitment to consult with the community as part of the detailed design process and invite community feedback.

Communications

We communicated with our community about this community engagement using a range of online and offline channels.

A project page was set up on *Have Your Say* with information about the AMDC concept design and an explanation of each area of the site we were asking the community to provide feedback on. Each area had their own set of questions and community members were able to self nominate which areas they wanted to provide feedback on. Also on the project page was a fly-through video of the concept design, a timeline of the process, FAQs and key documents relating to the project which were made available for downloading.

Information was made available on Council's homepage on the website linking to the *Have Your Say* Page.

Information about the consultation and opportunities to be involved were promoted in a number of ways. Properties within a 1km radius of the marina, approximately 1,000 properties, were letterbox dropped with a postcard informing about the consultation, a link and QR code to go directly to the *Have Your Say* page. Promotion also took place via Council's social media channels (Facebook, Instagram, LinkedIn), local community Facebook pages, Divercity online, through various Council and community e-newsletters and Council's St Kilda Marina database of interested parties who received three separate emails informing them at the start of the consultation, information about the two online Q and A sessions and a reminder email six days before the closing of the consultation. Information about upcoming online Q and A sessions were also included in social media posts, corflute signage and rubbish bin poster displays to encourage people to participate.

To promote the consultation to a wider audience, social media advertisements were posted throughout the consultation period on Facebook and Instagram, targeting the Port Phillip and surrounding area.

Corflute signage with QR codes advertising the engagement were displayed in 15 different locations at the marina, Peanut Farm Reserve, Point Ormond along the foreshore, St Kilda Life Saving Club and St Kilda Pier. Due to COVID-19 restrictions at the time of the consultation, our usual promotion via cafes, restaurants and other businesses frequented by people had to be put on hold. Instead, posters were displayed on Council owned rubbish bins in Ormond Road, Elwood, Acland Street, St Kilda and along the foreshore.

Limitations

Limitations to the community engagement process include:

- Consultative engagement provides only a high-level snapshot of community sentiment and does not reflect any deeper deliberation of issues and challenges.
- Contributions to this engagement program do not constitute a representative snapshot of our community as people have self-selected to participate.
- Community could self-select the areas they were interested in providing feedback on therefore didn't answer all questions asked. This includes the demographic questions making it challenging to cross tabulate data to understand people's connection to the marina and the broader Port Phillip area.

Engagement approach

How we engaged

The following table provides a summary of the activities and tools used to reach the community and seek input and feedback.

Table 1 Engagement reach

Channel	Reach / Participants
Advertising	
Corflutes and posters	25 spread across the St Kilda Marina, Acland Street, Ormond Road and the foreshore
Emails to Have Your Say subscribers / other CoPP newsletters	Approximately 5,300
Postcards to properties	Approximately 700
E-blast sent to interested parties	334 recipients
Diversity online	Approximately 4,500
Council's social media – Facebook, Instagram, LinkedIn	51,524 cumulative total reach
Online questions and answer sessions (x2)	Attended by 72 community members
Email to AMDC registered marina boat owners database	132 recipients
Fly-through video	450 views
Responses	
Online responses via Have Your Say	1,413 visitors to the page (unique users to the site) 118 contributors 296 contributions 3,687 views (the number of times a user views a page on the site)
Independent responses Written emails, phone calls and social media comments	6 emails, 5 phone calls and 16 social media comments

Who we engaged

A number of demographic questions were included as part of the questions asking people to share their ideas on how we can enhance your experience at the St Kilda Marina. As these questions weren't mandatory not everyone who completed questions on their nominated areas, provided responses to the demographic questions.

The following provides a brief snapshot of the 68 respondents who engaged with these questions. Detailed demographic data is provided as Appendix A to this report.

- Almost four in ten respondents (39%) were aged between 35 to 49 years.
- Over half of the respondents identified as a man (54%), with 42 per cent identifying as a woman.
- Most respondents identified themselves as Port Phillip residents (57) with 31 identifying as a ratepayer.
- Forty-three per cent of respondents live in St Kilda, with 25 per cent living in Elwood.
- Most respondents identified with the marina site as a local resident (58), followed by a Bay Trail user (25) and a user of the spaces next to the marina (21).

Engagement findings

Survey results

Survey questions were split into eight different areas on the marina site. These elements included; the St Kilda Marina broadly, asking people to share their ideas on how we can enhance their experience, Civic Heart and carpark activation, Bay Trail, Marine Parade Promenade and Marina Reserve, Main entry and service station, Open space and public realm, Public boat ramp and berthing areas and Members area and transition to new lease. Community members could self-select and respond to the areas that interested them. A total of 118 people participated in this engagement, generating 296 contributions.

St Kilda Marina

What features do you think will make the site more family friendly and enhance your experience at the St Kilda Marina?

Fifty-one survey respondents participated in this question to share what features they thought will make the marina site more family friendly or would enhance your experience at the St Kilda Marina.

[Paths \(15 comments\)](#)

Several respondents mentioned varying comments about paths to enhance their experience at the marina. Six comments were around the separation of walking paths between walkers, cyclists and cars. There were five comments about meandering walking paths, walkways, nice walking paths and spaces to walk. Three respondents mentioned connecting walking paths to the sea or along the water. Two people mentioned having wider paths and one mentioned having well-lit paths.

“Safe footpaths separate to bike paths.”

“Connecting the walking path along the water.”

[More greenery/plantings \(13 comments\)](#)

Several respondents mentioned varying comments about making the site greener with plantings and grassed areas as well as having more trees and native vegetation. Seven comments were specific around more greenery and grass areas. There were four comments on respondents wanting more trees and three comments on having climate adaptive indigenous vegetation.

“More soft landscaping with coastal native plants.”

“Heaps of trees, grass and vegetation.”

[Views \(3 comments\)](#)

Three respondents mentioned views as being an important feature. This included comments about enjoying the views and also having uninterrupted views of the bay.

Seating (3 comments)

Three respondents would like to see more outdoor seating especially more seating facing the water.

Shade (3 comments)

Three respondents indicated they would like to see more shaded areas with one suggesting more shade provided by trees.

Dogs (3 comments)

Three respondents felt that dogs should be considered with two comments suggesting a dog off-lead area that is clearly marked.

Some other individual suggestions included:

- consider including "wind breaks" at different angles to the shore line to improve the usability of the area during windy days
- more features at the marina that allow easy transfer into private and commercial boats for visitors with disabilities
- a world class tourist precinct to replicate the heritage of St Kilda
- incorporation of indigenous artwork
- creating a sense of place
- removing the swing moorings closest to shore to allow more room for kite surfing and dinghy sailing
- turn the marina into an urban surf venue
- cleanliness in the water and on land
- upgrade the picnic tables
- bubble water fountains that have dog bowls underneath
- outdoor showers
- stand up paddleboard storage.

Civic Heart and carpark activation

What types of activities and facilities would you like to see in the Civic Heart throughout the year?

Survey respondents were asked what types of activities they would like to see in the Civic Heart throughout the year. There were 42 contributions to this element of the site. Respondents could choose as many options as they liked.

The highest number of responses was for public art (30 responses), followed by live music (28), festivals (27) and organised classes and programs (25). There were also eight respondents who indicated "other" responses. Some of those comments included:

- mother's group/early childhood activities to make use of the space during the weekdays
- Yaluk-ut Weelam Ngargee
- no festivals
- caravan park/camping style accommodation to relieve the pressure off our parkland by young travellers and the homeless

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- winter night market and an ice-skating rink. Open air cinema in summer, with dinner packages and bean bags. It would be nice to have a farmer’s market here to maybe once a month
- platform for community groups to perform/promote/advocate
- spaces for community activities particularly for the young and disadvantaged
- markets/ food truck events/ temporary fun park
- more 'shade' for events. Plant some trees that provide a canopy that will provide shade for visitors
- landscaping looks like small trees/shrubs/grasses
- provide decent public toilet/changeroom facilities that will be constantly maintained/clean & safe.

