

CITY OF PORT PHILLIP

**TERMS OF REFERENCE FOR FITZROY STREET – STREETSCAPE PLAN
STEERING COMMITTEE**

1. Purpose

The purpose of the Fitzroy Street – Streetscape Plan Steering Committee, (“**Committee**”) is to assist Council to get the best result by ensuring that the views of relevant community groups, government agencies and others are expressed and taken into account during the concept and design phase for the Fitzroy Street – Streetscape Plan (“**Project**”). The Committee will have regard to the attached Project Brief.

2. Objectives

The Committee will provide input and advice to the design process for the Project ensuring that:

- Council’s desired outcomes and any limitations, including budget constraints, are ascertained and documented at the start of the scoping process.
- The views of each of the stakeholders are known and given full consideration.
- The project design complies with the desired outcomes and limitations.

3. Policy Framework

The Committee is an advisory committee of the Council and has no delegated powers. The Committee will have regard to and comply with Council’s policies and decisions. Final designs and recommendations of the Committee will be reported to Council for information or decision as required, by Council officers using established reporting mechanisms.

4. Membership

The Committee will comprise representatives from the following groups:

Former Fitzroy Street Taskforce

- Safety Subgroup
- Streetscape Subgroup

Residents

- 6 representatives
- Includes 2 under the age of 25

Traders

- 6 representatives including representatives from the Fitzroy Street Traders Association

Others

- Yarra Trams
- Park Victoria

City of Port Phillip

- Two Councillors

- Council staff including officers from:
 - Renewal & Place Management
 - Fitzroy Street Taskforce Coordinator
 - Environment & Traffic
 - Transport Planning
 - Economic Development
 - Community & Health Development
 - Landscape & Urban Design
 - Sustainable Design

The Chairperson will be the Place Manager Activity Centres.

5. Meetings

The Committee will meet at times to be determined by the Committee. Meetings should be scheduled in advance and desirably recorded in a forward meeting program.

The business conducted at each meeting will be recorded in the minutes and copies of the minutes will be distributed to Committee members, Councillors and the Council's Executive Team as soon as they are prepared.

6. Resourcing

The Chairperson will have responsibility for preparation of agenda papers for meetings and for distributing those three days prior to the meeting.

7. Project Coordination Committee

The Chairperson, Councillor members of the Committee and any other officers nominated by the Council will comprise a Project Coordination Committee (PCC). The PCC will monitor progress and emerging issues between meetings of the Committee and have an ongoing role until the project is finished and commissioned.

8. Term of Appointment of the Committee

Once the Streetscape Plan is adopted by Council, the Steering Committee will cease. Former members of the Committee will be kept informed of progress as key implementation milestones are reached.

9. Reporting

The Chairperson is responsible for reporting to Council, via a formal report (or briefing when appropriate) as key milestones are reached or if a Council decision is required.

**Attachment to:
Fitzroy Street – Streetscape Plan Steering Committee Terms of Reference**

PROJECT BRIEF

Background

Established in the early 19th Century, Fitzroy Street, St Kilda is a historic seaside playground, functioning as both a regional and international destination. It is a location where a night time role is now perceived as the dominant function, contributing to both its appeal and conflict.

The street is lined with Melbourne's most renowned pubs, clubs, old hotels, restored cinemas, restaurants and cafes. It further contains a resident population ranging from high end apartments through to rooming house facilities.

The street has an outstanding historic physical structure, which contributes to its appeal as one of Melbourne's premier boulevards. Historic trees, plantings, memorials, strung between St Kilda Junction and Port Phillip Bay sit conjunctively with a movement corridor encompassing a tram network, bikes, traffic and pedestrian movements. Layers of renewal works, improvements to transport and pedestrian safety, public lighting, public art initiatives and private developments, have all over time provided what may be perceived as solitary improvements along the street. In the absence of an overarching vision for Fitzroy Street's future, these works, although based within good intent, have not always been coordinated. The absence of any design details has further provided a void in which the progressive maintenance and renewal programs within the street have resulted in a patchwork of materials, suite of furniture, planting and lighting.

Project Need

This project seeks to provide a high level urban design and landscape vision for Fitzroy Street. This vision will draw together, and build on a series of projects that have been led by Council.

Within recent years, Council has conducted or commissioned project specific design, consultation and community building initiatives through the following projects / program areas:

- St Kilda's Edge Urban Design Framework, including the Fitzroy Street Foreshore Connections Project;
- Fitzroy Street North Footpath Renewal;
- Fitzroy Street Taskforce; and
- Fitzroy Street Lighting Audit; and
- City of Port Phillip Public Toilet Strategy

These activities, although historically have not been coordinated, provide a substantial base of information which can inform the development of an overriding plan to guide future works Fitzroy Street's future.

St Kilda's Edge Urban Design Framework

St Kilda's Edge is a program of 14 projects, to renew St Kilda's foreshore area. The projects are directed towards *'recapturing and reinforcing the physical characteristics and cultural heritage that defines St Kilda as a special place... [by delivering] a high quality public realm and a sustainable natural environment.* Many of the projects have commenced or are under construction.

