DRAFT FOR CONSULTATION | MARCH 2013

Port Melbourne Waterfront

URBAN DESIGN FRAMEWORK

PRINCES

Port Melbourne Waterfront

URBAN DESIGN FRAMEWORK

CITY OF PORT PHILLIP

This document has been prepared by the City of Port Phillip with assistance from;

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Draft for Consultation March 2013

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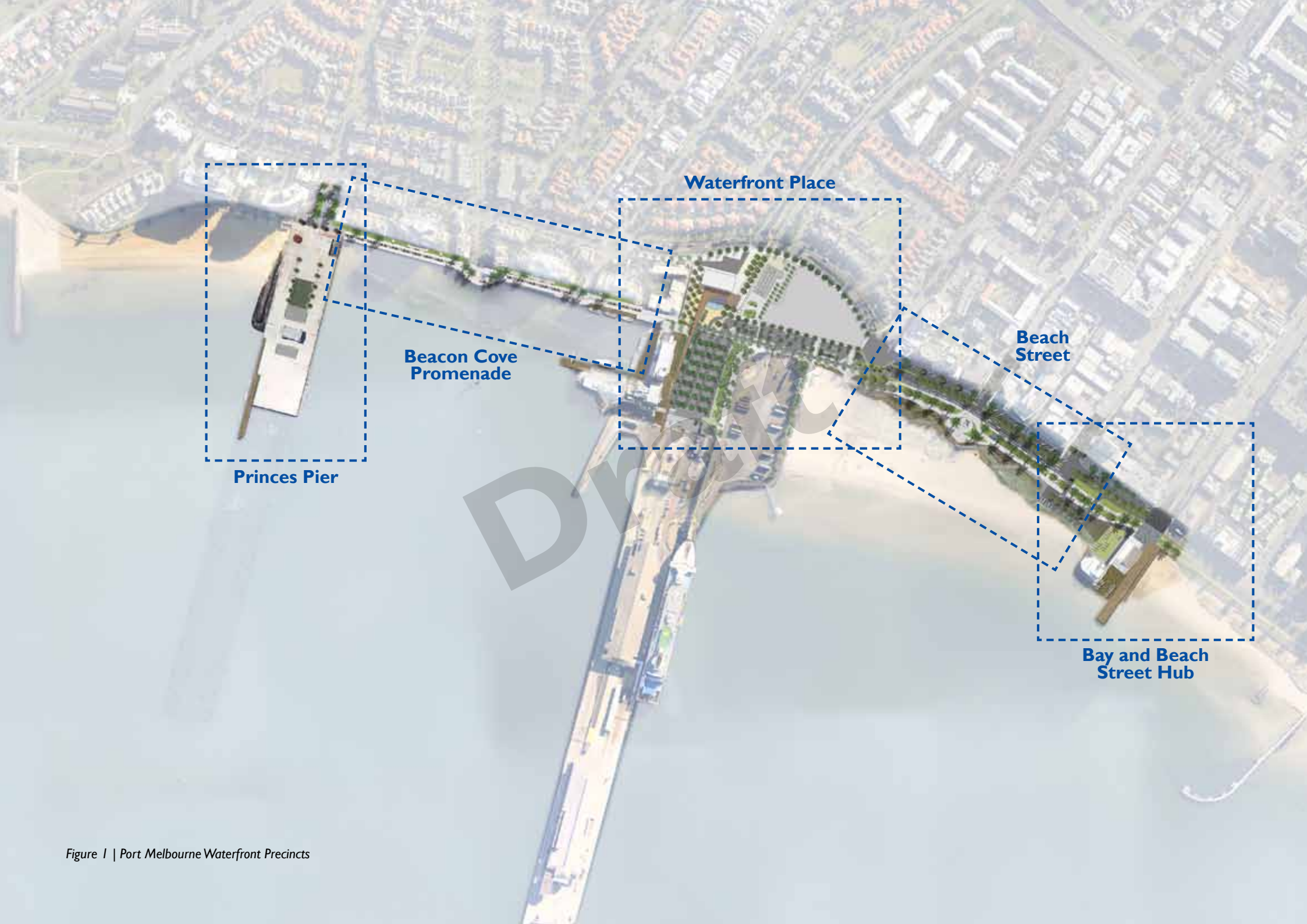

Figure 1 | Port Melbourne Waterfront Precincts

Executive Summary

As one of Melbourne's most significant waterfront locations, the Port Melbourne waterfront plays a central role in defining Melbourne's character as a capital city. It represents a powerful and compelling part of the early history of Melbourne and thrives as a vibrant residential, retail and tourist destination.

This Urban Design Framework (UDF) is part of the Port Melbourne waterfront's continuing story. It provides a series of options to manage the growth and diversity of the area, and has been developed following extensive consultation with the community and other key stakeholders. The UDF provides a vision for the future of the waterfront that reflects its importance to Melbourne.

A RICH HISTORY

Unknown to many local residents and visitors, the Port Melbourne waterfront has a fascinating and rich history. From humble beginnings as a safe, sandy harbour for a fledgling settlement, the Port Melbourne waterfront quickly grew to become a key port, connecting Melbourne to the rest of the world. For decades it was the first glimpse of Australia for thousands of migrants. It was also where the unemployed masses went to find work and sometimes clashed with police. For many years it was where goods left Victoria bound for Europe and the rest of the world.

THE STUDY AREA

The Port Melbourne Waterfront UDF covers an area that 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 activity centre and is less than 3 km from Melbourne's CBD. It incorporates a broad range of land uses, from industrial maritime uses through to high rise residential development. The character of the area reflects its varied land uses and history. The finer urban grain to the west, between Bay and Princes streets, is in sharp contrast to the recent higher rise waterfront development of Beacon Cove. Amid these varied characteristics, Station Pier continues to provide maritime infrastructure that supports Victoria's economic development.

Based on previous studies, the UDF's findings and recommendations have been divided into five precincts:

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

Key issues and improvements are focused on balancing a variety of land uses in line with community values.

Previous waves of development, from industrial to residential, have resulted in competing and conflicting uses. 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 Melbourne's premier assets.

COMMUNITY ENGAGEMENT

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

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KEY CHALLENGES

There are real and immediate challenges for the Port Melbourne waterfront. Some of these include:

- 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, green open spaces
- treating stormwater discharge points along the beach and creating a more resilient foreshore habitat.

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VISION

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

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.

NEXT STEPS

The Port Melbourne Waterfront UDF details a series of outcomes and projects to be achieved within a 30 year timeframe.

Implementation of the UDF's findings requires a multi-faceted approach, led by Council in partnership with the State Government, the Federal Government, the private sector and community stakeholders. The implementation plan for this UDF will be closely linked to Council's Capital Works Program, and its annual service delivery program.

The delivery of future projects will be subject to further community and stakeholder consultation activities and detailed design and feasibility.

COLLABORATION

The Port Melbourne waterfront is a shared responsibility between the City of Port Philip, the Port of Melbourne Corporation, the state government and the federal government. Their joint responsibilities are to:

- celebrate Waterfront Place as the key entry point to Melbourne for cruise shipping and provide reasons for visitors to stay longer
- ensure the waterfront is easy to access, overcomes the demands of peak Port activity, and allows freedom of movement for local people and visitors
- develop a series of public spaces that can be used flexibly to 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 an upgrade to Princes Pier and this kind of investment should continue to ensure a better future for the Port Melbourne waterfront.

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STATION PIER

THE BEACH

01 Introduction

The Port Melbourne waterfront is a highly valued place to live, with good access to a variety of services and facilities. It is a walkable, safe and mostly quiet neighbourhood seen by residents as a village on the doorstep of the city.

For a number of years there has been uncertainly around several key sites in the area and the integration of these sites with the public spaces of the waterfront. The Princes Pier refurbishment is one example that provides a significant opportunity for the community to be more involved in the area's history and its future growth.

1.1 WHY THIS UDF IS NEEDED

The Port Melbourne Waterfront Urban Design Framework (UDF) provides direction about the future of the waterfront at a time of growth and change. The UDF addresses a number of conflicting requirements in the area and proposes appropriate and positive solutions.

These requirements were identified and discussed as part of the community consultation process. Following this, conceptual designs were developed to determine possible solutions to specific challenges and create a shared vision for the area.

This UDF describes the physical form of 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 set of supporting design objectives were agreed. In response, a series of design concepts were developed to create a better understanding of the link between the vision, objectives and the proposed physical forms and their underlying principles.

1.2 METHODOLOGY

In 2010, Council used the Port Melbourne Waterfront Revitalisation Report (2005) and the Waterfront Place Urban Design advice (MGS Architects 2009) as the basis to prepare the current draft UDF to address issues facing the Port Melbourne waterfront area.

The UDF was also informed by a series of community inputs coordinated by AECOM consultants that included information sessions, a visioning workshop, children's workshop and drop in sessions. This input was captured in the July 2011 Vision Report from which the UDF's Vision, Principles and Objectives were later drawn.

From December 2011 to March 2012, Council released the draft Port Melbourne Waterfront Urban Design Framework for public consultation. Following this consultation period Council resolved to do further work on the Draft UDF, particularly relating to the Waterfront Place Precinct.

Following a forum of key stakeholders in late 2012, Council engaged specialist consultants to prepare studies on views and vistas, and transport and access, and design and development relating to Waterfront Place. These studies informed the preparation of a new public realm concept for Waterfront Place.

At this time Council also decided to remove the consideration of private land from the UDF and allow it to focus exclusively on the public realm. To provide strategic direction for the private land contained within the study area, Council will facilitate the preparation of design guidelines for each of the privately held sites as part of the implementation of the UDF. *Design Guidelines 1-7 Waterfront Place* (2013) is the first of these design guidelines documents.

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1.3 HOW THIS UDF IS STRUCTURED

The UDF begins with an overview of the rich history of the Port Melbourne waterfront, followed by the vision and principles for the area, developed by the community. The existing conditions and opportunities along the Port Melbourne waterfront are discussed and a number of opportunities are highlighted. This establishes a framework for responding to a range of issues, and forms the basis on which recommendations are made.

Design objectives and preferred outcomes are outlined for five distinct public realm precincts. These outcomes clearly build upon the community-led vision and create opportunities for a series of projects that realise a new future for the waterfront.

The Implementation Strategy outlines the costs, timeframes and possible funding sources.

Note: The Key Site Development Guidelines shown in the Draft UDF (2011) have been removed from the Final UDF document and now form a stand-alone document titled *Design Guidelines 1-7 Waterfront Place*.

Port Melbourne Waterfront UDF (2013)

- Executive Summary
- 01 Introduction
- 02 Developing a common vision
- 03 Existing conditions & opportunities
- 04 Precincts
- 05 Implementation strategy
- Appendices

1.4 HISTORICAL CONTEXT

The Port Melbourne waterfront has a rich history that has helped determine the character and activity of the area today. However, in terms of its built form and urban character, the waterfront 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.

Other historical characteristics of the area that have been diminished or removed include (for Beacon Cove) the industrial BP site that 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 of relatively recent origin.

Figure 3 | Historic Postcard of Port Melbourne Pier

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Figure 4 | 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 River on stepping stones.

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

In the earliest days the Port Melbourne 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 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 (now Willamstown), a carriage service to Melbourne and a mail service between the town and the ships in port. They also offered a myriad of entertainments to those who visited the Pier Hotel.

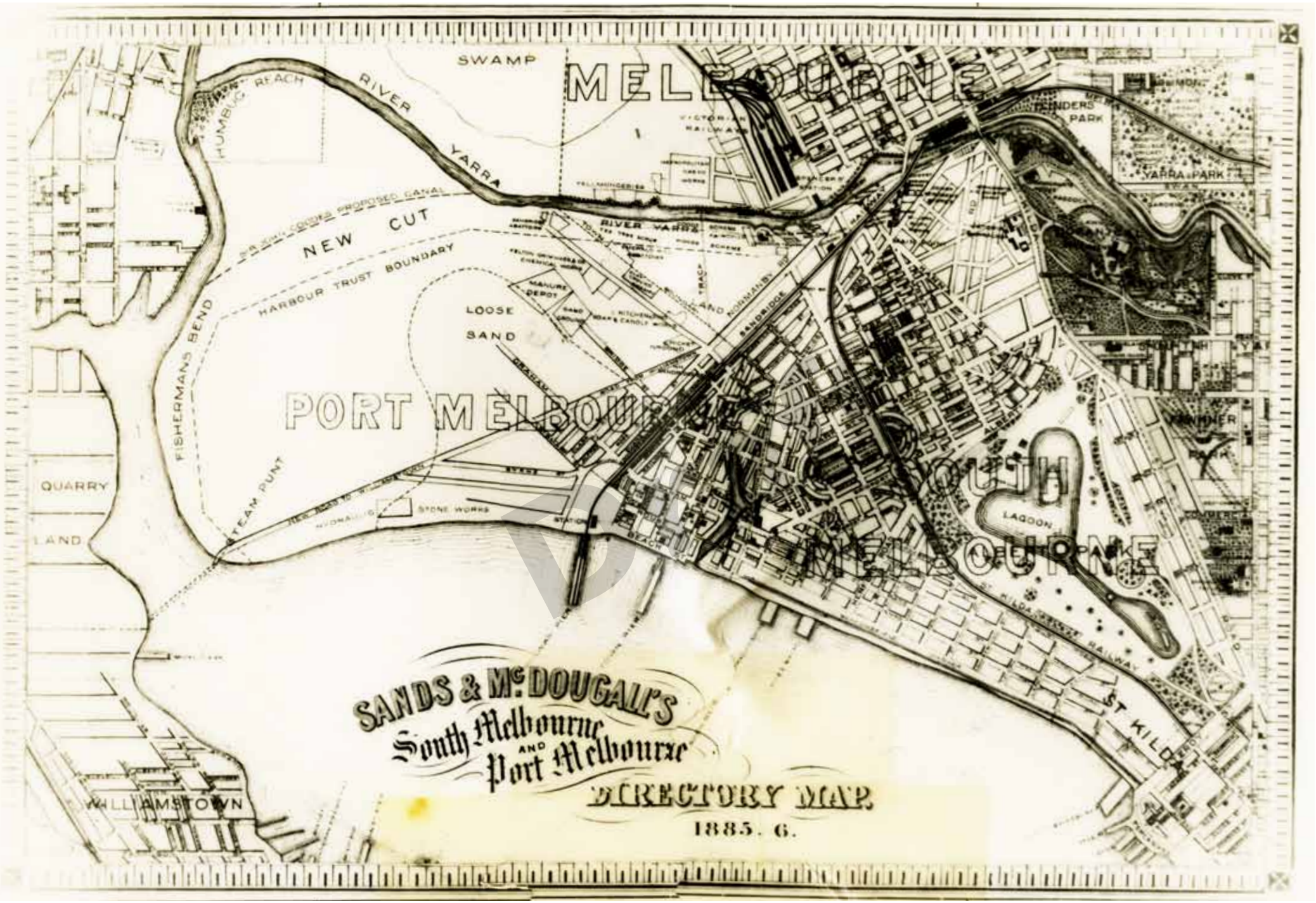

Figure 5 | Historic Map 1885

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. Even though for over a decade the tree-rimmed beach held only a straggle of huts and tents plus the Marine and Pier hotels, the government had plans. In 1849 it laid out the 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 the frenzy 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.

However, pride in this achievement soon turned to the grim realisation that arrivals were mostly bypassing 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, sometimes even impossible – to sail up the nine miles (14 km) 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, ships' chandlers and 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 those 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 Melbourne into the Great Depression earlier than other areas, was notorious for police firing on 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 was sold to the State and the piers came 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.)

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Figure 6 | Historic Photo of Station Pier

Locals continued to enjoy the beaches and swim between the piers. But a growing perception over the 20th century was a perception that Port Melbourne's industrial foreshore was too unsightly to welcome important visitors. Beautification plans were proposed, although not implemented. To avoid embarrassment, 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 we now know as Beacon Cove. A single pylon is left standing to remind us of what once had been.

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 post-war 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 came 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 1,400 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 post-war 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; although now they come as tourists, not immigrants.

In the 1980s attention focussed on former industrial 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 – the newest of the 20th century's historic housing estates on Fishermans 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 7 | Historic Railway Station and Centenary Bridge

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02 Developing a common vision

2.1 CONSULTATION WITH THE COMMUNITY

The City of Port Phillip and the community have embarked on an exciting future for the Port Melbourne waterfront. Ensuring community and stakeholder input at every stage of the process has been a key objective of Council's consultation plan, and enabled the creation of a shared vision for the waterfront that caters for all members of the community, preserves its rich natural heritage and celebrates its unique character.

COMMUNITY REFERENCE COMMITTEE

To ensure an integrated approach to the planning and future development of the Port Melbourne waterfront, the Port Melbourne Waterfront Revitalisation Report (2005) recommended the need for continued reporting and committee structure with appropriate membership.

In response to this, Council established the Port Melbourne Waterfront Urban Design Framework Community Reference Committee (CRC) in February 2010 as an advisory Committee of the Council. The CRC included six community members, two Councillors, and two Council officers, and met at regular intervals throughout the preparation of the Draft UDF document to provide overall direction 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.

Along with the preparation of the Draft UDF, the CRC also had opportunity to input on other significant local projects, including providing advice to Major Projects Victoria on the design of Princes Pier.

ENGAGEMENT EVENTS AND WORKSHOPS

Along with the strategic input of the CRC, a comprehensive consultation plan was prepared to guide community input into the preparation of the Draft UDF. This consultation plan sought to ensure all communications and engagement activities were developed in such a way as to promote active participation from a cross section of the community. To achieve this, events and workshops included;

- Web & Email updates (ongoing)
- Have Your Say (ongoing)
- Project Information Session (Feb 2011)
- Visioning Workshop (Feb 2011)
- Children's Workshop (April 2011)
- Vision Confirmation Workshop (May 2011)
- Meetings with key stakeholders such as Port of Melbourne Corporation and Port Melbourne Yacht Club

These workshops provided an opportunity to discuss key issues and opportunities identified within the study area, and to encourage people to express their own aspirations and vision for the waterfront.

To inform in the conversations with the community and key stakeholders, two "ideas" documents were released during the process. These documents were discussed at subsequent consultation events, and made available on the project website;

- Issues and Opportunites Paper (AECOM, 2010)
- Vision Report (AECOM, 2011)

These discussions led to the formation of shared community values to guide the development of the UDF.

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EXHIBITION OF DRAFT UDF

From 12 December 2011 to 9 March 2012 Council exhibited the Draft UDF and accepted formal submissions from the community and stakeholders. In all Council received 163 submissions. In general, the issues raised in the submissions received can be broadly summarised as follows:

- Height of building envelopes for 1-7 Waterfront Place
- Traffic congestion/circulation and the impact of new development
- The 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
- Perceived 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.

In response to the submissions received, in March 2012 Council resolved to undertake further strategic work to address the issues raised.

KEY STAKEHOLDERS

To provide vital community input into the finalisation of the UDF, a pool of key community members and stakeholders was established to participate in two Key Stakeholder Forums. These forums were held in August 2012 and February 2013.

Key Stakeholders included representatives of local residents, businesses and professionals, as well as key agencies including the Port of Melbourne Corporation (PoMC), the Office of Major Projects Victoria (MPV), the Department of Planning and Community Development (DPCD), Yarra Trams, Parks Victoria, Tourism Victoria and landowners.

More information about all these consultation activities is outlined in Appendix B

2.2 WHAT WE HEARD

The following is a summary of the shared values identified by the community, and the objectives developed from these themes.

CHARACTER AND IDENTITY

It is acknowledged that distinct elements within the Port Melbourne waterfront create 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 areas that provide quiet and peaceful places right 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 AND AMENITY

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

- creating a cleaner environment
- creating a greener and shadier environment
- providing peaceful 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 the availability of 'resident-friendly' water-based activities – swimming, boating, sailing and water sports
- providing opportunities for quiet recreational activities such as fishing, walking and promenading
- enhancing exercise opportunities 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 cater for temporary uses – markets , open air activities
- providing educational opportunities around water safety/ play, marine life and history.

CONNECTIVITY AND 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 the impact on local amenity
- enhancing access to St Kilda and the CBD
- providing for safe pedestrian and cycling activities.

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NATURAL ENVIRONMENT

The natural environment is a highly valued aspect of the Port Melbourne waterfront area. 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 an important community value. Objectives include:

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

These objectives directly informed the Vision and Overarching Principles in the following section.

2.3 VISION

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

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.

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WATERFRONT SPACES

2.4 OVERARCHING PRINCIPLES

The vision statement is supported by eight overarching principles which underpin design strategies set out later in this document.

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.

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ARTIST IMPRESSIONS

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Figure 8 | Context and Setting

03 Existing conditions & opportunities

3.1 THE PORT MELBOURNE WATERFRONT STUDY AREA

The Port Melbourne waterfront stretches along Beach Street from Bay Street in the east, to Beacon Road to the west. The study area includes a significant tract of port use land, mid and high-rise residential apartments, beach areas, Princes and Station piers, restaurants, the 109 light rail terminus, and an historic rail station.

The study area boundary has been generated to capture the blocks along the waterfront of Port Melbourne, and include the entirity of the Comprehesive Development Zone 1 covering Princes and Station piers.

While the study area includes multiple privately owned sites, the focus of this document is to provide guidance for the future of the public realm areas only.

