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Stakeholder Workshop

Workshop Purpose

To refine the priorities, challenges and opportunities within Waterfront Place to inform the preparation of Design Guidelines and a Public Realm Concept Design.

Council Promises to:

- Provide you with a summary of the workshop.
- Consult online with the broader community on the draft project parameters from the workshop.
- Use the stakeholder and community feedback to inform the preparation of the Design Guidelines and Public Realm Concept Design.

Our Agenda

Monday 22 August 2016

5.45pm *Open for registration and refreshments*

6.00pm *Welcome and Context*

Part 1 – Our Context

An opportunity to reflect on the work to date and how this project connects to Council strategies.

Part 2 – Our Parameters

Working together to identify priority parameters that are important for us.

8.20pm *Next Time*

Our reflections on the workshop process and what will happen next.

8.30pm *Session Ends*

Invited participants

We have invited representatives from:

- Landowners, Leasees and Developers
- Beacon Cove Residents Association
- Bicycle User Group
- Port Melbourne Historical & Preservation Society
- Port People Inc
- Port of Melbourne Corporation / Victorian Ports Corporation
- Victorian State Government agencies and departments
- Social Health and Inclusion Port project
- Vibrant Villages Partnership Group – Beacon Cove / Garden City
- Waterfront Welcomers
- Port Melbourne Business Association

Workshop team

This workshop is being coordinated by:
Keith Greaves – Facilitator

Participants are expected to:

Prior to the workshop:

- Read the Background Issues Paper

At the workshop:

- Have conversations with other workshop attendees and join group conversations on topics
- Identify key insights from the existing data (previous work in the area)
- Identify priorities, challenges and opportunities within Waterfront Place.
- Respect other people's point of view.

ESSENTIAL READING PRIOR TO THE WORKSHOP

Executive Summary	page 6
Study area	page 9
Project outputs & process	page 10-11
Project scope	page 12
Definitions	page 15
Project parameters	page 25



FIGURE I. WATERFRONT PLACE PRECINCT CONTEXT (FROM DESIGN GUIDELINES - I-7 WATERFRONT PLACE)

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Executive summary

The Waterfront Place precinct and Station Pier, in the suburb of Port Melbourne (refer Figure 1), are currently undergoing change with a number of development applications and proposed modifications to traffic access adjacent to the precinct (Beach Street Queuing Lane precinct).

The Stakeholder Workshops is the first step in the preparation of Design Guidelines which will inform a Planning Scheme Amendment and a concept design for the public realm. Together this ensures that public and private land can develop whilst protecting what's important to residents, traders and visitors.

COMMUNITY CONSULTATION

To commence the project, Council is engaging with the community to define the project parameters, building on upon previous community engagement outcomes. The project parameters will inform the preparation of the Design Guidelines and Public Realm Concept Design.

This Background Issues Paper has been developed to distribute to the community and other relevant stakeholders for information as part of the engagement process.

BACKGROUND ISSUES PAPER

The Background Issues Paper is structured into three parts:

SECTION 1

Provides an overview of the Waterfront Place

Precinct Design Guidelines and Public Realm Concept Design project, including the purpose, process, outputs, benefits and scope.

Private sites in the project scope include:

- 101 Beach Street
- 103 Beach Street
- 1-7 Waterfront Place (interface only)

Publicly managed sites in the project scope include:

- 9, 11 & 13 Waterfront Place (Council as Committee of Management)

SECTION 2

Provides an overview of the range of projects undertaken to date in the Port Melbourne Waterfront area and an outline of the extensive community engagement associated with this work.

SECTION 3

Outlines the current issues and opportunities which exist within the precinct, which have been identified through the community engagement and policies and strategies in Section 2. These include:

- Enhancing the Waterfront Place precinct as an international gateway at the Port of Melbourne - integrating land uses, buildings and public realm.
- Improving the underutilised public realm - enhancing the amenity of the public realm and defining the function of each space

- Ensuring new development responds to the precinct's context and the various sensitive interfaces - low rise residential, heritage station building, Station Pier, public spaces and the foreshore.
- Improving pedestrian and cyclist links - to and from various destinations including Station Pier, the 109 light rail and the foreshore.
- Reducing conflict between users (pedestrians, cyclists and vehicles) - due to the broad range of functions, destinations and activities.

NEXT STEPS

A workshop with key stakeholders will be held on Monday 22 August 2016 to develop project parameters which identify the key priorities, challenges and opportunities for the project. The project parameters will inform the preparation of the draft Design Guidelines and the draft Public Realm Concept Design.

The project parameters will then be publicised on Council's Have Your Say website to seek feedback and comment from the broader community.

Community feedback will be collated and publicised on Council's website.

I. What we're doing and why

PURPOSE

The Port of Melbourne waterfront is an important visitor gateway to Melbourne and Waterfront Place is a local convenience centre for Beacon Cove residents. The Waterfront Place precinct is currently undergoing change with development applications and proposed modifications to traffic access adjacent to the precinct (Beach Street Queuing Lane precinct).

Preparation of the Design Guidelines and Public Realm Concept Design are key actions identified in the Port Melbourne Waterfront UDF. The following projects are listed in the Implementation Strategy:

- Station Pier*
- Design Guidelines for 103 Beach Street
- Realignment of Bay Trail adjacent to TT-Line freight yard*
- East Edge*
- Port Plaza*
- Creation of Pier Park*
- Cruise Arrival Space*

The Design Guidelines and Public Realm Concept Design will draw on and integrate with the extensive strategic planning and urban design work already undertaken for this precinct (refer Section 2).

* Concept design only

THE NEED FOR 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.

[^] 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.

THE NEED FOR 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.

STUDY AREA

The study area for this project (refer Figure 2) is based on existing zoning, comprising the land along the Port Melbourne waterfront currently zoned:

- Comprehensive Development Zone (CDZ), including Waterfront Place development sites, an area of Port Phillip Bay, the foreshore promenade and beach, Princes Pier and Station Pier.
- Industrial 3 Zone (IN3Z), being the TT-Line freight yard.
- Mixed Use Zone (MUZ), being the property at 1-7 Waterfront Place.

Within the study area is the Waterfront Place precinct, which consists of private and public land (refer Figure 3, opposite).

This project will make recommendations for the preferred planning scheme controls for the study area, to inform a future planning scheme amendment to replace the zones listed above with more appropriate zones and overlays.

The Waterfront Place precinct is the focus for more detailed work in the form of preparation of Design Guidelines and a Public Realm Concept Design.

The preparation of Design Guidelines for Princes Pier may be considered as a potential future project.



FIGURE 2. STUDY AREA AND WATERFRONT PLACE PRECINCT

WATERFRONT PLACE PRECINCT

The Waterfront Place Precinct (refer Figure 3) 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.



- | | |
|-----------------------------|--|
| ■ Waterfront Place precinct | ■ Potential development site (Design Guidelines already in place) |
| ■ Public realm | ■ Potential development site (Design Guidelines to be developed as part of this project) |
| --- Public space | |

FIGURE 3. WATERFRONT PLACE PRECINCT PROPERTIES

PROJECT OUTPUTS

DESIGN GUIDELINES

Design Guidelines will be prepared for the Waterfront Place precinct to guide any future development of the following sites:

- 101 Beach Street (including defining the extent of future development potential given the property's heritage status)
- 103 Beach Street
- 9, 11 & 13 Waterfront Place (should current lease arrangements be subject to change).

Design Guidelines will set parameters for the following aspects of 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.

PUBLIC REALM CONCEPT DESIGN

A concept design will be prepared for the future re-development of the public realm within the Waterfront Place precinct. This will be informed by the outcomes envisaged in the Waterfront Place Urban Design Framework, which will be tested and reviewed in conjunction with the development of Design Guidelines, to ensure integration between the built form and public realm.

The Public Realm Concept Design will inform future detailed designs to be undertaken by Council. Funding has not yet been allocated to detailed design or construction of public realm works.

