St Kilda Pier Renewal

Engagement Summary Report December 2017

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Acknowledgement of Country

Aboriginal people, through their rich culture, have been connected to the land and sea, for tens of thousands of years.

Parks Victoria respectfully acknowledges Aboriginal Traditional Owners, their culture and knowledge, their continuing connections, and cultural obligation, to care for their Country.

Privacy

Parks Victoria is committed to protecting privacy and personally identifiable information by meeting our responsibilities under the Victorian Privacy Act 1988 and the Australian Privacy Principles 2014.

For the purposes of community engagement for this project, we have collected personal information from individuals, such as email addresses, contact details, demographic data and feedback. This information is stored on secure servers for the duration of our project.

Comments recorded during any consultation activities are faithfully transcribed, however, not attributable to any individuals. Diligence is taken to ensure any comment or sensitive information does not become personally identifiable in our reporting.

Community Engagement

Unless otherwise stated, all feedback documented in this report was written or recorded during our consultation process, and the views expressed are those of participants, and not the views of facilitators and staff.

Parks Victoria staff, together with our partners, have taken care while transcribing participant feedback, but unfortunately cannot guarantee the accuracy of all notes. We are however, confident that we have captured the full range of ideas, concerns of views expressed during consultation.

Definitions

'Parks' – Parks Victoria manages many sites such as piers, waterways, ports, bays, historic building, trails, urban parks, small conservation reserves, and large national and state parks. For the sake of brevity, these are collectively referred to as 'parks', unless a specific type of site is state.

'Community' – Community can comprise of local residents, visitors and businesses near a project area, of who may have an interest in the project. The term is very broad and used to define groups of people. A community may be defined by a geographic location, a set of similar interests such as an industry or sporting club, or a shared sense of identity such as a culture or a generation.

'Stakeholder' – Stakeholder refers to key organisations or individuals who have an interest in the project. Examples include MPs, government departments, industry, peak lobby and interest groups.

'Engagement' – Engagement refers to a planned process involving two-way dialogue with the specific purpose of working with communities and stakeholders to encourage discussion or active involvement to inform a project decision.

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1.Introduction

St Kilda Pier is arguably the most significant local port asset managed by Parks Victoria, with over 800,000 visits a year, marina access, the historic Kirby's Kiosk, and access to a little penguin colony. This project sought to define the future concept of the pier through stakeholder and community input.

Project background

The current St Kilda Pier was constructed in 1971, and is now approaching the end of its 50-year design life. It is located on crown land within the bounds of the St Kilda Pier and Breakwater Reserve. Parks Victoria has been requested by the Transport for Victoria (formerly DEDJTR) to develop a business case for the replacement of St Kilda Pier, including community engagement on the preferred design solution.

Parks Victoria developed two concept options for the replacement of St Kilda Pier in 2013 to ensure that the marina works by the Royal Melbourne Yacht Squadron (RMYS) did not adversely impact on the design intent of the St Kilda Harbour Master Plan 2008.

Through this project, Parks Victoria is seeking to engage with key stakeholders and community to refine the 2013 design options for the replacement of St Kilda Pier.

Key project objectives were to:

- 1. Engage stakeholders and community in the planning and design processes for a new pier; and
- 2. Deliver a well-resolved and justified concept design and cost estimate to the Victorian government for consideration.

About this report

This report presents the broad range of values, ideas and aspirations provided by community members and stakeholders during the engagement period, from September to October 2017.

Feedback has been included in the analysis from all the conversations undertaken within the engagement process, both online and in person. In some cases, comments in their original form, or paraphrased, have been used to illustrate certain points.

Parks Victoria would like to thank the participants – who generously shared their time and ideas throughout the engagement process.

Before reading this report

Several factors influenced the engagement methodology and analysis of the findings, and should be considered in reading this report. These include:

- The information in this report is based on qualitative research and so does not necessarily reflect the views of a representative sample of community.
- The information and views presented in this report have not been independently validated. It is a summary of opinions, perceptions and feedback we heard across the engagement activities. As such, some information included in this report may be factually inaccurate or unfeasible.
- Participation in public engagement events, in some cases, may have been hampered by inclement weather.
- Due to the variety in formats and events undertaken, not all participant demographic details were captured at all events.

