

St Kilda Triangle

'Towards a Shared Vision'

COMMUNITY ENGAGEMENT FEEDBACK REPORT – OCTOBER 2011



This feedback report provides a summary of the key issues and opportunities identified by community members and stakeholders during the consultation process. This information does not necessarily reflect the views of City of Port Phillip.

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1. Introduction

1.1 Background

St Kilda is one of Melbourne's most colourful and well-known suburbs, attracting a diverse range of residents, visitors and workers.

The iconic suburb is best-known for its public spaces and attractions such as St Kilda beach and foreshore, Fitzroy Street, Acland Street, Palais Theatre, Esplanade Hotel and Luna Park. As a beach-side suburb, St Kilda has a distinct flavour and vibrant atmosphere. Its heritage and people are important elements of the local character and identity.

The St Kilda Triangle is situated at the heart of this eclectic suburb and predominantly serves as a car park. The St Kilda Triangle also comprises the site of the former Palace Nightclub, the Lower Esplanade and part of the embankments. The land is bound by Jacka Boulevard, the Esplanade and Cavell Street and is approximately 15,000 square metres in size.

1.2 Community Engagement

In 2010, the Councillors agreed that a vision for the St Kilda Triangle would be developed in close collaboration with the community. The St Kilda Triangle Shared Vision would be based on community values, aspirations and ideas and would be informed by a comprehensive six week community engagement program.

Prior to commencing the community engagement, the City of Port Philip prepared a report titled *St Kilda*

Triangle: Towards a Shared Vision. This report provided a context for the community engagement including the early and recent history of St Kilda and the vision project. Importantly, *St Kilda Triangle: Towards a Shared Vision* provided a summary of community feedback and ideas to date, and presented a series of questions to the community about the future of the site. The document also outlined a draft vision for the site, based on community input to date.

In June 2011, version one of *St Kilda Triangle: Towards a Shared Vision* was presented to community representatives at an Ideas Forum for discussion and deliberation. In light of the comments and new ideas raised at the forum, a second version of the document was prepared to guide the six week community engagement process commencing on the 1 August 2011.

The purpose of the six week engagement process was to enable community members to provide feedback on the *St Kilda Triangle: Towards a Shared Vision*, and express their own ideas for the future of the site. The community engagement focused on the intangibles: how the St Kilda Triangle will feel; how it will look; how it will be used; how it will be accessed; how it will be inclusive; how it will be safe; and importantly, how it will reflect the values and aspirations of the broader community.

The community engagement program was designed to capture the broadest range of views and perspectives as possible. This is to reflect the ultimate objective of preparing a Shared Vision in collaboration with the community.



Capire Consulting Group was engaged by City of Port Phillip to design and deliver the consultation program on their behalf.

1.3 Report Purpose

This report provides a summary of the community feedback received during the six week engagement period held between 1 August and 9 September 2011. The report has been designed to acknowledge the key ideas, issues and opportunities identified and discussed. In most cases the feedback has been paraphrased. When appropriate, quotations have been used to illustrate the sentiment of the relevant community member or group.

Chapter Two of this report provides an overview of the consultation tools and techniques used during the engagement period. Chapter Three outlines the feedback on the seven themes included in *St Kilda Triangle: Towards a Shared Vision*, which are:

- Open space and recreation
- Built form and heritage
- A place for everyone
- Culture and recreation
- Transport and access
- Commercial limits and opportunities
- Sustainability

Chapter Four outlines the feedback on the shared vision included in the *St Kilda Triangle: Towards a*

Shared Vision, as well as new ideas. Chapter Five presents a series of community visions. Chapter Six of this report includes observations from the community engagement process and ideas for the future planning and ultimate use of the St Kilda Triangle.

Note: Key issues, opportunities and ideas are repeated in this report. This is due to community members identifying these in their responses to more than one of the consultation themes.

1.4 Limitations

There were limitations to the community engagement process which need to be acknowledged;

- Consultation feedback is not comparable to an opinion poll because respondents do not constitute a random sample, again because they self-select to participate.
- None of the consultation techniques are statistically valid as people self-selected to participate. Even with an emphasis on inclusive engagement it is sometimes impossible to hear from all community cohorts.
- All communications associated with the consultation activities were managed by City of Port Phillip.