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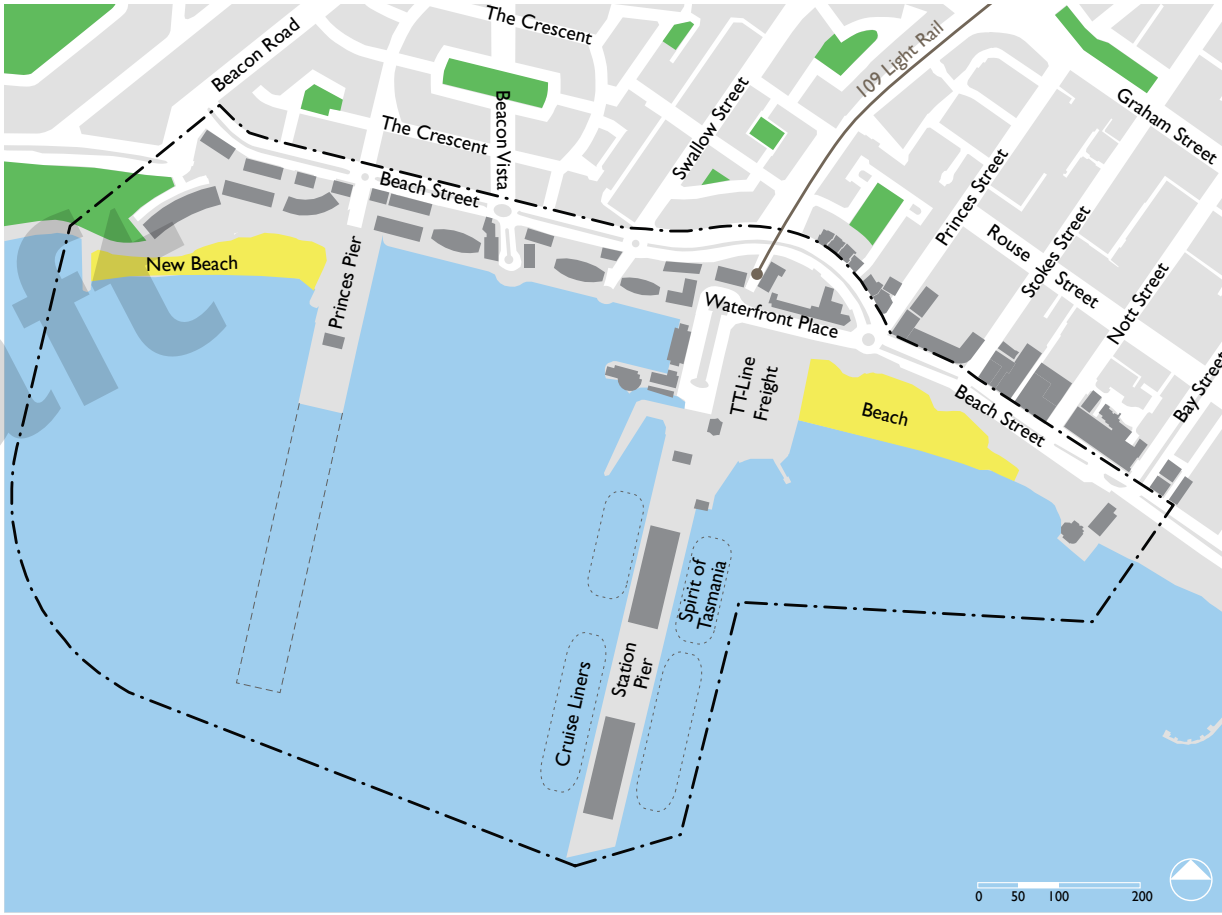
3.2 OVERVIEW OF KEY FINDINGS

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

WHAT IS WORKING WELL

- The Bay Street activity centre is and should remain the focus of retail and community activity in the broader locality.
- The waterfront area has an emerging service commercial hub centred on the Waterfront Place and Station Pier precinct, meeting local needs.
- 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.



Study Area Boundary
Buildings within Study Area
Open space

Figure 9 | Study Area

WHAT NEEDS IMPROVEMENT OR MONITORING

- There is competition between various land uses for access to supporting infrastructure and public space.
- Tourism opportunities in and around Station Pier and Waterfront Place are not maximised to their fullest potential.
- Port of Melbourne Corporation activities dominate the use of Station Pier and the associated TT-Line freight area. Ongoing management of amenity impacts on residential areas is required.
- The car park at Station Pier and Waterfront Place is poorly configured and, although experiences times of heavy use, is often under-utilised.

BUILT FORM

WHAT IS WORKING WELL

- Existing street facades along the waterfront generally provide an appropriate pedestrian scale of six to eight levels along Beach Street. Future development should continue this street scale and allow for upper levels to be set back to mitigate any increase of building scale as perceived from the street.
- The streets and lanes in the area give a sense of the 'finer grain', and include public spaces of various scales. Such relationships should be developed within new development.
- Important views toward Port Phillip Bay should be protected by building setbacks and restrictions on street wall heights. This includes views across the foreshore and along key streetscapes (Beach, Bay, Nott, Stokes and Princes streets, Waterfront Place and Beacon Vista).

WHAT NEEDS IMPROVEMENT OR MONITORING

- Along Beach Street building entry floors are often not level with the street. Although suitable for residential use, if future development includes commercial uses at ground floor, new buildings should be set at street level to encourage street activation.
- Future contemporary development should respect the heritage fabric of buildings such as the Station Pier Gatehouse, and Historic Rail Station.
- Scale and siting of new development should consider the potential pedestrian impacts such as overshadowing of the public realm.

ACCESS AND MOBILITY

WHAT IS WORKING WELL

- Current public transport options and frequency compare well to other inner city areas of Melbourne.
- Observation and community consultation indicate car parking capacities in the area are adequate. Any reconfiguration of the overall net car parking supply should aim to retain current capacity and, where possible, allow for sustainable growth to serve commercial and residential use.
- The Bay Trail is a highly popular east-west pedestrian and cycle connection along the waterfront.

WHAT NEEDS IMPROVEMENT OR MONITORING

- The community has called for the calming of cycle traffic along some sections of the Bay Trail. Any public realm development should start with a reduction in conflict between cyclists (and other active transport modes) and pedestrians.
- Any future redevelopment of 1-7 Waterfront Place should allow for public access through the site.
- Promote sustainable transport options and encourage local residents and visitors to use these transport modes. The City of Port Phillip municipality does not current have a waterfront public transport connection.
- The need to separate the TT-Lines passenger vehicle queuing area from broader traffic circulation has been identified through the traffic analysis and community consultation. Although the queuing capacity varies throughout the year, 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.
- The function of the roundabout at Princes/Beach streets and Waterfront Place needs ongoing monitoring and evaluation to ensure the present levels traffic and congestion do not become worse as the Station Pier operations continue to grow.

OPEN SPACE

WHAT IS WORKING WELL

- The waterfront areas and beaches are highly valued by the local communities and are often the focus for neighbourhood activities
- Even across the short length of the Port Melbourne waterfront area there is a great variety of open space options for users to enjoy.
- The length of the Port Melbourne waterfront is connected by the Bay Trail. This allows users to move easily between the distinct spaces while also connecting them to open spaces to the east and west

WHAT NEEDS IMPROVEMENT OR MONITORING

- There is a perceived lack of high quality and well-coordinated public open space. Much of the existing open space is in isolated pockets which limits its community value. Public space needs to be created to provide a variety of uses, scales and characters.
- Although recent interventions have significantly improved the condition of beach areas, further attention is needed to revegetate the area and maintain ecology.
- While some organised activities take place on the beaches (eg. beach tennis) more could be supported and encouraged.
- The visual amenity of the TT-Line freight area must be improved if Waterfront Place is to become a quality public place and the centre of a thriving tourist and local community precinct.
- The waterfront is dominated by Washingtonia Palms (*Washingtonia robusta*) and the Date Palms (*Phoenix dactylifera*), which although providing a strong visual character do not provide shade, shelter and sense of local character. Planting should be reviewed.
- There are currently no significant water quality treatments to the urban stormwater. Future public works should seek to include these kinds of initiatives.

Draft

PLANNING CONTEXT

WHAT IS WORKING WELL

- 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 1-7 Waterfront Place and 103 Beach Street 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.

WHAT NEEDS IMPROVEMENT OR MONITORING

- As the Beacon Cove Estate is now complete the existing planning controls that affect the Beacon Cove area (described under the current Comprehensive Development Zone) no longer serve any real purpose, nor do they provide guidance for any development that differs from the plan.
- 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

WHAT IS WORKING WELL

- The waterfront 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).

WHAT NEEDS IMPROVEMENT OR MONITORING

- Planning scheme policy and provisions should be designed to protect the views to and from the historic rail building and used to manage the heights and setbacks of development.

MARKET ANALYSIS

WHAT NEEDS IMPROVEMENT OR MONITORING

- 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 on 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 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 showcase produce from other Victorian destinations, travel-related agencies and active water-based sports 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.
- Community facilities such as libraries and community centres should be located in the Bay Street Major Activity Centre.
- Additional sport and recreational public facilities, such as a swimming pool or gym, could be supported in the area.
- The waterfront 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 complementary uses.

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Figure 10 | Webb Dock and Beacon Cove

3.4 KEY DESIGN OPPORTUNITIES

After analysing the existing conditions of the Port Melbourne waterfront, the following design opportunities have emerged to help achieve the vision and principles of the UDF. These design opportunities can be categorised into four key areas.

LAND USE

Privately owned sites at 101 and 103 Beach Street, and 1-7 Waterfront Place have been identified as likely to experience possible future changes to land use. The *Design Guidelines 1-7 Waterfront Place* aim to provide clear direction for the future of this site.

Any changes to the Port Melbourne waterfront should achieve the following;

- Enhance the existing and proposed pedestrian environment and public spaces by encouraging active land edges at street level
- Improve links between uses, the foreshore and public open space
- Introduce active uses which frame public spaces
- Introduce uses that enhance the tourist gateway and support the waterfront as a social and cultural destination

Figure 11 | 103 Beach Street

Figure 12 | 1-7 Waterfront Place

Figure 13 | 101 Beach Street

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BUILT FORM

- Activate surrounding public spaces and provide welcoming, comfortable and safe areas for pedestrian activity
- Enhance safety and security through passive surveillance
- Improve the quality of the pedestrian experience by retaining solar access to the public realm and by mitigating environmental conditions such as wind
- Retain views to enhance the strong connection between the land and the bay

VIEWS

Any new built form should consider and enhance the key vistas along the promenade (refer Figure 14). This may include:

- Creating or providing a greater significance for the historic rail station
- Helping pedestrians orient themselves and move through the space
- Protecting views to the CBD skyline for passengers arriving at Station Pier

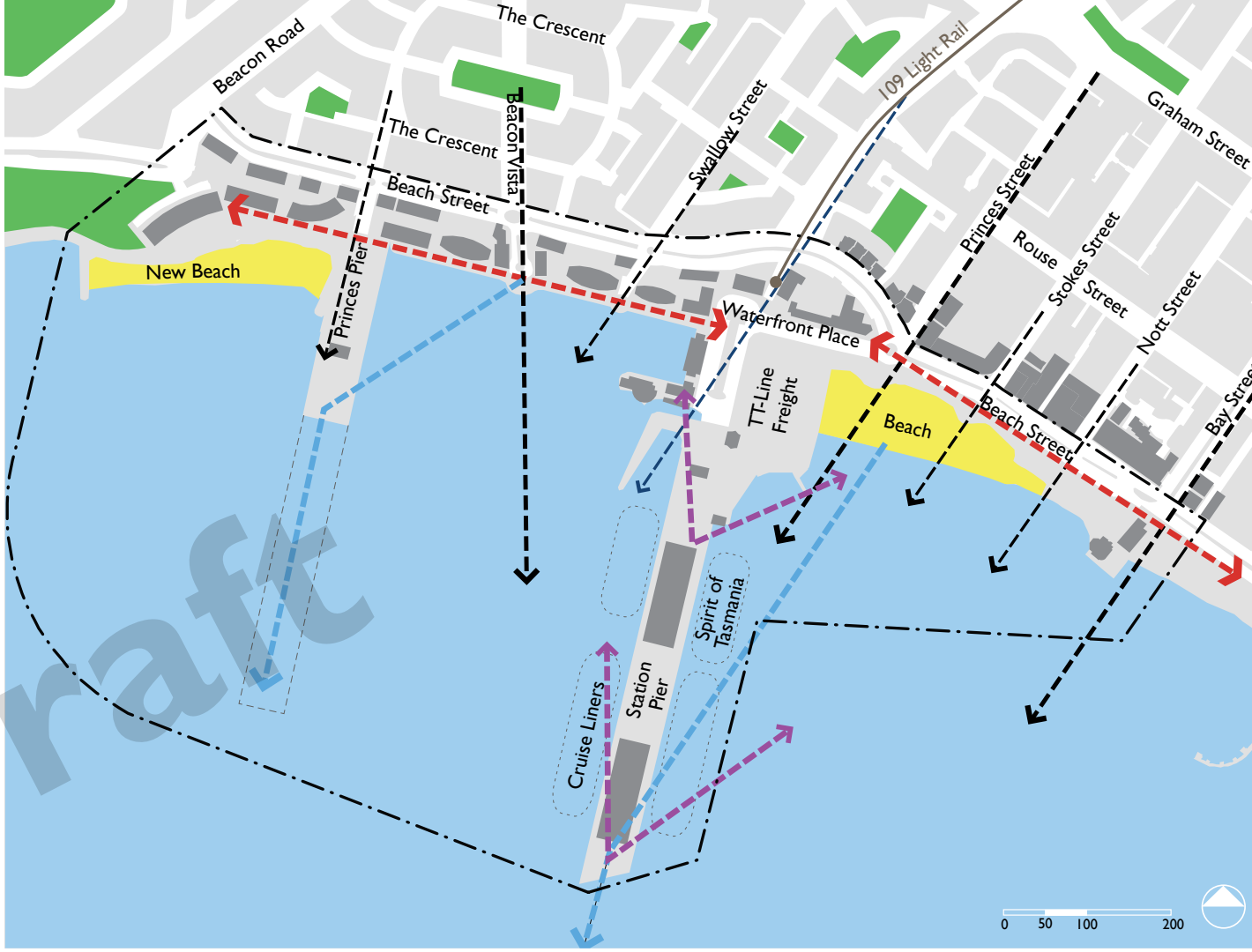

Figure 14 | Visual Axes

Key vista along promenade

Key street views towards promenade and horizon

Local street views towards promenade and horizon

Sea and pier view

CBD view

Potential view corridor

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ACCESS AND MOBILITY

Thers is a large body of work referencing access and mobility issues in and around Port Melbourne waterfront which has been considered in this chapter. These include, but are not limited to;

1. The City of Port Phillip's Sustainable Transport Strategy outlines a number of aspirations;

- An aspirational 50% reduction in community greenhouse gas emissions per person by 2020 (based on 2006 levels)
- Reduced private vehicle travel by residents from 78% to 53% of total distance travelled
- Increased travel by residents using walking and bike riding from 9% to 20% of total distance travelled
- Increased travel by residents catching public transport from 13% to 28% of total distance travelled.

The Sustainable Transport Strategy outlines a clear Road User Heirarchy which underpins all new transport related planning across the municipality (Refer to Figure 15)

2. The Transport and Access Study (URS, 2013) was undertaken for the area surrounding Waterfront Place. This study investigated traffic movement volumes along Beach Street from Bay Street to Beacon Road, undertook car parking utilisation rates within 500m of Waterfront Place, and provided recommendations on possible improvements to pedestrian and cycle amenity and function.

3. Port of Melbourne Corporation (PoMC) works with City of Port Phillip to undertake investigations into the traffic and access situation in and around Station Pier. These investigations seek to ensure the future function of the pier is protected and enhanced.

Council's road user hierarchy, in order of priority is:

Walking → Bike Riding → Public Transport → Freight → Multiple-Occupancy Vehicles → Single-Occupancy Vehicles

Figure 15 | Road User Heirarchy

Figure 16 | The City of Port Phillip's Sustainable Transport publications

PEDESTRIANS AND CYCLISTS

- Implement enhanced walking routes identified as part of the City of Port Phillip's Principal Pedestrian Network with priority given to pedestrian over other travel modes.
- Build on the existing Promenade and Bay Trail as the central spine of movement along the waterfront
- Prioritise the implementation of the on-road bike routes and linkages to the Bay Trail and 109 Light rail path to realise Port Phillip's Bike Network.
- Providing improved shelter and general amenity along the Bay Trail
- Reduce conflict between pedestrians and cyclists on the Bay Trail. This may include consideration of on-road commuter cyclist provistion
- Prioritise pedestrian and bike rider movements over others at potential conflict points.

TRAFFIC NETWORK & CAR PARKING

Traffic movements in and around the Port Melbourne waterfront can be highly variable and as such are complex to model. Factors impacting traffic movements include;

- TT-Line queuing at Station Pier
- Changes to TT-Line queuing when a cruise ship is docked
- "Turnaround" cruise ships which generate pick up/drop off traffic (increasing frequency)
- Tram crossing at Beach Street (planned increased frequency)
- Zebra crossing at Beach Street (adjacent to Princes Street roundabout)
- Angle car parking interrupting traffic flow
- Freight yard access
- "Dead end" at Waterfront Place
- "Rat run" to Westgate Bridge

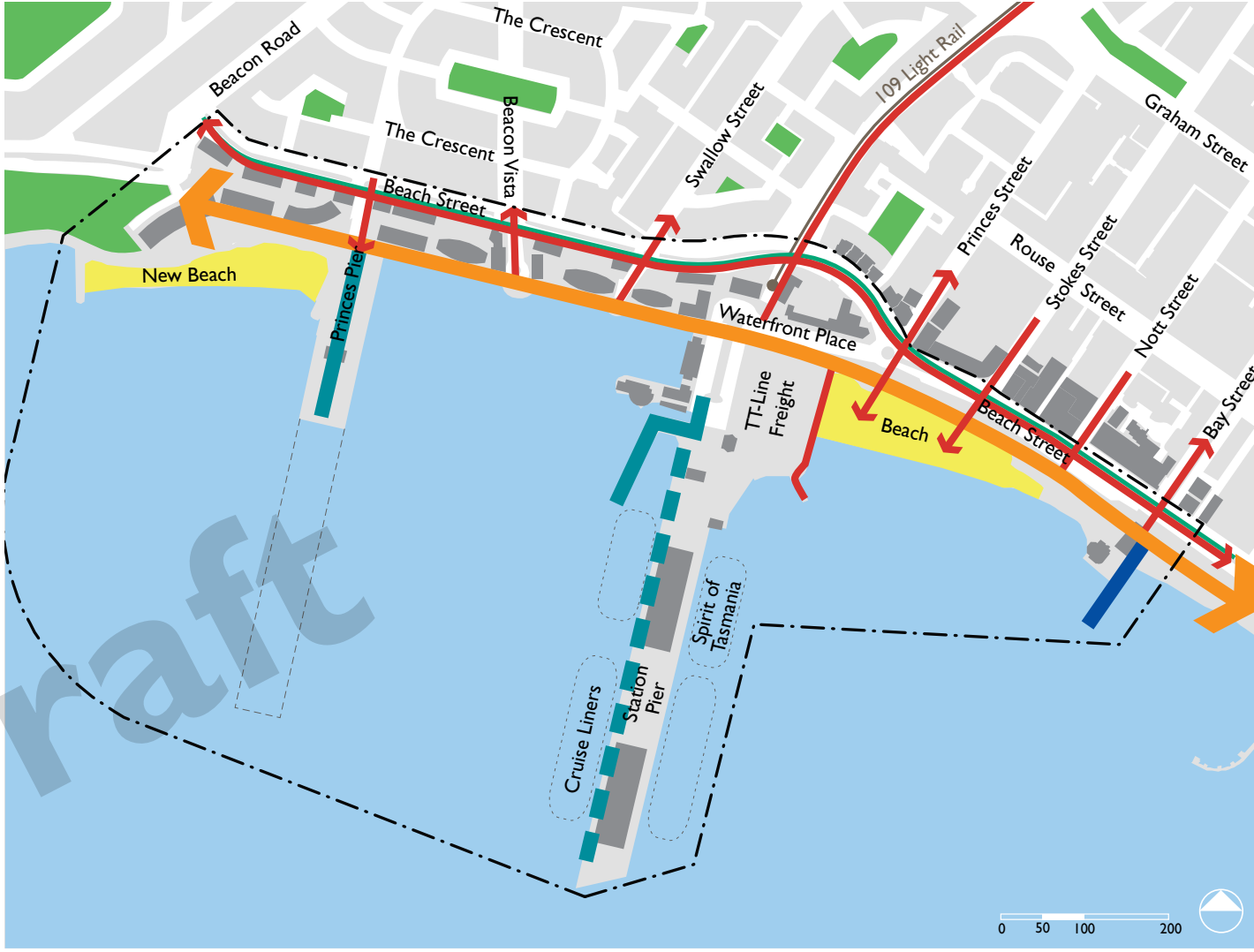

Figure 17 | Pedestrian and Cycle Opportunities

Existing Pier
Station Pier seasonal access
Possible New Pier
Bay Trail
Commuter cycle provision
Pedestrian connection

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Opportunities for improving the traffic network and car parking arrangements could include;

- Undertake further analysis and assessment work on the neighbourhood traffic network operations which recognised the complex traffic flow around Waterfront Place. This may result in the development of a comprehensive traffic management strategy for Port Melbourne.
- Discourage the use of Beach Street as a thoroughfare for commuting traffic. Promote Bay and Graham streets (arterial roads) as the preferred commuter route towards the Westgate Bridge.
- Work with Port of Melbourne Corporation to implement traffic management measures to and mitigate seasonal traffic impacts including the TT-Line queuing lane.
- Rationalise car parking areas where possible to maximise pedestrian and green space- particularly on waterfront locations.
- Investigate alternative opportunities for campervan and caravan waiting area near Station Pier which does not impact on the neighbourhood immediately surrounding Waterfront Place. Visitors may be directed to this facility by signage, and also information distributed by TT-Line at time of booking.
- Promote initiatives from the City of Port Phillip's Sustainable Transport Strategy including;
  - Promote car share schemes
  - Enforce reduced car parking ratios in new developments

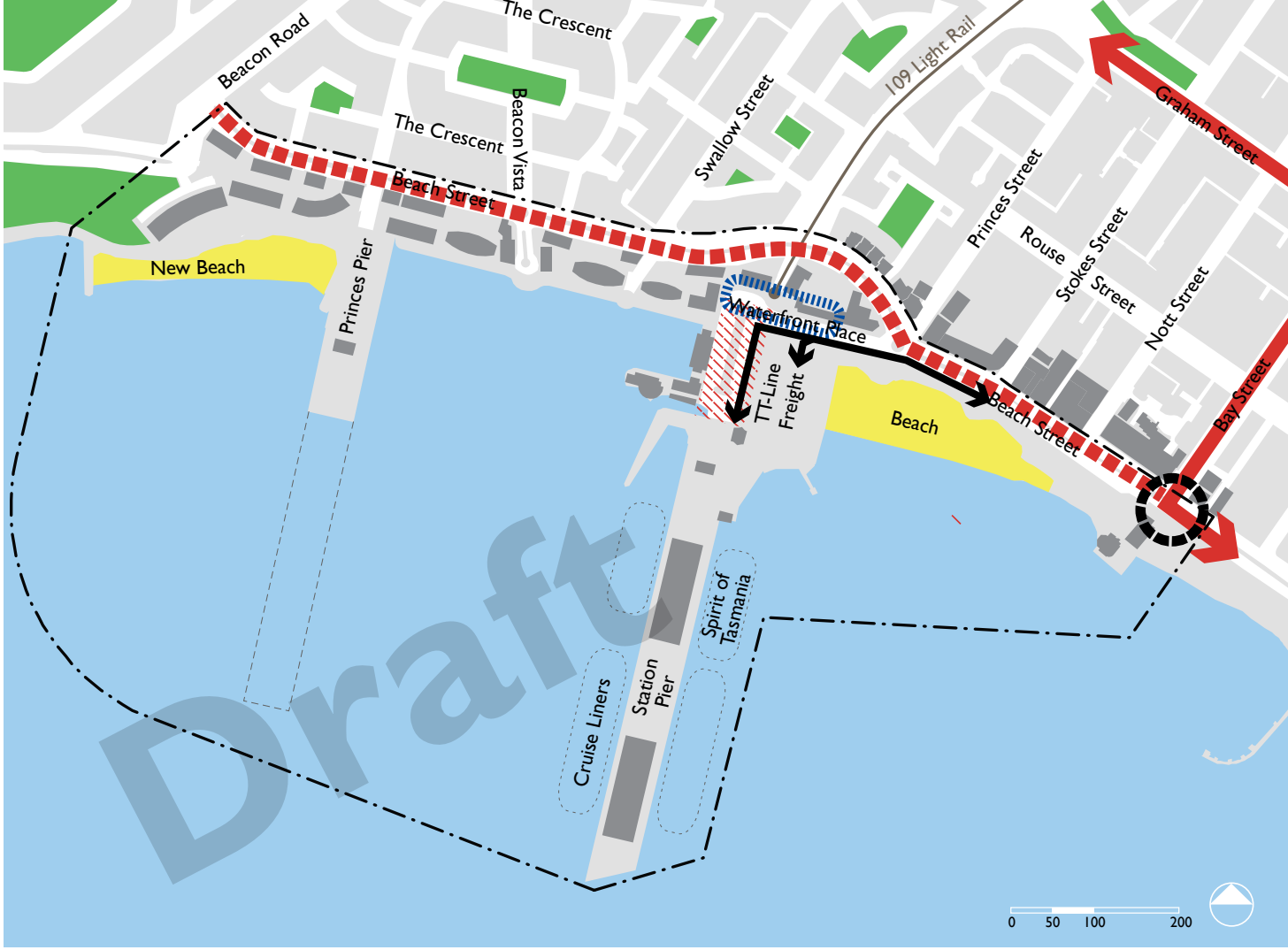

Figure 18 | Traffic network improvement opportunities

Encourage through-traffice to utilise arterial roads- Bay/Graham streets

Discourage through-traffic using Beach Street (western end)

