



YOUR FEEDBACK ON THE DOMAIN ROAD POP-UP PARK

JUNE 2019

The Metro Tunnel Creative Program runs alongside the construction of the Metro Tunnel project, featuring creative initiative, placemaking activities and events designed to enhance the livability of places surrounding construction sites. The program seeks to work with stakeholders and the community to create pockets of respite, creativity and activation.

From Friday 17 August to Friday 14 September 2018, the Metro Tunnel Creative Program engaged with businesses and residents around Domain Road to hear feedback on whether a pop-up park in Domain Road was desirable.

How did we engage?

- Drop-in style, one-on-one meetings with Domain Road traders (Friday 17 August 2018)
- Presentation to the Domain Community Reference Group (Wednesday 22 August 2018)
- Online engagement survey on the Metro Tunnel website (Wednesday 22 August to Friday 14 September 2018)

Additional and separate commentary from members of the community was received by City of Melbourne officers and shared with Cross Yarra Partnership. This has been separately acknowledged in the findings.

Feedback from local businesses

Individual meetings with the traders along Domain Road provided a forum to review the proposed pop-up park and the impact the proposal will have on individual

businesses. Eighty-five per cent of businesses spoken to were strongly in favour of the project, particularly the ability to extend their existing outdoor cafe trading over the summer months. Concerns raised by the traders focused on the loss of car parking caused by the pop-up park.

Online engagement

A total of 23 responses were received through the online process available and of these, 56 per cent were in favour and 44 per cent were not.

Respondents who agreed that pop-up parks are a good idea typically suggested that the project would assist traders affected by the closure of Domain Road and tram stop removal. The additional greenery that would be added to the space by the pop-up park was another key feature noted by respondents in favour of the park.

Among those who did not agree with the project, concerns typically involved the location of the pop-up



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park and its distance from major construction works happening along St Kilda Road and Albert Road. Several respondents suggested that more should be done to help businesses and residents closer to the construction interface in these areas.

Some examples of feedback can be seen below:

"More green space, stimulating business for local traders, making good use of under-utilised space. It's a fantastic idea and the design looks great."

- From a visitor to the area

"I am sure the local traders will not welcome the eyesore and yet more noise, disruption etc to their businesses. It is lovely looking onto the existing park so why would you want to disrupt that especially coming up to their busy season? I do hope this idea does not proceed."

Resident

I love this corner of Domain Road, and was very sad when the tram line was discontinued from St Kilda Rd. I have worried about the restaurants and small stores ever since. This pop up should become permanent, not just for a few months. The loyalty of the proprietors operating on this corner needs to be rewarded

Resident

"I can't see how spending money in this particular location which is 700m+ away from the major disruption is the best way to allocate money for disrupted residents/businesses. Businesses in Albert Road, Bowen Cres and Park St have suffered a far larger impact"

- From a person who works in the area

Other feedback

In total the program received eight other pieces of feedback of which 75 per cent were in favour of the park - but strongly wanted to see it as a trial rather than a permanent solution.

Residents shared some concerns about where people will park and requested that residents are kept well informed through letterbox drops.

Next steps

The Metro Tunnel Creative Program will work closely with City of Melbourne to refine the design of the trial pop-up which is due to be implemented in Spring 2019 and will remain for a trial period of five months.

The Creative Program commits to communicating all stages of the park installation with residents and will have an ongoing online engagement survey so that people can share feedback while the park is operating. The program will also manage all maintenance and cleaning of the park in collaboration with the traders, who will be required to manage the furniture outside their businesses. The Creative Program and City of Melbourne will help traders with the appropriate permits required to trade in the park.

FAQ

Who is responsible for the park?

The Domain Road Pop-Up park will be funded as part of the Metro Tunnel Creative Program. The Creative Program will ensure ongoing care and maintenance of the park while it is active.

How long will the park be in place?

The pop-up park will be installed on Domain Road in Spring 2019 and remain for five months. Whether it remains or returns the following Spring, will be decided in consultation with local traders and residents. The community will be able to have their say via online engagement and face-to-face pop-up sessions that will be arranged in the summer months.

How will you ensure planting is representative of the parks in the area?

The Metro Tunnel Creative Program has consulted with staff from the Royal Botanic Gardens to ensure the park reflects planting in the local gardens.

How will you ensure the park will be a safe and pleasant place to be?

The park will be maintained and cleaned by the Metro Tunnel Creative Program which will also work with the City of Melbourne and Victoria Police to ensure the park is monitored. As with all public spaces, any antisocial behaviour should be reported to Victoria Police.

Will any car parks be removed to implement the park?

Yes, nine car parks will be turned into green spaces to create the park.

What consultation was done with the local community?

Feedback was sought through an online engagement survey promoted in newsletters and a postcard drop to local residents. This occurred from Wednesday 22 August to Friday 14 September in 2018. Face-to-face consultation also occurred with Domain Road traders in August 2018 and subsequent months.

Feedback was also provided to City of Melbourne and shared with the Metro Tunnel Creative Program. This has been acknowledged in the findings.

More information:

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