2. Community Engagement Approach

The St Kilda Triangle community engagement commenced on the 1 August 2011 and concluded on the 9 September 2011.

Over the six week period a series of complementary activities were used to consult the community. These activities were designed to maximise community interest and participation in the engagement process.

Consultation activities included:

SpeakOuts

Community SpeakOuts were held on Sunday 14 August, Saturday 3 September and Sunday 4 September. The SpeakOuts were designed for people to 'drop-in' and provide feedback on the *St Kilda Triangle: Towards a Shared Vision* document, as well as expressing new ideas about the future of the site. The SpeakOut was structured around the key questions; What will it look like? What will we do there? How do we get there? What is our legacy?

Survey

A survey was available in hard copy and online (www.haveyoursayatportphillip.net.au) for community members to complete. The survey was designed for respondents to provide feedback on the principles contained in *St Kilda Triangle: Towards a Shared Vision*. The survey also asked for ideas regarding the future use of the site and feedback on the draft Shared Vision.

Vox Pops

Vox Pops (or 'voice of the people') were completed throughout the engagement period with people who live, visit and/or work in St Kilda. The Vox Pops were short structured interviews about the future of the St Kilda Triangle. The Vox Pops were held on varying days and time in St Kilda to consult a broad range of people.





Online Forum

An Online Forum was hosted for the duration of the engagement period. The Online Forum also acted as a portal for project information including background documents, frequently asked questions and key dates. The Online Forum provided a moderated space for the community to express their views about the future of the St Kilda Triangle.

Semi-structured interviews

A series of semi-structured interviews were held with key stakeholders to gain their feedback on the draft Shared Vision. The semi-structured interviews were held either face-to-face or on the telephone.

'Hard to Reach' Focus Groups

Focus groups were held with 'hard to reach' groups to allow input from groups who are typically underrepresented in consultation activities. The focus groups were tailored to each specific 'hard to reach' group and structured around the vision themes and principles. The 'hard to reach' groups for this engagement process were: older people; Culturally

Participant Fact File

- 924 participants
- 60% were male
- 66% lived in St Kilda
- 49% were aged 35-59

and Linguistically Diverse (CALD); people with a disability; members of the Social Inclusion Project Leadership Program and young people.

Roundtables

Roundtable discussions were held to debate the vision themes, principles and emerging information. The roundtables brought together different perspectives and ideas from members of the community.





3. Vision Themes

3.1 Theme 1: Open space and recreation

The word 'green' was the most popular word used by participants when describing their vision for the future of the St Kilda Triangle.

For most people 'green' meant a place with trees, grass, flowers and gardens; *"a crazy garden of spectacular trees, wild flowers, sensory experiences: sounds, smell, see and touch"* suggested one participant. Other ideas included a *"mini botanical garden," "vertical gardens"* and *"an annual garden design competition"*. A children's garden was also suggested and the Ian Potter Children's Garden was referenced.

Others also suggested fruit trees or a community garden. Some people felt that only indigenous plants should be used or native plants from other areas of Australia.

Creating a 'green' space with links to St Kilda's creative community was identified as an opportunity for the St Kilda Triangle. A sculpture park and artist's garden were ideas regularly raised by community members.

It was suggested that the St Kilda Triangle could

have activities for young people and children, whereas others felt that there were already activities for younger people, for example, Luna Park. Many people suggested there should be flexible spaces with multiple uses.

Shade, seating and undercover areas were also identified as important for the St Kilda Triangle to be used year round. Safety was identified as a key consideration, including passive surveillance and lighting.

Many people felt that the future St Kilda Triangle should have different spaces, *"nooks and crannies"*, for different groups to use. It was also suggested that we should be *"thinking for the future"*, that we need make an *"inspiring"* design choice for future generations. Federation Square was used as an example by many people, not in terms of the finishes and structures, but the boldness of the design; *"so many people hated the design of Federation Square and thought it could never work. Now it's the heart of Melbourne – a meeting place, a creative place, a sustainable place"*.