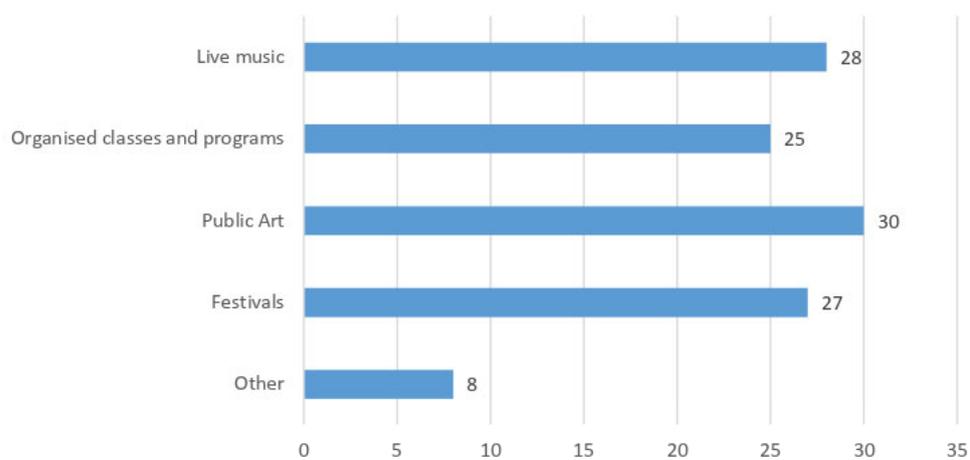


Figure 1: What types of activities and facilities would you like to see in the Civic Heart throughout the year? – Number of responses

We’d like to include a more cohesive integration between the marina and Moran Reserve. What ideas do you have to create this, enabling a better flow between the spaces and encouraging people to go back and forth?

The highest numbers of responses were for improving landscaping (35), followed by increase pathways (29), and 16 responses each for activating the carpark frontage near Moran Reserve and having dog friendly food and beverage offerings at the marina. Seven people mentioned “other” responses including:

- two people mentioned deactivating, reducing or removing the carpark
- rip up the bitumen and put in a wetland for bird habitat and to filter out toxic run-off
- remove fencing, use landscaped pathways, sufficient lighting at night, signage with arrows pointing to places of interest
- sky dive viewing deck/seating
- less cars, more cyclists and pedestrians
- create genuine wildlife habitat
- There were four comments relating to plantings and vegetation including:
 - more St Kilda palm trees
 - much greater density of planting coastal natives needs to take place
 - keep the fig trees currently planted in the carpark
 - vegetation needs to include tall shade producing trees.

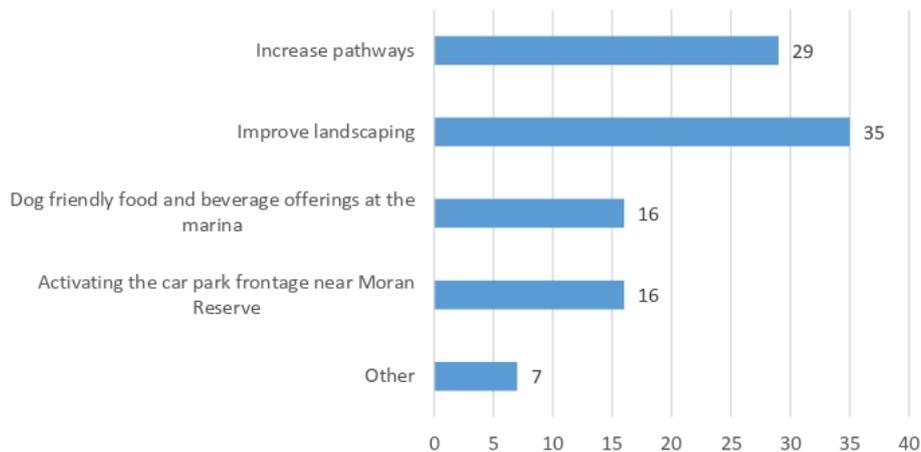


Figure 2: What ideas do you have to create this, enabling a better flow between the spaces and encouraging people to go back and forth? – Number of responses

What activities would you like to see as part of the off-peak carpark activation?

The highest number of responses were for community markets (32), followed by music events and festivals (20), movies (18), ice-skating and roller skating (16) and basketball (11). Five people mentioned “other” however two of these responses were already options identified in the responses to this question. The remaining three suggestions were:

“Events should be small scale community based, and not commercial.”

“Monthly car boot market/suitcase market to encourage selling/recycling unwanted items.”

“Nature walk.”

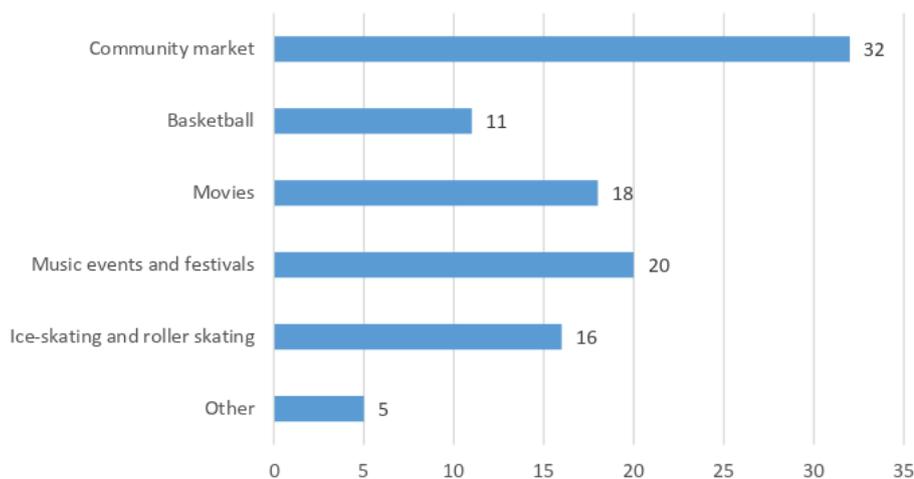


Figure 3: What activities would you like to see as part of the off-peak carpark activation? - Number of responses

Use of the carpark including fees is managed by the St Kilda Marina lease holder. How would you prefer the parking fees be structured?

Of the 37 responses, sixty-five per cent of respondents preferred an hourly rate for carpark fees, 16 per cent indicated a one-off daily rate followed by 8 per cent who indicated an annual pass with access to restricted members area.

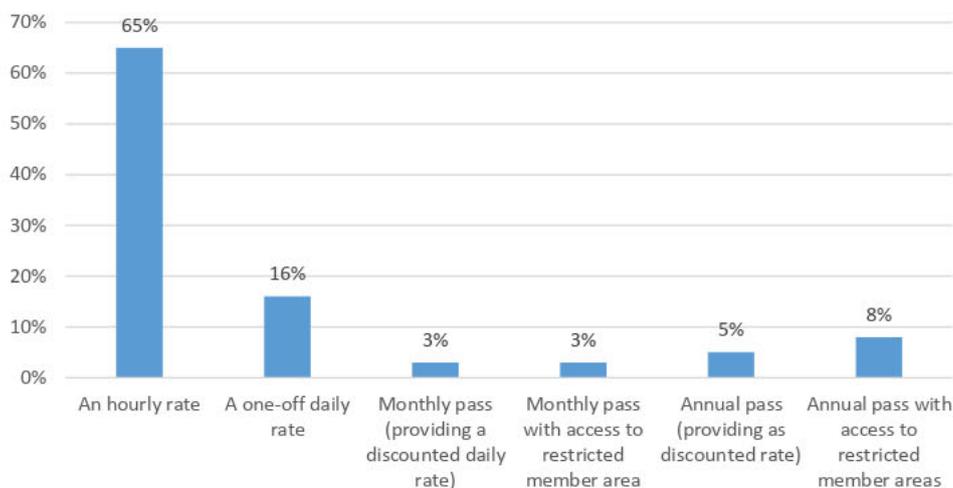


Figure 4: How would you prefer the parking fees be structured? – Percentage of responses

Bay Trail

Thirty-nine contributions were made to the questions on the Bay Trail.

Do you use the Bay Trail?

Of those that responded, 97 per cent do use the Bay Trail, while three per cent do not.

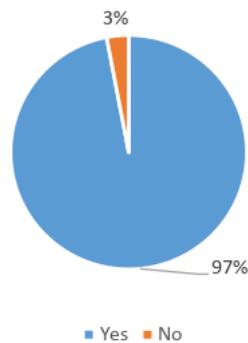


Figure 5: Do you use the Bay Trail? – Percentage of responses

If so, how?

Of the 97 per cent of people who indicated they use the Bay Trail, there was a follow up question asking how they use they use it.

There were 28 responses for both pleasure cycling and walking followed by running (14 responses), commuting by bike (9) and other.

Of these people that selected “other”, two people mentioned dog walking, one person mentioned rollerblading and scooting and another person mentioned using their mobility scooter.

