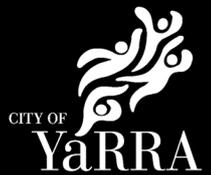


Swan Street Streetscape Masterplan

Round 2 Engagement Report

December 2021



FRIENDS OF MINE



Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations and to their Elders past, present and future.

Round 2 – Engagement report

Project description

The Swan Street Streetscape Masterplan covers the length of Swan Street between Punt Road and the Birrarung (Yarra River) as well as the areas around Richmond Library, East Richmond and Burnley Stations.

The Streetscape Masterplan is focused on the footpaths and public spaces in this precinct and provides a high-level framework for how these spaces could be enhanced. This includes improvements such as trees, greenery, seats, bike hoops, lighting and public art.

The Streetscape Masterplan identifies opportunities for improvements which can be taken forward as individual projects for more design/feasibility work and delivery through Council's capital works programme.

Purpose of engagement

A first round of consultation took place in April-June 2021, to seek views from the community about the Swan Street area, to understand what they love about the Swan Street area and what they want to improve, as well as their priorities in terms of footpath and public space improvements. Their feedback was used to inform the development of a draft Streetscape Masterplan for Swan Street.

The purpose of this second round of consultation is to get feedback from the community on the draft Streetscape Masterplan, check that we got it right and understand if there are other issues to be considered.



The overall objectives of the engagement are to ensure that:

- the Streetscape Masterplan responds to the needs and aspirations of the diverse community, including residents, traders and visitors;
- the project information and engagement activities enable meaningful participation from the community;
- participants (both internal and external) feel their contributions have been valued and that they have been kept informed;
- the feedback from the community is used to inform the development of the masterplan; and
- Councillors and the community feel confident that a robust community engagement process informed the masterplan.

What did we do?

The Round 2 consultation took place between 13 October and 12 November 2021. Engagement activities included the following:

- Project page set up on Your Say Yarra website including details of the project and online survey.
- Postcard drop off to businesses and residents in the surrounding area.

- Two on-street pop-up events (refer photos below).
- Information circulated to Advisory Groups and Committees, and subsequent meeting with the Yana Ngargna Advisory Group.
- Targeted social media.
- Letters to landowners where opportunities have been raised for improving pedestrian amenity of future private laneways (through future development).



The survey presented a summary of the Streetscape Masterplan proposals and asked the following questions:

- Seventeen side streets corners were identified along the Swan Street corridor, for improvements such as extended footpaths, trees, seating and lighting. The community was asked to prioritise their top 5 streets for improvement.
- The community was asked to rate how much they liked (or disliked) the following ideas:
 - Footpath improvements, such as increased tree planting, more seats and street furniture, and unified paving.
 - Laneway improvement, including public art, lighting and wayfinding.
 - New public space at Charlotte Street (in front of Richmond Library) and changes to St Crispin Street.
 - New public space in East Richmond Station car park.
 - New public space at Stawell Street, and streetscape improvements around Burnley Station.
 - New/extended public space at Wangaratta Reserve and Docker Street car park
 - Improvements under Swan Street railway bridge including lighting, handrails and artwork.
- The community was asked if they have any other thoughts or comments, or if anything is missing.

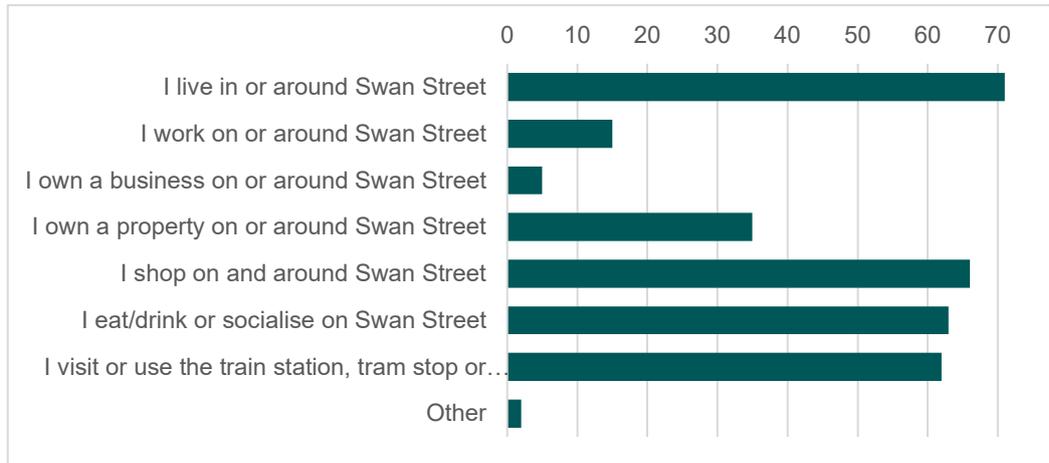
A copy of the survey is attached at Appendix A.

Who did we hear from?