It was suggested that the future design and layout of the site needs to work with the contours of the land; *"fluid structures that blend with the water and existing built form"*. Overwhelmingly, it was felt that any built form should complement the surrounding densities and maintain present views from the Upper Esplanade.



Theme 1: Open space and landscape

<i>Will there be a public space and would it have trees and gardens that look like other parts of the foreshore? How will Catani's vision be respected? How will it improve the foreshore without obstructing the views of the sea, the Palais Theatre and Luna Park?</i>	Participant Response Strongly Agree or Agree
The public realm of the St Kilda Triangle will reflect the foreshore and Catani Gardens.	84%
Some parts of the site may introduce new ideas and elements, just as the recent foreshore promenade has reinvigorated the walk along the beach and created another layer of experience.	86%
The important views need to be clearly defined to allow for positive additions as well as prevent unsightly obstructions.	93%

"This is the second most important coastal site in Australia – the most important is Bennelong Point, Sydney Harbour. It too was an important site with an awful building on it in the late 1950's. The then NSW government chose to have a major international architectural competition. To define a building type for that site (use as an opera house already determined) resulted in a truly great building.

This site deserves a similar scale of treatment and quality of outcome. An international competition with judgement by a combined council/ community/ professional jury could be a way forward."

Participant Quote, August 2011

During the engagement process, participants had an opportunity to select images of public places which reflected their own vision for the St Kilda Triangle. The five most popular images are provided below.



"This is lovely. The green walkway could link different places and spaces on the future St Kilda Triangle. Art and information could also be incorporated."

Participant Quote, August 2011



"I love that water is incorporated into the landscape. This would link with the existing parks and gardens in St Kilda. The plants would need to be native. Beautiful."

Participant Quote, August 2011



"Something gorgeous like this to enhance the view (as this does in Barcelona) would be great. Combined with green."

Participant Quote, August 2011



"I like this but we would need more green spaces. I like that people are sitting using the garden and that there is no commercial activity."

Participant Quote, August 2011



"Green space, shade for summer, water, and enhance the feeling of outdoor and the bay!"

Participant Quote, August 2011



3.2 Theme 2: Built form and heritage

The majority of people felt that the future built form of the St Kilda Triangle should be of similar scale to the surrounding buildings. However, some also thought this was an opportunity for urban consolidation and high density mixed use development was a significant opportunity for the St Kilda Triangle. It was emphasised that the planning process needs to consider the future increases in population and their likely needs.

There was a divide between those who felt that the future built form should be sympathetic in design to the surrounding architecture, whereas others thought heritage values should not compromise the opportunity for innovative and interesting design; *“heritage is great, let’s respect and value it. But let’s also be bold and contemporary, no rusted on or mock versions of the past”.*

Links to Catani’s vision for the area were made. Some participants felt that future design and use should reflect his vision whereas others felt it was time to move forward and work with a contemporary, potentially local designer.

Some people identified the area at the rear of the Palais Theatre as a potential location for an iconic building such as a museum, hotel or public building. Others felt that a significant building should dominate the site and be used as a major attractor to the area; *“look at the Guggenheim in Bilbao, MONA in Hobart, Federation Square in Melbourne, the Opera House in Sydney, the TATE Modern in London”.*

Few people raised the possibility of residential development. Of those that did they felt the St Kilda Triangle was an opportunity to showcase highly sustainable medium or high density living, within a broader mixed use development.

The local indigenous heritage was identified as important. This could be expressed through the design of any buildings or public places, the use of native plants, spaces for the community to meet and public art.

An important aspect of the St Kilda Triangle was felt to be the Palais Theatre, but participants identified the need to restore the theatre and ensure it continues to be an iconic and well-used cultural facility in Melbourne.

“Architecture and design are key. The site cries out for a significant building. It doesn’t have to be big but it needs to be great, It needs to respond to the site - and be the third significant building in the precinct. It needs to respect the sense of creativity, excitement, vision, pleasure, non-conformity and joy that is St Kilda’s history. It should be internationally, architecturally and culturally significant. It needs to put St Kilda on the map and make Melbourne proud. The site needs to provide an exciting focal point for St Kilda and St Kilda’s vision for its future.”