The *Fitzroy Street Foreshore Connections* Project is of particular relevance to Fitzroy Street. It is Council's highest profile capital works project in 2008 - 2009. Council appointed Tract Consultants Pty Ltd in October 2007, to lead a multi disciplinary team to undertake a schematic design review, design development, contract documentation, calling tenders and contract administration. The project comprises of 5 component parts:

- Fitzroy Street Greenway Bike Path: provides a two way path between the Foreshore and Albert Park Reserve. The path will be three metres wide and at the footpath level, providing physical separation between cyclists and motorists on Fitzroy Street.
- Cleve Gardens Space and Tram Stop: The Cleve Gardens Space and Tram Stop will provide an enhanced public space for people with facilities and service tailored for pedestrians, cyclists and tram patrons. The space will extend the existing footpath to connect with Upper Esplanade and create a new crossing point from Fitzroy Street to the Foreshore.
- Fitzroy– Jacka Pedestrian Crossing: The intersection where Fitzroy Street meets the Upper Esplanade and Jacka Boulevard will be reshaped making it possible to cross directly between Fitzroy Street and the Catani Gardens. This project is will make it easier for people to get across to the gardens and the foreshore.
- Jacka Boulevard On-road Bicycle Lanes: Jacka Boulevard bike lanes will fill in the gap between existing on-road lanes from both ends, which are proposed for the entire Beach Road Route within the City of Port Phillip. The lanes will provide a safer space for on-road cyclists as well as a bypass of the foreshore promenade for high speed cyclists.
- Traffic changes: Fitzroy Street – Jacka Boulevard connection re-routed and Fitzroy Street becomes one lane in each direction. An independent traffic impact assessment has been conducted in developing this proposal, to ensure that access to the area and through the area is preserved.

Fitzroy Street Taskforce

Council established the Fitzroy Street Taskforce of approximately 50 interested and representative stakeholders in April 2007, to discuss issues and opportunities in Fitzroy Street. The Taskforce undertook community-wide consultation and developed the Fitzroy Street Action Plan which outlines key projects, timelines and responsibility for improving the streetscape, safety and community engagement. Overarching principles for the future of Fitzroy Street developed by Taskforce members include:

- *'Focus on Fitzroy Street as a livable space including economic viability and residential amenity;*
- *retain and develop diversity;...*
- *address anti-social behavior of visitors and risk taking... [and] proactively manage problem areas... '*

Critical issues were identified through this forum. Issues that may form points of reference within the development of a masterplan for Fitzroy Street include the desires to:

- foster community identity, connection and address or mediate points of conflict along the street;
- Improve the streetscape aesthetic, environment and maintenance;
- address site's where safety, and perceptions of safety are poor;
- mediate 'challenging behaviors' (including alcohol and drug use) and fears associated with those behaviors;
- address the lack of economic diversity on the street (high rents, highest vacancy rates) which have provided a location in which night time activity
- Tourism: Particularly the displacement of residents as Fitzroy Street is a destination for 'outsiders'

A copy of the consultation outcomes, including a plan outlining where specific issues are manifest in the street (refer Figure 3), will be made readily available to the successful consultant. Notwithstanding the Taskforce has established 3 sub-committees. The Streetscape/aesthetic, environment and maintenance; and the Safety, perceptions of safety and enforcement groups will provide principal points of reference and review for development of the Masterplan.

Fitzroy Street Footpath Renewal

Council has commenced Stage 1 of the footpath renewal on the north side of Fitzroy Street (Park Street to Loch Street). This project is intended to extend between Beaconsfield Parade and Canterbury Road. This renewal has been an item contained within Council's renewal program in excess of 7 years. The upgrade was previously the subject of a concept design prepared by Rush/Wright Associates in 2004.

Fitzroy Street Lighting Audit

In August 2007 Council commissioned Webb Australia, to conduct a lighting audit of Fitzroy Street and nominated adjacent streets. This document is in aid of developing a strategy to improve the lighting in line with council requirements and ESD consideration.

The audit: establishes the lighting levels on Fitzroy and adjacent minor streets, compares this with the actual lighting through calculation and measurement; provides assessment as to the existing luminaries in terms of meeting council requirements, age and suitability; and provides details of the luminaries installed, in addition to considering the impact of the existing non road lighting (façade lighting, shop, tram and pedestrian lighting).

Other

- The masterplan will confirm a suitable site for the location of an automated public toilet facility within proximity of the commercial core in accordance with the recommendations contained within the City of Port Phillip Toilet Strategy (2007);
- Identify preferred siting and design recommendations for the establishment of a taxi rank. A rank has been established in proximity of the Prince of Wales Hotel, although this may require further review, pending the traffic requirements for the Foreshore Connections Project;

- Establish a plan / configuration / guidelines for on-street trading in the context of providing comfortable pedestrian spaces (particularly during the evening) as an increased level of activity in the street outside pubs, restaurants and clubs has followed the introduction of the smoking ban in Victoria's licensed premises, from July 1, 2007. This will address DDA compliance / requirements.

Project Aims and Objectives

The Fitzroy Street Masterplan will develop a vision to direct the future capital works and streetscape improvements for high use locations within this activity centre. Supporting objectives of the project are to:-

- Conduct a multi-disciplinary approach to the preparation of the masterplan.
- Be representative of all user groups, ages and abilities.
- Draw together and build on a series of projects that have been lead by Council, including the substantive consultations and directions identified over the past 12 months through: the *Fitzroy Street Taskforce*; project specific consultations on the related *Fitzroy Street Foreshore Connections Project*.
- Identify priority projects that will require further conceptual design and development to improve the safety and presence of this historic street.
- Review and incorporate where appropriate the recommendations of other studies, reviews and strategies relevant to the Fitzroy Street.

Key emerging project directions include:

- A safe & inviting street environment.
- *Hot* lighting improvements.
- Improving pedestrian links.
- Where possible consolidating road space in select locations & traffic calming.
- Improving trams and transit.
- Extending the landscape qualities of Albert Park Lake & the Foreshore to Green the street.
- Creating a ecologically sustainable urban street

Consultant Project Team

- Mark Reilly (Tract Consultants – Landscape & Urban Design)
- Emma Stevens (Tract Consultants – Landscape & Urban Design)
- Robert Hamilton (Webb Engineering – Lighting Consultant)