



# Port Melbourne Waterfront

## Summary of Draft Urban Design Framework

Community Consultation Summary  
February 2012





Princes  
Pier

Beacon Cove  
Promenade

Waterfront Place

Beach  
Street

Bay and Beach  
Street Hub

# Port Melbourne Waterfront

## URBAN DESIGN FRAMEWORK

The City of Port Phillip has prepared a draft Urban Design Framework (UDF) for the Port Melbourne Waterfront. The UDF describes a series of design concepts and outcomes that when implemented (over the next 30 years) will enhance liveability and improve the public spaces of the Port Melbourne Waterfront.

### The five precincts:

1. Waterfront Place
2. Bay and Beach Street Hub
3. Beach Street
4. Beacon Cove Promenade
5. Princes Pier

### Why does Port Melbourne need an Urban Design Framework (UDF)?

There are many related and competing issues within the Port Melbourne Waterfront that need to be resolved. Some of these include:

- Finding a better way to manage the TT-Line and cruise shipping traffic in and around Waterfront Place and Station Pier
- Providing shade and better access to clean and green open spaces.
- Directing new development so that it provides a greater shared benefit for the community and land owners
- Improving the overall number and distribution of car parking spaces to accommodate future growth

The draft UDF addresses these pressures on the waterfront area by:

- Articulating a shared vision for the future of the Port Melbourne Waterfront
- Establishing clear objectives and concept designs for delivering the vision
- Identifying strategies, actions and partnerships to make it happen

### Community Consultation to date

The draft UDF has been informed by extensive community consultation throughout 2011. An Issues and Opportunities report was presented for public comment at an Information Session on 9 February 2011. This was followed by a Visioning Workshop on 24 February, where participants shared their own aspirations and values for the waterfront. We also conducted a children's workshop with Port Melbourne Primary School in April, hosted the well attended Vision Drop-in Session on 7 May and ran a survey to capture feedback on the draft vision and objectives.

### From this, 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 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 will 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.

# Waterfront Place

*Artists' impression of view  
along Waterfront Place*





Aerial of existing conditions

# Waterfront Place Precinct

The Waterfront Place precinct is the front door to our city. We want it to become one of Melbourne's most celebrated and visited places by the bay. We also want it to continue to provide current and future residents with good access to a variety of services and facilities.

It is anticipated that the overall vision of the Port Melbourne Waterfront Urban Design Framework will largely be achieved through the eventual redevelopment of three central sites over the next 30 years. These are:

- I-11 Waterfront Place
- I03 Beach Street (food store)
- Boundary with the TT Shipping line (eastern retail strip)

A number of complex and interconnected elements in this precinct can only be resolved when the opportunity to redevelop these three key sites emerges. These sites all present opportunities for significant community benefit. For this reason, more detailed studies have been prepared for these three sites so that a genuine community discussion around them can commence.

Pages 6 -11 contain a summary of the concepts describing possible design outcomes for the Waterfront Place Precinct.

This is a summary of the draft UDF. For a more complete description of each proposition please view the full version of the UDF:

- At any City of Port Phillip town hall or library
- Online at [www.portphillip.vic.gov.au/haveyoursay](http://www.portphillip.vic.gov.au/haveyoursay)

# Waterfront Place Concept I

(Page 46 in draft UDF)

- ① Additional day boat mooring opportunities and tourist ferry / sea plane services
- ② Create a new public plaza as a space for small events and gathering
- ③ Minimise traffic impacts by reconfiguring the access and car park, ensuring access to Station Pier is maintained
- ④ Station Pier Gatehouse
- ⑤ Investigate extending the car park to better connect to Station Pier
- ⑥ Investigate the opportunity for new commercial development to further activate the area
- ⑦ Redevelopment Opportunity:  
103 Beach Street
- ⑧ Proposed signalisation of the Princes/Beach Street intersection
- ⑨ Redevelopment Opportunity:  
1-11 Waterfront Place
- ⑩ Investigate future commercial/building opportunities
- ⑪ Improve beach connectivity and pedestrian comfort by providing a timber deck with seating, lighting and drink fountains/beach showers
- ⑫ Install appropriate litter management devices together with relocation into foreshore planting
- ⑬ Activate the edge of existing restaurants by widening the footpath
- ⑭ Historic Rail Station (current 109 tram terminus)
- ⑮ A temporary queuing lane for TT line passenger traffic. All other times usable public space.





## Waterfront Place Concept 2

(Page 47 in draft UDF)

- ① Additional day boat mooring opportunities and tourist ferry / sea plane services
- ② Create a new public plaza as a space for small events and gathering
- ③ Minimise traffic impacts by reconfiguring the access and car park, ensuring access to Station Pier is maintained
- ④ Station Pier Gatehouse
- ⑤ Investigate extending the car park to better connect to Station Pier
- ⑥ Investigate the opportunity for new commercial development to further activate the area
- ⑦ Redevelopment Opportunity: 103 Beach Street
- ⑧ Proposed signalisation of the Princes/Beach Street intersection
- ⑨ Redevelopment Opportunity: 1-11 Waterfront Place
- ⑩ Investigate future commercial/building opportunities
- ⑪ Improve beach connectivity and pedestrian comfort by providing a timber deck with seating, lighting and drink fountains/beach showers
- ⑫ Install appropriate litter management devices together with relocation into foreshore planting
- ⑬ Activate the edge of existing restaurants by widening the footpath
- ⑭ Historic Rail Station (current 109 tram terminus)
- ⑮ A dedicated queuing lane for TT line passenger traffic.