Participant Quote, August 2011

Theme 2: Built form and heritage

How will new buildings fit in with iconic structures such as the Palais Theatre and Luna Park? How big could any buildings on the site be?

Participant Response

Strongly Agree or Agree

Any buildings and landscaping on the site will be respectful of the history and context of St Kilda, and of the Palais Theatre, Luna Park and the Upper Esplanade.

63%

Any new buildings will draw on the loved aspects of surrounding architectural icons, including what they contribute to the foreshore and how they all work together as neighbours.

56%

Buildings need to create spaces between them that are interesting, attractive and functional.

60%

The place we leave behind will be this generation’s contribution to St Kilda’s history.

62%

3.3 Theme 3: A place for everyone

Some residents felt the St Kilda should be a place primarily for the local community. Others felt with the number of people visiting and working in St Kilda, that it should be a place for everyone; *"I think St Kilda is more than an area for residents. It is unique to Melbourne and is a place for everyone to visit"*.

Whether the future users were residents or visitors, it was widely acknowledged that the St Kilda Triangle should be place for all ages and backgrounds. The ideas for specific uses were varied but were primarily focused on leisure and passive recreation that were affordable. Millemium Park in Chicago, in the United States, was provided as an example of a multi-use space, with organic planning and management of activities.

Other ideas included creative and cultural activities (described in Section 3.4), live music, aquarium and market; *"incorporate the iconic Esplanade Market in the area will accommodate all the challenging weather conditions, so can be open every Sunday"*. CERES Environment Park in Brunswick East in Melbourne was also identified as having a range of uses and programs that could be replicated on the St Kilda Triangle site.

"Whatever happens it should be able to accommodate the most amount of people and be inclusive – including people with disabilities."

Participant Quote, August 2011



"Activities at the Triangle would take place underground. There would be two levels above the water table to minimise construction costs. A gentle, grass and tree covered slope would sweep down from the Esplanade path. At Jacka Boulevard there would be wide, grass covered land bridge that would enable people to walk to the beach. Cars and trucks would travel through a short tunnel under the bridge. There would be inconspicuous entrances that would provide access to the buildings below. The slope would have some flat areas, where there could be activities like an outdoor concert, buskers. People would sit on the grassy slopes above looking on."

Participant Quote, August 2011

Theme 3: A place for everyone

<i>How will the area be used? How can we make everyone feel welcome?</i>	Participant Response
All St Kilda's residents and visitors will feel welcome through the creation of spaces and experiences that are safe and diverse, and that allow people to use them freely.	Strongly Agree or Agree 59%
Spaces will vary in size and function, and will be designed for use both day and night. Some will be public spaces, and others may offer a variety of things to do to encourage people to the site (cafés, restaurants, shops). The latter will be more intimate spaces where people feel comfortable to gather. However, amenity impacts will be carefully considered.	 39%

During the engagement process, participants had an opportunity to select the activities and uses they would like to see on the St Kilda Triangle in the future. The five most popular are provided below.

Live music



"To have live music the Council and St Kilda Triangle project would have to take a long hard look at what is happening currently to the live music scene in St Kilda in terms of noise restrictions. Bring back live music and venues but take a realistic attitude to noise."

Participant Quote, August 2011

Markets



"A fresh food market that could open a couple of times each week. It could sell local produce as well as speciality food from other places in Victoria."

Participant Quote, August 2011

Open space



"Open space is great as long as it is safe at night. We want the future St Kilda Triangle to be used, not avoided."

Participant Quote, August 2011

Informal outdoor activities



"We need informal community activities, where people can gather and participate at no cost."

Participant Quote, August 2011

Sculpture park



"A family friendly sculpture park that is interesting to touch and look at would be wonderful."

Participant Quote, August 2011

3.4 Theme 4: Culture and recreation

There was strong support for the cultural and recreation theme, especially opportunities for cultural activities such as a gallery, event stage or entertainment space.

