

Report to the Future Melbourne Committee**Agenda item 6.2****Greenline Project Update - Master Plan****15 August 2023****Presenter:** Roger Teale, General Manager Property, Infrastructure and Design**Purpose and background**

1. The purpose of this report is to present the Future Melbourne Committee (FMC) with the outcomes of community consultation and stakeholder/authority engagement on the Greenline Project Draft Master Plan (Master Plan), and present management's recommendation for the endorsement and exhibition of the Draft Master Plan through Council's Participate Melbourne platform.
2. The Greenline Project is Council Plan Major Initiative 12. The Greenline Implementation Plan was endorsed by Council on 7 December 2021. FMC endorsed the Greenline Business Case Summary on 6 September 2022, and the Concept Design for the Birrarung Marr Precinct Site 1 Project related community engagement findings on 6 December 2022.
3. Council's Budget 2023–24 includes \$17 million for the Greenline Project, with a total of \$97 million over four years (2023–24 to 2026–27) and a future \$20 million grant from the Australian Government.
4. Council officers have worked with the Aspect x TCL led consortium to prepare the draft Master Plan which commenced in December 2022. Engagement specialists, Capire, working with Council officers developed and implemented a plan for engagement activities.

Key issues

5. The purpose of the Master Plan is to provide an overarching framework for the Greenline Project, communicating a shared vision, and supporting a coordinated approach to precinct design and staged delivery of multiple projects. The document incorporates engagement findings and builds on related Council and state government policies and initiatives.
6. Engagement on the draft Master Plan was undertaken over a six week period, commencing on 5 April, and concluding on 17 May 2023. Stakeholder and community input has been analysed and incorporated in the draft Master Plan (Attachment 2).
7. Respondents were invited to provide input through multiple channels including an online survey, community and stakeholder workshops, on-site pop up engagements, and walking tours.
8. Positive feedback was received from 756 participants across engagement activities. The Engagement Summary Report (Attachment 3) organised the findings into categories aligned to the four primary Greenline Project objectives. In summary the key findings include:
 - 8.1. Environment - improve ecosystems, biodiversity and water quality, reduce hardscape, mitigate flooding and increase shade and weather protection and address climate change.
 - 8.2. Culture - elevate authentic stories and experiences, reflect Melbourne's unique character, highlight First Nations culture and heritage, promote art and signage and focus on the river as a destination.
 - 8.3. Place - revitalise the north bank, with places for everyone, safe movement (bicycles and pedestrians), night-time activities, connecting with the water, and support economic activation.
 - 8.4. Connection - an uninterrupted journey with inclusive access and wayfinding, links across the river and access to Flinders Street Station and improved amenity.
9. Elders and members of the Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation participated in the engagement processes and contributed to the development of the draft Master Plan.
10. The draft Master Plan is important for Council's ongoing advocacy, noting the Greenline Project funding strategy and partnership plan is in development with specialist advisers.

Attachments:

1. Supporting Attachment (Page 3 of 199)
2. The Greenline Project Draft Master Plan (Page 5 of 199)
3. The Greenline Project Master Plan Engagement Summary Report (Page 143 of 199)

Recommendation from management

11. That the Future Melbourne Committee:
 - 11.1. Notes the feedback received throughout the six week consultation and engagement period contained in the Greenline Project Master Plan Engagement Summary Report (Attachment 3 of the report from management).
 - 11.2. Approves the Greenline Project Draft Master Plan (Master Plan) (Attachment 2 of the report from management) for exhibition on Participate Melbourne for four weeks.
 - 11.3. Notes that stakeholders and the community will be invited to provide input on the draft Master Plan during the four week exhibition period.
 - 11.4. Notes that the final Greenline Project Master Plan will be presented at an upcoming Future Melbourne Committee meeting for approval.

Supporting Attachment

Legal

1. Legal advice has and will continue to be provided on all aspects of the Greenline Project. Extensive authority engagement has been undertaken throughout the development of the draft Master Plan, and will continue through future project related works, including all legal, licence, and lease agreements.

Finance

2. Council's funding commitment for the Greenline Project is contained in the Council Budget 2023–24.
3. Council's Budget 2023–24 includes \$17 million for the Greenline Project, with a total of \$97 million over four years (2023–24 to 2026–27). This includes a \$20 million grant from the Australian Government's Priority Community Infrastructure Program which is currently under active review by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. The grant is expected to be received in part or in full in the financial year 2023–24 and/or 2024–25.

Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

5. In developing this proposal, it is noted that the provision of high quality public realm, green and open spaces makes an important contribution to city resilience and the economic, social and environmental vitality of the City of Melbourne. It also directly and indirectly benefits the health and wellbeing of the community. No occupational health and safety issues have been identified.

Stakeholder consultation

6. Engagement with authorities, stakeholders and agencies has been undertaken throughout the development of the draft Master Plan, and will continue throughout future project related works. To date, engagement has commenced with multiple stakeholders including the Department of Transport and Planning, Parks Victoria, MAP Co, Melbourne Water, VicTrack and Yarra River Business Association.
7. Consultation with the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation is ongoing.
8. The Greenline Project Master Plan will build on extensive consultation undertaken on a number of strategies and projects, including the Greenline Implementation Plan, the Yarra River – Birrarung Strategy, Birrarung Marr Precinct Site 1 Project, and Precinct Plans which sought input from the community, stakeholders and authorities.

Relation to Council policy

9. The following Council plans and policies are relevant:
 - 9.1. Council Plan 2021–25
 - 9.1.1. Greenline is included in the Council Plan 2021–25 as a Strategic Objective to contribute to 'Melbourne's unique identity and place'. It is Major Initiative 12 'Partner with the Victorian Government and other stakeholders to deliver specific components of Greenline along the north bank of the Yarra River (including the implementation of the Yarra River – Birrarung Strategy)'.

10. Relevant Council strategies include:
 - 10.1. Yarra River – Birrarung Strategy
 - 10.2. Open Space Strategy
 - 10.3. Urban Forest Strategy
 - 10.4. Transport Strategy 2030
 - 10.5. Creative Strategy 2018–28
 - 10.6. Economic Development Strategy 2031
 - 10.7. Inclusive Melbourne Strategy 2022–32

Environmental sustainability

11. Environmental sustainability issues and opportunities have been considered. These include positive environmental effects by promoting the inclusion of additional landscape along the riverfront, improving water quality and improving the ecological function of the river. These outcomes align with Council's existing strategies including Nature in the City, Open Space, and Total Watermark and also Council's commitment to the United Nations Sustainable Development Goals.

THE GREENLINE PROJECT DRAFT MASTER PLAN

AUGUST 2023



Image: Artistic impression
The Falls Precinct

ASPECT × T.C.L



CITY OF MELBOURNE

“The Birrarung is a river of mists and shadows - the river and its environs are a living, breathing entity that follows Wurundjeri songlines and forms a central part of the Dreaming of the Wurundjeri.”

Wurundjeri Forward for The Yarra River Community Vision | Nhanbu narrun ba ngargin twarn Birrarung | Wurundjeri input into Yarra Strategic Plan



Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land, the Wurundjeri Woi-wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin and pays respect to their Elders past, present and emerging.

We acknowledge and honour the unbroken spiritual, cultural and political connection the Wurundjeri, Bunurong, Dja Dja Wurrung, Taungurung and Wadawurrung peoples of the greater Kulin have to this unique place for more than 2000 generations.

We are committed to our reconciliation journey, because, at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

The City of Melbourne acknowledges that the Greenline Project area along the north bank of the Birrarung is located on the lands and waterways of the Wurundjeri Woi-wurrung people.

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Disclaimer

This report is provided for information and it does not purport to be complete. While care has been taken to ensure the content in the report is accurate, we cannot guarantee it is without flaw of any kind. There may be errors and omissions or it may not be wholly appropriate for your particular purposes. In addition, the publication is a snapshot in time based on historic information which is liable to change. The City of Melbourne accepts no responsibility and disclaims all liability for any error, loss or other consequence which may arise from you relying on any information contained in this report.

FOREWORD FROM WURUNDJERI WOI-WURRUNG

Wurundjeri Woi-wurrung and Aboriginal embodiment into Melbourne's Greenline Project.

Historically, our people's rights to the management of waterways, have been excluded from legislation, planning, management policies and programs.

Nhanbu narrun ba ngargin twarn Birrarung (Ancient Spirit and Lore of Yarra) outlines our aspiration for the Birrarung and this policy sets out our future plans for the social, cultural, economic, and environmental and heritage outcomes for the Birrarung. It is an evolving policy and process.

With our recognition in the Wilip gin Birrarung murrn (Yarra River Protection) Act 2017 our people also gained a legislative mechanism and a formal process through which to engage with responsible public entities, work collaboratively and oversee the governance of the Birrarung and its lands as one living entity.

Our inclusion in the Act was highly significant because for the first time a legislative mechanism included a placed-based approach to the management of a waterway – pairing right Country with the right people – our people. Our future work regarding waterway and land management on our Country will also be founded on bespoke placed based legislation which articulates our role.

Within the context of this significant governance reform, the Yarra Collaboration Committee, through the implementation of the Yarra Strategic Plan has committed to embedding our continued inclusion in formal, resourced, and self-determined partnerships for culturally appropriate management of the Birrarung and its lands.

Through supporting our aspirations for water justice, the granting of unencumbered water rights and embedding our active participation in management of the Birrarung and its lands, we believe that the Yarra Strategic Plan will deliver the necessary changed need to realise boarder reforms (Burndap Birrarung Burndap Umarkoo, Yarra Strategic Plan 2022).

The Greenline Project is an extension of this plan and an exciting opportunity for engagement of this sort. We look forward to working with our partners to see the Greenline Project fulfil the Yarra Strategic Plan, bring to life a continued shared commitment to enhancing the Birrarung.



Wurundjeri Woi-wurrung Community

FOREWORD FROM THE LORD MAYOR



The Yarra River - Birrarung is the greatest culturally and environmentally significant landmark in Melbourne.

To the Wurundjeri Woi-wurrung people it has always been a place of spiritual and cultural importance, a life source and meeting place. Today, the Yarra River - Birrarung and its surrounds continue to be a place for all people. It is integral to Melbourne's sustainability, prosperity and liveability.

We have an opportunity to transform the north bank of the Yarra River - Birrarung. Reconnecting the land and water through the heart of our city will bring significant environmental, social and economic benefits.

The Greenline Project will create a 4-kilometre promenade of connected parks, open spaces, cultural activations and environmental renewal between Birrarung Marr and the Bolte Bridge. It will unlock a world-class river precinct, which will attract more visitors and investment to our city.

The Greenline Project Master Plan will guide our work as we deliver one of the biggest city-shaping projects in Melbourne's history. This master plan has been developed together with a design consortium led by landscape architects ASPECT x TCL. It builds on the work of our Greenline Implementation Plan, released in December 2021. It has been informed and refined through extensive community and stakeholder engagement, including with the Traditional Owners of the land, the Wurundjeri Woi-wurrung people. Aboriginal connection to Country is central to our master plan, while the themes of ecology, culture, place and connection are strong drivers of the design.

Conceptually, the Greenline Project is a 'Woven Line' in the form of a continuous walkable riverside journey, an enriched ecological corridor and a sequence of riverside destinations that are inclusive, safe and accessible.

Our master plan outlines concepts for five interconnected precincts that make up the Greenline Project – Birrarung Marr, The Falls, River Park, Maritime and Salt Water Wharf – each named to reflect its cultural and historical significance. The precincts will be delivered in stages, with each presented to the public for consultation before we commence work.

A city-shaping project of this undertaking requires collaboration and investment from many stakeholders. We look forward to working with them to deliver this truly transformational project for our city.

Lord Mayor
Sally Capp

EXECUTIVE SUMMARY

The Greenline Project aims to reposition the Yarra River - Birrarung as the focal point of Melbourne's culture, economy and liveability.

Through the Greenline Project, we will revitalise the river's north bank, transforming it into an inspiring and rejuvenated public waterfront. A 4-kilometre pathway will connect vibrant riverside destinations, stretching from Birrarung Marr to the Bolte Bridge in Docklands. It will integrate Aboriginal culture and engagement at every stage of the design and delivery process.

The Greenline Project will present contemporary Melbourne culture and celebrate the history of the area. It will include efforts to restore the river and its surrounding environment as an ecological corridor.

The Yarra River - Birrarung holds immense spiritual, cultural and historical significance for the Wurundjeri Woi-wurrung. It has played a central role in the city's evolution, serving as a maritime port, a focus of metropolitan rail networks and, recently, a hub for arts and leisure.

Currently, the north bank suffers from limited pedestrian and cyclist navigation, with narrow and poorly connected paths, steep slopes, uneven pavements and inadequate amenities. It lacks cultural diversity, ecological value and sustained social and civic engagement. However, we have an opportunity to reconnect disparate spaces through a clear navigable pathway, allowing for underutilised spaces to become new hubs of activity, culture and commerce.

The Greenline Project expresses and celebrates the layers of history in our city, creating compelling journeys and enhancing opportunities to connect with the water. The project seeks to benefit residents and visitors by establishing connected spaces that embrace the river, prioritise safety and inclusion, provide opportunities for public activities and improve health and wellbeing. It will address environmental and climate-related challenges, focusing on improving river health, increasing tree canopy and reintroducing riparian vegetation to support biodiversity and environmental education.

This master plan develops the Greenline Project as a series of interconnected spaces along the north bank of the Yarra River - Birrarung. We introduce the idea of a 'woven line' to guide the big-picture changes and themes that establish the ecological, cultural, connectivity and place-based aspirations of the project. We then detail the vision and design actions across five precincts. We elaborate on the implementation plan's objectives through a series of Woven Line threads - project-wide strategies that provide an additional dimension of detail about what will continue to be explored in later stages of the project.

An extensive six week stakeholder and community engagement program was held during April - May 2023 with input received from 756 participants across a range of activities. Feedback from the engagement program has been organised into the four project themes, ecology, culture, place and connection. This feedback has been incorporated into this master plan and will be used to develop and refine future precinct plans and concept designs in collaboration with stakeholders and the community.

Finally, we provide supporting information as appendices, including the Birrarung Marr Precinct Site 1 endorsed plans and an urban design recommendations summary report.



View west from Princes Bridge overlooking the Yarra River - Birrarung and Flinders Walk



INTRODUCTION



Image: Artistic Impression
Birrarrung Marr Precinct

INTRODUCTION

Vision

The Greenline Project will transform the river's north bank into a reinvigorated and inspiring public waterfront. A 4-kilometre pathway will connect diverse, vibrant riverside destinations.

It will celebrate Aboriginal and contemporary cultures and the history of the area. The river and its surrounding environment will be re-established as an ecological corridor.

Today, the north bank has narrow and poorly connected paths, steep slopes, uneven pavements and poor amenity – all of which limit walking and cycling. It offers little diversity of cultural expression, limited ecological value and few opportunities for social and civic engagement.

Yet this is a place of spiritual, cultural and historical significance. It continues to be Wurundjeri Woi-wurrung Country, as it was long before Melbourne existed. This place has also played a central role in Melbourne's evolution: as a maritime port, the focus of metropolitan rail networks and, more recently, as an elite arts and leisure precinct.

The Greenline Project will express and celebrate these layers of history along the north bank, creating compelling journeys and opportunities to connect with the water. All Melbourne residents and visitors will benefit from connected spaces. These spaces will embrace the river, prioritise safety and inclusion and provide opportunities for public activities that improve health and wellbeing. The Greenline Project will also address environmental and climate-related challenges. It will focus on improving river health, increasing tree canopy and reintroducing riparian vegetation to support biodiversity and environmental education.

The Greenline Project Opportunity Statement

The original opportunity statement was prepared in 2021. It was workshopped and updated as follows during the engagement process from April to May 2023.

'The Greenline Project presents a significant and timely opportunity to revitalise the north bank of the Yarra River - Birrarung, creating a captivating landmark and destination that reflects the unique identity of Melbourne as a liveable city with a rich cultural heritage and a deep connection to the natural environment. A primary objective is the seamless integration of the riverfront to the water itself, and connection to the city. The Greenline Project will enhance accessibility to the river and encourage movement along the corridor, prioritising walking and recreational cycling and connections to public transport.

The Greenline Project will be distinctly Melbourne, representing its rich Aboriginal and maritime history. It will honour Aboriginal heritage and the layered histories and cultural values of the place. Focal points along the north bank and activities on the water will celebrate the Yarra River - Birrarung's distinctive role in the city, providing valuable opportunities for the public to learn about and experience the culture and history of the site.

Importantly, the ecology of the river and its surrounds will be carefully considered and will inform how the Greenline Project is designed and evolves. This aligns with the Victorian Government's Yarra Strategic Plan (Burndap Birrarung burndap umarkoo) 2022–32. An integrated water management approach with environmentally sustainable design enhances the climate resilience of the site, encouraging connection with water, increasing urban biodiversity and improving the health of the river.

The Greenline Project aims to create an inclusive space for all users, offering a wide range of experiences, activities and opportunities. It will be designed to ensure all feel welcome and safe. Public spaces are to be accessible and connect linking surrounding sites, particularly other significant landmarks and key areas of interest along both the north and south banks. This is intended to create stronger linkages between sites along the Greenline Project and strengthen a sense of belonging for both the residents and the visitors to the city.

The Greenline Project is to be portrayed as an attractive destination and landmark of Melbourne. The Greenline Project will play an important role as Melbourne recovers from the COVID-19 pandemic, supporting enhanced tourism and the city's visitor economy. The project will bring new energy to the city and attract both local and international visitors to the river and nearby businesses, revitalising the Melbourne CBD.

Over time, the Greenline Project will evolve to meet the changing needs of Melbourne's growing population, cooling the city and providing valuable open space. This will contribute to the health of the river and its environment and to human wellbeing, building the city's resilience to climate change.

Successful delivery of the Greenline Project will be realised through collaboration and investment by a range of partners. Coordination of multiple landowners and managers will be essential, especially in interfacing with large, strategic initiatives led by government and the private sector. This will enable the Greenline Project to plan for and integrate with adjacent infrastructure and precincts, ensuring a cohesive and future-focused outcome for the city.

This transformation will redefine our connection with the Yarra River - Birrarung, embracing and nurturing the river and promoting community health and wellbeing. The Greenline Project will allow new memories to be made, unique to Melbourne and of this place.'

Document purpose

Building on City of Melbourne's Yarra River - Birrarung Strategy (2019), Greenline Implementation Plan (2021), and the Birrarung Marr Precinct Site 1 Concept (2023), the Greenline Project Master Plan will:

- provide an overarching design framework for the Greenline Project to support a coordinated approach to the staged delivery of projects
- guide design consistency and quality across the delivery of all projects
- outline key design moves and spatial layouts that lay the foundations for the design development of each precinct through future stages
- illustrate the vision, themes and actions that support design and implementation.

STRATEGIC CONTEXT AND DOCUMENTS

This master plan has been informed by key City of Melbourne strategies as well as Victorian Government legislation and documents such as the *Yarra River Protection (Wilip-gin Birrarung murron) Act 2017* and the Wurundjeri Woi-wurrung Birrarung water policy.

Yarra River - Birrarung Strategy, December 2019

The Yarra River - Birrarung Strategy guides planning for the inner city reach of the river. It outlines strategic directions and opportunities over the next 15 years to improve the way we use our river and its edges.

Greenline Implementation Plan, December 2021

The Greenline Implementation Plan builds on the Yarra River - Birrarung Strategy, outlining the scope, projects, key actions and milestones for the project.

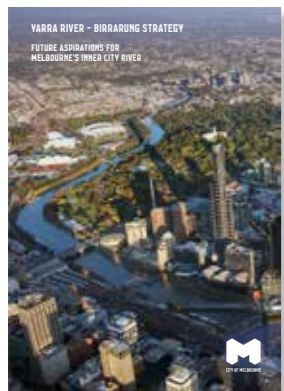
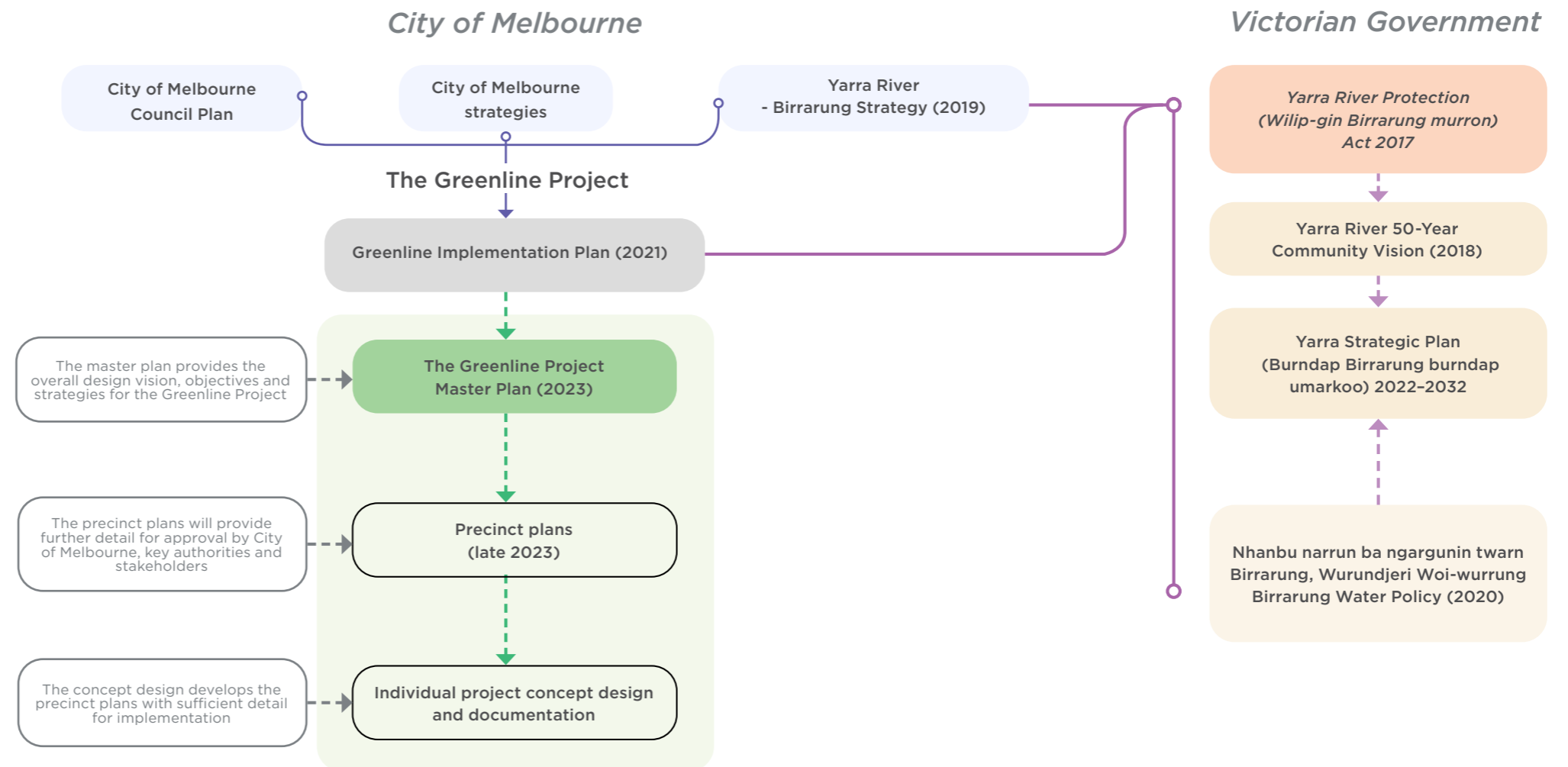
Burndap Birrarung burndap umarkoo, Yarra Strategic Plan 2022-2032

Developed in collaboration with the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, the Bunurong Land Council Aboriginal Corporation, and state and local government authorities this strategy guides planning to protect and enhance the Yarra River - Birrarung, managing the river and adjoining open spaces 'without borders' as 'one living and integrated natural entity.'

Burndap Birrarung burndap umarkoo, Yarra Strategic Plan Implementation Plan 2022

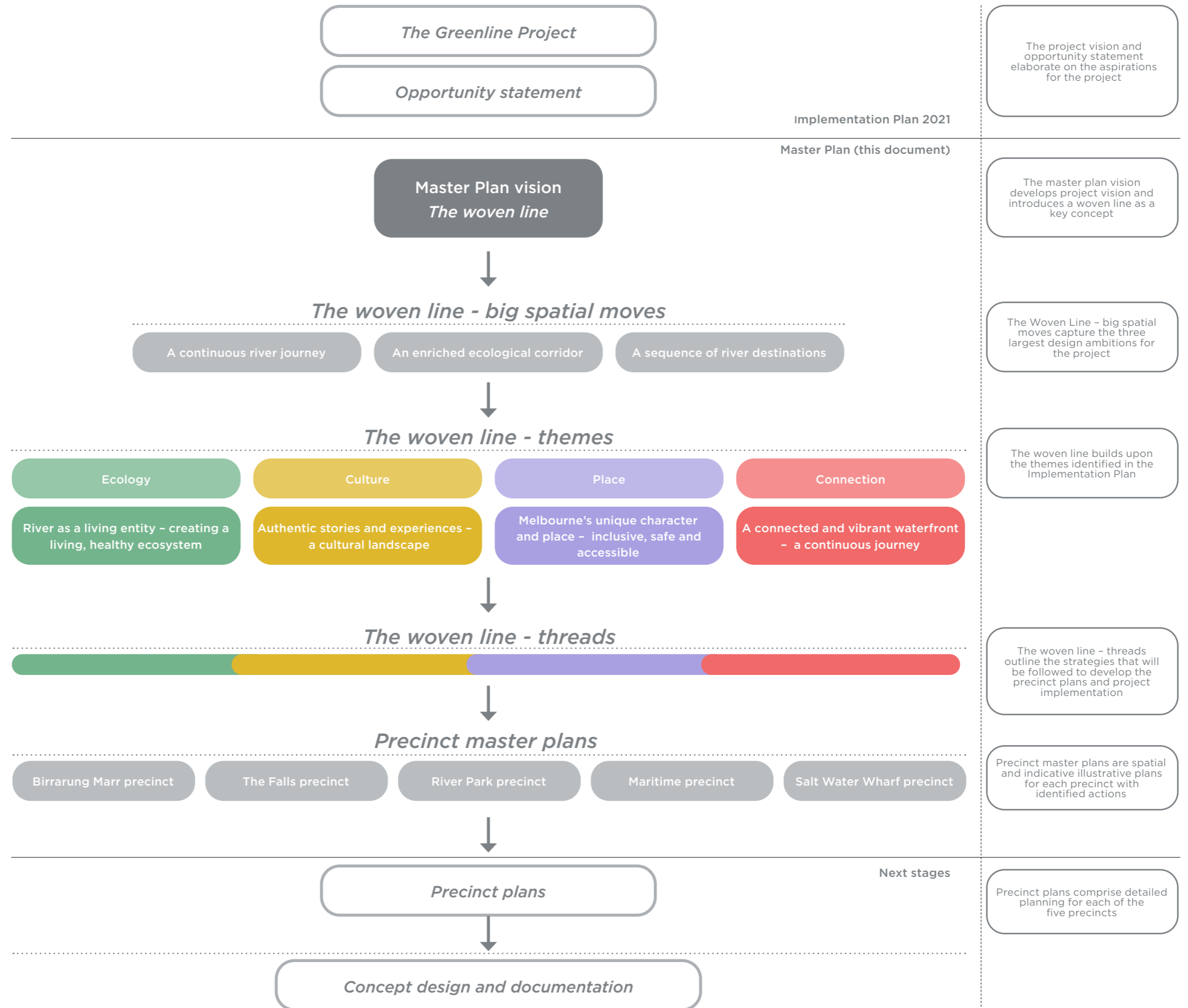
The Greenline Project will implement the actions and land-use directions in the plan to support the community vision for the river including but not limited to 'Enterprize Park upgrade', 'Greenline northbank' and 'Seafarers Rest Park.'

The following diagram outlines the relationship between the legislation and strategies that underpin this master plan.



MASTER PLAN STRUCTURE

The master plan builds upon the Greenline Implementation Plan (2021) and sets out the proposed design vision, themes and threads for the Greenline Project. It provides spatial and illustrative plans and actions for each of the five precincts.



COMMUNITY AND STAKEHOLDER ENGAGEMENT SUMMARY

Engagement approach

The master plan has been informed and shaped by detailed community and key stakeholder engagement.

We used both broad and targeted promotion to ensure residents, visitors, relevant stakeholders and others interested in the Greenline Project had a chance to share their ideas and feedback on the precinct images to inform the master plan.

Engagement spanned six weeks from April to May 2023 and included:

- an online survey to gather community feedback, accessible via the Greenline Project Participate Melbourne page and a paper version
- three community workshops, two online and one in person
- targeted stakeholder workshops with:
 - precinct businesses, special interest users and resident groups, and with
 - Wurundjeri Woi-wurrung, Victorian Government departments and agencies, peak bodies for arts, tourism, parks, business, key precinct businesses and developers
- ten pop-up engagement activities at sites throughout the Greenline Project area
- three walking tours – one targeted to Mandarin-speaking participants, one for general community participants and one for City of Melbourne's Disability Advisory Committee.

Engagement outcomes

We received feedback from 756 participants across all engagement activities.

The following summary is grouped according to each of the Greenline Project themes:

Ecology



- Acknowledge the role of the Greenline Project as an important urban habitat to promote biodiversity. Create a more natural habitat for birds and wildlife.
- Reintroduce native plantings. A strong focus is needed on greening throughout the Greenline Project.
- Improve the water quality of the river and protect it from pollutants. Restore wetlands to improve river health.
- Reduce the need to include more concrete.
- Consider the impacts of flooding events and climate change and how to manage those impacts into the future.
- Consider the need for shade provision all year round for weather protection. Trees can provide shade.
- Effectively manage waste and control attraction from mosquitos to the wetlands.

Culture



- Rediscover stories and histories along the Greenline Project. Highlight collective histories and cultural values throughout the project.
- Reflect Melbourne's character. Differentiate the area from anywhere else, including Southbank and Federation Square.
- Sustainability should be a core focus of the experience; for example, pop-up stalls highlighting creative and environmentally friendly initiatives.
- Elevate the river as a destination for boating, art tourism, education and celebration.
- Highlight Wurundjeri Woi-wurrung, maritime, historical and ecological elements of the experience.
- Ensure a joined-up story is told throughout the Greenline Project.
- More art and signage.
- Make sure that consultation continues to seek input into the development of ideas.

Place



- Revitalise the Greenline Project as a whole.
- Provide spaces for everyone while ensuring clarity of use and variation throughout the spaces, including those that are child-friendly. Provide play spaces to accommodate children of different ages; examples included water play, skate parks and playgrounds.
- Build connections to water while ensuring safety near the water's edge, particularly for children.
- Collaborate with stakeholders to support economic activation to ensure the sustainability of the night-time economy throughout the Greenline Project. Include retail offerings, bars and places for events.
- Provide ample notice of change to manage any impacts on current activities; for example, for boat and river users and business owners.
- Ensure a safe experience for pedestrian movement as well as for cyclists and e-scooters; for example, via bike lanes.
- Apply measures to ensure people feel safe when moving throughout the Greenline Project, including wide pedestrian access.

Connection



- Strengthen connections between the north and south bank of the river.
- Ensure appropriate wayfinding for ease of connection from the city centre to the river, with clarity on key access points.
- Improve access from the stairs at Flinders Street Station.
- Ensure adequate disability access throughout the Greenline Project.
- Reduce pollution, manage rubbish and any river runoff.
- Ensure adequate lighting (not fluorescent), public toilets, windbreaks and shelter from rain.
- Mitigate crowding in confined spaces.
- Ensure connectivity throughout the Greenline Project.

THE CASE FOR INVESTMENT AND VALUE CREATION

Melbourne's walkability is a critical feature of its appeal. Walking enables people to experience the city's diversity and contributes to its vibrancy and vitality. There is a direct link between convenience for pedestrians and a city's economic prosperity and safety. The Greenline Project is a critical part of improving Melbourne's walkability.



Business case

City of Melbourne commissioned a business case study for the Greenline Project. It found the greatest economic benefits to the community will be through higher visitation and economic and commercial activity. Once completed, the Greenline Project is expected to:

- deliver the greatest net benefit to City of Melbourne over a 20-year operating period
- result in the highest economic impact from visitation and economic activity
- create significant benefits for the many commercial businesses in the precinct due to a higher number of visitors and pedestrians to the river's north and south banks, bringing more opportunities to spend money in the area.

The construction of new connections, pathways and places between Birrarung Marr and Docklands will help to address the existing lack of attraction, creating experiences that encourage visitors to stop, spend and stay along the Yarra River - Birrarung and surrounding suburbs - Docklands, Southbank and CBD.

In addition, the Greenline Project will:

- provide improved connections to the inner suburbs of Melbourne
- encourage active transport through the city centre
- provide a unique visitor offering by creating new destinations and attractions along the Yarra River - Birrarung
- stimulate jobs and 'gross value added' - the value of goods and services produced in the area.

Delivering the Greenline Project would also create greater amenity and more integrated and attractive precincts in a part of the city where growth has fallen behind other areas in recent years. A higher level of overall amenity has the potential to change market conditions, leading to new or increased development and higher gross value added from new employment opportunities.

The Greenline Project would deliver economic benefits and help to support and sustain future development, with the potential to provide spill-over benefits to retail and food and beverage businesses adjacent to the Greenline. Based on an uplift in residential and commercial development within the corridor, by 2042 up to 6400 additional jobs could be created.

Between 410 to 560 direct and indirect jobs would be created during construction of the Greenline, over four years.

Project Budget

Business Case estimated budget

\$315.6 million

Maintenance cost per year

\$7.9 million

Benefit - Cost Ratio (BCR)

BCR

3.29

Net Present Value (NPV) over 20-year operating period

\$740.1 million

Figures from The Greenline Project - Business Case Summary August 2022

MASTER PLAN GOALS

Triple bottom line and Traditional Owner engagement

As a major investment in our public space, the Greenline Project is a chance to be bold in creating a better future for all Melburnians. It gives us an opportunity to consider how the city should evolve as it responds and adapts to a changing climate.

The following four lenses inform the project’s approach to sustainable development. Together with the United Nations’ Sustainable Development Goals, they will help us create positive impacts that reach beyond the scope of the works.

Environmental

The design of the Greenline Project will improve the Yarra River - Birrarung’s ecology, biodiversity and health through:

- recognising the river as a single integrated living entity (as per the *Yarra River Protection (Wilip-gin Birrarung murrn) Act 2017*)
- increasing tree canopy coverage, in line with City of Melbourne’s Urban Forest Strategy
- increasing terrestrial and aquatic native vegetation
- increasing permeability of ground surfaces, promoting cooling through evapotranspiration
- decreasing nitrogen entering waterways.

Social

The design of the Greenline Project will increase public activity, health and cultural wellbeing through:

- meeting the increasing demand for green spaces in the central city
- improving the visibility of Melbourne’s Aboriginal heritage and culture
- improving physical activity and the use of active transport for residents and visitors

- increasing the number of safe, welcoming and inclusive outdoor spaces in the city for people to come together
- promoting universal accessibility and inclusive design principles.

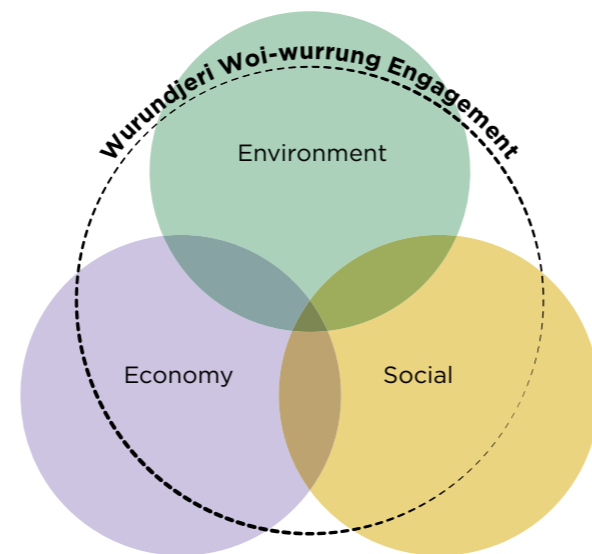
Economic

The design of the Greenline Project will stimulate the local economy by:

- increasing visitor numbers and public transport usage in Melbourne
- increasing local employment and office attendance in the central city
- attracting residential and commercial development in surrounding precincts.

Traditional Owner engagement

The design and delivery of the Greenline Project will be underpinned by recognising the importance of the river and its lands for Traditional Owners and collaborative engagement that works with and integrates traditional knowledge of the Registered Aboriginal Party, the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation by:



Triple bottom line plus Traditional Owner engagement

- building and fostering an ongoing working relationship with Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation and fostering a Country-led approach to project design
- establishing a framework for City of Melbourne and its consultants to engage with Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation
- enabling the ongoing involvement of, and benefit to, Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, in the life of the revitalised riverbank.

Sustainable Development Goals

The United Nations has identified 17 Sustainable Development Goals (SDGs) which are an urgent call for action by all countries. They aim to improve health and education, reduce inequality and spur economic growth, while building resilience to climate change.



The United Nations Sustainable Development Goals

The City of Melbourne reports its progress towards the SDGs. The Greenline Project business case identified that seven of the 17 SDGs are relevant to the scope of its successful delivery and they will continue to influence the ongoing design of the project. These include:

- good health and wellbeing
- decent work and economic growth
- industry, innovation and infrastructure
- reduced inequalities
- sustainable cities and communities
- life below water
- life on land.

THE GREENLINE PROJECT AS URBAN GREEN SPACE CONNECTOR

We have an opportunity to link the network of parks along the Yarra River - Birrarung between Birrarung Marr and Docklands.

The project will provide a recreational and ecological connection between existing parklands and open spaces across the city centre, including the Royal Botanic Gardens and the Domain, Melbourne Park and Yarra Park, Birrarung Marr, Enterprize Park, Batman Park and Docklands Park, and northward to the Moonee Ponds Creek corridor and Royal Park.

The Greenline Project is critical to improving the walkability of Melbourne and is a major step toward the creation of a green loop walk that wraps around the CBD and connects its waterways. It also contributes to the broader objective of the Great Birrarung Parkland, a concept being developed by the Birrarung Council, the statutory body that advises the Victorian Government on protecting and improving the river.

The Greenline Project is also a critical ecological link to larger existing habitat areas upstream at the Domain, as well as to Moonee Ponds Creek and out to the bay.



The larger Melbourne green loop - the Greenline Project connects the Yarra River - Birrarung with Moonee Ponds Creek, the inner circle park link and Merri Creek



The Greenline Project as a green space connector



Buluk Park, Melbourne



Domain Parklands, Melbourne



Southbank Boulevard, Melbourne

THE GREENLINE PROJECT AS CULTURAL CONNECTOR

The project will create a more walkable, experiential and physical connection between major cultural places and tourism destinations of inner Melbourne, including:

- Melbourne and Olympic Parks
- The Domain and Royal Botanic Gardens
- Birrarung Marr (major event location)
- Federation Square
- Melbourne Arts precinct
- Melbourne Immigration Museum
- Melbourne Aquarium
- Southbank and Crown Melbourne
- Melbourne Convention and Exhibition Centre and South Wharf
- Docklands Stadium.

The project will also strengthen local connections supporting day-to-day activity for residents and workers in neighbourhoods on both sides of the river.



The Greenline Project as a cultural connector



Melbourne Park



Docklands



Melbourne Convention Centre

SITE DESCRIPTION AND PROJECT EXTENTS

The project extends through the heart of Melbourne, covering approximately 4 kilometres of the Yarra River - Birrarung's north bank.

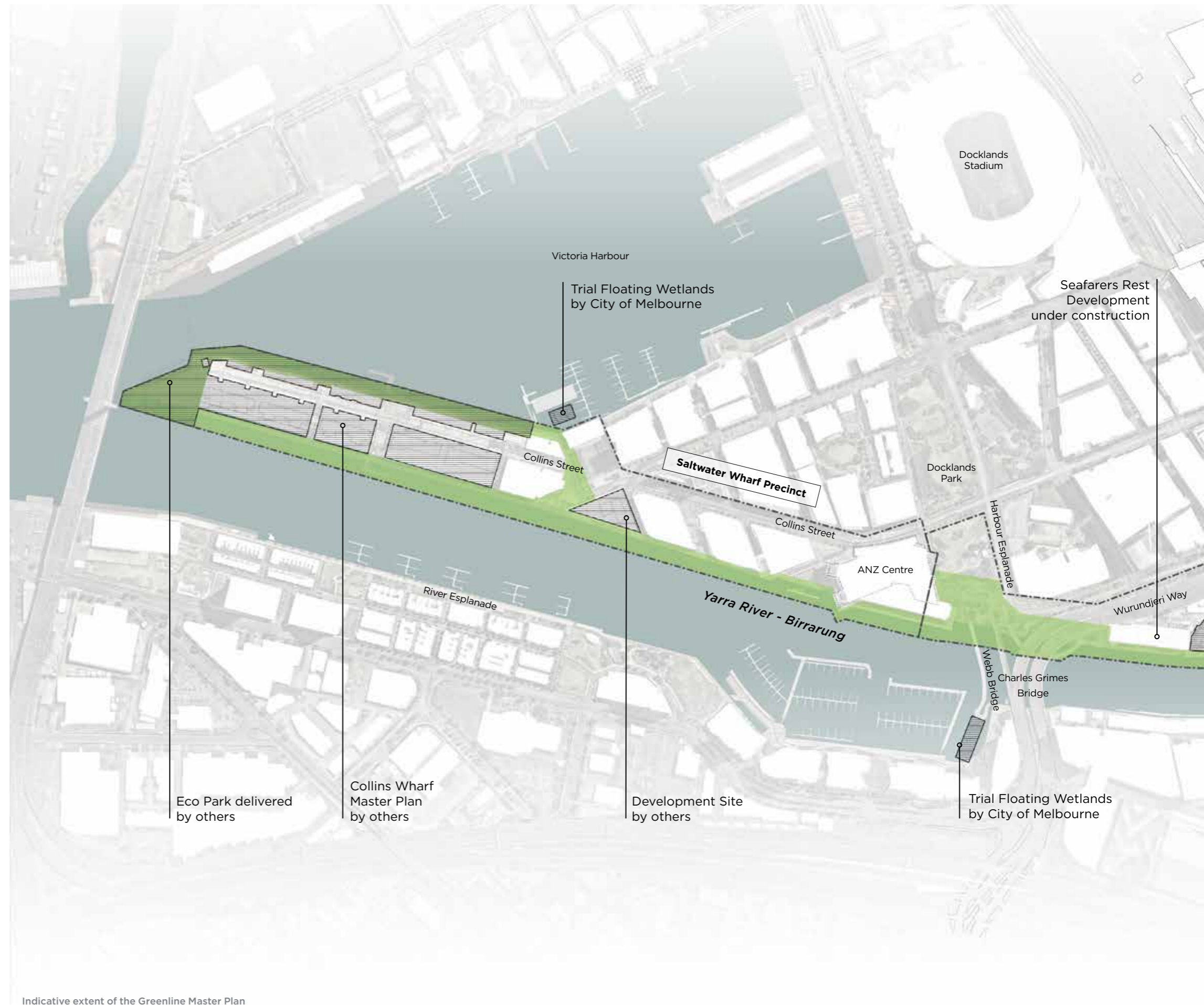
The Greenline Project Master Plan study area includes several existing public open spaces, parks, heritage buildings, artworks, streets and transport and services infrastructure. At key points, the master plan's scope extends beyond the river corridor to promote and consider holistic renewal of adjacent open spaces, buildings and streetscapes. The project intersects with six street crossings, five vehicular bridges and four pedestrian bridges.

To support its delivery, we have identified five implementation precincts: Birrarung Marr, The Falls, River Park, Maritime and Salt Water Wharf.

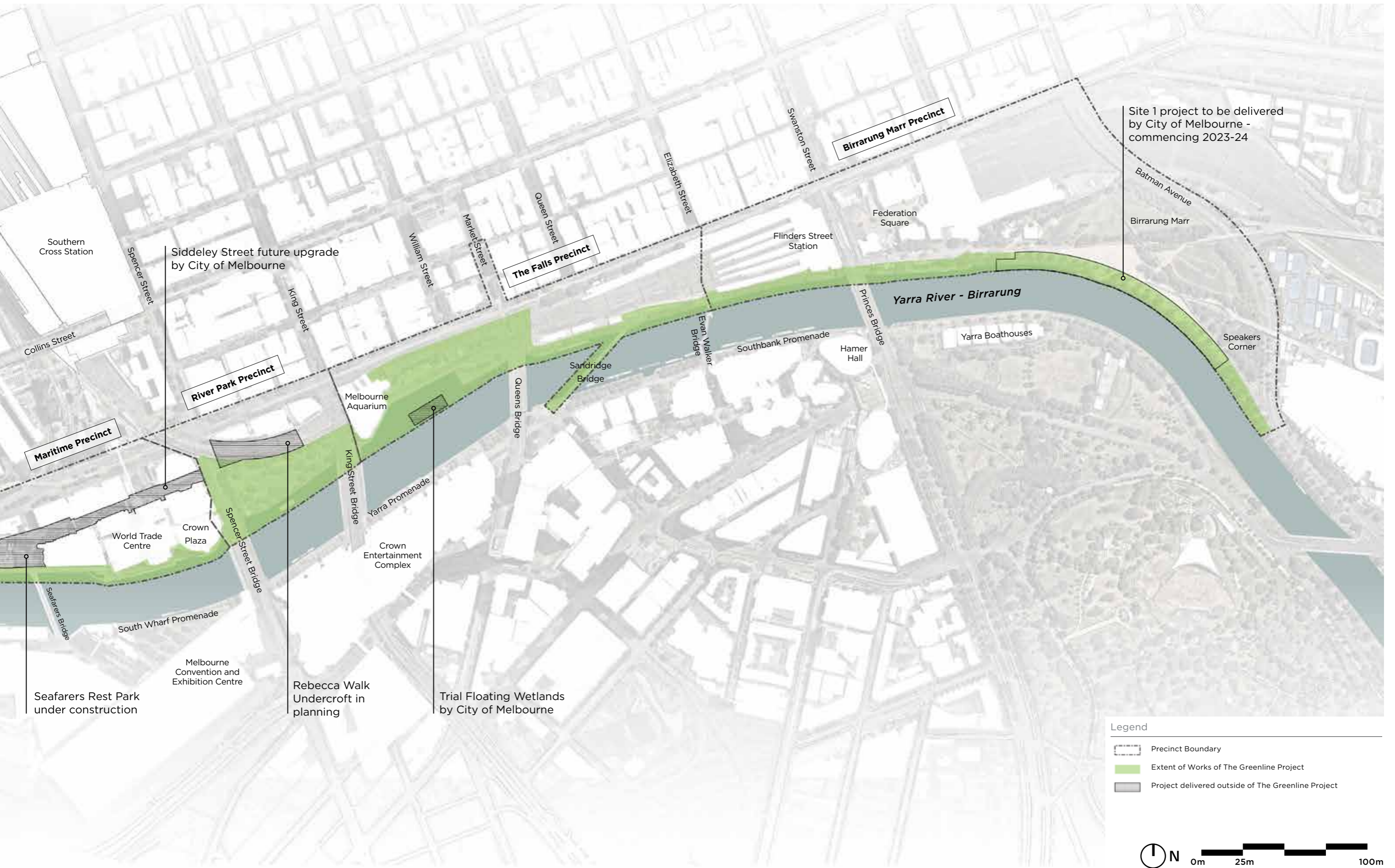
City of Melbourne recognises that the project has a highly variable riverbank and spreads across multiple landowners, management and approval authorities.

We understand that its construction may have impacts on capital works, operations and third-party development. Detailed design issues will be addressed through the development of precinct plans and concept designs subsequent to this master plan.

To realise the project's significant opportunities and benefits, we will require the highest level of collaboration, coordination, cooperation and integration with all stakeholders.

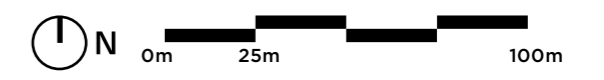


Indicative extent of the Greenline Master Plan



Legend

- Precinct Boundary
- Extent of Works of The Greenline Project
- Project delivered outside of The Greenline Project



EXISTING SITE CONDITIONS

The Greenline Project study site is located on the north bank of the Yarra River - Birrarung and extends from the eastern end of Birrarung Marr parkland to the western end of Collins Wharf in Docklands. It contains numerous physical, infrastructure, services, and statutory planning constraints, along with the requirements of stakeholders and approval authorities that inform and regulate what can be designed and implemented.

As part of the master plan and ongoing design stages, we are analysing site conditions, opportunities and constraints to make sure site investigations and liaison with decision-making authorities inform the final detailed design.

Engagement with stakeholders and approval authorities will ensure designs and technical solutions are site responsive, minimise site impacts and coordinate the strategic requirements of these authorities.

Birrarung Marr Precinct

The Birrarung Marr precinct currently comprises a narrow pedestrian path along the Yarra River - Birrarung, with limited universal access from Swanston Street and Princes Bridge.

For the Greenline Project, we will need to engage with adjacent landowners and managers on improvements for Federation Wharf and Flinders Walk.

Likewise, we will require ongoing consultation and collaboration with Parks Victoria and Melbourne Water to resolve berthing infrastructure, location, river activities and flood management.

Between Princes Bridge and Elizabeth Street, there are significant services and drainage infrastructure. We will require further assessments to understand specific constraints relating to geotechnical conditions and the Melbourne Metro tunnels.

Opportunities to consider:

- improve access, connection and wayfinding along the river
- address the many trees in poor health
- naturalise the river edge
- address rough sleepers
- manage antisocial behaviour
- reduce conflicts between pedestrians and recreational cyclists at intersections on the existing shared paths
- increase habitat and biodiverse greening along the river
- address flooding risk during high rainfall events
- improve the poor connection to the waterfront from Flinders Street and Princes Bridge
- consider large events and crowds management.

The Falls Precinct

In the Falls precinct, pedestrian pathways vary in width and quality, with limited universal access. There are public safety issues associated with the lack of passive surveillance and poor lighting. The precinct is characterised by a complex land ownership and management system. It comprises a range of river edge conditions, alongside noisy rail infrastructure such as the extensive railway viaduct at Enterprize Park. Services and drainage infrastructure will require detailed coordination and integration. Sandridge Bridge has load limitations, which will need further assessment and integration in subsequent design phases. Banana Alley comprises varying river edge conditions and infrastructure quality. We will consult and collaborate with Parks Victoria and Melbourne Water during the planning of berthing infrastructure, river activities and flood management. Prioritising pedestrian connectivity will be balanced with the need for service vehicle access. The proposed removal of the S-bend intersection will require approval from Victorian Government authorities and is subject to feasibility and future consultation. The overall precinct will require further assessments to understand specific constraints relating to geotechnical conditions.



Birrarung Marr - poor quality river edge



Flinders Walk - uninviting underpasses



Flinders Walk - obscured connection to river



Birrarung Marr - poorly protected root zones



Flinders Walk - multiple uses in close proximity to the river



Banana Alley vaults - underutilised riverfront opportunity



Federation Wharf vaults - narrow and heavily used waterfront



Flinders Walk - narrow walkway



Enterprize Park S-Bend - barrier to accessing the river

Birrarung Marr Precinct

The Falls Precinct

Opportunities to consider:

- improve access, connection and wayfinding along the river
- improve connection across Queens and King Streets
- investigate the removal of the Queens Street Bridge S-bend to increase usable public space
- mitigate noise pollution from the train viaduct and roads
- address narrow promenade and pinch points
- increase habitat and biodiverse greening along the river
- improve footpath surfaces and other hazards
- address flood risk during high rainfall events
- improve passive surveillance and seating opportunities
- improve connection to the waterfront from Flinders Street.

River Park Precinct

The River Park precinct features a large open lawn area and scattered trees, flanked by a significant length of railway viaduct. Noise from the viaduct reduces the amenity of the park. Its undercroft is largely managed by other authorities. Throughout the precinct, there is limited universal access and connectivity, with narrow pedestrian paths. There is a population of rough sleepers who need to be considered when planning changes to the park. We will need to liaise and coordinate with a range of authorities regarding the extensive services and drainage infrastructure. To reduce impacts of localised flooding, we will need the input of Melbourne Water as we resolve the park design and river interface.

Opportunities to consider:

- mitigate noise pollution from the train viaduct and roads
- improve connection across King and Spencer Streets
- naturalise the river edge
- increase habitat and biodiverse greening along the river
- address flood risk during high rainfall events
- address rough sleepers
- manage antisocial behaviour
- activate the space under the viaducts.

Maritime Precinct

The Maritime precinct contains a range of river edge conditions and adjacent land uses. The connection to this precinct from Spencer Street, next to the Crowne Plaza Hotel, is very narrow with poor sightlines. The overall pedestrian experience is poor with a varying sequence and widths of wharves, ramps and pathways. The North Wharf and Mission to Seafarers are important heritage elements, listed on the Victorian Heritage register, which will require appropriate integration. Further assessment of wharf conditions and load ratings will be needed to determine the potential for public realm improvements such as extensions, stairs and ramps.

Opportunities to consider:

- improve access, connection and wayfinding
- increase tree canopy coverage
- improve pedestrian and cyclist navigation at intersections on existing shared paths
- increase habitat and biodiverse greening along the river
- activate ground level business and residential frontages
- improve connection from the waterfront to Docklands Park South
- improve the visibility of Wurundjeri Woi-wurrung culture.

Salt Water Wharf Precinct

This precinct comprises a long narrow section of wharf edge, adjacent to the Victoria Harbour Docklands development. There is pedestrian access along the Yarra River - Birrarung, extending from Docklands Park to the Bourke Street extension, with a planned overwater promenade as part of the future development of the precinct. The existing undeveloped water edge along Collins Wharf offers opportunities for the adaptive reuse of some materials and elements. Further consultation with adjacent developers and appropriate authorities will be required in this precinct for further resolution and planning.

Opportunities to consider:

- improve access, connection and wayfinding
- celebrate and integrate historical infrastructure
- increase habitat and biodiverse greening along the river
- increase tree canopy coverage
- improve passive surveillance and safety at night
- activate ground level business and residential frontages
- Improve the visibility of Wurundjeri Woi-wurrung culture.



Enterprize Park - viaduct



Batman Park - open lawn area



World Trade Centre Plaza waterfront - rationalise water edge navigation



Australian Wharf - low amenity value



Enterprize Park - noise pollution from viaducts



Batman Park - improve river edge experience



Seafarers Rest - integrate maritime heritage



Australian Wharf - low amenity value



Enterprize Park Turning Basin - improve river edge experience



Batman Park - development under the viaduct



Australian Wharf - improve river edge experience



North Wharf Road - existing pier structures

The Falls Precinct

River Park Precinct

Maritime Precinct

Salt Water Wharf Precinct

KEY SITE VALUES AND PLANNING FRAMEWORK

The Greenline Project study area contains sites of Aboriginal and non-Aboriginal cultural heritage, ecology and critical transport and services infrastructure. It is covered by 44 planning overlays, in addition to land-use zoning, with numerous planning permit and development approvals triggers involving a wide range of stakeholders.

The City of Melbourne is working with key project stakeholders to establish a planning pathway that provides agencies, authorities, decision-makers and the public with surety in approving works while allowing the master plan to evolve. The master plan provides a general contextual response to planning matters, noting that it is intended that the planning pathway will be developed in greater detail in subsequent phases of the Greenline Project.

