
STRATEGY AND POLICY REVIEW COMMITTEE

7 APRIL 2008

POLICY AND PLANNING

A5	FITZROY STREET STREETScape UPDATE
LOCATION/ADDRESS:	FITZROY STREET & HIGH USE SURROUNDS, ST KILDA
RESPONSIBLE EXECUTIVE DIRECTOR:	GEOFF OULTON, EXECUTIVE DIRECTOR COMMUNITY DEVELOPMENT AND PLANNING
AUTHOR:	DAVID MCCAFFREY, TRANSPORT PLANNER & TANJA HEIL, PLACE MANAGER ACTIVITY CENTRES
FILE NO.:	12/02/26 78/18/670
ATTACHMENTS:	1. FITZROY STREETScape UPDATE (MARCH 2008) 2. CONSULTATION APPROACHES (MASTERPLAN, FORESHORE CONNECTIONS, FITZROY TOILET) 3. FITZROY STREET FORESHORE CONNECTIONS (CONCEPT DESIGN, PROJECT FUNDING SCHEDULE, PROJECT TIMELINES) 4. FITZROY STREET TOILET: SUMMARY OF SUBMISSIONS

1. EXECUTIVE SUMMARY

- 1.1. This report presents an update and seeks to confirm the direction of 3 key projects progressing in Fitzroy Street, namely:
 - 1.1.1. Fitzroy Street Masterplan
 - 1.1.2. Fitzroy Street Foreshore Connections
 - 1.1.3. Fitzroy Street Toilet
- 1.2. It should be noted the report is structured around:
 - 1.2.1. A common summations of the three projects background and context.
 - 1.2.2. Individual project description, recommended option and discussion of issues
 - 1.2.3. A common summation of participation and engagement (given recent coordination of public consultation conducted on these projects), communications and recommendation.

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- 1.3. This report presents Council with an update of the development of a Masterplan for Fitzroy Street. This project will be a step forward in progressing safety and amenity issues identified within the public realm through the Fitzroy Street Taskforce.
- 1.4. Both the Fitzroy Street Foreshore Connections and the Fitzroy Street Toilet projects have substantially progressed. To ensure the timely delivery of these projects within the 2008/2009 capital works program, this report seeks Council:
 - 1.4.1. adopt the schematic design for the Fitzroy Street Foreshore Connections project;
 - 1.4.2. approve lodging a planning permit application for the Fitzroy Street Foreshore Connections projects; and
 - 1.4.3. approve lodging a planning permit application for a new toilet facility at the Park Street Tram Terminus.

This will enable these projects to be progressed through detailed design, statutory planning and contract documentation, ensuring timely delivery.

2. BACKGROUND AND CONTEXT

2.1. Historic Context

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 a night time role is now perceived as the dominant function, contributing to both its attraction and conflict.

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.

2.2. Recent Projects

Of relevance to Fitzroy Street, in 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;
- Fitzroy Street Foreshore Connections Project;
- The St Kilda Skate Park;
- Fitzroy Street North Footpath Renewal;
- Fitzroy Street Taskforce;
- Fitzroy Street Lighting Audit; and
- City of Port Phillip Public Toilet Strategy.

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These activities provide a substantial base of information which will inform the development of an overriding plan to guide future works in the precinct. Notwithstanding, it is imperative they be conceived and delivered in a coordinated approach. Further it is integral any new works incrementally improve and foster local area amenity and function.

2.3. Current Projects

Of projects within Council's 5 year capital works program in Fitzroy Street, consideration is required to ensure delivery within 2008/09 for:

Fitzroy Street Foreshore Connections Project (refer Section 6); and

City of Port Phillip Public Toilet Strategy Implementation (refer Section 9).

Both projects are considerably progressed and have comprised substantial public consultation and response.

3. FITZROY STREET MASTERPLAN

- 3.1. The development of a Masterplan for Fitzroy Street will be one of a series of longer term planning projects required to create a safer & more livable St Kilda. It is intended the Masterplan will form part of a structure plan (project anticipated to commence in 2008) for the wider St.Kilda Activity Centre.
- 3.2. The Masterplan will be used as a tool to guide future renewal and new works within the centre over a 5 year period. It 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.
- 3.3. The development of the plan will be based on the substantive consultations and directions identified over the past 12 months through the *Fitzroy Street Taskforce* and project specific consultations. Attachment 2.1 outlines a suggested consultation strategy for the Masterplan's development, identifying key project phases and suggested consultation outcomes.
- 3.4. The plans development will be informed through a Reference Group comprising members of the Fitzroy Street Taskforce (Safety and Streetscape subgroups), key stakeholders, interested residents and businesses.
- 3.5. The project has recently commenced through the public inform achieved through the Fitzroy Streetscape Update (refer Section 11.2 of this report).
- 3.6. Wider community input and involvement will be achieved through public exhibition of the draft plan which is anticipated to commence during May 2008.

