



Green Spine Project

Engagement Report – September 2022



Executive Summary

The Green Spine project will transform central Geelong with a vibrant linear park along the length of Malop Street.

The Green Spine will connect Geelong Station Precinct, Johnstone Park and Eastern Park, creating a central destination with flourishing greenery, cultural art, gathering spaces and improved active transport options. The project is being delivered as part of the \$500 million Geelong City Deal, a collaboration between the Australian and Victorian Governments and the City of Greater Geelong.

The concept designs for Blocks 3 to 6 of the Green Spine were released for public feedback from 7 February to 13 March 2022. This report details the feedback from this consultation, providing an overview of the process and outcomes and how feedback has informed the final designs.

To inform stakeholders, traders and the community about the consultation, a number of promotional activities took place. Quarter page advertisements were run in the Geelong Times, Geelong Independent and Geelong Advertiser. Corflutes and QR codes were installed along Malop Street and postcards were delivered to local traders and residents to encourage participation in the online survey. Project bulletins were delivered to the local community and traders along Blocks 3 to 6 of Malop Street. The Revitalising Central Geelong website advertised the consultation, along with Facebook and Instagram posts. An e-newsletter was distributed to stakeholders, traders and community members to advise of the extension of the consultation period.

Feedback was gathered from key stakeholders, local businesses and community members via a range of methods. An online survey was open on the Social Pinpoint consultation platform for all stakeholders, traders and community members. Individual briefings were held with key stakeholders, and online briefings were held with both key stakeholders and community. Traders were directly approached on Malop Street to provide feedback. Feedback was also gathered from social media, emails and phone calls. The feedback received has informed the final designs for the Green Spine.

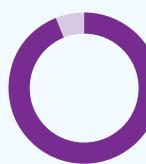


Key feedback themes

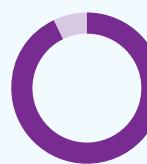
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Improving active transport options and the quality of shared community spaces in central Geelong were overwhelmingly the most popular project objectives.

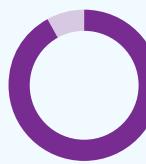
Many respondents showed strong support for the project, and were supportive of increasing the foot traffic in the CBD.



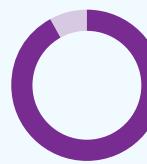
94% of community respondents also let us know they would be highly likely to suggest Malop Street as a destination for visitors to Geelong once the Green Spine is complete.



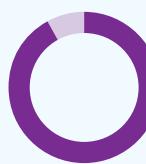
93% of community respondents to the online survey indicated that they would be highly likely to ride their bike along Malop Street once the project is complete.



92% of community respondents indicated they would use the botanic walk.



91% of community respondents to the online survey indicated they were highly likely to use outdoor spaces.



91% of community respondents to the online survey indicated they were highly likely to use outdoor spaces.



2

There was strong support for pedestrian and cyclist safety but further consideration was needed to ensure the Green Spine connects with other streets and cycling routes.

Consideration needs to be given to how the bike lane interacts at intersections and along Malop Street. Issues around entering/exiting the spine were raised; attendees noted it feels designed to be used along the entire street, which is not how all the general public use it.

"Garden street (intersection) needs to consider where cyclists go. The cycling lanes cannot just end, they need to consider where the cyclists will travel"

"Bike lane needs to be protected bike lane to keep cars and bikes separate. People are less likely to use the bike lane if they are not protected the whole journey"

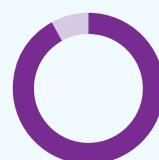
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Concerns about the parking changes and traffic congestion along Malop Street.

A number of respondents expressed concern about future traffic congestion and changes to street parking along Malop Street. The Green Spine aims to achieve a balance between the use of vehicles and need for parking on Malop Street, with the understanding that the purpose of the Green Spine is to prioritise pedestrian connections and an urban forest environment.



29% of community respondents were concerned about a lack of parking options for traders.



92% of trader respondents were concerned about the viability of small businesses with parking removal.

4

Support for Traders in Block 3 required.

"Treating Block 3 the same as Block 2 is a huge mistake. The character and needs of the two are very different. Block 2 has large retail complexes, Block 3 is mainly small traders."

"My issue is that this is all in and has not considered the businesses needs for quick in and out shopping. 15 odd parks is quite simply not workable. I am so concerned about the viability of our business during construction and post it. We need more parking."



77% of trader respondents told us that the needs of small businesses have not been considered.

Introduction

About the project

Already a thriving regional city, Geelong is leading a momentous program of transformation to build on its status as a UNESCO City of Design, a leader in environmental prosperity and innovation, and a key economic centre in Victoria.

The \$500 million Geelong City Deal, a collaborative plan to transform Geelong and the Great Ocean Road by the Australian and Victorian Governments, and the City of Greater Geelong, is achieving this through the delivery of **Revitalising Central Geelong's Action Plan**.

The Action Plan sets an impressive agenda for Geelong to be recognised as a leading smart city, critical to the **social, economic, and sustainable** future of Victoria.

The plan aims to attract new people, ideas and opportunities by encouraging more people **to live and work in the city, more jobs, more demand for retail and services, more development opportunities, and greater confidence for investors**.

As part of the Action Plan, the **Green Spine project** plays an essential role in driving this change.

