

Port Melbourne Waterfront

DRAFT URBAN DESIGN FRAMEWORK

COMMUNITY CONSULTATION REPORT

DECEMBER 2011 TO MARCH 2012





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Introduction

BACKGROUND

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

The draft Port Melbourne Waterfront Urban Design Framework (UDF) has been prepared to provide a framework that will guide and prioritise public realm improvements in the area over the long term future.

THE FIVE PRECINCTS

The draft Port Melbourne Waterfront UDF identifies five important public spaces along the waterfront and presents design concepts for each these. The five precincts are:

This identified five key projects for the area:

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

This report describes the community consultation process that took place during February 2012. It is a record of the methods Council used to ensure the community had the opportunity to view the draft UDF and make their views on it known. It is also a record of what the community told us in conversation.

THE PROCESS TO DEVELOP THE PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK

The Project Stages:

- A. Issues and Opportunities Paper - completed
- B. Visioning - completed
- C. Development Objectives and Principles - completed
- D. Draft Urban Design Framework - currently underway
- E. Implementation Strategy
- F. Cost and Implementation Plan
- G. Port Melbourne Waterfront Urban Design Framework

Following community feedback, we are now in stages C & D and Council is reviewing elements of the draft UDF, including revising the concepts for the Waterfront Place Precinct public realm and preparing detailed design guidelines for the site at 1-7 Waterfront Place.

This further work will need to be completed prior to finalising the Port Melbourne Waterfront Urban Design Framework (stage E).

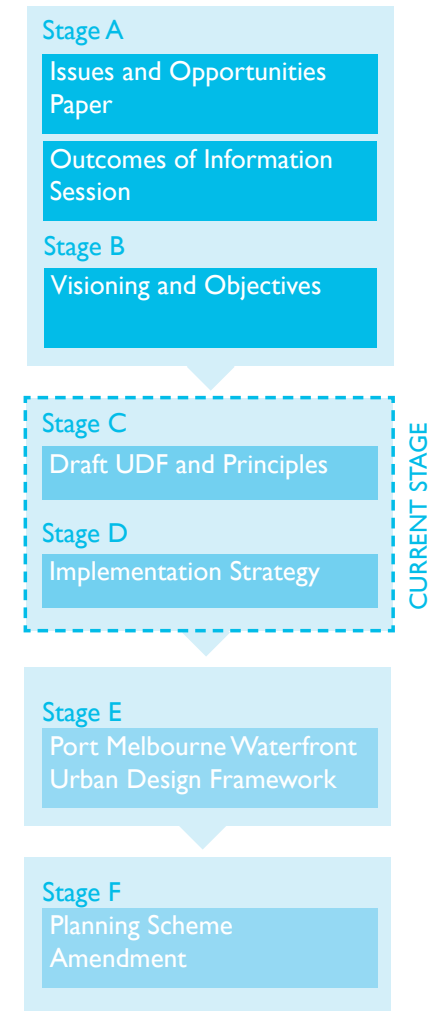


Figure 1 - UDF Process

Opportunities to get involved

A number of opportunities were provided for the community to view the draft UDF, ask questions and provide feedback. These included:

- The 'Have Your Say' website provided an online forum for discussions and a 'first stop' for all information about the draft UDF and the consultation process.
- Public Displays at the Port Melbourne Town Hall (for 4 weeks) and outside the light rail terminus/ Food store on Waterfront Place (1 day).
- Councillor conversation tents at Bay Street and Gasworks on Saturday 11 and 18 February 2012.
- An on-site information session at the tram terminus at Waterfront Place on Wednesday 29 February 2012

Promoting the draft UDF

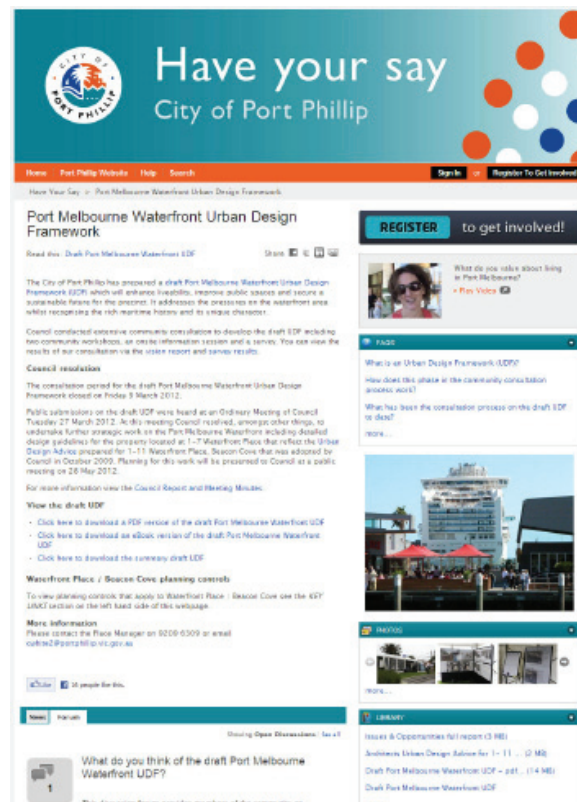
The draft UDF and opportunities for providing feedback were promoted heavily via the below communication methods.

