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St Kilda Triangle – Proposal for a Live Music and Performance Venue Engagement Summary Report

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Executive Summary

This report presents the findings of the community engagement program undertaken with the City of Port Phillip community to gather input and feedback for the St Kilda Triangle proposal for a live music and performance venue. The consultation findings are intended to inform Council's decisions when considering whether to continue with the project for a 5,000-person capacity music venue on the St Kilda Triangle site beyond the initial feasibility study as well as complementary uses, open space, and amount of car parking within the constraints of what is feasible in terms of cost and space.

Engagement program and profile of participants

Community engagement was undertaken between 8 September and 19 October 2023 and open to the City of Port Phillip community and general public. The purpose of the engagement was to gather input and feedback for the following aspects relating to the St Kilda Triangle site:

- Level of support for the proposed design principles for the Masterplan (purpose, landscaping, setting, sustainability) and suggestions for additional design principles
- Level of support for the proposed live music and performance venue (5,000-person capacity music venue), reasons for support or opposition, and views on potential benefits and challenges that the proposed venue may present for local businesses
- Views on prior attendance at live music and performance events and likelihood of coming to St Kilda for live music events
- Views on other events, uses, and spaces (green, onsite amenities, and outdoor public) additional to the live music and performance venue, and new ideas
- Views on the proposed provision of car parking, reasons for more parking, and views on how much parking is needed and should be planned
- Other general comments.

The engagement program was designed to invite the views of community members, local traders, local businesses, community organisations, stakeholders, music industry groups, relevant government agencies, and the general public. The engagement was supported by broad communications including information on *Have Your Say Port Phillip*, and promotion through Council's digital and print communications channels. It was also supported by direct communications to interested parties, key stakeholders, and the music industry. Further information about the engagement program is outlined in **Section 1**.

A total of 412* **participants** were engaged through the consultation activities:

- 229 survey participants from 2,527 visitors to the page (available online through *Have Your Say Port Phillip* and paper format) (see Appendix 1)
- 116 participants at neighbourhood pop-up conversations (held at Port Melbourne, Esplanade Market, Elwood, and St Kilda Veg Out Farmers Market)
- 33 participants at drop-in sessions (held at St Kilda Town Hall and St Kilda Life Saving Club)
- 17 workshop participants from Council advisory committees (Business Advisory Group and Youth Advisory Council)
- 13 written submissions
- 4 focus group participants (representatives of local Foreshore Traders)

* Some participants may have participated in more than one activity.

Demographic profiling is based on the information provided by Survey participants and Pop-up participants:

- Age: All age groups represented, 98 or 27.6% aged 35 to 49 years, lower participation by those under 18 years and 80 years and over
- Gender: More Man/Male (183 or 51.1%) than Woman/Female participants (161 or 45.0%)



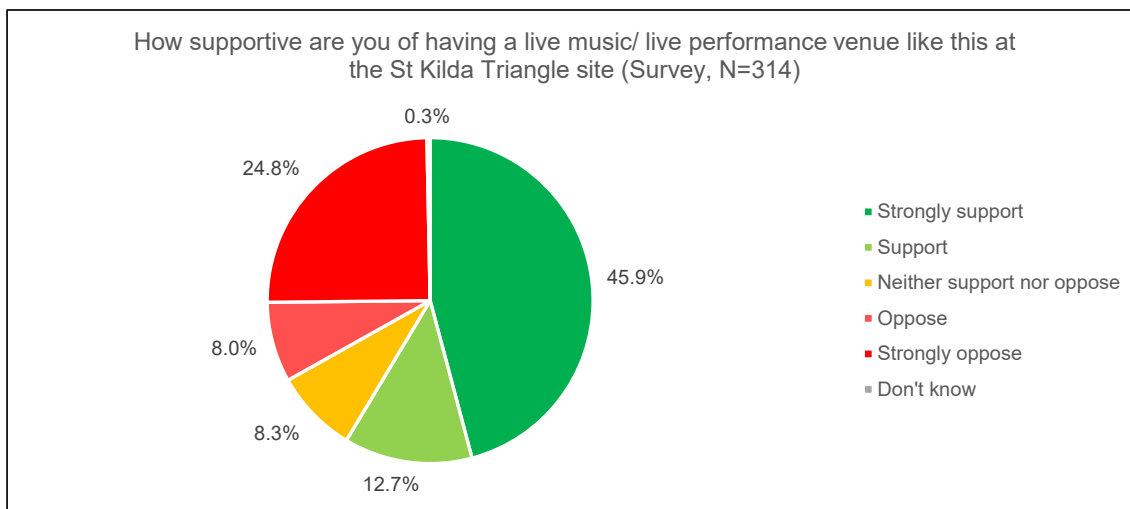
- Residential suburb: Most participants (201 or 88.9%) reside within Port Phillip, with 119 (or 52.7%) living in St Kilda
- Local business operators/traders: 30 or 13.3% of participants report owning a business within 2km of the St Kilda Triangle Site
- Music industry workers: 24 or 10.7% of participants report working in the music industry.

For further information about the participation profile as well as local traders/businesses, community organisations, stakeholders, music industry groups represented in this engagement program see **Section 2**.

Overview of key findings

The engagement findings draw from feedback provided by survey participants, pop-up conversation participants, focus groups participants, Council advisory group participants, and written submissions. Not all participants were asked every question, so the counts and percentages reported should be considered in the context of the sample size. Overall findings are presented in **Section 3** along with an overview of the sentiment in the discussion on Council’s official Facebook page. Insights focussing on gender equality and three directly affected stakeholder groups (those residing in St Kilda, owning a business within 2km of the St Kilda Triangle, and working in the music industry) are presented in **Section 4**.

Proposed live music and performance venue (see Section 3.1)



Reasons why participants support having a live music and performance venue like this at the St Kilda Triangle site:

- It promotes St Kilda's live music scene and St Kilda's identity as the arts and live music capital of Melbourne, now and historically (64 participants)
- It is a good use of the site and activation of an iconic location (21)
- It is going to generate economic benefits for local bars, cafes, restaurants, traders, hospitality venues, hotels, the wider businesses, and community (18)
- Live music and performances promote shared positive experiences and wellbeing, create a community atmosphere, and bring people together (10)
- It consolidates the precinct as an integrated entertainment zone and encourages music industry recovery (5).



Reasons why participants oppose having a live music and performance venue like this at the St Kilda Triangle site included:

- The venue is unnecessary, there are enough venues and other local venues (40 participants)
- Negative impact on resident amenity and minimal benefits for residents (40)
- 5,000 capacity is too large and the building being too big and too high (28)
- A range of concerns regarding on-site car parking spaces, parking, traffic congestion, safety, anti-social behaviours, financial cost of the development, environmental impact, and impact on views of the foreshore (79).

Proposed design principles for the Masterplan (see Section 3.2)

45.5% of participants indicated *Yes* they are comfortable the four proposed design principles (Purpose, Landscaping, Setting, and Sustainability) will deliver a good outcome for St Kilda Triangle. Others reported *No* (84 or 37.8%) or *Unsure* (37 or 16.7%). Participants provided suggestions to expand or refine the four proposed design principles and two additional ideas which focus on “Consideration of the St Kilda community” and “Accessibility on the site and within the venue”.

Other events apart from live music and performance that would be attended at the venue (see Section 3.3)

Participants were advised that Council is considering other ways this venue might be used (apart from live music/live performance) and asked what other events they would attend at the venue. Participants reported *Exhibitions* (197 or 59.3%), *Community events* (184 or 55.4%), *Markets* (175 or 52.7%), *Sporting events* (92 or 27.7%), and *Other* (57 or 17.2%).

Other suggestions relating to indoor events at the venue included:

- Community spaces and events (10 participants)
- Seminars and conferences (8)
- Theatre productions, performances, and shows (8)
- Arts and cultural spaces and events (7)
- Club night, more intimate music events, nightclub, pub, or rooftop bar (4).

Other suggestions relating to the overall site included:

- Green space uses (10 participants)
- Food trucks, pop-up bars, winter night markets, community markets (4).

Additional uses other than the main venue (see Section 3.3)

Most participants reported *Yes* (153 or 67.1%) when asked if it would be beneficial to have additional uses apart from the main venue. Other participants reported *No* (49 or 21.5%) or *Unsure* (26 or 11.4%).

Participants who reported *Yes* and *Unsure* were then asked which of the proposed uses they would like to see in addition to the live music venue. Participants reported:

- Community uses (150 of 178 participants or 84.3%)
- Cafés (129 of 176 or 73.3%)
- Bars and restaurants (106 of 174 or 60.9%)
- Offices (77 of 167 or 46.1%)
- Retail (53 of 168 or 31.5%).

Participants who reported *No* were invited to provide an explanation and the feedback included:

- Do not want to affect or compete with existing businesses in St Kilda (66 participants)
- Proposed uses to focus on entertainment and creative uses, consistent with the site’s primary purpose (32).

Green and outdoor public spaces to encourage visitors to the area (see Section 3.3)

Participants were advised that Council is planning for green and outdoor public spaces, and asked which of the proposed uses would encourage a visit to the area. Participants reported:

- Gardens and parks (247 of 263 participants or 93.9%)
- Public art (186 of 233 or 79.8%)
- Outdoor stage for performances (165 of 241 or 68.5%)
- Outdoor screen for events (163 of 242 or 67.4%)
- Events space (151 of 232 or 65.1%).

Other features that may draw people to the site (see Section 3.3)

Participants were asked what else they think would draw people to the site. Participant suggestions included:

- Green and open spaces (36 participants)
- Inviting spaces and public facilities that are safe and clean (28)
- Arts and cultural features and events (22)
- Community spaces for affordable community events (22)
- Spaces to exercise and play (19).

Views on the provision of car parking (see Section 3.4)

Participants were advised that Council wants to ensure the balance of car parking is right when considered against other uses, including the cost and delivery risk when building underground parking. Participants were asked if they think the proposal has the balance of parking right.

Some participants (71 or 32.1%) reported *I think there should be more parking*, while others *think the balance of car parking is right* (69 or 31.2%) or *think there should be less parking* (49 or 22.2%). 32 or 14.5% of participants reported *Unsure*.

Participants who reported *I think there should be more parking* were invited to indicate why and provided the following explanations:

- Proposed car parking is inadequate for an already busy St Kilda area (40 participants)
- Proposed car parking is insufficient to cater for a new live music venue (36)
- Current public transport systems servicing St Kilda are limited (18)
- People will travel by car to St Kilda and the new live music venue (15)
- Negative impact on resident amenity in nearby streets (10)
- People will park illegally (7).

Participants who reported *I think there should be more parking* were also asked how much parking is needed and how Council should plan for more parking. Participants reported:

- Suggestions to plan for a specific number of parking spaces (24 participants)
- Do not proceed with the development unless there is sufficient parking (12)
- Do not proceed with the live music venue as is and reduce parking issues (11)
- Unsure so ask an expert or gather more data (10)
- Consider underground car parking (8)
- Consider other sites that can be increased or allocated for parking that are nearby (2)
- Consider more above ground car parking (2).

Other general comments (see Section 3.5)

Survey participants were asked for general comments and in addition, pop-up participants, focus group participants and written submission authors provided personalised, general feedback. Where responses referred to one or more of the consultation topics covered in Sections 3.1 to 3.5, this feedback has been incorporated within the relevant section. This section presents a range of broad questions, suggestions, and compliments in verbatim and paraphrased format.

Discussion on Council's official Facebook page (see Section 3.6)

The discussion on Council's official Facebook page mostly referred to the St Kilda Triangle site and the proposed live music and performance venue although other non-related Council topics were also referenced. There were six Facebook posts from 8 September to 13 October and 98 Facebook user actions. A total of 43 (or 43.9% of) comments were not analysed as they were deemed unusable, uninterpretable, or out of scope.

The sentiment in the remaining 55 (or 56.1% of) user actions comprised:

- Support for a live music venue or development at the site (11 users)
- Opposition for a live music venue or development at the site (13)
- Suggestions about car parking, venue size, public transport, open space, connections to foreshore, and venue appearance/facade (21)
- Queries about funding, parking, and Acland Street (6)
- Concerns about resident parking, loss of open space, lack of vibrancy of the area (4).

Insights with a focus on gender and key stakeholder groups (see Section 4)

Gender insights based on comparison of the responses from Man/Male (113) and Woman/Female (98) survey responses. Woman/Female participants are more likely to report *there should be more parking* (58%, Man/ Male=42%). Man/Male participants are more likely to:

- Strongly support the *live music/ live performance venue* (63%, Woman/Female=37%)
- Be comfortable with *design principles* (68%, Woman/Female=32%)
- Report it is beneficial to have *additional uses apart from the main venue* (60%, Woman/Female=40%)
- Report *the balance of parking is right* (64%, Woman/ Female=36%).

Key stakeholder group insights (119 St Kilda residents, 30 Owners of business within 2km of the site, and 24 Workers in the music industry) were generated through a comparison with the responses from all survey participants:

- St Kilda residents are more likely to Strongly oppose the *live music/ live performance venue* (42%), not be comfortable with *design principles* (48%), and think it is not beneficial to have *additional uses apart from the main venue* (29%), support *Gardens and parks* (88%), and think *there should be more parking* (44%).
- Owners of business within 2km of the site are more likely to Strongly oppose the *live music/ live performance venue* (43%), think it is beneficial to have *additional uses apart from the main venue* (57%), support *Gardens and parks* (87%), and report *there should be more parking* (50%).
- Workers in the music industry are more likely to Strongly support the *live music/ live performance venue* (54%), be comfortable with *design principles* (61%), and think it is beneficial to have *additional uses apart from the main venue* (84%), support an *Outdoor screen for events* (88%) and an *Outdoor stage for performances* (83%).

Section 1: Overview of project, communications, and engagement program

1.1 Project overview and context

The St Kilda Triangle presents a unique development opportunity as one of Melbourne's last bayside renewal sites. While important to Port Phillip, in its current form as a carpark it is underutilised, unappealing and is not serving the community as a public space on the foreshore to achieve its full potential. The St Kilda Triangle site has been a topic of great interest to Council and the community and there have been several rounds of engagement and attempts to determine an agreed direction for the site.