2. How we engaged

The engagement approach

During the engagement for this project our intent was to speak to key stakeholders, as well as broadly promote the engagement to the wider public. The engagement focused on informing people of the project – a business case for Government, rather than a promise to build a new pier – and to illicit some feedback on the concept designs and broader advice on enhancing the pier experience.

Approach and description	Engagement level	Tools and techniques		
1. General communications Broad 'above the line' communications released via print and/or online, with the purpose of creating awareness of the project and communicating its progress.	Inform	 Project website Factsheets Social media Media adverts Posters Postcards 		
2. Stakeholder engagement	Inform - Involve	Project website		
A mix of tools and techniques to seek feedback from a range of stakeholders.		 Stakeholder meetings 		
These activities focused on strengthening relationships and providing opportunity for stakeholders to voice their values, concerns and ideas in safe and supported ways.				

3. Community engagement

A mix of tools and techniques to engage in conversation with the broader public – capturing stories, values, experience and expectations from community members, residents and volunteers. Inform - Involve

Project website

- Listening posts
- Letterbox drops

Our engagement objectives

The project team identified a series of desired outcomes from engaging community and stakeholders in the following areas:

Strengthening Relationships

- Gain the informed support of a design proposal from key stakeholders and community.
- Generate advocacy for the business case.

Building Capacity

- Conduct genuine, collaborative and innovative design for the pier.
- Identify indicative levels of support for the two pier options.

Informing decisions

- Build understanding of the future context of the area/harbour.
- Build appreciation for the diverse perspectives amongst and between groups.
- Grow community and stakeholder understanding of what Parks Victoria does as a local port manager.

These objectives were supplemented by the DELWP Community Charter, which outlines the Department's promise to communities (included at Appendix A).

Engagement tools and techniques

A range of engagement tools and techniques were used to provide different types of opportunities for stakeholders and community to have their say. The main tools and techniques are explained in further detail below:

Project website and survey (21 Sep – 21 Oct 2017)

Online project page designed to share relevant information and to encourage contributions via an online survey for more detailed feedback.

Stakeholder meetings (Aug, Sep, Oct 2017)

To provide opportunities outside of public events for community groups and stakeholders to contribute, a series of meetings were held with key stakeholders. These were facilitated by members of the project team. Each meeting took between 60-90 minutes depending on the number of people attending.

Listening posts (08 & 15 Oct 2017)

Listening posts were conducted over two weekends, once on the Pier and once at a stall at the Esplanade Markets. The listening posts sought to engage people who were otherwise unaware of the project, and to collect their input. Participants were invited to take project information with them, or to have a discussion with staff and complete a survey.

Posters, Postcards and Letterbox drop (Sep & Oct 2017)

To help inform local residents about the project, postcards were delivered to houses and apartment complexes along the streets close to the pier. To further extend awareness of the project to people traveling to the area, postcards were delivered to cafés, restaurants and other commercial buildings along the shoreline, Esplanade, Fitzroy Street and Acland Street. Posters were also placed at the pier, government offices, Kirby's Kiosk and the Royal Melbourne Yacht Squadron.

Engagement topics

We identified three topic areas to help community and stakeholders comment on the issues and opportunities for St Kilda Pier.

Topics included:

- → The entrance to the pier
- → The pier design concepts
- → The kiosk, marina and penguins

Engagement timing

The table below outlines the techniques used during the 6-week engagement.

Tools and techniques	Wk01	Wk02	Wk03	Wk04	Wk05	Wk06
	18 Sep	25 Sep	02 Oct	09 Oct	16 Oct	23 Oct
Website survey	•	•	•	•	•	•
	x121	x68	x54	x77	x71	
	surveys	surveys	surveys	surveys	surveys	
Stakeholder meetings			٠	٠	•	٠
Listening posts			•	•		
			08 Oct	15 Oct		
			St Kilda Pier	Esplanade		
Postcards and Letterbox drop	•		•	•		
	Postcards to		Postcards to	Postcards to		
	residential		businesses	businesses		

3. Who was involved

Participation

In September and October 2017, more than 550 people engaged with us about the renewal of St Kilda Pier.

Of these, approximately 150 participants engaged in person through stakeholder meetings, and of our face-to-face events.

The website received more than 3,400 views and 391 online surveys.

