



**CITY OF PORT PHILLIP**

**FORESHORE MANAGEMENT PLAN**

**September 2004**

## **EXECUITVE SUMMARY**

### **This Plan**

This Foreshore Management Plan 2004, replaces the Interim Foreshore Management Plan endorsed by Council in 1998.

The Plan significantly draws upon site specific strategic planning for various parts of the foreshore, and policy which has been developed by Council relating to specific topic areas. The Plan provides a reference point to those more detailed strategy and policy documents.

It is designed to provide a comprehensive single source document, covering the entire 11 kilometres of coastline managed by the City, outlining the principles and values by which the management of the foreshore is undertaken, and outlines how the City of Port Phillip conducts its business in the protection, maintenance and improvement of the foreshore.

The Plan serves the purpose of acting as a succinct directory of management of the Foreshore asset, and will provide clarity to all audiences on the roles and responsibilities of the State Government, Council, its departments and service units.

The Plan recognises the foreshores and waters of the Bay are the most significant natural environmental areas in the City of Port Phillip. It is of paramount importance that the foreshore environment is maintained in order to support the significant social, cultural and economic role it plays in supporting both the local community and wider metropolitan Melbourne.

The Plan recasts Council and the communities long held principles, and they are now presented as the following:

### **Principles**

- Protect and enhance the environmental integrity of the foreshore and ensure its sustainability
- Manage for a diversity of landscapes and features, including natural, man made and cultural, that contribute to the overall interest of the foreshore as a coastal environment
- The foreshore is public open space managed for public use and enjoyment
- Ensure that new and on going activities and developments make a positive contribution to the coast and offer a net community benefit
- Ensure a predominance of free and accessible activity

- Maintain an active and passive waterfront of relevant coastal dependent uses
- Ensure the important social and recreational role of the foreshore is maintained for both the local and wider population and contributes to the overall quality of life enjoyed by all Victorians
- Ensure the foreshore can continue to host a range of tourist and recreational activities
- Recognise the economic value and contribution of the foreshore to both the Local and State economy

Each of the management chapters of the plan highlight the approach undertaken by all Council departments to apply the 4 pillars of sustainability: economic, social, cultural and environmental, in all planning, works and services to ensure the best outcome and the least impact.

Each of the Foreshore Planning Areas are presented with their own key issues and key objectives identified. The areas being:

- Sandridge Foreshore
- Port Melbourne Foreshore
- South Melbourne Foreshore
- St Kilda Foreshore, and
- Elwood Foreshore

Key foreshore management issues are addressed in terms of:

- what is involved in their management?
- what is the service level that Council currently provides?, and
- what are future directions?

The Plan identifies the important relationships for Council in managing the foreshore. This includes the various community groups that liaise with Council in managing the foreshore, and the various Government agencies that support Council with policy direction and the management of adjoining land and sea areas.

The Plan also identifies a communication process with the public to address new and emerging issues for resolution, and includes models for ongoing liaison and advice to and from Council.

### **Process for Content Development**

Both an Internal Focus Group and an External Focus Group were developed to provide detail for the content of this plan. The individuals that were represented on those groups

were invited to share their experiences and issues of the foreshore and its management, in an effort to guide focus on gaps in Council's management.

The Internal Focus Group was comprised of council business units that have direct service and function responsibility in the management of the foreshore. The External Focus Group participants comprised of representatives from foreshore user groups, clubs, community, and commercial interests, that Council has had established contact with over the years, and who were able to provide a wider perspective on foreshore issues for Council's consideration.

A short summary of issues raised by both the Internal and External Focus Groups included:

- Protecting Beaches
- Clean Beaches
- Bike Path conflicts
- Car Parking Issues
- Defining Landscape types
- Commercial Facilities
- Dog Management
- Advertising on Foreshore
- Event Management
- Water Based Recreation Conflict Issues
- Foreshore Clubs
- Indigenous Vegetation
- Beach Facilities
- Maintenance of Piers and Jetties
- Access to Station Pier
- Poor Signage
- Lighting gaps
- Buildings and Tenants
- Dune Management
- Amenity Issues including noise, hoons, parking and gay beats

The current management practices and improvements undertaken by Council would appear to have broad based support, demonstrated by the high level of community satisfaction of 89% ranging from adequate to excellent management of foreshore activities. Areas for improvement would appear to focus on areas where Council would seek to undertake continuous improvement initiatives. Many of these are articulated in the Plan.

In the main, the Plan does not introduce significant new actions or advocate for substantial change. Largely this is a result of many of the recommended actions drawing upon existing decisions of Council that have been extensively consulted on through their own separate processes.

### **Since the Interim Foreshore Management Plan 1998**

Since the previous Interim Foreshore Management Plan, significant strategic based planning and policy development has occurred which impacts on the management of the foreshore. This has included the development of the St Kilda Foreshore Urban Design Framework, the Sandridge Beach Masterplan, and the draft Port Melbourne Management Framework. The Elwood Foreshore Masterplan is due for review in 2004, but is still a solid document for the management of this area.

There has been the development of the Integrated Transport Strategy, and the Parking Plan, which have both provided extensive guidance on the management of access to and along the foreshore, and addressed the difficult parking topic, particularly in peak usage times.

The Life Saving Club Review provided the opportunity to consider options for the future planning for ageing foreshore infrastructure housing valued voluntary life saving services to the beaches of Port Phillip.

Beach Cleaning is considered by the community one of the most significant management functions of the Council in the management of the foreshore. This saw the development of Beach Cleaning Best Practice Guidelines, and the follow on study Beach Cleaning: Understanding and Managing the Environmental Impacts, specifically related to the Port Phillip foreshores and to be used as a blue print for other municipal foreshore areas.

Other significant topic areas have been the completion of Beacon Cove, and planning for future development and use of Princes Pier. This area has introduced a significant number of new residents to Port Phillip, with more to come, and with the development of a new waterfront, restaurants, and the Station Pier finger jetty with anticipated tourist ferry services, the management of this precinct will become a significant priority.

Likewise, Station Pier with its improvements and increased cruise ship activity, make this area a gateway to Melbourne that will only continue to attract more people.

Improvements that have occurred over the last 6 years have included:

- The renourishment of Sandridge Beach
- The completion of Port Melbourne foreshore formal landscaping, including sea wall, and path duplication, completing the consistent foreshore approach from Middle Park through to Port Melbourne
- The construction of Station Pier Finger Jetty
- The replacement of Lagoon Pier
- Completion of Kerferd Road Pier entry works
- Footpath sprinkler system installed
- West Beach Pavilion process commenced
- Improvements to Marina Reserve as a revitalised green space
- Height controls established
- Redevelopment of the Elwood Foreshore Pavilion housing the Elwood Life Saving Club, Sails Restaurant, and new public toilets
- Rollout of a new suite of street furniture, including seats and rubbish bin corals
- Improvements to event management, with fewer and more high quality events
- The replenishment of Middle Park Beach with sand from West Beach

## **Future Directions**

A summary of all Future Directions identified within the Plan is provided:

## FUTURE DIRECTIONS SUMMARY

### CITY OF PORT PHILLIP FORESHORE PLANNING AREAS

<b>Sandridge Foreshore</b>	A	Continue to implement the Sandridge Beach Masterplan
	B	Beacon Cove Precinct Committee recommendations
	C	Undertake Review of the Perce White Reserve Landscape Management Plan, and implement its recommendations

<b>Port Melbourne Foreshore</b>	A	Support the implementation of the Port Melbourne Management Framework (Draft) 2003, particularly: <ul style="list-style-type: none"> <li>• Prepare an urban design study for Station Pier</li> <li>• Prepare an urban design study for Princes Pier</li> <li>• Prepare an urban design framework for the Port Melbourne waterfront</li> <li>• Prepare an integrated streetscape, landscape and open space strategy</li> <li>• Review the traffic and parking strategy</li> <li>• Prepare a comprehensive tourism strategy for Port Melbourne</li> </ul>
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<b>South Melbourne Foreshore</b>	A	Maintain the high quality public environment of the South Melbourne Foreshore
	B	Maintain foreshore street furniture consistent with the needs of foreshore users and the street scaping pattern
	C	Evaluate improvements to recreational facilities to respond to changing needs
	D	Determine appropriate beach protection measures to manage erosion and accretion issues

<b>St Kilda Foreshore</b>	A	Implement the St Kilda's Edge Plan
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<b>Elwood</b>	A	Review the Elwood Foreshore Strategic Management Plan and implement the review
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<b>Parks and Open Space</b>	A	Review the Open Space Strategy 1998
	B	Foreshore landscaped or open space areas of low activity use should consider the use of indigenous coastal species where lawn is difficult to maintain
	C	Community Groups should be factored in and encouraged to participate in the planting of foreshore areas

<b>Beach Protection Elwood Beach</b>	A	Council will continue to monitor the beach profile at Elwood, and reduce hazards as far as practicable in maintaining the beach environment.
	B	Council needs to continue to advocate to State Government the importance of Elwood beach to the community to ensure that it is properly assessed with regards to coastal processes and renourished when the opportunity arises.

<b>Beach Protection Middle Park Beach</b>	A	Council to continue in partnership with the Department of Sustainability and Environment, to investigate long term solutions for the protection and retention of Middle Park Beach
	B	Council needs to continue to advocate to State Government the importance of Middle Park Beach to the community to ensure that an option for its protection and retention is implemented

<b>Beach Protection Port Melbourne</b>	A	Continue to monitor water depth issues of the Port Melbourne beach environment with the Port Melbourne Yacht Club
	B	Investigate options to recover sand from Port Melbourne for replenishment on eroding beaches further south

<b>Beach Protection All</b>	A	Monitor beach profile changes to all beaches in Port Phillip, and consider appropriate interventions to retain popular beaches threatened by erosion
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<b>Beach Protection Dune Management</b>	A	Limit dune area to that defined in the report "Ecological Assessment of Sanded Beaches", Scott 2003
	B	Maintain management access through current visually definable access points
	C	Monitor recreation access to dunes in an effort to maintain them to a high standard, and limit access if necessary
	D	Maintain mechanical clearing 1 machine width between the back of the dune and the sea wall to prevent sand drift moving onto footpaths, roads and reserves. However, mechanical beach cleaning should be reduced to "on a needs basis", to allow sand build up to reduce incidences of high sea wash causing temporary flooding.

<b>Beach Cleaning</b>	A	Maintain beach cleaning performance against contract specifications
	B	Respond to the protection of dune areas as defined in the landscape types by restricting mechanical beach cleaning to clear sanded areas
	C	Evaluate important sanded rises along the foreshore and manage as appropriate to protect assets or valuable environmental or aesthetic areas
	D	Accommodate additional or rescheduled beach cleans for special events to present the City's beaches in the best light and to reduce public risk of litter
	E	Continue to be a leader in exceeding the standards required by the "Beach Cleaning Best Practice Guidelines" April 2001
	F	Monitor wrack and rubbish volumes and types in an effort to better assess problem areas, which may be rectified by targeting the source
	G	Reconsider replacement of free standing bins on the beaches to improved bin corals adjoining pedestrian paths
	H	Continue to encourage Melbourne Water to install gross pollutant traps on all storm water outfalls that they manage
	I	Council will work co-operatively and in a support role with State Government agencies when dealing with marine pollution incidents

<b>Water quality</b>	A	Maintain community education campaigns directed at personal responsibility for water quality issues
	B	Communicate to the public information on water quality both improved and declining
	C	Continue to encourage Melbourne Water to install gross pollutant traps on all storm water outfalls that they manage

<b>Access</b>	A	Continue to investigate the feasibility of a loop tram, tourist tram, and tram link along the foreshore between Port Melbourne and St Kilda
	B	Continue to pursue options for disability access to the Bay



<b>Traffic management</b>	A	It is recommended that a selection of management techniques be utilised in an effort to reduce conflicts to include: <ul style="list-style-type: none"> <li>• Audit and assessment of conflict points on the foreshore bike path</li> <li>• Develop good design guidelines to address conflict points</li> <li>• Establish a program of risk reduction at conflict points through alteration, improved clarity, signage and line marking</li> <li>• Maintain separation of bike path and pedestrian path and implement projects to create separation</li> <li>• Improved signage and awareness</li> <li>• Introduction of a 'courtesy rider' program</li> <li>• Consideration of reduced speed zones</li> <li>• Ensure appropriate lighting along bike path</li> </ul>
	B	Consider the Implementation a signage program along the bike and pedestrian paths of distance to key features
	C	All foreshore signage to be subject to signage plan criteria and approval process. Recommend that all foreshore signage be approved by the Foreshore Co-ordinator to ensure co-ordinated approach
	D	Consider the feasibility of options to: <ul style="list-style-type: none"> <li>• close Pier Rd to through traffic and improve for pedestrian and bicycle access</li> <li>• consider closure or reduction in scale of Point Ormond Road and return to green space where practicable</li> <li>• consider reduction in overall supply of car parking at Elwood Foreshore and return car parking areas back to public open space</li> <li>• consider removal of 2 onshore car parking areas at Sandridge Foreshore and return to public open space</li> </ul>
	E	Engage Foreshore Clubs and City of Port Phillip Traffic Management in further dialogue on an appropriate and fair system for provision of club parking

<b>Tenancies and Buildings</b>	A	No net loss of open space on the foreshore
	B	Support the existing diversity of building uses on the Port Phillip Foreshore
	C	Encourage multiple use of single facilities to maximise their value
	D	Ensure that the reuse and or redevelopment of buildings on the foreshore are: <ul style="list-style-type: none"> <li>• evaluated against reuse/ redevelopment criteria</li> <li>• relevant to community's needs and aspirations, and that they support peoples enjoyment of the coast</li> </ul>
	E	Develop clear guidelines to be used in assessing applications for planning permits relating to commercial use and development on the foreshore
	F	Ensure improved community access or use is a key driver in the redevelopment of all foreshore buildings
	G	Support reinvestment in all foreshore buildings to maintain high quality assets on the foreshore

<b>Beach Facilities</b>	A	Continue to implement public seating upgrade and improvement program
	B	Continue to upgrade public amenity facilities to improved standards and respond to changing use patterns with good design
	C	Continue an installation program of additional beach showers, and improve existing beach showers with design faults
	D	Maintain playground equipment at all foreshore playgrounds to a high standard, updating equipment on a regular and rotational basis
	E	Investigate shade structure options for the foreshore environment that are both functional and aesthetically contribute to the foreshore environment
	F	Upgrade and maintain in working order in quick repair time all drinking fountains along the foreshore, and consider the installation of additional drinking fountains
	G	Develop and maintain a quick repair program to attend to beach facilities in need of repair or maintenance

<b>Lighting</b>	A	Develop a lighting plan for the foreshore with objectives to be achieved, including: character, design, lighting pattern, security, environmental energy objectives, night time usage of the foreshore.
	B	Ensure consistent and safe lighting levels to the foreshore bike path for its entire length as part of the Bay Trail
	C	Implement pedestrian and bike path lighting along the section from Point Ormond to St Kilda Marina
	D	Implement pedestrian and bike path lighting along the Sandridge Foreshore as part of the Sandridge Foreshore Masterplan
	E	Assess and evaluate the success of the diode lighting technology roll out program on the foreshore, and determine any revised criteria for its continued implementation
	F	Continue to investigate new lighting technologies for the foreshore in an effort to meet environmental objectives, reduce energy consumption and reduce overall economic, energy and replacement costs

<b>Signage</b>	A	Prepare a signage plan for the foreshore to include: <ul style="list-style-type: none"> <li>• branding</li> <li>• place naming</li> <li>• advisory and regulatory</li> <li>• information</li> <li>• interpretations</li> <li>• distances</li> <li>• way finding</li> <li>• buildings and activity sites</li> <li>• siting and design guidelines</li> <li>• positive experience</li> </ul>
	B	Ensure consistent standards with other authorities when developing signage as part of the Foreshore Signage Plan
	C	All foreshore signage to be subject to signage plan criteria and approval process. Recommend that all foreshore signage be approved by the Foreshore Co-ordinator to ensure co-ordinated approach
	D	Consider the development of a maintenance contract to manage signage
	E	Only minimal advertising signage associated with club and commercial facilities will be allowed on the foreshore, and subject to Council approval
	F	Advertising hoardings are banned from the foreshore, excepting where they are advising of foreshore events where advertising may form a component of their approval

<b>Piers and Jetties</b>	A	Maintain a high quality relationship and continue to work in partnership with Parks Victoria, the manager of piers and jetties, to ensure Piers and Jetties on the Port Phillip foreshore are retained and maintained to a high standard
	B	Reinforce the cultural and recreational significance of Pier structures to the wider community
	C	Investigate options in conjunction with Parks Victoria and Melbourne Water for the retention of Brooks Jetty as a valued landscape feature on the St Kilda Beach that contributes to beach character. Strengthen the role of this Jetty through Shakespeare Grove linear landscape plan as part of the St Kilda Edge Precinct redevelopment
	D	Ensure that access is maintained to high quality structures, including provisions for disability access
	E	Encourage the increased use of Piers as boating destination to Port Phillip and to support their longterm function retention

<b>Station Pier</b>	A	Give effect to the recommendations relating to Station Pier outlined in the Port Melbourne Management Framework Draft Report 2003
	B	Maintain a working relationship with Department of Sustainability and Environment, Marine and Ports Division