Investigate opportunities to redesign car park to utilise the space more efficiently and accommodate more car parking spaces

Reduce reliance on private vehicles by promoting public transport opportunities and access

Investigate joint project with Port of Melbourne Corporation to deliver designated queuing lane for TT-Line passenger vehicles

Investigate Bay and Beach street intersection upgrade

OPEN SPACE

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

STREET TREES

- Propose street tree designs that are integrated with water treatment planting areas
- Complement significant Washingtonia and Date Palms with additional large trees to provide shade

WATER QUALITY TREATMENT

- Investigate Water Sensitive Urban Design WSUD within the design of streetscapes to maximise the capacity of existing stormwater infrastructure
- Reconfigure and design new planting areas along the foreshore and Beach Street to allow passive irrigation, better use of water runoff and street tree planting to retain water and treat pollutants (Refer Figure 19)
- Investigate the relocation of the stormwater outfall at Princes Street and develop aesthetic and functional designs that incorporate stormwater outflows into the foreshore (Refer Figure 19)
- Work closely with Melbourne Water on water quality initiatives

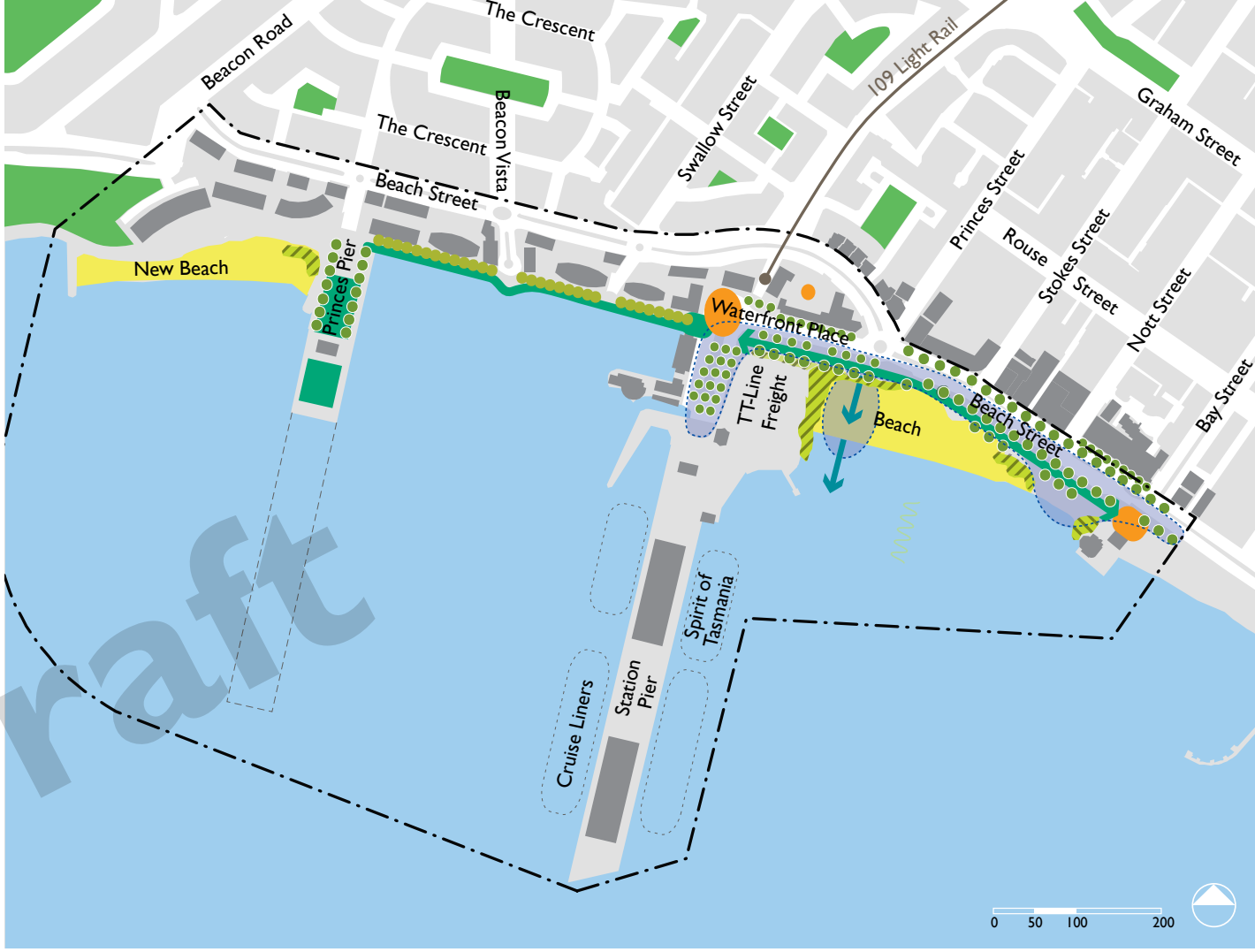

Figure 19 | Open Space Opportunities

- Existing open space
- New public space
- Improvements to existing public realm
- Medium shade and street trees
- Additional shade trees through the existing planting areas
- Dunal and coastal vegetation
- Water quality treatment

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04 Precincts

The following section outlines overarching design guidance for each of the five precincts of the Port Melbourne waterfront study area:

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

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Figure 20 | Port Melbourne Waterfront Precincts

BAY AND BEACH STREET HUB

– PRECINCT 1

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4.1 BAY AND BEACH STREET HUB – PRECINCT 1

FUTURE DIRECTIONS STATEMENT

The Bay and Beach Street Hub is the entry point to the waterfront and foreshore for local residents and visitors. It acts as an inviting and contemporary gateway for pedestrians, cyclists and motorists.

Future development in the precincts should:

- enhance pedestrian mobility through the intersection of Bay and Beach 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.

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

Figure 21 | Bay and Beach Street Hub

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 and the Bay Street activity centre
- Encourage active land uses on the corners of Bay and Beach streets
- Support public space activation around the Port Melbourne Yacht Club

PREFERRED OUTCOMES

- Promote active uses to create an "Active Land Use Connection" as envisioned in the Bay Street Structure Plan

BUILT FORM

OBJECTIVES

- Ensure new development emphasises the importance of the Bay and Beach Street intersection as a key point of entry into Bay Street from the south and to the waterfront area from the east
- Protect key views to heritage buildings and the waterfront area
- Ensure future development along this section of Beach Street maintains a predominantly mid-rise character and considers solar access of the footpath on the eastern side of Bay Street

PREFERRED 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 foreshore
- New public amenity development (such as shelters) is minor and maintains the existing footpath width, footpath dining and pedestrian links along Bay Street.

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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

Figure 22 | Bay and Beach Street Hub Sketch Design

ACCESS AND MOBILITY

OBJECTIVES

- Strengthen the pedestrian connection between Bay and Beach streets
- Broaden pedestrian footpaths where possible
- Reduce the number of through traffic movements

PREFERRED OUTCOMES

- Pedestrian and cycle ways and lawn areas promote shared use that is differentiated by a change in pavement type.
- Investigate the removal of second left-hand turning lane from Beach Street into Bay Street to provide one exclusive through lane and one left-hand 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 included introducing water sensitive urban design for water quality treatment and passive irrigation of landscapes.
- Public safety improved through well-considered integration of cyclist and pedestrian movements, including introduction of cycle 'slow zones' and supporting signage.
- All ages and abilities can access 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.

PREFERRED 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 streets.
- 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 exists that serves both the general public and the Port Melbourne Yacht Club.
- Establish a large indigenous dune ecology between the car park edge and the western boundary of the Port Melbourne Yacht Club.
- A broad plantation zone (5-7 metres) that includes shade trees is established along the western boundary, and part way along the northern boundary, of the Port Melbourne Yacht Club.
- Night lighting exists in the area to promote public use after dusk and into the evening.

Figure 23 | Artist Impression of view along Beach Street (View 1)

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BEACH STREET

– PRECINCT 2

Draft

4.2 BEACH STREET – PRECINCT 2

FUTURE DIRECTIONS STATEMENT

Beach Street is a popular beachside pedestrian and cyclist destination It is a comfortable and safe environment for pedestrians and cyclists and contributes to the public space amenity of the community.

Future development should focus on:

- an improved beach experience with increased foreshore planting areas and beach access
- sheltered and secluded places and open active areas
- an easily identifiable pedestrian connection across Beach Street at Bay, Stokes, Nott and Princes streets
- mixed-use, mid-rise built form character along the northern side of Beach Street between Bay and Princes streets
- a calmer traffic environment with more extensive shade trees.

Figure 24 | Beach Street

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 25 | Beach Street Sketch Design

Draft

LAND USE

OBJECTIVES

- Encourage uses that enhance the visitor gateway and recreational 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 activity through improved pedestrian environments and public spaces.
- Encourage foreshore events and cater for meeting/market places.

BUILT FORM

OBJECTIVES

- Promote 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.
- Ensure any alteration to existing buildings addresses 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.
- Allow for all abilities to have 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.

PREFERRED 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.
- The width of the single traffic lane west-bound reduced to 3.5 metres along Beach Street providing additional space for pedestrians, water sensitive urban design for water quality improvements and irrigation of new vegetated zones.
- Construction of footpath out stands and pram crossings to enable shorter pedestrian crossing distances and better mid-block access over Beach Street at Stokes and Nott street and incorporate water sensitive urban design features away from pedestrian desire lines
- The Bay Trail reconfigured at each activity point to signal change and to slow cyclists down, 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 Port Melbourne 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 easily seen along the Bay Trail and from Nott and Stokes streets.

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Figure 26 | Artist Impression of view showing improved pedestrian connections - Beach Street towards the Bay (View 2)

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.
- Reconfigure and design new planting areas to allow passive irrigation and better use of water runoff in vegetated areas.
- Further investigate designs that combine stormwater outflows currently falling across the beach.

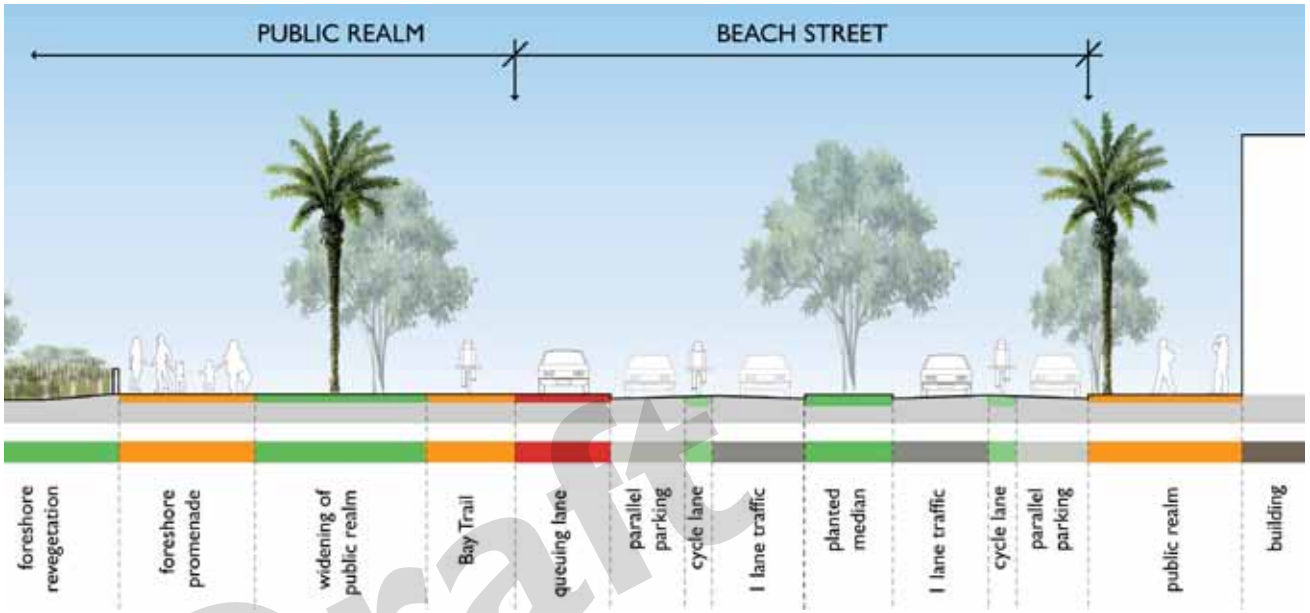

Figure 27 | Beach Street Section AA

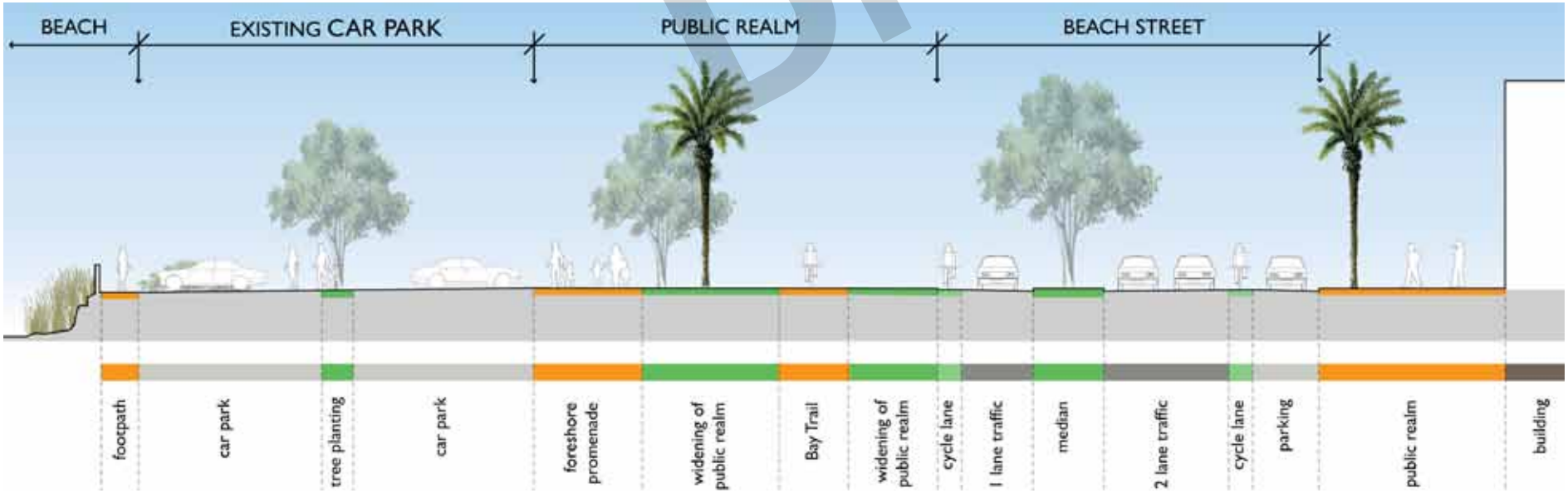

Figure 28 | Beach Street Section BB

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PREFERRED OUTCOMES

- A lower storey canopy of shade trees along Beach Street to complement existing palms.
- Reduction of the overall width of the planting median along Beach Street and installation of appropriate street trees and lower level planting.
- Water sensitive urban design elements and restoration ecology integrated with defined beach access points to improve coastal ecology and enhance the beach environment.
- An Interpretation Plan developed to deliver prominent, well-considered public art features that are educational and engaging.
- A suite of interpretative and informative signage installed to promote wayfinding through the precinct and celebrate its unique character.

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WATERFRONT PLACE

– PRECINCT 3

4.3 WATERFRONT PLACE – PRECINCT 3

FUTURE DIRECTIONS STATEMENT

The Station Pier and Waterfront Place public realm will become an engaging, enticing and dynamic public place that people seek to spend time within and which accommodates a range of formal and informal activities through the day and evening, and throughout the year. It will be: legible, comfortable, safe, user-friendly, enticing, flexible, shared and contextual.

LEGIBLE

Locals, visitors, tram passengers, cruise ship and ferry passengers, pedestrians and cyclists, will be able to navigate the locality with ease and clarity, to identify key routes, destinations and places to spend time.

COMFORTABLE

Walking, waiting, meeting, and viewing as well as performances and formal activities, will be comfortable and amenable activities in this location, through effective weather protection, built form design, lighting, shading and public realm furniture.

SAFE

Activation of the space will enhance safety outcomes, through increased activity and passive surveillance. The range of uses and transport modes will be effectively managed to avoid conflicts and reduce safety risks.

USER-FRIENDLY

The place will be designed to effectively accommodate the range of expected uses and activities, and will directly address movement and enjoyment for visitors not familiar with the place.

ENTICING

The public space will be visually and spatially interesting, dynamic and contemporary yet responsive to local character and heritage, to entice people to use the place for a variety of purposes, and providing varied opportunities for people to enjoy the waterfront location.

FLEXIBLE

The varying usage levels and types of activities will be supported by flexible public space(s) where individuals, small and larger groups of people feel comfortable and where a diverse range of activities can be effectively accommodated.

SHARED

The range of interacting local activities and adjoining uses, and the limited, contested nature of the space, will derive a 'shared' approach to the public realm, where a mix of functions and activities take place in the same space, through mutual caution and cooperation.

CONTEXTUAL AND PLACE-BASED

The waterfront location, adjoining beach, formal pier and functioning Port facilities will be key primary design influences. The public environment will be embedded in the history and maritime character of the locality, through its design, configuration, materiality and other aspects such as public art, signage, lighting and installations.

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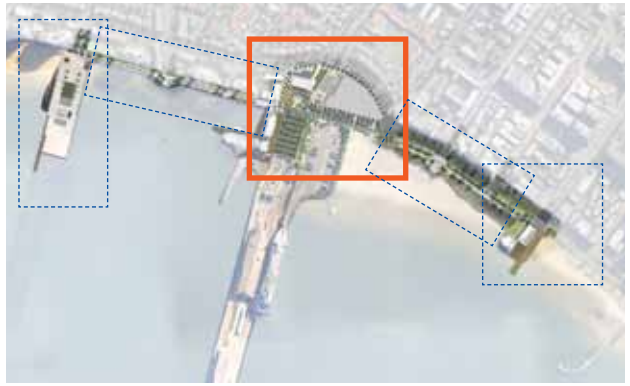

Figure 29 | Waterfront Place

Figure 30 | Existing Waterfront Place restaurants

CONTEXT ANALYSIS

Due to the complexity of the Waterfront Place Precinct, a number of precinct based challenges and assets are outlined below and shown in Figure 31. This analysis forms the basis of the public realm concept shown on the following pages.

PRECINCT CHALLENGES

The current form and function of the Waterfront Place Precinct presents many challenges. The most significant include;

- conflict between the different users across the precinct
- inactive site at 1-7 Waterfront Place
- proximity to TT-Line freight yard and associated traffic
- dominancy of car parking space adjacent to Station Pier
- vulnerability to southerly winds
- the poor interface with the TT-Line freight yard

PRECINCT ASSETS

The key assets of the precinct include;

- proximity to the beach to the east and the urban dock to the west
- highly utlised Bay Trail running east-west through the precinct
- 109 light rail terminus providing a short commute to/from CBD
- proximity to a working dock with an important role in Melbourne's history
- location of the Spirit of Tasmania and the Cruise arrival at Station Pier
- historic rail station immediately to the north of the 109 light-rail terminus
- precinct's past role within the Beacon Cove community as a neighbourhood hub

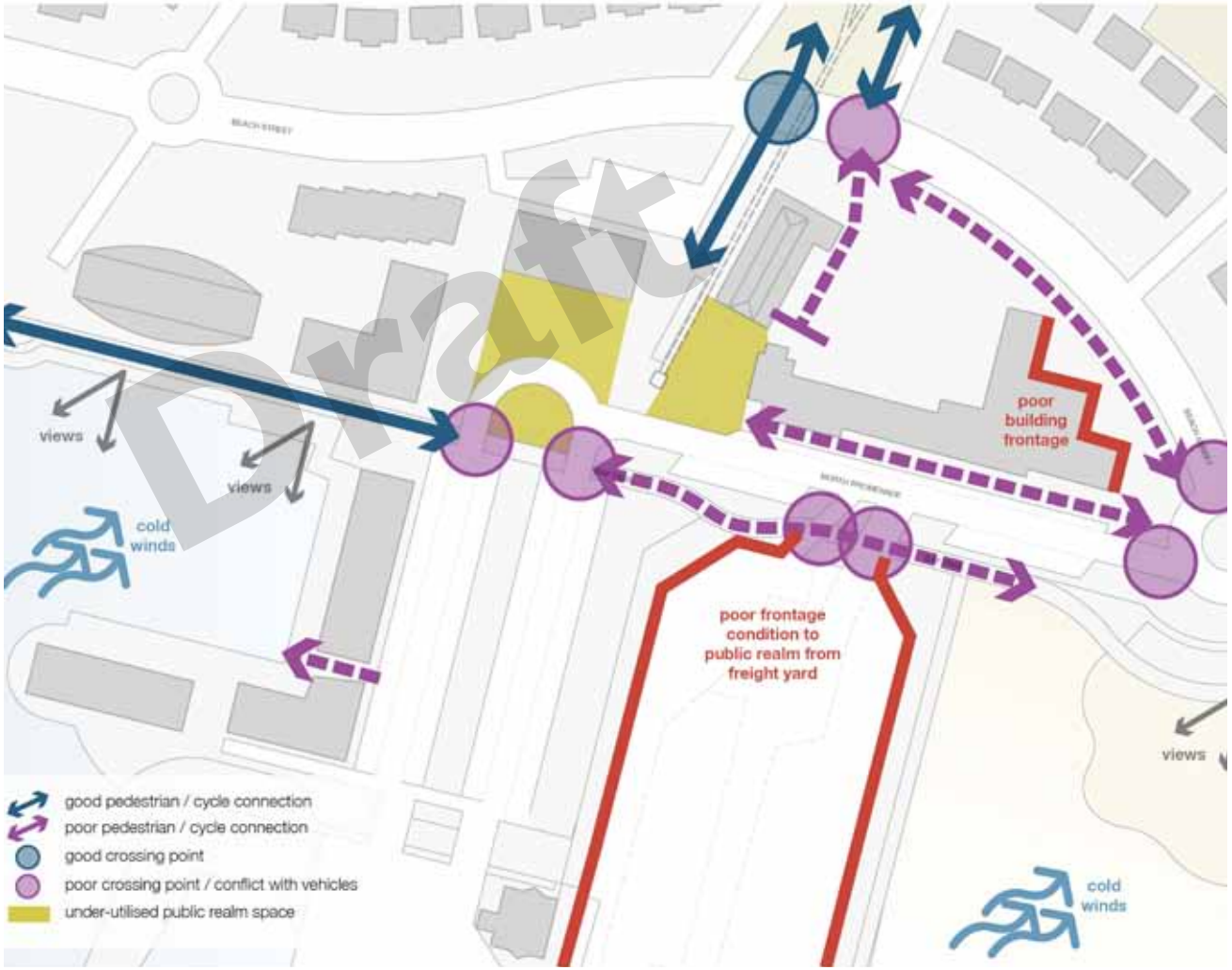

Figure 31 | Analysis Plan

SUMMARY OF OPPORTUNITIES

The unique vibrant mix of portside industry, bay side recreation and relaxed residential areas provides the opportunity to create a distinct experience that becomes a celebrated place in the mental map of Melbourne as well as a celebrated international cruise destination.