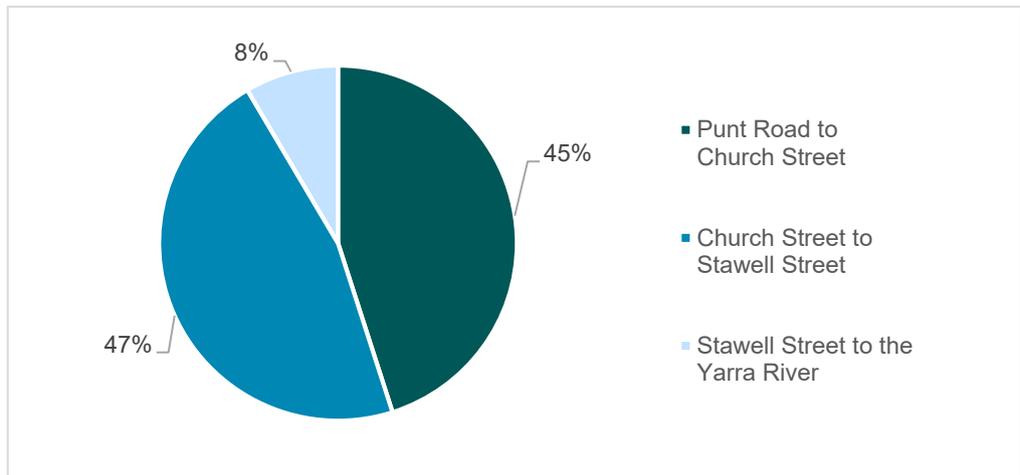
Council received 83 survey responses to the survey, five email responses and about 40 people at the two on-street pop-up sessions. Feedback was also provided by the Yana Ngargna Advisory Group.

Demographic data was collected from the survey respondents and is set out in the charts below. It reflects a high percentage of local residents, with a mix of ages and with some representation from people who identify as LGBTIQ+ or as someone with a disability.

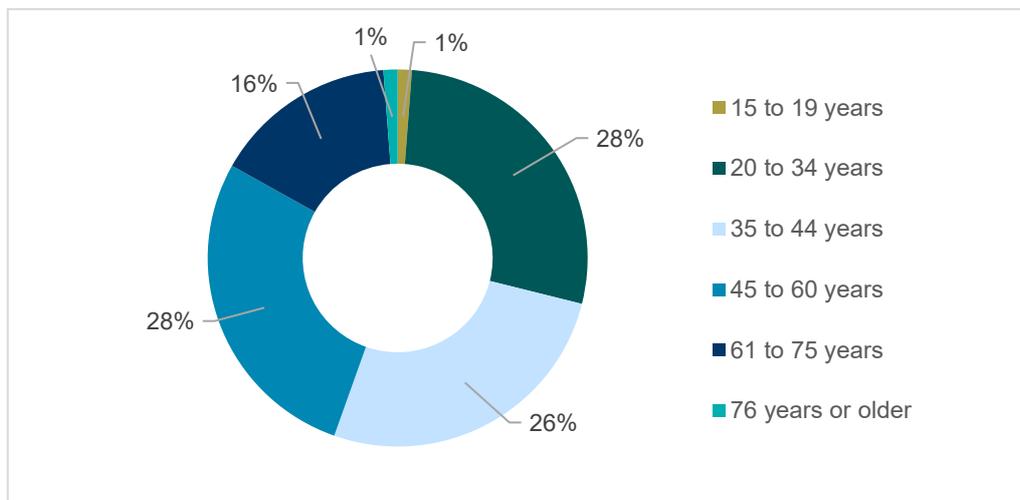
What is your relationship with Swan Street?



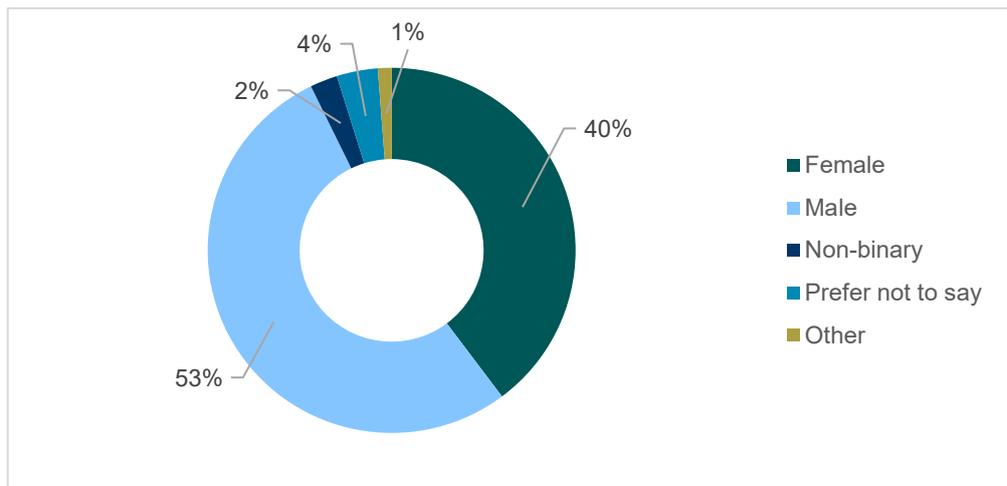
What section of Swan Street are you located in?



