

STRATEGY & POLICY REVIEW COMMITTEE
1 JUNE 2009

POLICY & PLANNING

A11	DRAFT FITZROY STREET STREETSCAPE PLAN
LOCATION/ADDRESS:	FITZROY STREET, ST KILDA
RESPONSIBLE EXECUTIVE DIRECTOR:	GEOFF OULTON: EXECUTIVE DIRECTOR COMMUNITY DEVELOPMENT & PLANNING
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FILE NO.:	78/18/670
ATTACHMENTS:	ATTACHMENT 1: DRAFT STREETSCAPE MASTERPLAN (MAY 2009) ATTACHMENT 2: CONSULTATION DRAFT SUMMARY (MAY 2009)

1. EXECUTIVE SUMMARY

- 1.1. This report updates Council on progress in the development of the Fitzroy Street Streetscape Plan and seeks Council's approval to exhibit the Consultation Draft Plan to obtain wider public comment and response.
- 1.2. This development of a streetscape plan for Fitzroy Street is an action established through the Fitzroy Street Taskforce (2007). The preparation of a streetscape plan was identified as a key deliverable, required to progress safety and amenity issues identified within the public realm.
- 1.3. The draft plan is based on the consultations and directions identified over the life of the Fitzroy Street Taskforce, in addition to specific outreach consultations. The project has been provided with further input and advice from the project Steering Committee (formerly Reference Group).
- 1.4. The establishment of a vision and strategy for landscape and urban design improvements in Fitzroy Street, is one a series of longer term planning projects required to create a safer and more livable St Kilda, being coordinated through the St Kilda Place Management project.
- 1.5. The progression of the streetscape plan will ensure a complimentary series of public realm projects (new works, renewals) by Council and key service providers and authorities including Yarra Trams, and Parks Victoria.
- 1.6. It is intended that once formally adopted, the Streetscape plan will be used as a tool to guide future renewal and new works within the centre

over a 5 – 10 year period. This strategy will ensure current projects are coordinated, and will identify priority projects that will require further conceptual design and development to improve the safety and presence of this historic street.

2. RECOMMENDATION

That the Strategy and Policy Review Committee recommend that Council resolve to:

- 2.1. Receive and note the Draft Fitzroy Street Streetscape Plan (May 2009) and ancillary Consultation Draft Summary (June 2009).
- 2.2. Note the contribution provided by the Fitzroy Street Streetscape Plan Steering Committee.
- 2.3. Exhibit the draft of the Fitzroy Street Streetscape Plan during July and August 2009.
- 2.4. Receive a further report in the October or November cycle of Council meetings, to consider a final Fitzroy Street Streetscape Masterplan.

3. DISCUSSION

- 3.1. Background
- 3.2. Established in the early 19th Century, Fitzroy Street is a historic seaside playground, functioning as both a regional and international destination. It is a location where the night time economy is seen as a dominant function, contributing to both its attraction and conflict.
- 3.3. The street is provided with an outstanding historic physical structure, which contributes to its appeal as one of Melbourne's premier boulevards. Historic plantings, memorials, strung between St Kilda Junction and Port Phillip Bay, sit conjunctively within a movement corridor encompassing a tram network, bikes, traffic and pedestrian movement.
- 3.4. Layers of renewals and new 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 recent years Council has commissioned project specific design, and consultations on public realm initiatives (including lighting, renewal of footpaths on the north side of the street and establishing a location for a toilet facility). In the absence of an overarching vision to guide physical improvements, these works, although based in 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, furniture, planting and lighting.

- 3.5. In coming years, service providers will continue to conduct upgrades and renewals to infrastructure within the street, including:
- tramstop and tracks (Yarra Trams) which will further require dropping traffic capacity from 2 lanes to 1 in sections of the street;
 - replacement of avenue planting at the interface of Albert Park and Fitzroy Street (Parks Victoria), and possibly further works at the southern edge of Albert Park; and
 - VicRoads have further identified that sections of Fitzroy Street will be removed from the VicRoads Hierarchy, indicating that the street no longer functions as a regional road.

3.6. In this context, it is imperative that future works and upgrades are conceived and delivered in a coordinated approach. It is integral any new works incrementally improve and foster local area amenity and function, which is the principal role of the streetscape plan.

3.7. Project Initiation

3.8. Fitzroy Street Taskforce

The development of a streetscape plan for Fitzroy Street is an action established through the Fitzroy Street Taskforce. Established in April 2007, the Taskforce engaged representatives of local community groups, traders, residents, police and Council in forming solutions to deal with anti-social behavior in the precincts.