Many people felt there should be cultural and creative spaces incorporated into the St Kilda Triangle. Ideas included museums, art galleries or learning centres.

A range of ideas relating to a museum or galleries were raised including an indigenous gallery, a museum of St Kilda’s history and a museum of “visions and issues of the future”. Opportunities for the location of this type of facility included underground and at the rear of the Palais Theatre.

A performance space was an idea which was continually raised; “an amphitheatre would be a central outdoor forum for arts events, concerts, films and theatre”. An amphitheatre was also raised by many participants. It was suggested that inspiration be taken from the amphitheatre at the Roma Street Parklands in Brisbane because of the low key



development opportunity; “the triangle site has natural amphitheatre topography and this could be used for a variety of cultural, musical and other entertainment events”.

Participants also suggested that any space on the site should allow for a range of activities such as live music, dance, theatre, organised activities such as t’ai chi or yoga as well as an informal meeting or gathering space that provide opportunities for passive recreation; “we need a flexible use of space”.

Participants also raised the need to ensure spaces and places are inclusive and accessible to all: “activities need to be affordable to families”. Access for people with a disability was also felt to be a key consideration.

Activities for young and old were raised by participants. This included limiting bars and nightclubs and ensuring safe and affordable activities that engage a broad range of community members.

“I’d like to look at the St Kilda Triangle like a big open space with cycling and walking paths and some playgrounds for kids. This would be good for everyone, you can relax, do sports and have fun.”

Participant Quote, August 2011

Theme 4: Culture and recreation	
	Participant Response
How will the site be used? What can I do there?	Strongly Agree or Agree
New uses for the St Kilda Triangle will need to support adjacent attractions such as the Palais Theatre, Luna Park and the Esplanade Market.	43%
The St Kilda Triangle will provide new opportunities for cultural activities that could include event, gallery, stage or entertainment space. These uses would interpret the histories of the site, and they would need to be open and flexible to reflect the seaside character and recreational uses of the site. Any cultural facilities would need to engage with the spaces around them.	55%
As an open and landscaped space, the St Kilda Triangle will be in strong demand for recreation. It should allow people to throw a ball, go to an event, get something to eat and drink, listen to music or just relax.	49%

3.5 Theme 5: Transport and access

It was important the St Kilda Triangle has good pedestrian access to the Upper Esplanade and to the foreshore. A key challenge identified by community members was linking the St Kilda Triangle to the foreshore. Ideas included a grassed bridge, with a tunnel underneath for traffic.

More bicycle paths were also felt to be needed as the walking paths are too narrow, and have dual purposes creating safety issues. Cycling on roads adjacent to the St Kilda Triangle was also considered dangerous; *“walking paths, cycling paths and skateboard activities should be separated in order to have good accessibility for disabled people and people with children”*.

Some people felt that car traffic should be reduced in the area whereas others suggested that more parking was needed. Accessing the St Kilda Triangle proves difficult for some people especially in their car. The most difficult and confusing area was the intersection to The Esplanade and Acland Street; *“dangerous intersection for cyclists, pedestrians and cars. Why do people have to drive down Acland Street? There is enough going on”*.

While many people felt the St Kilda Triangle was well serviced by public transport, some suggested that services could be improved, specifically to Port Melbourne along the foreshore. Other transport suggestions included a ferry service to Williamstown, Port Melbourne and Docklands.

Some people felt that car parking should be underground and the current number of car parks should be maintained. However, there was an appreciation of the cost associated with an

“Millennium Park has a multi-level car park with showers, lockers and bike repairs. It provides end of trip security and facilitates transport cycling and leisure”

Participant Quote, August 2011

underground option and the potential trade-offs associated with its financing, for example, some commercial activity at street level. There was also concern about climate change and related impacts; *“underground parking is a good idea, but rising sea levels should be considered”*.

Some were concerned about safe access to an underground car park from Jacka Boulevard. Another suggestion was a multi-level car park behind the Palais Theatre.