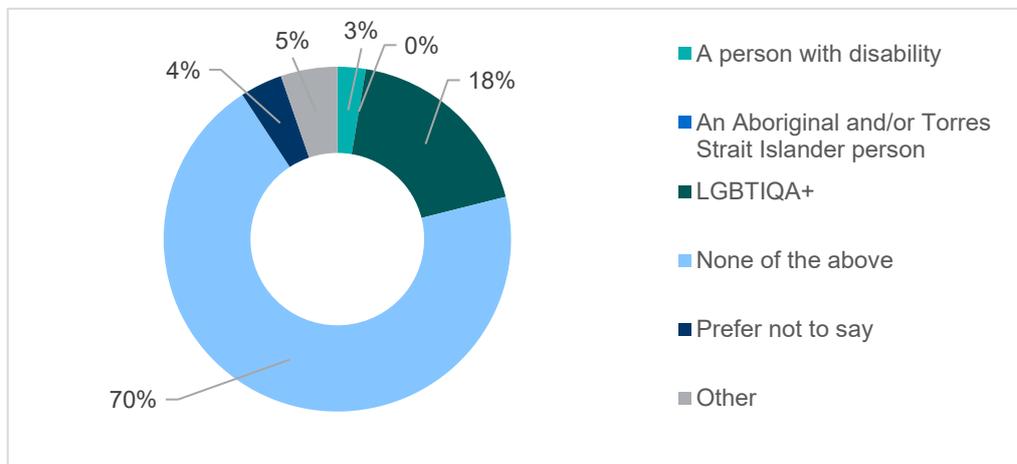
How old are you?



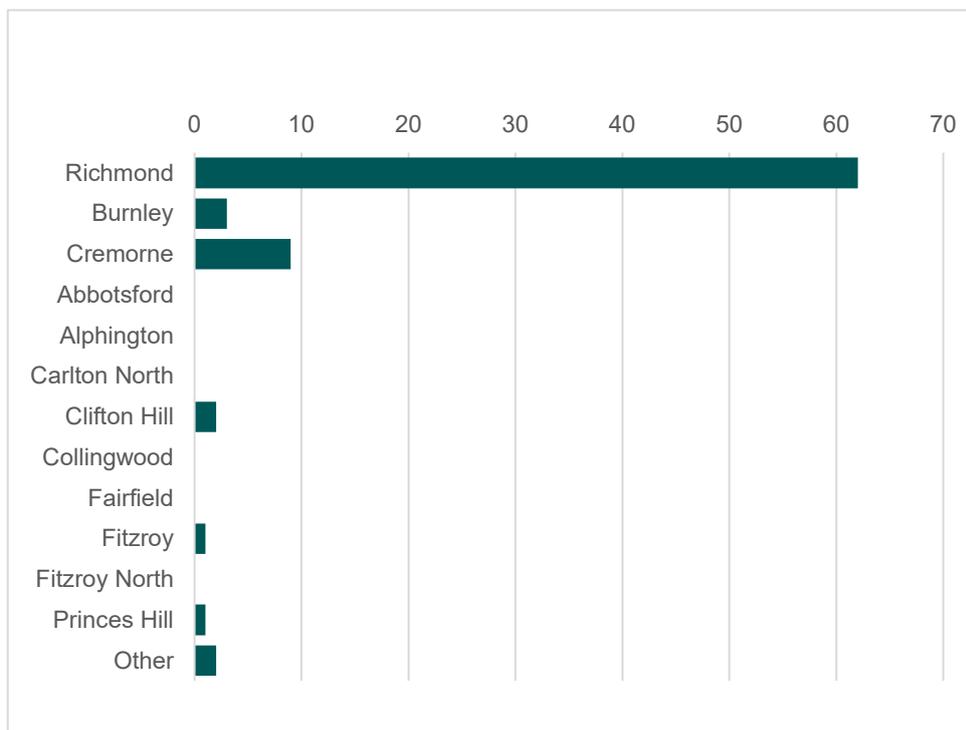
What gender do you identify as?



Do you identify as any of the following?



What suburb do you live in?



Swan Street consultation – what did we hear?

Feedback was provided through surveys (online and hard copy), pop-up activities, direct email and from stakeholders.

- 83 survey responses were received – 81 online surveys and two hard copy surveys.
- Five email responses were provided, one from Streets Alive and four from individuals.
- Feedback was provided from the Yana Ngargna Advisory Committee
- Feedback was received from people attending the pop-ups.