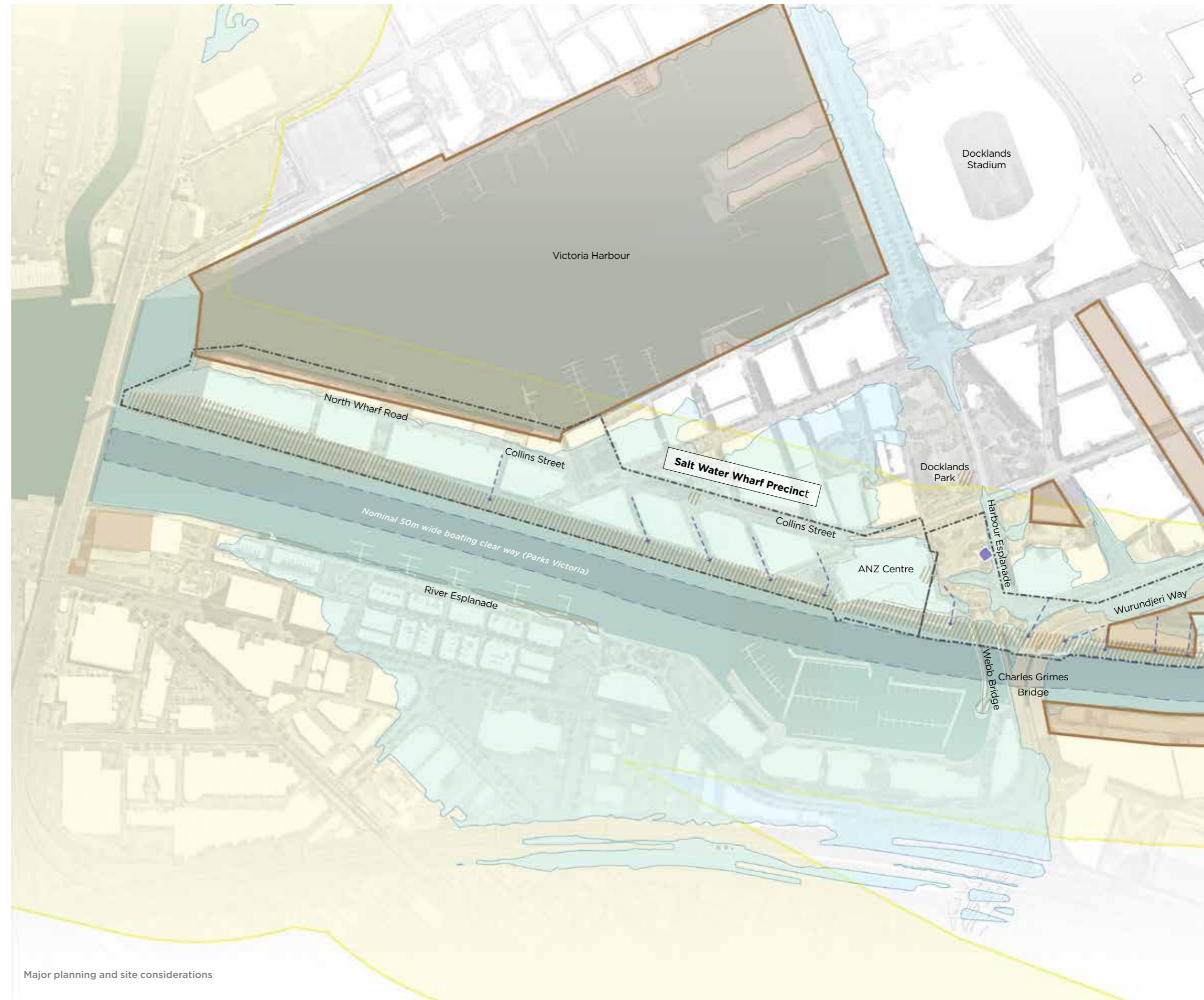
Significant partnership, engagement and consultation with stakeholders and authorities will be required to obtain necessary approvals. All partnerships must consider the Yarra River Protection (Wilip-gin Birrarung murrong) Act 2017 and City of Melbourne's Yarra River - Birrarung Strategy (2019).

The master plan must consider a number of key site values and planning issues, including:

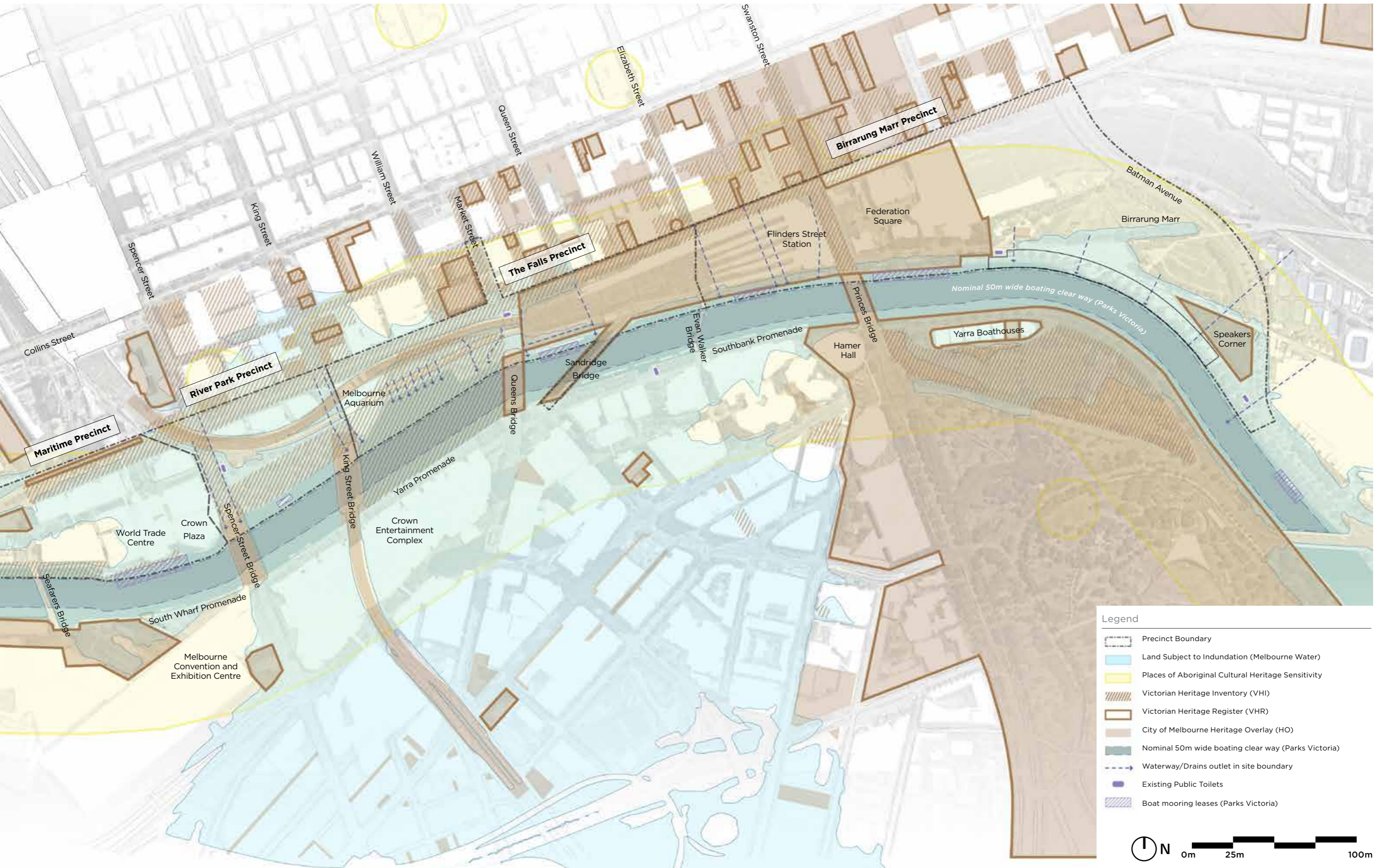
- Aboriginal cultural heritage (tangible and intangible), non-Aboriginal cultural heritage (built form and archaeological)
- flood management and drainage
- land management and urban planning
- maritime operations and commercial leasing
- ecological values of existing flora and fauna
- rail, road and transport infrastructure and operations
- services operations and maintenance.

The map shown identifies key spatial and built-form constraints, including:

- land subject to inundation through flooding
- known Victorian and local government heritage protection sites
- areas of Aboriginal cultural sensitivity
- key drains and waterways
- navigable waterway zones.



Major planning and site considerations



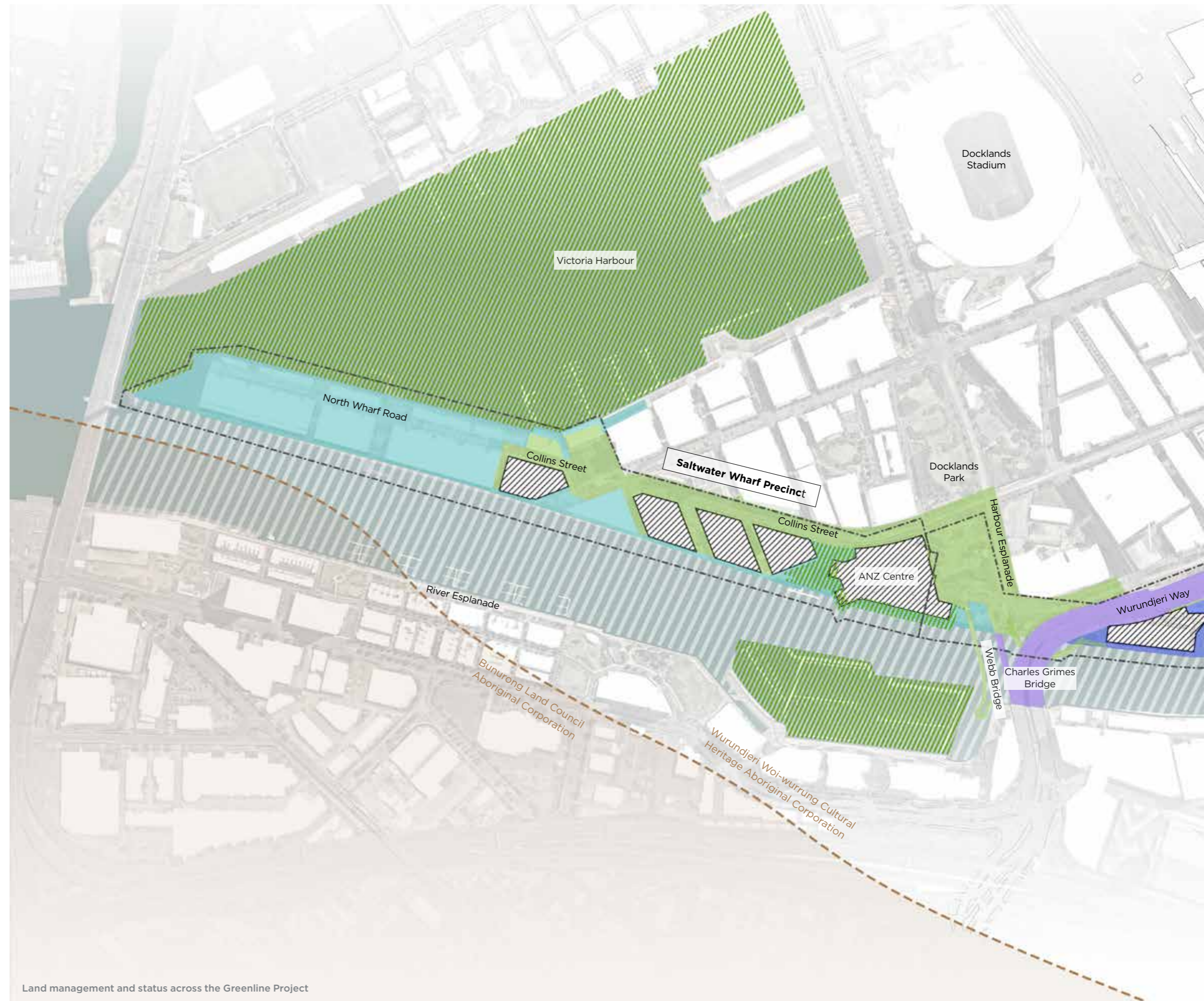
LAND MANAGEMENT AND STATUS

Land within the Greenline Project boundary is owned and managed by a range of stakeholders, including the City of Melbourne.

As a major city-shaping project, the Greenline Project will rely upon partnerships with all relevant stakeholders, including but not limited to:

- Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation
- Victorian and Australian Governments
- government agencies and authorities, such as Development Victoria, Parks Victoria, Melbourne Water, VicTrack and Melbourne Arts Precinct Corporation
- private property owners
- community members
- local businesses.

The map shown key land owners, managers and responsible authorities, as well as the Registered Aboriginal Party for the area.

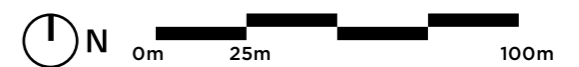


Land management and status across the Greenline Project



- Legend**
- Master Plan Precinct Boundary
 - Registered Aboriginal Party Boundary
 - Melbourne Water / Parks Victoria (responsible authorities)
 - City of Melbourne (land owner and/or manager)
 - City of Melbourne (land owner - leased to Melbourne Aquarium)
 - City of Melbourne (land manager only - owned by Others)
 - City of Melbourne / VicTrack (land owner and/or manager)
 - VicTrack (land owner)
 - VicTrack (part land owner)
 - Privately owned (various land owners)
 - CityLink (responsible authority)
 - VicRoads (responsible authority)
 - Development Victoria (land owner - maintenance - management to be determined)
 - Melbourne And Olympic Parks Trust (land owner)
 - Melbourne Arts Precinct Corporation (MAPCO)
 - Victorian State Government (land owner)

Note: The information shown in this plan is indicative and for discussion purposes only.





HEALTH AND WELLBEING OF COUNTRY



Image: Artistic impression
The Falls Precinct

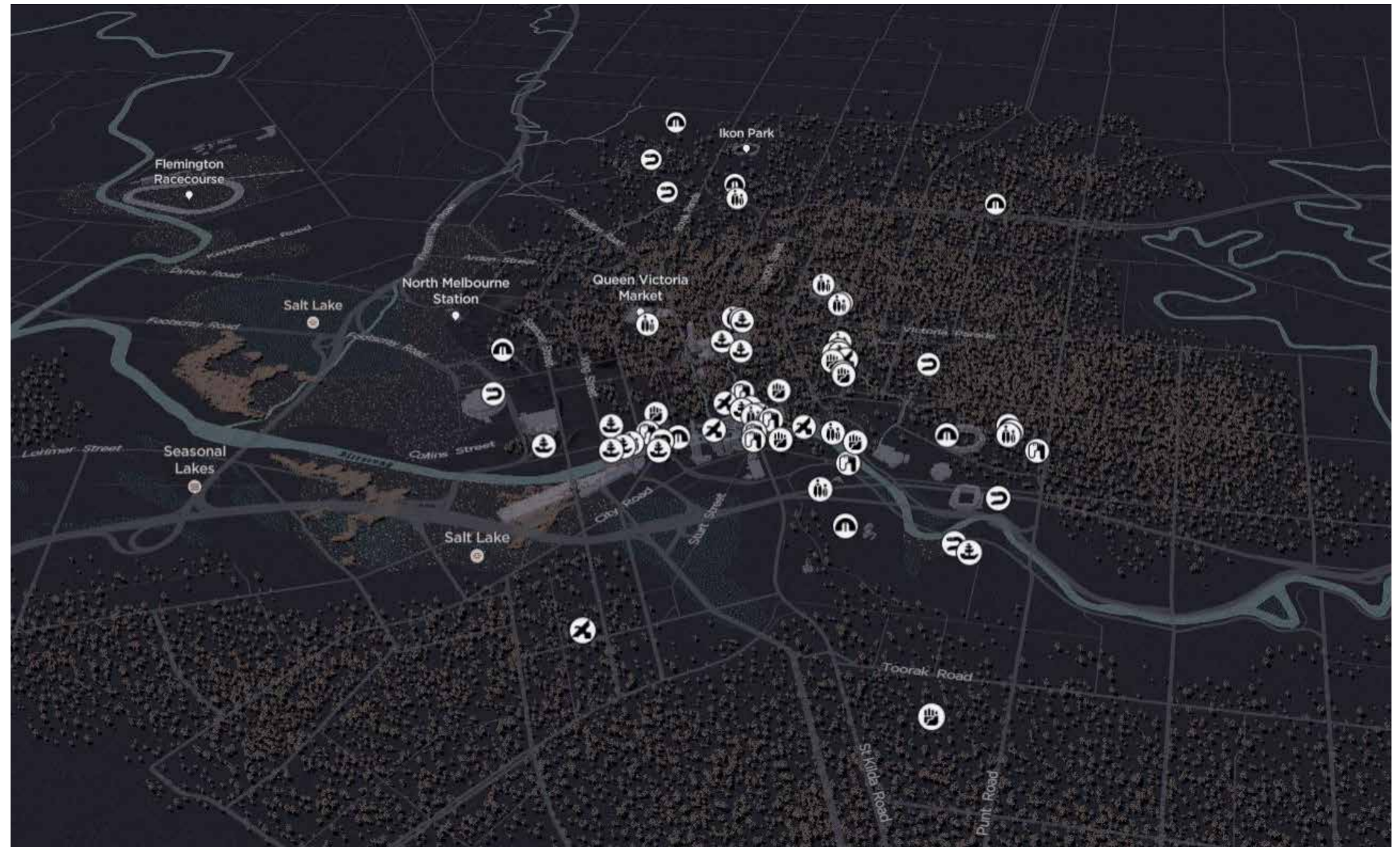
ENGAGEMENT WITH WURUNDJERI WOI-WURRUNG

The City of Melbourne has developed strong partnership with the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation, the Registered Aboriginal Party for the Greenline Project area. This commitment to raising awareness and promoting Melbourne’s Aboriginal heritage and culture are major initiatives of the Council Plan 2021-25 and the Innovate Reconciliation Action Plan 2021-23.

Authentic and ongoing engagement is central to all aspects of the Greenline Project and supports City of Melbourne’s commitment to the Reconciliation Action Plan and vision to ensure that Aboriginal cultures are central to Melbourne’s identity. The Yarra River - Birrarung will be acknowledged as a ‘living entity,’ as required by the Yarra River Protection (Wilipgin Birrarung murrong) Act, reinforcing the connection between the city and the river as an Aboriginal place.

The ongoing Aboriginal Melbourne mapping project undertaken by City of Melbourne in partnership with Traditional Owners is building our shared understanding of this Country. It identifies a variety of cultural themes connected with the river and the north bank. The project exemplifies City of Melbourne’s commitment to promoting Aboriginal culture, which will continue on the Greenline Project.

The use and inclusion of cultural knowledge in the project will be subject to the approval of Wurundjeri Woi-wurrung and other relevant knowledge holders and follow Aboriginal Cultural Intellectual Property (ICIP) protocols.



Mapping Aboriginal Melbourne



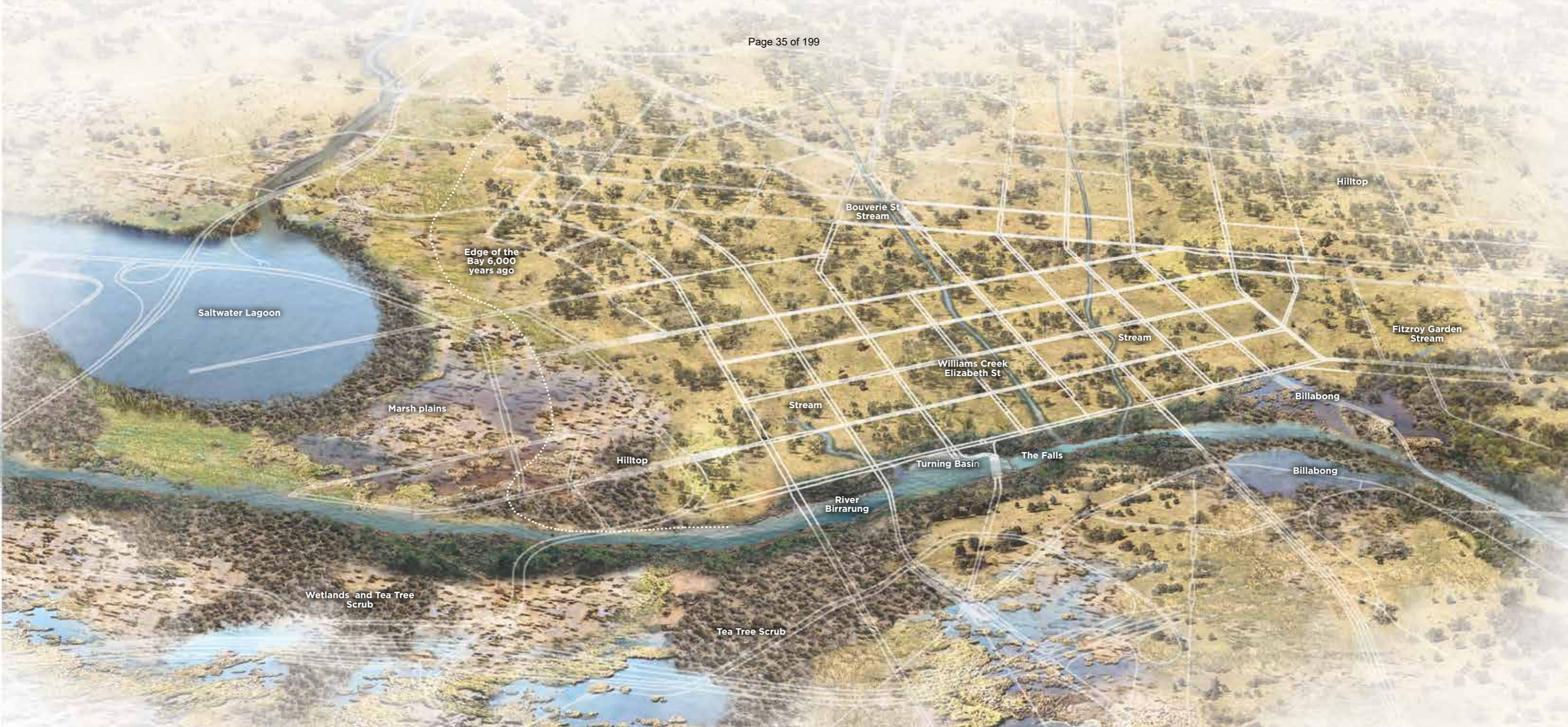
Artistic Impression: A reading of waterways, geology and river courses over time



Artistic impression

The Birrarung is a river of mists and shadows – the river and its environs are a living, breathing entity that follows Wurundjeri Woi-wurrung songlines and forms a central part of the Dreaming of the Wurundjeri. A Dreaming that links the billabongs, wetlands and swamps in the upstream forests, across the meandering plains and out to the salt water. We the Wurundjeri are connected to the Birrarung through spirit, culture and nature.

Nhanbu narrun ba ngargunin twarn Birrarung – Ancient spirit and lore of the Yarra, Wurundjeri input into Yarra Strategic Plan



Artistic impression

The City of Melbourne grew out from the banks of the Birrarung – the river has allowed it to become the vibrant city it is today, but this has come at great expense to the Wurundjeri.

Nhanbu narrun ba ngargunin twarn Birrarung – Ancient spirit and lore of the Yarra, Wurundjeri input into Yarra Strategic Plan



Artistic impression

The Wurundjeri have lived with and known the Birrarung since the beginning. The Birrarung is now shared by many Victorians, who value the river and its surrounds for what they bring to the beauty of our city.

Nhanbu narrun ba ngargunin twarn Birrarung – Ancient spirit and lore of the Yarra, Wurundjeri input into Yarra Strategic Plan



Artistic impression

Wurundjeri invites all people to see the Birrarung through our eyes, to talk with us to understand our values, and to partner with us to re-energise the river as we fulfil our cultural duty in bringing the Birrarung back to environmental, cultural, ceremonial and spiritual health.

Nhanbu narrun ba ngargunin twarn Birrarung - Ancient spirit and lore of the Yarra, Wurundjeri input into Yarra Strategic Plan

HEALTH AND WELLBEING OF COUNTRY FRAMEWORK

The values, rights and lore of Country should guide decision-making for the project. We have established a framework that recasts the brief through a Wurundjeri Woi-wurrung lens.

It has been created by drawing from the extensive work undertaken to date by Wurundjeri Woi-wurrung, City of Melbourne, Aboriginal Melbourne and ongoing work by the Aboriginal Design and Partnerships team, integrated within the master plan team. It will evolve as the project develops.

We aspire that the project improves the health and wellbeing of Country. As such, the framework identifies five principles:

Indigenous ecosystems return

Re-establish habitat for fauna related to this part of Country by reintroducing ecologies and designing urban environments that allow humans and non-humans to thrive together.

Healthier waterways

Rebuild a relationship of care between humans and the river by improving water quality and habitat for water-based fauna, and by telling the stories of the waterways as an integrated living entity.

Connection to Country and Culture

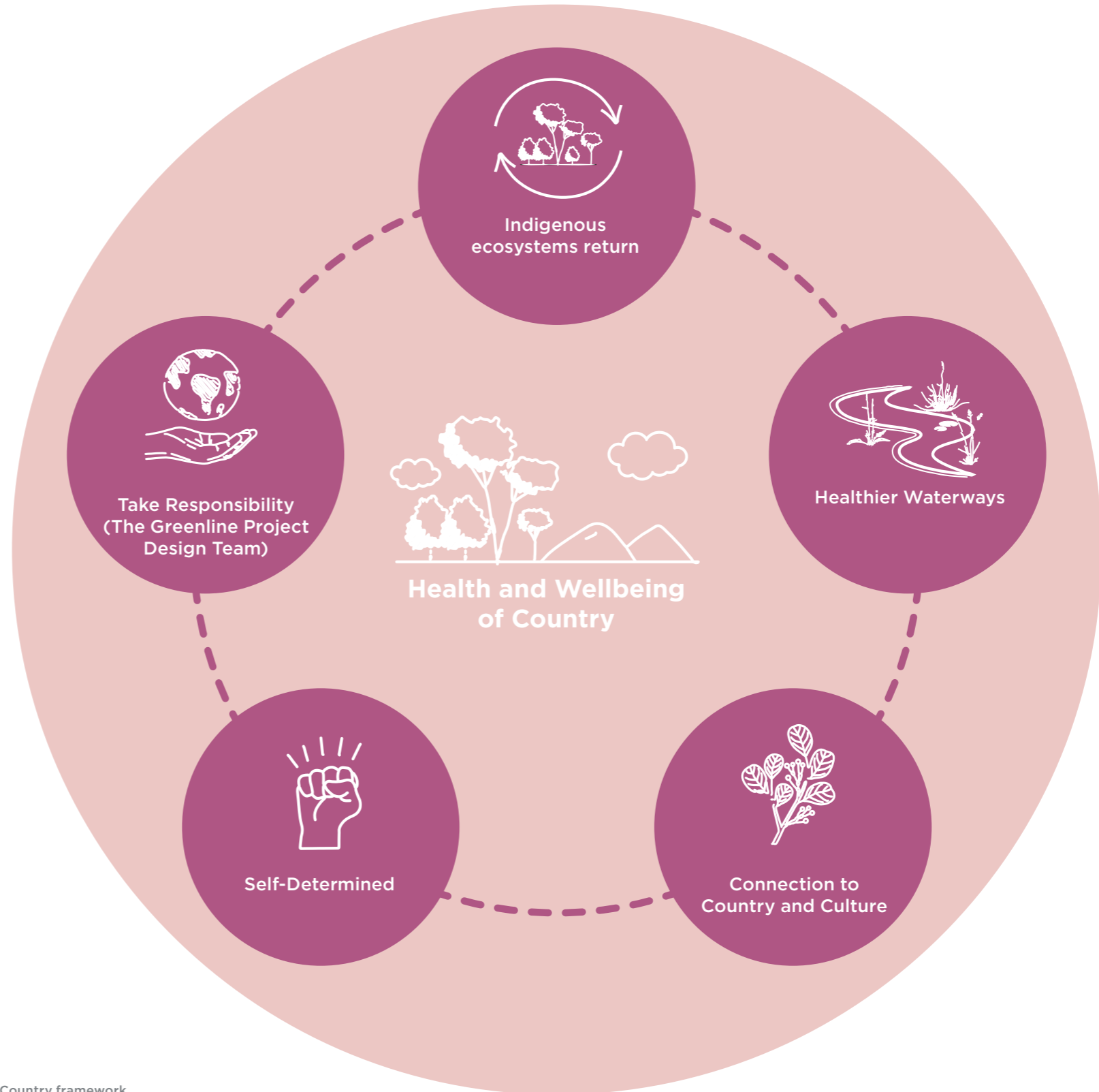
Reveal the markers, stories, truths and practices of Country in place to strengthen everyone's connection to Wurundjeri Woi-wurrung Country and culture.

Self-determined

Ensure that the process of designing and delivering the Greenline Project respects, and is guided by, Wurundjeri Woi-wurrung cultural protocols, processes and opportunities.

Take Responsibility

Understand that built environment processes of the past have caused harm to Country, culture and community and that it is the responsibility of all involved in the project to learn from the past, cause no more harm and design for future generations, both human and non-human.



Health and wellbeing of Country framework



Indigenous Ecosystems Return

Objectives



Re-establish habitat

Identify locations for indigenous species and understand their habitat, life cycle requirements and suitable conditions.



Healthier Waterways

Objectives



Increase aquatic vegetation

Plan land-water access, wetlands and riparian vegetation with Indigenous species. Consider ephemeral planting.



Connection to Country and Culture

Objectives



Read Country

Understand the layers of Country and where they can be revealed and returned through the tangible and intangible markers of Country. This includes materiality, language, stories of place, seasons and natural systems. Engage with Wurundjeri Woi-wurrung decision-makers to understand and embed their histories the way they need to be told.



Self-determined

Objectives



Cultural Authority

Engage with Wurundjeri Woi-wurrung decision-makers on cultural interpretation and Country.



Take Responsibility

Objectives



Past

Respectfully reveal the histories of Country, reflecting on Aboriginal perspectives and truthfully conveying the complete story.



Strengthening the ecological corridor

Find suitable plant species based on realistic opportunities, understanding their vertical and horizontal connections.



Cleaner water entering river

Identify water sources (local versus major catchment), plan integrated water management and develop water cleaning strategies.



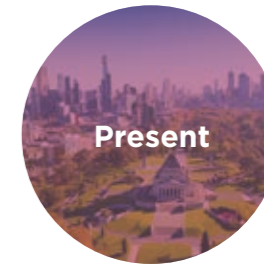
Understand cultural practice

Design for gatherings, ceremonies and education at key locations, co-locating where possible. Prioritise culturally safe practices. Identify management and operational approaches that do not create barriers to connection. Review and resolve physical and systemic barriers that may prevent genuine connections to Country.



Caring for Country

Understand and integrate Wurundjeri Woi-wurrung land management and caring for Country practices into the design.



Present

Apply past lessons, prioritise no further harm and work to restore and celebrate Country, culture and community.



No new barriers

Establish design principles for selecting materials and forms that are friendly to habitat, and detail elements that align with the objectives.



Make evident the confluence of waterways and drains

Narrate river functions based on form and location, craft educational stories and commemorate the confluence of water.



Resources for cultural practice

Engage with Wurundjeri Woi-wurrung to understand plant species relevant to cultural practices and incorporate them throughout the project, more densely adjacent to cultural nodes. Understand the shared histories of place and identify where and how these stories can be told, leaving space for the future.



Prioritise economy opportunity

Prioritise opportunities for Wurundjeri Woi-wurrung and other Victorian Aboriginal and Torres Strait Islander businesses in the project.



Future

Take a multi-generational approach to design decision-making, accounting for the impact on Country, Wurundjeri Woi-wurrung and the community.



MASTER PLAN OVERVIEW



Image: Artistic impression
The Falls Precinct

MASTER PLAN VISION THE WOVEN LINE

The woven line is a design approach for the north bank of the Yarra River - Birrarung that brings together multiple stories, cultures, ecologies, connections and places into one cohesive project vision. It represents a transformative shift in the way people will relate to the city and its river. It acknowledges how - for millennia - Wurundjeri Woi-wurrung people, along with their neighbouring Kulin nations, have had a reciprocal relationship with this Country.

The woven line plans for a bold, continuous and generous riverside journey along the north bank of the Yarra River - Birrarung, interweaving and revealing new narratives, experiences and destinations.

It defines new places where a city and its people come together to embrace the beauty, history, culture and biodiversity of the river.

It will deliver significant value for Melbourne, contributing to the city's economy, environment, tourism, health, wellbeing and overall resilience. The project will deliver direct economic benefits such as jobs, investment and visitation, and create opportunities for increased commercial activity.

Weaving with Country

The master plan is based on designing with Country and listening to the river. Informed through respectful engagement with Traditional Owners, the Greenline Project recognises the natural and cultural values of its setting and establishes strategies for ongoing recognition, repair and celebration.

Weaving Ecologies

The master plan recognises the Yarra River - Birrarung as a living entity, with environmental strategies that seek to improve habitat value, ecological connectivity and increase biodiversity to contribute to the overall health of the river and Country.

Weaving Connections

The master plan identifies a generous and continuous 4-kilometre pathway that re-connects people to the Yarra River - Birrarung and its adjacent precincts. It creates an unfolding journey, responsive to the distinctive opportunities of each precinct, with place-generated, people-oriented spaces that are active, welcoming and safe.

Weaving Opportunities

The Greenline Project represents tangible and intangible opportunities along the proposed 4-kilometre journey and its adjacent precincts. These include significant economic benefits, visitation and enriched social and cultural experiences.

Weaving Visitation

New destinations, landscapes, journeys and experiences will significantly increase visitation to the river and the city. The project unlocks physical and cultural access to the river, which will draw local workers, communities, school children, interstate and international visitors.



Master plan vision - The woven line illustration



THE WOVEN LINE BIG SPATIAL MOVES

The master plan proposes three 'big spatial moves' to deliver a world-class, contemporary waterfront for the north bank of the Yarra River - Birrarung.

Weaving connections - a continuous river journey

The Yarra River - Birrarung will be connected by a striking, generous, public walkway along its length.

This will be achieved through:

- a continuous promenade experience that links seamlessly to its city context
- a generous 6-metre width (nominal) that prioritises safe and inclusive access for all users
- a pathway designed to unfold and reveal a sequence of views and river experiences
- a hierarchy of path connections that cater for large visitor numbers as well as places for more intimate exploration and discovery
- a diversity of walking experiences, from urban promenades and grand canopy walks, to boardwalks and more informal connections
- connecting visitors to a range of river and park experiences
- catering primarily for pedestrians and low-speed, active transport modes
- facilitating generous and intuitive connections between the promenade, the city and Southbank.

Weaving ecologies - an enriched ecological corridor

The Yarra River - Birrarung will be recognised as a living entity and enhanced as an ecological corridor.

This will be achieved through:

- increasing naturalisation and revitalisation of the river's riparian edge to improve biodiversity and build resilience

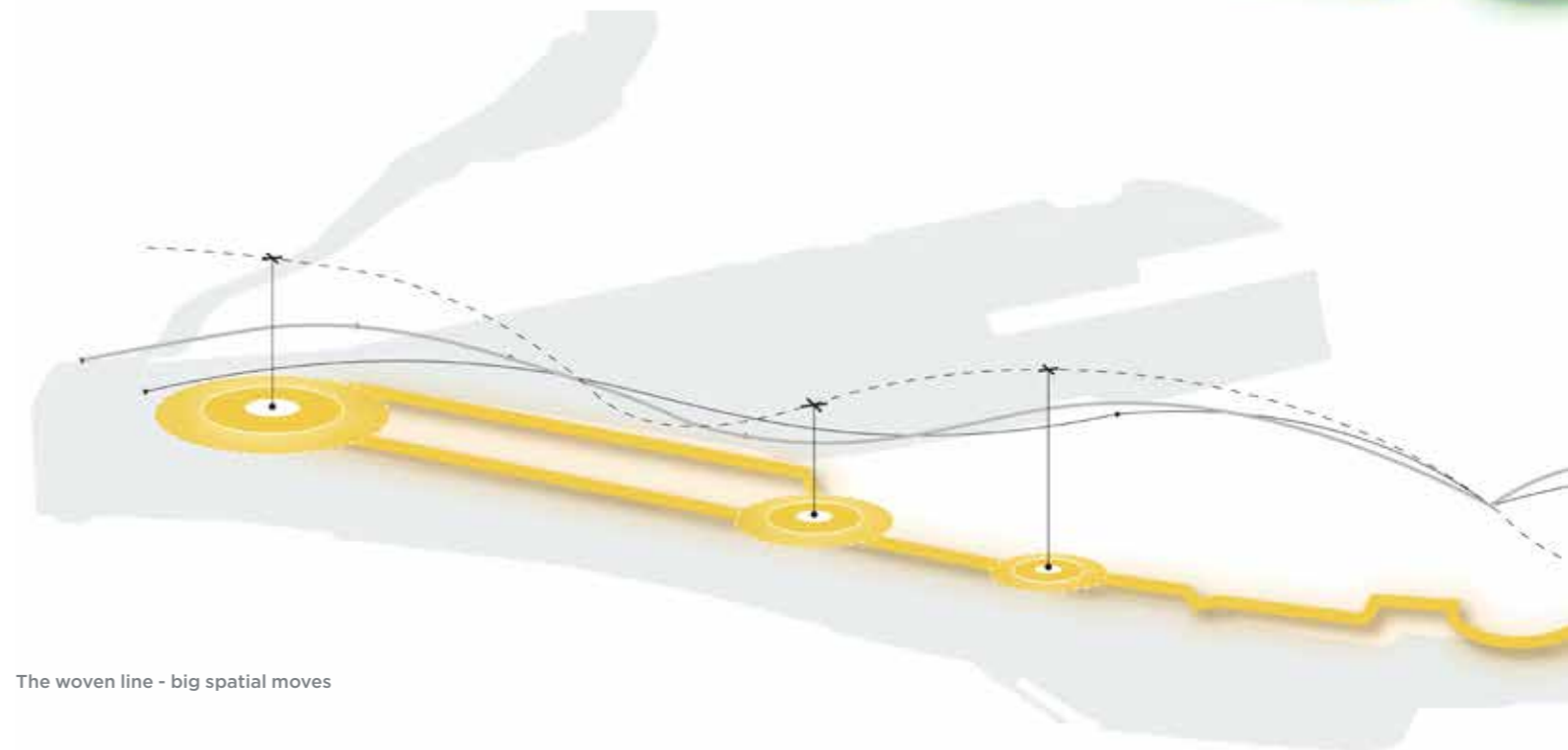
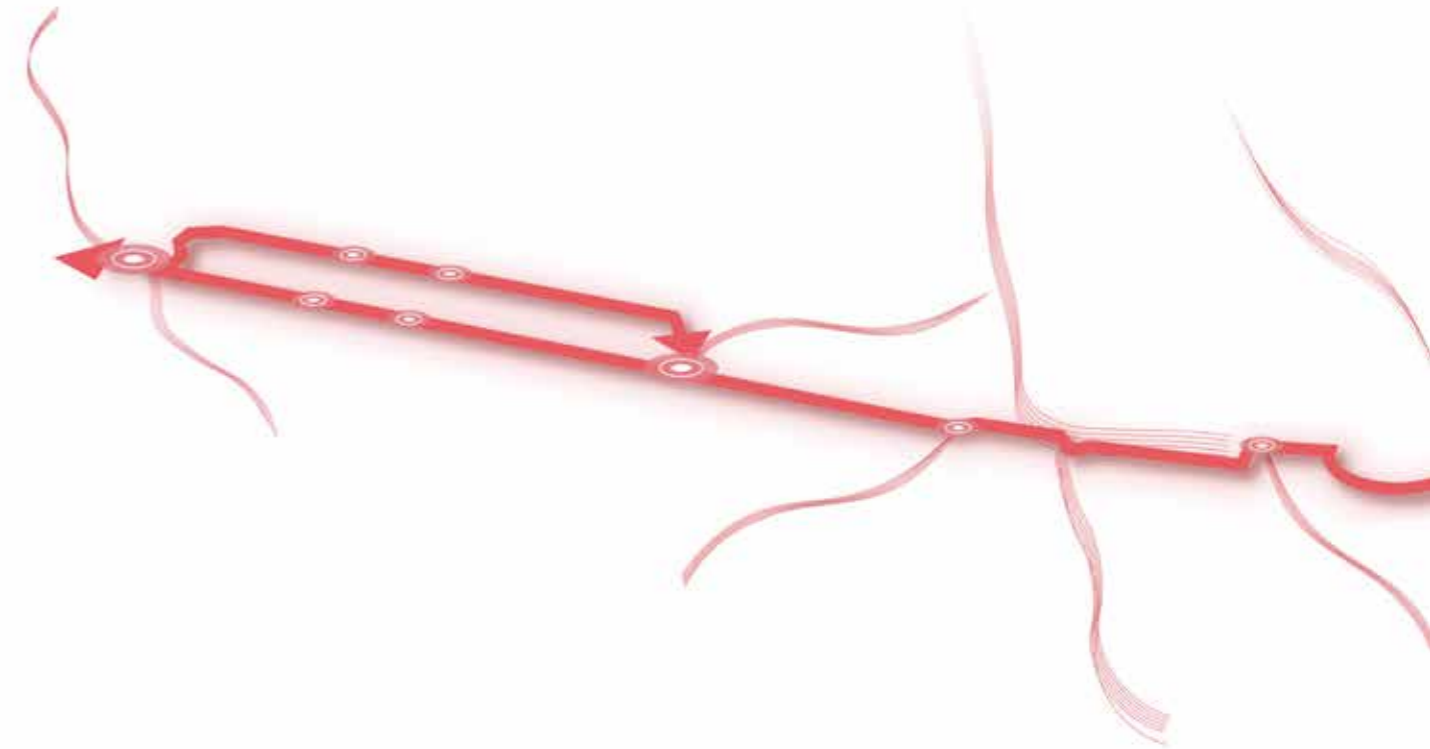
- integrating water quality and management strategies to improve the health of the river and mitigate the effects of climate change
- creating a diversity of indigenous planting outcomes that respond to the river's distinct settings and foster rich habitat and biodiversity outcomes
- connecting visitors to a range of diverse landscape experiences, including floating gardens, water edge ecologies, riparian planting, wetland habitat, curated indigenous gardens and canopy tree plantings
- promoting a range of interpretation and education opportunities at key public interfaces.

Weaving opportunities - a sequence of river destinations

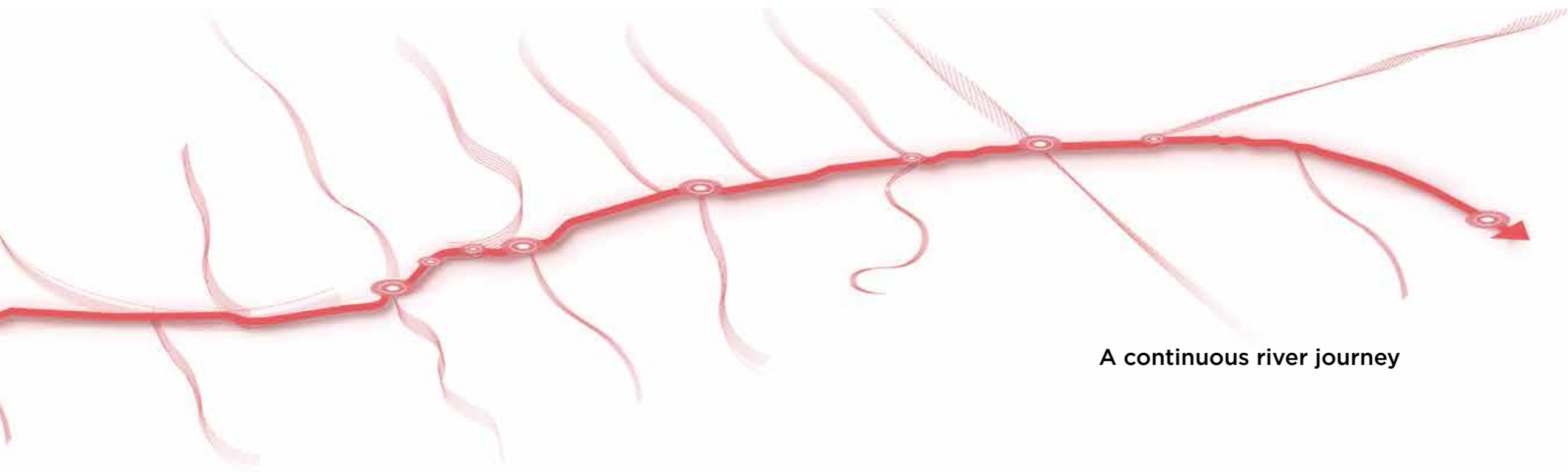
The Yarra River - Birrarung will be enriched with diverse and exciting river experiences, cultural connections and public activities.

This will be achieved through:

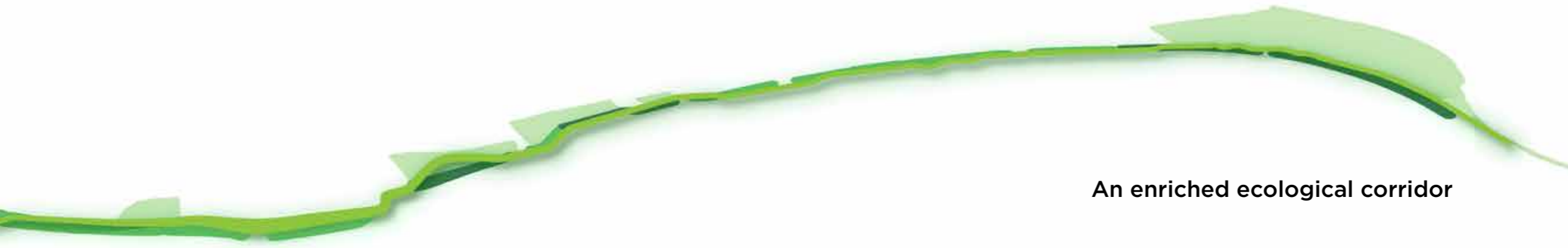
- acknowledging and celebrating contemporary Aboriginal culture and heritage in the public open space, events and activities along the north bank
- creating experiences and destinations that reflect the distinctive spaces along the river
- creating safe, inclusive and welcoming spaces and activities that encourage use by all genders, sexualities, ages, abilities and cultural backgrounds
- connecting visitors to the rich layers of heritage and culture of the Yarra River - Birrarung and the city
- establishing cultural meeting places that express Melbourne's diverse history and contemporary culture
- establishing education hubs where visitors are encouraged to interact and learn about the river and its ecologies
- fostering habitat, public activities and enjoyment at the river edge
- improving connections with existing destinations and attractions, such as bars and restaurants
- facilitating different ways for people to connect with the river, from the grand to the intimate.



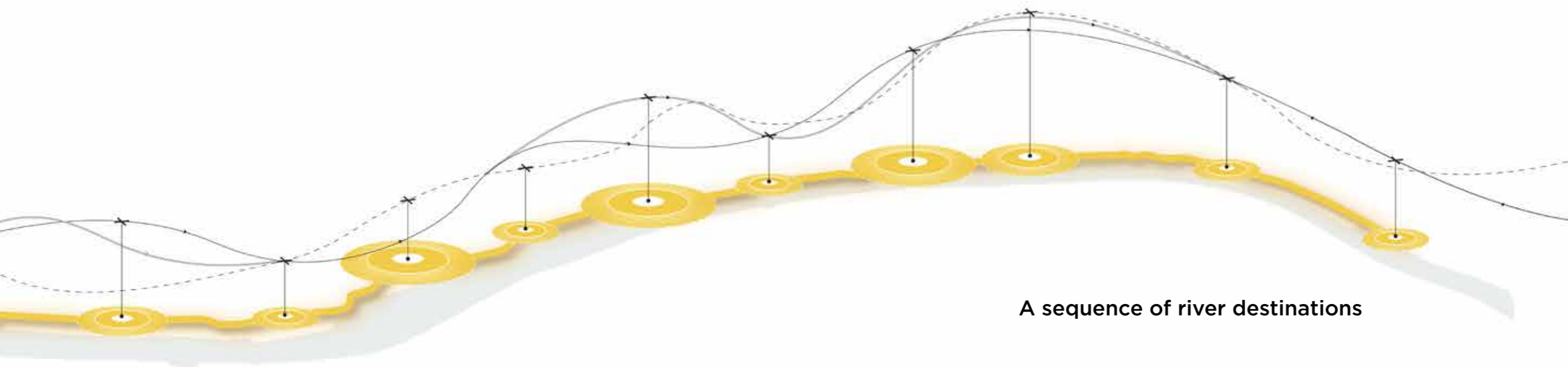
The woven line - big spatial moves



A continuous river journey



An enriched ecological corridor



A sequence of river destinations

ECOLOGY

River as a living entity – creating a living, healthy ecosystem

The *Yarra River Protection (Wilip-gin Birrarung murrnong) Act 2017* recognises the Yarra River – Birrarung as a living entity. As custodians of the living river, we are focused on caring for its health and improving its function as an ecological corridor.



Woven line threads

Planting and ecology

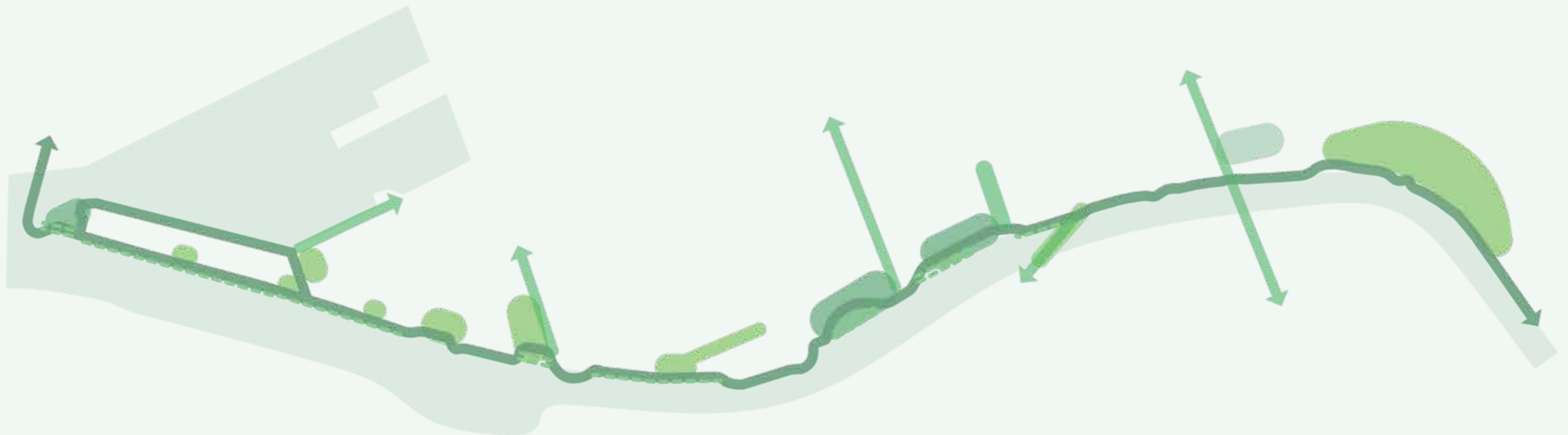
Create a biodiverse riverfront that reflects the character and qualities of the river's indigenous landscape.

Integrated water management and flood mitigation

Safeguard the river's health by processing water on-site and improving its ability to withstand floods.

Resilience and climate change

Design to be more resilient by adapting to climate change impacts, becoming energy efficient and developing a circular economy.



CULTURE

Authentic stories and experiences – a cultural landscape

The north bank of the river is a special place, layered with heritage and culture. We will tell stories of the diverse cultures and histories of the Yarra River - Birrarung.

Truth-telling and reconciliation are central to the cultural role of the Greenline Project: acknowledging and sharing the history of this place and people, and reckoning with the history of the city to continue Melbourne's reconciliation journey.

Other important cultural threads are Melbourne's rich urban, maritime and ecological history as well as a thriving creative, sport and entertainment culture.



Woven line threads

Wurundjeri Woi-wurrung culture and identity

Create and celebrate meaningful places and connections for a range of cultural activities.

Melbourne's history

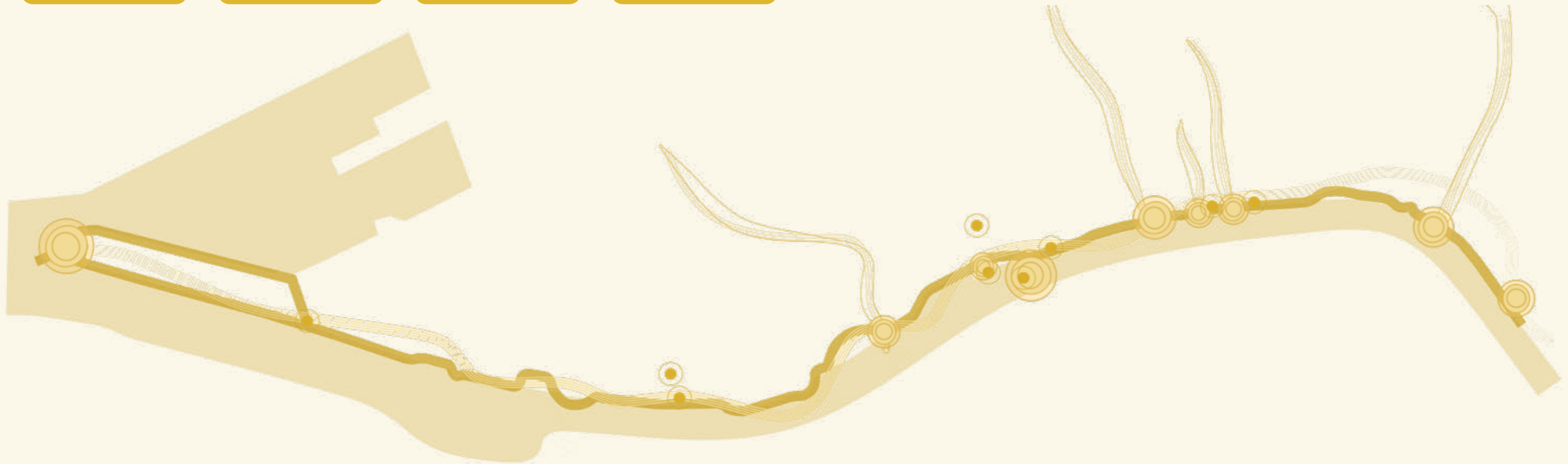
Acknowledge culturally significant sites and showcase Melbourne's distinctive identity.

Creative strategy

Realise a suite of compelling public artworks and experiences.

Wayfinding and interpretation

Integrate wayfinding and interpretation methods to enhance the visitor experience.



PLACE

Melbourne's unique character and place - inclusive, safe and accessible

The Yarra River - Birrarung has flowed for thousands of years. Over its recent past, the character of the north bank has been shaped by the built form of the city, urban infrastructure and changing land uses.

As the population of the city continues to grow, so does the need for high-quality public open space. A better north bank will provide a better public realm and more accessible open space.



Woven line threads

Open space and park network Define a series of inviting, public, open riverfront spaces.	Events and programming Create a welcoming environment through a diversity of events and programs.	Lighting Create a 24-hour, safe and engaging night time experience.	Built form Reconsider the built form's relationship to the river.	Digital strategy Improve the quality of open space and elevate visitors' experiences with spatially embedded digital infrastructure.	Safety and inclusivity Create an inclusive, accessible riverfront.	Value creation Identify opportunities to create value for existing and future businesses.
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CONNECTION

A connected and vibrant waterfront – a continuous journey

As the closest point of access to water from the CBD, the north bank connects visitors with the river and other destinations. The Greenline Project prioritises the safety and inclusive accessibility of these links. It presents a vibrant waterfront, connected both along its length and to its city context.



Woven line threads

A generous promenade

Create a clear, navigable and uninterrupted journey along the river.

Pedestrian links and active transport

Connect the riverfront seamlessly with the city and prioritise a pedestrian-focused shared path along the Greenline.

Water-based uses

Promote a diversity of uses on and along the river.



ILLUSTRATIVE MASTER PLAN

The Greenline Project illustrative master plan is an ambitious vision of what the project could be. Detailed and tested designs will be developed in the precinct planning and subsequent concept design phases.