2010: Council initiated a process to develop a new vision for the St Kilda Triangle in 2010, conducting community consultation through drop-in sessions, surveys, vox pops, focus groups, round table conversations and online engagement. Over 900 people helped inform the Vision document, which was released in November 2011. This led to the preparation of St Kilda Triangle 2012, colloquially known as the 'orange document'. It was adopted by Council in August 2012.

2012: A planning scheme amendment was prepared to implement St Kilda Triangle 2012, however, following community questions about the controls and unresolved issues in St Kilda Triangle in 2012, Council decided in July 2013 to consider the controls at a future date.

2014: In August 2014, Council developed a masterplan for the St Kilda Triangle site with the community. The parameters for the Triangle site were developed through working group meetings with community members, content experts, Councillors, and officers. This informed the framework for a co-design process and led to the development of the draft Masterplan.

2016: Community consultation for the draft Masterplan was conducted online through the Council's 'Have your say' page. The online survey was open from 26 November 2015 to 29 January 2016. Up to 1,800 people visited the site and 248 people responded to the survey (of whom 37 were registered users, the remaining being 'anonymous'). In addition, 7 email submissions were received and a further 10 community enquiries actioned by Council. The St Kilda Masterplan was endorsed by Council in 2016. It sets out a preferred development direction that includes new public spaces and commercial offerings supporting a cultural anchor tenant.

2018: Council has supported several large activations and events on the site, including the Land Art Generator Initiative design competition in 2018. Council remains open to new ideas, either for temporary uses or longer-term development proposals.

2022: At a public meeting in September 2022, Council elected to proceed with feasibility work for the St Kilda Triangle to investigate how a new live music and/or flexible performance venue could be delivered within the spirit and intent of the masterplan, considering the specific requirements of a such a venue, probable costs, and delivery models. Since then, a multi-disciplinary team of Council officers and specialist consultants has been progressing this work including undertaking a market sounding process to assess the demand for such a venue, some conceptual design work to determine preliminary options for the site, and a feasibility study with a report going to Council to confirm a way forward for the site, if Council determines to continue with the project beyond the initial feasibility study.

This report outlines the findings from the analysis of community and stakeholder feedback gathered in through the engagement program undertaken between 8 September and 19 October 2023.

1.2 Overview of communications and engagement program

Purpose of the engagement program

The purpose of the engagement program is to:

- Measure community sentiment around the idea of a 5,000-person live music and performance venue on the site.
- Seek community feedback on the indicative site layout including the main building required for a music venue, extent of space for ancillary uses, public open space, and car parking.
- Understand what community would like in the public realm.

Communications and engagement program

A Communications and Engagement Plan was developed and implemented. A range of approaches were used to inform the community about this project including:

Online format

- *Have Your Say Port Phillip* project page (<https://haveyoursay.portphillip.vic.gov.au/>) including a document library containing the Live music and performance venue design feasibility report, Market sounding report, Indicative site plan, Design principles, and Parking fact sheet: 4,287 views, 3221 visits, and 2,527 visitors
- Article in Council's community engagement e-newsletter distributed to 2,549 people
- Article in Council's main e-newsletter *Diversity*, distributed to 15,304 people
- News piece for Council's website informing community of upcoming engagement: September 2023
- Project page on Council's website for consultation linking to HYS: 7 September to 19 October
- Social media posts about the project on Council's channels (Facebook and Instagram) and social media ad campaign (7 September to 19 October): 2,324 Facebook reach, 1,606 Instagram reach
- E-blasts to the St Kilda Triangle interested parties database which has over 900 members
- E-mails to Council advisory groups and key stakeholders
- Newsletters such as the City of Port Phillip Business Newsletter.

Printed format

- Postcards delivered to local residences within approximately 500m of the site
- Corflute boards/signage on site and nearby.

Pre-consultation briefing sessions

Pre-consultation briefing sessions were arranged prior to the formal commencement of the engagement program. An invitation was extended to groups identified as key stakeholders that are likely to have a keen interest in the project or be directly affected by a development on the site (such as representatives of local traders and representatives from the live music industry).

The briefing sessions were held on Tuesday 29 August (Prince Band Room, The Prince Hotel, St Kilda from 5.30pm) and Friday 1 September (online from 10.30am), and incorporated:

- A review of the *Potential Live Music / Performance Venue Market Sounding Report* (March 2023) outcomes
- An overview and explanation of the *Design Feasibility for a Live Music and Performance Venue* (August 2023) by the Design Team
- Information about the engagement program and ways to provide feedback.



Engagement program

A range of engagement activities were planned and delivered to support broad and diverse participation, as follows:

- **Survey:** Online via the *Have Your Say Port Phillip* project page and hard copy format available at face-to-face events including Pop-ups and Drop-in sessions.
- **Focus groups with stakeholders and workshops with Council advisory groups:** Key stakeholders were invited to attend an interactive session to delve deeper into the specifics of the proposal and provide feedback.
 - Tuesday 12 September: Local foreshore traders and music industry groups (St Kilda Town Hall, 5.30pm to 7.30pm)
 - Tuesday 19 September: Business Advisory Group (St Kilda Town Hall, 8am to 10am)
 - Tuesday 10 October: Youth Advisory Committee (St Kilda Town Hall, 4.30pm to 5pm).
- **Drop-in sessions:** Two public drop-in sessions were broadly advised and held with Council staff available to address questions and accept feedback.
 - Thursday 14 September: St Kilda Town Hall (6pm to 8pm)
 - Sunday 8 October: St Kilda Life Saving Club (10am to 12noon).
- **Neighbourhood Pop-up Conversations:** Pop-up conversations were not advertised and sought to obtain feedback from individuals who are not highly engaged with Council or the consultation topic. Engagement tools used at the pop-ups were two Dot boards (dotmocracy activity to indicate level of support or preferences) and one Post-it note activities (to provide personalised feedback). Four pop-ups held at the following locations, dates, and times, across the municipality:
 - Saturday 30 September: Bay St Activity Centre, Port Melbourne (2pm to 4pm)
 - Sunday 1 October: Esplanade Market (11am to 1pm)
 - Friday 6 October: Ormond Rd Activity Centre, Elwood (10am to 12noon)
 - Saturday 7 October: St Kilda Veg Out Farmers Market (10am to 12noon).
- **One-on-one stakeholder meetings:** Representatives of Creative Victoria and Development Victoria were consulted during the engagement period. These meetings were intended to inform potential government partners about the project and gather information.
- **Written submissions:** Interested participants were permitted to directly submit their personalised views via email to Council.

Section 2: About the participants

2.1 Participation by engagement activity

As shown in Table 2, the communications and engagement activities were effective in engaging **412 participants**. Please note: some individuals may have participated in more than one engagement activity.

Table 2.1 Outline of engagement activities and level of participation

Engagement activity	Number of participants
Survey	229
Four Neighbourhood Pop-up Conversations	116
Drop-in sessions	33
Council advisory group workshops	17
Written submissions	13
Focus group with local foreshore traders	4
Total	412

Demographic information was not recorded or provided by all participants. The participation profile is largely based on information provided by Survey participants and Pop-up participants.

While no demographic details were recorded for other engagement activities, the names of businesses, local traders, and community organisations that were engaged are listed in this section.

2.2 Personal characteristics

As shown in Figure 2.1, over one quarter (98 or 27.6%) of survey and pop-up participants were aged 35 to 49 years. All age groups were represented with lower levels of participation by those aged under 18 years and aged 80 years and over. A comparison of participant ages with Municipal ages (based on Census 2021) is presented in Figure 2.2.

In relation to gender, survey and pop-up participation was balanced with more Man or Male (183 or 51.1%) than Woman or female participants (161 or 45.0%) as shown in Figure 2.3. One participant identified as non-binary.

As shown in Figure 2.4, most participants (201 or 88.9%) reside within Port Phillip, with 119 (or 52.7%) living in St Kilda. Most suburbs were represented although low or no participation was recorded for Southbank (0), Ripponlea (1), Melbourne (2), and Windsor (2).

With regard to diversity and other characteristics, 63 of the 229 survey participants identified as having one or more diverse characteristics. As shown in Figure 2.5, some participants identified as LGBTI (34), having a non-English speaking background (18), being a person with disability (17), being financially disadvantaged (10), and/or having an Aboriginal or Torres Strait Islander background (2).



Figure 2.1 Age of participants (Survey and Pop-up)

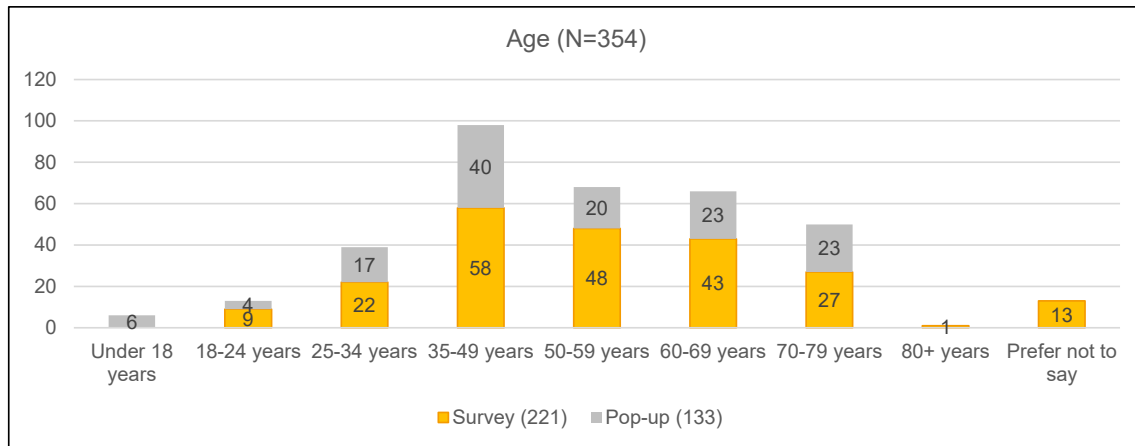


Figure 2.2 Participant ages compared with Municipal ages (Survey and Pop-up)

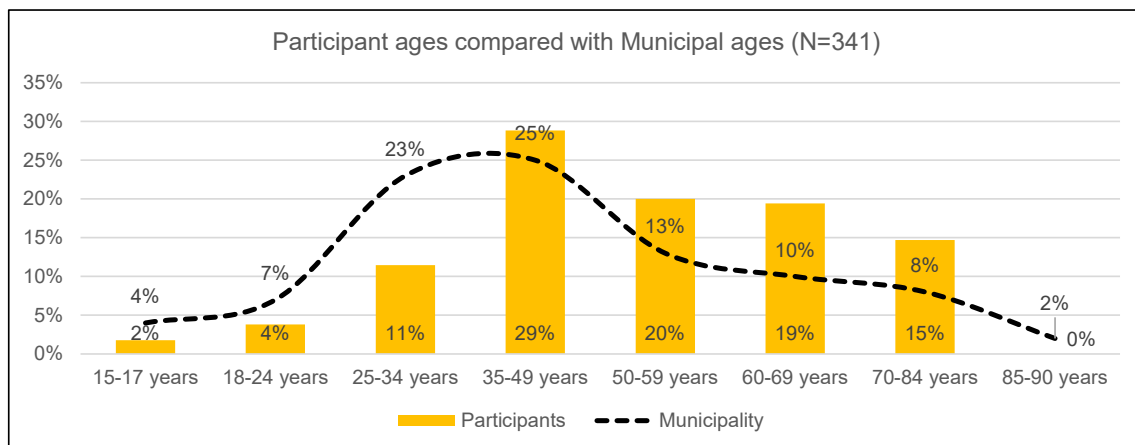


Figure 2.3 Gender of participants (Survey and Pop-up)

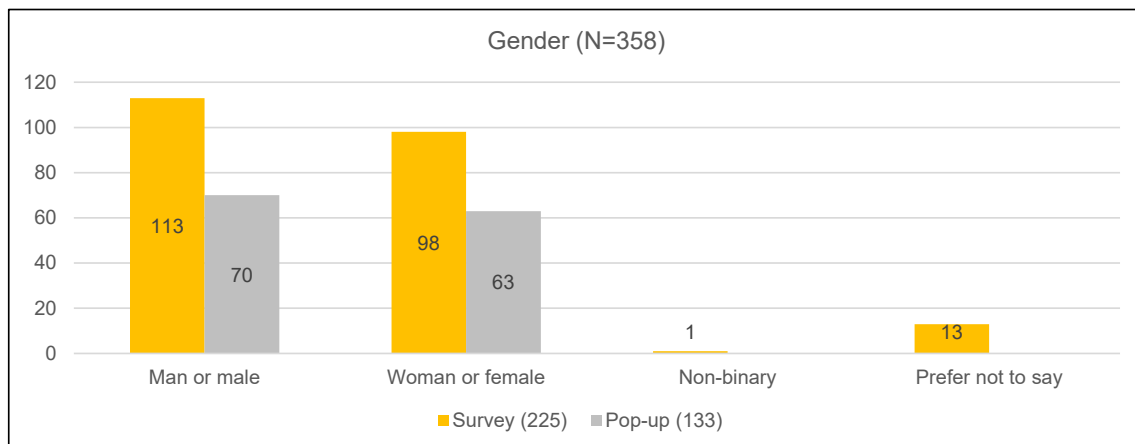
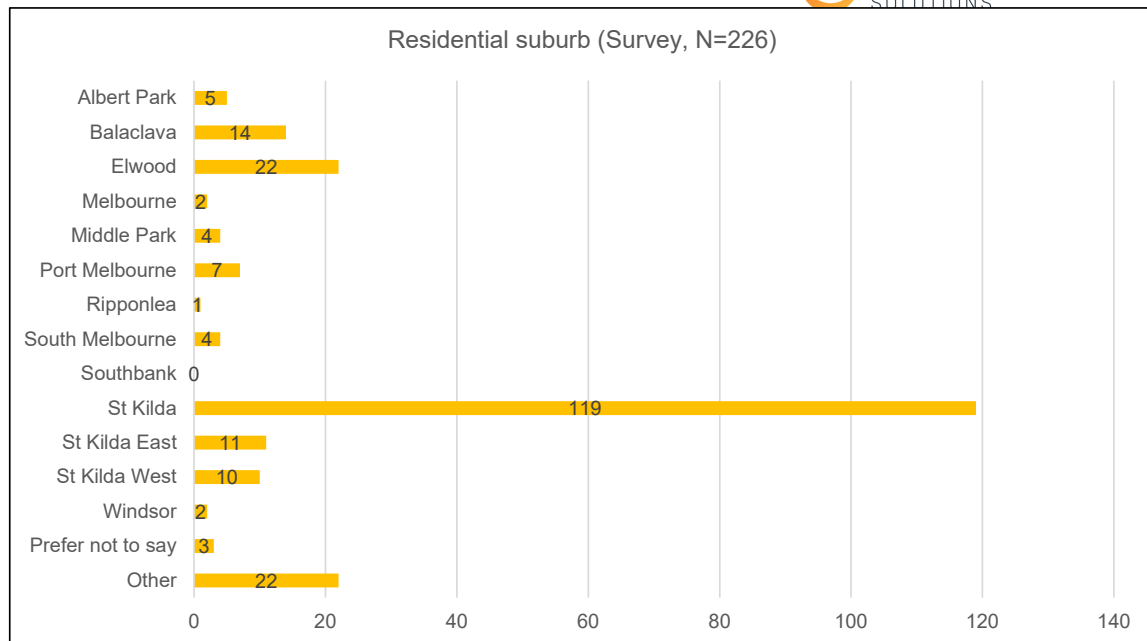