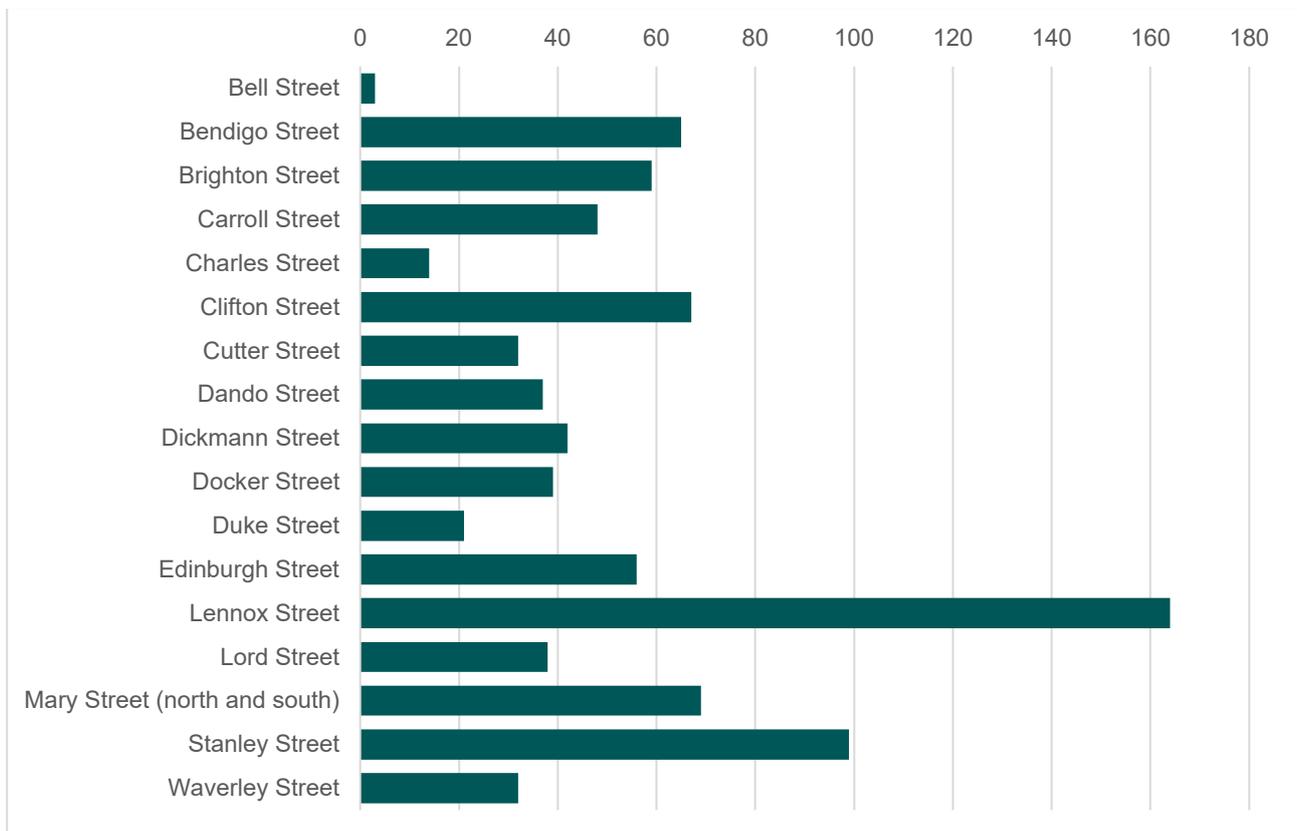
The feedback has been assessed to determine what levels of support were received and key themes for consideration – these were issues raised by more than a few people, demonstrating almost 5% of respondents. These are set out below against each of the key ideas in the Streetscape Masterplan.

Side street corners

Several side streets along the Swan Street corridor were identified for public space improvements away from the busy footpaths of Swan Street. This would involve extending footpaths on both sides of the road to provide more space for people, trees, lighting, seating, bike parking and public art. This would impact on-street car parking. Any accessible parking or essential loading may need to be moved on the street.

The community were asked to prioritise the top five streets they'd like to see us focus on. The top five streets that received the most points in the survey include:

- Lennox Street
- Stanley Street
- Mary Street (north and south)
- Clifton Street
- Bendigo Street



People at the pop-up session were also asked to prioritise their top streets. The top responses included:

- Lennox Street
- Bendigo Street
- Docker Street
- Stanley Street
- Clifton Street
- Waverley Street

Draft Swan Street masterplan YOUR SAY YARRA

We've identified several side streets for public space improvements away from the busy footpaths of Swan Street.

This would involve extending footpaths on both sides of the road to provide more space for people, trees, lighting, seating, bike parking and public art. See example images to the right.

Help us prioritise the most important corners to focus on first.

Choose 5 of your priority locations
Stick the dots in your chosen boxes

Bell Street 	Clifton Street 	Edinburgh Street
Bendigo Street 	Cutter Street 	Lennox Street
Brighton Street 	Dando Street 	Lord Street
Carroll Street 	Dickmann Street 	Mary Street (north and south)
Charles Street 	Docker Street 	Stanley Street
	Duke Street 	Waverley Street

The priorities set above from the survey (60 respondents) and pop-ups (about eight respondents) will be used to prioritise these projects in the Implementation Plan.

There were a few general thoughts and issues that were raised that also relate to the side street corners. These are set out below with a response and any recommended changes to the Streetscape Masterplan document.

