

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.



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

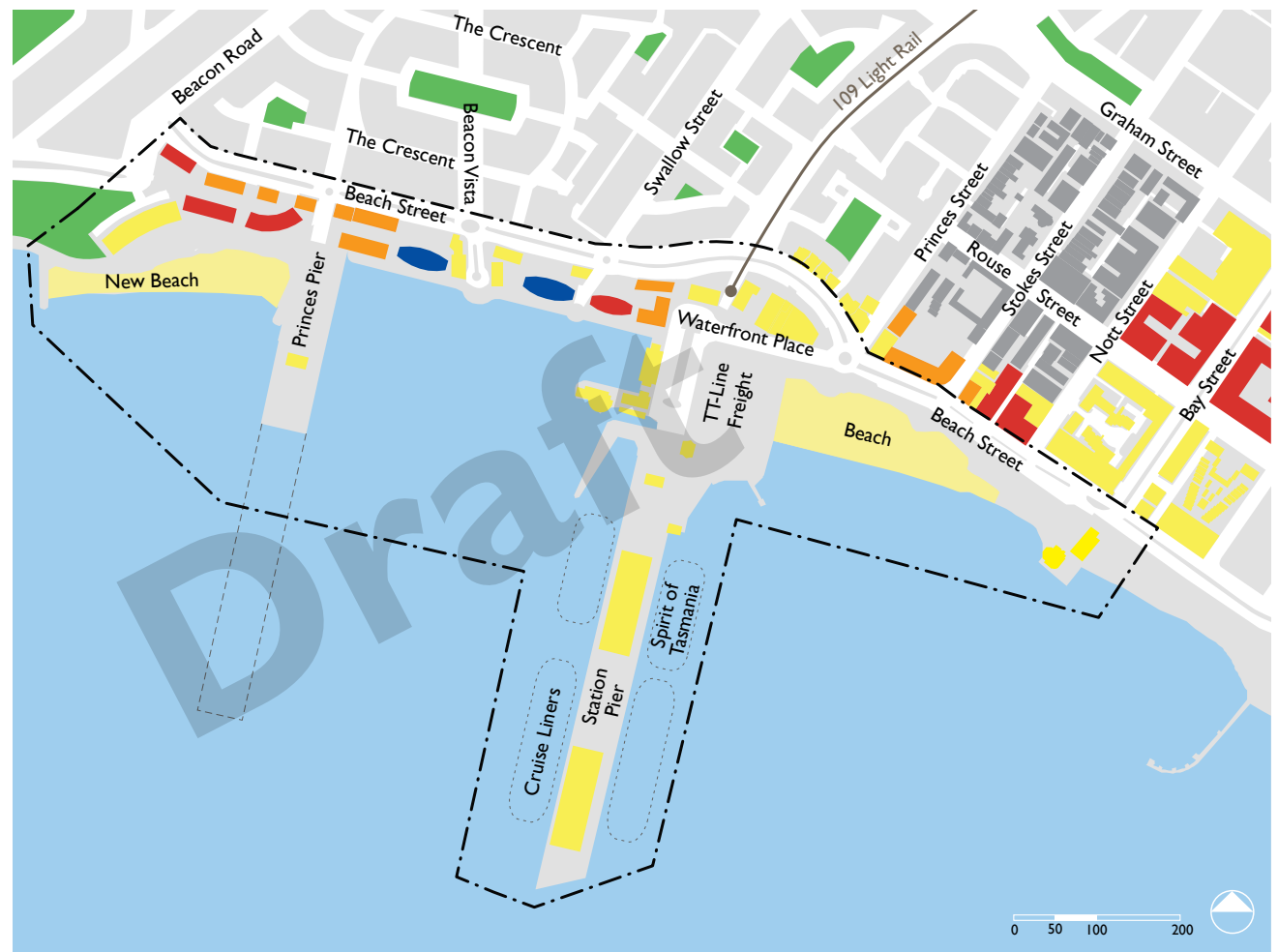


Figure 69 | Existing Building Heights

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.

