



MEMORANDUM

29 January 2008

To	George Borg, Manager City Development Richard Schuster, Coordinator Statutory Planning
From	Geoff Oulton, Executive Director Community Development & Planning
Subject	Triangle site – Assessment and Council response

George & Richard

I note that Council resolved on 13 December 2007 to defer the consideration of the St Kilda Triangle development planning application. Council called for 2 further reports:

“economic impact assessment with this information used primarily to guide the mix of tenancy development” and a

“report from the Design Review Committee to consider opportunities for the improvements to the views from the Upper Esplanade between the Green building and the Ogee building, across the area known as the grassy slopes to the foreshore area.”

Economic & planning consultants SGS were commissioned and prepared a Economic and Community Impact Assessment which was posted on the Port Phillip website on the 16 January 2008.

The Design Review Committee has met several times and considered the brief and provided a detailed report dated 18 January 2008 that was posted on the Port Phillip website on the 21 January 2008

A series of meetings were set up to further discussions between the applicant, key community groups (Unchain St Kilda and the Esplanade Alliance) and the Council, of which 4 meetings have occurred to date.

The applicant, BBC has responded to a number of the concerns raised at these community meetings as well as further responded to other criticisms of the project and offered further changes to the development. These changes are outlined in a number of letters to council of December and January.

I note that in your statutory planning report you are restricted to only considering planning related matters. The various reports and other submissions that have been generated since the December meeting raise a number of non planning related matters that require consideration by Council. A separate report will be provided to Council at the February Council meeting that provides analysis and recommendations of the various non planning matters raised.

For the sake of completeness, your report should include this memo and attached documents and consider their planning related impacts:

1. The SGS report, "Triangle Site Development, Economic and Community Impact Assessment, January 2008", called for by Council resolution
2. The report of the Design Review Committee regarding "Improvement of views to the Foreshore from the Upper Esplanade", dated 18 January, including the note from the convenor, called for by Council resolution
3. The letter of 22 January 2008 by Tim Nott, Economic analysis and strategy, prepared for Unchain St. Kilda, reviewing the SGS assessment.
4. The letter and attachments dated 23 January 2008 prepared for Unchain St. Kilda by Clive Lucas, Stapleton & Partners Pty Ltd, Architects & Heritage Consultants, regarding the Palais Theatre St. Kilda
5. Letters dated 10 December 2007, 18 January 2008 and 25 January 2008 from Citta Property Group.
6. Letter dated 26 January 2008 from SGS re "Clarifying points of interest in the Triangle Site Development Economic and Community Impact Assessment."
7. A copy of the notes from the stakeholder meetings of 27 December 2007, 7 January 2008, 15 January 2008 and 25 January 2008.
8. An analysis of issues raised in the SGS Economic and Community Impact Assessment prepared by Council staff.

I note that many of the topics raised in the SGS Economic and Community Impact Assessment have already been addressed in your report of the 13 December 2007.

I also note that many of the topics raised in the SGS Economic and Community Impact Assessment are already being considered as part of the implementation of the Urban Design Framework under the St Kilda's Edge range of projects, are contained within the workload of the Economic Development Department or are scheduled or mooted for future capital works by the council.

Furthermore, I wish to advise that there will be several matters not pertaining to planning controls contained in the letters provided to the council by Mr Steve McMillan of the 10 December 2007 and 18 January 2008 which will be given effect via a variation to the Development Agreement between the developer, council and the state. This will be the subject of a future report to the Council.

Please ensure your report considers fully the relevant planning implications of the above documents.

The report to the February Council meeting on the non planning matters will include consideration of:

- Potential change in designation to principal activity centre
- Integrated public realm, transport and land use planning for the St. Kilda Activity centre to drive future improvements.
- Consideration of options to improve integration of special rate levy
- Potential for inclusive and long term strategic planning for positioning, marketing and promotion of an integrated St. Kilda Activity centre.
- Potential to use events to improve linkages between Acland & Fitzroy Streets
- Review of footpath trading guidelines
- Consideration of public transport connections, facilities and possible extensions
- Potential for incorporation of visitor facilities in the precinct.

Please contact me if any questions.

Geoff Oulton
Executive Director, Community Development & Planning