The project will deliver a modern and vibrant linear park along the length of Malop Street, transforming one of Geelong's oldest roads and the Geelong CBD with flourishing greenery, cultural art, improved access for pedestrians and bike riders, and dedicated spaces for alfresco dining and events.

Malop Street plays an important social and economic role in central Geelong, and local businesses will benefit from the CBD becoming an improved destination for visitors and shoppers, with more people choosing to spend time in the city centre.

The Green Spine will connect Geelong Station precinct, Johnstone Park and Eastern Park via six blocks along Malop Street:

Project objectives

-  To increase opportunities for diverse uses of the street space along Malop Street (e.g. outdoor dining, art and cultural spaces)
-  To make Malop Street a destination for both locals and tourists – a place where the community wants to spend time
-  To improve the active transport options through central Geelong, including walking paths and connections, bike lanes and bike parking
-  To embrace biophilic design, increasing community connection to nature and allowing flora and fauna to flourish
-  To improve the environmental sustainability of central Geelong
-  To support the health and wellbeing of the community.

Block 1 Gheringhap Street to Moorabool Street (north side complete)

Block 2 Moorabool Street to Yarra Street (complete)

Block 3 Yarra Street to Bellerine Street

Block 4 Bellerine Street to Swanston Street

Block 5 Swanston Street to Fitzroy Street

Block 6 Fitzroy Street to Garden Street

Environmental benefits of the Green Spine

The natural environment is central to the Green Spine concept, and we are embracing biophilic design principles to ensure that the connection between nature and the community can flourish.

Biophilic design integrates natural and sustainable design aspects which allow for green spaces that are ecologically regenerative, self-sufficient and environmentally resilient.

Urban forest zones, greening spaces and visual interest habitats connected via integrated connected pathways will be key biophilic elements of the Green Spine.

Community health and wellbeing benefits of the Green Spine

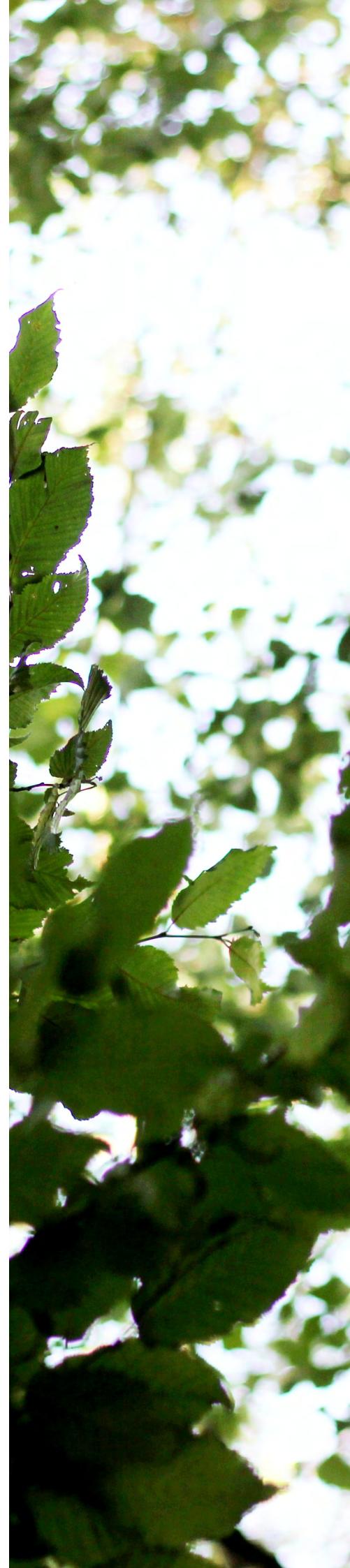
The built environment significantly affects our health and wellbeing. Access to connected active transport options including safe pedestrian pathways and separated bike lanes increases our likelihood to be active and can lower our risk of medical issues, improve our mental health and reduce social isolation.

The Green Spine project aims to improve the health and wellbeing of the Geelong community with improved access, facilities and safety features for pedestrians and bike riders.

Social and economic benefits of the Green Spine

After a challenging couple of years, outdoor spaces have become integral to our social lives, and the Green Spine aims to meet the needs of the community by providing open and safe green spaces, including functional furniture and security features, for outdoor dining, shopping and gathering.

The Green Spine project also aims to increase demand for retail and services and establish Malop Street as a creative and vibrant city destination set within an urban forest.





Blocks 1 and 2

Construction of Block 2 was completed in July 2018 and the north side of Block 1 is now complete. These blocks feature a landscaped triangle park, cultural heritage features from the Wadawurrung Traditional Owners, new trees, garden seating and alfresco areas. They also include a single lane bike path on the north side of Malop Street.

A rich mix of native, indigenous, and exotic plantings have been used throughout the space, which is complemented by public art and alfresco spaces. The mix of trees includes deciduous trees that allow shade in summer and increased sunlight infiltration in winter, addressing urban heat impacts and allowing the city to become more resilient to climate change impacts with a connected and strengthened ecosystem.

