

Analysis of issues raised in SGS Economic and Community Impact Assessment,

The SGS Economic and Community Impact Assessment raises a number of issues. The analysis below provides an indication on how these issues are proposed to be addressed either:

- covered in the Development Plan or addressed by a condition on the proposed development plan approval,
- already being addressed by current council programs or planned activities, or
- will generate new and additional work for the council

Detailed analysis of main points in SGS Economic and Community Impact Assessment

Issue raised	Comments raised in the SGS report	What council is doing currently?	Potential further work (not already planned)
<p>Principal activity centre designation</p>	<p>SGS suggest St Kilda would be expected to perform as a 'Principal Activity Centre, with the addition of the triangle site development</p>	<ul style="list-style-type: none"> - The St Kilda Activity Centre is already defined as comprising Acland, Fitzroy Streets and the Triangle Site (MSS 2007). - Area already performs a 'capital city function' - well recognised as a metropolitan tourism / foreshore destination (IMAP). 	<p>Could consider advantages to change in designation – potentially a recommendation arising from strategic framework / structure planning work.</p>
<p>Impact on Acland and Fitzroy Streets – two possible scenarios - scenario 1 (Triangle site links Acland and Fitzroy Street retail area and combine into one centre and actively complement each other) and scenario 2 (Triangle site developed and operated in isolation to A and F and directly compete)</p>	<p>SGS suggest Scenario 2 is acceptable but Scenario 1 is preferable</p> <p>SGS suggest Scenario 2 impact could be mitigated if the centres operate in a complementary rather than competitive basis and if Trader groups more strategically managed their tenancy mix and work together more effectively.</p>	<ul style="list-style-type: none"> - Working with Fitzroy and Acland St Trader Associations and committee members - Assisting Traders Associations to build upon work already completed – Fitzroy St 5 year Business Plan, Acland St Visioning Workshop, Task Force Action Plan etc - Commencing discussion in Feb with Traders Associations on SGS Economic and Community Impact Assessment , current and planned infrastructure works and triangle site development, implications for both Strips and what practical steps can be taken to work towards a scenario 1 outcome - Encouraging relationship between BBC and surrounding trader and general community at earliest opportunity - - The Carlisle Street Structure Plan (draft by mid 08) will address transport connection to the St Kilda Activity Centre esp. walking cycling and tram. 	<p>Consider preparing an integrated strategic plan for the St Kilda Activity Centre which co-ordinates future directions for land use / a business mix strategy, public realm improvements and transport links (building on the current UDF).</p> <p>Consider facilitating a professionally facilitated 'forward planning' session to set some long term strategic objectives (everyone to be working in the same direction).</p> <p>Consider an alternative Special Rate Levy model that ensures flexibility for change (Acland 5 year renewal due mid 09).</p>

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<p>Integration - Improve links between Acland and Fitzroy Street</p>	<p>Improve physical and activity link between Acland and Fitzroy Street along Upper Esplanade and urban design improvements to maximise site permeability, connections to the surrounding area, etc</p>	<p>UDF envisages this in the 15 projects - see http://www.portphillip.vic.gov.au/ske_projects.html Including:</p> <ul style="list-style-type: none"> • Fitzroy St connections - improving access and provide a safer connection between Fitzroy Street and the Foreshore (underway) • Carlisle/Acland Street intersection project (scoping has commenced) • Upper Esplanade works (remove fence, consider super stops, landscaping) (scoping is to commence soon) • Integration between Triangle Site and Upper Esplanade, Jacka Boulevard and Cavell Street (Covered in Development Plan and Agreement) • Other UDF works <p>Currently moving forward on the Fitzroy Street Master Plan</p> <p>The Development Plan and the Development Agreement include improvements to Jacka Boulevard, Upper Esplanade and Cavell Street.</p> <p>With regard to activities, the triangle site development will provide new opportunities for the Esplanade Market including the provision of storage space and a Best of St Kilda Markets shopfront, the proposed calendar of events can target activities to improve linkages subject to impact on nearby residents and Council's officers can continue to identify opportunities for physical improvements, plan and register on Capital Works program under the Activity Centre Framework and consistent with the UDF</p>	<p>Consider using the CoPP's business calendar of events to link Acland St with Fitzroy St in the short term and the business community with public long term</p> <p>Use Activity Centre Framework to drive physical improvements in consultation with internal stakeholders, Traders Associations, Triangle site developers, Palais and Seabaths and in line with Taskforce Action Plan</p>
<p>Net community benefit – state wide rather than local</p>	<p>The net community was defined as the whole of Victoria because the St Kilda area serves not just the local residents but Victorians from across the metro area and the State. (p48)</p> <p>Meanwhile, a significant proportion of the costs are</p>	<p>Council will continue to advocate for residents as well as considering the broader Melbourne metro region.</p> <p>Council will continue to look at both the micro and macro and evaluate community benefit from a local perspective as well as state-wide.</p> <p>Examples of mitigation and management strategies are detailed below including local amenity and crime and safety</p>	

