



YOUR FEEDBACK ON THE DOMAIN ROAD POP-UP PARK

MAY 2020

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 liveability of places surrounding construction sites. The program seeks to work with stakeholders and the community to create pockets of respite, creativity and activation.

The Domain Road Pop-Up park was set up as a trial initiative to enhance the local area and bring residents, businesses and visitors together to eat, relax and enjoy green spaces. Informed by community consultation, the design is roughly the size of five car spaces along a number of shop fronts on Domain Road.

Following drop-in sessions with local businesses and online engagement open for community feedback, a decision was made to proceed with the implementation of the park which opened in December 2019.

The park was operational from December 2019 – May 2020 and for four months during that period, ongoing engagement occurred to measure how people used and felt about the park. The park was regularly maintained by the Metro Tunnel Creative Program including cleaning and landscaping with extra cleaning occurring during the COVID-19 crisis.

How did we engage?

- Community reference group meetings
- Hard copy surveys
- Online surveys promoted via CRGs and Works Notifications
- Face to face sessions was planned but cancelled due to COVID-19

Your feedback

Businesses

The Metro Tunnel Creative Program has been consultation with local businesses during the trial of the park, and regular communication with the three businesses participating in the trial – Domain Brasserie, Bacash and Gilson.

The park was operating when the COVID-19 virus restrictions came into play. Local businesses reported that the pop-up park and the added space it creates have been hugely beneficial in allowing them to continue trading takeaway items whilst also adhering to physical distancing measures. Without the additional space, this process would be much more difficult managing queuing customers on the narrow footpath.



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Please note: All images taken prior to coronavirus (Covid-19) outbreak.

Figure 1. Chart showing response from those who completed the hard copy surveys.

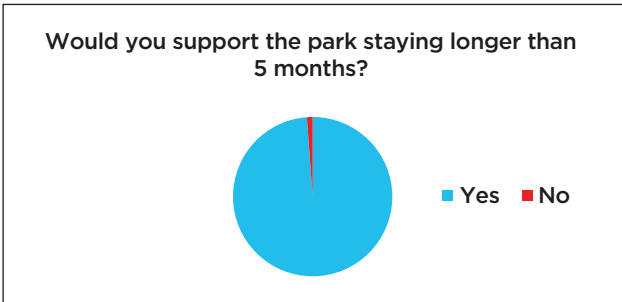


Figure 2. Chart showing response from those who completed the online surveys.

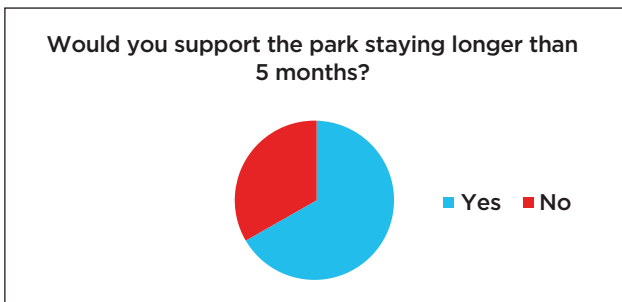
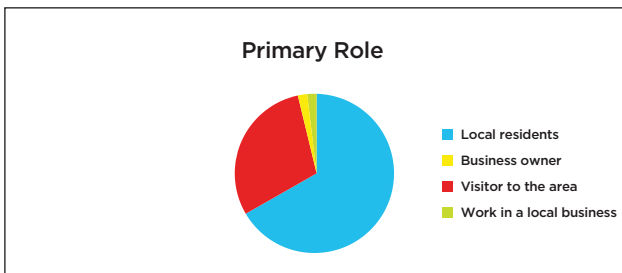


Figure 3. Chart showing how online survey respondents identified their primary connection to the area.



Residents and Visitors

The community was invited to provide their feedback through an online engagement. In addition to the online engagement available restaurants who used the park provided postcard surveys to their patrons.

Hard copy surveys

- Total Responses - 185
- 98.4% of responses supported the park staying longer than five months (only 3/185 against an extension)
- 95 of responses identified as local residents
- 98% of residents that responded supported the park staying longer than five months (only 2/95 against an extension)

Online engagement

- Total responses - 46
- 80% of responses identified as local residents
- Over 84% stated they had visited the park
- Of responses who had visited the park, common highlights included increased space, the added greenery and a general uplift in the local area's aesthetic
- Common responses suggested the park could be improved by adding shading and making the park larger to cover more businesses
- Over 66% of respondents would like to see the park extended beyond the 5-month trial
- Those who didn't want the park extended typically mentioned the loss of parking as the reason why



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What you said

The below comments are a selection from the online and hard copy surveys.

What do you like about the park?

- 'It removes cars parked in front of the shops. It promotes a community aspect. Great spot to spend time with your neighbours.'
- 'Creates a more spacious relaxed setting for cafes'
- 'It's well constructed the plants used reflect those of the Botanical Gardens (sic) next door, it fits well into the aesthetic of the area'

What do you think could be improved about the park?

- 'Some market umbrellas to protect customers from the hot summer sun'
- 'Make it bigger to extend across the front of all retailers'
- 'It's not actually a park, it is extra café space. I would like it if it was a park'

Would you support the park staying longer than five months? If yes, why?

- 'It's a great community asset. I'm sure there is no real downside for the traders. It's great to sit outside and not feel that a car might reverse into you. There is more room for prams than previously'
- 'Makes a more thriving and active community. A destination place... adds to the area'
- 'It enhances the area and is beneficial for all the businesses in the strip'

Would you support the park staying longer than five months? If no, why?

- 'Annoying for quick necessary stops at our valued shops'
- 'It is not a park. It consists of tables/chairs for private commercial use only. It has removed public parking'
- 'I think that the five eliminated parking spaces are more important for local restaurants. If diners can't park, they'll go somewhere else'

Is there anything else you would like to add?

- 'Great to have the extra room for prams'
- 'Great initiative for a great pocket in Melbourne that has been impacted by the Metro Tunnel works'
- 'It is totally unnecessary in this area of established parks and cafes. Parking is needed for the popular area for the many visitors'
- 'Enhances and beautifies the area & makes everyone feel happy and want to stay. Great initiative, should be more of this around Melbourne.'

Next steps

Next steps The Metro Tunnel Creative Program will work closely with City of Melbourne and Rail Projects Victoria to decide on the future of the park. Options under consideration are (in order of preference by CYP):

1. Extend permits for the park to continue operating for another eleven months.
2. Remove and store the park's modules and reinstall during the summer months.
3. Move the park modules to a different location.