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 as 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.

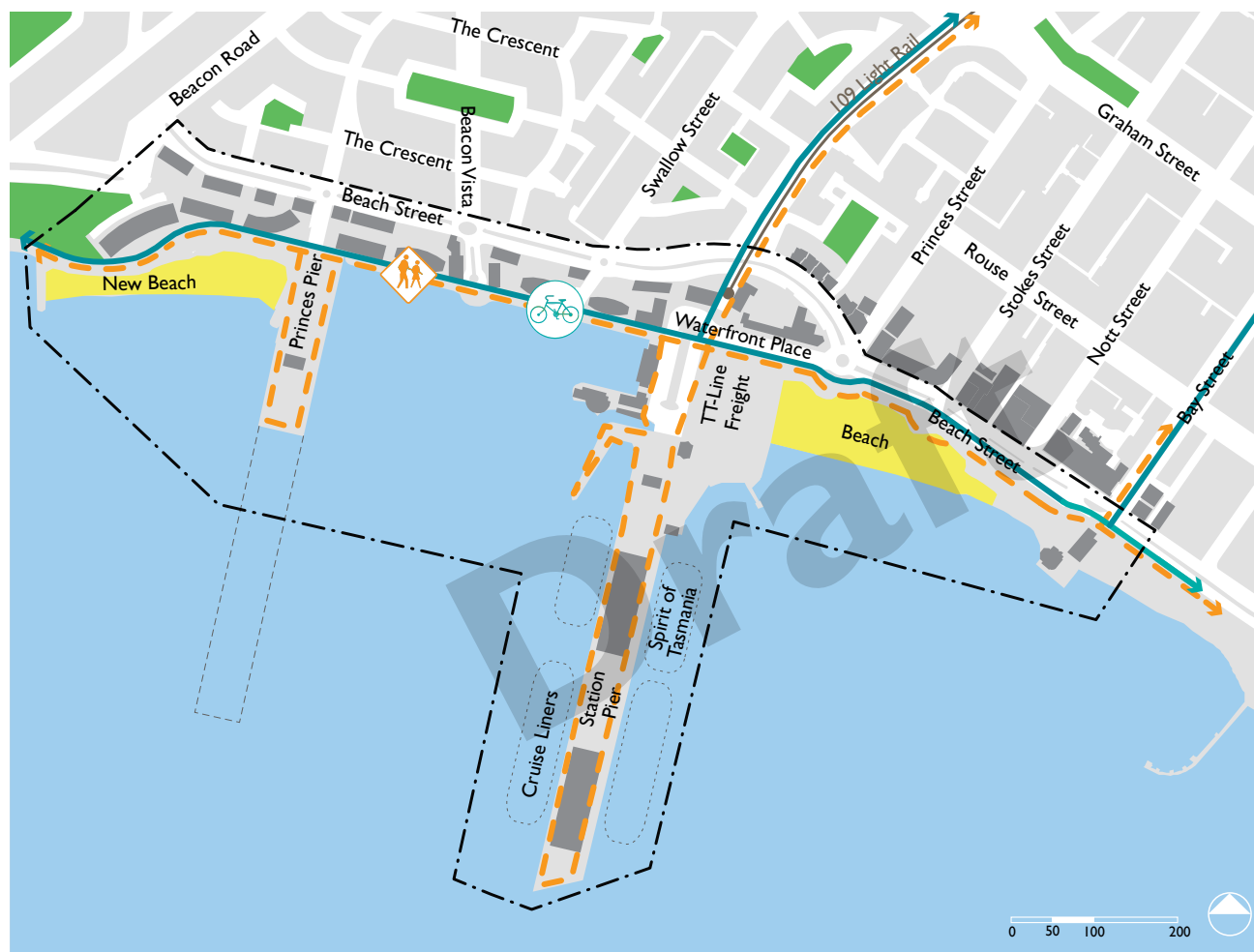
Throughout the waterfront area, pedestrian connections from urban streets to the beaches and foreshore are interrupted by roads and development. Beach Street acts as a physical barrier and in its current form prevents safe and convenient crossing. The most critical of these crossing points is the Beach 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 from 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

