

AITPM - Engagement for Equitable Mobility Shrine to Sea

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Fran Horsley

Manager Open Space for Everyone

DEECA

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Energy,
Environment
and Climate Action

Shrine to Sea, an evolving story of journey, place and people.
A boulevard for Melbourne connecting stories of our past and present
to meet the needs of our future community.

What is Shrine to Sea?

The Shrine to Sea project will create a boulevard connecting the Domain Gardens to Port Phillip Bay via Albert and Kerferd Roads. This includes the Shrine of Remembrance to the Kerferd Pier. The Victorian Government announced \$13 million for this project's delivery as part of the 2017/18 state budget.

The Department of Environment, Land, Water and Planning (DELWP) became the lead agency for this project in late 2019 and is working in partnership with the City of Port Phillip, the Department of Transport, and Parks Victoria to deliver the project.

The following objectives have been set as part of the state government's commitment towards a new boulevard for Melbourne:

Enhanced green boulevard



Safer, clearer walking and cycling links and connections.



Celebrating local stories



Improved usable open space



Outcome - Major intersection

 **Kings Way intersection**
view towards Albert Park from Anzac Station precinct



 **Kings Way entrance node**
view towards Albert Park



Outcome - Local streets and park connections

Albert Road Zone 2 - Lakeside Drive & Moray Street

Moray Street intersection
view towards Albert Park from Moray Street

Existing view 



Moray Street rest node
view towards Albert Road Drive from the shared path

Existing view 



Outcome - Closing of intersection through median

 **Montague Street rest node and landscape**
view towards Montague Street from Kerferd Road median reserve

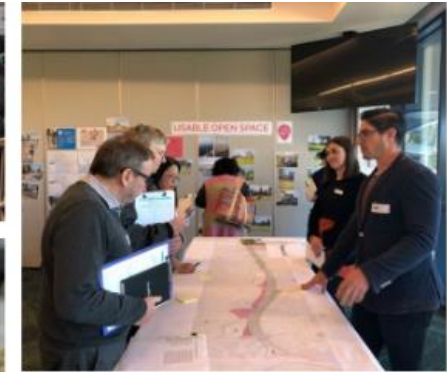
Existing view  >



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Inclusive, varied, regular, with reliable feedback loops

- Traditional custodians
- Public life walks (mobility perspectives)
- Direct response to emails, and phone calls
- Stakeholder meetings
- 27- person Community Panel (intersectionality mapping)
- Schools, U3A, community groups (accessibility, youth, aged, multicultural, queer, faith based)
- Webinars
- Open house meetings
- Engage Vic Surveys (x3)



Different levels of engagement



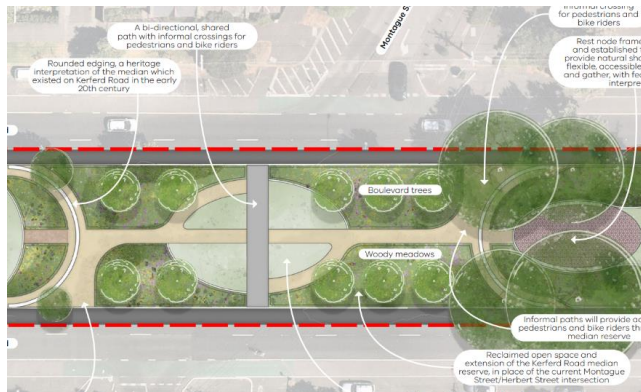
Method	Details
Promotions and collateral to advertise the opportunity	<ul style="list-style-type: none">• Promotional videos on social media• 90,000 Postcard letterbox drop to surrounding suburbs• Posters in local cafes• Website update• Email to the stakeholder mailing list (approx. 800)• Social media• Footpath decals on site• Corflute signage on site• Large printed plans and renders for in-person events• Hard copies of the draft masterplan available at local libraries or via request to DEECA

When engagement goes badly



A role for everyone in the project team

- Community engagement experts
- Traffic engineers
- L.A's and graphic designers
- Storytellers (specialists and generalists)
- ... and community talking with community



Shrine to Sea Masterplan

**Yannawatpanhanna:
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journey, place, and
people.**

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