There is ongoing opportunity to reorganise the spaces to minimise conflict and maximise the enjoyment of the diverse mix of activities:

1. To establish a new civic heart for Waterfront Place
2. To enhance the cruise ship passengers arrival experience
3. To reinforce the Bay trail
4. To reduce congestion
5. To create a flexible space that can respond to the changing programme needs of the site and provide opportunities for new activities
6. To provide enhanced links to the adjacent neighbourhoods
7. To create a strong sense of place and sense of arrival for light rail passengers
8. To celebrate the diversity of the area
9. To enhance the natural environment

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Figure 32 | Existing Waterfront Place car park area

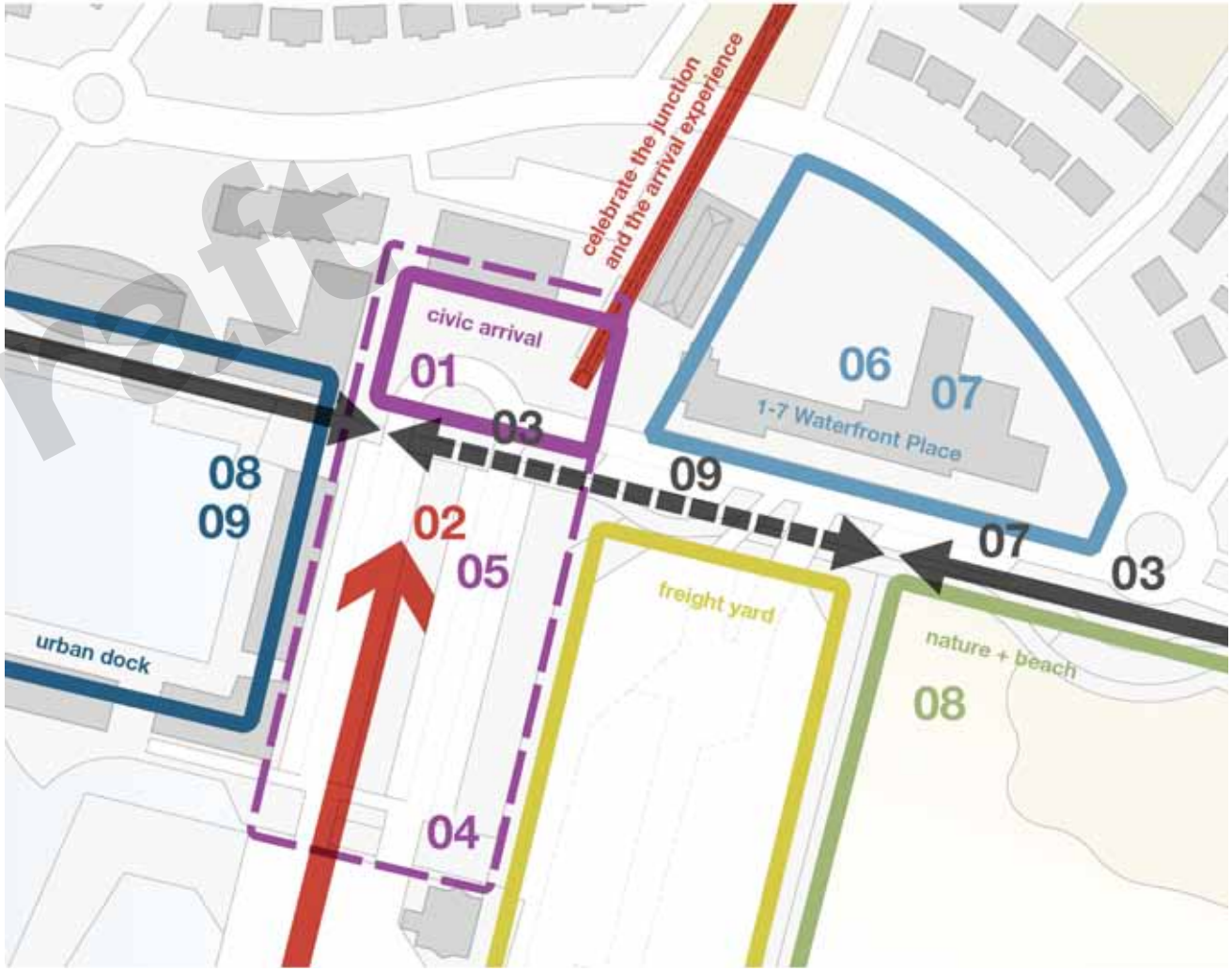

Figure 33 | Opportunties Plan

OBJECTIVES

LEGIBLE

- Minimise the space occupied by or dedicated to traffic and vehicles.
- Manage and minimise visual impacts from freight and traffic movements where practicable.
- Ensure public routes to major destinations are clearly visible from key arrival points (ferry and cruise ship terminus, tram terminus, bay trail path).
- Implement an appropriate wayfinding system of signage and other devices.

COMFORTABLE

- Provide shelter from prevailing weather conditions in all small spaces and walking routes.
- Locate new built form and planting to provide appropriate microclimate management where practicable, such as shade and shelter from sun and wind.
- Provide seating areas at appropriate locations and 'rest points' along key routes such as the Bay Trail path.
- Provide visually sensitive public realm lighting that supports wayfinding and legibility to facilitate ease of access.

SAFE

- Encourage pedestrian priority through slow-speed vehicle and cycling movements.
- Maximise visual interaction between building occupants and public spaces.

USER-FRIENDLY

- Support diverse activities and user groups by delivering a range of spatial types and sizes.

ENTICING

- Utilise contemporary, exciting and visually interesting public realm design, while maintaining relevance to the waterfront/working Port character of the area.
- Consider the visual appearance of public spaces at night.
- Ensure all users (local community, children, tourists, visitors, cyclists etc.) feel welcome and comfortable in the precinct.
- Focus buildings, open spaces and activities around the needs of local residents and invite local patronage

FLEXIBLE

- Deliver spaces which can accommodate different uses and movements dependant on user needs. This may include a flexible traffic arrangement or "shared" pedestrian and car spaces.
- Accommodate and encourage a variety of temporary uses throughout the public realm.
- Incorporate infrastructure which supports temporary uses throughout the open spaces. This may include power supply, drainage/waste management and shelter for performances, market stalls and other installations.

SHARED

- Equitable, informal sharing of public space and street space should be encouraged.
- Clear 'pedestrian only' zones should be demarcated, such as through bollards.

CONTEXTUAL

- Maintain visual access to the water.
- Enhance and increase the sense of "waterfront".
- Deliver spaces which respond the local spatial 'types' of natural beach, streetscape and urban pier.
- Building and pavement materials and landscaping/ planting should be appropriate to the coastal location.

Draft

PREFERRED OUTCOMES

Waterfront Place will be a compelling, exciting place to be. It integrates recreation and a working port, celebrating the immense scale and constant activity of the port to build an enriched layered place for people. The natural landscape and successive layers of industrial use across the precinct have inspired the shaping of new forms and places, creating a series of linear functional landscapes.

Traversed and linked by the Bay Trail, the new public spaces present a series of diverse experiences, which change as the ferries and ships come and go. The patterns of movement of people, cars, trams, buses and freight heavily influence the spatial program of the public spaces. At the heart of the new public realm, Port Plaza provides a transport hub and a place to pause and enjoy the bustling water's edge.

The public realm of Waterfront Place will be upgraded and enhanced to create a distinctive, compelling 'port-side' place. A series of distinct urban spaces will celebrate the industry and recreation uses and offer a rich, and real water's edge experience that is unique to Waterfront Place.

The key urban spaces include:

1. Port Plaza
2. Cruise Arrival Walk
3. Bay Trail
4. North Promenade
5. Waterfront Place Lanes
6. Pier Park
7. East Edge

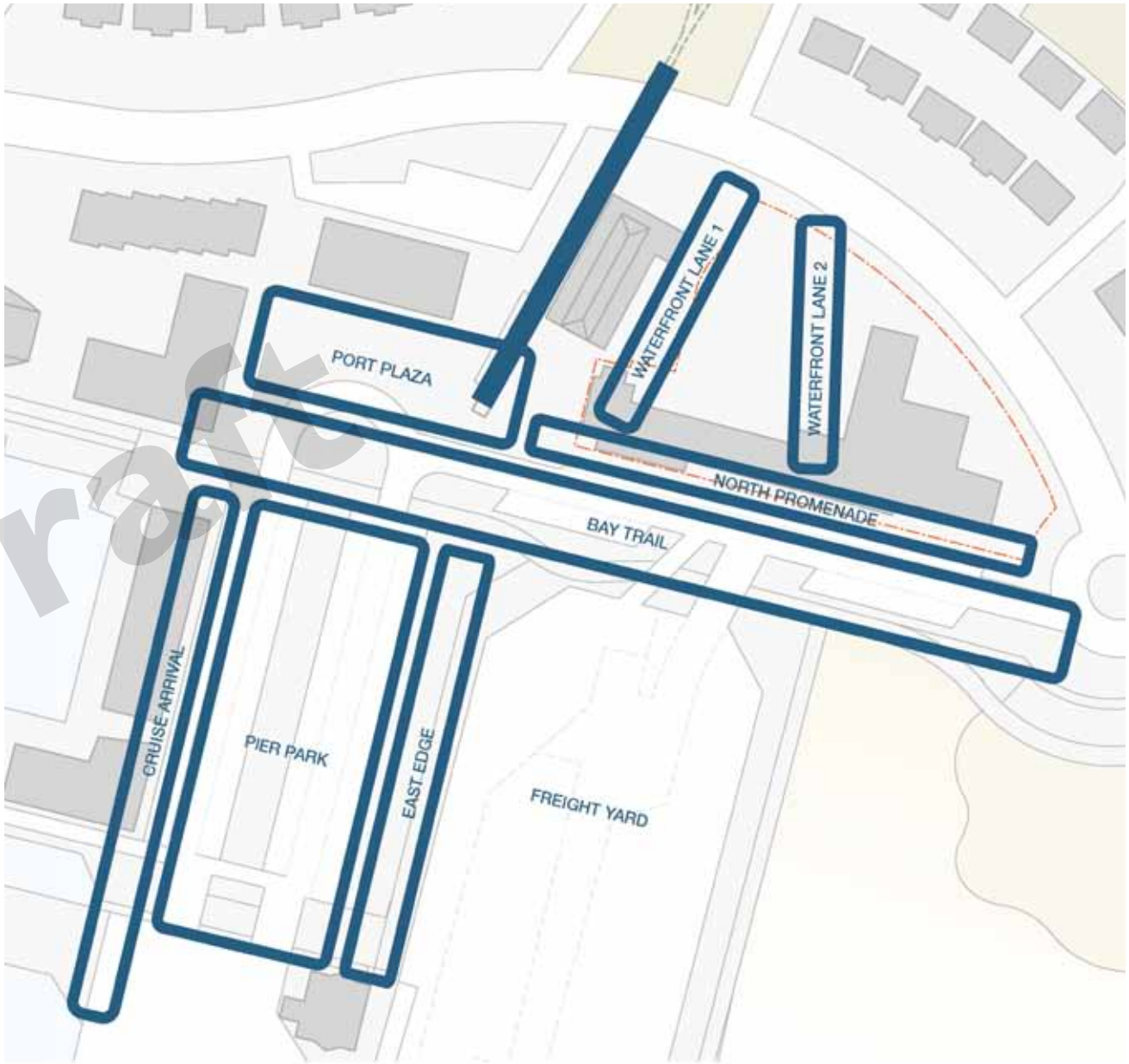

Figure 34 | Public Realm Zones

Draft

The Waterfront Place Sketch Design (Figure 36) presents a series of ideas for the precinct for future consideration.

The public realm improvement ideas outlined in the following pages are aimed at developing a long term aspiration for the site and may form part of future capital works programs. The concepts are intended as ideas only and will be reviewed by key agencies and undergo continued consultation with the community.

Figure 35 | Spirit of Tasmania at Station Pier

Figure 36 | Waterfront Place Sketch Design

Space 1 - Port Plaza

1A Shade canopy over café terraces and informal seating

1B Realigned Sandridge rail trail provides additional space around tram stop

1C Bus stop

1D Interactive water feature

1E Mounded viewing lawns

1F Existing café seating retained

1G Existing café seating relocated to the north side of the plaza

1H Realigned parking provides additional space for Sandridge Rail trail

1I Rail trail connected to the Bay trail

Space 2 - Cruise Arrival

2A Widened / upgraded path materials and shelter canopy

2B Widened café terrace area

2C Swale edge collects and filters rain run off from car park

Space 3 - Bay Trail

3A Upgraded path materials and new palm tree planting

3B New queuing lane (As per PoMC planned upgrade works)

3C Clearly marked crossing points

Space 4 - North Promenade

4A Upgraded. widened footpath, new paving and palm trees

4B Active facades

4C New crossing

Space 5 - Waterfront Place Lanes

5A New connection to the east of the heritage station

5B New laneway connection

5C Public use pavilion

5D Publicly accessible garden courtyard

Space 6 - Pier Park

6A Flexible "hardstand" open space to allow for changing uses. Space will cater for car parking, ferry queuing/loading, cruise ship arrival plaza or special events (ie; markets).

6B Tree planting integrated to the functional layout provides structure and shade.

6C Additional queuing lane

Space 7 - East Edge: Coastal Play Forest

7A Themed play park with native coastal forest

7B Vegetative screening and mounding to the TT-Line freight yard

Draft

1H
1G
1A
1B
1D
1F
1E
1C
1I
5A
5B
5D
5C
4B
4A
4C
3A
3B
3C
2C
2B
2A
6C
6A
6B
7A
7B
Opportunity for ground floor use to activate public realm
Possible location of new laneway space
Opportunity for small courtyard space

SPACE 1: PORT PLAZA

Melbourne's beach + city square

Port Plaza will offer a uniquely Melbourne sea-side experience. Only 15 minutes tram ride from Southern Cross, it will be a destination in its own right and would become a significant part of the Melbourne cityscape.

Port Plaza is where the beach meets the port, providing the visitor to this place with a vantage point to observe the compelling activity of the port function. The design of Port Plaza will be inspired by the history of the place both the natural landscape and the past industries of the site. Port Plaza will redefine the heart of the Waterfront Place urban experience and may include:

- palm trees planted closely together to provide shelter and shade
- café terrace seating around the north and west edges to provide a relaxed setting for people-watching
- a series of mounds and valleys recall the dune-scape of the original natural environment
- a water play"" feature located centrally in the square providing a fun, energetic space for children and adults
- a long covered walkway from the cruise ship dock which will terminate along the west edge of the square
- provision for bus parking along the southern edge to provide an easy link for cruise ship arrivals and or connections to the city
- widening and realignment of the city trail bike path to the east to provide more space around the tram stop and reduce conflict with pedestrians
- relocation of the road to the south to provide a higher quality of space around the tram stop
- upgraded paving to provide a high quality and robust urban space

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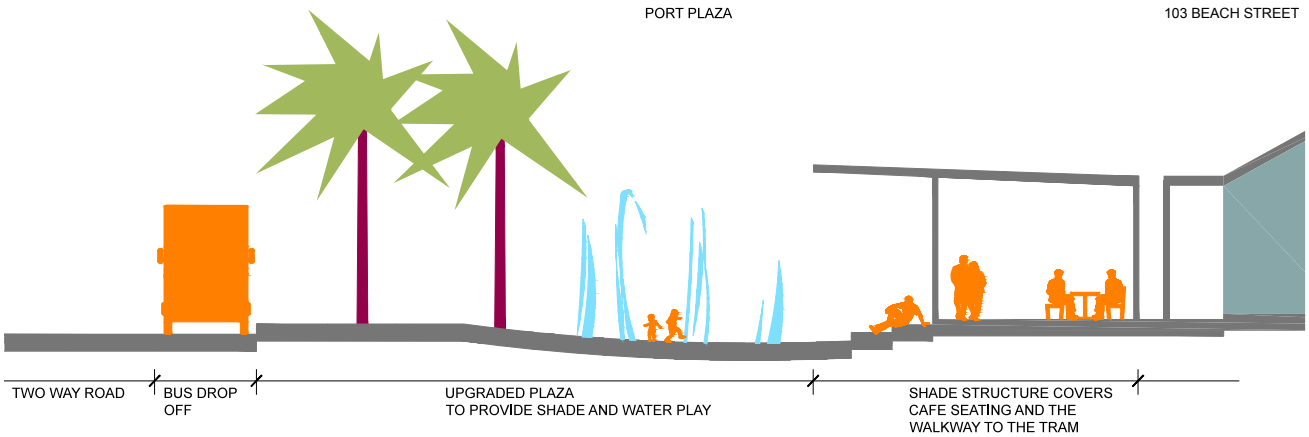

Figure 38 | Indicative cross section through Port Plaza

Figure 39 | Example of grass mounding through a plaza

Figure 40 | Example of waterplay elements in public space

SPACE 2: CRUISE ARRIVAL

A point of welcome to Melbourne'

The western edge of the Station Pier car park area will be upgraded to provide a memorable walkway for pedestrians arriving from the cruise ships.

The main enhancements will include:

- a widened path to provide a generous walking area for pedestrians
- a covered shade structure running the length of the walkway creating a strong definition of the route and providing shelter from the elements
- high quality paving
- possible reconfiguring of existing buildings to activate walkway
- a swale running along the east edge of the walkway capturing and filtering runoff from the car park for use in the Port Plaza water feature

SPACE 3: BAY TRAIL

East-west recreation spine

The Bay Trail provides a scenic off-road recreational route along the Port Phillip Foreshore between Todd Road in Port Melbourne and Head Street, Elwood. The UDF reinforces this function and character along the Port Melbourne waterfront, with the Waterfront Place Precinct delivering an important "destination" node along this active transport route.

The materials and finishes through Waterfront Place will delineate a slow-speed and shared-user environment. This may be achieved by rumble strips or textured paving, standard signage, or on-ground super graphics.

The main enhancements may include:

- widened path to provide a consistent minimum width for a shared pedestrian cycle path
- more palm trees, introducing a line of trees on the southern side to create an avenue, increasing the frequency of trees to a maximum of 10 metres apart. Trees should be planted in tree pits within tree grates or permeable paving to maximise the trafficable area
- paving will be upgraded along the central path with bold patterns to increase the importance of the path and reduce the speed of cyclists
- upgraded fence to the south boundary with the TT-Line freight yard
- raised crossings and continued path material to reinforce the pedestrian and cycle priority at crossings
- queuing lane for trucks and TT-Line passenger traffic introduced to reduce congestion on days cruise ships are docked at Station Pier. This would be delivered in partnership with the Port of Melbourne Corporation.

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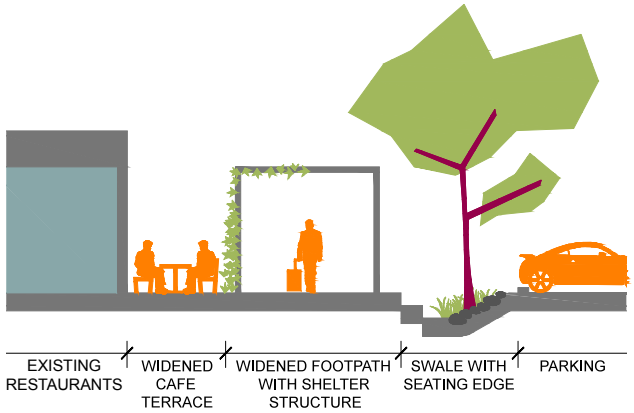

Figure 41 | Indicative cross section through Cruise Arrival space

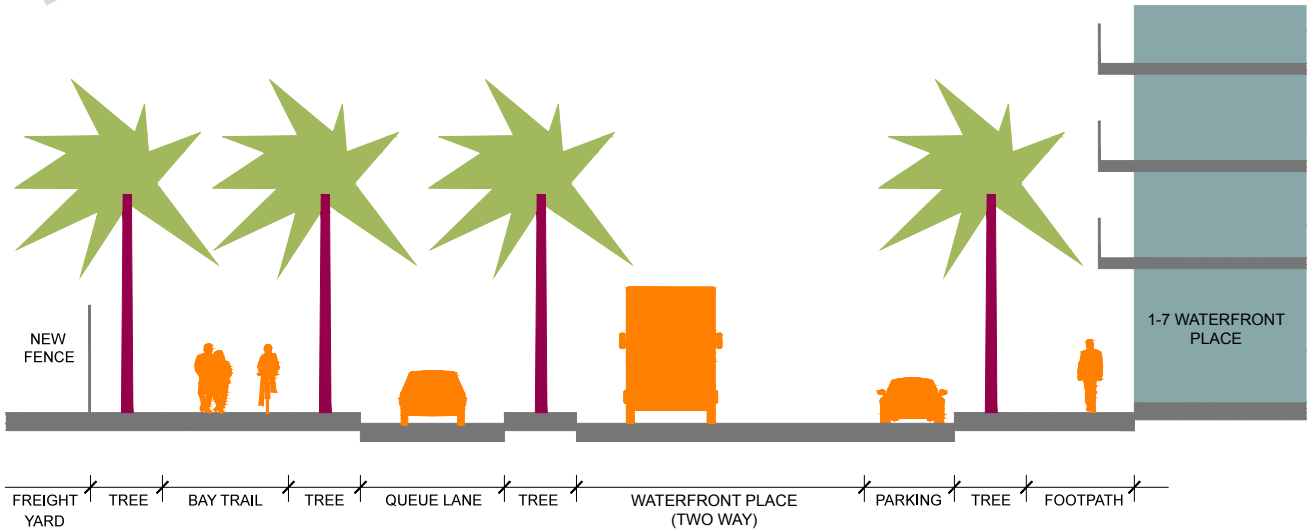

Figure 42 | Indicative cross section through Bay Trail space

Figure 43 | Example of upgraded footpath with palms and paving

Figure 44 | Example of providing essential urban linkages and an enticing public realm

SPACE 4: NORTH PROMENADE

Shaded, high quality, active walkway

The north promenade will be widened to provide a comfortable, elegant promenade. Adjacent new built form will be activated at ground level providing additional activity along the path. A single line of Canary Island palm trees will provide strong definition along the route and direct views along the road to the industrial and recreational areas of activity, reducing the presence of the "blank" edge of the TT-Line freight yard.

