

What area is included in the Waterfront Place Precinct?

Design guidelines and a public realm concept design will be developed for the Waterfront Place precinct, which comprises:

- Private sites which may be developed in the future:
 - 101 Beach Street
 - 103 Beach Street
 - 1-7 Waterfront Place[^]
- Publicly managed land:
 - Route 109 Tram Terminus (VicTrack)
 - 9, 11 & 13 Waterfront Place (Council as Committee of Management)
 - The public realm including Port Plaza, Waterfront Place, Bay Trail, Station Pier car park and Beach Street car park (Council as Committee of Management).

[^] Please note that detailed planning controls are already in place for 1-7 Waterfront Place and will not be revised. The site is included in the study area to ensure integration between sites and a whole-of-precinct response.

What are design guidelines?

Design guidelines provide a framework for guiding the preferred future built form and function of the site. They consider the height, scale, location and massing of new development, and the location and quality of public open space. Design guidelines are generally implemented by being translated into planning controls in the Planning Scheme (implemented via a planning scheme amendment) to guide decision making on new development.

What is an urban design framework?

An Urban Design Framework (UDF) is a document that sets out the future form and character of an area. It is a design tool for presenting and then physically interpreting local visions and strategies. UDFs focus on managing change and setting new directions for development of the urban environment. Community values are considered alongside the needs of governments and their agencies as well as commercial stakeholders.

What are project parameters?

Project parameters are the objectives for the project which identify the key priorities, challenges and opportunities for the Waterfront Place precinct. Each parameter is accompanied by a description of what that parameter means to the community, explaining what the community was thinking and why it is important.

The project parameters will be used to inform the preparation of the draft design guidelines and draft Public

realm concept design.

Why do we need design guidelines?

The planning controls which exist over the majority of the precinct (with the exception of 1-7 Waterfront Place[^]) were applied in 1990 to facilitate the development of the Beacon Cove Estate, a master-planned residential community jointly developed by Mirvac and Major Projects Victoria between 1996 and 2006 (in two stages).

The planning zone (Comprehensive Development Zone) was applied over the site to enable one specific outcome on the site - which has been constructed. As such, the planning controls for the precinct are outdated and do not provide sufficient height, built form and public realm interface guidance. They are also interrelated / contingent on development with existing covenants.

The Comprehensive Development Zone restricts community participation in the planning permit process, which is no longer appropriate.

For this reason, it is important that Council undertake further strategic work to guide the future of the Port Melbourne waterfront, and ensure that the privately owned sites are shaped by clear and relevant planning controls.

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Why do we need a public realm concept design?

For a number of years there has been uncertainty around several key sites in the Port Melbourne Waterfront area and the integration of these sites with the public spaces of the waterfront as a major gateway to Melbourne. For example, the proposed development of 103 Beach Street, 1-7 Waterfront Place and the Tram 109 terminus all interface with the public land identified as the Port Plaza area.

The Port Melbourne waterfront and the Waterfront Place precinct have physical challenges in moving large numbers of people and vehicles, and providing adequate public space that supports its role as an international gateway to Melbourne. Preparation of a concept design for the public realm at Waterfront Place will help guide its function as a world class arrival experience for Cruise ship passengers.

A public realm concept design will provide clarity for public realm outcomes which enable Council to negotiate with landowners on development applications, assess benefits of future potential capital works, advocate for integrated public/private projects and work with the State government and private sector to deliver upon recommendations.

What community consultation has been undertaken previously in this area?

Council have prepared a [Background Issues Report](#) for this project. *Section 2 – What we already know* outlines the key projects in this area along with the community consultation undertaken.

Will this change the 1-7 Waterfront Place design guidelines?

No, the scope of this project excludes the existing Design guidelines for 1-7 Waterfront Place. The site has been included in the study area to ensure integration between sites.

Can the land use, building heights stay the same as they are now?

Design guidelines for the Waterfront Place precinct will set parameters for future development land use, view lines, building envelopes (building siting, height, massing, setbacks and street wall height, solar access), pedestrian and cyclist links, car parking and vehicle access and public spaces. This will provide sufficient guidance to ensure high quality development and appropriate use / activity while protecting local amenity and liveability. This may result in changes to existing land uses and/or building heights.

Will this project address the issue of vehicle accessibility to the Station Pier car park for customers?

The scope of this project does not include vehicular traffic issues into and out of the site, other than those related to location of access points related to the specific land uses.

Will this project address the car parking fees and times?

Car parking fees and times will not be addressed by this project.

How will this project impact existing planning applications?

The outcomes of this project will not take effect until a planning scheme amendment has been completed. Until that time, the existing planning scheme applies to all current planning applications.

Is this project fully budgeted, including construction?

This project scope does not currently include construction, as this will be subject to future Council Budget deliberations. However, the outcomes of this project will assist in refining future construction costs.