<b>Recreation Management</b>	A	Continue to support the diversity of formal and informal, active and passive, recreational uses of the Port Phillip foreshore
	B	Continue to reinvest in foreshore infrastructure, which supports recreational activity, to maintain high standards
	C	Maintain and foster strong relationships with foreshore clubs to ensure their sustainability, accessibility to the community, and active use of the foreshore
<b>Events</b>	A	Manage events on the foreshore on an annual basis in accordance with Council's Event Policy and operational procedures
	B	Continue to support a diversity of events on the foreshore the support active use and cultural pursuit
<b>Temporary Commercial Recreation Sites</b>	A	Conduct annual selection of temporary commercial recreation sites on the foreshore, in accordance with the Council Policy, and review on an annual basis
<b>Life Saving Strategy</b>	A	Council continue to engage with all the Life Saving Clubs and Life Saving Victoria in an ongoing process to determine the location and design of appropriate facilities to service beaches and beach users
<b>Water Based Recreation</b>	A	Continue to provide land based support to water based recreation, acknowledging it as a key feature of the foreshore, and supporting community recreational aspirations
	B	Monitor land based impacts of water based recreation and modify practices through awareness and education, and regulation if necessary
	C	Maintain high quality relationship with both Parks Victoria and Marina Safety Victoria on the management of water based recreation
	D	Continue to support the 3 community based yachting clubs, being Port Melbourne Yacht Club, Royal Melbourne Yacht Squadron and Elwood Sailing Club, as key water based recreational facilities
	E	Support the role of the St Kilda Marina as the municipal public launching facility
	F	Support programs to provide water safety education to both the water based recreation community and the general community on boating issues and recreational water usage
	G	Continue to participate on working groups with both Parks Victoria and Marine Safety Victoria on boating zone review
	H	Participate in joint working groups with Marine Safety Victoria, Parks Victoria, Councils and Victorian Kite Surfing Association to improve safety of kite surfing and other foreshore users
	I	Investigate and consider opportunities and all aspects of providing water play features

<b>Dog Management</b>	A	Maintain the existing number of 4 designated dog beach areas and 2 early morning dog beach areas
	B	Monitor dog owner compliance of approved areas including: <ul style="list-style-type: none"> <li>• dog owners maintaining effective control</li> <li>• picking up after their dog</li> <li>• respecting the rights of other users</li> <li>• not pose any undue risk to public amenity</li> </ul>
<b>Local Laws, Community Amenity &amp; Enforcement</b>	A	Maintain strategic provision of public amenity facilities along the foreshore
	B	Review the 'Public Toilet Review' 1998, in relation to recommendations made on public toilets along the foreshore
	C	Ensure public toilets along the foreshore are: <ul style="list-style-type: none"> <li>• maintained to a high standard</li> <li>• light</li> <li>• clean</li> <li>• make users feel safe</li> </ul>
	D	Implement design measures to reduce inappropriate use of public toilets, and to reduce public concern of such use
	E	Maintain and monitor traffic control measures on foreshore roads and car parks to discourage illegal and disruptive vehicle use
	F	Maintain relationship with Victoria Police on public issues which contribute to negative amenity impacts
	G	When planning or undertaking works on the foreshore, the unique amenity issues experienced by adjoining residents need to be given appropriate consideration
<b>Tourism</b>	A	Support the development of a Tourism Study that collects visitor statistics and market segmentations to enable improved future infrastructure and asset provision
<b>Foreshore Forum</b>	A	Investigate the development of a Foreshore Hotline connected into ASSIST enquiry service
	B	Provide signage on foreshore signs with contact details to report foreshore matters as part of the Foreshore Signage Plan
	C	Establish a bi-annual Foreshore Forum to engage the community on foreshore management
<b>Foreshore Topic Management Matrix</b>	A	Develop and maintain a topic and issues matrix to cover all parts of the municipal foreshore to utilise as a communication tool to interested parties

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## **1. INTRODUCTION**

### **1.2 Purpose**

The purpose of this document is to provide a single point source of information on the management of the foreshore environment and outline the City of Port Phillip's management practice for the 11 kilometres of foreshore of which it is the delegated manager.

It identifies the principles, policies, practices and guidelines used by Council, that govern and guide Council's management approach, and identifies topics to be considered for future directions in managing the foreshore

It outlines how Council organises itself to undertake both planning and management of the foreshore and defines the roles and responsibilities of the relevant Council departments that manage and provide services to its maintenance, protection and enhancement.

The document refers to other strategy or action plans that relate to specific geographic areas on the foreshore or to specific topics, which provide greater detail on issues and actions

It outlines how Council will communicate its management decisions and involve the community through processes to resolve new issues.

## **2. THE PORT PHILLIP FORESHORE ENVIRONMENT**

### **2.1 Landscape Character**

The Foreshore of the City of Port Phillip extends for 11 kilometres from Port Melbourne to Elwood. It covers an area of 1 square kilometre and includes 8.4 kilometres of sanded beach.

It is comprised of many landscape and use types from long sanded beaches to formal parks and gardens, to built activity precincts.

The landscape and environment is highly modified. This has occurred through episodes of land reclamation, park development, built structures interrupting coastal processes, like piers, drain outfalls, and groynes, and significant built form, like St Kilda Marina. The majority of the landscape represents more a cultural landscape design to support high levels of human activity.

Managed native environments exist within the landscapes, and include dune systems and primary and secondary coastal vegetation communities. In general these areas provide

representations of the original coastal vegetation and landscape types before they were modified.

The vegetation and wildlife of the Port Phillip foreshore has changed dramatically since the time of early European settlement. The former swamplands, coastal woodlands and dune scrub and heath communities have long since been converted to open parklands, formal gardens, lawns, and urban areas.

It is understood, that the vegetation of the eastern side of Port Phillip Bay was predominantly *Banksia* and *Casuarina* open forest or open woodland with a narrow fringe of *Leptospermum* (Tea-tree) behind the beach and *Melaleuca* (Paper-bark) in swampy areas. Eucalypts were absent from most areas and Tea-tree was not as widespread as it is currently.

The foreshore now is well known for its distinctive and definable landscape character varying from the Elwood Foreshore with Norfolk Island Pines, wide grassed areas adjacent to the foreshore which are popular for family picnics and BBQs, to St Kilda Beach with the distinctive Canary Island Palms, cafes and restaurants, to Middle Park and South Melbourne with a more structured urban form, to Sandridge Beach with a more low key and less formal native vegetated space abutting the sanded beach. These diverse landscape characters contribute significantly to the diversity of the City.

Although both highly modified and urbanised, the City of Port Phillip does have some unique areas of original indigenous vegetation, and other revegetated areas that contribute to coastal visual amenity and provide habitat areas for native fauna and birds. These areas are quite successful under ideal conditions, ie. Accompanied by weed control and access limitation. Indigenous vegetation links with the natural environment and the past, and provides a valued representative landscape type which contributes to the overall diversity of the municipalities beach environment. Key sites include:

- Perce White Reserve in Port Melbourne, and West Beach at West St Kilda, which form more intact and better representative example of the natural coastal environment and should be protected
- Fraser Street planting in Middle Park, is a less well planned and considered planting with limited sense of purpose
- Point Ormond area in Elwood is more a managed landscape reserving and utilising indigenous species;
- Dune systems on the beach between Port Melbourne and South Melbourne, with some establishment assistance, are now growing under ideal conditions, particularly with the constant sand source provided from beaches further south.

The value now of the Port Phillip foreshore is the retention of diversity of landscapes. This diversity recognises that people value open sanded beaches, introduced Palms Trees and Norfolk Island Pines, the built urban environment or cultural landscape, formal parks, gardens, open lawn areas, and representative native environment areas, particularly Perce White Reserve and West Beach.

### **3. POLICY AND PLANNING CONTEXT**

#### **3.1 Land Reservation and Management**

The foreshore of the City of Port Phillip is public land or Crown Land, defined under the *Crown Land (Reserves) 1978*. This Act provides for a reservation status, which is authorised by the Governor in Council, and is in this instance reserved as *Public Purposes Reserve*.

The *Crown Land (Reserves) Act 1978* also enables the Governor in Council to appoint a Committee of Management to manage the land on behalf of the State and in accordance with both the reservation status and the regulations which apply to the land.

The City of Port Phillip is appointed as the Committee of Management, or delegated land manager, for all of the foreshore land within the City except for the St Kilda Seabaths, West Beach, and parts of Port Melbourne foreshore which include Beacon Cove waterfront, TT-Lines Carpark, Station Pier and Princes Pier.

#### **3.2 Victorian Coastal Strategy**

Further to the *Crown Land (Reserves) Act 1978*, a further piece of legislation was developed in 1995 being the *Coastal Management Act*, which was designed to recognise the unique values of the coastal environment, and provide a mechanism to afford greater protection to that asset.

The *Coastal Management Act 1995*, provided for 3 key management tasks:

- The creation of the Victorian Coastal Council to develop and provide policy direction for the management of the Victorian coastline
- The development of the Victorian Coastal Strategy to provide for long term planning of the Victorian coast
- A Coastal Consent mechanism to provide for assessment and approval of development on the coast

The Victorian Coastal Strategy is therefore the key policy driver for the management of the City of Port Phillip coastline. It provides a hierarchy of principles for coastal planning and management that provides a pathway to guide decision-making. The principles contained in the Strategy are:

### Protection

- Provide for the protection of significant environmental features

### Use

- Ensure the sustainable use of natural coastal resources

### Planning

- Undertake integrated planning and provide policy direction for the future

### Development

- Facilitate suitable development on the coast

## **3.3 Committee of Management Responsibility**

The successful implementation of the Victorian Coastal Strategy relies on the co-ordination and commitment of lead agents, partners and stakeholders, all of whom have responsibilities and interest in the coast.

As the Committee of Management, it is the City of Port Phillip's responsibility to provide a link to the community to be involved in coastal management and planning. It is the understanding and articulation of the community's aspirations that is vital to achieving the vision for the coast.

The City does this by articulating its community's vision for the coast in its Municipal Strategic Statement and through the development of strategy and policy.

## **3.4 Municipal Strategic Statement**

In 1997, the City of Port Phillip undertook a significant planning exercise with its community to capture the aspirations of the community to help guide planning and management of the municipality. From this the Community Plan 1997 was developed.

The Community Plan 1997, captured aspirations of the community in relation to how they valued the foreshore, and how the foreshore made up a defining feature of the municipality. It was generally recognised as 'the jewel in the crown'.

The Community's goal in relation to the foreshore was:

*'To maintain the ecological integrity of the foreshore, to ensure a sympathetic and appropriately scaled urban character and to provide an attractive and well-managed place of recreation for residents and visitors'*

A further articulation of the community's aspirations for the planning and management of the municipality is through the development of the Port Phillip Municipal Strategic Statement (MSS). The MSS sets out Council's strategic planning objectives, based on input from the community, and underpins the land-use and development provisions of the Port Phillip Planning Scheme.

The MSS states, in relation to the foreshore:

*Port Phillip's nine-kilometre foreshore is its most outstanding physical asset and one of the most intensively used stretches of coastline on Port Phillip Bay. Our beaches and foreshore are a major metropolitan and State visitor destination as well as meeting local needs. Residents, workers and visitors value it as a place for walking, swimming, cycling, roller-blading, fishing and other leisure activities. It also supports life saving, angling and yachting clubs and several important piers including Station Pier used by the Spirit of Tasmania and cruise ships. The foreshore provides habitat for a wide variety of native flora and fauna.*

The Municipal Strategic Statement further states the following:

## **Why is it important?**

### Environmental Perspective

Port Phillip's nine kilometres of foreshore stretches from Webb Dock in Port Melbourne to Head Street in Elwood. It is the City's most outstanding natural asset and is a valuable resource to the local community, to the wider metropolitan population and supports a variety of local flora and fauna. The Council must protect and enhance the foreshore by ensuring that new and on going activities and developments, either on or near the foreshore, make a positive contribution to the sensitive coastal environment and offer a net community benefit.

### Economic Perspective

Projected population increases in parts of Port Phillip and initiatives aimed at increasing the level of tourism and employment will place additional demands on the foreshore as a tourist destination. Careful and sensitive environmental management of the foreshore will therefore be integral in ensuring that it remains an attractive destination whereby an economic benefit such as local employment can continue to be derived from the host of tourist and recreational activities associated with the foreshore.

### Social Perspective

The Port Phillip municipal foreshore is one of the most intensively used parts of Port Phillip Bay. It plays a very important social and recreational role for the local and wider population and contributes to the overall quality of life enjoyed by all Victorians. It is therefore important to balance optimal use, access and enjoyment of the foreshore with the need to manage environmental and amenity impacts on the local community.

## **What do we want to achieve?**

- Protection, management and enhancement of the Port Phillip foreshore as the premier stretch of foreshore in Victoria
- A sustainable balance between preserving the physical and environmental attributes of the foreshore, meeting the needs of users and minimising adverse amenity impacts on the local area
- Maximise use of and access to the foreshore by the community
- Integration of coastal management and development across public and private land
- A management and maintenance regime for the foreshore based on sound environmental principles and design to ensure that these assets are kept clean and safe

## **How will we achieve it?**

- New use and development on the foreshore reserve should:
  - Be located in an existing building, or in a new building that replaces an existing building and is sympathetic to the surrounding coastal landscape and built environment particularly features of environmental, heritage form cultural significance
  - Not reduce the net volume of public open space available to the general public on the foreshore
  - Compliment and enhance the prevailing land uses in the area and not disadvantage existing foreshore users
  - Not increase traffic congestion, parking, pedestrian or cyclist circulation problems
  - Not increase air, water or noise pollution, result in the removal of significant vegetation or pose any other threat to the sensitive natural environment
  - Not disrupt important views and vistas
  - Have obtained consent from all other relevant statutory authorities
- New development which is adjacent to the foreshore reserve should not overshadow any part of the foreshore reserve between 10am and 4pm on 22 June to ensure that all parts of the foreshore receive maximum sunlight all year round
- By enhancing and protecting flora and fauna, water quality and ecosystems on the foreshore, particularly on sites that have identified significance or are environmentally sensitive
- By exploring innovative approaches to landscape design and construction, including that greater use of indigenous plant species and recycled materials
- By effectively managing traffic, bicycle and pedestrian movements to, from and along the foreshore
- By enhancing the physical environment of the foreshore to provide a high quality setting for recreation – having regard to user safety, usage patterns and the physical attributes of the foreshore
- By maintaining the foreshore to a high standard and by ensuring that a range of services and facilities is available to meet the needs of users

- By supporting measure to improve co-ordination between the various State and local authorities responsible for managing the foreshore and waters of Port Phillip Bay
- By taking any relevant Management Plans into consideration when assessing applications for new development
- By not supporting any expansion of dock activity or other water based activities which will have a detrimental effect on the local residential environment or local business economy

### **3.5 Planning Scheme, Land Use Zones and Overlays**

The foreshore of the City of Port Phillip is covered under the Port Phillip Planning Scheme, except for a slice of the foreshore covering the sanded edge extending north of Kerferd Road Pier to just north of Bay Street, which is covered under the Port of Melbourne Planning Scheme.

The zone which covers the 90 percent of the foreshore is the Public Park and Recreation Zone (PPRZ) as provided for under the State Planning Policy Framework. The specific zones which cover the remainder of the foreshore are a:

- Special Use Zone which covers the Seabaths complex and carpark
- CDZ1 Zone which covers the Beacon Cove redevelopment and Station and Princes Pier and surrounding waters
- IN3Z Zone which covers the TT Lines car park for the Spirit of Tasmania

#### Public Park and Recreation Zone (PPRZ)

The Public Park and Recreation Zone has the following purposes:

- To recognise areas for public recreation and open space
- To protect and conserve areas of significance where appropriate
- To provide for commercial uses where appropriate

In addition to the zone, there are three overlays which cover parts of the foreshore, being the Heritage Overlay, the Design and Development Overlay, and the Environmental Significance Overlay.

#### Heritage Overlay (HO)

The Heritage Overlay has the following purposes:

- To conserve and enhance heritage places of natural or cultural significance
- To conserve and enhance those elements which contribute to the significance of heritage places
- To ensure that development does not adversely affect the significance of heritage places
- To conserve specifically identified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of heritage place

The areas covered by the Heritage Overlay on the foreshore are:

Princes Pier (HO43)	Cast Iron Lamp Standards (HO53)
Leading Lights (HO44)	Catani Gardens (HO348)
Station Pier (HO45)	Open Sea Bathing House (West Beach Pavilion) (HO54)
Centenary Bridge Pillar (HO47)	St Kilda Seabaths (HO168)
Maskell and McNab Memorial (HO48)	Catani Arch (HO169)
Band Rotunda (opposite Stokes St) (HO49)	Obelisks (HO170)
Public Toilets (HO50)	The Stoke House (HO171)
Bi-centennial Memorial (HO51)	Dressing Pavilion (HO172)
WW1 Memorial (HO362)	Beacon (Point Ormond) (HO187)
Port Melbourne Yacht Club (HO52)	Royal Melbourne Yacht Squadron (HO225)
Kerferd Road Pier (HO174)	Parers Pavilion (HO226)

### Design and Development Overlay (DDO)

The Design and Development Overlay, identified as DDO 10 in the Port Phillip Planning Scheme, has the following purposes:

- To co-ordinate development in the Port Phillip Bay coastal area
- To preserve the existing beaches and natural beauty of the Port Phillip Bay coastal area and to prevent deterioration of the foreshore
- To improve facilities in the Port Phillip Bay coastal area to enable the full enjoyment of the area by the public

The overlay applies to all of the foreshore, and requires a permit for all buildings and works on the foreshore and stipulates detailed decision guidelines for issuing a planning permit.

