

REPORT



CREMORNE - ISSUES AND OPPORTUNITIES PAPER

Stage 1 Engagement Outcomes Summary Report

Final, 7 February 2020



capire

COMMUNITY

The term community refers to a group of people that has something in common such as identity, behaviours, interests or values. A community often share a sense of place in a given geographical area (e.g. a country, city, town, or neighbourhood) or in virtual space through communication platforms.

STAKEHOLDER

The word stakeholder refers to individuals, groups or organisations with a stake or interest in the outcome of a decision. Stakeholders may also have the ability to influence the decision given their role or position.

ENGAGEMENT

Engagement is defined as a planned process with the purpose of working with communities and stakeholders to inform decisions, share knowledge and strengthen relationships.

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Executive summary

The suburb of Cremorne encompasses residential neighbourhoods nestled amongst the rapidly changing commercial areas. In the wake of increased development investment in both commercial and residential premises, workers and residents have campaigned for better amenity within the area and coordination of government activity.

Responding to these challenges and opportunities, the Minister for Planning, the Honourable Richard Wynne MP, has instructed the Victorian Planning Authority (VPA) to prepare a Place Implementation Plan (the Plan) for Cremorne. The VPA is working closely with the City of Yarra (Council) in the development of the Plan.

Stage One community engagement was undertaken in November-December 2019 to inform the preparation of the Plan. Further engagement on the Draft Plan will take place in March-April 2020, before the finalisation of the CPIP and proposed actions are confirmed.

Whilst Capire is confident that this report provides important resident and worker insights and accurately reflects the view of participants, these findings do not reflect the views of a statistically representative sample of the community relevant to this project. The Stage One Engagement Outcomes Summary Report provides one source of data, that will be considered alongside other technical research to inform the development of the CPIP.

ENGAGEMENT ACTIVITIES AND PARTICIPATION

The engagement approach sought to inform as many people as possible about the project and to encourage participation. It included a range of activities to reach a broad sector of the community, including coffee pop ups, community workshops, a business breakfast workshop, and interviews with key stakeholders.

During the engagement period a total of 1,307 people visited the website, and 469 people participated directly in the engagement. This demonstrates a highly engaged community that provided not only local knowledge, but also insights from a professional perspective, with experience in city and transport planning, placemaking, architecture, and business development.

ENGAGEMENT OUTCOMES

There is acceptance that Cremorne is changing and will continue to change, but the community seeks better management of the impacts of change. As such the community appears to be open to trial, innovation, risk taking, and action to respond to the issues faced in Cremorne.

The engagement covered four key themes including economy and innovation, public and open space, buildings and transport and movement. The engagement also sought community input on a renewed vision for Cremorne. There was overlap in the responses across the themes. Below is a summary of the key responses.



ECONOMY AND INNOVATION

Commercial zoning was recognised by community members as having helped pave the way to Cremorne's success as a business precinct, by providing certainty for business growth and investment.

Improvement to **internet speeds** was highly supported.

The future role of the **Bendigo Kangan Institute** campus is identified as an important opportunity to community. They noted that the education provided can support technology industry skills development and align with businesses to support growth. They also see an opportunity for the campus to address the issue of workspace affordability and provide more public open space and community facilities.



PUBLIC AND OPEN SPACE

The community has identified opportunities for **underutilised government land** to be repurposed and contribute improvements, particularly open space and amenity which supports Cremorne's future.

A **greener** Cremorne is highly supported through a range of options including improved access to existing public space, more public space and public realm improvements, and through new developments.

The community wants more open space to cater for the needs of the growing community but accepts that space is limited and supports small and creative improvements to the **public realm and open space**. Some community members supported reducing car parking to create public space. However, it is recognised that parking space is a sensitive issue within the community that requires careful consideration.

Community wishes to participate in improvements to public spaces through **local placemaking initiatives** and encourages trialling potential improvements.



BUILDINGS

Community identified **opportunities for development** to contribute to public amenity and create public spaces. They recognised the need for a long term and strategic approach to development which considers sustainability, scale, design quality, overshadowing, and setbacks and building heights, and protects local heritage and character.

The vibrancy of having a **mix of businesses and services** throughout Cremorne was recognised as a key characteristic and strength of the area.



TRANSPORT AND MOVEMENT

Improved access to public transport was identified as a high priority. Richmond and East Richmond Stations are key transport interchanges serving Cremorne. The upgrading of pedestrian links to Cremorne and public amenity around stations is supported.

Improving road safety was supported, including traffic calming measures and the trialling of reduced speed limits.

The street typologies set out in the **Streets and Movement** technical document was seen as a useful approach and practical. The community was eager for quick implementation.

The community is divided on the **reduction in parking** spaces, both on and off street. This remains a contentious issue in the community as it has trade-offs with the other opportunities identified, such as:

- providing open space in the condensed Cremorne environment by removing on-street parking spaces
- advocating for active movement and improvements to street amenity.

A great proportion of the community already use **sustainable transport modes** with walking being the highest modal choice. Promoting sustainable travel to manage the increasing travel demands was supported, with improvements for cyclist and pedestrians identified as a priority.

Travel by car is still high for a precinct with a high level of access to public transport, reflecting differing views on travel priorities. This suggests there is a need to understand more about people's choice of transport.

The community has recognised that some **big ideas** are needed in addressing the access and movement issues in Cremorne.



VISION

A clear vision is needed for the precinct that guides its future growth and development and provides greater certainty to the community. Whilst participants expressed high levels of support for the 2007 vision statement for Cremorne, many saw the need for a vision to be much bolder and more innovative and visionary, as is the unique place that is Cremorne

1 Introduction

1.1 Project background

The suburb of Cremorne encompasses residential neighbourhoods nestled amongst the rapidly changing commercial areas. With good access to public transport, nearby activity centres such as Swan Street in Richmond and a rich industrial and residential heritage, it is a unique place in metropolitan Melbourne. Cremorne is also a key destination for local and global high technology companies.

In the wake of increased development investment in both commercial and residential premises, workers and residents have campaigned for better amenity within the area and coordination of government activity. This includes improvements to public spaces, accessibility and sustainable practices.

Responding to these challenges and opportunities, the Minister for Planning, the Honourable Richard Wynne MP, has instructed the Victorian Planning Authority (VPA) to prepare a Place Implementation Plan (the Plan) for Cremorne. The goal of the Plan is to mobilise State Government and Council support and resources for priority projects. Community engagement is being undertaken throughout Plan preparation to ensure that community priorities inform the priorities defined in the Plan.

The Plan will support the continued success of Cremorne as an enterprise precinct that is liveable, vibrant and has great amenity. Planning will examine the issues of safety, transport and parking, open space, business and commercial spaces and public realm. The Plan will also seek to retain and enhance the qualities that have attracted businesses and residents. The Plan will provide:

- a high-level vision for the future of Cremorne that reflects input from the communities that live, work and invest there; and
- a prioritised set of actions that will deliver that vision.

The Plan will consolidate and build on plans and reports that have been prepared by State Government and Council over recent years. The VPA is working closely with the City of Yarra (Council) in the development of the Plan.

In July 2019, Capire Consulting Group (Capire) was engaged to work with VPA on delivering community and stakeholder engagement over two key phases of the project.

The first phase of engagement sought feedback on an Issues and Opportunities Paper which will inform the development of the Plan. Phase two engagement will seek input on a Draft Place Implementation Plan for Cremorne.



Figure 1: Project timelines

1.2 Report purpose

This report presents a summary of the key findings from the phase one of community engagement on the development of the Plan. Engagement commenced on 19 November 2019 and finished on 13 December 2019. The phase one of engagement focused on an Issues and Opportunities Paper for Cremorne, including proposed vision statements, and proposed actions under four key themes:

- economy and innovation
- public and open space
- buildings; and
- transport and movement.

The findings in this report will help VPA understand the actions that the Cremorne community view as key priorities to pursue in the development of the Plan, and a new vision to inform the future planning of Cremorne.

2 Engagement approach

2.1 Objectives

The engagement approach was designed to inform the development of the Plan. The overarching engagement objectives (for phases one and two) were to:

- build community and stakeholder understanding about the purpose of the Plan
- increase community and stakeholder knowledge about the Plan and how it will inform future planning decisions
- partner with engaged community groups in elements of the engagement design and delivery
- build upon previous engagement with key stakeholders
- proactively communicate through a range of channels
- build trust in the project and outcomes; and
- enhance local and State Government's understanding of community and stakeholder's aspirations for the future of Cremorne.

Phase one engagement objectives were to:

- understand community and stakeholder views on the Issues and Opportunities Paper and confirm it adequately reflects those views
- seek feedback on existing vision statements for Cremorne and develop a new shared vision for Cremorne
- seek feedback on proposed actions and confirm community priorities for delivery of these actions
- proactively engage with residents, workers, businesses owners, students, visitors, commercial stakeholders and project partners
- proactively brief key stakeholders about the project and invite their participation in engagement; and
- use the engagement findings to inform the draft Plan.

The VPA was interested in hearing from a wide cross-section of the community, including residents, workers, business owners, students, visitors, commercial stakeholders and project partners. The engagement was delivered using a variety of methods including face-to-face and online activities to hear from a diverse set of community voices.

2.2 Engagement activities

The engagement provided a range of opportunities for people to give feedback. The following engagement activities were used:

- A survey was included on the project website which included 5 open answer and 21 closed answer questions.
- Coffee pop-ups were held in various locations across Cremorne to reach people who had not heard about the project, and to provide people with additional opportunities to meet the project team. A total of 145 people engaged over five events held at:
 - Lieux, 14a Palmer Parade, Cremorne
 - Sloane Ranger, 13 Cremorne Street, Cremorne
 - Coe & Coe, 25 Stephenson Street, Cremorne
 - Pillar of Salt, 541 Church Street, Cremorne
 - Sloane Ranger, 13 Cremorne Street, Cremorne.
- A two-hour community advocates workshop was held to provide an opportunity for local community group members to discuss their ideas and provide feedback in a group setting. A total of six community group members attended.
- Two¹, two and a half-hour community workshops were held to provide an opportunity for people to share and discuss their feedback in a group setting. A total of 31 people attended the workshops.
- The community workshops and advocates workshop included discussion of the City of Yarra's Streets and Movement Strategy, including three additional open answer questions.
- A two-hour breakfast workshop was held with members of the business community. A total of six participants attended.
- One-on-one interviews were conducted by the VPA team with seven key stakeholders.
- Capire and the VPA also received emails and submissions from individuals, members of community groups and private businesses in Cremorne.