There were also participants who felt that the site already has good access to public transport and car parks should not be provided on the site; *“a fundamental factor in addressing urban sustainability is car dependency. This site provides the opportunity to challenge the entrenched expectation that ubiquitous car usage is necessary for society to function. No activity on the site should be dependent on people who will only come by car. This should be the starting point, this is the real challenge”*.



Theme 5: Transport and access

How do we balance traffic circulation and parking with public transport? How do we improve connections for pedestrians? How do we get to the beach or Fitzroy and Acland streets?

Participant Response

Strongly Agree or Agree

Walking, cycling and public transport will be an easy first choice to get to the St Kilda Triangle. Works will improve walking and cycling links to the foreshore and Fitzroy and Acland streets, as well as to bus and tram stops.

63%

Some car parking will also be needed to ensure the viability of the Palais Theatre and Luna Park. Any car parking (except for special needs) on the site should be underground, to maximise the public use of the St Kilda Triangle at street level.

55%

3.6 Theme 6: Commercial limits and opportunities

Overwhelmingly participants wanted commercial aspects of the site minimised. The majority felt that any future use should not attract people away from the existing retail businesses in St Kilda; *“no more of the same old retail, we have enough! Our businesses are not surviving as it is and we don’t need any more to fail”*.

Most people also felt there should be no bars or nightclubs on the St Kilda Triangle, however there was a mixed response to cafes or kiosks being located on the site. Some suggested there were currently too many bars in St Kilda, whereas others felt eating and socialising was intrinsic to the St Kilda experience.

Some people felt that social enterprise businesses could be suitable for the site; *“a social enterprise coffee shop would be great as then it would at least*

provide a training centre and have strong links in the community”. Others suggested that commercial activity should link with any future cultural, creative or *“green”* uses.

It was suggested that ‘pop-up’ commercial uses should be explored and references were made to the Greenhouse by Joost which was located at Federation Square in 2008 and 2009.

Participants commented on the need to place value on non-commercial spaces such as public spaces and activities for children, rather than value solely in economic terms; *“consider value in its wider context, not just economic”*.

“A community friendly space that has not become a commercial money grabbing venture. An inviting space for visitors not an invitation for tourism”

Participant Quote, August 2011

Theme 6: Commercial limits and opportunities

<i>What do we need to make the Triangle work?</i>	Participant Response
	Strongly Agree or Agree
The St Kilda Triangle will include a mix of land uses that contribute to the viability and vitality of the site, St Kilda and the surrounding area.	43%
New opportunities must complement the viability and vitality of surrounding attractions and the foreshore, as well as Fitzroy and Acland streets.	49%
Commercial opportunities should contribute to the site’s future, but not drive its redevelopment.	41%
Any commercial and retail space on the site needs to be limited and clearly described. Public open space and other uses at the St Kilda Triangle will predominate.	51%



3.7 Theme 7: Sustainability

There was support for the St Kilda Triangle to be a leader in sustainability including environmental, social, economic and cultural sustainability. There was also support for the site to provide an “exhibition of green technologies” or a “demonstration of sustainability”. It was identified that there is a need to respond to emerging issues through sensitive design and uses; “there is an opportunity to genuinely respond to climate change and issues of peak oil”. Some also suggested that native plant species would dominate and water recycling and climate sensitive planting would feature.



“This site because of its location and visibility, enables us to demonstrate to the rest of the world, how a precious and highly regarded piece of land can properly address the major challenges of our time:

Climate change; the pre-eminent issue of our time, urban emissions must urgently and comprehensively be reduced;

Peak Oil, oil will soon become scarcer and more expensive having a major impact on the functioning of the whole city and our way of life;

Population will continue to increase, to accommodate these people we must find a meaningful alternative to new, car dependent suburbs, on the fringe of the city.”

Participant Quote, August 2011

Inclusiveness in the design and vegetation were identified as key to the sustainability of the site to encourage a “celebration of grass roots culture, not a past time for the rich”. For some, the vegetation and style of the site would help the site be accessible and informal to allow all members of the community to come together.

Rising sea level, storm surges and increased heat in summer were also felt to be important considerations for any future design of the site. Some suggested that any future vegetation needs to be water sensitive.