Blocks 3 to 6 Concepts for Consultation

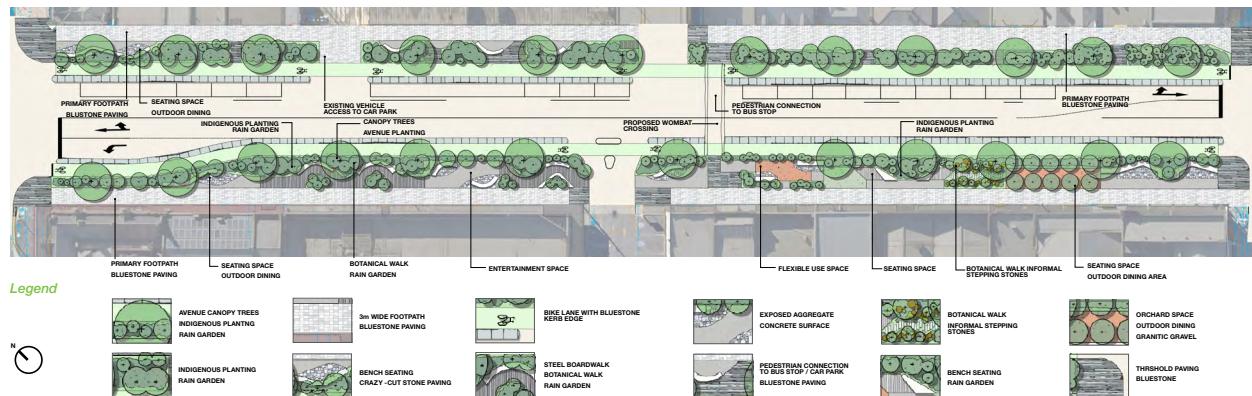
Block 3

In February 2022, a concept design for Block 3 was developed and released for public comment to showcase the exciting possibilities for this section of Malop Street. The design aims to enhance the street environment by creating a functional and attractive community space for retail and dining, business, active transport and cultural activities.

The design elements seek to seamlessly connect with previously completed blocks, with the continuation of the botanic walk along both the north and south sides of Malop Street complemented by native vegetation and planting, separated bike lanes for improved cyclist safety, and rehabilitation of the road consistent with Block 2.

The design balances open space with the established built form, and carefully considers connectivity, linkages, and spatial movements of people and road users along the entirety of Malop Street.

Two-way traffic will be maintained along Malop Street and the road layout and active transport design elements are intended to be consistent with Blocks 1 and 2 to ensure safety requirements are met. The design has also taken into consideration opportunities to improve traffic flow from previous block designs. Driveway access for businesses along Block 3 will be retained.



Blocks 4 to 6

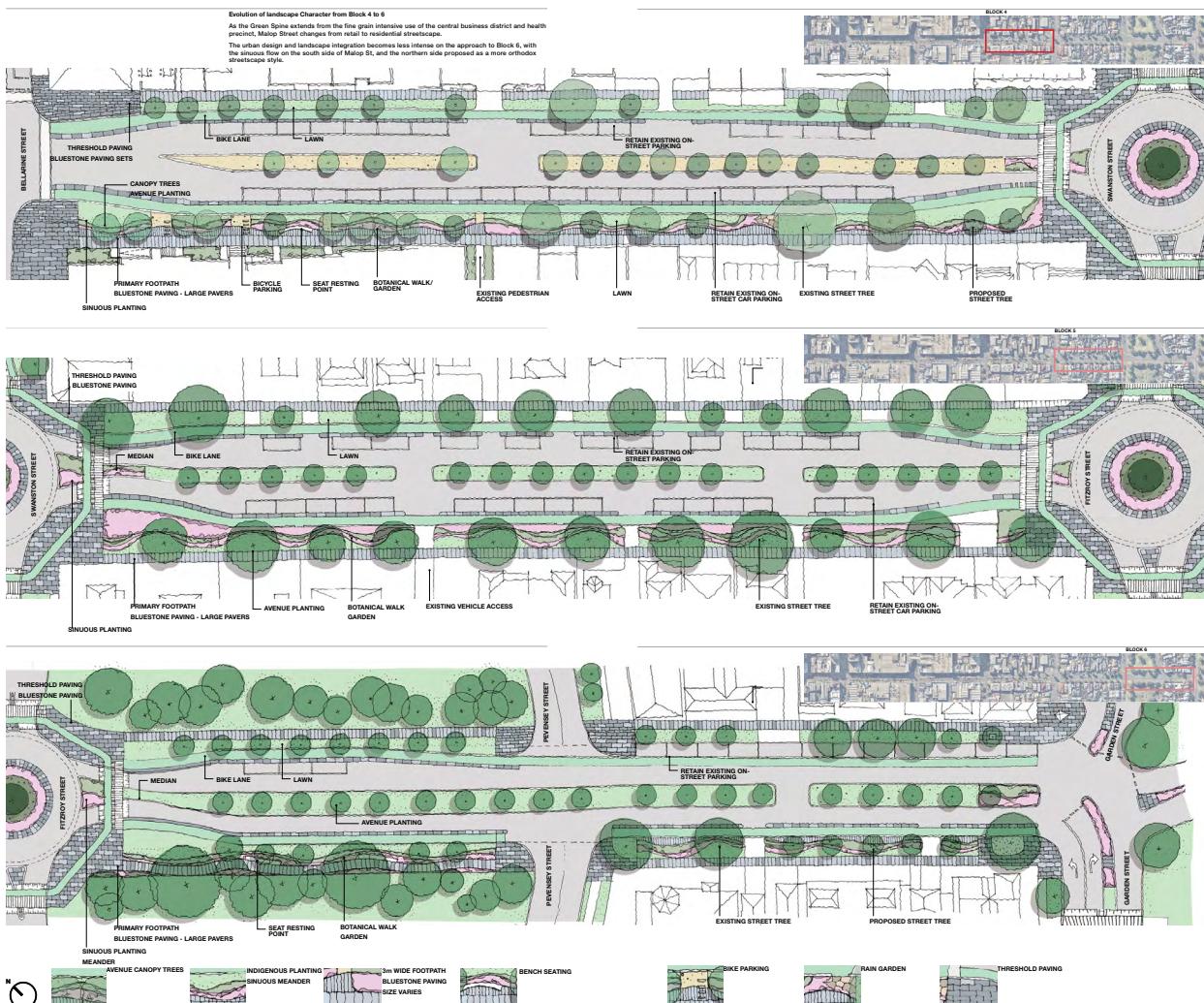
Concept designs have been prepared for Blocks 4 to 6, which aim to enhance the street environment as Malop Street transitions from retail to residential. The botanic walk will continue along this section on the south side of Malop Street only, including vegetation and planting. The north side seeks to feature a more traditional streetscape and proposes to continue the avenue of trees established in Block 3.