Artistic impression

← xx Approximate view locations



14 Collins Wharf park



13 North Wharf Road river frontage



12 Collins Street river frontage



11 Seafarers river frontage



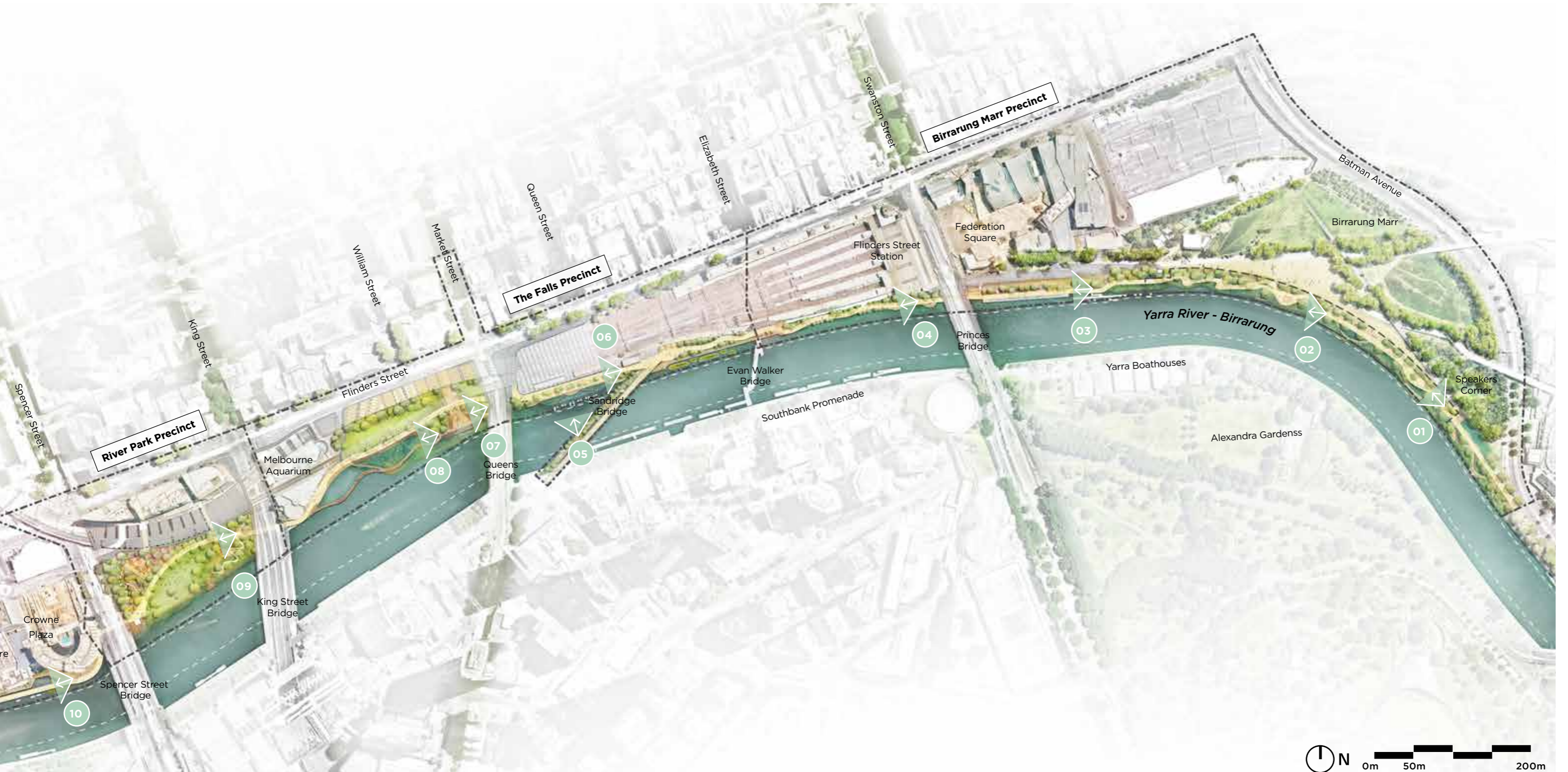
10 World Trade Centre Crowne Plaza



09 Batman Park



08 The Turning Basin and Enterprize Park



07 Customs Square and Enterprize Park



06 Banana Alley vaults



05 Sandridge Bridge



04 Flinders Walk



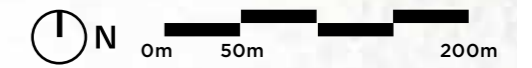
03 Federation Wharf



02 Fig Tree Boardwalk

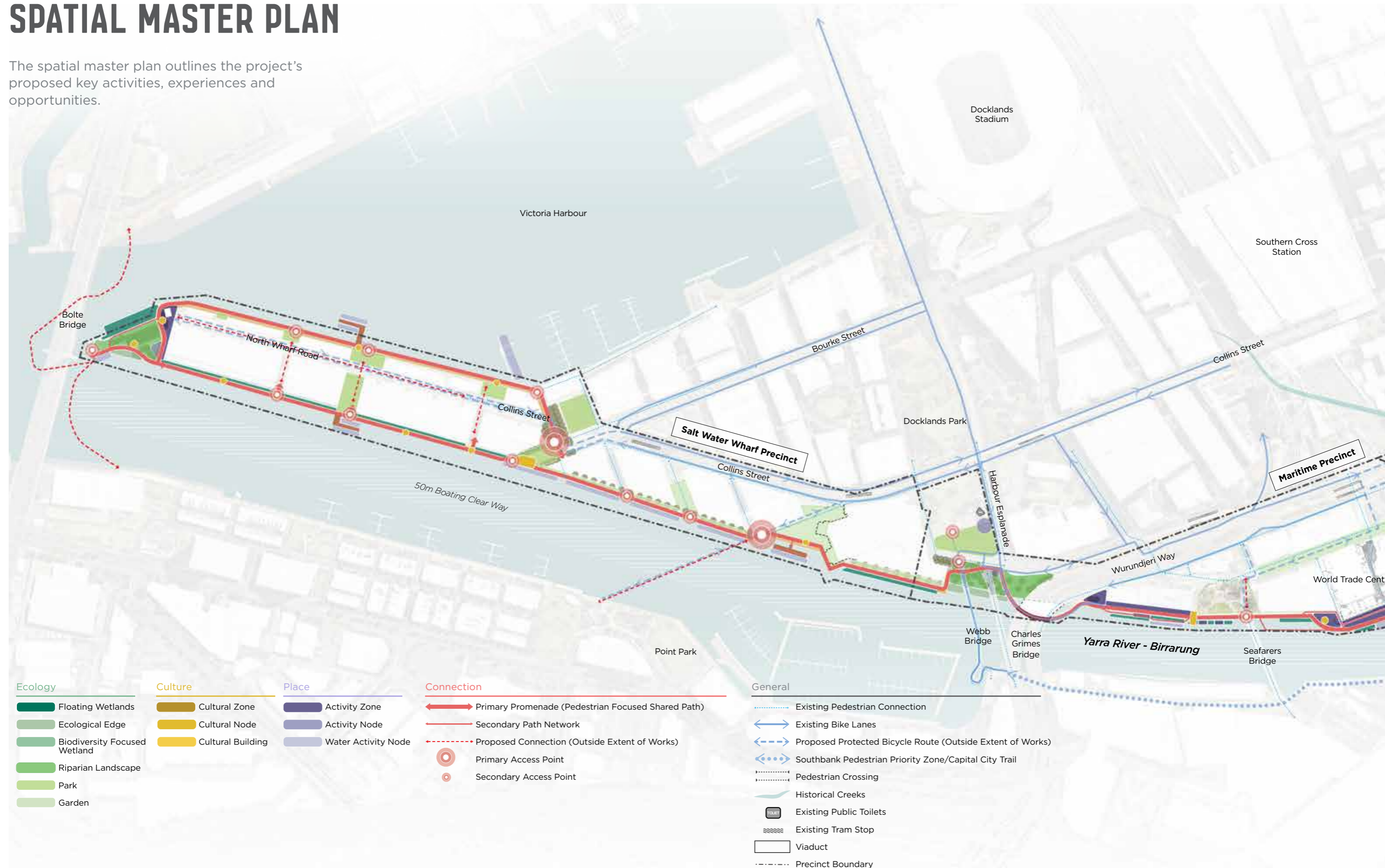


01 Greenline Promenade



SPATIAL MASTER PLAN

The spatial master plan outlines the project's proposed key activities, experiences and opportunities.



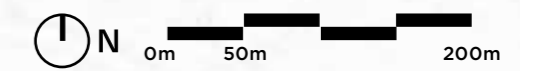
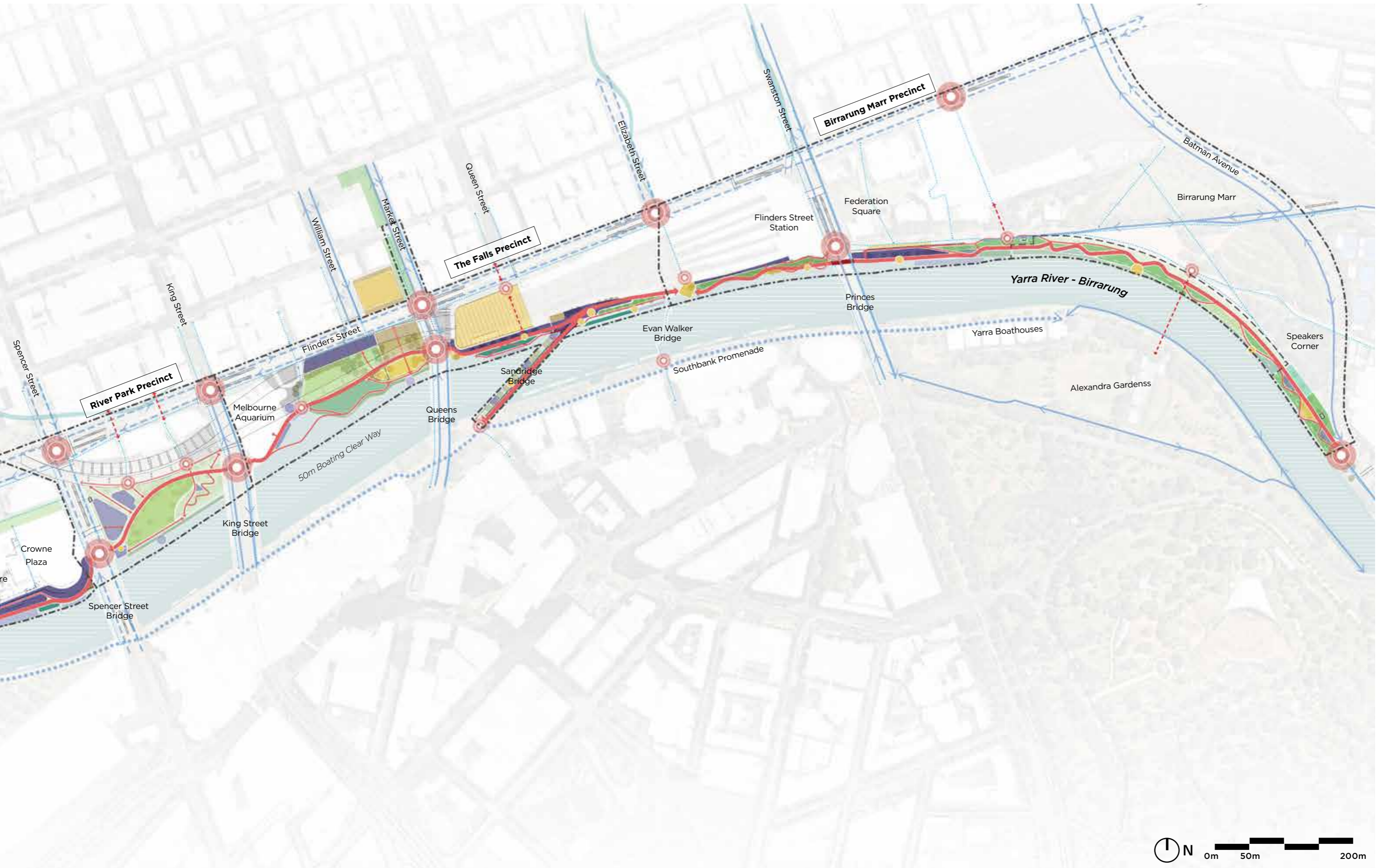
- Ecology**
- Floating Wetlands
 - Ecological Edge
 - Biodiversity Focused Wetland
 - Riparian Landscape
 - Park
 - Garden

- Culture**
- Cultural Zone
 - Cultural Node
 - Cultural Building

- Place**
- Activity Zone
 - Activity Node
 - Water Activity Node

- Connection**
- Primary Promenade (Pedestrian Focused Shared Path)
 - Secondary Path Network
 - Proposed Connection (Outside Extent of Works)
 - Primary Access Point
 - Secondary Access Point

- General**
- Existing Pedestrian Connection
 - Existing Bike Lanes
 - Proposed Protected Bicycle Route (Outside Extent of Works)
 - Southbank Pedestrian Priority Zone/Capital City Trail
 - Pedestrian Crossing
 - Historical Creeks
 - Existing Public Toilets
 - Existing Tram Stop
 - Viaduct
 - Precinct Boundary



SPATIAL MASTER PLAN - DESIGN ELEMENTS

The spatial master plan provides a framework for the design of each precinct, demonstrating how the woven line themes and threads can be applied to form spatial outcomes across all locations.

The spatial master plan for each precinct is partnered with an illustrative master plan, which gives an indication of how the final design may evolve. Following the Greenline Project Master Plan, each precinct will undergo a separate and more rigorous precinct planning and concept design process where these plans will be further tested, developed and finalised.

Ecology

River as a living entity

A series of green spaces and ecological interventions that encompass both aquatic and terrestrial environments.



Floating wetlands

Any floating structures supporting vegetation that treats water and provides habitat. City of Melbourne is conducting trials of these structures.



Ecological edge

Various kinds of planted or constructed ecological zones along the water's edge, which may be partly or fully submerged at times and will tolerate salt. This may be constructed elements such as river edge walls for fish and aquatic habitat, or ecological planting along the river's edge.



Biodiversity focused wetland

Areas of planting and water environments that support habitat and increase biodiversity.



Riparian landscape

Planted areas adjacent to the river. Plant selection is based on what historically occurred and species that will thrive in an urban environment. May need to include plants that tolerate saltwater inundation.



Park

Formal parkland, including lawn areas and trees.



Garden

Areas with more garden beds and a horticultural focus on curated native and indigenous plant species.



Culture

Authentic stories and experience

Cultural spaces and buildings along the Greenline will include significant places for Wurundjeri Woiwurrung and other communities.



Cultural zone

Large design areas that focus on place, culture and history.



Cultural node

Points that focus on place, culture and history; for example, through seating, public art, or interpretation.



Cultural building

Existing buildings that have Victorian or local heritage significance and provide important programming or facilities. Many buildings lie outside the project area, but can be connected with the Greenline Project.



Place

Melbourne's unique character and place

Meaningful places of activity and life, whether large, small or on the water.



Activity zone

Large areas that focus on recreation, education or tourism.



Activity node

Smaller places that focus on recreation, education or tourism.



Water activity node

Places where people may access the water's edge directly; for example, boating wharfs, floating pontoons, steps and rock edges.



Connection

A connected vibrant waterfront

Connecting people to the river and along its length via easily navigable entry points and journeys.



Primary promenade (pedestrian focused shared path)

The Greenline Project promenade, nominally 6 metres wide.



Secondary path network

Secondary paths of varying widths, including floating structures and boardwalks.



Proposed connection

Proposed pedestrian-focused connections to the Greenline Project, both inside and outside the project boundary; for example, important crossings over Flinders Street.



Primary access point

Major entries to the Greenline Project, typically located at major roads and intersections.



Secondary access point

Minor entries to the Greenline Project.



PRECINCTS

The Greenline Project's precincts reflect different land management, activities and characteristics. They guide the planning and implementation of key improvements, coordination and advocacy along the north bank of the Yarra River - Birrarung.

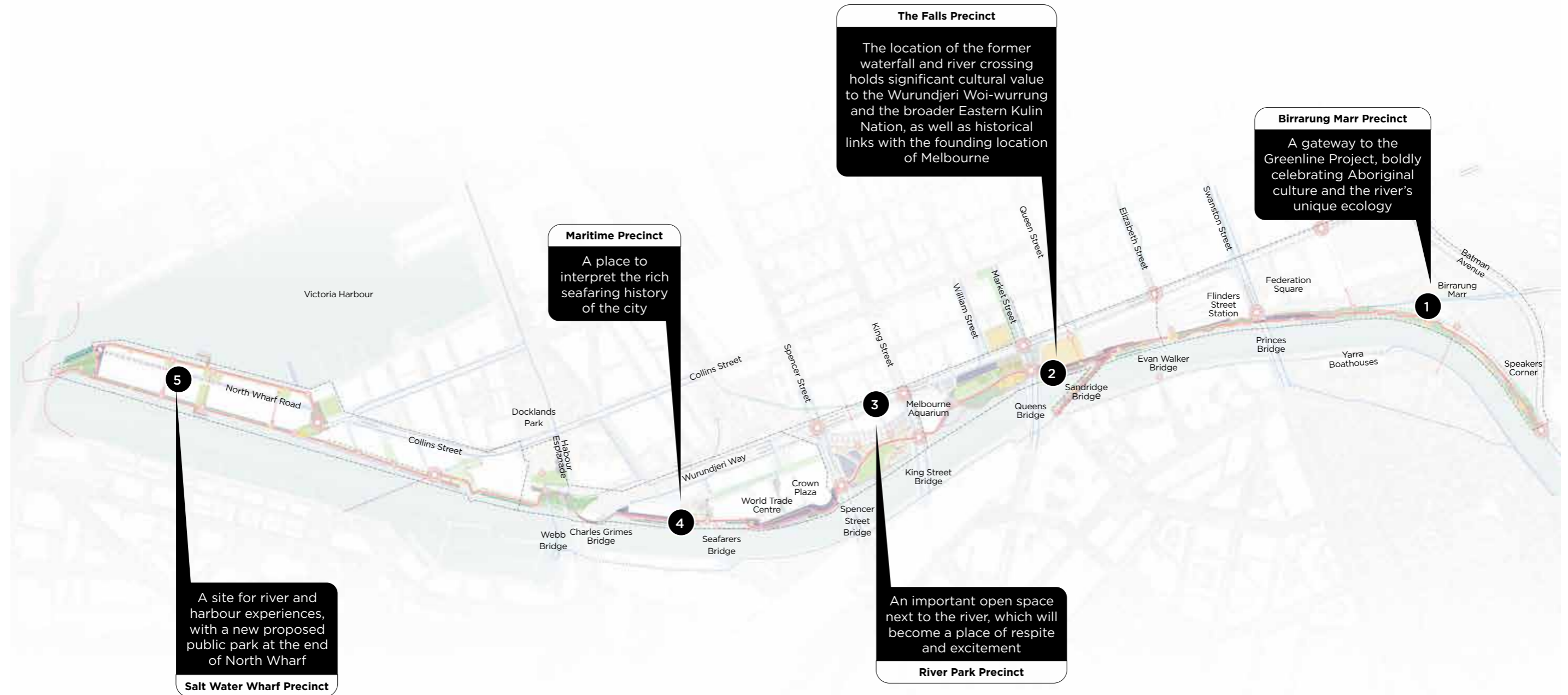




Image: Existing Condition - Flinders Walk

BIRRARUNG MARR PRECINCT

This civic and cultural precinct will be a gateway to the Greenline Project, boldly celebrating Aboriginal culture and Melbourne's ecology. Adjacent to Federation Square and Flinders Street Station, a re-imagined waterside edge will provide an activated river frontage. It will promote this section of the river as an informal amphitheatre for events and celebrations.

The master plan proposes a revitalised river interface at Birrarung Marr, comprising a rich indigenous planted landscape, an accessible water's edge and a clear network of paths while retaining Birrarung Marr's role as an outdoor events space. We will showcase stories about Melbourne, including Wurundjeri Woi-wurrung knowledge and narratives of the river as a living entity.

A rationalised promenade at Federation Wharf will provide a wider, safer environment for pedestrians and better outdoor dining. Proposed terraced seating along the river edge will offer opportunities for informal gatherings while catering for large cultural events and performances. Secondary links will provide continued access for watercraft and unlock space for better habitat.

Flinders Walk has been reimagined to free up more space for people and nature. A new elevated walkway will provide dramatic riverside strolling, socialising and viewing while improving safety and accessibility. Riverside hospitality venues and activation will be integrated into measures to improve ecology, paths and wayfinding.

These proposals will invite greater use of the north bank and improve access to the river and opportunities for tourism and cultural experiences. Increased visitation will stimulate local jobs and activate the local economy. The revitalised spaces will provide safer and more attractive connections to the sports and entertainment precinct.

Master plan actions

River as a living entity Creating a living, healthy ecosystem

Birrarung Marr

- 1A Improve the ecological values of the existing freshwater rain garden at Birrarung Marr.
- 1B Improve the ecological and habitat value of the soft river's edge at Birrarung Marr through the use of riparian planting. Design to be climate resilient including considerations for future impacts of flooding, sea level rise, extreme heat, drought and severe storms.

Federation Wharf

- 1C Improve the ecological and habitat value of the river's edge near Federation Wharf through the use of riparian planting.

Flinders Walk

- 1D Improve the ecological value of the Flinders Walk embankment through the use of riparian and indigenous planting supported by appropriate river edge infrastructure.

Overall

- strengthen and improve the ecological value of the river corridor
- endeavour to retain existing healthy and high-quality trees, and allow for a tree succession plan that fosters the planting of more indigenous species
- use innovative materials with low embodied carbon and high recycled content
- consider the robustness of infrastructure and maintenance requirements for elements that are designed to be inundated without creating new barriers to the movement of aquatic and terrestrial animals and systems.

Authentic stories and experiences A cultural landscape

Birrarung Marr

- 2A Create a cultural node and potential ceremonial place near the southern entry to Birrarung Marr and Speakers Corner, at the beginning of the Greenline Project.

Flinders Walk

- 2B Open views to the historic facade of the Federation Wharf vaults.
- 2C Celebrate historic tributaries where they connect to the river along Flinders Walk through designed experience and interpretation.
- 2D Incorporate a cultural node to celebrate Williams Creek at its drainage confluence beneath Flinders Walk. Review the opportunity for a wider platform at this location to incorporate seating and interpretation.

Overall

- coordinate with the City of Melbourne public art program and management of existing public artworks
- work with Traditional Owners to ensure cultural values, narratives and resources for cultural practice are embedded into the project outcomes
- understand the layers of Country and where they can be revealed and nurtured through markers of Country, including materiality, language, stories of place, seasons and natural systems.

Melbourne's unique character and place Inclusive, safe and accessible

Birrarung Marr

- 3A Create pause points along the primary and secondary links, with seating and other amenities to provide opportunities for respite, learning and connecting to country.
- 3B Retain toilet in its current location.

Federation Wharf

- 3C Work with existing boat operators and Parks Victoria to improve systems for boarding and disembarking and resolve constraints such as river waterway depths, flooding, boat corridor dimensions and access to services.
- 3D Create terraced steps for casual use, large events and water edge activity along the Federation Wharf.
- 3E Enhance riverside hospitality, bars and dining along the Flinders Wharf vaults while sensitively integrating the historic built fabric.
- 3F Improve lighting along Federation Square's southern facades. Ensure that light pollution does not affect the daily cycles of animal species. Activate this precinct with activities to mediate the level change to Princes Walk, outside the Greenline Project extent of works.

Flinders Walk

- 3G Integrate riverside hospitality and activation into the overall ecological and circulation initiatives along Flinders Walk.
- 3H Work with riverside hospitality venues to improve their relationship with the river.

Overall

- we will provide internet access and include future-proofing digital infrastructure, such as smart nodes.

A connected and vibrant waterfront A continuous journey

Birrarung Marr

- 4A Encourage commuter cyclists to use nearby bike routes. Explore opportunities to minimise potential conflicts between pedestrians and commuter cyclists at existing pinch points.
- 4B Integrate existing and proposed pedestrian connections from the river to the sports precinct and Batman Avenue.
- 4C Allow for a potential future pedestrian connection from Birrarung Marr to Russell Street and advocate for improved connections between Federation Square and the river.

Federation Wharf

- 4D Rationalise and simplify pedestrian path connections between Princes Walk, Federation Wharf and River Terrace.
- 4E Provide more bike parking and cycle infrastructure along the Federation Square southern facade for visitors travelling by bike (outside the Greenline Project extent of works).

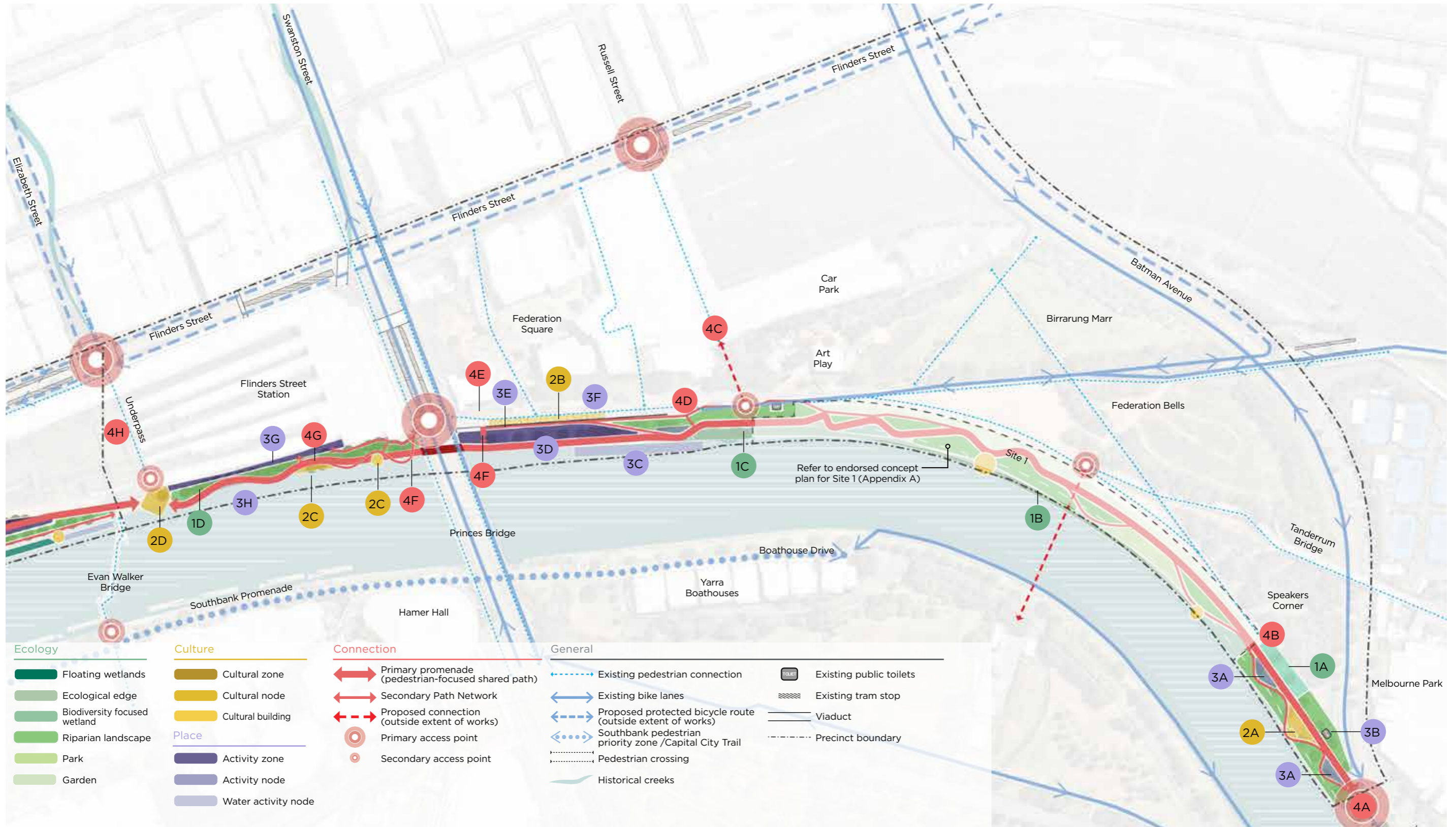
Flinders Walk

- 4F Improve entry, access and wayfinding to the Greenline Project from Flinders Street and Princess Bridge. Improve vertical connections and accessibility across Princes Bridge through new elevated pathways, staircase and public lifts that comply with the Disability Discrimination Act 1992.
- 4G Build a new elevated walkway along Flinders Walk from Flinders Street, offering clear, inclusive and safe access with seating and interpretation spaces.
- 4H Upgrade the Flinders Street Station underpass as a vital pedestrian connection and prominent wayfinding point for the main promenade.

Overall

- create a generous promenade along the length of the precinct, supported by secondary paths
- encourage commuter cyclists to use nearby bike routes keeping the north bank as a pedestrian-focused shared path with recreational cyclists.

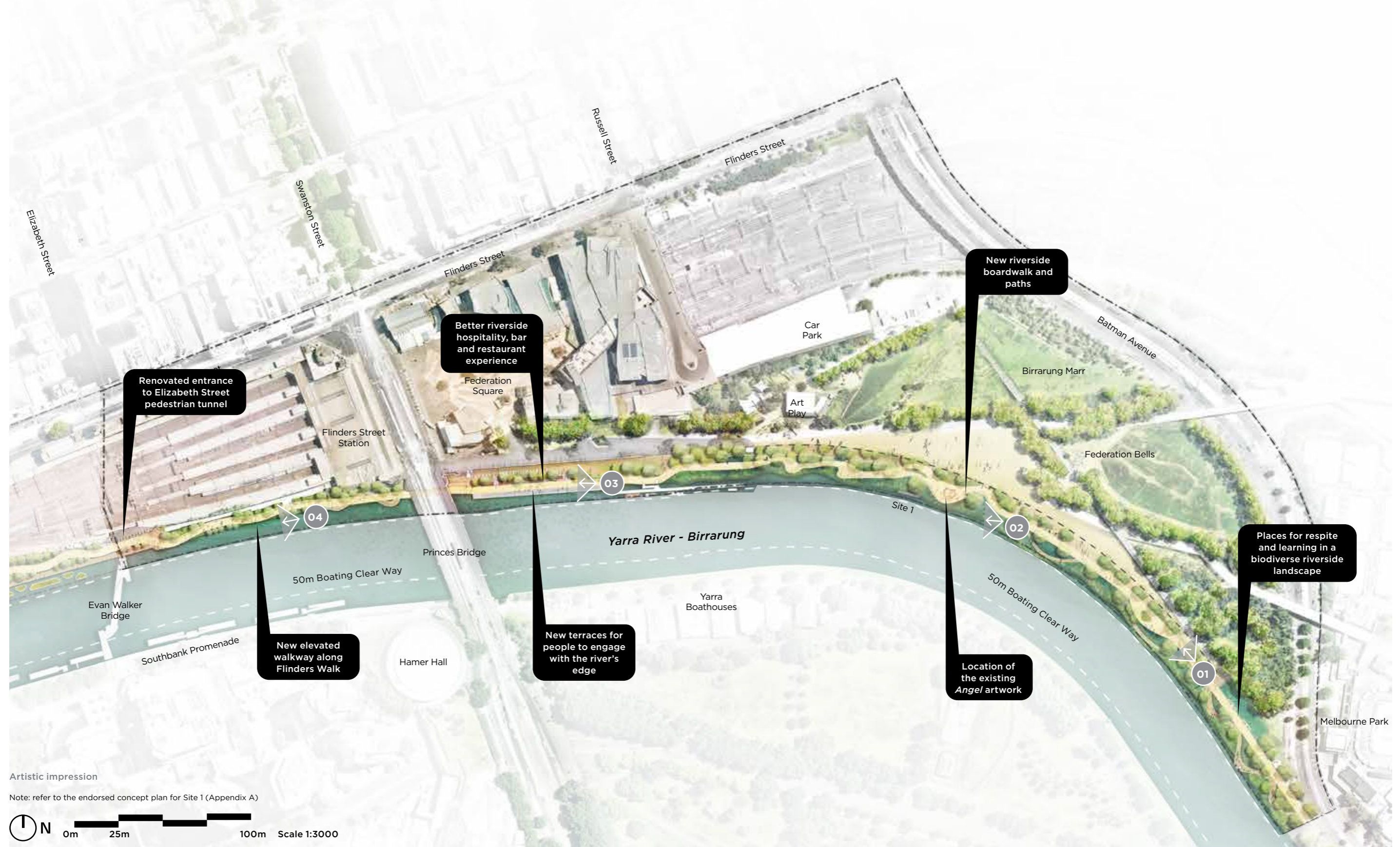
BIRRARUNG MARR PRECINCT SPATIAL MASTER PLAN



- | | | | |
|------------------------------|---------------------|--|--|
| Ecology | Culture | Connection | General |
| Floating wetlands | Cultural zone | Primary promenade (pedestrian-focused shared path) | Existing pedestrian connection |
| Ecological edge | Cultural node | Secondary Path Network | Existing bike lanes |
| Biodiversity focused wetland | Cultural building | Proposed connection (outside extent of works) | Proposed protected bicycle route (outside extent of works) |
| Riparian landscape | Place | Primary access point | Southbank pedestrian priority zone /Capital City Trail |
| Park | Activity zone | Secondary access point | Pedestrian crossing |
| Garden | Activity node | | Historical creeks |
| | Water activity node | | Existing public toilets |



BIRRARUNG MARR PRECINCT ILLUSTRATIVE MASTER PLAN



Artistic impression

Note: refer to the endorsed concept plan for Site 1 (Appendix A)



Birrarung Marr Precinct Site 1 - Greenline Promenade

This place marks the start of the Greenline Project's generous promenade experience along the river's north bank. Entering from the east, visitors can connect with, and stroll along, the river.

An ecological river edge is a place of respite – a place to cool down on hot days. Children and adults of all abilities are immersed in nature through playful moments.



Endorsed Artistic impression for Site 1

Birrarung Marr Precinct Site 1 - Fig Tree Boardwalk

Fig Tree Boardwalk is a pathway to, and respite from, the city; a generous and enticing destination for daily public use. Improved accessibility and seating encourage people to gather or pause beside the river in a cool, shady spot under the trees.

The boardwalk will enhance the impact of existing artworks and strengthen connections to nearby cultural institutions. It will improve the health and growing conditions of the existing fig trees, prolonging their contribution to Melbourne's waterfront character.



Endorsed Artistic impression for Site 1

Birrarung Marr Precinct - Federation Wharf

At Federation Wharf, on the doorstep of the city, we will increase the riverfront public space to create an expansive promenade and a range of new experiences. Seating terraces along the river edge will create opportunities for cultural events and performances on the river, as well as outdoor dining. This is a response to the community's request for event spaces that cater to the local community and visitors and enable interaction with the water.



Artistic impression

Birrarung Marr Precinct - Flinders Walk

Flinders Walk has been re-imagined to create more space for people and nature. A new elevated walkway will improve safety and accessibility and provide additional room for planting.

The area will continue to be a place for socialising and gathering - whether at destinations or along the walkway

looking out across the river. We've heard the community's feedback that increased pedestrian amenity, safety and access are important in this area.



Artistic impression



Image: Existing Condition - Birrarung Marr

THE FALLS PRECINCT

This precinct, centred on the former location of the waterfall in the Yarra River - Birrarung, holds significant cultural value for the Wurundjeri Woi-wurrung and Eastern Kulin Nation peoples. The master plan acknowledges the site's importance and promotes various ways to improve its environmental and cultural qualities.

The waterfall formed a physical boundary between fresh and saltwater river systems. The location was once the primary river crossing for Aboriginal peoples and it also marked the arrival of European colonisers in Melbourne. We propose that Aboriginal, maritime and immigration histories be revealed through physical access to water, improved biodiversity, improved views and vantage points, artistic interpretations and the adaptive re-use of physical assets.

The western edge of Sandridge Bridge, currently inaccessible, will be restored to provide a linear open space with integrated indigenous plantings, social settings and interpretive opportunities to acknowledge Wurundjeri Woi-wurrung culture, local history and nature.

Banana Alley Promenade will be revitalised and broadened with new river connections, habitat creation, public hire boats and small watercraft activities. It will be connected seamlessly to the Turning Basin - the base of the old falls, used by ships returning to sea - via an improved pedestrian crossing at Queens Bridge.

The William Street link to Queens Bridge, also known as the S-bend, will be removed (subject to feasibility and approvals) to create a significant new riverside cultural gathering place, visitor destination and interpretive setting. It will highlight Aboriginal history, settlement, immigration and maritime histories, acknowledging the original configuration of the Turning Basin and providing a stronger civic connection to Customs House, now the Immigration Museum.

Enterprize Park and the Turning Basin will become a major cultural, educational and interpretive hub, with increased river access, a river boardwalk, water management strategies and improved biodiversity. Water access for the public, kayaks for hire and small watercraft will be integrated into a more accessible water's edge.

Adjoining parks will be upgraded to make them more useable, including for youth recreation kayaks and small rivercraft access.

These initiatives will create new destinations for visitors, providing opportunities to experience and interpret the river and its multi-layered stories, resulting in a significant increase in precinct visitation and flow-on benefits for nearby attractions such as the Immigration Museum.

Master plan actions

River as a living entity Creating a living, healthy ecosystem

Flinders Walk / Sandridge Bridge / Banana Alley

- 1A Improve the ecological and habitat value of the river's edge at Flinders Walk and Banana Alley Wharf.
- 1B Provide greening for Les Erdi Plaza to create an attractive and cooler setting to support existing and additional uses.
- 1C Create a new public setting along the western edge of Sandridge Bridge that incorporates indigenous plantings to increase the habitat and biodiversity values of the precinct.

Enterprize Park and Customs Square

- 1D Design Enterprize Park and Customs Square to adapt to the future impacts of flooding and sea level rise.
- 1E Improve the ecological and habitat value of the shallow river's edge at the Turning Basin with biodiversity-focussed wetlands to contribute to local interpretation, education and habitat values.

Overall

- endeavour to retain existing healthy and high-quality trees while establishing a tree succession plan that fosters the planting of more indigenous species.

Authentic stories and experiences A cultural landscape

Flinders Walk / Sandridge Bridge / Banana Alley

- 2A Celebrate the history of Sandridge Bridge with a new public space on its western edge, incorporating seating, meeting areas, and interpretation features.
- 2B Celebrate the history of the Banana Alley vaults.
- 2C Make evident the ecological and cultural value of the Falls, by supporting public connection with the location, alongside interpretation and experiences.

Enterprize Park and Customs Square

- 2D Transform the existing Queens Wharf at Enterprize Park into a large-scale cultural node that fosters Aboriginal cultural practices and ceremonies and serves as a riverside gathering and meeting place for the people of Melbourne.
- 2E Express the Aboriginal and maritime history of the site, including its connection to Customs House (now Immigration Museum).
- 2F Promote ecological awareness through education, interpretation and amenities such as outdoor classrooms, with a focus on children and young people.
- 2G Redevelop the space under the historic viaducts for cultural uses and public programs.

Overall

- Coordinate with the City of Melbourne public art program, and management of existing public artworks
- work with Traditional Owners to ensure cultural values, narratives and resources for cultural practice are embedded into the project outcomes
- understand the layers of Country and where they can be revealed and nurtured through markers of Country. Including materiality, language, stories of place, seasons and natural systems.

Melbourne's unique character and place Inclusive, safe and accessible

Flinders Walk / Sandridge Bridge / Banana Alley

- 3A Support and manage existing skateboard use and other activities at Les Erdi Plaza. Foster improved connections to the redeveloped western side of Sandridge Bridge. Work with VicTrack to reduce noise from the railway viaduct.
- 3B Upgrade the Banana Alley riverfront by creating a generous tree-lined walkway with better connections to the river's edge. Improve public amenity while also removing existing carparking. Work with the management of the Banana Alley vaults and existing and future tenants to enable this.
- 3C Work with boat operators and Parks Victoria to improve connections with the river.
- 3D Create a new linear open space along Sandridge Bridge with places for sitting, gathering and activation set amongst a series of biodiverse indigenous gardens.

Enterprize Park and Customs Square

- 3E Coordinate with stakeholders to investigate removing the traffic S-bend at Customs Square to create a significant public open space and meeting place at the river. Review the functionality of the service road as part of the traffic proposal.
- 3F Provide a water access point for small watercraft near Customs Square and Enterprize Park.
- 3G Retain a large lawn for informal recreation and cultural events.
- 3H Include infrastructure recreation activities such as social places, bouldering, basketball, bike hire and other activities.
- 3I Investigate the opportunity to activate and architecturally improve the Melbourne Aquarium frontages facing the river and Enterprize Park by widening the promenade along its edge and investigating the connection to the existing internal café.

Overall

- provide internet access and include future-proofing digital infrastructure, such as smart nodes.

A connected and vibrant waterfront A continuous journey

Flinders Walk / Sandridge Bridge / Banana Alley

- 4A Review the opportunities to widen the current lower promenade between Evan Walker Bridge and Banana Alley, including under the Sandridge Bridge.
- 4B Review the connection between the Signal building and Banana Alley to improve access.
- 4C Explore floating pontoons in front of Banana Alley to provide over-water experiences and connect to boat moorings.
- 4D Explore future uses of the Banana Alley vaults, including the possibility of a public access link to Flinders Street (in consultation with management and tenants).

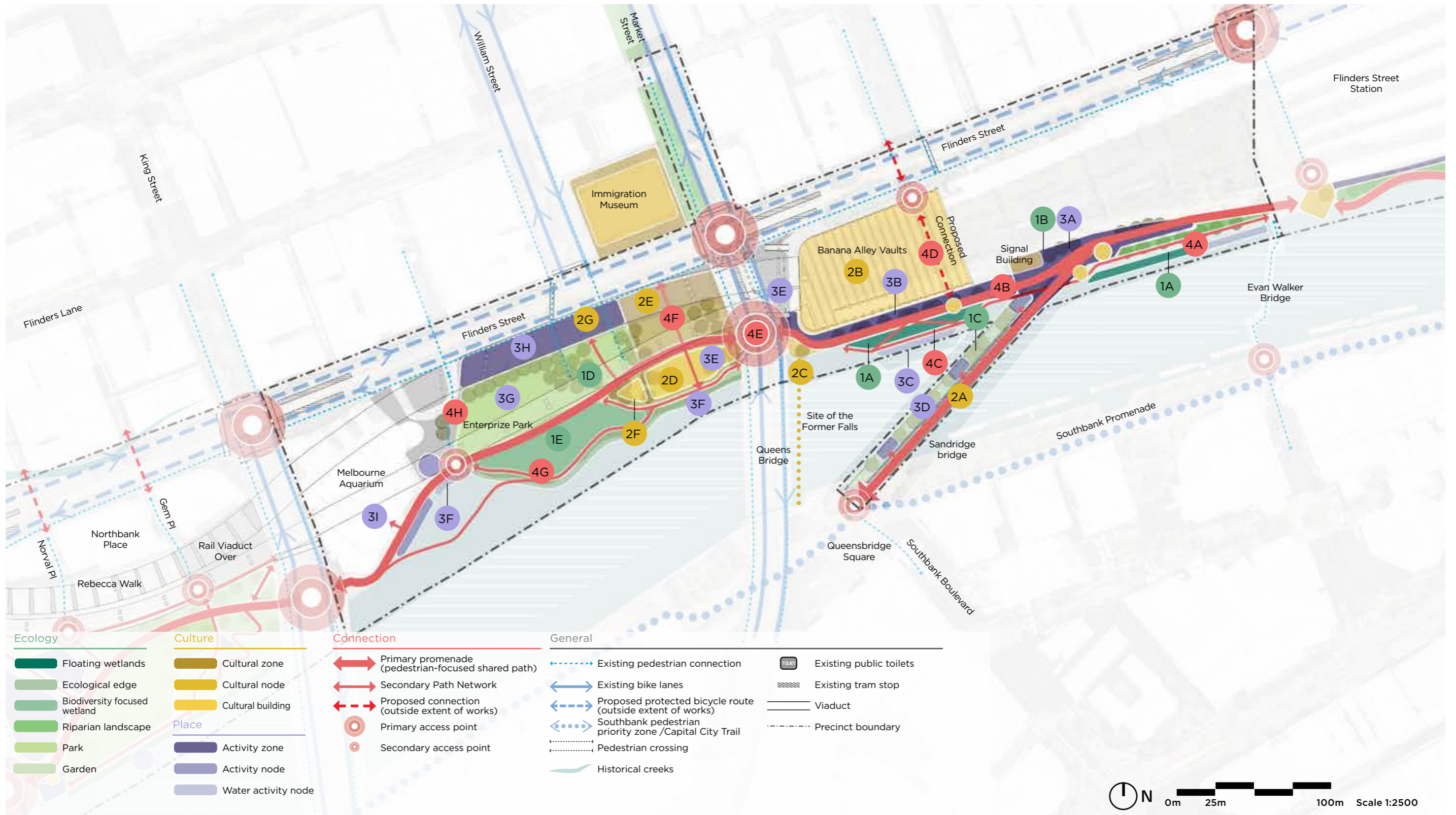
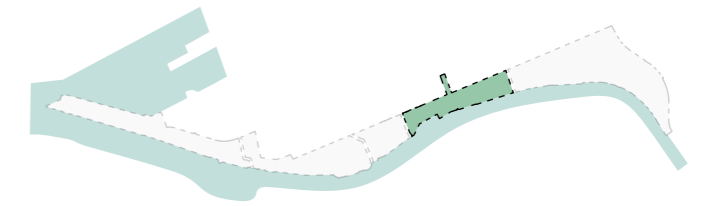
Enterprize Park and Customs Square

- 4E Improve and upgrade the crossing at Queens Bridge Street to facilitate connections along the Greenline Project. Review public transport stops and upgrade their amenity and accessibility.
- 4F Strengthen the connection between the Immigration Museum and Customs Square, including public realm improvements that signify the museum's connection to the river.
- 4G Create an over-water boardwalk at the Turning Basin and Enterprize Park to connect the public with the river and with initiatives to improve biodiversity and habitat.
- 4H Coordinate with Melbourne Aquarium to improve the existing access along Aquarium Drive while supporting the activation of the park.

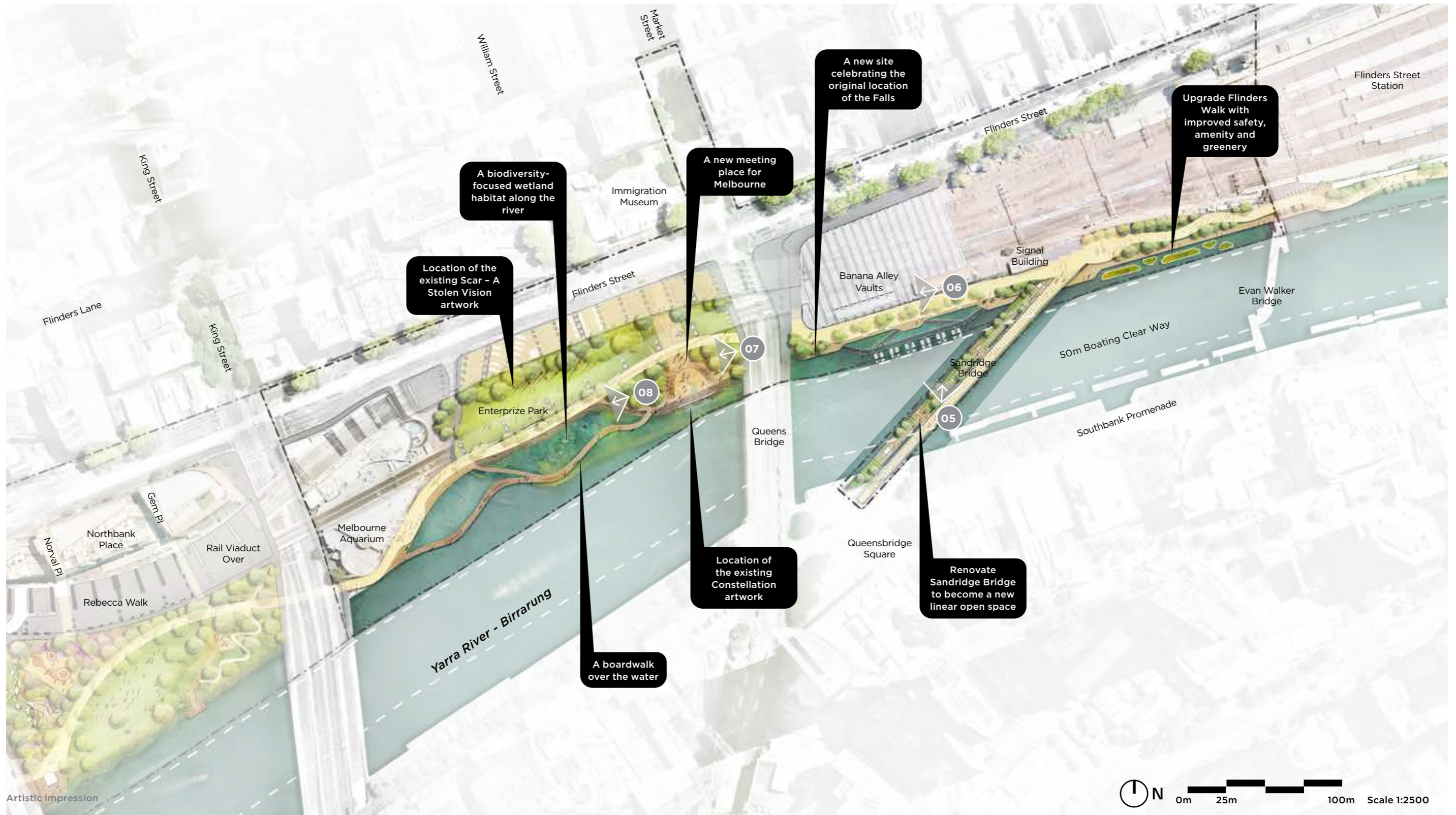
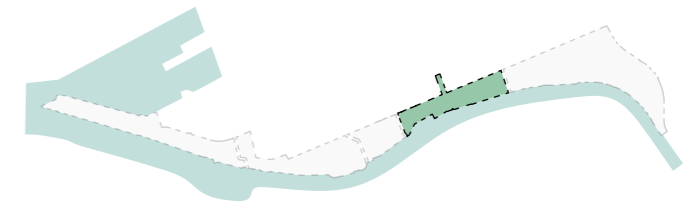
Overall

- create a generous promenade along the length of the precinct, supported by secondary paths.
- continue the quality of the elevated promenade at Flinders Walk by upgrading the existing elevated walkway to Sandridge Bridge.
- improve the public experience with generous greenery, seating and cultural interpretation.

THE FALLS PRECINCT SPATIAL MASTER PLAN



THE FALLS PRECINCT ILLUSTRATIVE MASTER PLAN

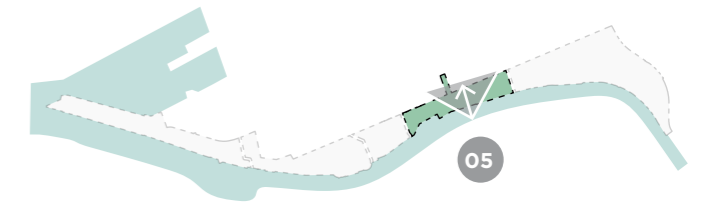


Artistic impression

The Falls Precinct - Sandridge Bridge

Currently, only one side of the Sandridge Bridge is publicly accessible. There is an opportunity to transform the bridge into a new public space that strengthens connections between Flinders Street, Southbank and the Greenline Project.

Revitalising the underutilised bridge will create a unique, linear open space, complementing other central city public spaces. Through its design, it will elevate the presence of Wurundjeri Woi-wurrung culture as well as local history and nature.



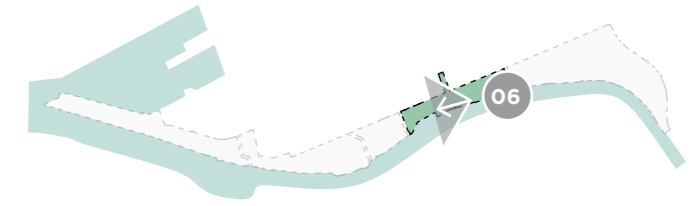
Artistic impression

The Falls Precinct - Banana Alley Vaults

This location adjacent to the former Falls is a significant cultural site for the Wurundjeri Woi-wurrung and Eastern Kulin Nation peoples.

A generous, tree-lined walkway and riverside plaza can support cultural activities and public art, while a revitalised water's edge of floating wetlands and pontoons will provide sensitive watercraft access.

The Banana Alley vaults can be both a destination and conduit to the city – complimented by fresh new cultural, commercial and retail opportunities (subject to consultation with management and tenants).



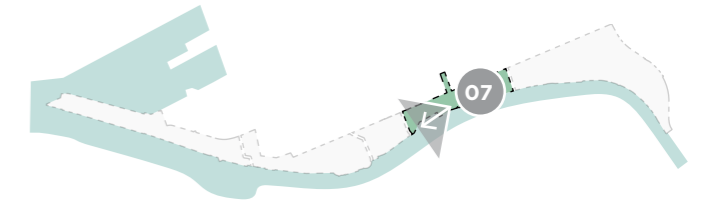
Artistic impression

The Falls Precinct - Customs Square and Enterprize Park

The Yarra River - Birrarung has been associated with journeys and gatherings for the Wurundjeri Woi-wurrung for thousands of generations. More recently, it has also been a destination for immigrants and visitors to the city.

This location offers an opportunity for the Greenline Project to create additional, much-needed open space for the city

and vastly improved pedestrian connectivity and safety along the river by removing the existing S-bend roadway (subject to feasibility and approvals). In its place, we will realise a new space for gatherings, celebration and historical interpretation that recognises the significant cultural heritage of the area.

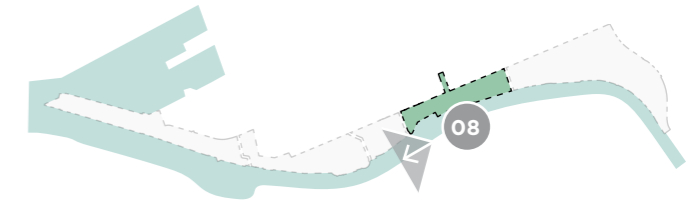


Artistic impression

The Falls Precinct - The Turning Basin and Enterprize Park

Enterprize Park adjoins the Turning Basin - what was once a natural widening in the Yarra River - Birrarung. There is an opportunity in this place to increase biodiversity and create a more natural river's edge: a place where people can connect directly with the river.

The introduction of wetland habitat to the Turning Basin, with native Australian planting, boardwalks, and waterfront steps, can provide a location that supports education and teaching about our indigenous landscape, as well as revealing key stories of Melbourne's rich maritime history.



Artistic impression



Image: Existing Condition - The Turning Basin

RIVER PARK PRECINCT

The re-imagined Batman Park will provide a place of respite, exploration, play and excitement.

This significant open space asset on the river will become a major waterside destination, hosting a range of park activities for residents, city workers and visitors. The park will create opportunities for nature play, informal recreation, indigenous botanical display, exercise, social spaces and a café.

A generous new promenade will connect a variety of activities and provide seamless links to adjacent precincts. A range of secondary paths will guide people to the city beyond.

Batman Park will host a large, immersive ecological site that will improve biodiversity and create habitat, fostering a greater understanding of the local environment for visitors and the local community. A curated indigenous, botanic landscape will provide a beautiful frame for park users and become a valued destination for visitors to experience and interpret the native flora and fauna of Melbourne.

Broad lawn areas will bring the local community to their neighbourhood open space for recreation, while allowing for cultural events and informal and exploratory uses of the revitalised riverbank.

These initiatives will create a destination on the river and a major node of activity for the Greenline Project. It will become a cherished local park for residents and city workers, as well as a major drawcard for visitors to the city and the Yarra River - Birrarung. Increased park use will contribute to rejuvenation of adjacent properties and encourage further investment in the precinct.

Master plan actions

River as a living entity Creating a living, healthy ecosystem

Batman Park

- 1A Improve the ecological and habitat value of the shallow river's edge at Batman Park using riparian planting and riverside habitat.
- 1B Host an immersive ecological place to contribute to diversity of park usage, interpretation and ecological values.

Overall

- redesign Batman Park to adapt to the future impacts of climate change through new landscape infrastructure and climate resilient native or indigenous vegetation
- plant a significant curated indigenous garden to create a beautiful frame for park users and a valued destination for visitors
- endeavour to retain existing healthy and high-quality trees while allowing for a tree succession plan that fosters the planting of more indigenous species
- use innovative materials with low embodied carbon and high recycled content. The robustness of infrastructure and maintenance requirements will be considered for elements designed to be inundated, without creating new barriers for the movement of aquatic and terrestrial animals and systems.

Authentic stories and experiences A cultural landscape

Batman Park

- 2A Integrate the former screen house building into Batman Park's historic and cultural landscape, noting that the existing helicopter facilities along the riverfront impact the park experience.

Overall

- coordinate with City of Melbourne's public art program and management of existing public artworks.
- combine art and all ages play elements
- explore opportunities to celebrate Wurundjeri Woi-wurrung culture and the cultural narrative of the river, including supporting ongoing cultural practices.
- communicate with visitors the importance of biodiversity, habitat and native flora
- understand the layers of Country and where they can be revealed and nurtured through markers of Country, including materiality, language, stories of place, seasons and natural systems.

Melbourne's unique character and place Inclusive, safe and accessible

Batman Park

- 3A Work with VicTrack and Rebecca Walk management on ways to activate the area that can be integrated with park uses, including active public recreation such as bouldering and basketball.
- 3B Provide park amenities.
- 3C Create a dog park in the area - location to be determined.
- 3D Retain a large kickabout lawn for informal recreation.
- 3E Provide an accessible and inclusive destination play space - location to be determined.
- 3F Create areas along the river's edge for people to connect with the water, including through fishing and boating.
- 3G Explore options for activation at the former screen house.
- 3H Consider the integration of a small café or kiosk to complement park activities and play space.

Overall

- provide internet access and include future-proofing digital infrastructure, such as smart nodes
- work with VicTrack to reduce noise from the railway viaduct
- improve lighting levels around the viaduct for safety and consider artistic experiences to improve amenity and visitor enjoyment in the area, while ensuring the daily cycles of animal species are not altered by light pollution.