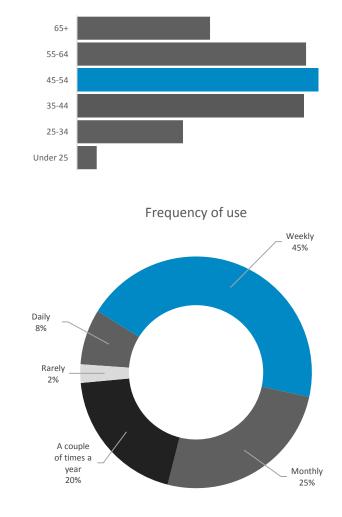
People were invited to share some demographic data with us, primarily through our **online survey**. The following is a snapshot of these people. The age groups were well distributed, with the highest participant group was aged 45-54.

Most people (70 per cent) were weekly-monthly visitors to the pier, with nearly half using the pier 'Weekly'.

Many users indicated that they use the Pier for 'Walking/Running' with a wide range of other uses identified, including high numbers of 'Penguin Viewing', 'Socialising' and 'Boating'.

Postcodes were well dispersed across the metropolitan region – reflecting the importance of the pier as an iconic site for the city.

At least half of the participants who provided postcode data were from the local area (Postcode 3182), and contributions from as far away as Western Australian and Queensland. Postcodes have been mapped on the next page. Participant age range



Ways participants use the Pier

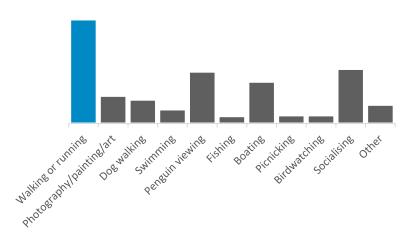




Image: Postcode distribution of participants

Specific groups and stakeholders contacted and engaged included (but was not limited to) the following:

- Port Phillip City Council (CoPP) officers and Councillors
- Royal Melbourne Yacht Squadron (RMYS)
- Kirby's Kiosk
- Earthcare St Kilda
- Phillip Island Nature Park
- Office of the Victorian Government Architect (OVGA)
- Visit Victoria
- Tourism Victoria
- Heritage Victoria
- Department of Environment, Land, Water and Planning (DELWP)
- Transport for Victoria (formerly DEDJTR)
- Local residents
- Local business
- Visitors / Tourists



4. What we heard

Key messages

The following outlines some of the key issues and opportunities we heard from engagement.

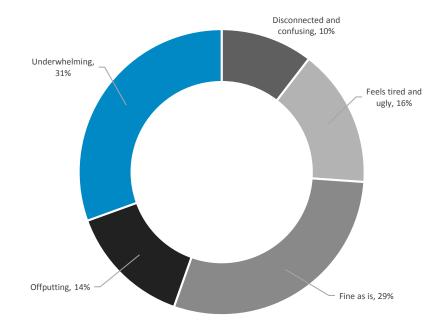
About renewing the St Kilda Pier entrance

More than 560 comments were received about the entrance to the pier, including current perceptions and advice on ways to improve it.

Key recommendations included:

- → The current pier entrance is underwhelming
- The entrance should be an invitation to discover the pier, penguins and local history
- Create a landscaped, broader entry point to the pier
- New landscaping could consider the reinstatement of the old pavilion
- Additional seating would be appreciated
- Improve lighting to improve connection and safety perceptions





The current entrance is 'underwhelming'

We heard from participants that the current entrance to the pier does little for the pier experience.

'[The] current entrance adds nothing to the overall experience'

Participants felt the entrance was a 'non-event' – not so much an entrance as simply the beginning of the pier.

For some people, this was enough, nearly 30 per cent of responses suggesting it was 'fine as is'. However, for the other 70 per cent of respondents there was potential for a more inviting, accessible, safe and legible entry point to the pier.

'A grand pier deserves a grand entrance...'

Participants referenced crowds of people, congestion with cyclists, the proximity to the carpark, and overflowing litter as 'off-putting'. These elements discouraged people from lingering in the area or making the walk up the pier.