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4. RECOMMENDED OPTION (FITZROY STREET MASTERPLAN)

4.1. Council notes the project approach and the Stakeholder / Consultation Strategy to develop a Masterplan for Fitzroy Street (Attachments 1 & 2).

4.2. Criterion for recommendation

4.2.1. Enabling the progression of the Fitzroy Street Masterplan will ensure a complimentary series of public realm projects (new works, renewals, and those anticipated to be delivered by service providers (e.g. Yarra Trams) are delivered within the street.

4.2.2. The Masterplan updates provide the most cost effective means to continue wider public information and engagement on a series of projects relevant to the local area. The updates enable the coordinated communication of projects assisting council to achieve wider public support, through continued public information.

4.2.3. The continued development of a Masterplan will further enable Council to respond and progress issues and actions identified through the Fitzroy Street Taskforce that are relevant to the comfort and livability of public spaces within the street.

4.3. Sustainability assessment

Social Pillar	The development of a Masterplan for Fitzroy Street will continue Council's commitment to equitable access through amenity improvements within the precinct.
Economic Pillar	The delivery of amenity improvements are integral in contributing the continued economic health of local commercial environs.
Environmental Pillar	The development of a vision through the masterplan will identify elements within the street that are valued by the local and visitor communities. Ecologically sustainable design principles will be provided for the street at a macro level, and will provide a point of inform through all aspects of project delivery within the precinct.
Cultural Pillar	The development of a Masterplan will provide an opportunity for a range of user groups, ages and abilities to input into the development of a strategy to guide future public realm works and renewal. It will provide a tool through which, for example the overarching principles ¹ for the future of Fitzroy Street developed by Taskforce members, may be challenged and where appropriate incorporated into a plan to guide public realm works.

¹ e.g. *Agreed Taskforce Principles* as outlined within 'Fitzroy Street Taskforce: Summary Reporting & Transcript' (Aug 2007) Red Road Consulting

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4.4. Policy and legislative implications

The development of a Masterplan 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 the Masterplan will form part of a structure plan (project anticipated to commence in 2008) for the wider St Kilda Activity Centre.

Numerous policies are of relevance to the development of a Masterplan within the street, namely:

Activity Centres Strategy: City of Port Phillip

Sustainable Transport Framework, Public Transport Strategy, Road Users Safety Strategy 2002 – 2007,

Disability Action Plan 2003 – 2008,

Melbourne 2030, Meeting our Transport Challenges, Linking Melbourne (State Government)

Legislative implications:

Federal: Disability Discrimination Act 1992 (DDA)

4.5. Risk implications

The extensive public consultation progressed through the Masterplan Updates, in addition to that conducted through individual projects, is seeking to minimize known risks to Council.

4.6. Resource implications

4.6.1. The development of the masterplan will be provided within existing operational budgets.

4.6.2. It is anticipated the development of the Fitzroy Street Masterplan will identify a series of projects that may require financial commitments. It is expected these will be referred to Council's annual capital and recurrent budget planning processes as required. The development of this plan will enable the most efficient use of Council resources (e.g. negating the duplication of renewal and new works), and ensure new works are complimentary.

5. ALTERNATIVE OPTIONS (FITZROY STREET MASTERPLAN)

5.1. Alternative 1

Do not progress the development of a masterplan

5.1.1. Risk implications

A key risk in not progressing the development of a Masterplan for the Street will be the continued perception by stakeholders, particularly those engaged in the Fitzroy Street Taskforce, that Council is not committed to improve the streetscape environment.

Individual projects (including renewal, new works) will continue to progress in the absence of an overarching vision for the street.

The communication of individual projects to key stakeholders and the wider community will not be coordinated.

6. FITZROY STREET FORESHORE CONNECTIONS

6.1. Fitzroy Street foreshore connections is one of the 17 major projects identified in the 2001 Urban Design Framework for the St.Kilda foreshore and environs.