### Environmental Significance Overlay (ESO)

The Environmental Significance Overlay has the following purposes:

- To identify areas where the development of land may be affected by environmental constraints
- To ensure that development is compatible with identified environmental values

The area covered by ESO3 on the foreshore is the West Beach Natural History Reserve, as the site contains remanent dune areas which contain plant species of high local and regional value and is also regionally significant as a wildlife habitat

The objectives to be achieved are:

- To conserve and maintain the indigenous vegetation and habitat values
- To continue revegetation works on the site using indigenous species of local provenance
- To continue weed control and other horticultural maintenance works



### **3.6 Sustainable Environment Strategy 2000**

Council developed its Sustainable Environment Strategy in 2000 to provide strategic direction on the environment. In respect to this management plan this strategy is particularly significant as the foreshores and waters of the Bay are the most significant natural environmental areas in the City of Port Phillip.

The two strategic themes from the Strategy, which relate most significantly to the management of the foreshore are Catchment and Coastal Management, and Protecting and Enhancing Biodiversity

#### Catchment and Coastal Management

Objective:

- minimise and manage the impacts of urban pressures on catchments, the water quality of the Bay and the foreshore, and the coastal environment.

Strategic directions for action:

- Advocate for greater consideration of environmental values in coastal management policy frameworks at the State level
- Incorporate environmental and social considerations into Council's Foreshore Management Plan
- Review Council planning processes to better address coastal, marine and stormwater quality impacts of development
- Improve communication process and monitoring of programs between Council departments with respect to stormwater, marine and coastal management
- Continue to implement Council's Stormwater Management Plan and lobby appropriate agencies to improve the stormwater monitoring program so that key sources of pollution can be more readily and quickly identified, and downstream impacts minimised
- Work progressively with other Councils to implement catchment management systems to reduce downstream environmental and financial impacts in Port Phillip and Port Phillip Bay.

#### Protecting and enhancing biodiversity

Objective:

- protect and enhance the Port Phillip regions flora and fauna, soil and aquatic systems.

Strategic directions for the future:

- Expand the knowledge base of Council and the community about local biodiversity (including water-dwelling plants and animals) and identify and manage threats to biodiversity within the City and in the adjacent Bay
- Consolidate, and if appropriate, extend the existing Nature Links landscaping program through a vegetation management strategy
- Ensure that Council policies take into account heritage and urban character values which support the preservation of established exotic trees in highly urbanised environments
- Manage wildlife populations in cooperation with the community and other responsible agencies
- Encourage ecological sustainable gardening practices among residents and local nurseries, including the community garden projects, such as Vegout
- Include biodiversity policy when Council's Municipal strategic Statement is next reviewed
- Increase community awareness and involvement in biodiversity programs

### **3.7 Aboriginal Recognition**

The Port Phillip coastline in general was particularly significant to Aboriginal people. The route along the foreshore is considered to be both an historic clan border as well as an historic trail used by Boonerwung on their annual travels from Port Phillip Bay to Mornington.

The City of Port Phillip's recognises aboriginal connection to the land and sea across the municipality, including the foreshore, and states that:

"The Council of the City of Port Phillip acknowledges that Indigenous Australians were the first people of this land and have survived European settlement for more than two centuries.

The City of Port Phillip values its diverse and multicultural community and encourages tolerance and respect for all.

The arrival of Europeans brought massive change to the land and to its indigenous people.

For its part, Port Phillip City Council acknowledges and grieves for the loss by the indigenous people of their land, their children, their health and their lives.

We acknowledge the right of indigenous Australians to live according to their own values and customs, subject to law and we commit ourselves to respecting Aboriginal sacred sites and significant places.

The Council recognises the valuable contribution to the Port Phillip region made by indigenous people and looks forward to a future of mutual respect and harmony.

The Council supports the indigenous and non-Indigenous people of Australia working together for the development of a formal instrument of reconciliation."

City of Port Phillip is committed to reconciliation with the Indigenous Australian community and has endorsed a civic protocol as a measure of its commitment to reconciliation and respect for its Indigenous Australian community. The protocol statement is:

"In the spirit of Reconciliation, Council acknowledges the people and elders of the Eastern Kulin Nation, who have traditional connections and responsibilities for the land on which Council meets."

Council will be developing a Land Use Agreement, as a framework to work with the aboriginal community. The aim of the Agreement is to minimise the impact of Council activities on land identified as having connection with the indigenous community.

There is one Aboriginal archaeological site (AAV7822/127), which has been recorded at Point Ormond.

## 4. PRINCIPLES AND VALUES

Principles and values determine specific guidance on management of the foreshore by outlining what is important to us and how are we guided in making decisions.

The key principles for the management of the City of Port Phillip foreshore are:

- Protect and enhance the environmental integrity of the foreshore and ensure its sustainability
- Manage for a diversity of landscapes and features, including natural, man made and cultural, that contribute to the overall interest of the foreshore as a coastal environment
- The foreshore is public open space managed for public use and enjoyment
- Ensure that new and on going activities and developments make a positive contribution to the coast and offer a net community benefit
- Ensure a predominance of free and accessible activity
- Maintain an active and passive waterfront of relevant coastal dependent uses
- Ensure the important social and recreational role of the foreshore is maintained for both the local and wider population and contributes to the overall quality of life enjoyed by all Victorians
- Ensure the foreshore can continue to host a range of tourist and recreational activities
- Recognise the economic value and contribution of the foreshore to both the Local and State economy

## 4.1 Overall Objectives for Managing the Foreshore

Objectives assist Council in determining what it is that we want to achieve. They are our aspirations for the future.

The objectives for managing the foreshore are:

- Continue to acknowledge the importance of the foreshore in the broader context of the State of Victoria
- Protect the distinctive character and features of the City of Port Phillip foreshore
- Continue to maintain the foreshore to a high standard and continue to pursue improvements in sustainability
- Maintain a diversity of landscape character types along the foreshore
- Maintain three distinct activity nodes with a mix of foreshore facilities, being Port Melbourne, St Kilda and Elwood
- Maintain open space as the key feature of non-activity node areas with minimal buildings
- Implement agreed strategy and action plans to manage the foreshore and ensure regular review to respond to improvements and changing community expectations
- Continue to resolve competing demands and conflicts of foreshore users, visitors and residents by weighing up the relative merits of issues and providing for their management
- Engage the public in both reviewing management practices and addressing new and emerging issues by way of public forums

## 5. SUSTAINABLE MANAGEMENT

The foreshores and waters of the Bay are the most significant natural environmental areas in the City of Port Phillip. It is of paramount importance that the foreshore environment is maintained in order to support the significant social, cultural and economic role it plays in supporting both the local community and wider metropolitan Melbourne.

Key issues to be addressed include beach erosion, stormwater pollution in the Bay, littering and pollution of local beaches and the promotion of eco-tourism. There is a need to ensure that development and maintenance works comply with the principles of sustainability, particularly in relation to the impacts on flora, fauna and cultural landscapes.

The municipality's geographic location at the outfall of the Port Phillip catchment, means that it is strongly influenced by actions that occur further upstream. The quality of water in the Bay has direct economic, social and environmental implications for the City.

Urban biodiversity includes the totality of life forms, both indigenous and introduced. Even highly modified environments such as in the City of Port Phillip, depend on natural living systems to recycle nutrients, decompose waste, maintain air and water quality and control many diseases.

Pressures on biodiversity within the City arise mainly from changing land use and development. This includes land contamination, disposal of nutrient-rich and polluted waste, water quality, dogs, cats and foxes, noxious plants and an ageing sewerage system.

The management chapters of this plan each provide their own environmental responses to the environmental issues raised, and highlight the approach undertaken by all Council departments to apply the 4 pillars of sustainability: economic, social, cultural and environmental, in all planning, works and services to ensure the best outcome and the least impact.

Council developed a Sustainable Environment Strategy in 2000 to provide strategic direction on the environment. In 2004, Council will be undertaking the preparation of an Environmental Policy. The policy is intended to address issues of:

- Capital works environmental reporting
- Operations – works and maintenance
- Environmental strategy and planning – environmental strategy, city strategy (transport) legislation
- Coastal management
- Catchment management
- Environmental education
- City of Port Phillip resource use, responsibility and leadership
- Heritage and environmental issues

## 6. CITY OF PORT PHILLIP FORESHORE PLANNING AREAS

### 6.1 Sandridge Foreshore

Sandridge Foreshore is situated between Garden City, Beacon Cove and Webb Dock, in Port Melbourne, and includes Perce White Reserve, and Webb Dock East Park at the western end.

The foreshore is comprised of a wide sanded beach, and a greened foreshore of largely planted indigenous vegetation and managed lawn areas. A formed pedestrian path extends the length of the foreshore, there are 2 foreshore carparks, a building which houses the life saving club and provides public toilets, and some children's play equipment and picnic facilities, including BBQs.

Perce White Reserve, at the western end of the Sandridge Foreshore, contains one of the largest areas of established coastal vegetation in the City of Port Phillip, and is a valued natural history area. A number of locally significant remnant species are found within this reserve area. The following has been said about the area:

“Perce White Reserve has regional significance for conservation. It makes a substantial contribution to biodiversity in both the City of Port Phillip and the Gippsland Plain Bioregion. The site is also significant in that it provides a unique example of a maturing revegetation project commenced by the Port of Melbourne Authority in 1985, which is now providing habitat for a range of fauna species.”  
(Ref: Wills, T. et al (2003) Natural heritage assessment of sites within the City of Port Phillip Biosis p69)

The Reserve also forms an important natural buffer between the recreational uses of the Sandridge Beach foreshore area and the industrial uses associated with the operations of Webb Dock. Council prepared a Landscape Management Plan for the Reserve in 1996, and is currently reviewing this document.

Perce White Reserve is owned by the Melbourne Ports Corporation, and technically falls outside the City of Port Phillip municipal boundary. The City manages the reserve by agreement with the Port of Melbourne Corporation.

Webb Dock East Park also extends from Perce White Reserve, providing public access around the Webb Dock extension to the Yarra's mouth. The extension provides some fishing platforms and an interesting destination looking both back toward the City of Port Phillip coastline, and across to Williamstown.

The most significant improvement made to Sandridge Beach in recent years has been the renourishment of the eroded beach at the eastern end, with 170,000 cubic metres of sand. This required the construction of 3 significant groyne structures to hold the sand in place. The effect of the works has been to improve the beach landscape significantly, and attract further use to the area.

Increase in usage of this beach is expected with the rapidly changing Port Melbourne neighbourhood. This is noted by the development of the Beacon Cove precinct and significant apartment construction in Port Melbourne in close proximity to Sandridge beach.

Council developed the Sandridge Beach Masterplan in 2003, to provide direction on the future improvement of the area. The improvements outlined in the Masterplan consist of capital works projects, and the provision of facilities and services.

### Key Objectives

The key objectives of the Masterplan are to:

- identify the community's aspirations and trends in beach use
- strengthen local character including interfaces with surrounding areas
- integrate traffic management and parking into overall design concepts
- develop concepts for different facilities and activity nodes
- suggest landscape themes that strengthens the image of the beach
- document a staged works program for such proposed improvements
- set the design parameters to guide the development and use of the beach
- strengthen concepts of biodiversity and sustainability

### Key Issues

Key issues in the future management of the Sandridge foreshore are

- a) management of through traffic volumes and speed along The Boulevard
- b) effectively connecting pedestrians and cyclists through Sandridge foreshore from Beacon Cove through to Webb Dock and the Yarra Trail
- c) utilising design and management practices to manage increasing visitation on residential amenity
- d) the development of the Life Saving Victoria Headquarters, at Perce White Reserve
- e) improved vegetation landscape planning
- f) need to improve recreational support facilities eg. Showers, drinking fountains, outdoor furniture, and lighting.

### **FUTURE DIRECTIONS**

**Continue to implement the Sandridge Beach Masterplan**

**Beacon Cove Precinct Committee recommendations**

**Undertake Review of the Perce White Reserve Landscape Management Plan, and implement its recommendations**



## 6.2 Port Melbourne Foreshore

The Port Melbourne Foreshore nominally extends from Princes Pier southwards to Pickles Street. It includes the Beacon Cove waterfront, Princes and Station Piers, TT-Lines car park for Spirit of Tasmania, Lagoon Pier, and broad beaches and dunes to the south. The foreshore supports the Port Melbourne Yacht Club and the Port Melbourne Life Saving Club.

A bluestone seawall divides the broad sanded beaches and dunes from the formal foreshore landscape, which includes dual pedestrian and bicycle paths, separated by a grassed median punctuated with an avenue of Canary Island Palms. Street furniture, drinking fountains, and bin corals complete the formal lay out.

Over the last decade significant population growth, attracted by waterfront living close to the CBD, has more than doubled the population of Port Melbourne. This is noted by significant redevelopment of former industrial and warehouse locations near the foreshore, and the foreshore becoming an urban leisure and entertainment precinct accessible from inner city and northern suburbs.

Council undertook a study of these changes and developed a draft report on managing change in Port Melbourne in 2003 (*Port Melbourne Management Framework 2003*).

The Framework identified that Port Melbourne waterfront is transforming into a leisure, entertainment, and gateway precinct for Melbourne, and that the challenge is to improve public access to the piers, and to develop an interconnected public open space network that links the beach, facilities and services.

More recently, An Urban Design Framework 'Port Melbourne Waterfront Revitalisation' is being prepared for the Minister for Planning, with the assistance of a Precinct Committee Advisory Group. The areas considered in the Plan are:

- Princes Pier
- Waterfront Place
- Beacon Cove Stage 8
- Beach Street
- Foreshore Promenade

It recognised that Station Pier is fast developing as a gateway to Melbourne from the water, with two new Spirit of Tasmania vessels and increasing numbers of passengers who arrive on cruise ships.

### Key Strategies

- Improve Station Pier as a memorable visitor entrance to Melbourne
- Resolve the future of Princes Pier as an essential component of the waterfront
- Revitalise the Port Melbourne waterfront to improve its image and public use
- Reduce conflicts between different modes of transport and access
- Preserve and enhance environmental and landscape qualities

### **FUTURE DIRECTIONS**

**Support the implementation of the Port Melbourne Management Framework (Draft) 2003, particularly:**

- Prepare an urban design study for Station Pier
- Prepare an urban design study for Princes Pier
- Prepare an urban design framework for the Port Melbourne waterfront
- Prepare an integrated streetscape, landscape and open space strategy
- Review the traffic and parking strategy
- Prepare a comprehensive tourism strategy for Port Melbourne

## **6.3 South Melbourne Foreshore**

The South Melbourne Foreshore extends nominally from Pickles St southwards to Fraser Street, and is bounded by Beaconsfield Parade and the waterline of Port Phillip Bay.

The foreshore is quite uniform and is notable as the longest and straightest continuous stretch of sanded beach, separated by a bluestone seawall from the formal homogenous landscape treatment of dual pedestrian and bicycle pathways with a grassed median punctuated by an avenue of Canary Island Palms. Street furniture, two remaining Edwardian sunshelters, drinking fountains, and bin corals complete the formal lay out, and Kerferd Road Pier, one of the most significant coastal heritage structures, is a key feature.

The foreshore supports several foreshore buildings, being the South Melbourne Life Saving Club (William Crawford Pavilion), the Albert Park Yachting and Angling Club, the Middle Park Life Saving Club (Harold Alexander Pavilion), now vacant, and two cafes; the Sandbar and *Kerferd kiosk*. There is also a popular children's playground; Plum Garland, at the end of Victoria Avenue.

The foreshore is highly used and highly regarded as a recreational asset with popular activities including swimming, sunbathing, bike riding, in-line skating, and promenading. The South Melbourne foreshore landscaping vision has been highly successful in supporting and further encouraging this use.

Beaconsfield Parade is a dominate boundary of this area of foreshore, as it functions as a key arterial to the CBD from the southern suburbs and carries significant volumes of traffic.

The former City of South Melbourne developed a Foreshore Masterplan for this stretch of coast in 1992. This Masterplan has now substantially been implemented with great success, and the key requirements now are to maintain the foreshore and its improvements to a high standard.

## Key Objectives

Key objectives derived from the 1992 South Melbourne Foreshore Masterplan still relevant, and redrafted for the current context are:

- Evaluate the built form of existing structures, and identify requirements and opportunities to improve the built form
- Develop the landscape and recreation potential of the foreshore to a standard commensurate with community expectations of amenity and urban aesthetics
- Identify means of encouraging commercial vehicles to use alternate routes consistent with existing restrictions while ensuring that heavy vehicles are not diverted to other sensitive routes
- Identify means of reducing the impact of traffic on recreational and residential amenity
- Examine opportunities for facilitating pedestrian and bicycle movements appropriate to foreshore activities
- Provide foreshore furniture and fixtures consistent with the needs of foreshore users and urban conservation controls
- Review and examine options to develop the recreational opportunities provided by the foreshore
- Develop a long term planning basis for construction, redevelopment and maintenance activities on the foreshore
- Ensure a range of services for foreshore users and ensure a fair return to Council and the community from economic activities.

## Key Issues

Key issues in the future management of the South Melbourne Foreshore are:

- a) Long term protection and renourishment of Middle Park Beach
- b) Determining the future of the Harold Alexander Pavilion, formerly housing the Middle Park Life Saving Club and now vacant
- c) Determining the future of the William Crawford Pavilion, currently housing the South Melbourne Life Saving Club
- d) Provision of shade and shelter along the foreshore

### **FUTURE DIRECTIONS**

**Maintain the high quality public environment of the South Melbourne Foreshore**

**Maintain foreshore street furniture consistent with the needs of foreshore users and the street scaping pattern**

**Evaluate improvements to recreational facilities to respond to changing needs**

**Determine appropriate beach protection measures to manage erosion and accretion issues**

## 6.4 St Kilda Foreshore

The St Kilda Foreshore management area is bounded by St Kilda Marina to the south and West Beach to the north, and by Jacka Boulevard and the waterline of Port Phillip Bay.