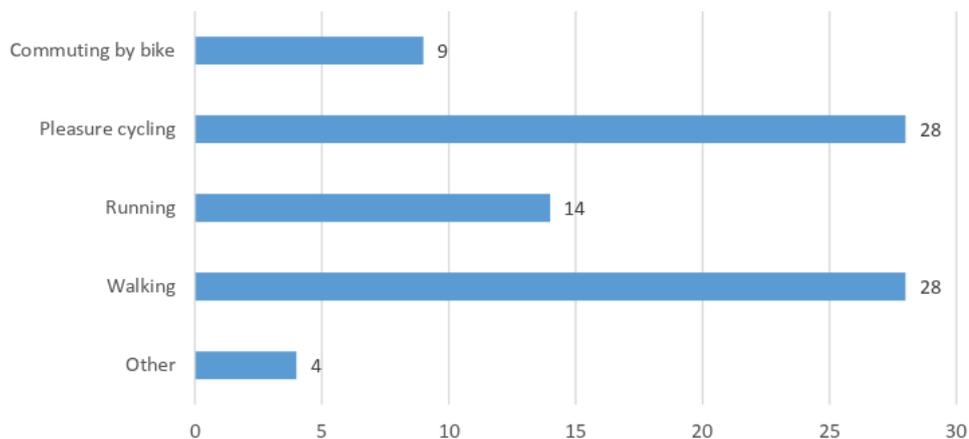


Figure 6: How do you use the Bay Trail? – Number of responses

What kind of facilities and features would you like to see along the Bay Trail to enhance your experience?

Everyone was asked what kind of facilities and features they would like to see along the Bay Trail to enhance their experience. People would most like to see water stations (25 responses) and resting stops for bike riders, walkers and skaters (22 responses). This was closely followed by a history trail (19), more

seating (17) and an art trail (15). There were six responses for bike share stations and there were nine respondents that indicated “other”.

Of those respondents who said “other”, four people mentioned better separation between cyclists, pedestrians and cars. A few comments were more specific requesting better separation between Donovans and St Kilda Pier, from restaurants through to Elwood, where cars enter the service station and bikes reach the footpath at Marine Parade.

Other comments included:

- Aboriginal history
- pleasure cycling over bridge at Marina entrance from the bay
- better lighting
- a quick, direct route. The proposed alignment should go straight through the existing vegetation area on the edge of Moran Reserve instead of diverting unnecessarily back to Beach Road
- more shade trees
- less carparking and have the trail run to the Bay further north
- clean, well-maintained public toilets.

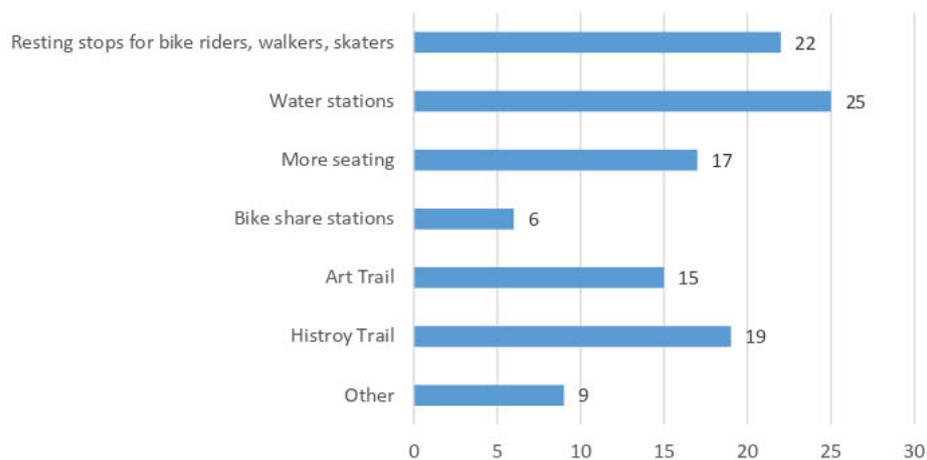


Figure 7: What kind of facilities and features would you like to see along the Bay Trail to enhance your experience? – Number of responses

Marine Parade Promenade and Marina Reserve

As part of the changes to the Marine Parade Promenade, what would you like to see in this area?

Survey respondents were asked what they would like to see as part of the new changes to Marine Parade Promenade. Thirty-eight people contributed to these questions.

The highest number of responses were for more direct interaction with the harbour/extensions for non-boaters to the water with 27 responses. This was followed by picnic areas and viewing facilities (24 responses), a kiosk servicing Marina Reserve (23) and quiet contemplation space (21). Activities and games such as chess or bocce received 11 and 10 responses respectively. There were also 11 respondents who indicated “other” responses. Some of those individual comments included:

- the bridge
- scooter and bike hire spare parts for skate park users. tourist info. hats. drinks
- permanent ramp to the water's edge for wheelchairs, walking frames and prams
- Indigenous art shop
- historical interpretive signage/ and artwork that recognises the original owners of the land/a representation of how this foreshore was pre-colonisation
- perhaps the naming of particular Marina features such as walkways or particular spots. I think that one walkway or spot could be named after Carlo Catani, whom it would appear as responsible first gazetting of the St. Kilda Marina in 1895 when he was Engineer-in-Chief of the Public Works Department of Victoria.
- a cafe with indoor seating not a kiosk
- dog friendly facilities like poo bags available, water stations, a dog off lead area (two responses)
- pop-up performances
- enclosed swimming area off the marina for public sunbathing and swimming in safe environment for children and adults.

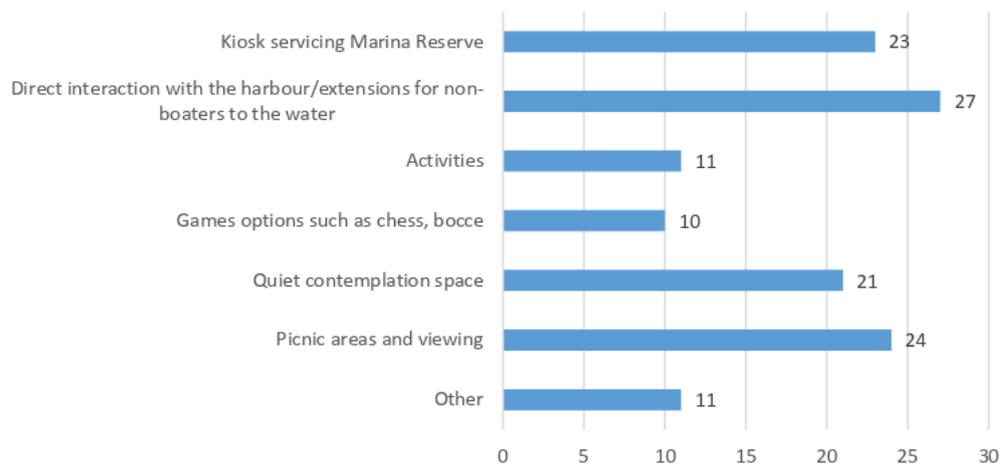


Figure 8: As part of the changes to the Marine Parade Promenade, what would you like to see in this area? – Number of responses

Removing fencing between the marina and Marina Reserve allows for the two spaces to better integrate. What ideas do you have to create a better flow between the spaces encouraging people to go back and forth?

Paths (11 comments)

Several respondents had ideas about improving paths to create a better flow between the marina and Marina Reserve. A couple of people suggested having more of a boardwalk type of path, other suggestions were for wider paths and flowing paths.

“Maybe widening it to allow for a good flow of pedestrians, plus enough space for people to linger.”

“Enhance existing footpath connecting the boardwalk section of the trail to the Marina Reserve.”

“Paths that meander through the areas.”

Seating (5 comments)

Seating areas between the two spaces were seen to be important to some respondents. Some made general comments simply saying “outdoor seating” or “seating”. One person expanded on this suggesting seating for quiet contemplation.

“Providing contemplation seating and viewing spaces to connect the reserve and the marina. If Marina Promenade is for eating and walking, then this space can be utilised for seating and more quiet contemplation.”

Landscaping (5 comments)

A small number of respondents mentioned creating a landscaped connection between the two areas would create better flow. There were a couple of general comments such as “landscaping” or “landscaped vegetation” while other comments were expanded on, including:

“Make sure both spaces look similar and both are landscaped.”

“Create a landscape connection by planting species that are similar across both sites.”

“Landscaping that ties the two together.”

Two respondents mentioned shaded areas would create better flow between the two areas. Two respondents also mention the need for protection and security for boats in the marina. Another two respondents mentioned public art and two others suggested a bridge to the Beacon.

There were also a number of other comments including:

- water stations
- good value food and drink in a casual environment
- easy access to the water
- bbq/picnic areas
- an old marine boat/ship/submarine that kids can climb and play on.

Main entry and service station

What would you like to see at the main entry into the marina?

Survey respondents were asked what they would like to see at the main entry into the marina.