The entrance should be an invitation to discover the pier, penguins and local history

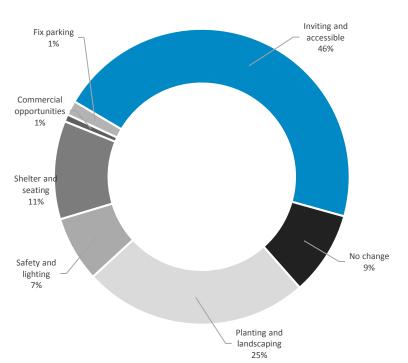
Most responses to this question focussed on the need to create an inviting and accessible entrance to the pier.

Whilst more than 90 per cent of comments where focused on improving the current pier entrance, there was emphasis on protecting the sight lines to the kiosk and of the new pier.

'The entrance is could be more interesting, but it also should not obstruct the views. Keep a redesign low in height. Maybe a (landscape) architecture competition could provide ideas?'

Common suggestions to improve the entrance included:

- Improved signage describing the pier, the penguin viewing, the recent history and the local Aboriginal history of the area.
- An archway to walk through in recognition of the history of the pier.



Future considerations for the Pier entrance

- A fanned entrance to the pier, to allow greater walkability and crowd management.
- Greater separation of cyclist and pedestrian access and paths.
- 'Stopping spots' for photo opportunities and information signage to draw crowds off the main path, and help facilitate the movement of people along the pier.
- Accessibility needs for people with different needs – universal access design principles

Create a landscaped, broader entry point to the pier

For many respondents, the planting of native vegetation, and a new plan for landscaping around the pier entrance would help with addressing congestions, sense of arrival, and articulation/wayfinding.

'It needs to integrate with existing landscaping, but be a little more obvious in some way. Tourists somehow have trouble finding it - I am

relentlessly asked 'Which way to the penguins?'

Comments relating to landscaping focused on the existing area feeling tired, littered, and an ineffective conduit for people moving through the area.

'I would like to see more of a design connection between the foreshore promenade and the pier entrance – something that invites and leads people out onto the pier...'

'Maybe more public art?'

New landscaping could consider the reinstatement of the old pavilion

Participants made frequent reference to the wooden pavilion that previously sheltered the Mirka Mora Mosaic at the entrance to the pier.

It was suggested that a new shelter in the area near the entrance would provide a place to sit out of the weather. This would also provide a resting place for people who are not able to walk the pier but want to wait and watch others make the walk.

'[rebuild to] the original design of the shelter over the Mirka Mora mosaic, that reflected the design of the kiosk'

'Maybe have the rotunda so you have to walk through it to actually enter the pier and have things in it giving tourist information about the history of the pier and the sea life and penguin colony in the area'

Additional seating and learning opportunities would be appreciated

Building on the idea of shelter and resting opportunities, participants felt that additional seating in the landscaped area around the entrance would help support a mix of different people to enjoy the pier. Coupling these seats with interpretation and information would further enhance the experience for visitors and locals.

'A bit of history and storytelling, maybe in a shelter. Seating to watch the wind surfing and taking sunset pictures'

Improve lighting to improve connection and safety perceptions

Participants talked about the opportunity to create interesting pier views, and a connected pier through the use of creative lighting.

'At night you definitely need lighting as again it is easy to miss the pier. If lighting stood out more maybe from underneath the walk way of the pier it would stand out and look amazing at night'

'Better Lighting or CCTV would be good to make pier more usable in evening'.

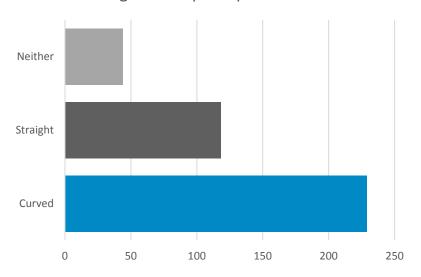
About the St Kilda Pier alignment options

More than 780 contributions were received from participants about the proposed design concepts. These contributions include preferred options for a future design, together with feedback on the reason for participants' preferences.

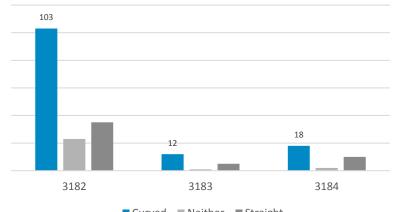
Key recommendations included:

- ➔ Broad support for developing the curved alignment for the new pier
- ➔ Most preferences for the curved alignment related to the innovative design
- Preferences for the straight alignment focused on the design and safety elements
- → Support for progressing neither option largely focused on preserving the current pier

Alignment option preferences



Concept preferences across local postcodes



■ Curved ■ Neither ■ Straight

Broad support for developing the curved alignment for the new pier

Nearly 60 per cent of participant responses supported the development of a curved pier.