PROJECT UPDATE TO EMAIL DATABASE

The Place Manager emailed the PMWUDF database, which includes people who have and continue to indicate their interest in being informed about the project. The email update provided the details of all times, dates and locations of public information sessions as well as information about where and how to view a copy of the UDF and the deadline for making a submission.

COMMUNITY CONSULTATION SUMMARY DOCUMENT

A 19 page summary of the 94 page draft UDF was produced for the purpose of the community consultation process. The summary contained the key design concepts and artist impressions for each of the five Port Melbourne Waterfront precincts as well as some of the urban design analysis that had informed the possible design solution for the site at 1-7 Waterfront Place.



The Community Consultation Summary was available at all information sessions, all Council town halls and libraries, and was posted out to individuals by request.

PUBLIC DISPLAY

A public display in the foyer to the Port Melbourne Library was set up for the duration of the consultation period. The display included:

- Permanent (not to be removed) copies of the draft UDF
- Multiple copies of the Summary document
- Multiple copies of submission forms
- Posters illustrating design concepts and artist impressions for all 5 precincts,
- Posters illustrating a possible design solution for 1-7 Waterfront Place, identified in the draft UDF as a "redevelopment opportunity"
- An overview of the draft UDF vision and principles

HAVE YOUR SAY WEB PAGE

The page was updated on 6 February 2012 to include the consultation opportunities. The page features:

- PDF and eBook versions of the draft Port Melbourne Waterfront UDF
- a regularly updated series of Frequently Asked Questions
- a Library of key documents including the Vision Report July 2011 and an Issues and Opportunities paper.
- links to other key websites including the Department of Planning and Community Environment (DPCD)
- a discussion forum where the community could engage in dialogue with each other about their thoughts on the draft UDF
- online submission form – closed 9 March 2012
- video link to Vox Pop of "what do you value about living in Port Melbourne?"

Opportunities to get involved

COUNCIL TOWN HALLS, LIBRARIES AND ASSIST COUNTERS

Copies of the draft UDF Reports, Community Consultation Summary document and submission forms were available at Council Town Halls, Libraries and ASSIST counters from 6 February – 9 March 2012. Residents were able to fill in a submission form and submit it by post or by handing it to ASSIST and Library staff.

POSTCARDS AND POSTERS

Postcards promoting the availability of the draft UDF and opportunities to ask questions and provide feedback were letter box dropped to households and businesses in the Port Melbourne and Beacon Cove area.

Bundles of postcards were also sent to the Owners Corporations/Registered Body Corporate of the apartment blocks on the waterfront.

Posters and postcards were also displayed in town halls, libraries, community centres and Port Melbourne and Beacon Cove businesses.

LOCAL NEWSPAPERS

Advertisements promoting the availability of the draft UDF and opportunities to ask questions and provide feedback appeared in the Leader and Melbourne Weekly in the week preceding the first of the Councillor conversation tents.



Opportunities to get involved

MEETINGS WITH KEY STAKEHOLDERS

During the five week formal consultation period Council officers met with representatives of the Beacon Cove Neighbourhood Association and Port People, Port Melbourne Traders Association, Port Melbourne Yacht Club.

Meetings were also held with the Port of Melbourne Corporation, the Mirvac Group and Major Projects Victoria.

COUNCILLOR CONVERSATION TENTS

Two of the six annual Councillor conversation tents were promoted as opportunities for people to discuss directly with the Councillors their views about the draft UDF.

