



**City of Port Phillip**  
**Port Melbourne Waterfront - Urban Design Framework**  
**December 2011**  
**DRAFT**





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## Executive Summary

As one of Melbourne's most significant waterfront locations, the Port Melbourne Waterfront plays a central role in defining the character of Victoria's capital city. The Waterfront represents a powerful and compelling part of the foundation story of Melbourne and today thrives as a vibrant residential, retail and tourist destination. This document is part of the Waterfront's continuing story. It provides a series of options to manage the growth and diversity for the area that has been developed after extensive consultation with the community and other key stakeholder groups. This document aims to provide the Waterfront with a vision and future that reflects its significance to Melbourne.

### The Importance of History

Intertwined in the character of the Port Melbourne Waterfront is a deep and intricate history. From humble beginnings the story of the Waterfront is as compelling and evocative as any within the Australian foundation narrative. Port Melbourne was for a long time one of few ports that connected Melbourne with the rest of the world. As such it was the first glimpse of Australia for thousands of immigrants; it was where the unemployed masses went to find work and clashed with police; and it was where Victoria sent its goods to trade with Europe and the rest of the world.

### Community Engagement

To ensure an exciting future for the Port Melbourne Waterfront, Council worked in partnership with the local community to create a shared vision for the waterfront that caters for all members of the community, preserves its rich natural heritage and celebrates its unique character.

### Vision Statement

Our shared vision for the future of the Port Melbourne Waterfront is:

*The Port Melbourne Waterfront will be a significant and celebrated part of greater Melbourne; a place that is valued by locals, is active and welcoming for visitors, and is a gateway providing comfortable safe and reliable entry to Melbourne.*

*It will:*

*clearly evoke and communicate its maritime history, be defined by a variety of year round places, and become a destination in its own right.*



## The Port Melbourne Waterfront Study Area

The Port Melbourne Waterfront Urban Design Framework (UDF) includes Station and Princes Piers, New Beach as far as Beacon Road to the west and Beach Street as far as Bay Street to the east. The study area borders the Bay Street Major Activity Centre and is less than three kilometres from the Melbourne capital city zone.

The area includes a broad composition of land uses, from industrial maritime through to high rise residential. The character of the area reflects its varied land uses and history. The finer urban grain to the west, between Bay and Princes Street, contrasts greatly to the more recent higher rise waterfront development of Beacon Cove. Among these varied characters Station Pier continues to provide maritime infrastructure that supports Victoria's economic development.

Based on the recommendations of preceding studies, the findings and recommendations of this document have been organised into five precincts:

- The Beach and Bay Street Hub,
- Beach Street,
- Waterfront Place,
- Beacon Cove Promenade, and
- Princes Pier.

The key issues and improvements of the UDF are focused on balancing a variety of land uses in line with the community's values. Today the pressures on the Waterfront's land use, its roads and the public open space in the area are unprecedented. Previous waves of development, from industrial to residential, have resulted in competing and conflicting uses in the Waterfront area.

There is a need to resolve these issues and set a strong direction for integration if the Waterfront is to realise its potential as one of the premier assets of Melbourne.



**Port Melbourne Waterfront Study Area and Precincts**



## Key Challenges

There are very real and immediate challenges to be dealt with:

- Directing new development so that it provides a greater shared benefit for the community and land owners.
- Finding a better way to manage the TT-Line and cruise shipping traffic in and around Waterfront Place and Station Pier.
- Improving the overall number and distribution of car parking spaces to accommodate future growth.
- Improving the quality and sense of place of Waterfront Place and Station Pier.
- Forging a stronger connection to the Bay Street Major Activity Centre.
- Providing shade and better access to clean and green open spaces.
- Treating stormwater runoff discharge points along the beach and creating a more resilient foreshore habitat.

## Recommendations

Key recommendations of the UDF include:

- Defining the Waterfront Place public realm more strongly than it is now through the design and organisation of new building forms in such a way that demonstrates design excellence, and a high level of ecologically responsive design that contributes to the amenity of local residents.
- Developing Beach Street as a more enjoyable and people friendly environment through the introduction of additional pedestrian crossing points, better connections to the beach, more considered safety features and additional shelter and rest areas.
- Reducing the impact of the Spirit of Tasmania car and trailer queuing to local traffic by introducing a signalised intersection at Beach and Princes Streets and an independent queuing lane along Beach Street without losing valuable public open space.
- Providing a foreshore that is more enjoyable and resilient through the regeneration of the beach side vegetation and storm water quality treatment initiatives.

## Implementation and next steps

A planning scheme amendment will establish a new framework of planning controls which will guide and manage land use and development of private land consistent with the vision and strategic direction of the UDF.

The amendment will go through a public consultation process, and once finalised and adopted by Council will be submitted to the Minister for Planning for approval and gazettal.

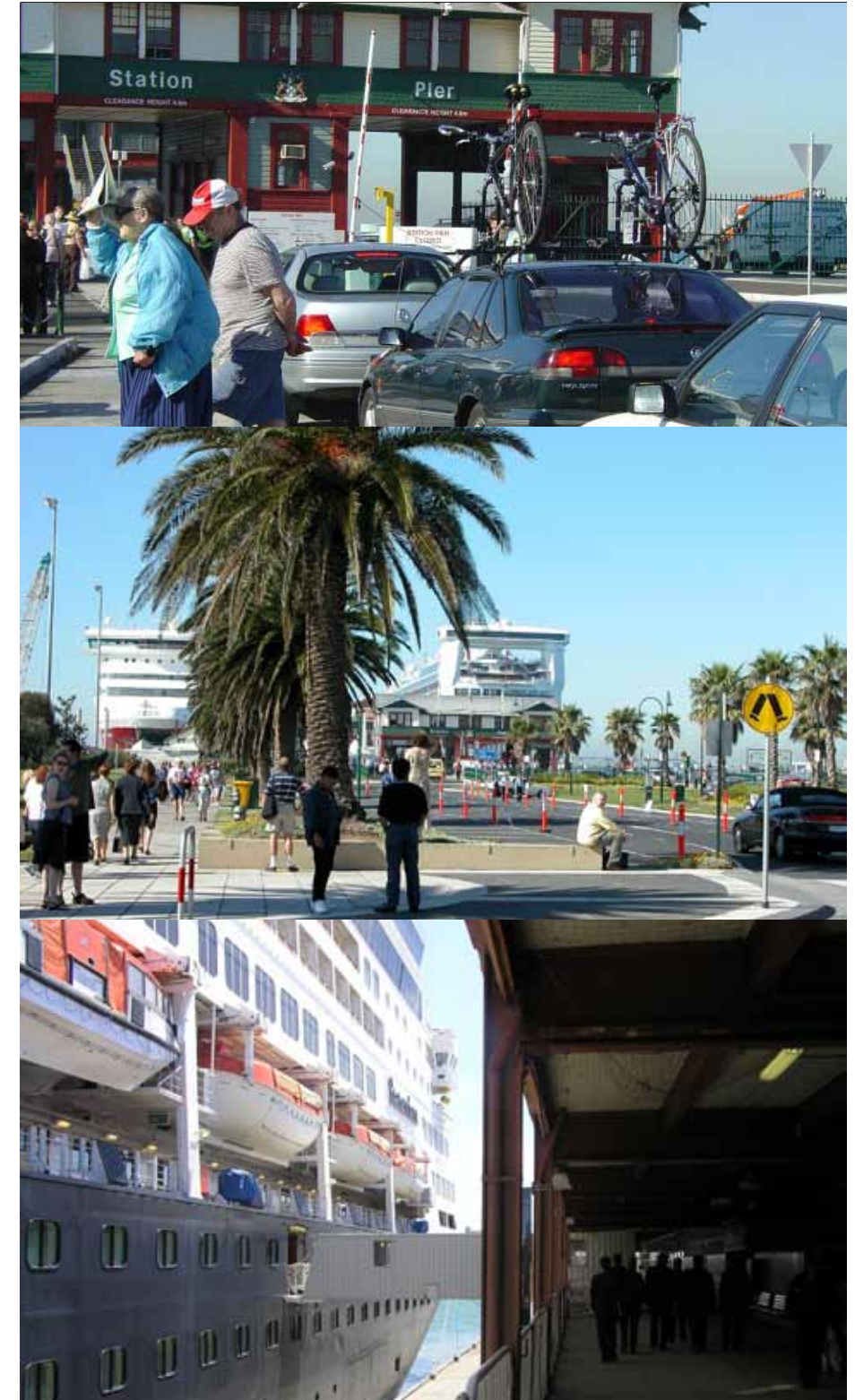
Three key site development opportunities are identified in section 4 of this document. All three fall within the Station Pier Precinct and are: 1-11 Waterfront Place, 103 Beach Street (Food Store) site and land along the eastern edge of Waterfront Place abutting the TT-Line freight area. The UDF provides direction for the integration of development on these sites with the Waterfront area, and describes a preferred direction for each site with regard to character, land use, built form, transport access and mobility, and open space.

## Governance and Collaboration

The development and governance of the Waterfront is a shared responsibility between the City of Port Philip (CoPP), the Port of Melbourne Corporation (PoMC) and the Victorian and Federal Governments. Their responsibility is to:

- Understand that Waterfront Place must genuinely celebrate the Waterfront as the entry point to Melbourne for cruise shipping and in doing so provide a reason for visitors to 'linger longer';
- Establish an easily accessible Waterfront that overcomes the demands of peak port activity and allows freedom of movement for locals and visitors alike;
- Develop a series of public realm spaces that can be used flexibly and can cater for the demands of high and low visitation while continuing to serve the needs of the local community.

The State Government has recently funded the upgrading of Princes Pier and the State must continue this investment to assist in developing a better future for the Waterfront.









## 01 Introduction

The Port Melbourne Waterfront is highly valued by its community as a place to live with good access to a variety of services and facilities. It is a walkable, safe and usually quiet neighbourhood valued by residents as a village on the doorstep of the City. There has for some years been uncertainty around various key sites in the area and the possible integration of these key sites and the public spaces of the Waterfront. The Princes Pier truncation and refurbishment is an example that provides an enormous opportunity for the community to become more involved with the area's history and its growth than has previously been possible.

This Urban Design Framework addresses the major issues and opportunities of the area into a clear integrated direction for the future.

### 1.1 What is the relevance of the Port Melbourne Waterfront UDF?

**The Port Melbourne Waterfront Urban Design Framework (UDF)** gives direction to the Port Melbourne Waterfront area during a time of change. This document addresses a number of conflicting requirements in the area and proposes to solve these and find the best and most positive direction for the future. These critical requirements were identified and discussed with the community as part of the consultation process (Stage A). From this, conceptual designs were developed to produce possible solutions to specific challenges and to create a shared vision for the area for the community and key stakeholders.

This UDF describes the physical form of the places that make up the Port Melbourne waterfront, including buildings, important public places and streetscapes. In consultation with the community a vision for the Waterfront and a series of supporting design objectives were developed (Stage B). In response, a series of design concepts were developed to facilitate a better understanding of the link between the vision, objectives and the proposed physical forms and their underlying principles. This is the basis for the UDF (Stage C). From this the Implementation Strategy (Stage D) outlines the costs, possible funding sources and necessary changes to the planning scheme. Following this the UDF will be publicly exhibited and revised in response to

community consultation and discussion (Stage E). And finally a Planning Scheme Amendment will be prepared to implement land use and built form controls.

### 1.2 How is this report structured?

The UDF is the outcome of a series of reports. The preceding documents are the Port Melbourne Waterfront Urban Design Framework Issues and Opportunities report and the Port Melbourne Waterfront Urban Design Framework Vision and Objectives report. These documents were developed in conjunction with the community and form the basis for the vision and objectives that guide the UDF.

This document begins with the rich local history of Port Melbourne and how issues identified with the community have been developed into a vision. This vision is followed by a series of principles. Together these establish the framework for responding to issues and opportunities identified in the description and analysis of the Port Melbourne Waterfront area. These form the basis from which the recommendations of the UDF are made.

The Precinct and Key Site Development Guidelines set out specific and detailed objectives responding to key issues and provide recommendations and design requirements. The structure of these sections is designed to cover the broader waterfront issues first and then examine the specific issues of five precincts. The five precincts selected each cover an area that fulfils a specific functional and social use.

It is at this precinct level that many of the recommendations for alterations of the Waterfront are presented.

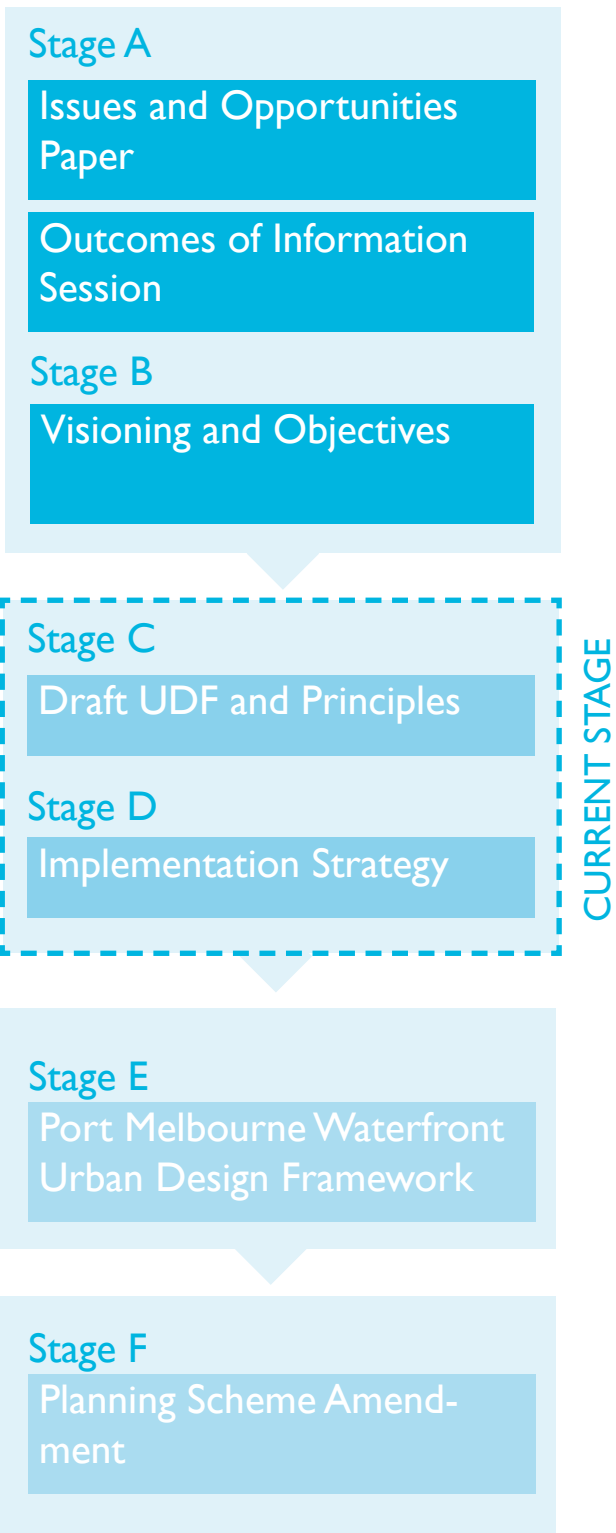


Figure 1 - UDF Process



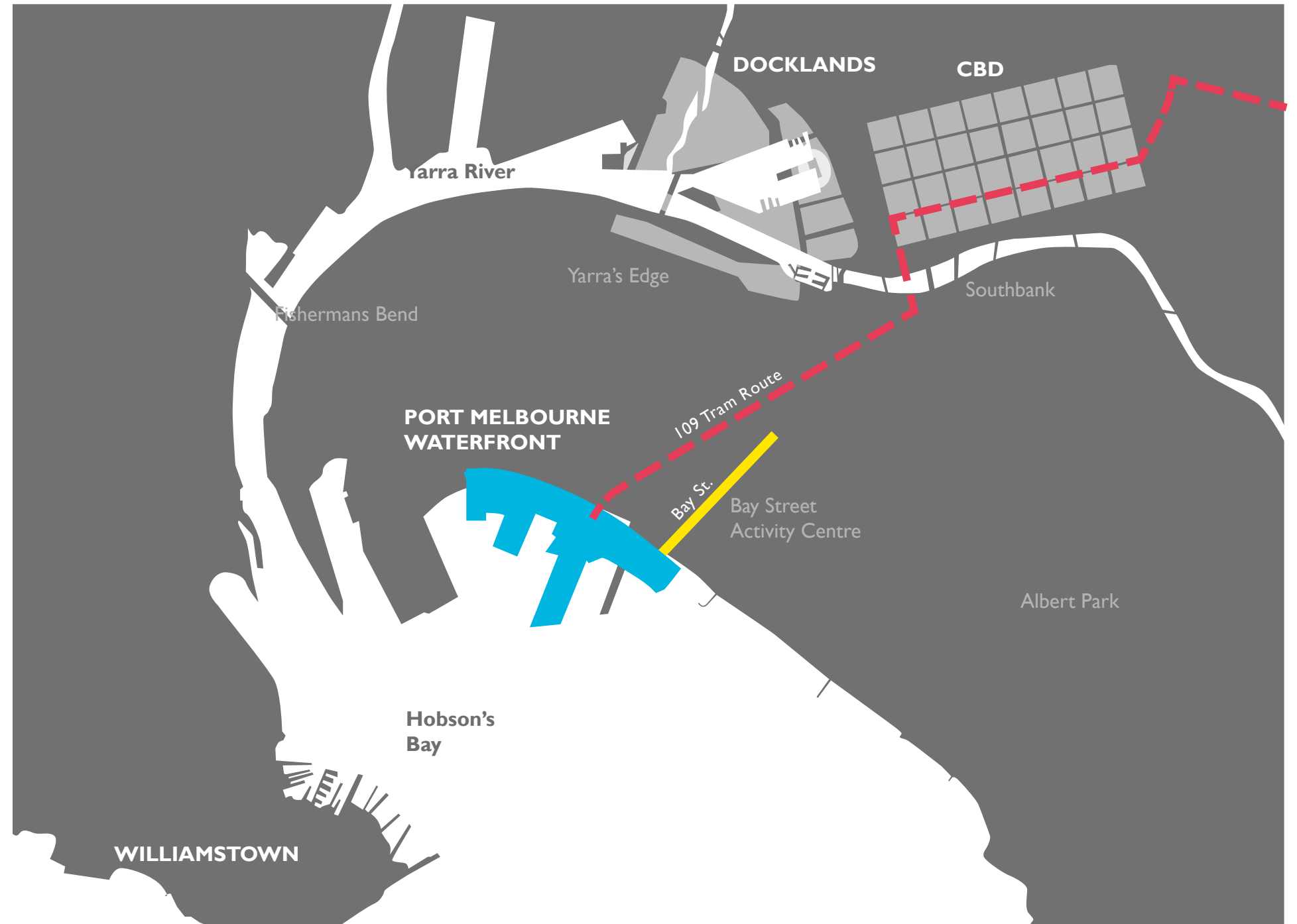


Figure 2 - Context and Setting

### 1.3 Historical Context

The Port Melbourne Waterfront area is imbued with a rich history that contributes strongly to the character and activity of the area.

It is also recognised that in terms of its built form and urban character, the Waterfront area has been dramatically transformed in recent decades. This has occurred through the introduction of the substantial Beacon Cove residential development, the construction of large-scale residential buildings/towers along Beach Street and the adaptation of many former industrial buildings to residential and commercial uses. Aspects of the historical character of the area that have also been diminished or removed, including (for Beacon Cove) the industrial BP site which originally adjoined Princes Pier (at the north end), the railway infrastructure which serviced piers, the seawall (retaining wall) between Princes and Station piers and the 1930s Centenary Bridge. The current landscaping treatment of the public areas, including the promenade along Beach Street and the publicly accessible northern ends of Princes and Station piers is also of relatively recent origin.

**The following historical review has been prepared by the Port Melbourne Historical and Preservation Society.**



**Figure 3 - Princes Pier 1920s**



### A History of the Port Melbourne Foreshore

(written by the Port Melbourne Historical and Preservation Society)

When settlers arrived illegally from Van Dieman's Land to claim fresh pastures for their sheep, they brought about the founding of Melbourne.

Two miles (3 km) from the new settlement was its nearest beach, where a place of deeper water was quickly recognised as the best landing site for new arrivals too impatient to make the difficult – and expensive – journey upriver to the town. This place – where the Port Melbourne Yacht Club stands today – was soon identified by a barrel raised on a pole. It marked a rough foot track blazed through the scrub to the falls at Melbourne, where in a dry season you could cross the Yarra on stepping stones.

That was why Port Melbourne's foreshore from the beginning of settlement proved significant to the colony of Victoria. Here we subsequently welcomed generations of immigrants, at first from Britain, but soon from around the world.

In earliest days our foreshore was known simply as 'The Beach'. Then adventurer Captain Wilbraham Frederick Evelyn Liardet, his wife Carolyn and their nine children came ashore at the landing place, and stayed on to become our first settlers.

After Wilbraham and his three eldest sons had widened the foot track to a road and built a watchtower, a jetty and the Pier Hotel resort, this area became known as 'Liardet's Beach'. From here the family ran a ferry service to William's Town, a carriage service to Melbourne and a mail service between the town and the ships in port, and offered a myriad of entertainments to those who visited their Pier Hotel.

Officially, Liardet's Beach was designated 'Sandridge' – and very sandy it was, too, with enormous dunes toward the river and drifts of sand smothering the track that eventually became Bay Street. Although for over a decade the tree-rimmed beach held



Figure 4 - Historic Map 1860

only a straggle of huts and tents plus the Marine and Pier hotels, the government had plans. In 1849 it laid out our first six streets and replaced Liardet's little jetty with the more ambitious Town Pier. Bristling with multi-masted ships, for a time the Town Pier was the centre of maritime activity, and in 1852 welcomed the first direct mail ship from England.

But surprises were in store for Sandridge. Just at the time that Victoria won its independence from New South Wales, gold was found in the new colony. It took time for this news to reach the outside world, but by 1853 Sandridge was booming – and transformed. Shops, rooming houses and fine brick hotels sprang up near the bay. The forest was gone, leaving only sand littered with possessions that people had left behind in their frenzy to reach the goldfields.

When that frenzy had reached the point where thousands were arriving each week to crowd Hobsons Bay with steamers and sailing ships, Australia's first steam passenger railway was completed from Flinders Street to Sandridge, four rail lines running onto a grand Railway Pier and directly to the ships. It was 1854.

Although pride in this achievement soon turned to the grim realisation that arrivals were mostly by-passing Sandridge, over the years the Borough continued to hope for fame and wealth in a role as premier port of Victoria. It seemed promising at first because it was so difficult – for larger ships, even impossible – to sail up the nine miles (14 kms) of shallow, winding river to the wharf near Spencer Street; whereas one could come to Sandridge and travel quickly overland to Melbourne. However a final blow to local ambition came in 1887, when the Coode Canal was cut through to Melbourne, where the major port then developed.

In time 'The Beach' became Beach Street, lined with rowdy pubs, shops and ships' chandlers, sailmakers. Spreading around the original landing place, yet for many years confined between saltwater Sandridge Lagoon and the railway, were cottages for the families of waterside workers, railway men and the many employed in major industries that established here to be near shipping and rail transport.

Prosperous in some ways, impoverished in others, 'the Borough' and its people have suffered many hard times, particularly in the major depressions of the 1890s and 1930s, and during waterside strikes related to the appalling working conditions forced upon our stevedores. The 1928 strike which took Port into the Great Depression earlier than other areas was notorious for police having fired upon desperate workers whose difficult conditions and meagre earnings had been further slashed. When wharfies gathered at Princes Pier in an attempt to protect their jobs, four were shot, one fatally. Allan Whittaker, a quiet WWI volunteer previously wounded at Gallipoli, died after being shot from behind.

In the 19th and early 20th centuries the railway had been sold to the State and the piers had come under the direction of the new Melbourne Harbor Trust. Deteriorating Railway Pier was renamed and rebuilt as Station Pier by 1930, once the two 1924 beacons were in place. One by land and one offshore, these contained the Leading Lights that steered ships up Port Phillip to our piers. Meanwhile a New Railway Pier had been built in time for troops to depart for the Great War. (After the Prince of Wales disembarked there in 1920, it was renamed Princes Pier.)

Locals continued to enjoy the beaches and swim between the piers. But growing over the 20th century was a perception that Port Melbourne's industrial foreshore was too unsightly to welcome important visitors. Beautification plans were proposed, though not implemented. To avoid embarrassment meanwhile, Royal visitors who disembarked here were quickly whisked off by launch to St Kilda, where a more seemly official ceremony of welcome would precede a grand procession down St Kilda Road.

Finally, in time for Victoria's Centenary in 1934, a fine, three-way, modern bridge was completed beside Station Pier for the Duke of Gloucester's official visit, for the first time providing direct road access over the railway yards to Princes Pier. This became known as Centenary Bridge and was a source of pride for Port Melbourne and Victoria, but was demolished in 1991 to make way for development of the waterfront area that we now know as Beacon Cove. A single pylon is left standing to remind us of what once had been.



Figure 5 - Historic Photo of Station Pier



In the 1950s, century-old Town Pier was removed. Melburnians continued to flock to Station and Princes piers to visit the ships and throw streamers to increasing numbers of Aussies off to see the world. With postwar immigration also increasing, our piers were places of frenetic activity, and Bay Street swarmed with the crews of visiting ships. From the Town Hall hung the flags of nations whose ships were in port.

Ours was always a busy waterfront, but particularly so when vast crowds would come to see special visitors to our piers (today they'd be referred to as blockbusters). There was Teddy Roosevelt's Great White Fleet from America in 1908, when 1400 U.S. sailors landed at Town Pier to march to Melbourne; the 1924 visit to Princes Pier of the great battlecruisers HMS Hood and HMS Repulse; in 1925 the 42 ships of the U.S. Pacific fleet, with three battleships and a cruiser on display at Princes Pier for three weeks; the exciting arrival in 1938 of the Empress of Britain, our first sight of the new, gigantic, streamlined liners – all drew visitors in their thousands to our foreshore.

From Liardet's little ti-tree jetty to Australia's largest passenger pier – where today the Spirit of Tasmania and towering cruise ships arrive and depart – a century and a half of maritime activity remained a focus for Port Melbourne, together with the railways and the great factories lining the foreshore of this proudly working class area. The piers at Port Melbourne continued to retain significance as the place of arrival for people. From gold diggers to refugees to postwar migrants, all arrived at Port Melbourne – until the 1970s, when emphasis shifted from ships to aircraft. But we still welcome people by the shipload today; now they've come as tourists.

In the 1980s attention focussed on this former industrial land by the land with the realisation it had more than a few desirable features after all. After the community fought off proposals for highrise office blocks, luxury hotels and a gated community on artificial canals, and after an intensive community workshop to determine what should be there instead, Beacon Cove came into being – newest of the 20th century's historic housing estates on Fishermens Bend.

Our foreshore today is lined with apartments – some in beautifully recycled factories, some in new high-rise structures. It's a changing Port Melbourne, but one that takes immense pride in its maritime and industrial heritage.



**Figure 6 - Historic Postcard of Port Melbourne Pier**

## 02 Vision and Principles

### 2.1 Community Consultation

The City of Port Phillip and the community have embarked on an exciting future for the Port Melbourne Waterfront. Council worked in partnership with the local community to create a shared vision for the waterfront that caters for all members of the community, preserves its rich natural heritage and celebrates its unique character.

Consultation began with the establishment of a Community Reference Community and then a series of workshops and information sessions to give overall direction to the UDF to:

- Create a shared vision for the future of the Port Melbourne Waterfront.
- Establish clear objectives and concept designs for delivering the vision.
- Develop strategies actions and partnerships to make it happen.

A series of public workshops were held to establish the community vision to inform the UDF including a Visioning Workshop and a session with primary school students. These workshops provided an opportunity to discuss with the community key issues and opportunities identified within the study area, and to allow them to express their own aspirations and vision for Port Melbourne Waterfront.

The structure of these discussions led to the formation of shared community values to guide the development of the UDF. The following is a summary of the shared values identified by the community, and objectives developed from these themes.

#### Character and Identity

It is acknowledged that distinct elements within the Port Melbourne Waterfront establish a much-loved character and identity for the area. Objectives include:

- Celebrating and respecting the past - freight, immigration and military history.

- Celebrating cruise ship and freight activity.
- Creating a diverse range of character areas that provide quiet and peaceful places through to active and lively areas.
- Creating a welcoming 'front door' that achieves its integrity through thoughtful connections to the past and a respect for local identity.
- Creating a gateway to the port at the Beach Street, Bay Street hub and at Waterfront Place.
- Any development should be at a 'human scale'.
- Maintaining openness and views to the water.

#### Aesthetics/Amenity

The community share aspirations for a clean, beautiful, green, pedestrian-friendly environment. Objectives include:

- Creating a cleaner environment.
- Creating a greener and shadier environment.
- Providing peaceful places that provide places of respite and relaxation.
- Reducing the dominance of traffic on the waterfront.

#### Activity

The community highly values the shipping activity of Port Melbourne. They feel a diverse, flexible range of activities enhances the appeal of the waterfront to a greater audience while providing for the local community. Objectives include:

- Maintaining shipping activity.
- Enhancing availability of 'resident-friendly' water-based activities - swimming, boating, sailing, water-sports.
- Providing opportunities for relaxing, quiet recreational activities - fishing, walking, promenading.
- Enhancing opportunities to exercise to improve health and wellbeing.
- Celebrating maritime and immigration history.
- Providing affordable community activities that provide for children and families.





- Providing flexible, versatile spaces that can cater for temporary uses - markets , open air activities.
- Providing educational opportunities around water safety/play, marine life, history.

## Connectivity/Accessibility

Being connected to each other and to the Bay and beaches is a key value to the local community. Objectives include:

- Maintaining and enhancing accessibility to the precinct.
- Maintaining and celebrating direct access to the Bay and beaches;
- Improving public access to Station Pier.
- Providing public access to Princes Pier.
- Managing shipping/trucking activity to reduce impact on local amenity.
- Enhancing access to St Kilda and the CBD.
- Providing for safe pedestrian and cycling activities.

## Natural Environment

The natural environment is a highly valued aspect of the Port Melbourne Waterfront. Objectives include:

- Protecting the natural environment and natural ecosystems.
- Protecting and enhancing the quality of the landscape including the dune areas.
- Providing a habitat for local wildlife - birds and marine life.
- Improving water quality (stormwater outlets).
- Providing sustainable building and technology solutions.
- Enhancing the level of vegetation in the area.

## Safety

Safety at the waterfront is considered to be an important value to the community. Objectives include:

- Creating a safe family environment.

- Providing safe off-road walking and cycling environments.
- Creating a safe road environments for cyclists and pedestrians.
- Providing a safe environment around shipping/trucking activity at Station Pier for pedestrians and cyclists.

These objectives have informed the Vision (see 2.3) and set of nine Principles (see 2.4) to guide the UDF outcomes.

## 2.2 Key Stakeholders

The Community Reference Committee (CRC) comprises of members of the community and was established to provide direction to the UDF team on key areas within the community consultation, visioning and the draft UDF findings.

The Key Stakeholders consulted include the Port of Melbourne Corporation (PoMC), the Office of Major Projects Victoria (MPV), the Department of Planning and Community Development (DPCD), Department of Sustainability and Environment (DSE), Parks Victoria, Tourism Victoria and landowners.





## 2.3 Vision Statement

Our shared vision for the future of the Port Melbourne Waterfront is:

*The Port Melbourne Waterfront will be a significant and celebrated part of greater Melbourne; a place that is valued by locals, is active and welcoming for visitors, and is a gateway providing comfortable safe and reliable entry to Melbourne.*

*It will:*

*clearly evoke and communicate its maritime history, be defined by a variety of year round places, and become a destination in its own right.*





## 2.4 Principles

Underpinning this Vision are the following principles developed from the themes identified by the local community. These principles guide the concept designs and objectives that shape the future development of the precinct.

