

PIER STREET STAGE 4 WHAT WE HEARD

Thank you to everyone who participated in the initial consultation phase for Pier Street Stage 4. Whether you submitted feedback via the online survey, joined the online conversation, emailed us, had a conversation with the project team online at one of the online drop in sessions or left a comment on one of the social media posts all this feedback has been collated and a summary of what we heard is presented below.

Where possible, your feedback has been used to help shape the final concept plan for this project.

About the project

Council has been upgrading Pier Street in line with the Pier Street Urban Design Framework and has now reached the final stage of implementation, the section between Queen Street and the Esplanade. This section interacts with the two reserves and the beach and is a key feature in the Altona landscape.

This consultation process was undertaken alongside 5 other projects including:

- The Weaver Reserve upgrade,
- A proposed Esplanade Closure between Bent Street and Pier Street,
- The raising of the seawalls, shared trail realignment and upgrade of the Webb Street Pedestrian Beach Access,
- The Altona Beach Entry, a new Pedestrian Beach Entry at the bottom of Pier Street,
- The Altona Pier Redevelopment, this project is being undertaken by Parks Victoria.

Council made the decision to undertake the design and consultation process for these projects collectively as these projects interact with each other and by integrating the design processes we can achieve a seamless design, providing a better outcome for the Altona community.

The concept plans presented to the community for this consultation process were developed using the information and feedback gathered from the two previous years' consultation of the Altona Beach Summer Closure trials which saw the closure of the Esplanade between Bent Street and Pier Street and the creation of parklets in Pier Street between Queen Street and the Esplanade.

Three concept plans were developed based on what we had learnt during the previous Altona Beach Precinct Closure trials and tested different options on parking, width of footpaths, street trees and pedestrian movement and access through Pier Street.

Who got involved

The consultation process for the Altona Beach Precinct ran from the 26 July 2020 through to the 24 August 2020. Across the four Council projects included in the Altona Beach Precinct consultation it had a reach of over 69,000 people via social media, with over 5,500 people visiting the online engagement component of the project which generated 579 responses to the consultation from 415 individual contributors. Three online community drop-in sessions were held that were attended by 5 people. There were also meetings with key stakeholders including the Emergency Services, Altona Village Traders Association, Louis Joel and the Altona Lifesaving Club.

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What we heard

Overall concept three was the preferred option by the community with 74.4% of respondents indicating that this was their preferred option.

There is a strong push from the community for connections to the beach within this section of Pier St to have an increased pedestrian focus by removing more cars, the increased size of the Weaver Reserve carpark with an entrance from Bent Street and also the widening of footpaths to accommodate better pedestrian flows. Increase street amenity is also a theme coming through the consultation with the community wanting to see more street trees, more greenery and more shade within the space.

The key issues and themes that came through from the community on Pier Street Stage 4 included:

- Do we need that much car parking
- Maximise green space and trees
- Like the water play design feature on the esplanade
- Maximise car parking
- More street / park furniture
- Focus on sustainable transport modes
- Close the bottom end of Pier Street to cars
- Have both exits to the carpark on Valetta Lane and Bent Street

Next Steps

The final concept plan for Pier Street Stage 4 is now out for community comment. This second phase of the consultation process is to check in with the community's level of comfort on what is proposed in this space. The final concept plan reflects the direction provided by the community in the initial consultation phase held in August 2020.



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