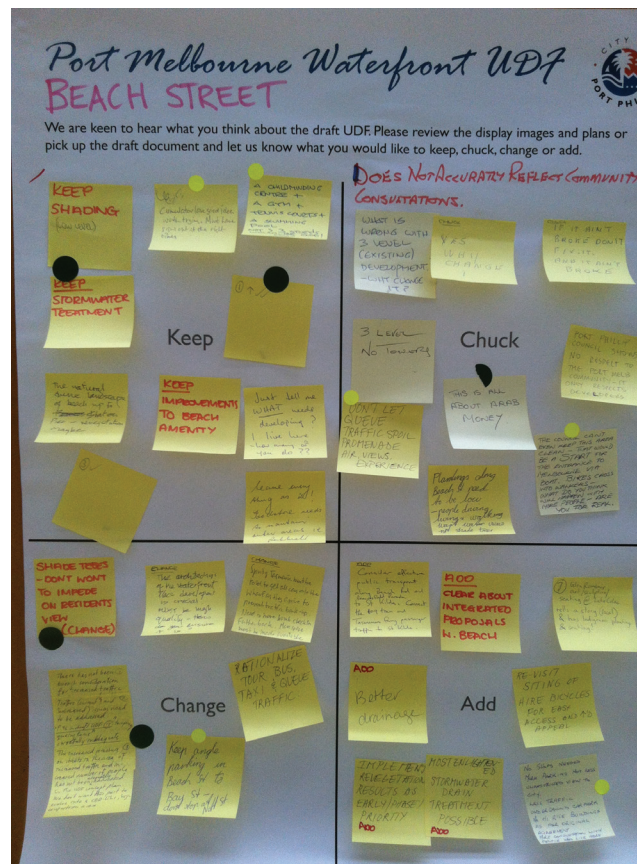
The first was held on Bay Street, Port Melbourne (outside Coles) on Saturday 11 February from 9 am to 12 pm and the second at the Gasworks Farmers Market (Pickles Street, Port Melbourne on 18 February from 8.30 am to 11.30 am.

ON-SITE INFORMATION SESSION

A marquee was erected on the grassed area in front of the Food Store and tram terminus at Waterfront Place between 4.30 pm and 7 pm on 29 February 2012.

The marquee housed display boards featuring:

- design concepts and artist impressions for all five precincts
- 'Keep, Chuck, Change, Add' exercises for each precinct
- posters illustrating some of the urban design analysis and a possible design solutions for 1-7 Waterfront Place
- an overview of the draft UDF vision and principles.



What we heard

WHAT WE HEARD AT THE COUNCILLOR CONVERSATION TENTS ON SATURDAY 9 AND 18 FEBRUARY 2012

The conversation tents were intended to be an opportunity for the community to speak to Councillors about all aspects of Council priorities, projects and services, however both sessions were well attended by people wishing to discuss the draft UDF.

The proposed scale of development at 1-11 Waterfront Place and the traffic it might generate emerged at these early sessions as a key theme of interest.

At the conversation tents we heard:

“I like the idea of some sort of plaza in Waterfront Place, reducing the car dominated feel of the place.”

“... I really like the idea of better connecting Bay Street with the waterfront, e.g. opening up the yacht club and constructing a timber deck.”

“... more water sensitive urban design and more shrubs/reeds in the area would be welcome.”

WHAT WE HEARD AT THE WATERFRONT PLACE ON-SITE INFORMATION SESSION ON WEDNESDAY 29 FEBRUARY 2012

The on-site information session was held between 4.30 pm and 7 pm on the grassed area in front of the food store and the terminus of the 109 Tram. Display boards, submission forms and UDF Summary documents were available, along with ‘Keep, Chuck, Change, Add’ activity sheets to capture comments on all design proposals. Councillors and Council officers were on hand to discuss all aspects of the draft UDF.

This session provided the opportunity for people to view the concept plans for the five precincts and ask technical questions

about the design guidelines. The location and time of the session enabled us to speak with a wide range of people from the Port Melbourne community, including residents, business owners and visitors.

It is estimated that approximately 300 people attended the session during the 2.5 hours the info tent was set up.

This estimation is based on:

The distribution of:

- 180 copies of the draft UDF Summary document
- 40 submission forms
- 53 vouchers for the Taco Truck
- Roaming head counts

Attendees included:

- commuters – disembarking from the tram on their way home for the evening
- visitors – during set up a number of people strolling past on the Beacon Cove Promenade stopped by to enquire about the purpose of the marquee. A number of visitors were drawn to Waterfront Place by the presence of the Taco Truck who had promoted its location for the evening via social media networks
- residents - many local residents came down to have their say after seeing Council's advertising and poster promotion
- resident associations – a table was set up independent of the Council marquee hosting flyers and petitions produced by a local neighbourhood group.

The ‘Keep, Chuck, Change, Add’ activity data is presented in Appendix A.

Participants at the on-site information session told us:

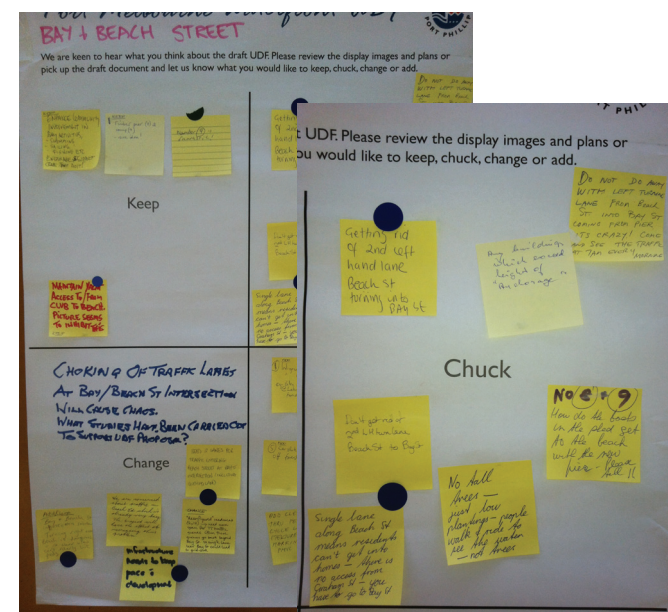
“Do not do away with left turning lane from Beach St into Bay St coming from the pier.”