- 1 Strengthen Port Melbourne's role as a metropolitan and regional waterfront destination by developing an appropriate scale of attractions.
- 2 Public and private sector investment along the Port Melbourne Waterfront must contribute to the rediscovery and revelation of Port Melbourne's particular environment as both an inner city and bay side community.
- 3 Celebrate Port Melbourne Waterfront's local history through its public realm and other new development opportunities in the area.
- 4 Port Melbourne Waterfront's promenade, streets, plazas and tram terminus must all ensure that a safe pedestrian environment is created.
- 5 All public realm and private development in the Waterfront area must include improved streetscape, open space, parkscapes, plazas, beach areas, and improved shade and micro climatic responses.
- 6 Major cruise liner activity is to be developed through the Station Pier terminal facility into Waterfront Place.
- 7 The Port of Melbourne Corporation will continue to provide and deliver high quality freight and passenger services and will partner with the City Of Port Philip to improve the amenities and functioning of the foreshore.
- 8 New development on the Waterfront must reinforce and be responsive to the existing urban structure and facilitate desired and positive change.
- 9 Careful allocation of land uses across the Port Melbourne Waterfront will ensure quality continuous public open space, continued port operations and, that the needs of local residents and visitors are met.



Artist's Representation of Waterfront Place  
Artist's Representation of view along Beach Street  
Artist's Representation of view of Princes Pier

## 03 Overview of Existing Conditions & Opportunities

### 3.1 The Port Melbourne Waterfront Study Area

The Port Melbourne Waterfront stretches along Bay Street to Beacon Road and comprises a significant tract of waterside industry, mid and high rise residential apartments, beach areas, Princes and Station Pier, restaurants, and an historic rail station.

Precincts include:

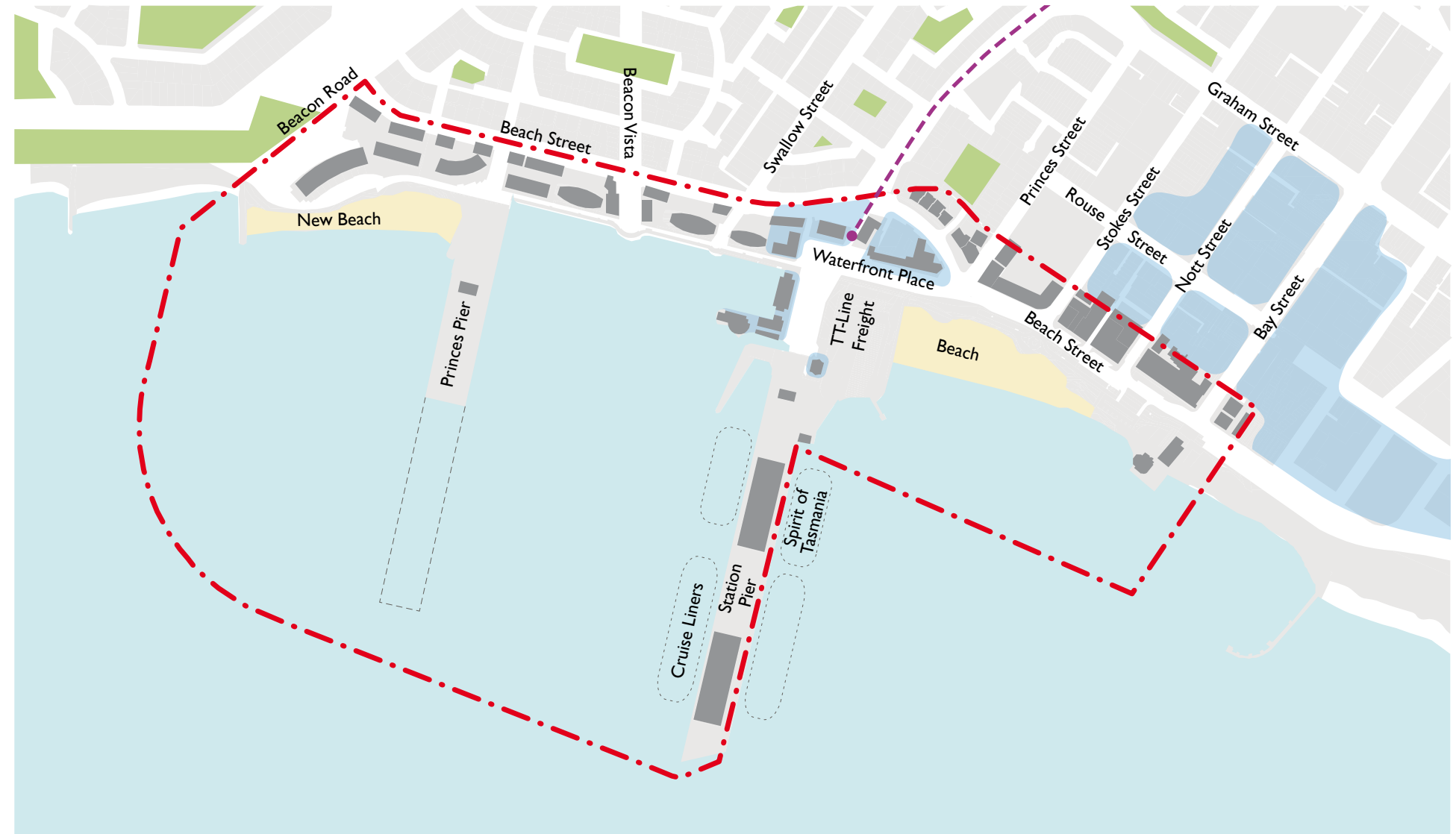
- The intersection of Bay and Beach Streets adjacent to the southern end of the Bay Street Activity Centre.
- The Beach Street corridor between Bay and Princes Streets.
- The working port, tourist and service retail hub at Station Pier and Waterfront Place.
- The Bay Trail along the southern edge of the Beacon Cove development between Station Pier and Princes Pier.
- Princes Pier, including Pier Street and the Bay Trail and New Beach westward to Beacon Road.

### 3.2 Overview of Analysis: Key Findings

The following describes the key elements of the existing conditions analysis and their implications to the Port Melbourne Waterfront area. For detailed analysis refer to *Appendix A: Existing Conditions and Analysis*.

#### Land Use

- Competition between the various land uses for access to supporting infrastructure and the use of public space is prevalent.
- The Bay Street Major Activity Centre is and should remain the focus of retail and community activity in the broader locality.
- The public open space corridor along the foreshore is a significant land use feature that facilitates a range of recreational activities and is a regionally significant destination.
- The waterfront area has an emerging service commercial hub centred on the Waterfront Place and Station Pier precinct, meeting local needs.
- The Port of Melbourne Corporation activities dominate the use of the Station Pier and associated TT-Line freight area. On-going management of amenity impacts on residential areas will be required.
- The car park at Station Pier/Waterfront Place is poorly configured and underused.



**Figure 7 - Study Area**

- Study Area Boundary
- Buildings within Study Area
- Open space
- Mixed Use



## Built Form

- Along the Waterfront, the existing street facing building facades (street walls) generally provide an appropriate pedestrian scale and consist of a variety of 2 and 4 levels. Future development should continue this street scale and should allow for upper levels to be set back to mitigate against any increase of building scale as perceived from the street.
- Along the Waterfront, building entry floors are generally not level with the street. This relationship is suitable for residential use, however if future development includes commercial use at ground floor it should be ensured that ground levels of new buildings are set at the street level to encourage activation to the street.
- The streets and lanes of the area provide a sense of the 'finer grain' and public spaces of various scales. Such relationships should be developed within new development.
- The important views are toward the Bay, across the foreshore and along key streetscapes (Beach, Bay, Nott, Stokes and Princes Street, Waterfront Place and Beacon Vista). These should be protected by the provision of building set backs and restrictions on street wall heights.
- Future contemporary development should respect the heritage fabric of buildings such as the Gatehouse.
- Scale and siting of new development should consider the potential impacts on the pedestrian environment, for example overshadowing of the public realm.

## Access and Mobility

- The community has voiced the need for the calming of cycle traffic along specific parts of the Bay Trail. Any public realm development should begin with the reduction in conflict between cyclists (and other active transport modes) and pedestrians.
- Redevelopment of I-I Waterfront Place should allow for public permeability through the site.
- Currently, the public transport destination options compare well to other inner city areas of Melbourne.
- However, in the interest of achieving greater use of sustainable transport modes, these options need to be increased.
- Induce local residents and visitors to use sustainable transport.
- The need to separate the TT-Lines passenger vehicle queuing area from the broader traffic circulation has been identified through the

traffic analysis and community consultation. Such a queuing area could possibly perform another use when not required, such as an on-street bike lane or market stall area. The precise length and capacity of queuing varies greatly throughout the year, however the guiding principle should be to provide as much capacity as practicable without detracting from the overall quality of the public open space, reducing car parking capacity or interrupting local traffic movements.

- Observation and the community consultation process indicate that the car parking capacities in the area are adequate. Any reconfiguration of the overall net car parking supply should aim to retain the current capacity and where possible allow for the sustainable growth to serve the commercial and residential land use in the area.

## Open Space

- The visual amenity of the TT-Line freight area must be improved if Waterfront Place is to be realised as a quality public place and the centre of a thriving tourist and local community precinct.
- There is a distinct lack of high quality and well coordinated public open space. Much of the existing open space is in isolated pockets which degrades its value to the community. Public space needs to be created to provide a variety of uses, scales and characters.
- The beach areas have been gradually degraded. Although recent interventions have overall significantly improved the condition of the beach areas, further attention needs to be paid to revegetate the area and maintain ecology.
- The Waterfront is dominated by Washingtonia Palms (*Washingtonia robusta*) and the Date Palms (*Phoenix dactylifera*) which while providing a strong visual character do not provide the shade, shelter and sense of local arboricultural character that the Waterfront needs and future planting should be reviewed.
- While some organised activities take place on the beaches (e.g. beach tennis), more could be supported and encouraged through provision of smaller seating platforms, minor shelters and small storage areas.
- There is currently no significant water quality treatment to the urban storm water. A broader system of these elements should be developed and a future public works project should seek to include these initiatives.



*Station Pier*



## Planning Context

- The existing planning controls that affect the Beacon Cove area (described under the current Comprehensive Development Zone) are now substantially redundant and need to be revised to reflect the existing conditions and emerging role of the precinct.
- Planning Policy generally reflects the current issues impacting on the area, however in addition to any implementation actions arising, the planning scheme should provide greater clarity specifically in the following areas:
  - Parameters for the future use and redevelopment of I-I I Waterfront Place and Foodstore sites
  - With regard to the INZ3 zoning of the land used by the PoMC, consider a zone more reflective of port uses and abutting interface management issues following the State government's decision on the work of the Port Environs Advisory Committee.
- The PoMC land currently zoned as INZ3 needs to be revised to better reflect the current use of this land and the boundary of this zone revisited to reflect actual port activities.
- Any new planning framework must provide clarity and certainty regarding port operations, the management of amenity impacts, the development of locally serving retail and community uses, and tourism related uses.

## Heritage

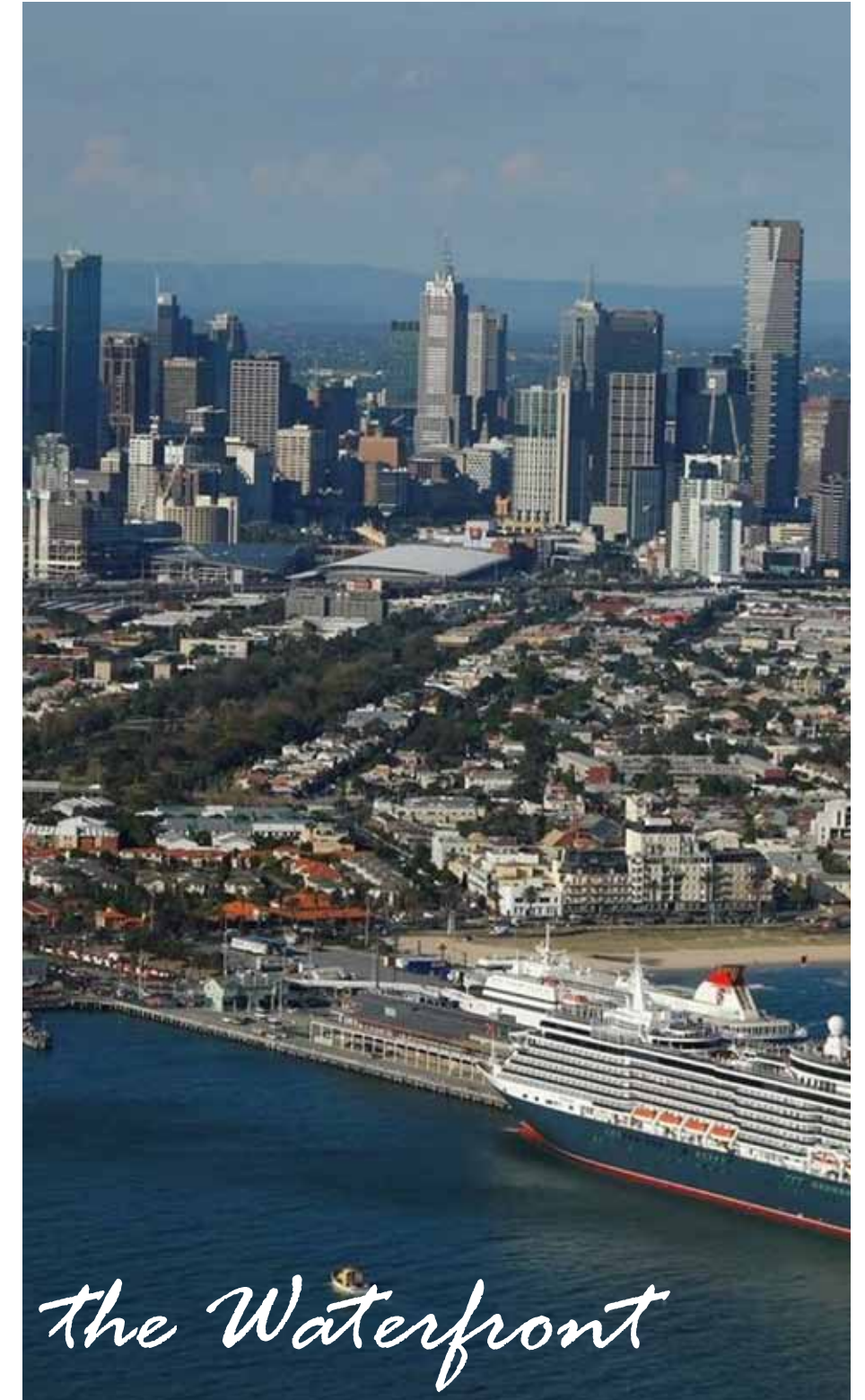
- The Waterfront area has a wealth of historically valuable buildings and structures. Their physical condition, settings and surrounds are to be protected. View lines and new development adjacent to these elements are to be carefully considered.
- The historic rail building sits between two potential development sites. The Port Phillip Planning Scheme includes the building in a heritage overlay (VHR 983 - HO46).
- Planning scheme policy and provisions should be designed to protect the views to and from the building and used to manage the heights and set backs of development.

## Market Analysis

- The Waterfront Place precinct should be encouraged to develop as a tourist/events precinct that provides for seasonal commercial offerings, complements the visitor experience and builds upon the unique

location of the foreshore.

- The commercial offering at Waterfront Place should include a mix of service retail and 'destination' offerings that cater to both the high seasonal demands of tourists and the consistent demands of the local residents.
- The 'destination' offerings should cater to the existing tourism type, namely cruise shipping and Tasmanian touring passengers, prevalent in the precinct. Retail spaces that 'show case' the produce of other popular Victorian destinations, travel related agencies, and more local active water based sporting offerings could form part of the Waterfront Place commercial offering.
- A moderate increase in the need for service retail for the local residents is expected and could be provided for at the existing 103 Beach Street Foodstore site.
- Community facilities such as libraries and community centres should be located in the Bay Street Major Activity Centre.
- Additional sport and recreation based community use facilities, such as a swimming pool or gym could be supported in the area to improve the local community amenity.
- The Port Melbourne Waterfront area currently has no significant hotel-type commercial accommodation. Any accommodation would need to be of a 'boutique' size and should only be considered in conjunction with a complementary uses.





## 3.3 Key Opportunities

The following highlights the design opportunities across the wider study area that need to be considered to achieve the required outcomes of the UDF. Identification of the values, vision and principles for Port Melbourne Waterfront as expressed by the community, and an indepth analysis of existing conditions shapes these outcomes. These areas of opportunity include:

- Land Use
- Built Form (including views and visual axes)
- Access and Mobility (including: pedestrian and cyclist mobility traffic and carparking)
- Open Space (including water quality treatment and street trees)

### Land Use Opportunities

This UDF seeks to ensure an allocation of land uses across the Port Melbourne Waterfront which support a quality public realm, continued port operations, and the needs of local residents and visitors, by:

- Enhancing the existing and proposed pedestrian environment and public spaces by encouraging active land edges at street level.
- Enhancing links between uses, the foreshore and public open space.
- Introducing new development and active uses that enclose public spaces.
- Introducing uses that enhance the tourist gateway and support Port Melbourne Waterfront as a social and cultural destination.

- Mixed Use
- Residential
- Commercial
- Commercial Leisure/Recreation
- Industrial Port Activity
- Public Open Space
- Active land use edges
- Public Transport Route

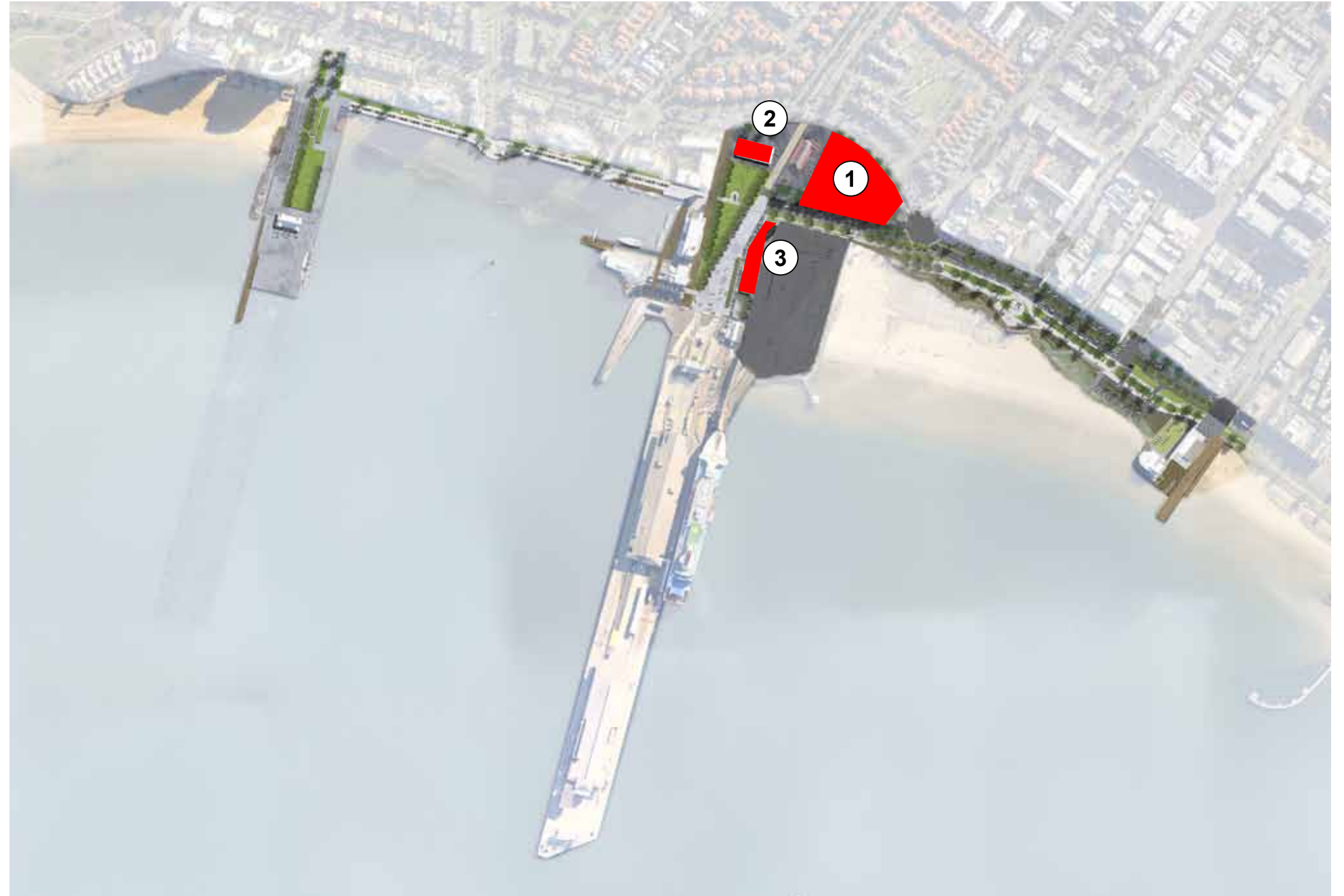


**Figure 8 - Proposed Land Use**

## Built Form Opportunities

This UDF seeks to strengthen and enhance the existing distinctive elements of the Port Melbourne Waterfront. It is responsive to the existing urban structure, character and identity and facilitates positive change and achieves a strong sense of place by:

- Enhancing the existing heritage character of the area;
- Demonstrating architectural, urban design and sustainable design excellence;
- Responding to the context and highly visible location, ensuring that all elevations visible from the street or public realm are well designed and considered;
- Incorporating highly articulated facades to ensure bulk and scale are minimised;
- Incorporating a range of building heights and more slender forms to ensure bulk and scale are minimised;
- Activating surrounding public spaces and provide welcoming, comfortable and safe areas for pedestrian activity;
- Enhancing safety and security through the creation of passive surveillance;
- Enhancing the quality of the pedestrian experience by not adversely affecting the solar access of the public realm and by mitigating environmental conditions, i.e. wind;
- Retaining views to enhance the strong connection between the land and the bay.



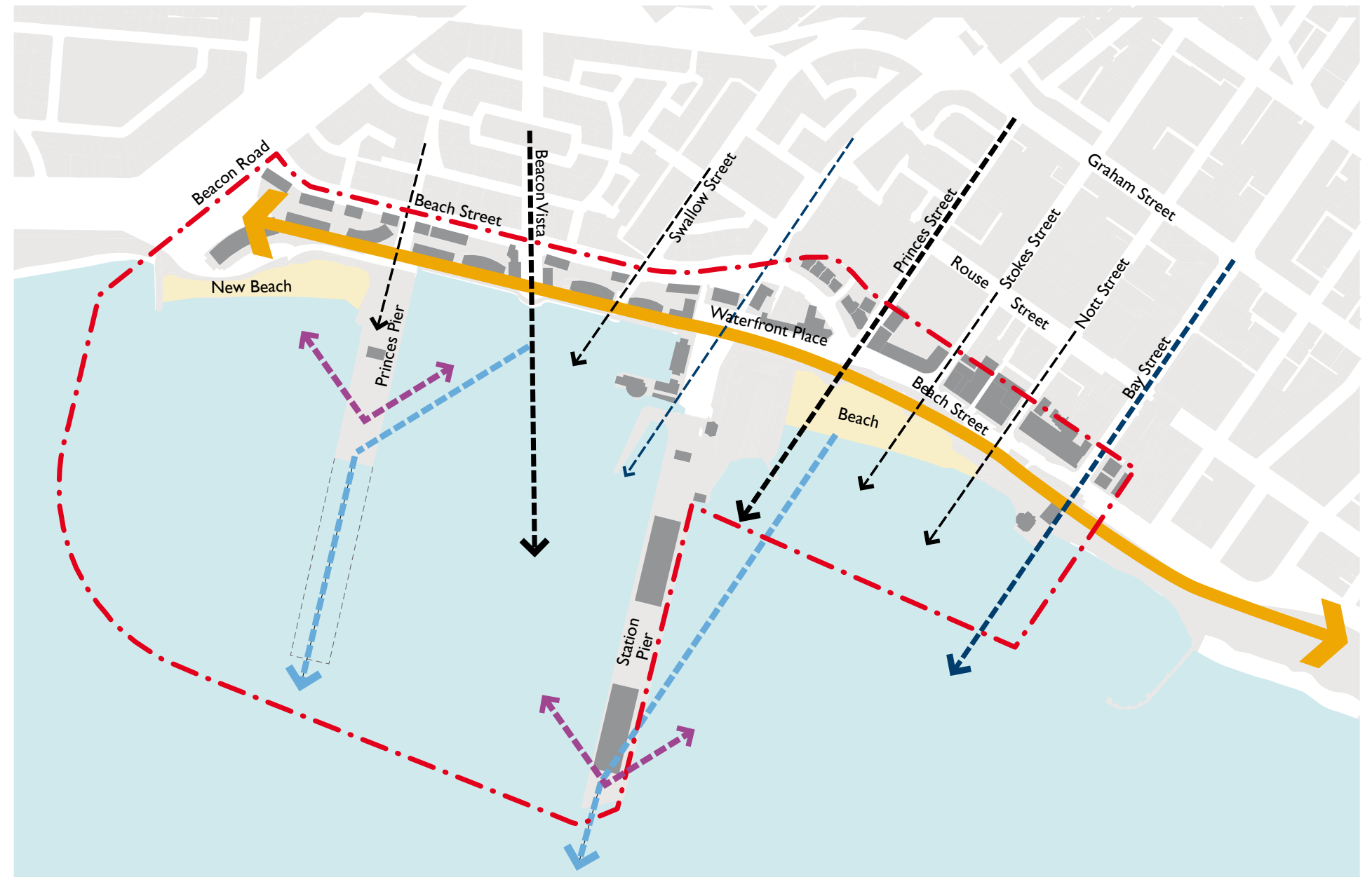
**Figure 9 - Built Form Opportunities (Key Development Sites)**

- ① I-I I Waterfront Place
- ② I03 Beach Street
- ③ TT Boundary Site



Views and Visual Axes are also influential on new built form by:

- Creating or providing a greater significance for the historic rail station;
- Providing a guide for pedestrians moving through the place by providing direct views for orientation purposes;
- Protecting and enhancing views to iconic buildings and structures;
- In considering new jetties for additional views back to the land.



**Figure 10 - Views and Visual Axes**

- Key view along promenade
- Key street views towards promenade and horizon
- Local street views towards promenade and horizon
- Sea and pier views
- City views
- New view corridors

## Access and Mobility Opportunities

The UDF seeks to foster a better connected public realm, and a more easily understood, comfortable usable series of public realm places. The ways in which people get to, and then move around and through the area is critical to the Port Melbourne Waterfront's future.

Pedestrian and Cyclist Mobility opportunities include:

- Creating a clear hierarchy of public spaces that allows the community to anticipate the sequence and distance between spaces and aids the perception of the Waterfront as a whole;
- Building upon the existing Promenade and Bay Trail as the central spine of movement along the Waterfront.
- Providing improved shelter and general amenity along the Bay Trail;
- Reducing conflict between pedestrians and cyclists through the Bay Trail.



Figure 11 - Proposed Pedestrian Accessibility and Amenity

- Existing Pier
- Station Pier seasonal access
- Proposed pier
- Shared use spine
- Pedestrian access



Traffic opportunities outlined here affect the organisation of the broader Waterfront area. They include:

- Providing a local traffic system that is able to operate during the port's peak sailing periods;
- Developing a traffic system that caters for seasonal variation in demand;
- Discouraging the use of Beach Street as a thoroughfare for commuting traffic.

The design requirements and specific actions to achieve these objectives are further outlined in the relevant precinct section.



**Figure 12 - Proposed Traffic Circulation**

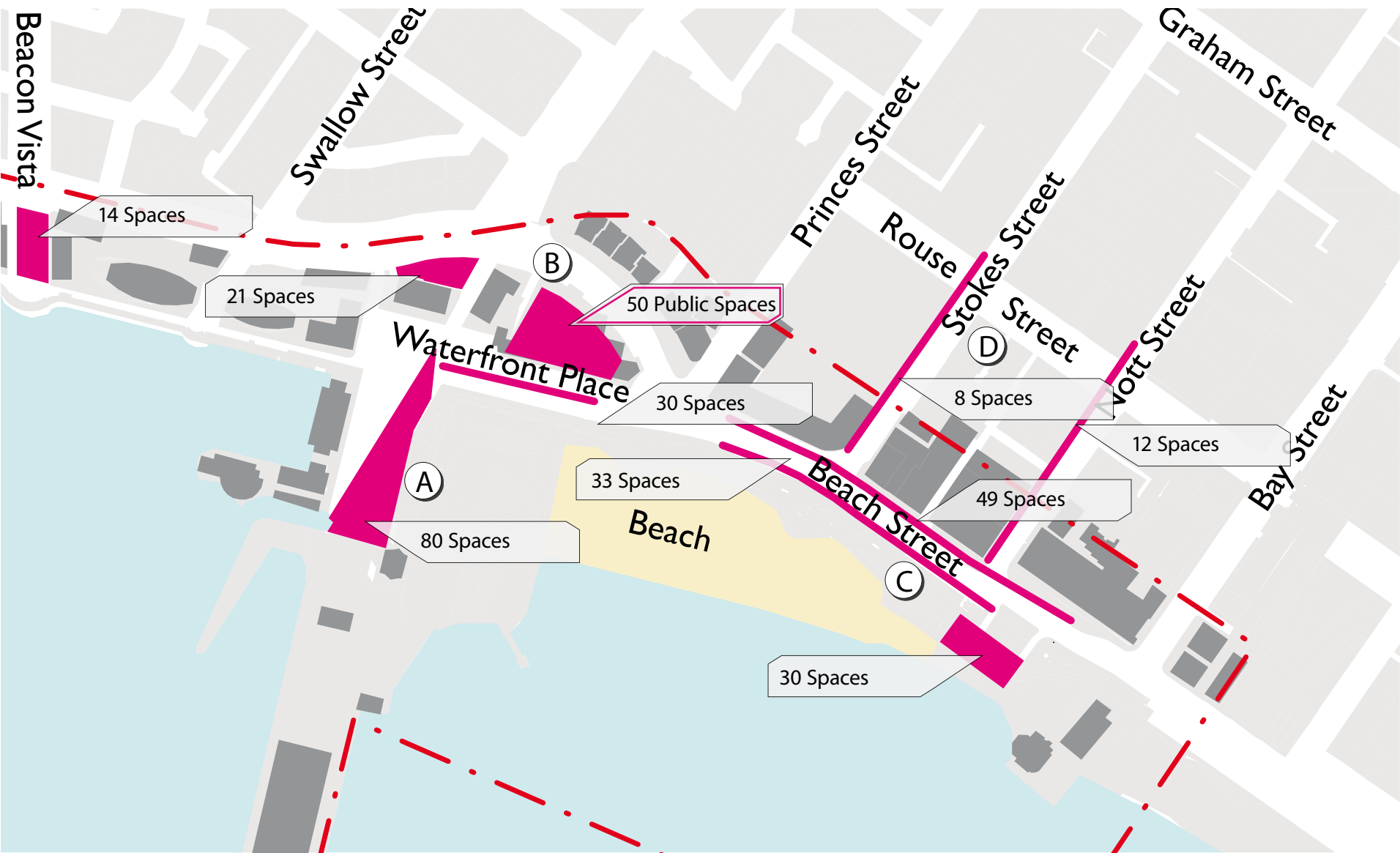
**The proposed design:**

- (A) Reduces impact of public car parking and frees up circulation space.
- (B) Introduces traffic signals to provide for a clear intersection and encourages traffic to take alternative routes.
- (C) Introduces a queueing lane to improve access to Waterfront Place during peak periods.
- (D) Introduces a pedestrian crossing to the eastern side of Beach Street / Bay Street.

Car parking is to be distributed throughout the study area to provide for safe and sustainable vehicle use, responding to the expected investment and growth within the Port Melbourne Waterfront area.

UDF outcomes will provide opportunities in:

- Managing car parking and access during peak activities of Station Pier to maximise use of available car spaces;
- Investigating car parking provision that is less dependant on Waterfront Place.