2.3 Engagement promotion

Throughout the engagement, the project team sought to inform as many people as possible

¹ Three workshops were planned, however one was cancelled due to low registration. An additional coffee pop-up was included to provide additional engagement opportunities.

about the project and to encourage participation. The following promotional activities were used:

- The project website was hosted on VPA's Have Your Say webpage². During the engagement period a total of 1,307 people visited the website.
- A project page was added to the City of Yarra Your Say website with a button redirecting to VPA project webpage.
- The project was shared on the City of Yarra's Facebook and Instagram pages on five occasions. The posts had a total of 5,532 views and 328 post engagements.
- The project was included in the City of Yarra E-newsletter, resulting in 5,705 opens and 72 unique clicks.
- A news item was shared on the Yarra City Council corporate webpage, resulting in 46 page views.
- A total of 1,819 postcards were delivered to 300 businesses and 1,519 residential addresses within Cremorne.
- Postcards were hand delivered to local business during coffee pop-ups.
- A total of seven project posters delivered to cafes, bars and the Bendigo Kangan Institute.
- Engagement was promoted through existing local community groups including:
 - CoCreate Cremorne; and
 - Streets Alive Yarra.
- An email promoting the engagement activities was sent to 119 subscribers to the VPA database for Cremorne.
- Email invitations were extended to 115 Cremorne business owners and investors to attend a business workshop.

2.4 Engagement limitations

- Whilst Capire is confident that this report accurately reflects the view of participants, these findings do not reflect the views of a statistically representative sample of the community relevant to this project. People who participated in the engagement self-selected to take part.
- Some participants did not answer all the questions. This meant some questions received fewer responses than others.
- Some participants who engaged in workshops chose to not complete a workbook. Where possible, their comments were captured by table host.

² Victorian Planning Authority 2019, *Cremorne Place Implementation Plan*, <https://vpa.vic.gov.au/have-your-say/>

- Some people may have taken part in multiple engagement activities, for example; completed the survey, attended a workshop, and spoke to the project team at pop-ups or one-on-one interviews. As such, their views may have been captured more than once in the engagement process.
- Some survey questions addressed topics best suited for response by a certain demographic, for example, residents, business owners or workers. As a result, some participants offered responses to questions that may not apply to their demographic.
- The means of which participants provided feedback on actions differed in workshops and online.
 - Workshop participants were invited to rate each action idea from one to five, where one is least supported and five is most supported. The score provided for each action from workshop participant responses is presented as an average rating from all participants out of five.
 - Online participants were invited to select one, two or three action ideas they viewed as most important. The percentage indicates the proportion of online participants who selected that action idea as important.
- Participant responses may be unachievable or factually incorrect.



Figure 2 Coffee pop up engagement

3 Participation

Capire facilitated an online survey, two community workshops, one workshop with community advocate groups, one business breakfast workshop, five coffee pop-ups and seven key stakeholder interviews. An overview of the levels of participation in these engagement activities is outlined in Figure 3. There was a total of 43 workshop participants, 145 people attended a coffee pop-up³. The project webpage received 1,307 visits, with a total of 274 online surveys were completed.

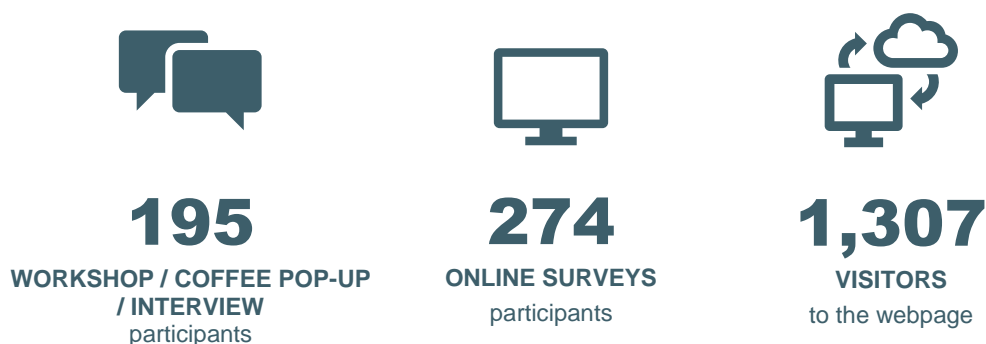


Figure 3: Overview of engagement participation

Participants were diverse in terms of age, with the largest proportions in the 31-40 years and 41-50 years age groups (Figure 4).

Participants were also asked to describe their relationship to Cremorne (Figure 7). Most respondents identified that Cremorne was their residential area or their place of work, with smaller proportions identifying as business owners, landowners, and visitors of Cremorne. Figure 8 shows that most participants had a postal code of 3121, for Cremorne.

People who identified as workers were more likely to be aged 18-30 than residents, and residents were more likely to be aged above 51 years than workers (Figure 5). Participants who identified their gender were more likely to identify as male (55 per cent) than female (43 per cent), and one per cent of participants preferred not to identify their gender. Participants at community workshops were more likely to identify as residents than workers. Online participants were more closely split as residents and workers (Figure 6).

³ Most participants who attended a coffee pop-up event completed an online survey at the time of their attendance.

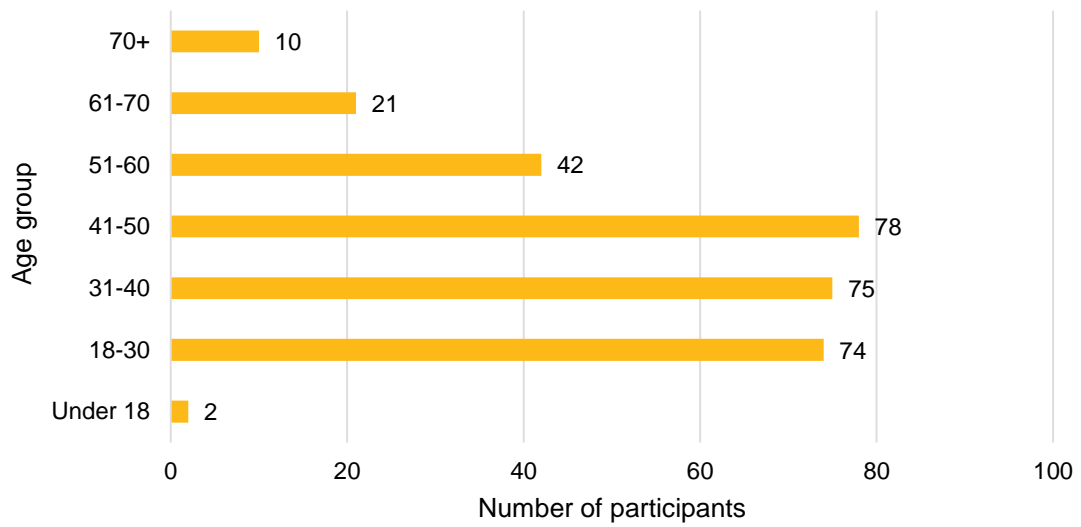


Figure 4: Respondents by age group (where n=298)

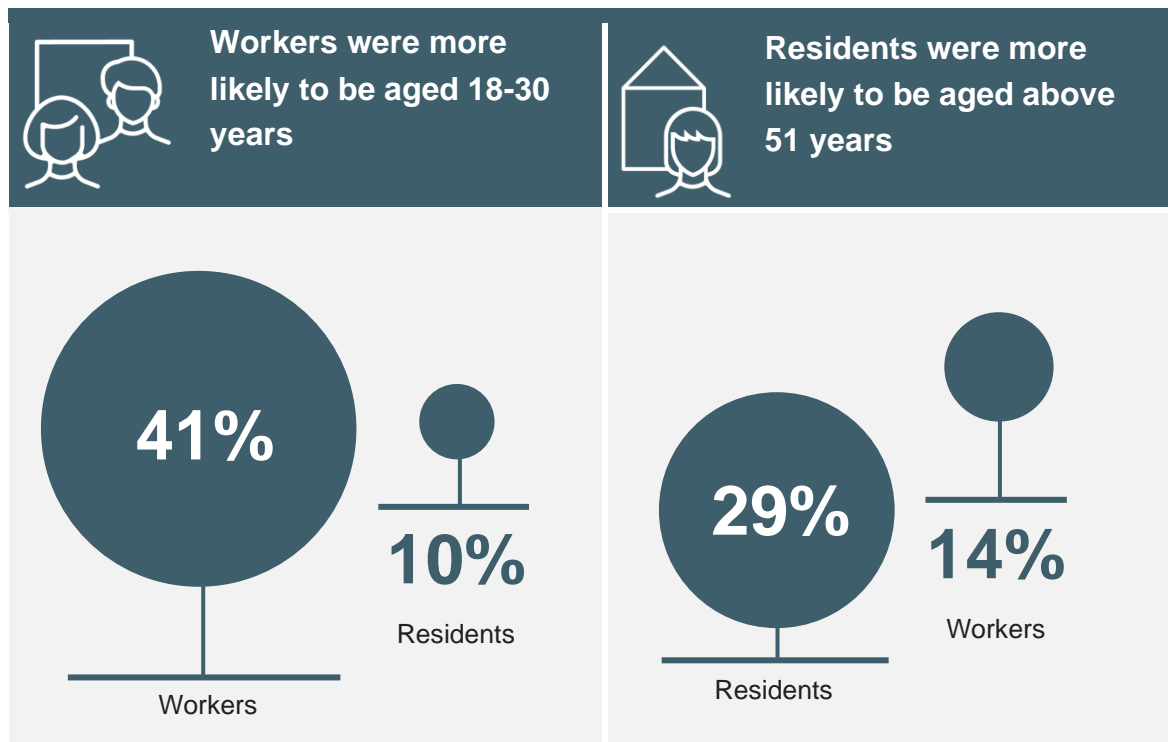


Figure 5: Age group by relationship to Cremorne

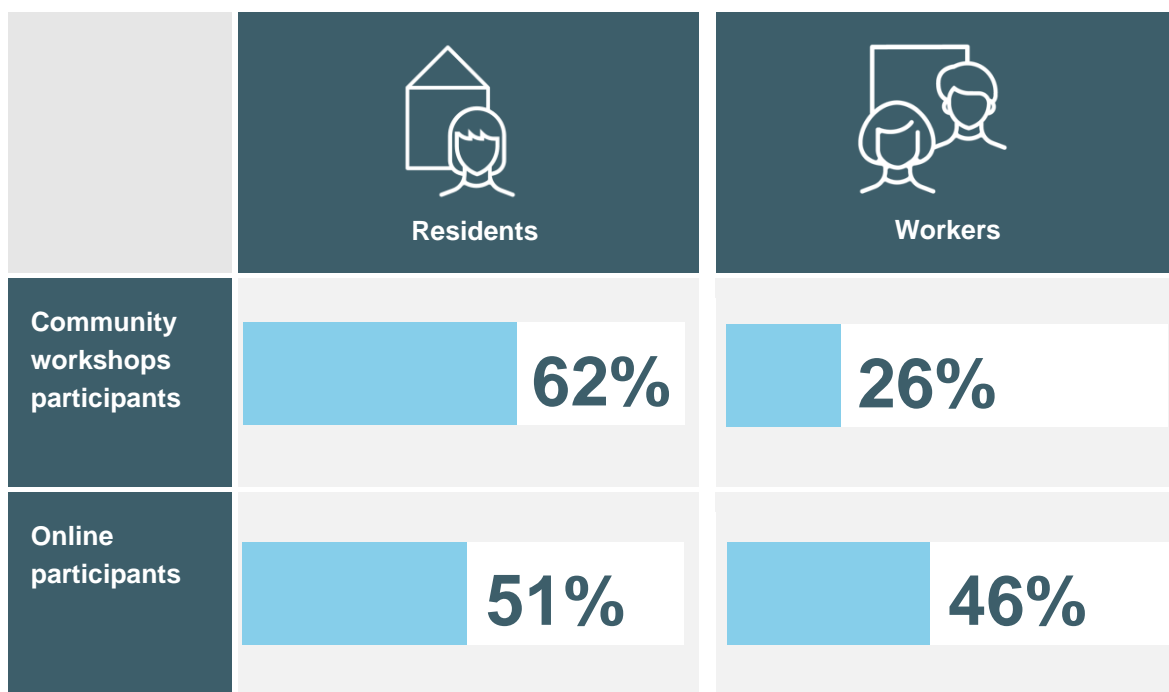


Figure 6: Engagement participant by activity and relationship to Cremorne

Participants were also asked to describe their relationship to Cremorne (Figure 7). Most respondents identified that Cremorne was their residential area or their place of work, with smaller proportions identifying as business owners, landowners, and visitors of Cremorne. Figure 8 shows that most participants had a postal code of 3121, for Cremorne.