A connected and vibrant waterfront A continuous journey

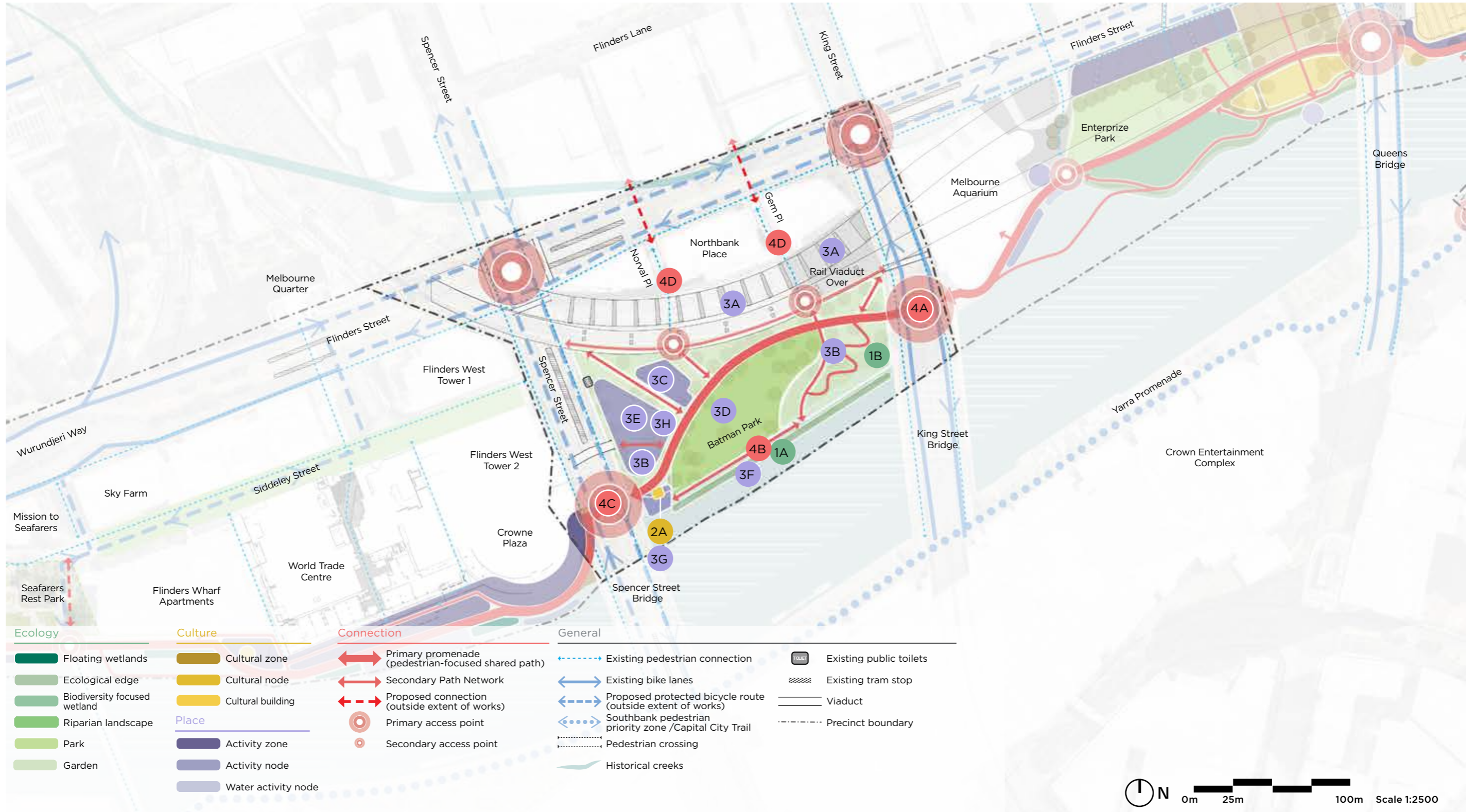
Batman Park

- 4A Relocate and upgrade the crossing at King Street to improve pedestrian safety and amenity, providing a seamless transition along the promenade between Batman Park and Melbourne Aquarium.
- 4B Connect people with the water and allow for fishing and boating.
- 4C Relocate, improve and upgrade the crossing at Spencer Street and provide a seamless transition between Batman Park and the Crowne Plaza Promenade.
- 4D Integrate the existing Food Hall, Gem Place and Norval Place into the overall design of Batman Park to ensure welcoming gateways to the Greenline Project from Flinders Street.

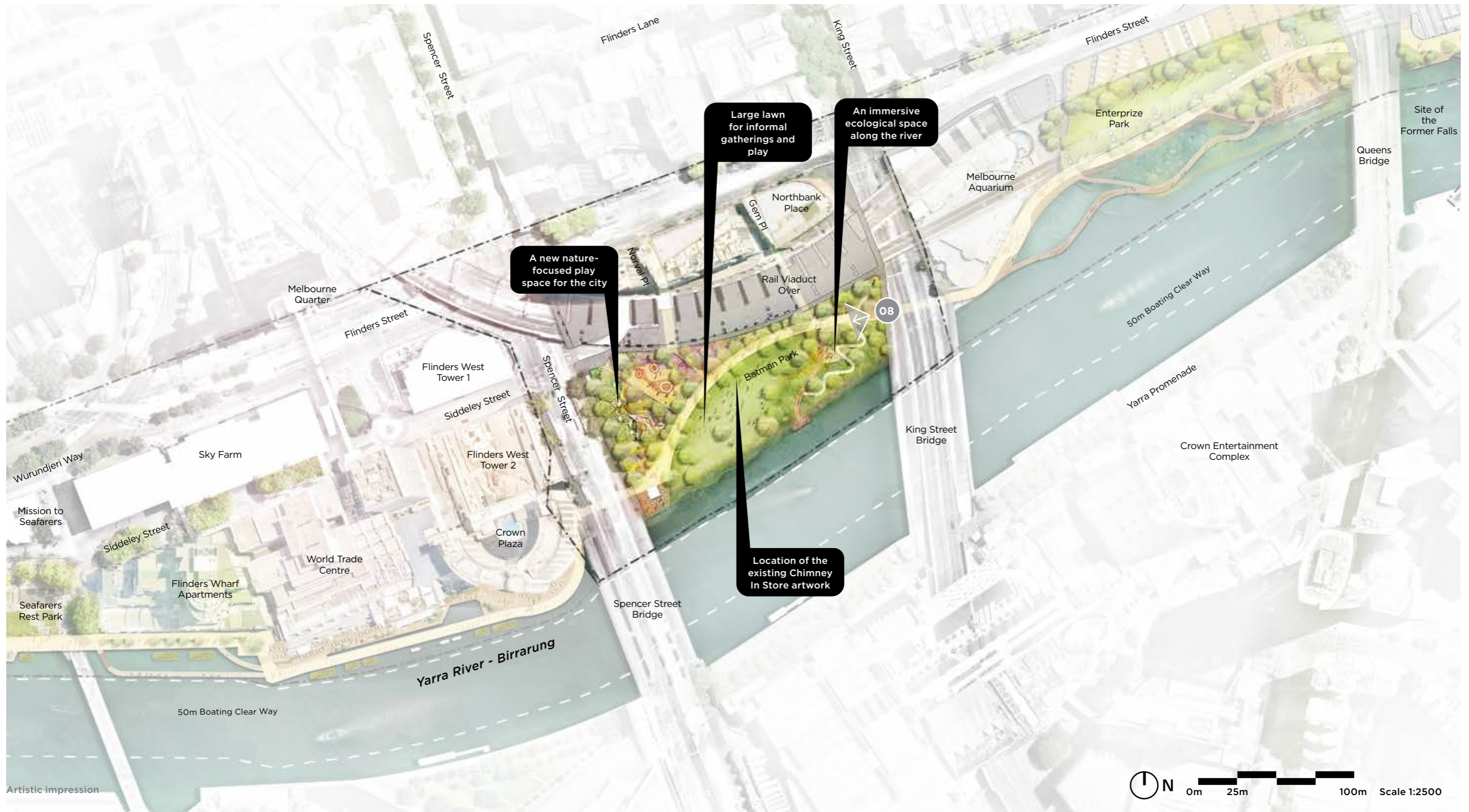
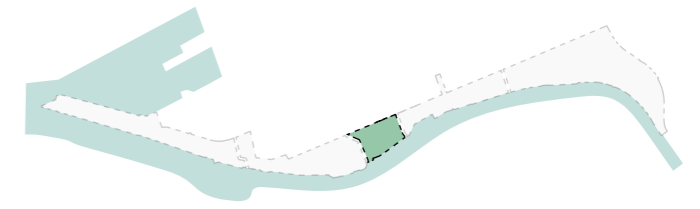
Overall

- create a generous promenade along the length of the precinct, supported by secondary paths
- locate the promenade on an arc to connect with proposed crossings at King and Spencer Streets
- connect the promenade with a range of park activities on its northern edge and a generous open lawn on its southern side.

RIVER PARK PRECINCT SPATIAL MASTER

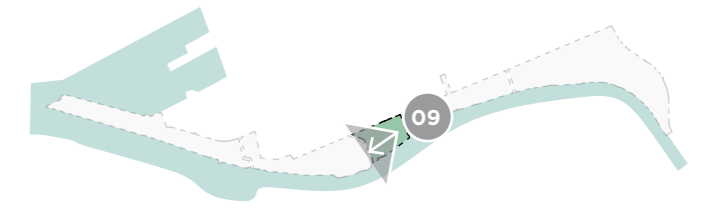


RIVER PARK PRECINCT ILLUSTRATIVE MASTER PLAN



River Park Precinct - Batman Park

Batman Park sits at the south-western corner of the Hoddle Grid and, at present, it lacks amenity and identity. With investment, it will become an important riverside destination for the local community and visitors to Melbourne – full of play, parkland, gardens, wetlands and biodiversity.



Artistic impression

MARITIME PRECINCT

This precinct, centred on Crowne Plaza Hotel, World Trade Centre and Seafarers Rest frontage will link the Greenline Project's central city precincts with Melbourne's Docklands. The precinct gives us a chance to interpret the city's rich maritime history.

The wharfs adjacent to the Crowne Plaza and World Trade Centre are underutilised. They will be reconfigured as an integral section of the Greenline Project promenade, providing easier access for people and watercraft, and encouraging activation of restaurants and cafés.

The Greenline Project will strengthen connections between pathways, buildings and open spaces in this precinct, reuniting them as a coherent, maritime-focused promenade experience. Better pedestrian and cycling connections will allow for easier and more enjoyable travel through the precinct and into the CBD, Docklands and Southbank.

Areas of the Greenline Project fronting the future Seafarers Residences will support activated ground-floor retail uses and complement the maritime and industrial history of the area. Seafarers Rest Park provides a new destination and public space at the heart of the precinct, where elements of Melbourne's maritime heritage and industry are revealed.

Along the promenade, we will identify opportunities for experiences on the water, including detailed interpretation and education nodes. We will shape ecological treatments to the river edge that support river habitat, complimenting new indigenous plantings and floating wetlands along the promenade.

Docklands Park forms an important open space intersection with the Greenline Project, with the opportunity to turn the two parklands into one expanded open space network. The ecological function of Docklands Park and its river interface will be improved through the introduction of estuarine ecology zones. We will explore the introduction of saltwater tolerant plants, such as mangroves, to the former wetland at Docklands Park South.

These initiatives will create a seamless and rich river experience. The public realm, pedestrian connections and ecological encounters will improve people's interaction with the area's built form and retail trade. It will increase visitation to the precinct with flow-on benefits for the economic revitalisation of the immediate vicinity and the Siddeley Street precinct more broadly.

The project team will work closely with property owners and managers to realise the master plan vision and Woven Line actions.

Master plan actions

River as a living entity Creating a living, healthy ecosystem

Maritime Park

- 1A Improve the ecological and habitat value of the hard river's edge at World Trade Centre Wharf, Flinders Wharf Apartments and Seafarers Residences.
- 1B Enhance existing mangroves and soft river edge adjacent to Webb Bridge.
- 1C Redesign Docklands Park South to adapt to the future impacts of climate change, including the option to introduce a saltwater ecology to the former rain garden.

Overall

- endeavour to retain existing healthy and high-quality trees. Allow for a tree succession plan that fosters the planting of more indigenous species.
- reduce the risks posed by sea level rise and flooding by using design interventions such as flood prevention, innovative materials and surface treatments, without creating new barriers for the movement of aquatic and terrestrial animals and systems.
- explore innovative ecological initiatives to the Greenline Project promenade to enrich local habitat and biodiversity values and help facilitate interpretation opportunities.

Authentic stories and experiences A cultural landscape

Maritime Park

- 2A Integrate the historic crane into the promenade and surrounding precinct.
- 2B Consider educational installations and playful learning activities on maritime history at Seafarers Rest Park.

Overall

- explore opportunities to tell cultural stories through design and interpretation items.
- recognise, retain and expand on seafarers' and maritime history throughout the precinct
- coordinate with City of Melbourne's public art program and management of existing public artworks
- understand the layers of Country and where they can be revealed and nurtured through markers of Country, including materiality, language, stories of place, seasons and natural systems.

Melbourne's unique character and place Inclusive, safe and accessible

Maritime Park

- 3A Improve the wharf experience at Crowne Plaza Promenade and World Trade Centre Wharf with a focus on new food and beverage and other businesses. Work with the private landowners to improve the safety and amenity in this area.
- 3B Work with the operators of On a Boat and Park Victoria to improve the connection with the river.
- 3C Increase amenity at Flinders Wharf Apartments and to the west of Seafarers Residences.
- 3D Explore options to separate private frontages at Flinders Wharf Apartments
- 3E Integrate the historic facade of Shed 5, Seafarers Residences, into the promenade.
- 3F Build small-scale cantilevered decks over the river for viewing, seating and fishing.
- 3G Provide new amenity in Docklands Park South, supporting the existing playground and wetland area.
- 3H Encourage existing ground floor businesses, such as the fitness centre, to open to the waterfront and park and encourage edge-zone seating for patrons and Greenline Project visitors.

Overall

- provide internet access and include future-proofing digital infrastructure, such as smart nodes.

A connected and vibrant waterfront A continuous journey

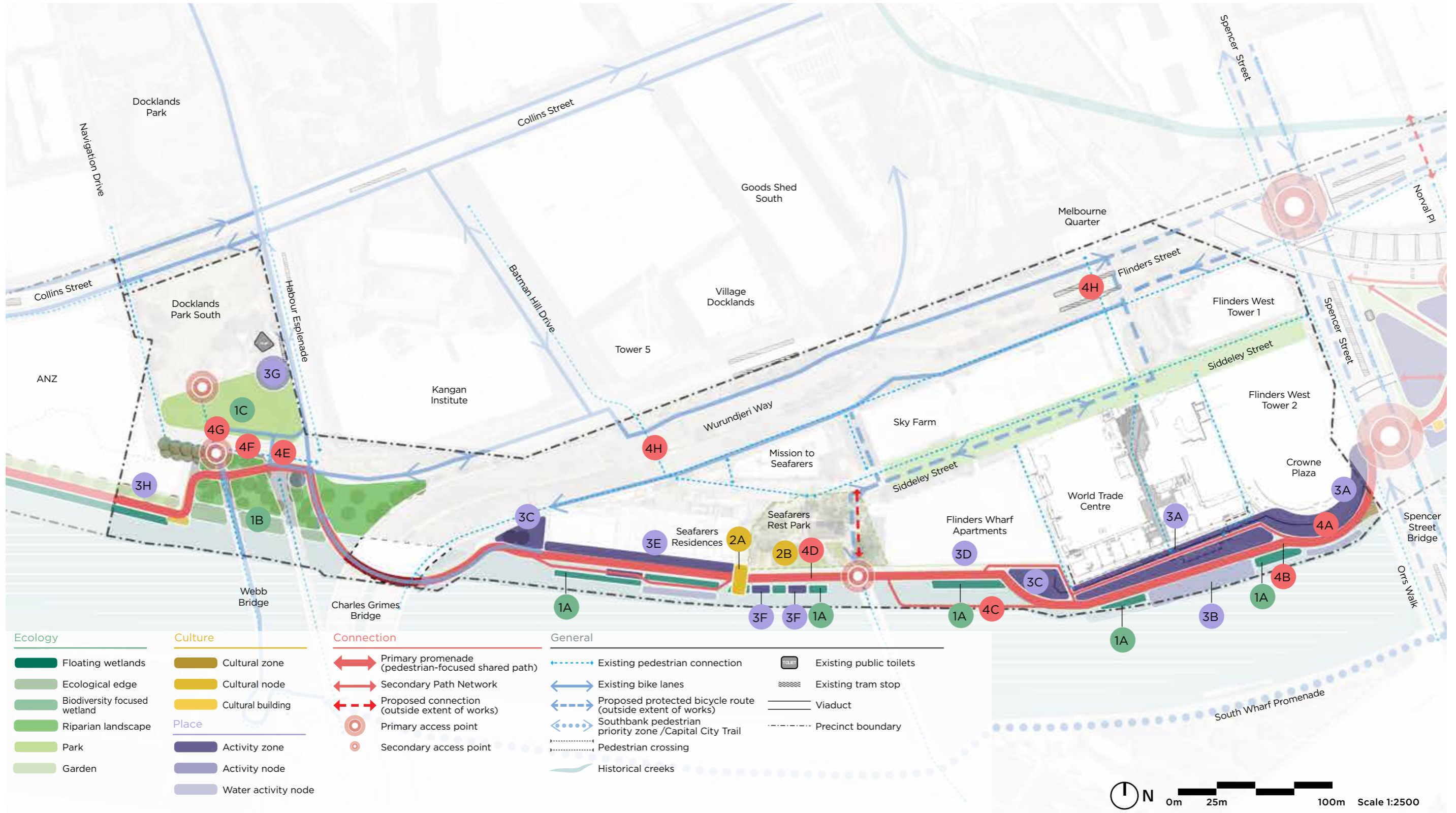
Maritime Park

- 4A Improve the connection between the Crowne Plaza and World Trade Centre Wharf with a new promenade on the water. Coordinate with the Exhibition and Convention Centre to integrate the promenade with Spencer Street footbridge.
- 4B Explore the reconfiguration of the riverfront to create a wide and well-connected promenade.
- 4C Explore the opportunity for an over-water path between Wharf Lane and Seafarers Bridge.
- 4D Integrate the Greenline Project promenade into the existing ambitions of Seafarers Rest Park.
- 4E Improve the connections and crossing to Docklands Link, Navigation Drive and over Charles Grimes Bridge.
- 4F Consider the opportunity to close the southern length of Navigation Drive to motor traffic to connect Docklands Park directly with the Greenline Project (subject to consultation, approvals and traffic management studies).
- 4G Review restrictive cycling signage and provide cycling facilities such as water, air pumps and cycle-network maps.
- 4H Improve the pedestrian and soft mobility crossing conditions at the Batmans Hill Drive intersection to connect Seafarers Rest Park to Docklands.

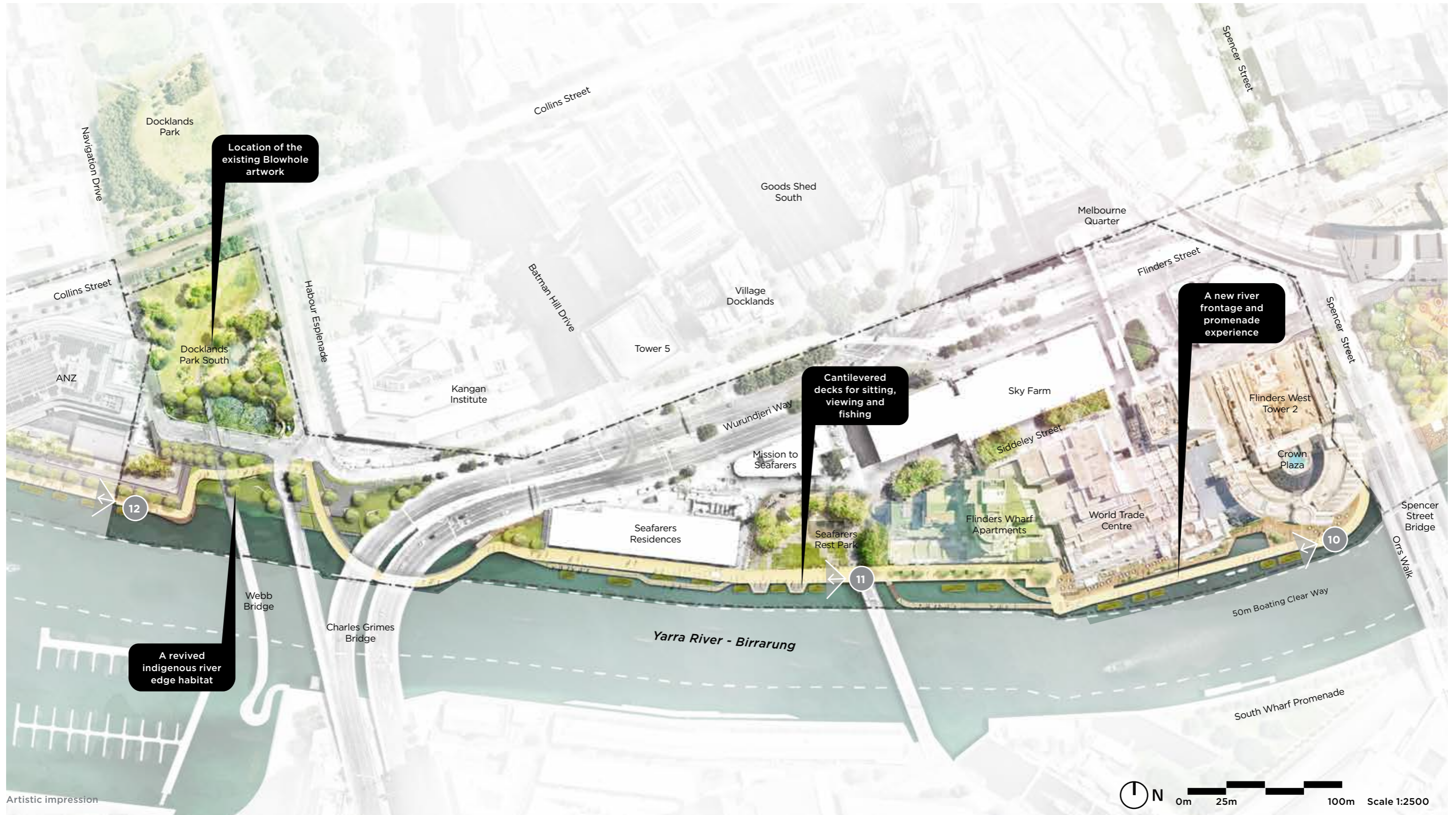
Overall

- create a generous promenade along the length of the precinct, supported by secondary paths.

MARITIME PRECINCT SPATIAL MASTER PLAN

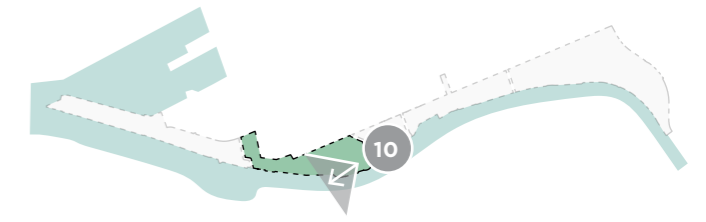


MARITIME PRECINCT ILLUSTRATIVE MASTER PLAN



Maritime Precinct - World Trade Centre and Crowne Plaza

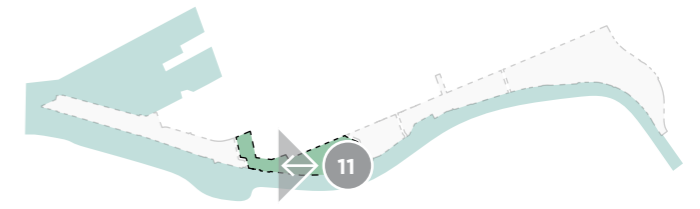
The space along the river at World Trade Centre and the Crowne Plaza Hotel is currently underutilised. We can reconfigure it to be more easily accessible for people and watercraft, which will boost the activation of ground-floor restaurants and cafés.



Artistic impression

Maritime Precinct - Seafarers Rest River Frontage

Where the Greenline Project fronts the future Seafarers Residences, it will encourage ground-floor retail outlets and complement the maritime and industrial history of the area. The area will support an active frontage to Shed 5 by connecting with Seafarers Rest Park while improving biodiversity through a new ecologically rich, constructed river edge.



Artistic impression



Image: Existing Condition - Seafarers Rest

SALT WATER WHARF PRECINCT

Master Plan actions

This precinct provides unique and contrasting river experiences, with a generous promenade providing views over the broadening waterway, replete with private and commercial boating activities. The promenade will link with the developing Victoria Harbour community and connect Collins Landing with the proposed ecological headland park at the end of North Wharf.

The master plan identifies a series of interventions and improvements to the existing wharf that will enrich people's experience of the Greenline Project, including improved water interfaces, ecological edges, social spaces and indigenous planted landscapes.

A large portion of the Salt Water Wharf precinct will be designed and delivered by others or has already been completed. We will need ongoing coordination to integrate these elements within the Maritime Precinct.

The river frontage along the Collins Street length of Docklands has a variety of residential and commercial building frontages. The existing promenade presents an opportunity for additional planting, better seating and over-water experiences – creating a sequence of spaces for social interaction along its length. We will explore additional berthing opportunities, along with associated amenities.

The North Wharf frontage is a linear promenade set over the river that suits strolling, jogging, boating and fishing. In this area, we propose new ecological edges to improve the river's biodiversity.

The junction of the Yarra River - Birrarung at the headland of Victoria Harbour is a majestic setting to view and experience the river. A new ecologically focused park is planned in this location to better connect visitors to the river's natural ecology and offer environmental education and interpretation. The master plan identifies the potential for a river punt to Fisherman's Bend, enabled by the proposed boardwalks and seating.

The precinct will connect seamlessly with the developing community at Victoria Harbour. The proposed public park at North Wharf will be valued by residents and workers and will also create a new destination for visitors to Melbourne. Visitors to the precinct will activate the emerging Victoria Harbour and Docklands communities, providing more stability and resilience to local businesses and cafés.

The project team will work closely with property owners, managers, Development Victoria and the developer of Victoria Harbour, to realise the master plan vision and Woven Line actions.

River as a living entity Creating a living, healthy ecosystem

- 1A** Improve the ecological and habitat value of the hard river's edge at Australian Wharf and North Wharf through a constructed habitat edge using innovative materials. Explore the potential for floating wetlands or other novel solutions to improve the habitat value at this location.

Collins Wharf Park

- 1B** Create an ecological restoration zone at Collins Wharf Park that fosters new habitats and biodiversity.

Overall

- adapt the precinct to the future impacts of flooding and sea level rise, extreme heat, drought and severe storms, including with the use of innovative materials and surface treatments and climate-resilient vegetation species, without creating new barriers for the movement of aquatic and terrestrial animals and systems.

Authentic stories and experiences A cultural landscape

Collins Street River Frontage

- 2A** Explore the opportunity for a cultural node adjacent to the park outside 941 Collins Street.
- 2B** Identify how the Heritage Fleet can contribute to the historic working waterfront and maritime heritage experience of the project.

Collins Wharf Park

- 2C** Explore the interpretation of ecology and history at Collins Wharf park.
- 2D** Work with developers in the adaptive reuse of the old Victoria Harbour Shipping Control Tower and its integration into Collins Wharf park.

Overall

- use indigenous plantings and interpretation to tell stories of Wurundjeri Woi-wurrung cultural values throughout the precinct
- integrate adaptive re-use of port infrastructure in the design to celebrate the precinct's maritime history
- retain the authentic maritime character and qualities of the wharf
- coordinate with City of Melbourne's public art program and management of existing public artworks
- understand the layers of Country and where they can be revealed and nurtured through markers of Country, including materiality, language, stories of place, seasons and natural systems.

Melbourne's unique character and place Inclusive, safe and accessible

- 3A** Work with operators, developers, property owners and Parks Victoria to provide opportunities for boat mooring and enhance the connection with the river.

Collins Street River Frontage

- 3B** Improve the public experience of Australian Wharf, including opportunities for respite and informal recreation.
- 3C** Integrate the promenade with the existing open space at Collins Landing.
- 3D** Explore opportunities to collaborate with developer at North Wharf and at 907 Collins Street to improve public space and connectivity for all users.

Collins Wharf Park

- 3E** Create a new ecologically focused park to better connect visitors to the river and provide a memorable destination for the Greenline Project promenade. Provide park amenities such as toilets, barbecues and seating at Collins Wharf Park.
- 3F** Investigate potential future ferry drop off/pick up location.
- 3G** Integrate the Greenline Project promenade with the proposed marina to ensure it promotes public benefit and access.
- 3H** Provide an access point for small watercraft at Collins Wharf Park.

Overall

- provide internet access and include future-proofing digital infrastructure, such as smart nodes
- integrate promenade with future open spaces – Promenade Park, Community Green and Eco Park.

A connected and vibrant waterfront A continuous journey

Collins Street River Frontage

- 4A** Improve the legibility of the connection to Docklands Link and Navigation Drive from Australian Wharf.
- 4B** Consider the integration of a potential tram bridge extension from Collins Street.
- 4C** Prohibit motorcycle parking under the trees on the southern facade of 839 Collins Street and replace it with diverse public seating and picnic options. Encourage the restaurant at the southern facade of 839 Collins Street to open to the waterfront and Greenline Project.
- 4D** Integrate the Greenline Project with the existing wharf at Victoria Harbour promenade and create clear links with the Library at the Dock and the Community Hub at the Dock.
- 4E** Consider additional lighting – while minimising its impact on the daily cycle of wild animals – and signage at Buluk Park lawn edges to support public life, navigation and movement onto the Greenline Project.

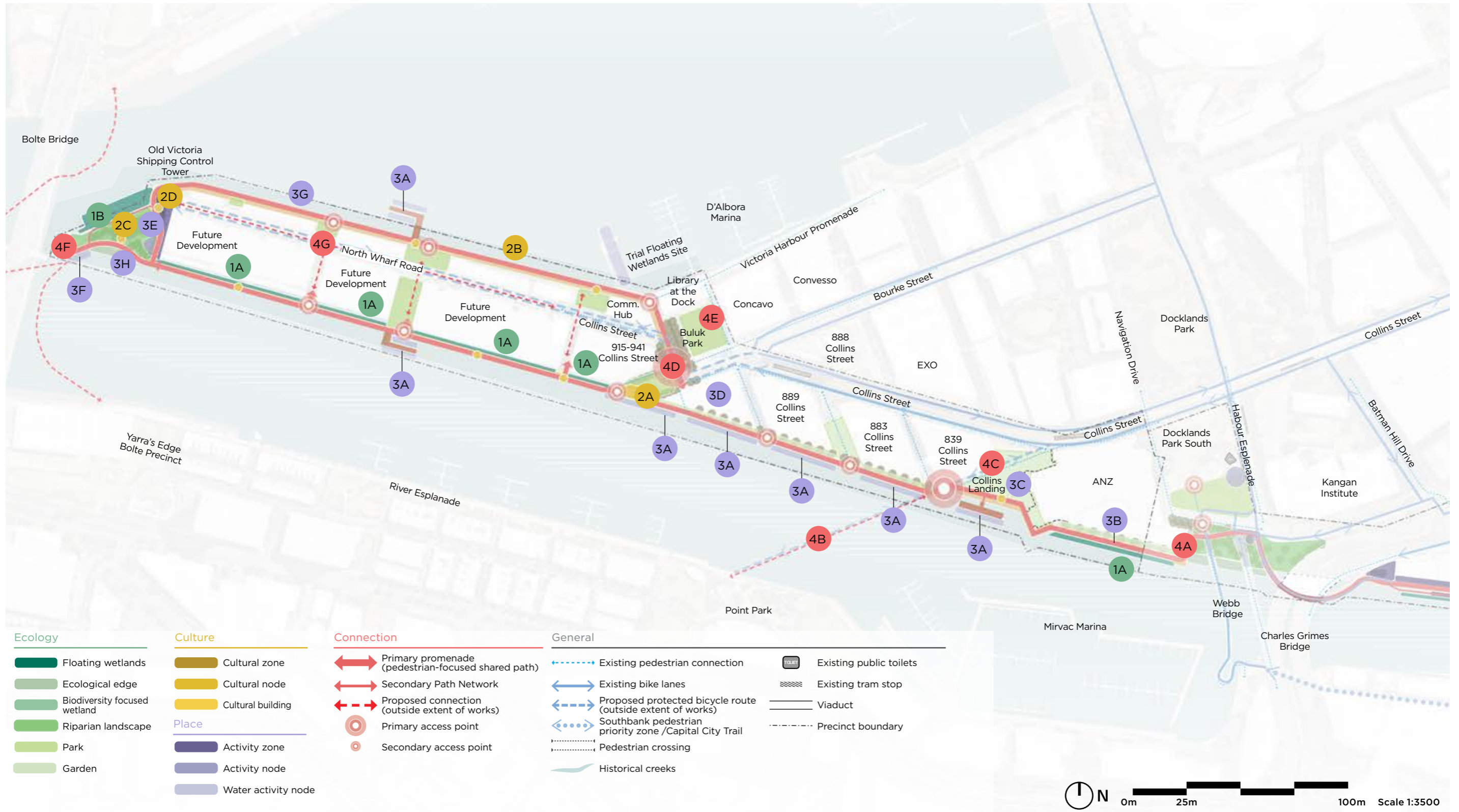
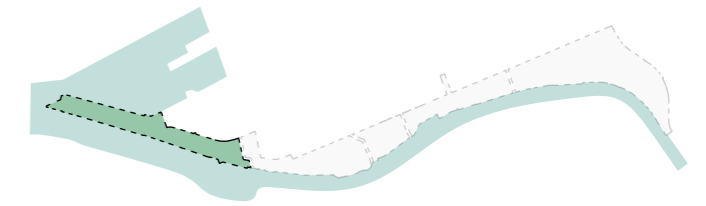
Collins Wharf Park

- 4F** Explore a potential ferry connection for pedestrian and cycle links to Fishermans Bend and Moonee Ponds Creek.
- 4G** Install clear signage and wayfinding to guide commuter cyclists towards nearby designated bike routes, diverting them from the primary promenade.

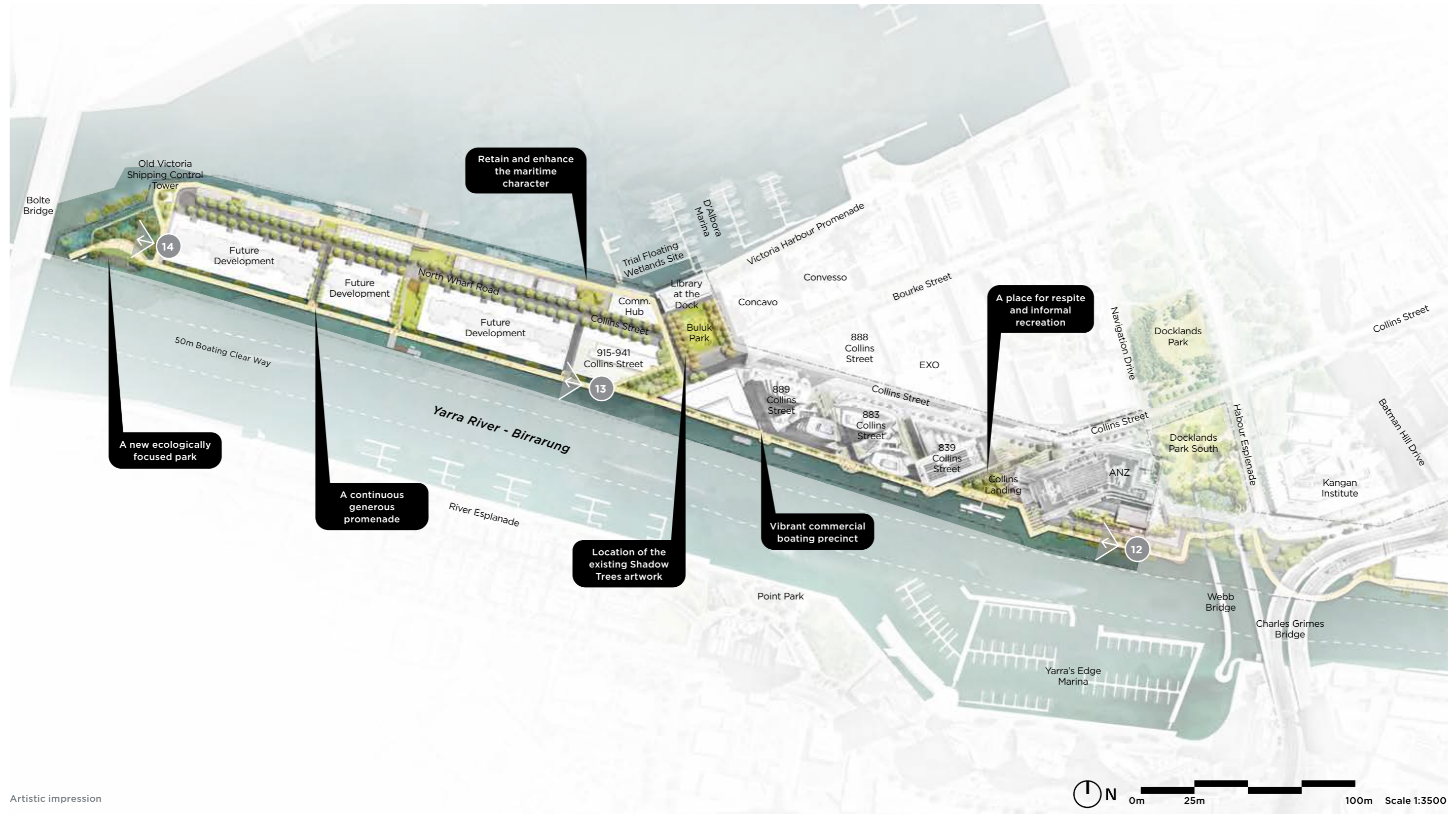
Overall

- create a generous promenade along the length of the precinct, supported by secondary paths
- create an adaptable design with the capacity for future connections to the south bank of the river, Moonee Ponds Creek and Fishermans Bend.

SALT WATER WHARF PRECINCT SPATIAL MASTER PLAN



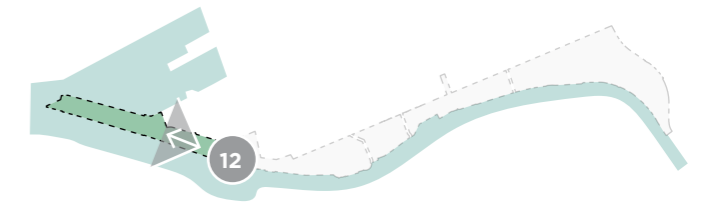
SALT WATER WHARF PRECINCT ILLUSTRATIVE MASTER PLAN



Artistic impression

Salt Water Wharf Precinct - Collins Street River Frontage

Along the Collins Street length of Docklands, the river has a variety of existing residential and commercial frontages. Additional planting and a better public realm will connect this promenade with the rest of the 4-kilometre north bank journey. We will retain and service commercial berthing facilities and install new public seating and viewing spaces.



Artistic impression

Salt Water Wharf Precinct - North Wharf Road River Frontage

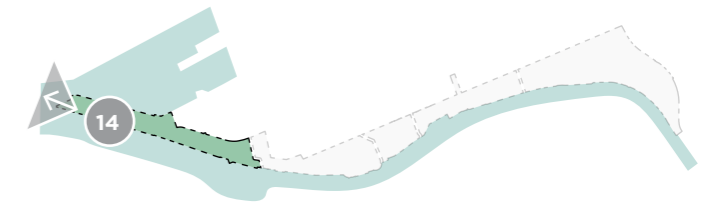
This is an area for existing and future residential development. It can offer a public promenade over the changing river as it merges with the harbour - bringing together the variety of new buildings and public spaces at this end of the north bank.



Artistic impression

Salt Water Wharf Precinct - Collins Wharf Park

A new public park is planned at the end of the north wharf precinct of Victoria Harbour. It will become a key destination at the city's edge, celebrating the natural ecology and character of the Yarra River - Birrarung.



Artistic impression



WOVEN LINE THREADS



Image: Artistic impression
Salt Water Precinct

WOVEN LINE THREADS

With the woven line threads, we highlight strategic details within the themes and designs in previous chapters. The threads are developed from the objectives in the Yarra River - Birrarung Strategy and the Greenline Implementation Plan.

Each thread introduces a key design dimension and lists what the master plan will do and what we will explore in the later stages of the project. The threads are grouped under our four themes: ecology, culture, place and connection.

Ecology

River as a living entity



Planting and Ecology



Integrated Water Management



Resiliency and Climate Change

Culture

Authentic stories and experience



Wurundjeri Woiwurrung Culture and Identity



Melbourne's History



Creative Strategy



Wayfinding and Interpretation

Place

Melbourne's unique character and place



Open Space and Park Network



Events and Programming



Lighting



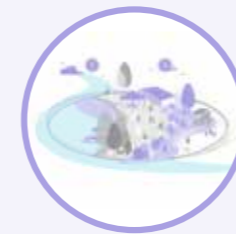
Built Form



Digital Strategy



Safety and Inclusion



Economic Activity and Value Creation

Connection

A connected vibrant waterfront



A Generous Promenade



Pedestrian Links and Active Transport



Water Based Uses

Others

Key topics across all themes



Consultation and Engagement



Maintenance and integrated land management



Furniture and Materials



Sustainability



Image: Existing Condition - Batman Park

PLANTING AND ECOLOGY

Create a biodiverse riverfront that reflects the character and qualities of the river's indigenous landscape



The Greenline Project will provide a continuous biodiversity corridor through the city, enriching the ecological value of the north bank and increasing habitat for native fauna. Planting will be informed by an understanding of Country and key cultural plant species, as well as local Ecological Vegetation Classes. We will establish measurable targets to ensure we meet our ecological and biodiversity aspirations.

The Greenline Project's planting and ecological design will:

- increase the health and biodiversity of the river by re-establishing native ecosystems and habitat
- strengthen the Yarra River - Birrarung ecological corridor and the experience of being on Wurundjeri Country with culturally significant and indigenous plants, providing opportunities for education and knowledge sharing

- acknowledge, promote and celebrate the ecological and amenity value of all existing trees
- consider the hydrology of the river when choosing plants, including the interaction between fresh water, salt water and the broader stormwater catchment
- explore the potential for floating wetlands to provide habitat and improve biodiversity - informed by the current trial
- consider tree species that are resilient to climate change
- respond to the existing salinity and microclimates of the site
- explore plants that are most suitable for water sensitive urban design.



Floating Wetlands



Ecological Edge



Biodiversity Focused Wetland



Riparian Landscape



Park



Garden



Opportunities for planting and ecological zones

INTEGRATED WATER MANAGEMENT AND FLOOD MITIGATION

Safeguard the river's health by processing water on site and improving its ability to withstand floods



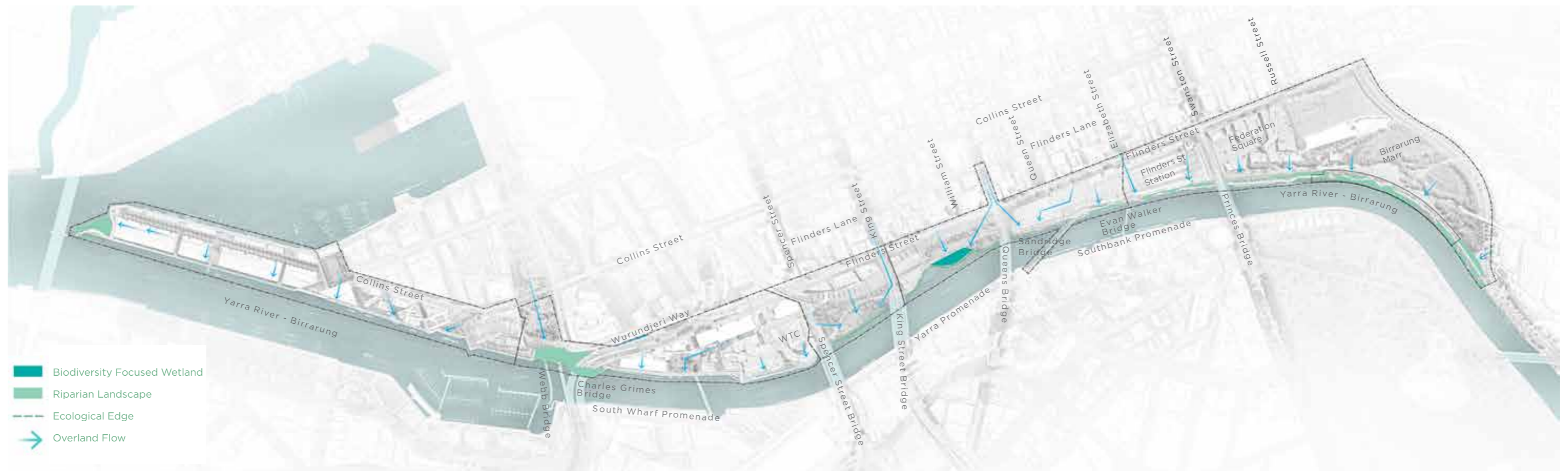
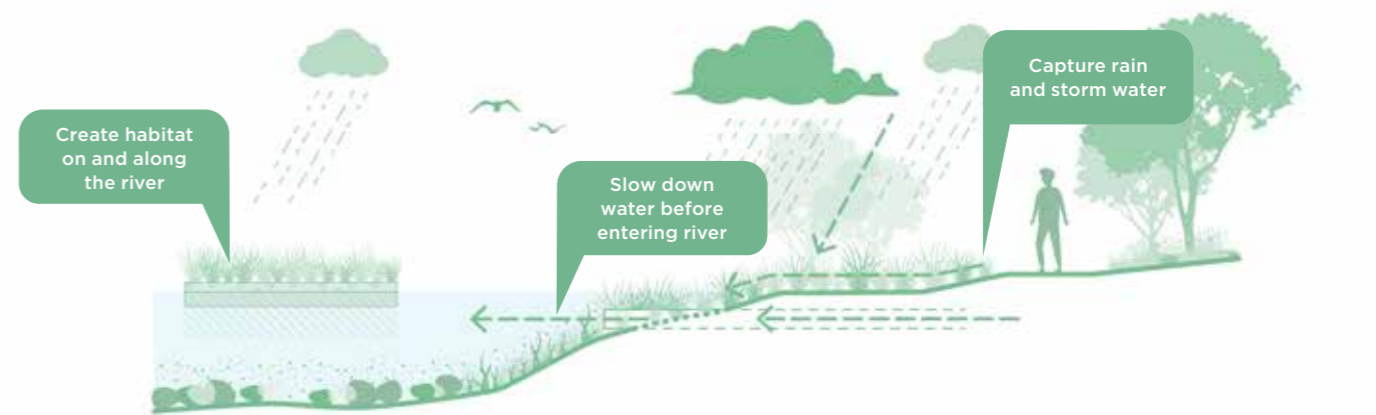
The impacts of climate change pose significant risks to the health of the Yarra River - Birrarung. Integrated water management and flood mitigation are vital design strategies for its future resilience.

- align with the objectives outlined in City of Melbourne's Municipal Integrated Water Management Plan
- explore water sensitive urban design initiatives to process stormwater before it is discharged into the Yarra River - Birrarung
- explore processing the city's stormwater through bioretention systems and then reusing it for irrigation, or other non-potable uses, to create new ecological areas.

The design of the Greenline Project will:

- incorporate green infrastructure and drainage systems that manage stormwater runoff and reduce the risk of flooding, while improving water quality
- design with the dynamic nature of the river - its tidal variation and capacity to expand during floods
- investigate appropriate flood modelling to demonstrate the site's ability to manage future flood, storm and tidal surge events
- provide flexible spaces that can be used for different purposes and functions in varying weather conditions
- increase tree canopy coverage, sustainably irrigate green spaces and permeable surfaces where possible to reduce heat absorption, improve air quality and provide shade and respite for people and wildlife

Indicative section showing opportunities for managing water and floods



Opportunities for managing water and floods

RESILIENCE AND CLIMATE CHANGE

Become more resilient by adapting to climate change impacts, becoming energy efficient and developing a circular economy



The City of Melbourne’s declaration of a climate and biodiversity emergency in 2019 highlights the urgent need for sustainable and resilient solutions. In response to these pressing challenges, the Greenline Project has a responsibility to integrate community resilience to climate change and ensure adaptability to future extreme weather conditions.

The Greenline Project will:

- specify the most energy-efficient and serviceable options to reduce the energy consumption of infrastructure
- design spaces that consider and address the risks of climate change hazards
- identify building materials with high recycled content that can be used in the Greenline Project
- explore implementing a recycling plan for demolition waste generated during the construction process

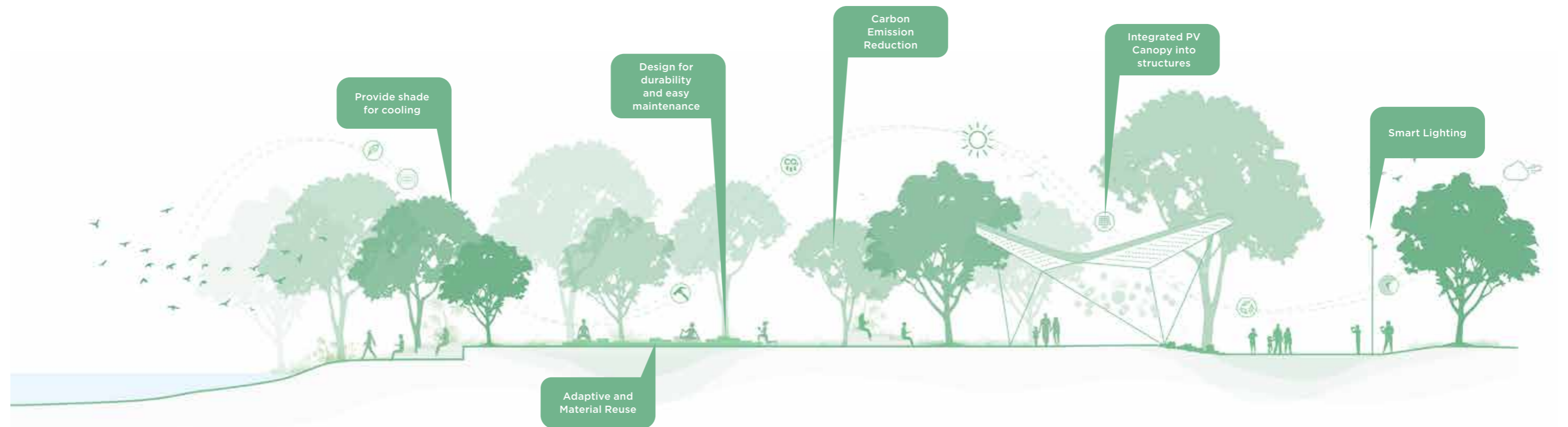
- explore how the Greenline Project can help individuals, communities, businesses and institutions to adapt, thrive and survive in a changing climate
- identify materials that have low environmental impact and are suitable for end-of-life recycling or repurposing
- establish a methodology to measure and track embodied carbon footprint throughout the design and construction phase
- explore emerging building products that are manufactured in accordance with circular economy principles
- prioritise sustainable energy practices and minimise carbon emissions, exploring the possibility of becoming a carbon-neutral park
- conduct a climate change risk assessment to support building for extremes throughout the project
- consider the needs of community and emergency responses during heat, storm and flood events.



Employ innovative technologies to cool down the city



Improve resilience through indigenous planting and canopy cover



Indicative section showing opportunities for improving resilience and responding to climate change

WURUNDJERI WOI-WURRUNG CULTURE AND IDENTITY

Create and celebrate meaningful connections and places for a range of cultural activities



The Greenline Project has continued the engagement process with Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation as the Registered Aboriginal Party.

As part of the master planning process, we have sought to understand opportunities for celebrating Wurundjeri Woi-wurrung culture and practices, as well as telling the truths of the history of the Yarra River - Birrarung. This includes narratives, stories and places for connection and cultural practice.

The master plan design reflects the framework for improving the health and wellbeing of Country. In partnership with Wurundjeri Woi-wurrung, we will continue to explore these layers of the project in the precinct planning stage.

Opportunities may include:

- increasing understanding of the Yarra River - Birrarung's Aboriginal heritage while elevating Wurundjeri Woi-wurrung knowledge throughout the project
- understanding the layers of Country and identifying where they can be revealed
- identifying markers of Country that can be retained or re-introduced
- prioritising indigenous plants to re-establish habitat and strengthen the river as an ecological corridor
- creating a healthier waterway through increased aquatic vegetation and other methods
- expressing history and relationships between different places in both tangible and intangible outcomes
- removing barriers that prevent culturally safe practices
- designing spaces to allow for education, gatherings, ceremonies and special occasions at key locations
- including culturally relevant resources within the project, especially the availability of important plant species.



MELBOURNE'S HISTORY

Acknowledge culturally significant sites and showcase Melbourne's distinctive identity



The Greenline Project is on the lands of the Wurundjeri Woi-wurrung peoples and has a deep Aboriginal grounding. The settlement of Melbourne was developed on these unceded lands and itself has an extensive layered history. The project seeks to reveal these diverse cultural histories through different journeys and experiences.

The design of the Greenline Project will:

- establish a key new destination for visitors to Melbourne to experience and understand Wurundjeri Woi-wurrung culture and history
- integrate interpretative design strategies that increase public engagement with heritage places, sites, and elements
- identify and reveal new heritage places, sites, or elements and integrate them into the design

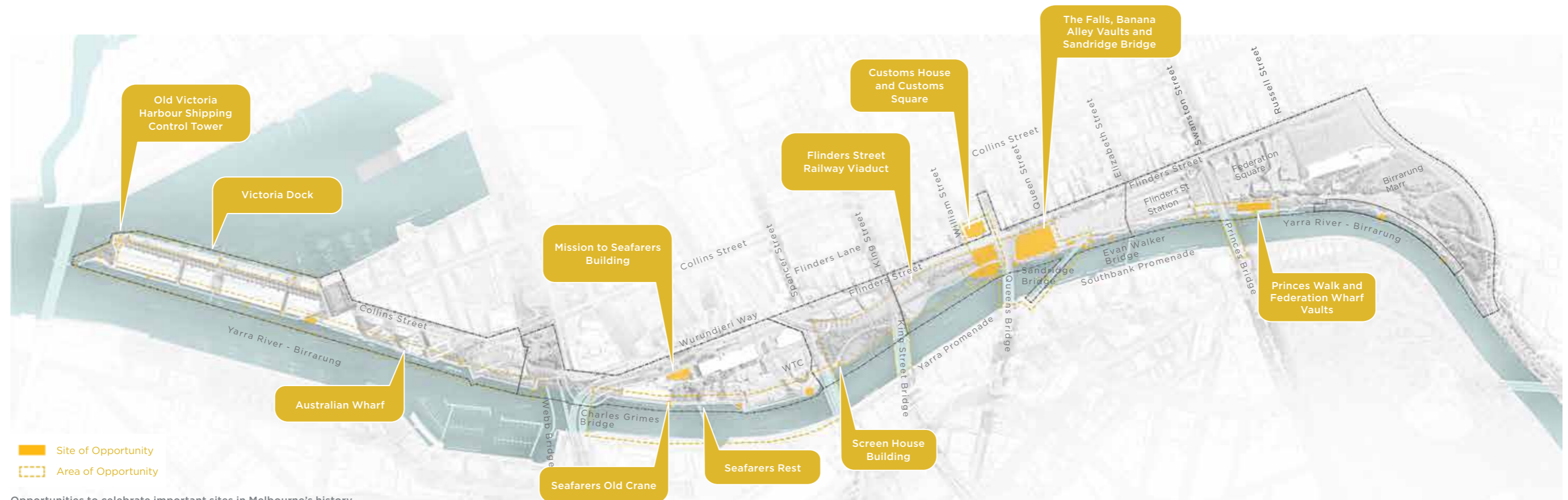
- implement restoration and conservation measures to improve the condition of heritage places, ensuring they are preserved for future generations
- connect heritage places with the wider history of the city and its development, through interpretive signage and storytelling
- create a historical narrative that links the listed places with the surrounding city and showcases their significance to visitors
- integrate both the north and south wharves into the Maritime precinct, creating a cohesive and interconnected maritime heritage experience for visitors
- incorporate Wurundjeri Woi-wurrung history and stories into the maritime theme, highlighting the deep connection between the land, the river and its Traditional Owners
- consider the use of existing and emerging digital technologies where appropriate, such as augmented reality, audio tours, podcasts and QR codes.



