

<b>8.4</b>	<b>SUBMISSION TO FISHERMANS BEND URBAN RENEWAL AREA DRAFT VISION AND INTERIM FISHERMANS BEND DESIGN GUIDELINES</b>
<b>LOCATION/ADDRESS:</b>	<b>FISHERMANS BEND</b>
<b>GENERAL MANAGER:</b>	<b>MALCOLM SNOW, ENVIRONMENT AND PLANNING</b>
<b>PREPARED BY:</b>	<b>SEAN MCNAMEE, PROJECT MANAGER FISHERMANS BEND</b>
<b>TRIM FILE NO:</b>	<b>66/04/92</b>
<b>ATTACHMENTS:</b>	<b>1. City of Port Phillip: Guiding Principles and Strategic Directions - FBURA</b> <b>2. Submission to Fishermans Bend Urban Renewal Area Draft Vision and Interim Design Guidelines</b>

#### **PURPOSE**

To consider the Fishermans Bend Urban Renewal Area - Draft Vision and the Interim Design Guidelines and adopt Council's submission in relation to the draft documents.

#### **1. EXECUTIVE SUMMARY**

- 1.1 In July 2012, Minister for Planning identified the Fishermans Bend Urban Renewal Area as an urban renewal project of state significance.
- 1.2 The land was rezoned to the Capital City Zone on 5 July 2012, via Port Phillip Planning Scheme Amendment C102. The Minister also became the Responsible Authority for the majority of planning applications in the precinct.
- 1.3 The Minister for Planning requested Places Victoria prepare a Strategic Framework Plan and a Development Contributions Plan for the Renewal Area.
- 1.4 In September 2012, Council adopted the Montague Precinct Structure Plan and Fishermans Bend Guiding Principles and Strategic Directions to formalise Council's position on the Fishermans Bend Urban Renewal Area. The principles include creating a child and family friendly place that prioritises sustainable travel and the movement of people, and a precinct which is vibrant, well serviced, with a diverse mix of land uses, and a local community that welcomes everyone. A copy of these adopted principles is at Attachment 1.
- 1.5 Since July 2012, representatives of Places Victoria, Melbourne City Council, the Department of Transport, Planning & Local Infrastructure and Council have worked closely to develop a planning framework for the Renewal Area.
- 1.6 On 16 September 2013, the Premier and the Minister for Planning announced the start of the community engagement on the:
  - Fishermans Bend Urban Renewal Area Draft Vision; and
  - Interim Fishermans Bend Design Guidelines.
- 1.7 The Fishermans Bend Urban Renewal Area - Draft Vision provides a vision for how the Fishermans Bend Urban Renewal Area may look in 2050. It outlines the overarching Strategic Directions and Key Moves needed to realise the vision and transform existing Fishermans Bend industrial areas into a thriving, mixed-use inner city environment.
- 1.8 The Draft Vision is the result of extensive collaboration between Places Victoria, Department of Transport, Planning and Local Infrastructure, the Melbourne City Council and Port Phillip City Council.

- 1.9 The Interim Design Guidelines provide more detail on the objectives of the Vision and will assist in the consideration of planning applications in the Renewal Area.
- 1.10 The consultation period commenced on 16 September 2013, with the release of the Draft Vision and Interim Design Guidelines. The documents were available online and at Places Victoria, City of Melbourne and City of Port Phillip offices.
- 1.11 Places Victoria conducted four community consultation sessions (2 in Port Phillip and 2 in the City of Melbourne). These Places Victoria consultation sessions were supplemented with six Council consultations session. The Council consultation sessions were attended by 295 people.
- 1.12 The consultation sessions assisted in the development of Council's submission.
- 1.13 The consultation period closed on 22 November, 2013.
- 1.14 In order to meet the close of submission date of 22 November a provisional submission was lodged with Places Victoria and is subject to consideration at this meeting.

## **2. RECOMMENDATION**

That Council:

- 2.1. Endorses the submission to the Draft Vision Fishermans Bend Urban Renewal and Interim Design Guidelines. (Attachment 2.)
- 2.2. Forwards a copy of the endorsed submission to Places Victoria, and
- 2.3. Makes the submission available on Council's website.

## **3. BACKGROUND AND CONTEXT**

### **Rezoning to Capital City Zone**

- 3.1. In July 2012, Minister for Planning identified the Fishermans Bend Urban Renewal Area as an urban renewal project of state significance.
- 3.2. The land was rezoned to the Capital City Zone on 5 July 2012, via Port Phillip Planning Scheme Amendment C102. The Minister also became the Responsible Authority for the majority of planning applications in the precinct at the same time.
- 3.3. Although the land was rezoned to facilitate redevelopment there were no strategic planning frameworks, infrastructure delivery plans or detailed planning controls put in places of the time of the rezoning.
- 3.4. The Minister for Planning requested Places Victoria prepare a Strategic Framework Plan and a Development Contributions Plan for the Renewal Area.
- 3.5. Until this work is finalised there is very limited strategic planning direction to guide the consideration of any development applications in this area.
- 3.6. In response to the absence of strategic planning for the balance of Fishermans Bend (excluding Montague Precinct) Council prepared Guiding Principles and Strategic Directions for the Renewal Area. (Refer Attachment 1.)
- 3.7. The Strategic Directions address key elements under the headings of:
  - 3.7.1. Land use
  - 3.7.2. Community facilities
  - 3.7.3. Cultural spaces and activities
  - 3.7.4. Built form
  - 3.7.5. Open spaces, streets and lanes

- 3.7.6. Access and movement
- 3.7.7. Environmentally sustainable development
- 3.7.8. Managing and staging the transition
- 3.8. These Guiding Principles and Strategic Directions and the Montague Precinct Structure Plan were adopted by Council on 11 September 2012, to formalise Council's position on the Fishermans Bend Urban Renewal Area. The principles include creating a child and family friendly place that prioritises sustainable travel and the movement of people, and a precinct which is vibrant, well serviced, with a diverse mix of land uses, and a local community that welcomes everyone.
- 3.9. These Guiding Principles and Strategic Directions and the Montague Precinct Structure Plan have been the basis of Council's discussions and involvement with the State Government and Places Victoria in the preparation of the strategic plans for the area.

**Fishermans Bend Urban Renewal Area – Draft Vision & Interim Design Guidelines**

- 3.10. Since July 2012, representatives of Places Victoria, Melbourne City Council, the Department of Transport, Planning & Local Infrastructure and Council have worked closely to develop a planning framework for the Renewal Area.
- 3.11. On 16 September 2013, the Premier and the Minister for Planning announced the start of the community engagement on the:
  - 3.11.1. Fishermans Bend Urban Renewal Area Draft Vision; and
  - 3.11.2. Interim Fishermans Bend Design Guidelines.
- 3.12. The Fishermans Bend Urban Renewal Area - Draft Vision provides a vision for how the Fishermans Bend Urban Renewal Area may look in 2050. It outlines the overarching strategic directions and key moves needed to realise the vision and transform existing Fishermans Bend industrial areas into a thriving, mixed-use inner city environment.
- 3.13. The Draft Vision is the result of extensive collaboration between Places Victoria, Department of Transport, Planning and Local Infrastructure, the Melbourne City Council and Port Phillip City Council.
- 3.14. The Interim Design Guidelines provide more detail on the objectives of the Vision and will assist in the consideration of planning applications in the Renewal Area.
- 3.15. The Draft Vision is a high level document that sets out the future for the Fishermans Bend Urban Renewal Area.
- 3.16. The Draft Vision is broadly consistent with Council's adopted Guiding Principles and Strategic Directions for Fishermans Bend and the Montague Precinct Structure Plan.
- 3.17. The Draft Vision sets out ten Strategic Directions – the purpose of these Directions is to outline the key aspirations and qualities that the Fishermans Bend Urban Renewal Area must build on.
- 3.18. Following on from the Strategic Directions are ten Key Moves designed to deliver the Strategic Directions.
- 3.19. The ten Key Moves are the critical part of the document as they will feed directly into the next step of the project which is the development of the Strategic Framework Plan. The ten Key Moves are:
  - Grow central Melbourne around the Yarra River
  - Link the city to the bay
  - Integrate with the rail network
  - Connect the inner city
  - Extend Melbourne's parks to the bay