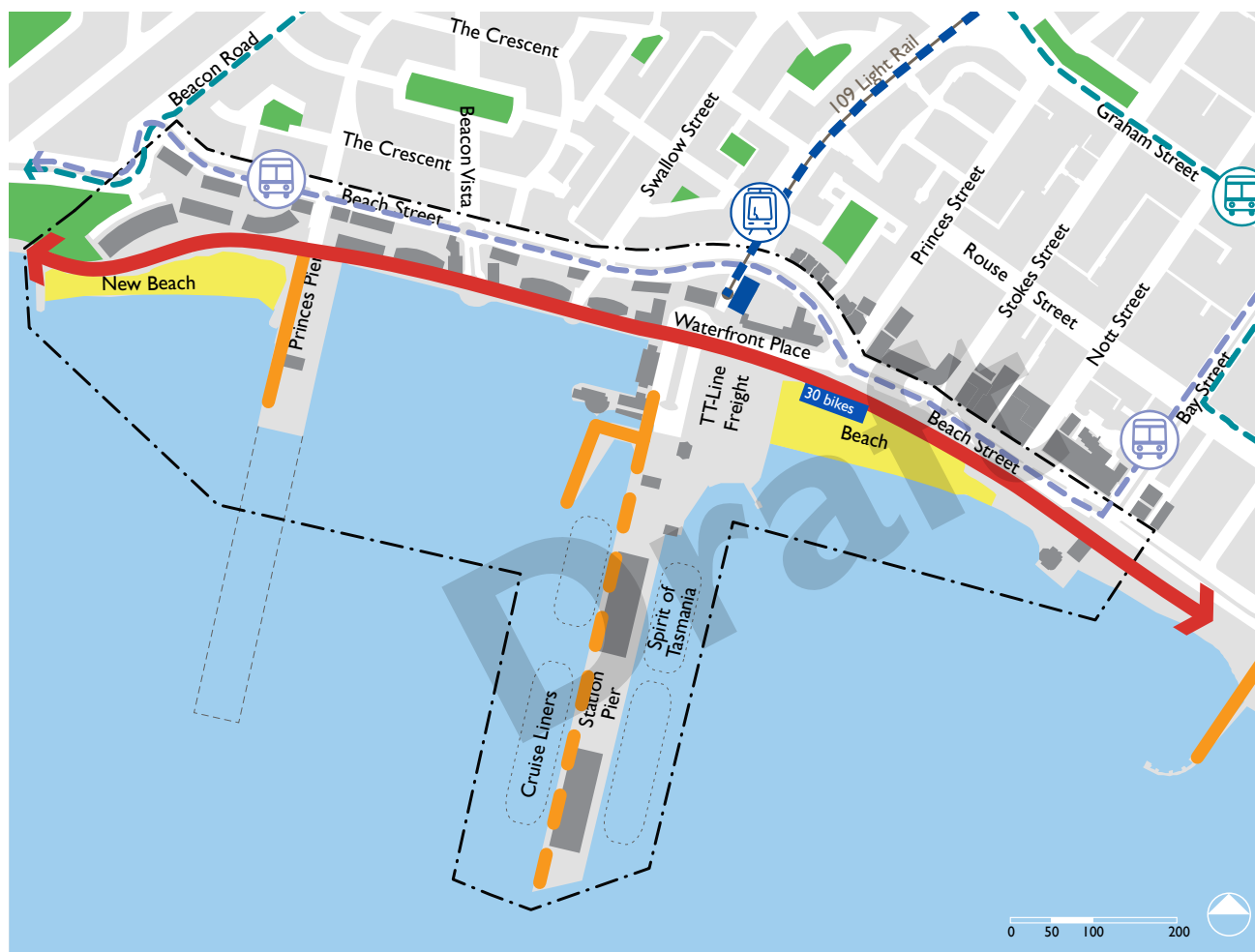
TT-Line passenger queuing

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



- | | | | |
|----------|---------------------------|--|--|
| 30 bikes | 'Bikes for Hire' | | Bay Trail (bicycles and pedestrians) |
| | Bus route (253) | | Existing public access to piers and jetties |
| | Bus route (Community Bus) | | Station Pier pedestrian access during non Cruise ship sailing days |
| | Tram | | |

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.