6.2. This project has been developed over the past three years in concert with major stakeholders, including Yarra Trams, VicRoads, Fitzroy Street Traders Association, West St.Kilda Residents Association and St.Kilda Edge Interested Parties Forum.

6.3. Council appointed Coffey Partners in mid 2007 to project manage delivery.

6.4. 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, tendering and contract administration.

6.5. 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, providing physical separation between cyclists and motorists on Fitzroy Street. It is an integral section of the new 'Lake Route' bicycle facility linking the St.Kilda Foreshore to the Yarra River, via Albert Park, Cecil Street and the new Convention Centre.

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, incorporate Cleve Gardens and provide 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 between Fitzroy Street 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.

6.6. Project Partnerships

The project is steered by a Project Control Group with the following representation:

City of Port Phillip	Renewal, Parks & Open Space
Tract Consultants	Urban Design
Cardno Grogan Richards	Traffic and Civil
VicRoads	Road authority
Yarra Trams	Tram component
Melbourne Water	Water Sensitive Urban Design

6.7. Consultation (See part Attachment 2, and pg 6 Attachment 1)

In addition to the Masterplan Update (refer Section 11.2) consultation during this period comprised:

In-Centre Display board in Cleve Gardens

Two in-centre consultation sessions

Two trader consultation sessions

Two community / SKE Interested Parties Forum stakeholder sessions

A planning permit application for the project is proposed to be submitted in early April pending Council's resolution on this element.

6.8. Consideration of Submissions

This is ongoing and will feed into the detailed design phase of the project, which is scheduled from March 12 – May 28. At the time of writing this report, a small number of submissions have been made, with the trend in support of the project.

7. RECOMMENDED OPTION (FITZROY STREET FORESHORE CONNECTIONS)

- 7.1. It is recommended that Council:
 - 7.1.1. Notes the status and approves the continued implementation of this project as outlined within supporting attachments.
 - 7.1.2. Adopt the schematic design for the Fitzroy Street Foreshore Connections project.
 - 7.1.3. Approve lodging a planning permit application for the Fitzroy Street Foreshore Connections projects.

- 7.2. Criterion for recommendation
 - 7.2.1. The adoption of the above recommendations will ensure the continued and timely delivery of capital projects within Fitzroy Street precinct within the 2008 / 09 capital works program.
 - 7.2.2. The Fitzroy Street Foreshore Connections project, further schematic design, statutory planning and contract documentation is required to ensure delivery within 2008 / 09.
 - 7.2.3. Any delay within this project, may see non delivery placing at risk \$1.1Million funding that has been committed from VicRoads and Yarra Trams.

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7.3. Sustainability assessment

Social Pillar	<p>Public transport, cycle and pedestrian use encourage more people to be active and interactive on the street by reducing the barriers created by higher vehicle volumes and speeds and increasing the opportunities for interaction at the 'human level'.</p> <p>The construction of DDA compliant tram stop infrastructure provides access for all, particularly those with mobility impairments, the elderly, pram users, shopping trolleys, etc. DDA compliant tram stops also significantly improve safety by reducing or eliminating the possibility for vehicle / tram patron conflicts.</p>
Economic Pillar	<p>Providing project certainty will enable the timely delivery of the project within the 08/09 financial year. This will assist in ensuring the directions within Council's Annual Budget (2008/09) and Strategic Resource Plan are achieved.</p> <p>The non delivery of the Foreshore Connections projects will result in the loss of external contributions to the project (see Attachment : Project Funding Schedule)</p> <p>Economic viability is improved by shifting travel to more efficient modes, such as walking, cycling, tram and other public transport, whilst increasing the potential for greater use of the local economy – via shorter trips.</p> <p>Creating an attractive high profile entry point to the St Kilda Foreshore will revitalise the end of Fitzroy Street and attract increased business activity to the local businesses and businesses in the surrounding area.</p>
Environmental Pillar	<p>The environmental benefits of reducing reliance on the private motor vehicle and subsequent higher dependence on walking, cycling and public transport are well documented, notably the greenhouse effect, and local concerns, especially improvements in air quality, reduced vehicular noise and lower vehicle speeds.</p> <p>Urban design outcomes achieved in this project will offer major environmental benefits by reducing the area of impermeable hard surfaces, incorporating water sensitive urban design and instating native plantings.</p>
Cultural Pillar	<p>Improvements in 'sense of place' are enhanced by significant public spaces. The incorporation of new generation tram stops, enhanced footpath facilities and improved connections between Fitzroy Street and the foreshore increases the potential for formal and informal gatherings / interactions between people to enjoy public art, use as a resting places, and to 'people watching'.</p>