“Keep views of Melbourne skyline on ships approach to Port Pier.”

“Keep Yacht Club access to/from PMYC to Beach.”

“Improve beach amenity.”

“Please maintain existing number of car parks or increase the number.”



What we heard

Participants at the on-site information session told us they would add the following things to the UDF:

“Keep-Clear bits at intersections of Park Square and Beach Street to allow traffic from Park Square to enter Beach Street when congested.”

“Re-visit siting of hire bicycles for easy access and increased appeal.”

“Consider effective public transport along Beach Road and Beaconsfield Parade to St Kilda. Connect the 109 tram and Tasmania ferry passenger traffic to St Kilda.”

“Public toilets.”

“Art.”

WHAT WE HEARD AT THE COUNCIL MEETINGS

Questions were asked of Council during public question time at each meeting of Council from 6 February until 13 March, and again on 27 March 2012.

In most cases answers were provided by the Mayor and Councillors on the evening and others were taken on notice and a response provided by the next meeting.

Some of the themes that emerged during the weeks of public question time included:
the design concept for the site at 1-7 Waterfront Place
community consultation prior to the draft UDF being released for public comment in December 2011
open space in and around the Waterfront Place Precinct.

All questions raised and answers provided are available on the website at www.portphillip.vic.gov.au/meetings_agendas.htm

WHAT WE HEARD THROUGH THE SUBMISSIONS

164 submissions responding to the draft UDF were received. 115 were received via email correspondence and 49 were received via the Have-Your-Say page.

66 submissions supported the draft UDF

The subject of the majority of submissions (147) was the redevelopment of the site at 1-7 Waterfront Place (support and opposition).

Of the 147 submissions that referred principally to 1-7 Waterfront Place:

- 27 submissions supported the height and design envelope put forward in the draft UDF or greater.
- 73 submissions did not support any redevelopment of 1-7 Waterfront Place.
- 47 submissions indicated that it would be appropriate if the site were redeveloped somewhere in the range between 2 and 8 storeys.

The need to address traffic movement and the quality and quantity of public open space in and around the Waterfront Place precinct were the other main issues raised in submissions. A number of submissions contained photographs of issues of concern, such as B Double trucks on Beach Street and rubbish storage areas, as well as sketches of possible design solutions. In general, the issues raised in the submissions received can be broadly summarised as follows:

- height of building envelopes for 1-7 Waterfront Place (for and against)
- current levels of traffic congestion/circulation and the impact of new development
- impact of the closure of community facilities at 1-7 Waterfront Place
- Council process for determining building envelopes for 1-7 Waterfront Place

- commercial activity on the eastern side of Waterfront Place
- loss of green space
- views to the city from cruise shipping and the impact of 1-7 Waterfront Place
- overshadowing
- loss of views by proposed new vegetation on Beach Street
- impact of cruise shipping and the failure to capture the benefits for the local area.

A thematic summary of submissions received was presented to Council at its meeting on 27 March 2012.

Council has also received a copy of a petition addressed to the Legislative Assembly of Victoria and City of Port Phillip. The petition contained more than 1100 signatures and asked that the:

“Victorian Parliament and the Ministers for Local Government and for Planning to request the City of Port Phillip to remove towers from the draft Urban Design Framework and we ask the City to so do.”

What happens next?