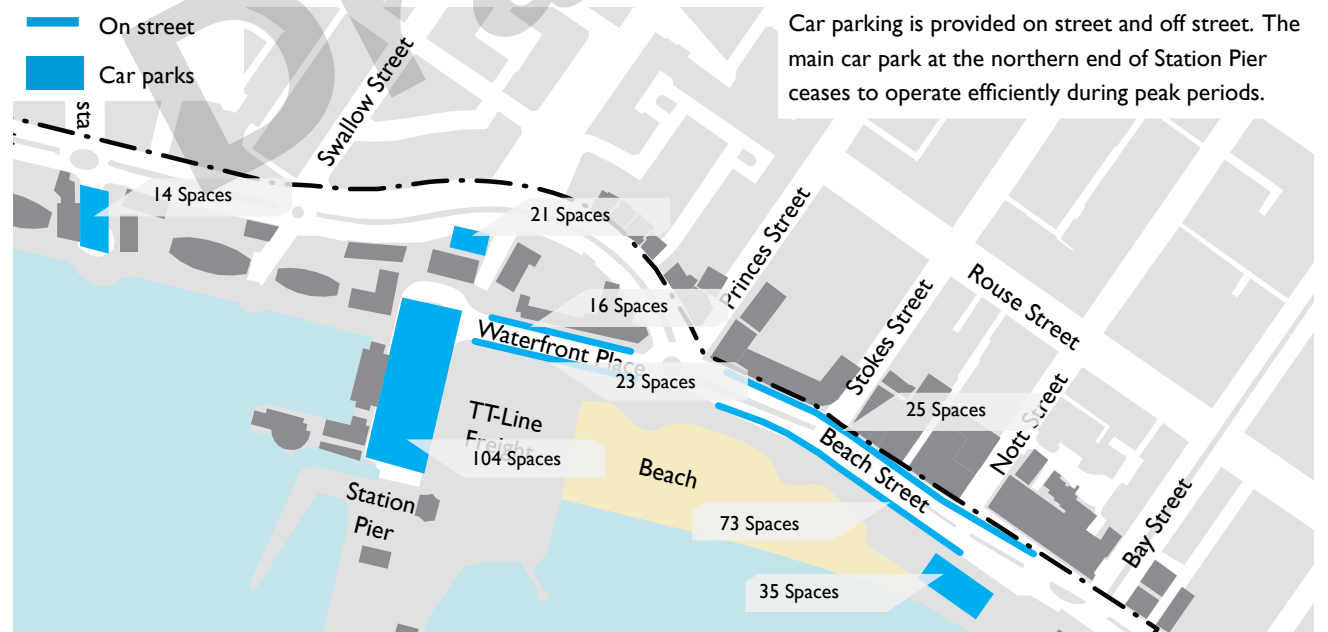
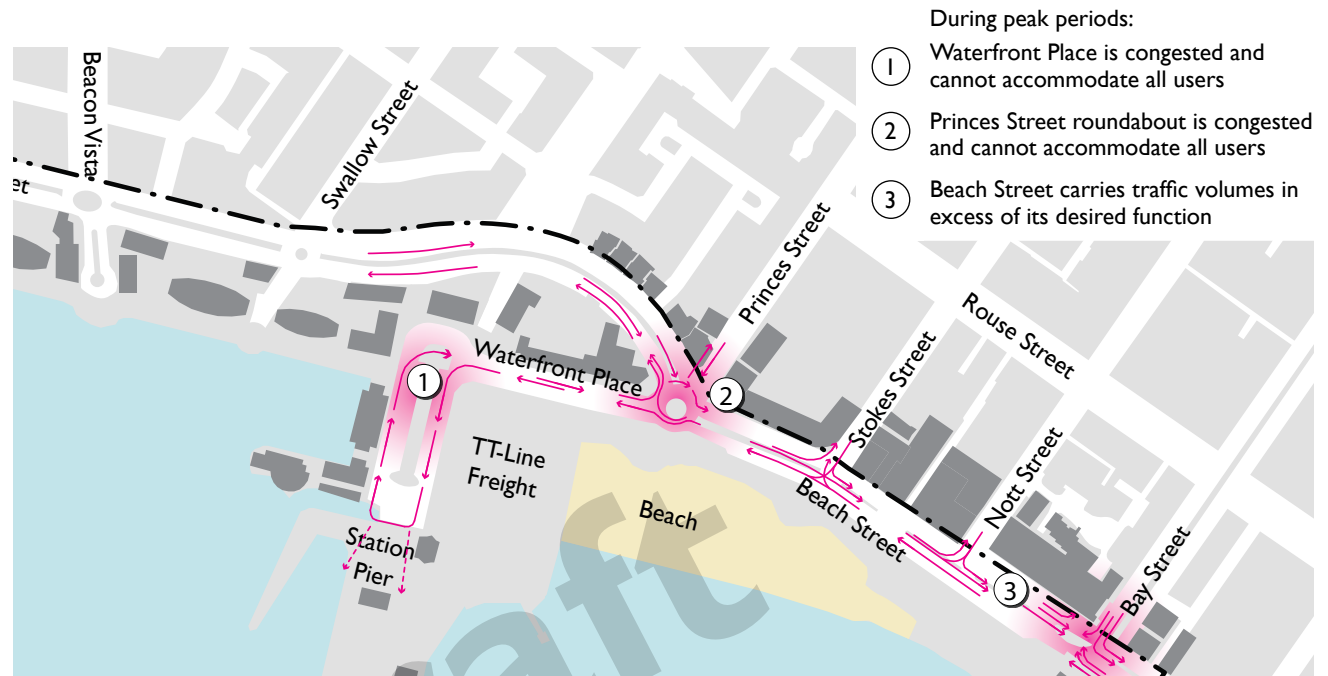
The Waterfront Place and Station Pier restaurants and retailers rely on the centralised bank of car parking close to their businesses. Any increase in commercial floor space, or changes to traffic or parking in the area that is likely to impact on Waterfront Place should be considered carefully and in 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 be 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 Phillip Council (achieved in August 2011).