- Deliver new boulevards
  - Create a network of local parks and green spaces
  - Create a walkable and cycle-friendly place
  - Create centres for local communities; and
  - Create distinctive and diverse neighbourhoods
- 3.20. Key elements of the Draft Vision are:
- Extension of the Collins Street tram into the Renewal Area.
  - Building heights along the interface with the existing residential areas of Port Melbourne and South Melbourne are proposed at a maximum four storeys.
  - Building heights will increase in areas closer to the Melbourne CBD, and not have any specified height limit.
  - As series of new, mixed use 'primary centres' will be developed in the Renewal Area, with an emphasis on larger centres along the proposed Plummer Street public transport route.
  - The transport emphasis is on walking, cycling and public transport.
  - Open space network will be increased as a series of green links providing connections north of the river and south to the Bay; and
  - The two major town centres are located at the 'potential future' Metro Station locations.

**Council's submission**

- 3.21. The community engagement program has informed the development of Council's submission.
- 3.22. As part of Council's consultation sessions the community were asked to nominate their key issues. The key issues are summarised below.
- Generally supportive of the Draft Vision but sceptical key community and transport infrastructure will be delivered
  - Building heights of the Draft Vision are supported
  - Protect the interface along Williamstown Rd, Boundary Street and City Roads
  - Early deliver the Collins Street tram extension
  - Prioritise walking and cycling routes
  - Deliver transport infrastructure and community facilities early
  - Delivery of parks and green links upfront
  - Protect existing open spaces
  - Provide more sporting fields and larger areas of opens space
  - Deliver schools – current lack of primary and secondary schools in Port and South Melbourne
  - Provide a genuine mix of uses – with a focus on jobs
  - Develop at a human scale and texture
  - Integrate the area's industrial history into place planning
  - Plan for existing and future truck and car traffic – traffic is a significant issue that needs to be managed
  - More detailed structure planning required.
- 3.23. Whilst the Draft Vision is broadly supported, it is critical that the next step in the implementation of the Draft Vision creates certainty.
- 3.24. The issue of certainty was one that was raised consistently across all the consultation 'pop ups'. This concern can be best summed up by the community

comments on the Draft Vision, which can be paraphrased as, *'it's a nice plan, but they'll never build it'*.

- 3.25. Council's four priorities to provide the certainty required for long term investment and delivery of the Vision are:
- Certainty of the Vision – clearly defined building heights, location of open space, schools
  - Certainty of infrastructure provision and funding – commitment to identify, plan and provide transport and community infrastructure
  - Certainty of a modern and sustainable economy – a plan to build on the existing Creative Industry base and for developing the complex mix of land uses required to make the Vision a reality
  - Certainty of governance responsibilities – the development of a robust governance framework that includes a key role for the City of Port Phillip, creates certainty for funding streams, infrastructure deliver and returns responsibility for the detailed planning and development approvals to the City of Port Phillip.

#### **4. CONSULTATION AND STAKEHOLDERS**

##### **External Consultation**

- 4.1. Council officers, in conjunction with representatives of Places Victoria, DTPLI have been engaged in extensive community consultation on the Draft Vision and Interim Design Guidelines.
- 4.2. There were two main parts to the consultation on the Draft Vision and Interim Design Guidelines:
- 4.2.1. the Places Victoria consultation program; and
  - 4.2.2. a range of Council consultation events.
- 4.3. The consultation by Places Victoria included:
- 4.3.1. Website content displaying the Draft Vision and Design Guidelines
  - 4.3.2. An online survey
  - 4.3.3. An information Kiosk at their Docklands Office; and
  - 4.3.4. four 'pop-up' consultation sessions at:
    - Sol Green Community Centre, South Melbourne
    - Docklands Hub, Docklands
    - Gasworks Farmers Market, Albert Park; and
    - Boyd Community Hub, Southbank
- 4.4. In addition to the Places Victoria sessions, Council provided an extensive community engagement program which included:
- 4.4.1. Six additional 'pop up' information sessions within or adjacent to the Renewal Area. The sessions were held at:
    - Port Melbourne Primary School, Graham Street
    - South Melbourne Market, Cecil Street
    - Bay Street, Port Melbourne
    - The Salford Lads Club Café, Bridge & Fennell Street
    - Industri Café, Ferrars Street
    - Sandridge Community Centre and Trugo Club, Garden City Reserve
  - 4.4.2. A Youth engagement session, with Year 9 students at Albert Park College
  - 4.4.3. One on one meetings with Council's FBURA project officers

- 4.4.4. Information and fact sheets on Have Your Say
- 4.5. Council's 'pop up' consultation sessions attracted 295 community members.

**Internal consultation**

- 4.6. As a major urban renewal project specialist input from across the organisation has contributed to the community consultation process and the development of Council's submission.

**5. DISCUSSION**

**5.1. OPTIONS**

Council has the following options:

- 5.1.1. Option 1 - Endorse the submission provided at Attachment 2 (with or without changes).
- 5.1.2. Option 2 – Determine not to make a submission.
- 5.1.3. Option 1 is recommended. The submission provides Council with the opportunity to support important elements of the Draft Vision and clearly identify the key issues for resolution in the next steps of the planning process for the Fishermans Bend Urban Renewal Area. Through the submission, Council can contribute to the finalisation of the Vision for Fishermans Bend and scope and direction of the Strategic Framework Plan.

**5.2. ALIGNMENT TO COUNCIL PLAN**

- 5.2.1. Council's engagement with Places Victoria throughout the preparation of the Fishermans Bend Urban Renewal Area Draft Vision and the development of the Council submission to the Draft Vision has been guided by the Council Plan 2013-17 and strongly aligns with the following key focus of the Council Plan.

*Engaged – A Well-Governed City*

- Provide clear and open communication and engagement that is valued by the community
- Value transparent processes in Council decision making
- Build and facilitate a network of active and informed communities
- Build strategic relations with our partners

*Healthy – A Healthy, Creative & Inclusive City*

- Support our community to achieve improved health and wellbeing
- Ensure quality and accessible family, youth and children's services that meet the needs of our community
- Promote an improved range of cultural and leisure opportunities that foster a connected and engaged community

*Resilient– A Resilient City*

- Build resilience through Council action and leadership
- Support and increase community action for a resilient city

*Vibrant– A Vibrant City*

- Encourage viable, vibrant villages
- Ensure growth is well planned and managed for the future

*Key Actions*

- 5.2.2. Work with State Government to guide the renewal of Fishermans Bend to a modern, sustainable and diverse extension of our city, where social connections and the health and wellbeing of future communities will thrive.

- 5.2.3. Advocate for, and progress the Montague Precinct Structure Plan as a model for sustainable design outcomes
- 5.2.4. Improve and manage local amenity and assets for now and the future
- 5.2.5. Ensure people can travel with ease using a range of convenient, safe, accessible and sustainable travel choices

**5.3. POLICY IMPLICATIONS**

- 5.3.1. The Draft Vision is broadly consistent with Council's adopted Guiding Principles and Strategic Directions. The Draft Vision and the Interim Guidelines are the first steps in addressing the significant policy gap for the Fishermans Bend Urban Renewal Area.
- 5.3.2. The intent of the submission to the Draft Vision is to help shape the next steps in the development of detail policy and planning framework for the Renewal Area.

