1. **EXECUTIVE SUMMARY**

1.1 This report presents a summary of the public submissions received in response to the draft Port Melbourne Waterfront Urban Design Framework.

2. **RECOMMENDATION**

That Council:

2.1 Receives and considers all submissions on the draft Port Melbourne Waterfront Urban Design Framework.

2.2 Undertakes further strategic work to review the draft UDF, in particular the draft Vision and Principles and the Waterfront Place Precinct and prepare detailed design guidelines for the property located at 1-7 Waterfront Place as per Council’s resolution 13 March 2012 and in response to the submissions received.

3. **BACKGROUND AND CONTEXT**

3.1 The Port Melbourne Waterfront is highly valued as one of Melbourne’s most significant waterfront locations and a gateway to the city.
3.2 The variety of land uses in Port Melbourne has resulted in ever increasing and often competing pressures for better traffic management, amenity and public spaces, and less conflict between the maritime, industrial and residential land uses.

3.3 As part of Council’s preparation for the transfer of control of the Beacon Cove area to Council, CoPP began a series of background studies and community consultation to consider the competing pressures, resident aspirations and how best to manage the area into the future. These included:

- 2003 – The Port Melbourne Management Framework
- 2005 - The Port Melbourne Revitalisation Study. This identified five key projects for the area:
  - Princes Pier
  - The Promenade
  - Waterfront Place
  - Beach Street
  - Beach Street and Bay Street connections.

3.4 In 2008, Council invited the Beacon Cove Neighbourhood Association, Port People, Port Inc and Friends of Foreshore to participate in a Community Reference Committee (CRC) which was established to provide advice during the preparation of the draft Urban Design Framework. Nominations for the CRC were also sought via public advertisement. The purpose of the CRC Committee was to provide access to community expertise, provide advice and feedback, and contribute to the content of the UDF.

3.5 In 2009, in response to concerns at that time that a development application for the freehold site at 1-7 Waterfront Place was likely to be submitted to the Minister for Planning, Council commissioned MGS Architects to draft urban design guidelines for the site. These were adopted by Council in November 2009 “to provide a holistic vision for the site’s potential redevelopment within the context of Port Melbourne’s Waterfront, to provide information about land use and built form expectations and to assist in determining the capacity of development whilst respecting the valued characteristics of the area… and … recognizing a further urban design framework study will commence shortly for the Port Melbourne in the near future.”

3.6 In February 2011, Council requested that Minister for Planning to use his powers pursuant to section 20(4) of the Planning and Environment Act 1987, introduce a mandatory three (3) storey height limit over land at 1-11 (7) Waterfront Place, Port Melbourne “on an interim basis for two years while the Port Melbourne Waterfront Urban Design Framework and subsequent planning scheme amendment to introduce permanent controls are completed.”

3.7 The request to the Minister for Planning stated “The interim controls provide a ‘precautionary approach’ whilst strategic reviews and permanent planning controls are being progressed. They would ensure that any development proposal/s in the short term are not of a scale that would compromise the strategic vision and outcomes for this location which will be defined by the UDF.”
3.8 In late 2011 Council received correspondence from DPCD indicating that the request for interim controls was not supported.

3.9 In 2010, Council used the Port Melbourne Waterfront Revitalisation Report (2005) and Waterfront Place Urban Design advice (MGS Architects 2009) as the basis to prepare the current draft Urban Design Framework for the Port Melbourne Waterfront to address the issues raised.

3.10 The draft UDF was also informed by a series of community inputs coordinated by AECOM, specifically:
- 9 February 2011 – Information Session to present the Issues and Opportunities report
- 24 February 2011 - Visioning Workshop where participants shared their aspirations and values for the waterfront
- April 2011 - Children’s Workshop conducted with Port Melbourne Primary School
- 7 May 2011 - Vision drop in session held in front of the Port Melbourne Yacht Club to capture feedback on the draft vision and objectives.

3.11 Community input from these consultation activities was captured by AECOM in the Vision Report that was released in July 2011 and which was presented to the CRC. This document outlined the themes from which the Vision, Principles and Objectives in the UDF were drawn.

3.12 In December 2011 Council released the draft Port Melbourne Urban Design Framework (UDF) for public consultation. The draft UDF aims to provide a framework for the long term future of the precinct by guiding and prioritising possible public realm improvements.

3.13 The draft Port Melbourne Urban Design Framework (UDF) was publicly available from 12 December 2011 and formally open to submissions until 9 March 2012.

3.11 On 13 March 2012, Council resolved:

“1. **Acknowledges the submissions received to date and request that a report be provided to Council on 27 March 2012 to:**

1.1 Provide a thematic summary of the submissions received
1.2 Provide an opportunity for submitters to present to Council

2. **Taking into account the findings of part 1 of this motion, reviews the draft Vision and Principles identified in the draft UDF to ensure they reflect:**

2.1 Traffic, access, car parking, movement and circulation issues
2.2 Opportunities for improving accessibility and safety on the Beacon Cove Promenade
2.3 Consideration of Port access requirements and the outcomes of the traffic study currently being finalised by the Port of Melbourne Corporation

2.4 Opportunities to strengthen community connections through public realm improvements

2.5 Opportunities to maximise the local benefits of tourism associated with the Port and the foreshore location and ways to improve the visitor experience.