**Figure 13 - Proposed Car Parking Opportunities**

- |   |  |
|---|--|
| <p><b>(A)</b> Reconfigure the car park to create more public space and improve access to Station Pier.</p> <p><b>(B)</b> Investigate opportunities to provide for public car parking at I-I I Waterfront Place.</p> | <p><b>(C)</b> Reconstruct Beach Street to improve the public realm and efficient use of the road. Relocate angle parking to the north of Beach Street.</p> <p><b>(D)</b> Investigate opportunities to provide improved streetscapes and on street parking.</p> |
|---|--|

On Street parking  
 Car parks



## Open Space Opportunities

The City of Port Phillip's vision for open space is "a city where public spaces define the city's character and respond to its people needs for places to rest, recreate and be inspired." (City of Port Phillip Open Space Strategy 2009)

This UDF seeks to provide a series of high quality public places, enhance and improve streetscape and public open spaces, and create a safe pedestrian environment. Opportunities include:

- Strengthening the place defining role of public realm and open space;
- Minimising pedestrian conflicts with other modes of transport abutting residential interfaces;
- Improving cross connectivity by providing safe links;
- Improve access to foreshore open spaces.



Figure 14 - Open Space Opportunities

- Existing Open Space
- Open Space Opportunity (Public Space / Green Space)

## Street Trees

### Greening Port Phillip's Vision

"The City of Port Phillip will have a healthy and diverse urban forest that uses innovative greening solutions to enhance the community's daily experience, ensuring environmental, economic, cultural and social sustainability for future generations." (Greening Port Phillip - An Urban Forest Approach 2010)

### Opportunities include:

- Proposing street tree designs that are integrated with the water treatment planting areas
- Supporting the significant washingtonia and date palms by the addition of large trees to create shade.



Figure 15 - Street Trees

- Medium shade and street trees
- Addition of shade trees through the existing planting areas
- ~ Dunal and coastal vegetation



## Water Quality Treatment

Opportunities exist to implement water sensitive urban design initiatives to capture and reuse water that will benefit the foreshore landscape, streetscape and improve stormwater management that will benefit the health of Port Phillip Bay and improve amenity of the foreshore.

More specifically, opportunities include:-

- Reconfigure and design new planting areas along the foreshore and Beach street to allow passive irrigation and better use of water runoff in vegetated areas and street tree planting to retain water and treat pollutants (See (A) on Figure I6).
- Investigate the relocation of the stormwater outfall at Princes Street and develop aesthetic and functional designs that combine the storm water outflows into the foreshore (See (B) on Figure I6).
- Working closely with Melbourne Water.

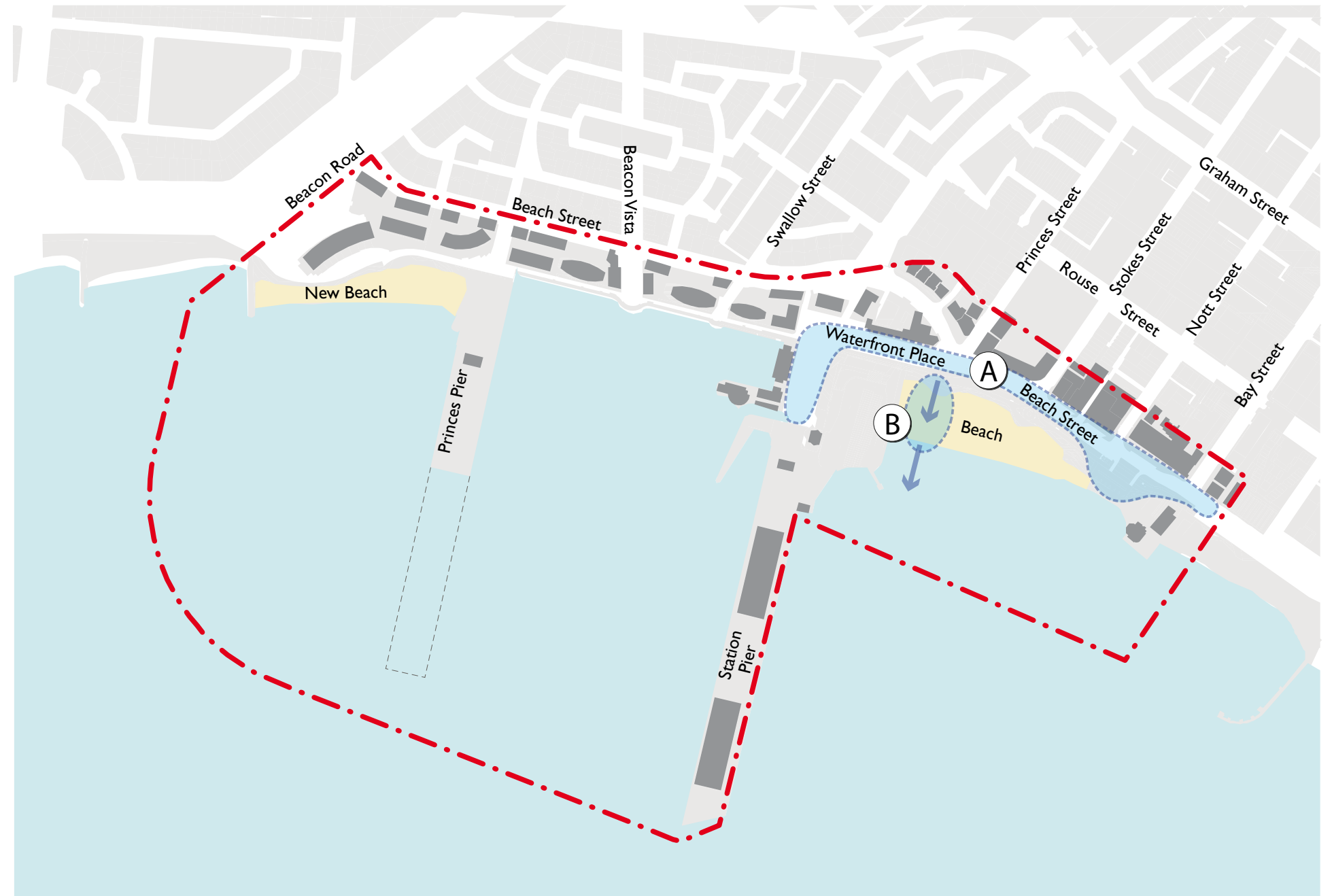
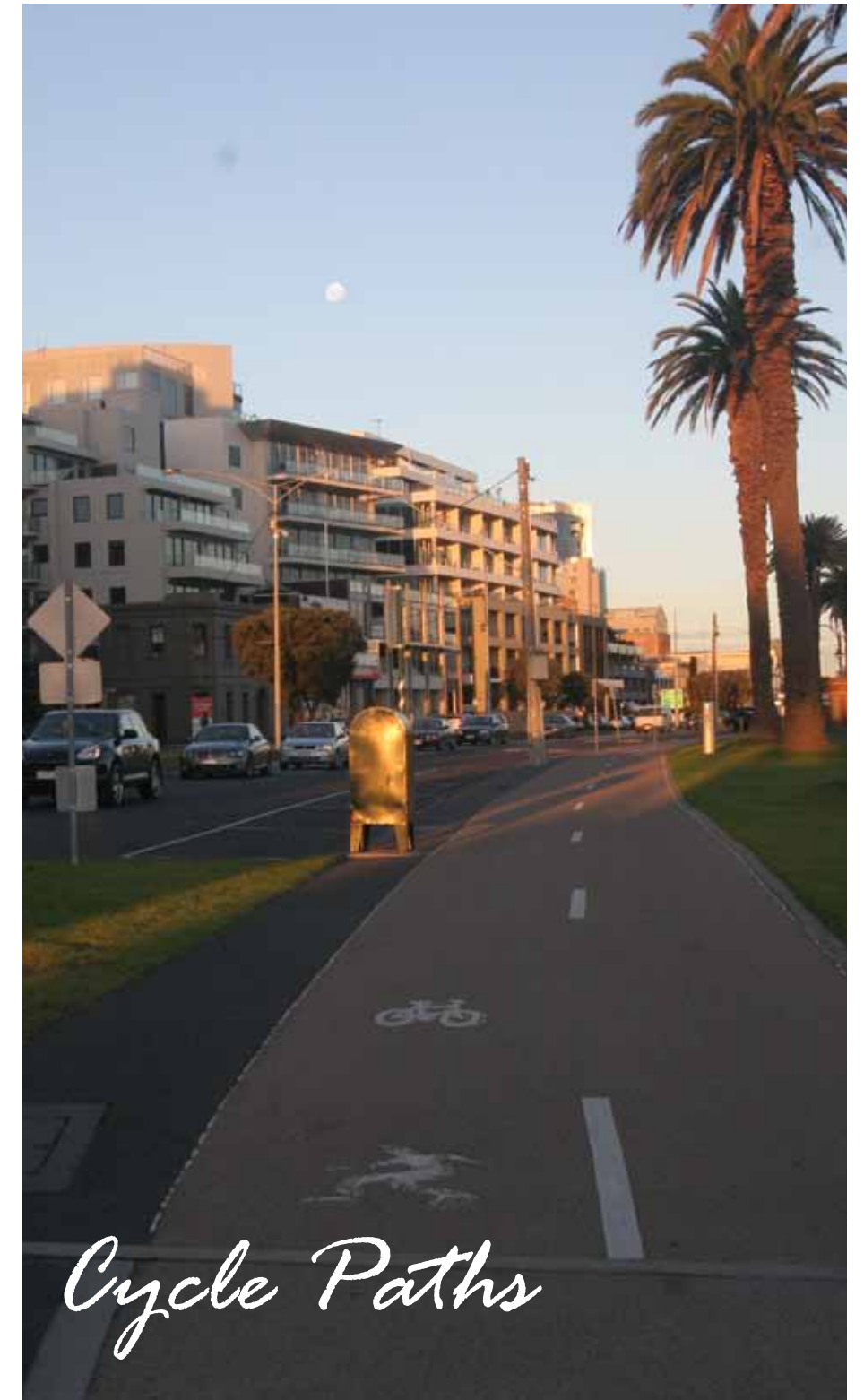


Figure I6 - Water Quality Treatment





## 04 Precinct & Key Site Development Guidelines

### 4.1 The Study Area Precincts

The Vision, community principles and analysis of the Port Melbourne Waterfront create the opportunity to define a series of projects to realise its new future.

To strengthen the sense of variety and interest throughout the Port Melbourne Waterfront area, five precincts have been developed, each with its own unique character and function. These precincts are:

- Bay and Beach Street Hub
- Beach Street
- Beacon Cove Promenade
- Princes Pier
- Waterfront Place

The following section describes the objectives and requirements specific to each of the precinct areas.

The Waterfront Place precinct includes three key sites. Development Guidelines relating to these sites are also covered in this Chapter.



**Figure 17 - Study Area Precincts**

## 4.2 Bay & Beach Street Hub



### Future Directions Statement

The Bay and Beach Street Hub is the gateway to the Waterfront and foreshore for the Port Melbourne community and mostly visitors.

The precinct aims to:

- Become an inviting and contemporary gateway to the Waterfront area for pedestrians, cyclists and motorists
- Enhance pedestrian mobility through the intersection of Beach and Bay Streets, and across Beach Street
- House minor shelters for the Bay Trail
- Protect the former Post Office, Naval Drill Hall and the former Morley's Coal Depot
- Reinforce the existing built form, heights and character along the northern side of Beach Street

Also to consider:

- Limited development opportunities remain in this area
- DDO1 covers the north side of Beach Street, which already has design objectives controlling built form

### Land Use

#### Objectives

- Encourage uses that enhance the tourist gateway and recreation role of the area.
- Encourage land uses that support links between the foreshore area and Bay Street Activity Centre
- Encourage active land uses on the corners of Beach and Bay Streets
- Support public space activation around the Port Melbourne Yacht Club.

### Built Form

#### Objectives

- Ensure that new development reflects and emphasises the importance of the Bay/Beach Street intersection as a key point of entry into Bay Street from the south and to the Waterfront area from the east.
- Key views are protected.
- Ensure that future development along this section of Beach Street maintains a predominantly mid to low rise character and does not adversely affect the solar access of the footpath on the eastern side of Bay Street.

#### Outcomes

- Complementary tourism and leisure activities at ground floor levels.
- The northern façade of the Port Melbourne Yacht Club storage shed is open to allow the shed to be observed from the public realm.
- New public amenity development (such as shelters) are minor and maintain the existing footpath width, footpath dining and pedestrian links along Bay Street.

### Access and Mobility

#### Objectives

- Ensure the pedestrian connection between Beach and Bay Street is strengthened.

- Broaden the pedestrian footpaths where possible.
- Reduce the number of through traffic movements.

#### Outcomes

- Pedestrian and cycle ways and lawn areas promote a shared use space which is differentiated by a change in pavement type.
- The second left hand turning lane from Beach Street into Bay Street removed, providing one exclusive through lane and one left turn/through lane.
- The existing car park reconfigured by removing the current eastern access road and replacing it with a smaller access road similar to that currently to the west. This redesign should include introducing passively irrigated tree plantations.
- Public safety improved through well considered integration of cyclist and pedestrian movements, including introduction of cycle 'slow zones' and supporting signage.
- All abilities allowed access to the beach and water.

### Open Space

#### Objectives

- Provide a continuous series of high quality public places as part of the Port Melbourne open space network.
- Provide for all abilities access throughout the Waterfront area.
- Protect the strong visual connection to the bay along the Bay Street axis and similarly create a strong sense of connection from Bay Street to the foreshore.

#### Outcomes

- A public space adjacent to the Port Melbourne Yacht Club that encourages social interaction and contributes to an improved connection from Beach to Bay Street.
- Port Melbourne Yacht Club boat shed is open to encourage community connection of the activities of the Club.
- A truncated version of the Town Pier that serves both the general public and the Port Melbourne Yacht Club.
- A large indigenous fore dune ecology is established between the car park edge the western boundary of the Port Melbourne Yacht Club.





**Figure 18 - Bay and Beach Street Hub Sketch Design**

- ① Strengthen the streetscape character of Beach Street through substantial tree planting program
- ② Reconfigure Beach Street including returning redundant road pavement to usable open space
- ③ Install better pedestrian connections at Nott Street
- ④ Maintain clear beach access for pedestrians and beach maintenance and safety vehicles
- ⑤ Reconfigure the car park to improve storm water run off treatment and planting opportunities
- ⑥ Improve the forecourt to the Port Melbourne Yacht Club by providing new pavements and improving pedestrian connectivity
- ⑦ Provision of a new signalised pedestrian crossing
- ⑧ Proposed timber pier with seating and lighting
- ⑨ Inclusion of a timber ramp and explore opportunities to provide for all abilities access to the water
- ⑩ Investigate improvements to the Port Melbourne Yacht Club to reinforce its role and provide a more welcoming and open architecture, e.g. by enhancing the boat shed facade to create a more open and welcoming interface (note: PMYC boundary approx. only).
- ⑪ Improve the surrounds of the War Memorial, integrating into the wider public realm design
- ⑫ Widening of the public open space adjacent to the Bay Trail with the width gained from the narrowing of the centre road median
- ⑬ Investigate revegetation programs to better manage coastal processes and stormwater treatment



## Outcomes Continued:

- Develop a broad plantation zone (5-7 metres) including shade trees along the western boundary and part way along the northern boundary of the Yacht Club.
- Use night lighting in the area to promote public use beyond dusk and into the evening.



**Figure 19 - View along Beach Street** (View 1 - see Figure 18)

This shows an improvement in pedestrian connectivity and clearly define the Bay Trail and increased landscape opportunities.



## 4.3 Beach Street



### Future Directions Statement

Beach Street will be a popular beach side pedestrian and cyclist destination. The Beach Street corridor will:

- Be a comfortable and safe pedestrian and cycling environment that contributes to the public space amenity of the community.
- Feature an improved beach experience with increased foreshore planting areas and beach access. The beach area will include both sheltered and secluded places and open active areas.
- Include an easily identified pedestrian connection across Beach Street at Bay, Stokes, Nott and Princes Streets.
- Maintain existing mixed-use, mid rise built form character along the northern side of Beach Street between Bay and Princes Streets.
- Develop a calmer traffic environment with more extensive shade trees.

### Land Use

#### Objective

- Encourage uses that enhance the visitor gateway and recreation role of the area.
- Encourage land uses that support links between the foreshore area and Bay Street Activity Centre.
- Encourage active land edges at street level, and dwellings located above ground level.
- Support land use activity through improved pedestrian environments and public spaces.
- Encourage foreshore events and cater for meeting / market places.

### Built Form

#### Objectives

- Zero setbacks, hard edges to the street with active uses.
- Maintain the current building heights and variations of setback at the upper level along the northern side of Beach Street.
- Any new alteration to existing buildings must address Beach, Nott and Stokes Streets with doors and windows at street level.
- Design the built form, public realm and connections to the Waterfront to amplify the sense of place and identity of the precinct while preserving current views and vistas.
- Promote the importance of historic buildings through high-quality and architecturally inspiring restorations or alterations consistent with the Interpretation Plan of the area.

### Access and Mobility

#### Objectives

- Provide for improved pedestrian crossing points to the foreshore.
- Provide all abilities access throughout the Beach Street precinct.
- Reduce the amount of traffic entering Princes Street from Beach Street.
- Provide improved pedestrian crossings throughout this intersection.
- Maintain service vehicle access to the beach.

### Outcomes

- Car parking reconfigured along Beach Street to provide angled parking to the northern side and parallel parking to the southern side.
- Second left hand turning lane removed from Beach Street into Bay Street providing one exclusive through lane and one left turn/through lane.
- Width of the single traffic lane west bound carriage way reduced to 3.5 metres along Beach Street providing additional space for pedestrian and vegetated zones.
- Construction of footpath out stands and pram crossings to enable better access across Beach Street at Stokes and Nott Streets.
- Existing bicycle path (the Bay Trail) reconfigured at each activity point to signal change and to slow riders, including traffic calming devices and the conjoining of the pedestrian plaza and the Bay Trail.
- Relocation of the beach vehicle access pathway to provide access from the beach to the public car park and from the Yacht Club to the eastern beach.
- Rest areas coincide with major crossings of Beach Street without obstructing views to the Bay. The rest areas are to be easily seen along the Bay Trail and from Nott and Stokes Streets.

### Open Space

#### Objectives

- Provide a continuous series of high quality public places to contribute to the Port Melbourne, Beacon Cove and Fishermans Bend open space network.
- Provide regular and distinguishable points of attraction along the promenade including activity, rest and shelter along the entire length of the promenade.

### Outcomes

- A lower storey canopy of shade trees to the Beach Street streetscape that complement the existing palms.
- Reduce the overall width of the planting median along Beach Street and install appropriate street trees and lower level planting.





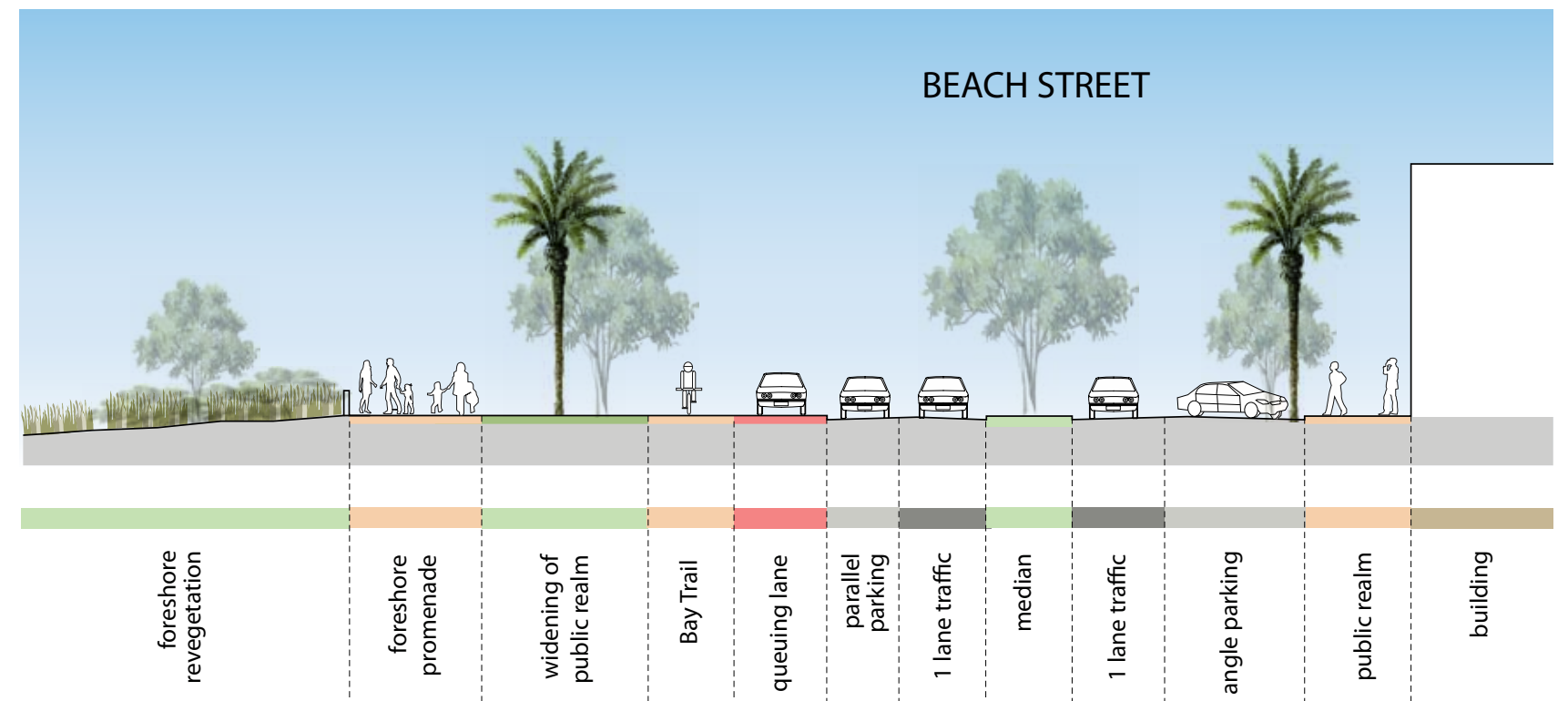
- ① Improve beach connectivity and pedestrian comfort by providing a timber deck with seating, lighting and drink fountains / beach showers
- ② Reconfigure Beach Street including returning redundant road pavement to usable open space
- ③ Improved pedestrian connections at Stokes and Nott Streets and streetscapes in accordance with Port Melbourne Masterplan
- ④ Investigate revegetation programs to better manage coastal processes and stormwater treatment
- ⑤ Provide a new entry to Beach Street car park
- ⑥ Improve the interface between the rotunda and Beach Street landscape
- ⑦ Increase the provision of open space for Beach Street tree planting. Investigate opportunities for artwork commissions
- ⑧ Temporary TT-Line vehicle queuing lane

**Figure 20 - Beach Street Sketch Design**

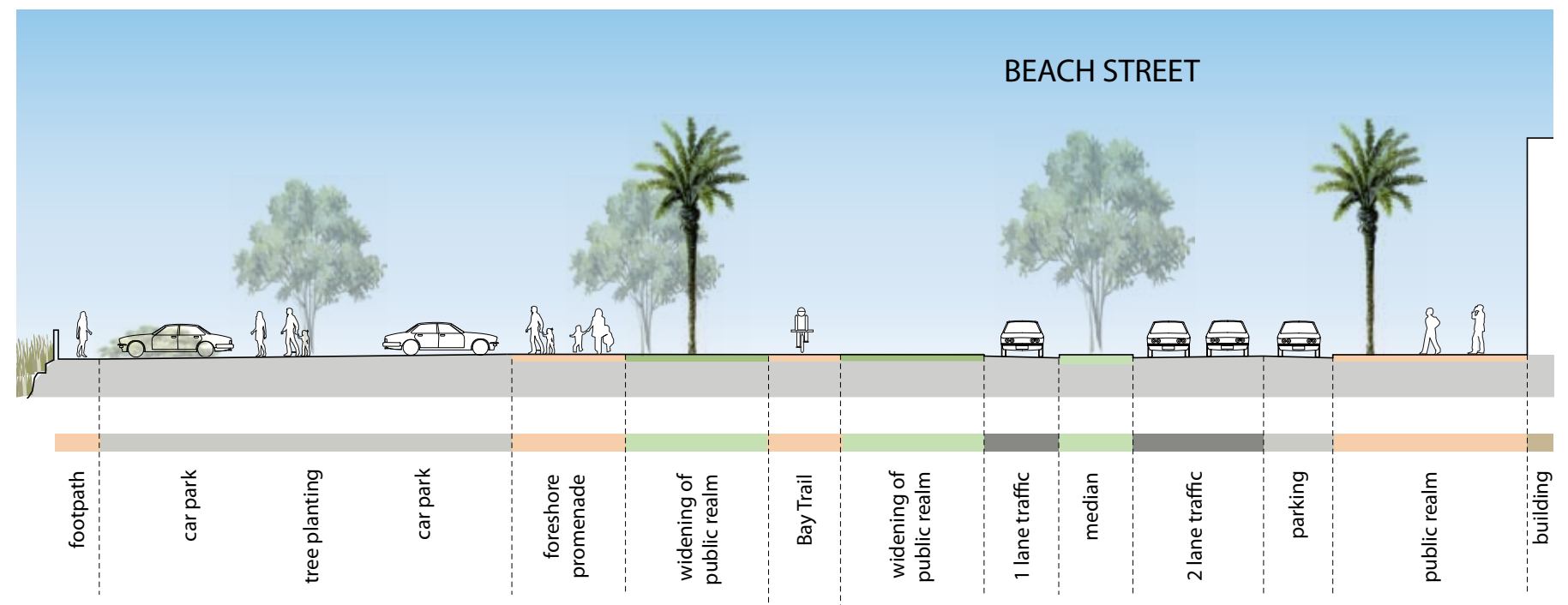


## Outcomes (contd.)

- Reconfigure and design new planting areas to allow passive irrigation and better use of water runoff in vegetated areas.
- Further investigate and develop functional designs that combine the storm water outflows currently falling across the beach.
- Integrate water sensitive urban design elements and restoration ecology with defined beach access points to improve coastal ecology and enhance the beach environment.
- Establish an Interpretation Plan to deliver prominent and well-considered public art features that are historically, environmentally, and socially educational and engaging.
- Develop and implement a suite of interpretative and informative signage that promotes the journey through the precinct as specific and unique.



**Figure 21 - Beach Street Section AA**



**Figure 22 - Beach Street Section BB**



**Figure 23 - View showing improved pedestrian connections Beach Street towards the Bay**  
(View 2 - see Figure 20)



## 4.4 Beacon Cove Promenade



### Future Directions Statement

This precinct will become a safe place for pedestrians and cyclists alike. The Beacon Cove Promenade will aim to:

- Place greater emphasis on pedestrian and cyclist safety along the Bay Trail.
- Retain the existing residential built form character and Princes Pier interface along the Beacon Cove Promenade.

### Land Use

#### Objectives

- Improve the Promenade experience for pedestrians and cyclists.

#### Outcomes

- New development designs out residential and other user conflicts.

### Built Form

#### Objectives

- Ensure future amenities along Beacon Promenade reflect the surrounding character of Beacon Cove.
- Maintain the visual axis between the Leading Lights beacons and between the Waterfront Place precinct and Princes Pier.

#### Outcomes

- Public shelters limited to single storey (3 metres) on the Bay Trail and to 8 metres on the water.
- Views to the water and along the promenade are maintained.

### Access and Mobility

#### Objectives

- Maintain high quality pedestrian and cycle links and facilities as part of a key recreational promenade.
- Ensure any new land uses do not impact on public access to the promenade, or have a negative impact on the circulation of pedestrians and cyclists.
- Support dayboating activity.
- Provide all abilities access throughout the area.
- Invest in pedestrian-focussed public realm solutions that actively engage with the water, draw people from Station Pier to Princes Pier and provide weather protection.

#### Outcomes

- Pathway that currently acts as the main corridor of access (along the seawall) reconfigured to promote safe co-use of pedestrians and cyclists.

- A minor extension to the existing lower boardwalk that incorporates additional mooring opportunities.

### Open Space

#### Objective

- Provide a continuous linear public realm corridor that forms a critical part of the Waterfront Place and Princes pier public realm.

#### Outcomes

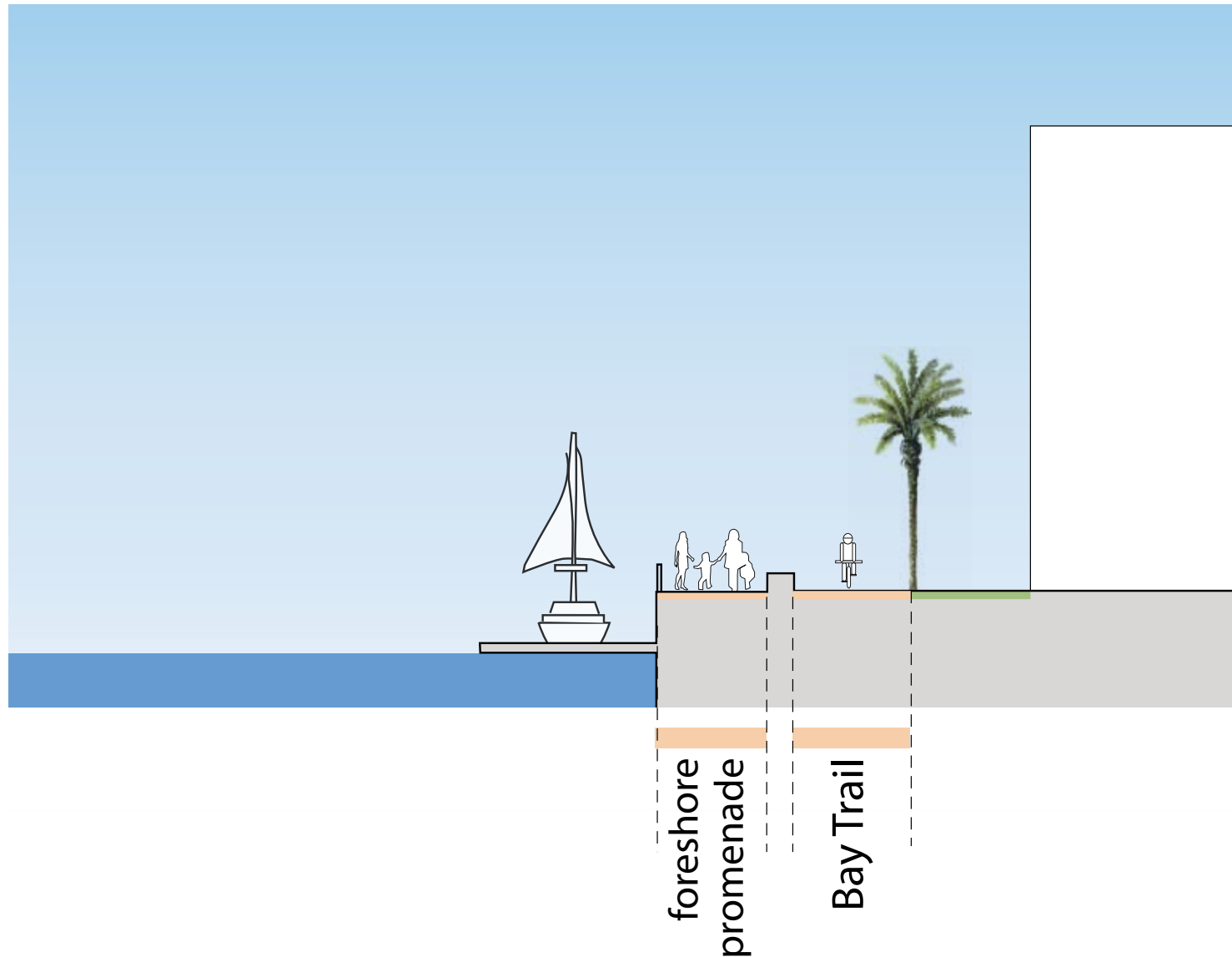
- A series of simple low walls provided that physically separate the pedestrians emerging from the Beacon Cove residential buildings and cyclists moving along the Bay Trail.
- Improved pathways to include shelters and gathering areas.
- Improved quality and quantity of lighting along the Bay Trail.
- New planting areas reconfigured and designed to allow passive irrigation and better use of water runoff in vegetated areas.