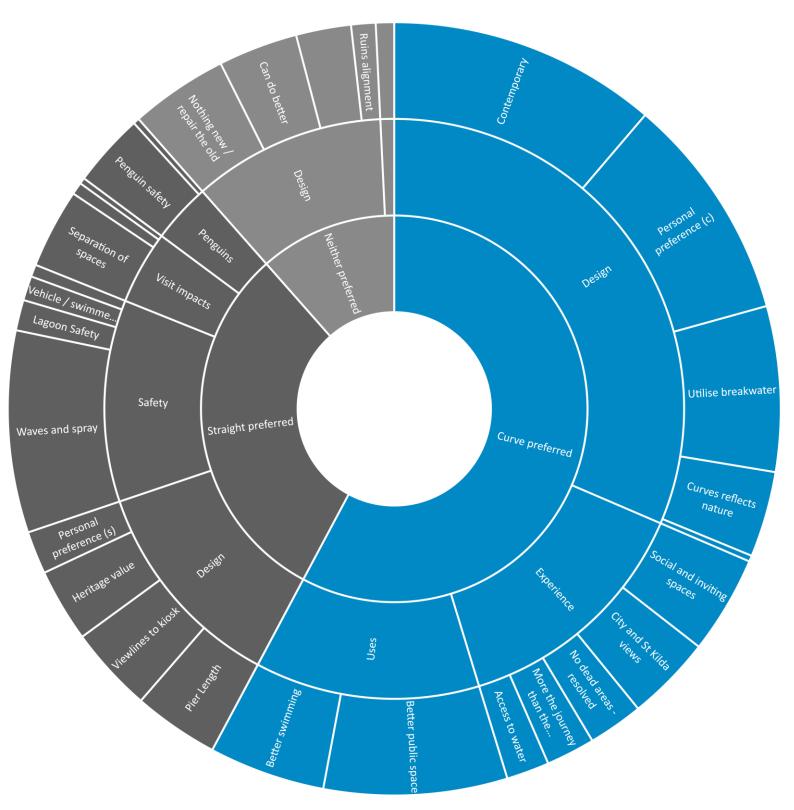
This was nearly twice the response rate (30 per cent) of participants supporting the straight alignment option, and nearly six times the response rate of those who supported neither option (11 per cent).

These ratios (60:30:10) of support remained largely consistent when assessed against age, gender, and visitor type.

The two largest groups in terms of visit frequency – the weekly and

monthly users – both returned a majority preference for the curved option. However, the responses showed that the more frequently the participant used the pier, the more supportive they were of the straight option. This may be due to the functional ways in which these groups use the pier (such as access to the marina) and perceptions of change (such as the risk of increasing foot traffic, or the increased length of the curved alignment).

Support for the curved pier option was present against all the major postcode segments for this project – particularly those in the local area – 3182, 3183, and 3184 (see graph above).



Partcipant comments on the pier approach options

Most preferences for the curved alignment related to the innovative design

The design itself was the most common reason participants supported the curved alignment.

We heard that the design felt well resolved, contemporary, interesting, and 'aesthetically pleasing'.

'Looks dynamic and interesting, more art, less infrastructure'

The curve was often associated with organic shapes, nature and water.

'Straight lines are just so common place/boring. Curves are awesome'

'Curves and circles are a more natural shape in the environment, more pleasing to look at. This option also opens up the southern aspect which would be very useful on hot summer days when it's most needed'

Other comments focused on the efficiency of utilising the breakwater – with some suggestion that this may in fact reduce the ongoing operational costs of maintaining both a pier and a breakwater.

'Option 2 makes better use of the breakwater and allows for more public space to be used in a more seamless way.