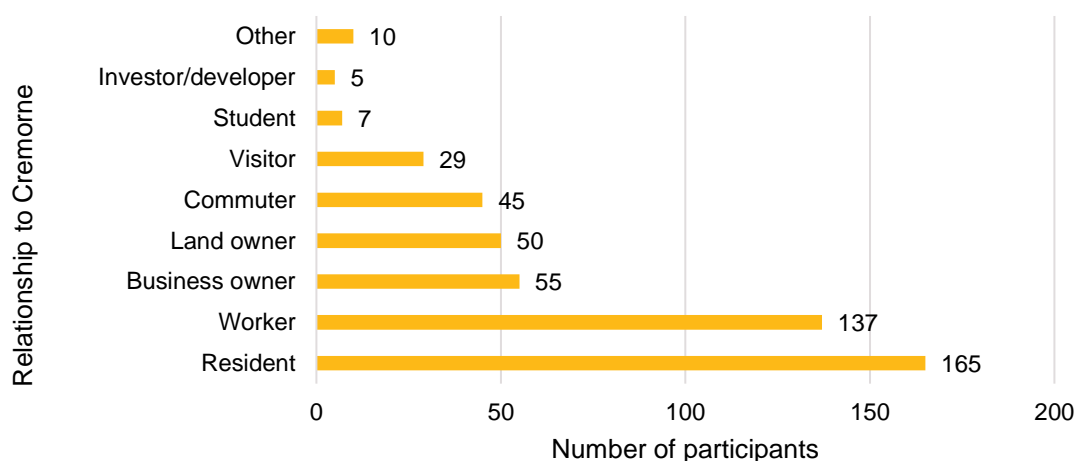


Figure 7: Respondents' relationships to Cremorne (where n=305, and participants could select multiple responses)

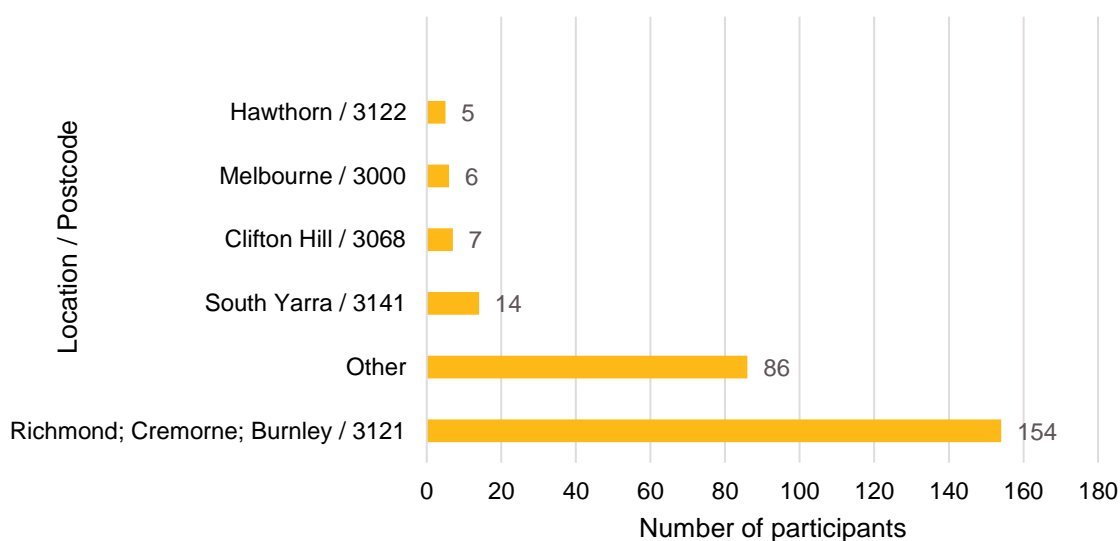


Figure 8: Respondents by postcode (where $n=298$, and 'other' is comprised of all postcodes with a representation of <5 respondents per postcode)

Participants were also asked 'What is your main mode of transport to travel in and through Cremorne?' (Figure 9). Sustainable transport is highly used with walking the majority modal choice. Most respondents travelled in and through the suburb by foot or by car, while smaller numbers took public transport or rode a bicycle. Participants who identified as residents were more likely to walk than workers (73 per cent vs. 42 per cent) and also more likely to drive a car (47 per cent vs. 36 per cent). Workers were more likely than residents to cycle (23 per cent vs. 14 per cent) and take the train at Richmond Station (23 per cent vs. 16 per cent).

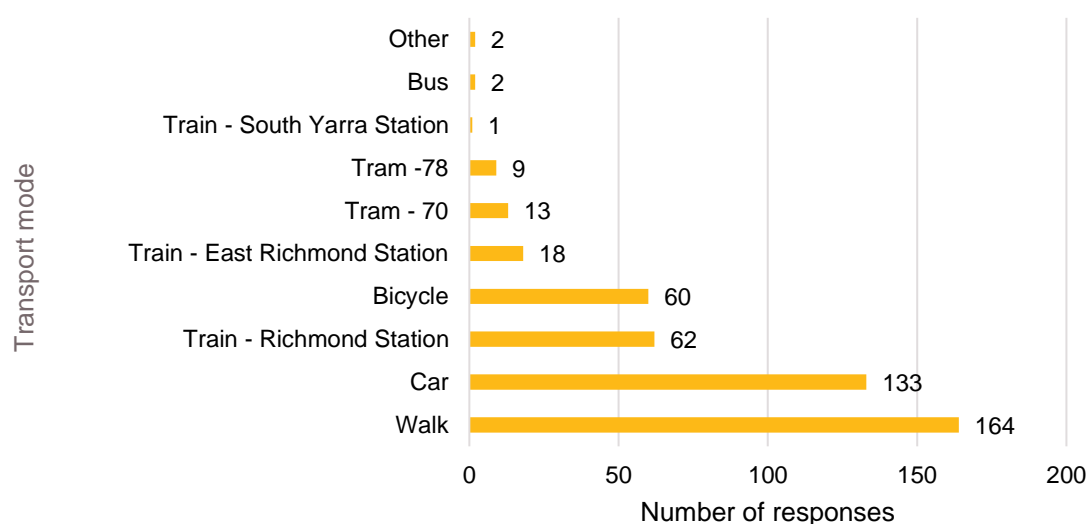


Figure 9: Respondents' main mode of transport in and through Cremorne (where $n=300$ and participants could select up to 2 responses⁴)

⁴ Workshop participants were invited to select up to 2 responses, however some participants selected more than 2 and these were recorded.

4 Engagement findings



4.1 Economy and innovation

Participants who engaged online and in a workshop were presented with a brief context of the current issues and opportunities Cremorne is facing regarding the economy and innovation.

Participants provided general feedback on the topic, including:

- Residents expressed concern about the focus on economic growth, and the impacts on transport, liveability and neighbourhood character.
- Construction fatigue is an issue, with some participants stating that they may leave the area. There is a perception that construction will have no end.
- Maintaining a mix of commercial and retail businesses throughout the precinct is key to maintaining its attraction. There is fear that the mix is being 'pushed out'.
- Affordability was the main attraction in Cremorne's early success and is key to maintaining smaller businesses and start-ups.
- Transport access is important to maintain successful businesses.
- There is a need for more places to meet, work and collaborate. Improvements to the local amenity (greenery, streetscaping, shops and services) would help Cremorne to continue to thrive.

4.1.1 Economy and innovation actions

Both workshop and online participants were asked to indicate the economic and innovation action ideas that they viewed as most important to ensuring the success of Cremorne

Figure 10;

Figure 11).

Workshop participants were invited to rate each action idea from one to five. Online participants selected up to two action ideas they viewed as most important. The percentage indicates the proportion of online participants who selected that action idea as important.

KEY FINDINGS

- High speed internet was the most supported action overall, with support from residents, business owners and workers. Some participants noted that provision of internet by private investors had been a successful intervention in the past.
- Online participants, who were more likely to be local workers, were more supportive of facilitating enterprise networking within shared public spaces and private developments

than workshop participants who were predominantly residents. The need for additional public and social meeting places was reiterated throughout the comments.

- Maintaining affordability was a key topic of discussion during workshops, where participants noted that affordability was key to ensuring a mix of business and services would be successful in Cremonne.
- Partnerships with education was the least supported action. Some participants commented that education should be tech and science focussed, and offered at a university level.

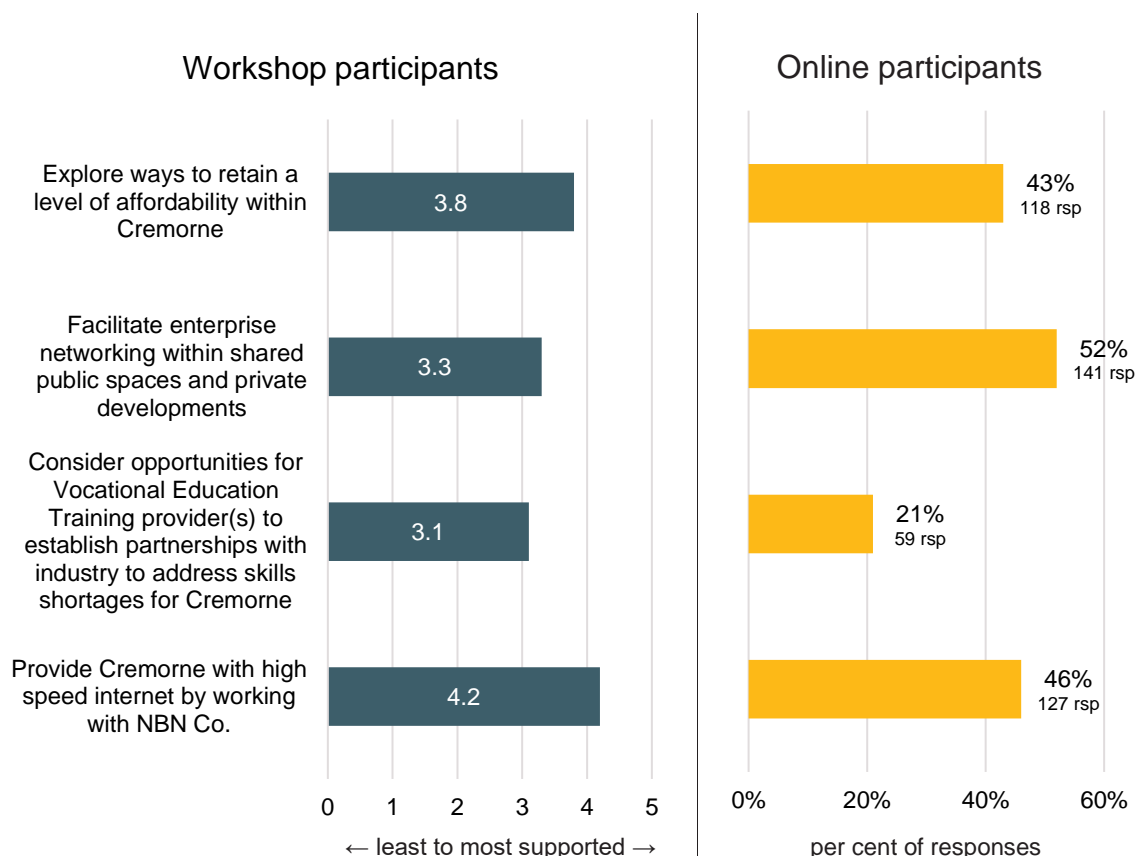


Figure 10: Economy and innovation actions, workshop participants average rating out of five (n=36 respondents)