7.4. Policy and legislative implications

Numerous policies are of relevance to the development of a Masterplan and project delivery within Fitzroy Street, namely:

Sustainable Transport Policy: City of Port Phillip

Sustainable Transport Framework, Public Transport Strategy, Road Users Safety Strategy 2002 – 2007,

Walking Strategy 2005 - 2010

Disability Action Plan 2003 – 2008,

Melbourne 2030, Meeting our Transport Challenges, Linking Melbourne (State Government)

Legislative implications:

Federal: Disability Discrimination Act 1992 (DDA)

State: Disability Standards for Accessible Public Transport 2002 (DSAPT)

7.5. Risk implications

Planning approval and community acceptance of proposed design.

7.6. Resource implications

The project has been budgeted for between council's Capital Works Program and external contributions from Yarra Trams and VicRoads (Attachment 3).

8. ALTERNATIVE OPTIONS (FITZROY STREET FORESHORE CONNECTIONS)

8.1. Do not adopt the schematic design for the Foreshore Connections Project

8.1.1. Policy and legislative implications

- Non delivery of SKE project 13
- Non delivery of DDA upgrade of tram stop

8.1.2. Risk implications

- Ongoing safety risks for pedestrians, cyclists and PT users is at risk

8.1.3. Resource implications

- Loss of project contributions / project partnership

9. CITY OF PORT PHILLIP PUBLIC TOILET STRATEGY

- 9.1. In June 2007, Council formally adopted the City of Port Phillip Toilet Strategy. The highest priority delivery within this strategy is the need for a new facility in the Fitzroy Street commercial precinct. This will address frequent concerns raised by residents and traders in this local area.
- 9.2. An initial consultation period to inform the selection of a site was conducted during February and March 2008. The principal intention of this period has been to communicate the principles for site selection, and seek feedback on the suitability of 4 possible sites (refer to Attachment 1 p.6).
- 9.3. In addition to the Masterplan Update (refer Section 11.2 of this report) consultation during this period comprised:
- A mailout to residents and businesses within immediate proximity of the 4 possible sites (400 approx).
- Notice in the Emerald Hill Times (25 February 2008).
- Making the site assessment available on Council's Website, and at the St Kilda Town Hall.
- Discussion with the Fitzroy Street Traders Association.
- 9.4. Consideration of Submissions:
- 9.4.1. Between February and March 2008, 22 written submissions have been received by Council, in addition to 6 phone calls (refer Attachment 4 Fitzroy Street Toilet Summation of Submissions).
- 9.4.2. Site 1: Adjacent to the proposed Skate Park Facility
Respondents preferred site: 9
Objection to this Site: 12
- Site 1 raised both the greatest level of support, and greatest level of objection.
- Key concerns cited included safety, proximity to the school and skate park, the lack of people in this section of the street and the suggestion that the need in this location could be better addressed through signage to the existing toilets.
- Notwithstanding a submissions were received that identified evident need in this location.
- Officer Response:
- This site does not address the need which is generated in the commercial core of Fitzroy Street. Where a need is identified for park users, it is perceived it should be reviewed through Park Victoria (the land managers of this Albert Park Reserve). Notwithstanding a publicly accessible toilet is located approximately 200 metres from the proposed stake park facility at the Metropol. The presence and use of this facility could be improved through the provision of signage, and enforcement to ensure these facilities are made available to the public.

- 9.4.3. Site 2: Jackson Street carpark
Respondents preferred site: 3
Objection to this Site: 6

Submissions received against this site reinforced existing safety concerns in this location.

Officer Response:

This site does not provide direct address to the main commercial activity on Fitzroy Street, and subsequently may not have a visual presence that will adequately address visitor need.

The lack of direct activity in vicinity of this site provides limited opportunity for natural surveillance and observation, presenting concerns of the safety of a facility and users in this location.

- 9.4.4. Site 3: Intersection of Park Lane
Respondents preferred site: 5
Objection to this Site: 2

Key comments made in support of site 3 are the proximity to users and crowds (particularly during the festivals and events).