- Princes Pier: Refurbishment undertaken by Major Projects Victoria ①
- Pedestrian refuges created at the entrances of the Beacon Cove towers to reduce conflict between cyclists and pedestrians ②
- Additional day boat mooring opportunities ③



Figure 24 - Beacon Cove Promenade Sketch Design





**Figure 25 - Beacon Cove Promenade Section EE**



**Figure 26 - View along the Bay Trail (View 3 - see Figure 24)**

## 4.5 Princes Pier



### Future Directions Statement

This precinct will become the premier location for the people of Melbourne to discover their maritime, industrial and immigration history. The Princes Pier precinct will achieve the following:

- A more usable, accessible and culturally significant Princes Pier that is respectful of its heritage and recognises its past in an evocative and imaginative way.
- Work with Major Projects Victoria and Parks Victoria to ensure a sensitive reuse of the restored Gatehouse that will include retail and community uses.
- Build upon the redevelopment already underway through the introduction of an open green park space on the pier.
- Provide an opportunity for some of the area's maritime heritage to be further displayed.
- Day mooring and fishing promoted along the western edge of the pier.

### Land Use

#### Objectives

- Provide a social and cultural destination opportunity with heritage recognition of the former significant maritime and immigration eras of Princes and Station Piers.
- Provide break out space for people using the foreshore recreational spaces.
- Maintain the north side of the Gatehouse as an area of open space for passive recreational purposes.
- Encourage community, arts and cultural activities, including markets, exhibitions, and some entertainment.
- Encourage activation of the refurbished Gatehouse for a café/restaurant at ground level, and community or cultural uses at first floor level.
- Support dayboating activity, and occasional mooring of 'tall ships'.
- Discourage bars, nightclubs, and taverns from establishing in the precinct.
- Discourage larger scale land uses that would generate traffic congestion or parking problems.
- Ensure new uses and activities appropriately consider and protect residential amenity.

### Built Form

#### Objectives

- Make the most of the importance of Princes Pier without undermining its historic value.
- Protect the heritage values of the Gatehouse, and reinforce the historic values of Princes Pier.

#### Outcomes

- Existing Gatehouse reused as a possible historic and maritime museum with supporting retail on the ground level. This shall provide a strong connection to outdoor eating areas.
- No new major structure to be built.

### Access and Mobility

#### Objectives

- Improve the interface and safer use of the shared pathway and Princes Pier.

#### Outcomes

- Additional lower deck areas for fishing and occasional mooring of small vessels provided during clement weather.
- Limited vehicular access for service vehicles and public carparking provided.

### Open Space

#### Objectives

- Consider activities at the end of Princes Pier that draw people from the Waterfront Place precinct and invites visitors to stay longer in the area.
- Ensure future minor public amenity developments are inspiring and high-quality, respect the heritage and contextual surrounds, and protect the vistas to the Bay from the existing urban fabric.

#### Outcomes

- Large hard paved open space to the south of the Gatehouse used for public gatherings and include a 'super graphic' artistic surface treatment that evokes important historic dates and events of the area.
- Further opportunities developed along the western edge of the Pier (in addition to those constructed by Major Projects Victoria) to encourage increased day mooring and fishing activity.





**Figure 27 - View of Princes Pier** (View 4 - see Figure 28)

- Princes Pier: Refurbishment undertaken by Major Projects Victoria ①
- Investigate opportunities to develop an integrated plan for increased pedestrian use and enjoyment ②
- Investigate opportunities for art commissions or interpreting the history of the pier ③
- Investigate opportunities with Major Projects Victoria and Tourism Victoria to activate the gatehouse ④
- Explore opportunities for artistic 'ship lights' and other installations on the pier ⑤
- Ensure sustainable boat usage and investigate opportunities for additional day boat mooring ⑥
- Shared use zone designed to slow bicycle traffic and create a safer environment for pedestrians ⑦



**Figure 28 - Princes Pier Sketch Design**

## 4.6 Waterfront Place



### Future Directions Statement

This precinct will evolve as one of Melbourne's most visited 'town squares' by the Bay. The Waterfront Place precinct aims to:

- Function as a celebratory place that welcomes visitors from the broader community.
- Ensure that the Waterfront Place open spaces become the focus of the precinct.
- Demonstrate and promote architectural excellence in all new development and throughout the public realm, which includes ecologically responsive design.
- Provide a variety of high quality open spaces that link together and form a continuous network of public realm places.
- Provide public access to Station Pier where and when security arrangements allow.

### Land Use

#### Objectives

- Provide a functional, attractive and pedestrian oriented public space, that acts as a tourist gateway and local place.
- Encourage land uses that assist in creating vitality through the increased presence of people.
- Ensure new development provides active land edges that 'enclose' Waterfront Place and public spaces.
- Provide facilities and services catering for leisure activities, residents and tourist activity, and public gathering.
- Encourage residential uses at upper levels on key development sites.
- Encourage residential hotels and serviced apartments.
- Encourage cafes and restaurants to locate along the edges of public spaces.
- Limit office activity to a complementary land use.
- Support 'destination' based retail land uses that are aimed at capturing the tourist spend and showcasing localised produce / attractions.
- Support limited, smaller scale retail uses catering to local residents (ie: daily convenience shopping).
- Discourage retail uses that would duplicate the weekly retail function of Bay Street from establishing in the precinct (ie: supermarket).
- Manage the potential exposure of residential uses to the negative impacts of tourism activities such as late night noise generated by entertainment and food and drink premises, and traffic and parking congestion.
- Discourage larger-scale late night entertainment uses, such as bars, nightclub and tavern uses.
- Ensure that use of public areas do not prejudice the function of Station Pier as an ongoing working pier.
- Require that port development relating to Station Pier minimises impacts on nearby foreshore activities and surrounding areas.

### Built Form

#### Objectives

- Recognise that the Waterfront Place area has the potential to accommodate a more intensive built form.

- Through new building development create an iconic identity for Waterfront Place that sits comfortably in the broader urban context.
- Design an integrated 'destination' area that fuses the public realm and architecturally inspired built form to create a much valued and recognisable part of the precinct.
- New development should not adversely affect the solar access of the pedestrian access on the eastern side of Princes Street.
- Buildings must provide a sense of enclosure with active land use edges to define public space.
- Where retail occupies the ground level the facade should be designed to facilitate visual contact between building occupants and people in the street, through pedestrian entries and clear glazing. Waterfront Place frontage on corner sites and the eastern boundary edge can achieve this through the construction of single level buildings.
- New development must seek to provide an unobstructed pedestrian access corridor width (3 metres) to all frontages addressing Waterfront Place to encourage the active pedestrian link along Beach Street.
- Existing restaurants should contribute to activation of Waterfront Place.

#### Outcomes

- A public place defined by active built form edges with a well scaled sense of enclosure and protection from prevailing wind.
- Built form vary in building heights, facades and forms to create visual interest.
- Lighting used to enliven the area at night and promote public use beyond dusk and into the evening.
- New development provides all weather undercover pedestrian access along the Waterfront Place streetscape between Princes Street and the Historic Rail Building.

### Access and Mobility

#### Objectives

- Ensure that future building development in Waterfront Place can accommodate traffic demands without negatively impacting on the public realm.



- Develop a clear and distinct hierarchy of pedestrian access ways that enables easier navigation of the precinct.
- Provide for all abilities access throughout including well marked, signed and lit access routes.
- Reduce the dominance of car movements and parking.
- Provide for private vehicle queuing capacity to serve Station Pier and resolve current congestion issues.
- Limit the impact of TT-Line and cruise shipping activity on local traffic movements.
- Maximise the use of the space between Station Pier and the Waterfront Place revetment.

## Outcomes

- Traffic signalised at the Beach, Princes Street and Waterfront Place intersections.
- Approximately 600 to 650 metres of TT-Line passenger queuing provided along Beach Street and Waterfront Place in a dedicated lane that is separated from the local road network.
- Unobstructed access to Station Pier for taxis, coaches and cruise ship service vehicles have at all times.
- Smaller and dispersed car parking spaces and co-share within private landholdings responds to current and future car parking demands.
- No net loss of car parking in the precinct.
- An improved vehicular entry to the TT-Line freight operations area from Beach Road/ Waterfront Place.
- Additional decking for waterborne transport and day boating.
- The use of sustainable transport options promoted in the precinct.
- The Bay Trail is clearly signed, well maintained and easily accessed.
- Easy to read, interesting signage provided to notify the public of the times when access is permitted, when the next ship is due and what events are within the Station Pier area.

## Open Space

### Objectives

- Provide a continuous series of high quality public places that form part of the Port Melbourne, Beacon Cove open space network.
- Consolidate the disparate open spaces to create a unified and

activated place of regional significance.

- Ensure all public spaces are well-scaled, adaptable and accessible to accommodate a variety of uses year round.

### Outcomes

- An urban park and hard paved area at the heart of Waterfront Place that attracts visitors and provides significant open space amenity for the local community.
- Waterfront Place car park redesigned to ensure it is welcoming for all visitors across all seasons, and provide options to hold visitors for longer periods.
- An urban park connected to the Bay Trail that has an open green space with shade trees which can support the activities of adjacent retail buildings.
- A direct line of sight between the historic rail station, the 109 tram terminus and the cruise ship berthing.

- A night lighting scheme for public buildings and places that attracts people and encourages use into the evening.
- Public open space provides a venue for temporary market and entertainment activities, and secluded passive recreation.
- Planting areas allow passive irrigation and better use of water runoff in vegetated areas.
- Traffic and personnel control barriers combined with interpretative signage, art work and seating to reduce the number of obstacles in the area.
- Architectural gates and fences along the temporary security perimeter at the Gatehouse and all TT-Line operational areas which can be folded away to allow full public access.
- A suite of interpretative signage and public art developed and implemented.
- TT-Line freight operations visually screened from Waterfront Place.



**Figure 29 - View of Waterfront Place (View 5)**



- Additional day boat mooring opportunities and tourist ferry / sea plane services ①
- Create a new public plaza as a space for small events and gathering ②
- Minimise traffic impacts by reconfiguring the access and car park, ensuring access to Station Pier is maintained ③
- Station Pier Gatehouse ④
- Investigate extending the car park to better connect to Station Pier ⑤
- Investigate the opportunity for new commercial development to further activate the area ⑥
- Redevelopment Opportunity: 103 Beach Street ⑦
- Proposed signalisation of the Princes/ Beach Street intersection ⑧
- Redevelopment Opportunity: 1-11 Waterfront Place ⑨
- Investigate future commercial/building opportunities ⑩
- Improve beach connectivity and pedestrian comfort by providing a timber deck with seating, lighting and drink fountains/beach showers ⑪
- Install appropriate litter management devices together with relocation into foreshore planting ⑫
- Activate the edge of existing restaurants by widening the footpath ⑬
- Historic Rail Station (current 109 tram terminus) ⑭



**Figure 30 - Waterfront Place Sketch Design - Concept I**



- Additional day boat mooring opportunities and tourist ferry and sea plane services (1)
- Create a new public plaza as a space for small events and gathering (2)
- Minimise traffic impacts by reconfiguring the access and car park, ensuring access to Station Pier is maintained (3)
- Station Pier Gatehouse (4)
- Investigate extending the car park to better connect to Station Pier (5)
- Investigate the opportunity for new commercial development to further activate the area (6)
- Redevelopment Opportunity: 103 Beach Street (7)
- Proposed signalisation of the Princes/Beach Street intersection (8)
- Redevelopment Opportunity: 1-11 Waterfront Place (9)
- Investigate future commercial/building opportunities (10)
- Improve beach connectivity and pedestrian comfort by providing a timber deck with seating, lighting and drink fountains/beach showers (11)
- Install appropriate litter management devices together with relocation into foreshore planting (12)
- Activate the edge of existing restaurants by widening the footpath (13)
- Historic Rail Station (current 109 tram terminus) (14)



**Figure 31 - Waterfront Place Sketch Design - Concept 2**





Figure 32 - Waterfront Place - Option 1 Movement and Circulation

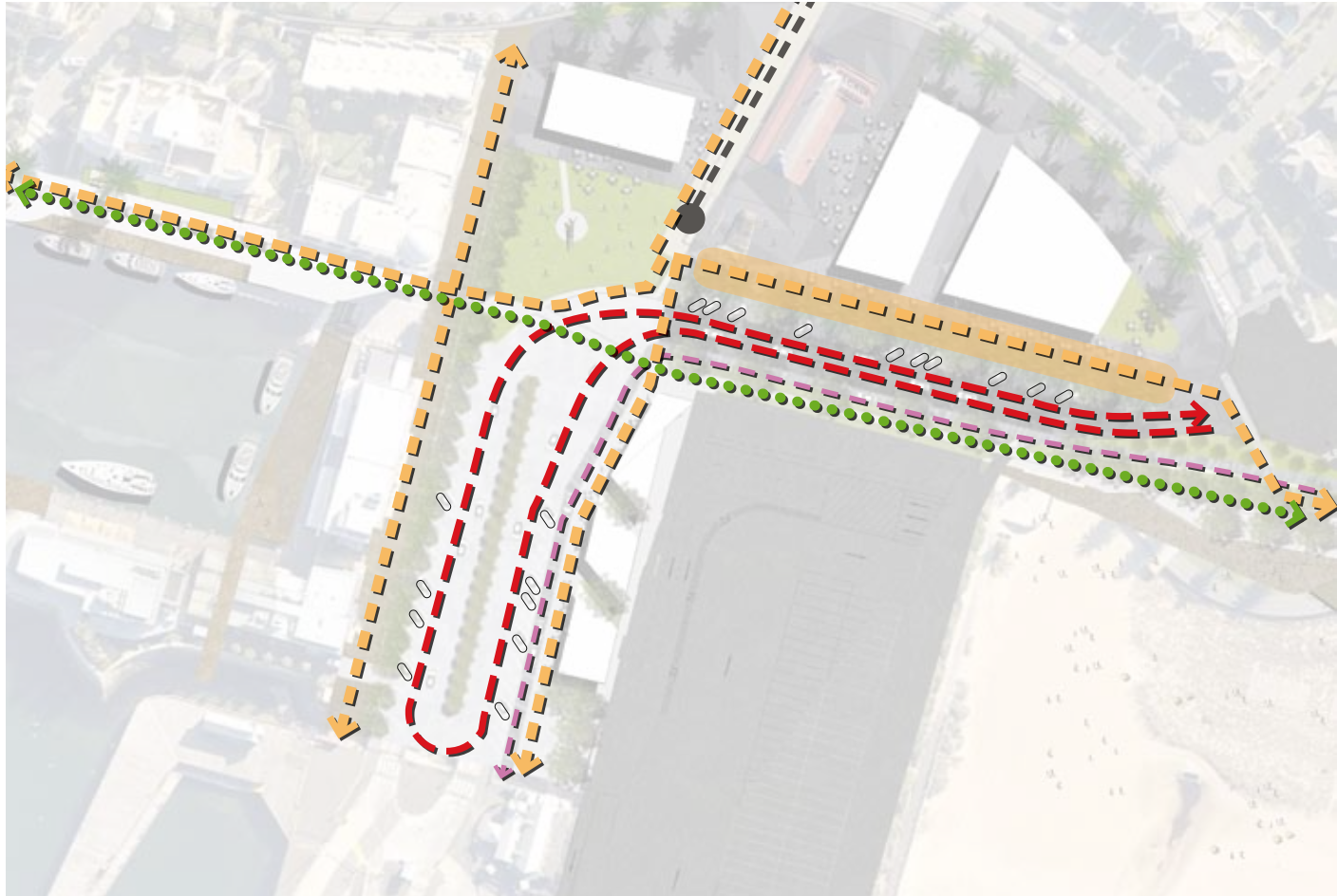


Figure 33 - Waterfront Place - Option 2 Movement and Circulation

- Vehicular Movement
- Queuing Lane
- Parking
- Pedestrian Movement
- ... Cycling Route
- Light Rail



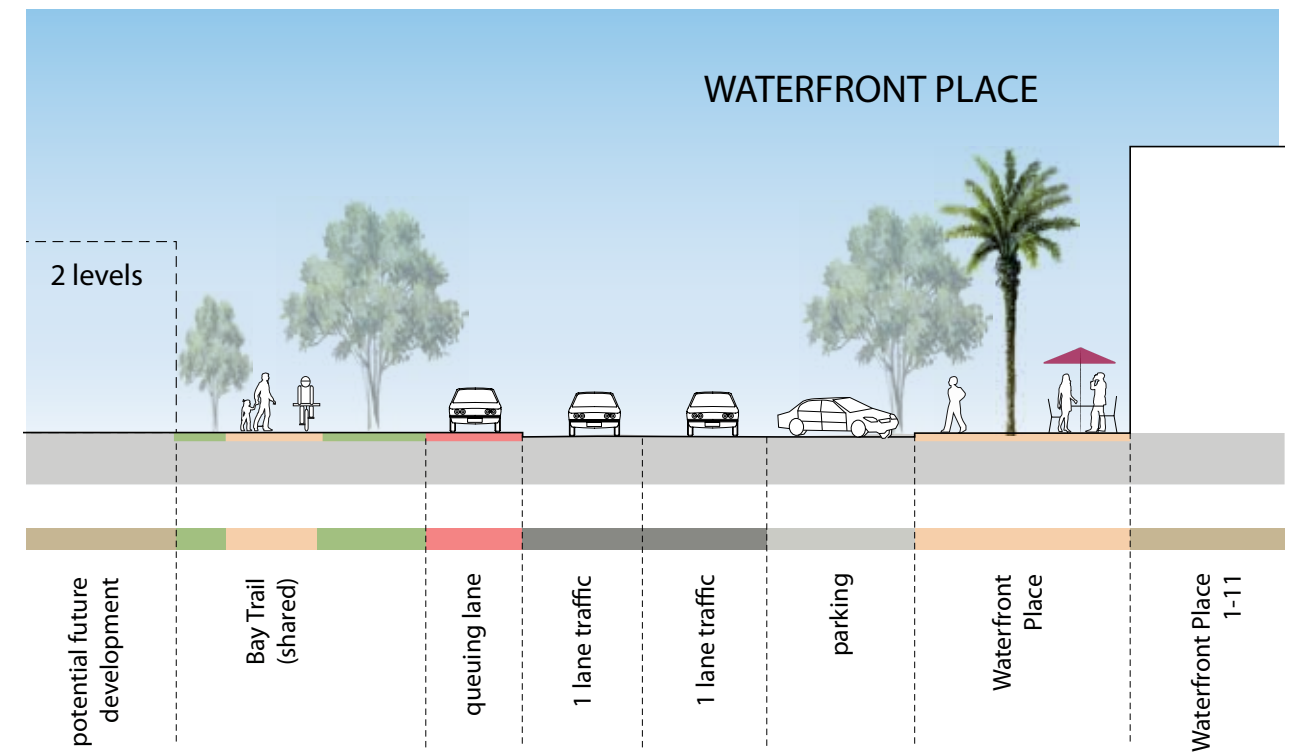
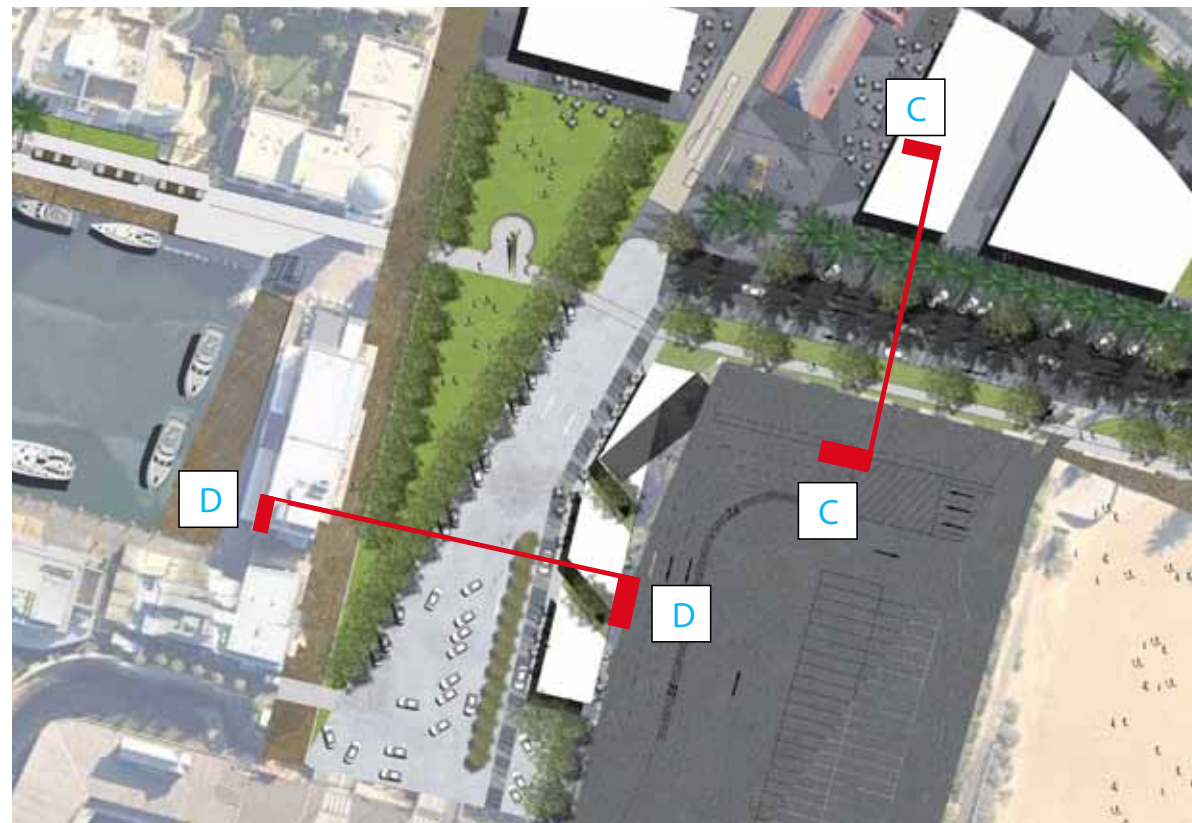


Figure 34 - Option I Section CC

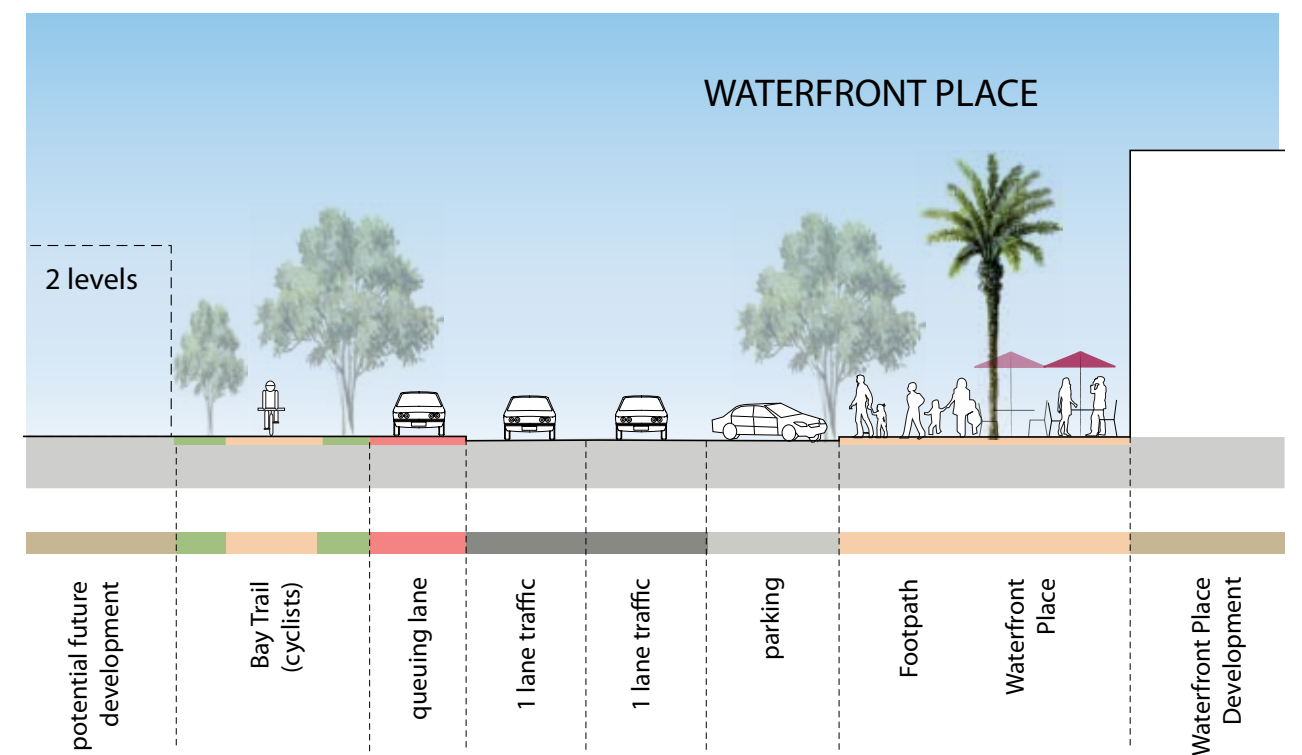
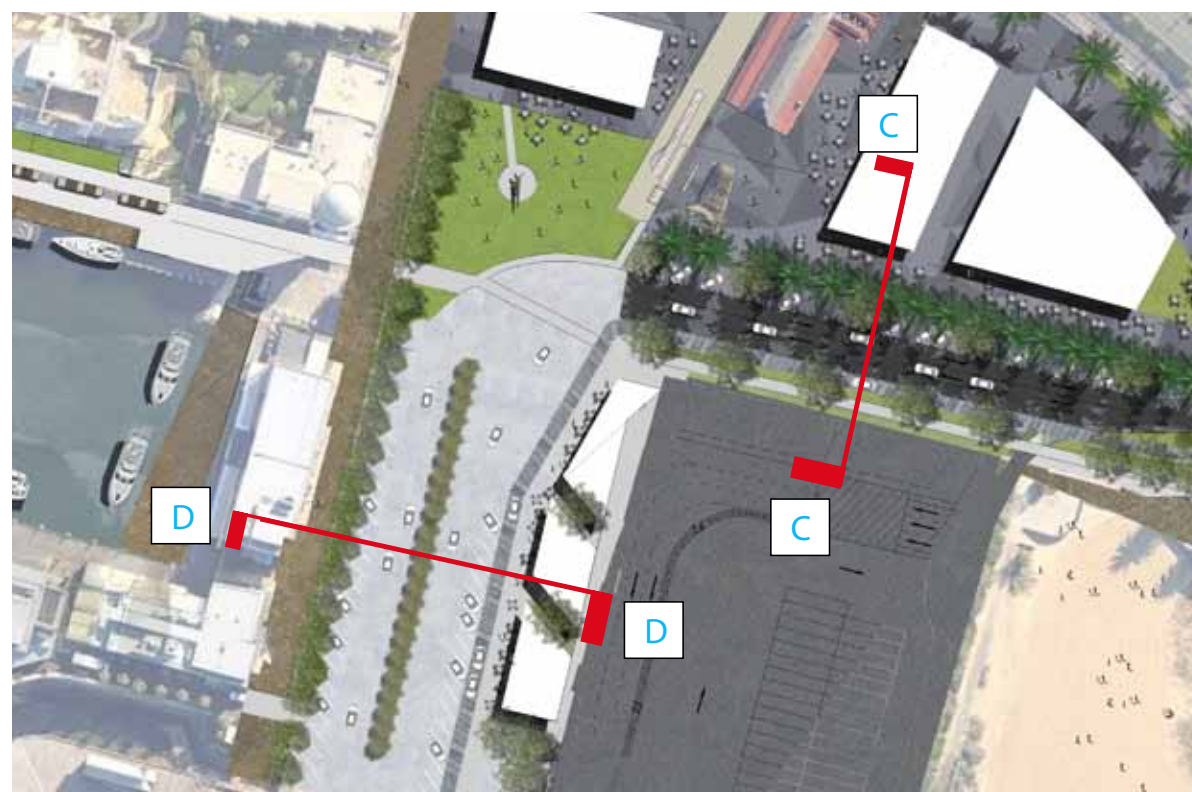


Figure 35 - Option I2 Section CC

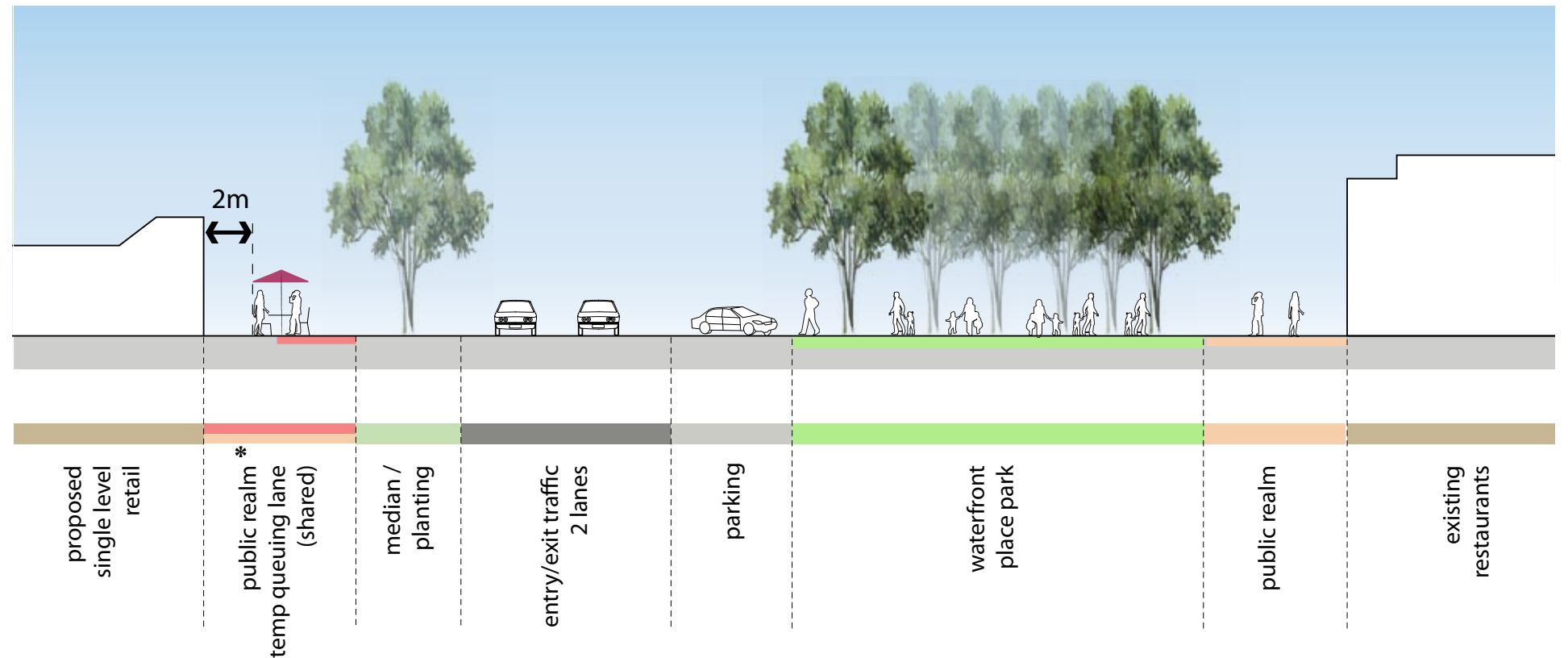


Figure 36 - Option 1 Section DD

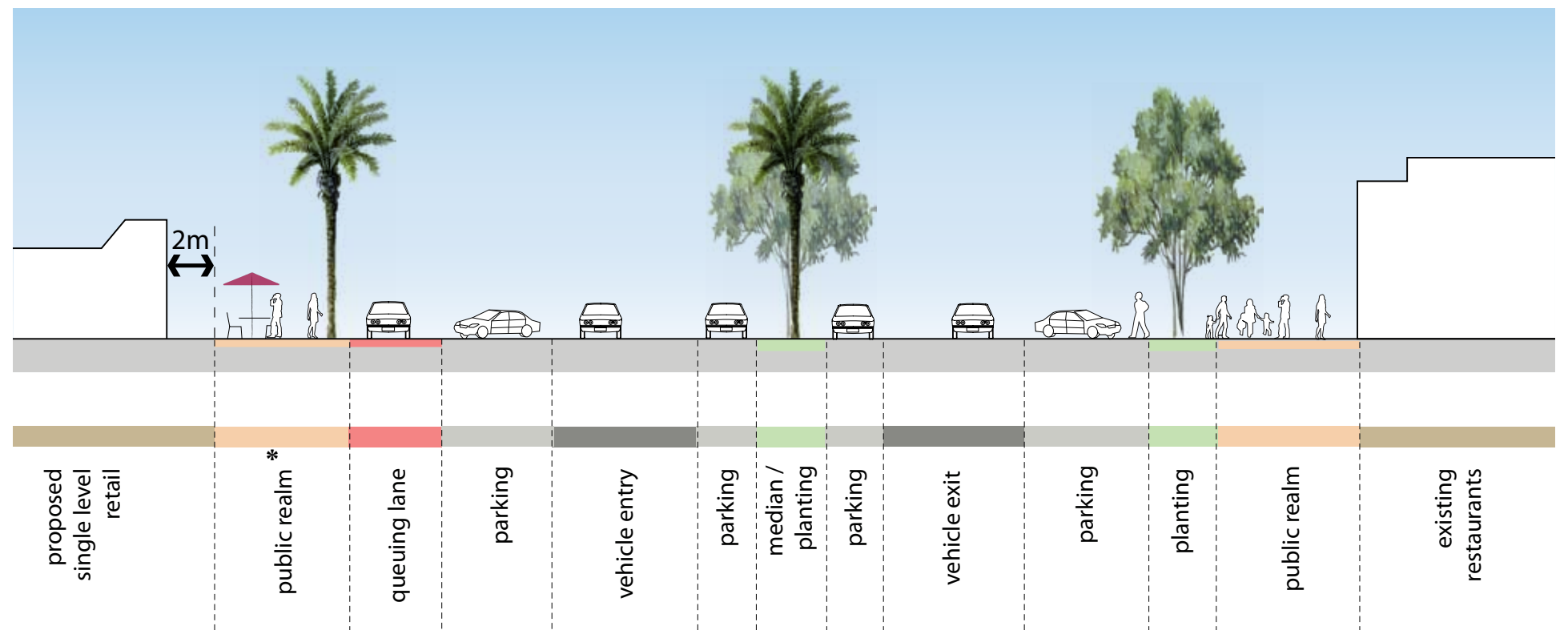


Figure 37 - Option 2 Section DD

**\*Note:** Outcomes sought should accord with the City of Port Phillip's Footpath Trading Guidelines 2010.



## 4.7 Key Site Development Guidelines

There are three key site development opportunities that are central to the delivery of the vision in the Port Melbourne Waterfront. These will act as catalysts for positive change in the area.