Figure 11: Economy and innovation actions, online participants, per cent of responses selected as priority action (n=271 responses)

4.1.2 Additional community ideas

Participants were asked 'What else do you think we should consider to support Cremonne's economy and innovation?'. A wide range of ideas, suggestions and comments were received on the topic. The most frequently reoccurring ideas included the following:

- Further support is required to underpin **business affordability**, including consideration of incentives, tax relief, philanthropic support and multi-level government partnerships for small businesses and start-ups.
- Action is sought on **improving urban design and public amenity** in order to attract tenants and support the well-being of workers through interior lighting, high ceilings, break areas, street scaping, parks and open space, and trees.
- An improved **connection with local education providers** is sought to ensure tertiary education opportunities align with the demand for increased tech capabilities in Cremorne
- There is a frequent call to **maintain a mix** of commercial, industrial, technological, creative and service industries throughout the precinct, both large and small in scale.
- There is a need to explore **increased residential development opportunities** through mixed use zoning, whilst ensuring the ongoing protection of commercial activity.

A detailed list of participant ideas is provided in Appendix A.

4.1.3 Online survey questions

Participants who completed the online survey were able to respond to three additional questions on economy and innovation.

Online participants were asked, ‘How important are better educational opportunities in Cremorne to you?’ (Figure 12). Most participants rated educational opportunities as not very important, or with a level of indifference (77%).

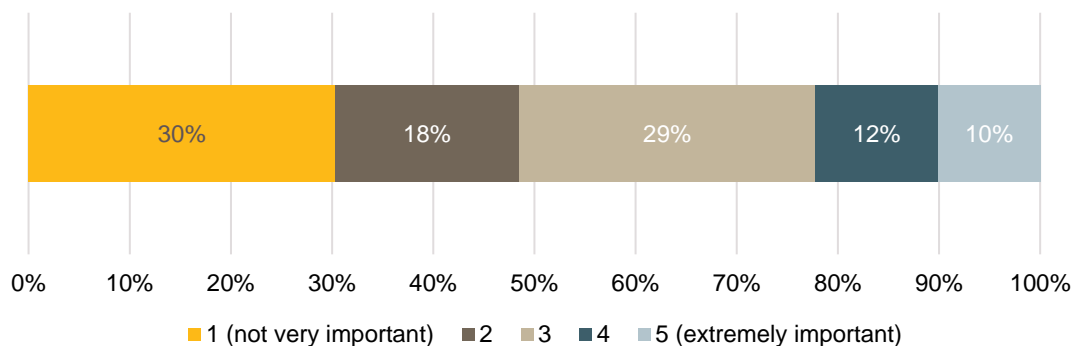


Figure 12: Importance of better educational opportunities in Cremorne (n=273)

Participants were asked, ‘From a business perspective is Cremorne’s affordability an issue for you?’ (Figure 13). Participants who identified as workers were more likely to respond yes (46 per cent) than residents (28 per cent).

Participants were also asked, ‘Are you satisfied with the current internet speeds?’ (Figure 14).

Though 63 per cent of online respondents were satisfied with internet speeds, there was great discussion at workshops that improving internet speeds was very important to ensure creative and tech industries would continue to take interest and thrive in Cremorne. All business workshop participants rated this as a high priority action.

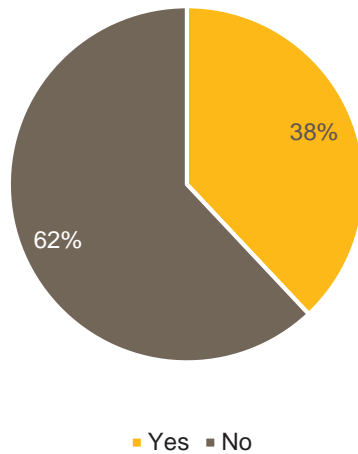


Figure 13: Perception of whether Cremorne is affordable from a business perspective, (n=271)

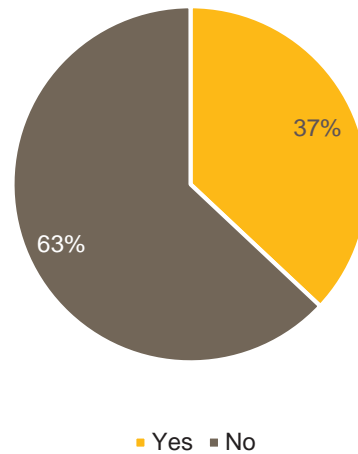


Figure 14: Satisfaction with current internet speeds, online participant responses (n=273)

'...maybe diversity of businesses. services industries (cafes, dress/fashion, cake shop and bakeries) to serve the workforce. Make sure that it is encouraged.' – online participant

'Think of Cremorne as a 'community' and the connections and economic outcomes will follow – help facilitate community connection [between] residents and businesses and future residents/future businesses.' – business workshop participant

'...investigations into the development of a 'Business Incubator' facility - similar to the Brunswick Business Incubator - should be investigated. This could be a joint initiative with Kangan Tafe.' – business participant



4.2 Public and open space

Participants who engaged online and in a workshop were presented a brief context of the current issues and opportunities Cremorne is facing regarding the public and open space. The

following is a summary of general provided feedback provided by participants.

- Many participants acknowledged that opportunities to provide open space were limited due to the condensed urban environment of Cremorne.
- Participants expressed their support for increasing building setbacks to create public space such as green space and wider footpaths.
- Participants often discussed streets in the context of public space, suggesting improvements could be made to street amenity and maintenance, footpath widths and traffic calming measures (see section 4.4, Transport and movement).
- Participants regularly suggested providing greater access to parks and open space, reinforcing that utilising the existing open space surrounding Cremorne is an important opportunity.
- Participants noted the significant investments and profits that are being made in the area by businesses, and expressed disappointment that there was not more investment by business to contribute to public space improvements.
- Parking was a point of contention among participants. Some participants did not want to see any reductions in parking, whilst others advocated for the removal of parking spaces and lots to be replaced with green space.

4.2.1 Public and open space actions

Participants were asked to indicate the public and open space action ideas that they viewed as most important to ensuring the success of Cremorne (

Figure 15;

Figure 16).

Workshop participants were invited to rate each action idea from one to five. Online participants were invited to select up to two action ideas they viewed as most important. The percentages indicate the proportion of online participants who selected that action idea as important.

KEY FINDINGS

- There was mostly agreement between online and workshop participants when comparing ratings of level of importance of each of the action ideas.
- The action ideas calling for changes to the planning scheme received the highest level of importance from both workshop and online participants.
- Residents were more likely than workers to support the action idea related to improving connections between Cremorne and neighbouring public open space. This may be due to the limited amount of time workers have to access neighbouring parks during lunch hours or breaks.

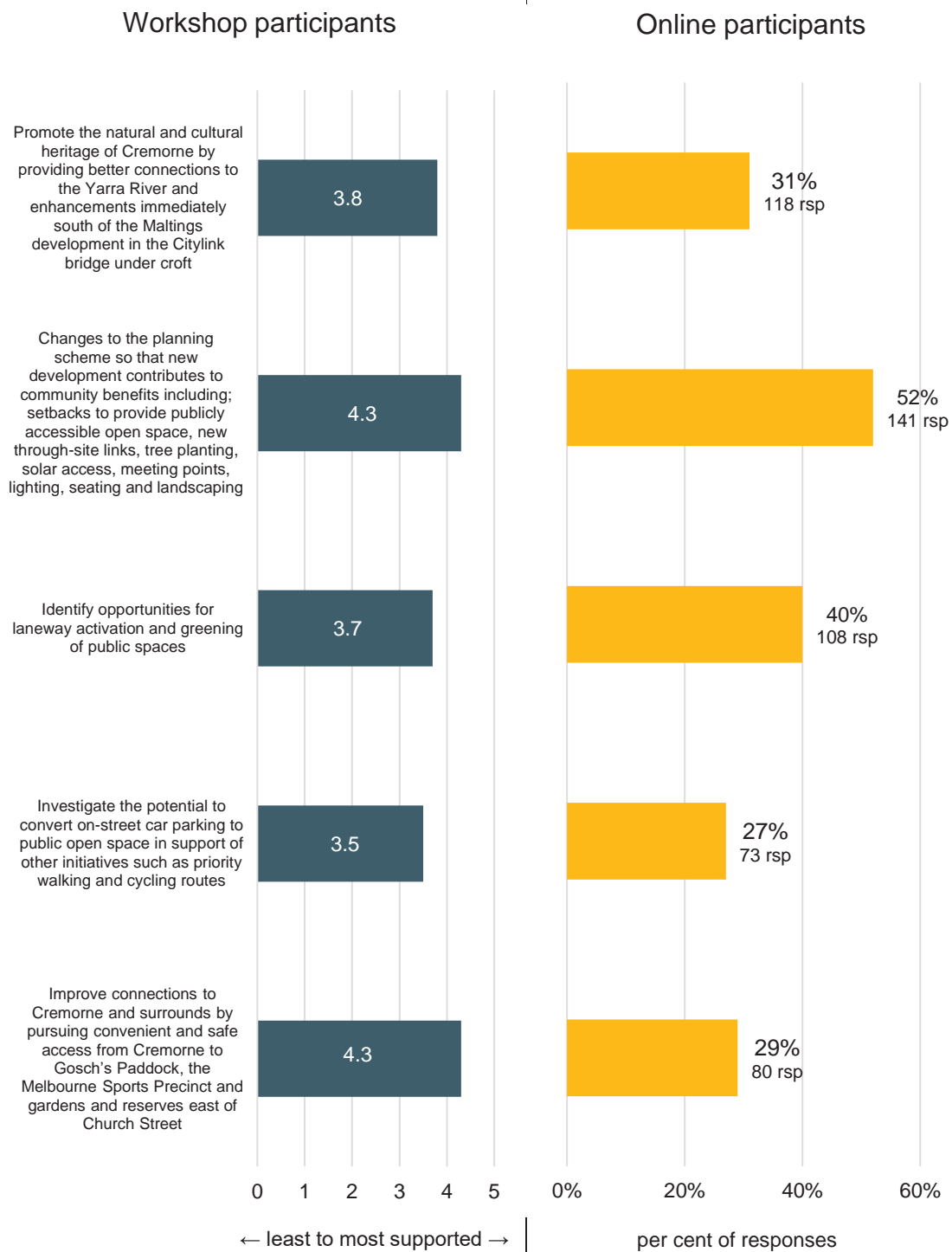


Figure 15: Workshop participant average ratings for Public and Open Space actions (n=36)

Figure 16: Online participant level of support by percentage for Public and Open Space actions (n=270)

4.2.2 Additional community ideas

In response to the presented action ideas, participants were asked '*What else do you think we should explore to improve public space in the area?*'. A wide range of ideas, suggestions and comments were received on the topic. The most frequently reoccurring ideas included the following:

- There were frequent calls to **repurpose redundant or public land** to provide more greenery, public open space, pocket parks and community gardens. This includes renewal of parking lots, State Government land and street space⁵.
- There is a need to **improve existing community infrastructure and public amenity** in existing public open space, including better maintenance of existing space, provision of trees, shade structures and benches.
- There emerged a regular call for **greater public open space and greenery** contributions with new developments.
- There was an active desire for many community members to participate in improvements to public space through **local placemaking initiatives**.