The area covers the most visited part of the municipality's foreshore, and is recognised widely for its attractions and physical disposition. It supports the popular sanded stretch, which is St Kilda Beach, the St Kilda Harbour with its yachts and the Royal Melbourne Yacht Squadron, well recognised foreshore restaurants and kiosks, the St Kilda Marina for powered watercraft, and has the backdrop of iconic landmarks including Luna Park, the Palais Theatre and the Esplanade Hotel.

The area supports two significant park spaces being Catani Gardens and South Beach Reserve, a dual pedestrian and bicycle path system, and foreshore facilities including seats, drinking fountains, and beach showers, and two children's playgrounds.

For well over a century the St Kilda foreshore has been an important part of Australians' lives – a place to experience and enjoy. It is to Melbourne, like Bondi Beach is to Sydney.

Local residents are passionate about their foreshore, with its natural and built heritage and ambient coastal setting. This precinct is much loved and valued highly, both nationally and internationally, as one of Melbourne's favourite places to visit, especially in summer.

Council undertook a major planning exercise, covering the St Kilda Foreshore from 2000 to 2003, called the St Kilda Foreshore Urban Design Framework. The Plan has now been rebranded St Kilda's Edge

### Key Objectives

Key objectives for managing St Kilda Foreshore Reserve are:

- Maintain the cultural heritage of St Kilda
- Respect and enhance the 'St-Kilda-ness' of the foreshore
- Enhance the quality of public space
- Improve pedestrian circulation and promote integrated transport
- Protect, celebrate and enhance the environmental integrity of St Kilda Harbour and the foreshore

## Key Issues

Key issues in the future management of the St Kilda foreshore are:

- Seek State Government funding support for implementation of St Kilda's Edge Projects
- Redevelop the St Kilda 'triangle site'
- Redevelop the West Beach Pavilion
- Redevelop and improve the dual foreshore pedestrian and bicycle paths, including the Pier entry
- Redevelop the St Kilda Harbour for a safer vibrant harbour with improved wave attenuation, additional moorings and public recreational facilities
- Reconstruct the St Kilda Pier Kiosk, destroyed by fire in 2003

### **FUTURE DIRECTIONS**

**Implement the St Kilda's Edge Plan**

## **6.5 Elwood**

The Elwood Foreshore management area extends from Moran Reserve on the south side of the St Kilda Marina, southwards to Head Street, also forming the boundary of the municipality. The foreshore is one of the most popular coastal parklands within the Melbourne Metropolitan Region, along Port Phillip Bay, particularly during the warmer summer season.

The area includes Moran Reserve, the Elwood Canal, Point Ormond Reserve, and the popular Elwood sanded beach strip, which supports the Sea Scouts, Angling Club, Sailing Club and the Elwood Foreshore Pavilion housing the Life Saving Club and Sails Restaurant. At the rear of the Elwood sanded beach strip is Elwood Sports Park, which supports a significant amount of the City's formal sporting activity.

The foreshore supports a dual pedestrian and bicycle path system, and foreshore facilities including seats, drinking fountains, and beach showers, and two children's playgrounds.

Although significantly altered as a landscape, the area still retains veteran Coast Tea-tree specimens and re-established Coast Saltbush communities and other native coastal vegetation plantings, which are locally significant. The area provides the largest area of native coastal vegetation in the City of Port Phillip, and the nearest example of such coastal vegetation to central Melbourne.

The former City of St Kilda undertook significant plan development for this area of foreshore reserve in 1992, known as the Elwood Foreshore Strategic Management Plan. The Plan still maintains significant relevance, and is identified for updating and review in 2004.

## Key Objectives

Key objectives for Managing Elwood Foreshore Reserve, identified in the 1992 Plan are:

- Ensure that Elwood Foreshore continues to accommodate a range of leisure services, programs and facilities catering to the different age groups and interests of both the local and broader Melbourne community
- Enhance the natural advantages and features of Elwood Foreshore's bayside setting, including recognition of heritage values
- Balance the interests of various parties through a process of consultation
- Ensure consistency with State and Council policies and overall objectives, particularly in relation to leisure, open space, urban design, transport, environmental and planning issues

## Key Issues

Key issues for the Elwood foreshore are:

- a) Review Elwood Foreshore Masterplan

### **FUTURE DIRECTIONS**

**Review the Elwood Foreshore Strategic Management Plan and implement the review**

## **7. FORESHORE MANAGEMENT**

***A Structure Chart of the Council's administrative organisation is attached***

### **7.1 How the City of Port Phillip is set up to manage the foreshore**

The City of Port Phillip provides many areas of planning, management and services in looking after the foreshore environment. This Foreshore Management Plan provides insight into the many roles and responsibilities, which are undertaken in managing the foreshore, and how they are brought together to provide a comprehensive place management model.

The key aspects of successful management are:

- A clear State Policy context
- A Council vision articulating the community's aspirations
- A clear Corporate Direction and administrative structure
- An integrated Foreshore Management Plan
- Strategies and Masterplans
- Local Policies
- Procedures and Guidelines
- Approval mechanisms
- Survey, feedback, reporting and monitoring

### **7.2 Foreshore Co-ordination**

Given the significance, number and complexity of decisions to be made on the foreshore, the City maintains a Foreshore Co-ordination role within its administration.

The Foreshore Co-ordination role:

- Undertakes a co-ordination role in the planning and management of the 11km coastline of the City of Port Phillip
- Oversees the preparation of management plans, masterplans and policy development for the management of the foreshore

- Liaises with council's business units in the provision of infrastructure and services to the foreshore including:
  - Infrastructure and facilities
  - Parks and gardens
  - Street and beach cleaning
  - Sport and recreation
  - Event management
  - Local Laws
- Provides a key relationship manager role for all clubs and tenants on the foreshore including both community based and commercial
- Provides a key relationship manager role for State Government departments and agencies in respect to foreshore management, including:
  - Department of Sustainability and Environment
  - Parks Victoria
  - Marine Safety Victoria
- Co-ordinates resolutions to issues of a complex or multidisciplinary nature
- Acts as an internal referral authority
- Provides a landlord function
- Hosts public forums and conducts community consultation
- Represents the organisation on coastal and marine topics with adjoining Councils and various peak bodies and authorities
- Provides a Councillor liaison role on management of issues on the foreshore

### **7.3 Planning and Management**

The foreshore is planned for and managed by the following means.

The State Policy context is provided through the Victorian Coastal Strategy (VCS) 2002. This Strategy is the Government's direction for the management of all coastal and marine areas in the State of Victoria.

The VCS then becomes the key driver, and is a State requirement, in the development of the Council's own vision for the foreshore, which is articulated through both the Community Plan and the Municipal Strategic Statement (MSS).

The MSS articulates why the foreshore is important, what we want to achieve and how it will be achieved.

The MSS then sets the local policy context for all planning and management decisions. This is implemented in two ways.

Firstly through the establishment of the Foreshore Management Plan, which effectively provides the local policy context.



Secondly through the development of the Port Phillip Planning Scheme, which establishes zones and overlay provisions for the protection and management of the foreshore in respect to planning approval decisions.

Council administration maintains both a Strategic Planning and a Statutory Planning department.

The Strategic Planning department provides for the consideration and future planning of places and spaces within the municipality, in an effort to protect and guide their future development. Strategic Planning often requires extensive analysis of issues and broad consultation to develop effective direction. Once direction is determined, then detailed assessment, evaluation and approval criteria are developed in order to guide individual decisions made through the planning application approvals process.

The Statutory Planning department, or Town Planning department, provides the administrative, assessment and approval arm of the council for all planning applications, utilising the criteria developed by the Strategic Planning department and contained with the Port Phillip Planning Scheme

#### **7.4 Parks and Open Space**

The City of Port Phillip has unique open space areas that are well known in wider Melbourne and which is the reason why many local residents chose to live here. The foreshore is one of the main attractions to visitors outside the City and is nominated as the most used open space in the city by residents.

The mix of landscape types includes open park space, coastal gardens, formal landscapes, indigenous areas and dunes. The general public respond well to the suite of open space areas which cater well for both active and passive use. The most common recreational activity people undertake is walking, followed by cycling, relaxing, walking the dog, swimming at the beach, peacefulness and enjoying expansive views and spaces.

Council developed an Open Space Strategy in 1998, currently under review, which provides strategic direction on the planning and management of open space areas, considering the type, quantity, style, conditions and usage patterns of open space and making recommendations for its future.

In the main, the Strategy supports the maintenance of the diversity of open space environments, and recommends the development of detailed planning for open spaces to support both their protection and encourage their use by the community.

Council maintains a Parks & Open Space team that is responsible for the management and maintenance of parks, gardens, reserves, sports fields, street trees and foreshore. The Parks & Urban Planning Unit provide the strategic direction for the open space network through the development of policy, procedures, masterplans and designs. The

three principal functions of Parks and Open Space are Planning, Capital Works and Maintenance and between the three areas projects are conceptualized, planned, designed, constructed, maintained and managed.

The Parks department manages its area of responsibility through contracts for specific areas to address the specialised management required. Those that relate to the foreshore are:

- Parks and Open Space Maintenance contract (general)
- Tree Maintenance contract
- Natural Heritage Areas Maintenance contract
- Sportsfields Maintenance contract

### Level of Service

A summary of the key components of the service provided by parks management to the foreshore is:

#### Parks

- Litter collection in park areas occurs weekly on a Monday for the entire length of the foreshore. Between 1 October and 31 March additional litter collection occurs on Wednesdays and Fridays
- All playgrounds along the foreshore are inspected weekly
- Grass areas along the foreshore are mown to maintain a height of between 40mm and 60mm (category 1) or 50mm to 80mm (category 2).
- Maintenance of all park furniture eg. Bike racks, bollards, bins, barbeques, seats and signs
- Removal of any dumped rubbish within 24 hours.
- Pathways must be regularly inspected and repaired as required

#### Trees

- Programmed maintenance cycles of tree varies depending on the site and the significance

Examples of programmed maintenance frequencies of trees on the foreshore are:

<b>SITE</b>	<b>PRUNING FREQUENCY</b>
All Palm Trees	Annual
Elwood Park	Every 5 years
Beaconsfield Parade	Annual
Perce White Reserve	As required
Marine Parade	Every 2.5 years
Catani Gardens (except palms)	Every 2.5 years

## Natural Heritage Areas

- Mulching is a requirement of any new indigenous plantings, however established areas are generally un-mulched to allow for natural regeneration
- Removal of any dumped rubbish within 24 hours
- All pathways should be kept clear of vegetation
- Sites should be kept 95% weed free at all times

### **FUTURE DIRECTIONS**

#### **Review the Open Space Strategy 1998**

**Foreshore landscaped or open space areas of low activity use should consider the use of indigenous coastal species where lawn is difficult to maintain**

**Community Groups should be factored in and encouraged to participate in the planting of foreshore areas**

## **7.5 Infrastructure and Asset Management**

Council has the responsibility for maintaining all infrastructure and assets on the foreshore which supports people's use, and enjoyment of the foreshore. This includes all buildings, roads, footpaths, bike paths, car parks, seawalls, lights, shade structures, and drinking fountains.

The City achieves this by maintaining an infrastructure department, or Engineering department. The infrastructure department records, assesses and undertakes works as required. These works are generally planned for through the Strategic Asset Management Plan (STAMP) that details the life cycle of assets and provides guidance on maintenance, replacement and new works.

Works are then scheduled to be undertaken through the development of an annual Capital Works Plan. This Plan is prepared annually and articulates a significant resource commitment by Council each financial year. Council also makes provision for a 5 Year Capital Works Plan in order to foresee future commitment requirements.

The works are undertaken by Council's City Works and Services department under contract, or where works are of a specialised nature, then capital works projects are tendered out to suitable engineering and construction companies.

## 7.6 Beach Protection

The beaches of the City of Port Phillip are a signature of the natural environment of the foreshore and are a significant recreational resource. Their management to ensure they are protected, remain in place and are cleaned to a high standard is of key importance to the community.

Significant beach areas are retained at:

- Elwood between Head Street and Point Ormond
- St Kilda between the St Kilda Marina and St Kilda Pier
- West Beach between Cowderoy Street drain and Fraser Street
- Middle Park to Port Melbourne (Station Pier)
- Sandridge between Beacon Cove to Webb Dock

The beach areas are extensively used for recreation by swimmers, walkers, sunbathers, water based recreation, passive use and dog exercise.

Beach areas are affected by a combination of man-made structures and natural processes. Sand tends to move backwards and forwards along the beach on a seasonal basis, with the predominant net movement of sand being northwards. Sand can also move offshore to offshore bars, several hundred metres seaward then return again. This process tends to be more erratic, can result from storm events, and can last months or years. The effect of these processes is beaches decreasing in size, or eroding, or beaches increasing in size, or accreting.

Generally a coastal study is required for each beach environment to better understand what combination of processes is occurring.

The State Government through the Department of Sustainability and Environment is the responsible agency for beach protection works. The reason for this is that beach protection works are expensive, and the provision of funds for protection works is seen as benefiting the wider public interest. The Council works with the State to investigate the coastal processes taking place and the options available for addressing the problem, and includes the community in this decision making process.

### Elwood Beach

Elwood Beach extending from Head Street in the south to Point Ormond in the north stretches for a distance of 1.5 kilometres. Sand has been eroding from the southern end for some years between Head Street and the Sea Scouts building. This has been represented by the beach width reducing and rocky substrate being exposed.

One reason for this is that the Head Street Drain prevents any new sand from entering the system to the south, and the sand which is in the system gradually continues to move northwards up the beach. This is noted by the increasing beach width at the northern end

of the Elwood Beach at Point Ormond which is where the sand is being deposited. This sand is held there by the groyne extending perpendicular to the beach from Point Ormond. It is also considered that sand departs the beach to offshore bars at Elwood.

Elwood Beach has been recognised as having an erosion problem in the State Government's "Beaches at Risk Report" prepared in 2002. It is listed as the 6<sup>th</sup> priority beach in Port Phillip Bay requiring renourishment.

In the interim, Council undertakes minor sand reshaping works with a machine to flatten out the beach profile. This is because sand builds up higher at the back of the beach, and can be made available for widening the beach temporarily whilst a longer term solution is investigated.

#### **FUTURE DIRECTIONS**

**Council will continue to monitor the beach profile at Elwood, and reduce hazards as far as practicable in maintaining the beach environment.**

**Council needs to continue to advocate to State Government the importance of Elwood beach to the community to ensure that it is properly assessed with regards to coastal processes and renourished when the opportunity arises.**

#### Middle Park Beach

Middle Park Beach extends from Fraser Street to Kerferd Road Pier. This beach area is the subject of significant erosion as the sand moving backwards and forwards along the beach with a predominant northerly movement deposits sand at West Beach, and continues to lose sand towards Kerferd Road Pier. The effect is a reduction in beach width in the area of the former Middle Park Life Saving Club building, and for several hundred metres southwards.

The most significant reason for the erosion of sand at this site is the effect of the St Kilda Breakwater, which interrupts wave movements and energy. Sand deposits at West Beach, and doesn't move any further, because the breakwater removes the wave energy, and is therefore no longer carried along by the water. As this process continues, West Beach becomes wider and wider, to the extent that it can create problems for boat navigation in and out of St Kilda Harbour.

The beach profile, heading towards Kerferd Road Pier, continues to widen also, or accrete, as this is the predominant natural beach movement.

The erosion at Middle Park can be dramatically advanced by a significant storm event, as was the case in 2000. This storm event took so much sand from the system and threatened the Middle Park Life Saving Club building.

In the past, the Port Authority, who took responsibility for beach environments, regularly undertook sand renourishment. In the summer of 2000, the Department of Sustainability and Environment and Council trucked 30,000 cubic metres of excess sand from West Beach back to Middle Park Beach. Such an action was only ever temporary and expected to last 3 years.

Currently the Department of Sustainability and Environment and the City of Port Phillip are undertaking a jointly funded study to investigate long-term solutions to the protection and retention of Middle Park Beach. The outcome of this study is likely to suggest the installation of beach groynes and the renourishment of the beach with an external source of sand.

#### **FUTURE DIRECTIONS**

**Council to continue in partnership with the Department of Sustainability and Environment, to investigate long term solutions for the protection and retention of Middle Park Beach**

**Council needs to continue to advocate to State Government the importance of Middle Park Beach to the community to ensure that an option for its protection and retention is implemented**

#### Port Melbourne

The beach area in the vicinity of Port Melbourne is continuing to widen. Again this is due to the predominant movement of sand being northwards, and the source of sand coming from the south. Eventually this sand will end up in the dredged shipping mooring at Station Pier, where the water depth increases from around 3 metres adjoining the beach to some 20 metres depth beside Station Pier.

The circumstance allows for the growth and development of the Port Melbourne sand dunes, as they have ideal growing conditions, and attain their natural mission to retain sand.

The continuous beach widening will extend the distance to the waters edge and create shallower water. A couple of problems resulting from this situation is issues of suitable water depth for the Port Melbourne Yacht Club, and drainage outfalls ending in the middle of the beach profile leading to stagnant water ponds in low flow conditions.

#### **FUTURE DIRECTIONS**

**Continue to monitor water depth issues of the Port Melbourne beach environment with the Port Melbourne Yacht Club**

**Investigate options to recover sand from Port Melbourne for replenishment on eroding beaches further south**

## Sandridge Beach

Sandridge beach was the subject of significant renourishment works undertaken in 1997. This included the construction of 3 rock-armoured groynes, and the renourishment with some 170,000 cubic metres of sand. The initiative was a partnership funded by the State Government, Mirvac, as part of their redevelopment of Beacon Cove, and the City of Port Phillip.

