

# Community feedback update

JANUARY 2019



In late 2018, Victorian Ports Corporation (Melbourne) carried out early community consultation on the proposed Station Pier Redevelopment Project. The purpose of this consultation was to understand what matters most to the local community when it comes to future planning for the historical Station Pier Precinct.

## BACKGROUND

Station Pier is a key transport and tourist hub that has been identified for upgrade and redevelopment in order to cater for the new, larger *Spirit of Tasmania* ferries due to arrive in 2021 and the continuing growth in cruise ship tourism.

Late last year, a series of early community and key stakeholder consultation was carried out on behalf of Victorian Ports Corporation (Melbourne) (VPCM) and your feedback was provided to us for consideration. Key findings of this consultation are provided in this community update.

## CONSULTATION ACTIVITIES

Community members were encouraged to provide their feedback through an extensive range of engagement activities aimed at gathering feedback on the current issues facing Station Pier and opportunities for future community use. These activities include:

**Circulated 10,000 leaflets to Port Melbourne residents** with information regarding the survey and pop-up events.

VPCM team members at the Piers Festival



**Two community pop-ups**, one at Bay Street, Port Melbourne and the other at the Piers Festival, Station Pier, engaging over 200 local residents and traders.

**Circulated a community survey on the redevelopment of Station Pier** completed by 141 local residents, workers, traders and visitors.

**Four community consultation workshops** attended by 74 local residents, traders, community leaders and community representative stakeholders.

**Visit [vicports.vic.gov.au](http://vicports.vic.gov.au) to download the full consultation report**

## WHAT WE HEARD...

Key findings from the workshops, pop-ups and survey are as follows:

### General feedback

- There is strong support for Station Pier to continue as a working port.
- Locals have a strong emotional connection to the pier as a major historical landmark.
- Locals go to Station Pier for a variety of reasons, including sightseeing, meeting friends and family, and walking their dogs.

Workshops were held to gather a range of comments from the local community



- An increase of visitors would bring some challenges and benefits.
  - Challenges include an increase in traffic congestion
  - Increased job creation and benefits to the local economy
  - Enhanced community pride and spirit
- The community showed a concern for the current state of the pier, its future viability, and the impression it made on visitors.
- The majority of survey respondents said they would recommend visiting the pier to others.
- Participants said the pier brought vibrancy and activity to Port Melbourne.

*"It is the life and soul of this area. It just needs a bit of an uplift/upgrade to make it look nicer for when our visitors land, with some clever planning, a nice design and management."*

- Survey respondent

## Concerns

The most common concern raised during the feedback process was traffic and pedestrian congestion around Waterfront Place and surrounding streets, particularly when the cruise ships are in port and the *Spirit of Tasmania* is loading or unloading.

Traffic congestion was the most common concern raised during our consultation



*“Develop a long-term parking area (for cruise ship and Spirit travellers) so they don’t need to park in the surrounding streets.”*  
- Survey respondent

The next most common concern raised was minimal free and paid parking in surrounding streets for local and passenger use. However, there were differing opinions whether additional parking should be built.

Other concerns surrounding the Station Pier precinct include:

- **Public transport** - Need for improved public transport to and from the Station Pier for passengers and local users
- **Taxi/rideshare** - Lack of dedicated taxi ranks and rideshare areas

Lack of dedicated pick up areas was also a concern



*“Station Pier is a seasonal place, and it is ‘our place’ in the winter.”*  
- Workshop participant

- **Security** - Harder to access the pier and lack of clarity on access routes and open times
- **Air quality** - Management of emissions from vessels were a priority issue to those living adjacent to the pier.

## Activation ideas

The most popular activation idea was an observation platform or restaurant at the end of the pier. Other suggestions included:

- Pop-up or semi-permanent activities on the pier during the off season including theatre, film screenings, art shows, musical performances and other arts and cultural experiences.

More events during the off season was the top suggestion for activities at Station Pier



- Catering for health and recreation activities (such as yoga classes) on the pier.
- Additional and improved food and beverage options on Waterfront Place.

*“It is always interesting to see ships and the people who are around the Pier. There is a great view of the Bay.”*  
- Survey respondent

Overall, those who responded in this round of early consultation are supportive of the Station Pier Redevelopment Project and happy to see further planning and upgrade for future use.

VPCM will continue to work closely with the local community and key stakeholders throughout the redevelopment process.

## NEXT STEPS

VPCM has prepared a Business Case to support the proposed development that will be considered in the next Victorian Budget (May 2019).

Community feedback has been included as part of the Business Case and further

community and stakeholder engagement will take place throughout 2019.

For more information about the Station Pier Redevelopment Project please contact us or visit our website at [vicports.vic.gov.au](http://vicports.vic.gov.au)



\* Subject to project approval and funding availability



### CONTACT US

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