Railway viaducts - Flinders Street



Mission to Seafarers building - Docklands



Opportunities to celebrate important sites in Melbourne's history

CREATIVE STRATEGY

Realise a suite of compelling public artworks and creative experiences

The Greenline Project will commission a series of integrated, site-responsive public artworks celebrating the character of Melbourne's north bank and surrounding landscape, and its diverse communities. The public art program will provide avenues for deeper connections to the Yarra River - Birrarung, helping to bridge the cultural and spiritual divide between traditional and contemporary cultures. It will support both active and passive cultural engagement, storytelling and notions of personal responsibility for the river's care and respectful conduct on Wurundjeri Woi-wurrung land.

The Greenline Project creative strategy program will:

- incorporate the principles of City of Melbourne's Public Art Framework 2021-31 in the design process
- introduce opportunities for collaborative commissioning to allow artworks to emerge from the design process and, conversely, for the design to be informed by creative inquiry
- retain Aboriginal public art in the open space where possible
- present both permanent and temporary public artworks
- provide programmable platforms to facilitate the development and presentation of temporary art and creative programming
- develop creative solutions that respond to the Greenline Project's objectives by fostering strong connections to place and respect for Kulin knowledge, tradition and values
- present meaningful engagement opportunities to generate a deep connection to the Yarra River - Birrarung and the broader Greenline Project, and respect for Melbourne's cultural diversity
- acknowledge existing artwork and continue to deepen the sense of place with an integrated creative strategy.



Interactive tours and events



Chimney in Store, Batman Park - Tom Nicholson



WAYFINDING AND INTERPRETATION

Integrate wayfinding and interpretation methods to enhance the visitor experience



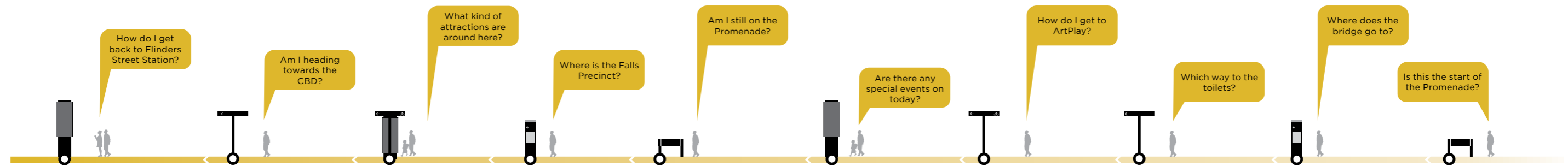
The Greenline Project will deliver consistent wayfinding signage along its full length, building on City of Melbourne’s standard suite of elements, while creating a journey for all visitors.

We will explore opportunities to reveal local history, stories, old and new buildings, cultural spaces, public art, ecological knowledge, education and digital interpretation.

Interpretation strategies for the Greenline Project will include integrated signage, digital and augmented experiences and self-guided and in-person tours that will enhance visitor experiences.

The design of the Greenline Project will:

- incorporate high-level wayfinding and interpretation strategies to facilitate connectivity
- deliver a clear, accessible wayfinding experience for all user groups along its length, enhancing visual and physical connections to adjacent sites and thoroughfares
- elevate the visibility of Aboriginal culture and storytelling
- innovate beyond physical signage with tools such as digital technology to aid navigation for people with a range of abilities, languages and ages
- reflect multiple histories of the river and ways of understanding the site, while supporting multicultural use of the spaces
- provide opportunities for education, especially encouraging exploration along the river’s edge and understanding the natural systems and ecology of the city
- consider dynamic wayfinding to indicate changes due to events or other disruptions, including events, floods or hazards
- explore a range of interpretive narratives by using multi-sensory elements for all user groups
- use intelligent wayfinding measures to encourage city-bound commuter cyclists to take alternative routes.



Wayfinding opportunities

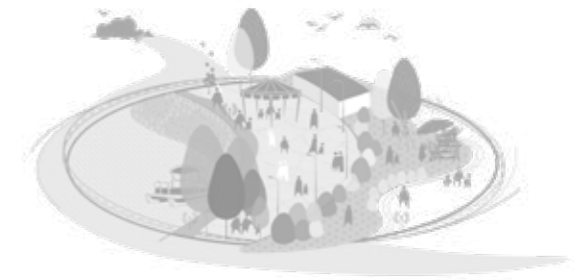


- Visual
- Aural
- Smell
- Tactile

Interpretive opportunities

OPEN SPACE AND PARK NETWORK

Define a series of inviting, public and open riverfront spaces



The Greenline Project will play a crucial role in meeting the open space needs of the current and future community of Melbourne.

The parks along the north bank represent the majority of open space in this area of the city; access to these spaces is critical for the health and wellbeing of nearby residents and workers.

The project gives us a chance to improve the existing open space network. We will provide a greater diversity of recreational land and water-based activities for the local community and visitors to enjoy.

The design of the Greenline Project will

- increase the diversity of public open spaces, creating new amenities along the riverfront to encourage greater community use and activation of the river's north bank
- support more physical activity and the use of active transport along the river

- support better physical and mental health and wellbeing of city residents and workers
- provide open spaces that are comfortable, inclusive, safe and inviting
- result in no net loss of parkland
- avoid introducing encumbrances to open spaces or permanent advertising
- aspire for open spaces to be primarily for public use
- introduce commercial activity within parks only where it enhances the experience of the open space for users
- explore introducing dog off-leash areas to serve the residents in the western end of the CBD
- introduce active and inviting public space interfaces to activate the north bank.
- develop welcoming connections and engagements with the water.



Buluk Park - Docklands



Market Street Park



Proposed open space types

EVENTS AND PROGRAMMING

Create a welcoming environment through diverse events and programs



The Greenline Project will activate the north bank, significantly increasing community engagement with the river. It will provide capacity for various activities and events that contribute to the character and function of each open space.

The spatial planning and programming of all open spaces will consider flexibility and crowd capacity and safety during large-scale capital city events, while balancing the day-to-day needs of the local community.

- acknowledge Aboriginal culture and knowledge
- create spaces that recognise the health of the river
- include fixed infrastructure for events, such as lighting, power and communications
- support large annual events, such as Moomba, New Year's Eve, RISING, Head of the Yarra and Yirramboi Festival.

The design of the Greenline Project will:

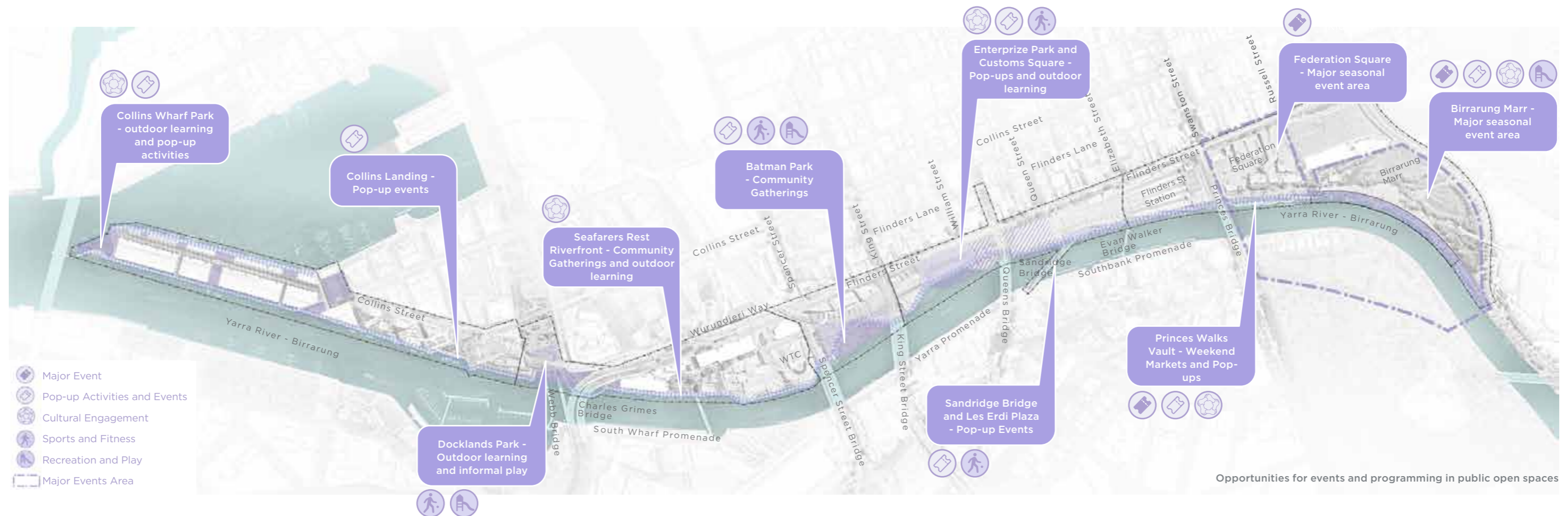
- support activation that promotes community participation and inclusion
- support seasonal street trading and pop-up sites
- support events and uses that stimulate a night-time economy and twilight trading hours



Large seasonal events



Pop-ups and weekend markets



Opportunities for events and programming in public open spaces

LIGHTING

Promote 24-hour activity, and a safe and engaging night-time experience



The Greenline Project will deliver public lighting that creates a cohesive night time experience, balancing safety and navigation, while being equally mindful of ecological and environmental considerations.

- consider the need for low-light solutions based on ecological considerations and benefits
- explore feature lighting at key points that will provide moments of wonder and intrigue
- integrate lighting with interpretative design and artistic elements.

The design of the Greenline Project will:

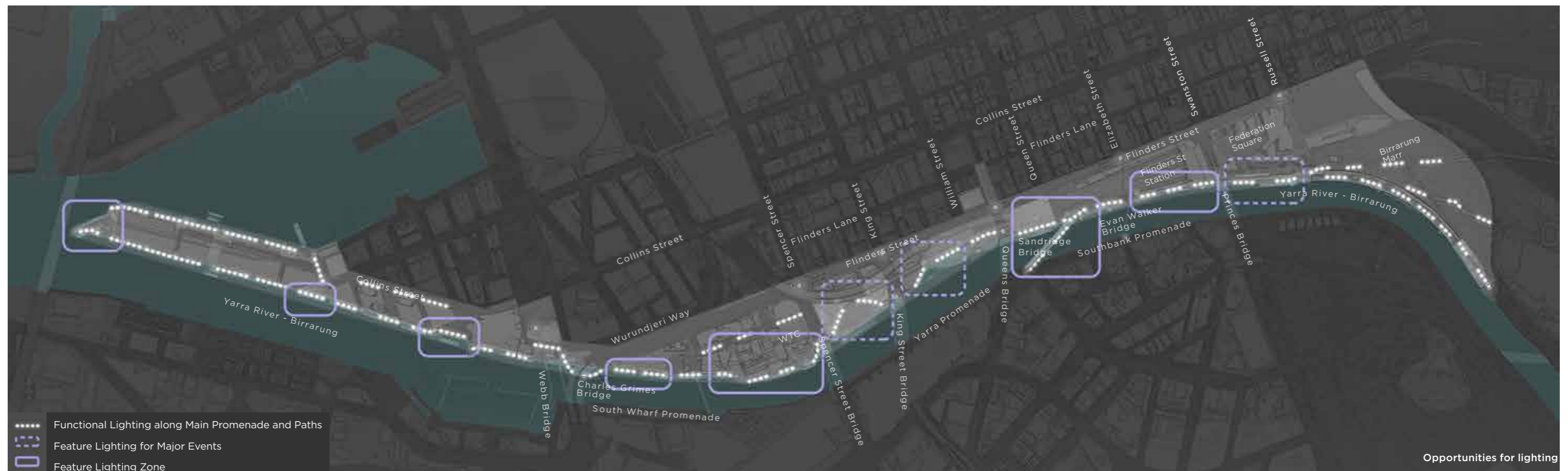
- adhere to City of Melbourne’s Public Lighting Strategy 2021 and draw from other relevant international standards for best practice in lighting design
- convey a sense of safety at night for all users throughout all precincts
- provide functional lighting to pedestrian and park pathways with areas of higher illumination at key experience zones.
- control lighting so that parklands and other sensitive ecological zones maintain a lower level of lighting
- deliver lighting that is complimentary to wayfinding and navigation aspirations



Well-lit laneways and secondary access to the riverfront



Multi-functional lighting installations



Opportunities for lighting

BUILT FORM

Reconsider the relationship of the built form to the river

Since European settlement, the development of the Yarra River - Birrarung's north bank has prioritised transportation infrastructure, creating a barrier between the city and the river. Much of the existing built form has a heavy, infrastructural character, while modern building additions have typically added little to the quality of the riverfront.

The Greenline Project presents a pivotal opportunity to reconsider the relationship of existing buildings to the river. We can explore ways for new built forms to enhance the experience of the river and revitalise the north bank.

The design of the Greenline Project will explore opportunities for:

- refurbishment of heritage buildings and infrastructure through restoration and complimentary new additions

- activation, programming and improved amenity of existing bridges, such as Sandridge Bridge, and new bridge infrastructure
- activation, programming and improved amenity of existing railway viaducts
- new built form to add value to a revitalised north bank and attract long-term anchor tenants
- renewed addresses to existing building interfaces that enhance public amenity, activity and presentation to the river, including existing back-of-houses and service zones fronting public areas adjacent to the river
- small-scale structures and activators such as kiosks, shade pavilions, public amenities and community buildings that support the use of public open spaces
- showcasing adaptive re-use, best practice sustainability, energy efficiency, circular economy and low carbon outcomes
- converting nearby buildings to become potential community hubs.



Heritage renewal and additions



Small-scale activators and temporary structures



Opportunities for built form

SAFETY AND INCLUSION

Create an inclusive, accessible riverfront

Poor accessibility is a barrier to the use and enjoyment of spaces along the north bank. In addition, many existing spaces along the river lack a sense of safety, particularly at night, and have limited passive surveillance from adjacent buildings or streets. The Greenline Project is focused on delivering safe, universally accessible, and equitable open spaces for all users.

The design of the Greenline Project will:

- be based on equitable access and inclusivity principles, in line with City of Melbourne's Inclusive Melbourne Strategy 2022-32 and other international best practice standards
- deliver a generous promenade with a 6-metre nominal width, with access from the city compliant with the Disability Discrimination Act 1992
- deploy signage and wayfinding that caters to the needs of visually and hearing-impaired individuals
- consider crowd management to ensure safety and comfort for all participants during the planning of events and festivals
- cater to the needs of all people, regardless of age, ability, gender or cultural background
- integrate innovative, best practice, universal access design, informed by engagement with relevant user groups to understand their specific needs
- increase safety and perceptions of safety, through environmental design solutions, appropriate security infrastructure and increased passive surveillance and lighting during the day and night, responding to the riverfront location
- provide for safe and effective movement of people including during major events
- plan for toilets and changing places approximately every kilometre
- consider innovative methods that support improved social, health, wellbeing and education outcomes
- undertake Gender Impact Assessments and apply learnings across all aspects of the work, including project processes, engagement, design and ongoing management and activation
- apply an intersectional lens to support equity for the whole community throughout the north bank.



Two people assisting a person with a white cane



A woman in a wheelchair waiting to enter a tram



Important infrastructure and access points onto the main promenade

SAFETY AND INCLUSION - MAIN USERGROUPS TO CONSIDER

Women

Most public spaces along north bank are dominated by male visitors. We need to design new public spaces that cater more to women's needs. Personal safety from crime and harassment is a key driver for women in deciding whether to spend time in a public space; therefore, it is important to have active zones at the edges of areas, with passive surveillance at all hours, everyday.

The design of the Greenline Project will consider the safety and inclusion of women by designing from the opportunities in the matrix below.



Lighting at night, especially in closed confines, encourages safety and passive surveillance.

Families with Young Children

Different age groups have different needs:

0-5yrs: Facilities for both caregivers and children are important for this age group.

5yrs +: Larger gathering spaces for children to be active with options to eat, explore, and learn about their city.

The design of the Greenline Project will consider the safety and inclusion of children by designing from the opportunities in the matrix below.



All inclusive play spaces with ample shade and protection from the elements.

Location	 Lighting at night	 Passive surveillance by people passing by	 Improvement of tunnel safety through lightning
Environment	 Separate play areas for small children	 Benches and tables with a good view of the play areas	 Greenery and seating areas in the shade
	 Protected areas for the care of small children and babies	 'Talkspace' - flexible seating, comfortable materials	 Nappy-changing facilities and free hygiene articles
Offering	 Free access to drinking water	 Free, accessible, and properly maintained toilets	 Places to buy food, beverages, coffee

Location	 Protection against air pollution where children play	 Maximum noise level at 55 dB	 Close proximity to public transport
Environment	 Grassed gathering spaces for primary school classes	 Semi-private spaces with low stimuli for play in small groups	 Clear overview of playspaces
Offering	 Access to toilets, nappy-changing, fresh water	 Access to nature and rich sensory experiences	 Play elements catering to all ages from 0-12 years
	 Motor skill challenges such as obstacle courses	 Nutritious food and beverage options nearby	 Access for strollers and stroller parking options

SAFETY AND INCLUSION - MAIN USERGROUPS TO CONSIDER

Young people

Large groups of young adults currently visit Enterprize Park. Encourage university and school-based activities to take place along the river front with options for outdoor study, large social gathering spaces, wi-fi access and plug and play, as well as cooking facilities. Unique urban design elements with bold colours are also key attractors.

The design of the Greenline Project will consider the safety and inclusion of young people by designing from the opportunities in the matrix below.



Creative urban break out spaces, with cheap food and diverse movable seating.

Older people and people with a disability

Commercial and non-commercial edge zones with passive ways to observe public life are already popular with older people along north bank. More opportunities are needed along the riverfront to support and attract older people and people with a disability.

The design of the Greenline Project will consider the safety and inclusion of older people and people with disabilities by designing from the opportunities in the matrix below.



Easily accessible amenities, especially food, shade and places to gather as a group.

Location	 Close proximity to where physical activity takes place	 Walking distance from home and/or school	 Accessible day and night
	 Varied seating options for large and small groups	 Access to sheltered outdoor spaces	 Safe and secure protected from traffic, noise, crime etc.
	 Colourful and interesting aesthetic	 Ability to take ownership	 Ability to be spontaneous active or passive
Offering	 Welcoming and accepting staff	 Affordable food options	 Varied ways to stay opportunity to bring own food, buy to stay or take-away, stay with friends who buy

Location	 Fixed and moveable seating with armrests, back support	 Universal accessibility level, non-slip, glare-free paths	 Clear landscape layouts for easy orientation
	 Seating areas with morning sun (for vitamin D)	 Human-scale, sensory landscape elements	 Plant variation scents and flowers that attract urban wildlife
Offering	 Destination points for larger social events (gazebo / shelter)	 Simple recreational amenities like petanque areas, putting greens, etc.	 Play elements for grandchildren
	 Community gardens with raised planters and tools	 Indoor-outdoor workshop to interact with strangers	 Gentle 'porch' swing seats to 'play' on

DIGITAL STRATEGY

Improve the quality of open space and visitors' experiences with spatially embedded digital infrastructure

Urban digital infrastructure and digital technology will play an important role in forming the design, delivery and ongoing management of the Greenline Project. They have the potential to improve the quality of open space and visitors' experiences and enable forward-thinking design, planning and management of the public realm.

Digital technology and infrastructure can play an important role in the design, development and management of urban environments. City of Melbourne is already at the forefront of local governments across Australia in this field. As a major initiative for the city, the project can demonstrate how digital systems can contribute to sustainability, climate change resilience and cultural life in urban settings. The Greenline Project can demonstrate best practice and create new benchmarks for the city.

What is a digital twin ecosystem?

With the Greenline Project, we aim to develop a Digital Twin model. It will serve as a prototype for the larger city, showcasing the potential and possibilities for future urban development and innovation.

Digital twins can be described as a collection of digital tools that facilitate the finding, visualisation, analysis, simulation and prediction of people, assets and the environment.

A digital twin can:

find - search and retrieve data from various sources, such as sensors, Internet of Things devices, databases and external systems

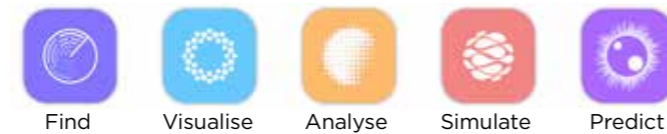
visualise - present and represent the data and information collected from the physical asset or system in a visual format

analyse - examine and interpret the collected data to derive meaningful insights and make informed decisions

simulate - replicate the behaviour, characteristics and responses of the physical counterpart in a virtual environment, allowing users to explore different scenarios and test hypotheses

predict - use historical data and simulation models to forecast or estimate future behaviour, trends or events in the physical asset or system.

Digital twin capabilities



Digital twin opportunities for the Greenline Project

Engagement

Digital tools can help the community get involved in design decisions, fostering informed and inclusive outcomes. After the project is completed, we can use these tools to gauge community responses. Digital solutions and initiatives include:

- digital surveys and polls
- virtual reality and 3D modelling
- online platforms.

Placemaking

Digital placemaking uses digital platforms, interactive installations and virtual experiences to engage people, foster community participation and create connections within a place. It transforms public spaces, making them inclusive, interactive and dynamic. Digital solutions and initiatives include:

- virtual and augmented reality
- digital wayfinding
- information kiosks and signage
- public safety.

Sustainability

Our digital strategy furthers the project's sustainability outcomes by defining measures, seeking efficient data storage and helping effective communication. Digital solutions and initiatives include:

- baseline measures
- feedback metrics
- environmental impacts
- continuous monitoring.

Smart infrastructure

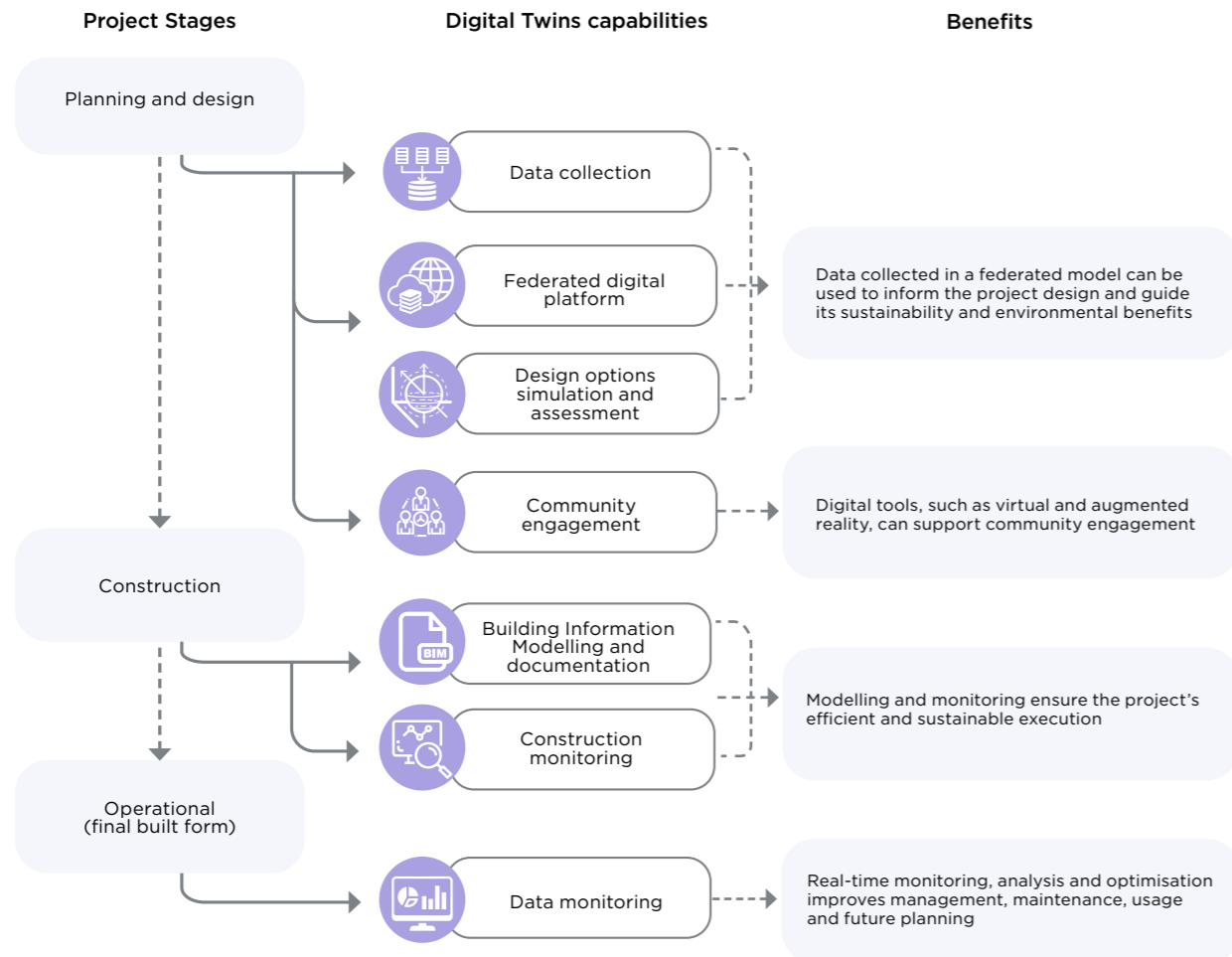
We will use smart infrastructure to help manage the Greenline Project and create transformative experiences for the public. The digital strategy prioritises robust connectivity and the capacity to integrate smart technologies. Digital solutions and initiatives include:

- energy and power supply
- fibre optic, wireless and 5G networks
- sensor deployments
- smart poles
- pit and pipe networks
- physical security.



Digital twin capabilities for each project stage

Digital tools, including the use of a Digital Twin, can be used throughout the project lifecycle. This includes planning, design, and construction as well as ongoing management and maintenance. Not all digital tools will be equally useful at every stage. Digital Twins can serve specific purposes throughout the project lifecycle however they are typically most useful when they're incorporated into the post-built phase, as it allows for comprehensive monitoring and maintenance of the project.



Using sensors in the site to provide a digital twin with real-time data on microclimatic conditions



Using sensors in the site to provide a digital twin with real-time data on pedestrian movements



Using augmented reality to help the community visualise the design within the site itself

ECONOMIC ACTIVITY AND VALUE CREATION

Identify opportunities to create value and support existing and future businesses

The Greenline Project will have a positive impact on the local economy and adjacent businesses within the Yarra River - Birrarung corridor. The business case for the Greenline Project, released in 2022, confirmed that it has a strong case for investment with every \$1 spent resulting in a net benefit of \$3.29 to the community. New destinations and a continuous journey along the river will increase footfall and create direct opportunities for existing and new businesses and attract investment in the precinct.

The design of the Greenline Project will support value creation through:

- investing in high-quality open spaces and amenities that will attract both locals and visitors

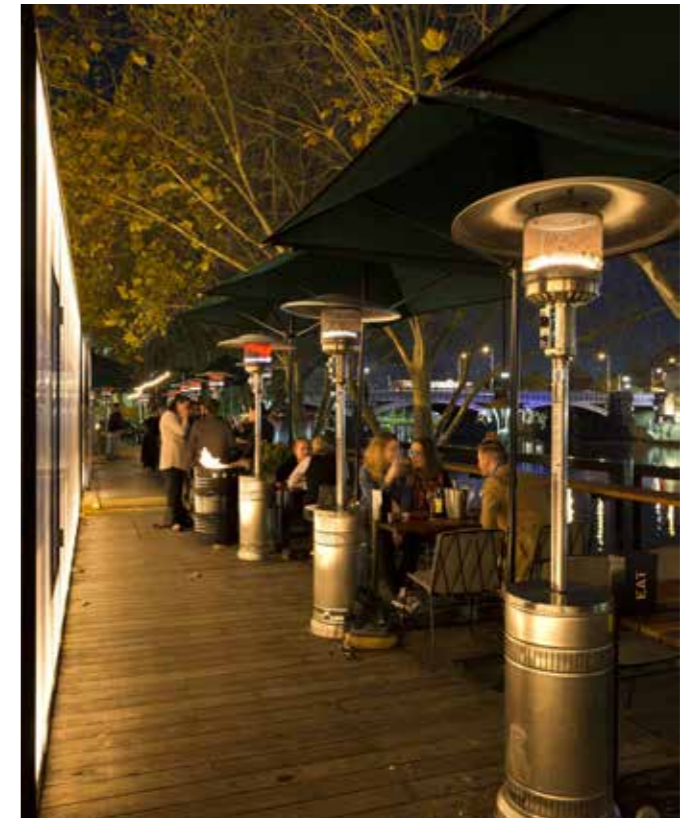
- exploring social enterprises that encourage Wurundjeri Woi-wurrung and Aboriginal economic participation
- supporting and developing businesses along the riverfront that activate the adjacent open spaces
- improving public transport connections that allow people to easily access the riverfront
- prioritising pedestrian movement along the riverfront
- improving connection along the riverfront that allows people to move easily to establishments
- linking with nearby businesses that may benefit from increased local and visitor numbers
- attracting new residential and commercial developments to the city
- increasing local employment
- creating tourist destinations along the north bank, elevating the overall experience for visitors to the Melbourne Arts precinct and CBD.



View from Princes Bridge looking east towards Federation Wharf vaults



Moomba festival



Hospitality - Flinders Walk

A GENEROUS PROMENADE

Create a clear, navigable and uninterrupted journey along the river



The Greenline Project will realise a bold and transformative reconnection of the disparate spaces along the northern bank of the Yarra River - Birrarung. It will deliver a generous, 4-kilometre path, with a 6-metre nominal width, from Birrarung Marr to the Bolte Bridge, while also re-establishing the link between the city and the river.

- improve crossing points at all intersections along its length
- explore opportunities for small activities along the promenade to ensure an interesting and meandering journey
- diversify opportunities for resting and lingering along the journey
- explore demarcated spaces on the promenade for different traffic speeds to reduce potential conflicts.

The design of the Greenline Project will:

- create a continuous riverside journey
- provide a series of vibrant and active public spaces that connect the community and city with the river
- link key destinations and provide spaces for recreation, relaxation and social interaction
- ensure safe and inclusive access to the river for all users by providing secondary paths and entries along the main path
- ensure that the promenade is multifunctional and accommodates maintenance and emergency access requirements

Experiences along the promenade

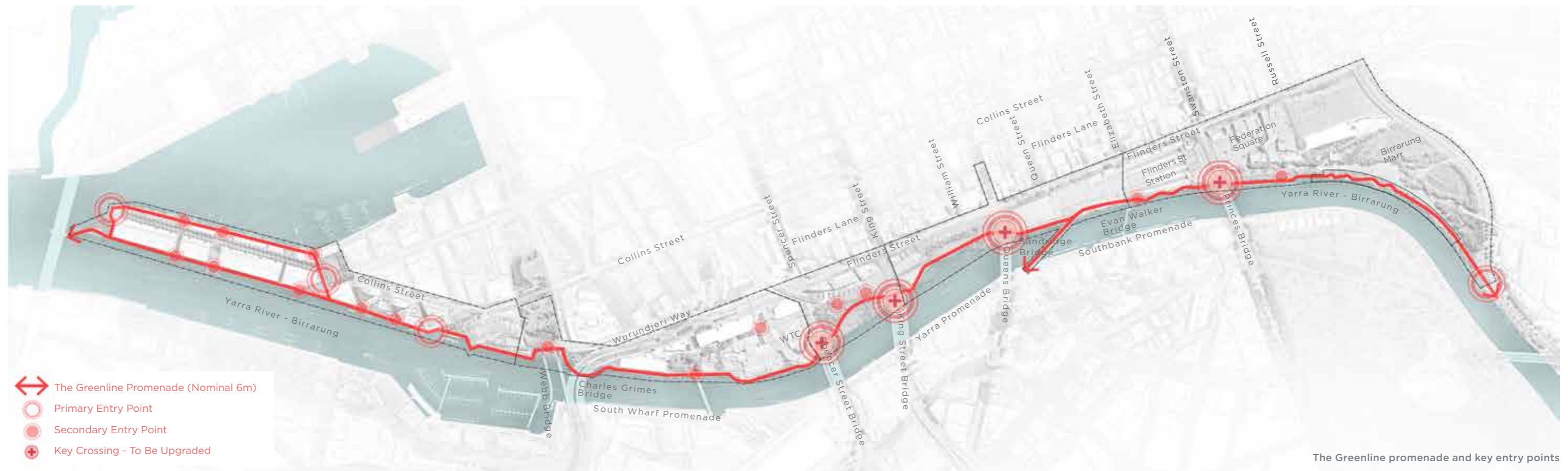


A tree-lined promenade experience

An immersive riverside experience

On the water experience

Over the water experience



The Greenline promenade and key entry points

PEDESTRIAN LINKS AND ACTIVE TRANSPORT

Seamlessly connect the riverfront with the city, prioritising a pedestrian-focused shared path

A key objective of the project is to create safe and clear access to, from, and along the north bank, including connections to the CBD. To balance movement along the promenade with new recreational activities along the river's edge, we aim to deliver a low-speed environment that is safe for people to walk, ride bikes and use other forms of active transport. The promenade has the potential to become the benchmark for pedestrian-focused shared paths in Melbourne.

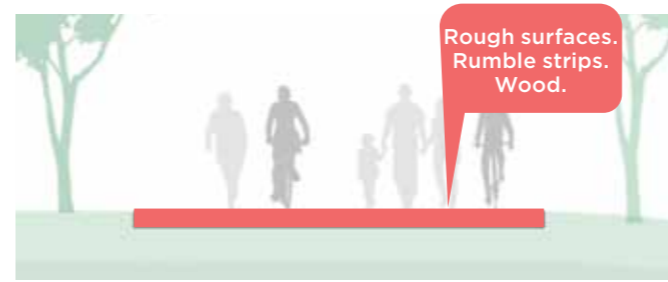
The design of the Greenline Project will:

- discourage high-speed cycling and scooter riding and promote alternative routes for commuter cycling that are nearby. The development and ongoing management of the alternative routes are integral to the success of the pedestrian-focused shared path

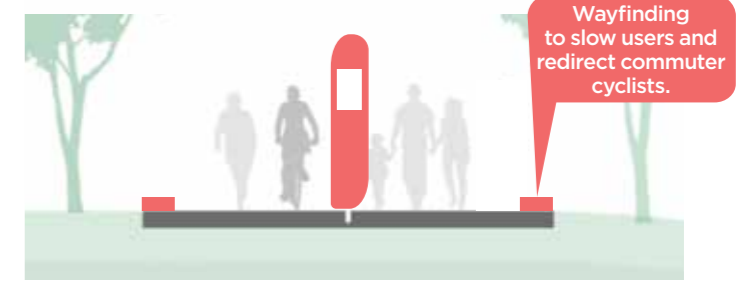
- minimise conflict between pedestrians and other modes of active transport, including cycling, scooter riding, skateboarding and on-lead dog walking
- encourage the use of public transport infrastructure within the precinct
- support access to water transport and activities and consider future water-based transport options
- integrate intuitive signage, wayfinding and surface material selection that facilitates safe and accessible movement for all users
- provide parking space for cyclists and e-scooter users on the periphery of the project
- consider and adjust to the needs of wildlife
- follow the principles and opportunities relating to cycling in pedestrian-priority shared zones identified in City of Melbourne's Transport Strategy 2030 and Design and Construction Standards
- prepare a transport and movement strategy that focuses on establishing a safe, low-speed environment for all users.



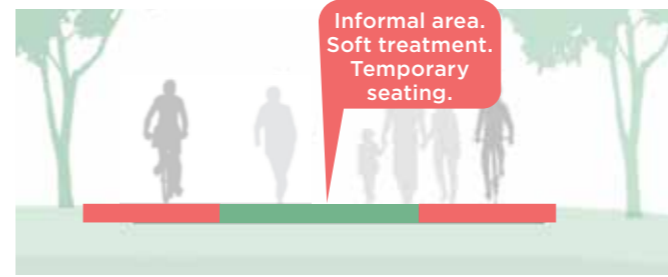
Shared Path Conflict Mitigation Strategies



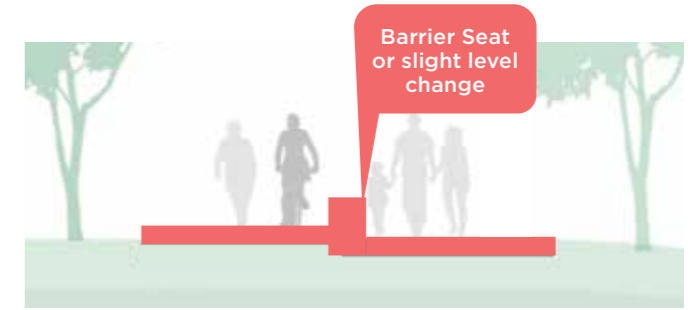
Material Change - Surfaces that slow down bikes and signify shared zone



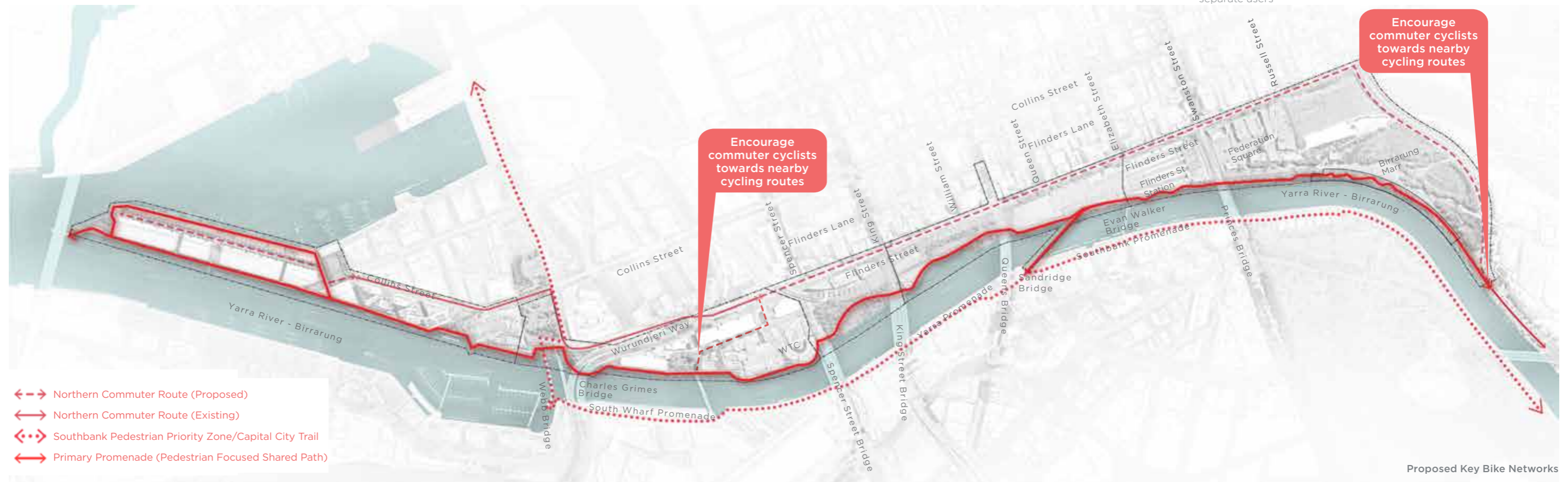
Signage and wayfinding - Direct and guide users to mitigate conflict



Soft zoning and demarcation - Separate by landscape or informal areas



Furniture and built barriers - use furniture or other interventions to separate users



Proposed Key Bike Networks

WATER-BASED USES

Promote diverse activities on and along the river



The Greenline Project will consider recreational and commercial water-based functions along the Yarra River - Birrarung corridor. We need to collaborate with Parks Victoria, Melbourne Water and the local boating community to understand current and future needs.

- minimise litter trapping and look for opportunities to improve litter collection
- provide waterway infrastructure that is secure and visually consistent with the project's aesthetic
- plan for event infrastructure, including temporary pontoons, gangways, mooring and related promenade infrastructure
- explore opportunities to connect to nearby areas such as Fishermans Bend and Moonee Ponds Creek.

The design of the Greenline Project will:

- consider the needs of recreational and commercial boating
- prepare a waterway operations strategy in collaboration with Parks Victoria, Melbourne Water and the boating community
- review boarding and disembarking and consider relocating and improving commercial berthing infrastructure, in consultation with key stakeholders
- review the projected impacts of sea level rise, sedimentation and increased marine traffic
- review the impact of infrastructure on navigation safety



Commercial berthing



Private berthing



SUSTAINABILITY

Envision the Greenline Project as a sustainable and resilient public open space

The project can be designed to mitigate and adapt to further climate change impacts, sequester carbon, anticipate future functions with a circular material palette, and prepare for climate change and community shocks and stresses.

The design of the Greenline Project will:

Environmental:

- increase the health and biodiversity of the river by re-establishing native ecosystems and habitat
- increase tree canopy coverage, sustainably irrigate green spaces and use permeable surfaces where possible to provide shade, reduce heat absorption and improve air quality
- explore water sensitive urban design initiatives to process stormwater generated by the project before it is discharged into the Yarra River - Birrarung
- remove carbon from the air through increased planting and tree health
- minimise the use of potable water for irrigation
- explore options for a circular and low embodied carbon material palette

Social:

- be accessible and welcoming to people of all ages, abilities, genders and backgrounds
- create spaces that encourage physical activity and active transportation
- provide opportunities for cultural and artistic expression that reflect the diverse communities of Melbourne
- work with the Traditional Owners to incorporate their perspectives and knowledge
- work with the local community and businesses to integrate their vision.

Economic:

- attract investment and development
- incorporate spaces for events and gatherings that can generate revenue for local businesses
- ensure easy accessibility by public transport to encourage use by visitors to Melbourne
- benefit businesses along and nearby the site
- support a range of events from large to small, pop-ups to seasonal celebrations.

The United Nations Sustainable Development Goals (SDGs) comprise 17 goals, covering a triple bottom line of environmental, social and economic outcomes. They outline an approach to end poverty and protect the planet.

City of Melbourne localised the SDGs by reviewing each goal within our context, developing relevant targets and key indicators of success for each one. The sustainability vision for the Greenline Project incorporates the SDGs. It is an exciting opportunity to demonstrate how individual projects can feed into the bigger picture of sustainability at City of Melbourne.

The project will contribute to a number of SDGs. We have categorised these as:

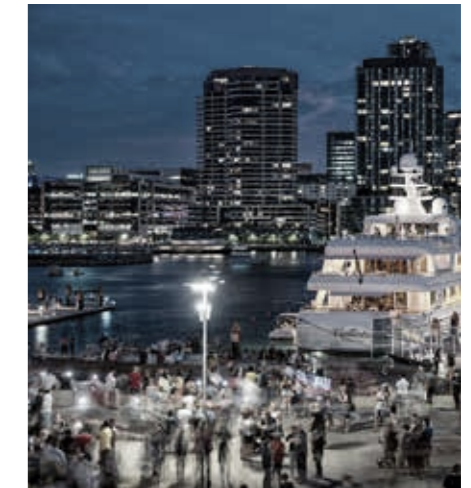
- priority influence - seven of the most important objectives as highlighted by the Greenline Project business case
- direct influence - how the Greenline Project positively impacts the development, construction and ongoing use, and benefits visitors to the site
- indirect influence - how the Greenline Project positively impacts its immediate surroundings, the city and beyond.



Environmental sustainability



Social sustainability



Economic sustainability



Direct and indirect benefits of the Greenline Project measured against 17 SDGs

FURNITURE AND MATERIALS

The furniture and material palette will give the project a recognisable and legible character, drawing on City of Melbourne’s Design and Construction Standards. Materials and textures should reflect the site’s layered history, geological and hydrological processes, maritime and industrial uses, and contemporary creative elements.

The design of the Greenline Project will:

- incorporate consistent design elements throughout the north bank to create a sense of place
- explore the potential for creating feature elements
- ensure the maintenance and operational needs align with City of Melbourne’s Design and Construction Standards
- investigate furniture and materials that are geographically, historically, culturally and contextually relevant

- investigate furniture and materials that are low embodied carbon, robust, sustainable, and locally sourced, with a high-quality presentation and amenity
- understand where it is appropriate to use City of Melbourne’s standard palette and where it is important to explore alternative feature elements and materials
- explore the use of materials and elements to create low-speed shared zones for cyclists and pedestrians.



Contextually relevant



High-quality presentation and amenity



Alternative feature elements and materials



Shared zone materiality for cyclists and pedestrians

COMMUNITY CONSULTATION

Authentic engagement with Melbourne’s diverse resident, worker and business communities is a crucial aspect of the project. City of Melbourne is committed to transparent community consultation processes at all stages of the master planning and design program. Feedback and contributions from the community will continue to shape and inform the development of the Greenline Project to ensure it balances the diverse needs of all users.

We will:

- undertake workshops to involve diverse community groups in the design process to understand their specific needs and perspectives
- consult with the community at critical points to gather feedback, address concerns and make necessary changes to the design
- develop consultation materials that are easy to engage with and understand.



Community consultation



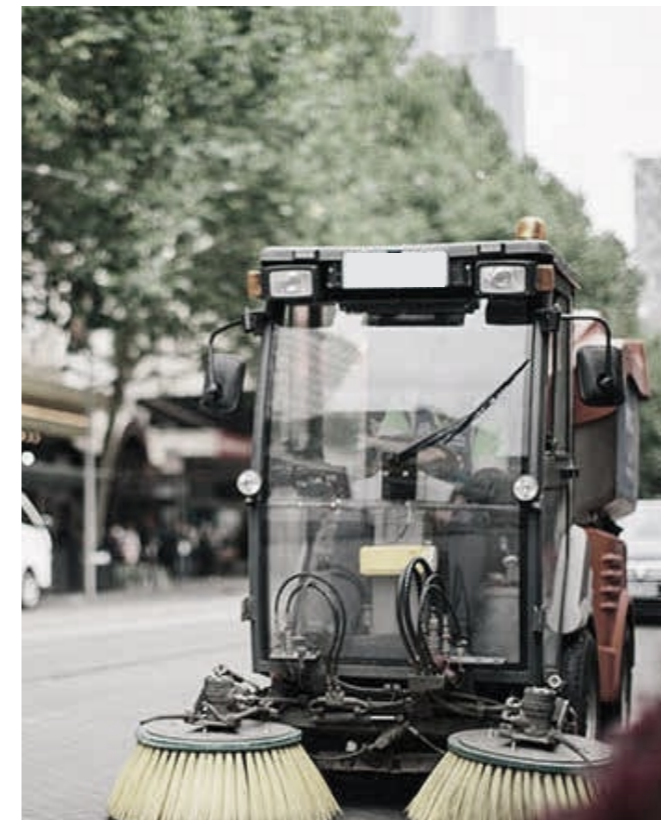
MAINTENANCE AND LAND MANAGEMENT

City of Melbourne does not own or manage the full extent of the Greenline Project site. Therefore, the successful delivery of the project will require extensive consultation and cooperation with many landowners and managers. Early in the project, we will need to outline an agreed maintenance strategy that identifies the needs and responsibilities of all parties.

The design of the Greenline Project will:

- identify all landowner and stakeholder interests that need to be considered
- consider the long timeframe of the project and work with an evolving ownership and management environment
- develop a maintenance strategy to clearly set out the responsibility for, and scope of management of, all new and existing spaces

- outline procedures for maintaining and replacing all infrastructure and materials, including end-of-design life plans, in line with circular economy principles
- meet the requirements of City of Melbourne’s Design and Construction Guidelines
- outline planting and softscape maintenance in the short and long term
- reduce litter flows into the river from the local catchment, including with land-based litter collection
- consider ongoing litter management, waste reduction and access for maintenance and litter collection
- include the adequate provision of permanent waste and recycling bins.



Land-based litter collection opportunities



Permanent recycling and waste smart bins



Image: Existing condition - Federation Wharf



MASTER PLAN IMPLEMENTATION



Image: Artistic Impression
Saltwater Wharf Precinct

NEXT STEPS AND STAKEHOLDER ENGAGEMENT

Next steps

The master plan will be implemented over a number of years, beginning with precinct planning and design, then progressing to the delivery of project stages - subject to funding and approvals.

To successfully implement the Greenline Project vision outlined in this master plan, we will need to establish strong partnerships and undertake regular engagement over the course of the program of works.

The key partnerships required to successfully realise the master plan vision include:

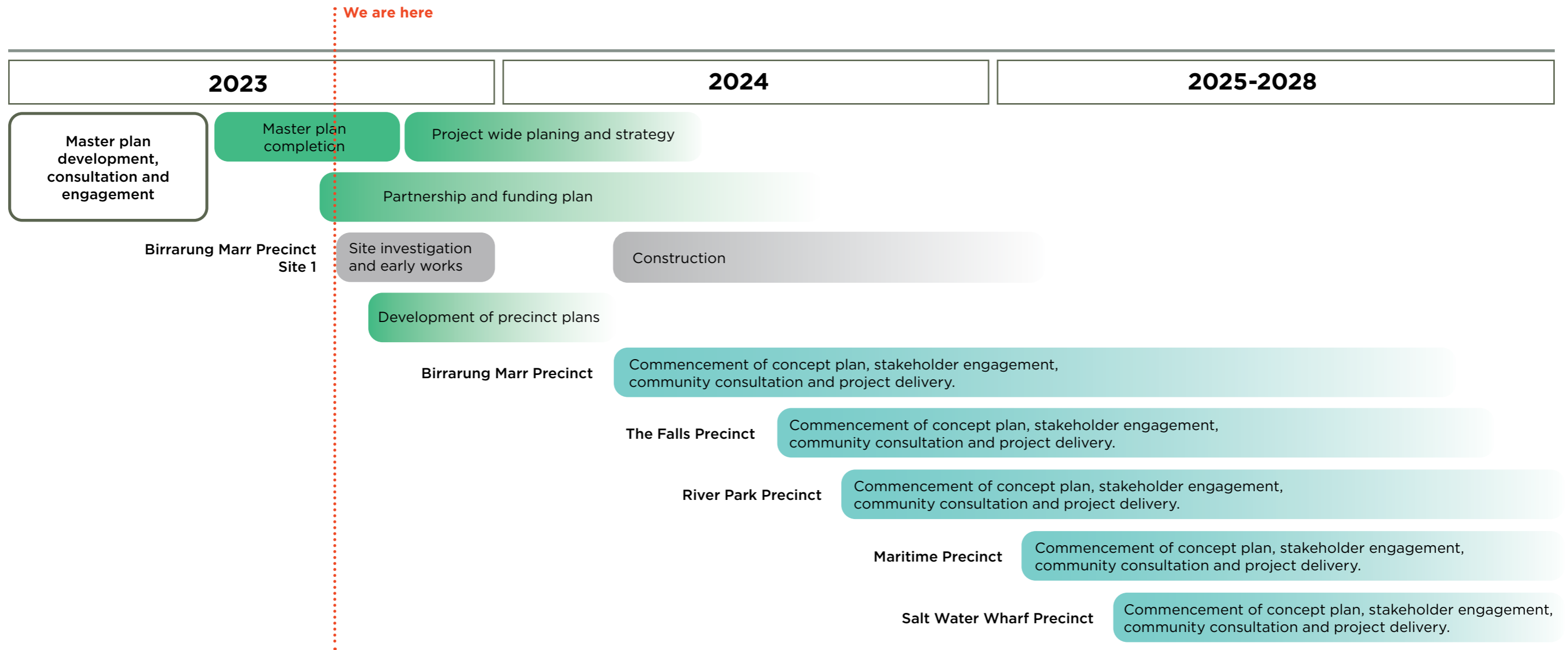
- funding
- approvals
- land and asset management and maintenance
- advocacy.

Stakeholder engagement

Our targeted stakeholder consultation and engagement - undertaken prior to and during the development of the master plan - indicates wide-ranging support for the proposed vision.

Successful delivery of the project depends on ongoing consultation at key points. We will undertake broader consultation and community engagement at the concept design stage for each project, prior to delivery.

PHASING





APPENDICES



Image: Artistic Impression
Saltwater Wharf Precinct

APPENDIX A – BIRRARUNG MARR PRECINCT SITE 1

The City of Melbourne is kickstarting the delivery of the Greenline Project in 2023 with Site 1 of the Birrarung Marr Precinct. A contemporary river edge space will provide unique opportunities for locals and visitors to experience the north bank and the Yarra River - Birrarung. The project will create 450 metres of new boardwalks and a 6-metre wide promenade that will connect native habitats along the river's edge - a place where Wurundjeri Woi-wurrung Country, knowledge and culture will be celebrated.

Once complete, Birrarung Marr river edge will be the perfect spot to slow down and meander, enjoying views of the river and city from new vantage points. You will also find yourself surrounded by native planting and habitat in the heart of the city.

Birrarung Marr will continue to play host to some of Melbourne's biggest and best events, facilitating new cultural, creative, and sustainable experiences in a transformed landscape.

With ongoing involvement of Wurundjeri Woi-wurrung informing the Greenline Project development, this vision and draft proposal for Site 1 positions the Yarra River - Birrarung for cultural and environmental education - providing new opportunities for rich cultural learnings led by Traditional Owners.

Early works are expected to begin in 2023, with construction to follow in 2024.



The Eastern Entry to The Greenline Project

APPENDIX A – BIRRARUNG MARR PRECINCT SITE 1

Endorsed concept plan



LEGEND

- - - Extent of Works boundary
-   Boardwalks
-  Primary pathways
-  Riparian planting
-  Understorey planting integrating new and existing trees
-  River lawn
- A Existing Angel artwork
- B Existing hardstand at Lower Terrace East

NOTES

The next phase of design will incorporate the following:

- **ABORIGINAL CULTURE AND STORYTELLING** - The City of Melbourne will continue to work with the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation to elevate the presence and visibility of Aboriginal culture and storytelling in Birrarung Marr.
- **ACCESSIBILITY AND INCLUSION** - The design will integrate innovative, best practice universal access design.
- **ACTIVE TRANSPORT** - The design will prioritise pedestrians and create a safe low-speed environment for active transport, including bicycles and scooters.
- **COMMUNITY EVENTS AND ACTIVITIES** - The design will facilitate flexible use of space for community events and activities.
- **ENVIRONMENT AND ECOLOGY** - The design will integrate riparian planting and promote improved biodiversity and habitat.
- **SAFETY AND SECURITY** - The design will address safety and security through environmental design that support passive surveillance, and the safe, effective, movement of people, both day to day and during events.
- **PLAYGROUND AND RECREATIONAL AREAS** - Informal play and recreational elements, which encourage a connection between visitors and nature, will be incorporated as appropriate.
- **TREE COVER AND LANDSCAPING** - The design will incorporate new and existing planting, including understorey planting and the improvement of soil quality and growing conditions.
- **IMPLEMENTATION AND MAINTENANCE** - Ongoing litter management and maintenance of open space and waterways will be integrated into the design.

APPENDIX A – BIRRARUNG MARR PRECINCT SITE 1

Endorsed concept design



Existing



Proposed

Section - The River Edge



Section key plan

Planning for Trees

A tree succession plan when finalised will make recommendations for the aging elm tree avenue including retention, replacement and improvements to the health and longevity of existing and new trees.

As retained mature trees decline in coming years and decades, they will be replaced with species consistent with the desired landscape character. For all new trees consideration will be given to cultural significance, ecological value and species diversity for resilience. Best-practice tree management will be applied, consistent with Council's Urban Forest Strategy and Tree Policy 2021.

APPENDIX B – GEHL REPORT

The Greenline Project health check and design recommendations

Site and Context Analysis “Health Check”

We will add a qualitative layer to existing site analyses by focusing on eye-level observations, challenges, and opportunities, with a particular emphasis on understanding public spaces from a human-centered, user point of view.

This includes mapping the following:

- Network of surrounding public spaces
- Connections to /from site and surroundings
- Functions and amenities in the surrounding area
- Analysis of public life and people movement in the area
- Evaluation of public space qualities
- An overall panorama of the Greenline Project’s qualities and trends
- Understanding existing and potential user profiles.

Design Recommendations

Based on the Greenline Health Check analysis, the design recommendations will summarise the key findings and propose actions that can optimise the experience for all users and visitors to Greenline. Specific goals for the design recommendations are:

- Defining existing and future user groups
- Defining key access points and gateways to Greenline
- Defining main outcomes for use, users, activities
- Defining specific recommendations for each precinct
- Defining key opportunities, visions and values
- Setting up suitable benchmark criteria (public life data)
- Highlighting international best practice cases, where relevant
- Providing suggested next steps for future community consultation and digital stream processes.

Gehl Methodology

The Greenline Health Check uses a variety of research methods to create an everyday understanding of the site. The collection of data builds an understanding of public life, public spaces, and buildings within and nearby the site.