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	likely to be borne by the residents of St Kilda living within a short distance to the Triangle site development (p61)		
Amenity impacts on local community – especially entertainment venue related	This includes a range of issues such as management of patrons in and leaving entertainment venues, footpath trading, conduct of entertainment venue operators ,etc,	<p>The Development Plan commits to a full Operational plan being submitted to Council prior to the commencement of operations which details operational arrangements to prevent adverse amenity or environmental impacts.</p> <p>As well the Development Plan conditions specified best practice conditions, security services, 24 hour security, CCTV, CEPTED design principles</p> <p>BBC have offered to terminate sub-lease where repeated breach of liquor lic (10/12 Citta Letter at 8.)</p> <p>Council including Local Laws Unit work closely with the Police to understand and manage the issues that impact on amenity</p> <p>Key current programs include:</p> <ul style="list-style-type: none"> • key actions of the nightlife management policy • Keep it Cool campaign • Port Phillip Liquor Licensees Accord • New Local Laws • Fitzroy Street Task Force • Working with State Legislation introduced in late 07 • Working with police as per our Memorandum Of Understanding <p>The Council via its participation on IMAP is actively involved in advocating for the ICEPT initiatives to support improved management of entertainment precinct</p> <p>In addition the council has negotiated a number of changes to the Development to minimise the impact including live performance venue patrons reduced to 3000 from 4640, aprox a 1/2 more than when the Palace Theatre was operational with a lower level of control</p>	Review of Footpath Trading Guidelines and process considering the impact of entertainment venues within precincts and impact on residents in consultation with stakeholders, Task Force committee , etc

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Public transport to ensure patrons ease of arrival and departure	Need to manage public transport to ensure patrons ease of departure (p53)	<p>Currently working with state transport authorities to improve public transport options in the precinct including evening transport services and opportunities for super stops</p> <p>Safe Taxi Rank in Development Plan</p> <p>Requirement for developer to prepare a Public Transport plan</p>	advocate for tramway extensions, eg Elwood extension suggestion
Traffic generation by the Triangle Site	<p>Triangle site development may reduce the number of shopping trips out of St Kilda (p50)</p> <p>The development will not create additional traffic congestion rather it will transfer congestion from other parts of the supply chain (p54)</p>	<p>Considering traffic strategies to mitigate congestion to ensure minimal disruption to local residents.</p> <p>Work is underway to develop adequate walking tracks to promote pedestrian access – Cycle and Walk Plan 2005-2010</p> <p>As per developers Action and Movement Plan and requirement to prepare Public Transport Plan</p>	
Crime and safety	<p>The report says there may be additional crime safety and drug problems generated by the additional people attracted to the area.</p> <p>The Triangle site may have the effect of disrupting and / or 'displacing' some of the drug related activities.</p> <p>SGS recommend a common understanding between CoPP, VicPol, BBC of available services and strategies.</p>	<p>current approach to drug minimisation includes disruption practices and treatment options in association with treatment and support</p> <p>Working closely with the Police and Drugs Round Table</p> <p>Will ensure common understanding between CoPP, VicPol, BBC of available services and strategies.</p> <p>Council will explore the offer by BBC to provide space for a facility for drug and alcohol counselling on site</p>	
Cultural benefits	<p>Stimulus to music industry via expanded entertainment offering for local residents.</p> <p>Increased economic activity as a result of increased number of performances being held at the Palais Theatre (p55)</p>	<p>This is not only seen as an economic benefit, but a cultural one too. The range of entertainment and cultural options available to locals and visitors will be greatly enhanced by the refurbishment of the Palais</p>	