Figure 2.4 Residential suburb of participants (Survey)

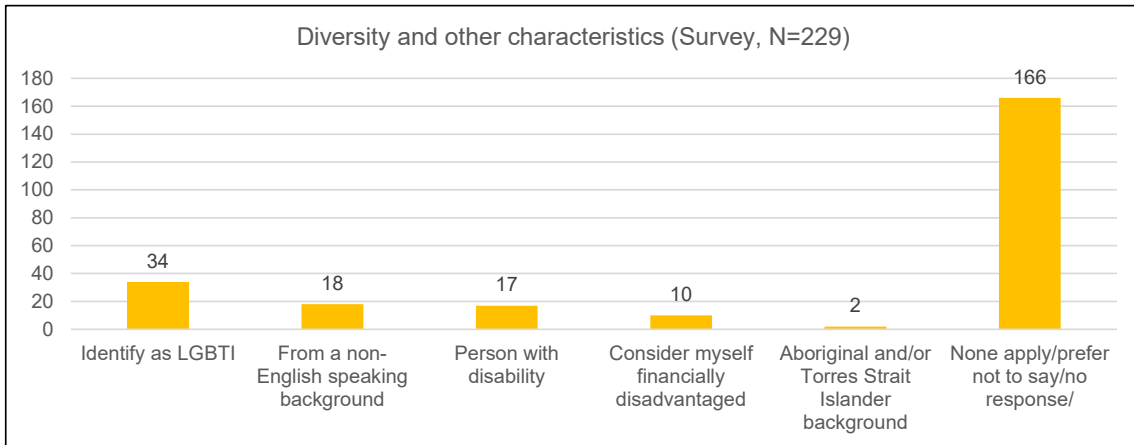


The 22 participants who reported “Other” indicated the following suburbs as shown below:

- Bentleigh
- Brunswick
- Canterbury
- Carlisle WA (past connection)
- Carlton
- Carnegie
- Caulfield North
- Collingwood
- Essendon
- Fitzroy North
- Work in Port Melbourne, live outside Port Phillip
- Malvern East (3 participants)
- Mentone
- Mitcham
- Northcote (past connection)
- Prahran
- Sandringham
- South Yarra (2 participants)
- Tooborac



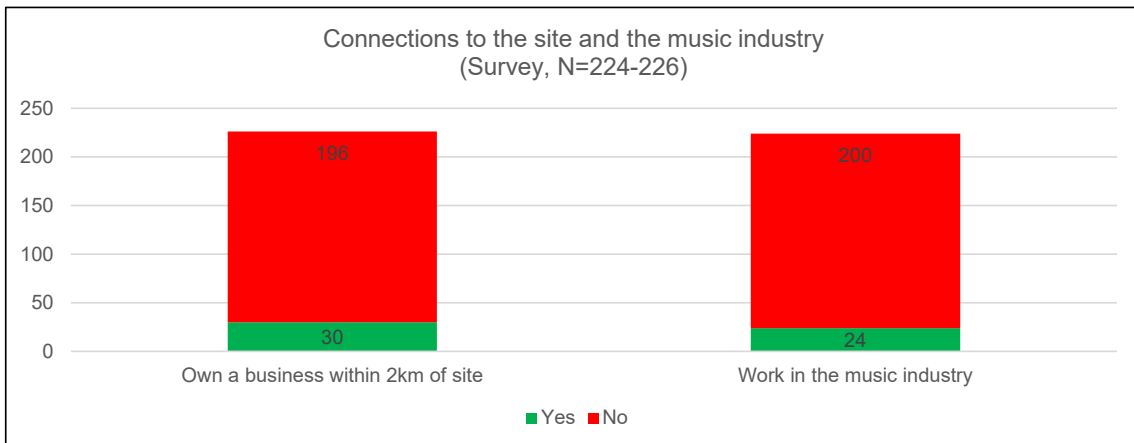
Figure 2.5 Diversity and other characteristics of participants (Survey)



2.3 Connections to St Kilda Triangle

Survey participants reported a variety of connections to the St Kilda Triangle site and three directly affected stakeholder groups have been identified. As shown in Figure 2.6, 30 (or 13.3% of) survey participants reported owning a business within 2km of the St Kilda Triangle Site and 24 (or 10.7%) reported working in the music industry. Also, 119 participants live in St Kilda (as previously shown in Figure 2.4). For insights with a focus on gender equality and the three stakeholder groups see **Section 4**.

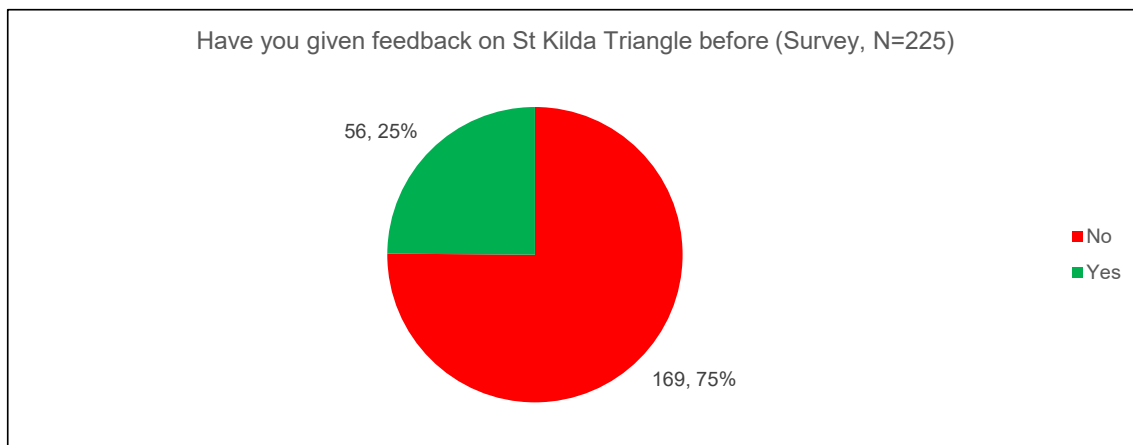
Figure 2.6 Participant connections to the St Kilda Triangle site (Survey)





As shown in Figure 2.7, around one quarter (56 or 24.9%) of survey participants have previously given feedback on the St Kilda Triangle.

Figure 2.7 Given prior feedback on St Kilda Triangle (Survey)



Representative/s of the following businesses and groups participated via a focus group or workshop:

- Youth Advisory Council (9 members)
- Business Advisory Group (8 members)
- Luna Park (1 representative)
- Palais Theatre (1 representative)
- Sea Baths (1 representative)
- Stokehouse (1 representative)

Written submissions were received from:

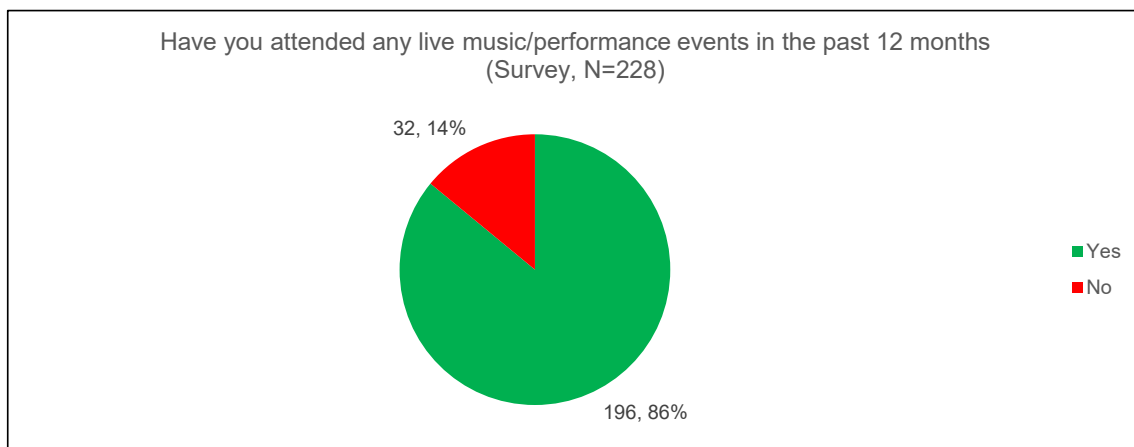
- Acland Street Village Business Association
- Bunurong Land Council
- Fitzroy Street St Kilda Business Association
- Foreshore Traders (Luna Park, Max Group Australasia P/L, Melbourne Hospitality People, Stokehouse)
- Port Phillip Emergency Climate Action Network (PECAN)
- Prosperous Port Phillip Business Advisory Group
- Unchain Inc.
- Submissions were also received from five individuals



2.4 Experience of live music and performance events

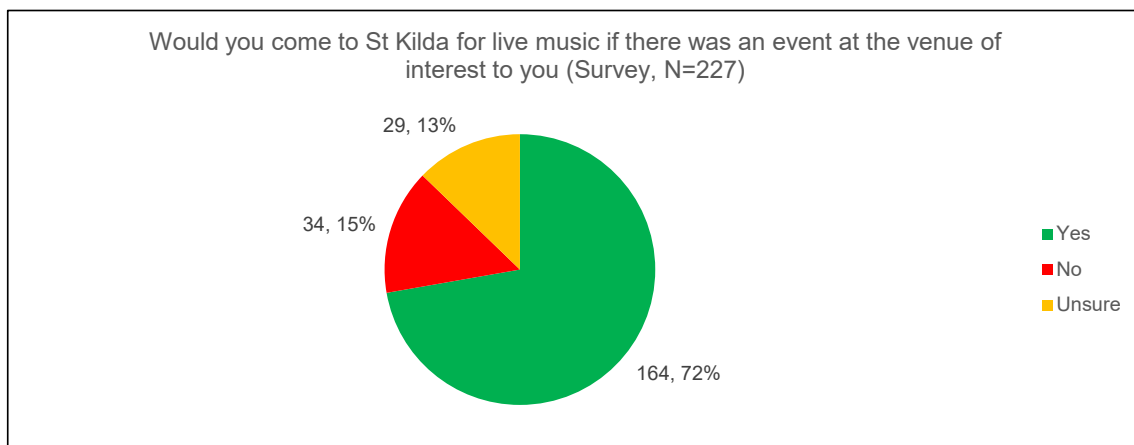
As shown in Figure 2.8, 196 (or 86.0%) of survey participants reported they had attended a live music or live performance event in the past 12 months.

Figure 2.8 Attendance at live events in the past 12 months (Survey)



As shown in Figure 2.9, 164 (or 72.2%) participants would come to St Kilda for live music if there was an event at the venue that was of interest.

Figure 2.9 Future intentions to visit a St Kilda venue for live music (Survey)





Section 3: Overall findings from the analysis of community feedback

This section reports the overall level of support for, and feedback received on the following aspects relating to the St Kilda Triangle site:

- Level of support for the proposed live music and performance venue (5,000-person capacity music venue), reasons for support or opposition, and views on potential benefits and challenges that the proposed venue may present for local businesses
- Level of support for the proposed design principles for the Masterplan (purpose, landscaping, setting, sustainability) and suggestions for additional design principles
- Recent attendance at live music and performance events and views on the likelihood of coming to St Kilda for live music events
- Views on other events, uses, and spaces (green, onsite amenities, and outdoor public) additional to the live music and performance venue, and new ideas
- Views on the proposed provision of car parking, reasons for more parking, and views on how much parking is needed and should be planned
- Other general comments.

Where applicable, responses from engaged participants (those that were motivated to proactively seek out information and complete a survey or submit a written submission) and those that were intercepted (at Pop-ups) are aggregated throughout this section.

Personalised feedback gathered via Surveys, Pop-ups, Focus Groups, and Drop-in sessions has been manually reviewed and subjected to content analysis to reveal themes evident in the qualitative data. Themes, sub-themes, and descriptive statements are used in the findings summary tables to reflect the sentiment observed in the personalised feedback. Participant personalised responses referred to one or more topics. Relevant personalised feedback gathered via all engagement activities has been collated, combined, and paraphrased for each consultation topic. The public discussion and activity on Council's official Facebook page is also outlined.