The infographic is divided into four quadrants, each with an illustration and a text box. The top-left quadrant shows two people at a desk with a laptop, titled 'Desktop research'. The top-right quadrant shows a group of people in various activities (sitting, standing, pushing a stroller, on a bicycle), titled 'Sociodemographic & spatial analysis'. The bottom-left quadrant shows a group of people in a public space setting, titled 'Public Space Surveys'. The bottom-right quadrant shows people in a public space, including one on a bicycle, titled 'Public Life Surveys'.

Desktop research
To understand the project history, site context, project plans and renders produced along the way

Sociodemographic & spatial analysis
Exploring mobility data, census data, built environment and amenity data

Public Space Surveys
Quality assessment of the open spaces along the waterfront

Public Life Surveys
Survey of people and activities along the waterfront by local surveyors and Gehl

APPENDIX B - GEHL REPORT

The Greenline Project health check and design recommendations - desktop research and amenities tool

1

New working trends since Covid have altered people's relationship to the city and how they use it

2

The Greenline Project's local residents are still dominated by 25-64 year olds

3

The Greenline Project is well supported with supermarkets and minimarts

4

Many higher education facilities across project's length, draw young people to the area

5

Many cultural and arts facilities, and therefore active edges are located in eastern areas of The Greenline Project

6

Many facilities for children are located nearby, but very few play options exist to support this age group

7

There are many food and beverage options in the city, but few located on the project site itself

8

There is a large concentration of hotels near Spencer Street

9

There are many nearby libraries and civic centres, which could benefit from the Greenline Project's public spaces for their activities

10

The Greenline Project has numerous fitness centres nearby which could benefit from its outdoor space



- Post office
- Playground
- Chemist
- Supermarket/Minimart
- Higher Education
- Childcare
- Primary School

Everyday Amenities



- Food and Beverage offerings

Food and Beverage options



- Music Venue
- Theatre
- Event Venue
- Arts and Culture
- Libraries and Community Centres
- Civic Centres

Culture and Events Spaces



- Retail
- Hospitality

Hospitality and Retail

APPENDIX B - GEHL REPORT

The Greenline Project health check and design recommendations - waterfront access and movement

1

Flinders Street is a major barrier between the CBD and the Greenline Project. Long waits at pedestrians crossings are also frustrating

2

The site's feeder streets are of varying quality, but have great potential to support Greenline Project access

3

Station access points to the Greenline Project have issues with wayfinding and quality

4

The site's narrow sections create conflicts between e-scooters, cyclists and pedestrians

5

Long stretches of the site are inactive and "impenetrable" with levels issues in the east

6

Allocation of space for pedestrians along feeder streets is often inadequate compared to demand

7

Access points to the Greenline Project occur at reasonable intervals, however more are needed in some sections

8

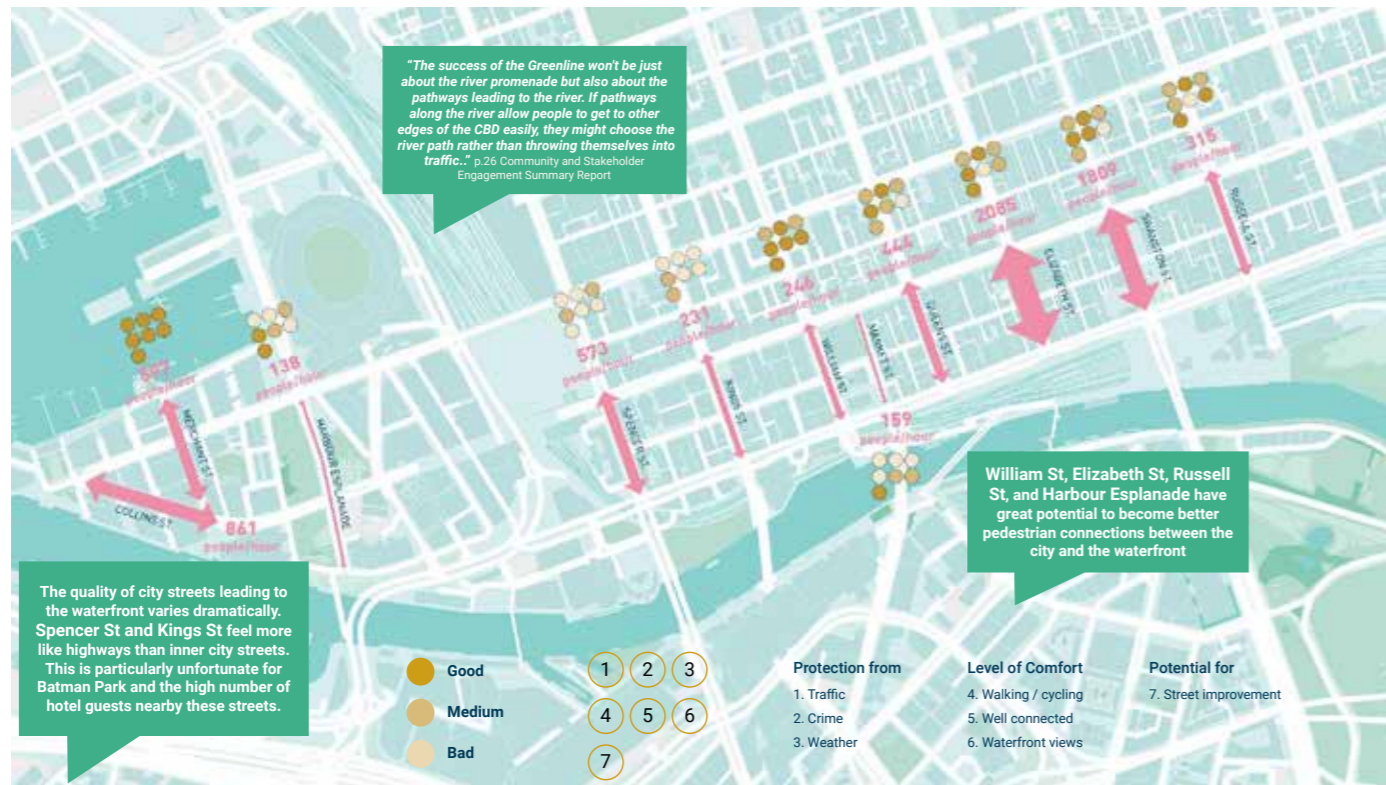
Activity level increases towards the east, supported by nearby cultural and food and beverage offerings

9

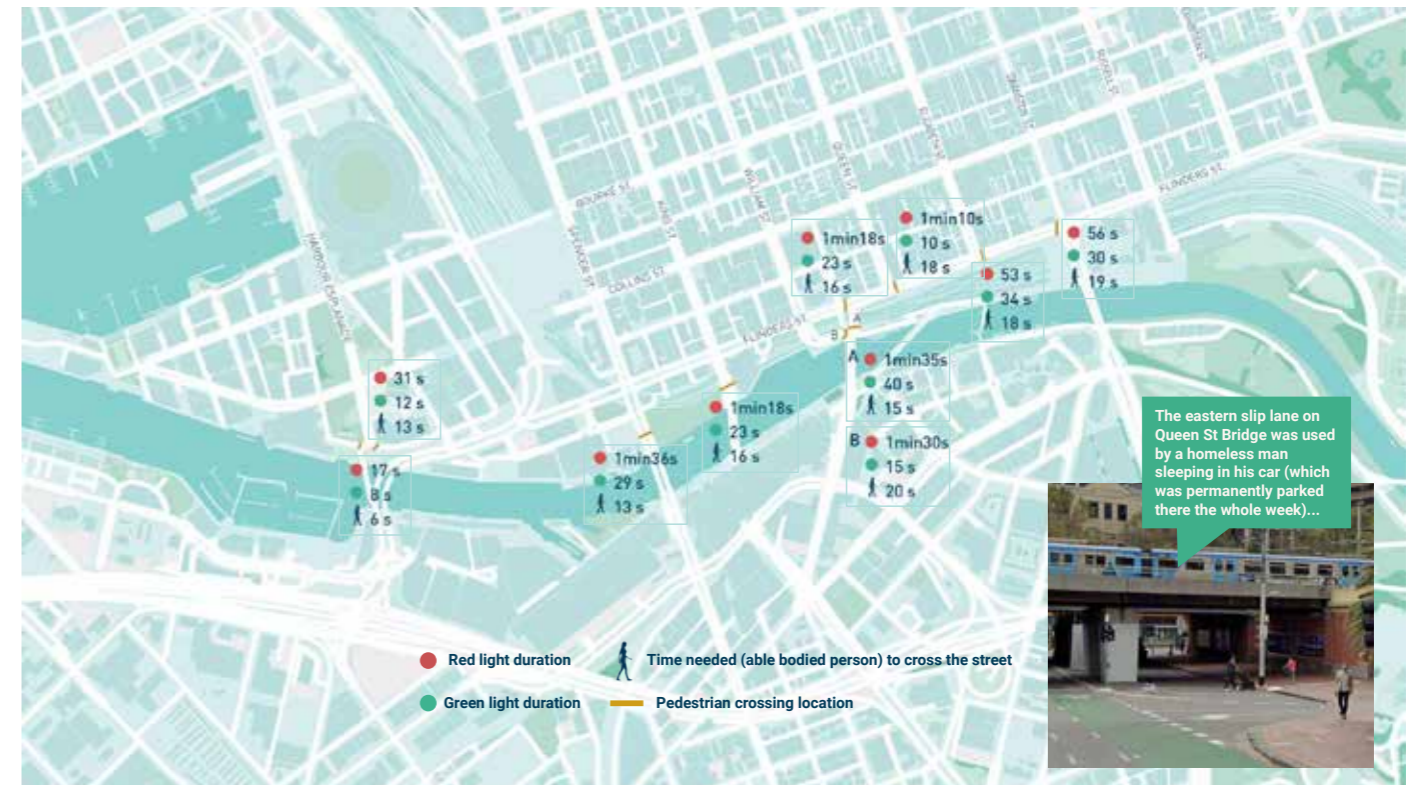
The project has the potential to become the benchmark for a pedestrian focused shared path in Melbourne

10

The site has fewer teens, young adults and seniors moving through, than the local census spilt



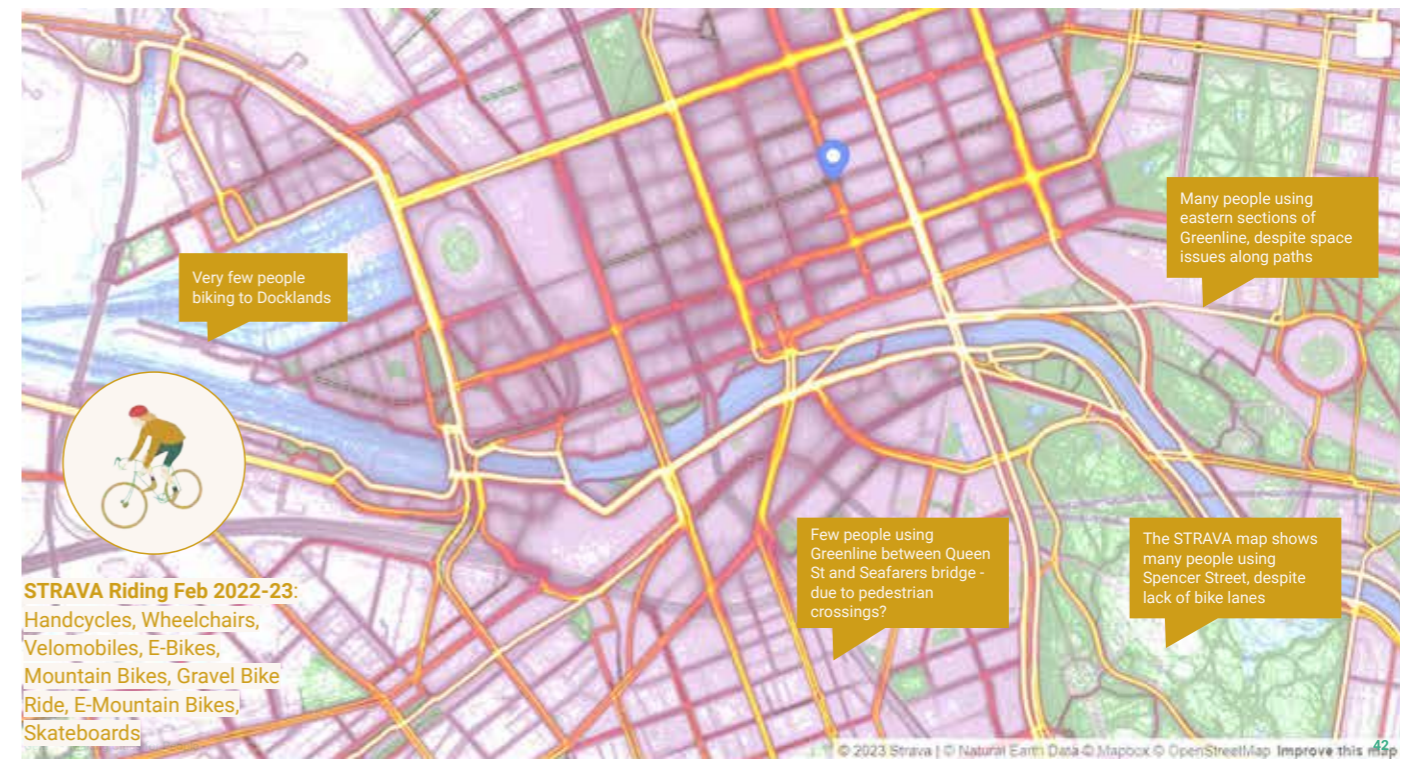
Access to the waterfront -Streets



Access to the waterfront - Pedrian Crossings



STRAVA Running, Walking, Hiking, Rock Climbing, Trail Running (Feb 2022-23)



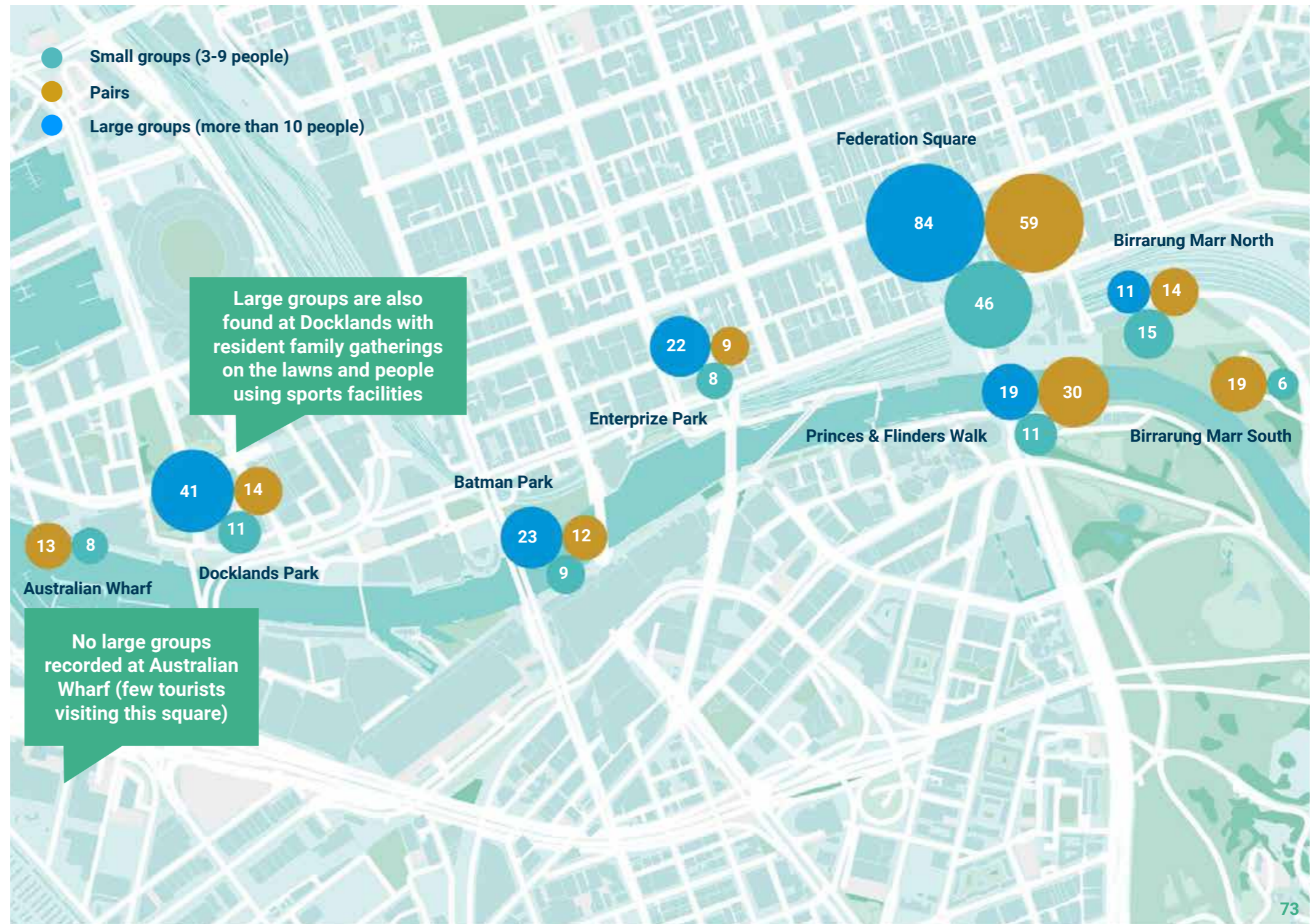
STRAVA Riding (Feb 2022-23)

APPENDIX B - GEHL REPORT

Design recommendations - design for the Greenline Project's diverse user profiles and social dynamics (people)

Groups and social dynamics

A comparison of stationary groups across the Greenline Project's sites shows that no larger groups were observed using extremity sites of Birrarung Marr south and Australian Wharf. Federation Square has a high number of small and large groups compared with its square meterage, due to the numerous school groups and large tourist groups visiting. More pairs were recorded nearby Fed Square, where more edge zone activities are found.

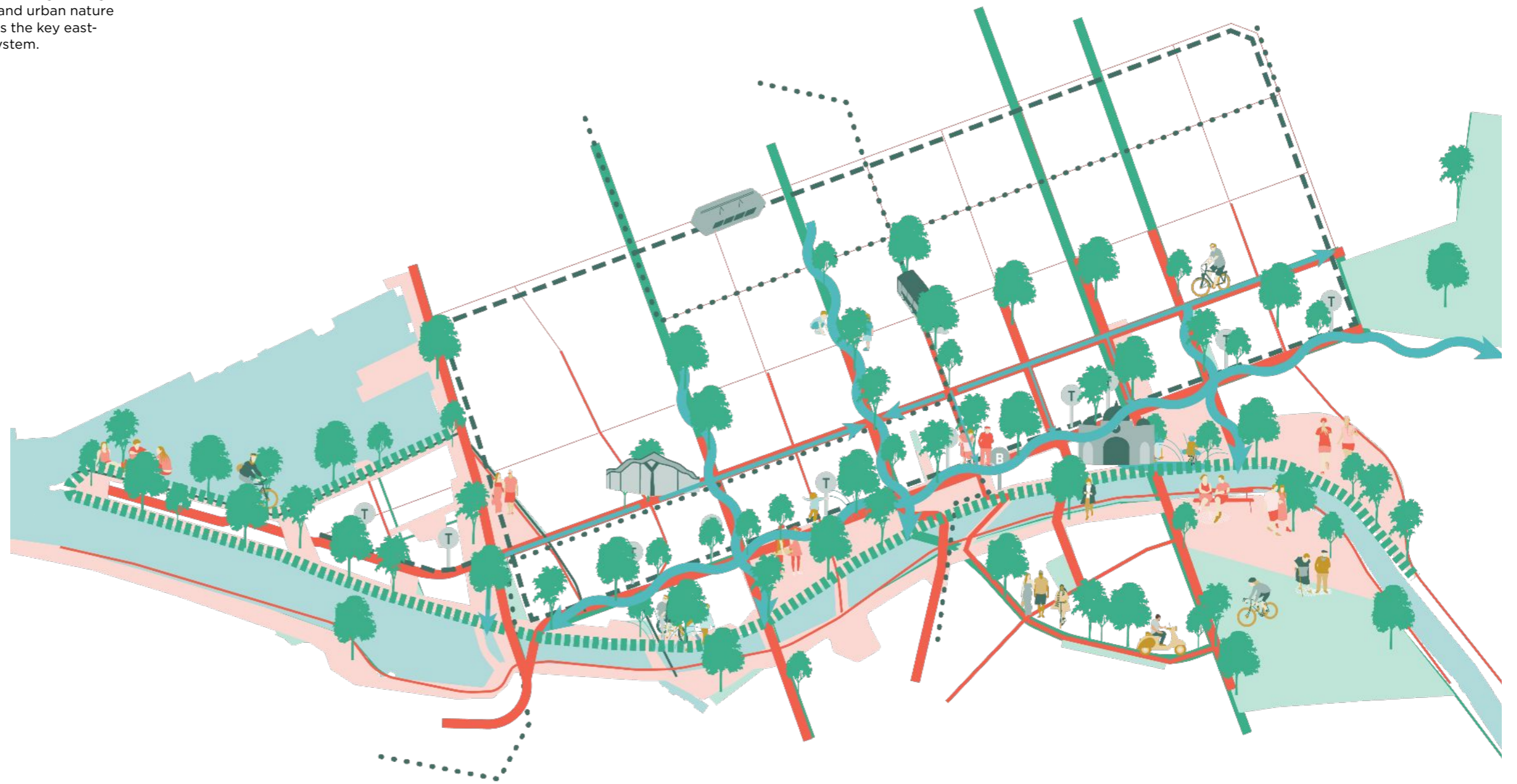


APPENDIX B - GEHL REPORT

Design recommendations - consolidate and integrate the Greenline Project's into its wider public space network

The Greenline Project and the city

How can the Greenline Project connect better with its surrounding environment? If the city trend is moving towards a 'Central Entertainment and Living District', strengthening comfortable movement for people, water, and urban nature is vital. Greenline's central location becomes the key east-west connector of Melbourne's urban ecosystem.

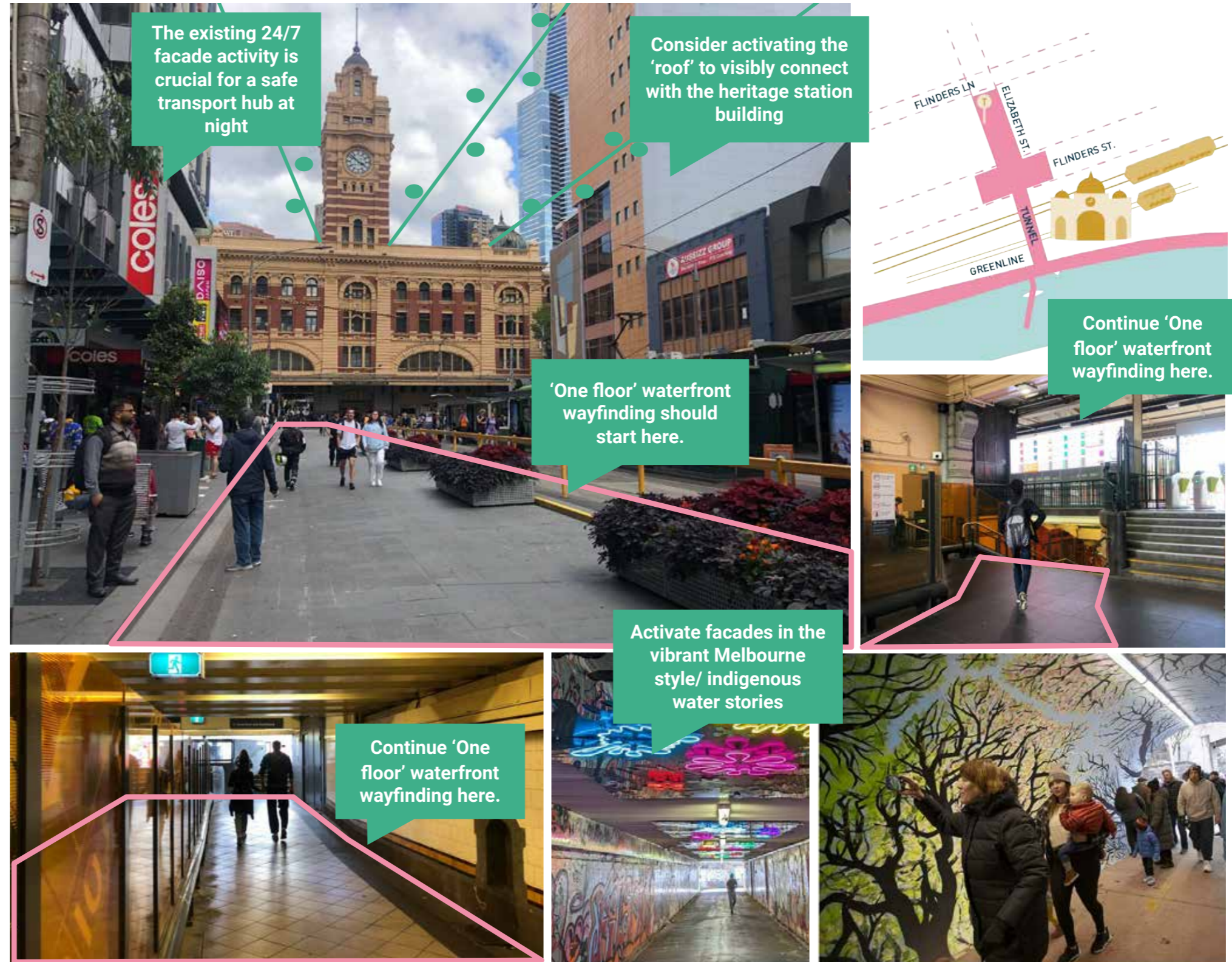


APPENDIX B - GEHL REPORT

Design recommendations - consolidate and integrate the Greenline Project into its wider public space network (network)

Connect Elizabeth Street to Flinders Street Station and waterfront

The current street closure highlights a key opportunity to transform the street into a world class train/tram transport hub. A seamless 'One Floor' paving connection to Greenline via the tunnel will help strengthen wayfinding to the water considerably. As well as more interactive facades along the tunnel.

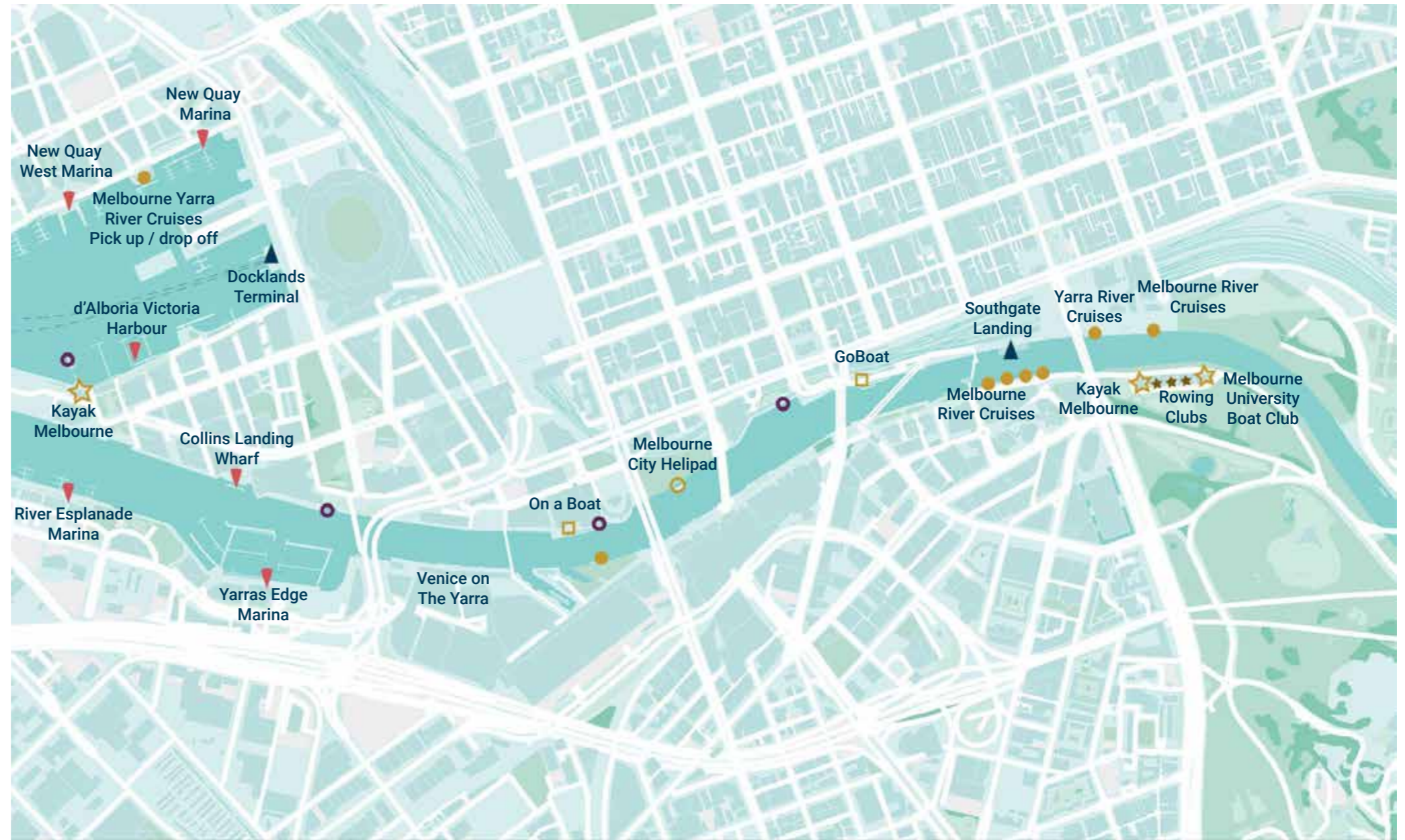


APPENDIX B - GEHL REPORT

Design recommendations - encourage active mobility both on and by the river (mobility)

Many motorised options on the water

There are many motorised ways to experience the water. We will explore options for active mobility on the river and its edges, such as kayak bars, clubs, water bikes, pedal boats and stand up paddle board hire.



APPENDIX B - GEHL REPORT

Design recommendations - encourage active mobility both on and by the river (mobility)

Diversify the water's edge

The waterfront along the Greenline Project is linear and monotonous - it lacks surprises or human-scale details to interest pedestrians. Diverse edges allow for more diverse activities by the



APPENDIX B - GEHL REPORT

Design recommendations - provide sprinklings of everyday activities across the Greenline Project (the journey)

Comparison of waterfront activities and programming

A quick comparison between a similar 4km stretch of waterfront in Copenhagen, shows the difference in number of activities between the two. Copenhagen has relatively few large buildings or investment spaces, but it offers many small bars, cafes and mini, informal invitations to stay and play along its entire stretch.



Copenhagen often provides multi-purpose facilities, which can be used by various interest groups, thereby getting maximum use out of minimal space and ensuring 24/7 public life!

- Marina
- Culture
- Bathing
- Green areas
- Recreation
- Ferry Stations
- Canoe and Kayak Tours
- Boat Rental Services
- Food and Beverages
- Harbour, 4km



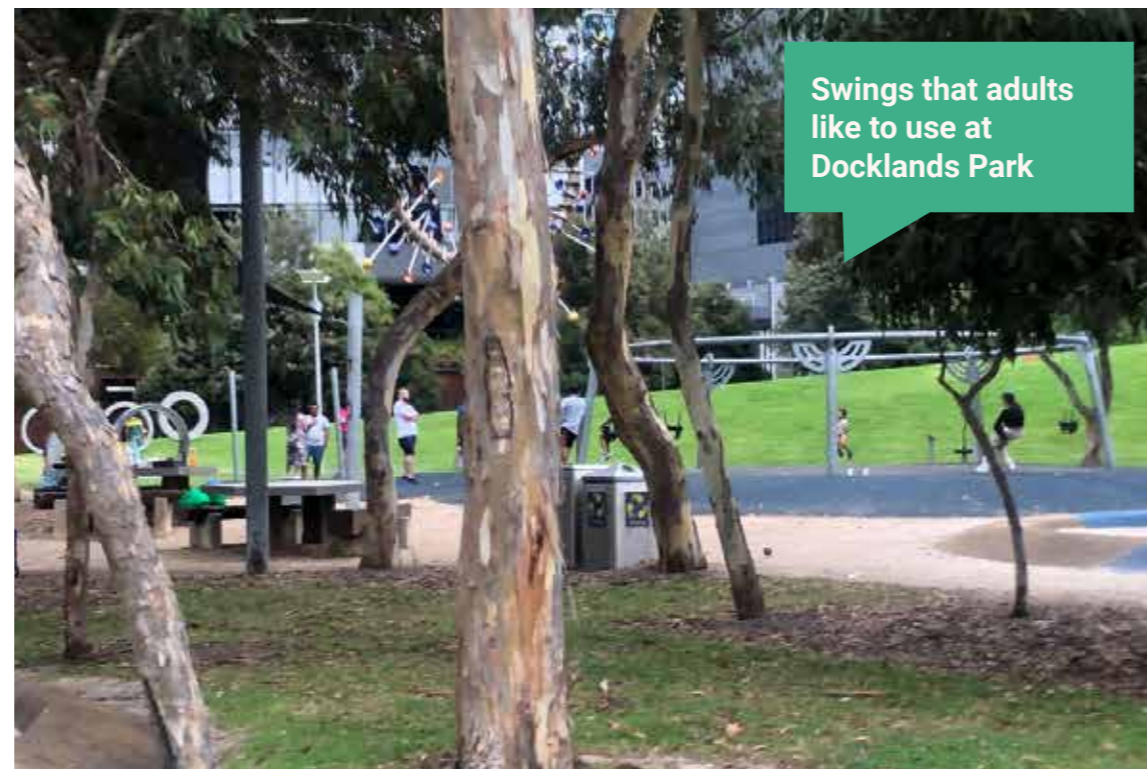
APPENDIX B - GEHL REPORT

Design recommendations - provide sprinklings of everyday activities across the Greenline Project (the journey)



Big, feature playgrounds, but no invitations to play elsewhere

Birrarung Marr: Good facilities for caregivers and children



Swings that adults like to use at Docklands Park



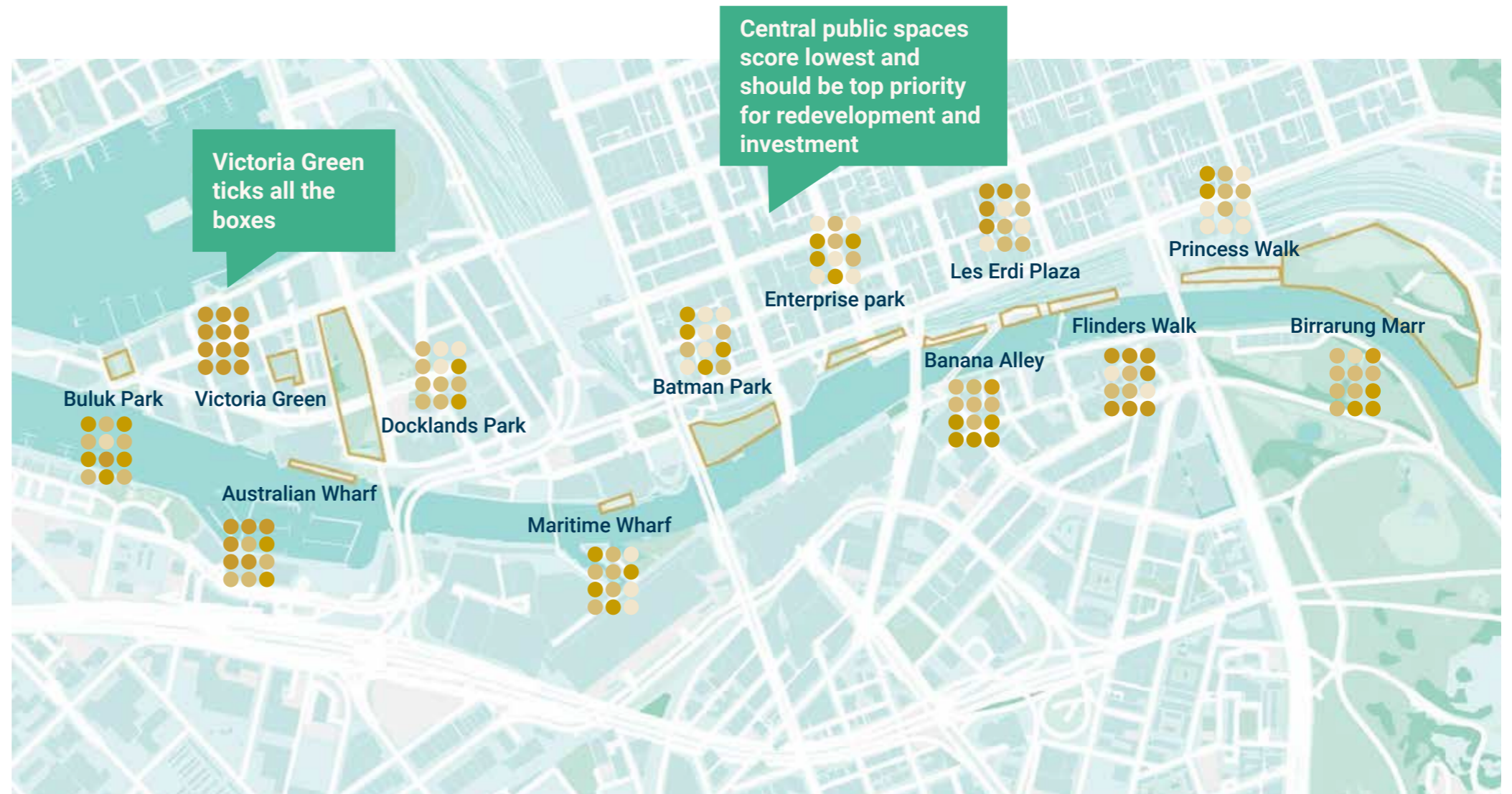
Play elements for 0-4 year olds hidden from view

APPENDIX B - GEHL REPORT

Gehl - design recommendations - refine the quality of existing public spaces and urban amenities in line with current needs (opportunities)

Key site analysis using Gehl's 12 quality criteria

This analysis highlights the key public spaces that need investment and improvement because baseline needs, such as protection from crime, are not being met. Some public spaces outside the Greenline Project were analysed as baseline public spaces in the area.



<ul style="list-style-type: none"> Good Ok Poor 	1	2	3	Protection from: 1. Traffic 2. Crime 3. Climate	Comfort and opportunities for: 4. Walking / cycling 5. Standing 6. Sitting	Enjoyment of: 7. Seeing 8. Talking / listening 9. Play and exercise	10. Human scale 11. Sun / shade 12. Sensory experiences
	4	5	6				
	7	8	9				
	10	11	12				

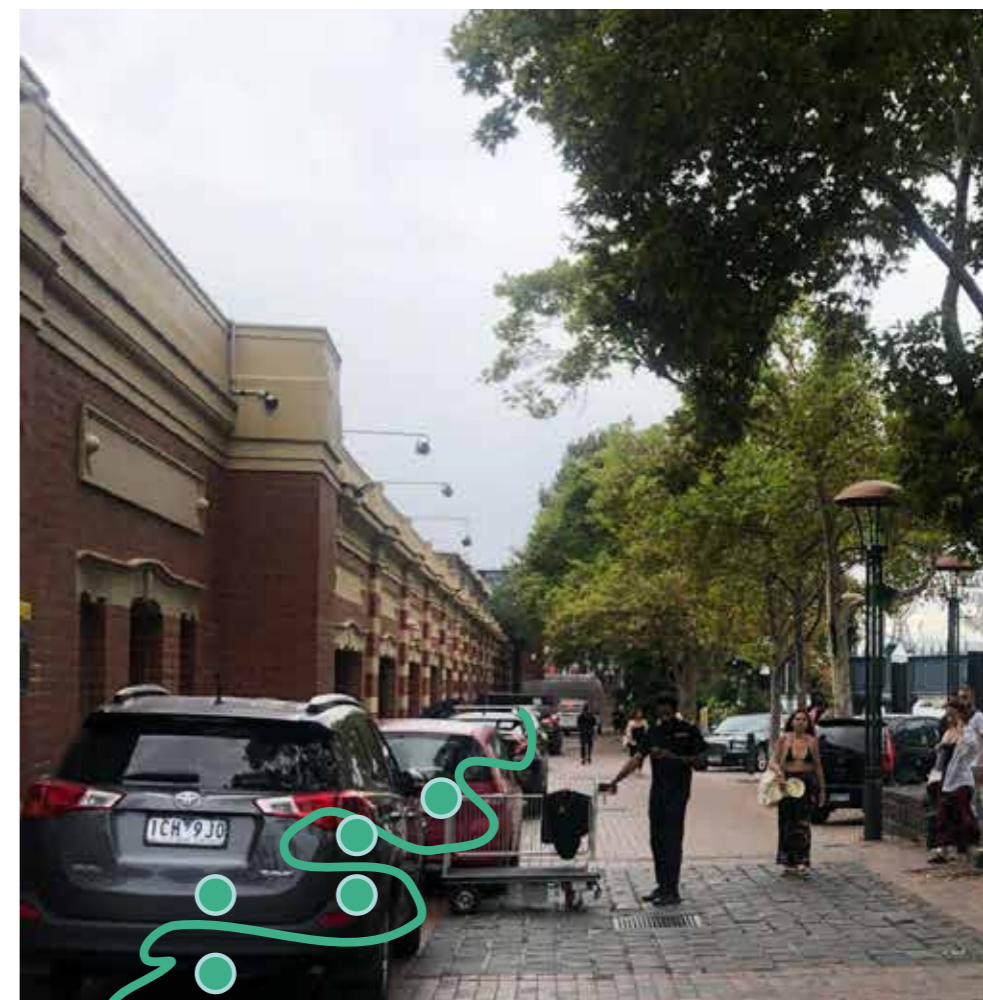
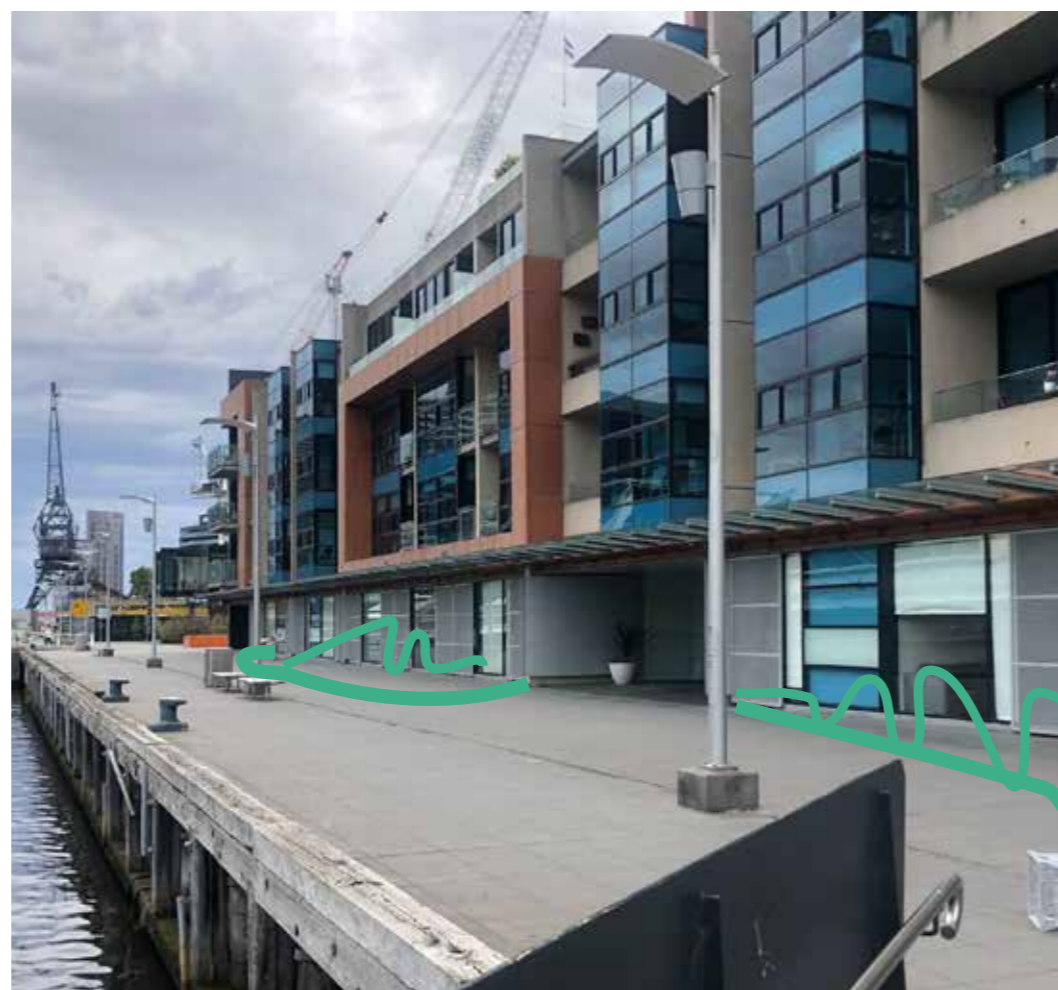
APPENDIX B - GEHL REPORT

Gehl - design recommendations - refine the quality of existing public spaces and urban amenities in line with current needs (opportunities)

Encourage edge zones

The Maritime precinct facades need a wide, planted residential edge zone to buffer between the private apartments and the public promenade, as well as to enhance the human-scale details along the Greenline Project for visitors.

Banana Alley's southern facades will also benefit from a small commercial edge zone to inhibit unwanted parked cars, and create a more welcoming entrance for the various tenancies.



APPENDIX C – SUPPORTING DOCUMENTS AND REPORTS

Reports

- Yarra River - Birrarung Strategy 2019
- Greenline Implementation Plan December 2021
- Greenline Project Business Case Summary Aug 2022
- The Greenline Project - Site 1 - Engagement Findings Report Summary - November 2022
- Burndap Birrarung burndap umarkoo, Yarra Strategic Plan 2022 - 2032
- Burndap Birrarung burndap umarkoo, Yarra Strategic Plan Implementation Plan 2022
- Climate Change Mitigation Strategy to 2050 December 2018
- Greening our City Strategic Action Plan 2017-2021
- Munciple Integrated Water Management Plan - July 2017
- Nature in the City - 2017
- Open Space Strategy - Planning for Future - June 2012
- Co-Designed Catchment Program for the Yarra Catchment - Melbourne Water
- City of Melbourne Reconciliation Action Plan 2015-2018
- Urban Forest Strategy 2012-2032
- Nhanbu narrun ba ngargunin twarn Birrarung - Ancient Spirit and Lore of the Yarra - Wurundjeri Woi-wurrung Birrarung Water Policy
- Yarra River - Rewilding and Ecological Restoration Guide - 2020
- Yarra River 50-year Community Vision Wilip-gin Birrarung murrn
- Yarra River Birrarung Cultural Heritage Scoping Study - August 2018
- Yarra River Precinct Five Year Strategic Plan: 2021-2026

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ASPECT X T.C.L



CITY OF MELBOURNE

The Greenline Project Master Plan



Engagement Summary Report

City of Melbourne

23 May 2023

Giving every person a voice.

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Capire acknowledges
and deeply respects the
Wurundjeri people and
the Traditional Owners
of the Victorian land.

Certified



Corporation

capire

Privacy

Capire Consulting Group and any person(s) acting on our behalf is committed to protecting privacy and personally identifiable information by meeting our responsibilities under the Victorian Privacy Act 1988 and the Australian Privacy Principles 2014 as well as relevant industry codes of ethics and conduct.

For the purpose of program delivery, and on behalf of our clients, we collect personal information from individuals, such as e-mail addresses, contact details, demographic data and program feedback to enable us to facilitate participation in consultation activities. We follow a strict procedure for the collection, use, disclosure, storage and destruction of personal information. Any information we collect is stored securely on our server for the duration of the program and only disclosed to our client or the program team. Written notes from consultation activities are manually transferred to our server and disposed of securely.

Comments recorded during any consultation activities are faithfully transcribed however not attributed to individuals. Diligence is taken to ensure that any comments or sensitive information does not become personally identifiable in our reporting, or at any stage of the program.

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Consultation

Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/consultation activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our consultation activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

Definitions

The following lists the key definitions for common terms used in the design and delivery of community engagement as stated in the City of Melbourne's Community Engagement Policy, 2021.

Community

An individual or a group of people united by at least one common characteristic such as geography, shared interests, values, experiences, or tradition.

Community engagement

A planned process with the specific purpose of working with individuals and groups to encourage active involvement in decisions that affect them or are of interest to them.

Stakeholder

An individual or group that has an interest in any Council decision or activity, including Traditional Custodians and Aboriginal communities, other tiers of government and government agencies, businesses, educational institutes, not-for-profits and philanthropic organisations, visitors, residents, advocacy groups, children, ratepayers and renters, emergency services, culturally and linguistically diverse people and many more.

Executive summary

Project overview

The Greenline Project is an initiative by the City of Melbourne (Council) to transform the north bank of the Yarra River – Birrarung into an inspiring public waterfront in the heart of Melbourne. The Greenline Project is intended to deliver significant value for Melbourne contributing to the city's economy, environment, tourism, health, wellbeing, and overall resilience.

The creation of a four-kilometre connected riverfront will prioritise safe, inclusive access and link vibrant destinations.

History, heritage and cultural values will be celebrated with a focus on contemporary Aboriginal culture and Wurundjeri Woi-wurrung knowledge. Environmental improvements will seek to improve habitat value, ecological connectivity, increase biodiversity, and contribute to the overall health of the river.

The Greenline Project Master Plan (The Master Plan) is being prepared to outline the vision for the Greenline Project. The Master Plan will contain design and technical information to guide the delivery of improved connections, open spaces and a vibrant public realm along the north bank. At key public spaces the scope extends beyond the riverbank to promote holistic renewal of adjacent open spaces, parks and urban streetscapes.

The Master Plan will respond to the strategic, conceptual, functional, and qualitative aspects of the Greenline Project identified thus far.

Extensive engagement was undertaken to support the development of The Master Plan, with a specific focus on seeking diverse community and stakeholder input. The purpose of this engagement was to gather valuable insights, design ideas, and opportunities from the community and stakeholders.

The feedback collected from this phase of engagement will be used to inform the development of The Master Plan. Concept designs for future projects will be developed following the approval of The Master Plan. Designs for each precinct will be integrated and coordinated to achieve a seamless outcome for the whole of the Greenline Project. Together, the precincts will connect the riverfront with the water itself and the surrounding city.

The City of Melbourne will continue to conduct individual and collective discussions with community and stakeholder groups as the Project proceeds.

Engagement approach

The master plan has been informed and shaped by detailed community and key stakeholder engagement.

We used both broad and targeted promotions to ensure residents, visitors, relevant stakeholders, and others interested in the Greenline Project had a chance to share their ideas and feedback on the precinct images to inform the master plan.

Engagement spanned six weeks from 5 April 2023 and ending on 17 May 2023 included:

- An online survey to gather community feedback, accessible via the Greenline Project Participate Melbourne page and a paper version.
- Three community workshops, two online and one in person.
- Two targeted stakeholder workshops:
 - one with precinct businesses, special interest user and resident groups,
 - one with representatives from Wurundjeri Woi-wurrung, State Government departments and agencies, peak bodies for arts, tourism, parks, business, key precinct businesses, developers.

- Ten pop-up engagement activities at sites throughout the Greenline Project site area
- Two walking tours:
 - one targeted to Mandarin speaking participants,
 - one for general community participants.

Engagement outcomes

We received feedback from 756 participants, including men, women, and individuals with children, various age groups, and people with disabilities who actively participated in all engagement activities and completed the survey.

The following summary is grouped according to each of the Greenline Project themes:



ENVIRONMENT – HEALTHY ECOSYSTEMS

- Acknowledge the role of the Greenline Project as an important urban habitat to promote biodiversity. Create a more natural habitat for birds and wildlife.
- Reintroduce native plantings. A strong focus is needed on greening throughout the Greenline Project.
- Improve the water quality of the river and protect it from pollutants. Restore wetlands to improve river health.
- Reduce the need to include more concrete.
- Consider the impacts of flooding events and climate change and how to manage those impacts into the future.
- Consider the need for shade provision all year round for weather protection. Trees can provide shade.
- Effectively manage waste and control attraction from mosquitos to the wetlands.



CULTURE – AUTHENTIC STORIES AND EXPERIENCES

- Rediscover stories and histories along the Greenline Project. Highlight collective histories and cultural values throughout the project.
- Reflect Melbourne's character. Differentiate the area from anywhere else including Southbank and Federation Square.
- "Greening" should be a core focus of the experience for example, pop-ups stalls, highlighting creative and sustainability initiatives.
- Elevate the river as a destination for boating, art tourism, and education and celebration.
- Highlight Wurundjeri Woi-wurrung, maritime, history, ecological elements of the experience.
- Ensure a joined-up story is told throughout the Greenline Project.
- More art and signage.
- Make sure that consultation continues to seek input into the development of ideas.

PLACE – GREAT PLACES FOR PEOPLE

- Revitalise the Greenline Project as a whole.
- Provide spaces for everyone whilst ensuring clarity of use and variation throughout the spaces, including those that are child-friendly. Provide play spaces to accommodate children of different ages, examples included water play, skate parks and playgrounds.
- Build connections to water while ensuring safety near the water's edge, particularly for children.
- Collaborate with stakeholders to support economic activation to ensure sustainability of the night-time economy throughout the Greenline Project. Include retail offerings, bars and places for events.
- Provide ample notice of change to manage any impacts on current activities for example, for boat and river users and business owners.
- Ensure a safe experience for pedestrian movement as well as for cyclists and e-scooters; for example via bike lanes.
- Apply measures to ensure people feel safe when moving throughout the Greenline Project including wide pedestrian access.
- Ensure connectivity throughout the Greenline Project.
- Facilitate activation and effective lighting at night.
- Consider crowding in confined spaces.
- Consider how to address rough sleepers.
- Consider how to manage anti-social behaviour.

CONNECTION – AN UNINTERRUPTED JOURNEY

- Ensure safe and inclusive access.
- Strengthen connections between the north and south bank of the river.
- Ensure appropriate wayfinding for ease of connection from the city centre to the river with clarity on key access points.
- Improve access from the stairs at Flinders Street Station.
- Ensure adequate disability access throughout the Greenline Project.
- Reduce pollution, manage rubbish and any river runoff.
- Ensure adequate lighting (not fluorescent), public toilets, shelter from rain and provide wind breaks.

The following is a summary of the feedback received for each of the Greenline Project precincts.

SALTWATER WHARF PRECINCT

- Strengthen its recognition of local Aboriginal and maritime history to help shape Docklands as an attractive destination for visitors.
- Identify culturally and historically significant sites.
- Install engaging interpretations.
- Provide clear wayfinding signage to help visitors navigate the precinct.

MARITIME PRECINCT

- Incorporate more elements that highlight Aboriginal culture and history.
- Include more site activation opportunities supported pedestrian networks connected to other areas in Docklands to attract visitors.
- Explore opportunities to further soften the landscape of Seafarers River frontage by installing more plantings.
- Art installations could be included at Seafarers River Frontage to present culture and history to visitors.
- Explore opportunities to collaborate with stakeholders to explore opportunities for economic activation at WTC Crowne Plaza.
- Future designs should avoid further encroachment on the river to avoid disturbance to water

RIVER PARK PRECINCT

- Address safety and maintenance at Batman Park.
- Include amenities such as barbeque facilities, picnic tables.
- Lighting at night needs to be improved and upgraded to increase a sense of safety.
- Address noise impacts from the railway.

