The images in this report are the property of City of Port Phillip, unless otherwise identified. The quotes contained within the speech bubbles are extracts of feedback from engagement participants, either from survey responses, online discussion forums or on-street consultation responses. The personal details of these engagement participants have not been included for privacy reasons. All references to community feedback are from an analysis of the responses to the Acland Street Upgrade phase two community engagement. An overview of the engagement analysis approach is outlined in section 4 of this report.
Executive summary

The City of Port Phillip carried out phase two engagement for the Acland Street Upgrade, seeking feedback on a draft streetscape framework plan, between 28 October and 15 November 2015. This follows phase one engagement in March and April 2015 which sought feedback on the community’s ideas and aspirations for the future of Acland Street.

This report describes the approach for phase two engagement and provides an overview of community feedback received during the consultation period. It includes a description of the people and groups who participated in the consultation and the key feedback themes and issues raised by the community.

921 individual pieces of feedback were received during phase two engagement via consultation sessions, surveys, emails, verbal submissions and letters. Compared to the number of responses received during phase one engagement, this represents a 43 per cent increase in feedback received.

The consultation survey asked respondents to rank how well they thought the draft streetscape framework plan met five key criteria. The criteria were based on feedback from phase one engagement on what the community would like to see in Acland Street in the future. The criteria were:

- The plan captures the essence of the St Kilda vibe
- The plan provides a community canvas for local art, culture, events, performance and pop ups.
- The plan allows easy access to the street for everyone.
- The plan provides open space for all to enjoy.
- The plan supports great local shopping, dining and services.

Section 6 of this report shows the majority of survey respondents agreed or strongly agreed that the draft streetscape framework plan satisfied each of the five criteria.

Council also received a large amount of qualitative feedback on the draft streetscape framework plan. A detailed review of all feedback was carried out and responses were categorised into a response framework based on four key themes:

- General feedback on the plan
- Streetscape
- Public space
- Traffic, parking, cycling and access
- Route 96 and public transport.

A further 23 sub-themes are detailed in section 7 of this report.

This report will inform the final streetscape framework plan for Acland Street which will be presented at the Ordinary Meeting of Council on 8 December 2015 for decision.
I. Introduction

The City of Port Phillip is developing a streetscape framework plan for upgrading the Acland Street shopping precinct in St Kilda. Located between Carlisle Street and Barkly Street, the Acland Street shopping precinct is one of Melbourne’s premier shopping, dining, entertaining and recreational precincts.

In March and April 2015, Council carried out phase one community engagement to seek community feedback, suggestions and ideas for improving the Acland Street streetscape. A consultation summary report providing an overview and analysis of the feedback received during phase one community engagement was released in June 2015 and is available on Council’s website.

After considering community feedback and ideas from phase one engagement, Council developed a draft streetscape framework plan for Acland Street. The draft plan includes an improved pedestrian-friendly streetscape seamlessly integrated with a new level-access Route 96 tram terminus. Wider, open footpaths allow pedestrians more room to wander down Acland Street, and a new public space is designed to be a year round space for activities and events.

The draft streetscape framework plan was released for phase two community engagement from 28 October to 15 November 2015. This report summarises the project background, community engagement approach, feedback analysis approach and feedback received. It is intended to help inform Council’s decisions on the streetscape framework plan for Acland Street.
2. Project overview

The catalyst for developing a streetscape framework plan for upgrading Acland Street is Public Transport Victoria (PTV) and Yarra Trams’ plan to construct a new level-access tram terminus on Acland Street for Route 96 trams. In early 2013, PTV and Yarra Trams released draft concept designs for a level-access tram terminus on Acland Street as part of the Victorian Government’s Route 96 project. PTV has advised a new tram terminus on Acland Street is required to improve tram frequency and reliability and provide level access from the tram floors to tram platforms. Level access tram platforms are designed to improve accessibility for all public transport users and to comply with the provisions of the Commonwealth Government’s Disability Discrimination Act (1992) and the Disability Standards for Accessible Public Transport (2002).

Following the Route 96 project consultation carried out by PTV, in November 2013 Council endorsed a concept design for an island platform tram terminus on Acland Street, to be located between Belford Street and the entrance to Acland Court shopping centre. The 2013 concept design allowed for a new public space between Acland Court and Barkly Street, resulting in changes to traffic movements and parking throughout the Acland Street precinct.