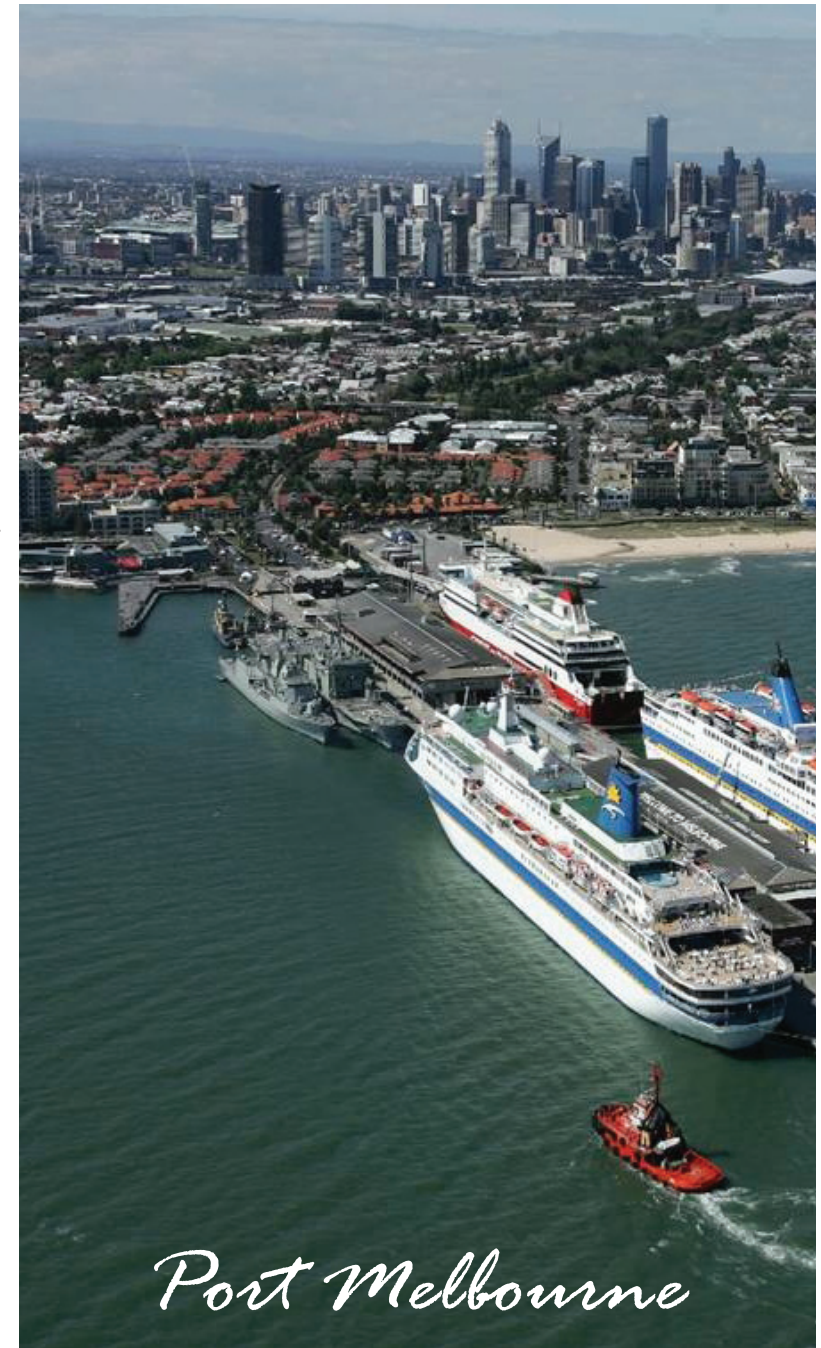
Council resolved at its meetings on 13 and 27 March 2012 to revise elements of the draft UDF based on what the community told us during this consultation period.

On 13 March 2012, Council resolved to develop a process for reviewing the draft UDF and on 27 March 2012 (in summary) resolved to:

- review the draft UDF Vision and Principles
- complete more strategic work to inform revisions to the Waterfront Place Precinct
- prepare detailed design guidelines for 1-7 Waterfront Place taking into consideration the (MGS) Urban Design Advice (November 2009)
- develop a community engagement strategy for the preparation of revised Waterfront precinct and site guidelines.
- Additional work to inform the revision of the draft UDF will include investigation of traffic, views and vistas and urban design guidelines for 1-7 Waterfront Place.

A community engagement strategy to guide the revision of the draft UDF was adopted by Council at its meeting on 23 May 2012.

The resolutions from the Council meetings on 13 and 27 March 2012 are available at www.portphillip.vic.gov.au/meetings_agendas.htm



APPENDICES

APPENDIX A

TRANSCRIPT OF 'KEEP, CHUCK, CHANGE, ADD' CONSULTATION ACTIVITY FROM THE INFORMATION SESSION 29 FEBRUARY 2012

BAY & BEACH STREET HUB

KEEP

- Enhance community involvement in Bay activities – swimming, sailing, fishing etc. Encourage and support clubs that do it.
- Timber pier (8) and ramp (9) – nice idea
- Number 9 – ramp – is fantastic
- Maintain Yacht Club access to/from Club to Beach. Picture seems to inhibit this.

Chuck

- Getting rid of 2nd left hand lane Beach St turning into Bay Street
- Any building which exceeds height of the 'Anchorage'
- No not do away with left turning lane from Beach St into Bay St coming from the pier – its crazy!! Come and see the traffic at 7am every morning.
- Don't get rid of 2nd left hand turn Beach St to Bay St
- Single lane along Beach St means residents cant get into homes – there is no access from Graham Street – you have to go to Bay St
- No tall trees – just low plantings – people walk and rise to see the water – not trees
- No 8 and 9 – how do the boats in the shed get to the beach with the new pier – Please tell!!