PREFERRED PLANNING SCHEME CONTROLS

This project will make recommendations for planning scheme controls for the study area and Waterfront Place precinct, to inform a future planning scheme amendment to update existing planning controls (refer page 13 for more information).

PROJECT PROCESS

Figure 4 shows the key stages for the project.

Design Guidelines and Public Realm Concept Design:

- **Stage 1** – Define project parameters with the community
- **Stage 2** – Draft Design Guidelines and Public Realm Concept Design
- **Stage 3** – Finalise Design Guidelines and Public Realm Concept Design

Preferred planning scheme controls:

- For the Waterfront Place precinct, preferred planning scheme controls will be informed by the Design Guidelines.
- For the study area outside of the Waterfront Place precinct, targeted stakeholder consultation

will be undertaken, as a parallel process to the development of the Design Guidelines and Public Realm Concept Design, to inform recommendations for planning scheme controls.

Future work to implement the outcomes of this project:

- Planning scheme amendment.

PROJECT PARAMETERS

Community engagement is an integral part of this project. Council will work with the community, Port operators and other key stakeholders in the area to define the project parameters, prior to any work being undertaken.

The project parameters will identify the key priorities, challenges and opportunities for the precinct, to guide the development of the Design Guidelines and Public Realm Concept Design.

The project parameters will be developed through:

- A workshop with key stakeholder groups in August where participants will define draft project parameters (key priorities, challenges and opportunities)
- Check-in with the broader community in September to get input and feedback on the draft project parameters via a Have Your Say website survey.

Community engagement will also be undertaken in Stage 2 of the project on the draft Design Guidelines and draft Public Realm Concept Design, to ensure alignment with the project parameters.

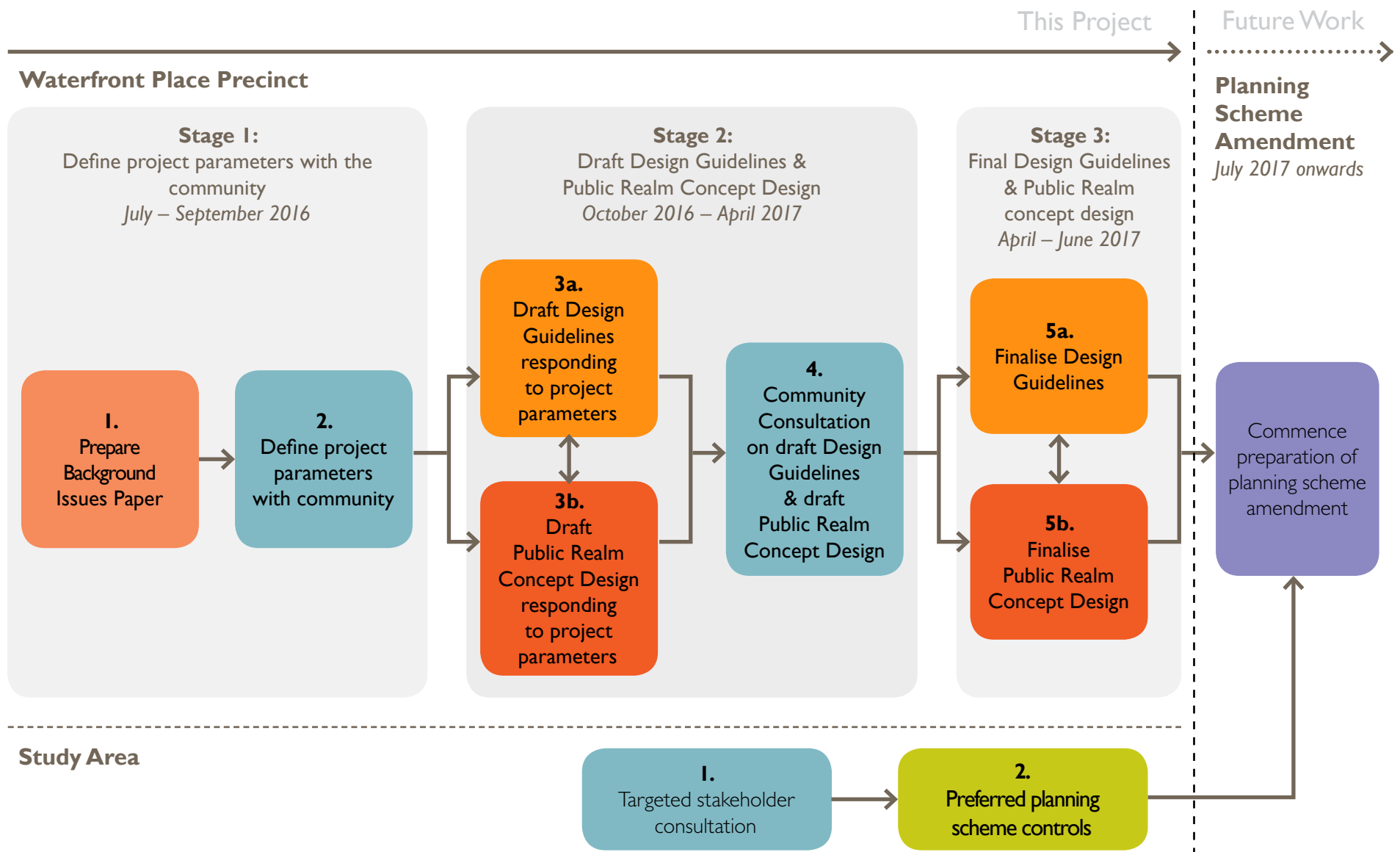


FIGURE 4. PROJECT PROCESS - STUDY AREA AND WATERFRONT PLACE PRECINCT

PROJECT BENEFITS

This project will provide a number of benefits:

- Achieving an **integrated whole-of-precinct response** to development, ensuring the public realm and built form are considered together and in conjunction with the existing planning controls for 1-7 Waterfront Place, to facilitate high quality outcomes.
- Future proof the precinct for potential **infrastructure upgrades**:
 - ensure the location, built asset quality and connectivity of the Sandridge Light Rail shared path, Bay Trail path assets and link to the Tram 109 Terminus are retained to the highest quality in the planning of future upgrade works.
 - protect the option for the future upgrade of the Tram 109 Terminus and the realignment of the Sandridge Light Rail shared path.
 - support Port of Melbourne operations.
- The Design Guidelines and recommendations for planning scheme controls will inform a future planning scheme amendment to **update the current out-dated zoning** which will:
 - establish clear, detailed and prescriptive land use policy and development / design requirements to provide increased guidance for decision-making on planning permit applications,
 - achieve improved economic / land use and development / design outcomes which protect amenity and liveability,

- identify potential public realm, traffic and access improvements,
- enable community participation in the planning permit process,
- provide certainty for all stakeholders.
- The Public Realm Concept Design will **provide clarity for public realm outcomes** which will enable Council to:
 - negotiate with landowners on development applications by resolving design requirements for public assets impacted by private development,
 - assess the benefits of future potential capital works,
 - advocate for integrated public/private projects and work with the State Government and private sector to deliver recommendations,
 - review public toilet location/lease and outdoor dining areas.

PROJECT SCOPE

WHAT'S IN SCOPE

Negotiable:

- Design of the public realm (excluding within 1-7 Waterfront Place)
- Changes to the layout of car parking
- Design Guidelines for the Waterfront Place precinct (excluding 1-7 Waterfront Place).

Non-negotiable:

- Protecting the option for future duplication of the 109 tram terminus.
- Provision of car parking on Station Pier to support Port operations.

WHAT'S OUT OF SCOPE

Non-negotiable:

- Changes to car parking fees and car parking times
- Beacon Cove / Garden City Vibrant Village Partnership Group projects
- Changes to Tourist Information services
- Changes to Cruise Ship or Trans-Tasman Lines operations
- Changes to Lease arrangements for 9,11 & 13 Waterfront Place
- Changes to Port Melbourne Waterfront UDF
- 1-7 Waterfront Place, including changes to the Design Guidelines – 1-7 Waterfront Place and planning scheme controls.
- Changes to Beach Street Queuing Lane project.