Following the November 2013 Council resolution, Council allocated $1.8 million in the 2015/16 and 2016/17 Council budgets for a capital project on Acland Street. The development of the draft streetscape framework plan for Acland Street and community engagement carried out to date has been funded and delivered by Council.
In response to community feedback from phase one engagement, Council worked with PTV and Yarra Trams to review the design of the Route 96 tram terminus. Council developed a draft streetscape framework plan including an integrated tram terminus and streetscape for Acland Street.

After carrying out further design work, Council has proposed to replace the island platform tram terminus design with the draft streetscape framework plan.

The elements of the draft streetscape framework which are consistent with the November 2013 Council resolution are:

- closing Acland Street to through traffic between Belford and Barkly streets
- creating a new public space between Acland Court and Barkly Street
- removing around 60 car parking spaces on Acland Street between Carlisle and Barkly streets
- reconfiguring traffic movements around Albert, Irwell and Belford streets to accommodate the street closure and making Shakespeare Grove one-way only to reduce traffic turning in front of trams

New elements of the draft streetscape framework plan include:

- creating an integrated, two-platform tram terminus that will see the tram tracks gradually lowered along the middle of Acland Street as the tracks enter the terminus
- extending footpaths to be level with the tram platforms to provide a seamless footpath and level access for tram passengers
- creating additional 330m² of public space compared to the island platform terminus option
- maintaining all existing footpath trading spaces along Acland Street.
3. Engagement approach

The phase two community engagement approach for the Acland Street Upgrade was designed to inform people about the draft streetscape framework plan and seek feedback. A 19-day engagement process was carried out between 28 October and 15 November 2015, with the aim of capturing a broad range of views from the community. The key activities in the engagement process are outlined below.

3.1 Have Your Say online engagement

Council’s “Your Say on Acland Street Upgrades” page was used as a central engagement hub for project documents, background information, frequently asked questions, consultation session dates and an online survey.

3.2 Newsletter

A project update newsletter with details of the draft streetscape framework plan and opportunities to provide feedback was hand delivered to around 9,300 residential and business properties in St Kilda. An online version of the newsletter was available to download from Council’s Have Your Say web page.

A supplementary fact sheet including dimensions of the proposed streetscape was developed and provided on Council’s website on 6 November. Copies of the fact sheet were also handed out at consultation sessions on 7 and 13 November 2015.

3.3 Survey (online and reply paid post)

The community survey was designed to capture demographic information about survey participants and seek feedback on the draft streetscape framework plan. The survey was available online on Have Your Say and included as a tear-off reply paid post option in the newsletter. Survey participants were asked to rank, on a five point scale, how well they thought the draft streetscape framework plan:

- captures the essence of the St Kilda vibe
- provides a community canvas for local art, culture, events, performance and pop ups
- allows easy access to the street for everyone
- provides open space for all to enjoy
- supports great local shopping, dining and services.

Survey participants could also suggest improvements and provide other comments or suggestions on the draft streetscape framework plan.

3.4 On-street consultation sessions

Council held three consultation sessions in the Acland Street precinct on 4, 7 and 13 November 2015 to discuss the plans and seek feedback from the community. The centrepiece of the sessions was a pop up engagement cart, which was used at parklet sessions on Acland Street and market session at Veg Out Farmers’ Market. The parklet events on Acland Street were created by reserving two parking spaces and setting up an event space adjacent to the footpath. Visitors to the session were provided with copies of the survey form and could contribute comments on post-it notes to the ideas boards.
The aim of the consultation sessions was to engage with passers-by as well as local residents and businesses who had been notified of the sessions via the project newsletter. The locations of the consultation sessions were chosen to seek views from people visiting different areas of the Acland Street precinct. The aim of the parklet events was to show the amount of additional footpath space that could be provided on Acland Street if parking spaces were removed. The Veg Out Farmers’ Market session was chosen as the majority of market visitors are residents from the immediate local area.

3.5 Trader drop-in session and visits
Council invited all Acland Street traders to a dedicated drop-in session on Thursday 29 October 2015 at St Kilda RSL. The drop-in session was held on the second day of the consultation period, prior to on-street consultation sessions, to give traders an early opportunity to view the draft streetscape framework plan and speak with the project team.

From 6 to 13 November 2015, Council officers visited traders in the Acland Street precinct to provide an overview of the project and answer questions.