A detailed list of participant ideas is provided in Appendix A.

4.2.3 Online survey questions

Participants who completed the online survey were able to respond to three additional questions on public and open space.

Participants were asked '*How important is the creation of more public space to you?*' (Figure 17). Participants indicated that more public space in Cremorne was highly important, with 77% of participants providing a score of 4 or 5 out of 5.

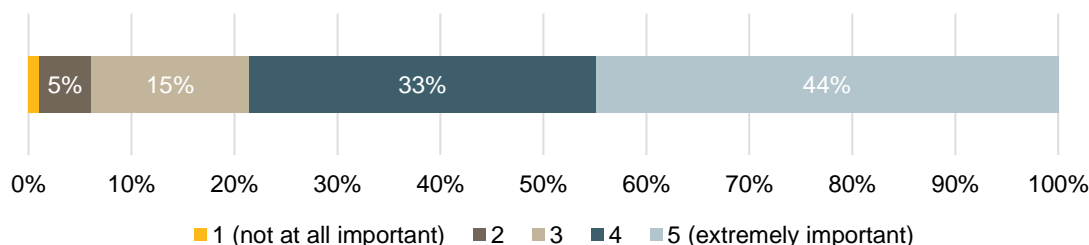


Figure 17: 'How important is the creation of more public space to you?' participant ratings (n=272)

⁵ Though commonly noted as a key idea, repurposing on-street parking was not highly supported as an identified action (see section 4.2.1)

Participants were asked ‘*Would you support a reduction in parking spaces to create more public open space?*’ (Figure 18). There was a somewhat higher percentage of participants who supported this statement, with 49 per cent of participants providing a highly supportive rating of four or five, and 36 per cent of participants indicating no or low support with a rating of one or two. Parking proved to be a topic of debate for participants, reflected in both the rating and participant comments on the actions. Further discussion on parking can be found in section 5.4.

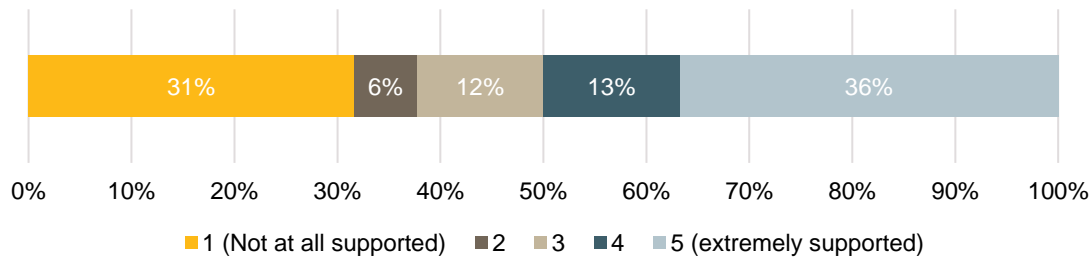
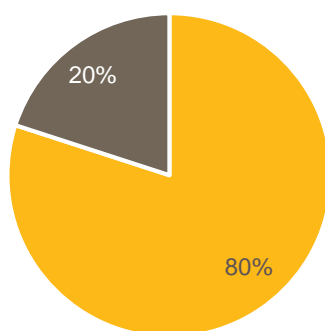


Figure 18: Participant support for a reduction in parking spaces to create more public open space, (n=270)

Participants were asked to answer ‘yes’ or ‘no’ to the following questions:

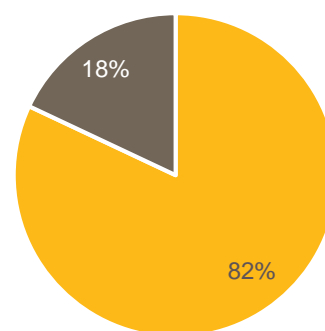
- ‘*Would you use other surrounding parklands (such as Gosch’s Paddock and Barkly Gardens) more if it were easier and safer to get there?*’ (Figure 19)
- ‘*Would you visit the Yarra River more if it was easier to get there?*’ (Figure 20)

Online survey participants indicated a high level of support for both statements, suggesting that if nearby public green space was more accessible, participants would be likely to use it. These findings were strongly supported by workshop participants, with the action relating to creating greater accessibility to surrounding open space rated highly in importance.



■ Yes ■ No

Figure 19: Likely to visit surrounding parklands if easier/safer to access, online participant responses (n=270)



■ Yes ■ No

Figure 20: Likely to visit the Yarra River if easier to access’ online participant responses (n=270)

‘Given space limitations, making more out of smaller spaces. Smaller green, shaded zones to sit, talk and have a coffee.’ – online participant

‘Use of existing government land (VicTrack etc.) for significant public space...’ – advocacy workshop participant

‘Ensuring new developments contribute funds towards "greening up" Cremorne.’ – online participant



4.3 Buildings

Participants who engaged online and in a workshop were presented with a brief context of the current issues and opportunities Cremorne is facing regarding buildings. The following is a summary of general feedback provided by participants.

- Participants often expressed dissatisfaction at the current rate and quality of urban design and development occurring in Cremorne.
- Participants regularly discussed the opportunity for more mixed-use developments combining residential, industrial and commercial.
- Participants often discussed creating certainty around building heights and ensuring greater building setbacks to prevent overshadowing.
- Participants predominantly supported retaining heritage in Cremorne, however some felt that heritage protection was too restrictive.
- Participants were divided on how parking to support new buildings should best be accommodated. Some suggested minimum provision requirements whilst others countered that buildings supplying parking would further contribute to congestion (see section 4.4).
- Participants supported public infrastructure and amenity improvements to be better considered with new buildings.

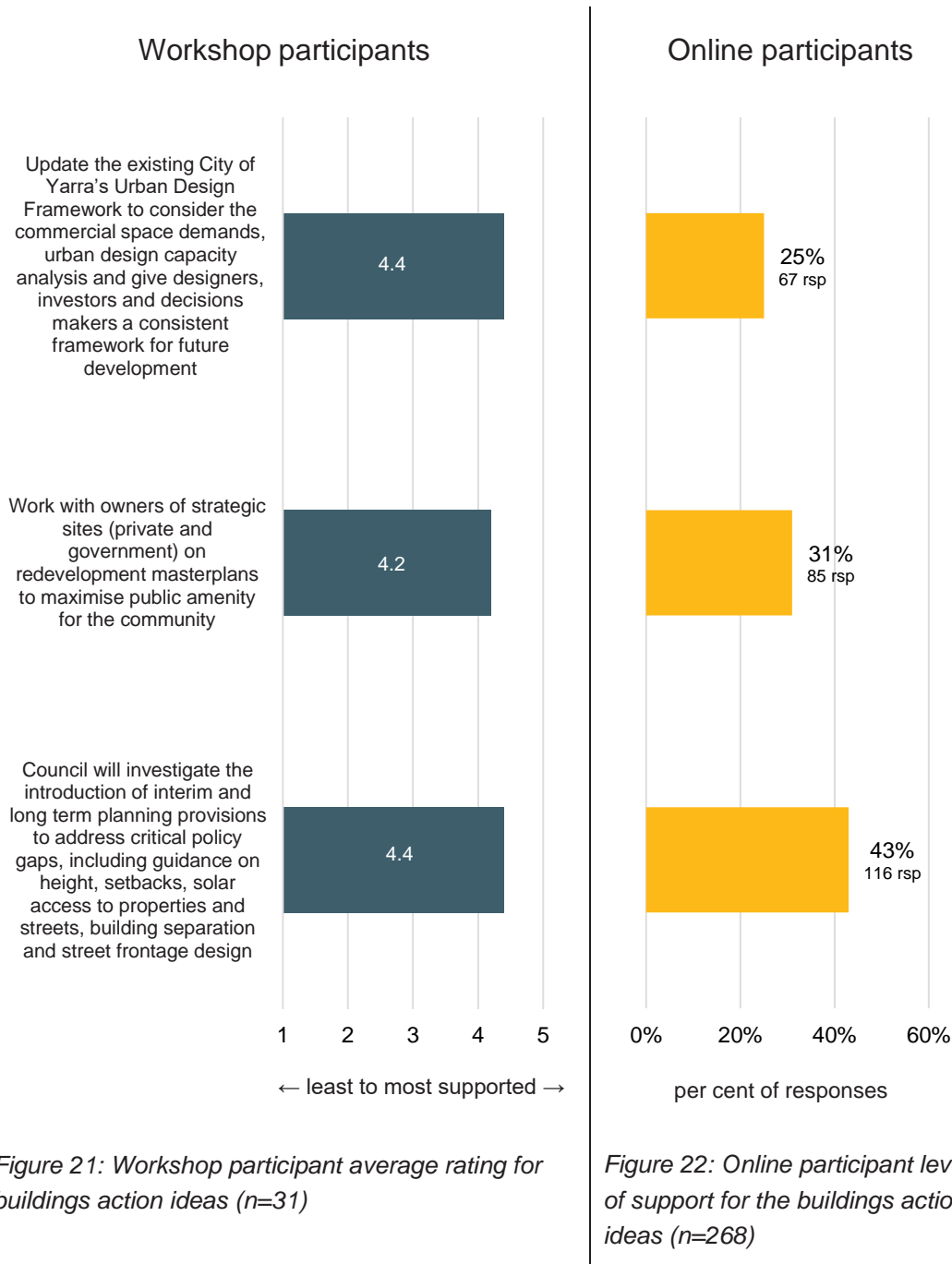
4.3.1 Buildings actions

Participants were asked to provide feedback on the buildings action ideas (Figure 21; Figure 22).

Workshop participants were invited indicate their level of support for each action idea by giving each a rating from one through five. Online participants were invited to select the one action they viewed as most important. The percentages indicate the proportion of online participants who selected that action.

KEY FINDINGS

- Both online and workshop participants highly supported the action idea related to both interim and long term planning provisions to address critical policy gaps.
- Building heights, overshadowing and setbacks were key areas of concern for participants, who reiterated the importance of this action in their comments.