Future work:

- Public realm construction drawings and capital works
- Planning Scheme Amendment
- Princes Pier. Potential future project to develop Design Guidelines for Princes Pier.

PLANNING CONTROLS

EXISTING PLANNING CONTROLS

Table 1 provides a summary of the existing planning controls (also refer Figure 5) and the current status of development of the study area.

FUTURE PLANNING SCHEME AMENDMENT

A future planning scheme amendment will include:

- Replacement of the Comprehensive Development Zone with a more appropriate zone and overlay
- Potential replacement of the Industrial 3 Zone with a more appropriate zone and overlay.
- The amendment or removal of various existing covenants applying to land in the Waterfront Place precinct.
- Revised planning controls for
 - 101 Beach Street;
 - 103 Beach Street; and
 - 9, 11 & 13 Waterfront Place.

Please note that detailed planning controls are already in place for 1-7 Waterfront Place, (implementing Design Guidelines – 1-7 Waterfront Place) and these will not be revised as part of this project.

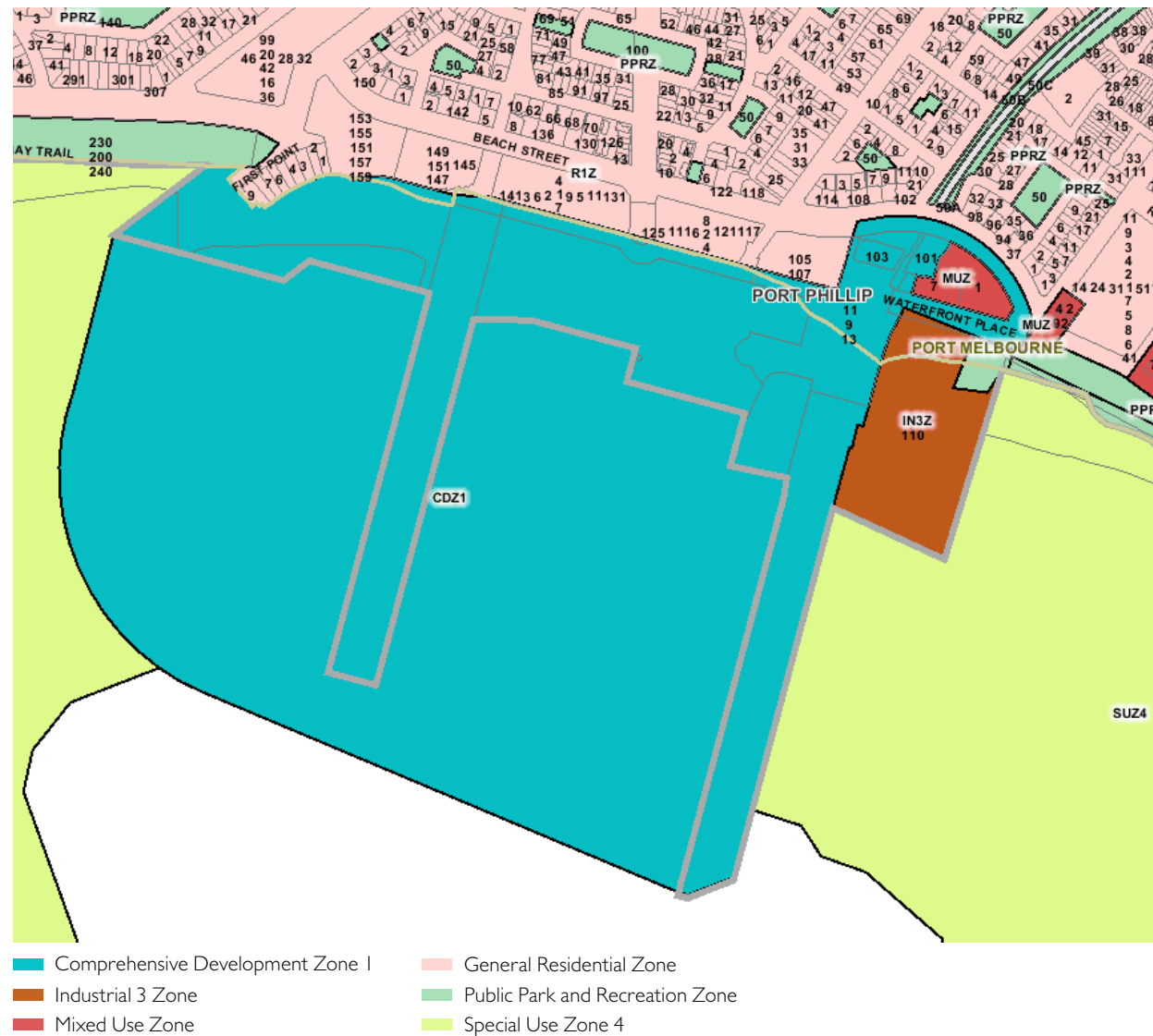


FIGURE 5. EXISTING ZONING

TABLE 1. PROPERTY TABLE - EXISTING ZONING AND DEVELOPMENT STATUS

Property address	Current use	Current planning controls				Development status
		Zoning	Heritage	Notice & appeal rights	Height	
101 Beach Street	Heritage Rail Station, toilets, cosmetic medical centre	Comprehensive Development Zone*	Yes	No	3 storeys**	N/A
103 Beach Street	IGA supermarket	Comprehensive Development Zone*	No	No	3 storeys**	Current planning permit application for re-development of the site with Council
1-7 Waterfront Place	Vacant site as a result of fire	Mixed Use Zone	No, but adjacent to a heritage place.	Yes	10 storey maximum mandatory^	N/A
9, 11 & 13 Waterfront Place	3 x Restaurants	Comprehensive Development Zone*	No	No	N/A	Under lease from the Committee of Management, City of Port Phillip
Public land / Station Pier	Public spaces, roads and public car parks.	Comprehensive Development Zone*	No	No	N/A	Beach Street Separated Queuing Lane concept design approach endorsed by Council in December 2015. Public Realm works currently un-budgeted.
Route 109 Tram Terminus	Tram terminus	Comprehensive Development Zone*	No	No	N/A	Potential future plans for duplication of the light rail.
Station Pier	Spirit of Tasmania, international cruise ships	Comprehensive Development Zone*	Yes	No	N/A	N/A
Princes Pier	Public space with refurbished gatehouse building	Comprehensive Development Zone*	Yes	No	N/A	N/A
TT-Line freight yard	Freight yard	Industrial 3 Zone	No	Yes & No#	N/A	N/A

* Schedule 1 to the Comprehensive Development Zone (CDZ) applies the Beacon Cove Concept Plan No. 1 and the Beacon Cove Precinct Plan No. 1.

** No maximum height limit. Height defined in the Beacon Cove Concept Plan No. 1. Schedule 1 to the CDZ provides the Responsible Authority with the discretion to increase the height.

^ Design and Development Overlay 23 (DDO23)

Subdivision is exempt from notice and appeal rights, buildings and works are not exempt.

2. What we already know

INTRODUCTION

A substantial amount of work has been completed to date on the Port Melbourne Waterfront area. This included an extensive program of community consultation.

This section provides a summary of the existing policies, strategies and schemes which apply to the precinct. For each of the following policies and/or strategies, an overview is provided of the project scope, key content and the community engagement undertaken:

- Foreshore Management Plan (2012)
- Port Melbourne Waterfront Urban Design Framework (November 2013)
- Design Guidelines I-7 Waterfront Place (September 2014)
- Neighbourhood Parking Scheme (2015)
- Port Melbourne Waterfront Activation Scheme (2014-2016)
- Beach Street Separated Queuing Lane Project (2016)

DEFINITIONS

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 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.



PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK (2013)

The Port Melbourne Waterfront UDF (November 2013) gives direction to future public realm improvements along the waterfront. It includes a vision and principles, design objectives and preferred outcomes for five public realm precincts – Bay and Beach Street Hub, Beach Street, Waterfront Place, Beacon Cove Promenade and Princes Pier.

The UDF identifies the Waterfront Place precinct as a key arrival point for interstate and international visitors, and a location for revitalisation. Figure 6 shows the Waterfront Place Sketch Design, a series of ideas for the precinct's public realm.

SHARED VISION

The Port Melbourne waterfront is a gateway to Melbourne. It is a significant and celebrated part of greater Melbourne; a place that is valued by locals for its history and environment, and an active and welcome destination for visitors.

WATERFRONT PLACE FUTURE DIRECTIONS STATEMENT

The Station Pier and Waterfront Place public realm will become an engaging, enticing and dynamic public place that people seek to spend time within and which accommodates a range of formal and informal activities through the day and evening, and throughout the year. It will be legible, comfortable, safe, userfriendly, enticing, flexible, shared and contextual.

OVER-ARCHING PRINCIPLES

1. Encourage Melbournians, local residents, and visitors to Port Melbourne with a mix of activities along the waterfront
2. Create new high quality public places that inspire people to spend more time, to interact and to exchange
3. Enhance the valued natural environment and reinforce the Port Melbourne Waterfront as a special place to live and visit
4. Create a distinctive foreshore and new public places that encourage public access to, and celebrate the history of the Port Melbourne waterfront
5. Improve the year round look, feel and function of the waterfront through public and private development
6. Actively partner with the Port of Melbourne Corporation and the community to enhance the quality and experience of the waterfront for residents, visitors, commercial and port operators
7. Support the continued operations of ferry, freight and cruise ships alongside popular public open space and a nearby local community
8. Encourage Environmentally Sustainable Design (ESD) in the architecture and design of buildings and public places.

COMMUNITY ENGAGEMENT

Extensive community consultation was undertaken to inform the preparation of the Port Melbourne Waterfront UDF. Consultation occurred between 2010 and 2013, involved the community and key stakeholder groups and included:

- A Community Reference Committee
- Info sessions
- Workshops (including a children's workshop)
- Have Your Say web page (information, community discussion forum, survey)
- Drop-in sessions
- Stakeholder meetings and forums
- Councillor conversation tents
- Stakeholder forums
- Have Your Say website
- Project newsletters



FIGURE 6. WATERFRONT PLACE SKETCH DESIGN (FROM THE PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK)

DESIGN GUIDELINES

I-7 WATERFRONT PLACE (2014)

The Design Guidelines I-7 Waterfront Place (September 2014) provide guidance for the future development of the site and include a future directions statement, guiding principles, built form design framework and Design Guidelines.

The Design Guidelines have been translated into planning scheme controls via Planning Scheme Amendment C104 which applied the Mixed Use Zone and Schedule 23 to the Design and Development Overlay (DDO23).

DDO23 achieves greater certainty over future redevelopment of the site through specifying (refer Figure 7 for visual representation):

- A mandatory 10 storey (35m) overall maximum height limit.
- A mandatory maximum 3 storey (12m) podium height.
- A mandatory 8m minimum setback above the podium (reduces building bulk to Beach Street, Waterfront Place and the heritage station).
- No overshadowing beyond the southern kerb-line of Waterfront Place at the September Equinox (ensures sunlight to the promenade and the beach).
- That overshadowing beyond the southern kerb line should be minimised at the winter solstice (mid-winter).

FUTURE DIRECTIONS STATEMENT

Any redevelopment of I-7 Waterfront Place should be engaging, accessible and responsive to its context. It will be a mixed use development that positively enhances the surrounding public realm and provides the potential for a broad range of activities.

Future redevelopment must be:

- **Responsive** – to a range of site and context considerations including siting and location, nearby development and housing, public realm and streetscape influences, heritage, views and vistas and solar orientation and shading.
- **Engaging and accessible** – an engaging interface to streets and allow public access into and through the site to respond to pedestrian desire lines. The built form will invite public usage and interaction, and enhance the public realm, heritage and character experience of the locality.
- **Mixed use** – accommodate a broad mix of uses, to support daytime and evening activation, community access and enjoyment. Responsive to the history and character of the location, and its proximity to working port operations.
- **Contributory** – enhance the public realm adjoining and nearby to the site.
- **Quality** – provide a development outcome of the highest, best practice design quality.
- **Adaptable** – provide ground floor spaces and commercial and community areas that are flexible and adaptable, to accommodate a range of uses and users over time.

COMMUNITY ENGAGEMENT

An extensive community consultation program was undertaken during the preparation of the Design Guidelines I-7 Waterfront Place. Consultation occurred between 2012 and 2014 and included:

- Stakeholder forums
- Have Your Say website
- Project newsletters
- Formal consultation as part of planning scheme amendment C104, including post-panel consultation.

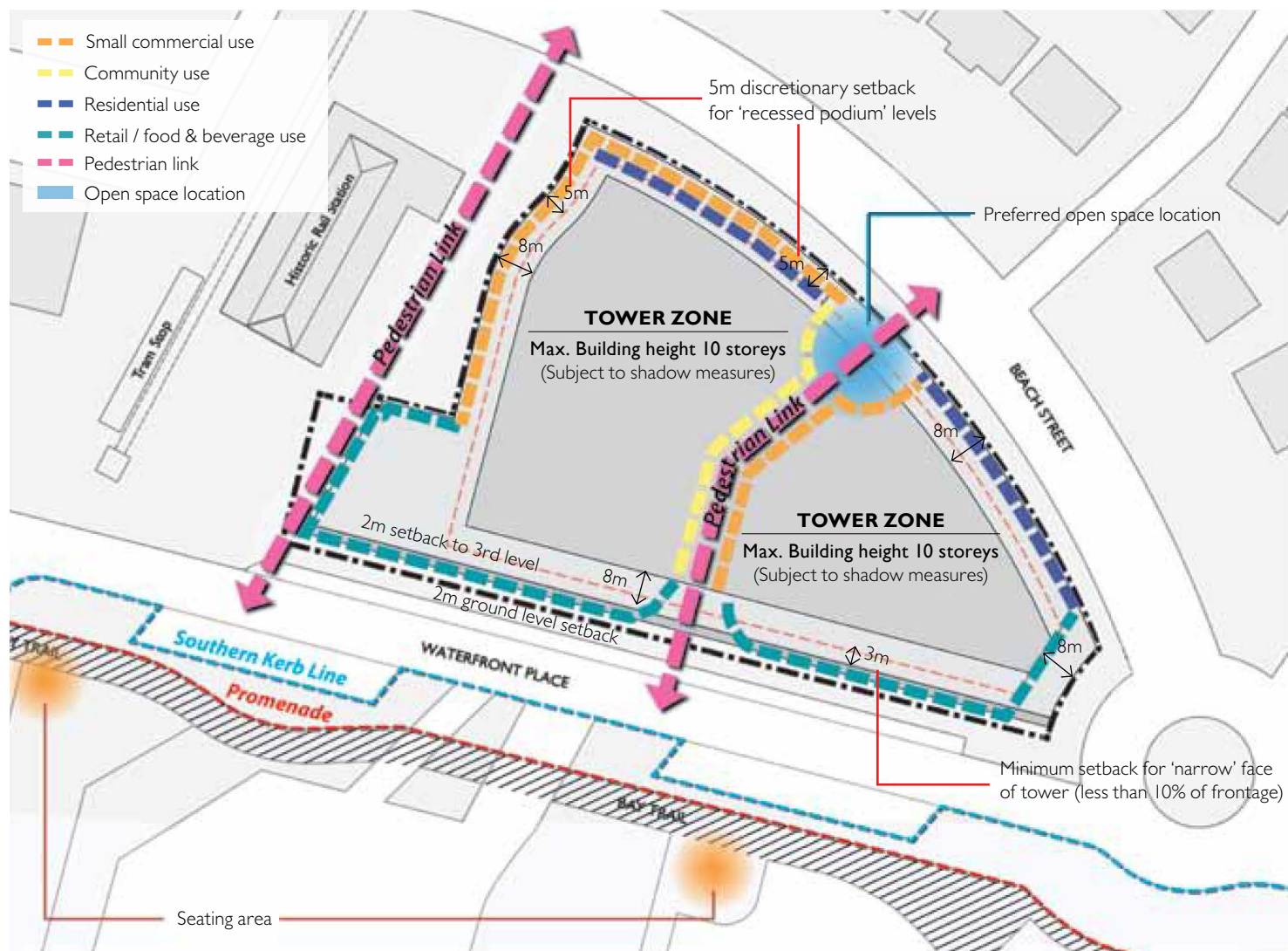


FIGURE 7. BUILT FORM DESIGN FRAMEWORK AND PREFERRED LOCATION FOR GROUND FLOOR USES (ADAPTED FROM I-7 WATERFRONT PLACE - DESIGN GUIDELINES)

