



<b>8.4</b>	<b>ST KILDA TRIANGLE UPDATE</b>
<b>WARD:</b>	<b>LAKE</b>
<b>GENERAL MANAGER:</b>	<b>CLAIRE FERRES MILES, PLACE STRATEGY &amp; DEVELOPMENT</b>
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<b>ATTACHMENTS:</b>	<b>Nil</b>

**PURPOSE**

To provide a further report on the St Kilda Triangle as per the Council Resolution of the 3 May 2017 Ordinary Meeting.

**1. RECOMMENDATION**

That Council:

- 1.1 Continues to build on the work of the last four years and progress the St Kilda Triangle by pursuing activation opportunities and partnership with the Victorian Government, and develop design guidelines for the site in line with 4.2 of the Council Plan 2017-2027.
- 1.2 Welcomes St Kilda Triangle as the selected site for the Land Art Generator Initiative (LAGI) Melbourne 2018 competition, and pledges Council's support to the competition through in-kind support, participating in shortlisting and exhibiting the successfully shortlisted proposals.
- 1.3 Notes that if a significant opportunity emerges from the State or the private sector, Council revisits its level of investment in the St Kilda Triangle.

**2. BACKGROUND**

- 2.1 Following resolution 1.1 of the 3 May 2017 Ordinary Meeting of Council, officers wrote to the Minister for Planning seeking an extension to Amendment C106 – the interim planning controls for St Kilda Triangle that were scheduled to lapse on 9 May 2017.
- 2.2 Subsequently, the Minister wrote to Council and refused the request of an extension to Amendment C106. As a result C106 lapsed and the planning controls for the site have reverted to the former planning controls put in place under the St Kilda Triangle Act.
- 2.3 Following an earlier expression of interest for winter activation of the St Kilda Triangle, Map 57 transformed the site into a well-received winter garden, with a ferris wheel, a pop up ice rink, comedy, theatre, music, food stalls, carnival rides between 15 June and 30 July 2017.



- 2.4 Separately, officers held two workshops with Councillors in June and August 2017 to discuss how to build upon the past four years of work with the community and next steps.
- 2.5 In addition, the Department of Environment, Land, Water and Planning (DELWP) announced that it had secured Melbourne as the 2018 host for the Land Art Generator Initiative, an international design competition that provides models of renewable energy infrastructure that add value to public space through art while generating electricity.

### **3. KEY INFORMATION**

- 3.1 The St Kilda Triangle is not a funded priority in the Council Plan 2017 – 2017 and the 2017/18 budget. This follows Council's extensive community engagement to establish the strategic directions of the plan and budget.
- 3.2 Nevertheless, the long term delivery of the St Kilda Triangle remains a key objective of the City of Port Phillip for its ability to transform St Kilda and Port Phillip.
- 3.3 With this in mind, there are four possible roles Council might take to progress St Kilda Triangle in this term. They include:
  - 3.3.1 design & planning
  - 3.3.2 partnerships for investment attraction
  - 3.3.3 activation
  - 3.3.4 enabling capital projects.
- 3.4 The draft design guidelines are well advanced. This will allow a new planning scheme amendment to commence in FY2018/19.
- 3.5 This work and activation programming can continue to be undertaken within the existing portfolio where resources and priorities allow; however, without significant State Government or private sector partnership and investment it remains difficult for Council to deliver the St Kilda Triangle Masterplan on its own.
- 3.6 There are several triggers that could spur Council to further increase its investment or resourcing of the Triangle, including:
  - 3.6.1 increased State Government involvement or a Ministerial champion emerges
  - 3.6.2 Council receiving an unsolicited proposal or market interest
  - 3.6.3 community activism or pressure
  - 3.6.4 St Kilda Marina improvements to Jacka Boulevard
  - 3.6.5 VicRoads improvements to Jacka Boulevard
  - 3.6.6 significant pop-up activation, such as MONA MOFO St Kilda.
- 3.7 In the meantime, Council can look to undertake its own targeted activation of the site to continue to reimagine how it might be used.
- 3.8 The winter activation undertaken this year was relatively well received by the community, but highlighted several areas for improvement by Council that need to be considered if the Triangle site is to be activated regularly or more frequently. These include the timing of Expressions of Interest, permitting and infrastructure.