Officer Response:

This site addresses the area where the greatest need for a new facility is generated. It will achieve good natural surveillance. Notwithstanding the toilet will be within immediate proximity of an existing shop front, obscuring clear sight lines to the business from Fitzroy Street. An alternate option was suggested for this site which required the partial closure of Park Lane. This will incur substantial project costs for the construction of a facility and will impede local area traffic movements.

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- 9.4.5. Site 4: Park Street Tram Terminus
Respondents preferred site: 7
Objection to this Site: 2

Submissions received have cited good pedestrian access, and the proximity of the tram terminus. Objections to the site include proximity to existing businesses (which have toilets provided within premises) and the perceived extension of problem behaviour evident on Fitzroy Street into the Park Street locale. Further concern was raised on the heritage and level of environmental amenity in this precinct.

Officer Response:

Site 4 is Council officers preferred option.

This site is highly visible from adjoining activity, whilst not being located directly adjacent to existing doors, windows or activity.

In this location the toilet would be directly accessible from both the adjacent tram stops, and given the pending upgrade of the Park Street Tram Terminus, the co-location of these projects will enable wider consideration of streetscape improvements in this precinct and cost sharing during construction.

It is considered the design of a facility in this location will require substantial consideration of the architectural and landscape qualities of this precinct.

10. RECOMMENDED OPTION (FITZROY STREET TOILET)

It is recommended Council:

- 10.1.1. Notes the project's current status, adopts the project's suggested implementation strategy.
- 10.1.2. Proceed with schematic design and planning permit application for a new toilet facility at the Park Street Tram Terminus.
- 10.2. Criterion for recommendation
 - 10.2.1. The adoption of the above recommendations will ensure the continued and timely delivery of this project within the 2008 / 09 capital works program.
 - 10.2.2. A review of possible site's for a new toilet facility has been conducted, in addition to a substantial consultation on the selection of a site.
 - 10.2.3. Given the progression of public inform and discussion on this project to date, confirming the Park Street Tram Terminus as Council's preferred site, prior to commencing schematic design will ensure a level of confidence in future public consultation post concept design and during the pending statutory planning phase.

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10.3. Sustainability assessment

Social Pillar	The delivery of the Fitzroy Street Public Toilet will ensure equitable access is provided to required amenities for all users and abilities, in an area of need.
Economic Pillar	<p>Providing project certainty for the siting of the new facility will enable the delivery of current capital projects as identified within Council's 5 Year Capital Works program.</p> <p>This will assist in ensuring the directions within Council's Annual Budget (2008/09) and Strategic Resource Plan are achieved.</p> <p>The delivery of amenities is integral in contributing the continued economic health of local commercial environs, particularly for visitors and tourists within the precinct.</p>
Environmental Pillar	Significant environmental aspects will be achieved through the incorporation of ecologically sustainable design principles within the new facility.
Cultural Pillar	It is anticipated the concept design for a new facility will reflect both the social conditions and quality of environs highly valued and experienced within the precinct.

10.4. Policy and legislative implications

Numerous policies are of relevance to the progression of a toilet in this precinct, namely:

Public Toilet Strategy: City of Port Phillip

Disability Action Plan 2003 – 2008,

Legislative implications:

Federal: Disability Discrimination Act 1992 (DDA)

10.5. Risk implications

All sites reviewed in Fitzroy Street will incur objection. It will be integral that Council continue to clearly articulate through all phases of the project's progress the decision making process, principles for siting and design of a new toilet facility, and the underlying need for a facility in the precinct.

10.6. Resource implications

Within the 5 Year Capital Works Program \$180,000 is allocated for the construction of a new toilet facility within Fitzroy Street.

Following initial project investigations and preliminary cost estimates, a revised business case for \$330,000 has been prepared for consideration within the 2008 /09 capital works program. It should be noted given the anticipated upgrade of the Park Street tram terminus, cost sharing may be achieved during the construction of both these projects.

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10.7. Alternative

Do not proceed with a schematic design of a new facility at the Park Street Tram Terminus.

10.7.1. **Risk implications**

Not presenting a formal resolution on the siting of a new toilet facility within the precinct may leave council officers subject to further discussion on the toilet site, once a concept design has been progressed.

Under this scenario it may be likely the toilet would not be delivered during 2008/09. Any cost sharing likely to be achieved during construction through the Upgrade of the Tram Terminus will be lost.