BEACH STREET SEPARATED QUEUING LANE PROJECT (2015-2016)

The purpose of the Beach Street separated queuing lane project is for to improve local traffic congestion through the Beach Street / Waterfront Place roundabout during cruise shipping season.

This is a key action identified with the community as part of the Port Melbourne Waterfront Urban Design Framework.

The scope of works include (refer Figure 8):

- Creating a Station Pier lane along Beach Street from Bay Street to the roundabout that will hold queuing traffic at cruise ship times.
- Utilising the existing pavement space on the foreshore side of Beach Street by altering most of the angle parking to become parallel parking, to make room for the Station Pier lane.
- Adding a lane to the roundabout to create a lane that goes straight through to Station Pier and a one right turn lane, effectively removing congestion from the roundabout.
- Creating an on-road bike lane in both directions on Beach Street.

TRAFFIC MANAGEMENT

Traffic surveys highlighted problems on the days when cruise ships docked and when two TT Line ferries were scheduled in the same day. This occurs 23 days a year, and presents significant delays through the Beach Street/Waterfront Place roundabout with almost 10 minutes (582 seconds) for the majority of peak hour from 7-8 am.

The options presented to Council in December 2015 were tested to assess the effectiveness in reducing traffic congestion. Traffic modelling showed the introduction of a Beach Street Queuing Lane was effective and addressed traffic congestion most of the time. A queuing lane will improve traffic congestion for the majority of peak hour, with the exception of 10 minutes between 7-8 am, where traffic will be delayed by approximately 8 minutes (475 seconds).

STATION PIER CAR PARK

One of the options considered in the early stage of this project included the upgrade of the Station Pier car park. While the upgrade of the car park was not considered to provide enough benefit relative to its cost within the scope of the Beach Street Separated Queuing Lane project, the design work undertaken can be built upon and reviewed as part of the Waterfront Place Design Guidelines and Public Realm Concept Design.

COMMUNITY ENGAGEMENT

The City of Port Phillip has been working with the Port Melbourne community throughout the Beach Street separated queuing lane project. Consultation undertaken during 2015 included:

- 'Have Your Say' consultation website including an on-line survey
- Port Melbourne Waterfront UDF e-newsletter
- External Stakeholder Workshops
- Council website - project webpage
- Drop-In Information Session
- Internal Stakeholder Workshops
- Meeting with the Port of Melbourne Corporation and Trans-Tasman Line.

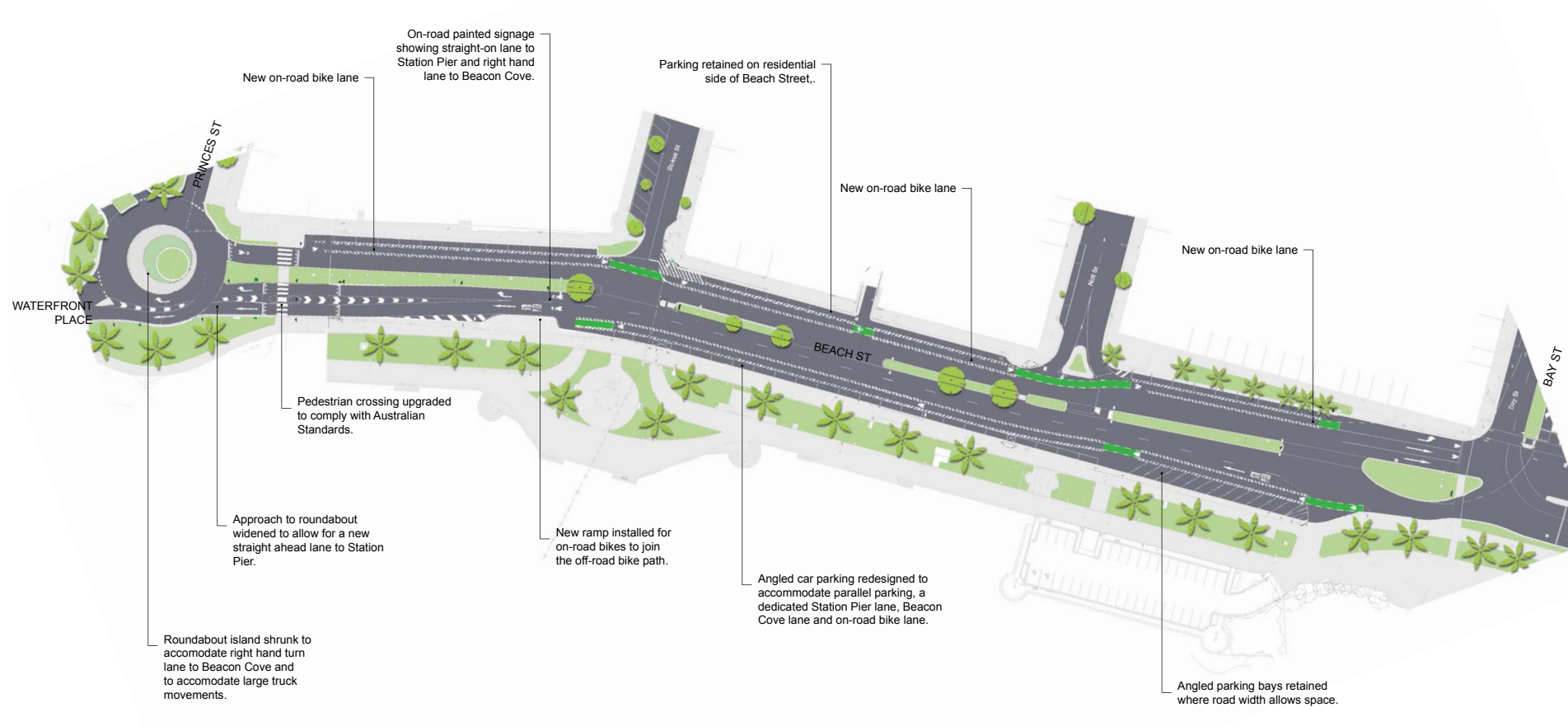


FIGURE 8. PROPOSED BEACH STREET QUEUING LANE DESIGN

FORESHORE MANAGEMENT PLAN (2012)

The foreshore is Port Phillip's most outstanding natural and cultural asset and plays a very important social and recreational role. The Foreshore Management Plan (2012) guides how to protect, maintain and manage the city's coastline.

The plan provides strategic directions to address unsustainable impacts on the Port Phillip coast and community. Issues addressed in the plan include:

- Increasing demands for additional facilities;
- Declining vegetation;
- Ageing infrastructure;
- A changing climate; and
- 24 hour culture over summer.

The plan reflects the area's environmental needs and the aspirations of the community, key stakeholders and council and includes:

- Vision – what we want the foreshore to be
- Principles – the framework to guide decision making
- Themes – key topics identified during background review and community consultation
- Objectives – specific intentions to achieve the Principles and address each Theme
- Actions – how and where the Objectives will be achieved. These are separated into the areas of Sandridge, Port Melbourne, South Melbourne and Middle Park, St Kilda and Elwood.

