



ORDINARY MEETING OF COUNCIL 21 NOVEMBER 2018

14.3 129A BEACONSFIELD PARADE, ALBERT PARK - FEEDBACK FROM COMMUNITY SURVEY

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1. PURPOSE

- 1.1 To report the responses to a community survey on the future of 129A Beaconsfield Parade, Albert Park.

2. EXECUTIVE SUMMARY

- 2.1 In September 2018 City of Port Phillip carried out an on-line, public survey to help inform the potential future use of 129A Beaconsfield Parade, Albert Park.
- 2.2 Over five hundred interested members of the public took time to complete the survey.
- 2.3 About one third considered that the current use of the site meets community needs. The most frequently cited opportunities to better meet community needs were (in decreasing order): community use, including for beach sports; modifying the building to make in more inviting and functional; ensuring that private use did not exclude public use; broader opening hours; toilets; enhanced operation of the existing use; and reverting to a kiosk.
- 2.4 The survey received intense response from the beach volleyball community. By far the most commonly suggested future use of the site was a facility for beach sports – principally beach volleyball. A wide range of other uses were suggested – including a toilet/change facility; and open/public seating area or other public use, incorporating a café.
- 2.5 Less than four percent of respondents were in favour of having no building on the site.
- 2.6 The responses to the survey suggest that:
 - there is moderate user satisfaction with the building;
 - there is limited social and cultural capital embodied in the building; and
 - there is moderate satisfaction with the use of kiosk/eatery.

However, many consider that the site has greater community potential than a kiosk/eatery, or merely a kiosk/eatery. In particular, it is considered valuable in its potential to support beach sports.

- 2.7 The feedback from the survey will assist officers in managing the asset in the short, medium and long terms.
- 2.8 The management of the asset, including tenure, will be the subject of separate briefings and reports to Council.



3. RECOMMENDATION

That Council:

- 3.1 Notes the responses to its *Have Your Say* survey “129a Beaconsfield Parade Future Use” of September 2018.
- 3.2 Thanks the respondents for their responses.

4. KEY POINTS/ISSUES

Background

- 4.1 129A Beaconsfield Parade (“the Site”) is Crown Land for which City of Port Phillip is the Committee of Management.
- 4.2 On the Site sits a kiosk/café building (“the Building”). It was constructed twenty-one years ago as the Kerferd Road Kiosk, a design by Mills Gorman Architects. The most recent tenant has refashioned the facility, including modifying its layout.
- 4.3 The usefulness of buildings for their original function lessens over time. As noted at the Ordinary Council Meeting of 4 July 2018, the usefulness of the Building is impaired by:
 - physical deterioration;
 - regulatory non-compliance;
 - functional quality; and
 - financial cost to benefit.
- 4.4 Like any property asset managed by City of Port Phillip, its utility will eventually reach a point where it no longer meets community needs, and intervention will be required – for instance: adjusting the use; adjusting the building; or the commissioning of a new building.
- 4.5 City of Port Phillip is a community focused organisation. In planning the future of assets it manages, it seeks to take into account community views.
- 4.6 A resolution made at the Ordinary Council Meeting of 4 July 2018 authorised a community engagement process to help determine the future of the site.

Leasing arrangements

- 4.7 The lease with the current tenant ended on 5 November 2018, the tenant not taking up the offer of a one-year term extension.
- 4.8 Work is underway to secure a temporary operator for the site over the summer period and whilst planning for the site is completed.

The survey

- 4.9 A key engagement initiative was an online *Have Your Say* survey, held 7 September to 27 September 2018.



- 4.10 Notice of the survey was published on the City of Port Phillip website, and its Facebook page. Additionally, notification postcards (**Attachment 1**) were hand delivered to 510 neighbouring businesses and homes, and another two were mailed.

Survey respondents

- 4.11 The survey was open to any interested party.
- 4.12 There were 1,100 visits to the survey web page. 584 visitors responded.
- 4.13 About two thirds of the respondents reported living either locally to the site, or in the City of Port Phillip.
- 4.14 The survey allowed anonymous submission, and almost all respondents have taken up that option. That said, 108 respondents provided their email addresses.
- 4.15 From their responses it is evident that a large proportion of respondents are affiliated with beach volleyball. Many have followed the suggested answers provided on a Facebook post on the Vic Beach page of The Melbourne Beaches Volleyball Association, often in verbatim.

Survey responses

- 4.16 The survey report, including the survey responses, is included as **Attachment 2**. (Personal information has been redacted).

Community need

- 4.17 Approximately one third of respondents consider that the current use of the site meets community needs.
- 4.18 When asked what community needs were not being met, a variety of matters were raised. As outlined in the table below, the dominant ones were community uses and beach sports – principally beach volleyball. These matters were often raised in the same response. That is, the suggested community use was frequently beach volleyball.