3.6 Youth in Chambers event
As part of Council’s annual Youth in Chambers event on 28 October 2015, student representatives from seven local primary and secondary schools and colleges presented their work and achievements in the Student Leadership Program. As part of the event, Councillors gave a brief overview of the Acland Street Upgrade consultation and encouraged students and their families to provide feedback.

3.7 Advertisements
Quarter-page advertisements including the Have Your Say website link, Council phone number and dates of consultation sessions were placed in the Port Phillip Leader for two consecutive weeks on 3 and 10 November 2015.

3.7 Media release
A media release and subsequent exclusive interview with The Age led to media coverage on 28 to 29 October in The Age, Port Phillip Leader, Channel 7 News, Channel 10 News and ABC news online. In addition, ABC TV news covered the consultation session at Veg Out Farmers’ Market on 7 November 2015.

3.8 Social media
Photos of the consultation sessions and the link to the Have Your Say page were provided on Council’s Facebook, Twitter and Instagram accounts. Council officers responded to questions about the project from social media users and provided reminders of on-street consultation sessions and the consultation closing date.

3.9 Submissions at Council meeting on 17 November
After the closure of community consultation on 15 November 2015, community members were invited to speak at the Ordinary Meeting of Council on 17 November 2015 to provide their thoughts and feedback directly to Councillors. A total of 15 community members made a verbal submission to Councillors. Their feedback is reflected in the consultation themes in section 7.

3.10 Limitations
There were limitations to the community engagement approach that need to be acknowledged.

- Participants in the engagement process self-selected to engage, which means the responses do not constitute a random section of the community, nor is it representative of all community sectors.
- Some sectors of the community, such as youth aged under-25, were under-represented in engagement responses.
- It is likely that some people participated in more than one of the engagement activities.
- As personal details of participants were not collected, we cannot identify if individuals provided feedback more than once.
4. Engagement analysis

4.1 Consultation responses and late responses

The consultation period ran from 28 October to 15 November. All feedback received during this period through consultation sessions, surveys, emails and letters have been counted and analysed as part of this report. This includes hard copy survey forms received via reply paid post and postmarked 15 November or earlier. Verbal submissions made at the Council Meeting on 17 November have also been counted and analysed as part of this report.

All other feedback or submissions received from 16 November onwards have been treated as late responses. These have not been included in this consultation report but have been read and filed by Council officers and will be considered as part of officer’s recommendations in the Council report prepared for 8 December 2015. Up to and including 30 November 2015, a total of 37 late responses and submissions were received.

Comments included on external social media pages which are not administered by Council have not been considered as consultation responses. This is because these comments were not submitted directly to Council.

4.2 Response analysis

Throughout the consultation a range of qualitative feedback was received. This included feedback provided in email (either directly to Council or to the Mayor and Councillors) or postal submissions, feedback written on post-it notes at consultation sessions and open text responses to questions 6 and 7 of the survey. In order to analyse the responses and the variety of views expressed, a response framework was developed. A detailed review of all qualitative feedback was carried out and recurring feedback themes were identified, forming the basis of the response framework.

A second review of all qualitative feedback was carried out and responses were categorised based on the themes. Most responses mentioned more than one of the key themes. Section 7 of this report includes an overview of the key themes and issues raised within each theme.
5. Engagement participants

5.1 Overall participants

Figure 5 shows how participants engaged through the various formal engagement activities; online survey, hard copy survey, consultation sessions and submissions. The majority of participants provided feedback through consultation sessions (431 comments) and hard copy surveys (241 responses).

A total of 921 individual pieces of feedback were received during phase two engagement. During phase one engagement in March/April 2015, 640 individual pieces of feedback were received. The feedback received during phase two engagement represents an approximate 43 per cent increase in the amount of individual responses received.

Based on the number of project newsletters hand delivered to residents and businesses, 921 pieces of feedback equates to a response rate of around 10 per cent.

5.2 On-street consultation sessions

It is estimated around 250 people participated in the three on-street consultation sessions, with Veg Out Farmers’ Market drawing the largest number of people (around 100).

Visitors to the on-street sessions were invited to answer three questions by writing their own comments, or Council staff and consultants wrote down participants’ verbal feedback. The three questions were:

• What is one improvement you would make to the Streetscape Framework Plan?
• What would you like to see happen in the community canvas areas?
• Would you like to take part in activating Acland Street? Tell us how.