The majority of responses indicated having a separation zone for pedestrians, bike riders and cars was something they wanted to see at the main entry into the marina with 32 responses. This was followed by welcome signage (14 responses), designated waiting bays for harbour users (9) and digital way finding (6). Six “other” comments were mentioned and individual responses included:

- high speed off-road bike lane
- replacement of the original iconic zigzag service station roofing, that was once an integral design feature that is now incorporated into the City of Port Phillip logo
- a bridge should be provided such that pedestrians and bike riders do no conflict with boat movements
- reduce car use to provide a nicer space for pedestrians and cyclists
- reduce the number of carparks
- play down the service station, it’s a big ugly place
- native trees, shrubs and flowers.

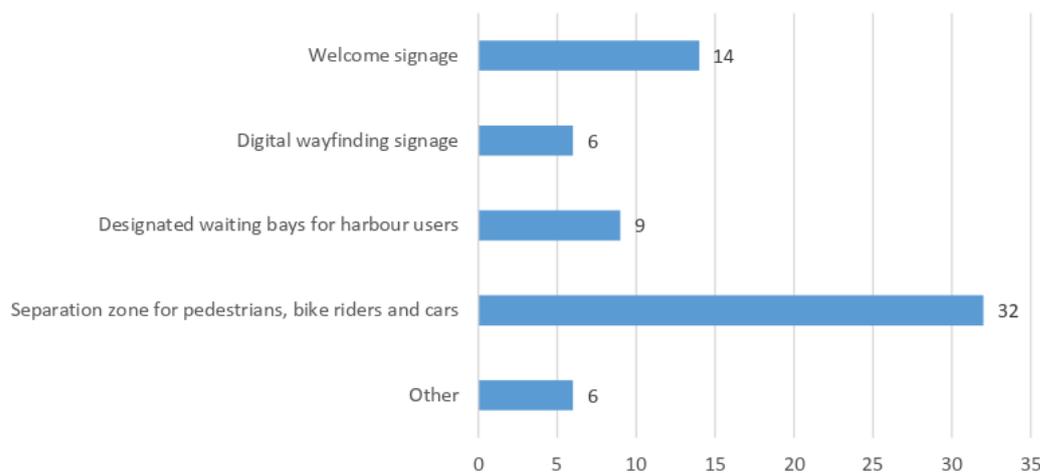


Figure 9: What would you like to see at the main entry into the marina? – Number of responses

It’s important that the marina is open and inviting from all angles and entry points. What suggestions do you have to make the marina more visible and inviting when approaching from the south side where the service station is?

[Signage \(7 comments\)](#)

There were seven comments made about signage with three comments indicating that what is needed is “clear signage”. Other suggestions around signage included digital wayfinding, iconic welcome signage, signage to advertise events or activities and digital weather signage.

“To make the marina more visible it will have to be an iconic welcome signage.”

“It's the perfect place to 'clearly' advertise upcoming events/activities.”

Service station (5 comments)

Five respondents mentioned the service station but these responses were a mix of both positive and negative comments about the service station. Two people suggested keeping the service station as there were not any others nearby and another suggestion to keep it was due to it being a “functional assets” bringing people to the area. This idea was further expanded on suggesting the service station helps keep the area activated and safer at night.

Two respondents suggested removing the service station altogether. One of these respondents explained that it creates conflict with the pedestrian and bike path and vehicles.

The final suggestion with regard to the service station is they would like to see the footprint reduced as there are “too many pumps” and to also reduce the service station signage.

Separation of paths between cyclists, pedestrians and cars (4 comments)

A small number of people mentioned the need to separate paths between cyclists, pedestrians and cars as there is currently a conflict. A couple of the comments expanded on this idea with looking at how cars access the service station, potentially looking at movement options around the back of the petrol station and having a long and separated lane at the entry to minimise the effect on traffic and sharing the space with the differing modes of transport.

“The path around the service station is a good idea to keep traffic separated.”

“Pedestrian and cycling priority should be preferenced. I have experienced difficulties crossing the entrance and exit to the petrol station with the wide crossing areas and high numbers of vehicles. Might need to look at alternatives to how cars currently access the petrol station. There is room round the back of the petrol station for other movement options.”

There were also a range of other comments including:

- incredible art that is unique like the National Gallery of Victoria
- open lines of sight
- more trees, landscaping, education centre about the bay and the environment
- more space for females, the skate park in a prime location is predominantly used by males
- it might be possible to have boat ramp users enter the precinct before the service station by going around behind it (west side) thus avoiding the Dickens St intersection
- opportunity to continue the footpath along the shore and bridge over the boat entry point
- wide open entry and boardwalks
- formal entrance
- use of professional 'night lighting' to illuminate the whole marina at night so it looks inviting
- nice cool sheltered shady looking areas.

We’re considering new opportunities to enhance the service station, what would you like to see here including at the rear of the site near Moran Reserve?

There were 20 responses equally for a bike repair station and bike stands. This was followed by 17 responses suggesting a café. Eight people mentioned “other” responses including:

- art exhibition centre
- electric vehicle charging station
- public recreation space as an extension of the existing reserve
- sports field , half court basketball, half court tennis with a brick wall, rollerblading
- take home meals
- affordable lockers for small crafts like kayaks or paddle boards
- car wash
- mini museum of the area and the iconic site.

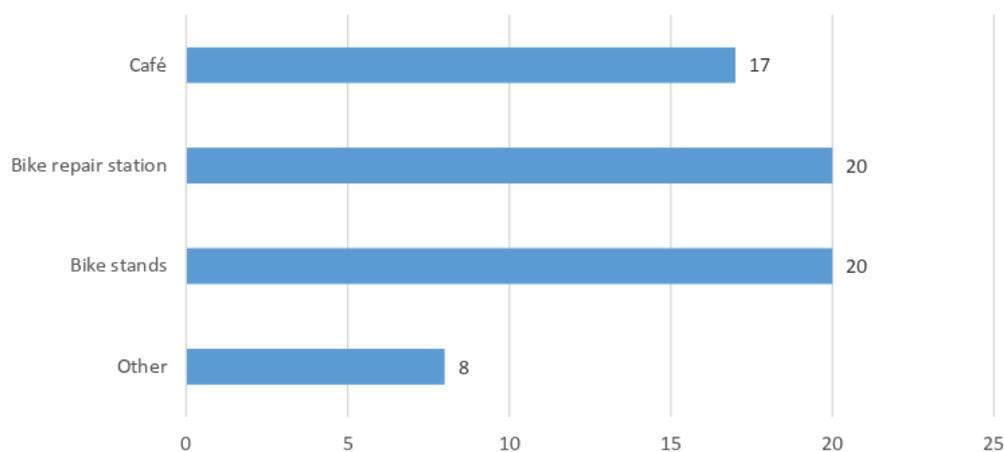


Figure 10: We’re considering new opportunities to enhance the service station, what would you like to see here including at the rear of the site near Moran Reserve? – Number of responses

Located near the entrance of the marina is a substation owned by the electrical authority. We are planning to enhance the look of the substation to more align with the look and feel of the new marina site. How would you like to see the appearance of the substation improved?

The majority of respondents would like to see community art/mural (19 responses). There were six responses each for a digital billboard/events billboard and a digital projection of images. There were eight “other” responses including:

- green screening
- no advertising
- modern clean-line screening and landscaping
- local artists creation "sea"-themed
- revolving digital art project
- green facade or wall

- turn it into an educational power station with live information about energy generation and use on the site
- recycled timber casing like the substation at St Kilda Junction.

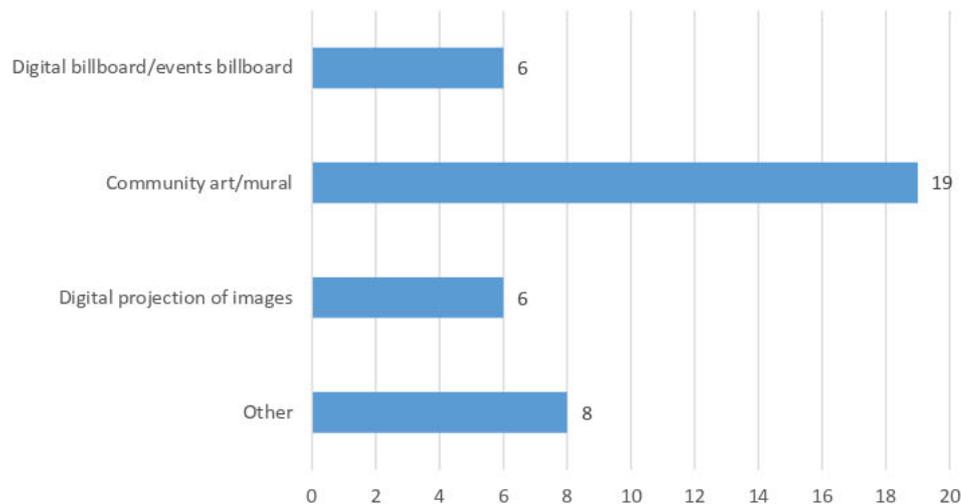


Figure 11: How would you like to see the appearance of the substation improved? – Number of responses

Open space and public realm

What would encourage you to visit this newly opened area of the marina and Beacon Park?