VISION STATEMENT

The Port Phillip foreshore is a vibrant, inspiring, accessible and connected open space destination that provides a wide range of experiences for local, national and international visitors. It is renowned for its unique local character, significant vegetation and its rich cultural history.

HIGH VALUE ACTIONS FOR PORT MELBOURNE:

- As part of the Port Melbourne Urban Design Framework, progress traffic management solutions to reduce congestion at Station Pier and improve connectivity to the light rail reserve shared path.
- Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.
- Advocate for the appropriate use and development of Princes Pier to balance recreational, visitor and residential needs.
- Develop and implement an upgrade program for high demand public toilets.
- Provide more shade in high use areas and along the foreshore.
- Install new beach showers and drinking/water bottle refill stations at Port Melbourne.
- Upgrade the Life Saving Club building.

COMMUNITY ENGAGEMENT

Public consultation throughout 2010 and 2011 directly influenced the development of the Foreshore Management Plan, and included:

- Online discussion forum
- Telephone surveys with residents
- Video interviews conducted along the foreshore
- On-site surveys along the length of the foreshore
- Foreshore Management Plan Community Reference Committee
- 'Your Bay Your Say' public consultation event
- Workshops with agencies, community groups and businesses
- Advertisements in local newspapers
- On-site signs along the length of the foreshore
- Emails to residents, clubs, businesses, agencies and other stakeholders with an interest in the foreshore.

PORT MELBOURNE WATERFRONT ACTIVATION SCHEME (2014-2016)

The Port Melbourne Waterfront Activation Plan applied specifically to the Waterfront Place and Beach Street Hub precincts of the Port Melbourne Waterfront UDF and progressed six actions of the UDF. The plan was Council's pilot for the Vibrant Village Program and concluded on 10 April 2016.

PURPOSE

In 2012, local businesses and residents brought to Council's attention the noticeable lack of vitality in and around the Port Melbourne Waterfront area. This has been attributed to an increasingly difficult economic climate influenced by rising rents, greater competition from Bay Street, vacancies in the Waterfront area and reduced customer spending.

The Activation Plan was developed as a 'place-based' approach with the aim to enhance the attractiveness and vibrancy of the Port Melbourne Waterfront area for business, residents and visitors.

OBJECTIVES

Objectives of the Activation Plan were to:

- Build foundations for and a vision of the Port Melbourne Waterfront Urban Design Framework
- Strengthen communication & engagement between all stakeholders to develop and implement an agreed Activation Plan

- Include key stakeholders in the engagement process to work collaboratively with Council, business and the community to contribute to the activation of the area. Specifically, to deliver on the Port Melbourne Waterfront Vibrant Village objectives.

26 actions were identified within the Activation Plan under four categories - Preparation and Management, Building Local Loyalty, Engaging Public Spaces and Promotions & Events.

RESULTS

PRE (February 2014) and POST (February 2016) Activation Plan Implementation Surveys were undertaken and found the following:

- 17% of businesses report an improvement in business operating conditions with an increase from 38% to 55%. An increase in visitors relative to locals and longer stays could be capitalised by local businesses to lead to economic improvements.
- From the community's perspective, there is more visitation to the area from outside of the municipality, some of which is accounted for by the increase in cruise ship visitors. Comments referenced congestion to the area during cruise ship days, parking and the unsightliness of vacant land at the Waterfront.
- As with businesses, the community sees better public amenity (more shade and shelter) and more events/happenings being key in activating/ attracting more people to the Waterfront.

COMMUNITY ENGAGEMENT

The community was heavily involved in both the preparation and implementation of the Activation Plan.

Developing the Action Plan included:

- Community engagement sessions
- Businesses consultation sessions

Implementing the Action Plan included:

- The Activation Plan Implementation External Stakeholder Group:
 - The Port Melbourne Waterfront Business Association
 - Beacon Cove Neighbourhood Association
 - Port of Melbourne Corporation
 - Multicultural Arts Victoria
 - Inner South Community Health
 - Social Health and Inclusion Port (SHIP).
- Consultation with the Department of Environment, Land, Water and Planning to receive relevant approvals for activities.
- Each of the 26 actions identified within the Activation Plan were assigned to and delivered by Council, businesses and the community by working together.

NEIGHBOURHOOD PARKING SCHEME (2015-2016)

Council has developed a strategic approach that responds to the community's feedback regarding car parking. The parking precinct approach takes a rounded review of parking restrictions and the community's needs within a precinct, and endeavours to minimise parking impacts on the liveability of our City.

Following is a list of precinct areas and their current status:

- South Melbourne - Completed
- Port Melbourne - Completed
- Balaclava, Ripponlea and Elwood - Completed
- Albert Park, Middle Park and St Kilda West - Current
- St Kilda - Current

PORT MELBOURNE NEIGHBOURHOOD PARKING SCHEME (2015)

The Port Melbourne precinct review was completed in 2015. The precinct review included:

- Parking occupancy studies to identify opportunities for parking change
- Consultation with residents and businesses
- Implementation of new or modified parking restriction changes.

Outcomes relating to the Waterfront precinct included:

- There were no parking restriction changes made to Station Pier or Waterfront Place at the completion of the project.
- The initial proposal to change from P Ticket to 3P Ticket outside the restaurants was placed on-hold for future consideration.

Parking restrictions across Port Melbourne will be revisited every three years as part of Council's strategic parking review approach.

COMMUNITY ENGAGEMENT

From March to May 2015, the City of Port Phillip consulted with the local community on proposed changes to existing on-street parking restrictions across Port Melbourne. This included:

- Postcards were delivered to all properties in Port Melbourne at the inception of the project
- Advertising in the local newspaper
- Online promotion via Council website (including interactive mapping), 'Have Your Say' portal and social media posts
- Online Have Your Say survey
- Information session
- Written questionnaires
- Notification letters
- Targeted consultation with local property occupiers on street blocks directly affected by the proposed changes
- Submissions were received via the online survey, email and letters.

3. What are the current issues & opportunities?

This section summarises the existing conditions, opportunities, challenges and constraints within the precinct which have been identified in the strategies and policies, and their associated community consultation, described in Section 2.

The Figures included in this section (Figures 10, 11 and 12) provide a visual interpretation of the opportunities, challenges and constraints and are a compilation of the information gathered from the strategies and policies in Section 2.

PROJECT PARAMETERS

The intent of this section is to inform the discussion around the project parameters. In establishing the project parameters, the key priorities, challenges and opportunities for the precinct will be identified.

In order to determine the key priorities, challenges and opportunities for the precinct, it is important to understand:

- the scope of Design Guidelines (what they can and cannot control/affect); and
- the need to sometimes prioritise desired outcomes and understand any resulting trade-offs.

DESIGN GUIDELINES SCOPE

The Design Guidelines will set parameters for the following aspects of development:

- Land use
- View lines
- Building envelopes (building siting, height, massing, setbacks and street wall height)
- Solar access and climate impacts
- Pedestrian and cyclist links, car parking and vehicle access
- Public spaces and connections.

PRIORITIES AND TRADE-OFFS

An important aspect of determining the project parameters is understanding the inter-relationships between key priorities, challenges and opportunities and considering the need to prioritise outcomes and understand any resulting trade-offs.

For example:

- building siting, height, setbacks and massing will likely have an impact on viewlines, overshadowing (at different times of the day and year) and the interface with other buildings and the pedestrian experience.
- land use within buildings will have an impact on the building facade design and its ability to activate streets and/or public spaces.
- the location of key pedestrian and cyclist paths (based on desire lines) will have an impact on building siting and the location of vehicle entry points to sites.
- environmental attributes (solar access, wind) will impact on the design and usability of public and private spaces.

EXISTING CONDITIONS

Figure 9 provides an overview of the existing conditions of the precinct.