CHANGE

- Choking of traffic lanes at Bay/Beach St intersection will cause chaos. What studies have been carried out to support UDF proposal?
- Needs 2 lanes for traffic entering Beach Street at Bay Street intersection including queuing lane.
- "Reconfigured" road areas (2,12) need more space for TT traffic queues. Often these queues go back beyond Bay St so single lane near Bay St could lead to gridlock.
- Infrastructure needs to keep pace with development

ADD

- Indigenous trees and Art e.g. Glen Romains @ Lake Colac foreshore
- Car parking off foreshore
- Add clear through pedestrian cycle line (texture?) markings across PMYC.

BEACH STREET PRECINCT

KEEP

- Keep shading (low level)
- Stormwater Treatment
- A childminding centre, a gym, a tennis court and a swimming pool. Not more than 3 storeys would be good
- Cumulator lane good idea worth trying. Must have signs out at the right time.
- Keep No. 1
- The vertical drive landscape of Beach Street to Station Pier – vegetation maybe
- Improvements to beach amenity
- Just tell me what needs developing? I live here - ?
- Leave everything as is – food store needs to maintain outer areas i.e. rubbish
- Keep No. 3

CHUCK

- What is wrong with 3 level (existing) development – why change it?
- Yes, why change it?
- If it aint broke don't fix it – and it aint broke.
- 3 level – NO towers!
- This is all about Arab money
- Don't let queue traffic spoil promenade air, views, experience
- Port Phillip Council shows no respect to Port Melbourne community – it only respects developers
- Plantings along Beach Street need to be low – people driving, living and walking want water views not shade trees
- The council can't even keep this area clean – that would be a START for the entrance to Melbourne via boat. Bikes cross into walkers – what do you think will happen with more people – are you for real!

CHANGE

- Shade trees – don't impede on residents views
- The architecture of the Waterfront Place development is crucial. Must be high quality – how do you ensure it is?
- Spirit of Tasmania must be told to get all cars onto the wharf as they arrive to prevent traffic back-up. Need to move check-in further back. More space must be made available
- Rationalise tour, bus, taxi and queue traffic
- Keep angle parking in Beach Street to Bay Street – don't stop at Nott Street
- There has not been enough consideration for increased traffic and increased inflow of people to the area. Existing infrastructure is inadequate and so are proposed 'adjustments' to infrastructure.
- Traffic – current and increased – issues need to be addressed. Page 46 in draft UDF (15) temporary queuing lane = woefully inadequate. A large parking/queuing area is needed and maybe PoMC land is the best location (current truck/access/packing area).
- The increased pressure on streets in the area of increased traffic and increased number of people has not been adequately addressed in the UDF concept plan. We don't want this part to evolve into a CBD-like, high congestion area.

ADD

- Clear about integrated proposals w. Beach
- Better drainage
- Re-visit siting of hire bicycles for easy access and increased appeal
- Consider effective public transport along Beach Road and Beaconsfield Parade to St Kilda. Connect the 109 tram and Tasmania ferry passenger traffic to St Kilda.
- Glen Romanis art/sculptures/seating at Lake Cola tells a story (local) and has indigenous plantings and seating.
- Implement revegetation results as early/phase/priority
- Most enlightened – stormwater drain treatment possible
- No shops needed. More parking not less. Unrestricted views to city. Less Traffic. Underground car park. No high rise buildings as per original agreement. More consultation with people who live here.

APPENDICES

WATERFRONT PLACE PRECINCT

KEEP

- Keep the view of the city when you drive over Bolte Bridge towards the beach.
- Waterfront precinct is the only clear view of the water.
- Keep 3 storey height limit at 1-3 Waterfront Place
- Keep buildings low
- Please keep existing heights at 3 storeys.
- Keep views of Melbourne skyline on ships approach to Port Pier
- Plan is great except what about traffic and parking? Currently totally confused. Also, 3 storeys is high enough.
- Urban space improvements. Dedicated queuing lane.
- 3 storey height limit. Infrastructure can't handle the current population of the area.
- Why was there not a covenant to stop developers buying into this place in the first place?
- Drink fountains and showers.
- Keep pedestrians on Bay side of the street.
- Keep Spirit of Tasmania
- Keep existing building
- Adhere to covenant height restrictions which applied when people bought into this area in good faith.
- More public art and representation of Aboriginal and later settler history.