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	SGS recommends Palais available for regular St Kilda community events	<p>Already part of Development Agreement (in the Palais Theatre Business Plan) and already occurring ,eg Max Merritt Benefit, 'United' presented by Linden @ the Palais, St Kilda Film Festival, etc</p> <p>Ongoing liaison between Fitzroy St / Acland St Marketing Coordinator, the Palais and Sea Baths</p>	
	SGS recommends using public spaces for existing and community events	<p>Already part of project – 4 new purpose designed outdoor event spaces to cater for a range of community events</p> <p>Council to identify opportunities for new com gatherings</p> <p>Project includes a calendar of events coordinated by the Council and contributed to be the developer</p>	
	SGS recommends community events and training programs in William Angliss and St Kilda market shop (p72)	In project already	
Reduction in St Kildaness	Change of culture of the St Kilda area: because of the size of the development and the increasing the commercial focus of the area. (p56)	The Development plan and Development Agreement (tenancy guidelines) contains a range of requirements and initiatives to ensure that the triangle site is available for the community and builds on St Kildaness	
Tourism	Increased tourism activity and expenditure associated with having additional retail and café / restaurant / bar / entertainment floor space located at major tourist location (p54)	<p>In line with our recently developed Tourism Strategy</p> <p>The development plan and conditions ensure the effective support to residents and visitors to our City through the promotion of respectful visitor behaviour.</p>	investigate with BBC the provision of a visitor information centre/shop to promote local tourism products linking the wider precinct and local businesses to the triangle, promote respectful visitor behaviour and further strengthen our relationship with IMAP partners particularly Melb and Fed Square information booth
Heritage value preserved.	The refurbishment of the Palais Theatre as part of the Triangle site development will help preserve and enhance a building of particular historical and cultural significance. (p54)	<p>Redeveloping the Palais Theatre to its original form will increase the historical and cultural significance of the City</p> <p>Exploring strategies to support community based creative industries</p>	

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Employment	Improved employment opportunities (p56)	<p>The proposed development will provide enhanced employment opportunities for many of our residents, particularly in the hospitality, retail and service areas. .</p> <p>The location of the training centre within the City is a positive benefit to our education and training capacity and provides significant opportunity for people in this field.</p>	
Amenity issues during construction	Nuisance value of construction affecting visitors to St Kilda beach... reduced visitation during construction. (p59)	<p>Council recognises that during construction there will be decreased amenity in the local area. Council will ensure that minimal disruption occurs during this time and ensure procedures and guidelines are followed to minimise disruption</p> <p>As per developer's construction management plan and operational plan</p>	
Open Space	In the net community benefit the SGS report does not quantify the value of open space, due to the small size (relative to the St Kilda beach front) (p51)	<p>The amount of open space provided with this development as well as the improved access to the foreshore has positive benefits and increase availability of open space.</p> <p>It is well established that access to quality open space provides a number of benefits such as; personal enjoyment, physical and mental health enhancement and provision of venues for community connections. This is in line with our parks and open space strategy.</p> <p>Increase in useable open space amounts to be clarified and included here</p>	
Food Security	Incorporation of a supermarket and fresh food outlets developed on the Triangle site. (p52)	<p>The proposed development will increase the availability of food sources for local residents. This has positive benefits in relation to some aspects of food security</p> <p>Additional fresh food options will improve food security within the area and is therefore consistent with the Health and Well Being Plan 2007</p>	
Provide mix of targeted demographic to the site and venues	Provide mix of targeted demographic in venues (p51)	<p>Achieved - - see dot 2 of point 1 and Table 1 of Citta letter of 10/12</p> <p>Council will work with the developers to ensure that their management plan provides for a mix of demographics.</p> <p>The diversity of entertainment venues would be achieved through the Development Agreement with Council (not as a planning condition on the Development Plan).</p>	