- 3.9 Officers are conducting a review of the MAP57 and other recent activations. It is already apparent that there is a need to work more closely with the Palais, Luna Park and foreshore businesses to ensure that events and activities are coordinated, and car parking impacts on them are managed.
- 3.10 Another recent opportunity that has presented itself for the St Kilda Triangle is LAGI Melbourne 2018.
- 3.11 LAGI Melbourne 2018 will be open to anyone around the world, and will invite artists, designers, scientists, engineers, and others to submit proposals for large-scale and site-specific public art installations that generate clean energy on the St Kilda Triangle.
- 3.12 The draft design brief has been carefully crafted with DELWP and Council to align with the 2016 Masterplan and the cultural context of the site, St Kilda, and Melbourne.
- 3.13 The stage 1 competition will be launched on 1 January 2018 and close in May.
- 3.14 Shortlisting and judging will take place in June 2018, with the competition winners announced in October 2018 with an award ceremony, book launch and exhibition.
- 3.15 LAGI Melbourne 2018 has the opportunity to further raise the profile of St Kilda Triangle and may one of the catalyst which spurs greater state government involvement.



## FURTHER SUPPORTING INFORMATION

### 4. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 4.1 The St Kilda Triangle aligns with Direction 4 *We are growing and keeping our character* and in particular 4.2 *A city of diverse and distinctive neighbourhoods and places* which states:
- Develop design guidelines for key foreshore destinations including St Kilda Triangle and Port Melbourne Waterfront.*

### 5. CONSULTATION AND STAKEHOLDERS

- 5.1 Officers will continue to work with the Victorian Government in the lead-up to the 2018 State Government election, in an attempt to raise the profile of the Triangle site within government and encourage a state government commitment.

### 6. LEGAL AND RISK IMPLICATIONS

- 6.1 There is a risk that Council could be perceived as not honouring the significant community input to St Kilda Triangle 2012, the co-design process and adoption of the Masterplan 2016.
- 6.2 There is a risk that Council may receive an unsolicited proposal while it doesn't have new planning controls in place that represent its most recent thinking.

### 7. SUSTAINABILITY – Triple Bottom Line

#### 7.1 ENVIRONMENTAL IMPLICATIONS

- 7.1.1 Any future project on the St Kilda Triangle will need to meet Council's environmental policies and address the built form standards of the Environmental Sustainable Design Strategy.

#### 7.2 SOCIAL & CULTURAL IMPLICATIONS

- 7.2.1 Council will continue to explore the activation and promotion of St Kilda Triangle through the opportunities like winter activation or initiatives like the LAGI Melbourne 2018 competition.
- 7.2.2 Any activation programs or development will need to adhere to the St Kilda Triangle Cultural Charter 2016 which was developed with the community and industry.

#### 7.3 ECONOMIC IMPLICATIONS

- 7.3.1 Activation of the St Kilda Triangle or its promotion via competitions like LAGI will increase visitors to the seaside precinct and stimulate Fitzroy and Acland streets.

#### 7.4 FINANCIAL IMPLICATIONS

- 7.4.1 There is no money allocated to St Kilda Triangle in the 2017/18 financial year. Any advocacy work or planning work can be undertaken within City Design's and City Strategy's current staff profile.



7.4.2 Funds for future projects are subject to the annual budget process

**8. IMPLEMENTATION STRATEGY**

8.1 TIMELINE

8.1.1 Officers will continue to finalise design guidelines for St Kilda Triangle to inform a planning scheme amendment in the 2018/19 financial year and will explore avenues to partner with the Victorian Government.

8.1.2 The LAGI competition will commence on January 1 2018 to May, with shortlisting in June and a winner announced in October 2018.

8.2 COMMUNICATION

8.2.1 The St Kilda Triangle page on the Council website will be updated with the outcome of this meeting and the project's email database will be advised.

**9. OFFICER DIRECT OR INDIRECT INTEREST**

9.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.