**5.4. FINANCE / RESOURCE IMPLICATIONS**

- 5.4.1. Implementation of an Urban Renewal program of the scale envisaged by the Fishermans Bend Urban Renewal Area will have substantial financial and resource implications for Council.
- 5.4.2. There are substantial requirements for investment in infrastructure, open space and community facilities. The need for a transparent, equitable and timely funding regime for the Renewal Area, including Development Contribution Plans and other more traditional funding sources have been highlighted in Council's submission. Addressing these issues with clarity and certainty is critical to the successful delivery of the Renewal Area.
- 5.4.3. The ongoing planning and development of the Renewal Area will require Council to contribute significant time and resources to the Fishermans Bend Urban Renewal Area project.

**5.5. LEGAL & RISK IMPLICATIONS**

- 5.5.1. There are no significant legal risks associated with preparing and lodging a submission to the Fishermans Bend Urban Renewal Area Draft Vision

**5.6. SUSTAINABILITY**

- 5.6.1. There are no direct sustainability implications of making this submission however, a range of sustainability issues, including transport, urban form and energy, are provided for in the Draft Vision and are discussed within Council's submission.

**6. IMPLEMENTATION STRATEGY**

**6.1. TIMELINE**

- 6.1.1. If endorsed, the final submission will be lodged immediately with Places Victoria as the replacement for the provisional submission that was lodged on the 22 November 2013.
- 6.1.2. It is anticipated that the Minister for Planning will release a final Fishermans Bend Urban Renewal Area Strategic Framework Plan and Design Guidelines and amend the Port Phillip Planning Scheme to reflect these changes in summer 2014.

**6.2. COMMUNICATION**

- 6.2.1. The adopted submission will be sent to Places Victoria and the Minister for Planning and placed on Council's website.

**7. OFFICER DIRECT OR INDIRECT INTEREST**

- 7.1. No officers involved in the preparation of this report have any direct or indirect interest in the matter.



CITY OF  
**PORT PHILLIP**

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## **Fishermans Bend Urban Renewal Area Draft Vision and Interim Design Guidelines**

**DRAFT Submission on behalf of Port Phillip City Council**

**November 2013**



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## Message from the CEO

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As the local authority, Council remains strongly committed to the successful and innovative redevelopment of the Renewal Area. To assist in furthering this commitment Council has, not only created a dedicated Fishermans Bend Team, but realigned the organisation in order to respond to the challenges and maximise the benefits of the significant inter-generational opportunity presented by the development of the Renewal Area. This realignment will position Council to successfully embrace these challenges and opportunities and ensure that the significant growth potential provided by the Renewal Area will create a positive legacy for community of Port Phillip.

**Tracey Slatter**  
**CEO**  
**Port Phillip City Council**

## Introduction

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The City of Port Phillip (CoPP) welcomes the opportunity to make a submission in support of the Fishermans Bend Urban Renewal Area Draft Vision (Draft Vision) and the Interim Design Guidelines, both issued in September 2013.

The Draft Vision represents an incredibly positive opportunity to reshape how Melbournians think about urban growth, housing, working and getting around. As the major urban renewal project in metropolitan Melbourne, it has the potential to become a truly city shaping, transformational project.

The Draft Vision has been a process of partnership and collaboration between Place Victoria, Department of Transport Planning and Community Development, the City of Melbourne and the City of Port Phillip. The result of this process is a Vision that identifies the key elements needed to inform the next steps in the journey to make this renewal project a world class, long term success.

The City Port Phillip is proud to have been part of the preparation of this Vision.

## Development of Council's submission

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In preparing this submission Council has continued the close partnership with Places Victoria, the Department of Transport, Planning and Community Development and the City of Melbourne by assisting at the Places Victoria consultation sessions. In addition to the Places Victoria sessions, Council held six additional 'pop up' information sessions and several interactive events to assist in encouraging community interest and participation in the consultation process. These events have provided great insight and assistance in informing the preparation of Council's submission.

The 'pop up' sessions were held at:

- Port Melbourne Primary School, Graham Street
- South Melbourne Market, Cecil Street
- Bay Street, Port Melbourne
- The Salford Lads Club Café, Bridge & Fennell Street
- Industri Café, Ferrars Street
- Sandridge Community Centre and Trugo Club, Garden City Reserve

Over 295 community members attended these Council organised sessions. More detail from these consultation sessions is provided in Attachment 3.

This submission is made as a continuation of the strong relationship that has developed between Council, Places Victoria, City of Melbourne and the Department of Transport, Planning and Local Infrastructure, a productive partnership that resulted in the development of the Draft Vision.

In preparing this submission Council continues to look to the future of the Renewal Area and has framed this submission with a strong emphasis on the complex range of next steps required to deliver the Vision. Specific comments, suggestions and additions to the Draft Vision and the Interim Design Guidelines are contained in Attachments 1 & 2.

## Key Messages on the Vision

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**The Vision for Fishermans Bend Urban Renewal Area has broad support across the community.**

The ten Strategic Directions contained in the Draft Vision are key scene setting aspirations to guide the regeneration of the Fishermans Bend Urban Renewal Area.

Council and the community strongly support the overall Vision proposed for the Renewal Area as a city shaping project of enormous potential.

As part of Council's consultation sessions the community were asked to nominate their key comments and issues.

The key comments and issues raised were:

- Generally supportive of the Draft Vision but sceptical key community and transport infrastructure will be delivered
- Deliver the Collins Street tram extension upfront
- Deliver schools – current lack of primary and secondary in Port and South Melbourne
- Deliver community facilities early
- Deliver parks and green links upfront
- Building heights in the Draft Vision are supported
- Protect the interface along Williamstown Rd, Boundary Street and City Roads
- Protect existing open spaces
- Provide more sporting fields and larger areas of open space
- Provide a genuine mix of uses –with a focus on jobs
- Develop at a human scale and texture
- Integrate the industrial history into a new Fishermans Bend
- Prioritise walking and cycling routes
- Manage the interface with the Port Capacity Project
- Plan for existing and future truck and car traffic – traffic is a significant issue that needs to be managed; and
- More detailed planning required

The issue of certainty was one that was raised consistently across all the consultation 'pop ups'. This concern can be best summed up by the community's comments on the Draft Vision, which can be paraphrased to, *"it's a nice plan, but they'll never build it"*.

As planning continues for the Renewal Area Council is keen to continue the positive engagement with the community to enhance community ownership and understanding of the project. Ongoing engagement and the understanding of background material that informed the Draft Vision could enhance community ownership.

Whilst the Draft Vision is broadly supported, the critical issues are the next steps and the implementation of the Vision to deliver certainty.

The development of a partnership based governance structure, together with a strong commitment to the timely provision of infrastructure and clear planning provisions will create certainty and direction for investment in the precinct, ensuring quality built form and land use outcomes that grow a strong, connected community.

The Vision can deliver:

- a vibrant mix of land uses as an extension of the capital city, including commercial development at a scale which capitalises on the areas strategic location, helping to maintain Melbourne's competitiveness in the global economy.
- maximum benefit from the presence of catalyst transport and community infrastructure projects.
- housing choice to support a diverse community, including family households.
- best practice sustainability outcomes and optimal precinct wide utility solutions.
- quality streets and public spaces, optimising liveability in a higher density setting that seamlessly integrate the area with the surrounding communities.

In addition to supporting the Strategic Directions Council supports the ten Key Moves. Council sees the following of the ten Key Moves as critical to the success of the Renewal Area:

***Key Move #2 – Link the city to the bay***

If the Fishermans Bend area is to truly be part of an expanded central city the development of the new Plummer Street green boulevard, linking back through to Collins Street is critical.

The extension of the Collins Street tram into Fishermans Bend is strongly supported as a key piece of early delivery, catalyst infrastructure. The early delivery of the tram extension project will transform the connectivity of the Renewal Area to the Central City creating a catalyst for significant employment growth and send a strong and clear signal that this Renewal Area will be different and more than a residential area.

***Key Move #7 – Create a network of local parks and green spaces***

The early identification, reservation and provision of new public open space is critical to ensure that the Renewal Area fulfils the Draft Visions Strategic Directions of Distinctive and diverse neighbourhoods, A great place for families and A high quality built environment.