As these blocks transition to residential properties, the design aims to extend the neighbourhood character feel with car parking on both sides of the street for the health precinct and residents and improved pedestrian linkages with Little Malop Street.

Two-way traffic will be maintained along this section of Malop Street and the road layout and active transport design elements are intended to be consistent with Blocks 1 to 3 to ensure safety requirements are met. Driveway access for businesses and residents will be retained.

The concept designs include a proposed upgrade to the existing roundabout at Swanston Street and the introduction of a new roundabout at Fitzroy Street.

It is intended that car parking will be retained on both the north and south side of Malop Street for Blocks 4 to 6, however car parking is proposed to be removed from the centre median.





How we engaged

Concept designs for Blocks 3 to 6 were released for public feedback from **7 February 2022 to 13 March 2022**.

We provided a range of opportunities to hear feedback from stakeholders, community members and local businesses as part of the process and targeted our advertising to reach as many locals as possible leading up to and during the consultation period.

We sought feedback on specific aspects of the Green Spine Project including intersection treatments along Malop Street and preferences for uses.

The concept designs include a proposed upgrade to the existing roundabout at Swanston Street and the introduction of a new roundabout at Fitzroy Street.

There were several elements in the designs where the community could influence the final decisions, however there were other components that were not able to be changed. These included traffic connections with previous and future blocks to ensure the safety of drivers, cyclists and pedestrians, and changes to parking as a result of the road realignment.

The emergence of the Omicron strain of COVID-19 required some changes to our intended consultation process to keep the community safe. Our in-person community information sessions were moved online and many of our engagement activities were adjusted to take place either online, via phone or by email.

A detailed overview of how we promoted the consultation period and activities is at Appendix A.

A detailed overview of the methods, activities and tools we used to consult is at Appendix B.

What we heard

We analysed the data from each feedback activity throughout the consultation period and found consistent themes of stakeholder, community and business owner concerns, opportunities for improvement and support. The following sections outline this feedback according to the specific engagement method used.

What we heard from key stakeholders

Key stakeholder briefings: These briefings, held on 10 and 15 February, included representatives from local council, government authorities, local planning organisations, local businesses, education providers and community representative groups.

Other key stakeholder feedback: This feedback was provided through individual email/phone correspondence and meetings with project members and was generally focused on technical details.

| ONLINE STAKEHOLDER BRIEFINGS | OTHER STAKEHOLDER FEEDBACK |
|--|---|
| Key feedback themes | Key feedback themes |
| Interest around future plans for streets surrounding the Green Spine, including connections to Johnstone Park and Geelong Train Station, traffic flow on nearby streets and alternate parking options. | Feedback from universities suggested opportunities to develop the biophilic design further, working within the Biophilic Design Framework to achieve pattern requirements. Continued work with the universities, Wadawurrung and other experts will ensure that the design and finishes to the Green Spine create a truly biophilic design. |
| Support for a roundabout at Garden Street | Feedback from disability advocates reinforced the importance of ensuring DDA compliance along the Green Spine (parking, bike lane, botanic walk finishes, public transport access). |
| Concern regarding consultation and support provided to traders of Block 3 | Feedback from a technical expert regarding stormwater management, fit for purpose for the Green Spine. A bespoke solution to the environmental characteristics and the social, economic and environmental objectives needs to be further considered. |
| Support to improve community safety, particularly pedestrians and bike riders | Feedback from the Office of the Victorian Government Architect suggested greater emphasis is needed on the overall project, including connections between each block to create a seamless design and experience for the community and visitors. The design needs to consider street corners, including the transition to side streets. Consideration of biosensitive design for lighting. Suggestion for interpretive plaques along Malop Street to integrate with historical tour of Geelong Waterfront and CBD. Queried the responsibilities for the maintenance of vegetation. |
| Support for further consideration of the elderly and children in the design | |
| Importance of engaging with Indigenous community on design | |