Of the 431 comments received, 70 per cent were regarding the streetscape framework plan, 24 per cent were regarding the public spaces and six per cent were suggestions and contributions for activating Acland Street.
Participants’ demographic details were not recorded, but the project team observed the majority of the consultation session participants were adults aged 35 or older who lived locally, some on streets adjacent to Acland Street. There were some visitors from other metropolitan suburbs in Melbourne as well as some temporary international visitors residing temporarily in St Kilda for a working holiday. The number of visitors to consultation sessions was not recorded, but Council officers observed that the session outside Acland Court pharmacy on Friday 13 November 2015 had the lowest number of participants.

5.3 Surveys

At a glance

• 445 survey responses received (241 paper responses and 204 online responses).

• More than 73 per cent of respondents were residents of St Kilda (postcode 3182) followed by 13 per cent of respondents from Elwood (postcode 3184).

• 67 per cent of respondents were aged 35 to 65.

• Around 63 per cent per cent of respondents visited Acland Street daily or weekly.

A hard copy survey was included in the project newsletter and an online survey was available on the Have Your Say website. A total of 445 survey responses were received during the consultation period. When compared to the 296 survey responses received during phase one engagement, this represents an increase of 50 per cent.

The age of respondents was spread across seven defined age groups, with almost 35 per cent of respondents aged 35 to 49, followed by 32 per cent of respondents aged 50 to 65. As reflected in phase one engagement, survey respondents aged over 35 were over-represented compared to the number of respondents aged under 25.

Figure 7: Survey respondents by postcode

<table>
<thead>
<tr>
<th>Postcode / suburb</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>3182 St Kilda / St Kilda West</td>
<td>326</td>
</tr>
<tr>
<td>3184 Elwood</td>
<td>58</td>
</tr>
<tr>
<td>3183 St Kilda East / Balaclava</td>
<td>20</td>
</tr>
<tr>
<td>3206 Albert Park / Middle Park</td>
<td>7</td>
</tr>
<tr>
<td>3207 Port Melbourne / Garden City</td>
<td>4</td>
</tr>
<tr>
<td>3205 South Melbourne</td>
<td>3</td>
</tr>
<tr>
<td>Other postcode</td>
<td>25</td>
</tr>
</tbody>
</table>

The majority of respondents (326) indicated they lived in St Kilda, postcode 3182. A high number of responses from St Kilda residents was expected as these residents live in close proximity to Acland Street and the newsletter distribution was focused on this area.

Figure 8: Survey respondents by age group

<table>
<thead>
<tr>
<th>Age group</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 15</td>
<td>1</td>
</tr>
<tr>
<td>15 to 18</td>
<td>3</td>
</tr>
<tr>
<td>19 to 25</td>
<td>12</td>
</tr>
<tr>
<td>26 to 34</td>
<td>55</td>
</tr>
<tr>
<td>35 to 49</td>
<td>155</td>
</tr>
<tr>
<td>50 to 65</td>
<td>143</td>
</tr>
<tr>
<td>65+</td>
<td>70</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>6</td>
</tr>
</tbody>
</table>
The gender of respondents was fairly even, with a slight majority of males (225) compared to females (208) responding to the survey.

Figure 9: Survey respondents by gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>225</td>
</tr>
<tr>
<td>Female</td>
<td>208</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>8</td>
</tr>
</tbody>
</table>

Respondents indicated their main interest in the Acland Street precinct was that they visited the area daily (41 per cent of respondents) or visited Acland Street weekly (23 per cent of respondents). Many respondents selected more than one response to this question (for example, saying they visited Acland Street daily and had a general interest in the project).

Figure 10: Survey respondents’ interest in the Acland Street precinct

5.4 Trader drop-in session and visits

A total of 16 business representatives attended the session to view the draft streetscape framework plan and provide feedback. The feedback provided on post-it notes at this session has been detailed in section 7 of this report.

During the consultation period, Council officers visited over 90 businesses on Acland Street and Shakespeare Grove and provided copies of the project newsletter, fact sheet and answered questions from business representatives.
5.5 Have your say online engagement

**At a glance**

- 1,400 visitors to the “Your say on Acland Street Upgrades” page between 28 October and 15 November 2015. This represents a 158 per cent increase in the number of visitors compared to phase one engagement in March/April 2015.
- 204 online survey responses
- 322 document downloads

Online consultation on the “Your Say on Acland Street Upgrades” page was live from 28 October to 15 November 2015. The page included links to key documents and the online survey.