*Table: “In your opinion, what community needs aren’t being met?”
– summary of matters raised.*

Matter	Frequency	Example(s)
Community use(s)*	156	<p>“At the moment all it provides is another place to eat and drink by the beach, which is fine but doesn’t serve much of the wider community”.</p> <p>“How much coffee does this community need?”</p> <p>“It’s not a case of community needs being met or not but rather can the space be applied to the community better”.</p> <p>“Many community activities are left without support”.</p>

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Active recreation, including beach sports, (principally beach volleyball)*	135	<p>“...support for beach sports and activities ...for the young and fanatic ...seeking an alternative to surf life-saving”.</p> <p>“The beach volleyball community that bring entertainment, health & fitness & fun to the beach”.</p> <p>“Beach volleyball, beach football (soccer), and beach sports, to encourage active & healthy participation in sport and exercise on Middle Park’s fabulous beach”.</p>
Building design	12	<p>“The black windowless wall on Beaconsfield [P]arade does not serve to invite people in”.</p> <p>“...not large enough to make a café viable”.</p> <p>“It’s a gloomy, ‘closed’ looking building”.</p>
Inclusion/ égalité	10	<p>“Open space = democratic space”.</p> <p>“A center that people can ...go to as they are and enjoy themselves. Not feel like they are outcast because they ‘don’t belong”.</p> <p>“...not all residents and visitors are affluent”.</p> <p>“There is a principle that we don’t really want to see a private enterprise that excludes any of the public who are not interested in paying”.</p>
Open more often	9	<p>“The café hasn’t been open for quite some time so no needs of the community are being met”.</p> <p>“Not accessible during winter”.</p> <p>“Short working hours”.</p>
Toilet	7	“Proper accessible toilets”
Enhanced operation	6	<p>“Any business that cannot survive in such an amazing location is wrong on so many levels”.</p> <p>“...the staff are slow...”</p>
Kiosk	5	<p>“It would be better to return to the site to its original use e.g. kiosk offering light refreshments, ice-cream, etc”.</p> <p>“I would love to see a European style beach kiosk”.</p>
Children’s space/place	1	“...it should be used for children’s services (e.g. beach kinder)”.
General activation	1	“It’s an important activity node that never seems to be active”
Natural environment	1	“Plant the entire area with drought resistant trees and Australian shrubs”.



Most appropriate use

4.19 Approximately one third of respondents consider a café to be the most appropriate future use of the site. A few percent consider that the site should be open space (no building). The remainder selected “Other” as the most appropriate option.

When asked in the survey to specify that that “other” use should be, a range of ideas were put forward. They are noted in the table below.

Table: “Please specify what other use you think would be most appropriate for this site in the future?” – summary of uses suggested.

Use	Frequency
Sports facility, (primarily beach volleyball, but also mentions of sports or beach sports generally, or specific other beach sports – e.g. beach handball).	325
Community	4
Toilets, toilets/change room/shower	3
Public seating/picnic area, including a café	3
Café + services promoting active use of beach	3
Community/sport facility	2
Café, restaurant	2
Live music	2
Not a café	2
Arts/music venue	1
Bar	1
Beach volleyball nets	1
Café/kiosk	1
Café + bar	1
Café + bar + gallery space	1
Café, with inspiring theme	1
Café with activity/education area	1
Community drop in centre	1



Community operated coffee vendor	1
Integrate the pier, beach and adjacent club	1
Kiosk	1
Kiosk + toilet + public seating area	1
Museum	1
Open air neon studio	1
Public area	1
Restaurant, function space, café & bar	1
Sports hire/shop	1
Unique function	1
Yoga & Pilates centre	1

Other comments

4.20 To the question “Do you have any other comments about the future use of this site that you’d like to share with us?”, the responses largely correlated with the written responses to earlier questions, with some further comments in support of keeping a café, including the Nshry operation, plus some additional/ supplementary ideas, including:

- refreshing the premises and securing a new operator;
- food trucks at peak times;
- a social enterprise café;
- zero waste / zero food packaging;
- broadened opening hours;
- barbeque area;
- wheel chair accessibility; and
- not currently changing the function of the building, due to the wastefulness of doing so.

4.21 The responses to the survey suggest the following:-

- There is moderate user satisfaction with the building.
- There is limited social and cultural capital embodied in the building.
- There is moderate satisfaction with the use of kiosk/eatery.
- Many consider that the site has greater community potential than a kiosk/eatery, or merely a kiosk/eatery.
- There is an enthusiastic and significantly sized group who would like the site to support beach sports.



4.22 Stakeholder feedback, including feedback from this survey will be helpful in planning the short, medium and long term future of the site.

5. CONSULTATION AND STAKEHOLDERS

5.1 The survey was open to any interested member of the public.

5.2 Consultation efforts were productive – a strong response was received.

6. LEGAL AND RISK IMPLICATIONS

This report has no direct legal or risk implications.

7. FINANCIAL IMPACT

The survey, and this report, have no material financial impact.

8. ENVIRONMENTAL IMPACT

8.1 This report is not considered to have any material environmental impact.

8.2 A few of the responses relate directly to environmental sustainability – for instance the potential for packaging waste minimisation.

8.3 Any potential development of the Site will be subject to State government consent under the *Marine & Coastal Act 2018 (Vic)*, including consideration of climate change impacts.

9. COMMUNITY IMPACT

9.1 Seeking and considering community views and values contributes to effective decision making and a more socially sustainable property asset portfolio.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 This report, and the underlying consultation initiative, support transparent governance and an actively engaged community – Council commitments entrenched within its *Council Plan*.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 Management of the asset is ongoing. The survey results help Officers understand the changing needs of the community, and to manage the asset accordingly.

11.1.2 Work is underway to secure a temporary operator for the facility over summer.

11.1.3 Officers will develop options for the longer term future of the site, and anticipate outlining these to Councillors in February 2019.

11.2 COMMUNICATION

11.2.1 The outcomes of the survey are being communicated by this report.



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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: 20/13/24

ATTACHMENTS

1. Postcard
2. Redacted Survey Report