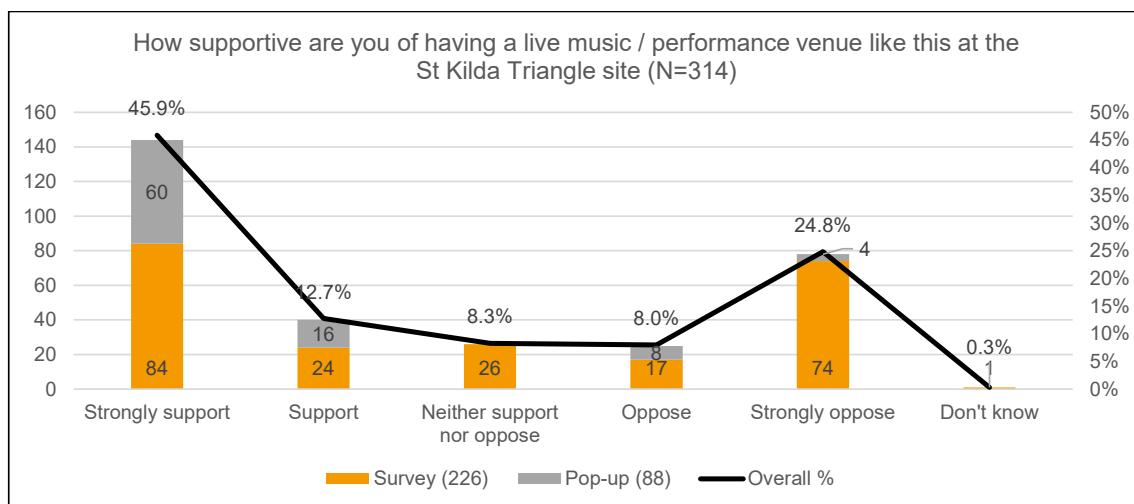
3.1 Proposed live music and performance venue

As of July 2023, St Kilda has been declared Victoria's first live music precinct - a fitting title for a destination known for its contribution to the arts and culture both nationally and internationally. This declaration is intended to support the development and sustainability of St Kilda as a home for live music into the future. The market sounding process undertaken early 2023 evidenced that the Melbourne music scene has a gap: no purpose-built venues for general admission gigs with standing capacity of between 3,000 and 5,000 patrons, with the 'sweet spot' identified as a 5,000-person standing capacity. It revealed that major promoters see a need for a live music and performance venue of this size in Melbourne, and there was majority support for this venue in St Kilda due to its accessibility. Accordingly, Council is seeking feedback on the proposal to construct a 5,000-person live music and performance venue next to the Palais, at the St Kilda Triangle site.

Participants were asked "How supportive are you of having a live music/ live performance venue like this at the St Kilda Triangle site." As shown in Figure 3.1, most participants (184 or 58.6%) indicated *Support* or *Strongly support*, with 144 (or 45.9%) reporting *Strongly Support*. However, polarised views were apparent as around one third of participants reported either *Strongly oppose* or *Oppose* (103 or 32.8%).



Figure 3.1 Level of support for proposed live music and performance venue (Survey and Pop-up)



Participants were invited to indicate why they support or oppose a live music/ live performance venue like this at the St Kilda Triangle site. 201 survey participants and 23 pop-up participants provided a personalised response which referred to one or more topics

As shown in Table 3.1, the sentiment and themes in participant responses varied greatly:

- Support (90 participants): Promotes St Kilda's live music scene and St Kilda's identity, is a good use and activation of an iconic location, will generate economic benefits for businesses, community, and music industry, and bring people together.
- Mixed or conditional support (19 participants): In-principal support for a live music / performance venue or space with concerns or conditions.
- Oppose (115 participants): The proposed venue is too large and unnecessary as there are other venues and local venues, concerns about negative impacts on resident amenity.

Table 3.1 Participant reasoning for supporting or opposing a live music / performance venue (Survey and pop-ups)

Themes and sub-themes evident in responses	No. of participants referring to theme (N=224)
Support sentiment (90 responses)	
It promotes St Kilda's live music scene and St Kilda's identity as the arts and live music capital of Melbourne, now and historically. Encourages tourism and visitors, brings back a destination for culture	64
It is a good use of the site and activation of an iconic location. A community space is better than a car park, complements the Palais Theatre	21
It is going to generate jobs for local people and economic benefits for local bars, cafes, restaurants, traders, hospitality venues, hotels, the wider businesses, and community	18

Themes and sub-themes evident in responses	No. of participants referring to theme (N=224)
Live music and performances promote shared positive experiences and wellbeing, create a community atmosphere, and bring people together	10
It consolidates the precinct as an integrated entertainment zone and encourages music industry recovery	5
Mixed or conditional support sentiment (19 responses)	
In-principal support for a live music / performance venue or space with concerns raised regarding on-site parking capacity; 5,000 capacity being excessive and consideration of a smaller capacity venue; needing a better crossing to the beach, a walkway over Marine Parade or converting Jacka Boulevard into a tunnel; venue not detracting from existing offerings and experiences including the Palais; transport infrastructure; safety (including heat); need to focus on other things first like fixing Acland Street; footprint exceeding that proposed by the 2016 Masterplan; venue needing to attract patrons at various times of the day across seven days and not a couple of late night events per week	19
Oppose sentiment (115 responses)	
Proposed live music venue is unnecessary, there are enough venues and other local venues including the Palais Theatre	40
Concerns about negative impact on resident amenity (traffic congestion, inconvenience, noise) and minimal benefits for residents and ratepayers	40
5,000 capacity is too large, the building will be too big, too bulky, and too high	28
Concerns regarding the proposed provision of on-site car parking spaces and parking generally	26
Concerns about traffic congestion and being able to move around the area	18
Concerns about safety and an increase in anti-social behaviours (littering, drunken)	12
Concerns about the financial cost of the development, possibility of the budget being exceeded, and lost opportunity to invest in other worthwhile initiatives	10
Concerns about the environmental impact and lost opportunity for more green and open space	7
Concerns about the building blocking or impacting views of the foreshore	8



The following feedback was also received.

Foreshore Traders (focus group):

- Interested in the music venue being a success but not at the detriment to surrounding businesses.
- Concerns raised about how activated the site will be, whether shows with a 5,000 standing capacity are common, and whether this building is a good use of this important parking spot.
- Concerns raised about traffic management and flows particularly with 5,000 people accessing the site. St Kilda experiences traffic problems at peak times. Consider the right time in the project to undertake traffic assessments and parking assessments, perhaps in Stage 2.
- At what points are the best times to activate the carpark.
- Live parking signage would assist traffic flow.
- Traders agreed that the overall experience including arrival and departure was important for customers and demand for parking (and not just the venue offering) could sway people.
- Father's Day placed a lot of pressure on parking and traffic flows in the area and business was lost as a result of difficulties with flow and locating parking. It was noted that the turnout was higher than expected and planned.

Council's Business Advisory Group (workshop):

- This will be fantastic as a tourist destination.
- Traders are definitely behind it.
- Aligns with many of Council's policies, especially the Live Music Action Plan.
- Potential to create a landmark building to draw people to the site, including some visual value as well.
- Think about seating as well outside venue so that people feel comfortable and want to stay in the area.
- Do not have too many tenants in the site as it will compete with existing business.

Council's Youth Advisory Council (workshop):

- Well placed like a festival hall mid-level gig market.
- Encourage youth to attend because of the location rather than going all the way to the city.

Written submissions (paraphrased wording):

- 6 of 13 indicate Support sentiment: Exciting opportunity for St Kilda to rebuild its reputation as a live music precinct. Drives visiting and thus vitality to the precinct. The proposed venue will contribute to economic growth in the area with an expected increase in foot traffic both day and night as it is proposed as a multiuse facility. Live Music contributes to St Kilda's economic development, tourism and visitation, reputation, and culture, and the sustainability of our local businesses. The proposed venue will generate tourism and overnight stays, directly benefitting the 971 accommodation and food services business in the Port Phillip, a sector that has struggled to recover after the challenges from the pandemic. Support the site being used for music or arts
- 1 of 13 indicates Mixed sentiment: Parking concerns
- 5 of 13 indicate Oppose sentiment: Concerned that the 5000-capacity music venue is too physically big for the site. Two large music venues beside each other raise myriad issues. Concerned this proposal does not comply with the Planning Scheme and is inconsistent with the 11 proposals in the Foreshore Urban Design Framework. The proposed venue would consume most of the site leaving a small open space public realm for community and tourists. Concerns about funding, anti-social and illegal behaviours, impact on resident amenity, the triangle being inactive for much of the time, Council having the capacity and expertise to manage such a grand plan for the site, and view lines being lost from the Esplanade to the beach and from the beach to St Kilda.
- 1 of the 13 submissions does not indicate a sentiment.



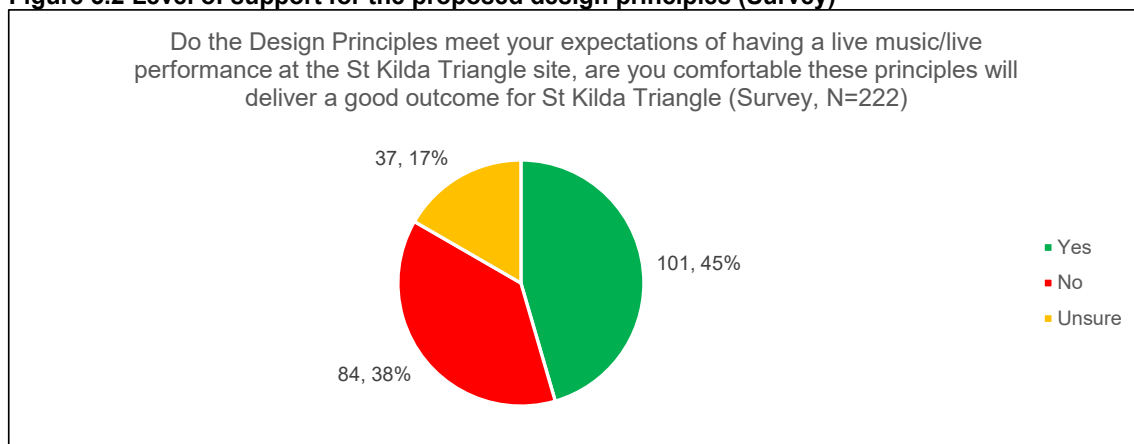
3.2 Proposed design principles for the Masterplan

Design principles are aspects of the Masterplan that are important and should be retained versus those that may need to be changed to allow for a live music and performance venue on the site. The elements that were important were captured in a set of principles that embody the spirit and intent of the Masterplan. A number of design principles have guided the design options for the venue and the wider Triangle precinct and are summarised in four categories as follows:

- Purpose:** The St Kilda Triangle is primarily a place for creating culture. Any new buildings or facilities should support the activities of the Palais Theatre and Luna Park and help make St Kilda a hub for live music. This is in line with the Council's plan to promote live music in the area. New facilities should be designed to encourage visitors to the site all times of the time of day, season, or weather.
- Setting:** New facilities should enhance existing 'balcony' views from The Esplanade towards Port Phillip Bay and to maintain views of the Palais Theatre and Luna Park. Any large new developments should be concentrated near the Palais Theatre in keeping with the historical uses on the site and be respectful of the Theatre's prominence. New building to decrease overshadowing of the foreshore side footpath along Jacka Boulevard. The visibility of car parking, loading, and servicing on the site should be minimized.
- Landscaping:** New facilities should be integrated within the landscape that allows for passive, active and contemplative enjoyment. New landscaping should be integrated with the Palais Theatre and Luna Park and improve pedestrian connections to the foreshore.
- Sustainability:** New facilities should be aligned with the City of Port Phillip's sustainability goals (i.e., a water sensitive city; a city with lower carbon emissions; a city that is adapting and resilient to climate change; a greener, cooler, more liveable city; a sustained reduction in waste).

Participants were asked "Are you comfortable these principles will deliver a good outcome for St Kilda Triangle?" (online survey) or "Do the Design Principles meet your expectations of having a live music/live performance at the St Kilda Triangle site" (hard copy survey). As shown in Figure 3.2, mixed views were reported. Many participants (101 or 45.5%) reported *Yes*, some participants reported *No* (84 or 37.8%), and 37 (or 16.7% of) participants were *Unsure*.

Figure 3.2 Level of support for the proposed design principles (Survey)



Participants were invited to indicate if anything is missing from the design principles and 169 survey participants provided a personalised response. Some responses referred to aspects of the design principles while other comments were more of a general nature, ideas, or concerns. As shown in Table 3.2, the themes in the participant responses varied and included:

- Suggestions to expand or refine the design principles (Purpose, Setting, Landscaping, and Sustainability)
- Two additional ideas which focus on *Consideration of the St Kilda community* and *Accessibility on the site and within the venue*
- General feedback (general views, ideas, and concerns):
 - Increased traffic and insufficient parking
 - Negative impacts on resident amenity and liveability
 - Nothing missing, no further ideas for design principles, they are great
 - Public transport services and capacity
 - New features or elements
 - More research or information being required
 - Anti-social behaviours and public safety, and
 - Acknowledging the Aboriginal significance of the site.