The main enhancements will include:

- a widened footpath to enable footpath dining and ample thoroughfare
- upgraded surfacing in high quality paving from kerb to building edge
- new Canary Island Palm trees planted at 10 metres intervals to replace the existing 'leggy' palms. This will provide increased definition of the path and improved shade and shelter

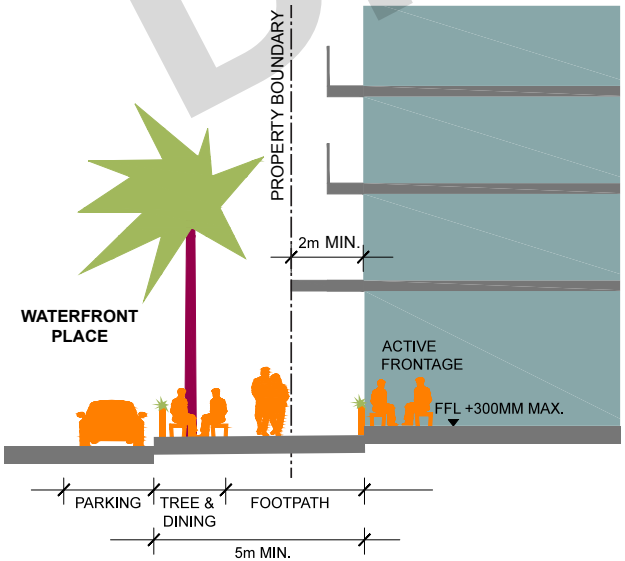

Figure 45 | Indicative cross section through North Promenade

SPACE 5A: WATERFRONT PLACE LANEWAY A

Historic, shaded, active

A new laneway will be created to the "rear"(east) of the historic rail station. This space will provide a buffer between the old building and the potential redevelopment at 1-7 Waterfront Place, as well as enabling a connection from Waterfront Place to the residential neighbourhood to the north. Varying in width along its length, the laneway will be an urban connection and may be activated by a future new building to the east.

The main enhancements will include:

- new urban connection providing increased permeability
- improved public realm around the historic rail station
- active urban link
- high quality paving
- tree planting in wider sections of the laneway

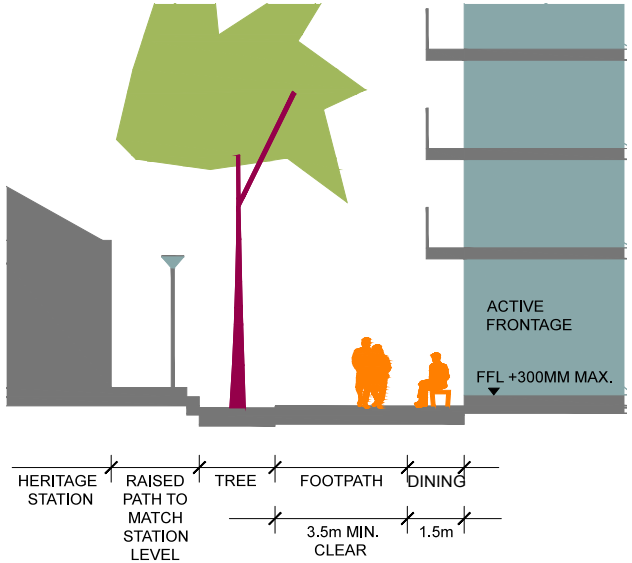

Figure 46 | Indicative cross section through Laneway A

Draft

SPACE 5B: WATERFRONT PLACE LANEWAY B

Elegant, shaded, active

A new public laneway will be created through the centre of the private site at 1-7 Waterfront Place connecting Beach street to the west end of the beach.

This project will be delivered through the possible future redevelopment of 1-7 Waterfront Place, but enhancements may include;

- new urban connection providing increased permeability
- linear urban connection activated with shops and offices at ground floor uses
- new private publicly accessed garden square along the west edge of the laneway
- high quality paving and finishes

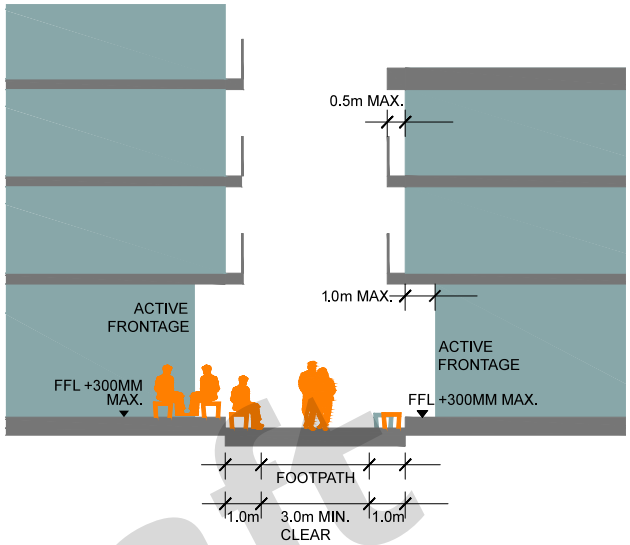

Figure 48 | Indicative cross section through Laneway B

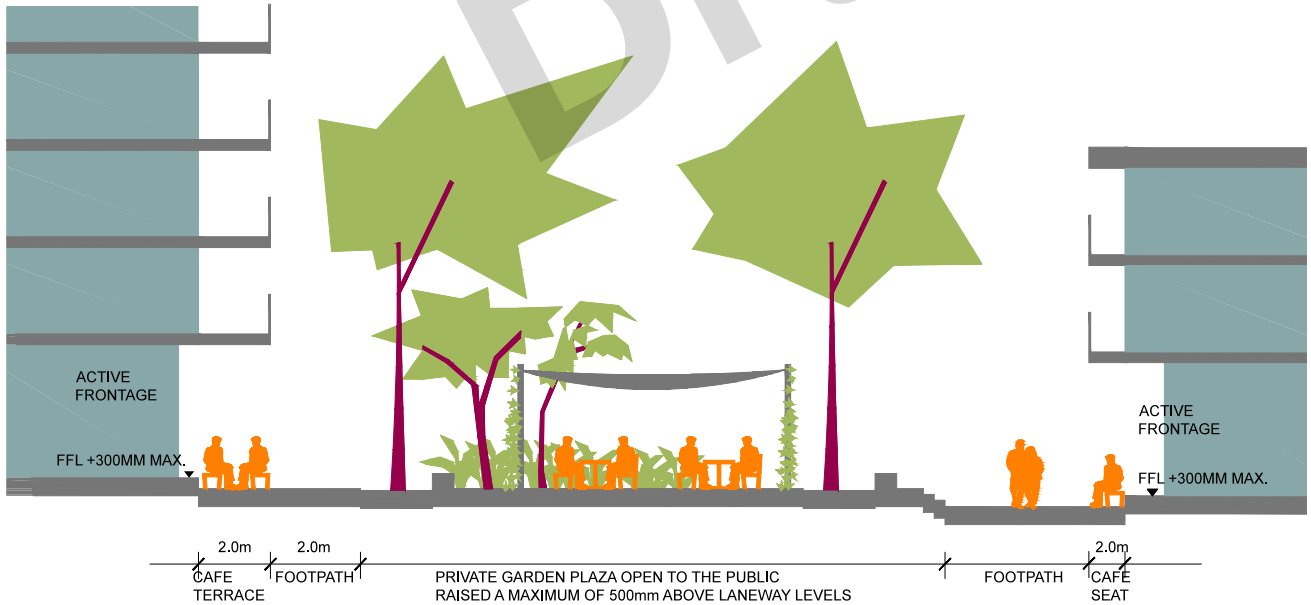

Figure 47 | Indicative cross section through Laneway B showing courtyard space

Figure 49 | Example of space for children's play

Figure 50 | Example of relaxed public open space amidst planting

Draft

Figure 51 | Example of trees delineating space

Figure 52 | Example of pop up markets

SPACE 6: PIER PARK

Multifunctional pier parking / circulation / market space

The car park will be reconceived as a multifunctional public space – a hard stand area beneath a grid of shade trees. During normal operation, the space will be used as access and car parking for the pier. During the ferry loading times car parking may be converted to queuing lanes. On weekends, or for special events, the car parking areas is able to be used to create a large market space. On cruise ship days, the space can be converted to provide additional taxi and bus transfer spaces. The main enhancements will include:

- resurfaced asphalt hard space, re lined with different colour paint representing the lanes/parking/market plots depending on the use
- swales along the east and west edges capture and filter the run off from the car park to supply irrigation and the Port square water feature.
- a grid of trees planted within tree pits flush with the asphalt which provide a canopy of shade and reduce the urban heat island effect of the asphalt

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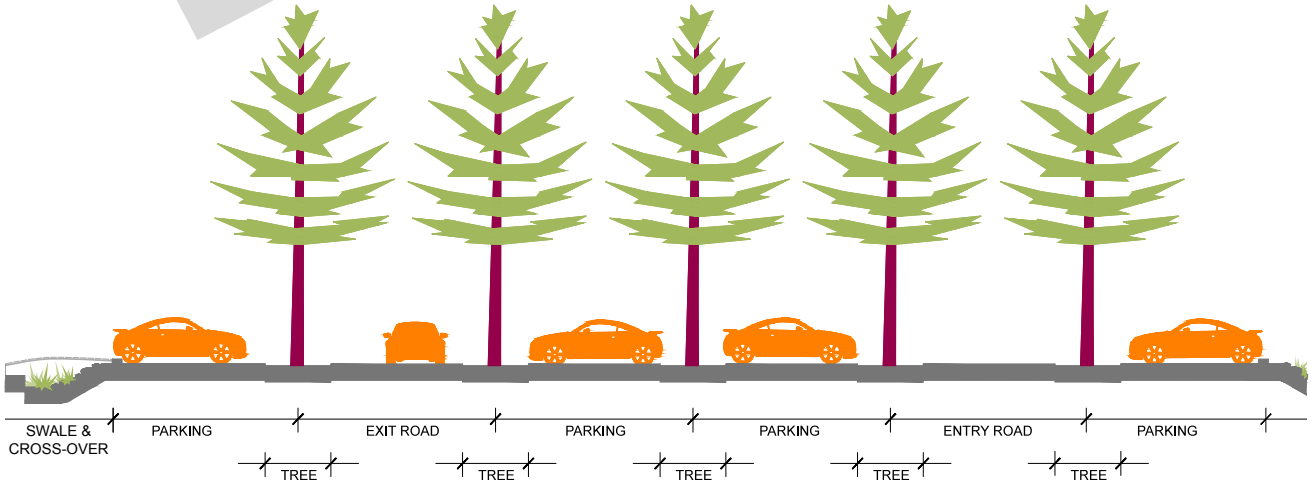

Figure 53 | Indicative cross section through Pier Park space showing car parking arrangement

Ferry Loading Configuration
Parking lanes are changed to become queuing for the Spirit of Tasmania

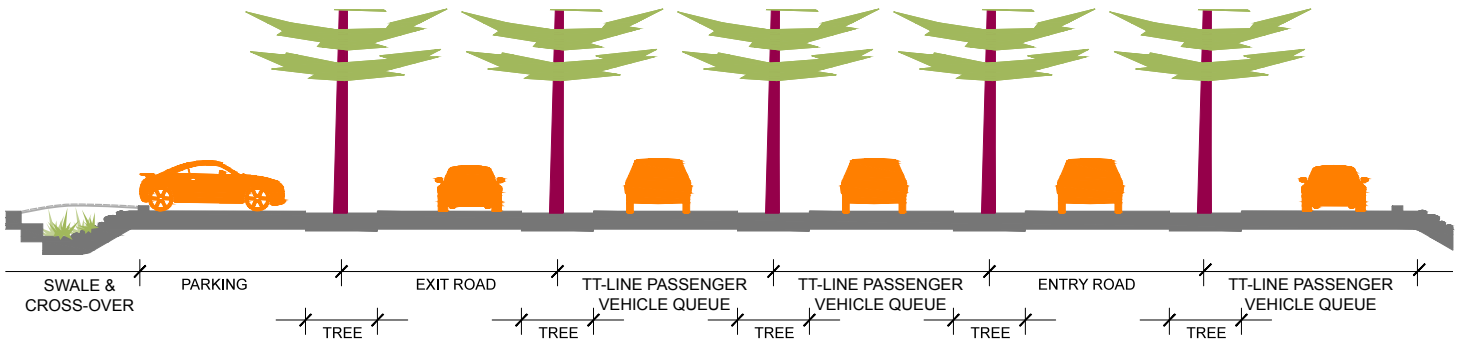

Figure 54 | Indicative cross section through Pier Park space showing TT-Line passenger vehicle queuing

Cruise Day Configuration
Some parking spaces are replaced with bus drop of spaces and additional taxi spaces

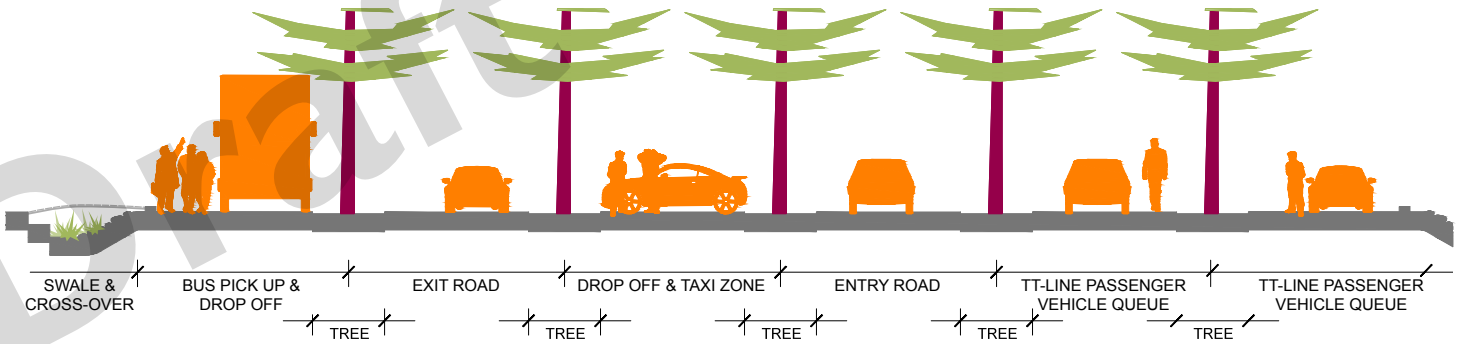

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Figure 55 | Indicative cross section through Pier Park space showing passenger drop off

Market Day Configuration
Parking isles are replaced with market stalls

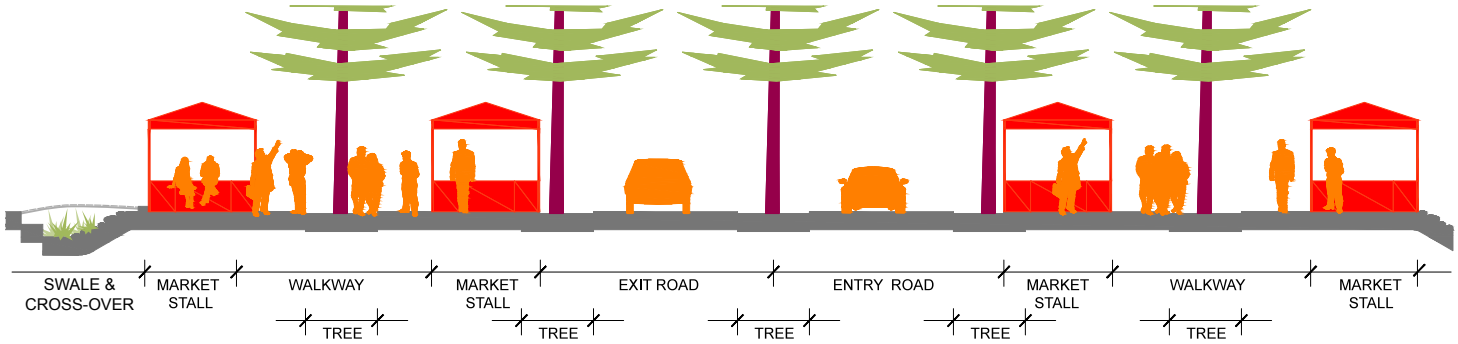

Figure 56 | Indicative cross section through Pier Park space showing possible market activities

Figure 57 | Strong formal layout to relate to the wider context and history of the space and build a strong memorable identity

Figure 58 | Native planting and rockery creating a play space and green backdrop

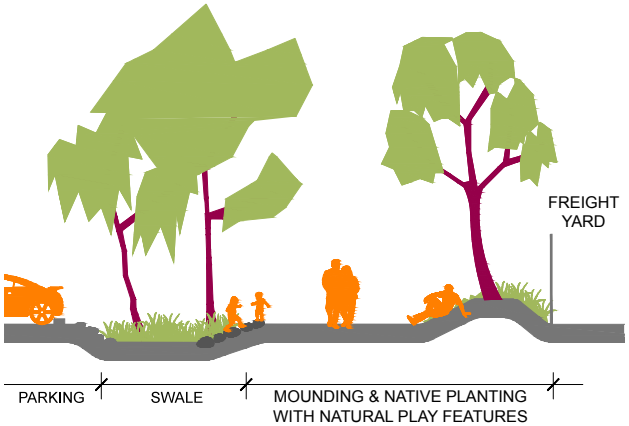

Figure 59 | Indicative cross section through East Edge space

SPACE 7: EAST EDGE

Coastal dune play

The eastern edge of the pier will be widened and re-landscaped to create an undulating dune-scape with opportunities for endemic coastal planting. Using plant species native to the Victorian coast will add to the uniquely "Port Melbourne" sense of arrival for Station Pier passengers.

A series of clearings and plateaus will provide play spaces themed around the natural landscape. A winding pathway provides filtered and direct views of the freight yard and the beach beyond. Providing glimpses of the freight yard celebrates, rather than ignores, the setting adjacent to an operational port, and allows the motion of the freight to animate the experience of the play spaces.

Key enhancements include:

- undulating landform of paths and spaces
- native planting to increase the sense of "green" for arriving passengers
- tree planting buffer zone
- selected vistas of the TT-Line freight yard industry and beach beyond

DRAFT

BEACON COVE PROMENADE

– Precinct 4

Draft

4.4 BEACON COVE PROMENADE – PRECINCT 4

FUTURE DIRECTIONS STATEMENT

This precinct is a safe place for pedestrians and cyclists alike.

Future development of Beacon Cove Promenade will:

- 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.

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

Figure 60 | Beacon Cove Promenade

Figure 61 | Beacon Cove Promenade Sketch Design

Draft

LAND USE

OBJECTIVES

- Improve the promenade experience for pedestrians and cyclists.

PREFERRED OUTCOMES

- New development minimises 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.

PREFERRED 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 day-boating 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.

PREFERRED OUTCOMES

- A pathway that currently acts as the main corridor of access (along the seawall) is reconfigured to promote safe co-use of pedestrians and cyclists.
- A minor extension to the existing lower boardwalk is completed 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.

PREFERRED OUTCOMES

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

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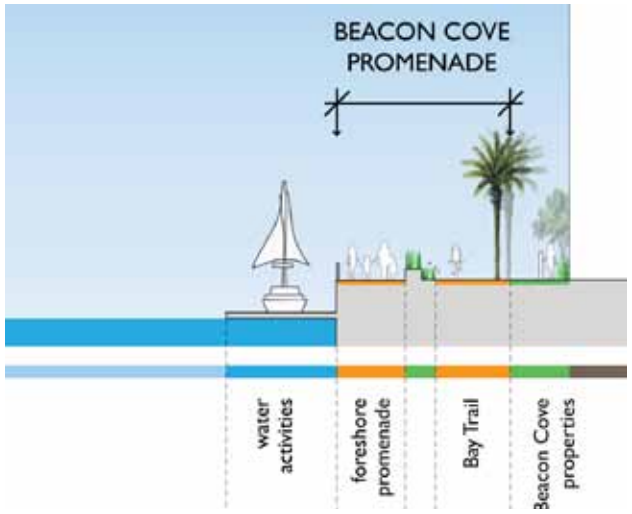

Figure 62 | Beach Street Section CC

Figure 63 | Artist Impression of view along the Bay Trail (View 3)

PRINCES PIER– PRECINCT 5

4.5 PRINCES PIER – PRECINCT 5

FUTURE DIRECTIONS STATEMENT

This precinct is a premier location for the people of Melbourne to discover their maritime, industrial and immigration history.

Future development of Princes Pier precinct will:

- Create 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.
- In partnership with Major Projects Victoria and Parks Victoria, ensure sensitive reuse of the restored Gatehouse to include retail and community uses.
- Build on the redevelopment already underway through the introduction of a green park space on the pier.
- Provide an opportunity for some of the area's maritime heritage to be further displayed.
- Promote day mooring and fishing along the western edge of the pier.

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

Draft

Figure 64 | Princes Pier

Figure 65 | Princes Pier Sketch Design

Figure 66 | Artist Impression of view of Princes Pier (View 4)

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 shade and rest spaces 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 as a café/ restaurant at ground level, and a maritime museum or community/ cultural facility on the first floor.
- Support day-boating activity, and occasional mooring of 'tall ships'.
- Discourage bars, nightclubs, and taverns from establishing in the precinct.
- Discourage larger scale land uses that 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.

PREFERRED OUTCOMES

- No new major structure to be built.

ACCESS AND MOBILITY

OBJECTIVES

- Improve the interface and safer use of the Bay Trail and Princes Pier.

PREFERRED OUTCOMES

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

OPEN SPACE

OBJECTIVES

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

PREFERRED OUTCOMES

- Large hard paved open space to the south of the Gatehouse used for public gatherings and include an 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 boating.

Draft

BREAKFAST LUNCH GELATI CHURROS

05 Implementation strategy

5.1 PUBLIC REALM PRIORITY PROJECTS

The Port Melbourne Waterfront UDF details a series of outcomes and projects to be achieved within a 30 year timeframe.