3.9. The Taskforce developed an action plan and sub committee around three main themes: streetscape, safety, and community identity. The preparation of a streetscape plan was identified as a key deliverable, required to progress safety and amenity issues identified within the public realm.

3.10. Working sessions with the Taskforce included physical mapping, and discussions on the streets issues and opportunities. The minutes and consultation summaries from the duration of the taskforce provided a principal point of inform into the development of a consultant brief for the plan's development. This included nominated 'hot spots' or problem areas through the street where participants felt safe / unsafe, in addition identifying elements that were highly valued by participants.

3.11. In January 2008, Council appointed Tract Consultants Pty Ltd, in association with Webb Engineering and Grogan Richards, to prepare a Streetscape Plan for Fitzroy Street.

3.12. Community and Stakeholder Consultations

3.13. In addition to the issues raised through the Fitzroy Street Taskforce, the development of a draft plan has been informed through a number of consultation approaches and forums since the project's inception. These include:

Distribution Fitzroy Streetscape Update (March 2008)

Principally directed to residents and businesses in immediate proximity of Fitzroy Street, the 'Fitzroy Streetscape Update' was

letterbox dropped to 2200 in the study area. The intention of the update was to:

- Inform the community of the development of a Masterplan for the Street;
- Seek representatives (that were not included in the Fitzroy Street Taskforce including young people and residents geographically spread across the study area) to join the project Reference Group.
- The update further sought public comment on other public realm projects progressing in the 2007 / 08 capital works program.

Streetscape Plan Steering Committee (April 2008 – ongoing)

Previously titled the Fitzroy Street Reference Group, established in April 2008, the 24 person Committee comprises of representatives from:

- Former members of the Fitzroy Street Taskforce (Safety and Streetscape Subgroups).
- Residents (including 2 under the age of 25).
- Traders including representatives from the Fitzroy Street Traders Association.
- Yarra Trams.
- representatives from Parks Victoria.
- Ward Councillors
 - Catani Ward
 - Junction Ward
- Council Staff

This group was established to provide an important point of inform into the development of a plan by voicing representative community and stakeholder observations and opinions as relevant to the future of the street.

This group has met and provided project direction at three points through the plan's development:

- Meeting 1: Project commencement (May 2008)
- Meeting 2: Design workshop (May 2008)
- Meeting 3: Review of a preliminary draft plan (April 2009)

It is envisaged that this group reconvene post public exhibition of the draft plan, to review issues raised during this consultation period.

How do Children Envisage Fitzroy Street (June 2006)

In order to capture visions and ideas for the future of Fitzroy Street through the eyes and imagination of children, Council consulted local school children about their visions for Fitzroy Street. This comprised a session with 38 Grade 6 Students

providing disposable cameras to photograph their likes / dislikes, and a presentation / working session whereby students discussed their findings.

Stakeholder Discussions

Discussions with key stakeholders have occurred over the life of this project. In the case of Parks Victoria and Yarra Trams, their pending works and renewals have been deemed critical for the street's future, and were subsequently invited to sit on the project Steering Committee.

Council officers have met with representatives from the following groups in relation to the plan's development:

- St Kilda Park Primary School
- VicRoads
- Yarra Trams
- Parks Victoria
- Heritage Victoria
- Fitzroy Street Traders Association
- St Kilda Ecocentre
- St Kilda West Residents Association

Internal Project Team

An internal project team is established comprising representatives from the following areas within Council:

- Environment
- Community Health & Development
- Sustainable Design
- Renewal
- Sustainable Transport
- Parks & Open Space
- Economic Development & Tourism
- UrbanArt
- City Development
- Asset Services

In addition to meetings conducted at key points through the project's progression, detailed comments have been provided and responded to, and where required revisions made to preliminary draft versions of the plan.

- 3.14. Council Meeting April 2008
- 3.15. A report was presented to Council at its Ordinary Council meeting on the 7 April 2008. The report provided a series of recommendations to Council regarding the direction of 3 projects progressing in Fitzroy Street, including the Fitzroy Street Masterplan (since renamed). In relation to the Masterplan this report recommended that Council note the project's approach and implementation strategy to develop a plan for Fitzroy Street.