BAY STREET MAJOR ACTIVITY CENTRE

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

- Enhance the connectivity, cohesion and identity of Bay Street by ensuring the public realm and 'active' edges are integrating elements
- Extend the business mix and integration of land use activities in Bay Street, with an emphasis on local convenience shopping for the Port Melbourne community
- Facilitate remaining opportunities for housing growth within the activity centre while protecting the heritage and low-rise character 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

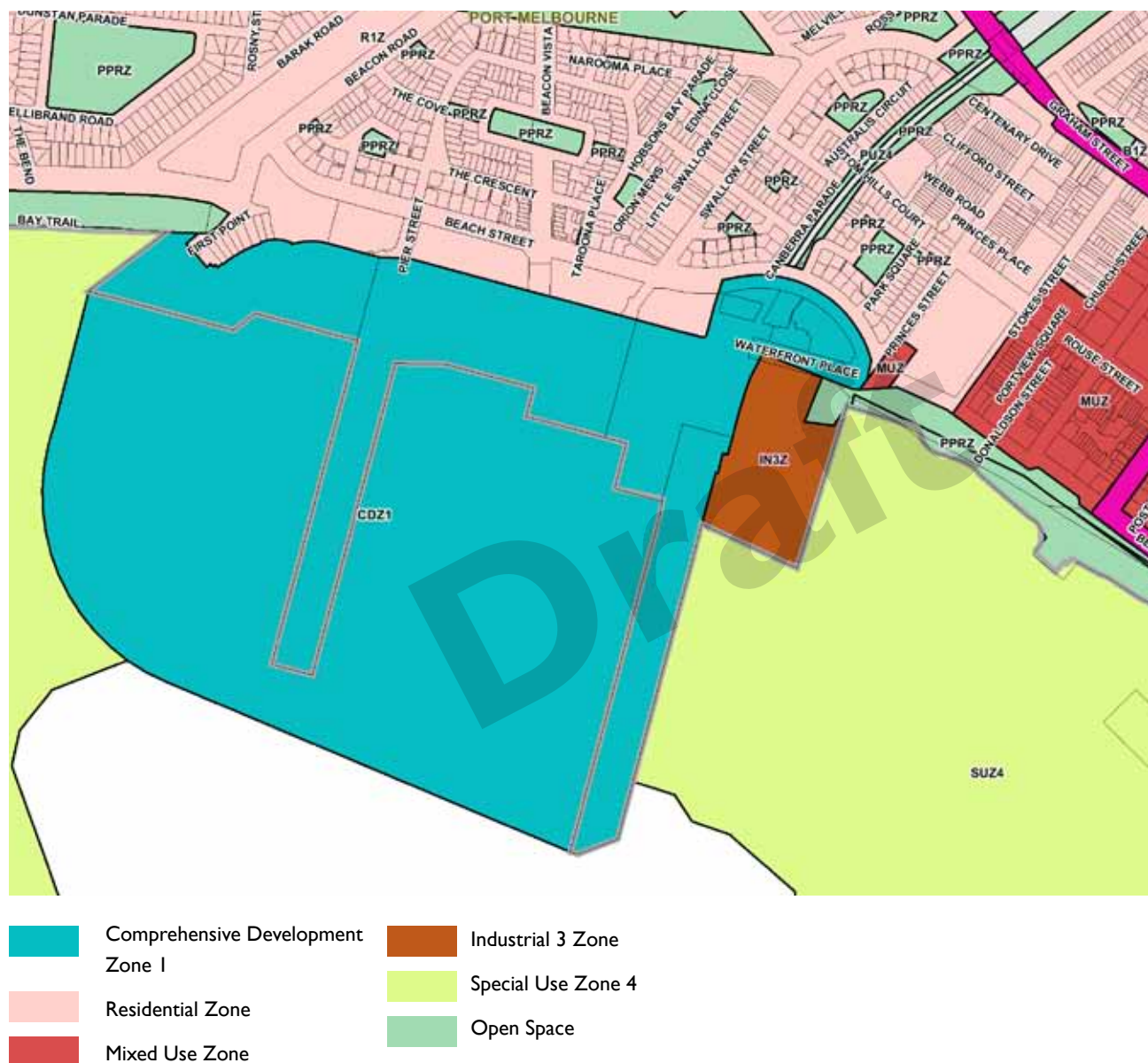


Figure 75 | Port Phillip Planning Scheme extract

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 (CDZI) 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 2012 approved planning scheme Amendment C73, which (amongst other things) translated the CDZI 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).

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.