What we heard from the community

Community webinars

These key feedback themes have been recorded from the analysis of feedback provided in two online community webinars which took place on 24 February and 1 March 2022.

| Key feedback themes | Description/quotes |
|--|---|
| Support for pedestrian and cyclist safety | Community support for central Geelong to become more pedestrian centric, rather than prioritise cars "Reduced/no vehicle flow, more public open space" "Less cars. More people" "Pedestrianise Malop from Gheringhap to Yarra makes sense" |
| Concern regarding traffic congestion | Concerns over congestion caused by turning vehicles, particularly at Bellerine Street. Concern regarding one lane of traffic. "If someone parks it holds up all the traffic, that's the problem" |
| Concern regarding parking on Block 3 | Concerns regarding impacts to small business traders on Block 3 with the removal of parking. Suggestions to reallocate pre-existing parking (i.e. the car park behind Officeworks to increase turnover) "Concerned about parking" "I love the extra trees but concerned about parking in the commercial areas" |
| Support for a roundabout at Fitzroy Street | Overwhelming majority in favour "Roundabout/intersection options need to consider potential growth. Certain treatments are more appropriate for inner city environments" "Roundabouts give better traffic flow than intersections" |
| Further consideration needed regarding the bike lane connecting with other streets | Consideration needs to be given to how the bike lane interacts at intersections and along Malop Street. Issues around entering/exiting the spine were raised. Attendees noted it feels designed to be used along the entire street, which is not how all the general public use it. "It's difficult to get off the spine" "Garden street (intersection) needs to consider where cyclists go. The cycling lanes cannot just end, they need to consider where the cyclists will travel" |
| Support for more green space | Overwhelming approval of project and happy that the greening of Malop Street will continue the whole length "I love the extra trees" "In my opinion, the Green Spine is a stunning success which definitely should be extended and developed further." |
| Support to divert traffic away from Malop Street | "It'd be great to discourage traffic flow from Ryrie Street into garden street and waterfront etc" "I agree that we can stop through traffic." |

Online community survey

These key feedback responses are from the online community survey available for public response from **7 February to 13 March 2022**. Answers included both quantitative and qualitative responses; qualitative responses have been analysed to find key themes. It is important to note that some questions were able to be skipped, some questions allowed multiple answers to be provided and some questions were answered via a rating scale. This has all been considered in the analysis of the data and the information is provided in the table below.

| Survey question | Key responses/themes |
|--|---|
| Which project objectives are most important? (58 respondents) <i>Respondents could select more than one answer</i> | 67% Improve active transport options through central Geelong 62% Improve the quality of shared community spaces in central Geelong 62% Improve the local environment, biodiversity and climate change resilience in central Geelong 60% Support the health and well-being of the community |
| What would make central Geelong an attractive place to live? (57 respondents) <i>Open answer question</i> | 44% More green space 44% Better active transport options 10% Safer spaces |
| How do you typically travel to, from and through Malop Street? (58 respondents) <i>Respondents could select more than one answer</i> | 74% Walk 57% Drive 31% Cycle |
| How might you interact with Malop Street once the Green Spine is complete? <i>Each category had a 1 (least likely) to 5 (most likely) scale</i> | 94% of 32 respondents indicated they were highly likely to suggest Malop Street as a destination for visitors to Geelong 93% of 28 respondents indicated they were highly likely to ride their bike 91% of 24 respondents indicated they were unlikely to change their public transport use 92% of 36 respondents indicated they were highly likely to use the botanic walk 91% of 34 respondents indicated they were highly likely to use new outdoor spaces 91% of 32 respondents indicated they were highly likely to visit for cafes and dining 90% of 30 respondents indicated they were highly likely to visit for shopping and retail |
| Top three preferences for community activity zones (58 respondents) <i>Respondents could select more than one answer</i> | 74% Outdoor al fresco dining 57% Connecting to nature 55% Seating/resting hubs |

Suggestions for future needs of the community (34 respondents)

Open answer question

15% Bike parking

15% Phone charging stations

12% Better public transport options

9% Parking app

9% Wi-Fi

Considerations in choosing and placing street furniture (41 respondents)

Open answer question

27% Comfortable seating with back and arm rests

17% Protection from weather (extreme heat/rain) and damage (graffiti)

15% Accessible by all users, particularly those with disabilities and the elderly

Comments on the upgrade of the roundabout at Swanston Street and proposed roundabout at Fitzroy Street (44 respondents)

Open answer question

43% Support the inclusion of roundabouts

25% Support for the prioritisation and safety of cyclists and pedestrians

16% Ensure cyclists are separated from pedestrians

Preferences for intersection treatments at Fitzroy Street and Garden Street (58 respondents)