3.16. Council Plan

- 3.17. The development of a streetscape plan for Fitzroy Street will achieve all four pillars of sustainability for our community, as nominated in the Council Plan. The project is specifically nominated as a key deliverable within the strategic objective 'Renewing our Special Places', as a key initiative within 2008/09:

*'08. Undertake integrated planning for the St Kilda Activity Centre
Deliver a structure plan for the St Kilda Activity Centre which includes development and delivery of the Fitzroy St Masterplan.'*

3.18. Related Policy

- 3.19. The development of a streetscape plan for Fitzroy Street will be one of a series of longer term policy and planning projects required to create a safer and more livable St Kilda. It is intended that the Streetscape Plan will form part of a structure plan (anticipated to commence in 2010) for the wider St Kilda Activity Centre.
- 3.20. Numerous policies are of relevance to the development of this project, including:

3.21. City of Port Phillip

- 'Activity Centres Strategy' 2004
- 'Sustainable Transport Framework'
- 'Public Transport Strategy'
- 'Road User Safety Strategy' 2007

State Government

- Melbourne 2030
- Meeting our Transport Challenges
- Linking Melbourne

Federal Legislation

- Disability Discrimination Act 1992

- 3.22. Social Justice Implications
- 3.23. The development of a streetscape plan for Fitzroy Street will continue Council's commitment to equitable access through amenity improvements and infrastructure within the precinct. This is particularly required to provide direction for infrastructure that will benefit wider public need, as is the case for toilet facilities.
- 3.24. Implementation Plan & Financial Considerations
- 3.25. Upon adoption of a final Streetscape Plan, it is anticipated there will be significant financial implications.
- 3.26. A broad estimate of costs within the draft plan would be in an order of \$5m – 7m, however funds to progress a number of projects would require contributions from other organisations such as Parks Victoria, VicRoads, Yarra Trams (Department of Transport), Department Community Development and Planning, and Melbourne Water.
- 3.27. An implementation strategy will be prepared for Council post public comment and response to the draft plan, prior to seeking council adoption of a final report. Projects within the implementation plan will be referred to the annual capital works program as part of Council's consideration of all capital work submissions for the city.
- 3.28. It should be noted, that the development of a plan for streetscape improvements will enable the most efficient use of Council resources, by negating the duplication of renewal and new works, and by ensuring that new works are complimentary.
- 3.29. It is further anticipated through a coordinated approach to works in-centres, Council will be more likely to attract significant funding from external sources (e.g. Melbourne Water, State Government's Creating Better Places, Local Area Access funding programs and other), and will be in a position to establish partnerships where stakeholders including Yarra Trams and Parks Victoria are undertaking future works.
- 3.30. Suggested Consultation Approach & Next Steps
- 3.31. It is suggested the consultation process for the exhibition on the draft plan involve:
- Making the plan available for formal public comment for 6 weeks during July and August 2009;
- Displaying the plan at Council's St Kilda Town Hall and on the City of Port Phillip Web Site;
- Direct notification and provision of a summary report to:
- Members of the Steering Committee.
 - Submitters to recent projects within the study area.
 - Interested parties where registered.
 - Lease holders within Albert Park within the study area.

Providing a full copy of the plan or summary document upon request;
 Direct notification to all land owners and occupiers located within the study area of the streetscape plan;
 Notification in Port Phillip Diversity;
 Notification in the local media of the exhibition of the draft plan and pending public presentations;
 Public presentations, including those requested by interested parties.
 Phone survey and / or focus groups of residents within the street's primary catchment.

3.32. It is felt that the outlined program will provides ample opportunity for the community to view and subsequently provide feedback to the final streetscape Masterplan.

3.33. The table below provides a brief overview and indicative timetable.

Key tasks	Jul	Aug	Sep	Oct	Nov	Dec	Jan
1. Exhibition of the Draft Streetscape Plan							
2. Analysis by Officers and Council of Community Feedback							
3. Consideration of Key Issues Raised During Exhibition by the Steering Committee & at Council Briefing.							
3. Preparation of Implementation Strategy. Undertake Changes to the Draft Plan as Required.							
4. Adoption by Council of the Streetscape Plan & Implementation Plan							
5. Commence Implementation of Catalyst Projects							

3.34. Communications Plan & Key Messages

3.35. A draft streetscape plan for Fitzroy Street has been prepared. This plan establishes a vision for public spaces. It provides design direction to ensure that future renewal and new works provide continuity, and build on what we love about a particular place.

3.36. This is a major step forward in progressing the issues identified through the former Fitzroy Street Taskforce.

3.37. Council officers will be seeking public comment and response on the ideas contained in the draft during July and August 2009.