SITE FUNCTION / LAND USE

The site currently serves multiple functions:

- A gateway to the Port of Melbourne including:
 - major destinations (the foreshore, ferry and cruise ship terminus on Station Pier, tram terminus and Bay Trail),
 - an arrival point for interstate and international visitors,
 - freight operations of Station Pier including the TT-Line freight yard.
- A local convenience centre for the Beacon Cove community, which provides for local shopping needs and community facilities (former role), valued for its history and environment;
- The waterfront is a social and cultural destination.

The Port Melbourne Waterfront UDF suggests the precinct should be encouraged to develop as:

- A tourist/events precinct that provides for seasonal commercial offerings, complements the visitor experience and builds on the unique location of the foreshore.

- A commercial offering that includes a mix of service retail and 'destination' offerings catering to both the high seasonal demands of tourists and the consistent demands of local residents.
- A 'destination' with offerings that cater to the existing tourism type, namely cruise shipping and Tasmanian touring passengers. This could include retail spaces that showcase produce from other Victorian destinations, travel-related agencies and active water-based sports offerings.
- A moderate increase in the need for convenience retail for the local residents is expected and could be provided.
- The Bay Street activity centre is and should remain the focus of retail and commercial activity in the broader locality.

SIGNIFICANT VIEWS

The following significant viewlines are identified in the Port Melbourne Waterfront UDF and the Design Guidelines and planning controls for 1-7 Waterfront Place to be protected:

- Views from Station Pier to the city skyline.
- Views through the precinct to Station Pier
- Views between the arrival point for local and international visitors arriving from ships and the Waterfront Place precinct, including the heritage station building.
- Views along Beach Street towards the precinct.
- Views across the foreshore to the water.

PRECINCT STRENGTHS

- Proximity to the beach and promenade.
- Adjacent to bay trail, off-road cycle link to CBD.
- Adjacent to 109 tram terminus.
- Unique maritime and port activities.
- The location of Spirit of Tasmania and cruise ship arrival at Station Pier.
- Heritage buildings including the Station Pier Gatehouse and the Historic Rail Station (although currently underutilised).
- Past role within the Beacon Cove community as a neighbourhood hub.

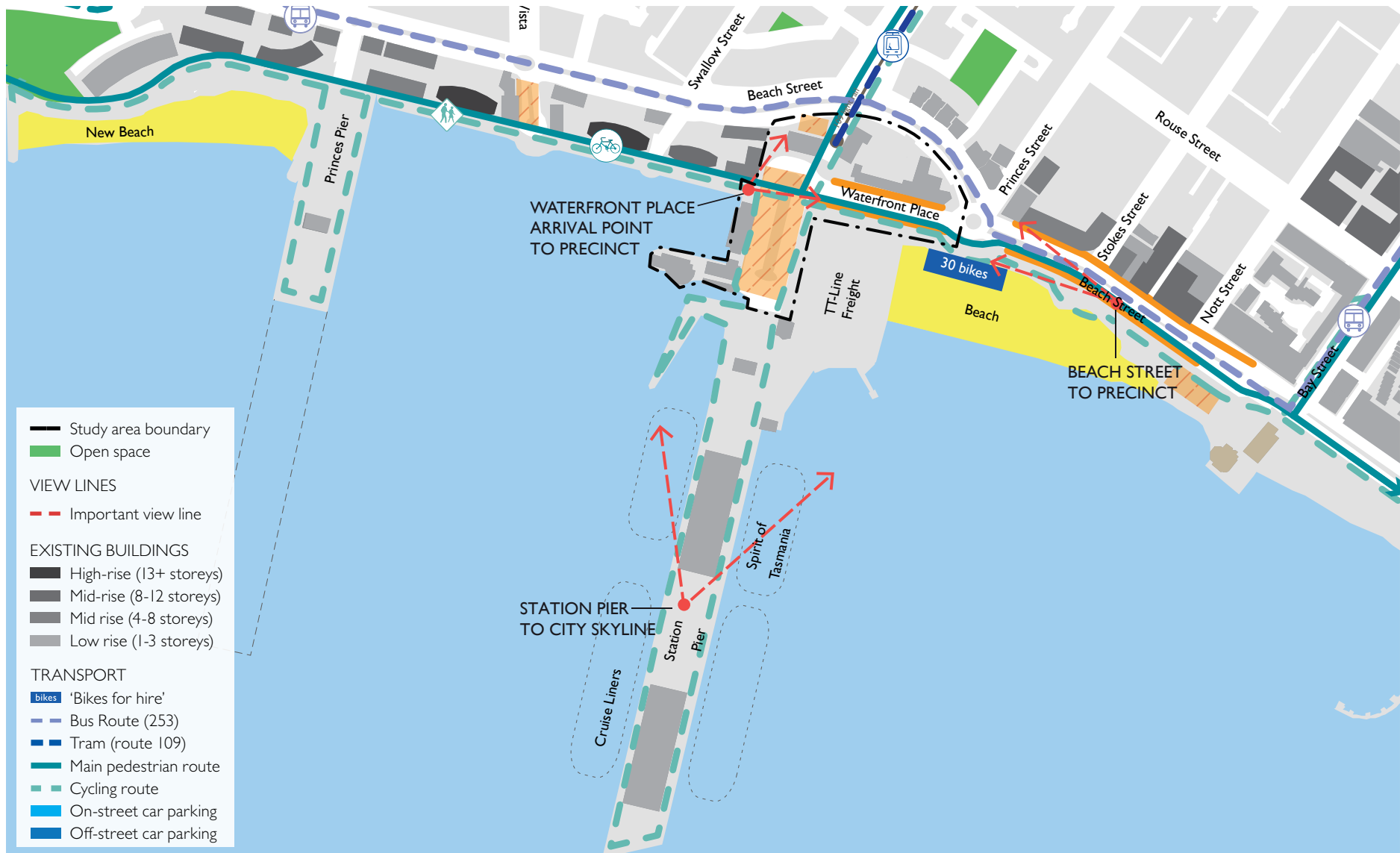


FIGURE 9. EXISTING CONDITIONS

ACCESS AND MOVEMENT OPPORTUNITIES

PEDESTRIANS AND CYCLISTS

- Provide a safe walking and cycling environment, with shelter and protection from the environments and freight activity.
- Respond to pedestrian desire lines.
- Reinforce significant movement corridors and linkages to adjacent neighbourhoods.
- Increase site permeability and provide safe, legible links between the following key destinations:
 - new development and the heritage Station Building,
 - Station Pier (including the arrival experience) and the precinct,
 - Beach Street and Waterfront Place,
 - the foreshore and public open space.
- Reduce traffic congestion and create a pedestrian priority and on road cycling environment.
- Promote and investigate the expansion of the Melbourne Bike Share scheme.

PUBLIC TRANSPORT

- Promote public transport use and connections.
- Facilitate the potential future duplication of the light rail 109 route and retention of the Sandridge Rail Trail adjacent to the light rail corridor.
- Provide for bus parking to provide an easy link for cruise ship arrivals and or connections to the city.
- Provide additional taxi and bus transfer spaces.

VEHICLES AND CAR PARKING

- Reduce conflicts between users, particularly the TT-Line and cruise shipping traffic in and around Waterfront Place and Station Pier.
- Improve car parking distribution to accommodate future growth and allow possible to maximise pedestrian and green space, particularly on waterfront locations.
- minimise the visibility of car parking and vehicle entrances and loading/deliveries along the building frontage.

ACCESS AND MOVEMENT CHALLENGES & CONSTRAINTS

- The public realm is used by private vehicles, freight trucks, cyclists, pedestrians and joggers, as well as vehicles servicing cruise ships, and TT-Line transit passengers. The broad range of functions, destinations and activities make the limited public realm space highly contested and constrained.
- Conflict between different users across the precinct.
- Proximity to TT-Line freight yard and associated traffic.
- Dominance of car parking adjacent to Station Pier.