There was a range of ideas that respondents suggested would encourage them to visit the newly opened area of the marina and Beacon Park. The most popular being landscaping and vegetation (28 responses) followed by scenic viewpoints and platforms (25), seating (23) and shade structures (22). Fairly evenly spread were markets (19 responses), pop-up food vans (18) and public art (18). There were thirteen responses for art walks and facilities for boating, swimming, sports clubs. There were nine responses for open air studios and options to access the water using smaller watercraft. These were followed by other events (6), outdoor artist studio spaces (5) and Coast Guard events (4).

There were 11 respondents that gave “other” comments. Individual responses included:

- history trail
- the bridge
- accessible beach and facilities
- trees that give shade
- table tennis tables
- functional and vast children’s area
- an undercover area which is sheltered by the wind and people can set up wind trainers to ride stationary
- areas to picnic and watch the sunset
- two people mentioned café or restaurant

- community gardens and beach clean ups
- beach orientated play park for kids
- a pleasant place to walk
- 'quality' landscaping & grass areas like Catani Gardens and try to match/surpass the same quality standard.

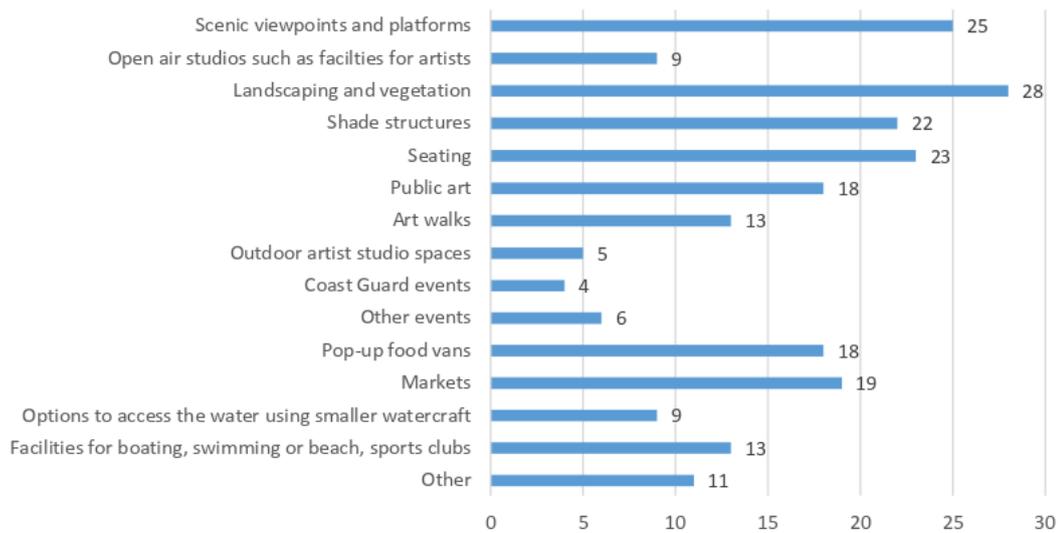


Figure 12: What would encourage you to visit this newly opened area of the marina and Beacon Park? – Number of responses

As part of the redevelopment, new public toilet facilities will be built on the marina site. What other types of facilities would you like to see included?

Most people would like to see water stations (24 responses), followed by a parents room (20) and public showers (16) and change rooms (15). Respondents also suggested end-of-trip bike facilities (13) and picnic wash down facilities (12).

There were four respondents that mentioned other comments. Three of these comments were about having accessible facilities for people with a disability including one that mentioned a changing places facility and wheelchair buggy access to the beach. There was one respondent who mentioned a marine life education centre.

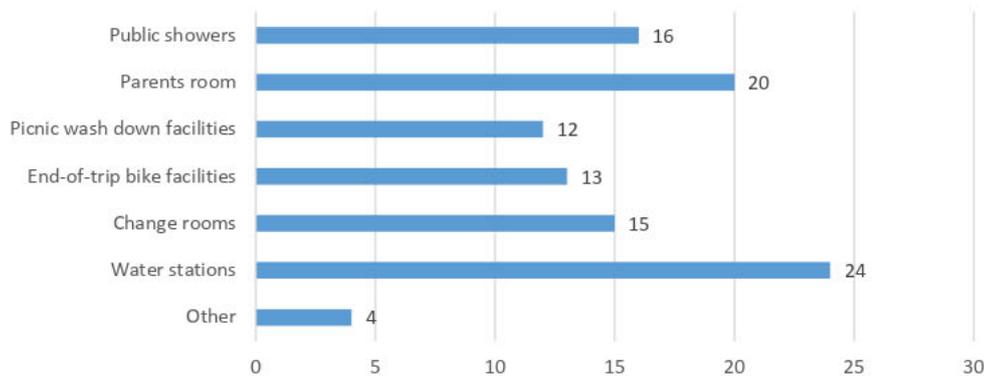


Figure 13: What other types of facilities would you like to see included? – Number of responses

In partnership with City of Port Phillip, AMDC will make available a facility for up to 100 people and additional other hireable smaller spaces for use by community groups. Would you be interested in using a space like this?

Of the 33 respondents who answered this question, 36 per cent said they would use a hireable space for use by community groups. Twenty-one per cent said they wouldn't use it and 43 per cent were not sure.

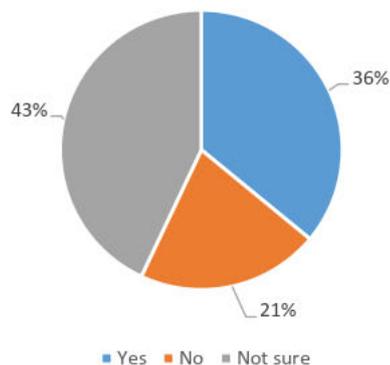


Figure 14: Would you be interested in using a space like this? – Percentage of responses

If yes, how would you use these spaces?

Of the 36 per cent who indicated they would use these spaces, respondents were asked how they would use them. Three respondents mentioned using them for family functions and celebrations. Three respondents indicated they would use the space for community group meetings or gatherings, with one community group requesting to use the space as a "home-base". One of these respondents also thought

that community use of these spaces be prioritised over private events. The remaining responses were individual responses and included:

- music
- sport
- dance studio
- community art class
- community activities for schools
- promotional launches - fashion, food, product
- corporate events like strategy days.

Public boat ramp and berthing areas

There were 23 respondents who answered questions about the public boat ramp and berthing areas.

How would you rate your experience in using the boat ramp currently?

Thirty-six per cent of respondents rated their current experience in using the boat ramp as either very good or good, twenty-seven per cent rated their experience as poor with no one responding very poor. Thirty-seven per cent of respondents indicated neutral in response to this question.

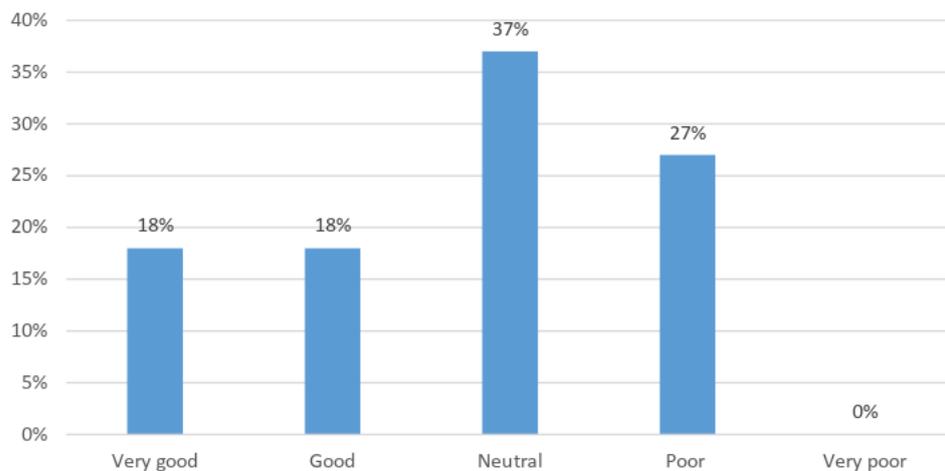


Figure 15: How would you rate your experience in using the boat ramp currently? – Percentage of responses

Why do you say that?