Participants made many suggestions for environmentally sustainable initiatives. These included water sensitive design, rainwater collection and reuse, solar energy, wind turbines and use of waste through biogas for energy generation. Appropriate investment and commitment for these initiatives would be necessary; “solar panels on the Palais roof and north side, wind turbines and rain harvest and capture. All projects require ongoing work and require lifecycle budget”.

Theme 7: Sustainability	
	Participant Response
How do we create a sustainable asset for the future that doesn't burden the community or the environment?	Strongly Agree or Agree
The St Kilda Triangle will show environmental, economic and social sustainability leadership for new public spaces.	61%
Green technologies and design will be used to reduce the site's impacts and to mitigate against future energy and water needs, climate change and potential sea level rise.	48%
The site will acknowledge the diverse and sometimes contrasting social needs of its different user groups. This inclusiveness is an important part of St Kilda's character that we want and need to retain.	54%
The financing for the construction and the ongoing use of the St Kilda Triangle must be part of the discussion of the site's future. Any project must be viable and represent a good public outcome.	62%

4. Shared Vision

While participants supported the draft Shared Vision, many felt it was too broad and vague; *“don’t be afraid to be specific”*. Some participants suggested that the words *“viable”* and *“local character”* were too ambiguous and greater clarity around these would narrow interpretation.

Some thought the draft shared vision was *“bland”* and *“uninspiring”*. It was suggested that the shared vision also needed to acknowledge *“the heritage of the past, with a key central focus on traditional owners and Aboriginal cultural heritage”* and a make reference to more St Kilda Triangle’s more recent history; *“the 1920s art and theatre”* in its vision for the future.



The importance of engaged youth was felt to be missing from the draft Shared Vision. Others also felt that adaptability of spaces was important as well as diversity in the types of spaces and the people attracted to the site. Some suggested that the Shared

Vision needs to be more sensory and evoke feeling. Others felt that the St Kilda triangle is the *“heart of Melbourne and the triangle vision needs to reflect this”*.

“I would like it to be related to a sustainable park, like CERES. This side of town should have more community based, supportive activities”

Participant Quote, August 2011

“St Kilda’s character” was felt to be extremely important and any new development would need to reflect this. *“Character”* was questioned by some, while others felt that this character is the diversity of people in St Kilda including disadvantaged members of the community; the needs of marginalised and disadvantaged members of the community would need to be reflected in any future use of the site.



***Extract from
St Kilda Triangle:
Towards a Shared Vision:
A Draft Vision***

Based on these themes, Council has the following draft Vision for the site:

The St Kilda Triangle site is re-imagined as a loved seaside place that acknowledges and builds on the local character and location;



it supports public space and a mix of uses that makes it attractive, viable and welcoming to all;



it respects the things that make St Kilda a great place.





Many also felt that the site should be a *"gathering"* place, where diverse people can come together and the Shared Vision could identify this as a primary purpose of the site. Some participants also felt that the draft Shared Vision does not clearly articulate the desire for limited commercial activities, the *"low impact"* future of the site and the need for a *"relaxing"*, *"contemplative"* and *"reflective"* place. Others suggested; *"keep it simple and connect to the beach and the sky"*. It was suggested that the vision should reflect St Kilda's *"quirky"* attributes and reflect the *"strong arts history of St Kilda"*.

"I would like it to have public open access, markets and a recreational area. Somewhere families and backpackers can sit and relax."

Participant Quote, August 2011

Connections to the foreshore were consistently raised in discussing the vision. This included the ideas of undergrounding Jacka Boulevard, slowing traffic on Jacka Boulevard, reduced car useage in and around St Kilda as well the use of architectural bridges to connect to the beach. Maintaining the views of the bay was also considered central to the site's vision.

Some participants felt that the Shared Vision should explicitly state that the St Kilda Triangle is public or Crown land and they felt this was a significant oversight.






5. Community Visions



During the engagement period many community members wrote a postcard from the St Kilda Triangle in the year 2030. This activity enabled people to creatively visualise the future of the site and was an opportunity for all age groups to participate in the visioning process.