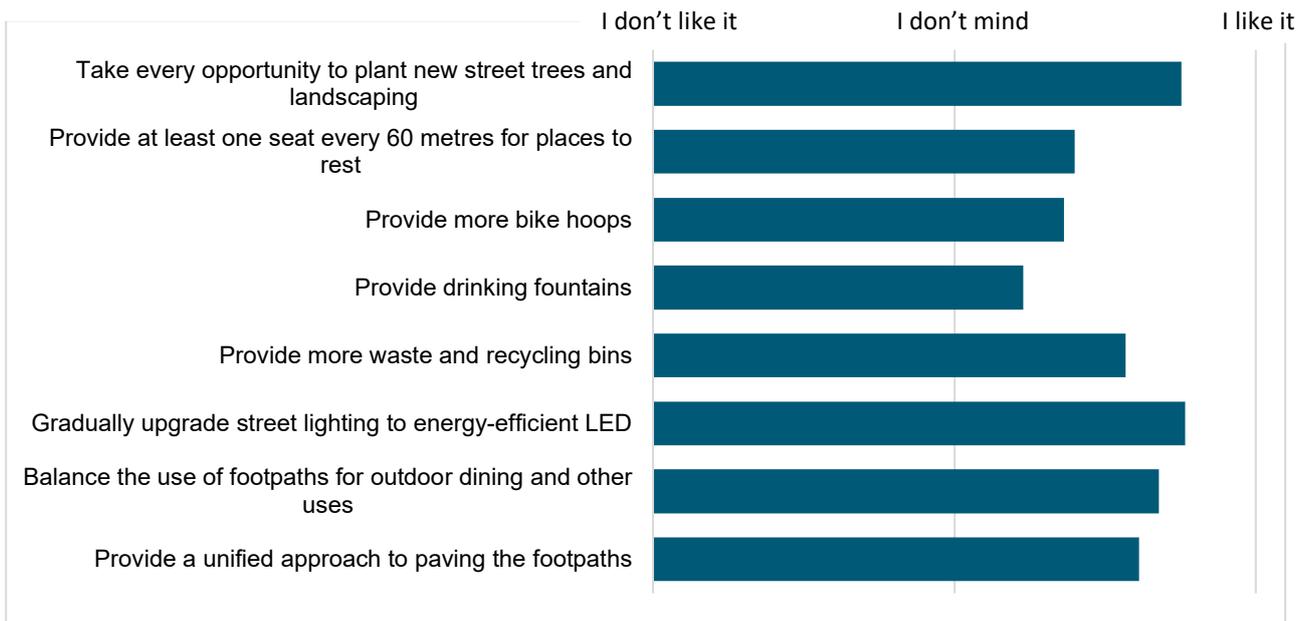
Key themes	Response	Changes to Streetscape Masterplan
Concern about removal of car parking through any proposals.	The ideas shown in the masterplan illustrate the potential of the spaces, however any projects that are taken forward will require further feasibility work including on-street parking. More extensive consultation with the community and key users of the space would be undertaken as projects are taken forward to ensure that any changes meet the needs and aspirations of adjacent sites and the local and wider community.	Amend wording on page 50 from “Consider accessible parking and loading requirement” to “Consider accessible parking and loading requirement, and impacts on car parking”.
Support for more trees and greenery and suggestions for tree species, including native species.	This is a key feature of the Streetscape Masterplan and the high level of support is noted. Page 50 of the masterplan notes tree planting and greenery on its list of design initiatives. Additional wording can be added to note that the tree species selection should provide the right tree for the right location, in line with Urban Forest Strategy.	Add wording on page 50 to note that tree species selection should provide the right tree for the right location.
More lighting needed, including on some of the side streets.	Agreed – page 50 references improved lighting in the design initiatives for the side streets.	-

Footpaths

The masterplan suggests ideas to improve the footpaths along Swan Street, relating to trees and greenery, street furniture, outdoor trading and paving.

All of the categories received good levels of support in the survey (at least an average score of 60% support), with the majority either marked as ‘I like it’ or ‘I don’t mind’. The top ideas with the highest levels of support (over 75% average score) include:

- Gradually upgrade street lighting to LED
- Take every opportunity to plant new street trees and landscaping
- Balance the use of footpaths for outdoor dining and other uses
- Provide a unified approach to paving the footpaths
- Provide more waste and recycling bins



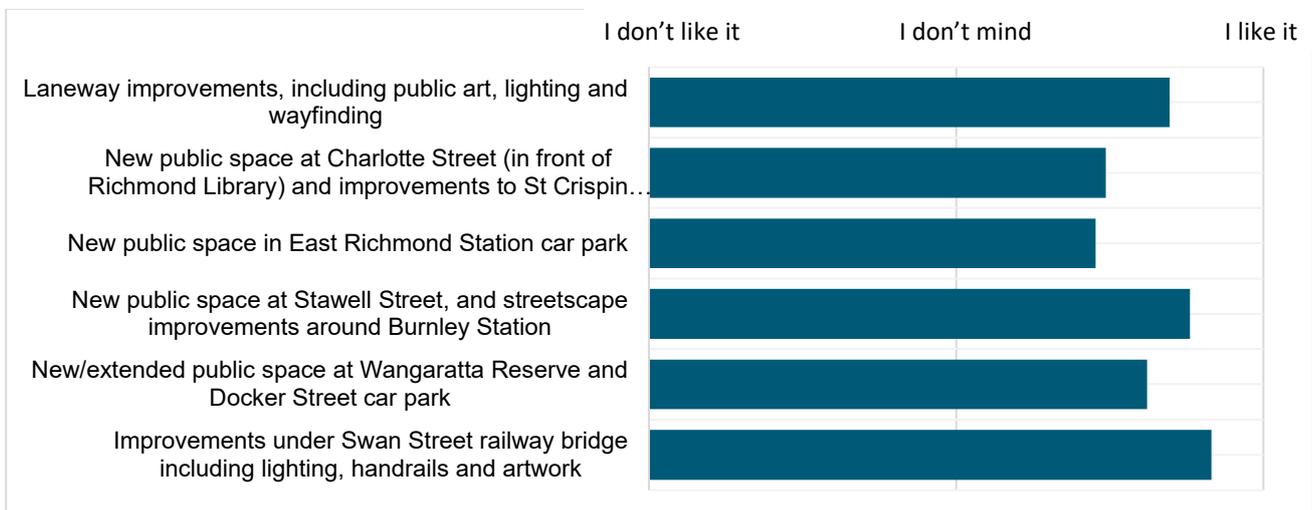
As mentioned in the side street corners section, comments were made about more trees and greenery, and lighting, as well as some other issues.