CHUCK

- Do not exacerbate traffic issues
- Towers will create too much shading and will create wind tunnels
- Do not approve any development of this site
- No shop
- Seaplane (noisy) Use 109 Tram
- No high rise should be allowed on old gym site – too tall for the area and too much traffic – traffic is a problem now.
- No towers at Waterfront Place
- Avoid excessive shading
- Chuck Waterfront Place 10 & 14 storey buildings
- No traffic lights at roundabout
- No towers

- Traffic lights do not improve traffic flow. They cause bottlenecks.
- I agree with above.
- The proposed UDF will completely destroy Waterfront Place as a community meeting place. It is a disrespectful plan.
- Fully oppose redevelopment of gym building and existing IGA store. Leave as 3 storey. Will destroy amenity of area. Parking issues. Visuals affected. Traffic issues.
- Please keep existing height at 3 storeys.
- Oppose building new commercial building on E of car park and entrance to SoT ferry due to parking issues and traffic issues.
- The proposed UDF will destroy Waterfront Place as a community area. The plan is dreadful.
- When we purchased we understood there were covenants on the buildings – why change these covenants to disadvantage us residents?
- Food store – 3 storey limit. Any redevelopment that will increase height limit will cause negative impact on amenity of area. Stick with height limit.
- Don't alter footpath – no widening.
- Need better access into Beach Street from Beaconsfield Parade and entry from Garden City. Traffic overflow from Rodd Road is not good!
- No high rises. Put improved flow of traffic. Owners need freedom to get into and out of our area without lots of traffic.
- No high rise please
- Any redevelopment of current gym/childcare building must be less than 10/14 storeys. More like 4-5 maximum.
- No traffic lights
- Do no build any temp/permanent structures alongside the truck parking area.
- Chuck passage no 3 – a funnel for Southerly winds
- No new towers

CHANGE

- We want our gym back and our child minding centre which was part of the attraction to buy here.
- Has considerations been given to wind tunnel effects of two towers with small gap between them?
- Change traffic on Beach Street – not a run off for Todd Road – just local traffic

- Address traffic issues effectively, including through traffic to freeway.
- Port Melbourne Village – Potential for a community unlike the urban sprawl – community and history!!
- Prefer Waterfront Place Concept 1 but with green separation between pedestrians and queue lane.
- Do not approve the construction of 2 towers. Maintain Spirit of Tasmania and associated truck parking.
- Equalise amenity on both sides of Station Pier approach – balance decking with green L/S.
- Eliminate traffic flow crossover caused by cars for existing TT line area. The proposed access lane does not address the issue.

ADD

- Speed humps on Beach Street
- Indigenous artwork or sculptures in open spaces
- Please ensure that current businesses are protected from losses
- Regarding communications – photos of height should be from residents view not beach view.
- Please consider lowering parking prices – this is an issue of accessibility to the Waterfront. People should not have to pay high prices to swim at the beach.
- Free civic parking with art and seating.
- Totally against towers. Traffic will be horrendous – bad enough now.
- Add keep clear bits at intersections of Park Square and Beach Street to allow traffic from Park Square to enter Beach St when congested.

APPENDICES

BEACON COVE PROMENADE & PRINCES PIER PRECINCT

KEEP

- Keep the Spirit of Tasmania and its docking facilities
- Keep the views of the city
- No more than 3 levels – chuck 14 and 10 proposals
- 3 and 7
- We are a Port – Keep the port characteristics and enhance them
- Interests of residents
- Keep 3 storey height limit
- 3 storey covenant on all titles
- Keep open spaces. Current low level building height
- Please maintain existing number of car parks or increase the number
- Princes Pier – boat mooring need ladders. If you arrive at low tide in a small boat it is a long way up to the dock. Need more moorings.

CHUCK

- Please get rid of the current rubbish and build something useful to us all
- Proposed 2 new towers
- No towers at Waterfront Place
- Waterfront Place 2 towers
- No high rise towers at I-I I Waterfront Place
- No high rise development of this site
- Traffic and congestion
- No development of the site
- No more day boat mooring fixtures
- No high development at Waterfront Place. The gym and child minding centre were good facilities
- Chuck plans for retail development otherwise tatty souvenirs and tattoo shops

CHANGE

- Clean up the site of no I-I I
- 3 storey homes as per first point. No high rise
- Like most of it except the high rise. Also we need more community facilities
- Need a way to clear the water of litter e.g. call for tenders? Contractors would need a Town Hall boat with netting
- Foster current building as a kind of childcare centre
- Build 3 storey apartments as per first point
- Clean up litter around light rail stop – looks dreadful
- Don't add traffic lights at Princes
- Clean up area in front of store – it is always dirty
- Great concept – just what the area needs

ADD

- Need public toilets
- Need rubbish bins on Beacon Cove promenade
- Art
- Add trees and foliage
- No development
- Add more cleaning maintenance, good housekeeping of Beacon Cove.