5.6 Social media

**At a glance**

- Facebook: 2 posts reached 2,491 Facebook users, received 25 likes and 34 comments.
- Twitter: 16 posts received 8 likes and were retweeted 21 times.
- Instagram: 1 photo post received 10 likes.

Council’s social media channels were used to promote the link to the Have Your Say website and remind social media users of the upcoming consultation sessions. An analysis of Council’s social media channels shows the majority of social media subscribers are residents of Port Phillip.
6. Feedback on criteria for draft streetscape framework plan

Survey participants were asked to rank, on a five point scale, how well they thought the draft streetscape framework plan met five key criteria. 445 survey respondents answered this question. The quantitative survey responses to the five criteria are shown in the charts below.

Legend
- Strongly Agree
- Agree
- Strongly disagree
- Disagree
- Neither agree nor disagree

**The plan allows easy access to the street for everyone**

**The plan captures the essence of the St Kilda vibe**

**The plan provides open space for all to enjoy**

**The plan provides a community canvas for local art, culture, events, performance and pop ups**

**The plan supports great local shopping, dining and services**
7. Additional feedback themes

Through surveys, consultation sessions and other consultation responses, a large amount of qualitative feedback was received. A total of 846 comments were received, comprising of:

• 431 comments from three consultation sessions and the trader drop-in session
• 370 comments in response to question 6 and 7 of the survey
• 45 other consultation responses, including emails, letters and verbal submissions at the Council Meeting on 17 November 2015.

Many respondents mentioned more than one theme in their comments.

7.1 General feedback on the plan

185 people commented generally on the plan. Some respondents stated they supported the draft plan as it would provide good public transport connections between the Route 96 terminus and buses on Barkly Street, would provide more open space, more space for pedestrians and opportunities for activities and events. Many of these respondents also said they would prefer vehicle access on Acland Street to be removed completely.

Other respondents mentioned they would prefer for the Route 96 tram terminus to be located at Luna Park to allow traffic and parking to be maintained on Acland Street. Others mentioned they would prefer for the terminus to remain in its current location at Barkly Street. There were comments that the plan was unnecessary and a waste of public money and would negatively impact businesses and local residents.

*Get rid of the tram line all together and terminate route 96 at Luna Park. Provide on street parking along the full length of Acland Street.*

*This is long overdue. Restaurants/cafes have needed this extra capacity for years particularly in the busy seasons. We only need to look at festivals such as St Kilda fest to see the great potential Acland Street has.*
7.2 Streetscape

171 respondents contributed feedback and suggestions for the Acland Street streetscape. The key feedback themes are outlined below.

Pedestrianising Acland Street

Respondents suggested Acland Street could be converted to a pedestrian mall between Carlisle Street and Barkly Street. Respondents said a pedestrian mall would create a family friendly atmosphere with more space for pedestrians, outdoor dining and seating.

There were suggestions that a pedestrian mall could be created with access for trams and pedestrians only, while others suggested Route 96 trams could terminate at Luna Park to facilitate a pedestrian only mall in Acland Street.

Pedestrian access and footpaths

Respondents said they would like to see more space for pedestrians and improved footpaths. These respondents said footpaths should be improved to provide a level surface and widened for better pedestrian access.

Safety, amenity and maintenance

Respondents said there should be more maintenance and street cleaning undertaken on Acland Street. These respondents suggested more frequent cleaning of footpaths and more rubbish bins should be provided.

Respondents commented on issues with safety and amenity on Acland Street. Respondents suggested issues of anti-social behaviour should be addressed, with some suggesting outdoor drinking should be banned. Some respondents said they would support a smoking ban on Acland Street to improve the alfresco dining environment.

Respondents suggested there should be more police presence to address anti-social behaviour and CCTV could be installed to monitor the street.

Connecting to other areas

Respondents suggested better connections should be provided to Chaucer Street, Veg Out Community Garden, the beach and St Kilda Triangle. Respondents suggested Monarch Lane could be improved to provide a safer pedestrian connection between Acland Street and Woolworths/Chaucer Street.

Retailers on Acland Street

Respondents said they would like to see more small businesses and independent businesses on Acland Street that catered to the needs of local residents. Respondents suggested a greengrocer, bakery and newsagent would be welcomed by local residents.