4.3.2 Additional community ideas

Participants were asked “What are other key building opportunities for Cremorne?”. A wide range of ideas, suggestions and comments were received on the topic. The most frequently

reoccurring ideas included the following:

- There were frequent calls for Cremorne to be **world leading and innovative** in building sustainability, material, design and management.
- Frequently participants called for greater **permeability and activation** of buildings at ground level through changes of use, setbacks and public open space contributions.
- The broader community is **seeking increased confidence in guidelines to deliver high quality** building outcomes with greater consideration of scale, building heights, design quality, materiality, and protect heritage and character.
- The residential community is also seeking much **improved management of building construction impacts**.

A detailed list of participant ideas is provided in Appendix A.

4.3.3 Online survey questions

Participants who completed the online survey were able to respond to an additional question related to buildings in Cremorne.

Online participants were asked '*What are the most important factors that should be considered in the planning of future buildings in Cremorne?*' (Figure 23). Participants were able to make up to two selections.

Over 50 per cent of participants selected 'building heights' and/or 'sunlight in surrounding areas' as the most important factors when considering the planning of future buildings in Cremorne. Building heights was a common topic of comment by participants when discussing the action ideas, indicating this to be both a primary concerns and opportunity for improvement in Cremorne.

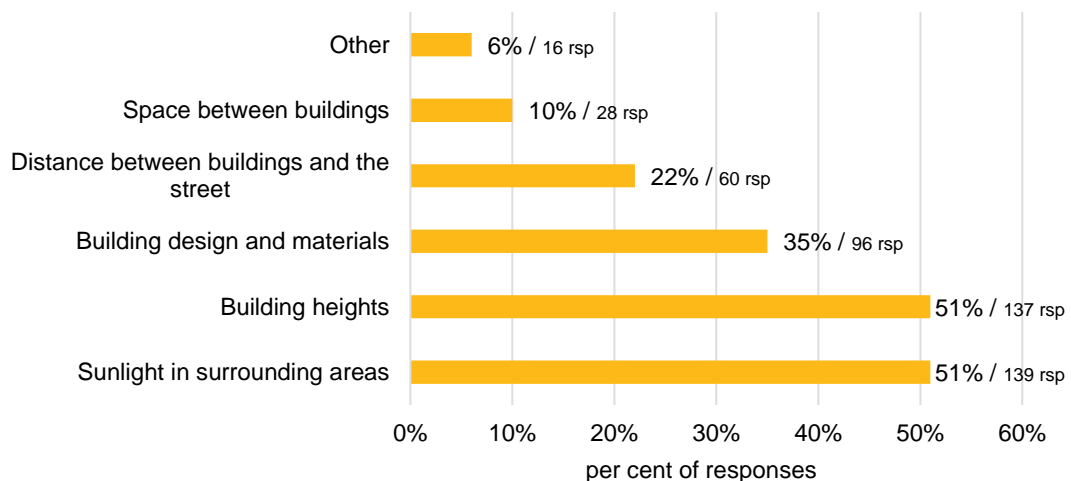


Figure 23: '*What are the most important factors that should be considered in the planning of future buildings in Cremorne?*' online participant responses, (n= 268 and participants selected up to two responses)

‘Development of well thought out commercial and mixed use developments to help bring investment into the area to assist in improving general amenity for residents.’ – online participant

‘Diversity is key – diversity in design, materiality and structure.’ – workshop participant

‘...maintaining good street connection, reduced building heights, open facades, public open space contributions in larger sites.’ – online participant



4.4 Transport and movement

Participants who engaged online and in a workshop were presented with a brief context of the current issues and opportunities Cremorne is facing regarding transport and movement. General feedback on the topic of transport and movement is summarised as follows.

- Many participants commented on transport throughout discussion of other key themes, with most comments related to parking and traffic congestion and the ability of workers, residents, customers and visitors to move through/around the area with ease.
- There was strong support for the prioritisation of pedestrian and cyclist safety, amenity and access.
- There was common concern over parking and traffic congestion, with division as to how to address these issues. The major points are summarised as follows:
 - some participants argued against reductions to carparking, indicating it was already too difficult to find parking
 - some participants expressed support for reducing dependence on cars in the Cremorne area
 - participants were divided on the issue of removing car parking spaces for public space, bicycle lanes or other purposes.
- There was strong support for the prioritisation of pedestrian and cyclist safety, amenity and access.
- There was concern for safety when accessing transport at night.

4.4.1 Transport and movement actions

Both workshop and online participants were asked to indicate the transport and movement action ideas that they viewed as most important to ensuring the success of Cremorne (

Figure 24; Figure 25).

Workshop participants were invited to rate each action idea from one to five. Online participants were invited to select up to two action ideas they viewed as most important. The percentages indicate the proportion of online participants who selected that action idea as important.

KEY FINDINGS

- The strongest overall support was for walking as a priority mode of transport and improvements to public transport.
- Participants also strongly supported reviewing car parking provisions, improving the cycling and pedestrian networks, installing protected bike lanes, and piloting other safety measures such as reduced speed limits to protect cyclists and pedestrians.
- Car sharing and bike sharing were least supported. This may be due to a perceived importance of addressing transport congestion in Cremorne.

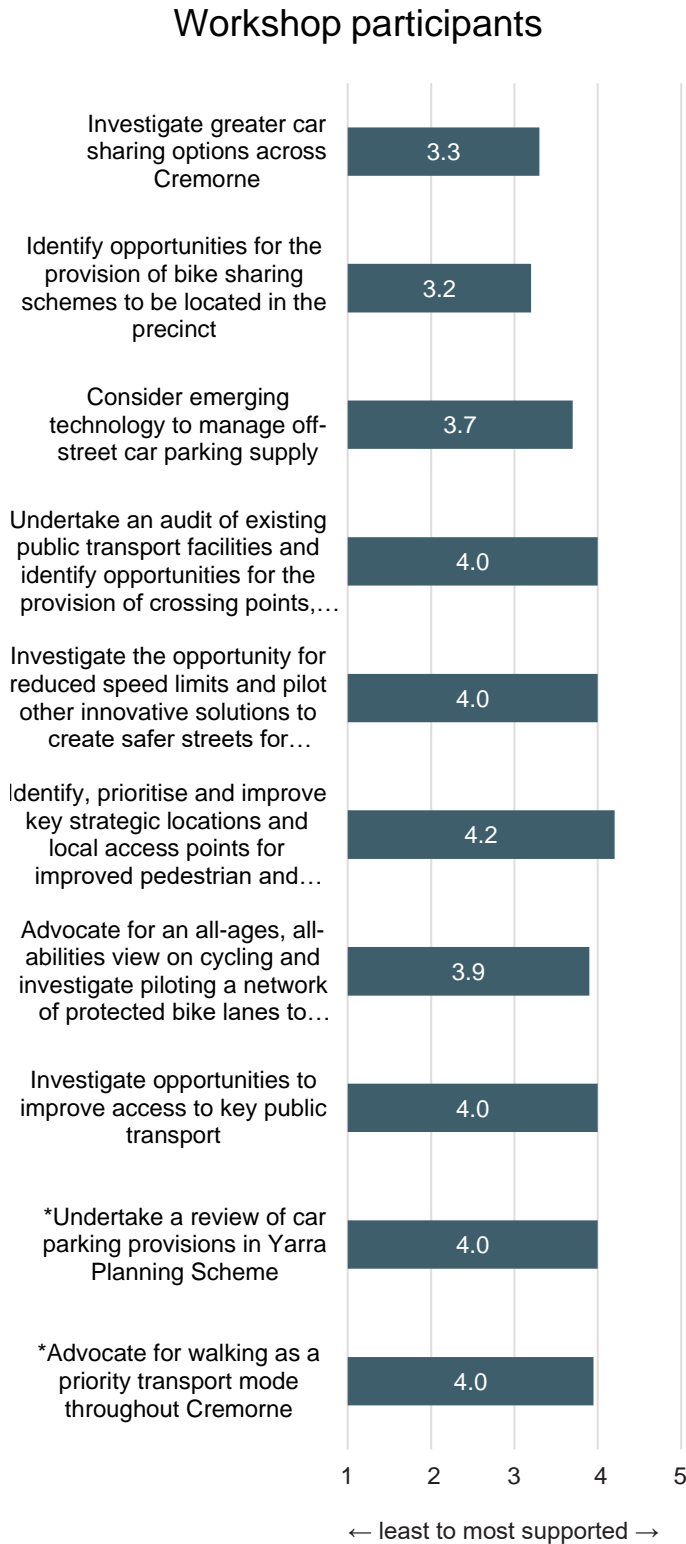


Figure 24: Workshop participant average rating for transport and movement action ideas (n=31, and *n=22 responses collected by email)

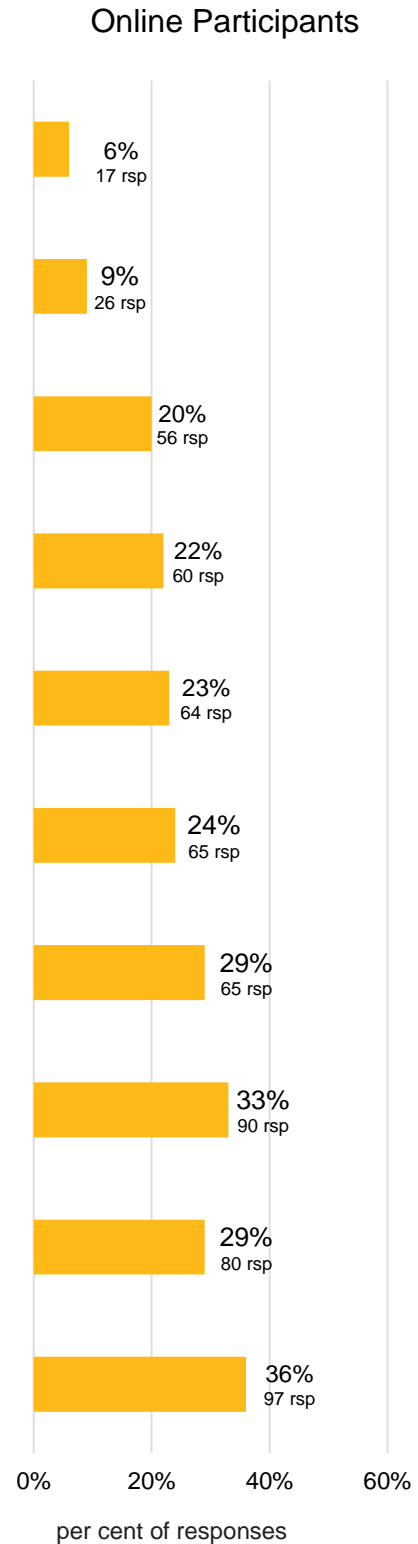


Figure 25: Online participant level of support by percentage for transport and movement actions (n=268)

4.4.2 Additional community ideas

In response to the presented action ideas, participants were asked '*What else do you think we should consider to support Cremorne's transport and movement?*'. A wide range of ideas, suggestions and comments were received on the topic. The most frequently reoccurring ideas included the following:

- There is a clear desire that the CPIP is **forward-thinking** in its actions in transport and movement to prepare for changes in transport technology and population growth.
- Community have generated many ideas for **improvements to pedestrian, cycling networks** in order to improve safety, increase uptake and reduce congestion.
- There were frequent calls for **improved frequency and service across all modes of public transport**.
- Workers and residents expressed pedestrian safety concerns about the Swan Street and Cremorne intersection in front of Richmond Station. **Amenity and accessibility to Richmond Station** was identified as a key priority.
- Traffic congestion is a core issue for many contributors and must be addressed by **discouraging car use and exploring one-way or local traffic** only streets.
- There were frequent calls for **improvements to parking design and management**, including revision of minimum and maximum requirements in new buildings, paid parking, permit parking and overstay detection technologies.
- Community contributions frequently called for **safety improvements** through street lighting, reduced traffic speeds and addressing conflict between road users.