Table 3.2 Participant suggestions for additional ideas for design principles (Survey)

Themes and sub-themes evident in responses	No. of participants referring to theme (N=169)
Feedback on Purpose design principle	
<ul style="list-style-type: none"> • Do not support the proposal or construction of a live music venue or a venue isn't justified, particularly next to the Palais Theatre, disagree with the underlying assumption (the venue will compete with the existing Palais Theatre, Espy, and Prince Band room) • Concerns about the vision, the future of St Kilda, lack of specificity in the design principles, unclear meaning of "creating culture", and that the site will not be activated other than in the evening, a few times a month <p>Ideas to consider:</p> <ul style="list-style-type: none"> • Consider more uses and wider options for the site beyond a live music venue such as markets, events, school holiday programs, interactive art exhibitions/workshops, an arts hub or a more diverse approach to entertainment and cultural experiences • As the focus appears to be tourists and visitors, refer to "residential amenity" and consider the impacts on residents, businesses, and the local community. • Make it affordable and accessible • Showcase local talent • Provide more detail about the day-to-day use of the upgraded area • Provide flat parkland • Consider incorporating a multi-purpose venue for daytime and evening activation 	57
Feedback on Setting design principle	
<ul style="list-style-type: none"> • Concerns about the size of the proposed development and need for height restrictions to protect or enhance residents' existing bay views and unrestricted views to the foreshore from the Esplanade and retain the openness to the beach 	42



Themes and sub-themes evident in responses	No. of participants referring to theme (N=169)
<ul style="list-style-type: none"> Concerns about this principle being incongruous with some elements of the Landscape and Sustainability principles and the growing controversy of the Tram Terminus/Plaza dead-zone at Barkly Street end of Acland Street, and keeping built fabric away from Jacka Boulevard Support for the new venue to have a suitably iconic design with high quality and beauty, keeping with the historical uses of the site (including acknowledgement of its Aboriginal significance), and being consistent with the style of the Palais Theatre <p>Ideas to consider:</p> <ul style="list-style-type: none"> Work with local artists to commission various artworks, painting and sculptures that capture the local area and vision for the site) A cultural museum or public art showing the diverse history of St Kilda or the 1970-80s music movement and colourful culture An aspirational design principle which contributes to placemaking and is memorable and iconic External facade should service the community Contribute to the established architectural themes of the St Kilda foreshore, and the layered history and culture of the area Integration with the existing Esplanade streetscape 'look and feel' Include a statement that the adopted design complies with the Urban Design Framework for the St Kilda foreshore Incorporate Boonwurrung Aboriginal community preferences Consider and include First Nations culture within the design 	
Feedback on Landscaping design principle	
<ul style="list-style-type: none"> Support for landscape to have open space. More open and green spaces with trees and gardens to counter the effect of climate change and decrease carbon footprint of facilities, and include some flat parkland or a space that adds amenity to the area, and more palm trees Support for improving pedestrian connections to the foreshore. Provide safe access to the foreshore by an overpass or a tunnel <p>Ideas to consider:</p> <ul style="list-style-type: none"> Landscape to cater for windswept beach area with native vegetation Focus on weather-proof native plants Visible roof to be designed and perhaps landscaped or planted Provide drawings of the pedestrian's experience of the building height and bulk and walkways Incorporate rooftop gardens and parkland 	21
Feedback on Sustainability design principle	
<ul style="list-style-type: none"> Support for alignment with Council's sustainability goals: Build for future, more sustainable, more resilience, and counter the effects of climate change, reconcile new developments with adaptation to climate change and a greener, cooler city <p>Ideas to consider:</p> <ul style="list-style-type: none"> Focusing only on native plants More emphasis on net principles at the site, such as solar and wind energy storage Include solar panels on the new venue Decarbonisation strongly discourage driving 	8

Themes and sub-themes evident in responses	No. of participants referring to theme (N=169)
<ul style="list-style-type: none"> Sustainability and impacts for community liveability with a large venue 	
Feedback on overall design principles	
Nothing missing, no further ideas for design principles, they are great	20
Additional ideas for design principles	
Consideration of the St Kilda community: St Kilda has always been a community as well as a destination. Benefits, amenities, and spaces for locals to enjoy, prioritising the area as family friendly, spaces available to the community when not being used for music events, continued free access for the public, markets and other day time activities for local families and young people, relevant options and uses for the community and local residents. Consider wellbeing and cultural diversity principles	14
Accessibility on the site and within the venue: Accessibility requirements in all aspects of this project for those with disabilities, the elderly and small children, wheelchair accessible. Accessible stage, dressing rooms, rehearsal spaces and a hearing loop system (or equivalent) inside the venue. Wider foot bridge over Jacka Boulevard, path through the landscape zone and safe access to the foreshore via an overpass or a tunnel.	8
General feedback (general views, ideas, and concerns)	
Increased traffic and insufficient parking: Concerns about increased traffic congestion and insufficient provision of on-site parking spaces	47
Negative impacts on resident amenity and liveability: Concerns about noise from events and people, residential parking zones, alcohol impacted patrons, litter and overcrowding of public transport, as well as disruption and impact on business and trader livelihood (particularly in Acland and Fitzroy streets)	29
Public transport services and capacity: Public transport will be overcrowded and there is not enough public transport to accommodate 5,000 people. Encourage people to use public transport. Improve public transport options. The design needs to be supported by adequate public transport and connectivity with extra trams and buses. Public transport is the best option for concerts and festivals, however, to access the area, many people will not come on public transport. Work with PTV regarding public transport use and access from tram zones	13
New features or elements: More restaurants, bars, food services, childcare facilities, more retail, rooftop bar or restaurant, rooftop gardens, or a public roof space. Multi use flexible space that adds amenity to the area, multi-purpose pavilion, purpose-built youth space or open-air performance venue. Bus visitor and performer parking and facilities. Solar panels, logistics areas for staging and entertainment requirements, adequate toilets, washrooms, and emergency services	13
More research or information required: Business case or business plan demonstrating the need, outlining details about how it will be financed and how funds will be spent, recouped and the timeframes. Requests for more research, feasibility studies, potential impacts on nearby residents and businesses in Acland and Fitzroy Street, traffic controls and reports, economic impact and demonstrated positive impact on the economic wellbeing of Port Phillip residents and business. The design should be commissioned via an international competitive tender and paid for by whichever entity will own the commissioned structure. Active promotion of the site should involve lobbying the State	12



Themes and sub-themes evident in responses	No. of participants referring to theme (N=169)
Government. References about the space becoming self-sustaining or net positive, economically, over a certain period of time. Value for money for ratepayers, environmental impact, and heritage response on the proposal.	
Anti-social behaviours and public safety: Concerns about alcohol affected patrons, litter, anti-social behaviours, violence, drugs, begging, gangs congregating, drag racing at night, and general safety or security in the precinct. Safety and good lighting around the new venue is important	11
Acknowledge the Aboriginal significance of the site: Acknowledge and involve Country, First Nations, traditional owners, Aboriginal and Torres Strait Islander people in the plan and output. Consult the Boonwurrung Aboriginal community, consider and include First Nations culture within the design	5
Other feedback: Inadequate consideration of the poor quality of streets surrounding the site (1), More design details (1), Unfortunately due to previous ideas/plans I am sceptical, and it does not cover the "retail" part of the design (1) What is the project timeline and will it be commenced after the pier renovations and scheduled around peak events to reduce congestion (1)	4

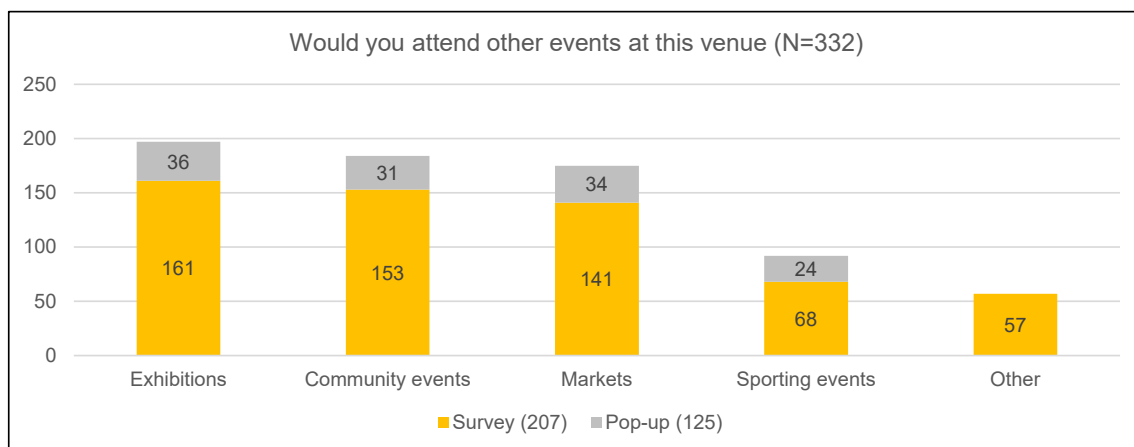
3.3 Views on other events, additional uses, and spaces

Council is considering additional ways that the live music and performance venue could be used and events that could be hosted. Potential event options include sporting events, exhibitions, community events, markets. Possible additional uses include bars, restaurants, cafes, specialized offices (related to performance or live music), retail stores, event spaces, recording studios, creative workspaces, and community uses (multipurpose event space, recording studio, creative incubator spaces, venues for hire). Potential options are also being explored for green and other outdoor public spaces such as gardens and parks, events space, public art, an outdoor stage for performances, and an outdoor screen.

Participants were asked “We are considering other ways this venue might be used (apart from live music / live performance). Would you attend other events at this venue?.” Participants were offered a range of options and encouraged to tick as many as applied. As shown in Figure 3.3, all options were selected by the 207 survey participants and 125 pop-up participants with 57 survey participants selecting Other and provided a personalised response. Participants are more likely to attend *Exhibitions* (197 or 59.3%), *Community events* (184 or 55.4%), or *Markets* (175 or 52.7%) than *Sporting events* (92 or 27.7%).



Figure 3.3 Other events that would be supported at the live music venue (Survey and pop-up)



The 57 survey participants selecting “Other” provided a variety of personalised responses which are presented in Table 3.3.

Table 3.3 Participant suggestions for other events at the live music venue or site (Survey)

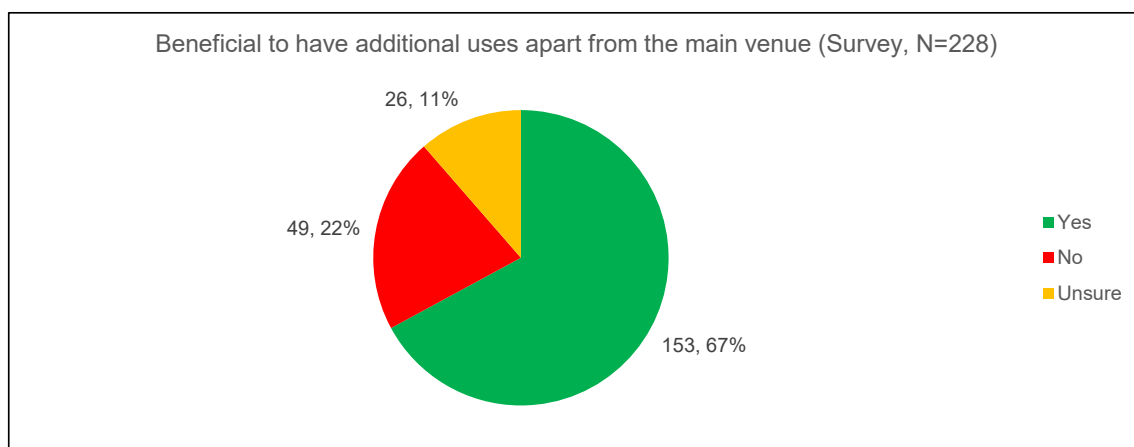
Themes and sub-themes evident in responses	No. of participants referring to theme (N=57)
Green space uses	
Well-planned garden and relaxation area, garden, open green space by beach, innovative native gardens and plantings that provide shade, habitat and a water sensitive environment, and a well-designed outdoor space for community to use, to read a book, enjoy being outside, sit on the grass, catch-up with friends over picnic, playground, or dog park. Rooftop garden, green spaces/parks, quiet relaxation zones.	10
Community spaces and events	
Focus should be on community facilities, library branch (mobile), occasional/full time childcare, community club rooms, adult education programs, play group space, community meet ups, exercise classes, community relief centre, things for kids and families, such as kids live shows. Activities for families, children, private events, and community events.	10
Seminars and conferences	
Conferences, talks, seminars, training, or workshops.	8
Theatre productions, performances, and shows	
Theatre productions, comedy shows, ballet or dance performances, circus, acrobatic, stage/play performances, late-night film screenings, and immersive performance.	8



Themes and sub-themes evident in responses	No. of participants referring to theme (N=57)
Arts and cultural spaces and events	
Art gallery, art installations and rehearsal space, arts and culture festivals, music festivals, short art courses, gallery space for local artists, community kitchen, markets, and cultural events. Travelling cultural, art, museum, and other shows, cultural exhibitions, public art installations, and historical tours.	7
Food trucks, pop-up bars, winter night markets, community markets.	4
Club night, more intimate music events, nightclub, pub, or rooftop bar.	4
Shops, cafes, and restaurants including 24/7 restaurants and cafes.	3
Cinema, a boutique cinema in St Kilda.	2
Grand final day or Melbourne Cup events, sports events, or eSports tournaments.	2
Other	
<ul style="list-style-type: none"> • Father's Day events (1) • Ice skating (1) • Council meetings (1) • Weddings and cabarets (1) • Open air theatre/dance (1) • Gaming marathons (1) • Permanent food market (1) 	7

Participants were asked “Do you think it would be beneficial to have additional uses apart from the main venue? For example, one or more of the following: bars, restaurants, cafes, specialized offices, retail stores, event spaces, recording studios, creative workspaces?.” As shown in Figure 3.4, most participants reported *Yes* (153 or 67.1%), and some participants reported *No* (49 or 21.5%) or *Unsure* (26 or 11.4%).