Key sites development opportunities include:

- I-I I Waterfront Place
- 103 Beach Street, Food Store
- New retail offerings along the eastern edge of Waterfront Place

The redevelopment of these sites could fulfil many of the objectives outlined in 4.6, specifically the inclusion of additional community facilities at I-I I Waterfront Place, and an improved streetscape and public realm throughout.

This section provides a comprehensive approach to assess the scale and form of a building, how this relates to overshadowing and the possible community benefits that the development should provide. Concepts illustrated in this section are potential design responses only.

### 4.7.1 I-I I Waterfront Place

#### Design Context

##### Land Use

The existing land uses adjacent to the Waterfront are a variety of residential, local service and retail, restaurants, and industrial port uses. To the north of the site the land use consists of detached double level dwellings along the northern side of Beach Street. These typically have a 10 metre set back from their property boundaries. This creates a distinct residential character to the streetscape.

New development must include ground level residential land uses which are set back from the property boundary to allow for a buffer for the public use areas of Beach Street. Individual entrances to these dwellings are also to be set along Beach Street. Residential use along this boundary will reinforce the residential character of Beach Street.

The existing adjacent retail land uses typically have a strong connection to the street level. This is to be continued into new development with single level commercial uses along the Waterfront Place boundary.

#### Height

The overall heights of buildings across the Waterfront area vary greatly, with the largest buildings sitting within Beacon Cove. Beginning from Waterfront Place and continuing west to Beacon Road the towers are; 12, 14, 14, 9, 12, and 14 levels. These towers are typically set back from Beach Street by 25 meters and by 0 meters from the Bay Trail/ Beacon Cove promenade.

In addition to the towers and along this southern section of Beach Street there are a series of lower residential buildings with no off set to the northern property boundary. These buildings range from two to three levels and respond well to the adjacent 2 level stand-alone dwellings to the northern side of Beach Street between Princes Street and Beacon Road. These residential buildings to the north are typically two levels with moderately gabled roofs bringing their typical heights of approximately seven meters (over two levels).

The adjacent historic railway station to the west sits as a single level structure with a high gabled roof that brings its overall height to approximately 7.5 meters.

#### Streetwall

The streetwall and parapet heights adjacent to the site range from one to four levels, with a series of detached two level dwellings immediately adjacent to the site across Beach Street between Princes Street and Canberra Parade. This built form type continues along the northern side of Beach Street beyond Canberra Parade toward Swallow Street. However from Canberra Parade on the southern side of Beach Street larger residential buildings of up to 14 levels meet the ground directly often without a mediating podium.

The commercial and residential buildings along Princes Street and Beach Street east exhibit streetwall and parapet heights of three levels typically. These factors contribute to well-proportioned pedestrian scale. By limiting the heights of the streetwalls of the new development

to three levels, the scale of the built form as perceived from the street will remain consistent with the existing urban context.

Currently, the overshadowing of footpaths in publicly accessible lanes and streets (as observed in digital modelling) of the precinct is moderate. Limiting the streetwall of the new development to three levels, the overshadowing from parts of the building closest to the street will be minimised.

#### Design Response

Development on at I-I I Waterfront Place should reinforce the sense of place and cultural identities of the Port Melbourne Waterfront and Beacon Cove Estate.

It should ensure that new development respects and responds to the surrounding context including the heritage train station, the adjacent residential area, and the foreshore as a valued recreational and environmentally significant resource.

The scale of new development should not visually dominate existing development or key landmarks along the Port Melbourne foreshore. It should also complement the Melbourne central activities district skyline when viewed from the pier and from the foreshore and minimise overshadowing.

The overall design and height of buildings proposed for the site is to be underpinned by the following six factors:

- Adjacent building context
- Limiting overshadowing in public areas
- Reduction of building mass
- Defining a focal point to the Waterfront Place precinct
- Podium setbacks from the street edge
- Site permeability, particularly north to south

Using the above six points as guiding principles, a series of building types were tested. Described in this section is the type that best satisfies the principles. The building heights match those of the adjacent Beacon Cove and are limited to the height of the tallest nearby buildings at 14 levels. They exhibit an arrangement that has a lower

impact on overshadowing of public areas and reduces the apparent bulk and mass of the building.

## Land Uses Objective

- Encourage land uses that contribute to the activation of Waterfront Place, have a strong tourist function and contribute to local sense of place.

## Preferred Land Use Outcomes

- Leisure, recreation, arts and cultural uses, café and restaurant uses contribute to activating the public realm.
- Continuous active land uses at ground floor level (except on the north side of the site fronting Beach Street).
- Residential hotels (such as a 'boutique hotel') and serviced apartments at upper floor levels, with ground floor access.
- Dwellings located at upper floor levels only (except on the north side of the site where residential uses at ground level are encouraged to create a residential interface to dwellings on the north side of Beach Street).
- Opportunities for the development to include community facilities at ground level in the future.
- Offices located at upper floor levels only.
- Places of assembly, taverns and hotels discouraged.

## Built Form Objectives

These design objectives are specific to this development site. They must also be read in conjunction with the broader site wide objectives set out in Chapter 4.

- Ensure that the scale and form new development respects and responds to the surrounding context, including the heritage railway station, the surrounding residential area and the foreshore as a valued recreational and environmentally significant resource.
- Ensure the scale of development does not visually dominate existing development and key landmarks along the Port Melbourne foreshore, and blends with the Melbourne Central Activities District skyline when viewed from the piers and the foreshore.
- Ensure building heights maintain solar access to the foreshore and the Bay Trail.

- Encourage multiple building forms above the podium to reduce visual mass and shadow.
- Ensure buildings create an active edge to Waterfront Place to reinforce its pedestrian focus.
- Ensure new development creates a north – south pedestrian link through the site with active land use edges.
- Maintain an open vista from the foreshore towards the heritage railway station.
- Provide a well integrated public open space and active address to the heritage railway station.
- Buildings must create a weather protected edge to Waterfront Place.
- Buildings must be designed to ensure car parking is not visible from the surrounding streets or public spaces.

## Built Form Outcomes

- The height of new development does not overshadow the southern footpath between the hours of 11.00am and 3.00pm on the 22 September (Refer to Figure 42).
- Development provides a streetwall or podium no more than three levels in height.
- Additional built form above the podium level is setback a minimum of five metres from the streetwall/ podium edge on the northern and southern building edges.
- Additional built form above the podium level is setback a minimum of five metres from the streetwall/ podium edge on the western building edges to diminish the visual impact on the historic railway station.
- Any development above the podium has:
  - A maximum width of 24m.
  - A minimum distance of 12m to an adjacent tower.
- The new development provides a three metre setback from the property boundary along the southern façade (Waterfront Place) to provide for adequate pedestrian access and public realm areas associated with retail uses.
- The new development provides a setback of three meters from the property boundary along the northern facade (Beach Street) to provide for adequate separation between the public area and

residential land uses at ground level.

- Building are setback from the historic rail station/tram terminus to establish an active laneway with a minimum width of ten metres.
- All building ground floors are level with the footpath.
- The ground floor facades are designed to facilitate contact between building occupants and the public realm and should include pedestrian entries and clear glazing.
- The new building provides adequate mitigation of strong winds and downdrafts at the ground level.
- Provision of basement car parking.

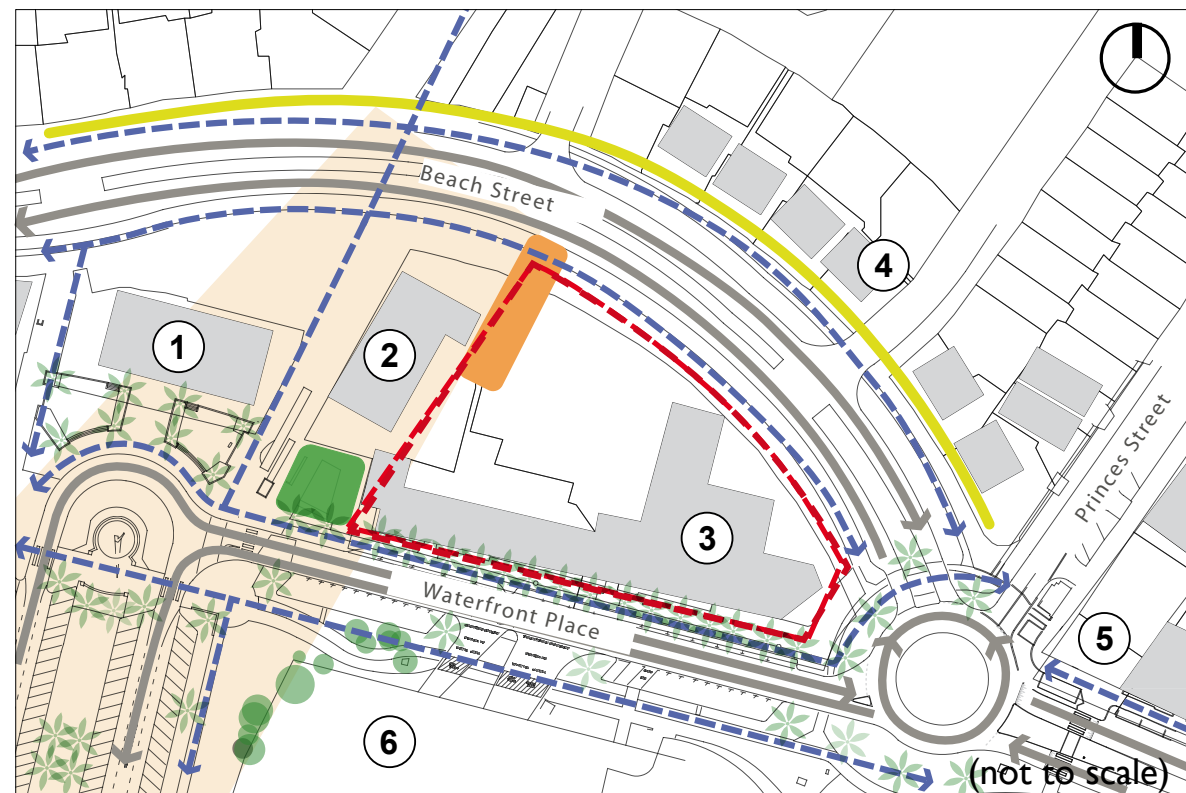
## Transport, Access and Mobility Objectives

- New development must ensure traffic access and egress from the site does not contribute to a deterioration of the quality and function of surrounding streets.
- New development should improve pedestrian permeability in the precinct, particularly to and from Beach Street in the North.

## Transport, Access and Mobility Outcomes

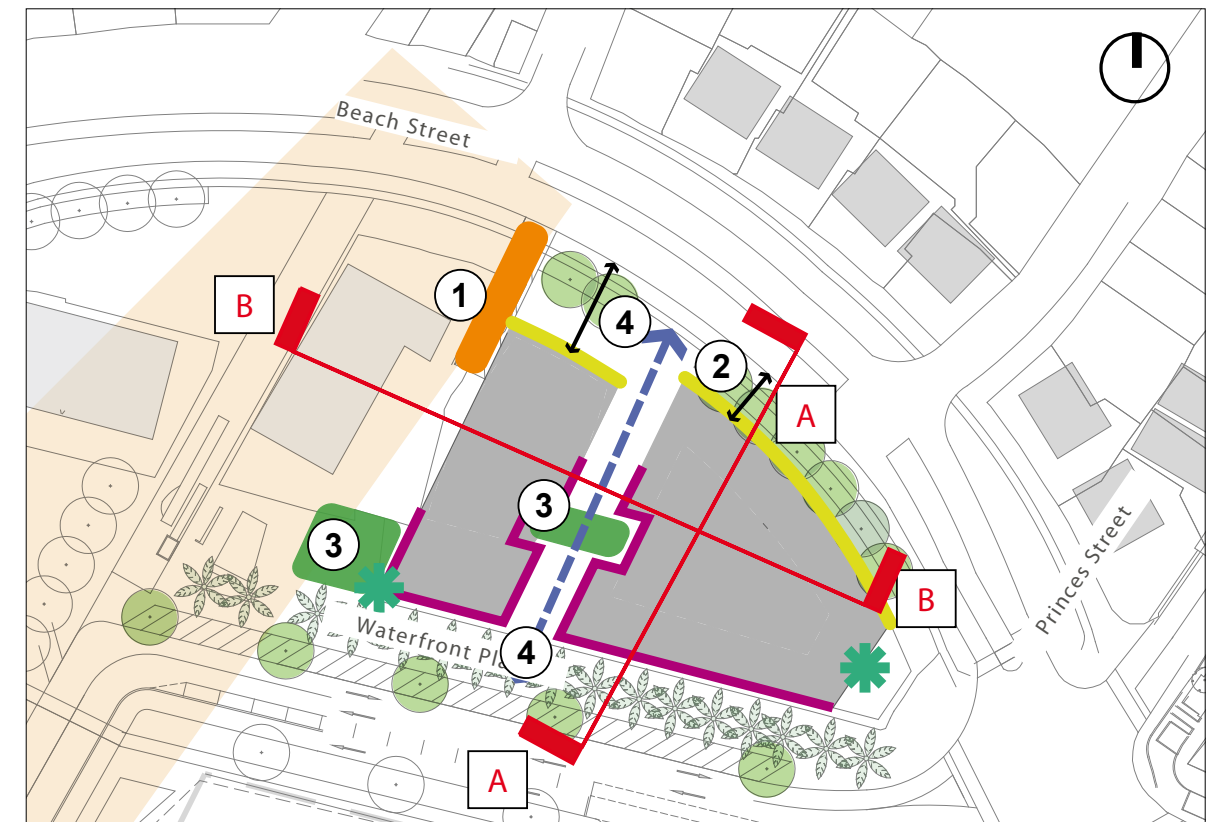
- Vehicular access provided from Beach Street.
- Vehicular access and loading screened to mitigate visual disturbance from Beach Street.
- Service and off street carparking access to the site is located to the north western boundary of the site so it:
  - does not obstruct traffic movement around intersections
  - is not visually apparent to the broader streetscape
  - does not interfere with the commercial and public space relationship along Waterfront Place.
- New development provides for public carparking of 50 spaces.
- The development includes a north-south public thoroughfare through the site to increase the permeability and access to Beacon cove. This laneway opens to the sky.
- A public access corridor is provided between the building and the Historic Railway Station. This provides a minimum of 10 meters of unobstructed public access way and an activated public open space associated with the buildings retail activities.





**Figure 38 - I-I I Waterfront Place Site - Existing Condition**

- |                        |                         |
|------------------------|-------------------------|
| ① Foodstore            | — Vehicle Access        |
| ② Light Rail Station   | — Pedestrian Access     |
| ③ Existing Building    | — Residential Interface |
| ④ 2 Level Residential  | — Service Entry         |
| ⑤ London Hotel         | — Public Open Space     |
| ⑥ TT-Line Freight area | — Subject Site          |
|                        | — Heritage Overlay      |



**Figure 39 I-I I Waterfront Place Site - Possible design solution**

- |  |   |
|--|---|
| ① <b>Retain Existing Service Entry Point</b>                           | — Residential Frontage                      |
| - Shared Service Zone  | — Commercial / Retail (active) frontage     |
| - Service entry located to minimise traffic congestion                 | ★ Opportunity for key architectural gesture |
| - Outside of Heritage Overlay (HO46)                                   |   |
| - Least visually dominant location (away from Beach Street residences) |   |
| - Provide access to Waterfront Place                                   |   |
| ② <b>Buildings Set Back</b>  |   |
| Sympathetic to residential buildings along Beach Street                |   |
| ③ <b>Multiple outdoor spaces created</b>                               |   |
| ④ <b>Pedestrian access between buildings</b>                           |   |

## Open Space Objectives

- New landscaping responds to the existing landscape attributes of Beacon Cove and Port Melbourne foreshore.
- Provide a well integrated public open space and active address to the Historic Railway Station.
- Enhance safety and security through the creation of passive surveillance.

## Open Space Outcome

- New planting areas allows passive irrigation and better use of water run-off in vegetated areas.

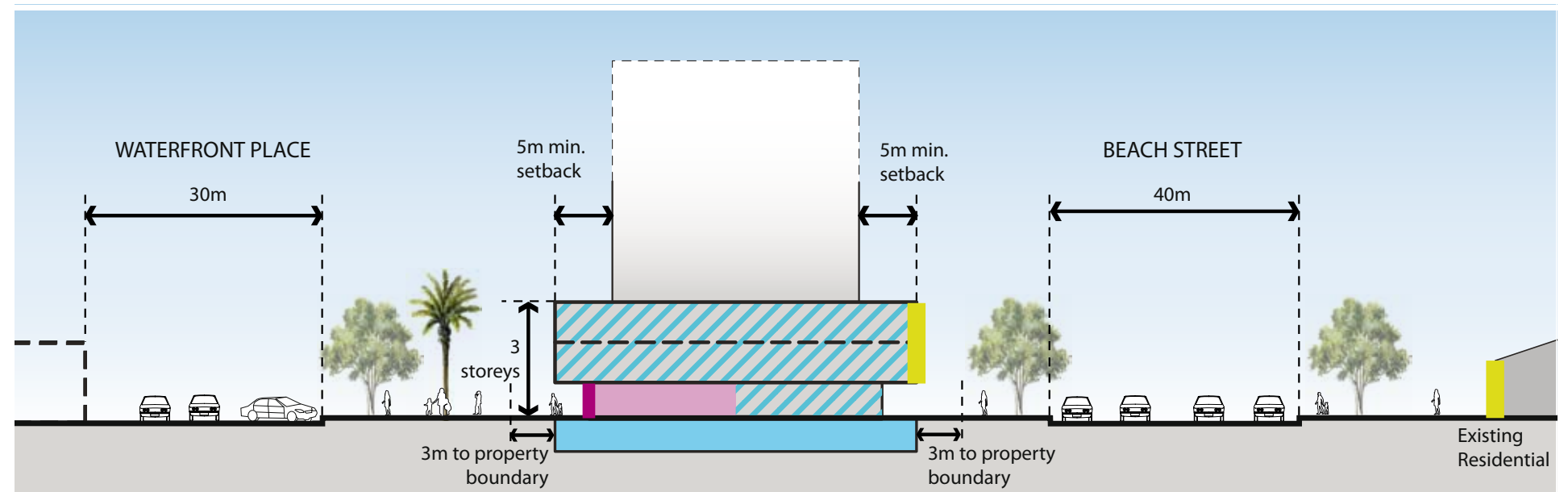


Figure 40 - I-I | Waterfront Place Section AA

(not to scale)

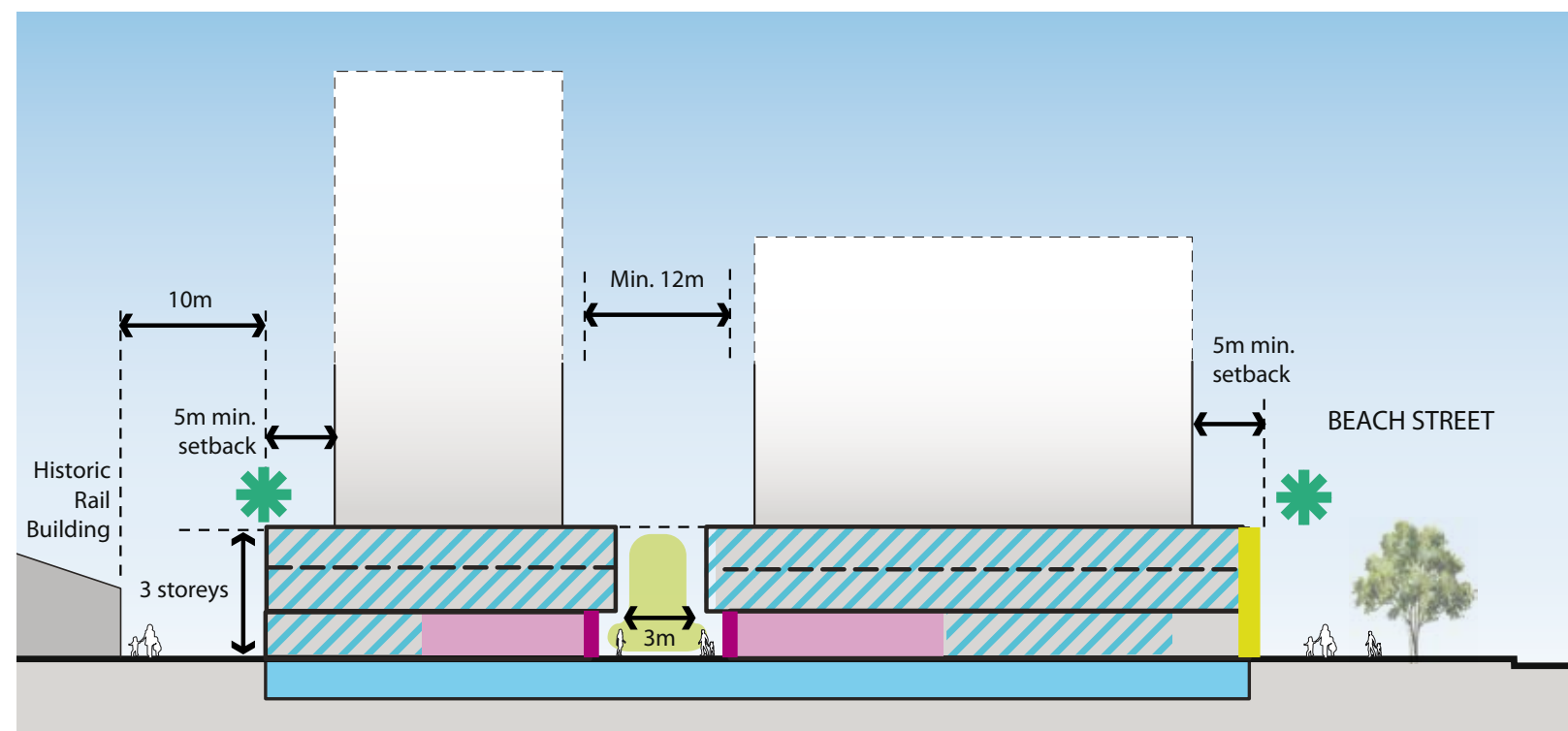


Figure 41 - I-I | Waterfront Place Section BB

(not to scale)

- \* Key Architectural Gesture
- Car Park / Residential
- Car Park
- Residential (internal)
- Residential (frontage)
- Retail



## Equinox - March / September 22



## Winter solstice - June 22

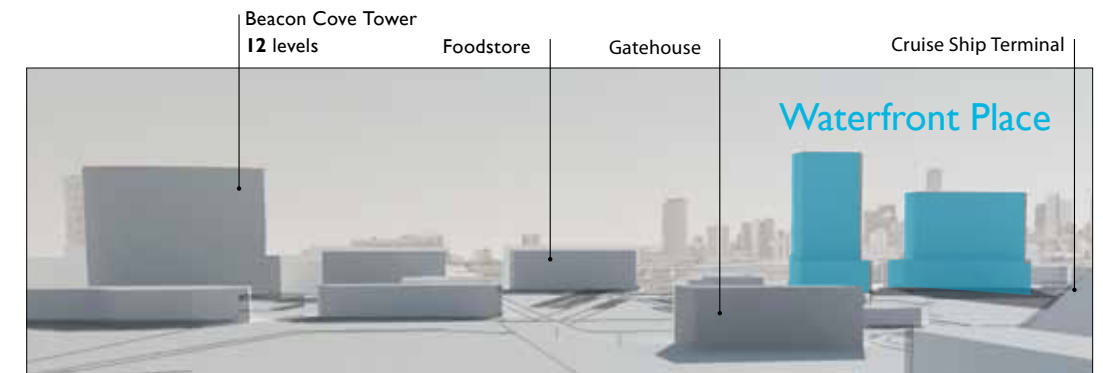


**Figure 42 - Overshadowing**

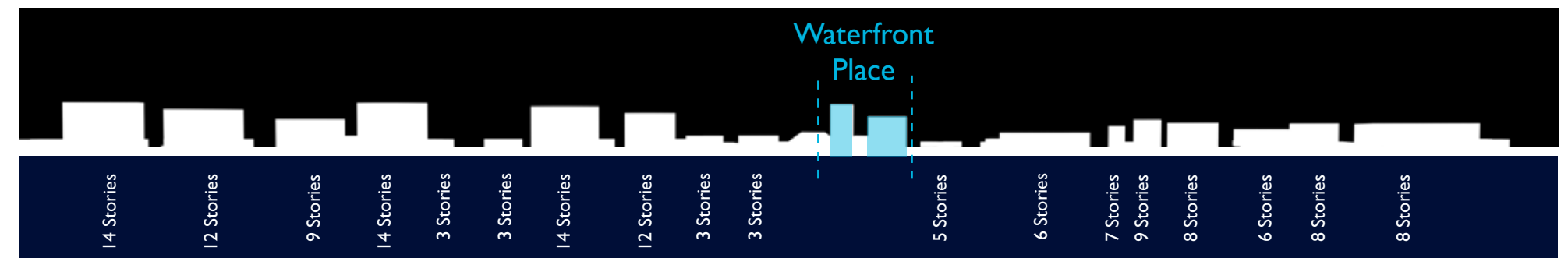
The assessment of overshadowing as measured from the equinox is an industry standard as outlined in section A14 and B21 of the VPP Practice Note (June 2004). Further information is available at:

[www.dpcd.vic.gov.au/planning](http://www.dpcd.vic.gov.au/planning)

This scenario illustrates the height considered for this site. The form of the more slender buildings mimics that of the city skyline beyond. The forms tested in these views attempts to find a mediating position between those of the 12 and 14 level bulky forms of Beacon Cove and the lower and more slender forms along Beach Street. This is only one design approach to achieve built form aspirations for the site.



**Figure 43 - View toward the city from Station Pier**



**Figure 44 - Skyline Elevation**



**Figure 45 - View from Hobson's Bay showing the city skyline on the background**



## 4.7.2 103 Beach Street, Waterfront Place Foodstore

103 Beach Street, Waterfront Place Foodstore sits at the northern end of Waterfront Place. It currently features a high gabled roof, two floors of retail and commercial space, a clock tower and at ground level carparking with access from Beach Street

### Design Context

#### Land Use

This site currently serves as a convenience store, deli and cafe with associated outdoor dining areas.

#### Height

The height of buildings adjacent to the site range from one to four storeys, with a four storey mixed use building immediately to the west. Along the southern side of Beach Street between Canberra Parade and Swallow Street tall residential buildings meet the ground unmoderated by podiums. This interface is managed through a nominal offset of 25 metres which is occupied by garden and carparking spaces. The south boundary (facing the bay) of these buildings has a zero setback.

The adjacent historic railway station to the east is a single storey structure with a high gabled roof that has an overall height of 7.5 metres. Opposite the site along the northern side of Beach Street, from Princes to Swallow Streets, development is typically detached two storey dwellings.

Three two storey detached buildings are located immediately south of the site and enclose a small boat harbour. These buildings contain restaurants and have publicly accessible boardwalks around all boundaries.

### Design Response

Development on 103 Beach Street should reinforce the sense of place and identity of the Port Melbourne Waterfront. The scale and siting of new development should respect the surrounding context and heritage train station.

The ground level is to retain and further develop a strong public realm connection to all boundaries. Development above ground should include balconies and opportunities for passing surveillance.

### Land Use Objectives

- Encourage land uses that contribute to the activation of Waterfront Place, and that have a strong tourist function.
- Ensure active land uses locate at ground floor level (except on the north side of the site fronting Beach Street where service access and landscaped car parking is to be provided).
- Ensure retention of the existing local daily convenience retail offer (excluding a supermarket).

### Preferred Land Use Outcomes

- Cafes and shops at ground floor level.
- Offices located at upper floors only.
- Dwellings are located at upper floor levels only.
- Land uses discouraged:
  - Supermarket/s.
  - Places of assembly.
  - Taverns and hotels.

### Built Form Objectives

These design objectives are specific to this development site. They must also be read in conjunction with the broader precinct wide future directions statement, objectives and outcomes set out in Section 4.6:

- Ensure that the scale of this development mediates in height and scale between the adjacent building to the west and the historic railway station.
- Ensure that built form respects and responds to the adjacent low scale historic railway station.  
Ensure that development does not cause significant overshadowing of the Waterfront Place open space area.
- Buildings must be designed to ensure carparking is not visible from the surrounding streets or key public spaces.