This also allows for easier access to the water whilst still allowing for those fishing to be able to do so without interference from the users'

'I like to think the use of the outside arm would be good as at present only a few fishermen use it due to large gaps in the rocks. I like the stepped entrance into the water. It also better uses the section south of the kiosk'

Comments also supported the provision of additional public space, seating, tiered access to the water's edge, the open swimming area, and the views to the city and to the St Kilda foreshore. The experience of walking on the curve was seen as more inviting and social, and more about the 'journey rather than the destination'.

'The off-axis approach to the cafeteria is far better than the existing on-axis approach. The curved design allows the user to experience the breakwater as a destination, and maintain unimpeded views across the water, rather than making the kiosk the main focus. The kiosk should be an important secondary destination, and the curved design facilitates this'

Preferences for the straight alignment focused on the design and safety elements

Comments in support of the straight alignment most commonly expressed concerns about utilising the breakwater and the impacts of strong southerly weather, waves and spray.

'Strong preference for the straight option, particularly due to the high likelihood of dangerous wave overtopping on the curved concept where it is close to the rock wall at the kiosk end'

Due to the repetitive language within a number of these responses, it is expected that a large proportion of these comments were submitted by members of the same community group.

Other comments on user safety focused on the closed swimming section as a safer option, and the separation of spaces to allow to safer vehicle access along the pier.

Aside from safety, many comments on the straight alignment referred to design elements. For regular users and marina users the pier length was a critical factor.

'Making the pier any longer would not be desirable for those yacht club members and visitors that use the pier up to 3 times per week whilst carrying heavy personal and boating gear & equipment' For others, the currently view lines to the kiosk was an important part of the pier experience, as was the protection of the heritage values of the pier.

'The straight option keeps the view and ambiance of the heritage environment. It is aesthetically pleasing withe the loop and its semi-enclosed bay. The second option is the opposite'

'I like it how it is. I have grown up with it like this and my earliest memories are of it like this. Leave the penguins and rakali alone the last thing they need is more human interference'

Penguin safety was also a priority for participants – who felt that the breakwater was best left for the penguin colony.

'I worry that utilizing the space for people swimming, and socializing is going to put harm on the local penguins. It would be great if it could be closed for private tours to see the penguins after sunset. I see too many people harming the penguins otherwise'

Support for progressing neither option largely focused on preserving the current pier

Comments in support of doing neither alignment were largely interested in the upkeep of the existing pier. Reasons for upkeep rather than renewal including the expense of building new infrastructure, impacts to the view lines, and the perceived risk to penguins.

'I am concerned about the impact on the surrounding ecosystems with the construction that will occur with this project. Is a change really necessary?'

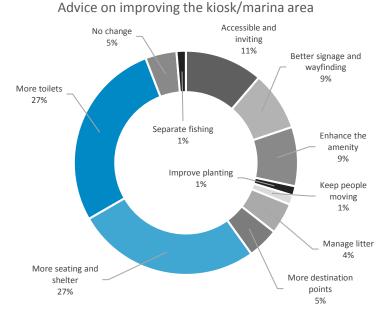
St Kilda Pier Renewal December 2017

About the St Kilda Pier kiosk, marina and penguin viewing areas

More than 400 contributions were received from participants about the marina, kiosk and penguin viewing areas.

Key recommendations included:

- Improvements to the existing toilet are necessary
- Design more seats and shelter to make people pause
- ➔ Feedback supported enhancing the character of the area, better wayfinding, signage, and accessibility
- Protection of the penguins is the most important outcome for the viewing area



Improvements to the existing toilet are necessary

More than half of all participant feedback was focussed on two main ideas for the kiosk/marina area: increasing the quality and quantity of toilets; and the provision of additionally seating and shelter.

Toilets were a popular demand even amongst participants who felt little changes should be made.

'Leave it alone, but build additional and better toilet facilities at the kiosk, along with daily cleaning'

Having clean, accessible and discreetly designed toilets was seen as vital in encouraging people to stay longer at the head of the pier. Comments also highlighted toilets that could serve as changing rooms, and be accessible for the elderly or those with a disability.