The location and provision of new open space areas will be a key driver in setting, not only the physical look and feel of Fishermans Bend but also the establishment of the neighbourhood character and demographic diversity.

With the average dwelling density at 200 dwellings per hectare and an apartment style built form, the role of local parks and linear connections to the network of regional green spaces will be critical for the development of social networks and healthy lifestyles.

#### ***Key Move #9 – Create centres for local communities***

The development of a series of primary and secondary centres is critical to the successful delivery of the Vision. These centres will provide the catalyst for the redevelopment and the basis for the long term development of diverse and sustainable communities.

To be successful in the creation of centres for local communities, the development of the Strategic Framework Plan and detailed precinct plans must clearly identify, plan for, commit to and deliver early, the land use mix, public open space, schools, community and transport infrastructure needs set out in the Draft Vision. This will send a clear and positive investment signal to the community and the industry about the future direction of Fishermans Bend.

#### ***Key Move #10 – Create distinctive and diverse neighbourhoods***

The proposed height limits for each neighbourhood precinct (Figure 27) strike an appropriate balance between facilitating a more diverse and intensive urban form whilst allowing for an appropriate transition from the established areas of Port and South Melbourne and back toward the existing central city area.

The height limits proposed in the Draft Vision document are supported and should be carried through to the next stage in the Strategic Framework Plan, detailed precinct planning and implemented as mandatory planning provisions in the Port Phillip Planning Scheme.

#### **The Vision for Fishermans Bend is not a ‘business as usual’ growth area model.**

The Draft Vision sets out a new urban form and mix of land uses that does not follow the traditional ‘business as usual’ formula for a growth area.

The new urban form proposed breaks from the conventional land use segregation model, proposing mixed residential and employment activities within walkable precincts that have greater provision for cycling and public transport.

This new urban form, with its complex mix of land uses, is proposed to be developed in an existing industrialised urban area in private ownership. As there is little publicly owned land available to help guide and influence the outcomes, there is an even stronger need for decisive leadership and a definitive planning direction from the State to ensure that the Vision is realised. Key elements in this leadership are:

- the early identification and provision of sites for infrastructure and public open space, and
- the investigation of innovative delivery and partnerships models with the private sector.

Clear guidance, detail and direction on land use mix, infrastructure and economic development will be required as part of the next stage of the project.



## Making it happen – Key next steps

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With the Strategic Directions and Key Moves contained in the Draft Vision supported, Council's focus is now on the next steps required to successfully implement the Vision.

As noted earlier, the development future envisioned for Fishermans Bend is not one that can be achieved through a 'business as usual' model to urban growth.

To achieve the Fishermans Bend Draft Vision the approach needed must:

- recognise the scale of the project area and the significant investment in infrastructure required to create the Vision
- facilitate the Collins Street Tram extension as the first step in the expansion and connection of the Renewal Area to the central city
- establish certainty of building heights through planning provisions
- ensure that the community feels ownership of the project
- provides a significant ongoing role for the City of Port Phillip, including the return of Responsible Authority status
- recognise that the area is not a greenfield location or lower scale infill development
- acknowledge that the area contains significant existing industrial and creative industry activity, which is a major economic contributor to metropolitan Melbourne
- develop mechanisms to retain and enhance the existing creative industry presence to assist in building a sustainable employment base and knowledge based industry niche for the area
- manage freight traffic around and through the Renewal Area due to the proximity of Webb Dock and the Westgate Freeway; and
- bring to fruition the vision of a truly integrated mixed use residential and employment precinct, rather than a conventional residential "dormitory" suburb, serviced by a basic range of shops.

Whilst there is broad community and industry support for the future set out by the Draft Vision, there is a degree of concern and scepticism from the community around the delivery of the Vision and in particular the timely provision of public infrastructure that is necessary to act as a catalyst for driving private investment in the area.

The traditional limited intervention model for planning and development of the growth precincts will not deliver the Vision. We know the many lessons learnt from Docklands and Southbank these need to be incorporated into our thinking and applied with vigour.

**Council is strongly of the view that the key to making the Vision a reality is the provision of certainty.**

## Providing certainty - Key priorities

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*“Unless commitment is made, there are only promises and hopes; but no plans.”*

Peter F. Drucker

Delivery on the Vision requires substantial public and private sector investment. This investment is required not only from the government and traditional development sector but also from future residents and business operators. All of these players need a high degree of certainty in order to make their investment commitments.

Attracting the private investment required to realise the Urban Renewal Vision will not occur without clear planning guidance.

Council's **four priorities** to provide the certainty required for long term investment and delivery of the Vision are:

- 1. Certainty of the Vision**
- 2. Certainty of infrastructure provision and delivery**
- 3. Certainty of a modern and sustainable economy**
- 4. Certainty of governance responsibilities**

## Priority 1 - Certainty of the Vision

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The Draft Vision has captured people's imagination and there is now a once in a lifetime central city renewal opportunity to plan, create and manage one of the most innovative and inclusive new urban precincts in the world.

The Vision needs to quickly move on to next level of implementation through preparation of a clear Strategic Framework Plan accompanied by detailed precinct plans for each of the neighbourhoods.

Whilst the Renewal Area presents a wealth of opportunities due its inner city location close to the Bay, the CBD, Docklands and the culture of Southbank and St Kilda, this location also presents significant challenges to the achievement of the Draft Vision derived from the industrial nature of the surrounding area and the Renewal Area itself.

To provide confidence that the Draft Vision is achievable, the challenges of the redevelopment of the Renewal Area need to be addressed with clarity and certainty. The challenges to fulfil the Draft Vision are:

- Delivery of Amenity - given the significant industrial uses and freight traffic in the surrounding area.
- Delivery of community and transport Infrastructure - given the limited public land holdings.
- Delivery of the land use mix, social and affordable housing and built form outcomes – given the land has been rezoned.

The next steps in the project should address these issues.

### Key Issues

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#### **Delivery of amenity**

Certainty is needed around the amenity of the area. The proximity of Webb Dock and the Westgate Freeway create uncertainty around future amenity of the Renewal Area. Clear traffic modelling and planning is required to show that as the Webb Dock area is expanded and the existing freight dominant industrial uses of the area relocate, that there will be a significant improvement to the amenity of the area.

- Develop a road freight movement strategy and network given the proximity of Webb Dock and the Westgate Freeway to ensure that freight traffic intrusion into the Renewal Area is minimised and does not prejudice the delivery of the Vision.

## **Delivery of community and transport infrastructure**

### *Infrastructure*

Identification and reservation of land for the provision of the transport network and community infrastructure including;

- Collins/Plummer Street Tram extension
- Public transport;
- Bicycle and walking routes
- New local streets and road widening
- New open space
- New community facilities

### *Timing/Staging*

Given the need for significant infrastructure provision over a wide area and lengthy time period there may be substantial benefits in adopting a staged approach to the development of the neighbourhood precincts. The benefits of staging infrastructure provision and development, such as greater certainty and development focus, need to be considered as part of the detailed planning for the area. Directing infrastructure can assist in ensuring that development occurs in an efficient and logical manner across the Renewal Area.

In addition to staging of the development of the Renewal Area, consideration also needs to be given to broader staging issues and the capacity to deliver infrastructure in the other areas of central city expansion.

## **Delivery of the land use mix, social and affordable housing and built form outcomes**

### *Land use*

The current zone provisions and planning framework, whilst providing for a wide range of land uses compatible with the Vision, do not provide sufficient direction to achieve the employment and commercial development goals of the Vision.

The development applications that are currently under consideration contain predominantly residential uses, with only an ancillary, in some cases token, provision of commercial floor space for a café or similar minor retail premises.

Council strongly supports the need for planning scheme provisions to deliver specific land use outcomes for the Renewal Area set out in the Draft Vision – in particular the need for a strong direction on land use locations through the development of detailed Precinct Plans and revised planning provisions that provide clear land use directions.

