

# Port Melbourne Waterfront

## U R B A N   D E S I G N   F R A M E W O R K

### *Vision Statement*

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.

- Principle 1:* Encourage Melburnians, local residents, and visitors to Port Melbourne with a mix of activities along the waterfront.
- Principle 2:* Create new high quality public places that inspire people to spend more time, to interact and to exchange.
- Principle 3:* Enhance the valued natural environment and reinforce the Port Melbourne Waterfront as a special place to live and visit.
- Principle 4:* Create a distinctive foreshore and new public places that celebrate the history of the Port Melbourne Waterfront.
- Principle 5:* Improve the year round look, feel and function of the waterfront through public and private development.
- Principle 6:* Actively partner with the Port of Melbourne Corporation and the community to enhance the quality and experience of the waterfront for residents, visitors, commercial and port operators.
- Principle 7:* Support the continued operations of ferry, freight and cruise ships alongside popular public open space and a nearby local community.
- Principle 8:* Encourage Environmentally Sustainable Design (ESD) in the architecture and design of buildings and public places.