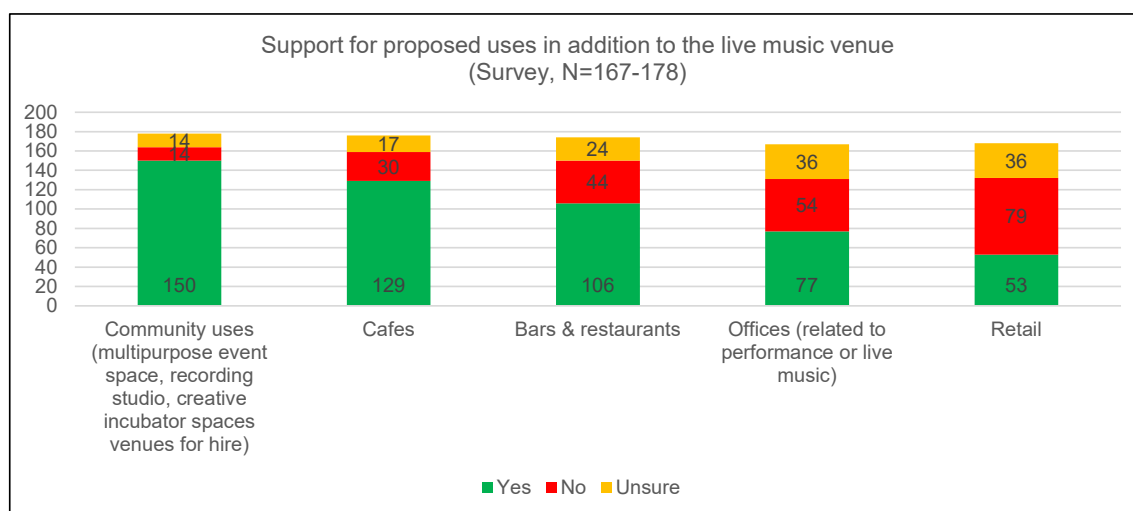
Figure 3.4 Support for additional uses apart from the main live music venue (Survey)





Participants were then asked, “Which of the following uses would you like to see in addition to the live music venue?” and were presented with five options (Bar and restaurants, Cafes, Offices, Community uses, and Retail)?” As shown in Figure 3.5, support was indicated for all options, to varying degrees. Participants indicated more support for *Community uses* (150 of 178 or 84.3%), *Cafés* (129 of 176 or 73.3%), and *Bars and restaurants* (106 of 174 or 60.9%) than *Offices* (77 of 167 or 46.1%) and *Retail* (53 of 168 or 31.5%). Note the number of responses varied across the five options so a range is stated (N=167-178) in Figure 3.5.

Figure 3.5 Support for proposed uses at the main live music venue (Survey)



Participants who indicated *No* to any of the proposed uses (Community uses, Cafes, Bars and restaurants, Offices, and Retail) were invited to state the use and provide an explanation. 113 survey participants provided a personalised response which referred to one or more topics.

As shown in Table 3.4 below, some feedback was reported for each of the proposed uses while the most frequently reported themes in the feedback were:

- Do not want to affect or compete with existing businesses in St Kilda (66 participants)
- Proposed uses to focus on entertainment and creative uses, consistent with the site’s primary purpose (32 participants).

Table 3.4 Reasons for not supporting proposed uses in addition to the live music venue (Survey)

Themes and sub-themes evident in responses	No. of participants referring to theme (N=113)
Do not want to affect or compete with existing businesses in St Kilda	
St Kilda is already well serviced with cafes, bars, restaurants, retail services, and offices in nearby streets (Fitzroy Street, Acland Street, and Carlisle Street). New uses at the proposed live music venue should not negatively impact these businesses but rather complement and support these businesses, particularly	66

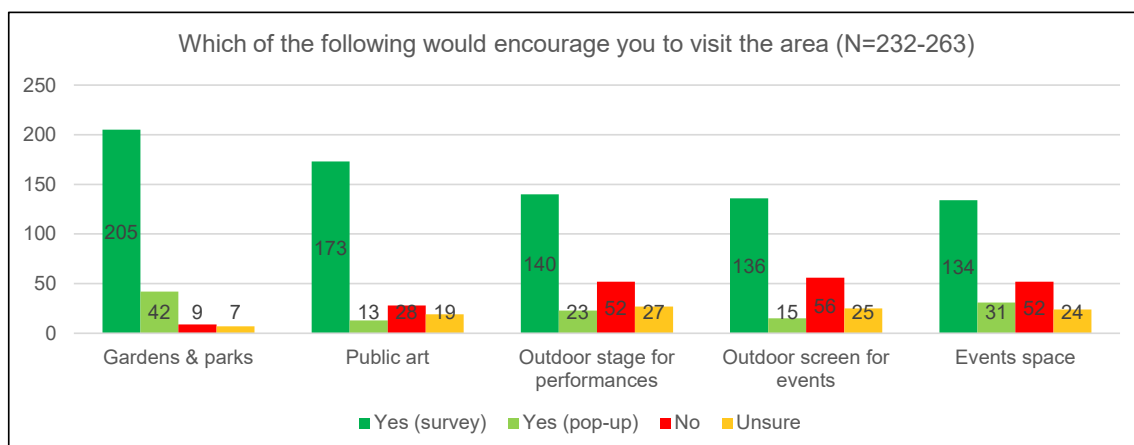
Themes and sub-themes evident in responses	No. of participants referring to theme (N=113)
when some are struggling. There are already vacant shopfronts and offices that need to be filled	
Proposed uses to focus on entertainment and creative uses, consistent with the site's primary purpose	
Any proposed uses should not take away from the site's primary purpose, keep within the theme of the area, and focus on entertainment and creative uses of infrastructure. Provide basic in-facility food and beverage services for venue patrons and support local businesses.	32
Proposed use – Retail	
<ul style="list-style-type: none"> Prefer not to have this high-profile site used for functions like retail. Retail spaces do not add atmosphere to the venue and will not benefit the overall precinct. Spaces available to lease on Acland Street. Existing retail spaces cannot be filled due to online competition Retail involving local services not already established or interesting crafts or arts, or record shops may fit within the theme of the area 	23
Proposed use – Offices	
<ul style="list-style-type: none"> Offices are not appropriate, will not attract patrons, and will detract from community use. Prefer not to have this high-profile site used for functions like offices. Offices do not add atmosphere to the venue. No need for commercial offices or an office building in St Kilda or a prime position near the beach area, people are working from home Offices to be directly related to venue management or hired for performance related purposes only Offices to be open to all services and professions 	16
Proposed use – Community uses (multipurpose event space, recording studio, creative incubator spaces, venues for hire)	
<ul style="list-style-type: none"> This is real estate and recording studios can be located elsewhere. Community uses locks up the space from all residents and can become commercial ventures. Modest low-rise buildings could accommodate creative spaces and rehearsal studios It would be good to create an artistic hub for performance artists including theatre and visual artists. If there are recording studios then offer tours, public access, and discounted rates for local bands. Support recording studios and music classes as they relate to live music 	8
Proposed use – Bars and restaurants	
<ul style="list-style-type: none"> Support a small number of bars if they are carefully selected and align with the theme. Support venue catering facilities for patrons Support a bar but not a restaurant. Bars and restaurants are not successful in Fitzroy Street beyond the first year 	6
Proposed use – Cafes	



Themes and sub-themes evident in responses	No. of participants referring to theme (N=113)
Support a small number of cafes if they are carefully selected and align with the theme and have outdoor seating to complement what already exists on the beach. Support venue catering facilities for patrons	5
Other feedback	
Do not support a live music venue or elements of the proposed development	9

Participants were asked “We’re planning for green and other outdoor public space. Which of the following would encourage you to visit the area?” (Gardens and parks, Events space, Public art, Outdoor stage for performances, and Outdoor screen). 221 survey participants and 41 pop-up participants provided a response to this question. As shown in Figure 3.6, most participants supported all proposed spaces. The strongest levels of support were reported for *Gardens and parks* (247 of 263 or 93.9%) and *Public art* (186 of 233 or 79.8%). Note the number of responses varied across the five options so a range is stated (N=232-263) in Figure 3.6.

Figure 3.6 Green and other outdoor public spaces that would encourage a visit to the area (Survey and pop-up)



The following feedback was reported at the workshop with Council’s Youth Advisory Council.

- Usage as Events space
- Fed square feel
- Green space for photography
- Outdoor screen
- Reduced traffic in the city if there is something at Fed Square (e.g., soccer world cup could be shown in both locations)

Participants were asked “What else do you think would draw people to the site?.” 164 survey participants provided a personalised response which referred to one or more topics. As shown in Table 3.5, participants reported a variety of suggestions. The most frequently reported themes in the feedback were:

- Green and open spaces (36 participants)
- Inviting spaces and facilities that are safe and clean (28)
- Arts and cultural features and events (22)
- Community spaces and affordable community events (22)
- Spaces to exercise and play (19)

Table 3.5 Other spaces, events, and features that might draw people to the site (Survey)

Themes and sub-themes evident in responses	No. of participants referring to theme (N=164)
Green and open spaces	
Green parkland, open space, trees, natives, beautiful and colourful gardens	36
Inviting spaces and public facilities that are safe and clean	
Areas that are inviting and clean, that feel safe and have adequate facilities and amenities such as public toilets, seating, and water fountains	28
Arts and cultural features and events	
Arts museum, art gallery spaces, artwork, sculptures, installations, water features, and cultural events	22
Community spaces for affordable community events	
Spaces that the community and public can access where there are community activities or a program of events that are free or affordable	22
Spaces to exercise and play	
A family friendly play space or playground, outdoor gym equipment, outdoor fitness classes or activities and a dog friendly space	19
Transport linkages and easy access the beach	
Connected public transport, easy pedestrian movements to the beach and preferred venues or areas	15
Sheltered outdoor spaces	
Sheltered and shaded outdoor areas for protection in all weather conditions, undercover spaces for public use and small scale outdoor or open air performances	13
Beautiful architectural quality to admire and photograph	
Beautiful and quality architectural buildings that are iconic, recognisable, admired, photographed and shared on social media	12
Adequate access to car parking	
More or improved car parking arrangements	12
Access to varied retail and professional services	

Themes and sub-themes evident in responses	No. of participants referring to theme (N=164)
Access to retail and lifestyle shops, professional services including medical services and coworking spaces	9
Temporary activations of the space	
Establish a market, have food trucks, have a carnival or festivals	6
Access to new dining venues, restaurants, bars, and cafés	5
Establish a cinema or outdoor summer cinema	4
The existing precinct (dining, retail, Acland Street, beach) draws people	4
The vista and views of the bay	4
More residential housing or a hotel with a view	3
Promotion of the Indigenous significance, local heritage, and history	3
Secure bike parking and facilities	2
Other feedback	
<ul style="list-style-type: none"> Do not support a live music venue or development (16) Do not want more people visiting and disrespecting St Kilda (7) The old Masterplan, the elements proposed in the 2016 Masterplan (2) 	25

The following feedback was reported at the workshop with Council's Youth Advisory Council.

- Community events
- Expos
- Keen to see a dedicated youth space worked into the build potential idea of there being access to bookable recording studios for podcasting, music recording, DJ and band practice etc.
- Markets

3.4 Views on the provision of car parking to access the site

The indicative site layout allows for 240 car parking spaces on site, which is an approximate reduction of 160 car spaces. The indicative site layout proposes a 5,000-person venue and approximately 200 car spaces that fit at one basement level below the building. Approximately 40 more spaces located on the corner of Jacka Boulevard and Cavell Street are included in the plan.

The amount of parking has been determined with an understanding that it is not possible to provide parking for most people attending a performance, but that it is important to provide as much as parking as possible on the site. The plan aims to balance costs and project deliverability by proposing a feasible level of car parking. The site area allocated to car parking is limited by the size of the proposed venue and other uses identified in the indicative site plan, such as public outdoor space. It is acknowledged that there are a further 1,600 publicly available paid car parks within 500 metres of the St Kilda Triangle and a small amount of unpaid parking. The site has good transport connections to the city. It is serviced directly by several trams (numbers 3, 16 and 96) and connected to walking and cycling trails (the Bay Trail).

To provide more than 240 car parking spaces, an additional basement level carpark would likely be needed. Based on prior investigations, it is apparent there are issues with contamination and ground water. Accounting for this and underground construction costs, additional spaces would cost between \$125,000 and \$160,000 per car - the deeper the basement the higher the cost per car and the greater the risk to the project. The success of this project hinges on managing risks of time and money.

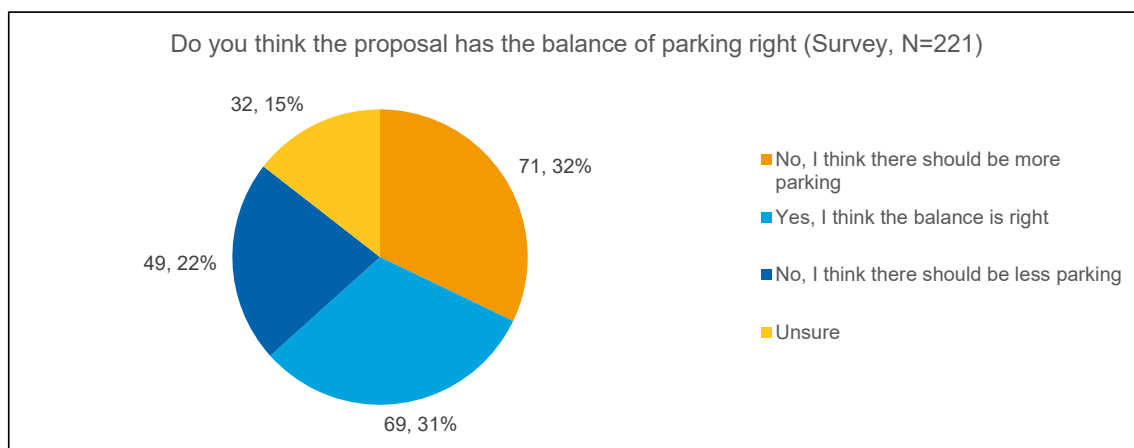
Other than building more car spaces deeper underground, changes could be made to the amount of space allocated to additional uses on the site such as public outdoor space, parks and green areas, event spaces and complementary uses. The indicative site plan aims to balance these different uses to help make the space an inviting place to visit, regardless of whether there is a scheduled live music or performance event in the venue space. Based on the market sounding report, the size of the live music and performance venue should have a 5,000-person standing capacity.

Participants were advised “We want to make sure that we’ve got the balance of car parking right when considered against other uses. We also need to take into account the cost and delivery risk when building underground parking” and asked, “Do you think the proposal has the balance of parking right?”