Key themes	Response	Changes to Streetscape Masterplan
Support for more trees and greenery and suggestions for tree species, including native species.	This is a key feature of the Streetscape Masterplan and the high level of support is noted. Tree planting and greenery is noted at page 42. Additional wording can be added to note that the tree species selection should provide the right tree for the right location, in line with Urban Forest Strategy.	Add wording on page 42 to note that tree species selection should provide the right tree for the right location.
More lighting needed, including on some of the side streets.	Agreed – page 42 notes upgrade street lighting, but additional wording can be added to note that lighting levels to be monitored if there are any problem areas in future.	Add wording to page 42 of masterplan to note that additional lighting to be considered if/where needed. Amend wording to remove 'gradually' from lighting upgrades, as the scale and delivery will be determined based on funding and costs (i.e. it may be more cost effective to do it in one go).

Key themes	Response	Changes to Streetscape Masterplan
Is pedestrian accessibility being considered?	The Streetscape Masterplan includes proposals to provide more even footpaths and provide more spaces for people to rest. As projects are taken forward for design and delivery, the design will consider how accessible and comfortable the space is to use and move through.	-
Higher quality paving should be provided on the footpaths	The footpaths along Swan Street have historically been asphalt, apart from some small sections which have included feature paving (which has been poorly maintained and hasn't lasted). Asphalt is considered to a durable material suitable for Yarra's context. Also, considering budget constraints, the issue of service providers digging up the footpaths to maintain utilities and the need to provide a consistent approach with other retail streets, at this stage asphalt footpaths are the appropriate solution. Other types of high quality paving can be considered for the side street corners and other new public spaces.	-

Bigger opportunities

The Streetscape Masterplan identified a number of other ideas for the precinct, including new public spaces, opportunities for improved public art and lighting and streetscape improvements. The community were asked to rate how much they liked (or disliked) the proposals on a sliding scale. A summary showing the average rating is shown below, showing that all proposals received a support rating of over 72%, demonstrating high levels of support.



The key themes raised in these bigger opportunities are set out below.

Key themes	Response	Changes to Streetscape Masterplan
Charlotte Street: concern about wider traffic impacts and rat running traffic on nearby streets (e.g. Elm Grove).	<p>As any projects are taken forward, more feasibility work and consultation will be carried out to better understand the community aspirations and requirements of the space, including any required vehicle access and parking, as well as any wider traffic impacts.</p> <p>The idea received an average support score of 74%, demonstrating good levels of support for the idea.</p>	Add text to page 44 and 78 to note that feasibility work is to be carried out to understand wider traffic impacts, as well as future consultation with community.
Railway bridge: additional ideas.	<p>Additional ideas were suggested by the community, including ensuring the handrail is safe for cyclists, sculptural light to make the bridge more of a gateway, and replace the steel canopies.</p> <p>These are useful ideas that can be explored when this project is taken forward.</p>	Add text to page 94 to mention exploring lighting opportunities, repairing/replacing canopies and consider cyclist safety (adding cyclist to cross section).
Concern about loss of car parking.	<p>The ideas shown in the masterplan illustrate the potential of the spaces, however any projects that are taken forward will require further feasibility work including on-street parking and traffic. More extensive consultation with the community and key users of the space would be undertaken as projects are taken forward to ensure that any changes meet the needs and aspirations of adjacent sites and the local and wider community.</p> <p>It is noted that all ideas received good levels of support through the survey responses.</p>	Add text to page 78 to note that further design and feasibility of any proposals would need to consider impacts on car parking and traffic.
General concern about traffic impacts of proposals.	See above point.	See above point.
Support for more trees and greenery and suggestions for tree species, including native species.	This is a key feature of the Streetscape Masterplan and the high level of support is noted. Tree planting and greenery is noted on each of the proposals. Additional wording can be added to note that the tree species selection should provide the right tree for the	Add wording on page 78 to note that tree species selection should provide the right tree for the location.

Key themes	Response	Changes to Streetscape Masterplan
	right location, in line with Urban Forest Strategy.	

Other feedback in the survey

The survey asked people to add any comments or thoughts. A number of thoughts, ideas and issues were provided by the survey respondents. The key themes that came up are set out below.

Key themes	Response	Changes to Streetscape Masterplan
More bike paths needed	Along Swan Street, the scope of work is focused on the existing footpaths and does not include the road space (in between the kerbs), which is managed by the Department of Transport (VicRoads). It is also noted that work will need to be undertaken at some point in the future to deliver accessible tram stops. When this happens, additional benefits such as bike lanes and pedestrian crossings can be considered to provide an integrated approach.	Add wording to page 37 and 102 about the road space to acknowledge these issues.
More pedestrian crossings needed	See above point.	See above point.
Tram stops should be considered	See above point.	See above point.
General concerns about pedestrian and cyclist safety	The proposals will help to create more space for pedestrians. Larger proposals (e.g. Charlotte Street, Stawell Street) will retain bicycle access. The proposals generally seek to narrow road space to help slow vehicles down and improve pedestrian and cyclist amenity and safety. Refer also to above point about the Swan Street road space.	-