A detailed list of participant ideas is provided in Appendix A.

'Strong disincentive for people commuting by car, both to and through Cremorne.' – workshop participant

'The footpaths are not wide enough for pedestrian traffic to and from public transport modes during peak times.' – online participant

'Shared zones – great idea!' – workshop participant

'Cremorne should be upgraded to a 30 km/hr superblock, including slowing all traffic to 30 km/h and reducing through-traffic by adding barriers or filters, because this would support walking, cycling and place making within Cremorne.' – submission by community group

4.5 Street Network Classification

In addition to the discussion about transport and movement as guided by the Issues and Opportunities Paper, participants who attended a community workshop were presented with information about a proposed street network classification system. This work was prepared for the City of Yarra by Martyn Group and Hansen Partnership, as part of their Cremorne Streets and Movement Strategy (October 2019). The street network classification system (Appendix B) categorises streets as:

- movement
- gateway (point and link)
- local streets
- walking and cycling network; and
- places for people.

Note, participants were unlikely to have read the Cremorne Streets and Movement Strategy in full in advance of providing feedback, therefore their suggestions and inputs may duplicate actions proposed in the document.

4.5.1 Usefulness of approach

Participants were asked, *“Do you think this is a useful approach to planning the future use of street space in Cremorne?”*

Most participants were supportive of the approach, and thought that the classifications seemed practical, and wished to see quick implementation. They were also very supportive of the suggested street scaping, greening and seating. Some participants felt that the strategy might improve traffic flows and thereby encourage more people to drive. Participants suggested that they could provide better feedback if they were able to look at the classifications on a plan. They also suggested that the implementation of the Streets and Movement Strategy needs to align with a greater vision for Cremorne.

4.5.2 Appropriateness of street types and treatments

Participants were asked, *“Do you think the street types and example treatments proposed are appropriate for Cremorne? Is there something missing?”* Participants offered the following comments/suggestions:

- consider that some streets play more than one role such as where residential and commercial areas overlap
- propose an alternative typology: access streets (Cremorne, Balmain, Gough, Stephenson Street) and local streets
 - high-volume access streets need protected bicycle lanes
 - low-volume local streets have reduced speed limits to allow safe, multi-modal shared road space
- make some streets local access only
- consider clearways to prioritise entry and exit traffic
- consider one-way streets

- greater intervention on local streets needed to prevent through traffic and improve amenity
- consider the traffic impacts of nearby sporting and music events
- separate goods delivery and pedestrian access
- give greater consideration of links to wider road network
- consider the impacts and demand of future growth in worker commuters
- consider removal of car parking to make wider pedestrianised streets and more priority given to pedestrianised streets or shared use streets that accommodate all modes of transport
- prioritise safety for cyclists and pedestrians
- plan for pedestrian movements to not impede on traffic.

4.5.3 Additional suggestions of planning for use of street space

Participants were asked, “*Is there another way of planning and prioritising the future use of street space in Cremorne?*” Few participants offered alternative planning suggestions, however some used the opportunity to reassert the need for planning to be applied quickly. Many participants suggested that the plan could be more forward thinking about technological advances in transport.

Some suggested that it was important to motivate people to use modes of transport other than cars, such as greater restrictions, congestion taxes and increasing the cost of parking. Others suggested that promotion of alternative and active transport modes should be motivational rather than punitive, and suggested programs for local businesses to participate in and support in the form of government health initiatives.

4.6 Vision for Cremorne

Participants were presented with a set of four key objectives of vision statements which were developed from the City of Yarra’s Urban Design Framework (2007). They were asked to rate their level of support for each objective from one (least supported) through five (most supported) (Figure 26).

All statements were well supported, with pedestrian and cyclist safety receiving the greatest overall support. The least supported objective was ‘To recognise and maintain the mixed character of Cremorne (both residential and commercial)’. Whilst some participants commented that the diverse character and heritage of Cremorne should be protected, others commented that planning restrictions need to be reduced to allow for more growth and change.

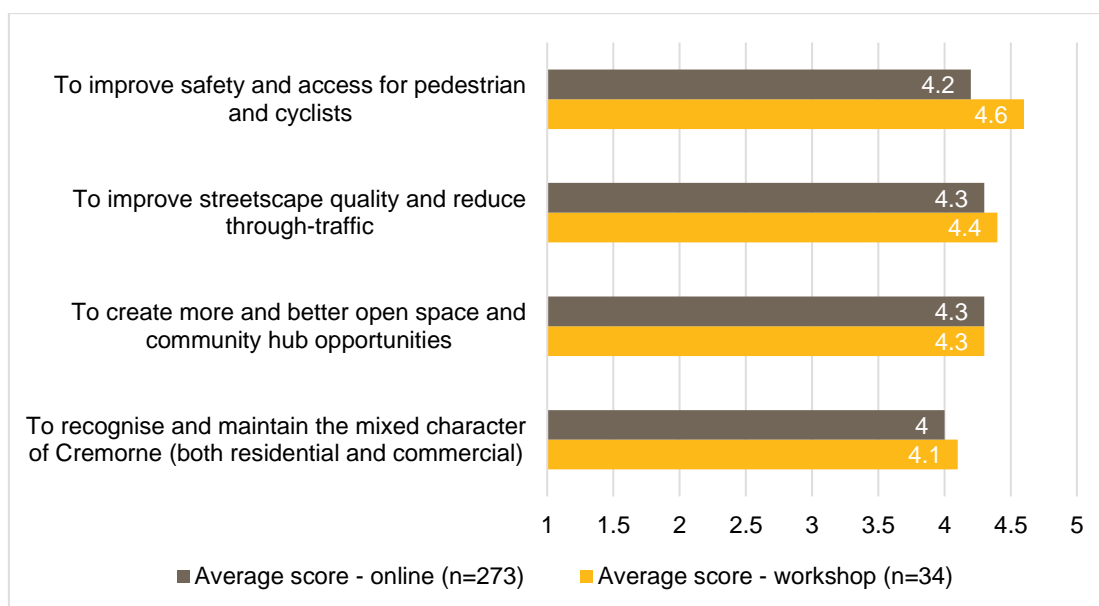


Figure 26: Level of support for existing vision statements

Participants were asked, 'Are there any other key objectives that should be considered for the draft vision?'. Many participants commented that the vision statements were still current and supported them, but expressed a lack of confidence that they had been applied since their inception. Participants provided comments for consideration in vision objectives, as summarised below.

Transport and movement vision, including:

- improvements to public transport
- improved access to Richmond Station
- parking management
- footpath improvements
- improved vehicle access
- improved pedestrian and cycling networks.

Residential vision, including:

- maintain residential pockets that are not mixed use
- minimise construction impacts⁶
- increase liveability and amenity for residents
- increase residential density
- prevent large-scale, high-rise apartments
- community-led events and placemaking.

Economic vision, including:

- support start-ups with affordable workspaces
- increase employment opportunities
- focus on innovation
- encourage an eclectic mix of large and small business
- food and beverage facilities, shops

⁶ Many participants expressed construction fatigue throughout the engagement, citing poor communication, noise, road closures, traffic coordination, and cranes.

- create better connections between education institutions and local businesses.

Buildings and character vision, including:

- limit footprint of new buildings
- promote street art
- encourage ground level commercial spaces with residential use above
- set maximum heights to prevent overlooking, shadowing, wind tunnel effects
- reduce height and setback restrictions to allow for change.

Public and open space vision, including:

- increase public parks which are typically overcrowded at lunch time
- increase community meeting spaces
- pursue land acquisition for public open space
- increase urban greenery, street greenery and rooftop gardens for sustainability and urban heat island mitigation
- active street frontages.

Participants also noted the need for wholistic rather than piecemeal planning, and for an overarching development plan to help define what Cremorne would become in upcoming years. Many participants thought the statements should be much bolder and more innovative and visionary, as is the unique place that is Cremorne.

‘Be bolder and think future – it’s not just about fixing current localized issues. Get ahead of the game in movement and transport innovation!’ – workshop participant

‘Have a think about the growing level of tech businesses and what can be done to further that growth’ – online participant

‘Cremorne offers a unique corner of industrial heritage for Melbourne, which should be sympathetically maintained and supported.’ – online participant

5 Next steps

The purpose of this phase of engagement was to gather community and stakeholder views on the Cremorne Issues and Opportunities Paper. This included developing a new shared vision for Cremorne and gathering feedback on proposed actions and how to deliver on these actions.

This feedback will inform the development of a Draft Cremorne Place Implementation Plan, including a draft vision and actions. This report is due to be released in March-April 2020.

An additional engagement opportunity will be provided to the community and stakeholders to respond to the Draft Plan scheduled between March-April 2020.

The final Plan (including the action implementation table) is scheduled for release in May-June 2020.



Figure 27 Business breakfast workshop



Figure 28 Community workshop

6 Engagement evaluation

Engagement evaluation forms were provided to all attendees of workshops. They were asked to answer the following questions on a 5-point Likert scale:

1. *Quality of information: Overall, how well did we describe the project and your role in it?*
2. *Use of time: Overall, how well did we use our time today?*
3. *Participation: Overall, how well did we do on making sure everyone was involved?*
4. *Facilitation: Overall, how well was today's workshop facilitated?*
5. *Organisation: Overall, how well was the workshop run today?*

Overwhelmingly, participants reported high satisfaction with workshop engagements (Figure 29). Participation and organisation had the strongest response, with 65% of respondents rating participation as excellent and 100% of respondents rating the organisation of the event as good or excellent. Where participants provided further comment, they suggested that there were not enough engagement times available outside of working hours.