### Built Form Outcomes

- Development contained within the footprint of the existing building.
- Buildings do not exceed a maximum height of 11 metres (three storeys).
- Architectural features such as domes, towers, masts and buildings services do not exceed the maximum height by more than 4 metres and do not exceed 10% of the gross floor area of the top building level.
- Covered pedestrian access provided along the east and southern frontages of the building at ground level and is to be a minimum width of 2.5 metres.
- All building ground floors level with the footpath.
- Ground floor facades (east, west and south sides) designed to facilitate contact between building occupants and the public realm, and include pedestrian entries and clear glazing.
- Mechanical screened from view by integrating architectural elements.

### Transport Access and Mobility Objectives

- Ensure traffic access and egress from the site does not contribute to a deterioration of the quality and function of surrounding streets.
- Improve and enhance the pedestrian experience ensuring permeability and good linkages to all boundaries of the building.

### Transport Access and Mobility Outcomes

The current arrangement for the servicing of this site is to be retained. Improvements to this are to be included in future development. These should be:

- Vehicular access provided from Beach Street.
- Service and loading areas located to the north of the building and not be visually apparent to the surrounding streetscape
- Use of visual screens and noise baffles adjacent to residential areas.
- Improved interface between the service area and the pedestrian access to the west.
- A basement car park provided so entry will not be visible from the broader Beach Street corridor.

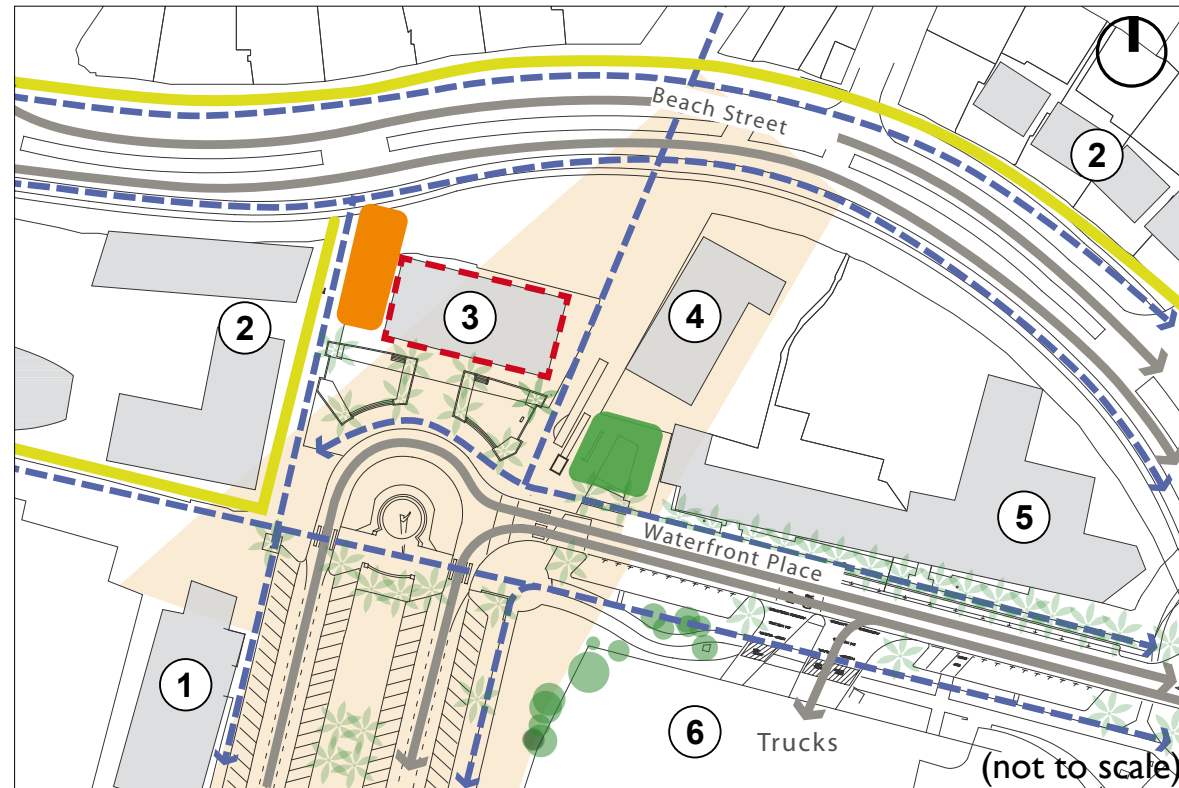


Figure 46 - I03 Beach Street - Existing Condition

- |                      |                       |
|----------------------|-----------------------|
| ① Food and beverage  | Vehicle Access        |
| ② Residential        | Pedestrian Access     |
| ③ Foodstore          | Residential Interface |
| ④ Light Rail Station | Service Entry         |
| ⑤ Existing Building  | Public Open Space     |
| ⑥ TT-Line Hardstand  | Subject Site          |
|                      | Heritage Overlay      |

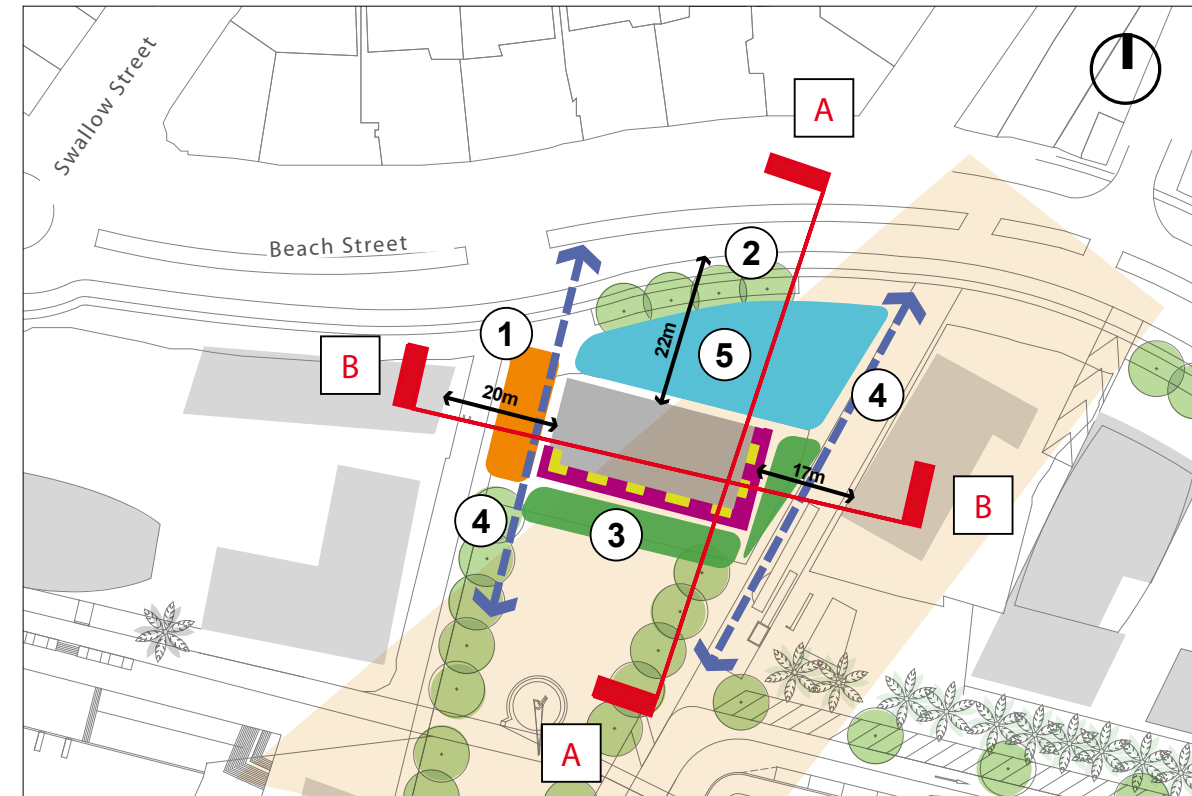
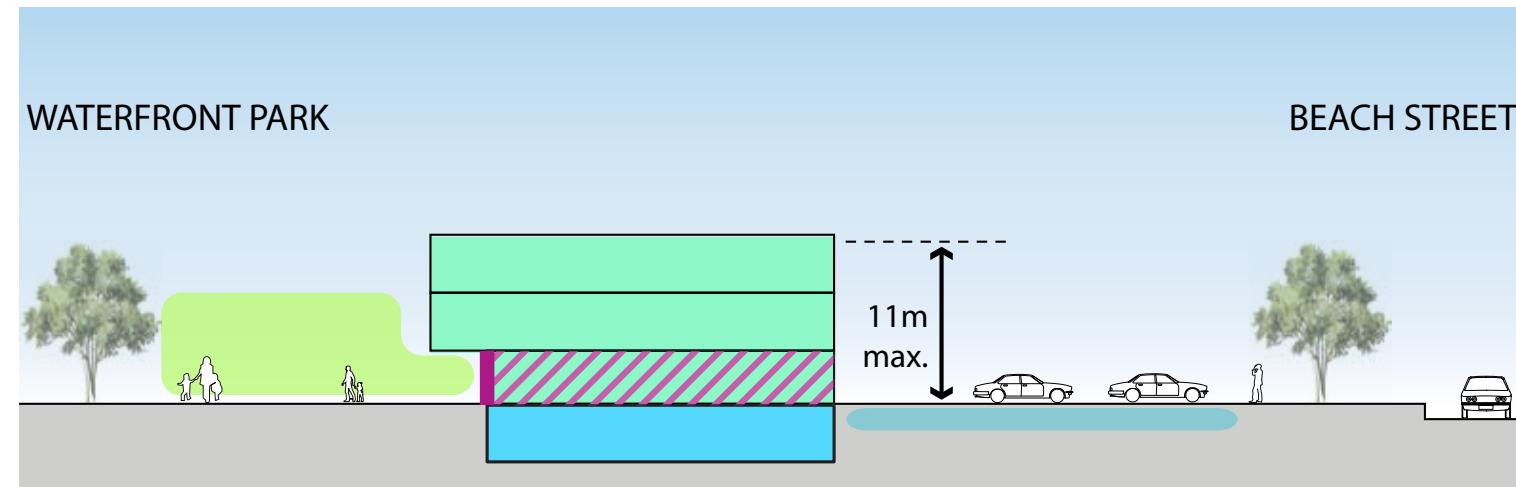


Figure 47 - I03 Beach Street - Possible design solution







- |   |   |
|---|---|
| ① <b>Shared Service Zone</b>                                      | Residential/office Frontage at upper levels           |
| - Observes appropriate distances from street intersections        | Commercial / Retail (active) frontage at ground level |
| - Outside of Heritage Overlay (HO46)                              | Car parking   |
| - Retains existing service entry point                            |   |
| - Least visually dominant location (from Beach Street residences) |   |
| ② <b>Buildings Set Back</b>                                       |   |
| Sympathetic to residential buildings along Beach Street           |   |
| ③ <b>Multiple outdoor spaces created</b>                          |   |
| ④ <b>Pedestrian access between buildings</b>                      |   |
| ⑤ <b>Car park screened from view from Waterfront Place.</b>       |   |

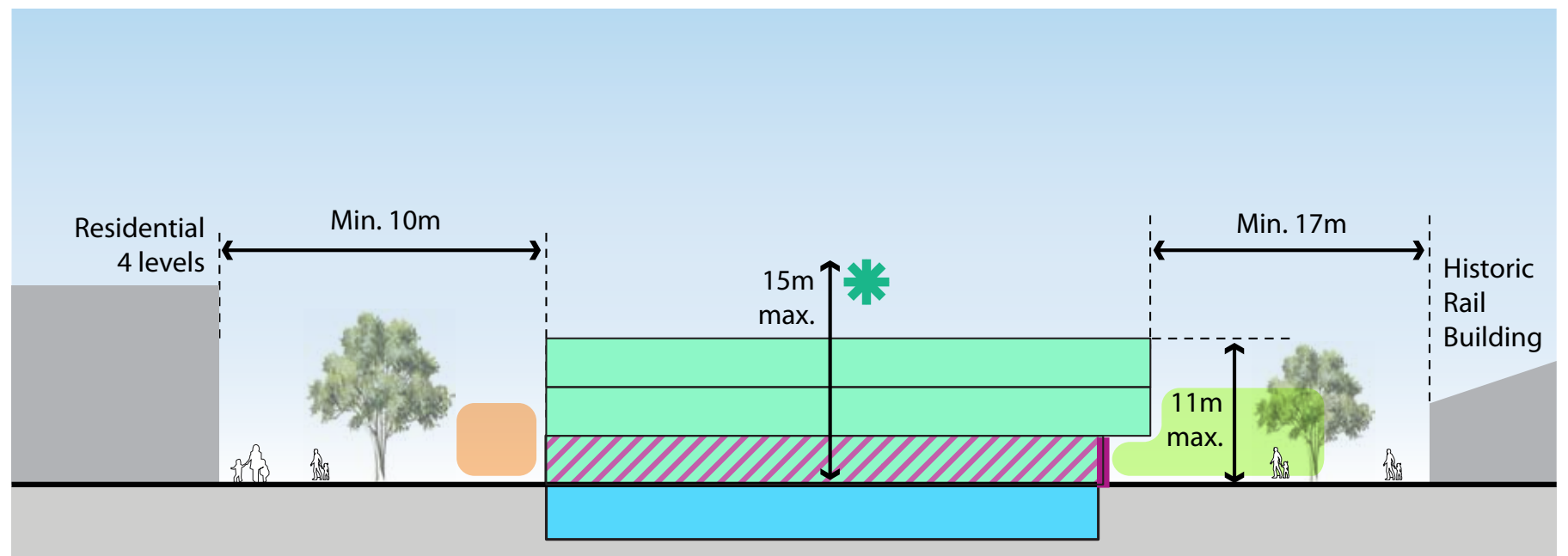




**Figure 48 - I03 Beach Street Section AA**

(not to scale)

-  Key Architectural Gesture Opportunity for built form
-  Service Entry
-  Public Open Space
-  Carparking
-  Community/Retail
-  Office/Community/Retail



**Figure 49 - I03 Beach Street Section BB**

(not to scale)

### **Open Space Objectives**

- Active uses, including outdoor dining/café spaces are encouraged.
- New landscaping should respond to the existing character of Beacon Cove and the Port Melbourne foreshore.
- Provide a well integrated public open space that links to the key open space at Waterfront Place.
- Enhance the pedestrian experience as an extension to Station Pier.
- Enhance safety and security through passive surveillance.

### **Open Space Outcomes**

- Active uses, including outdoor dining/café between the building and the historic rail station.
- Active uses, including outdoor dining/café to the south of the building to capitalise on the vista to Station Pier.
- New planting areas with passive irrigation and implement water sensitive urban design initiatives.
- Provide a well integrated public open space and active address to the Waterfront Place green open space and capitalise on the outlook to Station Pier.
- Provide unobstructed pedestrian access along the southern and western boundaries.
- Ensure the building provides a public gathering space associated with the ground level retail and open green space to the south.
- Enhance safety and security through the creation of passive surveillance.
- Minimise the visual dominance of vehicle on site parking by new planting that consider water sensitive urban design principles.



## 4.7.3 Waterfront Place Eastern Retail Strip

The Waterfront Place Eastern Retail Strip abuts the western boundary of the truck marshalling area for the TT-shipping line and is contained by a footpath and carpark immediately to the west. This proposal seeks to create a retail frontage on land that has the best aspect in Waterfront Place. A building form with an active edge will complete the enclosure of Waterfront Place, better defining it and creating a stronger urban space.

### Design Context

#### Land Use

This site currently serves as open space adjacent to the truck marshalling area for the Spirit of Tasmania shipping line.

#### Height

Building heights are generally one to four storeys around Waterfront Place, with greater heights found along the Beacon Cove promenade. Immediately west of the site the existing two storey restaurant buildings across Waterfront Place provide a strong built form character and streetscape enclosure.

Station Pier to the south includes large terminal buildings (approximately 12 metres in height) and significant supporting port infrastructure. The Station Pier Gatehouse is a two storey building and is significant to the character of the waterfront area.

#### Design response

The development site is located in the same precinct as the 1-11 Waterfront Place and 103 Beach Street Foodstore sites, and sits within the context of the historic railway station. This site is public open space that is dislocated from the more usable open spaces of the precinct.

The adjacent TT-Line hardstand area diminishes the character of the area, and the development site offers the opportunity to improve the experience of the precinct by visually screening the hardstand area from public views from Waterfront Place.

Development of this site should open out to the Waterfront Place spaces, and should not obstruct views to the railway station building by maintaining a low scale building form.

### Land Use Objectives

- Encourage land uses that contribute to the activation of the eastern edge of the car park / access area, and that have a direct visitor service role.

### Land Use Outcomes

- Cafes and restaurants at ground and first floor level.
- Smaller scale shops that primarily cater for visitors.
- Any offices are located at upper floor levels only.
- Taverns and hotels discouraged.

### Built Form Objectives

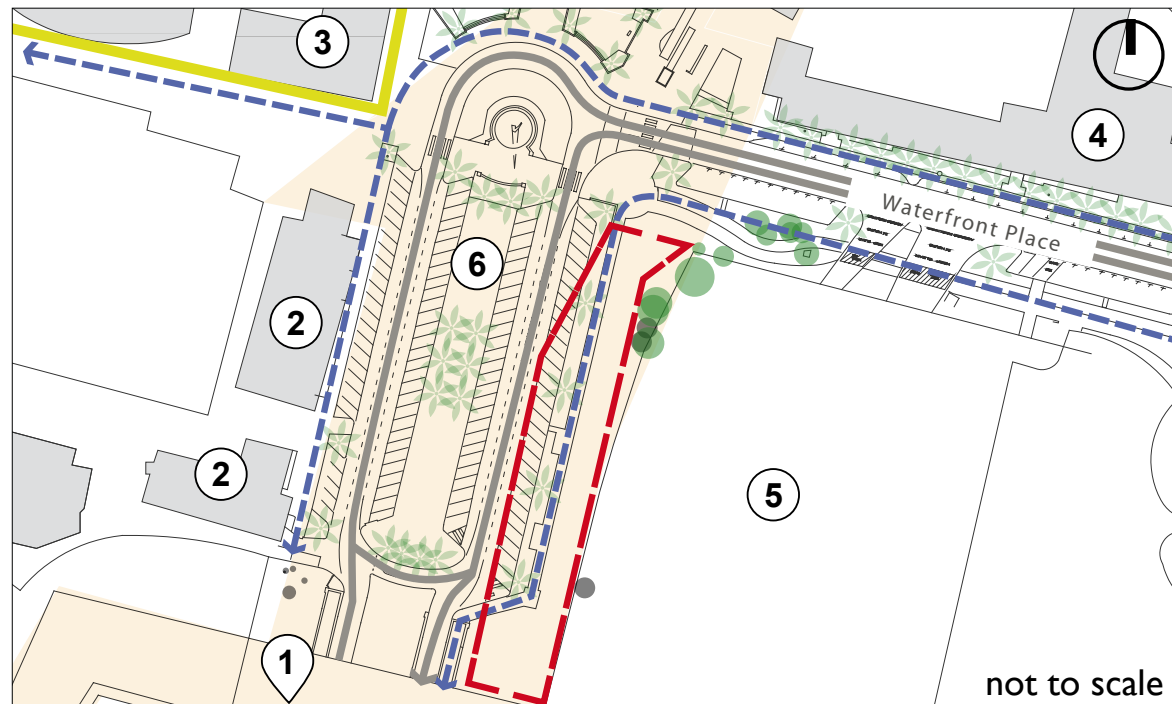
These design objectives are specific to this development site and should be read in conjunction with the broader precinct wide future directions statement, objectives and outcomes set out in section 4.6.

- Encourage a set of three low scale, variable and visually interest in buildings that contributes to an enclosed 'town square' public space, and emphasises the northern corner at Waterfront Place.
- Provide a visual screen to the adjacent TT-Line hardstand area.
- Ensure that built form respects and responds to the context of adjacent heritage places.

### Built Form Outcomes

- Buildings have a minimum depth of 12 metres, and be separated by a distance of 6 metres.
- Buildings are setback from the street to provide shared spaces and be built directly to the rear (eastern) boundary.
- Buildings have a height of between one and two storeys (4.5 and 8 metres respectively), with first floor levels not exceeding more than 50% of the total floor area of the ground floor level.
- Pedestrian access and weather protection provided along the western and northern frontages of the building.

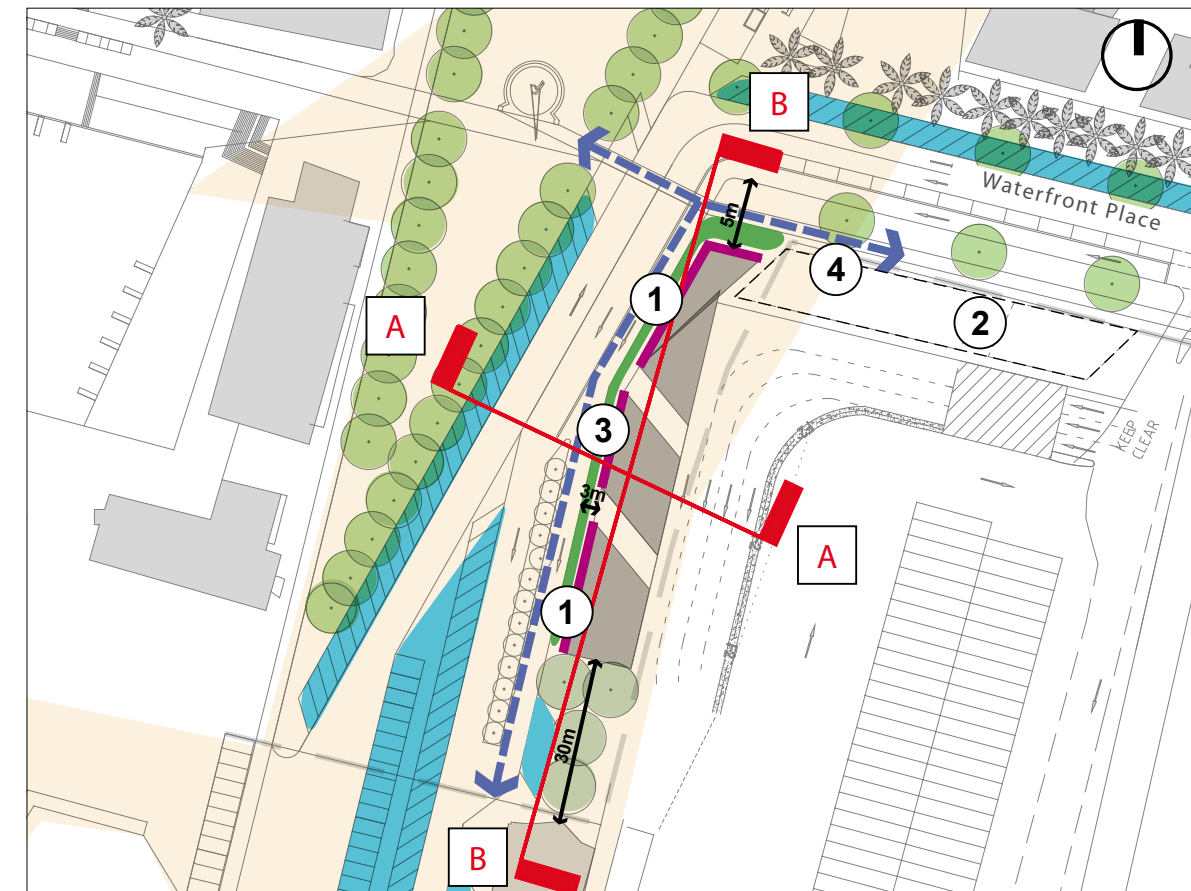
- Buildings have articulated façades and are designed to facilitate contact between building occupants and the public realm and include pedestrian entries and clear glazing.
- Buildings designed to accommodate loading from the west (front). Mechanical plants screened from view by integrating architectural elements.



**Figure 50 - TT Boundary Site - Existing Condition**

- ① Gatehouse
- ② Food and beverage
- ③ Residential
- ④ Existing building (I-I I Waterfront Place)
- ⑤ TT- Line Freight
- ⑥ Waterfront Place car park

- Vehicle Access
- Pedestrian Access
- Residential Interface
- - Subject Site
- Heritage Overlay

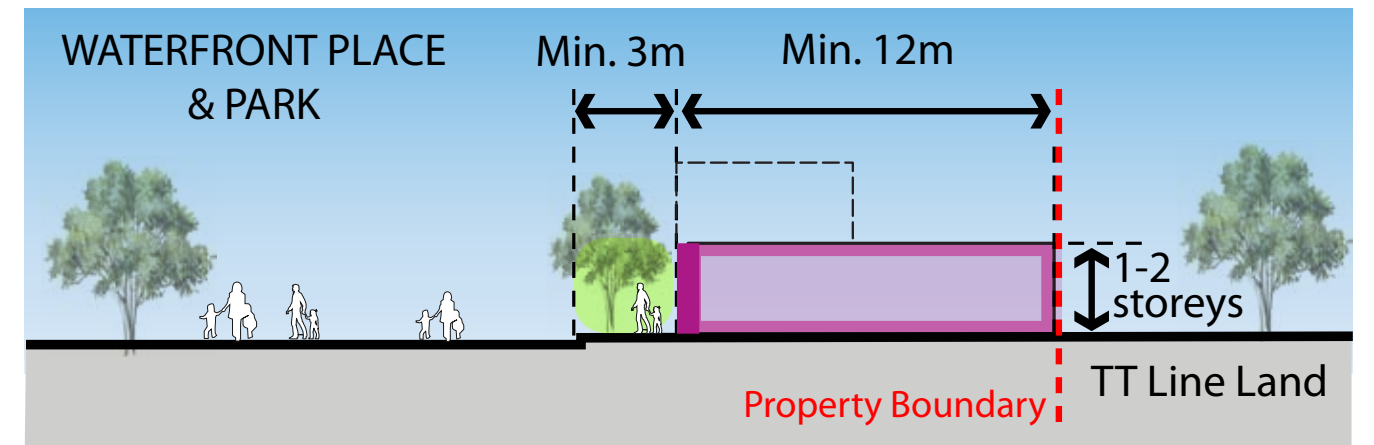
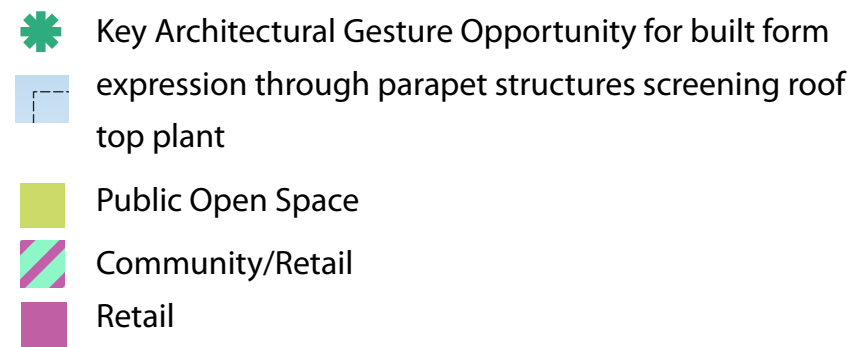


**Figure 51 - TT Boundary Site - Possible design solution**

- ① Serviced via 'Front of House'
- ② Possible future development
- ③ Multiple outdoor spaces created
- ④ Pedestrian access

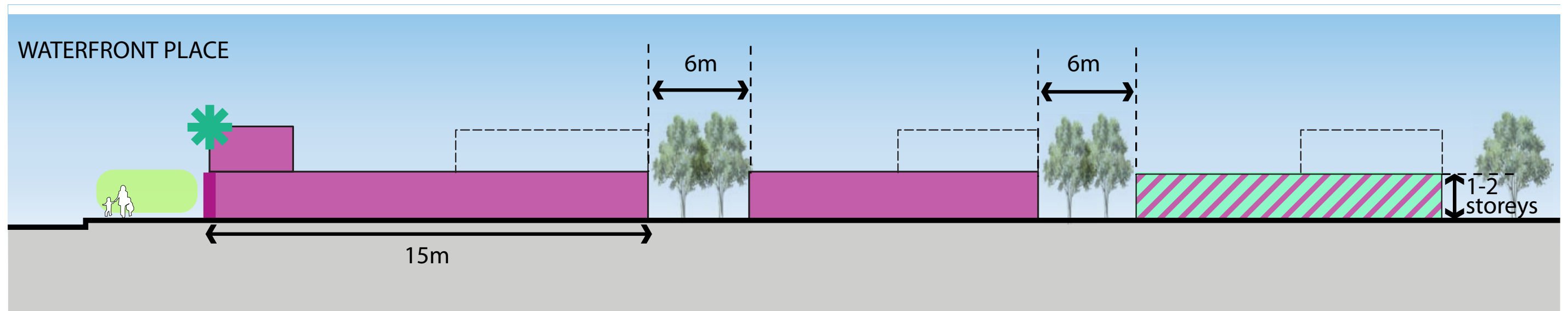
- Commercial / Retail (active) frontage
- Car parking
- Public Realm





**Figure 52 - TT Boundary Site Section AA**

(not to scale)



**Figure 53 - TT Boundary Site Section BB**

(not to scale)

## Implementation Strategy

### 5.1 Public Realm Priority Projects

The UDF details a series of outcomes and projects which are to be achieved within a 30 year timeframe. Implementation of the findings in this report requires a multi-faceted approach, led by Council but as a shared responsibility with the State Government, federal Government, private sector and community stakeholders. An example of this cooperation is the recent funding and project leadership provided by the Office of Major Projects Victoria to the redevelopment of Princes Pier.

The plan for implementation of the findings in this report will be closely linked with Council's Strategic Business Plan, detailed Service Planning and Capital Works Program which are updated annually.

It should be noted that some initiatives reflected in the UDF are already in the process of being implemented.

The boundary of the Port Phillip Planning Scheme does not include that part of the foreshore that includes the Port Melbourne Yacht Club. A planning scheme amendment to implement this UDF provides the opportunity to review and correct this boundary matter as appropriate.

### 5.2 Indicative Costs and Funding

The findings included a number of key projects which are central to the delivery of the UDF. The sequence of this delivery is important because the initiation of some projects is dependent on the completion of others. The following list of works will need to be programmed:

- Activation of Princes Pier Gatehouse (by MPV)
- The Bay and Beach Street Hub
- The reconfiguration of Beach Street
- The reconfiguration and revitalisation of the broader Waterfront Place
- The reconfiguration of Beacon Cove Promenade

### 5.3 Other Matters

The boundary of the Port Phillip Planning Scheme includes waters generally between and south of Station Pier, and to east and south of Princes Pier. This zoning is no longer relevant. Further, the need for the boundary of the scheme to remain in this same location is also questionable and should be further investigated.



## Local Planning Policy Framework

Incorporate the Vision Statements of the UDF into the Municipal Strategic Statement

Modify Clause 21.06 -4 (Port Melbourne and Garden City) Neighbourhood Policies to reflect the Vision and objectives of the UDF

Key Focus Areas for Policy Guidance:

- Policy regarding the redevelopment of key sites including I-I I Waterfront Place

**Zoning options include:**

### Business I Zone/MUZ

- I-I I Waterfront Place
- Foodstore Site
- Waterfront Place West
- Waterfront Place East
- Historic Railway Building

### Public Park and Recreation Zone

- Foreshore area and Beacon Cove Waterfront (public realm).