Respondents could select only one answer for each street

60% Prefer a roundabout at Fitzroy Street

30% Prefer Fitzroy Street to remain unchanged

67% Prefer a roundabout at Garden Street

21% Prefer Garden Street to remain unchanged



| | |
|---|--|
| Other comments regarding Block 3 (17 respondents) | 41% Support for the Green Spine 29% Concern about a lack of parking options for traders 23% Support for more active transport options <i>"Please do NOT give in and end up with a patch of green on the side. Keep the concept all the way to garden street or you lose the concept altogether. Do NOT do this half-arsed!"</i> <i>"I drive along Malop street for shopping, but with the new developments there will be less parking and this will deter me and others from supporting these businesses. People who have a disability or elderly or people with babies and young children will be at a disadvantage. The green spine concept itself is great as we need more green spaces in town, however a tweaking of the design would provide more parking for small business owners which would be great! E.g. angled parking on both sides of Malop street."</i> <i>"I feel sorry for the traders along Malop St South side that will lose the parking out the front but then I understand why car parks need to go for the ambience etc. but work needs to be improved on getting more foot traffic into the city."</i> <i>"To encourage people to cycle to shops instead of drive, there needs to be more bicycle parking on this block that: a. is near entrances to commonly used buildings b. accommodates different types and sizes of bikes (cargo, trikes, kids, trailers, etc) c. has easy and safe access to the bike lanes (e.g. doesn't require bike to be lifted up a curb)."</i> |
| Other comments regarding Block 4 (16 respondents) | 50% Support for the Green Spine 31% Support for greenery <i>"I believe this would be a great idea to bring the residential area into the city. It would really encourage people to walk in and out of botanical gardens (even via Pevensey Park) so this block I think is hugely important."</i> |
| Other comments regarding Block 5 (13 respondents) | 31% Support the simplicity of the design, as this block is already very green <i>"Already has green spaces; central lawns and trees with intermittent parking for professional businesses"</i> <i>"Decrease parking and traffic flow. This block is spectacular already. Just more seating"</i> <i>"Given this is mostly residential I think the simpler design here is suitable. Practical, safe and efficient is all that's needed."</i> |
| Other comments regarding Block 6 (16 respondents) | 19% Concern about the safety of the cycling lane <i>"Bike lane needs to be protected bike lane to keep cars and bikes separate. People are less likely to use the bike lane if they are not protected the whole journey"</i> |

What we heard from traders

| Key feedback themes | Description |
|---|---|
| Concern about the loss of parking on Block 3 | This was the key concern for traders. Most local businesses on Block 3 feel that the amount of parking that is proposed for removal will be detrimental to their small business operations. Angled and timed short-term parking was mentioned several times as a desired outcome along the block. |
| Concern about increased traffic congestion | Many stores were concerned about the change in traffic movement along the street. They believe it will lead to further congestion. |
| Concern about loss of dedicated turning lanes to Westfield and Yarra Street | A number of traders are concerned that the loss of the turning lane will negatively affect their business and traffic flow on the street. |
| Concern about business support measures, construction impacts – timing, impact on deliveries, noise as well as ongoing loss of trade in central Geelong | Traders were concerned about the impacts of construction – many said they were affected during the construction of Block 2 with a downturn in patronage. |
| Concern about current drainage issues from street into shops | A number of traders on Block 3 mentioned they have drainage issues when it rains – water often enters their stores. They recommended that the design look at ways this could be remedied. |
| Concern about shopfront visibility due to trees | Traders were concerned that the increase in tree coverage along the street will block their stores/signage from potential customers driving/walking along Malop Street, particularly once the trees reach maturity. |
| Trader support would be required | Desire to see business support measures in place to support traders. |
| Support for a review of parking surrounding Malop Street to offset losses on Block 3 | Alternate options for short-term parking, while not preferred to storefront park, had support to be explored in addition to keeping other parking. |

Online trader survey

These key feedback responses are from the online trader survey available for public response from **7 February to 13 March 2022**. Please note this is a summary of key responses and themes only. Some questions included in the survey are not included in this summary table of key responses, including individualised open answer questions and personal business information for privacy reasons. All individual survey responses have been provided to the project and design team for consideration in drafting the final designs. It should also be noted that some questions could be skipped, some questions allowed multiple answers and some questions were answered via a rating scale. This has all been considered in the analysis of the data and the information is provided in the table below.

| Survey question | Key responses/themes |
|---|--|
| On which block is your business located? (19 respondents) | 63% Block 3 10% Block 4 10% Block 1 or 2 5% Block 5 5% Block 6 |
| In relation to staff access and activity, which statement most reflects your business? (19 respondents) | 63% Staff generally arrive in the peak hours of travel 31% Staff come and go at variable times throughout the day |
| How do your staff generally access central Geelong for work? (19 respondents) | 89% Drive 5% Public transport 5% Company vehicle |
| What mode of travel do your customers/clients generally use to get to your business? (19 respondents) | 100% Private car 31% Walk 31% Public transport 5% Ride a bike |
| <i>Respondents could select more than one answer</i> | |
| Do you have pick ups and deliveries to and from the business? (19 respondents) | 50% On street parking 44% Loading zones 5% Onsite parking |