### *Social and affordable housing*

In greater Melbourne, the threshold income in 2011 required to purchase a median priced dwelling was \$135,000. This meant that 70 per cent of Melbourne's households were unable to afford to purchase a median priced house.

In the City of Port Phillip, the threshold income required to purchase a median priced dwelling in Port Phillip in 2011 was \$269,000. Despite Port Phillip's higher median income, this meant that 86.5 per cent of households could not purchase a median priced house.

In the absence of any clear requirement for the provision of social and affordable housing the Renewal Area is likely to be unaffordable to 99% of renters or purchasers with moderate income or below.

The provision of social and affordable housing is critical to support social and cultural diversity. Addressing housing affordability and providing access to a range of social tenure housing is needed not only to ensure disadvantaged communities are located close to established support services, but also to ensure lower income, 'key workers' can be housed.

There is a need to provide mechanisms to ensure the provision of social and affordable housing in the Renewal Area. An absence of social and affordable housing within the area will present a fundamental barrier to achieving Strategic Direction #6: *'Fishermans Bend is a place for all people and ages through the creation of diverse, liveable and family friendly communities'*.

### *Built form*

The Draft Vision proposes a range of built form outcomes including heights, street interfaces, setback and the development of a fine grain, human scale built form and public realm.

Environmental factors including ground conditions, flooding, tidal inundation and sea level rise may have a significant impact on the ability to develop parts of the Renewal Area and will impact on the built form outcomes, particularly at street level. The absence of a strong policy direction for dealing with these issues may work against street activation and the realisation of the fundamental characteristic of the Renewal Area.

Council strongly supports the need for planning scheme provisions to deliver specific built form guidance to enable the Renewal Area to achieve the diversity and character outcomes set out in the Draft Vision. There is a need to develop Design and Development Overlays that confirm the building heights as mandatory, setbacks and street interfaces of the Draft Vision and to guide built form to create the different precinct character areas.

## Next steps

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### *Strategic Framework Plan*

Develop a Strategic Framework Plan that:

- builds on the Draft Vision
- incorporates the Strategic Directions and Key Moves of the Draft Vision into a range of more conventional development and land use themes and mechanisms such as:
  - movement network, including an overall road hierarchy, location of new streets and street widening
  - a public open space framework and identification of land acquisition
  - public transport routes, nodes and stops
  - building heights and setbacks; and
- leads to the development of planning scheme provisions that provide strong guidance for land use mix and built form outcomes
- addresses how the impacts of climate change – specifically climate adaptation to heat waves and flooding/ sea level rise may impact on the ability to realise the Vision
- develops public realm standards for the public realm standards, including road cross sections, street infrastructure and finishes, to inform the development contributions and assist in creating distinct neighbourhood and precinct character

The Strategic Framework Plan should also form the basis for the development of strong and clear Neighbourhood Precinct Plans and detailed planning controls designed to implement the Vision.

### *Neighbourhood Precinct Plans*

Develop neighbourhood precinct plans that set out in more detail:

- building heights and setbacks
- mechanisms to address interface issues
- street layouts, widths and cross sections prioritising walking and cycling
- land use mix, detailed planning for primary and secondary centres (as depicted in the Vision) and identification of the location for smaller neighbourhood and local centres.
- the location and areas of parks, schools and community facilities
- the identification and reservation of land for the provision of the transport network and community infrastructure including;
  - Collins/Plummer Street Tram extension
  - Public transport;
  - Bicycle and walking routes
  - New local streets and road widening
  - New open spaces

- New community facilities
- the integration of the industrial heritage of the area into the future built form and character
- the integration of sustainability initiatives across the precincts including, waste collection/disposal, third pipe infrastructure, stormwater harvesting and co-generation opportunities.

#### *Land use mix*

Develop more detailed land use planning provisions to facilitate the employment and business outcomes and opportunities in the precincts that are set out in the Vision.

There is a real and significant risk that without strong and clear planning provisions that direct land use location and mix that the land use vision will not be delivered.

#### *Social, affordable and accessible housing mix*

Rather than simply to aspire to 'encourage' the provision of social and affordable housing, the next step of the development of planning provisions should be framed to deliver a 20% social and affordable housing mix within the Renewal Area.

There is a need to develop a Social and Affordable Housing Strategy that delivers on the social and affordable housing mix of 20%.

The next steps must ensure that housing provides:

- A mix of types and tenures
- Accessible and 'visitable' designs
- Adaptable designs for different lifestyle phases
- Quality living environments, with minimum apartment sizes, natural light and ventilation, minimum ceiling heights and adequate storage.

#### *Built form*

There is a need to establish detailed planning and design guidelines that build on the themes of the Draft Vision and the Interim Design Guidelines, including the industrial heritage, but also provide for the development of unique character statements, for each of the precincts.

There is a need for the preparation of Detailed Design Guidelines to take into account the challenges of potential sea level rise and inundation, particularly the effect raised floor levels may have on street interfaces and neighbourhood character.

Introduce into the Port Phillip Planning Scheme a Design and Development Overlay that implements the heights of the Draft Vision as mandatory heights and establishes design criteria to develop the individual precinct character of the Vision.

## Priority 2 - Certainty of infrastructure provision and delivery

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The Draft Vision rightly highlights the critical importance of the early provision of infrastructure, such as public transport, community facilities and public spaces as crucial to successful community and economic development. This will particularly be the case in the early transition and establishment stages of the Renewal Area.

Community infrastructure is crucial, not only in providing access to services, but in supporting an active, healthy and cohesive community. An engaged and well-connected community will be achieved through providing places which facilitate social interaction, access to information and the building of community relationships.

Council strongly supports the Draft Vision's principle of early provision of infrastructure, however for it to be provided, infrastructure needs to be clearly identified and committed to. The infrastructure concepts of the Draft Vision now need to translate into detail in the Strategic Framework Plan and clearly identify a clear commitment to the type, scale and locations of the infrastructure and community facilities that will be provided in the Renewal Area. This degree of certainty is critical to providing confidence to private investment that will be so critical to the development of the Renewal Area.

**The Strategic Framework Plan needs to establish quickly and definitively “what” goes “where”.**

### Key Issues

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The fundamental approach to the planning and provision of community infrastructure proposed in the Draft Vision is generally supported however particular consideration needs to be given to the following matters:

- Acknowledgement that community infrastructure within and close to the Renewal Area primarily services existing communities and is operating at capacity.
- Accurately quantify and locate the broad range of community infrastructure and open space to be provided in the Renewal Area and develop a program for the early delivery of the infrastructure.
- Acting on the critical need for a priority to be placed on the early delivery of infrastructure to attract private sector investment and a diverse population, including families and the older persons.
- The importance of community infrastructure, not only in providing access to services, but in supporting the development of strong social networks.



- Put an emphasis on 'clustering' and 'co-location' of community infrastructure based on related and complementary activities in accordance with *Figure 25: Key Move 9 - A series of new local centres*.
- Investigate innovative models for the provision of community infrastructure, including vertical and mixed use approaches, and a range of delivery approaches.
- Identify and reserve locations for community and transport infrastructure including :
  - the extension of the Collins Street tram network into Fishermans Bend - along Plummer Street and Fennell Street (with delivery committed to within the next five years).
  - Melbourne Metro project (Stage 1) and commencement of construction in the short term.
  - Melbourne Metro (Stage 2) linking Fishermans Bend into the rail network in the short to medium term.
  - delivery of tram services along Ingles Street connecting Fishermans Bend to Domain (medium term).
  - Park Street Tram extension.
  - road widening and new local street networks; and
  - identification of key community infrastructure – at the primary, secondary and neighbourhood levels.

These elements will assist with the critical task of finalising the Development Contributions Plan and the development of a very robust business case that projects cash flow from **all** sources and establishes governance and financing mechanisms to borrow against these future revenues allowing for infrastructure investment to lead development.