### Special Use Zone\*/Industrial 3

- Waters between Station Pier and the port waters west of Princes Pier
- Industrial 3 Zone area adjoining TT Line Freight that applies to beach and water area
- Princes Pier (decked and undecked portions)
- Station Pier
- TT Line hardstand area

\* New Schedule

**Overlay options include:**













### Design and Development Overlay

- I I Waterfront Place
- Foodstore Site
- Waterfront Place East and West
- Heritage Overlay (Station)



















## Port Melbourne Waterfront Urban Design Framework

5.4 Project Implementation

























Figure 54 - Expenditure summary

<p><b>Timing</b></p> <p>The timing refers to how soon the project can be undertaken within the 30 year timeframe. Some projects will be able to commence immediately, while others will require other preceding projects to be completed before they can commence.</p> <div><div> Short Term</div><div> Medium Term</div><div> Long Term</div></div>	<p><b>Public Return</b></p> <p>The Public Return is a qualitative assessment of the immediate and perceived benefit a project may have to the community. Projects with a low return value may often be essential in facilitating more visible projects in the future.</p> <div>  </div>	<p><b>Cost</b></p> <p>The Cost is simply the indicative capital works value of the project.</p> <div>  </div>	<p><b>Sustainable Neighbourhood</b></p> <p>The Sustainable Neighbourhood value is a qualitative assessment of the likely benefit the project has to enabling sustainable practices in the areas of social development, ecology, transport, water and energy.</p> <div>  </div>
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Bay and Beach Street Hub Initiatives						
Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Phase 1 Vegetation, signage, seating and lighting	<ul style="list-style-type: none"> <li>The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area</li> <li>The installation of artful and high quality precinct entry signage and variable message signage that provides information on traffic conditions and events to visitors to the area</li> <li>General allowance for public seating, tree planting, vegetation and associated lighting</li> </ul>		\$			<ul style="list-style-type: none"> <li>CoPP</li> <li>VicRoads</li> <li>Federal Department of Infrastructure and Transport (DoIT)</li> </ul>
Reconfiguration of Bay and Beach Street intersection	Significant road works that provide a more pedestrian friendly road crossing including improved lighting and footpath widening.		\$ \$			<ul style="list-style-type: none"> <li>CoPP</li> <li>Vic Roads</li> <li>Possible Federal government funding.</li> </ul>
Construction of Hub public plaza	Reconfiguration and resurfacing of the public open space adjacent to the Port Melbourne Yacht Club. To include seating shelter and minor planting.		\$ \$			<ul style="list-style-type: none"> <li>CoPP</li> <li>DPCD</li> </ul>
Vegetated water treatment elements	Introduction of planted areas within the streetscape (including car park and minor regrading) that receive, retain and treat storm water run off.		\$ \$			<ul style="list-style-type: none"> <li>CoPP</li> <li>Melbourne Water.</li> </ul>
Construction of a small pier and ramp for all abilities access	Significant construction of a timber pier structure aligning with the previous Town Pier. Includes timber deck that facilitate pedestrian and wheeled access to the beach.		\$ \$ \$			<ul style="list-style-type: none"> <li>CoPP</li> <li>Parks Victoria</li> <li>DPCD</li> </ul>
Phase 2 Vegetation, signage, seating and lighting	<ul style="list-style-type: none"> <li>The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area</li> <li>The installation of artful and high quality precinct entry signage and variable message signage that provides information on traffic conditions and events to visitors to the area</li> <li>General allowance for public seating and associated lighting</li> </ul>		\$			<ul style="list-style-type: none"> <li>CoPP</li> <li>VicRoads</li> <li>DoIT</li> </ul>

## Beach Street Initiatives






















Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Phase 1 Vegetation, signage, seating and lighting	Introduction of planted areas within the streetscape that receive, retain and treat storm water run off. The installation of artful and high quality precinct entry signage and variable message signage that provides information on traffic conditions and events to visitors to the area. The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area.		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• Melbourne Water</li> <li>• Possible development contributions</li> </ul>
Signalisation of the Beach Street and Princes Street intersection	Redesign of the Beach Street/ Princes Street and Waterfront Place to a signalised intersection.		\$ \$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• VicRoads</li> <li>• DoT</li> <li>• Possible development contributions</li> </ul>
Safer pedestrian connections across Beach Street at Nott and Stokes Streets	Realignment of the crossing points at either side of Beach Street and modification of the central median to provide a more visible and usable pedestrian crossing point.		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• Vic Roads.</li> </ul>
Reconfiguration of the Beach Street corridor from Nott Street to Princes Street	Reconfiguration of the road surface, kerbing, car parking arrangement, footpaths and drainage. To include the realignment and planting of the central median and passive irrigation of planted areas where possible. To be constructed after the Bay and Beach Street Hub project.		\$ \$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• VicRoads</li> <li>• DoT</li> </ul>
Upgrade of the Beach Street Promenade	Resurfacing and minor realignment of the Bay Trail section along Beach Street. Inclusion of cycle calming measures and planting of mid sized shade trees.		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> </ul>
Reconfiguration of the Beach Street corridor from Bay Street to Nott Street	Reconfiguration of the road surface, kerbing, car parking arrangement and drainage. To include the realignment and planting of the central median and passive irrigation of planted areas where possible. To be constructed after the Bay and Beach Street Hub project.		\$ \$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• VicRoads</li> <li>• DoT</li> </ul>
Phase 2 Vegetation, signage, seating and lighting	Revegetation of dune and foreshore areas. The continuation of including minor interpretive signage that provides information to the public on historical and ecological points of interest in the area.		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• Melbourne Water</li> </ul>
Station Pier operations passenger vehicle queuing lane	TT-Line queuing lane (including kerb and channel) and pedestrian crossing. Detail design to provide for no net loss to usable public open space.		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• PoMC</li> <li>• Vic Roads</li> <li>• DoT</li> </ul>



Beacon Cove Promenade Initiatives						
Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Vegetation, signage, seating and lighting	<ul style="list-style-type: none"> <li>The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area.</li> <li>General allowance for public seating and associated lighting.</li> <li>Introduction of planted areas within the promenade that receive, retain and treat storm water run off.</li> </ul>		\$ \$			<ul style="list-style-type: none"> <li>CoPP</li> <li>Melbourne Water</li> </ul>
Upgrading of the Beacon Cove Promenade	The minor reconfiguration of the promenade to better separate cyclists and pedestrians. Includes the construction of refuge areas to the entrances to the promenade from Beacon Cove. Includes the minor extension of the existing timber piled boardwalk below the seawall.		\$ \$			<ul style="list-style-type: none"> <li>CoPP</li> </ul>

Princes Pier Initiatives						
Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Vegetation, signage, seating and lighting	<ul style="list-style-type: none"> <li>• Introduction of planted areas within the promenade and streetscape that receive, retain and treat storm water run off before it reaches the Bay.</li> <li>• The installation of artful and high quality precinct entry signage and variable message signage that provides information on traffic conditions and events to visitors to the area.</li> <li>• The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area.</li> <li>• General allowance for public seating and associated lighting.</li> </ul>		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• Melbourne Water</li> <li>• MPV</li> </ul>
Future gatehouse use	Manage expression of interest and tender for future use of the gatehouse.		\$			<ul style="list-style-type: none"> <li>• Parks Victoria</li> </ul>
Artistic installation of lighting (Ship Lights) the Forest of Piles	Lighting sculpture to installed on the 'forest' of remnant Princes Pier piles. May include photo voltaic power generation.		\$			<ul style="list-style-type: none"> <li>• CoPP</li> </ul>
'Super graphic' art installation to the surface to Princes Pier	A large painted art work celebrating the history of the area. Art work to occupy the open gathering area to the southern side of the Gatehouse.		\$			<ul style="list-style-type: none"> <li>• CoPP</li> </ul>
Additional day mooring facilities	Extension to the day mooring facilities provided by MPV.		\$			<ul style="list-style-type: none"> <li>• Parks Victoria</li> </ul>
Pier Street Streetscape	<p>The reconfiguration of the southern end of Pier Street to provide a more pedestrian friendly area with increased planting and alternate pavement surfacing.</p> <p>Improved pedestrian and cycling movement.</p>		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> </ul>



Waterfront Place Initiatives						
Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
First stage of the reconfiguration of the Waterfront Place and construction of the 'green open space'	This project is to be developed in 2 stages and will include the creation of open lawn and associated plantings. Reconfiguration and surfacing of the car parking and coach and taxi drop off areas.		\$ \$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• PoMC</li> <li>• Vic Roads</li> <li>• DoT</li> </ul>
Reconfiguration of the Waterfront Place streetscape (adjacent to 1-11 Waterfront Place)	Reconfiguration of the streetscape adjacent to the 1-11 Waterfront Place and historic rail station. Works to include the Reconfiguration of car parking, kerb and drainage realignment, planting of significant trees and inclusion of street and feature lighting.		\$ \$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• PoMC</li> <li>• Vic Roads</li> <li>• DoT</li> </ul>
Phase 1 Vegetation, signage, seating and lighting	Introduction of significant trees, planted areas within the streetscape that receive, retain and treat storm water run off. The installation of artful and high quality precinct entry signage and variable message signage that provides information on traffic conditions and events to visitors to the area. The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area.		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• Melbourne Water</li> <li>• Possible development contributions.</li> </ul>
Construction of the western short term berthing area	Redevelopment of the day berthing area adjacent to the restaurants associated with the Station Pier/ Waterfront Place precinct. These works include provisions of additional public access and mooring options for a range of water craft including light water going aircraft.		\$ \$ \$			<ul style="list-style-type: none"> <li>• Parks Victoria</li> <li>• DPCD</li> </ul>
Second stage of the reconfiguration of the Waterfront Place and completion of the 'green open space'	This project is to be developed in 2 stages and will include the creation of open lawn and associated plantings. Reconfiguration and surfacing of the car parking and coach and taxi drop off areas.		\$ \$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• PoMC</li> <li>• Vic Roads</li> <li>• DoT</li> </ul>
Construction of the trafficable deck between Waterfront Place and Station Pier	Extension of the Station Pier deck to the reclaimed land abutment. This deck is to be trafficable and 'close the gap' between the pier and the car parking areas associated with Station Pier.		\$ \$ \$			<ul style="list-style-type: none"> <li>• PoMC</li> <li>• DPCD</li> </ul>
Phase 2 Vegetation, signage, seating and lighting	Introduction of planted areas within the streetscape that receive, retain and treat storm water run off. The installation of artful and high quality precinct entry signage and variable message signage that provides information on traffic conditions and events to visitors to the area.		\$ \$			<ul style="list-style-type: none"> <li>• CoPP</li> <li>• PoMC</li> <li>• Melbourne Water</li> </ul>

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## Appendix A: Existing Conditions Analysis

**The following is a more detailed existing conditions analysis. The key findings informing the UDF are summarised in Chapter 3: Overview of Existing Conditions and Opportunities. This section provides a more indepth review of conditions, which led to the identification of opportunities for the wider study area (as outlined in Chapter 3).**

### A.1 Land Use

The operating port and residential community are the primary competing elements along the Waterfront. To a slightly lesser extent, the service commercial uses (restaurants and the 103 Beach Street Foodstore building) of Waterfront Place and Station Pier precinct also have specific and conflicting car parking, traffic movement and open space demands.

Bay Street Major Activity Centre is the key community and commercial land use in the area. This activity centre will continue to serve the primary retail, servicing and community needs of the broader Port Melbourne residents.

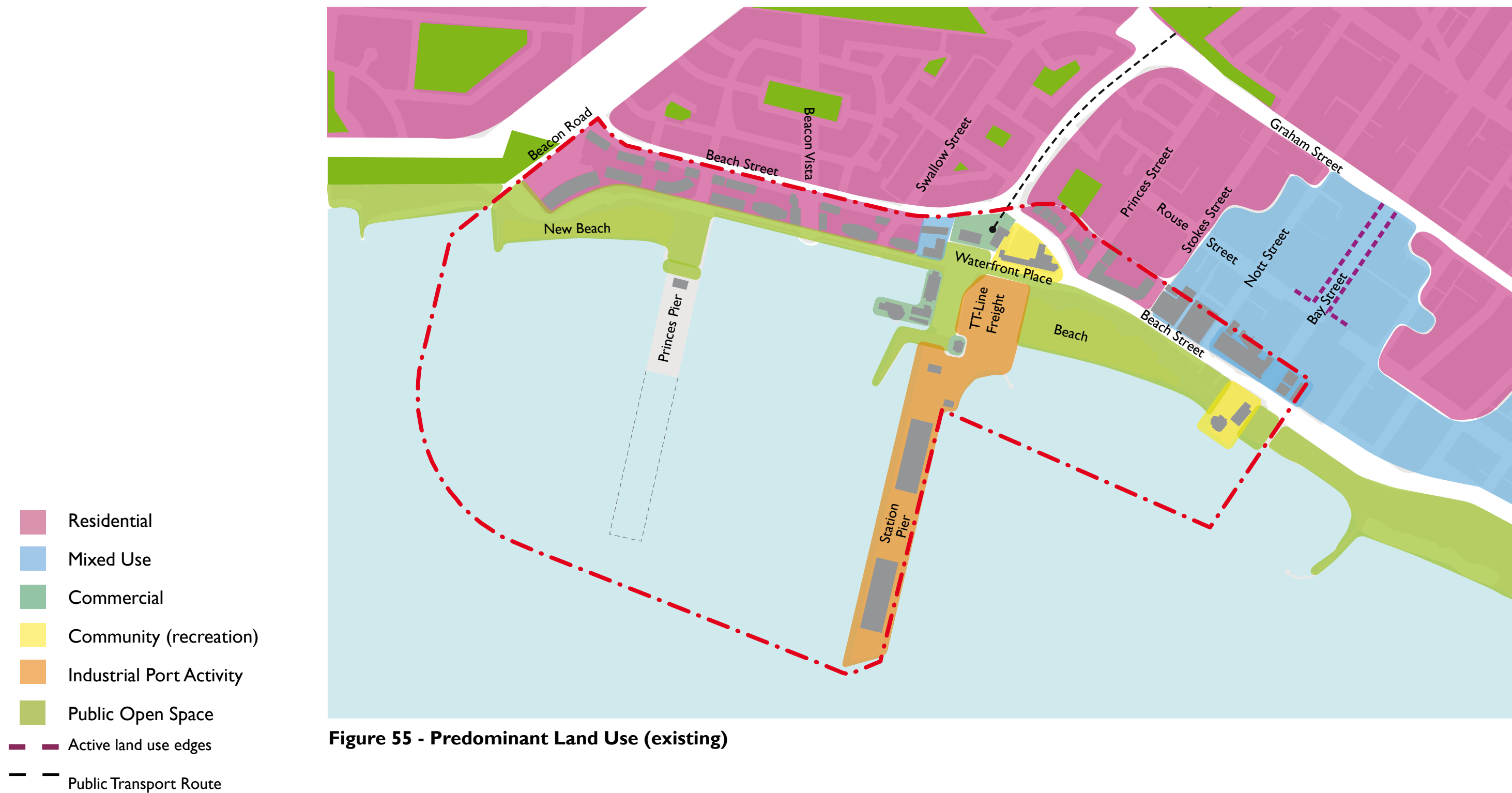
A significant feature of the Waterfront is the continuous corridor of public open space that runs in an east west direction along the foreshore. The Bay Trail runs through this corridor providing a well defined pedestrian and cycling link from Beacon Road in the west to Bay Street and beyond in the east. This corridor is a critical element of the Waterfront in that it provides a separation between the urban environment and the foreshore, facilitates a range of recreational activities and is a regionally significant destination for Melburnians wanting to experience the Bay.

The Waterfront Area has an emerging commercial hub centred on the Waterfront Place and Station Pier precinct. The restaurants adjacent to Station Pier and local retail offers provide for a small but steady demand from local residents and a seasonal demand from tourists associated with cruise shipping and visitors from the wider metropolitan area. Existing community and commercial development provide for the immediate convenience needs of residents, workers and visitors, and generally tends to complement, rather than compete with, the Bay Street Activity Centre.

The PoMC dominates the use of the Station Pier and associated TT-Line freight area. This area supports international cruise shipping as well as freight and passenger services to Tasmania. The number of tourists that move through this area is significant (up to 400,000 each year), placing demands on the road system and public open space adjacent to the Pier.

The unique situation of the working port adjacent to the commercial and residential areas creates challenges. Even though the majority of the Station Pier buildings are historic and well used, the additional infrastructure associated with the TT-Line operations areas are often unsightly and detract from the visual quality of the Waterfront Place and Station Pier precinct. As a public open space the car park at Station Pier/Waterfront Place is poorly used and configured, and features a series of isolated grassed areas that sit on the periphery of the key public spaces.







## A.2 Built Form

Across the Port Melbourne Waterfront there is a wide variety of building scales and architectural forms, generally good ground level connections and strong views along streets and to the Bay. The scale of the built form refers to the size of the buildings, their set backs from the site property boundaries, how they sit together to form a combined mass and, how both individual and groups of buildings are perceived by a person at street level. Ground level connections refers to how easily people can move around the site. Strong visual connections allow a better sense of the place and how to move around it. Together these form the general character of an area. There are three distinct character areas:

- Beach Street between Bay and Princes Streets
- Waterfront Place area bounded by Beach Street and Waterfront Place (street)
- Beacon Cove Waterfront area bounded by Waterfront Place, Beach Street, Beacon Road and the foreshore.

### Beach Street east

The built form of Beach Street east exhibits an urban texture closely associated with redevelopment of former industrial land south of Graham Street. It achieves this through the variety of differently scaled streets, laneways, building scales and massing. The buildings of this area exhibit a range of wall and podium heights and often complement the remnant historic buildings dotted through the area. The street corridors are well defined by this built form and establish a strong connection southward to the foreshore.

Buildings are generally setback at the upper levels so as not to overwhelm the scale of the street. This most typically occurs above the third to fifth level, with the street wall of the building set along its property boundary (zero set back). As a result the built form in this area generally provides a strong sense of enclosure and definition to the street corridors without excessive overshadowing.

The role of contemporary architecture in moderating the historic fabric with evocative and liveable built form is reasonably well served in this area. The newer building forms exhibit a more conservative style of residential architecture although interest is created through variety in floor plate geometry, facade combinations and the detail of windows and balconies.

Many Beach Street east residential buildings however do have a split level basement car park arrangement that is uncommon in the broader Port Melbourne area and separates the entrances to these buildings from the street by half a level.

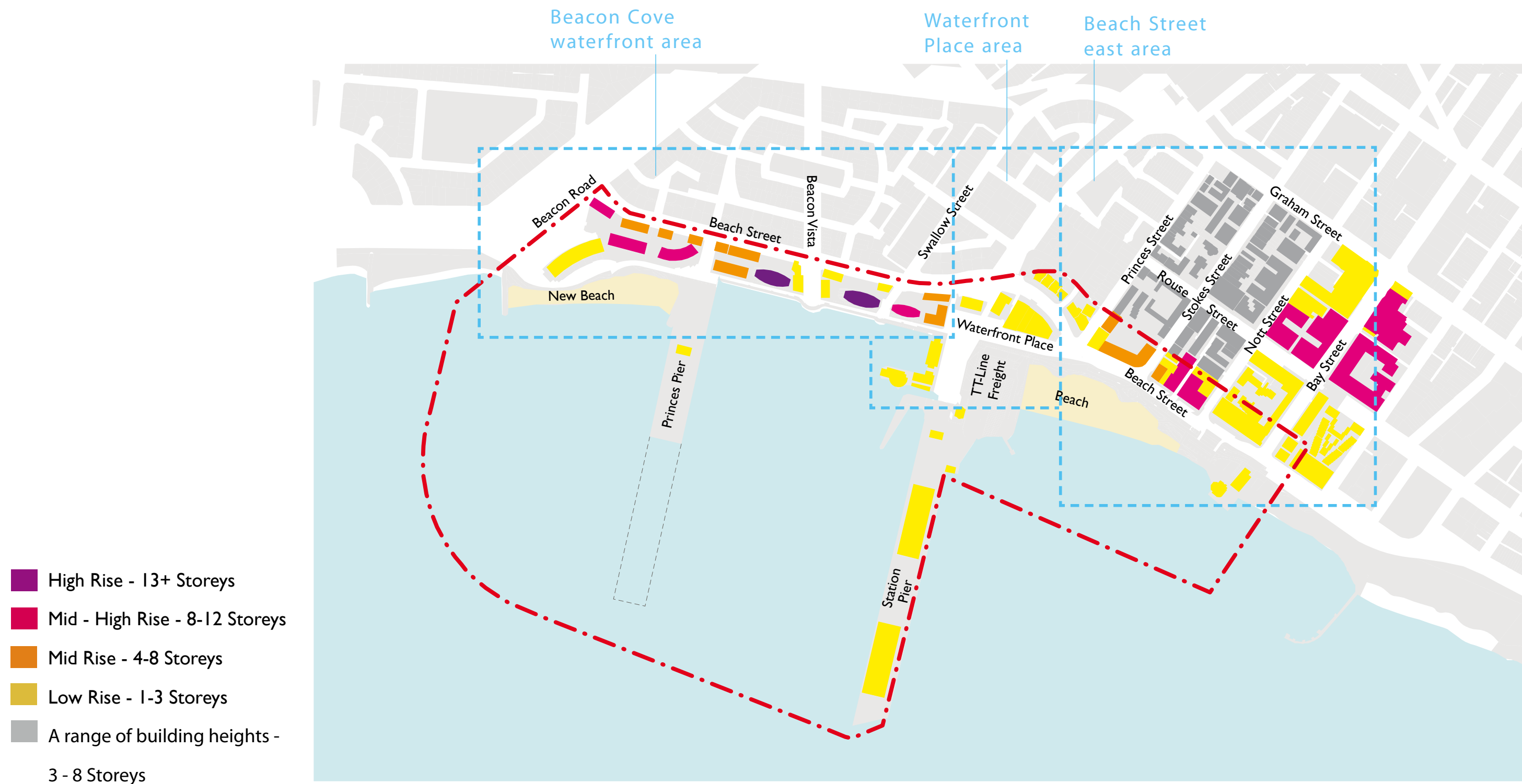
### Waterfront Place

Waterfront Place as described here comprises of 103 Beach Street (Foodstore), the historic rail station, existing 1-11 Waterfront Place buildings and three restaurants. These buildings exhibit different form and character which reflects the differences in their intended original uses and the periods in which they were constructed. The 103 Beach Street building marks the visual termination of the Station Pier/Waterfront Place car park with a clock tower and gabled roof. It responds well to the adjacent historic rail building with similar heights and roof lines. The distances between both of these buildings, and others adjacent, allow well proportioned pedestrian lanes and a cafe seating area. These lane ways provide strong and highly desired public accessibility through and around these buildings. The 1-11 Waterfront building by contrast forms a semi private enclave to the centre of the site that opens to the north and is separated from Waterfront Place. This building is low set and provides a moderate address to the Waterfront Place street access. The restaurant buildings on the west boundary of the station pier carpark provide a street edge to this space and enclose a small harbour. Timber boardwalks and public spaces surround these two level buildings and provide good pedestrian access and protection from the elements.

### Beacon Cove Waterfront

The waterfront section of the Beacon Cove development exhibits a larger (12 to 14 level) scale of built form and greater massing of buildings than elsewhere in the area. However, the street wall heights in this area have been moderated to reduce the perceived scale of buildings from adjacent public areas. This is achieved through the introduction of lower built form, generally three to four levels, located at the foot of taller forms. This is achieved through the introduction of lower built forms or podium structures, generally three to four levels, located at the foot of taller, tower forms. Podium structures are typical along the Waterfront. To the north, small lower buildings sit along the property boundary of Beach Street west, and assist in defining the vehicle entrances and provide some definition and architectural expression to the streetscape.





**Figure 56 - Existing Building Heights**



Along the Bay Trail promenade the buildings are typically set on low three-level podiums with little or no set back from the property boundary. Various private entrances along this podium provide access directly onto the promenade, often causing conflict between pedestrians and cyclists.

Overall the broader built form structure of the Beacon Cove Waterfront provides a poor series of connections at ground level. As these buildings are generally closely massed, they lack the smaller localised connections often found in thriving urban areas (and as found in the Beach Street east area). This arrangement also denies views of the Bay from Beach Street west and from further north into the Beacon Cove area.

#### **Streetscape as defined by built form**

An accessible and active urban area is often typified by a clear hierarchy of streetscapes and a variety of street corridor widths. Within the Port Melbourne Waterfront Area three broad types of streetscape have been identified:

- Large streets such as Bay Street at 30 metres wide
- Local street such Nott Street at 18 metres wide
- Laneways such as Donaldson Street at 6 metres

(See Figure 57)

### **A.3 Access and Mobility**

#### **Pedestrians and cyclists**

Currently, the primary pathway for cyclists and pedestrians to move along the foreshore is the Bay Trail. The Bay Trail runs from Seaford in the south all the way through Port Melbourne to the Westgate Bridge. The journey can be continued over the Yarra River via the punt that lands at Spotswood. The Bay Trail runs along the foreshore to the south of Beach Street and pedestrians and cyclists who wish to link with the streets and areas inland need to cross this road. Through this portion of Beach Street the Bay Trail runs along the Beacon Cove Promenade.

Across the broader Waterfront pedestrian connections from the urban streets through to the beaches and foreshore are interrupted by roads and development. Beach Street acts as a physical barrier and in its current form prevents safe and convenient crossing. The most critical of these crossing points is the Beach and Bay Street intersection. This point has increased importance as it connects Bay Street to the foreshore. Crossing points are also infrequent along the length of Beach Street.

The pedestrian and cyclist facilities are generally of good quality. Road cycle paths are provided along Bay Street and the eastern portion of Beach Street. There are however a number of conflict points between pedestrians and cyclists specifically along the Beacon Cove promenade between Beacon and Swallow Streets. Also pedestrians are sometimes not prioritised within key public areas, including Waterfront Place and the intersection of Bay and Beach Street.

The recent inclusion of a 30 bike 'Bikes for Hire' station along Beach Street, between Stokes and Princes Streets, allows visitors and local residents the opportunity to take advantage of the Bay Trail or just to explore the Waterfront area.

(See Figure 58)

#### **Sustainable Transport Modes**

The Waterfront is served by the existing land based public transport, with a full time tram and weekday bus service (253 bus serving North Carlton and Garden City). The opportunity for travel to areas other than the CBD and to local community and commercial centres is limited, particularly on weekends.

The City of Port Philip's Sustainable Transport Strategy (2011) states the importance of encouraging the use of public transport through provision of a variety of options for destinations and times of travel. The need for a weekend bus service that connects to local centres such as Bay Street, South Melbourne and St Kilda needs to be considered. There is a free community bus operated by the Council which stops at Bay Street and runs to the South Melbourne market. An opportunity exists for this route to include the Waterfront Place precinct of the Waterfront.

Tram Route 109 tram service is full time and well utilised during cruise shipping and TT-Line passenger peak periods.

Waterborne public transport is an opportunity that has been examined. It is understood that the financial viability of such a service makes it a difficult proposition. The proposed improvements to the Waterfront Place area will include increased provision of small craft day-berthing allowing tourist operators to run services from the piers serving the Bay and the Yarra River.

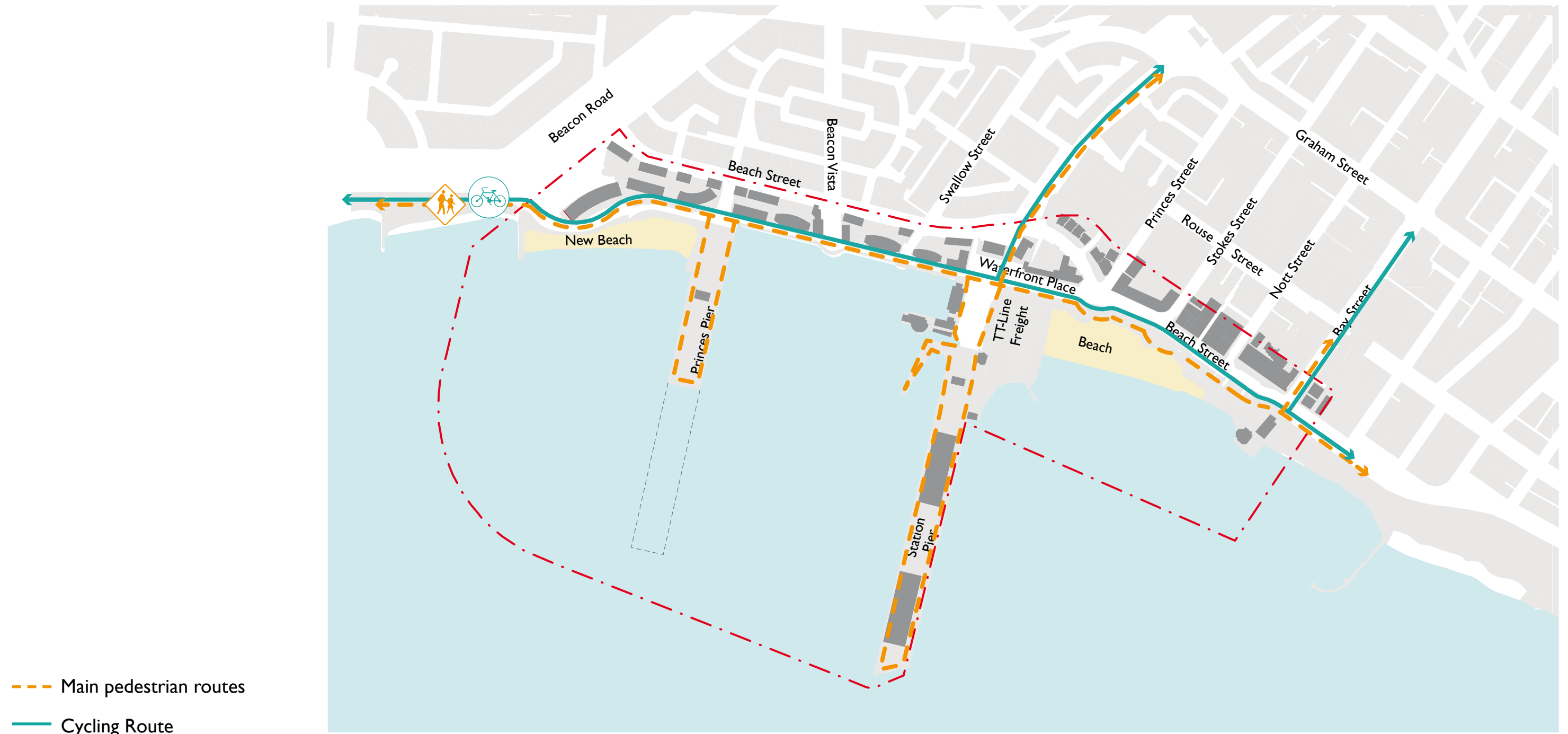
The Council supports the Flexicar car pooling scheme. The closest designated parking bay is a short distance from the Waterfront area close to the corner of Rouse and Bay Streets. As the Waterfront develops over time, the inclusion of a car pool parking bay at Waterfront Place should be considered.

(See Figure 59)



**Figure 57 - Existing Street Hierarchy**





**Figure 58 - Existing Pedestrian and Cycling Accessibility**



**Figure 59 - Primary Access Routes**



## Traffic

### Traffic demands during peak periods

The overall volume of traffic through the Port Melbourne Waterfront area varies greatly depending on the schedule of the TT-Lines and cruise shipping operations. Vehicle counts were taken (December 2009) at the intersection of Beach Street/Princes Street/Waterfront Place during the commuter peak period in the morning from 0700hrs–0900hrs and in the evening peak from 1630hrs–1830hrs. A full cruise ship disembarkment also took place during the survey time. The morning peak hour was observed to occur between 0800hrs–0900hrs with a total of 1,545 vehicle movements. The evening peak hour occurred between 1730hrs–1830hrs with 1,649 vehicle movements. Overall, this observed traffic movement corresponds to approximately 16,000 vehicles per day (vpd) during one of the busiest operating periods for the port. This peak is likely to increase as cruise ship services increase. The inclusion of a signalised intersection at this location is likely to provide a higher level of control over these peak periods, allowing local traffic to move more freely.

In addition, a separate traffic survey was conducted in 2004 on behalf of Council. This indicated that the nominal traffic condition approached 14,000 vpd. It was also observed that this figure could be reduced to approximately 10,000 vpd by deterring non-local traffic from moving through the area. These deterrents could include the signalisation of the Beach and Princes Street intersection, reduced speed limits and redesign of the turning lanes in the area to privilege local movements.

The introduction of increased development on the Waterfront needs to consider the capacity of the local road network.

### Operations at Station Pier

There are many competing traffic management issues and constraints in the Station Pier Precinct which affect the Waterfront Place and Beach Street approach roads and the Waterfront Place car park.