There were a number of positive and negative responses in relation to people’s experience in using the boat ramp.

Access (7 comments)

There were five respondents who thought access was easy with two respondents mentioning easy access to parking as well.

“Easy access and not too busy.”

“Easy access and parking.”

Two respondents felt that access was restrictive in busy periods in peak season.

Trailer sailors (4 comments)

There were four respondents who indicated that it was difficult for trailer sailors to rig, launch and retrieve especially at busier times when it was felt there's an expectation to do this quickly. It takes more time than other vessels.

“Trailer sailors require generally time and space to unpack, launch, retrieve, repack than either jetski or power boat.”

“Currently we find launching a sail-boat from a trailer can have complications where a) busy summer pressure to launch and retrieve quickly compared with motorised boats that can "drive on, drive off" their trailers. b) Trailer sailor boats need to launch and tie up on a pontoon as the launch/retrieval process the boat is unmanned.”

Interactions with cyclists and pedestrians (2 comments)

Two respondents have experienced many interactions with cyclists and pedestrians creating a risky environment. This is the result of public access to both walking and cycling across the bottom and top of the ramp. One respondent indicated they've experienced people walking and cycling behind boats reversing creating safety concerns for all involved.

There were also a range of other comments. Some include:

- no boat wash facility.
- no jetty or pontoon immediately adjacent to ramps. A pontoon around an unguarded concrete corner (east side of current ramp) or several boat lengths away from the ramp (west side) is of little use when launching a medium to large boat by myself.
- the new design will have boats launching directly into wet berth boats - this will make for great viewing and you-tube uploads.
- the requirement of multiple payments when launching/retrieving is a pain.
- there are three of them and only one is used by all and sundry including trailer-sailors, jet ski, power boats.

How can we improve your experience in using the boat ramp in the future?

Respondents were asked how we can improve their experience in using the boat ramp in the future. Results were mixed with most identifying a boat wash down facility (11 responses), designated parking bay for trailer sailors (10) and equally with eight responses stating requirements for launching from the pontoon and line-marking to assist with direction. Seven respondents indicated drop-off and pick-up points, followed by designated area for fish cleaning (six responses) and equally with two responses mirror to assist and assistance with the rigging process.

There were five “other” responses to this question. These comments included:

- policed time limits on pontoon berthing
- jet ski berthing often takes up too much space to enable larger boats to berth. Perhaps a dedicated area or 5 minute berthing only
- Anchor point on pier for a portable hoist to transfer wheelchair users into boats that have been launched

- there needs to be a pontoon or jetty alongside the ramp for solo launching, and particularly retrieving of boats which are not driven onto their trailer.

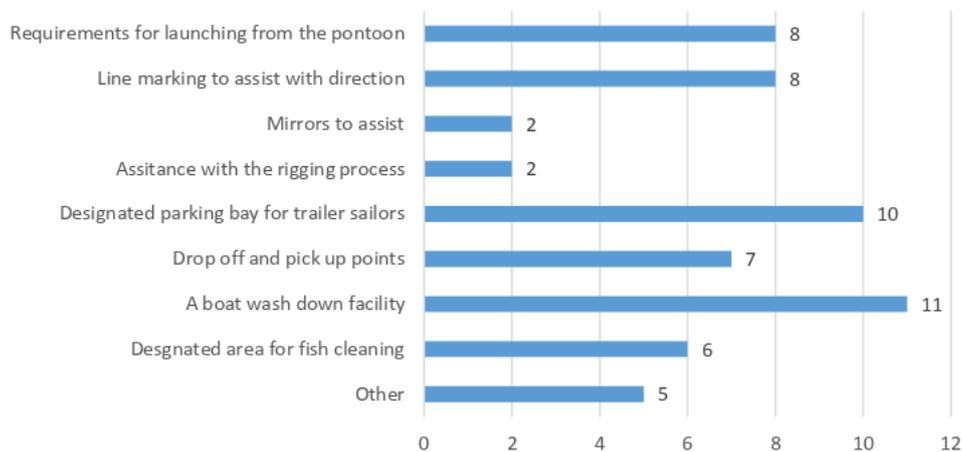


Figure 16: How can we improve your experience in using the boat ramp in the future? – Number of responses

Would you use the new public berthing area?

When asked whether respondents would use the new public berthing area, 68 per cent indicated yes, 14 per cent answered no and 18 per cent weren't sure.

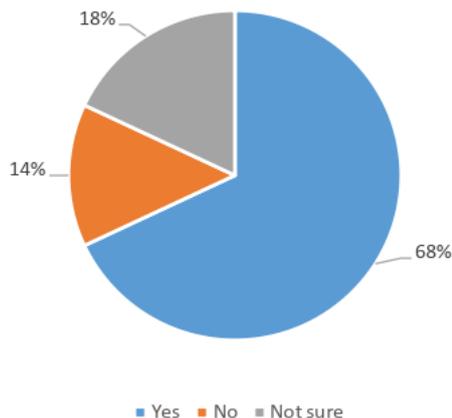


Figure 17: Would you use the new public berthing area? – Percentage of responses

The 68 per cent of respondents who indicated they would use the new public berthing area, were asked how they would use it. The majority indicated day trips around St Kilda (14 responses), followed by an evening out (6). One person mentioned weekend or multi-day sailing.

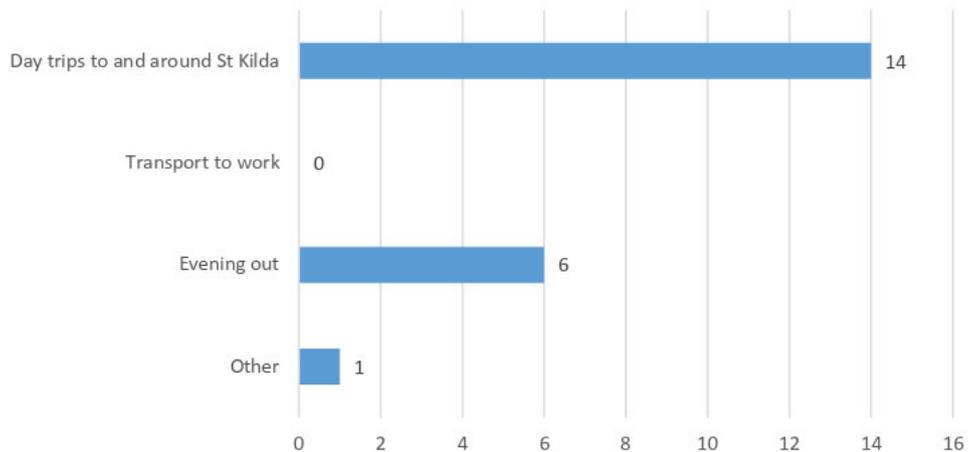


Figure 18: If yes, how would you use it? – Number of responses

If you use the boat ramp, how would you like to see fees structured?

Those people that use the boat ramp were asked, how they would like to see the fees structured. Eight respondents indicated a daily rate as per existing, four respondents equally said a monthly pass (providing a discounted daily rate), and annual pass (providing a discounted rate) and “other”. Two respondents indicated group leasing catering for clubs. There was no support for various price points for different services on offer or for special access to food and beverage discounts.

The “other” comments included:

- two people mentioned the public boat ramp should be free
- daily rate, reduced rate for multiple consecutive days.



Figure 19: If you use the boat ramp, how would you like to see fees structured? – Number of responses

Members area and transition to new lease

The members area and transition to the new lease had the least amount of contributions, with 17 respondents answering questions on this element.

Are there any other features or services you would like to tell us about that may enhance your member experience?

Storage for trailer sailors (3 comments)

Three respondents mentioned storage for trailable yachts.

“Mast up sailboat storage.”

“Setup and dry trailer storage areas for all existing tenants such as trailer sailors.”

“The ability to have mast up storage for trailable yachts.”

The other comments made for this question were single responses with no clear themes.

- ease of launching boats and with minimum interference with foot, bicycle, skateboard traffic
- 24 hour access for members
- full time security for safety for boats and owners
- boat wash facility before boats returned to dry stack
- library devoted to the sea and to boating
- membership should be open to the general public
- having more than one area to launch and retrieve boats
- appropriate number of wash bay facilities
- forget spaces for VIP and superyachts. There are scant spaces for the general public on the western side of the bay as it is

- it took five years to get off the waiting list into affordable and local storage spaces.

What information would you like to know as part of the transition process to the new lease?

There were a range of questions respondents asked in wanting to know more information about the transition process. These have been recorded verbatim below.

“Will there be provisions for the current trailer boats to continue to be stored at the Marina or will we be kicked out of the marina after being a member for years.”