<p>The area west of Lennox Street needs to be included.</p>	<p>Several locations were identified, which are listed below with a response:</p> <ul style="list-style-type: none"> • Swan/Cremorne intersection This has been identified on a wider plan of opportunities on page 44, to improve his intersection for pedestrians and cyclists. It is noted that this road space is managed by Department of Transport (VicRoads). • Triangular car park on south side of Swan. This has been identified on a wider plan of opportunities on page 44, to improve the pedestrian link through this site. It is noted that this site is owned by VicTrack. • Richmond Station surrounds This section of Swan Street has been updated in recent years, as part of the Hoddle Street Streamlining project. This work has included new tree planting, seating, as well as the tram stops. There are no immediate plans to change this, however further upgrades can be included if and when Richmond Station is upgraded in future to provide an integrated design. • Wellington Street This location can be included in the masterplan to provide improved pedestrian amenity at the corner of Wellington and Swan Streets. • Botherambo Street This was considered as part of the earlier analysis, however was ruled out given the width constraints and the need to maintain truck access. 	<p>Add the Wellington Street opportunity to page 44 map, to improve amenity and access at the corner of Wellington and Swan Streets.</p>
<p>Consider railway underpasses and bridge connections</p>	<p>The following underpasses are already identified for improvements in the masterplan:</p> <ul style="list-style-type: none"> • Green Street (page 45) • Burnley Street (page 47) <p>There are other bridges/underpasses at Brighton and Stawell Streets that can be added to the masterplan.</p>	<p>Add the following locations to the precinct wide opportunities map.</p> <ul style="list-style-type: none"> • Brighton Street railway bridge (page 46) • Stawell Street underpass (page 48)
<p>Planning and development issues</p>	<p>Concerns were also raised by the community about development of sites in the Swan Street area. This is outside the scope of this Streetscape Masterplan, however there are recent planning controls that have been implemented, to manage the design of new buildings along the Swan Street corridor.</p>	<p>Add wording to page 102 to acknowledge these concerns about development.</p>

<p>More artwork needed and comments on type of artwork, including artwork by a diversity of artists.</p>	<p>Proposals will incorporate high quality design and materials. Any public art will follow Council’s Public Art Policy to ensure a robust process in terms of choosing the right artists and artwork for the context.</p> <p>The Masterplan does note in the design initiatives on page 42, “<i>opportunity for public art including art by local Aboriginal and Torres Strait Islander artists</i>”. Additional wording can be provided in other sections so that this is clear.</p>	<p>Add wording to page 78 to clarify approach and expectations in terms of public art.</p>
<p>Opportunities for acknowledgment of Aboriginal history and significance, through language and artwork.</p>	<p>Agreed – there are many opportunities for artwork in this project and as mentioned above, any public art will comply with the Public Arts Policy to ensure there is good representation of artists including by Aboriginal and Torres Strait Islander people.</p>	<p>Add wording to page 78 to clarify approach and expectations in terms of acknowledgment of Aboriginal history and significance, through language and artwork.</p>
<p>Consult with traditional owners on proposals for tree planting, and at Park Grove leading to Corroboree Tree site</p>	<p>This is acknowledged – the Wurundjeri people are an important stakeholder for projects (including projects near the Birrarung and the Corroboree Tree and where there are significant tree planting opportunities).</p>	<p>Add wording to page 44 and 78 to clarify approach and expectations in terms of consultation with traditional owners.</p>
<p>Street cleaning, regular emptying of bins and removal of graffiti are important.</p>	<p>There were several responses from the community which referenced issues around graffiti and tagging, street cleaning and emptying of bins. Council has prepared a Graffiti Management Framework which outlines Council’s approach to managing graffiti in Yarra. It includes strategies related to the removal of graffiti on Council sites and private land. It includes actions to conduct programmed graffiti removal in retail precincts and to explore alternative ideas, such as green walls and lighting, to assist in the prevention of graffiti.</p> <p>Issues around street cleaning and emptying of bins are challenging, particularly in this area which experiences very high usage from visitors and events/ peak times. The feedback from the community has been passed onto Council’s operations teams to consider as part of their ongoing work.</p>	<p>Add wording to page 102 to acknowledge these concerns about graffiti and tagging, street cleaning and emptying of bins.</p>

Other report changes

The following other changes will be made to the document:

- Update to Engagement section on pages 36-37 to add summary of Round 2 engagement.
- The Implementation plan on pages 98-101 has been populated with projects from the masterplan, and the order of the side street corner projects have been prioritised based on community feedback. Text has also been added to clarify that there are many projects identified, some of which could be implemented through capital works programme and others through developments and strategic projects where possible.

Next steps / how we are reporting back

The results of this engagement have been used to update and finalise the Streetscape Masterplan. An email update sent to people who responded to give them an update and note the next steps.

It is intended to take the Streetscape Masterplan document to Council in February 2022 to be adopted.

Have your say on the draft Swan Street Streetscape Masterplan

Home / Revitalising Swan Street / Take the survey

Closed

Side streets

We've identified several side streets for public space improvements away from the busy footpaths of Swan Street.

This would involve extending footpaths on both sides of the road to provide more space for people, trees, lighting, seating, bike parking and public art.

This will impact on-street car parking. Any accessible parking or essential loading may need to be moved on the street.

Use the hotspot above to see what these streets look like now. Extra images are shown on the brown labels to show how these types of spaces could be improved.

Choose the top 5 streets you'd like to see us focus on by ranking them below.