In addition to detail precinct planning, critical 'next steps' also include:

- Review and refinement of floor-space allocations and costs for community infrastructure.
- Investigation of incentives / planning requirements to facilitate the delivery of community infrastructure as part of private development.
- Design Guidelines / Criteria for public open space contributions (where the land rather than cash contributions are made) to achieve the delivery of quality local open spaces.

## Priority 3 - Certainty of a modern and sustainable economy

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The Renewal Area and the areas of South Melbourne and Docklands immediately adjoining the Renewal Area are currently home to a significant proportion of creative, design and knowledge based industries. These “knowledge industries” provide substantial employment and economic benefits to the area and the State. With appropriate encouragement and nurturing these industries have the potential to grow to a level to rival the economic contribution of the traditional manufacturing industries that previously called Fishermans Bend home.

### **Economic Contribution of Creative Industries**

The Creative Industries in the City of Port Phillip directly account for 12,700 jobs. This is just over 15% of total employment in the municipality. This is more than three times metropolitan and State levels which account for less than 5%. Even in comparison with the Inner Melbourne region, where the Creative Industries account for 9% of employment, the City of Port Phillip can rightly claim to be a ‘Creative City’ in a national context. The City accounts for nearly 13% of Victorian Creative Industry jobs despite accounting for less than 4% of total Victorian employment.

### **Creative Industry Concentrations**

The spatial distribution of the key Creative Industries in Port Phillip varies by sub-division. The concentration of firms from an industry sub-division is a result of a natural process where firms maximise competitive advantage by locating in areas which have good access to skilled labour, client markets, supplier networks, and other institutional players.

The sub-division within the Creative Industries is generally:

- Music and Performing Arts
- Film, Television and Radio
- Advertising and Marketing
- Software Development and Interactive Content
- Writing, Publishing and Print Media
- Architecture, Design and Visual Arts

**There is the opportunity, with increased connectivity back to the central city and appropriate planning provisions, to further strengthen the creative industry niche of the precinct and leverage existing operations such as Dockland Studios Melbourne.**

### **Other existing industries**

As an established and successful industrial precinct the Renewal Area contains a large range of other industrial uses. Whilst many of these industries are in transition due to broader structural changes in the economy or may not be an appropriate “fit” into the long term, there are a large

number of businesses that could remain in the Renewal Area and continue to provide employment for the region.

Overall there is an urgent need to develop a strategic business and investment retention and attraction framework for the Renewal Area. Without such a framework there is the risk that the area will become dominated by residential development and many of economic opportunities presented by the Renewal Area will be lost to interstate or international locations.

### **Future opportunities**

The renewal of Fishermans Bend provides a once in a generation opportunity to establish a key National Employment and Business Cluster in a premier location and as a complementary expansion of the central city area.

The level of change and growth anticipated in the inner region is such that key regional or national facilities could establish in the precinct. Further investigation into the potential for the Renewal Area to accommodate centres of excellence for medical research, higher education, information technology or other industry specialisations should be undertaken in order to maximise the economic potential of the area.

### **Key Issues**

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A need to develop planning provisions and strategic infrastructure framework that delivers:

- Retention and expansion of the existing creative industry mix
- The area needed to implement a phased expansion of the central city
- Encourages agglomeration of commercial uses in the areas close to the CBD and primary centres
- An economically robust and sustainable mix of land uses
- Industry appropriate and affordable commercial spaces
- An attractive place for new economy investment at a range of different scales and sectors

To achieve the business and economic growth contained in the Draft Vision consideration needs to be given to the preparation of:

- A business transition, retention and attraction strategy
- A Business Audit, including an Ownership and Business intention Study
- Economic Direction & Business Sector Vision Development
- Renewal Area Business Prospectus
- The potential for the establishment of a national employment cluster and/or centre for excellence.

To maintain and enhance the economic potential of the Renewal Area, investigate the creation of a Renewal Area Business Development Committee.

## Priority 4 – Certainty of governance responsibilities

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*In the next ten years, the Project is expected to deliver almost \$2 billion of private investment and create 13,500 construction jobs, boosting Melbourne's economic growth and securing jobs and investment for decades to come.*

Fishermans Bend Urban Renewal Area - Draft Vision – September 2013. p 5

*The early delivery of infrastructure is critical to the transformation of Fishermans Bend from an industrial area to a mixed use area and to attract private investment.*

Fishermans Bend Urban Renewal Area - Draft Vision – September 2013. p 67

Now that the Draft Vision has been established and the project is moving into the implementation stage a detailed plan for the determination of governance responsibilities needs to be developed.

Just as international investment values a national governance environment of stability and certainty, investors in the Fishermans Bend Urban Renewal Area will seek certainty and stability in the governance structure. The roles and responsibilities of the State and Melbourne and Port Phillip City Council's in the governance of the Renewal Area need to be clearly defined and established.

In addition to assisting in providing investment certainty, the governance structure needs to contribute to the development of the identity, sense of belonging and community spirit. As the level of government closest to the community, Council is best placed to play a key role delivery many of the governance and community development needs of the Renewal Area.

Governance issues that need to be addressed include:

- responsibility for and preparation of detailed precinct structure planning,
- the development of infrastructure standards, provisions and maintenance, and
- the establishment of a program for the funding and delivery of community and physical infrastructure.

Council strongly supports the principal contained in the Draft Vision of the early provision of infrastructure and the broad funding principals set out in the Vision. However, there is an urgent need to develop and commit to a more detailed plan for infrastructure funding and delivery.

In developing funding mechanisms there needs to be a clear recognition of the role that traditional State and local government funding sources should provide and how other mechanisms such as development contributions can supplement the funding. In particular State revenue streams generated through development of the Renewal Area also need to be considered.

A clear governance model that continues the partnership approach, with a key role for the City of Port Phillip and sets out detailed strategic planning, infrastructure funding delivery and decision making responsibilities, is critical to the next steps in the development of the Fishermans Bend Urban Renewal Area.

## **Key Issues**

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### **Governance structure**

The governance structure should continue the strong partnership between the State and Port Phillip City Council that has occurred through the first stage of the project. It is critical to establish a governance structure that builds on the successful partnership between Places Victoria and Port Phillip City Council, formally recognises Council's role in the Renewal Area and maintains the positive momentum that this partnership has developed.

The recent creation of the Metropolitan Planning Authority and the need to move on to detailed precinct and infrastructure planning means that this is an opportune time to establish a joint 'board' style, governance structure for the Renewal Area based on the sub-regional partnership model proposed in Plan Melbourne.

Membership of this governance structure should include:

- Metropolitan Planning Authority
- Places Victoria
- City of Port Phillip; and
- City of Melbourne

The current governance structure that applies to the Docklands Renewal Area is a useful starting point from which to develop the partnership based governance structure for the Fishermans Bend Urban Renewal Area.

A formalised partnership arrangement provides Council with a genuine role in planning for the future of the Renewal Area and continues to make good use of Council's local knowledge and technical expertise that has made such a valuable contribution to Places Victoria and the State Government in the initial stages of planning for the Renewal Area.

### **Financial Infrastructure and Delivery Strategy**

A Financial Infrastructure and Delivery Strategy that clearly identifies the required infrastructure, funding sources and delivery timeframes needs to be prepared.

The Financial Infrastructure and Delivery Strategy finally adopted must be capable of financing and delivering critical infrastructure upfront and delivering other infrastructure in a timely manner over the life of the project. Without this, the Vision for the Renewal Area will not be delivered.