Implementation of the UDF's findings requires a multi-faceted approach, led by Council in partnership with the State Government, the Federal Government, the private sector and community stakeholders. An example of this cooperation is the funding and project leadership provided by Major Projects Victoria (MPV) for the redevelopment of Princes Pier.

The implementation plan for this UDF will be closely linked to Council's Capital Works Program, and its service delivery program.

These projects will all be subject to the standard community and stakeholder consultation activities and detailed design and feasibility.

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

Draft

5.2 PROJECT IMPLEMENTATION

The following pages outline a series of implementation initiatives which come out of this document.

Each initiative has been given an indicative rating on Timing, Costing, Public Benefit, and Sustainable Neighbourhood to summarise the different benefits of the project's delivery (Figure 68)

Timing The timing refers to how soon a project can be undertaken within the 30 year timeframe. Some projects will be able to start immediately, while others will require other projects to be completed first before they can commence. SHORT TERM MEDIUM TERM LONG TERM	***Cost*** The cost is simply the indicative capital works value of the project. $ $$ $$$
Public Return 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.	***Sustainable Neighbourhood*** 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.

Figure 67 | Project delivery benefit summary

OVERARCHING INITIATIVES | *PORT MELBOURNE WATERFRONT*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Promote "Just Look" campaign in Port Melbourne	Just Look is a behavioural change campaign currently underway on the St Kilda foreshore. The educational campaign raises awareness between different users (pedestrian/cyclists/skaters etc) of popular public spaces areas to promote coexistance and minimise conflict.		$			- CoPP - Port of Melbourne Corporation (PoMC) - VicRoads
Investigate on-road commuter cyclist provision along Beach Street	- Reduce conflicts between recreational cyclists/pedestrians and high speed commuter cyclists by investigating the provision of on-road cycle lanes - This will assist in the provision of slow-zones at key nodes along the Bay Trail		$			- CoPP - VicRoads
Advocate for waterfront public transport connection	Engage with relevant government agencies to discuss the future provision of public transport connections along the waterfront- from Port Melbourne to Elwood and beyond. This would provide a vital connectivity between Port Phillip's waterfront centres for locals and tourists		$$			- CoPP - City of Bayside - PTV
Promote Port Melbourne as a tourist destination for Station Pier passengers	Promote connection from Station Pier to Bay Street including; - Installation of banners/flagpoles along waterfront - Signage strategy to upgrade existing signage and focus on pedestrian movement Investigate options for a bus connection to run on cruise ship days to connect Port Melbourne to South Melbourne Market to St Kilda. Investigate options to establish a volunteer guide at Station Pier to provide Port Phillip tourist information to arriving passengers and crew Continue to develop and distribute published material at Station Pier tourist information stand; - Official Visitors Guide to Melbourne- note Port Melbourne - Cruise Arrival Guide- Note Port Melbourne - Crew Guide- soft copy which includes trader offers in Bay Street, sporting opportunities and wifi spots		$$			- Tourism Vic - Destination Melbourne - PoMC - Port Melbourne Business Association (PMBA)

Draft

OVERARCHING INITIATIVES | *PORT MELBOURNE WATERFRONT*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Connect Bay Street activities to waterfront spaces	Work with event and festival co-ordinators to bring activity of Bay Street towards Port Melbourne waterfront. This may include events such as Bike Fest and Piers Festival.		$			- CoPP - PoMC - PMBA
Scope opportunities for a neighbourhood wide sustainable transport plan	Undertake further analysis and assessment work on the neighbourhood traffic and transport network operations around Waterfront Place. This may result in the development of a comprehensive sustainable transport plan for Port Melbourne. This work would acknowledge the ongoing growth and change in the area which will impact traffic movements. In particular this would consider; - Station Pier operations (more "turnaround" cruise ship days) - Future needs of TT-Line - Port Capacity Project (freight route changes, buffer zones as new destinations) - Fishermans Bend		$$			- CoPP - PoMC - PlacesVic
Improve bicycle infrastructure provision	- Focus cycle parking facilities around destinations such as open spaces, shops and public transport - Ensure adequate signage (ie; wayfinding and maps) is in place to guide cyclists around the area - Promote and investigate the expansion of the Melbourne Bike Share scheme		$$			- CoPP - YarraTrams - PTV

Draft

PRECINCT 1 INITIATIVES | *BAY AND BEACH STREET HUB*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Vegetation, signage, seating and lighting	- The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area - The installation of creative and high quality precinct entry signage and variable message signage that provides information to visitors - General allowance for public seating, tree planting, vegetation and associated lighting - Include lighting which enables evening use of the spaces		$			- CoPP - VicRoads - Federal Department of Infrastructure and Transport (DoIT)
Promote Bay and Beach streets as a gateway to Port Melbourne waterfront and tourist hub	- Review, update and expand signage and wayfinding elements to direct pedestrians and cyclists between Bay Street and Port Melbourne waterfront. - Continue to ensure City of Port Phillip tourism maps document Port Melbourne highlights - Enable an "Active Land Use Connection" along southern end of Bay Street to connect the activity centre to the waterfront.		$			- CoPP - Tourism Victoria
Port Melbourne Yacht Club Upgrade	Work closely with Port Melbourne Yacht Club to assist in developing any future upgrades to their facilities. This may include; - Additional storage for boats and equipment - Improved beach and water access and integration with surrounding open spaces - Expansion of club building while respecting its cultural significance		$$			- CoPP - Port Melbourne Yacht Club

Draft

PRECINCT 1 INITIATIVES | *BAY AND BEACH STREET HUB*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Reconfiguration of Bay and Beach Street intersection	Improvements to the crossing condition for pedestrians and cyclists at the Bay and Beach street intersection. This would include; - Returning redundant road pavement areas to open space - Improved lighting and signage for users		$$$			- CoPP - Vic Roads
Beachside improvements	- Establish a large indigenous dune ecology between the car park edge and the western boundary of the Port Melbourne Yacht Club. - Establish a plantation zone along the western and northern boundaries of the Port Melbourne Yacht Club		$$			- CoPP - Port Melbourne Yacht Club
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.		$$			- CoPP - DPCD
Vegetated water treatment elements	Introduction of planted areas within the streetscape (including car park and minor regrading) that receive, retain and treat stormwater runoff.		$$			- CoPP - Melbourne Water.
Pier and ramp for all abilities access	Construction of a timber pier structure aligning with the previous Town Pier. This would include a timber deck that facilitates pedestrian and wheeled access to the beach		$$$			- CoPP - Parks Victoria - DPCD

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PRECINCT 2 INITIATIVES | *BEACH STREET*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Vegetation, signage, seating and lighting	- The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area - The installation of creative and high quality precinct entry signage and digital message signage that provides information to visitors - General allowance for public seating, tree planting, vegetation and associated lighting		$$			- CoPP - Melbourne Water - Possible development contributions
TT-Line passenger vehicle queuing lane	*[Project extends to Waterfront Place Precinct]* - Provide a TT-Line queuing lane (including kerb and channel) and pedestrian crossing in collaboration with PoMC - Detailed design to provide for no net loss to usable public open space		$$			- CoPP - PoMC - VicRoads (for approval)
Safer pedestrian connections across Beach Street	Undertake detailed design work to realign the crossing points at either side of Beach Street and modify of the central median to provide a more visible and usable pedestrian crossing		$$			- CoPP - VicRoads (for approval)
Beach Street corridor from Nott Street to Princes Street	- Reconfigure the road surface, kerbing, car parking arrangements, footpaths and drainage - Include the realignment and planting of the central median and passive irrigation of planted areas, where possible - To be constructed after the Bay and Beach Street Hub project		$$$			- CoPP - VicRoads (for approval)
Bay Trail and Promenade	Resurfacing and minor realignment of the Bay Trail along Beach Street. Include cycle calming measures (such as rumble strips) and planting of mid-sized shade trees		$$			- CoPP
Beach Street corridor from Bay Street to Nott Street	- Reconfigure the road surface, kerbing, car parking arrangements and drainage - Include the realignment and planting of the central median and passive irrigation of planted areas, where possible - To be constructed after the Bay and Beach Street Hub project		$$$			- CoPP - VicRoads (for approval)

Draft

PRECINCT 3 INITIATIVES | *WATERFRONT PLACE*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
TT-Line passenger vehicle queuing lane and changes to roundabout	*[Project extends to Beach Street Precinct]* - Provide a TT-Line queuing lane (including kerb and channel) which can accommodate freight traffic when suitable (in collaboration with PoMC) - Deliver an additional "left turn" lane through the roundabout to improve TT-Line passenger vehicle queuing traffic impacts. - Detailed design to provide for no net loss to usable public open space - The detailed design of this project should be done with the "Realignment of Bay Trail" project listed below Note: During the 2012/13 cruise season a trial temporary queuing lane arrangement was put in place. The success of the reconfiguration will be evaluated through further traffic surveys and observation will influence the detailed design response in this area.		$$$			- CoPP - PoMC - VicRoads
Station Pier	Continue to work in collaboration with Port of Melbourne Corporation and its tenants (ie; TT-Line) to ensure the function and amenity of Station Pier is continually improved. This may include; - Consideration of freight and passenger access to improve traffic conditions - A strong "arrival experience" for passengers arriving at Station Pier - Improved transport options and connections for arriving and departing passengers - Collaboration on events and festivals to celebrate the Port history		$			- CoPP - PoMC - TT-Line - PTV - Port Melbourne Business Association
Design Guidelines for 103 Beach Street	Prepare design guidelines for 103 Beach Street to provide a strategic vision for the possible future redevelopment of the site This may result in the preparation of a planning scheme amendment for the site		$$			- CoPP - External consultants

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PRECINCT 3 INITIATIVES | *WATERFRONT PLACE*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Realignment of Bay Trail adjacent to TT-Line freight yard	- Widened path to provide a consistent minimum width for a shared pedestrian cycle path - Paving will be upgraded along the central path with bold patterns to increase the importance of the path and reduce the speed of cyclists - Raised crossings and continued path material to reinforce the pedestrian and cycle priority at crossings		$$			- CoPP - PoMC
East Edge	The eastern edge of the pier will be re-landscaped to create an undulating dune-scape with native coastal forest planting. Key enhancements may include: - undulating landform of paths and spaces - native planting - tree planting buffer zone		$$			- CoPP - PoMC
Port Plaza	Reconfigure the existing circulation roadway and create a new plaza heart for Waterfront Place. The project will seek to deliver; - Increased open space as a community gathering space, arrival space for light rail passengers and additional seating areas for surrounding restaurants - Minimised crossing points to pedestrians to access Waterfront Place restaurants from light rail stop - The opportunity for "water play" elements and children play areas - Possible bus parking along the southern edge which provides an easy link for cruise ship arrivals and or connections to the city - Widening and realignment of the city trail bike path to the east to provide more space around the tram stop		$$$			- CoPP - PoMC - Yarra Trams - Possible development contributions

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PRECINCT 3 INITIATIVES | *WATERFRONT PLACE*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Creation of Pier Park	- Reconfiguration of car parking area to create a flexible use space - Utilise reconfiguration of car parking space to achieve a net increase in car parks across the space - Incorporate Water Sensitive Urban Design principles to capture and treat run off water - Incorporate a grid of trees across the asphalt area to provide shade and reduce the urban heat island effect of the asphalt		$$$			- CoPP - PoMC - TT Line
Cruise Arrival Space	- Enhance passenger arrival experience. Possible inclusion of "Welcome to Melbourne" signage statement - Utilise additional space created from creation of Pier Park to widen path and provide a generous walking area for pedestrians - Deliver an architecturally elegant shade structure running the length of the walkway - To avoid reduction of car park numbers this project should be delivered after the Pier Park is constructed		$ $$			- CoPP - PoMC - Destination Melbourne
North Promenade and Laneway Spaces	*[These projects are to be delivered if the site at 1-7 Waterfront Place is redeveloped]* - Widen footpath space with high quality planting and materials - Investigate the feasibility of a mid-block pedestrian crossing to allow pedestrians to cross from the beach and avoid the freight yard.	TBD	$$			- CoPP - Possible developer contributions

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PRECINCT 4 INITIATIVES | *BEACON COVE PROMENADE*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Vegetation, signage, seating and lighting	- The inclusion of minor interpretive signage that provides information to the public on historical and ecological points of interest in the area - General allowance for public seating and associated lighting - Introduction of planted areas within the promenade that receive, retain and treat stormwater run-off		$$			- CoPP - Melbourne Water
Accessibility & Safety review	Undertake a review of the accessibility and safety issues along the Promenade and outline minor improvements which could be undertaken to ensure safe and equitable access for all users. This may include the provision of; - Hand rails - Pram ramps - Signage The review would also highlight additional problems which may need resolution in the "Upgrade of Beacon Cove Promenade" project		$			- CoPP
Upgrading of the Beacon Cove Promenade	- Reconfiguration of the Promenade to better separate cyclists and pedestrians - To include construction of refuge areas at the entrances to the Promenade from Beacon Cove towers - To include a minor extension of the existing timber piled boardwalk below the seawall		$$			- CoPP

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PRECINCT 5 INITIATIVES | *PRINCES PIER*

Project	Description	Timing	Cost Estimate	Public Return	Sustainable Neighbourhood	Relevant Agency
Promote Princes Pier as a tourist destination	Continue to promote Princes Pier as an interesting and unique destination for local and international tourists. This may include; - Ensure Princes Pier is marked as a destination on tourist maps - Ensure clear and visible signage for pedestrians and cyclists using the Bay Trail to direct them towards Princes Pier - Continue to promote Princes Pier as a venue for community festivals and events		$			- CoPP - Tourism Victoria
Future gatehouse use	Manage expression of interest and tender for future use of the gatehouse. This may include rotating exhbitions in the short term, and the possibility of a "function" or restaurant use in the longer term.		$			- Parks Victoria - Multicultural Arts Victoris
Artistic installation of lighting (Ship Lights) the Forest of Piles	Lighting sculpture to be installed on the 'forest' of remnant Princes Pier piles - may include photo voltaic power generation		$			- CoPP
'Super graphic' art installation to the surface to Princes Pier	- A large painted artwork celebrating the history of the area - Artwork to occupy the open gathering area to the southern side of the gatehouse		$			- CoPP
Additional day mooring facilities	Extension of the day mooring facilities provided by Major Projects Victoria (MPV)		$			- Parks Victoria

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Appendices

Figure 68 | Predominant Existing Land Use

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 in-depth review of conditions, which led to identification of opportunities for the wider study area.

A.1 LAND USE

The operating port and residential community are competing and sometimes conflicting uses along the Port Melbourne waterfront. To a lesser extent, the restaurants adjacent to Station Pier and the Foodstore at 103 Beach Street also have specific and conflicting car parking, traffic movement and open space demands. 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 Melbourne's premier assets.

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 many 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 which provides 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 has an emerging commercial hub centred on the Waterfront Place and Station Pier precinct. The restaurants and retail offers adjacent to Station Pier provide for a small but steady demand from local residents and a seasonal demand from cruise ship tourists and other visitors. 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.

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

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A.2 BUILT FORM

Along Port Melbourne Waterfront there are 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.

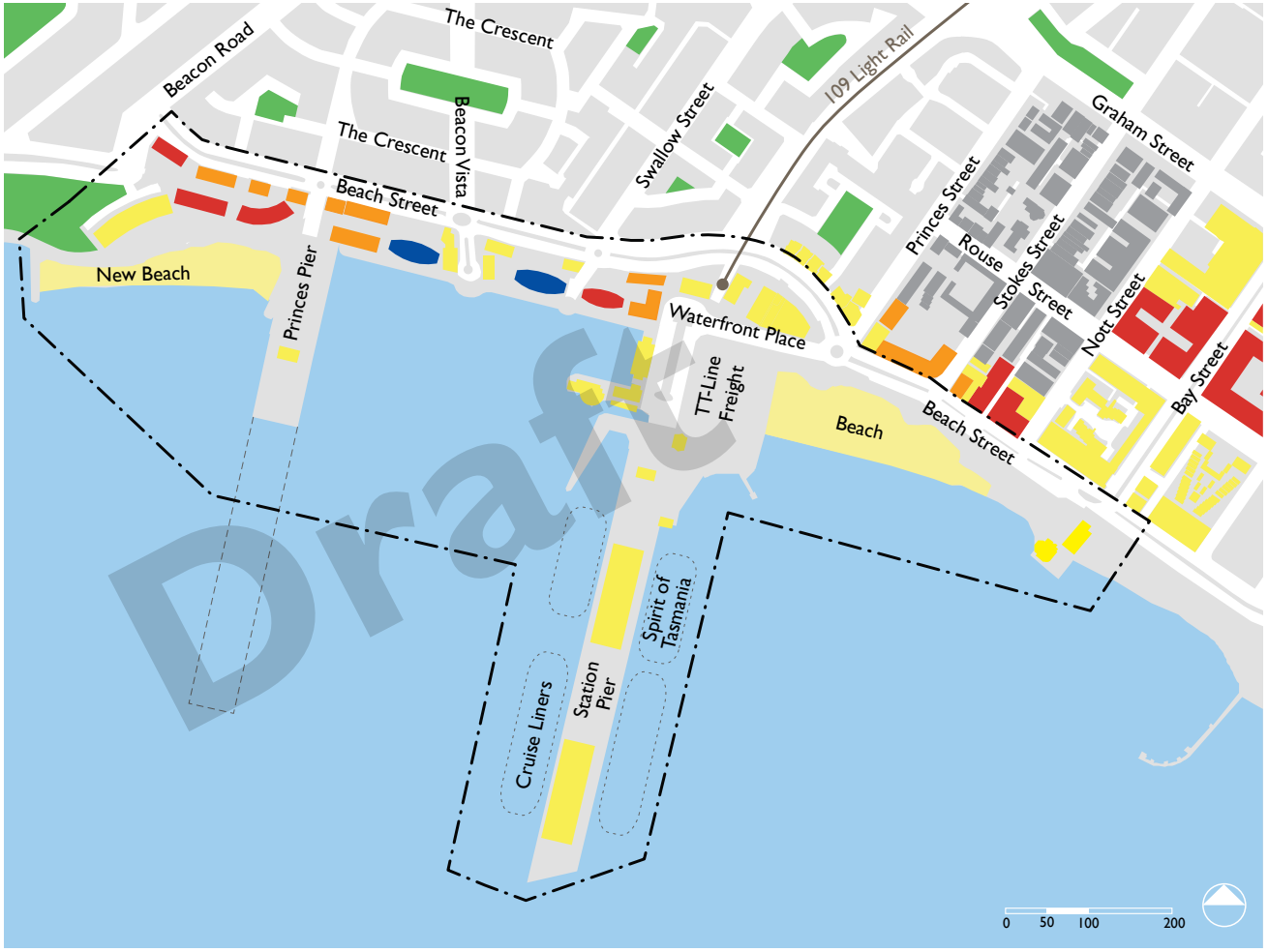
Ground level connections refers to how easily people can move around the site. Strong visual connections allow a better sense of a place and how to move around it. Together these attributes create the general character of an area. There are three distinct areas of character along the waterfront:

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

BEACH STREET EAST

The built form of Beach Street east exhibits an urban fabric closely associated with redevelopment of former industrial land south of Graham Street. It achieves this through a 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 usually 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



High Rise - 13+ storeys

Mid-High Rise 8-12 storeys

Mid Rise 4-8 storeys

Low rise 1-3 storeys

A range of building heights 3-8 storeys

Figure 69 | Existing Building Heights

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.

However many Beach Street east residential buildings have a split level basement car park 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

For the purpose of this analysis, Waterfront Place comprises 103 Beach Street Foodstore, the historic railway station, the existing 1-7 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 railway building with similar heights and roof lines. The distances between both of these buildings, and others adjacent, allow well-proportioned pedestrian lanes and a café seating area. These laneways provide strong and highly desired public accessibility through and around these buildings.

The 1-7 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. The restaurant buildings on the west boundary of the Station Pier car park provide a street edge to this space and enclose a small harbour. Timber boardwalks and public spaces surround these double storey buildings and provide good pedestrian access and protection from the elements.

BEACON COVE WATERFRONT

The waterfront section of Beacon Cove 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. The introduction of lower built forms or podium structures, generally three to four levels, also helps to reduce the perceived scale. Podium structures are typical along the waterfront. To the north, small lower buildings sit along the property boundary of Beach Street west. They help define vehicle entrances and provide some definition and architectural expression to the streetscape.

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 to the promenade, often causing conflict between pedestrians and cyclists.

Overall the broader built form structure of 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.

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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. Along the Port Melbourne waterfront three broad types of streetscape have been identified:

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

(Refer Figure 71)

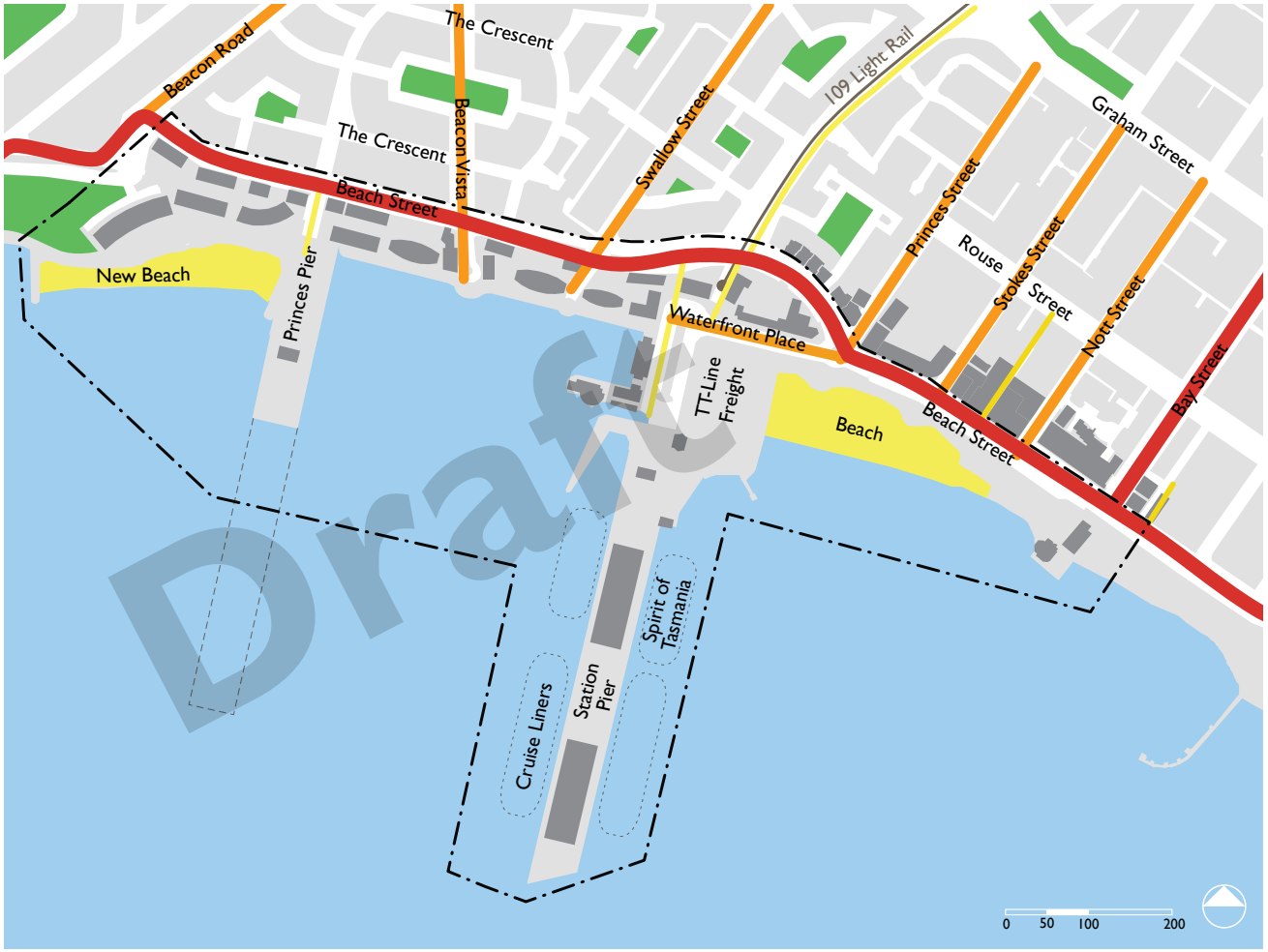
A.3 ACCESS AND MOBILITY

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.