| | |
|---|--|
| Looking at the concept designs, which project objectives are important to you? (19 respondents) | 53% Support the health and wellbeing of the community 37% Improve the quality of shared community spaces in central Geelong 37% Improve active transport options through central Geelong 26% Increase opportunities for a diversity of uses along Malop Street 21% Improve the local environment, biodiversity and climate change resilience of central Geelong |
| Top three preferences for community activity zones? (19 respondents) | 37% Outdoor al fresco dining 31% Seating/resting hubs 26% Cultural heritage space 26% Connecting to nature |
| Suggestions for future needs of the community (14 respondents) | 36% More parking near small businesses 28% Charging stations 21% Wi-fi |
| Considerations in choosing and placing street furniture (11 respondents) | 36% Less furniture/seating at the expense of car parking 18% Create safe spaces for homeless people rather than more furniture |
| Preferences for intersection treatments at Fitzroy Street and Garden Street (19 respondents) | 47% Prefer a roundabout at Fitzroy Street 42% Prefer Fitzroy Street to remain unchanged 47% Prefer a roundabout at Garden Street 31% Prefer Garden Street to remain unchanged |
| Other comments regarding Block 3 (13 respondents) | 92% Concern about the viability of small businesses on Block 3 with parking removal 77% Needs of small businesses not considered <i>"Treating Block 3 the same as Block 2 is a huge mistake. The character and needs of the two are very different. Block 2 has large retail complexes, Block 3 is mainly small traders."</i> <i>"My issue is that this is all in and has not considered the businesses needs for quick in and out shopping. 15 odd parks is quite simply not workable. I am so concerned about the viability of our business during construction and post it. We need more parking."</i> <i>"Taking away parking spaces are really going to hurt our businesses future. There isn't enough now and now you are removing 80% of carspots."</i> |

Response to feedback

Key theme

There was strong support for pedestrian and cyclist safety but further consideration is needed to ensure the Green Spine connects with other streets and cycling routes.

How the project is responding

The Green Spine Project is a critical link in Geelong's cycling network, improving connectivity and access to central Geelong. The value of connectivity of bike lanes in central Geelong was a strong theme which reinforces that Geelong residents are passionate about seeing quality cycling infrastructure and increased support for cycling in Geelong.

The City of Greater Geelong is currently delivering important shared path trails across the municipality. One of these shared paths is located on Boundary Road, East Geelong and provides an important connection between Newcomb/East Geelong and the Bellarine Rail Trail to Eastern Park, which will connect to the Green Spine.

The path has been completed and will increase access and safety for pedestrians and cyclists travelling to the city without reliance on private vehicles.

Key theme

Traffic congestion in Malop Street needs improvement.

How the project is responding

One of the key objectives of the Green Spine is driving change, making active transport a choice and providing efficient and safe movement for pedestrians and cyclists as well as vehicles.

The upgrade to the roundabout at Swanston Street received overwhelming support. As part of the designs, we completed a traffic engineering analysis along Malop Street which showed that the addition of roundabouts would lead to improved traffic flow along the street.

We understand that one of the critical components and key to making Malop Street a destination, not a thoroughfare will be the treatment at Garden Street. We will continue to work with the City of Greater Geelong to determine the best treatment for Garden Street as the detailed designs for the remaining blocks are completed.

The treatments to intersections will be further considered as the project progresses.

Signalling sequencing will also be updated to improve traffic congestion along Malop Street.

Key theme

Concerns about the parking changes along Malop Street.

How the project is responding

Each block of Malop Street has its own unique characteristics that have been considered whilst providing a continuous theme and connection.

The design of the road layout encourages the shift towards active transport along Malop Street and is consistent with the theme set in Block 2 and balances land use opportunities and use of road space for public benefit to encourage the economic prosperity of central Geelong.

We heard lots of ideas and suggestions for parking, especially in Block 3 (Yarra Street to Bellerine Street). Following this feedback, we are working closely with the City of Greater Geelong to review the parking surrounding Malop Street, to offset changes to parking on Block 3. The current mix of restrictions, including bus zones and loading zones, have been repurposed to better accommodate customer parking.

We will be reconfiguring parking zones on the north side of Malop Street and reviewing parking zones on surrounding streets, including Bellerine Street.

In collaboration with the City of Greater Geelong, the front aisle of parking in the Little Malop Street off-street car park will be amended to 2P, effective seven days a week, to assist in offsetting parking changes along Malop Street. We will continue to work with the City of Greater Geelong to look at alternative solutions to offset the changes to car parking on Malop Street.

Key theme

Safety in central Geelong.

How the project is responding

Public safety is central to ensuring that the Green Spine is a vibrant and enjoyable destination for the community.

There is currently extensive CCTV coverage on Malop Street, from Gheringhap Street to Yarra Street, to ensure the community is safe while accessing this central area.

There are plans to provide further CCTV coverage as part of this stage of the Green Spine project between Yarra Street and Bellerine Street.

Other safety measures, such as lighting, are being considered as part of the design.

Key theme

Improving active transport options and the quality of shared community spaces in central Geelong were overwhelmingly the most popular project objectives.

How the project is responding

The project meets the community's *Clever and Creative* aspiration for more journeys to be made by public transport, walking or cycling. This, combined with the expected population growth in central Geelong (a more than 32% increase by 2031) will result in an increase in active transport, fewer people in cars and less congestion in the long term.

Renewed urban spaces like the Green Spine will cater for the growing population and increased private developments occurring in central Geelong.

Health and wellness is now at the forefront of people's lives and the social infrastructure that supports this has never been more important.

Key theme

Support for Traders in Block 3 would be required.

How the project is responding

We are committed to continuing to work with traders and support them during construction to minimise disruption and support business-as-usual activity as well as the ongoing changes to Malop Street.