“Please notify where I will be able to store my cruiser boat & trailer within the marina on ground level. The boat & trailer are approximately 9m long & at present parked near the coast guard office. Will members like myself be able to launch & retrieve our boats ourselves in members area as we do now?”

“As there is less boating berths who gets to stay?”

“Cost of launching a boat and keeping it at the facility.”

“With regard to the dry storage, what size boats will the undercover storage cater for? Will the boat size be increased since larger boats will no longer be stored in the trailer boat area?”

“Where will our boats be stored when the site is being developed?”

“How is the dry stack loading / unloading is planned to work?”

“How will the new takeover affect current boats moored in the marina and if the parameters have changed around minimum size?”

“When will the trailers boats that are currently out the back on the sea ward side be required to be relocated? ”

“Will we be offered a berth or an option in the new stacker as an existing member?”

“Will the stacker be able to accommodate storage of trailers in any way?”

“What is going to be the annual membership now that you have removed all the trailer boats and yachts who contributed a significant portion of the annual fees? New facilities and less membership means much bigger annual subscription fees.”

“How many boat positions on the water for returning members? How many boat positions for the public when returning to the public launching area?”

“That existing user feedback has been taken seriously and acted upon. Current opinion is to the contrary.”

How would you like to be kept informed?

Respondents were asked how they would like to be kept informed about the transition to the new lease. There were eight responses equally for joining a St Kilda marina database of interested parties run by AMDC and regular updates on the new AMDC St Kilda Marina website. This was closely followed by

information sessions for specific groups run by AMDC (6 responses). One person said they're already receiving updates.

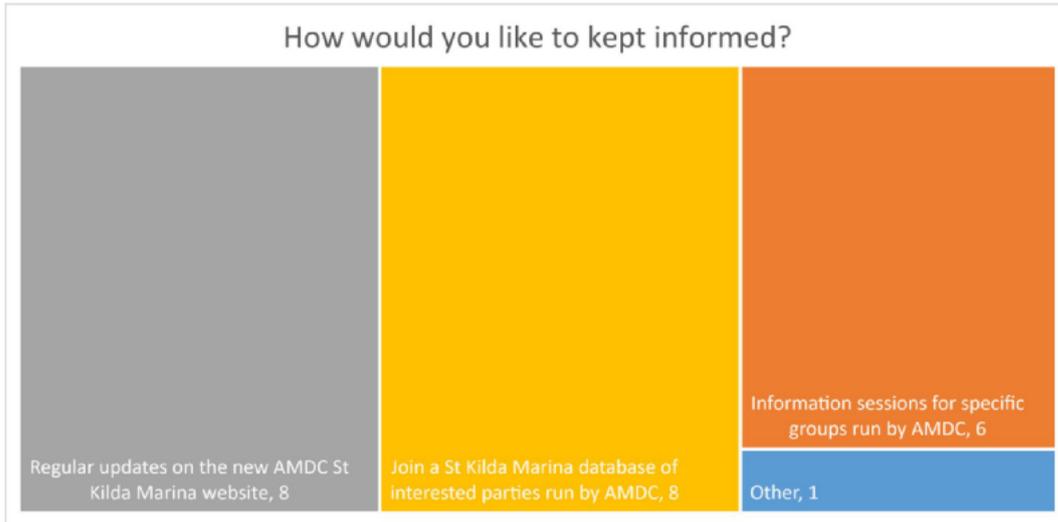


Figure 20: How would you like to be kept informed? – Number of responses

Next steps

The purpose of this phase of engagement was to present in detail the concept design for St Kilda Marina included in the new long-term lease awarded to AMDC (previously made public as part of the consultation process about the new lease key terms), and seek feedback on the different elements of the design, features and how the community would like to use the different spaces on the site. This engagement program is delivering on Council's commitment to consult with the community as part of the detailed design process and invite community feedback.

The feedback received from all participants throughout this stage of community engagement, will be used to inform Council, the new tenant, Australian Marina Development Corporation (AMDC), who will be redeveloping the site, and the broader community, of the community's views of the proposed concept design. AMDC has been eager to hear from the community to ensure a marina is created that caters to the general and boating public including both local and broader community members. AMDC will consider the feedback as part of the progression of the detailed design development.

AMDC are also intending to meet with specific interest groups who have been consistent in raising suggestions for the site, to further consider how they may be addressed or accommodated within the parameters of the agreed design intent for the site. Further opportunities may also be provided for in person meet and greets with the new tenant.

Once AMDC has progressed the design to the point of a clear design direction for the various elements of the site (the marina elements, the retail space, the extensive open space and public realm elements, carparking, the sea wall and integration elements with adjacent reserves) the following steps will be undertaken:

1. The tenant must submit designs for approval by the landlord (City of Port Phillip). This is required as a precursor to submitting designs for planning approval (a statutory requirement). This is currently programmed for the end of 2021.
2. Once Landlord approval is achieved, the tenant must participate in a statutory planning approval process and submit designs for a Development Plan and Planning Permit approval. This is currently programmed for early to mid-2022.
3. As part of this process, the community will have the opportunity to participate in non-statutory consultation on the Development Plan. This will allow the community to comment on whether the Development Plan meets the requirements of the Development Plan Overlay Schedule 2 (DPO2). The results from this consultation will be presented to Councillors as part of the Development Plan approval decision-making process.
4. The tenant will continue with detailed design development to the point where the designs may be constructed. Refer below for the indicative construction program.
5. The existing tenant will depart the site and the new tenant will take over (1 May 2022).
6. The tenant and City of Port Phillip will implement plans to manage or remediate contamination (as required by the site contamination assessment and remediation plan currently being finalised).

The tenant will commence redevelopment works in stages. The indicative construction program is due to commence in 2022 subject to relevant approvals as noted above. Activation of areas will follow the completion of each stage.

Stage 1: August 2022 - 2023

- Dry storage
- Centre for boating
- Key hospitality venue (where Riva currently is)

Stage 2: August 2023 – 2024

- Wet berth re-orientation and upgrade (including public berthing)
- Marine Parade retail strip

Stage 3: Jan 2024 - Dec 2024

- Peninsula works - Beacon Park and boardwalk
- New Civic Heart and carpark activation

Petrol station: Under the new lease, the petrol station is able to remain on site for up to 10 years.

Appendices

Appendix A: Demographic snapshot of respondents

How do you identify with the marina site? (Select all that apply)

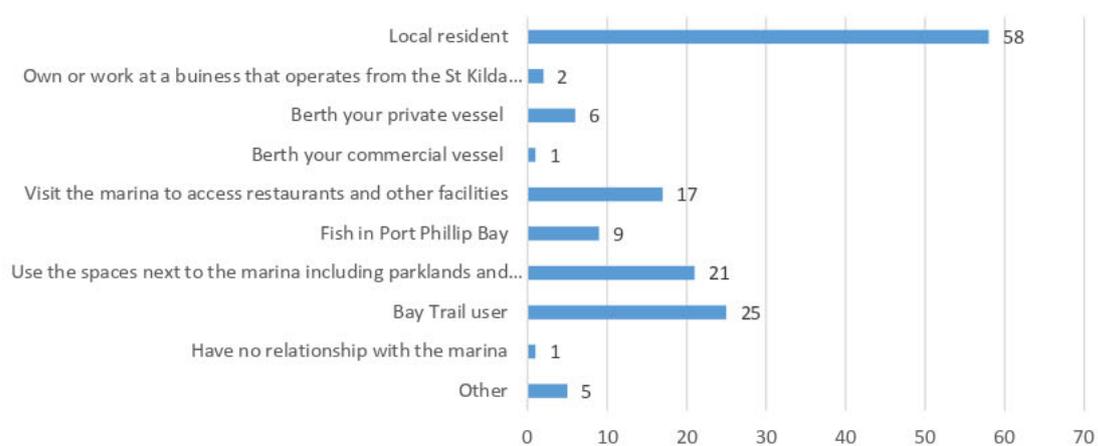


Figure 21: How do you identify with the marina site? – Number of responses

What is your gender?

