

Port Melbourne Waterfront

URBAN DESIGN FRAMEWORK DRAFT FOR CONSULTATION 2013

PROJECT FACT SHEET



About

The Port Melbourne waterfront is highly valued as one of Melbourne's most significant waterfront locations and a gateway to the city. The City of Port Phillip has now released a revised draft Port Melbourne Waterfront Urban Design Framework (UDF) 2013, to enhance liveability, improve public spaces and secure a sustainable future for the precinct.

The draft UDF 2013 builds on the draft Port Melbourne Waterfront UDF released in December 2011 by responding to community feedback and incorporating recommendations from independent technical studies on transport and access, views and vistas and design and development.

Vision

*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.*

Overarching principles

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

Study Area



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 projects 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.



Bay and Beach Street Hub Sketch Design

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.



Any future projects should focus on:

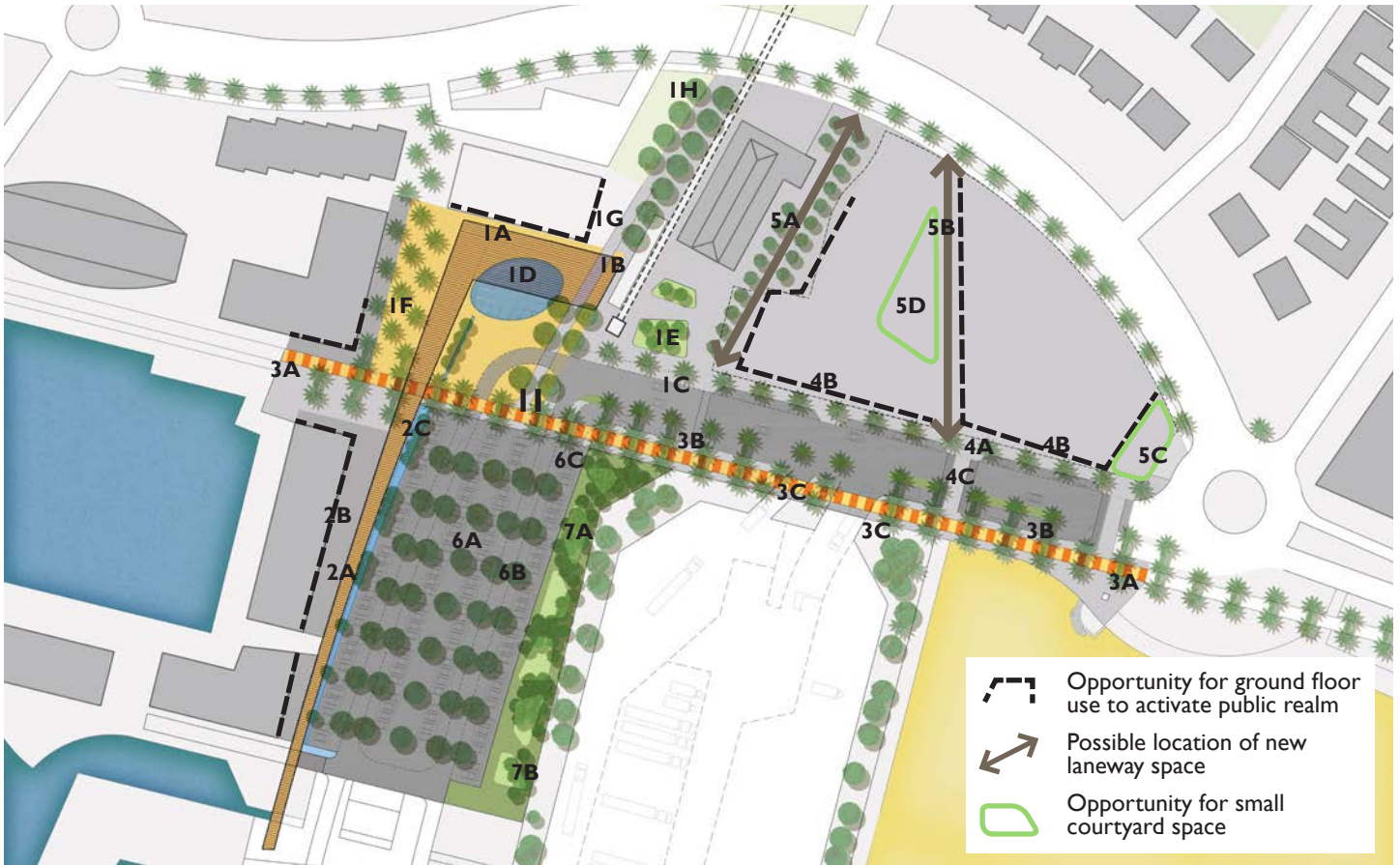
- an improved beach experience with increased foreshore planting areas and beach access
- sheltered and secluded places and open active areas
- an easily identifiable pedestrian connection across Beach Street at Bay, Stokes, Nott and Princes streets
- mixed-use, mid-rise built form character along the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

Beach Street Sketch Design

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.



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)

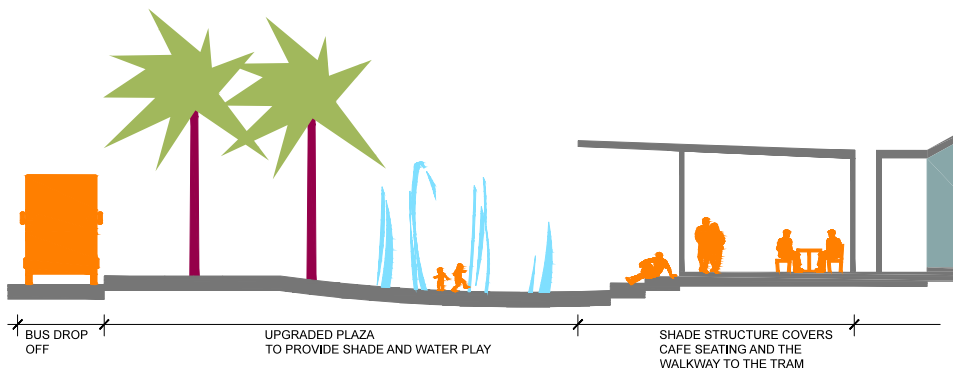
- 6B Tree planting integrated to the functional layout provides structure and shade

- 6C Additional queuing lane

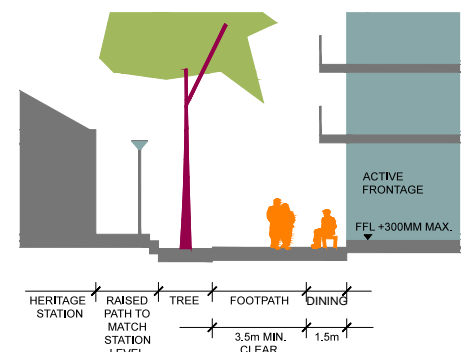
Space 7 - East Edge: Coastal Play Forest

- 7A Themed play park with native coastal forest

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



Indicative cross section through Port Plaza



Indicative cross section through Laneway A

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.



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



Beacon Cove Promenade Sketch Design



Princes Pier Sketch Design

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:

- 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.
- Promote day mooring and fishing along the western edge of the pier.



Artist Impression of view of Princes Pier (View 4)



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www.portphillip.vic.gov.au/haveyoursay

Or view a hard copy at any City of Port Phillip ASSIST counter or library