### **FUTURE DIRECTIONS**

**Monitor beach profile changes to all beaches in Port Phillip, and consider appropriate interventions to retain popular beaches threatened by erosion**

## Dune Management

Dune areas have formed on some sectors of the beach that have been widened by sand accretion. The beach widening is the outcome of human activities including beach renourishment, construction of groynes and breakwaters, making the evolution of these dunes the result of semi-natural processes. The dunes have been colonised and stabilised by grasses and shrubs (some planted), which spread onto the adjacent beach, trapping more windblown sand.

Given that the dunes of Port Melbourne's ever accreting beach will continue to expand if allowed, it is necessary to balance their expansion with the area available for traditional beach use. It is recommended that the dune areas of Port Melbourne be managed in the following manner:

- Limit dune area to that defined in the report "Ecological Assessment of Sanded Beaches", Scott 2003
- Maintain management access through current visually definable access points
- Monitor recreation access to dunes in an effort to maintain them to a high standard, and limit access if necessary
- Maintain mechanical clearing 1 machine width between the back of the dune and the sea wall to prevent sand drift moving onto footpaths, roads and reserves. However, mechanical beach cleaning should be reduced to "on a needs basis", to allow sand build up to reduce incidences of high sea wash causing temporary flooding.

### **FUTURE DIRECTIONS**

**Limit dune area to that defined in the report "Ecological Assessment of Sanded Beaches", Scott 2003**

**Maintain management access through current visually definable access points**

**Monitor recreation access to dunes in an effort to maintain them to a high standard, and limit access if necessary**

**Maintain mechanical clearing 1 machine width between the back of the dune and the sea wall to prevent sand drift moving onto footpaths, roads and reserves. However, mechanical beach cleaning should be reduced to "on a needs basis", to allow sand build up to reduce incidences of high sea wash causing temporary flooding.**

## 7.7 Beach Cleaning

Maintaining the cleanliness of the City's beaches is a highly regarded service by the community, and Council's investment in beach cleaning reflects local and visitor expectations for safe, attractive beaches in this highly urbanised area.

Beaches are now cleaned in accordance with standards and frequencies, which have been developed over many years. The level of effort reflects the duty of care the Council must observe in keeping its heavily used beaches as safe as possible. This imperative necessitates an intensive cleaning regime due to relatively high numbers of discarded syringes and broken glass found on the beach. The Council includes seaweed clearance in its operations as seaweed can conceal hazardous litter, can generate odours that are offensive in the adjacent residential areas, and its removal makes the beaches more appealing for many local recreational users, visitors and local commercial ventures that operate all year round.

The State Government issued Beach Cleaning Best Practice Guidelines in April 2001, to assist responsible authorities to keep beaches in their care clean and safe, and at the same time ensure that the natural beach environment is valued and protected. The Guidelines also stipulated minimum standards of cleaning, and the Council cleans to standards that generally exceed the Guidelines, in recognition of the high standards the community expects.

As a further adjunct to the Best Practice Guidelines, the City of Port Phillip with the support of the State Government Department of Sustainability and Environment undertook an additional study in 2003 concerning beach cleaning to understand and manage the environmental impacts. The focus of the study was on the environment and heritage impacts associated with beach cleaning including:

- Impacts on the beach ecosystem
- Impacts on any significant sites and features
- Impacts on coastal processes (sand dynamics)

In respect to drains and stormwater outfalls, the Council has developed a Stormwater Management Plan, and has commenced implementation through a program of installation of litter traps on the large stormwater drains that discharge to the beaches. These traps prevent the discharge of litter and debris to the beach. Approximately 20 tonnes of litter and other debris are removed from the traps each year that would otherwise discharge to the beach.



## Service Level for Waste Management, Street and Beach Cleaning

### Beach Cleaning

Beach cleaning in Port Phillip is provided under a managed contract arrangement in accordance with a specification for cleaning developed over many years. The specification nominates a standard that must be achieved at all times, and also nominates minimum frequencies of cleaning operations. The standards prevail in that if excessive litter levels arise, they must receive immediate attention. The contract therefore incorporates a degree of flexibility in meeting the abnormal workloads that can arise, such as large seaweed deposits during storms or litter during hot weather beach attendances.

Full flexibility in meeting all demands such as cleaning in accordance with the tides, is constrained by the need for mechanical cleaning equipment to avoid beach users for public safety reasons. Access by other beach cleaning vehicles is similarly restricted at times of high beach attendances. For this reason Summer cleaning is conducted from 4.00 am early morning so work is completed mid morning prior to high beach use.

The Council appoints a full time contract supervisor to oversee the contractor's performance in street and beach cleaning and ensure adherence to standards. All beaches are inspected at least once per week.

The beach cleaning program has both a mechanical and manual component. Mechanical cleaning combines raking and sieving of the sand by tractor drawn machines, generally on a weekly basis, but with increased frequency during summer, and in connection with public events. A tractor with larger tynes and loading bucket is used to gather the bulk seaweed that is often deposited during storms. The machinery used to clean beaches penetrates the sand to a depth of between 5 to 8 centimetres depending upon the wetness of sand.

Manual cleaning crews pick up litter in small areas and corners where the machines cannot operate, in the vicinity of structures such as jetties and stormwater outlets. Special beach manual patrolling is also done adjacent to the outflows of stormwater drains to collect syringes that can wash out onto the beach during rains. Machinery is not used on or within one metre of vegetated sand dunes.

All bulk wastes collected mechanically from the beach are stockpiled for initial draining and then carted to disposal points prior to each weekend.

### Stormwater Drains

Litter traps on large stormwater drains prevent the discharge of litter and debris to the beach. The 7 traps in service are monitored on a monthly basis to test the need for emptying and are emptied when required, generally on a 3 monthly frequency, as a part of the cleaning contract.

Melbourne Water also manages significant stormwater outfall drains, draining to Port Phillip beaches. Unfortunately these drains do not have gross pollutant traps on them. Council will continue to encourage Melbourne Water to manage gross pollutants from drains that they manage.

### Rubbish Bins

Rubbish bins are strategically placed along the foreshore, and increase in density dependant upon numbers of users in a particular area. Additional bins and clearing rates occur in peak demand times, generally summer, and specifically for events that attract large crowds in a concentrated area.

**Table: Level of Service**

TASK	FREQUENCY
Beach Cleaning (Mechanical)	<ul style="list-style-type: none"> <li>• The specification nominates a standard that must be achieved at all times, and also nominates minimum frequencies of cleaning operations</li> <li>• The standards prevail in that if excessive litter levels arise, such as large seaweed deposits during storms or litter during hot weather beach attendances, they must receive immediate attention</li> <li>• Mechanical cleaning equipment must avoid beach users for public safety reasons. Access by other beach cleaning vehicles is similarly restricted at times of high beach attendances</li> <li>• Summer cleaning is conducted from 4.00 am early morning so work is completed mid morning prior to high beach use.</li> <li>• Mechanical cleaning uses a BeachTech machine which has a combined adjustable raking and sieving operation. Raking is more effective on damp sand whereas the sieving can remove finer litter such as cigarette butts, but is largely restricted to dry sand use</li> <li>• Another tractor with a tyne attachment and loading bucket is used to gather and remove bulk quantities of seaweed that deposit during and after heavy storm activity.</li> <li>• Saturday and Sunday morning mechanical cleaning shifts to accommodate increased weekend attendances and the increasing number of beach based sporting events.</li> <li>• All beaches are inspected at least once per week</li> <li>• Meetings are held every 2 weeks between Council staff and contractor to ensure regular liaison over cleaning issues</li> </ul>
Beach Cleaning (Manual)	<ul style="list-style-type: none"> <li>• Manual cleaning is also a major component of cleaning operations and is used in areas that are inaccessible to mechanical equipment and in vegetation areas.</li> </ul>
Stormwater Drains	<ul style="list-style-type: none"> <li>• Litter traps are monitored on a monthly basis to test the need for emptying and are emptied when required, generally on a 3 monthly frequency</li> </ul>
Rubbish Bin Emptying	<ul style="list-style-type: none"> <li>• Occurs at increased frequencies over summer. Frequencies alter based on assessment and need</li> </ul>

## **FUTURE DIRECTIONS**

**Maintain beach cleaning performance against contract specifications**

**Respond to the protection of dune areas as defined in the landscape types by restricting mechanical beach cleaning to clear sanded areas**

**Evaluate important sanded rises along the foreshore and manage as appropriate to protect assets or valuable environmental or aesthetic areas**

**Accommodate additional or rescheduled beach cleans for special events to present the City's beaches in the best light and to reduce public risk of litter**

**Continue to investigate appropriate new beach cleaning technologies**

**Continue to be a leader in exceeding the standards required by the "Beach Cleaning Best Practice Guidelines" April 2001**

**Monitor wrack and rubbish volumes and types in an effort to better assess problem areas, which may be rectified by targeting the source**

**Reconsider replacement of free standing bins on the beaches to improved bin corals adjoining pedestrian paths**

**Continue to encourage Melbourne Water to install gross pollutant traps on all storm water outfalls that they manage**

**Council will work co-operatively and in a support role with State Government agencies when dealing with marine pollution incidents**

### **7.8 Water quality**

Water quality in the Bay is dependant upon a number of factors. Significantly, stormwater runoff from roads, streets, commercial and industrial areas, and residential properties can determine what the quality of water is in the near shore environment.

Storm events and wave patterns can also bring water quality issues from other areas of the Bay to the coastline of the City and have an effect. The mouth of the Yarra River empties into Hobson's Bay and can bring both rubbish and poor quality water to the beaches of Port Phillip on occasions.

Water quality in the Bay is generally monitored by the Environment Protection Authority (EPA), who will follow up any significant water quality issues. Such issues include isolated incidences like spills into the water, both at the site and extending from an alternate source, like a drain.

The measurement of E-coli, a bacterium, is used as an indicator of poor quality water for human activity, eg. Swimming. Poor water quality represented by the measurement of E-coli is generally the result of dog faeces build up and stagnant water sitting in stormwater drains which is then washed into the Bay after a rainfall event.

The EPA maintains a Beach Watch Program that monitors E-coli levels in water. The program generally extends over the summer period. If the E-coli levels are measured at above safe levels, then either a warning not to swim can be issued, or a beach closed altogether until such time that levels reach a safe state. Generally a beach affected by high E-coli levels will recover within 48 hours as water movements distribute and dilute the poor quality water.

For some years now, the Council has developed extensive education campaigns directed at the community to watch what goes into their drains, to pick up dog poo after their dog, and to put litter in bins. Combined with this, Council has rolled out a program of installing litter baskets on drainage pits and litter traps on large stormwater outfalls to the Bay.

In general the beaches may only encounter one or two beach closures a year. The last beach closed in the City of Port Phillip as a result of poor water quality was in 2000.

Melbourne Water also manages significant stormwater outfall drains, draining to Port Phillip beaches. Unfortunately these drains do not have gross pollutant traps on them. Council will continue to encourage Melbourne Water to manage gross pollutants from drains that they manage.

#### **FUTURE DIRECTIONS**

**Maintain community education campaigns directed at personal responsibility for water quality issues**

**Communicate to the public information on water quality both improved and declining**

**Continue to encourage Melbourne Water to install gross pollutant traps on all storm water outfalls that they manage**

## **7.9 Access**

The foreshore of the City of Port Phillip is one of the most easily accessible foreshore areas in the whole of Port Phillip Bay. This is generally due to the foreshore being both narrow and flat, and in close proximity to roads, parking and public transport.

The foreshore can be accessed at almost any point along the 11 kilometres of foreshore, and along its length, the foreshore is well serviced by both pedestrian and bicycle paths.

The generic "Beach Road" forms the inland boundary of the foreshore, and provides parking opportunity for the entire length.

Public Transport enables access to the foreshore by tram at:

- Station Pier, Port Melbourne
- Victoria Avenue, South Melbourne
- Park Street, 1 block back parallel to the foreshore, through Middle Park
- Fitzroy Street, The Esplanade, and Acland Street in St Kilda

Public buses provide access to both Sandridge Foreshore and Elwood Foreshore.

There has been some interest in recent years in investigating the feasibility of a loop tram, tourist tram, and a tram link along the foreshore between Port Melbourne and St Kilda, and this investigation is encouraged in an effort to further improve non-vehicular access to the foreshore.

Disability access to the foreshore is also very good, however disability access to the water remains a challenge which the Council will continue to pursue.

#### **FUTURE DIRECTIONS**

**Continue to investigate the feasibility of a loop tram, tourist tram, and tram link along the foreshore between Port Melbourne and St Kilda**

**Continue to pursue options for disability access to the Bay**

### **7.10 Traffic management**

Traffic Management includes all vehicular traffic, parking, bicycles and pedestrian movements.

Council has undertaken a number of significant studies in respect to traffic and parking management. Council developed the Integrated Transport Strategy in 1998, and a Parking Plan in 2002, as means of planning and resolving these key topic areas.

#### Integrated Transport Strategy 1998

The Integrated Transport Strategy was developed for the municipality because of the high demands on its transport and parking systems. The Strategy worked at understanding the nature of the transport system users, the activities undertaken and associated travel patterns.

In respect to the foreshore, the Strategy recognises Beach Road as one of three major commuter routes into the Melbourne Central Business District. It also recognises the foreshore and its environs as one of Victoria's major tourist attractions comprising, residential, entertainment, and recreational, business and commercial activities.

The foreshore is also one of the key areas in the municipality which is subjected to high parking demand. This high demand is exacerbated by the competing land uses of residential/commercial and residential/visitor uses. The excessive demand over supply is highlighted by inadequate visitor carparking on the foreshore at peak times.

In excess of 70% of visitors to the foreshore travel by car (*Integrated Transport Strategy 1998*). As demand increases for these areas, particularly the St Kilda Pier and Station Pier areas, parking demand will also increase.

With on street car parking maximised and limited opportunity to significantly increase viable off-street car parking, both the reliance on the car to visit foreshore areas and the limited opportunity to increase supply, traffic and parking conditions will further deteriorate.

The challenge will be to employ traffic management technics which minimise the impact and retain the attractive qualities of the City's 'jewel in the Crown'.

The Municipal Strategic Statement expresses a core objective in the protection of the Port Phillip foreshore by ensuring new development in proximity to the foreshore reserve does not increase traffic congestion, parking, pedestrian or cyclist circulation problems.

### Beach Road

Beach Road, extending from between St Kilda Street in Elwood and Bay Street in Port Melbourne, consisting of Ormond Esplanade, Marine Parade, Jacka Boulevard, Beaconsfield Parade and Beach Street, is declared a main road under the control and management of Vicroads. The Beach Road operates as a primary arterial road.

The City of Port Phillip acknowledges the management and function of the Beach Road, however will continue to support the designation of the road as a 'tourist road' under the Planning Scheme.

The continuation of the truck curfew between the hours of 8pm to 6am Monday to Friday and from 1pm Saturday to 6am Monday is vigorously supported.

The City of Port Phillip will continue to lobby for the appropriate management of this significant boulevard in order to restrict truck access and maintain speed / volume of vehicles.

## Bicycles

The City of Port Phillip's geographic location provides a significant recreational, commuter and training location for bicycle users. This popularity of bicycles was acknowledged by the three former municipalities of St Kilda, South Melbourne and Port Melbourne, which all produced bicycle strategies in the early to mid 1990's.

The foreshore off road path has some of the highest usage of any bike path in the municipality. This is even more so the case in the summer months, where recreational usage forms the largest component.

The City encourages cycling as a healthy, environmentally friendly, fun and legitimate form of transport, and will continue to implement and improve bicycles facilities on the foreshore through annual bicycle capital and maintenance works programs.

Improvements to be achieved include:

- a strongly identifiable bike path of consistent standard along the whole foreshore
- clear separation of bicycle path from pedestrian path through a clearly defined median
- a well lit, line marked and sign posted bike path
- provision of additional bike parking racks where there is a demonstrated demand, and where siting and design criteria can be satisfied

There is also significant conflict associated with the bike path, as visitors to the foreshore who are unfamiliar with its existence or who are in leisure mode can often wander into moving bicycles. Issues with blind spots, cross overs and intersecting pedestrian paths, also lead to conflict and confusion.

A component of this conflict is also the speed of bicycles through the heavily visited areas of the foreshore.

It is recommended that a selection of management techniques be utilised in an effort to reduce conflicts to include:

- Good design guidelines to address conflict points
- Improved signage and awareness
- Introduction of a 'courtesy rider' program
- Consideration of reduced speed zones

## Pedestrians

Pedestrians accessing and promenading on the foreshore are the most significant user group. Council responds to this need and use by providing high quality access paths geared towards pedestrians above all other users.

As with cycling, walking is cheap, healthy and environmentally friendly, and the City of Port Phillip will continue to support it as an activity by:

- Encouraging walking
- Implementing facilities which improve linkages, promote dual modes of transport, increase safety and provide pedestrians with priority over other users (if possible) where conflict exists.

## Parking Plan Towards 2010

In 2002, Council undertook a major study into resolving parking issues for the City, which resulted in the development of the Parking Plan Towards 2010.

The foreshore is a key area where the excessive demand over supply is highlighted by inadequate visitor carparking on the foreshore at peak times. This was clearly identified in Council's Integrated Transport Strategy in 1998.

The City of Port Phillip contains a substantial percentage of Melbourne's significant tourism features and infrastructure. The City's foreshore is Port Phillip Bay's most urbanised and intensively used stretch of coastline, and the Victorian State Government recognised it as being a vital part of Victoria's capital city. The beaches and foreshore are key nodes for recreational and tourism activity, and attracts visitors from throughout Melbourne and elsewhere.