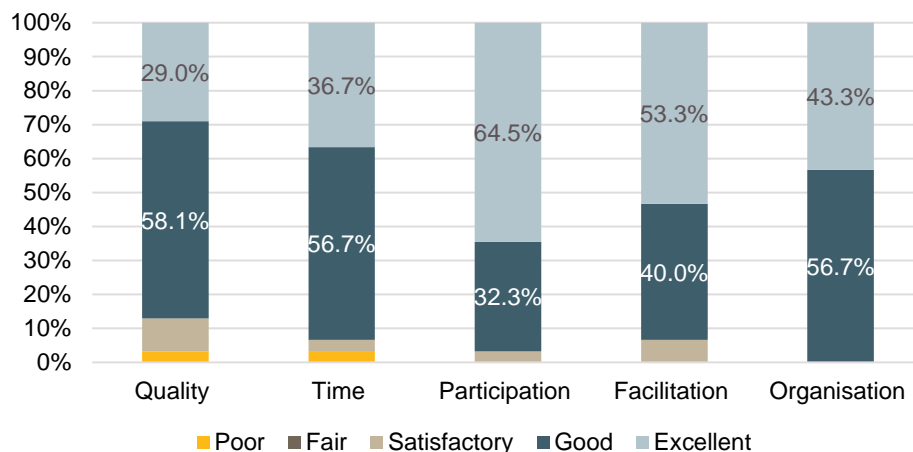


Figure 29: Respondent's evaluation of workshop engagements

Participants were also asked to indicate their level of interest in participating in future engagement opportunities. Participants were invited to respond to the following questions 'I would like to be involved further by...'

1. *'Receiving regular updates on the Cremorne CPIP project?'*
2. *'Attending further workshops or targeted meetings?'*
3. *'Joining a working group to co-design an implementation plan?'*
4. *'Forming formal partnerships to develop and or implement special projects?'*
5. *Other (please write)*

This information will be used to indicate which participants from this phase of engagement would like to receive future updates on the project and who may be interested in participating in future engagement opportunities.

7 Appendix

Appendix A: Additional community ideas

TOPIC	THEME	COMMUNITY IDEA
ECONOMY AND INNOVATION	Affordability	support start-ups and local businesses and incentivise innovative industries by offering land tax relief
		explore business and local or State Government partnerships to provide flexible tenancy arrangements
		expand local affordable housing and public housing options to allow people to live close to work
		explore philanthropic models to support not-for-profits and lower income small businesses.
		provide sponsored workspaces at Bendigo Kangan Institute
	Design and amenity	encourage good design and amenity which attracts tenants, supports business and the wellness of workers, including; good interior lighting, small buildings, streetscaping, parks and open space, trees
		provide more social infrastructure and facilities in buildings, such as open air and enclosed breakout areas, and childcare services.
	Education	provide educational opportunities that align with the job opportunities and skills demand from the tech industries in Cremorne
		create partnerships and networks with local businesses to support education and talent creation
		revitalise the Bendigo Kangan Institute site as a hub that serves the Cremorne community
	Mixed use	encourage mixed use zoning to allow greater residential, whilst ensuring mixed use zoning does not prioritise residential development to the detriment of commercial activity
		develop a strategic implementation of mixed-use developments (commercial, residential, industrial) to facilitate better connections between economy and innovation and the residential community
		support creative activation of empty spaces
		encourage a variety of businesses, including services, cafes, bars and restaurants
		develop a public institution in the form of a gallery to provide for more creative spaces
		protect industrial and creative businesses by maintaining warehouse spaces in a variety of scales
	Scale	maintain smaller scale businesses, both in building footprint and number of employees
		locate bigger and smaller scale businesses in close proximity as they support each other's success

TOPIC	THEME	COMMUNITY IDEA
PUBLIC AND OPEN SPACE	Repurposing space	convert / underground parking spaces, lots and State Government land to public open space, pocket parks, community gardens or pop-ups and hospitality venues (e.g. at Bendigo Kangan Institute, Richmond Station, East Richmond Station, VicTrack land, and space between Citylink and the Yarra River)
		use transformative place making or tactical urbanism as a strategy to trial new open space infrastructure
		increase green space in Cremorne with street trees, rooftop and vertical gardens
		underground or sky rail current train lines to create community open spaces at ground level
	Infrastructure	increase accessibility to neighbouring public open space with pedestrian bridges (e.g. to Gosch's Paddock and MCG precinct)
		implement traffic calming measures to provide street amenity that improves the use of streets as public space
		improve public space amenity with public seating, shade infrastructure and lighting
		better upkeep and maintain current public spaces, such as improved street litter cleaning, better maintained drains and repairs to damaged footpaths.
	Policy and funding	trial a reformed, Cremorne-specific developer contribution, implement compulsory developer contributions to public space on new developments, and/or mandatory open space provided with new developments
		trial value capture to tax private gains (such as taxing landholders whose property value increases as a result of public infrastructure improvements) for re-investment into community
		implement priced parking and invest profits to fund public open space
		develop targets for percentage of land to be dedicated to open space in Cremorne
		support placemaking by the local community to contribute to public space outcomes

TOPIC	THEME	COMMUNITY IDEA
BUILDINGS	Sustainability	support Cremorne to be world-leading in sustainability, including; centralised heating and cooling and heating, high green and eco-building standards, sustainable building practices solar panels, green roofs and water recycling
	Connection	require new developments to provide permeable ground level space to improve street level connectivity and open space connecting public and private
		review ground level parking in buildings for improved ground level activation
	Character and design	repurpose heritage buildings rather than merely retaining façades which can diminish heritage and character of important buildings
		encourage developers to contribute small public plazas in new developments
		create guidelines for building height, shadowing and setbacks at the interface of commercial and residential areas
		create guidelines for materiality and scale to maintain character, visual interest, mix and street frontage activation
	Impact	manage construction impacts with improved communication and management of noise impacts, road and footpath closures

TOPIC	THEME	COMMUNITY IDEA
TRANSPORT	Walking and cycling	improve crowded or narrow footpaths (e.g. at Richmond station, Church Street and Cremorne Street)
		reduce speed limits (e.g. 30kmph speed limits throughout Cremorne), introduce speed cameras and install speedbumps/traffic calming measures
		remove car parking to create safe separated bicycle lanes or shared paths (e.g. on Church Street)
		create direct routes for walking and cycling by providing priority traffic signals (e.g. on Balmain Street and Cremorne Street)
		improve navigation and wayfinding
		create more shared use zones with coloured paint like Walnut Street (e.g. at Willis Street)
		increase the walking and cycling network by 'pedestrianising' every second street
		ensure pedestrian and cycling ramps are Disability Discrimination Act compliant
		improve / provide safe pedestrian and cycling connection: <ul style="list-style-type: none"> to nearby schools to South Yarra Station over the Yarra River to Richmond Station by footbridge over Swan Street to Gosch's Paddock/Melbourne Cricket Ground precinct with over / underpass ramp across Punt Road at Kelso St. to Main Yarra Trail at Loyola Grove/Twickenham Crescent Reserve to Yarra River at Harcourt Parade under the railway along Stevenson Street; and both east-west and north-south 'superhighway' routes that intersect with Swan St and Church St.
		businesses to participate in motivating workers to use active and public transport, and provide end-of-journey facilities such as showers and bicycle storage
	Public transport	increasing the frequency of route 70 and 78 trams on Swan Street and Church Street
		upgrade tram stops to improve accessibility
		build a new Cremorne Station between South Yarra Station and Richmond Station
		increase the use of East Richmond Station by increasing amenity and providing higher frequency of train services
		upgrading Richmond Train Station to create community space / activity hub and open space. Consider overpass or multidirectional (similar to Elizabeth Street and Flinders Street) crossings at the corner of Cremorne Street and Swan Street
		making public transport free for Cremorne / extend free tram zone from Flinders Street to Richmond
		creating a northern entrance to South Yarra Station to prevent congestion, and improve connections to southern entrance, including a foot crossing, cycling route, and light rail or shuttle
		Increase 246 buses during peak times (Punt Road)






TOPIC	THEME	COMMUNITY IDEA
TRANSPORT		provide a shuttle bus services or reroute bus routes through Cremorne (e.g. from Richmond through Cremorne Street, Balmain Street, Church Street and Swan Street)
	Alternative transport	provide well-lit taxi or ride share service ranks at strategic key locations (e.g. at Richmond Station)
		provide e-bikes or e-scooters with dedicated tracks
		provide water transport service along the Yarra River to the CBD stopping at Punt Road Bridge, Church Street Bridge, South Yarra train bridge
		implement a bike courier service for last mile deliveries
	Traffic congestion	disincentivise people from commuting by car to and through Cremorne, such as congestion charging
		reduce cut-through traffic in residential streets by blocking entry (e.g. at the corner of Cremorne and Balmain Streets)
		implement regulation for local streets, including “local traffic only” and ‘no truck’ signage
		increase/widen rear access to laneways for movement of goods
		implement one-way streets (e.g. at Stephenson Street and Cremorne Street south from Stephenson Street to Gough Street, and Balmain Street, redirecting traffic along Stephenson Street)
		increasing use of turning arrows to improve traffic flow
		conduct a precinct wide Traffic Impact Assessment which considers projected construction, and apply the results to an updated parking and transport policy for Cremorne
	Parking	make underground car stackers mandatory
		consolidate parking lots to the edge or outside Cremorne or utilise nearby underutilised parking (e.g. AAMI Park) and encourage people to park and walk or take shuttle buses or rickshaw service
		provide incentives for commuters to not bring a car into Cremorne
		remove all free parking and implement paid parking or demand responsive paid parking to discourage driving and generate revenue
		extend/increase permit parking in residential areas, and paid and/or short-term parking in commercial areas
		ensure car parking is available to support commercial use (e.g. attend meetings, goods and services delivery)
		improve parking management with increased monitoring, smart technology to monitor overstays, and digital online parking permits
		make minimum parking provision mandatory in new buildings, abolish minimum parking requirements / implement a maximum car parking requirement for new developments ⁷
	Safety	provide additional lighting on streets, at public transport stops, under bridges, and at ride-share/taxi ranks
		address areas of congestion and conflict between pedestrians, cyclists, public transport users and drivers (e.g. Richmond Station, Swan Street)

⁷ Feedback was divided on the need for minimum or maximum parking provisions, or parking reductions.

Appendix B: ‘Cremorne potential street types’ workshop resource

Potential Street Types

Cremorne Streets and Movement Strategy – Consultation Document DRAFT
Martyn Group and Hansen Partnership – November 2019

Street Types	Purpose	Photos
1. Movement	<ul style="list-style-type: none">Forms connections to key destinations in Cremorne (employment, public transport, major open space).Prioritises safe and efficient movement of people and goods in and out of Cremorne.Provides street amenity for people to connect and interact.	
2a. Gateway Points	<ul style="list-style-type: none">Strengthens key sites of access to and within Cremorne.Provides for the highest level of demand across all travel modes.Provides recognised entry points to the Cremorne precinct and prioritised for pedestrians, cyclists and public transport users.	
2b. Gateway Links	<ul style="list-style-type: none">Secondary pathway to Gateway Points to support servicing functions and property access.Provides the role of regional access, movement network and local streets.Takes some traffic demand from parallel routes or traffic closures on other local streets.	
3. Local Streets	<ul style="list-style-type: none">Serves access for the local community (on-street parking, street activity and social intersection).Provides for green areas and tree cover.Accommodates safe cycle access and movement in Cremorne.	
4. Walking and Cycling Network	<ul style="list-style-type: none">Provides safe access routes for active transport users.Provides opportunities for improved permeability through private development sites.Provides an all-ages, all-abilities cycling access.	
5. People Places	<ul style="list-style-type: none">Serves more as a place function for people (gathering points, meeting areas, rest points).Contributes to a sense of identity and place in Cremorne.Functions in different ways across the day or evening to provide high level of public amenity while still allowing access for servicing.	