The PoMC operational needs can be understood in three distinct categories:

- TT-Line passenger queuing requirements
- TT-Line freight truck access

- Coach and service vehicles associated with the cruise shipping activity

### TT-Line Passenger Queuing

Departure patterns for TT Line cruise ship sailing vary by season. Generally, there is a night sailing from Station Pier every day and the return night sailing from Devonport arrives at Station Pier prior to 0700hrs with disembarkation around this time. Waterfront Place acts as a necessary major access route to Station Pier.

### TT-Line Freight Truck Access

Station Pier forms part of an important route for freight movements between Victoria and Tasmania. There is a freight yard adjacent to Station Pier where containers are stored prior to loading onto the TT-Line, or wait for pick-up and delivery to final Melbourne locations. Freight arrives at the yard throughout the day to suit the dispatch timing of the forwarder.

The TT-Line freight operation requires the free movement of trucks in and out of the freight compound right up to the final loading. This therefore requires an entrance for freight movement that is not obstructed by TT-Line passenger queuing at peak times. Currently, the arrangement allows for an effective 65 metres of dedicated passenger queuing space off the pier. However, this can only be achieved through the closure of part of the Waterfront Place/ Station Pier public car parking area. Critical requirements for improvement to the Waterfront will be to facilitate up to 650 metres of dedicated queuing space that is separated from local and freight traffic circulation and does not require the significant loss of public car parking spaces or cause amenity impacts.

### Coach and Service Vehicles for Cruise Shipping

Station Pier is used for daily trans-Tasman sailings between Melbourne and Devonport. It is also the only international cruise ship berth in Melbourne and this activity continues to grow in popularity.

The Cruise ship operations add another level of complexity. These operations require up to 40 coaches to be parked on the Pier. Taxis and service vehicles also require access to the cruise vessel and to





**Figure 60 - Existing Traffic Circulation**



the Pier. These movements also need to be unobstructed by the TT-Line passenger queuing.

It should be noted that while the UDF will propose the requirements for the public realm and associated road design to accommodate the TT-Line vehicle movement and volume requirements, management of the TT-Line operations could also be reviewed. For example, the passenger queuing volume in the public realm could be significantly reduced if the loading of vehicles began at an earlier time.

Reconsideration of the management of these operations should form part of the shared responsibility of the Waterfront by both the City of Port Philip and the PoMC.

### **Bike Traffic**

There is no on-road cycle lane provision along Beach Street. The Bay Trail provides an off-road capacity for cyclists. The Council's 'Bike Plan 2011-2020: Pedal Power' proposes two on-road cycle lanes along Beach Street. The accommodation of on-road cycle lanes should be considered while keeping in mind the additional TT-Line queuing requirements, car parking and mitigation of the loss of public open space.

### **On-street Car Parking**

Demand for on-street car parking throughout the area varies widely depending on the seasonal activity of the working port, the weather, tourism and ship activity. The current car parking and traffic arrangement of Waterfront Place and Station Pier creates a situation where segments of the public car parking are made unavailable during the Port's peak operating periods. Other car parking is found along Beach, Nott, Stokes and Bay Streets with some capacity close to the Port Melbourne Yacht Club. There is very limited on-street car parking in the Beacon Cove area.

The Waterfront Place and Station Pier restaurants and retailers rely on the centralised bank of car parking close to their businesses for their patrons. Any increase in commercial floor space, or changes to traffic or parking in the area which are likely to impact on Waterfront Place should be considered.

More broadly, the City of Port Philip's Sustainable Transport Strategy (2011) seeks to provide direction for the decrease in car dependency

and promotion of sustainable modes of transport. With the growing demands on car parking capacity, the car parking strategy of the Study Area will need to consider a series of alternate parking options. The dispersion of public car parking within private development is a model that has previously been employed in Melbourne activity centres. Such a mix of public and private car parking within new development should be further investigated.



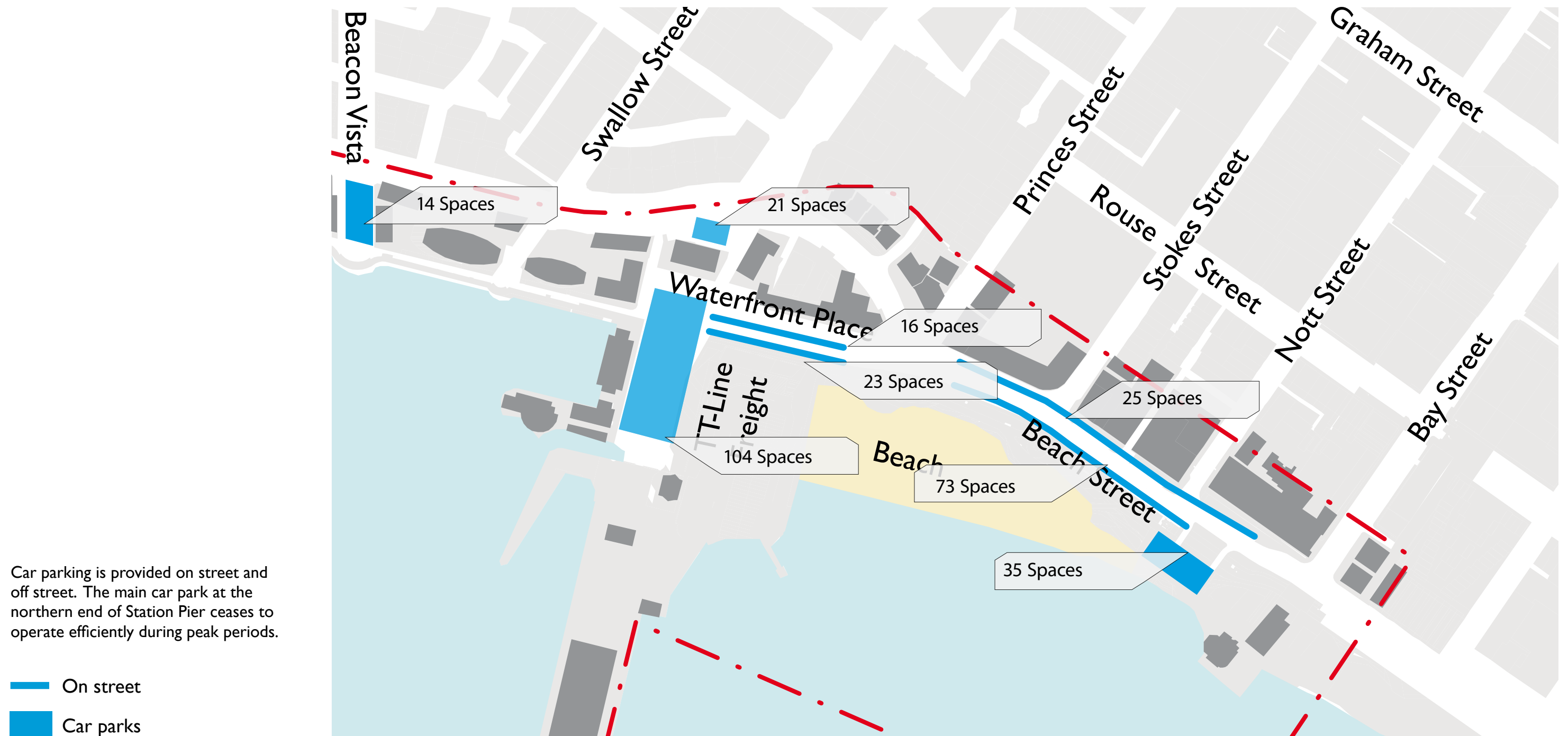


Figure 61 - Existing Car Parking



## A.5 Open Space

Three distinct phases of urban development have formed and shaped the open space of the area. The first phase occurred when the streets of the settlement were laid out in 1849, with Bay Street located along the track formed by the Liardet family (early local settlers) from the original Town Pier. The open space opportunities in this urban pattern typically relied on larger, centralised open spaces and did not provide for what was once considered marginal land along the Waterfront.

The second phase occurred between 1926 and 1948 when the area to the north of the Waterfront was developed as Fisherman's Bend Estate in the style of the British Garden City Movement. Similar to the neighbouring Garden City this development was not part of a social housing scheme, although the State Government funded the development through the State Bank. This style of development placed a large emphasis on the integration of community and neighbourhood scale parks. Today, these remain as the more generous sections of green open space in the area.

The final phase of development in the areas was Beacon Cove (between the piers), which commenced in 1996 and was designed to include both Waterfront towers and lower rise housing. The housing was configured around neighbourhood parks similar to those in the neighbouring Garden City development (See Figure 12).

The Waterfront area is currently dominated by Washingtonia Palms (*Washingtonia robusta*) and the Date Palms (*Phoenix dactylifera*). These trees were originally selected because they provide a strong coastal visual character. However, they do not provide the shade, shelter and sense of local arboricultural character that the Waterfront needs. This tree selection should be reviewed and a more appropriate tree should be selected for future planting.

While some organised activities take place on the beaches (e.g. beach tennis), more recreational activities could be supported and encouraged through provision of smaller seating platforms, minor shelters and small storage areas.

The existing beach area has little or no treatment of water runoff and typically the drainage system transports water directly into the Bay. The reconfiguration of many of the public areas provides an excellent

opportunity to integrate basic water treatment systems. A broader system of these elements should be developed and a future public works project should seek to include these initiatives.

## A.6 Planning Context

### Policy – Port Philip Municipal Strategic Statement (MSS)

The Municipal Strategic Statement (MSS) recognises the function of the Port Melbourne foreshore and Station Pier as a major national and international gateway, and as a key tourist attraction.

An objective of the MSS is to maintain an active waterfront with uses and activities that rely on the foreshore. The economic contribution of the foreshore to the local and regional economy is considerable, with the foreshore constituting an important tourism asset. The MSS recognises the Waterfront's unique location (along the foreshore and close to a working port), and encourages tourist, retail, recreation and entertainment uses.

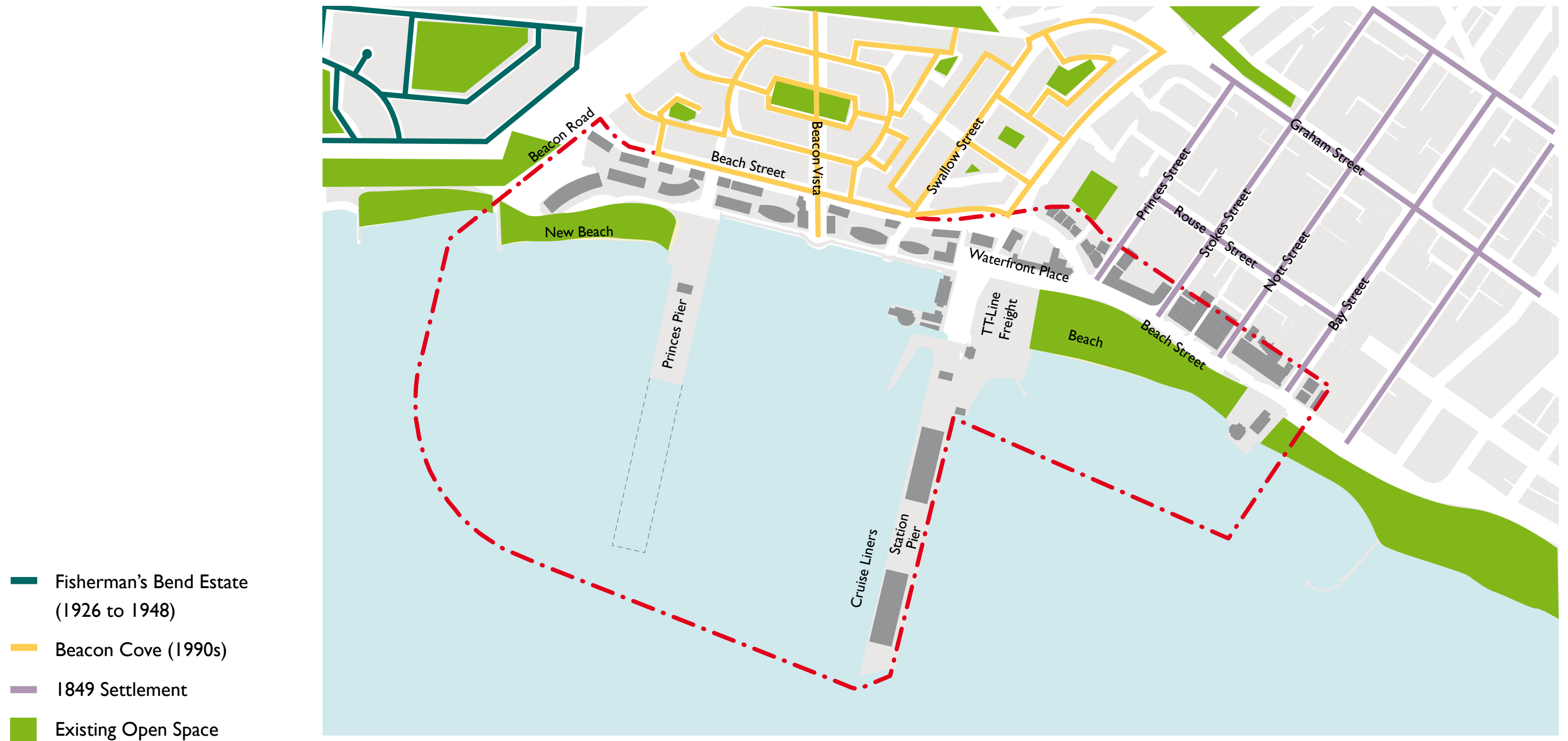
The Port of Melbourne remains a significant land use in the Port Melbourne Waterfront Area, conducting freight and passenger services to Tasmania from Station Pier. The port has a fundamental place in the history of the locality.

The MSS also addresses the port interface and recognises the need for a two way buffer, whereby sensitive uses do not encroach upon the Port, and the potential off-site impacts (environmental and amenity) of the Port's operation are mitigated.

Bay Street is acknowledged as a Major Activity Centre, which functions as a local shopping centre with a strong convenience (daily and weekly) shopping offer. The MSS aims to strengthen this role.

A former industrial area fronting Beach Street is now zoned Mixed Use. The redevelopment of this area for intensive residential uses (subject to heritage and amenity considerations) is encouraged with active ground levels along Bay Street.





**Figure 62 - Development Phases and Open Space**



The foreshore area is identified as the most outstanding natural and cultural asset in the municipality. The MSS recognises that open space areas will experience greater demand by residents and visitors. Public realm areas are to be accessible and the design of streetscapes are to provide for a range of public uses. The environmental values of the foreshore areas are to be protected with the foreshore area protected from overshadowing.

A number of planning challenges are identified by the MSS in the Port Melbourne Waterfront Area, including the need to establish a new planning control framework for Beacon Cove to ensure that future development contributes to the established character of this area. Part of this new framework included the transition of planning powers for Beacon Cove from the State Government to the Port Phillip Council (achieved in August 2011).

### Bay Street Major Activity Centre

Council is preparing a Structure Plan for the Bay Street Major Activity Centre. The plan will influence future changes in land use, the design of new buildings and public spaces, traffic, parking, safety, and how people move around the area by foot, bike, public transport or car. The emerging directions for the Structure Plan are to:

- Enhance the connectivity, cohesion and identity of Bay Street by ensuring the public realm and 'active' edges are integrating elements.
- Extend the business mix and integration of land use activities in Bay Street, with an emphasis on local convenience shopping for the Port Melbourne community.
- Facilitate remaining opportunities for housing growth within the activity centre while protecting the heritage and low-rise character and amenity of surrounding established residential areas.
- Strengthen Bay Streets 'sense of place' and its role as a local civic and community 'hub'.
- Maintain and reinforce the distinct and contrasting urban character of different precincts to form a sequence of urban experiences across the activity centre.
- Strengthen the physical, visual and activity connections between Bay Street, the foreshore and Station Pier.
- Enhance the amenity, safety and function of the activity centre by

reducing the impact of traffic.

- Facilitate the evolution of the Bay Street Major Activity Centre as an ecologically sustainable precinct with a progressive reduction in local energy consumption.

### The Port of Melbourne

The Port of Melbourne has and continues to strategically plan for the use of its assets. The Port Development Strategy (2009) and the Draft Port Environs Planning Framework (2009) foreshadow the ongoing use of Station Pier for current activities. The Draft Port Environs Planning Framework also recognises the need to manage the impacts of other land uses on the Port, and also the Port's role as a key tourism focus for the area. The Port Phillip Planning Scheme recognises these opportunities and challenges.

In 2009, the State Government established an Advisory Committee to review measures to improve planning and buffer protection for ports.

The Committee's report was completed in May 2011 and is currently being considered by State government. The Committee recommended that Government give consideration to the development of a specific "Port Zone".

### Existing Planning Controls – Zones and Overlays

A Comprehensive Development Zone (CDZI) has previously been applied to Beacon Cove to provide for its co-ordinated development. The Minister for Planning originally fulfilled the role of the responsible authority with council recently reinstated to this role.

The CDZI applies to the Beacon Cove residential area, the commercial precinct at the northern end of Station Pier, and Station Pier. The CDZI is accompanied by incorporated plans which provide detail on how the land is to be used and developed. Covenants were also used to restrict other matters, including restricting painting and other external building treatments.

The TT Line hardstand area to the north east of Station Pier is used







**Figure 63 - Existing Planning Scheme Zones**



for holding freight vehicles. This land is affected by the Industrial 3 Zone which extends beyond the hardstand area into the waters of Hobson's Bay and the adjoining beach.

Much of the adjoining foreshore area is zoned Public Park and Recreation Zone (some areas under the Port of Melbourne Planning Scheme). A Design and Development Overlay (Schedule 10) has also been applied to the foreshore area to the east which aims (amongst other things) to preserve the coastal area.

Land on the north side of Beach Street east of Princes Street is typically zoned Mixed Use, and is affected by a Design and Development Overlay (Schedule 1). These same planning controls apply to land fronting Bay Street, south of Graham Street.

The Design and Development Overlay (Schedule 1) provides precinct-based built form controls that seek to facilitate development and also protect the foreshore environment, encourage pedestrian movement and active street frontages, protect and enhance key views, and protect heritage places.

Other relevant planning controls include a number of Heritage Overlays, a Development Contributions Plan Overlay, and a number of Environmental Audit Overlays.

### Need for a new planning control framework

As the Beacon Cove area has been substantially developed, the existing planning framework has become redundant and a new planning control framework needs to be designed and put in place for the commercial part of the Waterfront area.

There are two separate freehold sites within the current CDZ area (being 1-11 Waterfront Place, and the Foodstore at 103 Beach Street) that can play a role in defining the future of the Waterfront through potential development, however the current controls under the CDZ do not reasonably reflect contemporary development factors and expectations.

A new planning framework will need to deliver:

- Planning controls based on the vision, strategic directions and opportunities identified for the study area.
- Planning certainty for both the Port of Melbourne and the community.
- A transparent process for planning discretion and third party notice and review rights.
- Elimination of duplication between planning controls and covenants.

(Amendment C73 proposes a planning framework for the residential part of Beacon Cove affected by the CDZ1, and is currently with the Minister for Planning for approval.)

## A.7 Heritage

### Heritage Controls

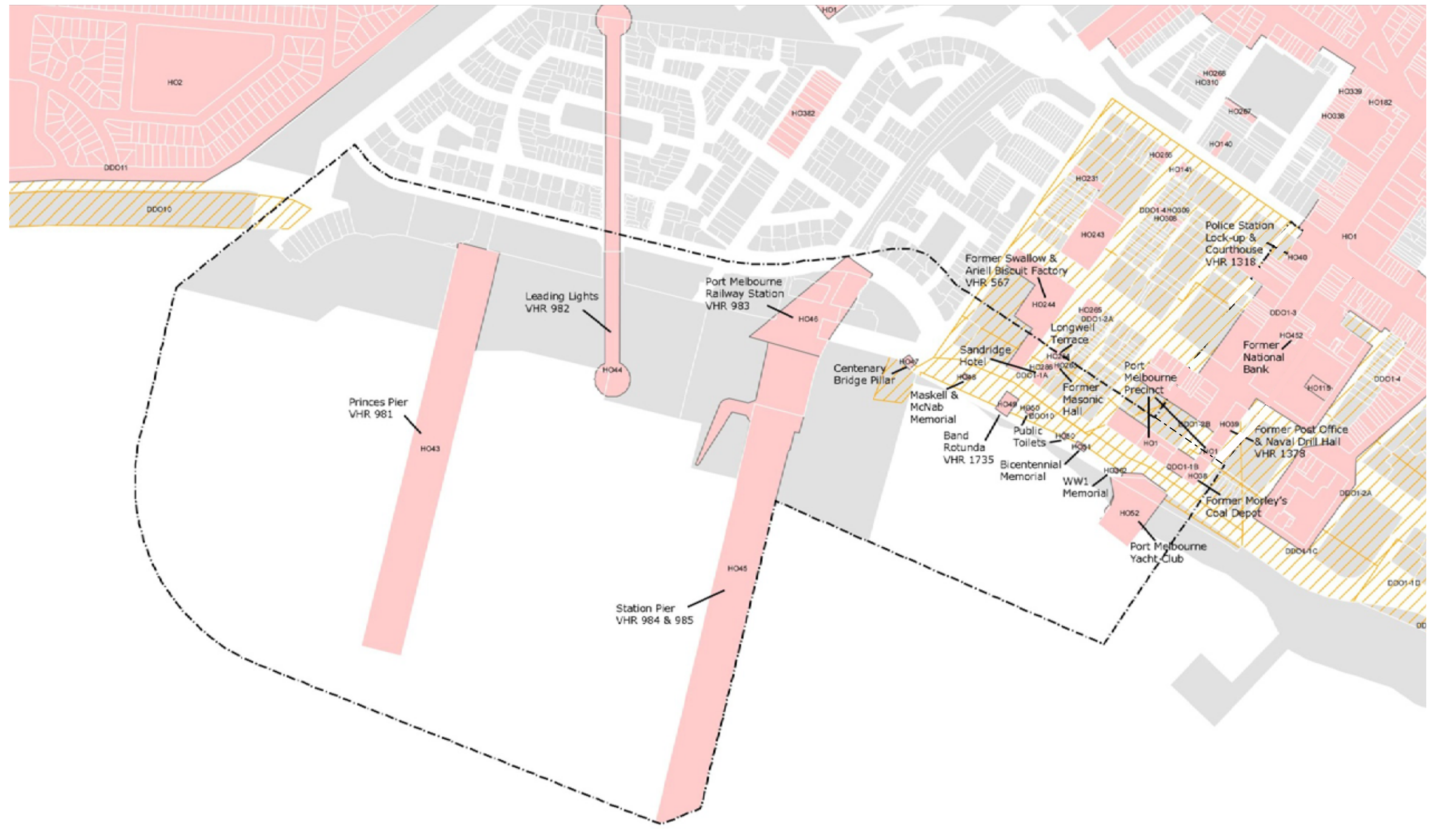
Two levels of control are present in the area:

- State level control, for properties included in the Victorian Heritage Register. These properties are subject to the provisions of the Victorian Heritage Act 1995, which is administered by Heritage Victoria. These are shown with a VHR number on Figure 15.
- Local level control, for properties included in the Port Phillip Schedule to the Heritage Overlay. These properties are subject to the provisions of the Planning and Environment Act 1987 and to the heritage provisions of the Port Phillip Planning Scheme, including Clause 22.04 'Port Phillip Heritage Policy' and Clause 43.01 'Heritage Overlay'.

### Implications of controls

The Study Area contains a number of individually listed heritage properties and places, which variously contribute to the remaining heritage character, including historic maritime character, of the Waterfront. Of note in this collection are the two landmark historic piers and the leading lights (beacons).







## A.8 Market analysis and considerations

The key observations from the property market overview and strategic analysis are summarised below. These findings have been developed by CB Richard Ellis in their Property Market Analysis report (2010). This report draws upon previous retail and commercial assessments and observations of the existing economic and market context and draws strategic considerations from these. The Bay Street Major Activity Centre sits to the eastern boundary of the Study Area. To ensure that the Bay Street area was properly considered in relation to the Study Area, the analysis included the southern section of the activity centre, between Beach and Graham Streets.

### Retail overview

- There is currently an inadequate retail 'capture' of both local residents and cruise ship tourists.
- The retail mix should include a mix of convenience, speciality and food retailing targeted at both the visitor market and the local residents, who are a relatively large and high socioeconomic catchment group.
- As demonstrated in the broader Melbourne context, 'destinational' retail offerings can be developed with success when in combination with a variety of retail mixes, destination specific attractions and place making appeal.
- Retail performance in Inner Melbourne is expected to remain positive in the longer term. This includes the Waterfront Place and Bay Street areas of Port Melbourne.
- Port Melbourne, as a gateway to Melbourne with offshore visitors arriving by cruise ships, could provide a major plank in terms of 'showcasing' some of Melbourne's major attractions, and in turn raise the precinct's profile.
- Demographic analysis indicates that based on expected increase in discretionary expenditure, including Waterfront Place and Bay Street (south of Graham Street), the area should aim to accommodate an additional 5,000 to 7,000 square metres of gross retail space every 5 years.
- The Waterfront area currently has a distinct advantage as a retail and community precinct in that it is close to the foreshore, a working port and significant tourist activity. This location needs to be enhanced through investment into the public realm so that the Waterfront

experience becomes more memorable and enjoyable. In this way, the likelihood of repeat visitation is also increased.

### Commercial accommodation overview

- Commercial accommodation in the broader area has remained above the 70% occupancy mark, suggesting that the area could provide increased accommodation for the tourism/visitor market in the area.
- However future commercial accommodation offered in the Waterfront area may need to be 'boutique', with a strong point of differentiation to other commercial accommodation or have complementary uses to be viable.

### Residential overview

- There is increasing demand for higher density dwellings specifically for 'lone person' and 'couples without dependants'.

## A.9 Demographics and social mix

The Port Melbourne Waterfront Area is confined to a narrow strip of mixed land uses along the foreshore. The proximity to the water and the already highly developed and high cost nature of the residential land strongly define the composition of the demographics in the area.

Recent information gained from local real estate firms strongly suggest that dwellings in the area have a high owner/occupier ratio. More specific information is difficult to determine due to its small and focused area. When comparing the 2001 and 2006 Census it can be determined that the broader Port Melbourne community exhibited the following demographic trends;

- Household incomes are increasing
- Average age of the population is decreasing
- Household size is decreasing
- There is an increase in households with professional and white-collar members
- There is an increase in household mobility and car ownership

While no specific figures exist for the precise nature of the Port Melbourne Waterfront area it can be reasonably assumed that the local

demographic consists of:

- Residents who intend to stay in the area
- Higher income earners with lower numbers of household members
- Residents comfortable with apartment living
- An increasing expectation of personal mobility (although whether this is by car or public transport can not be determined on current information).

## Appendix B: Consultation Process

The following outlines the consultation process used in developing this document.

### Issues and Objectives Report and Community Workshop

Held on the 8 February 2011, the Issues and Opportunities workshop aimed to open up a discussion with the community on possibilities for the Waterfront area. The findings from this session were consolidated into a report which then broadened discussion to key opportunities that the Waterfront precinct could pursue. This report brought together comprehensive and concise background material and aimed to develop enthusiasm in the community for project.

### Community Visioning Session

Held on the 24 February 2011, the Vision session was organised as a large group workshop where participants were asked to assist in the development of a shared vision. The responses were framed around six key themes - Character and Identity, Aesthetics and Amenity, Connectivity and Accessibility, Activity, Natural Environment, and Safety. The comments recorded were then used develop the set of Objectives that formed the basis of the Vision document.

### Children's Vision Workshop

Held on the 7 April 2011 at Port Melbourne Primary School, a group of local school children were asked to discuss their values and aspirations for the Port Melbourne Waterfront area. The facilitated and interactive session focused on questions such as "what do you love about where you live?" drawing some unexpected and refreshingly mature responses.

### Community Reference Committee

The Community Reference Committee was established to provide direction to the team on key areas within the community consultation, visioning and the draft findings. The role of the Committee is to provide guidance to Council on its development of the framework and be a conduit to the wider community bringing back community feedback.

### 'Have Your Say' website

The 'Have Your Say' website is hosted by the CoPP and will continue

to be updated throughout the life of the project. Information and reports are available for download. In addition, an online forum has been established to allow for visitors to the site the opportunity to put forward their views and ideas for the project.

### Project Newsletters

A series of project newsletters are posted on the 'Have Your Say' website. These newsletters have been distributed to project participants and have been made available at the Port Melbourne Library and ASSIST locations following the completion of each project stage. The newsletters provide an update on the progress of the project and summarise the key thoughts from each stage.

### DIVERCITY Articles

At various stages through the project, articles informing the community have appeared in the online DIVERCITY magazine. The aim of these articles is to create awareness, excitement and enthusiasm for the project. The articles also communicate upcoming community events and notify the community of actions imminent on the foreshore.

### Vision Report

The goal of the Vision report was to develop the ideas, values and thoughts of the community from into a set of clear Objectives. From the Vision Report, a set of Principles and a Vision Statement were developed.

### Community Visioning Drop in Session

The Community Drop In Session was held on the foreshore next to the Port Melbourne Yacht Club on the 7 May 2011. This day-long session was focused on informing the broader community about the project and its findings to date, listening to feed back and, asking "How are we tracking?"

Valuable feedback was gained during this engagement session where members of the public voiced their opinions on objectives. This feedback was used to help refine the final Vision Report.

### Community Vision On-Line Survey

As part of the Drop-In Session, an on-line survey was launched.

This survey focused on the objectives created from the previous Community Visioning Session and asked "What are we missing?" The responses to this survey helped to refine the final Vision Report.

### Consultation with the Port Melbourne Yacht Club

Given the important role of the Yacht Club in public space around the Bay and Beach Street hub area, a specific consultation session was held with this stakeholder group.



## Appendix C: Terms in this Document

### Active transport

Any method of moving around that relies on the travellers own energy, walking, cycling, running, etc.

### Built form

The physical form created when an object, such a building, is constructed.

### Conceptual Design

The visual representation of how a physical space may look when built or revitalised.

### Ecology

Describes the integrated system of animals, plants, their habitat and the climate.

### Environment

A network of places in which events take place that includes both natural and human made environments.

### Implementation

The enacting of a policy or design, this relates both to physical construction and the activation of a policy in the Planning Scheme.

### Objectives

The concise account of the Community's Voice on what needs to be done

### Opportunities

These represent options for physical works identified in the report.

### Planning Scheme

A series of documents that govern what type of land use is permitted to happen by mapping of specific land use zones and overlays and the policies that guide the uses in each zone.

### Public Realm

Any part of the city that can be used and traversed by the general public. A strong relationship often exists between retail spaces and genuine public realm - they rely on each other for mutual success.

### Streetscape

The visual and physical environment created along a street or road by the adjacent built forms and vegetation.

The following section describes the more detailed objectives and outcomes of the key issues of the UDF that affect the broader study site. They build upon the preceding principles and define a more specific series of preferred outcomes. The objectives and requirements in this section are relevant to all precinct areas.

## Appendix D: Reference Documents

### Council of Port Philip Reports Reviewed

As part of the analysis the following reports were consulted:

The Port Melbourne Management Framework (CoPP, 2003)

Port Melbourne Waterfront Revitalisation (CoPP, 2005)

City of Port Phillip Council Plan 2009 - 2013

Sustainable Transport Strategy (CoPP 2011)

The Draft Foreshore Management Plan (CoPP, 2011)

The Draft Bay Street Structure Plan (CoPP, 2011)

The Draft Bay Street Public Realm Strategy (CoPP, 2010)

City of Port Phillip Open Space Strategy (CoPP 2009)

Water Plan – Toward a Water Sensitive City (CoPP 2010)

Open Space Water Management Plan (CoPP 2010)

Greening Port Phillip Strategy (CoPP 2010)

Climate Adaptation Plan (CoPP, 2010)

Port of Melbourne Corporation - GTA Traffic Study 2006

Station Pier Conservation Management Plan – Lovell Chen 2008

Princes Pier Heritage Report - Allom Lovell Consultants 2004

City of Port Phillip – Urban Design Guidelines MGS Consultants 2009