Port Phillip's foreshore is one of Victoria's major visitor centres; millions of people visit it each year. The foreshore is becoming more popular every year, and during peak times an additional burden is being placed on the municipalities already congested road system. For Council, the challenge will be to use traffic management techniques whereby these impacts are minimised and at the same time the attractive qualities of the municipality's 'jewel in the crown' are retained.

The purpose of the Plan is to provide all residents (including older and disadvantaged people), workers, traders and visitors, with fair, equitable and safe access to Port Phillip's facilities and attractions. By integrating its planning, Council will ensure that the Plan, gives equal priority to bicycles, pedestrians and public transport in order to reduce the use, frequency and harmful impact of cars on the municipality's social, cultural and natural environment.



Council's decision in respect to parking on the foreshore has been to ration parking in peak demand areas. As a result Council has subjected the foreshore to paid parking in order to ration scarce parking supplies and discourage people to drive, in favour of using alternative transport modes such as going by public transport or cycling to get to the beach. Paid parking will be expanded over the entire foreshore as a way of rationing parking spaces and ensuring they are turned over.

Additional methods, which Council will continue to canvass and investigate to reduce parking impacts on the foreshore, include:

- expanded community bus service
- 'park and ride' schemes
- shuttle buses
- a tram loop around the main tourist precincts
- water transport
- more facilities for cyclists and pedestrians

Any member of an eligible foreshore club/association shall be eligible to display a 'foreshore club' parking permit, which exempts the holder from paying the appropriate fee at designated foreshore paid parking areas. Parking time limits are still required to be obeyed.

Improved access to the foreshore for all residents will be provided by creating free parking before noon 7 days per week at paid foreshore parking locations.

Paid Parking locations on the foreshore are found at:

<b>Port Melbourne</b>	Beach Street Beach Street Carpark Station Pier Waterfront Place
<b>South Melbourne</b>	Beaconsfield Parade
<b>St Kilda</b>	Jacka Boulevard Beaconsfield Parade Cavell Street Shakespeare Grove Lower Esplanade The Esplanade Palace/Palais Carparks Alferd Square Marina Carpark Spenser, Chaucer and Blessington Streets Pier Road
<b>Elwood</b>	Point Ormond Carpark Elwood Carpark

## Additional Options

Additional options for further minimising the impact of traffic and parking on the foreshore include:

Pier Rd – consider closure to through traffic and improvement for pedestrian and bicycle access. Supported by the St Kilda Urban Design Framework.

Point Ormond Road – consider closure or reduction in scale of Point Ormond Road and return to green space where practicable. Consider as part of the Elwood Foreshore Masterplan review.

Elwood Foreshore Car Park – consider reduction in overall supply of car parking and return car parking areas back to public open space. Consider as part of the Elwood Foreshore Masterplan review.

Sandridge Foreshore – consider removal of 2 onshore car parking areas and return to public open space. Supported by Sandridge Foreshore Masterplan

## Traffic Management Department

Council maintains a Traffic Management department that takes responsibility for all vehicular traffic, parking, bicycles and pedestrian movements.

The traffic management department is responsive to both the Integrated Transport Strategy and the Parking Plan in the management of all their activities.

The roles undertaken by the traffic management department include seeking improvements to infrastructure to improve safety, access, and peoples' use and enjoyment of the foreshore. The department also responds to amenity issues resulting from traffic and parking including noise, congestion issues, illegal parking, and management and approval of traffic management plans for special events.

## **FUTURE DIRECTIONS**

It is recommended that a selection of management techniques be utilised in an effort to reduce conflicts to include:

- Audit and assessment of conflict points on the foreshore bike path
- Develop good design guidelines to address conflict points
- Establish a program of risk reduction at conflict points through alteration, improved clarity, signage and line marking
- Maintain separation of bike path and pedestrian path and implement projects to create separation
- Improved signage and awareness
- Introduction of a 'courtesy rider' program
- Promotion and encouragement of appropriate and safe bike speeds
- Ensure appropriate lighting along bike path

Consider the Implementation a signage program along the bike and pedestrian paths of distance to key features

All foreshore signage to be subject to signage plan criteria and approval process. Recommend that all foreshore signage be approved by the Foreshore Co-ordinator to ensure co-ordinated approach

Consider the feasibility of options to:

- close Pier Rd to through traffic and improve for pedestrian and bicycle access
- consider closure or reduction in scale of Point Ormond Road and return to green space where practicable
- consider reduction in overall supply of car parking at Elwood Foreshore and return car parking areas back to public open space
- consider removal of 2 onshore car parking areas at Sandridge Foreshore and return to public open space

Engage Foreshore Clubs and City of Port Phillip Traffic Management in further dialogue on an appropriate and fair system for provision of club parking

### **7.11 Tenancies and Buildings**

The Port Phillip foreshore is punctuated at various points by a range of tenancies, in the form of occupations of buildings. These tenancies serve the purpose of providing active recreational access to the beach environment, or augment peoples coastal experience, by providing services in the form of a range of dining experiences, which make use of the unique location.

Tenants include both community based clubs and commercial service providers. There are 6 life saving club buildings, 3 yacht clubs, 2 angling clubs, a sea scouts, 7 kiosks, 6 restaurants, the Seabaths complex and St Kilda Marina.

These tenancies have developed over time to support key coastal uses, or have developed through the conversion or reuse of existing buildings. They are generally managed to support viable uses that enhance the coastal experience. Change in use patterns and community expectations over time result in management consideration of the mix, and have resulted in conversions of use.

Active use tenants include yacht clubs, life saving clubs and angling clubs. These uses are generally considered to be coastal dependant, meaning that their presence has a functional role for that location, and generally they have an historical connection to those places.

Kiosks, cafes and restaurants provide a range of food and beverage services to the community, and provide a legitimate role in enhancing peoples enjoyment of the coastal environment. The restaurants on the foreshore have generally come about through the reuse of existing buildings, which have resulted from changing usage patterns in the community. These places often provide high quality contributions to the foreshore as a result of their income streams providing for a high standard of maintenance and redevelopment of the buildings which they are contained within.

Tenancy terms are determined by what Council considers are either appropriate levels of certainty for community based club occupations, and by the level of capital investment that is made in particular buildings. Community based clubs are generally provided with 7 year lease terms, which are dependant on club stability, are generally intended to be reissued at the end of the term. Commercial tenants are generally provided with lease terms that allow for a return on capital investment and that support the viability of the business.

Council is restricted to providing tenancies of no more than 21 years under its delegation under the *Crown Land Reserves Act 1978*. If tenancies of greater than 21 years are required, Council needs to refer the request to the State Government for consideration by the Minister for Lands.

Council decisions on use of buildings on the foreshore needs to be made on a case by case base, and with consideration to the following criteria:

- Coastal dependency or relevance of the use
- Historical association of the use
- Heritage or cultural value of the building
- Community benefit
- Economic value to council
- Contribution to the coastal landscape
- Strategic location of the building
- Detailed analysis through a precinct masterplan

Developing clear guidelines to be used for assessing applications relating to commercial use and development on the foreshore would be a valuable product to produce in providing greater certainty of decision making.

## Tenancies on the Port Phillip Foreshore

Community Based	Location	Tenancy Term
<b>Life Saving Clubs</b>		
Sandridge LSC	The Boulevard, Sandridge	7 years
Port Melbourne LSC	Beach Street, Port Melbourne	7 years
South Melbourne LSC	Beaconsfield Pde, South Melbourne	7 years
Middle Park LSC (vacant)	Beaconsfield Pde, Middle Park	N/A
State Surf Life Saving Headquarters	Beaconsfield Pde, West St Kilda	
St Kilda LSC	Jacka Boulevard, St Kilda	7 years
Elwood LSC	Elwood Foreshore, Elwood	7 years
<b>Yachting Clubs</b>		
Port Melbourne Yacht Club	Beach Street, Port Melbourne	21 years
Royal Melbourne Yacht Squadron	Jacka Boulevard, St Kilda	21 years
Elwood Sailing Club	Elwood Foreshore, Elwood	7 years
<b>Angling Clubs</b>		
Albert Park Yachting and Angling Club	Beaconsfield Pde, Albert Park	7 years
Elwood Angling Club	Elwood Foreshore, Elwood	7 years
<b>Other</b>		
Elwood Sea Scouts	Elwood Foreshore, Elwood	N/A
<b>Commercial</b>		
	<b>Description</b>	<b>Tenancy Term</b>
<b>Kiosks</b>		
Point Ormond	Point Ormond, Elwood	3 years
South Beach Reserve 1	Jacka Boulevard, St Kilda	N/A
South Beach Reserve 2	Jacka Boulevard, St Kilda	12 months
St Kilda Pier Entry	Jacka Boulevard, St Kilda	3 years
Pier Road	Jacka Boulevard, St Kilda	3 years
Middle Park LSC (vacant)	Beaconsfield Pde, Middle Park	N/A
Portabella's	Beaconsfield Pde, Albert Park	14 + 7 years
South Melbourne LSC	Beaconsfield Pde, South Melbourne	3 years
Port Melbourne LSC	Beach Street, Port Melbourne	3 years
<b>Restaurants</b>		
Sails Restaurant	Elwood Foreshore, Elwood	21 years
Donovans	Jacka Boulevard, St Kilda	10 years
Stokehouse	Jacka Boulevard, St Kilda	17 years
Sandbar	Beaconsfield Pde, Middle Park	21 years
<b>Key Tenants</b>		
Seabaths	Jacka Boulevard, St Kilda	50 years
St Kilda Marina	Marine Pde, St Kilda	50 years

## **FUTURE DIRECTIONS**

**No net loss of open space on the foreshore**

**Support the existing diversity of building uses on the Port Phillip Foreshore**

**Encourage multiple use of single facilities to maximise their value**

**Ensure that the reuse and or redevelopment of buildings on the foreshore are:**

- **evaluated against reuse/ redevelopment criteria**
- **relevant to community's needs and aspirations, and that they support peoples enjoyment of the coast**

**Develop clear guidelines to be used in assessing applications for planning permits relating to commercial use and development on the foreshore**

**Ensure improved community access or use is a key driver in the redevelopment of all foreshore buildings**

**Support reinvestment in all foreshore buildings to maintain high quality assets on the foreshore**

### **7.12 Beach Facilities**

Peoples' enjoyment of the foreshore environment is in many ways dependant upon the supporting infrastructure and facilities that augment that experience. Paths, buildings, parking areas, piers, foreshore seating, toilets, showers, BBQ's, drinking fountains and rubbish bins, are all considered beach facilities and all contribute to peoples' experience of the foreshore.

Council maintains 14 public toilets blocks along the foreshore, which generally also include changing spaces and showers. These facilities are generally provided in buildings with other functional uses including life saving clubs and cafes.

There are 9 external beach shower facilities in all along the foreshore; 2 at Elwood, 2 at St Kilda, 3 free standing along Middle Park and South Melbourne, and 2 attached to buildings at Kerferd Rd Toilet block and Port Melbourne Life Saving Club. External beach showers prove very popular with the public, and are used for rinsing off salt water and sand after swimming, sunbathing and kite surfing.

Public seating on the foreshore is very popular and highly desired by the public. People enjoy public seating on the foreshore for, resting, enjoying the coastal view, people and activity watching, talking with friends, and reading. In recent years, Council has responded to the high value the public places on public seating on the foreshore with a major program of public seating upgrade. In many areas the amount of public seating has increased, and the program has seen the installation of a more consistent suite of furniture.

There are 14 drinking fountains provided along the foreshore, in close proximity to the pedestrian and bicycle paths. These drinking fountains are well utilised and desired by the public for quick refreshment. Drinking fountains have been difficult to maintain, their movable parts and the harsh salt environment make them prone to corrosion, mechanism faults and vandalism.

BBQ and picnic facilities are provided at Elwood Foreshore, Point Ormond, Marina Reserve, Catani Gardens, and Sandridge Foreshore. Generally these facilities are only provided where there is sufficient space to accommodate them, like a wide area of foreshore or park space.

Rubbish bins are provided extensively along the foreshore and generally in places where people congregate, near picnic areas, and kiosks.

One area where the foreshore is somewhat deficient is in the provision of shade on the foreshore. With few shade providing trees, and limited access to building verandas. In the past, people once brought beach umbrellas however a shift in beach use culture has shifted people away from this approach. Some people use a more modern portable shade tent, which tend to be used more for young children to protect from the sun.

There are 2 purpose built Edwardian shade structures at Middle Park and South Melbourne beaches, and one at Sandridge Beach, but these structures tending to contribute more the beach aesthetic rather than possess a high level of functionality.

A program of shade structure installation has also occurred over children's' playgrounds on the foreshore in recent years, to protect young children.

It is recommended to investigate shade providing options along the foreshore, particularly the more exposed foreshore stretches like Middle Park, South Melbourne and Port Melbourne.

### **7.13 Playgrounds**

Council maintains a number of playground areas on the foreshore, which recognise kids play as an important pastime for both resident families and visitors to the foreshore. Generally these facilities include BBQs, seating and shade structures.

Playgrounds are maintained at:

- Elwood Foreshore (beside Elwood Tennis courts)
- Point Ormond Reserve
- St Kilda Beach (Rotary Park)
- Catani Gardens
- Plum Garland Reserve (South Melbourne)
- Sandridge Foreshore

Recently Council embarked on a program of playground upgrades, and now all playgrounds have new and updated equipment, which conforms to current safety standards. A program of shade structures in an effort to protect children from sunburn has also been undertaken, and is generally represented by suspended canvass sailcloth.

#### Public Amenity Facilities Service Level

- All public toilets are cleaned twice daily. Foreshore toilets are cleaned three times daily in summer and twice daily in winter.
- The time and date of each clean is marked by cleaners on an external board to prevent any perceptions of neglect.
- Cleaners report all incidences of vandalism or required maintenance to the Building Maintenance department daily
- Graffiti is removed / repainted weekly. (If Graffiti is of a violent or racist nature, then it is removed same day)
- Public toilet cleaners are constantly monitored by cleaning company managers.
- Council is currently using a new micro biotic cleaning system in an attempt to reduce the uric acid odour prevalent in many men's urinals. This product involves a biodegradable organism that digests the uric acid, becomes enlarged, which then allows it to be washed away.
- Council staff also run routine spot checks on the Public Toilets
- Council also incurs the cost of supplying and clearing sanitary bins and sharps bins.

#### BBQ's Service Level

- BBQ's are a push button operation. These are operational 24 hours, except those at Sandridge Beach in close proximity to residential areas.
- BBQ's are checked for maintenance and electrics every Friday and in summer this is increased to Friday and Mondays.
- BBQ's are cleaned daily

#### **FUTURE DIRECTIONS**

**Continue to implement public seating upgrade and improvement program**

**Continue to upgrade public amenity facilities to improved standards and respond to changing use patterns with good design**

**Continue an installation program of additional beach showers, and improve existing beach showers with design faults**

**Maintain playground equipment at all foreshore playgrounds to a high standard, updating equipment on a regular and rotational basis**

**Investigate shade structure options for the foreshore environment that are both functional and aesthetically contribute to the foreshore environment**

**Upgrade and maintain in working order in quick repair time all drinking fountains along the foreshore, and consider the installation of additional drinking fountains**

**Develop and maintain a quick repair program to attend to beach facilities in need of repair or maintenance**



## 7.14 Lighting

The City provides lighting along the foreshore to provide safety and allow for usage in the evening. Lighting is generally provided in pathway areas, car parks, near facilities and buildings and where people congregate.

Specific foreshore lighting is provided in areas where there is a departure from roadway areas where street lighting is ample for peoples needs.

In the St Kilda area, a specific foreshore lamp type was developed, and can be seen between St Kilda Pier to the St Kilda Marina. This lamp contributes to the character of the foreshore in this location, and is a real signature of the St Kilda Pier where it extends to the former St Kilda Pier kiosk.

The globe type which is used is a high pressure sodium which has been selected for its bright light emissions and long hours. This type of light output contributes to the cultural evening character of the foreshore.

In 2001, the City undertook a trial of new diode technology in the St Kilda lights. The response was driven by environmental incentives to reduce energy requirements and provide a more durable product requiring less replacement. These lights have had mixed results and may not have fully achieved the intended goals sought.

Lighting along the bike path needs to be consistent for its entire length. There are two areas of the foreshore bike path that require lighting. The sites are the bike path between Point Ormond and St Kilda Marina, and the Sandridge Foreshore which will form part of the path duplication to be constructed through this area as part of the implementation of the Sandridge Foreshore Masterplan.

### Public Lighting Service Level

- Public Lighting is serviced and maintained (including cleaning) by Port Phillip contractors
- Lights are checked every Friday morning. When globes are changed the lights are cleaned.

## **FUTURE DIRECTIONS**

**Develop a lighting plan for the foreshore with objectives to be achieved, including: character, design, lighting pattern, security, environmental energy objectives, night time usage of the foreshore,**

**Ensure consistent and safe lighting levels to the foreshore bike path for its entire length as part of the Bay Trail**

**Implement pedestrian and bike path lighting along the section from Point Ormond to St Kilda Marina**

**Implement pedestrian and bike path lighting along the Sandridge Foreshore as part of the Sandridge Foreshore Masterplan**

**Assess and evaluate the success of the diode lighting technology roll out program on the foreshore, and determine any revised criteria for its continued implementation**

**Continue to investigate new lighting technologies for the foreshore in an effort to meet environmental objectives, reduce energy consumption and reduce overall economic, energy and replacement costs**

### **7.15 Signage**

Signage is an important functional feature of the foreshore. Signage is used to provide place names, provide information and interpretation, and regulation of use of the foreshore.