'Extra public toilets and pay per use showers for swimmers'

Design more seats and shelter to make people pause

Participants wanted to see more opportunities to sit, enjoy and use the space at the end of the pier, and to do this, more seating and better protection was sun, wind and rain are needed. 'Shelter from the westerly and southerly winds and from rain for those stuck out on the pier. As scuba divers, we welcome any additions to improve access to and from the water (and reasons to dive there in the first place such as an artificial reef!) including bench seating for ease of donning and doffing of gear'

'[The current] seating and shelter are inadequate and not at all inviting. Overseas visitors must think we are a slum'

'More seating, a larger viewing area, some cover from the elements for those who wish to stay awhile, and less locked away space. It's an asset that needs to be used more, not less'

Participants talked about these places to sit as 'destination points', where there is accompanying signage and things to learn, see or do, and separating the fishing activities from the thoroughfare.

Some comments emphasised programming the space, inviting temporary food trucks or other events up into the new area made by the curved option. 'Clear and unencumber the view as much as possible. Provide a variety of seating to allow enjoyment of the view. Provide low native planting to add greenness and visually connect the area to the shore while keeping sightlines unencumbered. Provide interpretative signage about the penguins and about traditional custodians, flora and fauna'

Feedback supported enhancing the character of the area, better wayfinding, signage, and accessibility

Other themes of feedback focused on creating a place with a sense of character through design – such as retaining the wooden feel of the pier, and design that referenced its heritage.

'Make this area a real extension of the rest of the pier, rather than a rocky afterthought'

'Detailed and well-maintained information boards about local species and history'

'Please keep the seating, feel of the place in respect of its history. Modern is not always better. To be new it can still respect the history of the site'

'Integrate materials with the rest of the pier, it needs uniformity'.

Other comments talked about the important of litter management, the improvement of the bins area near the kiosk, and the importance of designing good traffic flow.

A small number (5 per cent) of responses called for no change to the current area, with some reluctance to see any increase in foot traffic or further risk to penguin safety.

'I think it would be best not to encourage people to spend a long time there. If it becomes

St Kilda Pier Renewal December 2017 crowded and noisy, this wouldn't be good for the penguins'

Protection of the penguins is the most important outcome for the viewing area

Consistently across the participant feedback, the theme of protecting the penguins was observed. This was most clearly present in our questions about enhancing the penguin viewing area. Nearly one-third (32 per cent) of all responses focused on protection and enforcement as the priority outcome.

'I do feel as though the community are given way too much access to the penguins... put the penguins first, not tourists"

'Have a ranger on duty in the evenings'

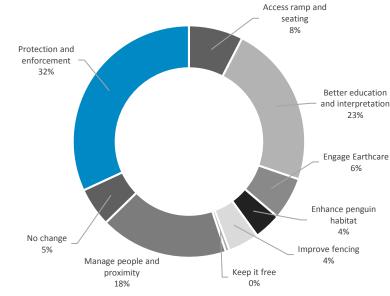
Three important related themes emerged supporting the protection of the penguin colony – enhancing the penguin habitat, managing the distance between people and penguins, and better deployment of educational, interpretive and behavioural signage or information. 'Education centre, more protected viewing area where people can walk through and see the penguins but not interact with them such as glass walls'

'Ensure they still have a safe, sheltered nesting place in the new development, and maybe make a walkway that ensures people aren't able to climb on the penguins' rocks'

'education activities during school holidays for kids; small guided tours to see the penguins after dark and the rest of the pier closed; and small seating around for the guided tours so people don't touch or annoy the penguins'

Enhancing the ramps to allow for greater accessibility, improving the current fencing, and utilising our important volunteer groups were also suggestions through multiple comments.

Again, a small percentage (5 per cent) of comments preferred no change, largely due to concerns about the impacts of greater foot traffic and risks to the colony.



Advice on future penguin viewing area

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5.Next steps

This summary and further data from the engagement will be assessed along with other relevant information by the planning team to formulate a final concept design for the pier renewal as part of submitting the business case to the Victorian Government.

Should the government decide to proceed with the renewal, further engagement will be undertaken prior to the finalisation of the pier design – focusing on design, function and aesthetic elements of a new pier, and based on the preliminary feedback collected through engagement to date.

Parks Victoria would again like to thank those who contributed to this process, and we hope to continue the conversation about a renewed pier with you soon.



Appendix 1. DELWP COMMUNITY CHARTER

More information Parks Victoria 13 1963 www.parks.vic.gov.au ISBN: 978-1-920789-01-5

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If you are deaf, or have a hearing or speech impairment, contact us through the National Relay Service on 133 677 or visit www.relayservice.com.au