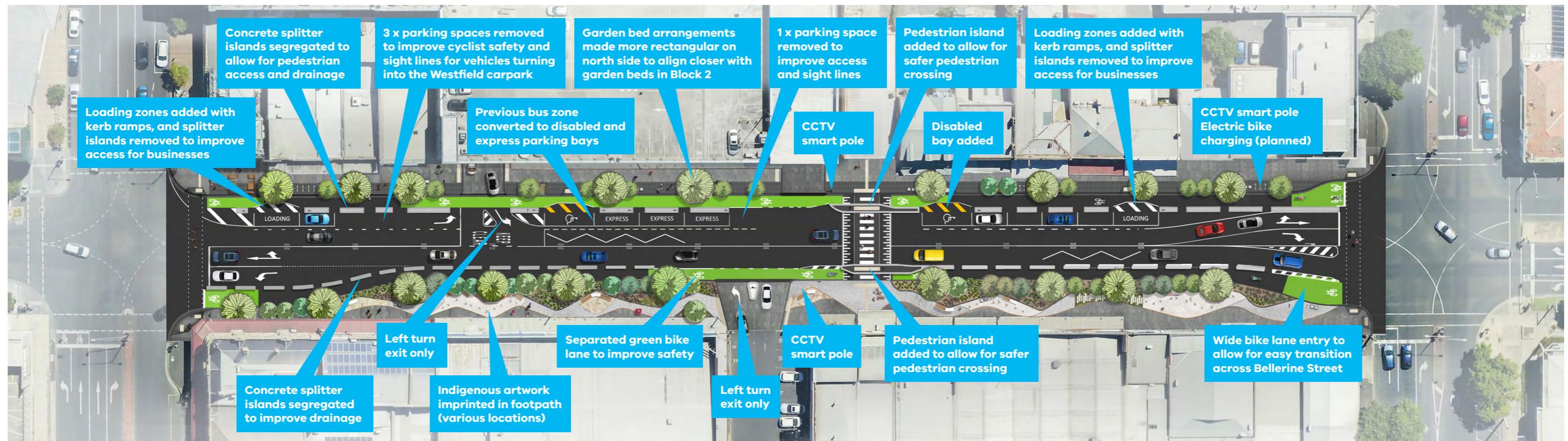
We'll use the information we received during the engagement period to work with them as the project continues. We will continue to work with the City of Greater Geelong on ways to minimise the effects of the car parking changes on Malop Street.



Block 3 artist impression

Changes to Block 3 Concept Design

Informed by feedback and further detail on design and function, the concept for Block 3 has been updated, as shown below. This will guide the detailed technical design drawings and construction for Block 3.



Next steps

Thank you to everyone who attended an online information session, completed a survey, or met with us to provide your feedback. The feedback you provided has helped to inform the final designs.

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Appendix A

Community engagement promotion

| Date | Method of promotion | Reach |
|---------------------|--|---|
| 10-19 February 2022 | Advertising campaign | Quarter page advertisements promoting engagement and online concept designs in the Geelong Times, Geelong Independent and Geelong Advertiser |
| 14 February 2022 | Postcard letterbox drop | 2,500 postcards advertising engagement period and encouraging online feedback delivered to local residents and traders |
| 14 February 2022 | Trader project bulletin | Approximately 100 project updates delivered to traders on Blocks 3 to 6 |
| 14 February 2022 | Corflute and QR codes | Corflutes and QR codes installed along Malop Street to promote the engagement period and encourage online feedback |
| February 2022 | Stakeholder email invitation | More than 200 stakeholders invited to stakeholder briefings |
| February/March 2022 | Social media | 11 Facebook posts and 9 Instagram posts with 3856 interactions on social media |
| February/March 2022 | Revitalising Central Geelong website | 936 (669 unique) Green Spine 'get involved' webpage views 656 Green Spine project page views 1522 Green Spine video views 381 visits to Social PinPoint site |
| 28 February 2022 | Community and trader project bulletins | Approximately 50 project updates delivered to traders on Block 3 |
| 7 March 2022 | Community and trader project bulletin | 184 notification letters sent to local community and local business owners |
| 10 March 2022 | E-newsletter | 421 emails sent to advise of consultation period extension |

Appendix B

Community engagement methods, activities, and tools

| Date | Method of promotion | Reach |
|------------------------------|---|--|
| February/March 2022 | Social Pinpoint site | 381 total visits within the five week consultation period to the online mapping platform which included an interactive display of the concept designs and the online survey |
| 7 February – 13 March 2022 | Online community survey | 58 community members provided feedback via the online survey |
| 7 February – 13 March 2022 | Online trader survey | 19 traders provided feedback via the online survey |
| February/March 2022 | Councillor, authority and key stakeholder briefings | More than 10 briefings delivered |
| 10 and 15 February 2022 | Stakeholder briefings | 2 online briefings with 32 key stakeholder representatives |
| 24 February and 1 March 2022 | Online community information sessions | 2 online community information sessions, open to all members of the public to register |
| 14 February 2022 | Trader door-knock | 100 traders approached in person along Malop Street |
| February/March 2022 | Individual trader briefings | 12 individual meetings and manual surveys conducted with traders |
| February/March 2022 | Social media | 3,856 interactions with the community across Facebook and Instagram |
| February/March 2022 | Email | More than 50 email interactions to the project inbox from key stakeholders, community and traders |
| February/March 2022 | Phone calls | 17 phone calls to the project phone line from key stakeholders, community and traders |