11. PARTICIPATION AND ENGAGEMENT (ALL PROJECTS)

11.1. Internal

11.1.1. The departments who have / will continue to be engaged in relation to these projects include:

<i>Masterplan</i>	<i>Fitzroy Street Foreshore Connections</i>	<i>New Toilet Facility</i>
<ul style="list-style-type: none"> ▪ Economic Development ▪ Development Compliance ▪ City Development (Strategic Planning) ▪ Building and Green Spaces (Urban design) ▪ Asset services ▪ Community Health & Development ▪ Environment & Renewal ▪ Youth & Recreation ▪ Ward Councillor ▪ Director Community Development & Planning 	<ul style="list-style-type: none"> ▪ City Development (Planning and permits) ▪ Building and Green Spaces (Urban design) ▪ Asset services ▪ Economic Development 	<ul style="list-style-type: none"> ▪ City Development (Planning and permits) ▪ Asset services ▪ Economic Development ▪ Environment & Renewal ▪ Community Health & Development ▪ Ward Councillor

11.2. External

11.2.1. Given the varied project status of each project, different levels of public consultation and engagement have been achieved. An outline of the community consultation strategies for each project is attached within Attachment 2.

11.2.2. During February and March 2008, council officers conducted a coordinated public inform & consultation through the 'Fitzroy Streetscape Update (March 2008)' (refer Attachment 1).

- 11.2.3. The intention of the Update was to:
- Inform community of the development of a Masterplan for the Street, and seek those groups currently under represented through the Fitzroy Street Taskforce (young people, residents and businesses geographically spread across the study area) to join the reference group;
 - Seek public comment and response on the draft design prepared for the Fitzroy Street Foreshore Connections project;
 - Provide an overview of the need, the principles for successful siting of a public toilet, and seeking public response to the four possible toilet locations identified; and
 - Provide a brief point of inform for other Council projects being progressed in the precinct.
- The distribution of the update during this period comprised:
- 2200 letterbox drop of the update to surrounding commercial and residential areas;
 - A mail out (400 approx.) to residents and businesses within immediate proximity of the 4 possible toilet sites;
 - Registered post mailout to property owners proximate to the Cleve Gardens project;
 - Information available on Council's Website;
 - Distribution to members of the Fitzroy Street Taskforce; and
 - Discussion with the Fitzroy Street Traders Association.

12. COMMUNICATION

The key messages arising from the recommendation contained in this report include:

- 12.1. Fitzroy Street Masterplan:
- 12.1.1. The development of a Masterplan for Fitzroy Street has commenced.
 - 12.1.2. This is a major step forward in progressing the issues identified through the Fitzroy Street Taskforce.
 - 12.1.3. A draft plan will be available for public response in May 2008.

12.2. Foreshore Connections:

- 12.2.1. Is a major project of St Kilda's Edge.
- 12.2.2. Fitzroy Street – Foreshore Connections has been developed with extensive community input and involvement.
- 12.2.3. There will be a vibrant new public space around Cleve Gardens and much better access to the foreshore
- 12.2.4. These projects will make Fitzroy Street safer and more economically prosperous.
- 12.2.5. There will be better access to public transport and safer cycling routes

12.3. New Toilet:

- 12.3.1. An assessment of possible sites in the precinct and consideration of the comments received by the community has been conducted.
- 12.3.2. A concept design is be prepared for a new facility adjacent to the Park Street Tram Terminus.
- 12.3.3. This facility best achieves the key principles for the siting of toilet facilities, and will compliment the upgrade of the Tram Terminus anticipated to be delivered by Yarra Trams during 2008/09.

12.4. It is anticipated the Fitzroy Streetscape Masterplan Updates will continue to be distributed within the precinct at key milestones through the Masterplan's development.

These updates will further provide a tool to inform the wider community and stakeholders of the ongoing implementation of projects within the precinct.

13. RECOMMENDATION

That the Strategy and Policy Review Committee recommend that Council:

- 13.1. Notes the project approach and implementation strategy to develop a Masterplan for Fitzroy Street.
- 13.2. Notes the status and approves the continued implementation of projects as outlined in this report and supporting attachments.
- 13.3. Adopt the schematic design for the Fitzroy Street Foreshore Connections project and approve lodging a planning permit application.
- 13.4. Approve the Park Street Tram Terminus as the preferred location for a new toilet facility, and proceed with schematic design and planning permit application.