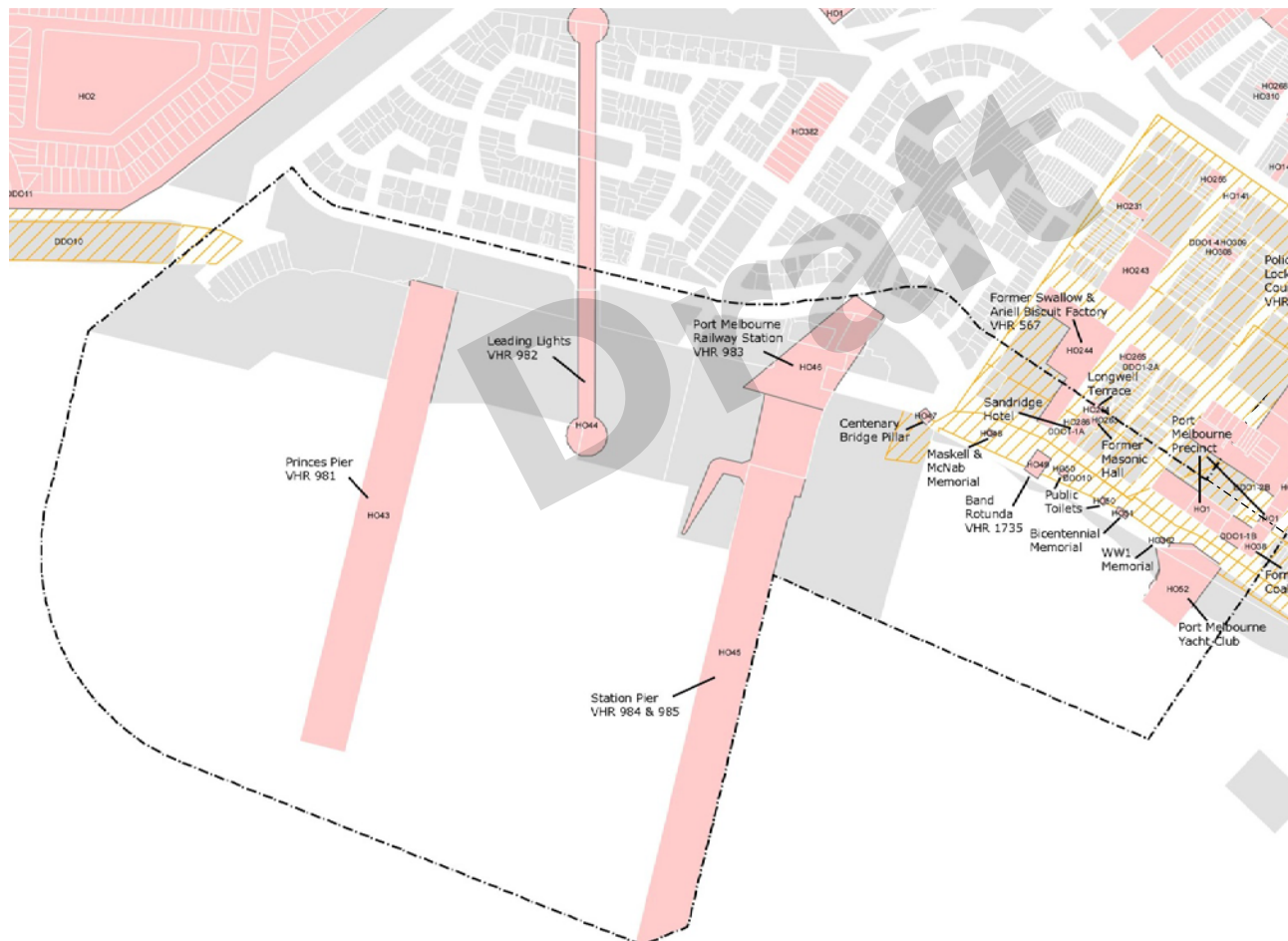


Figure 77 | CoPP Planning Scheme heritage Overlay



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).

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.

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?"

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

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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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 I-11 Waterfront Place is now referenced as I-7 Waterfront Place. This is consistent with City of Port Phillip's rates database.
- Diagrams updated for accuracy and clarity.