Accessibility of the streetscape

Respondents said is important the Acland Street streetscape is accessible for older people, people with a disability or people with prams, luggage or shopping. Some respondents were concerned that lowering the tram tracks in Acland Street would change the grade of the footpaths, making it less accessible for all people.

Encourage more balanced retail - fruit and veggie grocers or independent food shops would be welcome!
7.3 Public space

240 respondents contributed feedback and suggestions for the new public space between Acland Court and Barkly Street. Some respondents said they would like to see more pedestrian space and open space for community use and for activities and events.

Other respondents would like to see vehicle access maintained in Acland Street, suggesting there is adequate open space available nearby in O’Donnell Gardens and on the beach. The key feedback themes for the public space are outlined below.

Seating and tables
Respondents suggested they would like to see more public seating and tables provided in the public space. Respondents said providing more public seating would allow them to spend time in the street and enjoy the public space.

Programming and events
Suggestions for programming and events included space for music and busking, events to showcase the culture and history of St Kilda, large screens for movie or sports broadcasts and activities to tie in with events such as St Kilda Festival, the Australian Open or Grand Prix.

Greenery and landscaping
Respondents said they would like to see more greenery included in the street and public space. These respondents suggested native plants could be included in the space, while others said they would like to see the existing palm trees retained and more palm trees added. Other suggestions included garden boxes, edible gardens and vertical planters.

Shade and shelter
Respondents said the public space should include shelter to provide year round weather protection from the sun, rain and wind. Some respondents suggested a retractable roof or shelter could be provided and moved around to suit different events and activities in the public space.

Water features
There were suggestions to include a water feature as part of the public space. Respondents suggested the water feature could be a centrepiece for the space, or could include water play for children and families.

Artwork
Respondents said they would like artwork to be included in the public space. Suggestions included a feature sculpture in the middle of the space to act as a focal point or meeting point. Other respondents suggested temporary art installations or feature paving could be provided.

As a local resident, I do not want a community canvas for local art, culture, events, performance and pop-ups. The end of Acland street where it meets Barkly is the quiet end... We do not need a permanent space for performances and events at this end... Some respondents suggested larger trees could provide shade and shelter.

It would be great to see a memorial walk paying tribute to lost music artists…the memorial walk would include brass plaques in the design of musical note/star or vinyl record etc. I believe this would be a great tourist attraction, not only for interstate by local and Victorian residents.

Figure 13: Frequently mentioned words about the public space
St Kilda vibe

Respondents said they would like to see the unique vibe of St Kilda maintained in the public space and streetscape. Respondents said Acland Street should maintain its independent village character and avoid being commercial or generic.

7.4 Traffic, parking, cycling and access

375 respondents contributed feedback and suggestions for traffic, parking, cycling and access. The key feedback themes are outlined below.

Vehicle traffic on Acland Street

Some respondents said Acland Street should be closed to through traffic. These respondents said restricting traffic on Acland Street would provide safer access for pedestrians and cyclists to the Acland Street shopping precinct.

Other respondents said Acland Street should remain open for through traffic. Respondents said removing vehicle access would negatively impact local businesses who rely on through traffic to promote visibility of their businesses.

Parking on Acland Street

Some respondents suggested parking spaces on Acland Street between Carlisle Street and Barkly Street should be maintained. They said the customers of Acland Street businesses relied on close proximity to parking and they were concerned the removal of parking spaces would negatively impact businesses. Respondents also said it was important to maintain parking spaces on Acland Street for deliveries, as well as disabled parking spaces.

Respondents suggested removing parking spaces on Acland Street would cause more competition for parking on surrounding local streets such as Shakespeare Grove, Chaucer Street, Havelock Street and Fawkner Street.

Other respondents stated they supported the proposal to remove parking on Acland Street. These respondents said they supported prioritising public transport access over the provision of parking spaces. They also mentioned the number of parking spaces available nearby in Belford Street, Irwell Street, Shakespeare Grove and Chaucer Street.

With the removal of car parking on Acland Street I hope considerations have been made about the impact on adjacent streets - increased car traffic and reduced availability of car parking may make travelling to the area more difficult and act as a deterrent...I do worry that it will push people's car parking outwards towards the nearby residences.