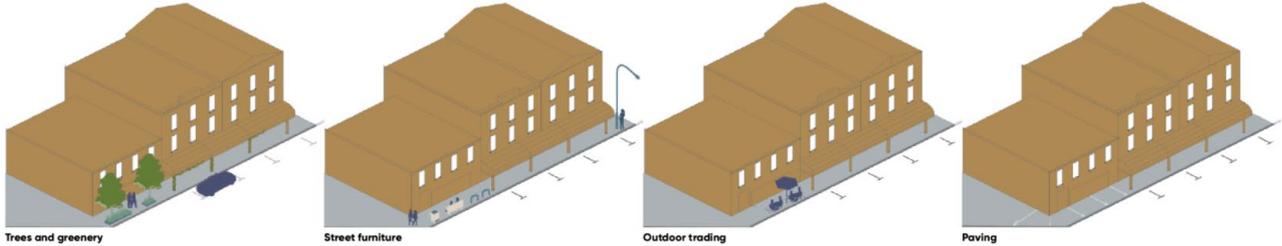
Bell Street	1
Bendigo Street	2
Brighton Street	3
Carroll Street	4
Charles Street	5
Clifton Street	
Cutter Street	
Dando Street	
Dickmann Street	
Docker Street	
Duke Street	
Edinburgh Street	
Lennox Street	
Lord Street	
Mary Street (north and south)	

Stanley Street

Waverley Street

Footpaths

The masterplan suggests to improve the footpaths along Swan Street. These are some of the things we could do to make them safer and more pleasing to walk along.



What do you think about these recommendations?

	I don't like it	I don't mind	I like it
Take every opportunity to plant new street trees and landscaping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide at least one seat every 60 metres for places to rest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide more bike hoops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide drinking fountains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide more waste and recycling bins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gradually upgrade street lighting to energy-efficient LED	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balance the use of footpaths for outdoor dining and other uses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide a unified approach to paving the footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Laneways

There are many laneways off Swan Street that are used for both vehicle access and pedestrians. There are opportunities to improve these laneways through lighting, public art and wayfinding.

The extent of any improvements is dependent on vehicle access and drainage requirements.



What do you think about these proposed laneway improvements?

I don't like it

●

I don't mind

[RESET](#)

Bigger opportunities

We've also identified bigger opportunities to create more public space in the precinct. We're keen to know if you support these ideas. If these ideas go ahead, we will undertake feasibility studies, work on detailed designs and ask for your feedback along the way. If you have any further comments on these, please include in the box at the end.

Charlotte Street and St Crispin Street (outside Richmond Library)



This would involve closing the western end of Charlotte Street to vehicles to provide a new public space outside the library.

It will provide new trees, soft landscaping and places to sit, play and spend time in. Additional trees would be planted on St Crispin Street and essential vehicle access would be maintained.

How do you feel about the proposed changes to Charlotte Street and St Crispin Street?



East Richmond Station precinct



There is the potential to convert some or all of this Council-owned car park to new open space. This is consistent with Yarra's [Open Space Strategy](#). A two-stage approach is proposed:

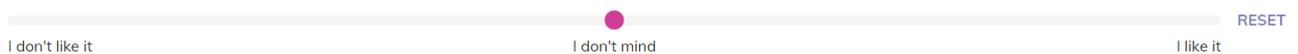
Stage 1

Convert a section of the car parking alongside the railway line to provide additional trees and shade, improved wayfinding to East Richmond Station, places to sit and improved connections to Swan Street.

Stage 2

Convert all of the car park to provide a substantial sized open space.

How do you feel about the proposed changes to the East Richmond Station precinct?



Burnley Station precinct and Stawell Street



This idea provides new connections to Burnley Station, with improved wayfinding, trees, public spaces and places to sit. A section of these improvements are subject to the development approval for 462-482 Swan Street Richmond, if it is implemented.

This also proposes for Stawell Street (between Swan Street and the railway line) to be converted to public space, with additional trees and places to sit next to Ryan's Reserve, outdoor dining, public art and lighting. It would maintain necessary vehicle and bike access.

How do you feel about the proposed changes to the Burnley Station precinct and Stawell Street?



Docker Street and Wangaratta Reserve



The masterplan also identifies Wangaratta Reserve and Docker Street car park as potential sites for improved/expanded public space. This aligns with Yarra's Open Space Strategy.

How do you feel about the improving Wangaratta Reserve and the Docker Street car park?



Swan Street railway bridge



The masterplan identifies the opportunity to improve the environment underneath the Swan Street railway bridge, including new lighting, artwork and new handrails

How do you feel about improvements to the railway bridge?



Do you have any other thoughts or comments? Have we missed anything?

A little about you

This section is optional. Your information helps us better understand your feedback and plan for future consultations.

What is your relationship with Swan Street?

Tick all that apply to you.

- I live in or around Swan Street
- I work on or around Swan Street
- I own a business on or around Swan Street
- I own a property on or around Swan Street
- I shop on and around Swan Street
- I eat/drink or socialise on Swan Street
- I visit or use the train station, tram stop or services (e.g. library) on or around Swan Street
- Other (please specify)

How old are you?

- Under 14 years
- 15 to 19 years
- 20 to 34 years
- 35 to 44 years
- 45 to 60 years
- 61 to 75 years
- 76 years or older
- Prefer not to say

What gender do you identify as?

- Female
- Male
- Non-binary
- Prefer not to say
- Other (please specify)

Do you identify as any of the following?

Tick all that apply to you.

- A person with disability
- An Aboriginal and/or Torres Strait Islander person
- LGBTIQ+
- None of the above
- Prefer not to say
- Other (please specify)

What suburb do you live in?

Your name

Your email address

Let us know your email if you'd like to stay updated about this and related projects.

SUBMIT