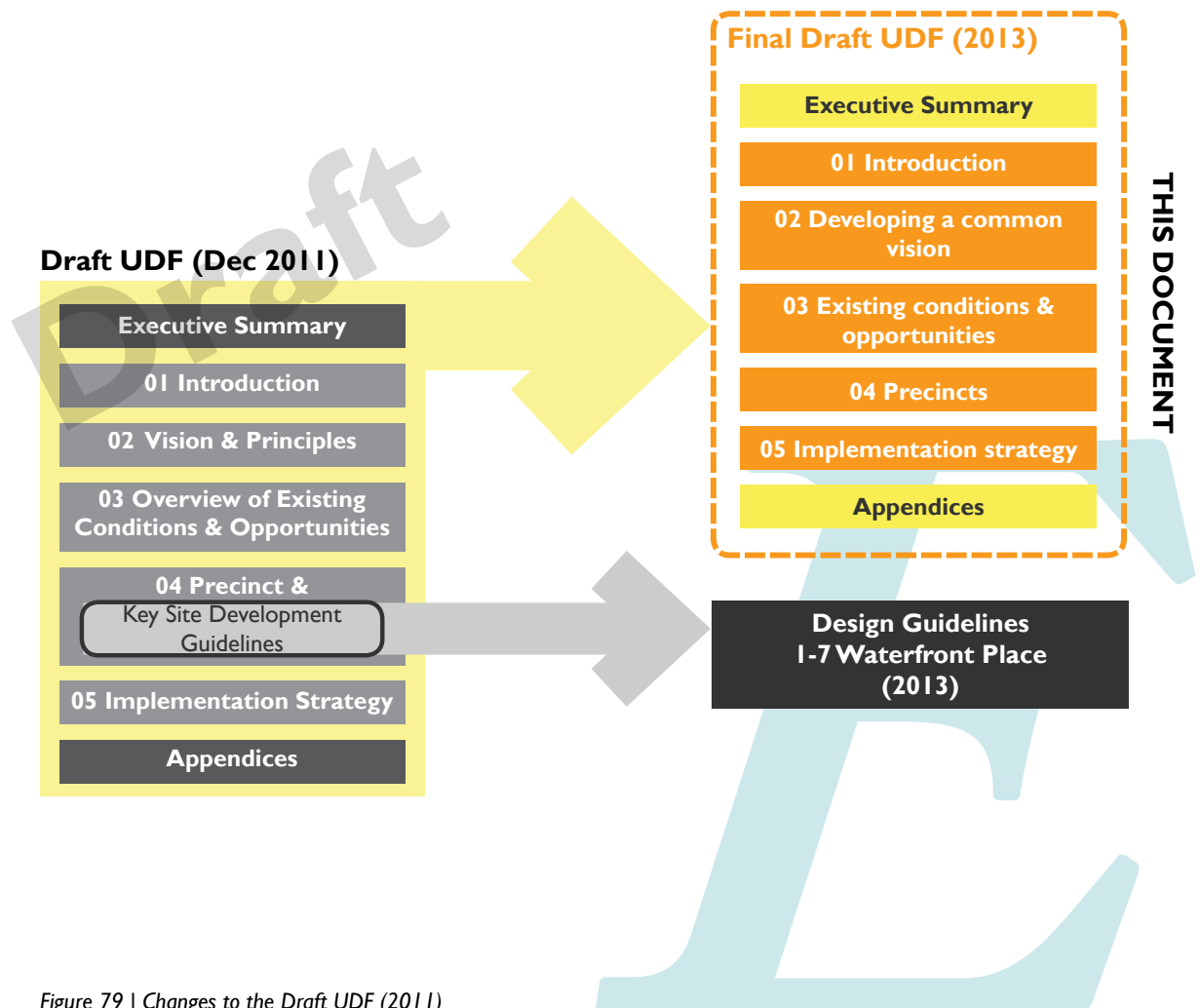


Figure 79 | Changes to the Draft UDF (2011)



For more information, please call ASSIST on 03 9209 6777

Facsimile: 03 9536 2722

SMS: 0432 005 405

or email: assist@portphillip.vic.gov.au

National Relay Service Assistance:

24 hour TTY / Voice: 133 677

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Postal address:

City of Port Phillip

Private Bag 3, PO St Kilda, Vic 3182

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