It's a great move! Well done. There's way too much competing traffic going on in such a busy street, in the favour of a few cars. Plenty of parking elsewhere...

Figure 14: Frequently mentioned words about traffic, parking, cycling and access
Traffic and parking on surrounding streets

Respondents said they were concerned the partial closure of Acland Street to traffic between Belford Street and Barkly Street combined with the removal of parking spaces on Acland Street would cause traffic and parking congestion in surrounding streets. Respondents who were residents of surrounding streets (including but not limited to Chaucer Street, Spenser Street, Wordsworth Street, Havelock Street, Fawkner Street, Clyde Street and Robe Street) were concerned they would have greater difficulty accessing on-street parking outside their homes.

Respondents also said they were concerned about an increased amount of traffic in Belford Street and Irwell Street. Respondents suggested Council should carry out a traffic and parking review of the surrounding area to determine the impact of the draft streetscape framework plan on surrounding streets.

Access to parking

Respondents suggested Council should provide more free, time-restricted parking in nearby areas to off-set the removal of parking spaces on Acland Street. Some respondents suggested making a section of the Shakespeare Grove car park free and time-limited, or constructing a multi-level car park in Belford Street to provide more free parking nearby.

Cycle access and parking

Respondents said cycle access should be provided on Acland Street between Carlisle Street and Barkly Street. Respondents said that more bicycle racks were needed and some suggested secure bicycle storage could be provided. Respondents said providing improved cycle access and bicycle parking would encourage more people to cycle to Acland Street.

Access to Shakespeare Grove

Respondents said two-way access for traffic should be maintained on Shakespeare Grove. Respondents said maintaining the right-hand turn from Acland Street into Shakespeare Grove was important to provide access to Australia Post, Chaucer Street and the entrance to the privately owned Woolworths car park on Chaucer Street.

7.5 Route 96 and public transport

51 respondents contributed feedback and suggestions for Route 96 and public transport. The key feedback themes for Route 96 and public transport are outlined below.

Proposed tram stop location between Acland Court and Belford Street

Some respondents said they supported the proposed location of the Route 96 tram terminus between Acland Court and Barkly Street. Respondents commented that the proposed location of the tram terminus still provided good connections to buses on Barkly Street.
Suggestion for tram terminus at Barkly Street

Some respondents said the Route 96 tram terminus should remain in its current location at the end of Barkly Street. Respondents said the terminus needed to remain in close proximity to Barkly Street to provide an easy connection to the Route 246 bus service. Respondents said moving the terminus 50 metres away from Barkly Street would make it more difficult for older people, people with a disability or people with prams, luggage or shopping to interchange between buses and trams. Respondents mentioned that maintaining the terminus at Barkly Street would provide better access to Route 96 for Elwood residents. Respondents also said they would like to see the frequency of the route 246 bus improved to provide better connections with Route 96 trams.

Suggestion for tram terminus near Luna Park

Some respondents said Route 96 should terminate near Luna Park, O’Donnell Gardens or at the intersection of Carlisle Street and Barkly Street. These respondents said moving the Route 96 tram terminus out of Acland Street would allow traffic and parking access to be maintained. Some respondents said they believed the current level-access tram stop at Luna Park provided sufficient accessible public transport access; therefore a new terminus was not required in Acland Street. Respondents suggested a shuttle tram or shuttle bus could transport people between a Luna Park tram terminus and the Barkly Street end of Acland Street.

Some respondents suggested by moving the Route 96 tram terminus to Luna Park, removable bollards could be installed at the entrance to the Acland Street shopping precinct to allow it to be closed to traffic and parking for events or on summer weekends.

Suggestion to extend Route 96 to Elwood

Some respondents suggested Route 96 should be extended to Elwood to provide better access to public transport for Elwood residents. These respondents suggested Route 96 trams could turn right out of Acland Street onto Barkly Street and continue to Elwood.

Figure 15: Frequently mentioned words about Route 96 and public transport
8. Next steps

Following the close of phase two community engagement on 15 November 2015, community feedback will inform the final streetscape framework plan.

The streetscape framework plan will be presented at the Ordinary Meeting of Council on 8 December 2015 for decision. The refinements made to the streetscape plan in response to consultation will be detailed in the Council report.

If the plan is endorsed by Council, further detailed planning will be carried out by Council in conjunction with PTV and Yarra Trams in early 2016. Construction is expected to commence in winter 2016.