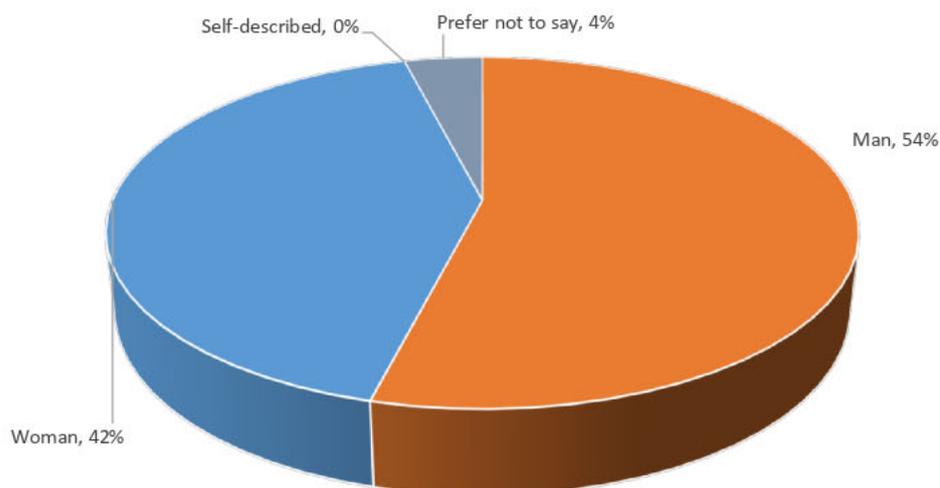


Figure 22: What is your gender? – Percentage of responses

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Which age group do you belong to?

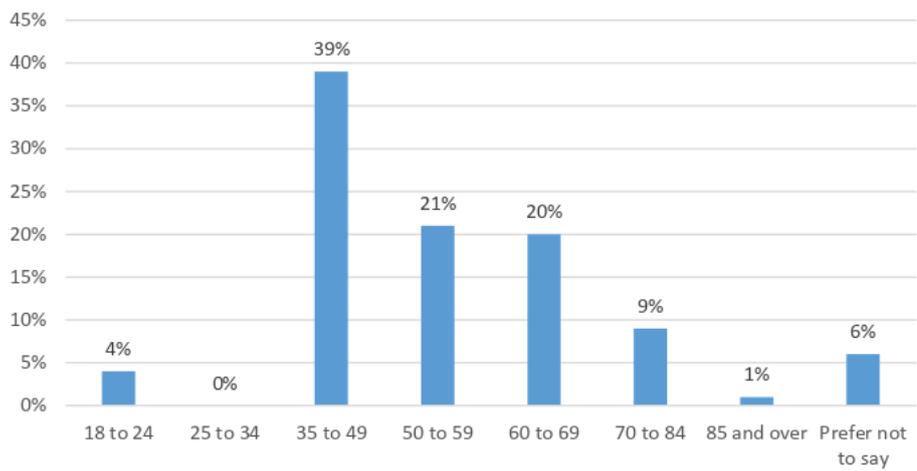


Figure 23: Which age group do you belong to? – Percentage of responses

Which of the following describes your connection to the City of Port Phillip? (Select all that apply)

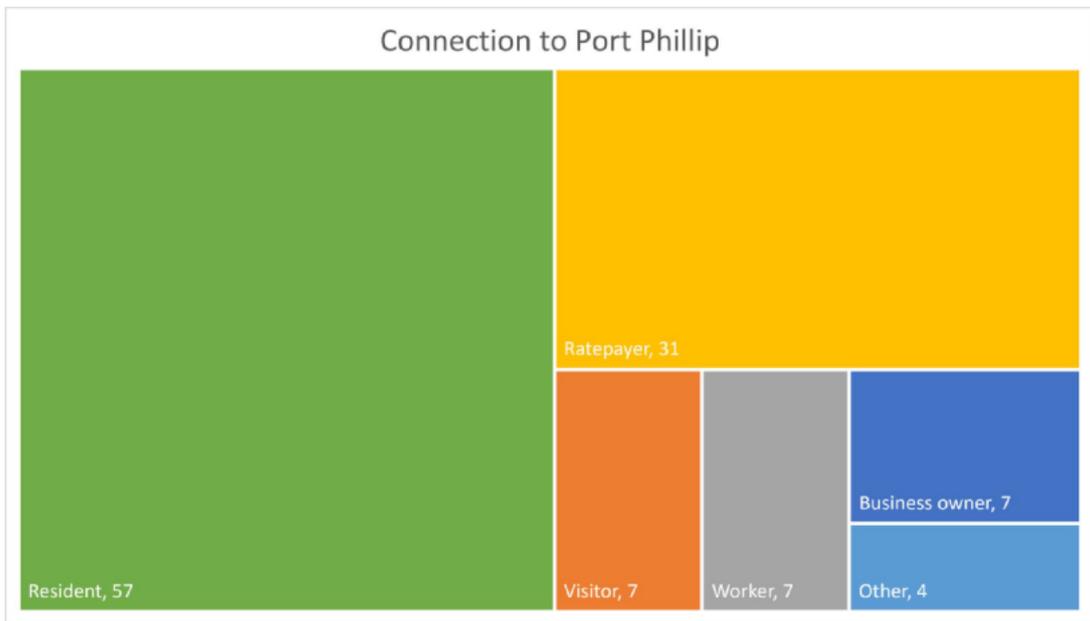
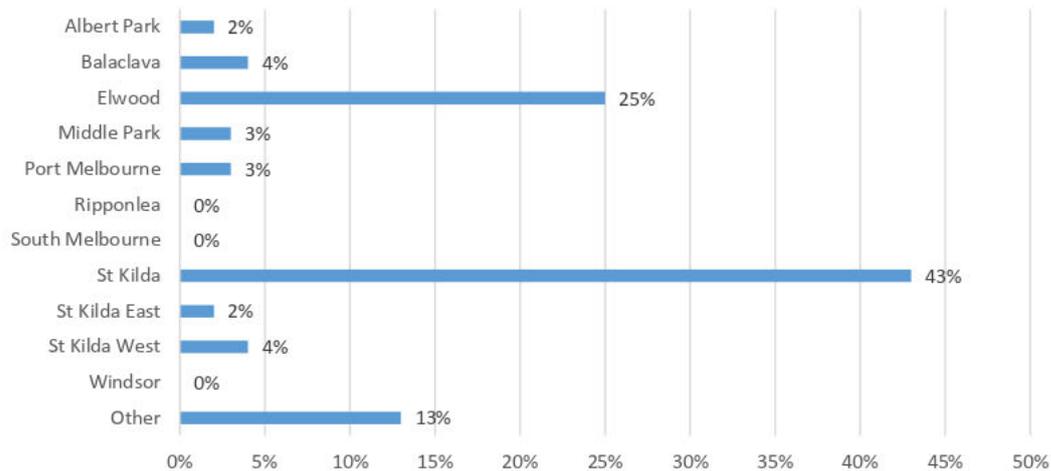


Figure 24: Which of the following describes your connection to the City of Port Phillip? – Percentage of responses

What is your residential suburb?



Other suburbs identified included: Hampton, Kilmore, Lilydale, Eltham, Essendon, Docklands, Mordialloc, Blackburn and Ashwood.

Figure 25: What is your residential suburb? – Percentage of responses

How did you hear about this consultation?

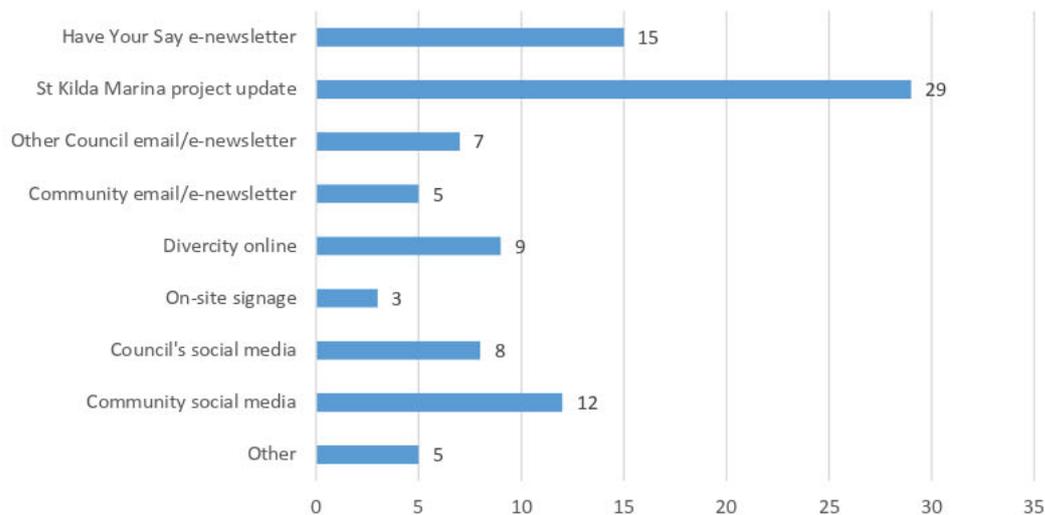


Figure 26: How did you hear about this consultation? – Number of responses