Important features to be achieved in signing the foreshore are that the information is clear, concise and understood by all. Generally this requires that signage is placed where people would expect to find it, or where they are most likely to ask themselves the question and require information. This requires sound criteria to be established which includes; placement, signage size, a branding type, choices of conveying information, and in some cases, that the messages are pictorially represented by generally agreed Australian Standards.

Currently signage on the Port Phillip foreshore is of mixed standard, and is in need of some attention. Issues which have influenced changes to signage over the years have been:

- The amalgamation of the three former Cities of Port Melbourne, South Melbourne, and St Kilda, into the City of Port Phillip. Each of the former Cities took a different approach
- Regulatory signage requiring specific signage type and location to ensure legal enforcement eg. Litter, dogs and parking
- Individual tenants with different signage standards on their buildings
- Various projects on the foreshore with signage as a component leading to individual design

Since the establishment of the City of Port Phillip, some effort has been made to introduce corporate colours, so that people know that the City of Port Phillip is the manager of the foreshore, and some rationalisation of sign poles has been undertaken to replace or remove old signage.

There is the need to undertake a complete signage plan for the foreshore, which provides for a suite of signs, and addresses all of the areas of regulation, information and interpretation, and place naming, and ensures consistent standards with other authorities.

In respect to advertising signage on the foreshore, Council has developed a signage policy to govern this activity. In general only minimal advertising signage associated with club and commercial facilities will be allowed, and advertising hoardings are proposed to be banned from foreshore, excepting where they are advising of foreshore events where advertising may form a component of their approval. All signage on the foreshore requires the approval of Council.

#### **FUTURE DIRECTIONS**

**Prepare a signage plan for the foreshore to include:**

- **branding**
- **place naming**
- **advisory and regulatory**
- **information**
- **interpretations**
- **distances**
- **way finding**
- **buildings and activity sites**
- **siting and design guidelines**
- **positive experience**

**Ensure consistent standards with other authorities when developing signage as part of the Foreshore Signage Plan**

**All foreshore signage to be subject to signage plan criteria and approval process. Recommend that all foreshore signage be approved by the Foreshore Co-ordinator to ensure co-ordinated approach**

**Consider the development of a maintenance contract to manage signage**

**Only minimal advertising signage associated with club and commercial facilities will be allowed on the foreshore, and subject to Council approval**

**Advertising hoardings are banned from the foreshore, excepting where they are advising of foreshore events where advertising may form a component of their approval**

## 7.16 Piers and Jetties

Piers and Jetties on the Port Phillip foreshore act as both functional assets and valued recreational structures. Parks Victoria is responsible for the recreational boating on Port Phillip Bay. Part of this role is providing access for the public to the water, event management and management of commercial activities and operators that utilise the various waterways.

There are 4 piers and jetties on the Port Phillip foreshore managed by Parks Victoria. They are:

- Brooks Jetty
- St Kilda Pier
- Kerferd Road Pier
- Lagoon Pier

Piers and Jetties are highly valued by the community. The major piers provide opportunity for short term berthing of vessels and have low landings that can also be used for the unloading and loading of passengers and equipment. They also provide opportunities for people to promenade over water, a valued pastime, and support recreational fishing interests.

St Kilda Pier, the most significant recreational pier in Port Phillip, not only supports promenading and fishing, but is functionally important for providing access for members of the Royal Melbourne Yacht Squadron's two hundred boating pens, and also provides protection for the one hundred and twenty swing moorings that lay in the harbour. This pier also supports the commercial tourist ferry that operates on weekends to Williamstown over the warmer months of the year.

The St Kilda Breakwater, is also famous for its penguin colony, that live amongst the rocks of the breakwater. This colony is supported by a Wildlife Co-operative with its own management plan for the site, and has protection under the *Wildlife Act 1975*.

The more significant Station Pier is Melbourne's International Passenger Ship Terminal. The Marine and Ports Division of the Department of Sustainability and Environment manage station Pier.

Princes Pier is an unused Pier that has been inaccessible to the public for many years and is in poor condition. The future of Princes Pier has been under consideration by the State Government in partnership with Mirvac, as part of the overall development of the Beacon Cove estate.

## **FUTURE DIRECTIONS**

**Maintain a high quality relationship and continue to work in partnership with Parks Victoria, the manager of piers and jetties, to ensure Piers and Jetties on the Port Phillip foreshore are retained and maintained to a high standard**

**Reinforce the cultural and recreational significance of Pier structures to the wider community**

**Investigate options in conjunction with Parks Victoria and Melbourne Water for the retention of Brooks Jetty as a valued landscape feature on the St Kilda Beach that contributes to beach character. Strengthen the role of this Jetty through Shakespeare Grove linear landscape plan as part of the St Kilda Edge Precinct redevelopment**

**Ensure that access is maintained to high quality structures, including provisions for disability access**

**Encourage the increased use of Piers as boating destination to Port Phillip and to support their longterm function retention**

### **7.17 Station Pier**

Station Pier is one of Melbourne's cultural icons and identifiable places. It has long provided access from the sea to metropolitan Melbourne, and the maritime history associated with it contributes to Port Melbourne's distinct character.

Station Pier has an important role as an entry point to Melbourne from Tasmania and overseas: TT Line Company Pty Ltd now has two vessels, the Spirits of Tasmania I and II, for ferry services between Station Pier in Port Melbourne and Devonport in Tasmania. These can transport 1,400 passengers and 350 vehicles for each trip. During the summer season, the vessels operate two crossings per day.

Cruise shipping is the fastest growing segment of international tourism. Some 40 cruise liners visited Melbourne from 2000 to 2001, carrying more than 40,000 passengers. The busiest time for cruise ship activity is from late December to the end of February.

Station Pier is managed by the Department of Sustainability and Environment, Marine and Ports Division, and the international cruise shipping operations are managed by the Federal Government, including international security obligations.

The entry area from Beach Street to Station Pier is problematic due to the combined, conflicting needs of sea-related freight traffic, visitors arriving at or leaving Melbourne on ships, related tourist coaches, people meeting or seeing off visitors in private cars and people wishing to use the beachfront for general enjoyment. The current street arrangement at the entrance to Station Pier is quite confusing and does not adequately cater for user needs. There is also little provision for visitor services, car parking and pedestrian space.

There are three new restaurants on the Station Pier forecourt, and the capacity of the area to absorb the associated parking demand has not yet been tested.

Public vehicular entry to Station Pier ceased in 2003, as part of a National response to security issues effecting all Australian ports with international shipping traffic. Whilst pedestrian access is still permitted, the decision has made it more difficult for fishermen to access a popular pier based fishing location.

The Port Melbourne Management Framework draft report 2003, suggests the challenge for Station Pier is to develop it and its associated precinct into a high quality destination by providing visitor facilities and services, and related shopping. A high quality open plaza that meets the functional requirements of car and freight transport and also provides pedestrian space that links with public transport, visitor services, shops and the foreshore.

#### **FUTURE DIRECTIONS**

**Give effect to the recommendations relating to Station Pier outlined in the Port Melbourne Management Framework Draft Report 2003**

**Maintain a working relationship with Department of Sustainability and Environment, Marine and Ports Division**

### **7.18 Recreation Management**

Recreational enjoyment of the foreshore is a valued pastime for both residents and visitors to the City of Port Phillip. Recreation on the foreshore takes many forms and can extend from being very active to passive.

Active recreation includes: swimming, walking, bike riding, in-line skating, jogging, kite surfing, sailing, boating, beach volleyball, beach soccer, and events like triathlons.

Passive recreation includes: sunbathing, promenading, picnicking, fishing, and people watching

Council supports recreational use of the foreshore through the provision of buildings to house foreshore activities like sailing, life saving and angling, through the provision of facilities like pedestrian and bike paths, BBQ areas and playgrounds, and through the provision and approval of sites for organised events like triathlons.

Council considers that the current mix of activities, including both formal and informal activity, is both appropriate to the Port Phillip foreshore and environment, and is responsive to the needs of residents and visitors.

Recreational activities contained within facilities on the foreshore need a primary coastal dependant purpose to be in those locations Council will encourage mixed use, co-location and sharing if there is strong community benefit and the opportunity to maximise access, participation, and community use of public facilities. For any expansion of facilities to be considered, there will need to be demonstrable public benefit.

Regulation of recreational activity will be kept to a minimum, however, where there are cases of damage to the environment or negative impact on peoples' amenity, regulation may be required.

Recreational activities will also be allowed to further develop and grow, and where this is required in the case of facilities, there will need to be a demonstrable public benefit for any expansion to be considered

#### **FUTURE DIRECTIONS**

**Continue to support the diversity of formal and informal, active and passive, recreational uses of the Port Phillip foreshore**

**Continue to reinvest in foreshore infrastructure, which supports recreational activity, to maintain high standards**

**Maintain and foster strong relationships with foreshore clubs to ensure their sustainability, accessibility to the community, and active use of the foreshore**

### **7.19 Events**

Council has had a history of hosting independently managed events along the foreshore as well as in surrounding parks and gardens for over 20 years. This history of hosting such events is recognition of the spaces being public spaces, which support an important recreation and leisure function for all of Melbourne.

The types of events the City supports include: triathlons, fun runs, marathons, outdoor concerts, arts performances, community festivals, community sporting events, social functions, beach volleyball, product promotions/launches, sailing events, cycling and on-roads events. Events can range in size from small eg. A wedding with less than 50 participants, to significant eg. a triathlon with greater than 6000 participants/ competitors.

Events are actively sought to be held in the City due to the highly valued natural and cultural assets that the City possesses. This includes the bay, beaches and parkland of the foreshore, and paths, roads and open spaces.

In managing the high demand for external providers wanting to run events, the City needs to balance residential amenity and traffic management with that demand. Over several years, the City has reduced the overall number of events to fewer, high profile, high quality events.

Council has established a clear policy on event management, and has detailed procedures on the selection and conduct of events on an annual basis. Each year Council produces an Events Calendar, that serves the role of both informing the community of road closures and possible disruptions, and also of opportunities for the community to participate.

#### **FUTURE DIRECTIONS**

**Manage events on the foreshore on an annual basis in accordance with Council's Event Policy and operational procedures**

**Continue to support a diversity of events on the foreshore the support active use and cultural pursuit**

### **7.20 Temporary Commercial Recreation Sites**

Council allows for a minimal number of temporary commercial recreation sites to exist on the foreshore at key locations. The purpose of these temporary tenancies is to augment peoples' enjoyment and experience of the coast.

Temporary commercial recreation sites have included bike hire, pony rides, kite surfing lessons, sea kayaking and beach volleyball.

Council's Temporary Commercial Use of the Foreshore Policy governs the selection and approval of sites and their tenants. The policy allows a process for selection and criteria to evaluate proposals against. Generally activities are supported under this policy which are not otherwise provided on the foreshore, are of a season nature, and that there is some anticipated public desire to partake in the activities provided.

#### **FUTURE DIRECTIONS**

**Conduct annual selection of temporary commercial recreation sites on the foreshore, in accordance with the Council Policy, and review on an annual basis**

### **7.21 Life Saving Strategy**

The foreshore of the City of Port Phillip supports 5 life saving clubs which provide valued voluntary patrol and life saving services to the beaches of Port Phillip. Club facilities are located at Sandridge, Port Melbourne, South Melbourne, St Kilda and Elwood. A sixth club vacated premises at Middle Park in 2003.

In addition to their essential service role, life saving clubs actively facilitate recreation and tourism and the safe participation in path and beach activities, as well as swimming, boating and surf sports.



In 1999, the City undertook the preparation of a Life Saving Club Review, in response to changing circumstances faced by life saving clubs in the City of Port Phillip. These included:

- Declining memberships
- Clubs experiencing deterioration of club facilities
- The increasing importance and use of the foreshore
- Capital works funding opportunities

Objectives for the future identified by the Review included:

- To make existing clubs strong, viable, sustainable and able to serve the diverse needs of the market
- To ensure that facilities adequately meet Club core service requirements, whilst minimising the capital and maintenance cost of life saving infrastructure
- To increase the standard of service of clubs in order to facilitate additional, and safe participation in water sports and beach/foreshore recreation activity

Council considers that the ideal scenario for the provision of life saving services to the beaches of Port Phillip, is through 1 facility on each of the 5 beach areas being:

- Sandridge
- Port Melbourne/South Melbourne
- Middle Park
- St Kilda
- Elwood

To progress towards a suitable scenario, Council wants to continue to engage with all the Life Saving Clubs and Life Saving Victoria in an ongoing process to determine the location and design of appropriate facilities.

#### **FUTURE DIRECTIONS**

**Council continue to engage with all the Life Saving Clubs and Life Saving Victoria in an ongoing process to determine the location and design of appropriate facilities to service beaches and beach users**

## **7.22 Water Based Recreation**

Water based recreation is an important activity for Port Phillip, and recognises its valued role of maintaining Bay frontage and access.

The municipality supports 3 community based yachting clubs, being Port Melbourne Yacht Club, Royal Melbourne Yacht Squadron and Elwood Sailing Club, and the St Kilda Marina, which is a commercial boat harbour, largely for powered craft.

The St Kilda Marina is leased as a 50 year lease by the Council to a marina operator who has responsibility for all boating related infrastructure at the site, including boat ramps, floating pens, dry storage and ancillary infrastructure including restaurant facilities. The Marina is the only site within Port Phillip that has public boat launching facilities, including provision for car and trailer parking, and as a result functions as the municipalities public boat launching facility.

The St Kilda Harbour supports the activities of the Royal Melbourne Yacht Squadron, who is the major tenant, and the Club has the responsibility for management of both fixed moorings and swing moorings within the Harbour, by way of a management agreement with Parks Victoria. The Harbour also has limited public berthings, and supports ferry services which operate primarily between St Kilda and Williamstown.

Off the beach water based recreation is also a feature and includes kite surfing, wind surfing, Personal Water Craft and sea kayaking.

Parks Victoria is the manager of recreational management of Port Phillip Bay, and also assumes responsibility for all recreational marine infrastructure, which includes piers and jetties, low landings, marker buoys and watercraft signage.

Marine Safety Victoria provides the regulations that govern use of the waters, particularly in relation to marine vessel speeds, boat zoning, and distances from objects or other users. Victoria Water Police act as the enforcement arm of all water based regulations.

The City of Port Phillip is required to work in close partnership with both Parks Victoria and Marine Safety Victoria, and these relationships also recognise that water based recreation often requires access to both onshore, and offshore facilities. The relationship is supported by regular contact and monitoring of water based recreational use of the Bay and foreshore.

Parks Victoria is currently undertaking a review of all boat zoning, in effort to make rules easier to understand by both the boating community and also the general community. The review is attempting to resolve issues around changing usage patterns, and accommodating new uses.

In recent years, Port Phillip has seen a rapid expansion of kite surfing as a new activity on the foreshore, which is not appropriately catered for by regulations. This activity is continuing to grow, and has become the most dominate feature of West Beach, an area that has generally had little use. The activity is well regarded by the community for the significant colour and movement it provides to this area of the foreshore, however the activity has some conflict with existing users, dog walkers, inexperienced kite boarders, and relating to speed zones in the near water environment.

## **FUTURE DIRECTIONS**

**Continue to provide land based support to water based recreation, acknowledging it as a key feature of the foreshore, and supporting community recreational aspirations**

**Monitor land based impacts of water based recreation and modify practices through awareness and education, and regulation if necessary**

**Maintain high quality relationship with both Parks Victoria and Marina Safety Victoria on the management of water based recreation**

**Continue to support the 3 community based yachting clubs, being Port Melbourne Yacht Club, Royal Melbourne Yacht Squadron and Elwood Sailing Club, as key water based recreational facilities**

**Support the role of the St Kilda Marina as the municipal public launching facility**

**Support programs to provide water safety education to both the water based recreation community and the general community on boating issues and recreational water usage**

**Continue to participate on working groups with both Parks Victoria and Marine Safety Victoria on boating zone review**

**Participate in joint working groups with Marine Safety Victoria, Parks Victoria, Councils and Victorian Kite Surfing Association to improve safety of kite surfing and other foreshore users**

**Investigate and consider opportunities and all aspects of providing water play features**

### **7.23 Culture and Recreation department**

Culture and recreation are significant factors for the Port Phillip community. They are also the features of the community that many visitors come to enjoy.

The foreshore setting provides a key area where people undertake activities of leisure, cultural or sporting nature. Events like St Kilda Festival, triathlons, yachting and life saving carnivals, and small scale commercial activities, are key pursuits which contribute to the colour of the place and to peoples' satisfaction and enjoyment. It is a valuable place for the arts community and as a place for hosting festivals.

Council maintains a Culture and Recreation department that has the role of managing the use of spaces and providing opportunities for people to participate. This includes the management of foreshore tenants including life saving, yachting and angling clubs, and annual approval process for events and temporary commercial activity sites.

Council's Sport and Recreation Strategy, Events Management Policy, and Commercial Activities on the Foreshore Policy, support management of these activities.

## 7.24 Dog Management

Use of the Port Phillip municipality foreshores by dogs and their owners is a highly regarded activity in the municipality, and Council recognises this through its Health and Community Safety Plan, which identifies the benefits to the community of pet ownership.

Extensive consultation has been undertaken with the community over the years in an effort to manage dog access to foreshores fairly. The ongoing provision of such areas is provided on the basis that issues between conflicting users; dog walkers, swimmers, joggers/ cyclists / inline skaters and other recreational users are managed, and that there is a high level of compliance with regulations concerning designated areas, owners maintaining effective control and picking up after their dogs, and complying with designated hours for beach access.