As shown in Figure 3.7, some participants (71 or 32.1%) reported *I think there should be more parking*. While others reported *I think the balance of car parking is right* (69 or 31.2%) or *I think there should be less parking* (49 or 22.2%). 32 or 14.5% of participants reported *Unsure* (32 or 14.5%).



Figure 3.7 Participant views on the proposed provision of car parking (Survey)



Participants who reported *I think there should be more parking* were invited to indicate why. 69 survey participants provided a personalised response which referred to one or more topics.

As shown in Table 3.6, themes in the feedback were:

- Proposed car parking is inadequate for an already busy St Kilda area (40 participants)
- Proposed car parking is insufficient to cater for a new live music venue (36)
- Current public transport systems servicing St Kilda are limited (18)
- People will travel by car to St Kilda and the new live music venue (15)
- Negative impact on resident amenity in nearby streets (10)
- People will park illegally (7).

Table 3.6 Reasons why more parking is required (Survey)

Themes and sub-themes evident in responses	No. of participants referring to theme (N=69)
Proposed car parking is inadequate for an already busy St Kilda area	
The proposed amount of car parking is inadequate to service and access the St Kilda area. The area is already under-resourced for parking by those seeking to access the beach, summer events, Palais Theatre, businesses in Acland Street, restaurants, nearby venues such as Luna Park, the Stokehouse and Donovans	40
Proposed car parking is insufficient to cater for a new live music venue	
The proposed amount of car parking is insufficient to cater for a new venue with 5,000-person capacity	36
Current public transport systems servicing St Kilda are limited	
St Kilda isn't easy to get to via public transport from some areas. Current public transport options will be overwhelmed with the increased number of patrons and are likely to be inadequate at night when events finish. Bus and tram services are	18

Themes and sub-themes evident in responses	No. of participants referring to theme (N=69)
limited, and trams are often unsuitable for those with wheelchairs, walkers, and prams	
People will travel by car to St Kilda and the new live music venue	
It is unrealistic to think that most patrons will use public transport or a bicycle. People like to drive and those living in other suburbs will drive to concerts and night-time events. Patrons and visitors will come in private cars, ride share vehicles, and electric vehicles	15
Negative impact on resident amenity in nearby streets	
There is no reference to impact on residential amenity. Having more cars parked in surrounding streets reduces accessibility, ability to access own driveway and park outside own property and increases parking issues. There will be thousands of patrons roaming the streets after events at the venue. There will be more traffic congestion which increases travel time to reach local destinations. Local residents use and rely on the foreshore parking at the site	10
People will park illegally	
Visitors and patrons who cannot locate a parking space will take the risk of getting a parking fine, park illegally or use resident only or permit parking spaces	7

Participants who reported *I think there should be more parking* were also asked how much parking is needed and how Council should plan for more parking. 65 survey participants provided a personalised response which referred to one or more topics.

As shown in Table 3.7, themes in the feedback were:

- Suggestions to plan for a specific number of parking spaces (24 participants)
- Do not proceed with the development unless there is sufficient parking (12)
- Do not proceed with the live music venue as is and reduce parking issues (11)
- Unsure so ask an expert or gather more data (10)
- Consider underground car parking (8)
- Consider other sites that can be increased or allocated for parking that are nearby (2)
- Consider more above ground car parking (2).

Table 3.7 Ideas to plan for more parking (Survey)

Themes and sub-themes evident in responses	No. of participants referring to theme (N=65)
Suggestions to plan for a specific number of parking spaces	
<ul style="list-style-type: none"> • 100 to 499 (5) • 500 to 999 (6) • 1,000 to 1,499 (5) • 1,500 to 1,999 (5) • 2,000 to 3,000 (1) • 5,000 (1) 	24



Themes and sub-themes evident in responses	No. of participants referring to theme (N=65)
<ul style="list-style-type: none"> Keep the same amount as there is now (1) 	
Do not proceed with the development unless there is sufficient parking	
This area is already under-resourced for parking. If sufficient parking provision cannot be managed then do not proceed with the development or advocate for funding from other levels of government	12
Do not proceed with the live music venue as is and reduce parking issues	
Don't proceed with a live music venue with a capacity of 5,000, make better use of the space, retain the car parks, or reduce the capacity of the venue	11
Unsure so ask an expert or gather more data	
Unsure, suggest asking a traffic expert, town planner, or doing a traffic or parking study	10
Consider underground car parking	
<ul style="list-style-type: none"> Increase the number of car spaces with some underground parking, it will come at a cost, but underground parking is the best solution No underground there (1) 	8
Consider other sites that can be increased or allocated for parking that are nearby	2
Consider more above ground car parking	2

The following feedback was reported or received and has the wording has been paraphrased.

Foreshore Traders (focus group):

- The car park is an asset for Council and key amenity to attract families to St Kilda
- Mixed views were expressed about parking, or lack of, being an issue
- Local workers need to park elsewhere during peak hours and when a venue is at maximum capacity a lack of parking can diminish the experience. The proposed 500 car parking spaces is more than the current situation, and sufficient parking for the venue size cannot be accommodated
- Car parking benchmarking is specific to the site and needs a precinct wide approach and should also survey demographics

Council's Business Advisory Group (workshop):

- To address parking, would be good for Council to develop an approach that accesses underused car spaces in St Kilda
- Consider sufficient parking, especially for people with disability

Council's Youth Advisory Council (workshop):

- There is good public transport which will help, so reduced parking should be okay
- The carpark is only likely to be full on event days and may not be needed all the time



Written submissions:

- The current triangle car park should be viewed as an asset for the support it provides to local businesses and local environmental assets. Concerns a reduction of car parking will create access issues to St Kilda Beach, Acland Street, and Fitzroy Street. The level of car parking on the Triangle site should be increased in line with the increased visitation with a minimum of 500 car parks to sustain the area and future population growth. Traffic Management and Car Parking Studies to be completed during periods of maximum capacity.
- The 200 car spaces proposed are inadequate. The Triangle car parks are also used by neighbouring venues such as the Palais, Luna Park, Stoke House and Donovans. Acknowledges it is difficult to provide more car parking.
- 240 spaces are not enough. The Triangle car parks are also used by neighbouring venues and people visiting shopping precincts, going to the beach or harbour. It is critical to provide more car parking.
- Council to minimise traffic and parking concerns. Need to encourage people to use the available public transport services.
- There is a good balance of car parking spaces, it is too costly to build more.

3.5 Other general comments

Participants were asked “Do you have any other comments you would like to share?” and 159 survey participants provided a personalised response. In addition, three pop-up participants, focus group participants and written submissions provided personalised, general feedback. Where responses referred to one or more of the consultation topics covered in Sections 3.1 to 3.4, this feedback has been incorporated within the relevant section. Participants outlined a range of broad questions, suggestions, and compliments and verbatim and paraphrased feedback is outlined below.

Selection of verbatim and paraphrased questions:

- *Could pedestrian subways be possible along with additional basement levels?*
- *Does it comply with the Urban Design Framework for the St Kilda foreshore?*
- *Does the Council have the capacity and expertise required to manage the tender and development?*
- *How does such a project enrich community life in St Kilda?*
- *How is it helping activate when it may have limited shows?*
- *How will a project for 5,000 live music venue can be financed? Where are funds coming from? To what extent will other Council funding responsibilities be compromised? Who pays for this? The ratepayer?*
- *Is there a case for investment, and is there a case for funding?*
- *The site currently generates \$2M p.a. How will this shortfall be addressed?*
- *The Market Sounding Report notes that the live music scene has moved ‘north of the river.’ Careful consideration needs to be given to the cost of reclaiming or creating a market. Who will bear that cost?*
- *What are the costs – around \$150M?*
- *What is the estimated completion date?*
- *What would be the impact on the neighbourhood of Council’s proposal? Would it make a positive contribution to urban renewal especially for Acland Street and Fitzroy Street?*
- *Where is the traffic plan and the report on the impact in residential streets from patron parking cars there?*
- *Who will fund the proposal? Council and State government have no spare capacity.*
- *Will a report be released on the economics of the proposed project and whether economic consideration of existing precincts has been undertaken?*
- *Will this be the subject of a design competition?*

Selection of verbatim and paraphrased suggestions

- *A dedicated youth space with offices and studio spaces made available to musicians and other creatives to apply to have for a year.*
- *A focus on mobility of the site to and from tram stops is important.*
- *A lot of people will complain about parking but please don't let them stop this project.*
- *An hotel is an appropriate use behind the Palais. St Kilda needs such an hotel and Council could work with the state government to approve an hotel under the Coastal Management Act.*
- *As a ratepayer I am tired of paying for amenities for people outside of the municipality. We need to find a way to recoup our costs from visitors.*
- *Bring back parking on Jacka Boulevard and move bikes on to the bay trail.*
- *Consider decking over Jacka Boulevard as part of the Triangle development.*
- *Consider a sloping landscaped concrete lid which could extend from the upper Esplanade to the beach.*
- *Council cannot control what type of patronage there will be when creating such venues and spaces and the impact it will have on locals. Thought needs to be given to the mix of people - young and old that we would like to encourage to come to fabulous St Kilda. Music is an important part of that mix, and we already have some great venues, however it is only part of that mix!*
- *Council will need to allow sufficient time for the Cultural Heritage Management Plan; likely significant cultural footprint on this site. Opportunities in the design phase to incorporate Aboriginal design elements in the building or surrounding open space and planting/landscaping and early engagement would facilitate this.*
- *Dedicated bike parking bays for the Lime e-bikes would be good so they aren't left all over the place.*
- *Encourage or incentivise the use of public transport. Tickets to shows to include "free" bus and tram rides to and from the venue.*
- *Ensure the proposal complies with the Planning Scheme and is consistent with the Foreshore Urban Design Framework.*
- *Ensure the site is accessibility for people with disability to the highest standards.*
- *It is crucial that any development process is set up to address the whole Triangle Site – not just for a facility placed in the parking lot, isolated from a vision for the whole site, and obstructing future possibilities of a properly integrated public space for the Foreshore.*
- *More community consultation.*
- *Please accept the State Government offer to cooperate on the Triangle development.*
- *Please keep investing in cycling infrastructure so people drive less.*
- *Potentially only residents driving through local streets to mitigate congestion.*
- *Should it proceed to future stages, the process should prioritise opportunities to maximise availability of parking during construction. Build in stages to prioritise parking.*
- *Signage and/or an information booth with in-depth transport knowledge could be handy and even a dedicated ride-share pick up area.*
- *The project should be of internationally recognised architectural design and the design should be 'show stopping.' We would like to propose a design competition to help harness creative ideas.*
- *The Triangle is an asset of state-wide importance. It should have a development with the pizzazz and drawing power of its neighbouring icons, the Palais and Luna Park.*
- *We believe that whatever is proposed on this site should be something that is open seven days a week, day, and night, and not just potentially for two or three nights a month for concerts.*
- *Work with the PTV to ensure more frequent, cleaner, and safer public transport to the area at all times of the day / night.*
- *Would be good to activate the grassed area in front of foreshore for events.*
- *Zoning for car services (Uber, taxi etc.) for efficient drop offs and pick-ups after events to avoid congestion.*



Selection of verbatim compliments

- *Get it done asap for the next generations to enjoy.*
- *If you build it they will come.*
- *Let's get this done. It would boost visitors and economic activity significantly in St Kilda. There have always been music venues on that site so let's bring this back.*
- *Please, please, please do this.*
- *Should not be a carpark anymore. This is a good proposal.*
- *The sooner this project proceeds the better.*
- *This is a great project and exciting for the area.*

3.6 Discussion on Council's official Facebook page

The discussion on Council's official Facebook page mostly referred to the St Kilda Triangle site and proposed live music venue although other non-related Council topics were also referenced. There were six Facebook posts from 8 September to 13 October and 98 Facebook user actions. A total of 43 (or 43.9% of) comments were not analysed as they were deemed unusable, uninterpretable, or out of scope.

The sentiment in the remaining 55 (or 56.1% of) actions comprised:

- Support for a live music venue or development at the site (11 users)
- Opposition for a live music venue or development at the site (13)
- Suggestions about car parking, venue size, public transport, open space, connections to foreshore, and venue appearance/facade (21)
- Queries about funding, parking, and Acland Street (6)
- Concerns about resident parking, loss of open space, lack of vibrancy of the area (4)

Section 4: Findings with a focus on gender and key stakeholder groups

This section examines the consultation findings with a focus on gender equality and three directly affected stakeholder groups (those residing in St Kilda, owning a business within 2km of the St Kilda Triangle, and working in the music industry). It presents key insights for Council to consider in the context of the proposed live music and performance venue.

The City of Port Phillip aims to ensure all new or updated policies, programs, and services address requirements under the Gender Equality Act 2020 (the “Act”) and the Charter of Human Rights and Responsibilities Act 2006. In assessing the impacts of the policy, service, or program, it is important to acknowledge impacts may vary significantly across different people within a distinct group. Section 6(8) of the Act indicates “gender inequality may be compounded by other forms of disadvantage or discrimination that a person may experience based on Aboriginality, age, disability, ethnicity, gender identity, race, religion, sexual orientation and other attributes.” By recognising the concept of intersectional gender inequality, the Act aims to address discrimination, disadvantage, and inequity.

To determine whether notable differences were apparent, several data screening and interpretation steps were taken:

- Omit “Prefer not to say” responses and missing responses to the Gender and Age questions from the dataset.
- Convert survey responses into a format suitable for statistical analysis (IBM SPSS program).
- Re-run results charts to segment the responses for all closed-ended questions by the two gender sub-groups (Man/ Male and Woman/ Female). As there was one response for non-binary, results were not generated for “Other genders.”
- Convert results from numbers to rounded percentages (no decimal points) to create proportions for comparative purposes.
- Compare the percentages and observe differences between the two gender sub-groups.
- Note differences of 15% or more between Man/Male and Woman/Female responses (which allows for differences in sub-sample sizes - Man/Male=113 and Woman/Female=98).
- Record notable observations for the three directly affected stakeholder groups following a comparison with the sentiment in the overall survey findings, as presented in Section 3.