3. Taking into account the findings of part 1 of this motion, reviews the draft UDF in relation to the Waterfront Place Precinct (including freehold land in the precinct) by undertaking more detailed strategic work to:

3.1 Further investigate traffic, access, movement and circulation (including car, freight, bicycle and pedestrian) in and around Waterfront Place to identify potential changes to traffic management arrangements and their possible benefits. This work should include consideration of the outcomes of the traffic study currently being finalised by the Port of Melbourne Corporation

3.2 Undertake an analysis of views and vistas to and from Waterfront Place

3.3 Investigate opportunities to strengthen community connections and the visitor experience through public realm improvements

3.4 Investigate opportunities to maximise the local benefits of tourism associated with the Port and the foreshore location

3.5 Investigate opportunities to improve connectivity around and through the precinct

3.6 Prepare detailed design guidelines for the site located at 1-7 Waterfront Place taking into consideration the urban design guidelines adopted by Council in November 2009 and the regulatory framework that applies to the land in particular current planning controls and consistent with all existing relevant covenants. The detailed design guidelines must also address:

3.6.1 site responsiveness including the interface of the site with its surrounds, particularly the historic railway station building and Beach Street and Park Square.

3.6.2 building envelopes, heights and setbacks

3.6.3 overshadowing

3.6.4 design considerations such as access around and through the site, active edges, building articulation

3.6.5 activities at ground level and above

3.6.6 public places and spaces
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3.6.7 amenity

3.6.8 community uses

3.6.9 community benefit

3.6.10 traffic access, movement, parking, loading, access and egress to the site

3.6.11 visual impact (from nearby and from a distance)

4. Requests that a report be provided to Council in April detailing the proposed process for engaging with the community in the preparation of revised Waterfront precinct and site guidelines, including the opportunity for stakeholder forums with representation to include community groups, the Port of Melbourne Corporation, the business association, local business operators, Yarra Trams and the owners of the freehold sites.

5. Writes to all submitters advising them of Council’s decision.”

4 CONSULTATION AND STAKEHOLDERS

4.1 The draft UDF document was publicly available from 12 December 2011. In addition, informal consultation events including Councillor conversation tents and a community drop-in session were conducted.

4.2 A summary of the consultation program for the draft UDF to date is as follows;

- 6 February – 9 March 2012 Reports and feedback forms available at Council Libraries and ASSIST counters

- 12 December 2011 - the draft UDF document was available online

- 6 February 2012 - The Have-Your-Say page was available online

- Saturday 9 and 18 February 2012 - Councillor conversation tents at Bay Street and Gasworks

- 29 February 2012 - A drop in information session at the tram terminus at Waterfront Place

- 1 February 2012 - Meeting with the Beacon Cove Neighbourhood Association and Port People

- 1 March 2012 - Meeting with the Port of Melbourne Corporation.

4.4 Submissions closed on 9 March 2012.

4.5 At the time of writing this report, 163 submissions responding to the draft UDF had been received.

- 114 were received via correspondence and

- 49 were received via the Have-Your-Say page.

4.6 Council has also received a copy of a petition containing more than 1100 signatures addressed to the Legislative Assembly of Victoria and City of Port...
Phillip asking the “Victorian Parliament and the Ministers for Local Government and for Planning to request the City of Port Phillip to remove towers from the draft Urban Design Framework and we ask the City to so do”.

4.7 In general, the issues raised in the submissions received can be broadly summarised as follows:

- Height of building envelopes for 1-7 Waterfront Place
- Traffic congestion/circulation and the impact of new development
- The impact of the closure of community facilities at 1-7 Waterfront Place
- Council process for determining building envelopes for 1-7 Waterfront Place
- Commercial activity on the eastern side of Waterfront Place
- Perceived loss of green space
- Views to the city from cruise shipping and the impact of 1-7 Waterfront Place
- Overshadowing
- Loss of views by proposed new vegetation on Beach Street
- Impact of cruise shipping and the failure to capture the benefits for the local area.

4.8 A thematic summary of submissions received is provided at Attachment 1.

5 DISCUSSION

5.1 OPTIONS

5.1.1 That Council undertakes further strategic work to review the draft UDF, in particular the draft Vision and Principles and the Waterfront Place Precinct, and prepare detailed design guidelines for the property located at 1-7 Waterfront Place as per Council’s resolution 13 March 2012 and in response to the submissions received. This is the recommended option.

5.1.2 That Council adopt the Port Melbourne Waterfront UDF in its current form.

5.1.3 That Council abandon the Port Melbourne Waterfront UDF.

5.2 ALIGNMENT TO COUNCIL PLAN

5.2.1 The preparation of a Port Melbourne Waterfront Urban Design Framework is consistent with the Council Plan:

- Integrate approach to the revitalization of neighbourhoods based on sustainable urban design (Action 4.1.1).
- Ensure that new development makes a positive contribution to the public realm (Action 4.2.1).
- Ensure strong Council and community engagement in any redevelopment of the Port Melbourne Waterfront Urban Design Framework to secure a sustainable future for the precinct (Action 4.4.1).
5.3 FINANCE / RESOURCE IMPLICATIONS

5.3.1 Further strategic work will have budget and resourcing implications. A report will be presented to Council in April to outline a proposed project program including a community engagement strategy and budget requirements.

5.3.2 Staged delivery of Port Melbourne Waterfront Urban Design Framework is proposed to be carried out over the next 20 - 30 years.

5.4 LEGAL & RISK IMPLICATIONS

5.4.1 Considering public submissions on the document does not present legal risks.

6 IMPLEMENTATION STRATEGY

6.1 Council will consider a proposed project program and community engagement strategy in April 2012.

7 OFFICER DIRECT OR INDIRECT INTEREST

7.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.