APPENDICES

APPENDIX B COUNCIL RESOLUTIONS

MINUTES - ORDINARY MEETING OF COUNCIL – 13 MARCH 2012

9. NOTICES OF MOTION

MOVED Crs Klepner/Powning
That Council

1. Acknowledges the submissions received to date and request that a report be provided to Council on 27 March 2012 to:

- 1.1 Provide a thematic summary of the submissions received
- 1.2 Provide an opportunity for submitters to present to Council

2. Taking into account the findings of part 1 of this motion, reviews the draft Vision and Principles identified in the draft UDF to ensure they reflect:

- 2.1 Traffic, access, car parking, movement and circulation issues
- 2.2 Opportunities for improving accessibility and safety on the Beacon Cove Promenade
- 2.3 Consideration of Port access requirements and the outcomes of the traffic study currently being finalised by the Port of Melbourne Corporation
- 2.4 Opportunities to strengthen community connections through public realm improvements
- 2.5 Opportunities to maximise the local benefits of tourism associated with the Port and the foreshore location and ways to improve the visitor experience.

3. Taking into account the findings of part 1 of this motion, reviews the draft UDF in relation to the Waterfront Place Precinct (including freehold land in the precinct) by undertaking more detailed strategic work to:

- 3.1 Further investigate traffic, access, movement and circulation (including car, freight, bicycle and pedestrian) in and around Waterfront Place to identify potential changes to traffic management arrangements and their possible benefits. This work should include consideration of the outcomes of the traffic study currently being finalised by the Port of Melbourne Corporation
- 3.2 Undertake an analysis of views and vistas to and from

Waterfront Place

- 3.3 Investigate opportunities to strengthen community connections and the visitor experience through public realm improvements
- 3.4 Investigate opportunities to maximise the local benefits of tourism associated with the Port and the foreshore location
- 3.5 Investigate opportunities to improve connectivity around and through the precinct.
- 3.6 Prepare detailed design guidelines for the site located at 1-7 Waterfront Place taking into consideration the urban design guidelines adopted by Council in November 2009 and the regulatory framework that applies to the land in particular current planning controls and consistent with all existing relevant covenants. The detailed design guidelines must also address:
 - 3.6.1 site responsiveness including the interface of the site with its surrounds, particularly the historic railway station building and Beach Street and Park Square.
 - 3.6.2 building envelopes, heights and setbacks
 - 3.6.3 overshadowing
 - 3.6.4 design considerations such as access around and through the site, active edges, building articulation
 - 3.6.5 activities at ground level and above
 - 3.6.6 public places and spaces
 - 3.6.7 amenity
 - 3.6.8 community uses
 - 3.6.9 community benefit
 - 3.6.10 traffic access, movement, parking, loading, access and egress to the site
 - 3.6.11 visual impact (from nearby and from a distance)

4. Requests that a report be provided to Council in April detailing the proposed process for engaging with the community in the preparation of revised Waterfront precinct and site guidelines, including the opportunity for stakeholder forums with representation to include community groups, the Port of Melbourne Corporation, the business association, local business operators, Yarra Trams and the owners of the freehold sites.

5. Writes to all submitters advising them of Council's decision.
A vote was taken and the AMENDMENT was CARRIED
The AMENDMENT became the SUBSTANTIVE MOTION.
A vote was taken and the MOTION was CARRIED.

Cr Thomann requested a DIVISION.

For Against
Cr Bolitho Cr Thomann
Cr Powning Cr Middleton
Cr Klepner Cr Touzeau
Cr O'Connor
The MOTION was CARRIED.

The meeting was adjourned for a short recess at 8.27pm.
The meeting re-commenced at 8.34pm.

APPENDICES

MINUTES - ORDINARY MEETING OF COUNCIL – 27 MARCH 2012

MOVED Crs Powning/Middleton

That Council:

2.1 Receives and considers all submissions on the draft Port Melbourne Waterfront Urban Design Framework.

2.2 Acknowledges the covenants and current planning controls affecting the site at 1-7 Waterfront Place.

2.3 Undertakes further strategic work in accordance with the resolution 13 March 2012 to review the draft UDF, in particular the draft Vision and Principles and the Waterfront Place Precinct section.

2.4 In preparation for the possibility that the covenants are varied, removed or deemed not applicable, undertakes further strategic work in accordance with the resolution 13 March 2012 to prepare detailed design guidelines for the property located at 1-7 Waterfront Place that will reflect the Waterfront Place Beacon Cove Design Guidelines October 2009 (MGS Architects 2009), and in particular will not exceed the recommended building envelope and height controls.

2.5 Acknowledges that the detailed design guidelines will inform the review of the Waterfront Place Precinct.

2.6 Reaffirms the request that a report be provided to Council in April detailing the proposed process for engaging with the community in the preparation of revised Waterfront precinct and site guidelines, including the opportunity for stakeholder forums with representation to include community groups, the Port of Melbourne Corporation, the business association, local business operators, Yarra Trams and the owners of the freehold sites.

A vote was taken and the MOTION was CARRIED.

Authorised by
Kay Rundle, Chief Executive Officer
City of Port Phillip
cnr Carlisle Street and Brighton Road
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