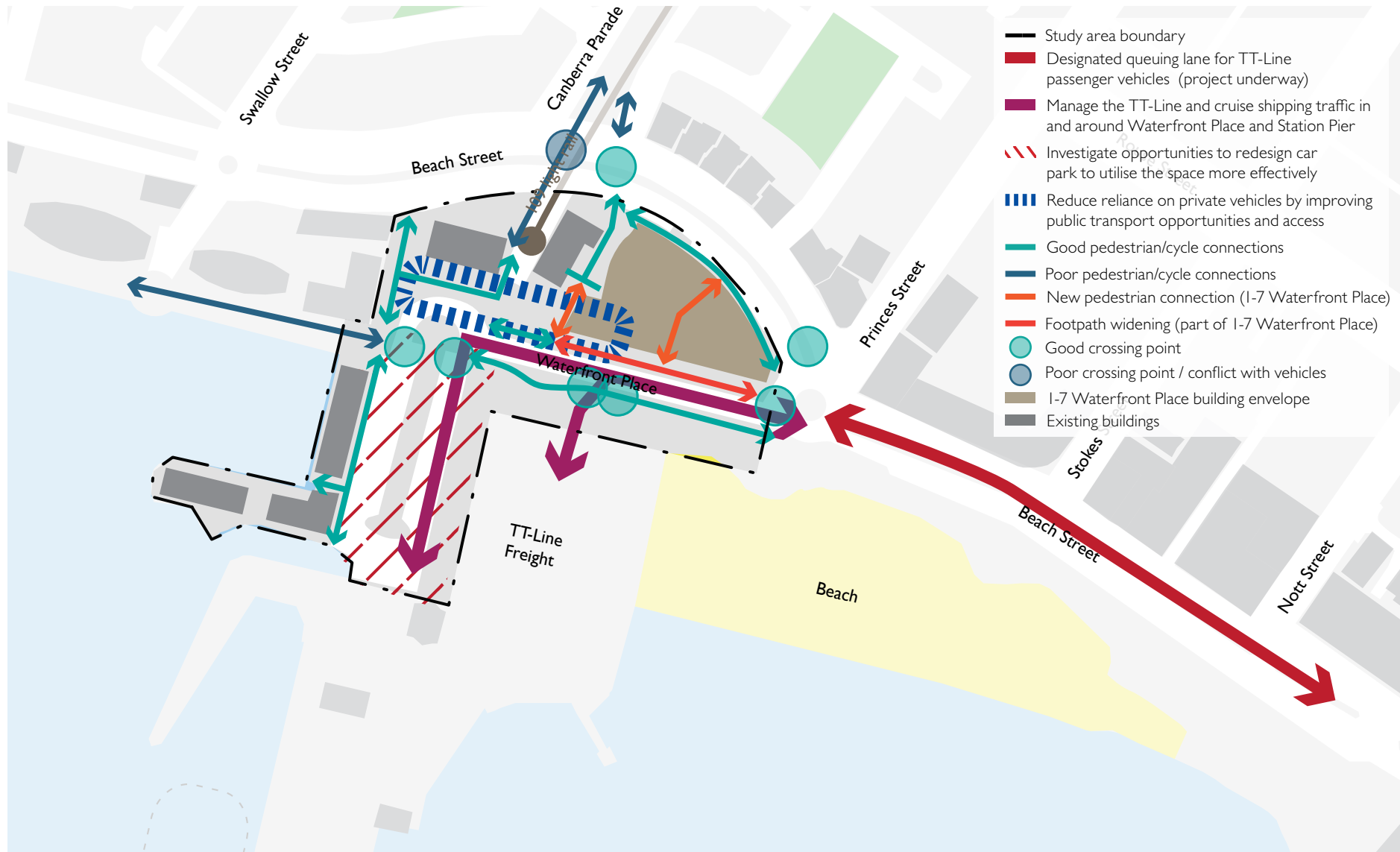


FIGURE 10. ACCESS & MOVEMENT OPPORTUNITIES AND CONSTRAINTS

BUILT FORM OPPORTUNITIES

USES / ACTIVITY & FUNCTION

- Provide a mix of uses to support daytime use and evening activation, which may include:
 - additional sport or recreational facilities that are publicly accessible,
 - boutique size hotel accommodation (1-7 waterfront place),
 - convenience retail and 'destination' offerings catering to tourism, e.g. spaces that showcase produce from other Victorian destinations, travel-related agencies and active water-based sports offerings,
 - community uses (1-7 waterfront place).

SOLAR ACCESS & CLIMATE

- maximise solar access and provide protection from the prevailing southerly winds to all public spaces.
- maximise solar access to the foreshore promenade (southern kerb line of Waterfront Place) at the winter solstice.
- Ensure new buildings do not create wind tunnel effects
- Ensure new buildings are highly responsive to localised climatic conditions (wind, sea breezes, salty air, precipitation, solar orientation etc.)

BUILDINGS

- Enhance the sense of arrival into Port Melbourne and provide a city image perspective that contributes to the overall image and character of Melbourne.
- Ensure the shape, profiling, siting and form of new buildings respects and responds to the surrounding context and sensitive interfaces:
 - protect important view lines (refer page 26),
 - provide a transition to the low rise residential to the north,
 - respect the heritage fabric of buildings (the Station Pier Gatehouse and Historic Rail Station),
 - maintain and enhance the integrity of the Historic Rail Station as a stand alone building,
 - maximise solar access to the public realm, including the foreshore promenade,
 - provide definition to public spaces while not overwhelming the space.
- Ensure ground floor uses and building design activate the public realm and provide passive surveillance to enhance the pedestrian experience, blurring the boundary between inside and outside:
 - cafes, retail and civic/community uses should be provided at the ground floor,
 - building design should maximise clear glazing, provide multiple entry points and canopies at the ground floor and balconies at upper levels.
- Building design of a high architectural quality should respond to the context, including the precinct's valued maritime history and character.

BUILT FORM CHALLENGES & CONSTRAINTS

- Subject to prevailing southerly winds.
- Port of Melbourne Corporation activities dominate the use of Station Pier and the associated TT-Line freight area. Ongoing maintenance of amenity impacts on residential area is required.
- Inactive site at 1-7 Waterfront Place.
- Low levels of street activation.



FIGURE 11. BUILT FORM OPPORTUNITIES AND CONSTRAINTS

PUBLIC REALM OPPORTUNITIES

PUBLIC SPACES

- Create high quality and accessible public spaces that contribute to the wider precinct, including
 - create a new civic heart for the precinct (Port Plaza),
 - enhance the cruise ship passengers arrival experience,
 - reinforce the Bay trail,
 - improve the visual amenity of the freight area.
- Minimise amenity impacts of the prevailing southerly winds on the public realm.
- Provide safe access and environments for users at night.
- Create flexible public open spaces that can respond to the changing program needs of the site and provide opportunities for a range of functions and activities.
- Enhance the public realm experience by inviting public usage and interaction on ground floors of buildings.
- Ensure buildings frame and provide a sense of enclosure to public spaces and active ground floor uses (for example cafes and retail) adjoin public spaces.

LANDSCAPING

- Include indigenous planting and vegetation that responds to the environmental conditions.
- Enhance the natural environment and celebrate the diversity in the area.
- Use water sensitive urban design to treat stormwater and create a more resilient foreshore habitat.
- Encourage tree planting to provide structure to pedestrian connections and improve shade and shelter for pedestrians.

PUBLIC REALM CHALLENGES & CONSTRAINTS

- Poor interface with the TT-Line Freight Yard.
- Part of the 'east edge' sits within the TT-Line Freight Yard property.
- Port of Melbourne Corporation activities and car parking dominate the use of Station Per and the associated TT-Line freight area and impact on the amenity of the public realm.
- Underutilised public realm



FIGURE 12. PUBLIC REALM OPPORTUNITIES AND PUBLIC SPACES IDENTIFIED IN THE PORT MELBOURNE WATERFRONT UDF



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