There are six beaches designated off-leash dog beaches on the foreshore, which means owners dogs can run and play without a leash. All other beaches are off limits to dogs during the summer. Dogs are required to be under effective voice control and owners still need to carry a leash and take bags in order to pick up any droppings.

### Summer season

During the summer season from 1 November to 30 April, dogs are only allowed on the following beaches:

#### All Day

1. Middle Park - between Langridge & Fraser Streets
2. West St Kilda - from St Kilda Pier along Pier Road for 400 metres towards Middle Park Beach
3. Port Melbourne - Sandridge Beach between the rock groyne opposite Barak Road & the rock groyne opposite Cumberland Road
4. Port Melbourne - between Lagoon Pier & south west to Dow Street

### Early Morning

There are also two morning dog beaches

1. Middle Park - between Kerferd Road pier and Langridge Street, 5.30am-9.30am only.
2. Elwood - between the rock groyne south of Point Ormond and the beach access ramp 35 metres south east of Normandy Road, 5.30am-9.30am only.

### Off Season

During the off season from 1 April to 31 October, dogs are allowed on all beaches except for two environmentally sensitive areas. They are:

1. Sandridge Beach, Port Melbourne (between Todd Road and the Municipal Boundary, including all of the beach and the Perce White Reserve)
2. From a point 400m north of the St Kilda Pier to a point in line with the end of the pavilion on the beach, past Cowderoy Street.

During the off season dogs are able to run and play on all other beaches without a leash. However, dogs need to be under effective voice control and their owners still need to carry a leash.

Council has undertaken significant dog owner education campaigns to bring about a quantum shift in dog owners' attitudes to using the foreshore:

- Cleaning up after their animals, because dog droppings are a problem for others walking on the beach and a contaminant if it's allowed into the bay.
- Interaction between off-leash dogs and other animals and people is another factor. When they are off the leash, dogs need to be under effective control by their owners. If dogs are well trained and sufficiently socialised by responsible owners, then there should be minimal inconvenience to other beach users.
- Dog owners face an on the spot fine of \$100 for:
  - walking dogs on prohibited beaches,
  - for dogs wandering at large,
  - for not having dogs on leashes when they should be, or
  - for failing to pick up after their dog.
- Failure to register a dog attracts an additional \$200 fine.

#### **FUTURE DIRECTIONS**

**Maintain the existing number of 4 designated dog beach areas and 2 early morning dog beach areas**

**Monitor dog owner compliance of approved areas including:**

- **dog owners maintaining effective control**
- **picking up after their dog**
- **respecting the rights of other users**
- **not pose any undue risk to public amenity**

### **7.25 Public Amenity Management**

The foreshore of the City of Port Phillip is a place of significant human interest and is utilised day and night. Residents clearly enjoy it, and it is the reason that many residents have chosen to live in the City of Port Phillip. But it is also a metropolitan resource and experiences high levels of visitation from both the wider Melbourne area and tourists.

Managing the different uses and needs of all the people that access the foreshore is a significant challenge for the City, and so not only is the protection of the environment of paramount importance, but so to is the amenity of both residents and visitors to the space.

Issues that have been the source of conflict in the last decade in the management of the foreshore have been:

- Illegal car activity, including drag racing, burn-outs, and “hoonish” behaviour in car parks and on foreshore roads
- Challenging social behaviours in public toilet areas and vegetated areas of the foreshore, including gay “beats” and prostitution
- Noise, generally late at night, and impacting on residents or other foreshore users

Council has developed a Health and Safety Plan 1989, that includes the value of the foreshore to both residents and society more widely, particularly focussing on peoples’ health and well being and maintaining accessibility for all.

The Plan takes a harm minimisation approach to both the place and the people who interact with it. The main objective of this approach is to minimise negative impacts to both the environment and users of the environment.

Council achieves this through a variety of means, which include:

- the development of regulations
- infrastructure options
- signage
- working in partnership with community groups
- through Council service areas, and
- the Victoria Police

## **7.26 Local Laws, Community Amenity & Enforcement**

Council has the authority provided to it under the *Local Government Act 1989*, to develop local laws that enable Council to give legal effect to regulations on the foreshore.

Local Laws extend to the management of:

- Litter
- Animals (eg. dogs)
- Alcohol
- Prohibited activities
- Activities requiring a permit
- Disruption to amenity (eg noise, odours, etc)

Council maintains a Local Laws department, which gives effect to Local Laws made to protect the foreshore and peoples amenity. Council utilises both education and enforcement as a means of implementing Local Laws.

Parking management is also managed through the Local Laws provision, but is addressed under Traffic and Parking management specifically.

## **FUTURE DIRECTIONS**

**Maintain strategic provision of public amenity facilities along the foreshore**

**Review the 'Public Toilet Review' 1998, in relation to recommendations made on public toilets along the foreshore**

**Ensure public toilets along the foreshore are:**

- maintained to a high standard
- light
- clean
- make users feel safe

**Implement design measures to reduce inappropriate use of public toilets, and to reduce public concern of such use**

**Maintain and monitor traffic control measures on foreshore roads and car parks to discourage illegal and disruptive vehicle use**

**Maintain relationship with Victoria Police on public issues which contribute to negative amenity impacts**

**When planning or undertaking works on the foreshore, the unique amenity issues experienced by adjoining residents need to be given appropriate consideration**

### **7.27 Tourism**

Tourism is a significant part of the Port Phillip foreshore. The destination is used regularly by large numbers of metropolitan day visitors, being one of the closest beach areas to the Melbourne central business district. It is also a popular destination for interstate and international visitors, again because of its close proximity to Melbourne and also the unique commercial strips, which are often incorporated into a visit.

Whilst the significant tourism value is acknowledged, there is very little visitor statistics n numbers of visitors, market segmentation, or desired activities in a visit. This information would be very valuable in enabling council to better plan for supporting infrastructure to the foreshore environment, and ensuring that the mix of provided or supported activities i meeting the aspirations of visitors and locals alike. Such a study would clearly define the important metropolitan and State function that the City of Port Phillip foreshore plays in the State's economic and tourism interests.

It is recommended that the a significant tourism study is undertaken with a focus on the foreshore, to assist Council to better plan and manage the asset for the future.

## **FUTURE DIRECTIONS**

**Support the development of a Tourism Study that collects visitor statistics and market segmentations to enable improved future infrastructure and asset provision**

## **8. RELATIONSHIPS**

### **8.1 Community Relationships**

Community relationships are an important factor in the management of the foreshore. One of the key reasons why the Port Phillip foreshore remains interesting and diverse is due to the local influences brought to planning and management, which are supported by local community groups.

Groups tend to have specific interests which range from protecting important environmental values, to protecting cultural and heritage values, or uses.

Contact with such groups is generally via a range of means. Groups are generally invited to participate on consultation forums, attend meetings with Council, or asked to comment on specific proposals that occur within their specific area of interest. This can include strategic plan, masterplan or landscape plan development, policy development, or works proposals.

Council likes to work with such Groups, as it is a means of understanding the community's aspirations for management of the municipality, and it is an effective way of canvassing the views of a range of individuals that share common ideals.

Council has a unique relationship with two of its environmental community groups being the Friends of Port Melbourne Foreshore and St Kilda Earthcare. These groups undertake voluntary work on the foreshore, which includes tree planting, weed removal, researching penguins and performing monitoring tasks. Council has further recognised these relationships through the development of a "Natural Heritage Charter", which provides for communication and agreement protocols in respect to foreshore areas with special natural values.

Groups that Council has typically had a relationship with over the years, in respect to foreshore issues are:

- St Kilda Earthcare
- Friends of Port Melbourne Foreshore
- Esplanade Alliance
- West St Kilda Residents Association
- Foreshore Businesses



## 8.2 Key Agency Relationships

Foreshore management is dependant upon a range of agencies with various responsibilities. This is often seen as adding to the complexity of management, but each agency has quite distinctive roles that support the overall planning, management and protection of both the foreshore and marine environment.

In short, Council is delegated to manage the terrestrial foreshore environment, by the landowner, Department of Sustainability and Environment. Parks Victoria is similarly delegated to manage recreational assets and water use in the bay. Marine Safety Victoria creates the regulations around boating use, Environment Protection Authority monitors and manages water quality. The Central Coastal Board provides advice to government on coastal policy, via the Victorian Coastal Council. Port of Melbourne Corporation looks after commercial shipping and infrastructure. And Melbourne Water Manages key stormwater inputs to the Bay.

With all of these authorities, management of good relationships is an important element to effective coastal and marine management. For the City of Port Phillip, the employment of a Foreshore Co-ordinator has had the effect of an easy entry point both into and out of the organisation in respect the matters involving these agencies.

The following table provides further information in regards to the agencies.

Agency	Role
<b>Department of Sustainability and Environment (DSE)</b>	DSE acts as the landowner for all Crown Land both reserved and unreserved including both coastal and marine. The significant legislation managed by the department that effects the management of the foreshore is the <i>Crown Land (Reserve) Act 1978</i> , which allows for the appointment of the City of Port Phillip as the delegated manager, and the <i>Coastal Management Act 1995</i> , which provides a planning consent mechanism for any development on the coast. The department's main role is the creation and rollout of policy to its delegated land managers, and the monitoring of the respective land managers performance.
<b>Parks Victoria (PV)</b>	Parks Victoria are the managers of recreational boating and zoning on Port Phillip Bay. The agency is delegated with this task as a service provider to DSE. Responsibilities extend to pier and jetty management, event management, and management and protection of Marine Protected areas.
<b>Marine Safety Victoria (MSV)</b>	MSV has responsibility for the development of boating laws on the waters of Port Phillip Bay under the Marine Safety Act. MSV usually works in partnership with Victoria Water Police and Parks Victoria in the development of these rules and regulations. MSV is also responsible for the administering of grants to assist with the development and maintenance of boating infrastructure.

<b>Agency</b>	<b>Role</b>
<b>Port of Melbourne Corporation (PoMC)</b>	PoMC is responsible for commercial shipping and infrastructure associated with its management. Council's main contact with PoMC is in regards to adjoining land management issues, as in Webb Dock or Station Pier, and where they impact on City management. Council also has a licence arrangement in place for the management of Perce White Reserve which Council managers on the Ports behalf.
<b>Melbourne Water (MW)</b>	Melbourne Water is responsible for the management of significant stormwater outfall drains that drain to Port Phillip bay. Council liaises with Melbourne Water on infrastructure upgrades and water quality improvements.
<b>Environment Protection Authority (EPA)</b>	EPA is responsible for water quality and pollution issues under the Environment Protection Act. EPA undertakes an annual Beach Watch report looking at E.coli levels at various swimming beaches to advise on appropriate and inappropriate swimming conditions. EPA also takes responsibility for investigating spills and pollution incidences where they affect the coast and marine environment.
<b>Central Coastal Board (CCB) &amp; Victorian Coastal Council (VCC)</b>	The CCB is an advisory board to State Government via the VCC. Both authorities are given responsibilities under the Coastal Management Act 1995, and are responsible for the development and implementation of the Victorian Coastal Strategy. Council's role is to implement the Victorian Coastal Strategy at the local level, but is also regularly consulted by the CCB to inform them of issues.
<b>Association of Bayside Municipalities (ABM)</b>	The ABM is comprises of the 10 Council's adjoining Port Phillip Bay. The purpose of the group is to exchange information on standards and initiatives, seek common purpose and report positions up to government through the various agencies that each of the Councils deal with.

## **9. COMMUNICATION**

### **9.1 Process for Resolving Issues**

Council engages with the community on both day to day management issues, and in more formal ways on strategy and policy development, and larger projects.

Day to day management is addressed through Council's respective departments providing services to the foreshore, Council's ASSIST call centre, and the Foreshore Co-ordinator. Correspondence, website feedback and telephone calls are either addressed immediately or recorded for responses through Council tracking systems.

An improvement to be investigated would be the development of a Foreshore Hotline connected into the ASSIST enquiry service, so that matters can be reported and attended to at short notice. Contact details on foreshore signs to report foreshore matters could be provided and considered as part of the earlier recommended Foreshore Signage Plan.

In respect to strategy and policy development, and larger projects, Council manages the foreshore in accordance with the directions provided by the:

- Victorian Coastal Strategy
- Council's Municipal Strategic Statement
- Foreshore Management Plan
- Strategies and masterplans
- Policies, Procedures and Guidelines

All of these levels of documented management have generally been consulted on in some manner, ranging from extensive public participation to Council led decision making on behalf of the community.

This Plan attempts to bring all of the management and decision making tools together in one comprehensive document, as they apply to the City of Port Phillip foreshore. In itself, this Plan evaluates decisions made across Council's management disciplines, and generally refers to decisions and actions recommended in other documents, unless there are specific gaps identified.

More importantly than trying to resolve all of the gaps, the Council commits to processes of community engagement to address emerging issues, management improvement, and review of plans and practices, to ensure the foreshore is well protected and remains relevant to community interest.

Where there are issues that extend beyond normal management, require policy change, or are new or unanticipated, Council maintains and commits to the following avenues for resolution.

Council is comprised of 7 wards and 7 publicly elected Councillors. The Councillors are responsible for understanding and representing their communities and feedback into the organisation so that the organisation can better plan for the municipality's needs.

With the participation and approval of the Council, the organisation plans the management and rollout of resources through the following means:

- Establishment of a 3 year Corporate Plan
- Development of an Annual Plan to meet the objectives of the Corporate Plan
- Development of Policy through a Council led process
- Development of strategies and action plans to guide planning and development of geographic spaces or to determine the expenditure of resources
- Development of an annual Capital Works Program to undertake planned new works or maintenance

The above applies to standard Council management, and each task has public input before the elected Council makes final decisions.

## **9.2 Community Consultation and Engagement**

Good governance and democracy are priorities for the City of Port Phillip. The Council is committed to having effective consultative processes, which empower the community, whilst recognising the need to achieve an appropriate balance of consultation with leadership and decision-making.

To achieve this, the Council has developed a Consultation and Engagement Framework. This framework will be essential in resolving new issues that arise on the foreshore overtime, and engaging the community appropriately on these topics.

There will be three possible kinds of approaches to consultation and engagement on foreshore issues, and Council will select the process, which is most appropriate for the topic. The approaches are:

### Information

The council first makes a decision, and then informs community members of their decision

### Consultation

Community members are asked to give feedback, and the Council takes the comments into account when making the final decision

## Participation

The community is asked to actually participate in the decision making process itself and help make the decision

Whichever process is used to resolve issues, the Council commits to the following rules:

- The invitation to community members to get involved must state the purpose of the engagement
- Participants must be advised in advance of:
  - How and when they will be kept informed of progress
  - How and when they will be told of the outcome of the engagement process
- Meeting process must be explained at the beginning of the session
- During the period of the engagement process, participants must be kept informed of progress
- After the engagement process is finished, participants must be advised of:
  - The final decision
  - What happened to their input
  - Reasons why their input did or did not get included in the final decision

### **9.3 Foreshore Forum**

Council will utilise two other consultative approaches as part of its management of the foreshore. They are:

Sounding boards – to be of short duration and made up of a diverse range of community members

Forums – regular or one off gatherings to seek feedback

Council will establish a bi-annual Foreshore Forum to engage the community specifically on the foreshore topic. It is intended that these forums will achieve the following purposes:

- Provision of information on the municipal foreshore
- Update on progress of foreshore projects across Council
- Planning for new projects or studies on the foreshore
- Access to technical representatives for discussion
- Opportunity to talk to Councillor representatives
- Advice and discussion back from the community on matters for Council's attention

## **FUTURE DIRECTIONS**

**Investigate the development of a Foreshore Hotline connected into ASSIST enquiry service**

**Provide signage on foreshore signs with contact details to report foreshore matters as part of the Foreshore Signage Plan**

**Establish a bi-annual Foreshore Forum to engage the community on foreshore management**

### **9.4 Foreshore Topic Management Matrix**

Management topics that occur on the foreshore generally have more than one player. In part this is the reason Council maintains a foreshore co-ordination role.

Topics can cover a variety of issues from:

- Use of public space
- Coastal dependency of activities or buildings
- Competing uses
- Vehicle and pedestrian conflicts
- Tenancies
- Design issues
- Public accessibility
- Environmental impacts
- Public amenity

To manage this complexity, the foreshore co-ordination role will maintain an updated topic or issue matrix that will describe the different components of a topic and how management will integrate and respond appropriately in accordance with this Management Plan.

It is proposed that that topic or issue matrix would indicate a hierarchy for resolving foreshore related issues, based around:

- Breadth of issue
- Responsibility
- Who is required to be consulted with.

This product will substantially be an internal management tool, but available to the public on request to assist in understanding the complexity of issues and how Council is responding.

## **FUTURE DIRECTIONS**

**Develop and maintain a topic and issues matrix to cover all parts of the municipal foreshore to utilise as a communication tool to interested parties**

## **APPENDIX**

### **Appendix: Foreshore Maps**

Plans outlining the extent of foreshore areas within the municipality.

## **BIBLIOGRAPHY**

St Kilda Urban Design Framework  
Sandridge Beach Masterplan  
Parking Plan Towards 2010  
Integrated Transport Strategy  
Elwood Foreshore Management Plan  
Perce White Reserve Management Plan 1996  
Port Melbourne Management Framework  
Street and Beach Cleaning Contract Specification  
Parks Management Contract Specification  
Local Laws  
Order under the Domestic Animals Act  
City of Port Phillip Organisation Structure Charts

## **FORESHORE POLICY BOOKCASE**

Parking Policy  
Event Management Policy  
Sports Policy

## **LEGISLATION**

Planning and Environment Act 1987  
Coastal Management Act 1995  
Local Government Act 1989  
Companion Animals Act