THE FALLS PRECINCT

- Prioritise this precinct due to historical significance and proximity to the city centre.
- The heritage value is a key opportunity.
- Consult and partner with Wurundjeri Woiwurrung to design amenities that reflect Aboriginal history.
- Transforming Sandridge Bridge into a green space is supported.
- Improve pedestrian connection of Sandridge Bridge to the Southbank.
- Re-activation of the Banana Alley Vaults is supported.
- Create more activation at Custom Square and Enterprize Park by improving pedestrian connections to the Flinders Street Station and Immigration Museum.
- The current "S bend" road intersection should be altered to allow

BIRRARUNG MARR PRECINCT

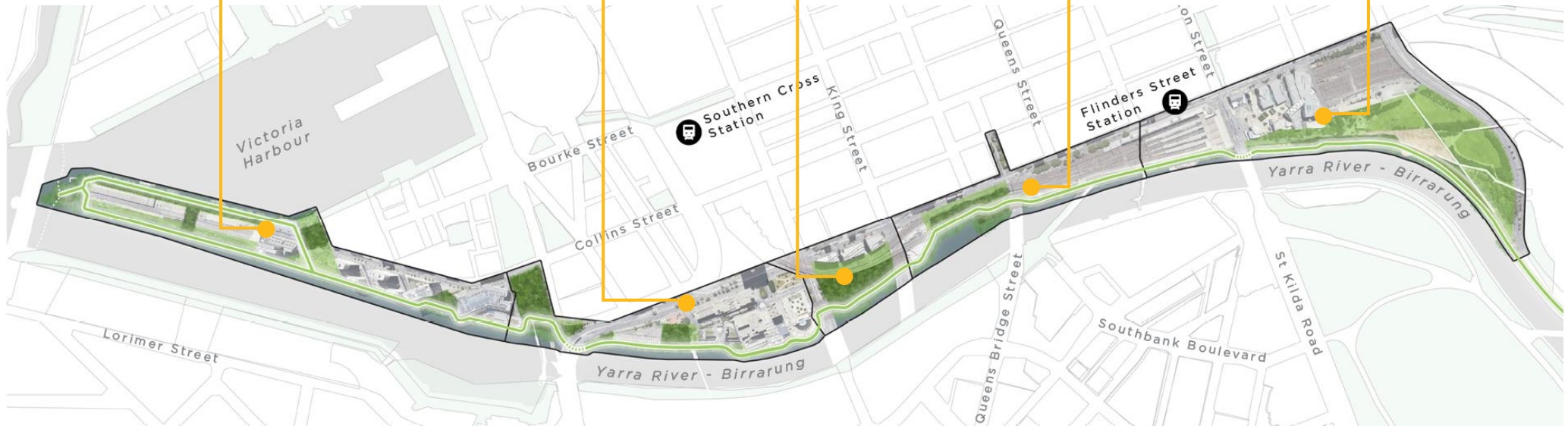
- Provide inclusive access for all users.
- Install additional lighting at night.
- Ensure smooth surfaces for wheelchair and pram access.
- Coordinate integration with Federation Square and Flinders Street Station.
- Provide adequate infrastructure and amenities to support events and activities.
- Consider potential impacts on existing activities such as shops and water facilities.
- Future designs of Federation Wharf need to be climate resilient and provide abundant opportunities for visitors to connect with the Yarra River.
- Cultural interpretation and tourism opportunities of Flinders Walk is supported.
- Access and inclusion are the main concerns for Flinders Walk

activities and reduce the risks of flooding.

easier pedestrian access.

- Address existing user conflicts between pedestrians, cyclists, and E-scooters.

- Address concerns about flooding risks at Turning Basin and Enterprize Park
- Plantings at the site need to be carefully considered given the limited access to sunlight.



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1 Introduction

1.1 Project background

The Greenline Project is an initiative by the City of Melbourne (Council) to transform the north bank of the Yarra River – Birrarung into an inspiring public waterfront in the heart of Melbourne. The Greenline Project is intended to deliver significant value for Melbourne contributing to the city's economy, environment, tourism, health, wellbeing, and overall resilience.

The north bank of the Yarra River – Birrarung will be transformed into an inspiring public waterfront. The creation of a four-kilometre connected riverfront will prioritise safe, inclusive access and link vibrant destinations.

History, heritage and cultural values will be celebrated with a focus on contemporary Aboriginal culture and Wurundjeri Woi-wurrung knowledge. Environmental improvements will seek to improve habitat value, ecological connectivity, increased biodiversity, and contribute to the overall health of the river.

The Greenline Project site extends along approximately four kilometres of the river frontage. The site stretches between Birrarung Marr and Victoria Harbour, adjacent to Melbourne's central business district for much of its length. The Greenline Implementation Plan identifies five precincts along the north bank (Figure 1 each with distinct characteristics, varied riverbank conditions and multiple landowners and managing authorities). The extent of the Greenline Project is outlined in Figure 1.



Figure 1: Extent of the Greenline Project

1.1.1 The Greenline Project Master Plan and Precinct Plans Engagement

The Greenline Project Master Plan (the Master Plan) is being prepared to outline the vision for the Greenline Project. The Master Plan will contain design and technical information to guide delivery of improved connections, open spaces and a vibrant public realm along the north bank. At key public spaces the scope extends beyond the riverbank to promote holistic renewal of adjacent open spaces, parks and urban streetscapes. These spaces include Enterprize Park and Customs Square, Batman Park, and Docklands Park South. The Master Plan will respond to the strategic, conceptual, functional, and qualitative aspects of the Greenline Project identified thus far.



Figure 2: Precinct images exploring opportunities of places in each precinct along the Greenline Project

To support the development of The Master Plan, this phase of engagement focused on seeking diverse community and stakeholder input related to design ideas and opportunities to inform the continued development of The Master Plan. A series of images that explore how the visions of the project could be realised were prepared (Figure 2). The images illustrate the diversity of experiences that could be created covering various sites at each precinct of the project. In addition to the open commentary, community members and stakeholders were invited to provide feedback on the images in relation to the four core themes of the Greenline Project that emerged during the [Greenline Implementation Plan 2021 consultation](#):

- Environment – healthy ecosystems:** The river will be enhanced as an ecological corridor. Increased planting and revitalisation of the river's edge will improve biodiversity, river health and increase resilience. Water quality and flood management will be addressed to help mitigate the effects of climate change.
- Culture – authentic stories and experience:** Melbourne's heritage will be made more tangible by creatively embedding stories into the landscape. Spaces that inspire and educate will celebrate Wurundjeri Woi-wurrung and broader Aboriginal significance along the Birrarung, and our immigration and maritime past.
- Place – great places for people:** Open spaces along the river will be reimagined through bold interventions, strengthening their identities and respecting existing values. These spaces will provide opportunities for public activities and places of respite. They will build on connections with nearby areas to encourage new economic opportunities. The Greenline Project will provide for and welcome everyone, ensuring diverse and safe places and experiences.

- **Connection – an uninterrupted journey:** Access along the river and to the Greenline Project public spaces will be improved, as will connections between the river and city. Physical barriers will be reduced, a low-speed environment will be prioritised and wayfinding will be enhanced. Safety and inclusivity will be prioritised. Compelling journeys will be created through varying landscape experiences and will enable opportunities to connect with the water.

Precinct plans and concept designs for future projects will be developed following the approval of The Master Plan. Designs for each precinct will be integrated and coordinated to achieve a seamless outcome for the whole of the Greenline Project. Together, the precincts will connect the riverfront with the water itself and the surrounding city.

All precinct images can be found in [Appendix A](#).

1.1.2 Previous engagement

A series of community engagement and consultation processes have been undertaken between 2019 and 2022. These involved community members and stakeholders and informed the strategic documents guiding the Greenline Project. The documents include:

- **Yarra River – Birrarung Strategy 2019:** a guiding document for the planning of the inner city reach of the river. The document outlines strategic directions and opportunities to improve the way the city uses the river and its edges.
- **Greenline Implementation Plan 2021:** a document outlining the scope, projects, key actions and milestones for the Greenline Project. The document is based on the strategic directions of the Yarra River – Birrarung Strategy. Community and Stakeholder engagement included a Resilience Value Realisation (RVR) methodology, asking where we are now, where do we want to be in the future, and how to do we get there, resulting in a collaborative opportunity statement.
- **The Greenline Project Precinct Planning, and Birrarung Marr Precinct Site One:** the key findings from engagement on the Greenline Project and Birrarung Marr Precinct Site One draft concept designs and informed the preparation of the Greenline Project draft Outline Brief.

Figure 3 below provides a detailed timeline of engagement processes and outcomes for the Greenline Project.

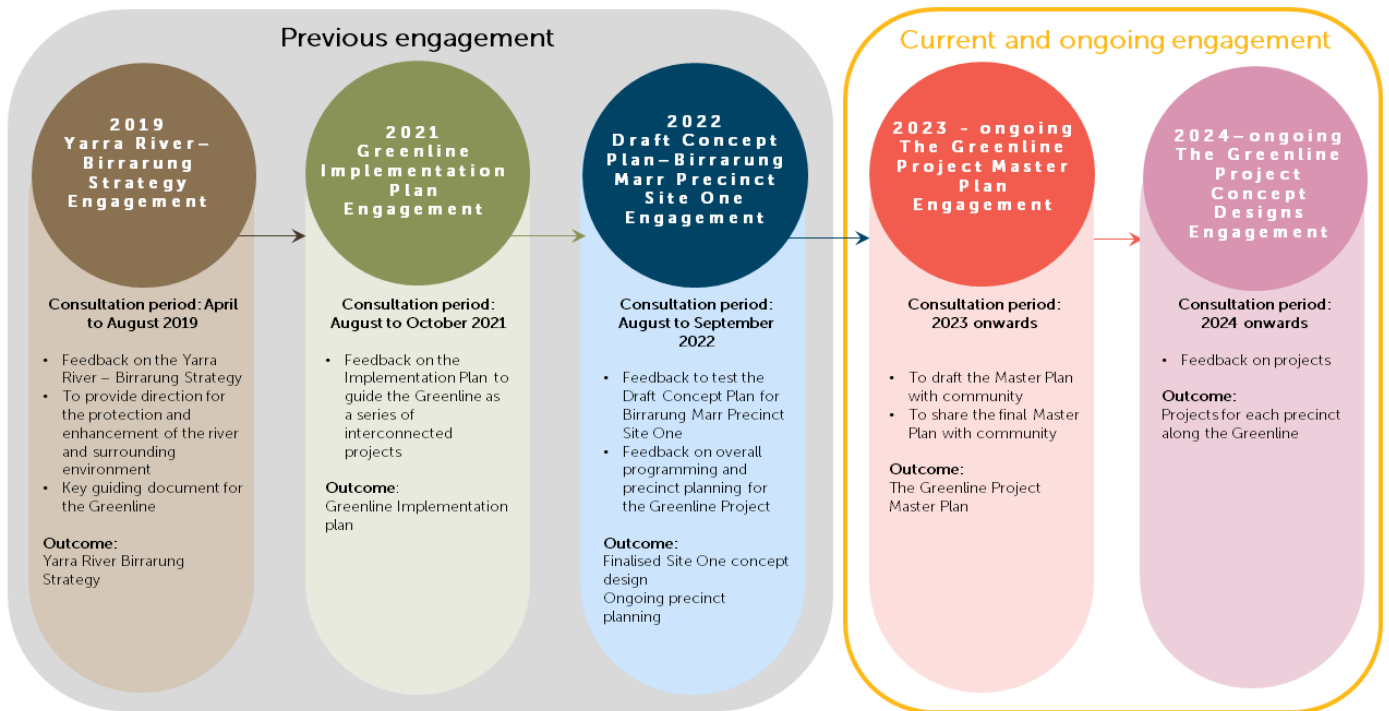


Figure 3: Engagement process and outcomes for the Greenline Project

1.2 Report purpose

This report summarises the key findings from engagement to inform the Greenline Project Master Plan.

The feedback gathered through this engagement process will inform the development of the Greenline Project Master Plan and Precinct Plans. The engagement scope includes all community members and stakeholders. Targeted stakeholder engagement also took place during this engagement process.

The feedback received through the engagement process will be used to inform and refine the Greenline Project Master Plan and precinct plans.

2 Engagement approach

This section provides a comprehensive overview of the objectives, methodologies, participation in the engagement process, and limitations of the engagement activities. The engagement activities occurred for seven weeks, commencing on 4 April 2023 and ending on 18 May 2023.

2.1 Engagement objectives

The engagement was underpinned by a set of objectives. The engagement objectives guided the planning and design of the engagement program and allowed for effective monitoring and evaluation. The engagement objectives for the Greenline Project are:

- To acknowledge community input from previous engagements and demonstrate how the Greenline Project responds to community and stakeholder feedback.
- To create excitement, buzz and awareness about this city-shaping project and ensure community and stakeholders feel supported to engage with it.
- Seek community and stakeholder input from diverse groups and individuals to gain insights into how the design ideas reflect aspirations for the Greenline Project experiences.
- To engage with a diverse range of participants, including residents, workers, students and visitors, across the City of Melbourne and target those not reached in previous project stages.
- To maintain and strengthen ongoing genuine relationships with key stakeholders with the intention of forming partnerships.
- To promote community ownership and participation in the project. This will help to promote project sustainability and ongoing engagement.
- To continue to deliver targeted ongoing engagement with Wurundjeri Woi-wurrung as central to the Greenline Project.

2.2 Methodology

Throughout the engagement period, the project team sought to inform as many people as possible. This was to ensure residents, visitors, businesses, government agencies, industry partners, relevant stakeholders, and others interested in the Greenline Project had a chance to share their ideas and feedback on the precinct images to inform The Master Plan. Various tools and channels were used to provide information about the project and to promote engagement opportunities.

2.2.1 Promotion

Table 1 outlines the tools to promote and inform community members and stakeholders about the project.

Table 1: Communication and promotion tools

Tool	Description
Participate Melbourne page	A webpage for the Greenline Project was established on Participate Melbourne (https://participate.melbourne.vic.gov.au/greenline-project/master-plan). This webpage serves as a comprehensive resource, providing project information, a summary of community feedback from previous engagements, frequently asked questions, the overall site plan for the Greenline Project, as well as its timeline and updates. Additionally, the webpage hosts a survey for the Greenline Project Master Plan and provides a booking link for engagement sessions.



Overall, the Greenline Project page on Participate Melbourne received 21,333 views, 16,723 visits, and 13,984 unique visitors.

Email invitations with pre-engagement letter	<p>A pre-engagement letter to 126 key stakeholders was sent via email on 30 March 2023. These stakeholders comprised people from community groups, developers and construction organisations, local businesses and commercial stakeholders, resident groups, and government stakeholders.</p> <p>The letter introduced the project and encouraged participation in the engagement through the online survey, targeted workshops, and walking tours for specific stakeholder groups.</p>
Email promotion	<p>Emails were directly sent to stakeholders to promote and extend personal invitations to engage in various opportunities. A total of 135 emails were sent, encompassing stakeholders and contacts who represent a diverse range of interests, including businesses, commercial enterprises, cultural organisations, social groups, and the creative arts community.</p> <p>The Community Engagement Working Group of the City of Melbourne emailed information about the engagement opportunities to residents, groups, and networks who have existing relationships with the City of Melbourne. This included promotion through the Participate Melbourne online portal.</p>
Social media promotion	<p>Council promoted the Greenline Project engagement through social media channels such as Facebook, LinkedIn, Twitter, YouTube, and Instagram. Promotional posts were published on Facebook, Instagram, LinkedIn, and Twitter – with geotargeted advertising used to issue relevant renders for example, posts shown in Docklands used renders from the Saltwater Wharf Precinct.</p>
Traditional media	<p>The announcement of the engagement period was promoted by Channel 9 News, Herald Sun, and hyperlocal publications in the days prior to the launch of the engagement program.</p>
On-site promotion	<p>Corflute signage was installed at key locations along the north bank (including Birrarung Marr, Enterprize Park and Batman Park).</p> <p>Signage was also provided to other City of Melbourne sites or partnering facilities including the Town Hall Visitor Hubs, Libraries, Town Hall, Community Centres, The Couch International Student Centre, Signal Creative Studio for young people, ArtPlay Creative Space for children, the University of Melbourne.</p>
Council eDM	<p>eDM to business in City of Melbourne reached 18,000 addresses, with an open rate of 46.4 per cent.</p>
Melbourne Mag	<p>The engagement period was promoted in Melbourne Magazine which reached 64,000 people.</p>
Postcard	<p>Postcards detailed the core engagement messages and encouraged community members to participate in the community engagement process. This was communicated by providing website links, Council contact details, and a QR code linked to the Greenline Project Participate Melbourne page.</p> <p>A total of 2,600 graphically designed postcards were printed and distributed at engagement events or provided to businesses and organisations upon request.</p>

2.2.2 Engagement activities

Table 2 provides details about the engagement activities undertaken to seek feedback that informed the preparation of The Master Plan.

Table 2: Engagement activities

Activities	Description
<p data-bbox="108 241 288 275">Online survey</p> 	<p data-bbox="448 199 1497 264">The online survey was the principal method of gathering community feedback, accessible via the Greenline Project Participate Melbourne page and paper copies.</p> <p data-bbox="448 304 1497 405">The objective of the survey was to provide a wide-reaching opportunity for community members to review precinct images and share their feedback and ideas for the Greenline Project Master Plan and precinct plans.</p> <p data-bbox="448 445 1174 479">The survey asked 11 questions and received 522 responses.</p> <p data-bbox="448 517 1315 551">The full list of questions asked in the survey can be found in Appendix B.</p>
<p data-bbox="108 553 411 618">Community and stakeholder workshops</p> 	<p data-bbox="448 553 1497 654">Five workshops were held to have in-depth conversations with community members and stakeholders and seek feedback and ideas on the vision and precinct opportunities to inform the draft Greenline Project Master Plan.</p> <p data-bbox="448 692 1497 938">Participants were asked for their input and feedback on the key themes and precinct images to inform The Master Plan. The discussion questions aligned with survey questions but varied depending on the stakeholder group and their interests. Key stakeholders who participated in Workshop A were also invited to review the Greenline Opportunity Statement, which is an integral part of the previously endorsed Greenline Implementation Plan. The refreshed Greenline Opportunity Statement is located in Appendix C.</p> <p data-bbox="448 976 1015 1010">The details of the five workshops delivered are:</p> <p data-bbox="448 1010 895 1043">Targeted Stakeholder Workshop A</p> <p data-bbox="547 1043 1497 1252">Government, interest groups and precinct partners: Wurundjeri Woi-wurrung, State Government departments and agencies, peak bodies for arts, tourism, parks, business, key precinct businesses, developers Date and time: Friday 28 April 2023, 10.30am-12.30pm Location: Koorie Heritage Trust Participants: 44</p> <p data-bbox="448 1256 895 1290">Targeted Stakeholder Workshop B</p> <p data-bbox="547 1290 1497 1464">Resident and community groups: precinct businesses, interest users and groups Date and time: Thursday 20 April, 5.00-7.00pm Location: Community Hub @ The Dock Participants: 17</p> <p data-bbox="448 1469 927 1503">Community Engagement Workshop 1</p> <p data-bbox="547 1503 1137 1603">Date and time: Wednesday 19 April, 6.00-7.30pm Location: Online Participants: 3</p> <p data-bbox="448 1608 927 1641">Community Engagement Workshop 2</p> <p data-bbox="547 1641 1137 1742">Date and time: Wednesday 19 April, 6.00-7.30pm Location: Yarra's Edge Community Space Participants: 8</p> <p data-bbox="448 1747 927 1780">Community Engagement Workshop 3</p> <p data-bbox="547 1780 1094 1881">Date and time: Tuesday 16 May, 6.00-7.30pm Location: Online Participants: 5.</p>
<p data-bbox="108 1995 296 2029">Pop-up events</p>	<p data-bbox="448 1919 1497 1984">Stakeholders were invited to attend the workshops via email. Registration for community workshops occurred via the Participate Melbourne website.</p> <p data-bbox="448 1995 1497 2058">Ten community in-person pop-up events were held throughout the engagement period at different sections throughout the Greenline Project. Each pop-up was scheduled at</p>

different times and locations to capture a diverse audience. Where possible, the pop-ups were scheduled to coincide with nearby community events to increase participation.

The pop-up events shared information about the project, created awareness of the survey, initiated conversations with participants to review precinct images and record feedback. Where permitted, A1 boards were displayed to show all precinct images. Coffee vouchers and native plant seedlings were given away to passers-by to encourage participation.

Approximately 124 conversations were recorded across 10 pop-ups. The project team also raised awareness and distributed information, including approximately 450 postcards.

The details of the ten pop-up events are:

Pop-up 1

Date and time: Wednesday 19 April, 6.00-8.00pm

Location: The Couch

Pop-up 2

Date and time: Thursday 20 April, 4.00-6.00pm

Location: Signal

Pop-up 3

Date and time: Saturday 22 April, 10.00am-12.00pm

Location: Docklands Library

Pop-up 4

Date and time: Thursday 27 April, 10.30am-12.30pm

Location: Southbank Library

Pop-up 5

Date and time: Saturday 29 April, 10.00am-12.00pm

Location: City of Melbourne Visitor Hub

Pop-up 6

Date and time: Tuesday 2 May, 8.00-10.00am

Location: Seafarer's Bridge

Pop-up 7

Date and time: Thursday 4 May, 10.00am-12.00pm

Location: Flinders Street Railway Station

Pop-up 8

Date and time: Monday 8 May, 4.00-6.00pm

Location: Queens Bridge Square

Pop-up 9

Date and time: Friday 12 May, 4.00-7.00pm

Location: Banana Alley

Pop-up 10

Date and time: Monday 15 May, 3.00-6.00pm

Location: Batman Park

Due to inclement weather, one pop-up was cancelled. Timeframes for Pop-ups 9 and 10 were extended as replacements.

Walking tours

Two 1.5-hour walking tours were held during the engagement. This was targeted at community members interested in a deeper understanding of each precinct, and to visualise identified opportunities in the precinct images. The walking tours started at the City of Melbourne Visitor Tent at Federation Square and finished at Batman Park.

The two walking tours were:

Walking tour 1 (Mandarin speaking)

Date and time: Friday 5 May, 2.30-4.00pm



Participants: 7

Walking tour 2 (General community)

Date and time: Saturday 13 May, 2.30pm-4.00pm

Participants: 26.

2.3 Limitations

The engagement methodology while robust, also had several limitations that should be acknowledged when reading this report. These are outlined below.

- Capire has reported on information documented by participants and interpreted the information to represent the views of participants as closely as possible.
- The engagement program included multiple opportunities for participants to contribute. Some people may have taken part in multiple engagement activities, for example, completing the survey and participating in a workshop. Their views may have been captured more than once.
- In some instances, participants did not respond to all survey questions, this meant that some questions received fewer responses than others.
- People who participated in the engagement self-selected to take part. As such, whilst every effort has been made to gather the views of stakeholders and the community the information in this report does not reflect the views of a representative sample.
- Demographic data was captured through the survey, but not other engagement activities.
- All feedback received through the engagement program and included in this report has been summarised to reflect key themes. Data was analysed and has been presented in this report under key themes reflecting issues that were frequently raised. It does not provide a quantitative analysis of all feedback provided by participants.
- Quantitative survey findings have been supported by qualitative findings from other engagement activities where relevant. Some workshops provided quantitative data. Due to smaller numbers of responses in comparison to the survey, these have not been included in the graphs.
- There were many more registrations received for online workshops than the actual number of participants.

3 Summary of participants

Feedback was received from 756 participants, regardless of gender, age and cultural background, across all engagement activities. Participants' demographic data was collected from survey participants. The results of this data are reflected below.

3.1 Community members

3.1.1 Gender

As expressed in Figure 3, there was an even spread of gender from survey respondents. Around half of the participants identified as male (54 per cent). A little under half of the participants identified as female (41 per cent). Three per cent of participants identified as non-binary or gender-diverse, while another three per cent preferred not to indicate their gender in the survey. One per cent of participants used a different term to describe their gender.

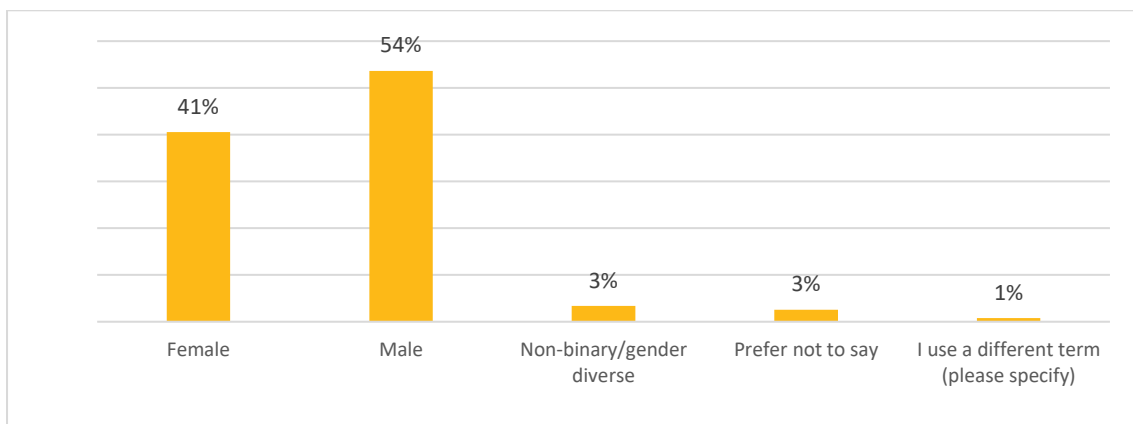


Figure 3: Gender of participants (n = 512)

As expressed in Figure 4, there was a spread of age groups across the survey respondents. The top four age groups represented in the survey were the 35-39 years (16 per cent), 30-34 years (13 per cent), 40-44 years (12 per cent) and 25-29 years (10 per cent). The least represented age groups were those over 90 years (0.2 per cent) and 85-89 years (0.4 per cent).

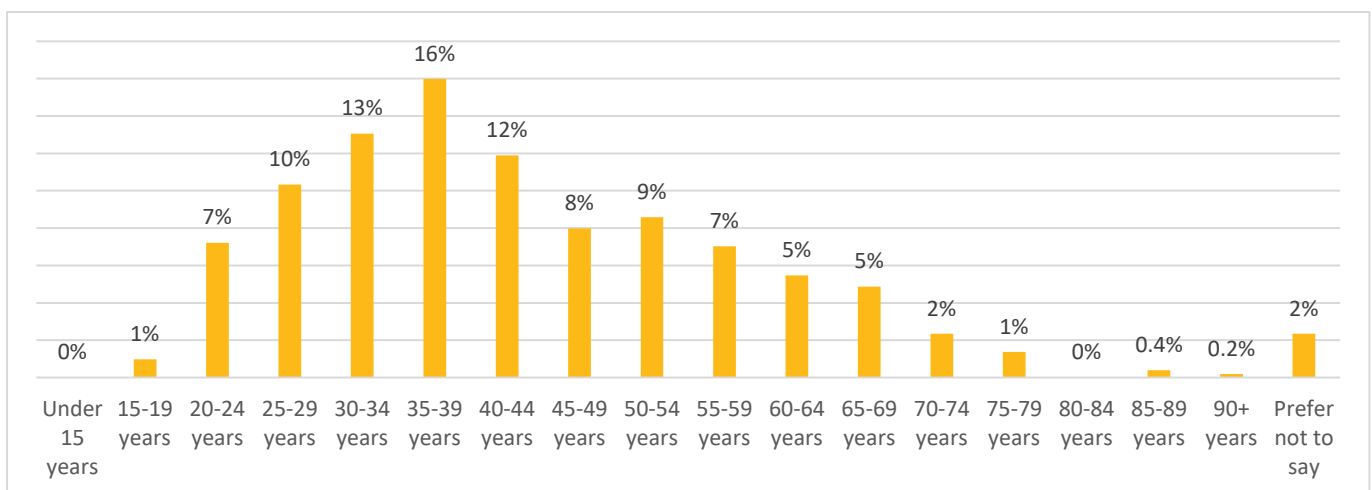


Figure 4: Age of participants (in years) (n = 512)

3.1.2 Demographics

Questions were asked to understand who was participating in the engagement process. Across the different representation measures, members of the LGBTIQ+ community (21 per cent) and those born overseas (22 per cent) were the most represented.

Respondents who were the least represented were Aboriginal and Torres Strait Islander peoples (1 per cent). There were also smaller percentages of people who have a disability (5 per cent), carers (2 per cent), international students (4 per cent) and those who speak a language other than English (11 per cent) who participated in the survey.

3.1.3 Connection to the Greenline Project

Participants were asked about the suburb that reflected their relationship to the Greenline Project and if they had participated in a consultation with City of Melbourne before. This information helped to understand the participants' connection to the City of Melbourne.

RELATIONSHIP WITH THE CITY OF MELBOURNE

As shown in Figure 5, many of the survey respondents resided in the City of Melbourne (60 per cent). This was followed by 14 per cent of respondents who work in the City of Melbourne and 12 per cent of respondents who are visitors. Those who own a business were the least represented (2 per cent).

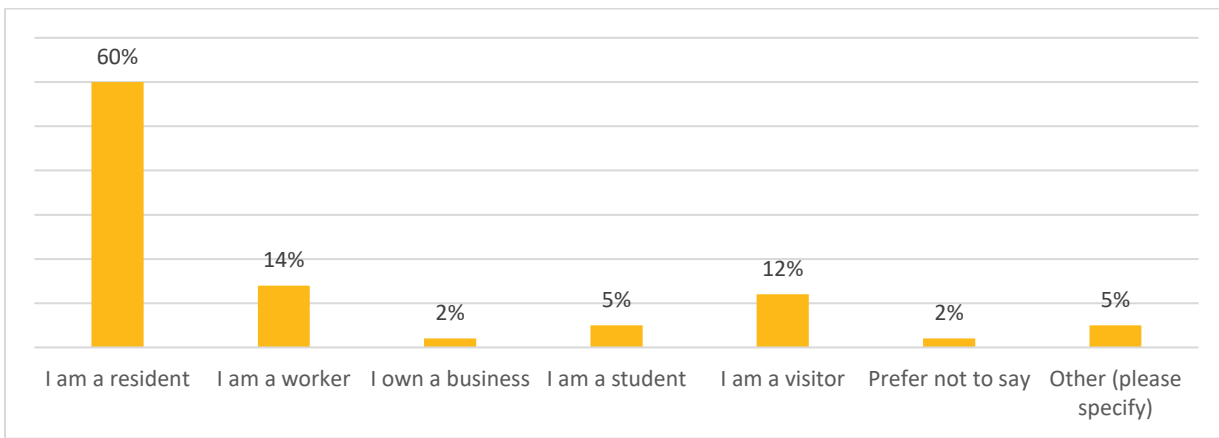


Figure 5: Connection to the City of Melbourne (n = 518)

SUBURB

As displayed in Figure 6, the most represented suburbs by survey participants were the Central Business District (32 per cent), Southbank (13 per cent) and the Docklands (14 per cent). The least represented suburbs were Fisherman's Bend (2 per cent), Parkville and Kensington (both at 3 per cent). 15 per cent of respondents resided outside the City of Melbourne. These suburbs included, but were not limited to, St Kilda, Richmond and South Melbourne.

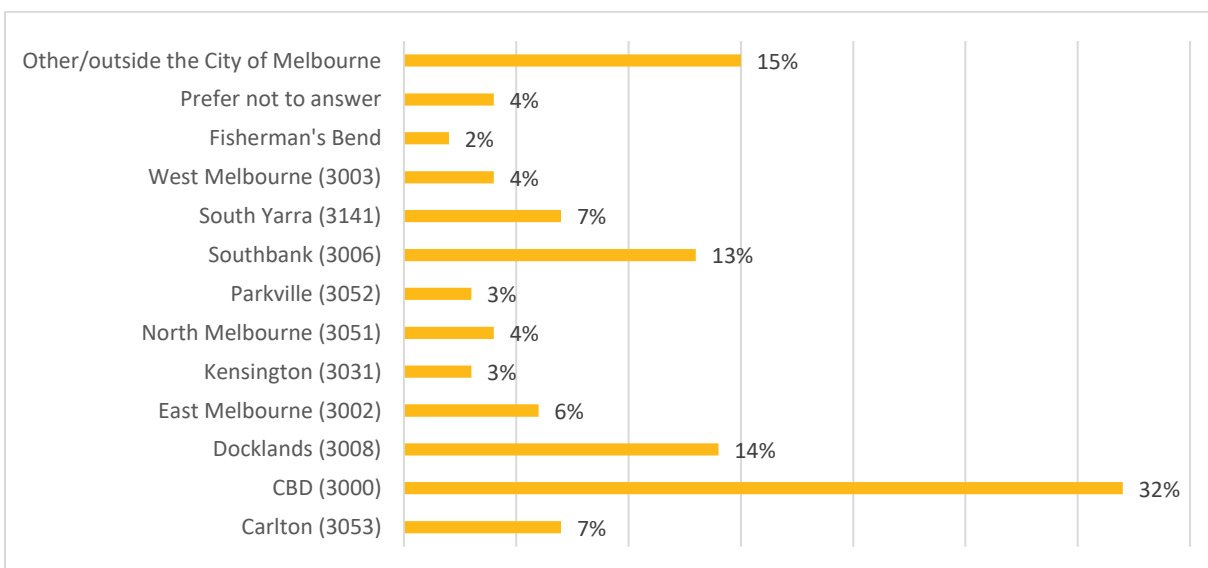


Figure 6: Suburb of participant's relationship to the City of Melbourne (n = 516)

REASONS TO PARTICIPATE

As shown in Figure 7, 34 per cent of respondents stated the reason they participated in the consultation was because they thought it was important to have a say and contribute to the future of the city. A total of 24 per cent of participants were directly impacted by the project whilst 22 per cent of respondents had seen information about the project on some form of media. Five per cent of respondents offered other reasons, those respondents were interested in the project, worked on projects that may be related to the Greenline Project, or had seen signage around the city directing to the survey on the website. Participants were able to select multiple answers in response to this question.

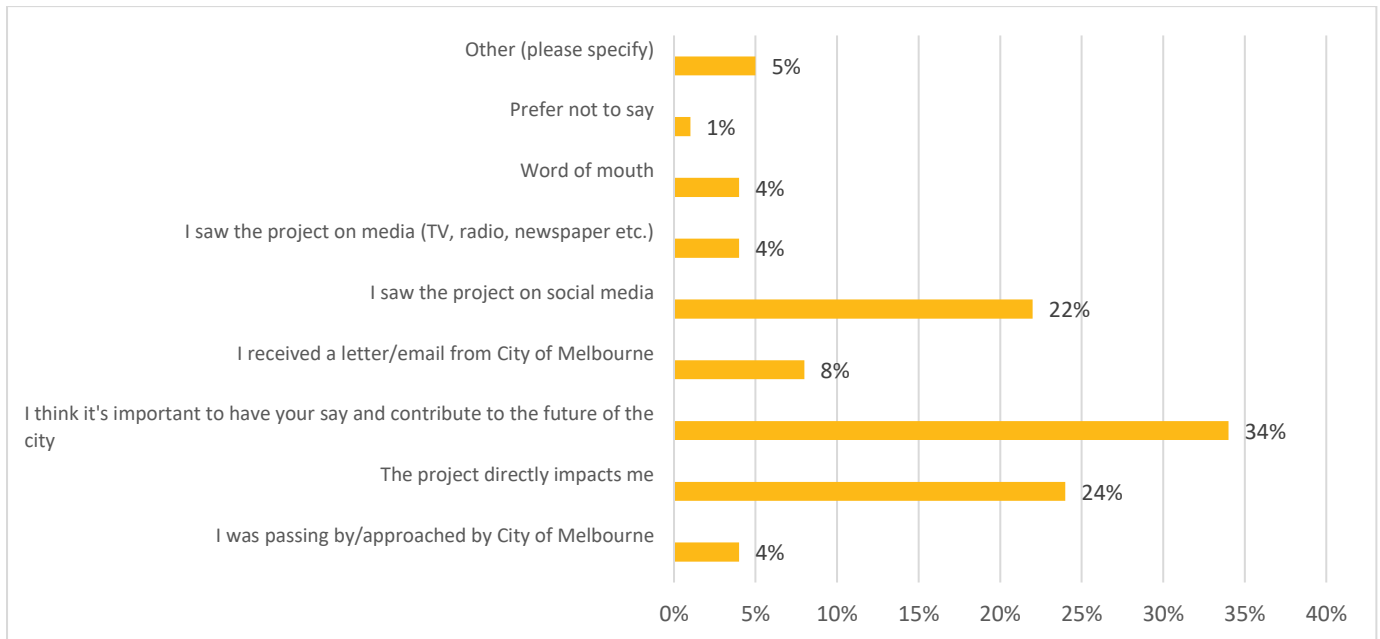


Figure 7: Participant's reasons to participate in the consultation (n = 954)

PARTICIPATION IN PREVIOUS CONSULSTATIONS

As shown in Figure 8, around half (52 per cent) of survey respondents had never participated in City of Melbourne consultation, whilst 29 per cent of respondents had participated in one or two consultations prior. Nine per cent of participants had participated in City of Melbourne consultations regularly.

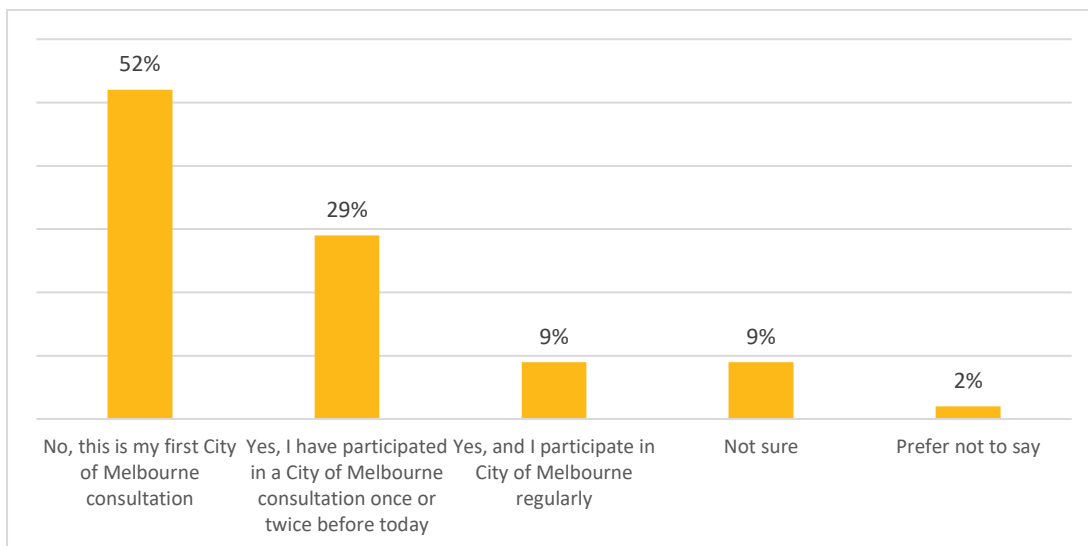


Figure 8: Participants' previous participation in previous City of Melbourne consultations (n = 517)

3.2 Stakeholders

Table 3 provides a list of stakeholders represented across the two targeted stakeholder workshops.

Table 3: List of stakeholders represented in targeted stakeholder workshops

Targeted Stakeholder Workshop A	Targeted Stakeholder Workshop B
Department of Energy, Environment and Climate Action (DEECA)	Aqui Promenade
Heritage Victoria	GoBoat
Department of Jobs, Skills, Industry and Regions (DJSIR)	Knight Frank
Department of Premier Cabinet (DPC)	Melbourne River Cruise
Department of Transport and Planning (DTP)	Melbourne Sunrise Social Groups
Development Victoria	Riverland
Melbourne Water	Riverlee
Metro Trains	Salter Brothers
Parks Victoria	Southbank Safety and Security Committee
Vic Track	Southbank Sustainability Group
Yarra Trams	World Trade Centre
Melbourne Convention Bureau	Yarra River Business Association (YRBA)
Melbourne Arts Precinct Corporation (MAP Co)	Yarra River Cruise
Melbourne Convention and Exhibition Centre	
Lovell Chen	
Lendlease	
Melbourne and Olympic Parks	
Melbourne Aquarium	
Mirvac	
Northbank Precinct Group	
Victoria Walks	
Yarra Riverkeeper Association (YRKA)	
Docklands Chamber of Commerce	
University of Melbourne	
Urbis	
City of Melbourne	



Figure 9: Walking tour 1 (Mandarin speaking)

4 Engagement findings

The following findings summarise the feedback and ideas collected through the engagement process.



Figure 10: Pop-up event three at Docklands Library

4.1 Community feedback

4.1.1 Key themes

The Greenline Project themes are:

- Environment – healthy ecosystems
- Culture – authentic stories and experiences
- Place – great places for people
- Connection – an uninterrupted journey.

As displayed in Figure 11, survey respondents were asked how well they thought the corresponding images reflected the Greenline Project themes. For the most part, respondents answered 'very well' or 'extremely well'. A total of 54 per cent of respondents felt that the images reflected the environmental themes of Greenline 'very well' or 'extremely well'. In addition to answering this question participants were also able to provide open comments on other issues. See responses below.

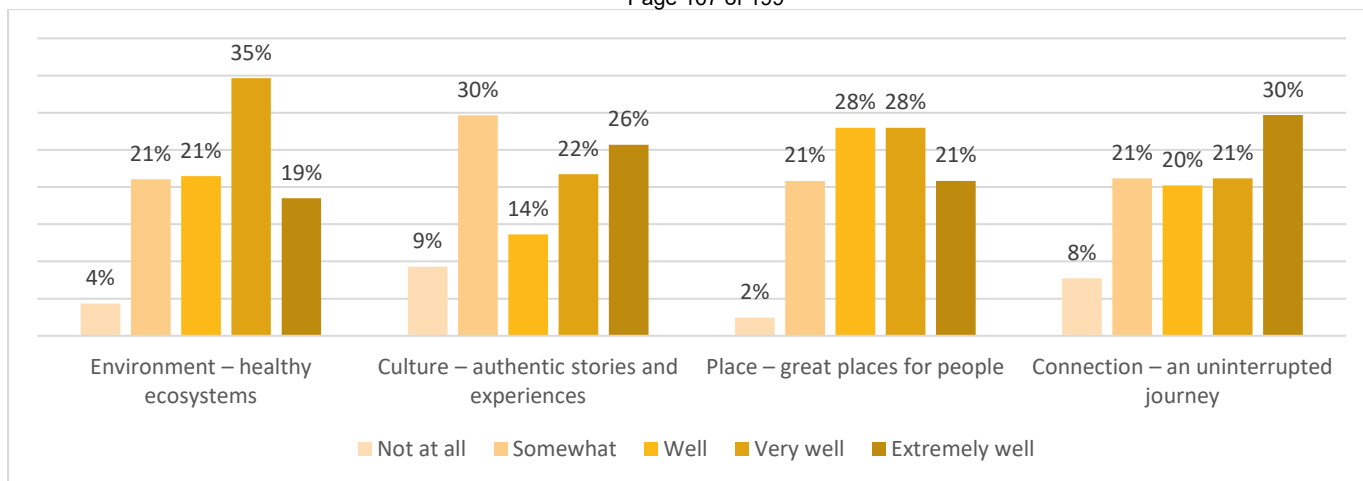


Figure 11: Survey responses to question 'how well do you think the images reflect the Greenline Project themes?' (n=508)

Participants including men, women, people from different age groups, cultural backgrounds, and people with children who completed the survey, attended community workshops, pop-up engagement activities, and walking tours provided comments related to the Greenline Project themes. A summary of the comments is outlined below.

ENVIRONMENT – HEALTHY ECOSYSTEMS

Ecology, environment and sustainability

Feedback provided focused strongly on ecology, environment and sustainability. Participants expressed the need for a strong focus on greening throughout the Greenline Project. This included providing established trees and maintaining plants. Many commented they would like to see a reduced need to include more concrete.

Participants would like to see improvement in the water quality of the river and for it to be protected from pollutants.

Many commented they would like to see a more natural habitat for birds and wildlife. A couple of pop-up participants expressed disappointment that the Billabong was removed from the original plan or consultation without any warning or rationale.

Participants felt that the Greenline Project would also need to consider the impacts of flooding events and climate change and how to manage those impacts into the future.

It was acknowledged that there is a lack of sunshine received on the north bank of the Birrarung. However, participants also identified the need for shade provision all year round for weather protection. Trees were also highlighted as a way to provide shade.

Waste management

Participants felt it was important to make sure that enough bins will be provided to manage the waste collection. This was particularly important for the wetlands that will be created and to manage and control attraction from mosquitos.

CULTURE – AUTHENTIC STORIES AND EXPERIENCES

Iconic landmarks, identity and culture

Participants in the survey, community workshop, and pop-up events expressed the opinion that the Greenline Project should embody the unique character of Melbourne and stand apart from other areas, such as Southbank and Federation Square.

Participants felt that “greening” should be a core focus of the experience. This could include pop-up stalls, highlighting creative and sustainability initiatives.

There is an opportunity to elevate the river as a destination for boating, art tourism, and education and celebration. It was suggested to highlight Aboriginal, maritime, history, and ecological elements of the Greenline Project experience.

Many conveyed the need to ensure a joined-up story is told throughout the Greenline Project. Place names were highlighted as important. Many were supportive of native plantings and encouraged more art, and signage. It was also conveyed to make sure that appropriate consultation continues to seek input into the development of these ideas.

PLACE – GREAT PLACES FOR PEOPLE

Economic Activation

Survey, community workshop and pop-up participants highlighted the importance of ensuring the sustainability of the night-time economy throughout the Greenline Project. Suggested was the inclusion of retail offerings and bars and places for events.

Feedback was received that ample notice of change would be required to manage any impacts on current activities for example, for boat and river users and business owners. Respondents emphasised the need for play spaces to accommodate children of different ages, examples included water play, skate parks and playgrounds.

Safety and access

Survey, community workshop and pop-up participants highlighted the need to ensure a safe experience for pedestrian movement as well as for cyclists and e-scooters. Separated on-street bike lanes were mentioned to manage this. Measures to ensure people feel safe when moving throughout the Greenline Project were identified as critical. This includes the provision of wide pedestrian access. There was an emphasis on ensuring connectivity throughout the Greenline Project.

Participants mentioned other safety factors, such as the need for activation and effective lighting at night, ensuring safety near the water's edge, particularly for children, and the need to consider crowding in confined spaces. Measure to mitigate against unsocial behaviour and rough sleepers was also specified.

The need to provide spaces for everyone was also mentioned. It is important to also ensure clarity of use and variation throughout the spaces, including those that are child friendly.

CONNECTION – AN UNINTERRUPTED JOURNEY

Wayfinding and accessibility

Survey, community workshop and pop-up participants commented that wayfinding will be important for ease of connection from the city centre to the river with clarity provided regarding key access points. Mentioned specifically was that access could be improved from the stairs at Flinders Street Station as well as ensuring adequate disability access throughout the Greenline Project.

Amenity and maintenance

Participants across the engagement activities highlighted the need to reduce pollution, manage rubbish and any river runoff.

Amenities highlighted by participants indicate the need to ensure adequate lighting (not fluorescent), public toilets, shelter from rain, and to provide windbreaks.

Barriers may need to be considered in some areas to ensure safety for children around water.

4.1.2 Precincts along the Greenline

Participants, including men, women, people from different age groups, cultural backgrounds, and people with children responded to the question 'How likely are you to want to spend time in these areas?' when shown images presenting identified opportunities at key locations for each precinct. A summary of the top three topics identified in relation to the Greenline Project's key themes is detailed below. Other topics raised are also listed. Where possible, feedback corresponding to specific places is provided.

BIRRARANG MARR PRECINCT

As shown in Figure 12, participants generally responded positively towards precinct images of the Birrarung Marr Precinct. Many expressed that the images reflected the desired improvements they would like to see for the precinct regarding opportunities for environmental sustainability and recreational activities. As shown in Figure 12, participants responded positively to precinct images, with the majority of participants indicating that they were either 'very likely' or 'likely' to spend time in Federation Wharf (78 per cent) and Flinders Walk (85 per cent).

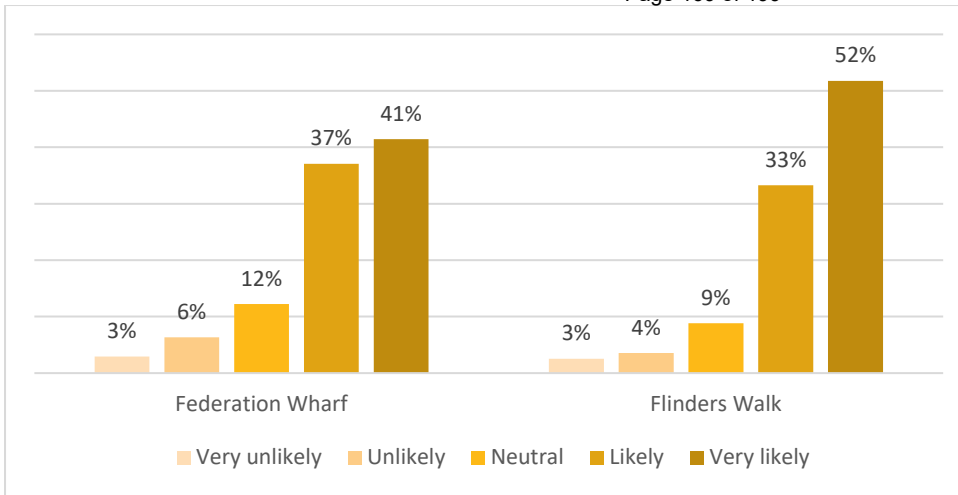


Figure 12: Survey responses to question 'how likely are you to want to spend time in these areas?' (Birrarung Marr Precinct) (n=508)

Restoration of urban ecology

Many participants expressed a high level of support for increased native vegetation and reintroduction of natural wetlands. Some participants further highlighted the need for increased greening in both Federation Wharf and Flinders Walk. There was an emphasis on the need for established trees to account for future climates and provide shade all year round. Some participants indicated they would prefer to see coniferous trees that are low maintenance to be planted at the site.

The majority of participants responded positively about the restoration of the river ecology. Some participants also highlighted the need to reduce pollution and rubbish runoff into the Yarra River. Some participants expressed that the Flinders Walk design could benefit from a greater connection to the Yarra River.

"It's essential for people to feel the connection to the river and the land surrounding it. Projects like this improve people's mental health, provide safe and beautiful areas to relax, socialise and exercise, celebrate the natural beauty of the area and make me proud to live in this city."

"I would hope the ecology part is a safe place for nesting birds. Care needed for damage from upstream garbage especially rain events."

"Flinders Walk seems disconnected from the city and the river."

Active transport management

Participants had split views on whether the Birrarung Marr Precinct should be reserved for pedestrians only or to have integrated pedestrian and bike usage with separate lanes. Some participants supported the inclusion of end of trip facilities and crossing points for cyclists and e-scooter users. Participants expressed general support for separated bike lanes to ensure safety and widened paths for all users. Some respondents expressed that the Flinders Walk design could benefit from a greater connection to the Yarra River.

Participants expressed strong support for elevated walkways. However, some participants raised the issue that future designs should balance the function of the site as both a transitory space and destination. Participants stated that increased traffic in this main thoroughfare may reduce opportunities for passive recreation activities. A few participants stated that there should be an emphasis on signage for this precinct as it is an important point of access to the Greenline Project.

"Concerned about potential loss of cycling paths along these key bike routes, but the improvement of the space for pedestrians is great."

"I can't see a place for cyclists to commute. This is an important cycling corridor and simply widening the path without explicit cycling lanes would only mean pedestrians walk in wider areas. It need dedicate cycle-only paths to avoid mixing modes of traffic."

Improving sense of safety

Participants highlighted the need for improving perceptions of safety in the Precinct. Specific suggestions were to increase plantings and lighting, provide security guards at the site, and encourage night-time activation. Maintenance and amenities were also commonly raised, including maintenance of public toilets, the need to reduce the potential vandalism, and to increase shelter from wet weather and wind. A couple of participants were concerned that the Federation Wharf image did not present designs that create safe environments for young children, noting a lack of barriers next to water, alongside flood safety design.

“Needs more green and less unnatural materials, including fluorescent light. Needs to engender respectful behaviour, not party behaviour.”

“Recommend increased vegetation and improved lighting underneath Princes Bridge as it can be unsafe at night and visually unattractive.”

Other feedback

Naming was another theme that emerged for Birrarung Marr, with some questions raised around the naming of ‘Federation Walk’ and the connotations this may hold for Wurundjeri Woi-wurrung people. A couple of respondents recommended more consultation is needed to determine how to incorporate culture into the area. There were some suggestions for Aboriginal artwork to be included in the design.

Other feedback shared by participants included to:

- Incorporate designs that are resilient to flooding, and future climate scenarios.
- Include more outdoor dining areas to support the activation of the Precinct.
- Provide more events suitable for children and families.

“Embedded hospitality. Tourism operations and entertainment are essential to ensure activation. These elements are very hidden in these images.”

“Would be good to understand the reason behind having an elevated walkway at Flinders Walk. Is this due to unsuitable ground to have a walkway on ground? Seems like this would have an increased risk of flooding damage and increased maintenance.”

THE FALLS PRECINCT

As shown in Figure 13, the majority of respondents were ‘very likely’ or ‘likely’ to spend time in Sandridge Bridge (74 per cent), Banana Alley Vaults (75 per cent), Customs Square and Enterprize Park (74 per cent), and the Turning Basin and Enterprize Park (80 per cent).

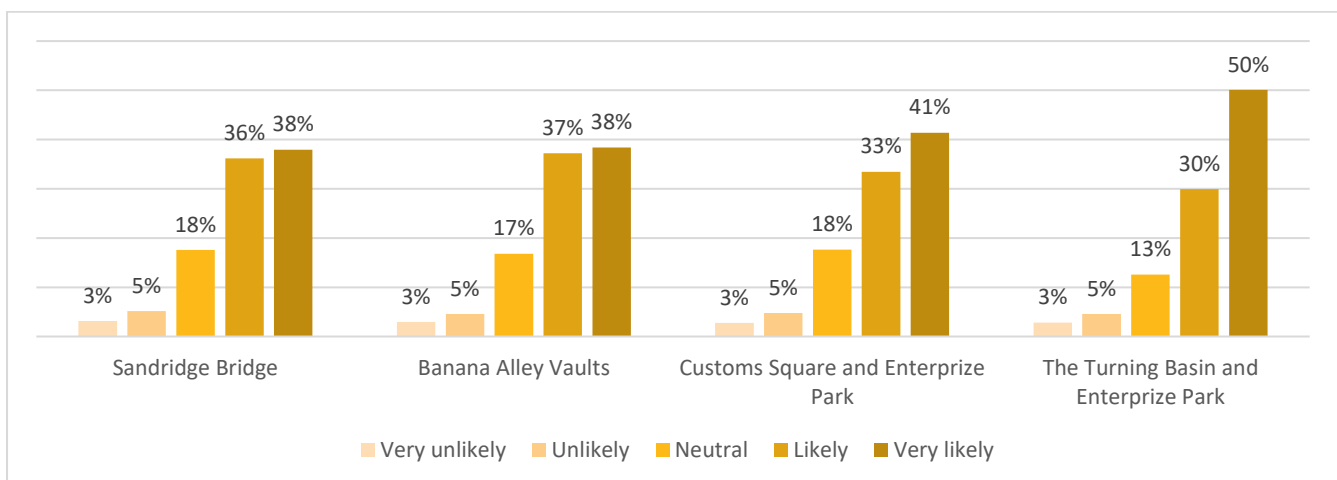


Figure 13: Survey responses to question ‘how likely are you to want to spend time in these areas?’ (The Falls Precinct) (n=506)

Connection to Water

There was a high level of support for the greening in the Falls Precinct. Participants highlighted the value of the connection to water in the design. In particular, participants were enthusiastic about the inclusion of boats and kayaks at the natural river segment of Turning Basin and Enterprize Park. Other design ideas supported that reflect the greater connection to water was a central water fountain at Customs Square, as well as waterfalls and swimming holes at Turning Basin and Enterprize Park. Additionally, there were several concerns raised around the increased likelihood of mosquitos and snakes, especially in Turning Basin due to the proposed wetland habitat and grasses.

There was also feedback related to Customs Square and Enterprize Park images suggesting that more greening should be included in the future design with less concrete surfaces. A frequent suggestion by participants was to increase the number of established trees across the whole precinct. There were also a number of comments expressing a desire for low maintenance plants, and greater vegetation variety to encourage native bees.

“Having the green space on the bridge is a must and has been needed for years, the native plants and the rehabilitation to the area is a fantastic idea. An area that needs to be re-energised.”

“Love the aquatic landscaping”.

“Sandridge Bridge and Banana Alley currently has a dilapidated urban feel, greening it will be a great improvement, but it remains to be seen if the surrounding businesses will help change the vibe too. I love the natural river segment of the Turning Basin”.

“The wetlands sound like it will bring bugs, like mosquitoes. There was a plague this year in summer. What would be done to make sure this doesn’t happen?”

“I am excited by the idea of creating and restoring wetlands areas. Making previously inaccessible river frontage usable is wonderful. It would be great to include some small plaques recognising First Nations use of the areas, settlement history and the flora and fauna of the area.”

Aboriginal knowledge systems

There was a high level of support for the inclusion of Wurundjeri Woi-wurrung knowledge, with participants emphasising the need for appropriate consultation and co-design practices. Participants highlighted the importance of Aboriginal signage and were enthusiastic about education opportunities for children. Some comments encouraged art that celebrates Wurundjeri Woi-wurrung history and culture.

“Hope it’s inclusive to everyone, with artworks that are not too high-brow, and activities that can be enjoyed by people from different language, economic, and cultural backgrounds.”

“I love the plans for the Turning basin and Enterprize Park because of their cultural significance. Expanding this area from Birrarung Marr as an indigenous education area would be beneficial for Melbournians and visitors. The indigenous plants are a great addition too, perhaps they could be included in the education via signages.”