A selection of the postcards are provided below.


Just visited this open, light, modern space at the St Kilda Triangle. Sat on a bench in the sun, listened to live music, saw part of market and got a bite to eat and I visited the Green gallery with vertical garden and local arts work, whole building is sustainable and green. Cool and best of all walked and biked my way home.



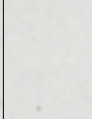
I love visiting the St Kilda Triangle. The open space is relaxing and thrives with community spirit. The street artists and organic gardens draw crowds and young people to enjoy the live music events. The space is used by all ages and abilities to participate in culture events, games, dancing and food tasting. We just keep coming back...




Just finished shopping at the Sunday markets along the Upper Esplanade and walked down into St Kilda's newest art and cultural precinct. I have been to the photography museum, stopped for a coffee in the sun, watched the street performers and now I am heading to the beach over a new traffic calmed Beaconsfield Parade.



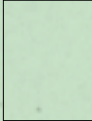
Hi. I am sitting on a tastefully funky bench, looking at a space where locals are involved in various fun activities. I bought a great coffee at an outdoor cafe and I feel confident to allow the grandchildren to run around. There is interesting but not loud music. The landscaping gives one a sense of wanting to stay and enjoy the place which complement the Palais Theatre and Luna Park.



It's so relaxing here. I come here every weekend because it's all here. I can get my food at the market, exercise, rest in the park, buy really interesting things at the social enterprises everywhere, listen to quiet calmly music, see a film in deckchairs in the outdoor cinema in summer. I love it here. You can walk everywhere.



Loving St Kilda. They finally got it right, no high rise, lots of art and open green space, green gardens and guess what; you can get/pick your own vegetables and take them home. Loving the artist's studios and the choice of wares to buy, it is amazing at all locals. They also finally restored that wonderful lady the Palais, she is gorgeous. Most go and do more exploring



6. Observations

Described below are the key observations and findings from the six week engagement process.

Levels of Participation

- Over 900 people actively participated in the consultation by providing their ideas and feedback. Many more thousands were informed of the process, obtained copies of the *St Kilda Triangle: Towards a Shared Vision* report and visited the website.
- The comprehensive engagement process ensured a diverse range of opinions, perspectives and aspirations were heard. There were no dominating 'voices' in the conversation.

Engagement Activities

- The engagement process was well received and most people were positive about the opportunity to contribute to the Shared Vision.
- Feedback received indicated that participants appreciated having multiple mediums and opportunities to contribute to the conversation.
- Some people suggested there was insufficient communication associated with the engagement and felt that there should have been further publicity of the process and opportunities for involvement.

Feedback and Ideas

- Some participants did not understand the purpose of a shared vision as being about the future, not about the past.
- Participants agreed with the essence of the shared vision and themes but felt it did not go far enough in articulating a vision. It was suggested that principles should be included in the next edition of the Shared Vision. The principles

would establish the 'rules' for the future planning, development and ultimately the use of the St Kilda Triangle.

- The majority of people wanted the St Kilda Triangle to be a place for all, including residents and visitors. A few residents felt that it should only be a place for locals to use and enjoy.

The most common word used to describe the future of the St Kilda Triangle was 'green'. People expressed that they wanted a public place, which was green, inclusive and accessible.

- Another key theme was a cultural or creative space or venue. Ideas for this venue or space ranged from a sculpture park, gallery, museum, artists' studios or cultural centre.
- Participants felt there should be limited built form on the site and any future structures should reflect the surrounding character.
- Many local residents felt that any commercial use should be limited and complement the cultural or creative space or venue and not detract from the businesses in Fitzroy or Acland streets.
- Any future use of the site would need to incorporate the history of St Kilda, Catani and the foreshore including pre-settlement and post-settlement history (i.e. Aboriginal and migrant histories of St Kilda).
- Participants were generally supportive of an underground car park, but some were wary of the cost of this and the trade-off necessary to fund this.
- Environmental sustainability principles should be incorporated into the design and delivery of the new St Kilda Triangle. An opportunity exists to develop a demonstration site of world's best practice in energy and water efficiency.