4.1 Insights – gender-based analysis

Table 4.1 shows a breakdown of age and diversity characteristics of participants, categorised by gender. It is noted that 88 of the 98 Woman/ Female participants responded to the age question.

Table 4.1 Participant personal characteristics, by gender (Survey)

Personal characteristics – Age	Man/ Male (n=113)	Woman/ Female (n=88)	Total (N=201)
Under 18 years	0	0	0
18-24 years	8	1	9
25-34 years	12	9	21
35-49 years	37	19	56
50-59 years	19	27	46
60-69 years	21	20	41
70-79 years	15	12	27
80 years and over	1	0	1
Personal characteristics – Diversity and other	Man/ Male (n=113)	Woman/ Female (n=98)	Total (N=211)
From a non-English speaking background	10	6	16



Aboriginal or Torres Strait Islander descent	1	0	1
Consider myself financially disadvantaged	7	2	9
Identify as LGBTI (Lesbian, Gay, Bisexual, Transgender, Intersex)	26	4	30
Person with disability	11	4	15
Reside in St Kilda	57	51	108

Notable differences in survey responses:

- Support for live music/ live performance venue: Man/ Male participants are more likely to report *Strongly support* (63%, Woman/ Female=37%) and *Support* (75%, Woman/ Female=25%).
- Comfortable with design principles: Man/ Male participants are more likely to report *Yes* (68%, Woman/ Female=32%).
- Attend other events at this venue: Man/ Male participants are more likely to attend *Sporting events* (66%, Woman/ Female=34%), and *Markets* (58%, Woman/ Female=42%).
- Beneficial to have additional uses apart from the main venue: Man/ Male participants are more likely to report *Yes* (60%, Woman/ Female=40%).
- Support for proposed uses in addition to the live music venue: Man/ Male participants are more likely to support *Retail* (69%, Woman/ Female=31%), *Bar and restaurants* (64%, Woman/ Female=36%), *Cafes* (63%, Woman/ Female=37%), and *Offices* (61%, Woman/ Female=39%).
- Planning for green and other outdoor public space: Man/ Male participants are more likely to support *Events space* (66%, Woman/ Female=34%), *Outdoor stage for performances* (61%, Woman/ Female=39%), and *Outdoor screen for events* (59%, Woman/ Female=41%).
- Proposal has the right balance of parking: Man/ Male participants are more likely to report *Yes, I think the balance is right* (64%, Woman/ Female=36%), and *Unsure* (69%, Woman/ Female=31%). Woman/ Female participants are more likely to report *No, I think there should be more parking* (58%, Man/ Male=42%).

4.2 Insights – key stakeholder groups

Key stakeholder group insights (119 St Kilda residents, 30 Owners of business within 2km of the site, and 24 Workers in the music industry) based on comparison with the responses from all survey participants. Notable observations between the sentiment in the overall survey findings and those reported by each stakeholder group are outlined below and shown with grey shading in Table 4.2. Note some survey participants did not provide a response for every question.

- St Kilda residents are more likely to Strongly oppose the *live music/ live performance venue* (42%), not be comfortable with *design principles* (48%), and think it is not beneficial to have *additional uses apart from the main venue* (29%), support *Gardens and parks* (88%), and think *there should be more parking* (44%).
- Owners of business within 2km of the site are more likely to Strongly oppose the *live music/ live performance venue* (43%), think it is beneficial to have *additional uses apart from the main venue* (57%), support *Gardens and parks* (87%), and report *there should be more parking* (50%).
- Workers in the music industry are more likely to Strongly support the *live music/ live performance venue* (54%), be comfortable with *design principles* (61%), and think it is beneficial to have *additional uses apart from the main venue* (84%), support an *Outdoor screen for events* (88%) and an *Outdoor stage for performances* (83%).

Table 4.2 Notable observations following a comparison of the overall survey findings with the three stakeholder sub-groups (Survey)

Survey questions and response options	All survey participants (N=226)	St Kilda residents (n=119)	Owner of business within 2km of the site (n=30)	Work in the music industry (n=24)
Support for live music/ live performance venue				
Strongly support	37%	29%	20%	54%
Support	10%	9%	13%	21%
Neither support nor oppose	12%	7%	13%	0%
Oppose	8%	13%	10%	4%
Strongly oppose	33%	42%	43%	21%
Comfortable with design principles				
Yes	45%	34%	43%	61%
No	38%	48%	43%	22%
Unsure	17%	18%	14%	17%
Attend other events at this venue (yes)				
Exhibitions	78%	67%	63%	79%
Community events	74%	65%	50%	75%
Markets	68%	60%	47%	67%
Sporting events	33%	25%	17%	46%
Beneficial to have additional uses apart from the main venue				
Yes	67%	59%	57%	84%
No	22%	29%	27%	8%
Unsure	11%	12%	16%	8%
Support for proposed uses in addition to the live music venue (yes)				
Community uses	84%	73%	57%	75%
Cafes	73%	58%	47%	50%
Bar and restaurants	61%	48%	43%	54%
Offices (related to performance or live music)	46%	30%	40%	42%
Retail	32%	30%	23%	29%
Planning for green and other outdoor public space (yes)				
Gardens and parks	78%	88%	87%	79%
Public art	74%	76%	63%	79%
Outdoor screen for events	59%	51%	50%	88%
Outdoor stage for performances	58%	50%	47%	83%



Events space	56%	53%	50%	79%
Proposal has the right balance of parking				
No, I think there should be more parking	32%	44%	50%	37%
Yes, I think the balance is right	31%	25%	14%	38%
No, I think there should be less parking	22%	20%	21%	17%
Unsure	15%	11%	14%	8%

Appendix 1. Community survey



St Kilda Triangle Survey 2023

Design Principles

St Kilda Triangle Design Principles

In December 2022, Council decided to explore the viability of a live music / performance venue on the site. We have since undertaken some design work that included a review of the 2016 Masterplan to investigate how the venue might work on the site.

This review identified the aspects of the Masterplan that are important and should be retained versus those that may need to be changed to allow for a live music and performance venue on the site. The elements that were important were captured in a set of principles that embody the spirit and intent of the Masterplan.

These principles (outlined below) have guided the design options for the venue and the wider Triangle precinct.

Full details of the Design Principles can be found in the Design Feasibility Report on the St Kilda Triangle Have Your Say page.

<p>Purpose</p> <ul style="list-style-type: none"> The St Kilda Triangle is primarily a place for creating culture. Any new buildings or facilities should support the activities of the Palais Theatre and Luna Park and help make St Kilda a hub for live music. This is in line with the Council's plan to promote live music in the area. New facilities should be designed to encourage visitors to the site all times of the time of day, season, or weather. 	<p>Landscaping</p> <ul style="list-style-type: none"> New facilities should be integrated within the landscape that allows for passive, active and contemplative enjoyment. New landscaping should be integrated with the Palais Theatre and Luna Park and improve pedestrian connections to the foreshore.
<p>Setting</p> <ul style="list-style-type: none"> New facilities should enhance existing 'balcony' views from The Esplanade towards Port Phillip Bay and to maintain views of the Palais Theatre and Luna Park. Any large new developments should be concentrated near the Palais Theatre in keeping with the historical uses on the site and be respectful of the Theatre's prominence. New building to decrease overshadowing of the foreshore side footpath along Jacka Boulevard. The visibility of car parking, loading, and servicing on the site should be minimized. 	<p>Sustainability</p> <ul style="list-style-type: none"> New facilities should be aligned with the City of Port Phillip's sustainability goals (i.e., a water sensitive city; a city with lower carbon emissions; a city that is adapting and resilient to climate change; a greener, cooler, more liveable city; a sustained reduction in waste).



1. Referring to the Design Principles, do they meet your expectations of having a live music / live performance at the St Kilda Triangle site?

Yes

No

2. Is there anything missing from the design principles?

3. How supportive are you of having a live music / live performance venue like this at the St Kilda Triangle site?

Strongly support

Support

Neither support nor oppose

Oppose

Strongly oppose

Don't know

4. Tell us why you do or do not support a live music / live performance venue

5. Have you attended any live music / live performance events in the past 12 months?

Yes

No

6. Would you come to St Kilda for live music if there was an event at the venue of interest to you?

Yes

No

Unsure



7. We are considering other ways this venue might be used (apart from live music / live performance).
 Would you attend other events at this venue? (Choose all that apply)

- Sporting events
- Exhibitions
- Community events
- Markets
- Other (please specify)

8. Do you think it would be beneficial to have additional uses apart from the main venue? For example, one or more of the following: bars, restaurants, cafes, specialized offices, retail stores, event spaces, recording studios, creative workspaces

- Yes
- No
- Unsure

9. Which of the following uses would you like to see in addition to the live music venue?

	Yes	No	Unsure
Bars and restaurants			
Cafes			
Offices (related to performance or live music)			
Community uses (multipurpose event space, recording studio, creative incubator spaces, venues for hire)			
Retail			

10. If you said no to any of the uses above, please state the use and why.



11. We're planning for green and other outdoor public space. Which of the following would encourage you to visit the area?

	Yes	No	Unsure
Gardens and parks			
Events space			
Public art			
Outdoor stage for performances			
Outdoor screen			

12. What else do you think would draw people to the site?

Parking Fact Sheet: St Kilda Triangle Proposal

How does the proposed parking compare to what's currently there?

- The indicative site layout allows for 240 car parking spaces on site, which is an approximate reduction of 160 car spaces.
- The indicative site layout proposes a 5,000-person venue and approximately 200 car spaces that fit at one basement level below the building. Approximately 40 more spaces located on the corner of Jacka Boulevard and Cavell St are included in the plan.

How has the amount of parking been decided?

- The amount of parking has been determined with an understanding that it is not possible to provide parking for most people attending a performance, but that it is still important to provide as much as we can on the site. The plan aims to balance costs and project deliverability by providing a feasible level of car parking. The area on the site allocated to car parking is limited by the size of the live music venue and other uses identified in the indicative site plan, such as public outdoor space.
- We have also taken into consideration that there are a further 1,600 publicly available paid car parks within 500 metres of the St Kilda Triangle and a small amount of unpaid parking. The site has good transport connections to the rest of the city, being serviced directly by several trams (numbers 3, 16 and 96) and connected to both walking and cycling trails (the Bay Trail).

How can more car parking be accommodated?

- To provide more than 240 car parking spaces, an additional basement level carpark would likely be needed. From investigations undertaken over the years we know there are issues with contamination and ground water. Accounting for this and underground construction costs, additional spaces would cost between \$125,000 and \$160,000 per car - the deeper the basement the higher the cost per car and the higher the risk to the project. The success of this project hinges on managing risks of time and money.
- Other than building more car spaces deeper underground (which adds excessive costs and time to project delivery), changes could be made to the amount of space allocated to additional uses on the site such as public outdoor space, parks and green areas, event spaces and complementary uses. The indicative site plan aims to balance all these different uses to help make it an inviting place to visit, regardless of whether there is a scheduled live music or performance event in the venue space.
- If the project goes ahead, we know from our research that the size of the music venue cannot be reduced. The size of the music venue has been determined by the needs of the market sounding report. It identified that a 5,000-person standing capacity venue meets the 'sweet spot' in terms of what is needed in Melbourne for live music.



13. We want to make sure that we've got the balance of car parking right when considered against other uses. We also need to take into account the cost and delivery risk when building underground parking. Do you think the proposal has the balance of parking right?

- Yes, I think the balance is right
- No, I think there should be more parking
- No, I think there should be less parking
- Unsure

14. If you answered **No, I think there should be more parking**, why do you think more parking is needed?

15. How much parking do you think is needed, and how should we plan for more parking?

Consider the high cost of underground carparking and that there are a further 1,600 publicly available paid car parks within 500 metres



16. Do you have any other comments you would like to share?

A bit about you

Please tell us a little bit about yourself so that we can understand who we're hearing from. or read Council's Privacy Policy to understand how your information is used.

		YES	NO
16.	Have you given feedback on St Kilda Triangle before?		
17.	Do you own a business within 2km of the St Kilda Triangle Site?		
18.	Do you work in the music industry?		

19. Which gender do you identify with?

- Woman or female
- Man or male
- Non-binary
- Prefer not to say
- I use a different term (please specify)



20. Please indicate your age group.

<input type="checkbox"/> 15 to 17 years	<input type="checkbox"/> 70 to 74 years
<input type="checkbox"/> 18 to 24 years	<input type="checkbox"/> 75 to 79 years
<input type="checkbox"/> 25 to 34 years	<input type="checkbox"/> 80 to 84 years
<input type="checkbox"/> 35 to 49 years	<input type="checkbox"/> 85 to 90 years
<input type="checkbox"/> 50 to 59 years	<input type="checkbox"/> 91 and over
<input type="checkbox"/> 60 to 69 years	<input type="checkbox"/> Prefer not to say

21. What is your residential suburb?

<input type="checkbox"/> Albert Park	<input type="checkbox"/> Southbank
<input type="checkbox"/> Balaclava	<input type="checkbox"/> St Kilda
<input type="checkbox"/> Elwood	<input type="checkbox"/> St Kilda East
<input type="checkbox"/> Melbourne	<input type="checkbox"/> St Kilda West
<input type="checkbox"/> Middle Park	<input type="checkbox"/> Windsor
<input type="checkbox"/> Port Melbourne	<input type="checkbox"/> Other (please specify)
<input type="checkbox"/> Ripponlea	<input type="checkbox"/> Prefer not to say
<input type="checkbox"/> South Melbourne	

22. Please tick any of the statements that apply to you. Select as many as apply

- I am from a non-English speaking background
- I am from an Aboriginal or Torres Strait Islander background
- I consider myself financially disadvantaged
- I identify as LGBTI (Lesbian, Gay, Bisexual, Transgender, Intersex)
- I am a person with disability
- I'd prefer not to say
- None of these apply to me

23. If you would like a copy of your responses, please provide your email address