Throughout the waterfront area, pedestrian connections from urban streets 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.

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

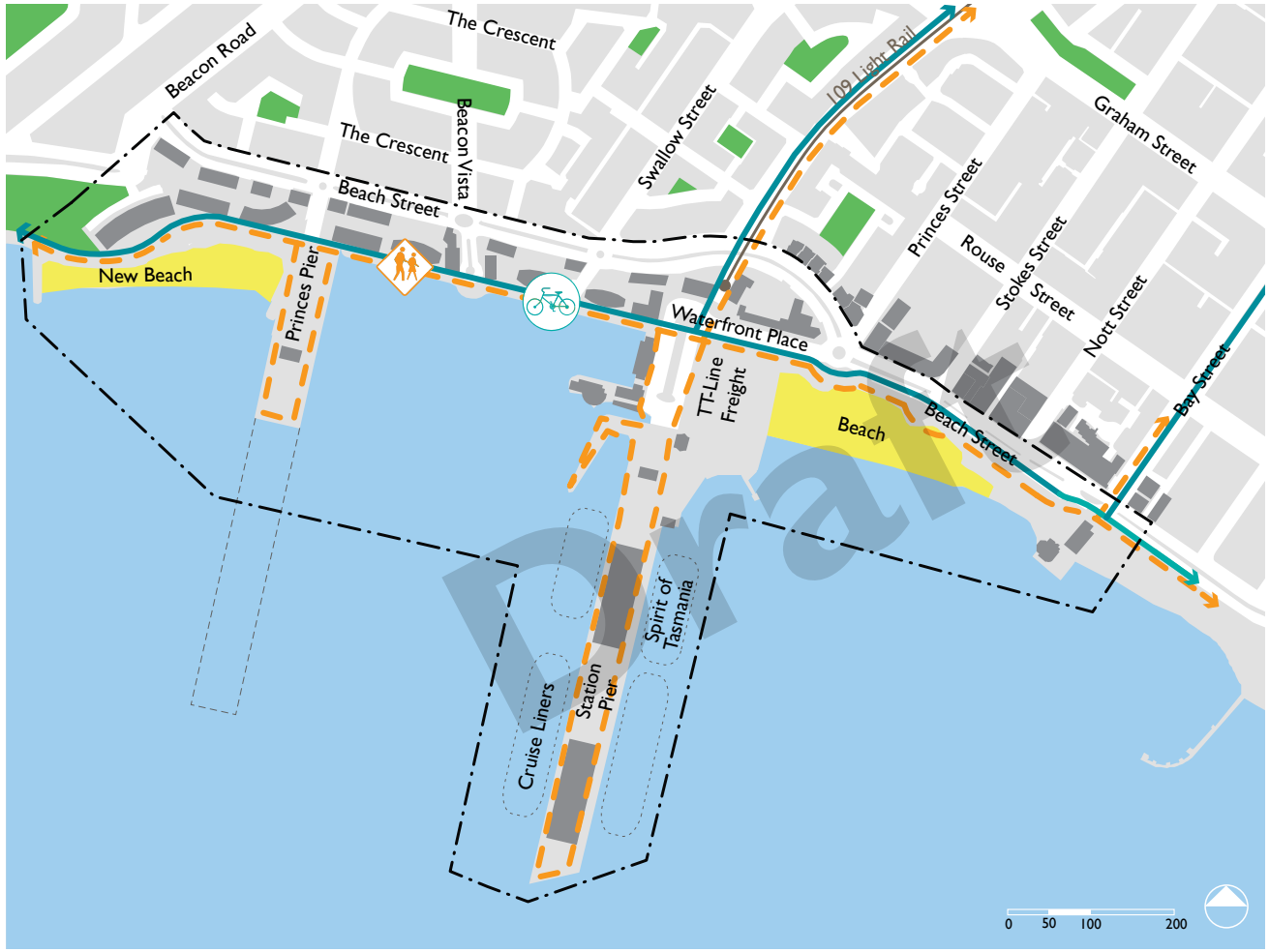


Large Streets

Local Streets

Laneways / Local Access

Figure 70 | Existing Street Hierarchy



Main pedestrian routes

Cycling route

Figure 71 | Existing Pedestrian and Cycling Accessibility

Swallow streets. In addition 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, gives visitors and local residents the opportunity to use the Bay Trail or just to explore the waterfront.

(See Figure XX)

SUSTAINABLE TRANSPORT MODES

The waterfront is served by 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) outlines the importance of encouraging public transport through a variety of modes, 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.

Tram Route 109 operates seven days a week and well used during cruise shipping and TT-Line passenger peak periods.

Water-based public transport has been examined but is not considered financially viable. 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 form the Waterfront area close to the corner of Rouse and Bay streets. As the waterfront develops, the inclusion of a car pool parking

Figure 72 | The Bay Trail

bay at Waterfront Place should be considered.

(See Figure 69)

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 the nominal traffic condition approached 14,000 vpd. It was also observed 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 that affect the approach roads to Waterfront Place and Beach Street, 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 freight route 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 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 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 part closure of the Waterfront Place/Station Pier public car park. One of the most critical improvements required along the waterfront is to facilitate up to 650 metres of dedicated queuing space for TT-Line passengers – separated from local and freight traffic circulation – that does not result in significant loss of public car

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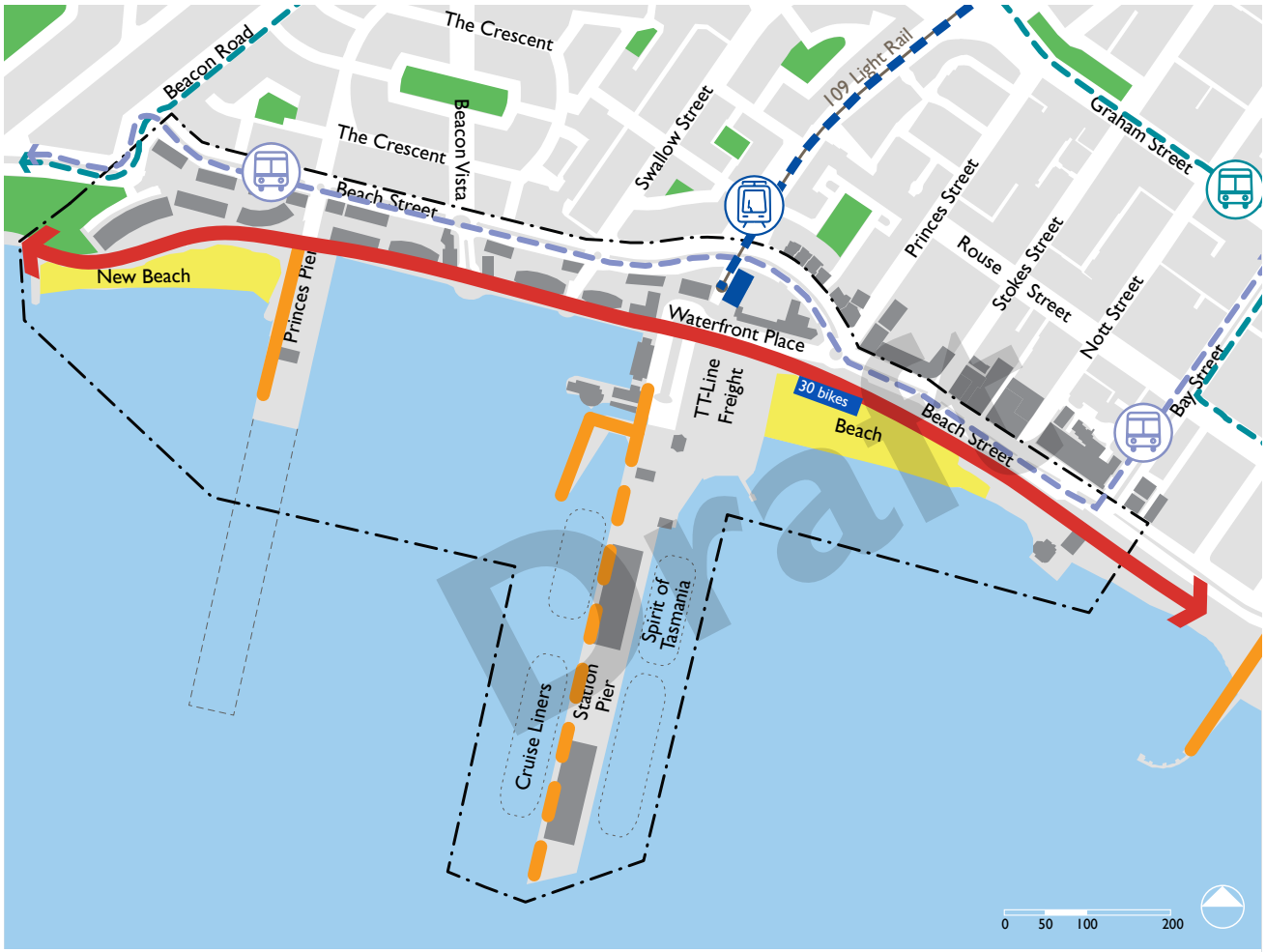


30 bikes 'Bikes for Hire'

Bus route (253)

Bus route (Community Bus)

Tram

Bay Trail (bicycles and pedestrians)

Existing public access to piers and jetties

Station Pier pedestrian access during non Cruise ship sailing days

Figure 73 | Primary Access Routes

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, an activity that is continuing to grow in popularity.

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 these movements need to be unobstructed by 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 parts of the public car park are not available 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.

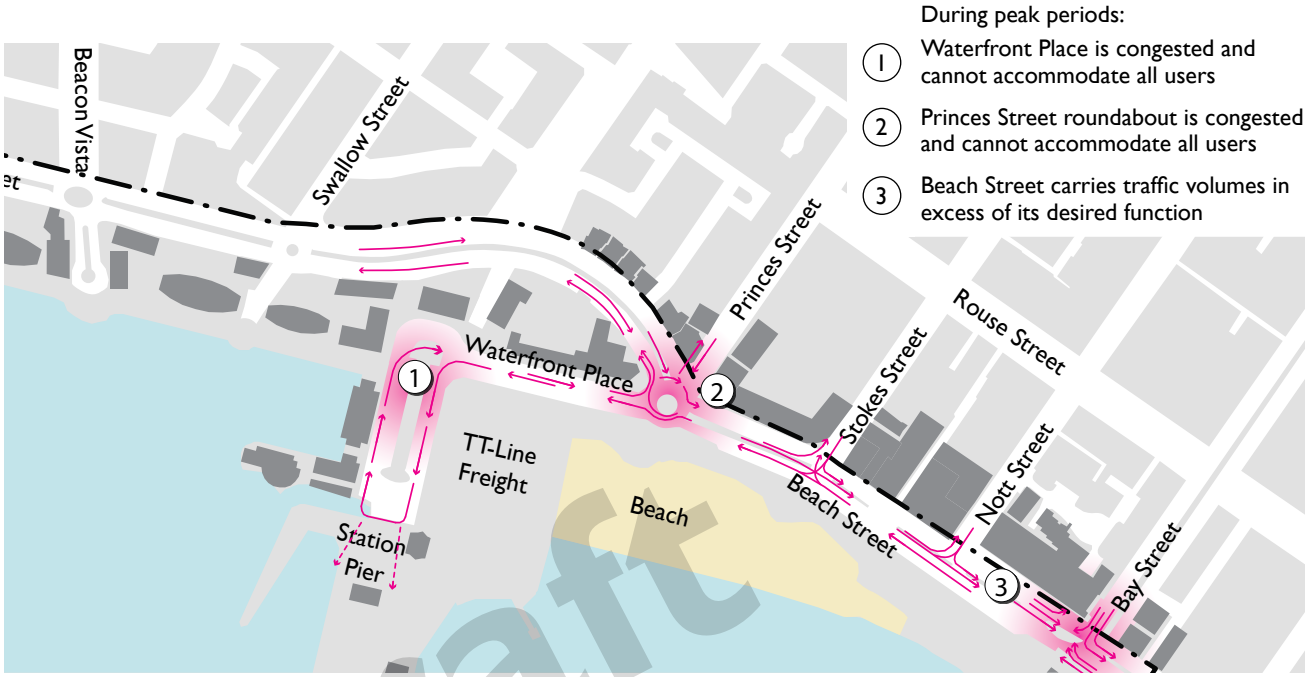
The Waterfront Place and Station Pier restaurants and retailers rely on the centralised bank of car parking close to their businesses. Any increase in commercial floor space, or changes to traffic or parking in the area that is likely to impact on Waterfront Place should be considered carefully and in close consultation with the community.

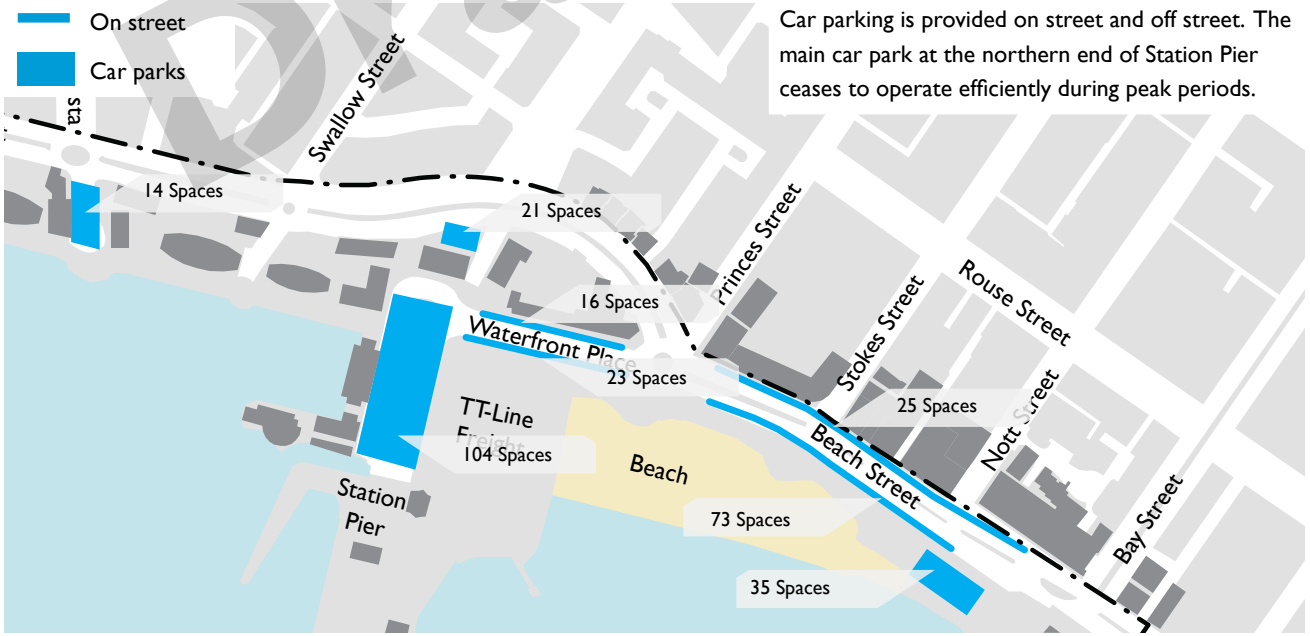
More broadly, the City of Port Philip's Sustainable Transport Strategy 2011 seeks to lower car dependency in the area and promote sustainable modes of transport. With growing demands on car parking capacity, alternative parking options will need to considered. Integrating public car parking within private development is a model that has been employed in some Melbourne activity centres and should be investigated further.

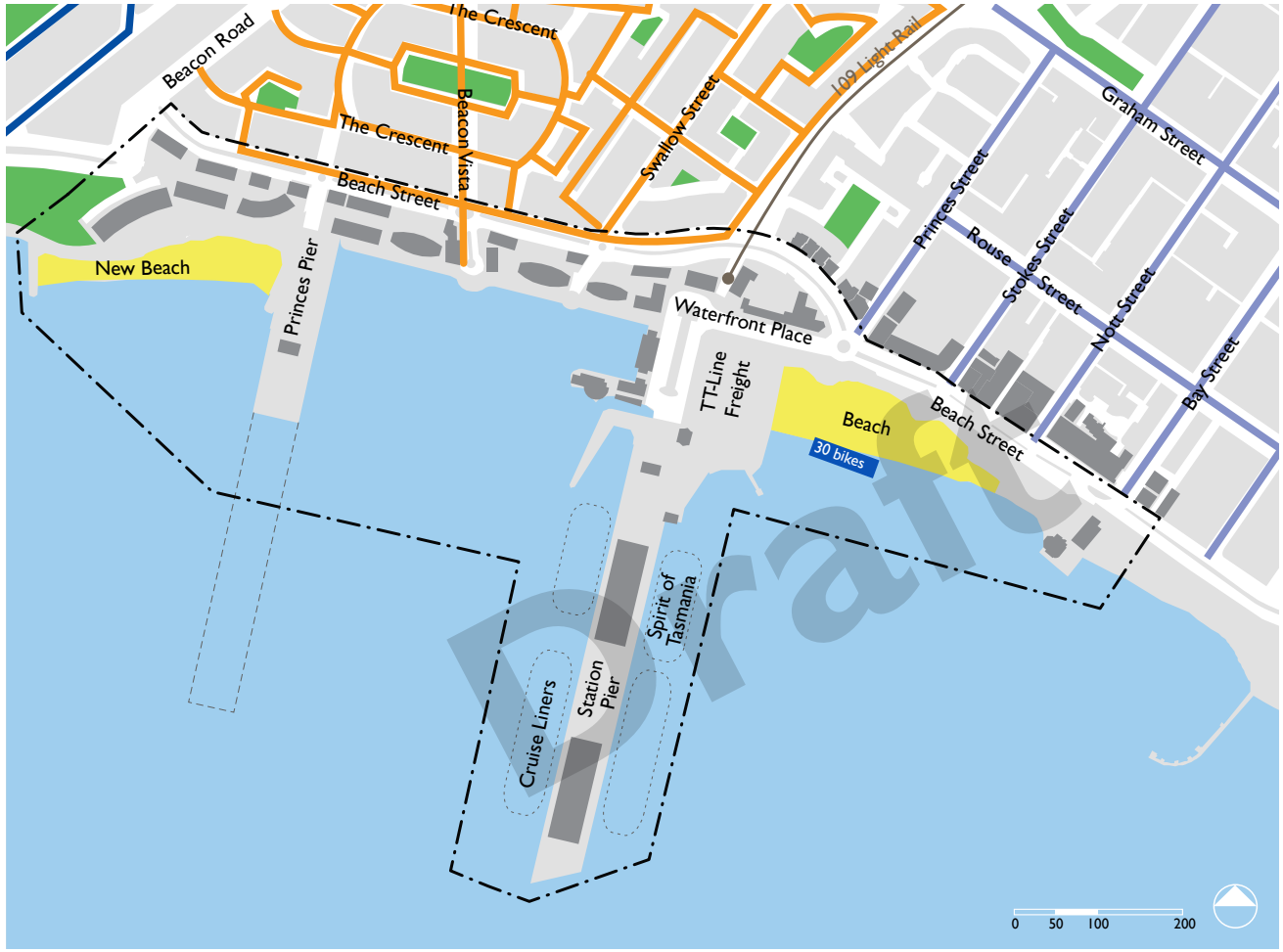
A.5 OPEN SPACE

Three distinct phases of urban development have shaped open space along the waterfront. 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 of open space development 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







Fishermans Bend Estate (1926-1948)

Beacon Cove (1990s)

1849 Settlement

Existing open space

Figure 74 | Development Phases and Open Space

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 XX).

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 local 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 stormwater run-off. The reconfiguration of many public areas provides an excellent opportunity to integrate basic water treatment systems. A broader public works project should seek to include these kinds of 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.

Port use 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 on 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.

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 in the future. Public realm areas should be accessible and streetscapes designed to provide for a range of public uses. The environmental value of foreshore areas are to be protected, including from overshadowing.

A number of planning challenges are identified by the MSS in the Port Melbourne waterfront, including the need to establish a new planning control framework for Beacon Cove to ensure that future development contributes to the established character of the area. Part of this new framework included the transition of planning powers for Beacon Cove from the State Government to the Port Philip 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 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 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 around Station Pier and its growing role as a key tourism facility. 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 the State Government. The committee recommended the development of a specific 'Port Zone'. The application of a new Port Zone is being considered. Council will work with the Port of Melbourne and State Government to ensure the appropriate land use outcomes.

EXISTING PLANNING CONTROLS – ZONES, OVERLAYS AND INCORPORATED PLANS

The Comprehensive Development Zone (CDZ1) applies to Station Pier and land in the immediate vicinity of Station Pier identified in Beacon Cove Concept and Precinct Plans No. 1 as a commercial and leisure precinct. These plans are incorporated documents in the Port Phillip Planning Scheme.