This strategy needs to:

- Investigate the creation of a debt facility that funds the upfront delivery of key infrastructure.
- Finalise the Development Contributions Plan (DCP) including, inclusions and exclusions, revenue collection, expenditure and administration responsibilities.
- Ensure that the component infrastructure of any DCP is consistent with DCP conventions and does not expose the DCP to legal challenge.
- Direct an equitable share of DCP revenue to local infrastructure, ensuring Council does not inherit a significant financial burden or cash flow issue and is able to deliver, in a timely manner, quality streetscapes, public spaces and community facilities which are critical to the Vision and liveability within a high density setting.
- Apportion funding responsibilities across all beneficiaries of infrastructure, including land owners, developers, future residents / businesses, and State and local government.
- Capture an equitable proportion of the land value “uplift” created by the capital city rezoning.
- Guarantee a funding stream that ensures catalyst transport and ‘pioneer’ community infrastructure can be delivered early.
- Recognise State income generated through the Renewal Process such as:
  - Land tax receipts
  - Property transfer Stamp duty
  - Other general revenue increases
- Provide the potential for annual State budget submissions and allocations.
- Match revenue collection rights with expenditure obligations.
- Investigate innovative and alternative funding mechanisms.

### **Precinct planning and development approval**

The governance structure needs to commence the process for the transfer of planning and development approval responsibility for the Renewal Area back to the Port Phillip City Council.

As a first step in that transfer of Responsible Authority status for the four storey, lower scale interface areas should be returned to Port Phillip City Council following the consultation period. Responsible Authority status for the balance of development types in the Renewal Area should be returned upon the completion of the Strategic Framework Plan.

## ATTACHMENT 1

### Improvements, additions and edits to the Draft Vision

Page No	Comment
Maps throughout Draft Vision	There are inconsistencies in the mapping across the Key Moves. Issues include: <ul style="list-style-type: none"> <li>• Different scale between Key Move maps</li> <li>• Council reserves not being shown, including Elder Smith Reserve</li> </ul> The Maps should be reconciled to ensure accuracy throughout.
Page 7	Fourth paragraph – name Melbourne City Council and Port Phillip City Council
Page 11	Timeline – the land was rezoned in 2012 not 2013
Page 14	Fourth paragraph light rail routes are 109 and 96
Page 19	Main challenges – dot point 1 should start “Creating new or >>>”
Page 19	Main challenges - dot point 8 should include reference to flooding and sea level rise and the impact on buildings at street level.
Page 19	Main challenges – dot point 10 should include reference to a diverse and affordable range of dwelling types
Page 25	Distinctive and diverse neighbourhoods - first dot point “each with a distinct...” should add ‘character’ or similar adjective
Page 25	Distinctive and diverse neighbourhoods - second dot point should read “post European settlement”
Page 25	Distinctive and diverse neighbourhoods - fourth dot point should be “Creating, enhancing or maintaining...”
Page 25	A great place for families – fifth dot point include “accessible”
Page 25	A high quality built environment– second dot point – Should read “A scale and orientation of buildings...”
Page 27	Strong partnerships and effective governance – first dot point add reference to the Design Guidelines
Page 27	Strong partnerships and effective governance – At the end of the current sentence add “.. and shared between the State and local authorities”
Page 30	Potential priority project list should include Collins Street Tram as a key link into the Renewal Area around the river.
Page 30 & 31	The map in Figure 7 incorrectly shows the location of the high intensity Capital City development areas in Montague and southern Sandridge. The map should accord with the map at Figure 27.
Page 38	Potential priority projects – re-order list with “identify and protect...” as first dot point.
Page 38	Potential priority projects – third dot point should read “A permeable and fine...”

Page 40	Potential priority projects – Add Collins Street Tram extension.
Page 44	Potential priority projects- Add “Identify road widths and develop appropriate cross sections to reserve land to develop the boulevards”
Page 44	Figure 19- Question why Dynon Road, Alexandra Parade and others distant from the Renewal Area are shown on this map
Page 46	Potential priority projects – third dot point should be moved to Key Move 8
Page 48	Add new Potential priority project – Develop and freight movement strategy to reduce the impact of freight traffic
Page 50	Add a new Potential priority project – Acquire land for new parks and community facilities
Page 50	Potential priority projects – Add a new dot point for land use direction – “Develop a suite of planning provisions that direct commercial and retail activity into the Primary and Secondary centres.”
Page 52	Add new Potential priority project – Develop an Affordable Housing Plan with a requirement for 20% of housing stock to be accessible and affordable.
Page 52	Potential priority projects – second dot point – reword “promote housing choice” to “provide a range of housing types suitable for a diverse range of family types”.



## **ATTACHMENT 2**

### **Improvements, additions and edits to the Interim Design Guidelines**

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#### **Overall**

There are a number of general issues with the design guidelines that require clarification or additional information.

#### **Land use**

The Guidelines contain a number of statements around land use issues. These are built form guidelines, these statements should be removed or reworded to ensure that they speak to the built form requirements designed to provide spaces for particular land uses.

#### **Precinct character**

How do these guidelines work towards creating the differing neighbourhood characters set out in the Vision? The guidelines need to include reference to neighbourhood character statements; these should be developed as part of the Strategic Framework Plan to assist in delivering the Vision.

#### **Master plans**

Master plans are referred in the Design Guidelines. What are the:

- triggers and requirements for master plans,
- status of master plans,
- mechanisms to approve them and give them statutory weight in the planning system?

#### **Administration issues**

The guidelines need a brief introduction section that:

- clearly explains the link and relationship to existing State and local policy in the Port Phillip Planning Scheme.
- clearly explains the relationship to the Strategic Framework Plan and any relevant Precinct Plan
- provides an explanation for the layout of the guidelines, the thematic issues, the development requirements, and the role of the “Note” and a range of definitions for terms used throughout the document.

<b>Page, Section and Note</b>	<b>Comment</b>
<b>Section 1.</b>	<b>Site layout and development typology</b>
Page 4	In the last sentence of the thematic issue add 'permeable" before the words 'pedestrian friendly environment,"
Page 4, 1.2	How are "larger, complex or staged development sites" defined/determined?
Page 4, 1.2	Add "movement network" after the words "open spaces"
Page 4, 1.2	Add an additional sentence, "The master plan must be in accordance with the Strategic Framework Plan and the relevant precinct plan."
Page 4, 1.2 Note 1	What is the trigger and process for creating and agreeing to a "master plan"?
Page 4, 1.2 Note 1	Reword to encourage the outcome. " Subdivision of large sites is encouraged to enhance the permeability of the area. An agreed master plan must be in place prior to the creation of any additional lot."
Page 4, 1.2 Note 2	Move Note 2 down the order to follow on from all the master plan Notes
Page 5, 1.3	Add the word "and permeable' after "ensure an accessible," in the second line.
Page 5, 1.3 Note 1	Add the word "community" between "key facilities." , in the last line
Page 5, 1.3 Note 3	Reword to read, "Links, laneways and street must be transferred to Council at time of subdivision."
Page 5, 1.3 Note 4	After the first sentence insert, "These shared links must be designed and constructed to limit vehicle speed to 10kmh."
Page 5, 1.3 Note 5	At the end of the sentence add, "...and as a minimum be provided with surveillance opportunities from adjoining buildings."
Page 6, 1.4	Reword to read, "New development must be sited in accordance with setbacks, rights of way, proposed road widening or reservations set out in the Strategic Framework Plan or the relevant Precinct Plan."
Page 6, 1.4 Note 1	This Note is not relevant to the design and is a governance issue. Delete Note 1.
Page 6, 1.5	There is a strong emphasis on land use in this section. Reword to read, "Development form and layout be designed to allow for a mix of residential and employment activities, across a range of hours and encourage the establishment of activities which build on the Strategic Framework."
Page 6, 1.5	This is a land use comment, reword to relate to built form or delete.