“As long as this becomes a site that is First Nations-led and encourages ceremony and cultural practice, I am in support.”

“If possible, a pictorial series of dream time stories interspaced with sculptures of the first nation’s history for added texture and interaction learning.”

Night-time activation

Many participants stated that several of the areas in the Falls Precinct currently feel unsafe, of note were the Banana Alley Vaults. There was an emphasis on the need for improved lighting, alongside additional recommendations for art, greening and maintenance such as regular removal of graffiti to improve the overall perceptions of safety in the area. Participants stated that the type of lighting is important with some suggestions to include tree lighting and illuminated water fountains.

Night-time activation was also stressed as important for improving perceptions of safety. There were several questions pertaining to the types of vendors that were going into the Banana Alley Vaults, a few participants suggested a mix of vendor types with strong support for the hospitality space above Banana Alley.

Other safety and amenity considerations for the Falls Precinct that emerged included installation of public toilets, unobstructed views at night, noise mitigation at Turning Basin and Enterprize Park and Sandridge Bridge, and water safety signage for children.

“Retail mix of Banana Alley vaults will be a key contributor to outcomes for The Falls Precinct. Perhaps consider a mix of operators, rather than all tenancies focused on arts-type initiatives.”

“I think the Banana Alley Vaults section looks great and will really improve safety in a location which is a bit shady after dark.”

Customs Square won't bring in enough people on its own.”

Active transport management

Participants expressed strong support for the proposed removal of the William Street S bend adjacent to Customs Square and Enterprize Park. Frequent comments regarding connectivity in the Falls Precinct focused on the lack of separate bike paths, especially along Sandridge Bridge. Respondents expressed mixed support for the inclusion of bike lanes, however, those in favour stressed Sandridge Bridge as an important thoroughfare. Other connectivity concerns raised by respondents pertained to widening paths, and that plantings along Sandridge Bridge may restrict movement creating a bottleneck experience.

“Widening Sandridge Bridge is a great idea considering how busy it can be.”

“The narrow walkways across wetlands may be a safety hazard. You can see people would ride bikes and scooters down there with little room.”

“Currently cycling along the river riders mainly navigate along the pedestrian path along Southbank. It can be difficult to navigate when cycling, I'd love to see some type of dedicated cycling path along the Yarra that doesn't require the detour via the back of the Casino to avoid pedestrians. Just something to consider.”

Other responses

Participants made several recommendations to incorporate key attractions into the design, to bring tourism to the area. Suggestions included:

- the inclusion of wildlife observation buildings or a butterfly park, offering 'social media' opportunities
- the inclusion of creative audio and lighting to draw people to Sandridge Bridge at night
- art events and installations at Banana Alley Vaults that periodically change throughout the year.

There were also recommendations related to maintaining the historical character of the area. These included:

- a desire to retain the domed streetlamps, and cobblestones at the vaults as part of the architecture history
- a proposal to keep some stones from the original waterfall
- incorporation of maritime history into the future design.

Additional recommendations included:

- a multi-faith prayer room
- consideration to allow vehicle access and parking around the Banana Alley Vaults
- collaboration with the Salvation Army to support rough sleepers around the Enterprize Park area.

RIVER PARK PRECINCT

As shown in Figure 14, 83 per cent of respondents indicated that they were 'likely' or 'very likely' to spend time at the River Park Precinct. Only 11 per cent of respondents remained neutral, whilst six per cent of participants responded that they were 'unlikely' or 'very unlikely' to spend time at this precinct.

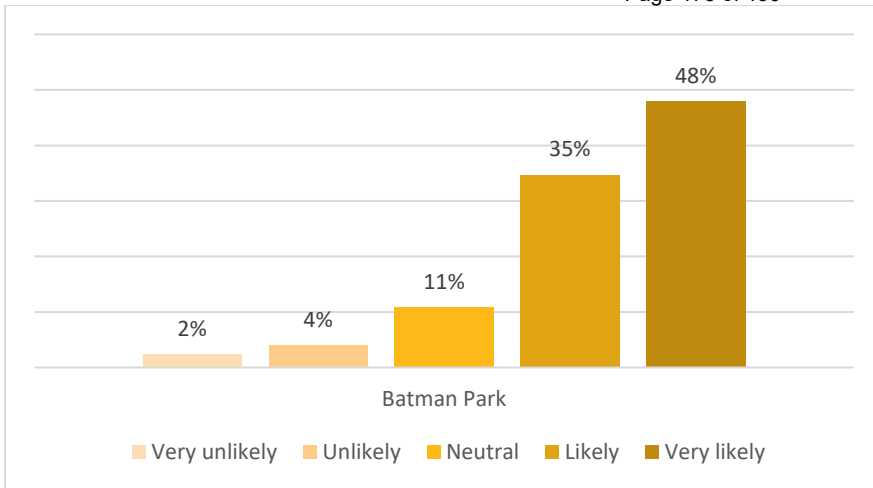


Figure 14: Survey responses to question 'how likely are you to want to spend time in these areas?' (River Park Precinct) (n=496)

A park for the community

The River Park precinct received overwhelming support for the level of greening presented in the Batman Park image. Respondents indicated that Batman Park would be a great location for families and group activities. Comments were made about greening and focused on increasing the number of mature trees, alongside other suggestions for low maintenance plants and community gardens for local residents.

Most of the recommendations for Batman Park pertained to ensuring it is suitable for families and local residents. Recommendations included toilets with baby change tables, pram access, retention of the BBQ facilities, more water bubblers and covered walkways. There were several suggestions for viaduct use, including spaces for social sports such as basketball and roller skating, as well as weekend markets. A few participants recommended a floating off lead dog park. However, a common concern was also raised through the survey responses and pop-ups that there is a need to protect the swans by ensuring that pets are on leash in the area.

"Looks amazing! Would love to see a good mix of open space and native vegetation".

"Beautiful, this will bring natural foliage to assist with native insects, birds, possums and keeping the river healthy is important."

"Do not destroy the current access to the river swans and ducks who spend every spring and summer in the park charming both locals and visitors."

Improving perceptions of safety

Safety was a particular concern for the River Park precinct, participants were worried about anti-social behaviours underneath the Batman Park viaduct. Many participants suggested that night-time activation of the viaducts would improve safety of the area. Recommendations included appropriate vendors such as café and food trucks, employing Crime Prevention through Environmental Design (CPTED) principles, and improved lighting, security, and maintenance. Painted murals, planter boxes, and attractive pathways connecting to residential buildings and parking were other recommendations made by participants to improve perceptions of safety in the area. Some participants were also concerned about whether support will be provided to people who are experiencing homelessness in the area.

Another major concern raised by participants, was the noise from the trams and trains. Many participants noted that they were unlikely to visit the area if noise issues were not addressed in future designs. Some noted that the conflicting noise can be dangerous for parents seeking to call out to their children. Many of the participants at the pop-ups were aware of the plans to move the trains and underground stations as part of the Melbourne Metro Tunnel Project but stated that precautions should be taken in the interim to mitigate noise.

Some participants also questioned whether the area would be affected by flooding, and safety considerations surrounding this topic.

“It’s important to recognise the value of the park to nearby residents. Quality of life is significantly impacted by the noise of the railway lines and anti-social behaviour underneath, so the park itself plays a critical role in their physical and mental well-being”.

“Batman Park is very tired and bit sketchy now so this couldn't come soon enough given the housing and hotel developments going on around.”

“Adequate lighting, especially at night, will be vital in this area - from this image I would be uncomfortable here at night (I am a 33yo female).”

“Again, the safety in this area would need to be improved before I wanted to spend time here, but the new plans look good if safety is improved.”

“In this location it will be important to ensure that there are active frontages and passive surveillance to ensure safety of all users.”

Place naming and native vegetation

Acknowledgement of Aboriginal culture and heritage was a major theme raised by participants. Many participants felt strongly that Batman Park should undergo a name change if it is to be in alignment with the key action of paying respect to Aboriginal people. Participants also emphasised the importance of consultation for this change. Some participants supported and promoted the inclusion of edible native plants for education purposes.

“Planting with education purposes. Paired groups of planting to bird and insect species- images and identification of plants.”

“Change the name? Batman was not a person that should continue to have significant areas named after him and there are other examples of parks and spaces being renamed.”

“Hope the Aboriginal people are actually being consulted”.

“Native plantings will not only increase the park’s biodiversity but also be welcoming to the public and tourists alike, with the opportunity to learn about the pre-settlement history of the area.”

“‘Batman Park’ needs an indigenous name.”

Other comments

Other feedback shared by participants included:

- the need for maintenance to reduce damage to the wetlands
- several comments querying whether the helipad would be retained in the final design
- several comments related to active transport in the precinct, especially regarding separated bike lanes.

MARITIME PRECINCT

As seen in Figure 15, around half of the survey respondents stated that they were either very likely or likely to spend time at the World Trade Centre – Crowne Plaza (54 per cent) and Seafarers River Frontage (59 per cent). A total of 21 per cent of respondents indicated that they were ‘unlikely’ or ‘very unlikely’ to spend time at the World Trade Centre – Crowne Plaza and 17 per cent of respondents indicated the same for the Seafarers River Frontage.

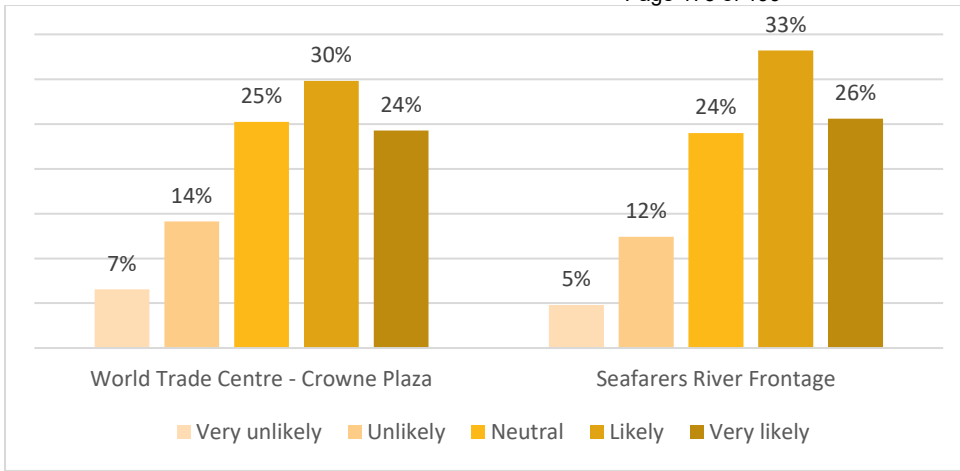


Figure 15: Survey responses to question 'how likely are you to want to spend time in these areas?' (Maritime Precinct) (n = 503)

Wayfinding and accessibility

Many participants expressed that the Maritime Precinct feels disconnected from the other areas. There were also concerns raised regarding shared bike lanes, with some of the suggestions including wayfinding strategies to link to surrounding areas. Participants at the workshop A proposed wayfinding strategies via QR codes. Accessibility was another consideration raised by respondents with a recommendation for charging points for motorised mobility scooters and wheelchairs.

"Provide a 'storyline' about the Precinct with the use of QR codes to guide visitors".

"Please consider how this part would link through up to Southern Cross Station, as it would be a wonderful way to end a workday walking through greenery rather than dodging traffic."

"Crown promenade is one of the main connection points for cyclists coming into the city and Southbank. These images don't appear to cater to cyclists at all - is there an alternative route being planned? Forcing cyclists to share the same space as pedestrians is not safe. It doesn't make the promenade feel like a pleasant space for pedestrians to walk and it puts cyclists on edge as well."

Greater greening

Images presenting opportunities at the Maritime Precinct received mixed support for the proposed greening, with many respondents expressing a need for more tree canopy especially around Crowne Plaza. Some participants supported increased connection to water, such as the visual attraction of the ecological wall fixtures presented in the images. Maintenance was highlighted by participants as essential to ensuring the attractiveness of the area. Participants also made recommendations for the inclusion of planter boxes, and incorporation of organic shapes in the design.

"These are the least exciting to me, and I wouldn't spend much time here. The Crowne Plaza seems a bit sterile with all of those hard edges and lack of canopy and greenery."

"This is a very harsh environment that does not appeal. More trees and greenery are needed. Plants in rectangular boxes are not as appealing as a natural planting."

"Not a fan of the seating and look of the area - too much concrete and looks unnatural. I like the board walk, but needs to be more flowers, less concrete, and closer connection to the river - both images do not show any connection to the river, just looks similar to what is at Southbank."

"I love the low edge near the water. It gives a seamless flow between the walkway, parks and the river. I'm thrilled to see the ecological wall fixtures to encourage sea-life along the water's edge. This is such a neglected and poorly used area at the moment and the visualisations look like it will really invigorate local and tourist visitation and usage as well as improve the river ecology and provide more green spaces."

Economic Activation

Some participants noted the positive opportunities for economic activation and potential for tourism in the Maritime Precinct. While there was some support for the design of the precinct, many comments drew negative

connections between this precinct and the Docklands, with a few respondents raising concerns about the lack of fine grain design. Participants called for points of interest in the precinct such as mobile coffee carts, markets, indoor activities in colder months, tree illumination and a high vantage point to view the city. Other recommendations included improving the surrounding amenity through the provision of seating, and significant windbreaks to block the cold wind.

“Would love to see a market style, traders shed, some dining hall in this area, would be a draw card potentially and improve foot traffic for local business also.”

“I feel this side of the river is more commercial and less tempting.”

“Crowne Plaza image reminds me of Docklands, which usually has less people around compared with in the image above - why would people come here? Or how is this connected and convenient to access from other areas?”

Other comments

Other feedback shared by participants included:

- a desire to incorporate seafarers and maritime heritage into the design
- the need to increase perceptions of safety for users walking through the precinct.

“The WTC-Crowne Plaza looks like another extension of Southbank lacking in imagination, innovation and individual identity.”

“Are there connections to existing marine infrastructure? How do we feel connected to the water when a lot of the shoreline is built up very high above the water?”

“This area reeks of maritime heritage and it is great that this is being recognised. In addition to interpretive signage, there should be an amount of interactive activity supporting both tourist interest and education. Make use of the heritage surrounds such as the Mission to Seafarers and Polly Woodside. Arrange for regular exhibits and talks so people know they are entering the gateway to Melbourne's maritime past, present and future.”

SALTWATER WHARF PRECINCT

As shown in Figure 16, survey respondents reacted positively to the images presented for the Saltwater Wharf Precinct. More than half of survey respondents were ‘very likely’ or ‘likely’ to spend time at Collins Street River Frontage (60 per cent) and North Wharf Road River Frontage (59 per cent). Out of the three areas, most support was received for images presenting Collins Wharf Park, with 70 per cent of participants who were very likely or likely to spend time there.

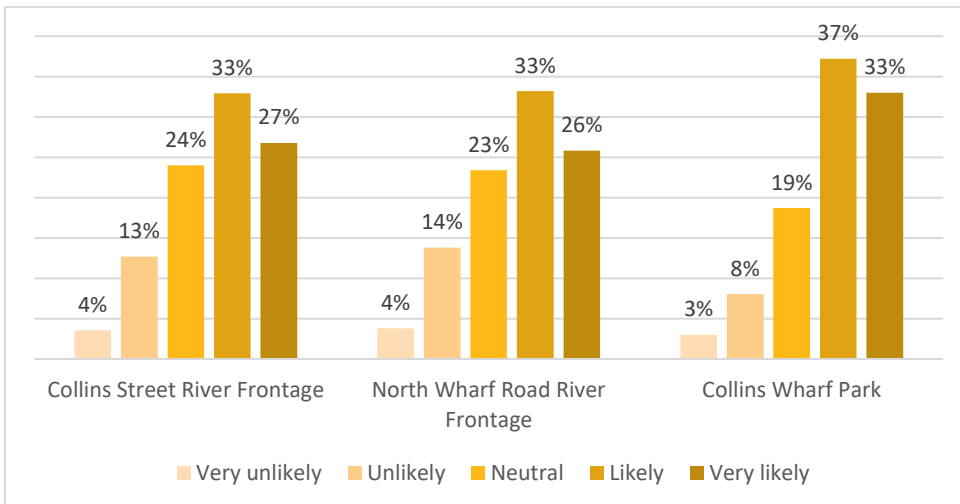


Figure 16: Survey responses to question 'how likely are you to want to spend time in these areas?' (Saltwater Wharf Precinct) (n = 504)

Reinstating native vegetation

Participants, regardless of gender and age, expressed enthusiasm around the greening of Collins Wharf Park. There were aspirations for reinstating native mangroves, alongside planter boxes along the wharf. Participants requested that the picnic areas have adequate BBQ facilities and small grassy hills for seating. There was some confusion expressed in the responses regarding whether boating and fishing infrastructure will be included in the final design.

“Collins Wharf Park is one of the few interesting spaces here because it’s where the neighbourhood really opens up and you get an interesting view. Would be nice to have some grassy mounds to sit on and not just benches.”

“Collins Wharf Park and North Wharf Road look beautiful, with the vegetation. I especially love the wetland vegetation and would enjoy walking through there and seeing fauna living in that habitat. Collins Street doesn’t appeal to me much.”

“I am most excited about this stretch of the Yarra, this will bring a lot of wildlife and life back to Docklands. Many residents walk around these boardwalks, and it would certainly be used frequently. Additionally, all of the office workers would thoroughly enjoy this space.”

“More focus on ecological factors for the Collins Street river frontage, and North Wharf Road river frontage would be good.”

Improving shelter and safety

Many participants expressed concerns about wind shelter and safety in the Saltwater Wharf Precinct. There were strong desires for greater windbreaks, with suggestions for artistic designs, and covering from the rain. Other safety concerns were raised related to lighting, littering, and noise near Collins Wharf. Additionally, there were safety concerns related to the lack of path separation between cyclists and pedestrians in the area, especially around the wharf area. There were perceptions that the wharf area will be used by all modes of transport regardless, therefore, safety considerations around railings, drainage and bridge width should be thoroughly considered.

“More greenery around edge is softer than current concrete industrial finish. Need to trap and remove rubbish and make sure it doesn’t just sit in planting.”

“Maybe considering adding some artistic windbreaks, as the wind can really howl around this stretch”.

“Making a continuous connection walkway along the river will be so good for residents, Melbournians and tourists. It’s a brilliant way to utilise the natural beauty of the river and Docklands area. Maybe include some small shelter areas as the weather in Melbourne is quite exciting and changeable.”

“I tend not to go here because it is so windy and there's little shade. Collins Wharf Park looks good. Perhaps some benches to rest and exercise equipment along the way.”

“It doesn’t look like there are separate bike lanes in these images. Southbank promenade has proved that mixed-use areas, especially those bordered by hard edges like rivers - are a disaster. Bikes, scooters and other fast-moving things need to be separate from the pedestrian zones. The North Wharf in particular looks like a massive hazard if bikes and pedestrians are both trying to use the skinny bridge with no railings.”

Wurundjeri Woi-wurrung and Maritime heritage

There was high level support from participants for more Aboriginal knowledge to be incorporated into this precinct along with some requests for more maritime heritage interpretation. Many participants put forward suggestions to distinguish this precinct from others related to introducing ferries across the river, both for transport reasons and tourism.

“A new ferry point at the end would only increase usage, foot traffic and pedestrian access to all this area has to offer. Would be hugely beneficial for the immediate areas adjacent to it, would only increase flow from this direction as well as from the north and east, would be economically beneficial for the existing business in the docklands area, would give tourists another point of interest and area to explore also if the ferry location areas at the other end were developed and or revitalised.”

“Collins Street River Frontage and North Wharf Road River Frontage ok for walking, fishing and boating but otherwise just a link. Collins Wharf Park looks more interesting as a destination with more natural environment and scope to learn about culture etc.”

“There needs to be some destination at the end of the walk, e.g., tourist attraction, historic ship etc., otherwise it would be just like walking to the end of a pier.”

Other comments

There were a few suggestions for more art to be incorporated into the precinct, such as maritime themed sculptures.

Other key comments related to transport in the precinct included:

- suggestions for the inclusion of bike hire services, with a map of the precinct for visitors to navigate the precinct
- suggestions to have designs that are suitable for running to encourage more usage of the site by local residents.

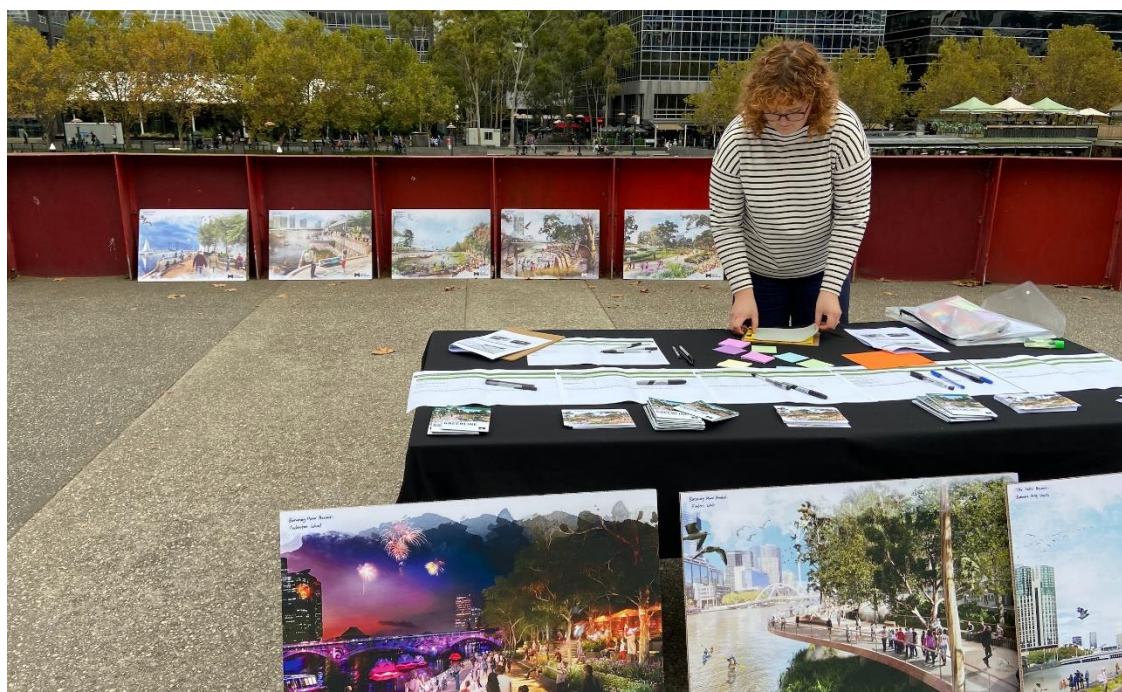


Figure 17: Pop-up event two at Signal

4.2 Stakeholder feedback

4.2.1 Government, peak bodies, and precinct partners

This section provides a summary of feedback from government, business, and precinct partners gathered during Stakeholder Workshop A and email submissions to the project team. A list of stakeholders who participated in the engagement can be found in [Section 3.2](#) of this report.

Government, peak bodies, and precinct partners expressed general enthusiasm and support for the Greenline Project ideas and opportunities. While participants responded positively towards the Greenline Project, it was also stated that many issues and opportunities remain to be addressed and clarified. Participants would like to see more detailed plans and designs in future stages of the project so that they can provide more concise feedback and identify opportunities for partnership and collaboration for the Greenline Project.

OPPORTUNITY STATEMENT REVIEW

Participants were asked to review the Greenline Opportunity Statement and provide feedback on whether the statement was reflective of their collective visions for the revitalisation of the Greenline Project, particularly with regard to the Greenline Project’s key themes. The statement had been developed in consultation with key stakeholders over a series of engagement activities in 2021.

Overall, participants agreed that the statement still reflected their collective visions for the Greenline Project. Some participants shared feedback on areas of the statement that needed to be added and further strengthened, including to:

- **Emphasise the role of the Greenline as an attractive landmark and destination of Melbourne.** Participants would like to see the statement to include the role of the Greenline Project in reflecting the unique identity of Melbourne as a liveable city with a rich culture and heritage, and a deep connection to the natural environment. The site will support the recovery of tourism and the visitor economy of Melbourne post-COVID-19 by attracting local and international visitors.
- **Ensure the Greenline is an inclusive space for all users and provides a wide range of experiences and activity opportunities.** Participants stated that the statement should highlight that the Greenline Project needs to evolve with the growing and changing population in Melbourne. They would like to see the Greenline Project be enjoyed by all, offering diverse and distinct experiences, such as introducing more water activities. This would create stronger linkages between sites along the Greenline Project and strengthen a sense of belonging from both residents and visitors to the city.
- **Celebrate the culture and history of the Greenline Project.** Participants shared that the statement should emphasise that the Greenline Project as a key site that represents the rich Aboriginal and maritime history of Melbourne. Participants would like the Greenline Project to provide opportunities for visitors to learn and experience the culture and history of the site through interactive activities, tours, and ongoing cultural practices.
- **Improve environmental sustainability of the Greenline Project.** Participants indicated that the statement should highlight the need for the Greenline Project to introduce environmentally sustainable designs that enhance climate resilience of the site, encourage connection with water, increase urban biodiversity, and improve the health of the Yarra River.
- **Strengthen connection of the Greenline Project with surrounding landmarks and sites.** Participants would like the statement to also highlight the importance of improving the connectivity of the Greenline Project. They would like to see the space to be more accessible and connected to surrounding sites, especially other landmarks and key areas of interest at both the north and south banks of the Yarra River. Specific areas of improvement mentioned by participants were pedestrian networks and public transport services.
- The opportunity statement has been updated and is included in [Appendix C](#).

ISSUES AND ALIGNMENT OPPORTUNITIES

Participants, regardless of gender, age, and cultural background, were asked to review the 12 precinct images to identify issues and to brainstorm early alignment opportunities in relation to each key theme and precinct of the Greenline Project.

Key themes

Environment

Key feedbacks shared by participants regarding the theme Environment were to:

- **Acknowledge the role of the Greenline Project as an important urban habitat and contribute to biodiversity.** Participants stated the Greenline Project is a key site for urban wildlife such as birds, insects, and other animals in Melbourne. While there are aspirations for the site to be a major attraction for surrounding residents and visitors, participants would like future designs to enhance the Greenline Project as an urban habitat.
- **Reintroduce native plantings.** Participants expressed a high level of support for more plantings along the Greenline Project. Many participants more specifically prefer to see the reintroduction of native plantings as a means to regenerate the Birrarung - Yarra River.

- **Restore wetlands to improve river health.** Participants supported the restoration of wetlands along the Greenline Project to help filter stormwater runoff and reduce the risks of flooding. Participants stated that The Master Plan and future designs should be supported by comprehensive flood and sentiment modelling.

Culture

Participants' feedback related to the theme Culture were to:

- **Rediscover stories and histories along the Greenline Project.** Participants stated that many stories and historically significant sites were currently hidden on site. There were suggestions to refer to historical records and collaborate with subject matter experts and Wurundjeri Woi-wurrung, so that new designs can reflect and present the important records of the city with its existing and future users.
- **Highlight the collective histories and cultural values throughout the Greenline Project.** Participants expressed a high level of support for the Greenline Project to celebrate its rich cultures and histories. Suggestions included to presenting and showcasing the evolving forms of use for the Yarra River and activating various sites by taking inspirations from the seven seasons concept in Aboriginal culture. Participants would like the Greenline Project to demonstrate the living Aboriginal cultures through ongoing cultural practices and authentic storytelling.

Place

Participants' feedbacks related to the theme Place were to:

- **A cohesive and unified experience along the Greenline Project.** Participants stated that they would like users and visitors to not only travel through parts but more along the whole of the Greenline Project. Participants suggested that this would require an attractive and consistent design that connects various key locations across the site.
- **Build connections to water.** Participants would like the Greenline Project Master Plan to promote deepened connection with water by users and visitors, through activities such as boating and kayaking. Participants suggested that the project team should partner with existing operators and managers for water-related activities to coordinate potential impacts brought by proposed designs and construction plans.
- **Collaborate with stakeholders to support economic activation.** Participants shared that despite their high level of support for economic activation such as introducing pop-up vendors, cafés, and restaurants to enrich user experience along the Greenline Project, some locations may be more challenging than others to attract businesses. Participants suggested the project team engage all landowners, developers, and property managers along the site to understand their aspirations for the site and identify future partnership opportunities.

Connections

Participants' feedbacks related to the theme Connections were to:

- **Ensure safe and inclusive access.** Participants emphasised the need for safe and inclusive access for all users in and around the Greenline Project. This includes designs that address user conflicts between cyclists and pedestrians, allow wheelchair and pram access along the site, as well as install universal wayfinding and signage.
- **Strengthen connections between the north and south bank of the Yarra River.** Many participants saw there are opportunities for the Greenline Project Master Plan to improve connections between Yarra River's north bank and the south bank. This included the road network, pedestrian network, and public transport service connections between key sites along the Yarra River.

Precincts along the Greenline

Birrarung Marr Precinct

A key comment shared by participants about the Birrarung Marr Precinct was the need to overcome existing landscaping challenges at the site to provide inclusive access for all users. Suggestions put forward by participants included to installing additional lighting at night, providing separate pedestrian and cycling paths, and ensuring smooth

surfaces for wheelchair and pram access. Some participants pointed out that coordination with surrounding areas of interest such as Federation Square and Flinders Street Station will be crucial to ensure a consistent user experience.

Another concern commonly shared by participants was to ensure the provision of adequate infrastructure and amenities to support events and activities at the site. Many participants would like to see additional infrastructure that supports events and activities such as storage spaces and loading areas. Participants emphasised that The Master Plan should align opportunities with relevant stakeholders to consider potential impacts on existing activities such as retail shops and water facilities.

Other comments related to specific Precincts were:

- **Federation Wharf** – Participants responded positively to this precinct image stating that it demonstrated opportunities to transform the area as a more welcoming promenade with additional planting and suggested that this could be done in collaboration with Parks Victoria. Some participants emphasised that future designs at the site need to be climate resilient and to provide abundant opportunities for visitors to connect with the Yarra River.
- **Flinders Walk** – Participants were generally satisfied with the cultural interpretation and tourism opportunities displayed in the image. However, access and inclusion were the main concerns shared by participants. Participants stated that there was a need to address existing user conflicts between pedestrians, cyclists, and E-scooters at the site. Some suggested having separated pedestrian and cycling paths to ensure safety for all users. Other comments included having pet-friendly designs, installing Electric Vehicle charging stations at the Greenline Project, and ensuring flood-resilience of the site to host events and activities.

The Falls Precinct

Participants saw the Falls Precinct as a priority for the Greenline Project Master Plan given its historical significance and proximity to the city centre. The heritage value of this Precinct was a key opportunity identified by participants. A few participants recommended consultation and partnership with the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Cooperation to design amenities that would reflect the Aboriginal history of the site.

Comments related to specific precinct images were:

- **Sandridge Bridge** – Participants supported transforming the Sandridge Bridge to introduce more public green open space. Some suggested that lower shrubs were preferred over trees at this site to ensure an unobstructed view of the river. There were also opportunities suggested to improve the pedestrian connection of this site to the Southbank such as the Melbourne Convention Centre.
- **Banana Alley Vaults** – Reactivation of this site was most discussed by participants. Participants shared that there is a high turnover rate of tenants at the Banana Alley Vaults. To encourage activation of the site, participants suggested collaborating with property managers and business owners such as GoBoat to provide additional activities for future users of the site. A common concern raised by participants was having to balance general visitor access to the site and staff access to the train operations facilities. One participant suggested exploring opportunities to build an elevated walkway at the height of the railway as an attraction for visitors.
- **Custom Square and Enterprize Park** – Participants saw opportunities for more activation at this site by improving pedestrian connections to the Flinders Street Station and Immigration Museum.
- **Turning Basin and Enterprize Park** – Participants shared their concerns about flooding risks at the site due to recent experiences. Flood modelling should be undertaken to inform detailed designs. Participants also pointed out that plantings at the site need to be carefully considered given the limited access to sunlight during winter months.

River Park Precinct

The main concern raised by participants for the River Park Precinct was safety and maintenance at Batman Park. Participants stated that amenities such as barbeque facilities, picnic tables, and lighting at night need to be improved and upgraded to increase a sense of safety at the site. The current “S bend” road intersection should be altered to allow easier pedestrian access. There were also questions raised by participants regarding noise from the railway if the site becomes a nature play destination.

Maritime Precinct

Various comments were shared by participants on the Maritime Precinct. Some participants felt that the precinct images should incorporate more elements that highlight Aboriginal culture and heritage. It was suggested that more site activation opportunities could be included, which needs to be supported by well-designed pedestrian networks connected to other areas in Docklands to attract visitors. Other comments related to specific precinct images include:

- **Seafarers River Frontage** – There were opportunities to further soften the landscape of the site by installing more plantings. Art installations could be included to present culture and history of the site to visitors.
- **WTC Crowne Plaza** – There were opportunities to collaborate with stakeholders such as World Trade Centre Melbourne, MIRVAC, and State government bodies to explore opportunities for economic activation at the site. Some participants stated that future designs should avoid further encroachment of the river to avoid disturbance to water activities and reduce the risks of flooding.

Saltwater Wharf Precinct

Key comments shared by participants on the Saltwater Wharf Precinct were to strengthen its recognition of local Aboriginal and maritime history to help shape the Greenline Project and Docklands as an attractive destination for visitors. This could be done by identifying culturally and historically significant sites, installing engaging interpretations of the site, and providing clear wayfinding signage to help visitors navigate the precinct.

4.2.2 Residents and community groups

This section provides a summary of feedback gathered during the Stakeholder Workshop B and email submissions to the project team. A list of stakeholders participated in the engagement can be found in [Section 3.2](#) of this report.

KEY THEMES

Participants, regardless of gender, age and cultural background, were asked to review all precinct images and indicate how well they thought the images reflected the key themes of the Greenline.

Figure 18 below displays how well participants thought the precinct images reflected the Greenline Project themes. Detailed descriptions and a summary of comments by participants are provided in the sections below.

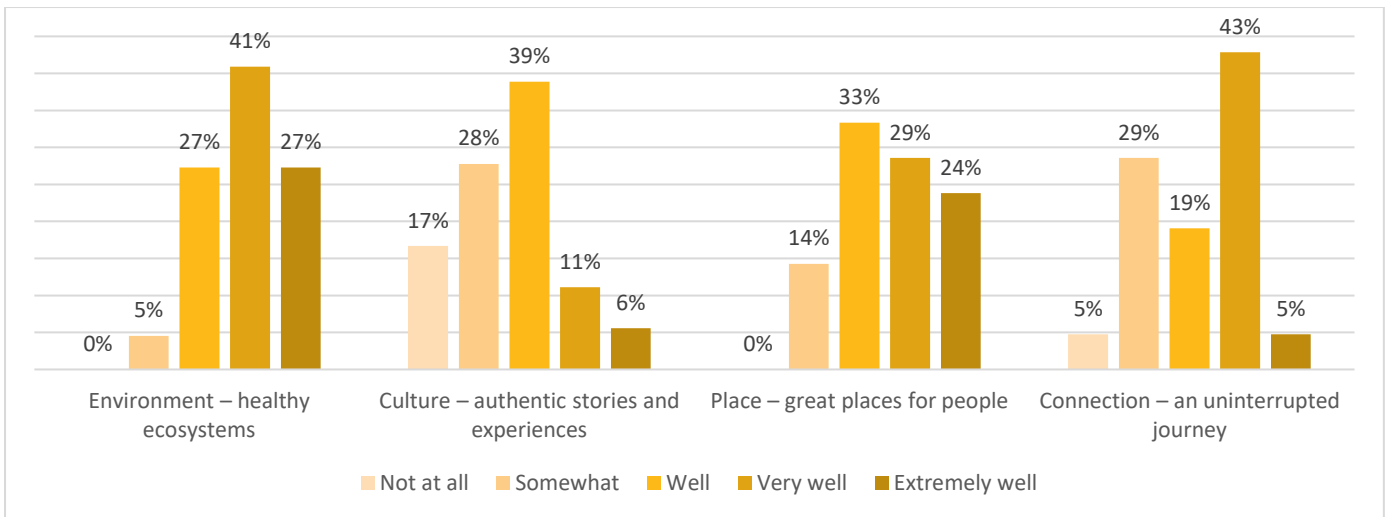


Figure 18: Responses to the how well participants thought the precinct images reflected the Greenline Project themes (n=22)

Environment

As shown in Figure 18, more than half of the participants (68 per cent) indicated that the precinct images reflected the theme of Environment either extremely well (27 per cent) or very well (41 per cent). Only 5 per cent of participants thought that the images somewhat reflected the theme. Additional comments shared by participants included introducing innovative litter traps and filters to improve the water quality of the Yarra River.

Culture

As shown in Figure 18, participants had diverse views on whether the precinct images reflected the theme of Culture. Only 17 per cent of participants thought the images reflected the theme extremely well or very well. A total of 39 per cent of participants thought the theme was reflected well with 44 per cent who thought the images only somewhat or not at all reflected the theme. Many participants stated that activities and installations displayed in the images felt 'clinical'. Participants would like to see more diverse and interactive activities to present histories and cultures of the Greenline Project in a more engaging and authentic way.

Place

As shown in Figure 18, around half of the participants (53 per cent) indicated that the precinct images reflected the theme of Place extremely well (24 per cent) or very well 29 per cent, whilst 14 per cent of participants thought the images only somewhat reflected the theme.

Some participants shared further feedback and ideas to make the Greenline Project a comfortable place experienced by all users. It was stated by participants that the north bank of the Yarra River is mostly a shaded area during winter months making it darker and colder compared to the south bank. To ensure the Greenline Project is an attractive destination for visitors, participants suggested including the installation of overhead heating and the inclusion of windbreaks in detailed designs. Other participants also emphasized the need for night-time activation of the Greenline Project to improve the perception of safety for all users.

Connection

As shown in Figure 18, participants had a spread of views on how well they thought the precinct images reflected the theme of Connection. A total of 48 per cent of participants thought the images reflected the theme either extremely well or very well, while 34 per cent of participants indicated that the images either somewhat or not at all reflected the theme. A few participants pointed out that connectivity is a main challenge that needs to be addressed by the Greenline Project Master Plan to ensure the site is well-linked to other locations in the city. Some participants stated that they were unsure how this theme had been addressed through the precinct images.

PRECINCTS ALONG THE GREENLINE

Participants, regardless of gender, age and cultural background, were asked to indicate how likely they were to spend time in each area shown in the precinct images and to provide feedback on what they would like to see in the areas.

Birrarung Marr Precinct

As displayed in Figure 19, all participants were either very likely or likely to spend time in Federation Wharf (71 per cent and 29 per cent respectively), and Flinders Walk (83 per cent and 17 per cent respectively). Some participants shared additional feedback expressing their desire for high quality boating experiences to be available at the site. One participant stated that they would like to see the existing charter vessel operators remain at the site given its long history and significance to the character of the Greenline Project. Another participant supported the idea of installing signage at the Precinct to acknowledge and present the local Aboriginal and maritime history.

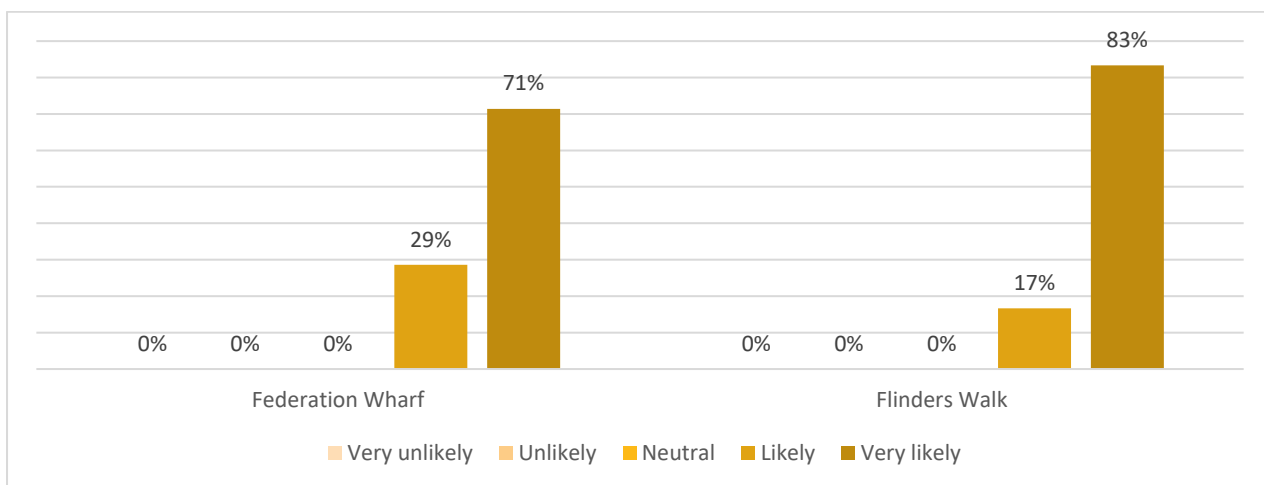


Figure 19: How likely participants would spend time in Federation and Flinders Walk (n=7)

The Falls Precinct

As displayed in Figure 20, participants indicated diverse views on whether they would spend time in areas throughout The Falls Precinct as displayed in the precinct images. Participants were most likely to spend time in the Sandridge Bridge area, with the majority of participants (71 per cent) stating either 'very likely' or 'likely', followed by the Turning Basin and Enterprize Park area (60 per cent), Customs Square and Enterprize Park (50 per cent), and Banana Alley Vaults (50 per cent). Specific comments shared by participants included the need for improved boardwalks and more lighting during night-time.

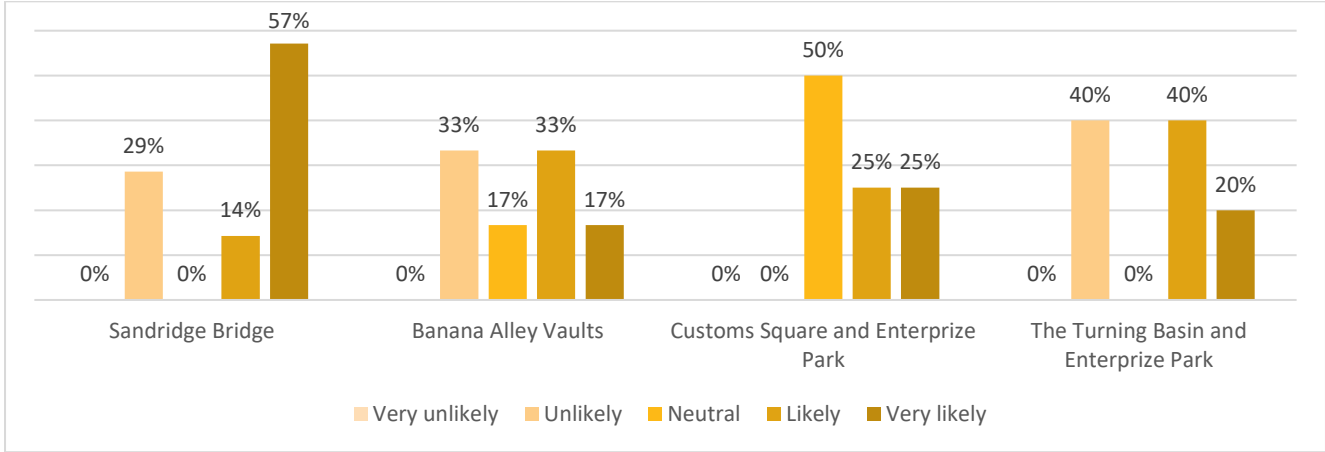


Figure 20: How likely participants would spend time in Sandridge Bridge, Turning Basin and Enterprize, Customs Square and Enterprize Park and Banana Alley Vaults (n=7)

River Park Precinct

As displayed in Figure 21, almost half of the participants (43 per cent) indicated that they were either very likely or likely to spend time in River Park Precinct, while 57 per cent of participants felt neutral. Participants suggested including amenities such as an off-leash dog park and cafes to attract visitors. There were also suggestions to provide support services such as soup kitchens for people who are experiencing homelessness in the city.

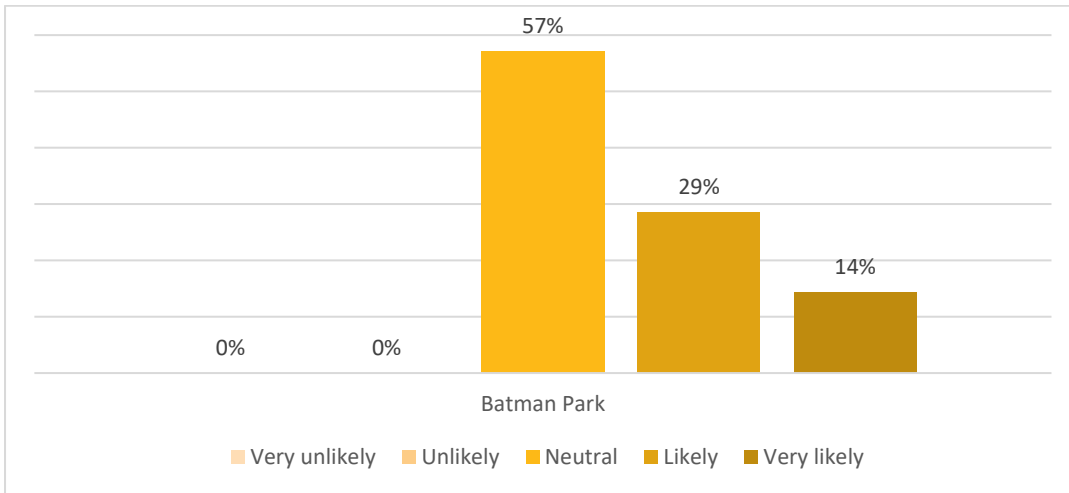


Figure 21: How likely participants would spend time in the River Park Precinct (n=7)

Maritime Precinct

As displayed in Figure 22, participants had split views on how likely they would spend time in the areas of the Maritime Precinct shown in the precinct images. Half of the participants stated that they were unlikely to spend time in World Trade Centre – Crowne Plaza, only 25 per cent of participants stated ‘likely’. Comparatively, participants were more likely to spend time at Seafarers River Frontage, with 60 per cent stating, ‘very likely’ or ‘likely’.

Some participants shared further comments on the precinct images stating that they would have liked to see more engaging experiences at the Maritime Precinct to showcase its local maritime history. Ideas shared included to install sculptures and storytelling boards with QR access for visitors to interact with. Some participants also raised issues about user conflict between pedestrians and cyclists, stating that designs at the precinct should provide separate paths differentiated by ground textures to ensure safety for all users.

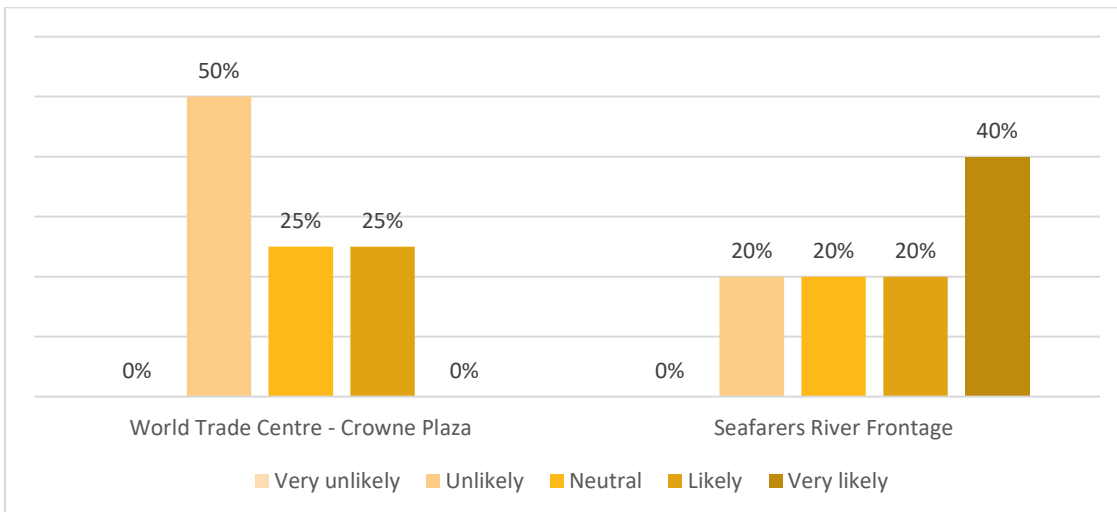


Figure 22: How likely participants would spend time in the World Trade Centre – Crowne Plaza area and Seafarers River Frontage area (n=7)

Saltwater Wharf Precinct

As displayed in Figure 23, participants were generally unlikely to spend time in areas in Saltwater Wharf Precinct, with 80 per cent stating they were either unlikely or very unlikely to spend time across all three areas. Participants stated that the remote part of the Precinct is a challenging location to make it an attraction for other visitors to the Greenline Project. They would like to see more changes proposed for the Precinct in detailed designs that focus on day and night time activation and measures to improve the perception of safety.

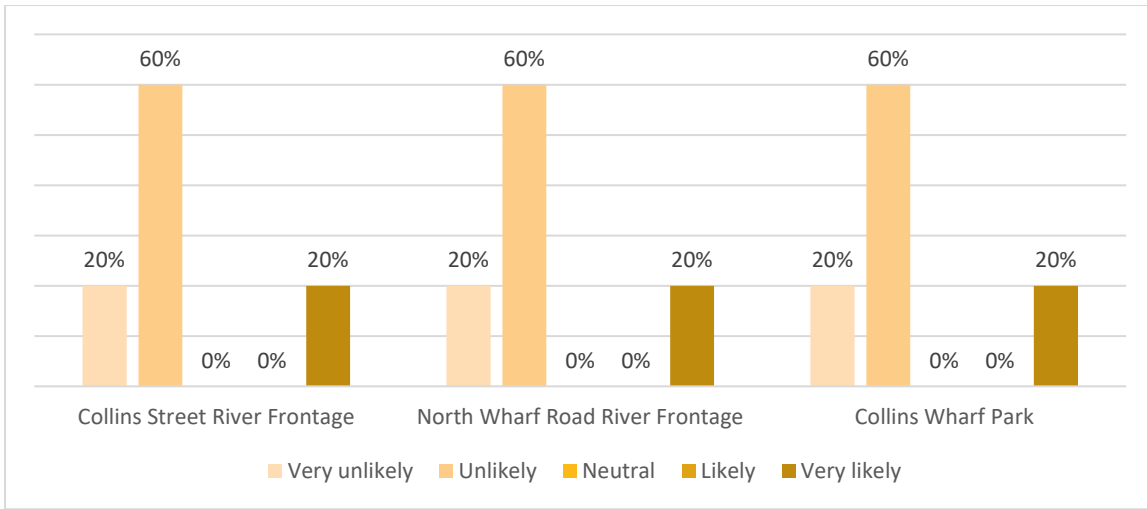
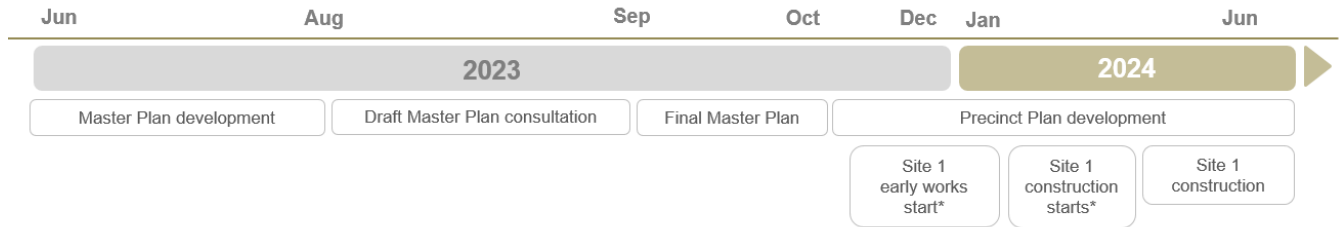


Figure 23: How likely participants would spend time in Saltwater Wharf Precinct (n=7)

5 Next steps

The feedback collected from this phase of engagement will be used to inform the development of The Master Plan. Precinct plans and Concept designs for future projects will be developed following the approval of The Master Plan (Figure 24). The City of Melbourne will continue to conduct individual and collective discussions with community and stakeholder groups as the Greenline Project progresses.



*subject to approvals

Figure 24: Estimated timeline for the Greenline Project



Appendices

Appendix A: precinct images

Birrarung Marr Precinct



The Falls Precinct





River Park Precinct



Maritime Precinct



Saltwater Precinct





Appendix B: survey questions

1. How well do you think the images reflect the Greenline Project themes?

	Not at all	Somewhat	Well	Very well	Extremely well
Environment – healthy ecosystems					
Culture – authentic stories and experiences					
Place – great places for people					
Connection – an uninterrupted journey					

2. How likely are you to want to spend time in these areas?

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Federation Wharf					
Flinders Walk					

3. To help inform The Master Plan, tell us your thoughts about the Birrarung Marr Precinct.

4. How likely are you to want to spend time in these areas?

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Sandridge Bridge					
Banana Alley Vaults					
Customs Square and Enterprize Park					
The Turning Basin and Enterprize Park					

5. To help inform The Master Plan, tell us your thoughts about the Falls Precinct.

6. How likely are you to want to spend time in these areas?

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Batman Park					

7. To help inform The Master Plan, tell us your thoughts about the River Park Precinct.

8. How likely are you to want to spend time in these areas?

	Very unlikely	Unlikely	Neutral	Likely	Very likely
World Trade Centre - Crowne Plaza					

Seafarers River Frontage					
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9. To help inform The Master Plan, tell us your thoughts about the Maritime Precinct.

10. How likely are you to want to spend time in these areas?

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Collins Street River Frontage					
North Wharf Road River Frontage					
Collins Wharf Park					

11. To help inform The Master Plan, tell us your thoughts about the Saltwater Wharf Precinct.

Appendix C: opportunity statement

The Greenline Project opportunity statement

The original opportunity statement was prepared in 2021. It was workshopped and updated as follows during the engagement process from April to May 2023.

‘The Greenline Project presents a significant and timely opportunity to revitalise the north bank of the Yarra River - Birrarung, creating a captivating landmark and destination that reflects the unique identity of Melbourne as a liveable city with a rich cultural heritage and a deep connection to the natural environment. A primary objective is the seamless integration of the riverfront to the water itself, and connection to the city. The Greenline Project will enhance accessibility to the river and encourage movement along the corridor, prioritising walking and recreational cycling and connections to public transport.

The Greenline Project will be distinctly Melbourne, representing its rich Aboriginal and maritime history. It will honour Aboriginal heritage and the layered histories and cultural values of the place. Focal points along the north bank and activities on the water will celebrate the Yarra River - Birrarung’s distinctive role in the city, providing valuable opportunities for the public to learn about and experience the culture and history of the site.

Importantly, the ecology of the river and its surrounds will be carefully considered and will inform how the Greenline Project is designed and evolves. This aligns with the Victorian Government’s Yarra Strategic Plan (Burndap Birrarung burndap umarkoo) 2022–32. An integrated water management approach with environmentally sustainable design enhances the climate resilience of the site, encouraging connection with water, increasing urban biodiversity and improving the health of the river.

The Greenline Project aims to create an inclusive space for all users, offering a wide range of experiences, activities and opportunities. It will be designed to ensure all feel welcome and safe. Public spaces are to be accessible and connect linking surrounding sites, particularly other significant landmarks and key areas of interest along both the north and south banks. This is intended to create stronger linkages between sites along the Greenline Project and strengthen a sense of belonging for both the residents and the visitors to the city.

The Greenline Project is to be portrayed as an attractive destination and landmark of Melbourne. The Greenline Project will play an important role as Melbourne recovers from the COVID-19 pandemic, supporting enhanced tourism and the city’s visitor economy. The project will bring new energy to the city and attract both local and international visitors to the river and nearby businesses, revitalising the Melbourne CBD.

Over time, the Greenline Project will evolve to meet the changing needs of Melbourne’s growing population, cooling the city and providing valuable open space. This will contribute to the health of the river and its environment and to human wellbeing, building the city’s resilience to climate change.

Successful delivery of the Greenline Project will be realised through collaboration and investment by a range of partners. Coordination of multiple landowners and managers will be essential, especially in interfacing with large, strategic initiatives led by government and the private sector. This will enable the Greenline Project to plan for and integrate with adjacent infrastructure and precincts, ensuring a cohesive and future-focused outcome for the city.

This transformation will redefine our connection with the Yarra River - Birrarung, embracing and nurturing the river and promoting community health and wellbeing. The Greenline Project will allow new memories to be made, unique to Melbourne and of this place.’

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Capire acknowledges
and deeply respects the
Wurundjeri people and
the Traditional Owners
of the Victorian land.

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