# I-11 Waterfront Place



## I-11 Waterfront Place - Existing Conditions

- A** Rail Station
- B** Residential (predominantly 2 levels)
- C** TT-Line Freight area
- D** London Hotel



## I-11 Waterfront Place - Possible Design Solution

- 1** Buildings set back sympathetic to adjacent residential buildings
  - 2** Extensive new pedestrian areas
  - 3** New pedestrian and visual connections to Waterfront
  - 4** New building
-  Commercial/Retail active frontage at ground level
  -  Residential frontage at ground level
  -  Opportunity for a key architectural gesture



View from Hobson's Bay showing the city skyline on the background (Page 56 in draft UDF)

This view 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.

# 103 Beach Street



103 Beach Street - Existing Conditions

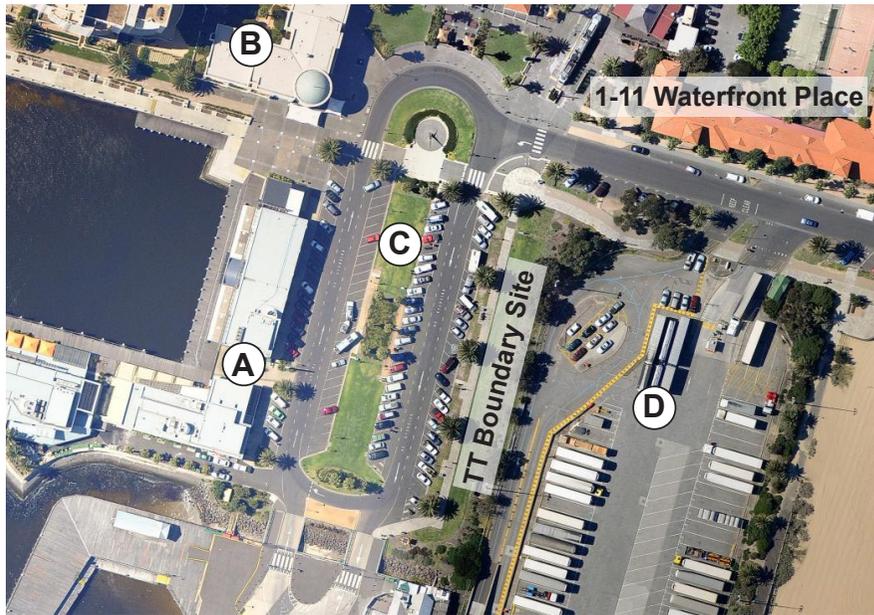
- A** Light Rail Station
- B** Cafes and Restaurants
- C** Residential (predominantly 2 levels)
- D** TT-Line Freight area (outside council area)



103 Beach Street - Possible Design Solution

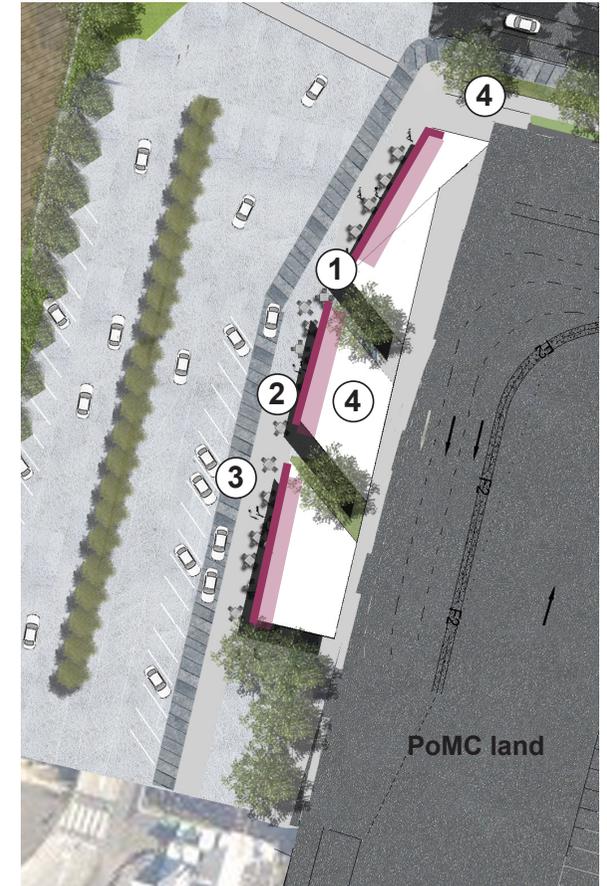
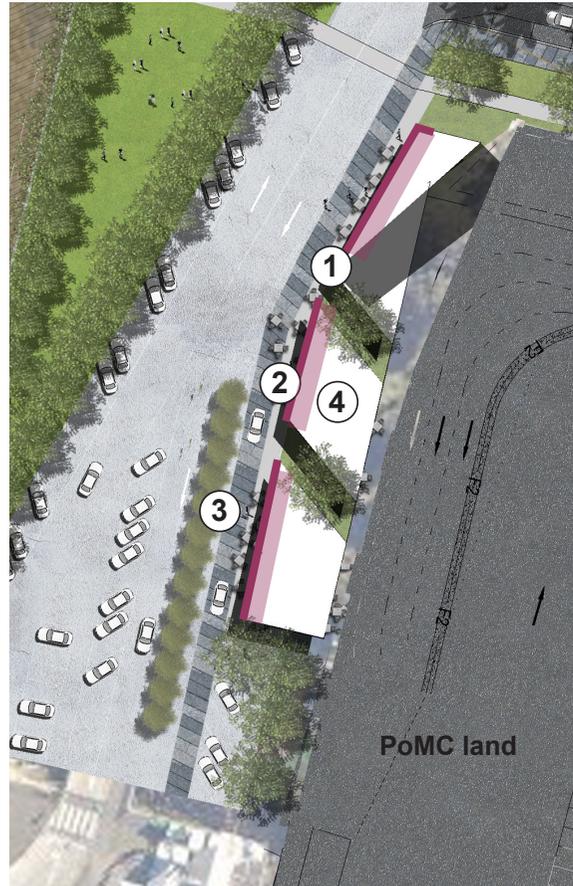
- 1** Buildings set back sympathetic to adjacent residential buildings
- 2** New pedestrian and visual connections to Waterfront
- 3** Car park/loading screened from view from Waterfront Place
- 4** New building
  - Commercial/Retail active frontage at ground level
  - Residential frontage at upper levels