The Industrial 3 Zone (IN3Z) applies to a hardstand area to the north east of Station Pier which is currently used for holding freight vehicles associated with the TT Shipping Line (Spirit of Tasmania). The IN3Z also extends beyond the hardstand area

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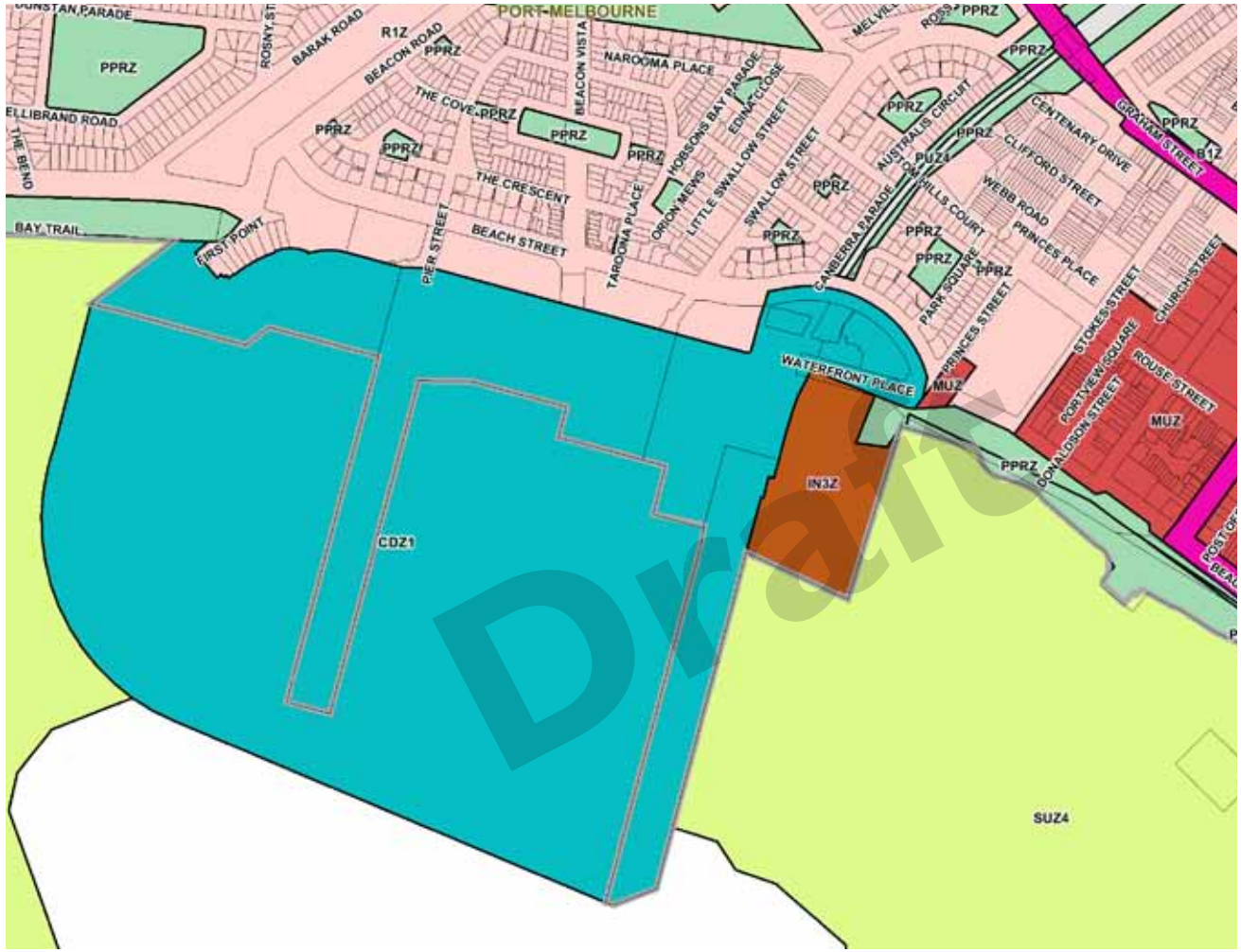

Comprehensive Development Zone 1

Residential Zone

Mixed Use Zone

Industrial 3 Zone

Special Use Zone 4

Open Space

Figure 75 | Port Phillip Planning Scheme extract

into the waters of Hobson's Bay and the adjoining beach.

The Residential 1 Zone (R1Z) applies to the residential buildings between Beacon Cove Promenade and Beach Street.

The Public Park and Recreation Zone (PPRZ) applies to much of the adjoining foreshore area (some areas under the Port of Melbourne Planning Scheme) and seeks to recognise areas reserved for public recreation and open space.

Design and Development Overlay (DDO) Schedule 10 (DDO10) applies to the foreshore area and principally seeks to preserve the existing beaches and natural beauty of the Port Phillip Bay coastal area and to prevent deterioration of the foreshore. Schedule 20 (DDO20) applies to the Beacon Cove High Rise Residential Precinct and seeks to, amongst other things encourage high quality, well-designed buildings, works, renovations and additions,

The Heritage Overlay (HO) applies to 11 specific locations within the Port Melbourne Waterfront UDF area. Its purpose is, amongst other things to conserve and enhance those elements which contribute to the significance of heritage places. HO45 and HO46 in particular apply to Station Pier and to the Port Melbourne railway station respectively. Both places are also included on the Victorian Heritage Register.

Environmental Audit Overlay (EAO) applies to land surrounding the Port Melbourne railway station and seeks to ensure that potentially contaminated land is suitable for a use which could be significantly adversely affected by any contamination.

Environmental Significance Overlay (ESO4) applies to much of the area designated commercial and leisure precinct and seeks to minimise the potential for future land use conflicts between the port and port environs.

EXISTING LEGAL COVENANTS

Legal covenants have been applied to influence and sometimes restrict things like external building treatments such as paint colours. The use of covenants to control these matters is

Figure 76 | Beach Street development

an anomaly as they more typically are controlled through provisions in the planning scheme.

NEED FOR A NEW PLANNING CONTROL FRAMEWORK

The Comprehensive Development Zone (CDZ1) was applied to the land by the Victorian Governments Major Projects Unit (MPV) in March 1990 so that Beacon Cove Estate would be constructed in an orderly and staged manner, with all works completed in accordance with the Beacon Cove Concept Plan No. 1 and Beacon Cove Precinct Plan No. 1.

With the wholesale redevelopment of Beacon Cove achieved, a new era for the estate was heralded with the Minister for Planning transferred planning responsibility for all of Beacon Cove to City of Port Phillip in August 2011, and in November 20122 approved planning scheme Amendment C73, which (amongst other things) translated the CDZ1 provisions that applied to the residential areas of Beacon Cove into Residential 1 Zone (R1Z).

A new planning control framework is required that better reflects the completed nature of the development of the 'commercial and leisure precinct', and establish planning policy and requirements to manage future development. It is recommended that any planning scheme amendment to apply new planning controls also correct the anomaly where part of the land zoned IN3Z extends beyond the hardstand area into the waters of Hobson's Bay and the adjoining beach.

A new planning framework will need to deliver planning controls that:

1. Establish planning policy and requirements to manage future development rather than on-going management of land use and development..
2. Better reflect the completed nature of the development of the 'commercial and leisure precinct'.
3. Are based on the strategic foundation formed by the vision, strategic directions and opportunities identified in the Port Melbourne Waterfront UDF .
4. Eliminate duplication between planning controls and covenants.
5. Establish a transparent process for planning discretion, third party notice and review rights.
6. Substantiate retail floor-space limits and express amenity clauses.
7. Provide planning certainty for both the Port of Melbourne and the community.

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).

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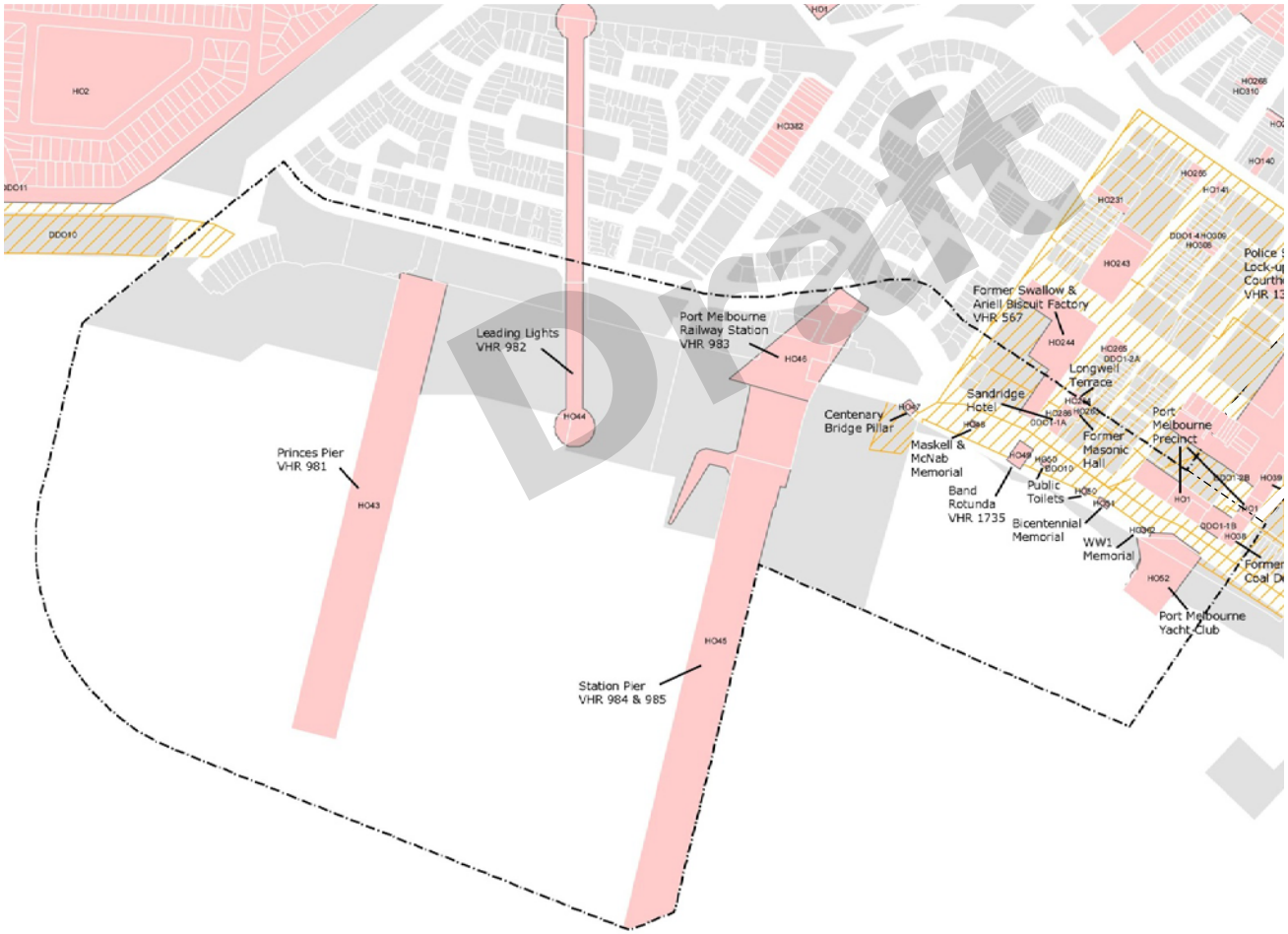

Figure 77 | CoPP Plannng Scheme heritage Overlay

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 there is likely to be an expected increase in discretionary expenditure in the area, including Waterfront Place and Bay Street (south of Graham Street). Therefore the area should aim to accommodate an additional 5,000 to 7,000 square metres of gross retail space every five years.

Figure 78 | Beach Street

- - The waterfront 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 in the public realm so that the waterfront experience is more memorable and enjoyable. In this way, the likelihood of repeat visitation is 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 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 of the residential land strongly define the composition of the area's demographics.

Recent information gained from local real estate firms strongly suggests 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 Census with the 2006 Census it can be seen that the broader Port Melbourne community exhibited the following demographic trends;

- Household incomes are increasing
- The 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 cannot be determined on current information).

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Appendix B: Consultation process

The following consultation process was used to develop this document.

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 was to provide guidance to Council on its development of the framework and be a conduit to the wider community bringing back community feedback.

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.

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.

PROJECT DATABASE

An interested person's database was established to ensure local residents and other stakeholders could be kept up to date throughout the life of the project. Council sent email updates at each key stage, linking recipients to the web page for more information.

'HAVE YOUR SAY' WEBSITE

The 'Have Your Say' website is hosted by the City of Port Phillip 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.

PROMOTIONAL ACTIVITIES

All information sessions and workshops were promoted widely to the Port Melbourne community via postcards, posters, media releases and local paper advertising.

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ISSUES & OPPORTUNITIES STAGE

ISSUES AND OPPORTUNITIES REPORT

An Issues and Opportunities report was compiled by Council and consultants outlining the current potential and limitations of the waterfront. The Issues and Opportunities report brought together comprehensive and concise background material and aimed to develop enthusiasm in the community for project.

COMMUNITY INFORMATION SESSION

An Information Session was held on 9 February 2011 to provide residents and other stakeholders with an overview of the project and opportunities for community consultation. Over 150 people attended the Information Session. The Issues and Opportunities report was presented and participants were provided with the opportunity to discuss findings in the report with subject matter experts and contribute further issues and opportunities for the identified precincts along the waterfront. The community's feedback on issues and opportunities was divided into three themes: Quality of Life; Character, Pride, Identity & Uniqueness; and Sustainable Environment. The feedback from the community helped inform the draft UDF.

VISIONING STAGE

COMMUNITY VISIONING WORKSHOP

A Visioning Workshop was held on 24 February 2011 and attended by over 130 community members. The workshop provided participants with the opportunity to contribute their own aspirations and vision for the waterfront. The purpose of the workshop was to form shared community values that would guide the development of the draft UDF. The responses were framed around six key themes - Character and Identity, Aesthetics and Amenity, Connectivity and Accessibility, Activity, Natural Environment, and Safety.

CHILDREN'S WORKSHOP

A children's workshop was held on 7 April 2011 with 22 Year 6 students from Port Melbourne Primary. The facilitated and interactive session provided local kids the opportunity to discuss their values and aspirations for the Port Melbourne waterfront via questions such as "what do you love about where you live?" The workshop activities helped to establish the shared values of the community.

COMMUNITY DROP-IN SESSION

The Drop-in Session was held on the foreshore next to the Port Melbourne Yacht Club on 7 May 2011, and was attended by around 300 people. This day-long session was focused on informing the broader community about the project and its findings to date, listening to feedback and, asking "how are we tracking?" The community values from the previous visioning consultation activities were used to form a series of vision statements and objectives for the following themes: Activity, Character and Identity, Aesthetics/Amenity, Access and Connectivity, Natural Environment and Safety. These were presented at the Drop-in Session for comment. Feedback was used to help refine the final Vision Report.

COMMUNITY VISION ONLINE SURVEY

As part of the Drop-in Session, an online survey was launched. This survey focused on the objectives created from the previous Community Visioning Session and asked: What are we missing? Responses to this survey helped refine the final Vision Report.

CONSULTATION WITH THE PORT MELBOURNE YACHT CLUB

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

VISION REPORT

The goal of the Vision Report was to develop the values and ideas of the community into a set of clear objectives. From the Vision Report, a set of principles and a vision statement were developed, which formed part of the draft UDF.

DRAFT UDF STAGE

The draft UDF was endorsed by Council at a public meeting in December 2011. The formal consultation period ran from 6 February to 9 March 2012. The following community engagement activities were conducted.

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.

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 copies of the draft UDF and the summary document, submission forms, posters illustrating design concepts and artist impressions for all five precincts, and posters illustrating a possible design solution for 1-7 Waterfront Place, which was identified in the draft UDF as a "redevelopment opportunity'.

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 to 9 March 2012. Residents were able to fill in a submission form and submit it by post or in person via ASSIST and Library staff.

ON-SITE INFORMATION SESSION

A marquee was erected on the grassed area in front of the Foodstore 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, and posters illustrating some of the urban design analysis and a possible design solutions for 1-7 Waterfront Place.

'HAVE YOUR SAY' WEB PAGE

The page was updated on 6 February 2012 to include the consultation opportunities. The page featured the draft Port Melbourne Waterfront UDF, a regularly updated series of Frequently Asked Questions, a Library of key documents including the Issues and Opportunities paper and Vision Report July 2011, 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, an online submission form – closed 9 March 2012, video link to Vox Pop of "what do you value about living in Port Melbourne?"

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REVISING THE DRAFT UDF STAGE

While most of the community feedback throughout the February to March 2012 consultation period supported the UDF as a whole and there was widespread acceptance over four of the five precincts, there was concern over the proposals at Waterfront Place, particularly around the design principles, proposed heights, views and traffic. Council resolved to do further work on the Waterfront Place precinct. In addition to the independent technical studies undertaken, the following community engagement activities were conducted:

KEY STAKEHOLDER FORUM 1 – AUGUST 2012

A pool of key community members was established to represent a diverse range of interested parties, including local residents, businesses and professionals. These stakeholders attended a small forum focused on Waterfront Place. The feedback from this forum helped inform the preparation of technical studies revised principles for the Waterfront Place Precinct.

EMAIL DATABASE AND WEB UPDATES

An email was sent to the interested person's database in September 2012 with an update about the project, including details of the forum and technical studies and a link to the web page with latest Council decisions.

KEY STAKEHOLDER FORUM 2 – FEBRUARY 2013

A second key stakeholder forum was held to test the revised design guidelines for the Waterfront Place precinct. Stakeholder input from this forum assisted in the finalisation of the Port Melbourne Waterfront UDF and Design Guidelines for 1-7 Waterfront Place.

Draft

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.

Draft

Draft

Appendix D: Reference documents

GENERAL POLICY

- *City of Port Phillip Council Plan 2009 - 2013*
- *Draft Bay Street Structure Plan* (CoPP, 2013)
- *Draft Bay Street Public Realm Strategy* (CoPP, 2013)

URBAN DESIGN & OPEN SPACE

- *Waterfront Place Design & Development Study* (SJB Urban, 2013)
- *Views & Vistas Study* (David Lock Associates, 2013)
- *Foreshore Management Plan* (CoPP, 2012)
- *City of Port Phillip – Urban Design Guidelines* (MGS Consultants, 2009)
- *Open Space Strategy* (CoPP, 2009)
- *Port Melbourne Management Framework* (CoPP, 2003)
- *Port Melbourne Waterfront Revitalisation* (CoPP, 2005)

TRANSPORT

- *Transport & Access Study* (URS, 2013)
- *Sustainable Transport Strategy* (CoPP, 2011)
- *Walk Plan: Feet First* (CoPP, 2012)
- *Bike Plan: Get on your bike and go!* (CoPP, 2012)

SUSTAINABILITY

- *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)

HERITAGE

- *Station Pier Conservation Management Plan* (Lovell Chen, 2008)
- *Princes Pier Heritage Report* (Allom Lovell Consultants, 2004)

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Draft

Appendix E: Changes to Draft UDF

- Following further consultation with the community at Key Stakeholder Forum 1, the Vision and Principles were updated to reflect a more concise and articulate vision for Port Melbourne waterfront (Chapter 2)
- Chapter 4.7 Key Site Development Guidelines were removed from the Draft UDF document and now forms part of *Design Guidelines 1-7 Waterfront Place*. This change was made to allow the UDF document to focus on public realm improvements and not privately owned sites (Refer to Figure 79)
- Chapter 4.6 of the Draft UDF was rewritten. The new concept for the Waterfront Place Precinct (now chapter 4.3) was informed by the technical studies which were undertaken by consultants. These studies, Views & Vistas, Transport & Access, and Design & Development were prepared by specialist consultants as part of the Council resolution in March 2012.
- Editorial changes for readability, consistency and grammatical accuracy.
- Some timeframes updated to reflect ongoing work on parallel projects including;
  - Foreshore Management Strategy (City of Port Phillip, 2012)
  - Sustainable Transport Strategy (City of Port Phillip)
  - Bay Street Structure Plan (City of Port Phillip)
  - Princes Pier improvement (MPV project)
  - Future changes to TT-Line passenger queuing arrangement (Port of Melbourne Corporation)
  - Planning Scheme Amendment C73 (City of Port Phillip)
  - Closure and sale of the London Hotel
- Site previously referred to as 1-11 Waterfront Place is now referenced as 1-7 Waterfront Place. This is consistent with City of Port Phillip's rates database.
- Diagrams updated for accuracy and clarity.

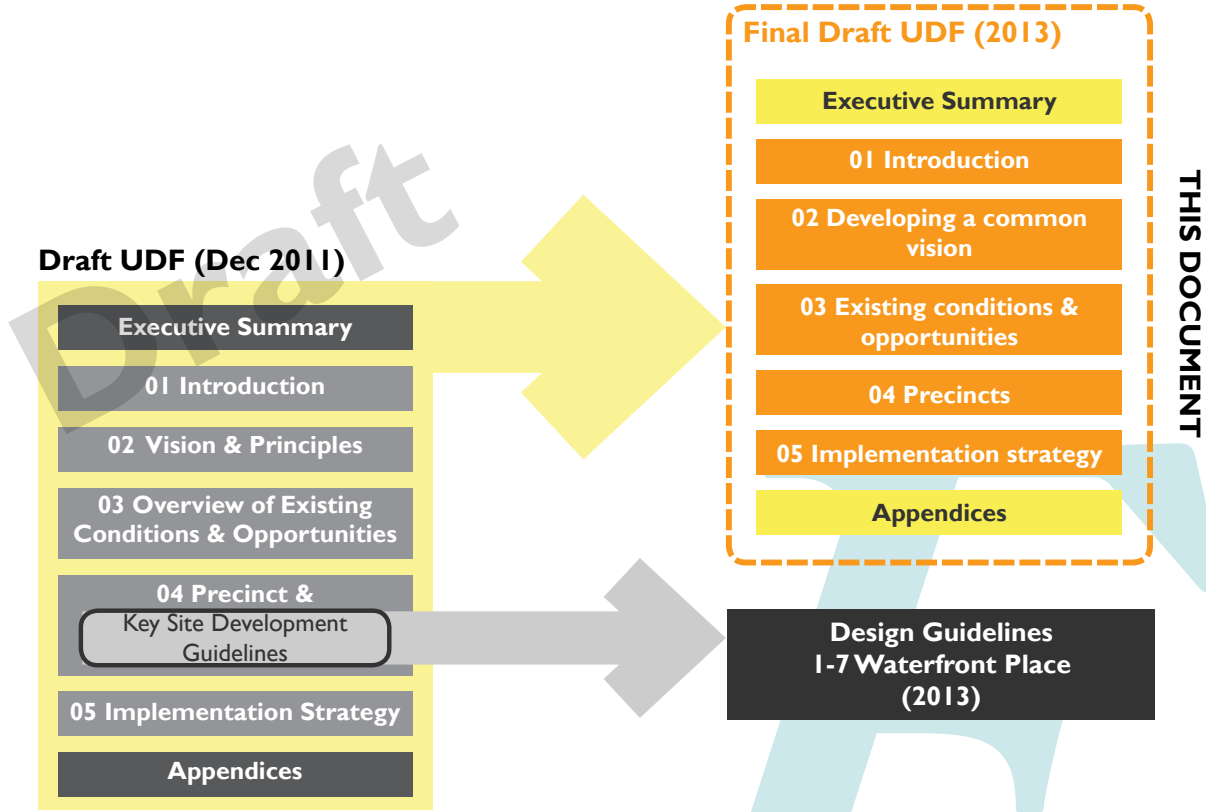

Figure 79 | Changes to the Draft UDF (2011)

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SMS: 0432 005 405
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