# TT Boundary Site



TT Boundary Site - Existing Conditions

- A** Cafes and Restaurants
- B** Residential
- C** Waterfront Place Car Park
- D** TT Line Freight



TT Boundary Site - Possible Design Solutions (Concept 1 & 2)

- 1** Front servicing
- 2** New pedestrian area
- 3** Queueing Lane for TT Line Traffic
- 4** New Buildings
- Commercial/Retail active frontage

# Bay and Beach Street



The Bay and Beach Street precinct is a major gateway to the Port Melbourne foreshore. We want it to be safe, inviting and easily accessible for all its users. We also want it to better connect Station Pier to Bay Street through a continuous series of high quality open and green spaces for the community to enjoy.



## BEACH AND BAY STREET HUB

- 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

# Beach Street



Beach Street is a popular beachside destination for pedestrians and cyclists. We want it to be a pleasant and safe environment for all its users. We also want the health of the coastal area to be improved and maintained.

*Artists' impression of view across Beach Street*



## BEACH STREET FEATURES

- 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



Existing View of Beach Street

# Beacon Cove Promenade



The Beacon Cove Promenade provides a continuous link of public open space between Waterfront Place and Princes Pier.

We want it to continue to be a safe and high quality space for all its users. We also want to ensure it retains those qualities that make it unique, such as the visual connections between the Leading Lights beacons and to Princes Pier.

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

# Princes Pier



We want Princes Pier to become the premier location for the people of Melbourne to discover their maritime, industrial and immigration history.

## PRINCES PIER REFURBISHMENT

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



# Port Melbourne Waterfront

## DRAFT URBAN DESIGN FRAMEWORK

### How to get a copy of the draft UDF

- At any City of Port Phillip town hall or library
- Online at [www.portphillip.vic.gov.au/haveyoursay](http://www.portphillip.vic.gov.au/haveyoursay)

### How to have your say on the draft UDF

- Online submission form [www.portphillip.vic.gov.au/haveyoursay](http://www.portphillip.vic.gov.au/haveyoursay)
- Hand in at any City of Port Phillip town hall ASSIST counter or library
- Email to [cwhite2@portphillip.vic.gov.au](mailto:cwhite2@portphillip.vic.gov.au)
- Post a written submission to:  
Carrie White, Place Manager  
Private Bag No 3  
St Kilda VIC 3182

### Other opportunities to have your say

- Attend our onsite information session outside the Light Rail Terminus in Port Melbourne on Wednesday 29 February, 4.30 pm to 7.00 pm
- Have your say on our online forum  
[www.portphillip.vic.gov.au/haveyoursay](http://www.portphillip.vic.gov.au/haveyoursay)

### Closing date for submissions

The consultation period for the draft Port Melbourne Waterfront Urban Design Framework runs until Friday 9 March 2012.

### Next steps

Council will consider all submissions at a public meeting. All submitters will receive written notice of the date and time of this meeting.

### Translations

For translations of this information contact Council's interpreter services. Or contact Council via ASSIST on Ph: 9209 6777 or email [assist@portphillip.vic.gov.au](mailto:assist@portphillip.vic.gov.au)

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拨打9679 9810索取中文翻译资料

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Po tłumaczenie w języku polskim prosimy dzwonić pod numer 9679 9812

# Port Melbourne Waterfront