Note 1	
Page 6, 1.5 Note 5	This is a land use comment, reword to relate to built form or delete.
<b>Section 2.</b>	<b>Building height and design</b>
Introduction	Delete the second and third “should” from the sentence.
Introduction	This section should be modified to include reference to noise amenity issues from in the Renewal Area and surrounding industrial areas.  Section 6.1 and the accompanying Notes should be relocated into this section as noise issues relate more closely to building design than sustainability and energy efficiency.
Page 8, 2.1	What are “significant public laneways”.
Page 8, 2.1 Note 1	This note covers all possible land uses, how does this relate to building design and height. Delete or reword to read:  “Buildings must be designed to provide a visual connection from and to public areas through the use and positioning of windows, doors and balconies to the street frontage within the first 20 metres of building height.”, or similar.
Page 8, 2.1 Note 4	At the start of the Note add, “Buildings on corner sites must address each street frontage.”
Page 8, 2.1 Note 7	Reword to emphasis the Visions desire to create a finer grain street rhythm through the appearance of street frontages of around 10-12 metres.
Page 9, 2.2 Note 1	The overshadowing standard used should be winter solstice.
Page 9, 2.2 Note 2	Reword to reflect height limits specified across the Renewal Area not just adjacent to the ‘low rise’ areas.
Page 9, 2.2 Note 3	The wording should be consistent with Note 1, “New buildings must not overshadow.” The overshadowing standard used should be winter solstice.  Rewording Requested:  Expand the Note to protect the footpath of key pedestrian streets/links from overshadowing in particular:  - Plummer Street, - Buckhurst Street and - the Montague ‘Highline’.
Page 9, 2.2 New Note	Add a new note that provides more tailored interface provisions responding to individual contexts:  - <u>City Road</u> – Podium of 12metres (3 storeys) to correspond to the parapet height of heritage buildings. Potential also to reduce upper level setbacks to 5 metres.  - <u>Boundary Street</u> – Podium of 10.5 metres (3 storeys) to respect the scale

	<p>and proximity of residential development to the west.</p> <ul style="list-style-type: none"> <li>- <u>Williamstown Road</u> – Podium of 14 metres (4 Storeys) with 5 metre landscape setback at ground level. (Privacy for residential entries)</li> </ul>
Page 9, 2.2 Note 6	This Note should be reworded to reflect the height limits proposed throughout the Renewal Area, particularly the four storey interface areas.
Page 9, 2.3 Figure 2.3	This figure shows a rigid parapet form contrary to Note 1.
<b>Section 4</b>	<b>Public spaces and landscaping</b>
Introduction	Not all sites will be required to provide Public Open Space on site. This introduction needs to be clear about the difference between Public Open Space and publicly accessible areas on private development such as fore courts
Page 14, 4.1 Note 2	After the words, “ <i>a clear open space role..</i> ” add the words “ <i>as identified in the Strategic Framework Plan or relevant Precinct Plan.</i> ”
Page 14, 4.1 Note 3	After the word “overhung” add the words “ or overshadowed”
Page 14, 4.2 Introduction	Insert additional comment that: “All landscaping, communal and rooftop gardens should be designed in accordance with water sensitive urban design principles.
Page 15, 4.3 Introduction	In the last line after the word “separated” add the word “by”
Page 15, 4.3 Introduction	Add a new sentence, “These through block links should be inviting to pedestrians, feel safe and read clearly as public lane ways.”
Page 15, 4.3 Note 1	Delete the word “generally”
Page 15, 4.3 Note 3	Reword the second sentence to read, “ If intended to function as shared spaces these links should be designed with a maximum street design speed of 10kmh.”
Page 15, 4.3 New Note	Add a new Note. “Laneways must achieve high quality urban design standards (including finishes, lighting and landscaping) to create spaces that are welcoming and make a positive contribution to the public realm network.”
<b>Section 5</b>	<b>Parking and access</b>
Introduction	Reword, replace the word “limit” with “minimise”, after the word “usage” add “encourage motor vehicle alternatives”
Introduction	Include reference to transport mode splits of 80% walk, bike or PT, 20% by private car.
Page 16, 5.1	Add a new sentence to the start of the Note, “Clear pedestrian priority should

Note 4	be designed into driveway crossovers and access ways”.
Page 17, 5.3 Note 1	Replace the word “without” with “no”
Page 17, 5.4 Note 1	Delete the words “whatever type”
Page 17, 5.4 Note 2	Include provision for bike parking in the first level basement or similar location.
Page 17, 5.5	Reword to read, “Alternative transport modes to private car usage should be actively promoted.”
Page 17, 5.5 Note 3	Reword to delete “higher ceiling heights are encouraged” and replace with “a minimum floor to ceiling height of 3.5metres is required for parking areas.”
<b>Section 6</b>	<b>Sustainability and energy efficiency</b>
Page 18, 6.1	Relocate Section 6.1 and accompanying Notes to Section 2 Building design and heights and make the changes set out below.
Page 18, 6.1	Add reference to potential amenity impacts from existing industrial land uses of the Port of Melbourne and north of the Westgate Freeway.
Page 18, 6.1 Note 2	Replace the word “adjacent” with “in an area of..”
Page 19, 6.3 Note 1	Add Council as a drainage authority in addition to Melbourne Water.
Page 19, 6.3 New Note	Add a new Note 2. Green walls and roofs should be watered by storm water collected for reuse and or grey water recycling.  Streetscape designs should incorporate local storm water detention and be designed to contribute to the passive watering of soft landscape areas, particularly trees.
Page 19, 6.4 Note 1	Add an acknowledgement that grey water could be used for sub surface irrigation.
Page 20, 6.5 New Note	Add a new Note 3. All dwellings should have windows that can be opened to allow for natural cross flow ventilation.
Page 20, 6.6	Delete the words: “not limited to” and replace with “include”  “but should include” and replace with “and”
Page 21, 6.9	Relocate 6.9 to be the first item in this Section as this is the broader strategic sustainability statement.
Page 21, 6.9 Note 2	Add reference to Port Phillip Planning Scheme Clause 22.13.

## ATTACHMENT 3

### Results from Community engagement on the Draft Vision and Interim Design Guidelines

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To assist the community in engaging in the project and help inform Council's submission, Council conducted six 'pop up' consultation sessions to engage with the community on the Draft Vision and Interim Design Guidelines.

As part of this process the community were invited to leave comments of the Vision. The comments have been grouped under several themes and are reproduced "verbatim" below.

#### TRANSPORT & ACCESS

- When is the tram line coming?
- Make the tram the first thing – not cars.
- To be part of the city it needs to have a tram back to the city.
- They'll never put in the light rail or schools
- Melbourne is trams – build it.
- Accessible transport options – footpaths, crossovers
- Make Montague Street more pedestrian and bike friendly
- Community transport
- Improve the infrastructure for public transport
- Build metro rail and shops above
- Don't support the bridge / tram line over the Yarra if boats can't get under it
- Improved motor transport and ample parking
- Free parking for residents (also for foreshore)
- Will the proposed train line be built along with Doncaster rail link, airport link & VFL park?
- It would be helpful to show 5 or 10 year stages from 2014 - 2044

#### COMMUNITY & NEIGHBOURHOOD

- Total plan.. If only!
- Support medium density development
- Create a community!
- Delivering social infrastructure early
- Schools, childcare, parks important
- Aged care and activities
- Emergency services – doctors and support
- Wirraway household size average?
- Leave Port Melbourne as is!
- Caravan park – close to the city
- Integrated art – delivered early
- Concerned that it will result in overcrowding
- Put infrastructure in first
- About time to do something positive
- Melbourne needs affordable PUBLIC housing - don't be snobs, you are driving thousands into homelessness
- What about the noise from the flight path?
- What is going to happen with all the south bound freight traffic along Williamstown Road and surrounding streets?
- Keep talking and letting us know what is going on.
- Not more of Southbank or Docklands

## **SCHOOLS**

- I think we should have more primary schools
- We need schools now, not in 5-10 years
- Planning school facilities for more than children and equipment
- School's essential
- Build state schools
- They'll never put in the light rail or schools
- Must have enough schools, medical and aged care from the start

## **OPEN SPACE**

- North Port Oval – important community
- Resource / sports grounds - home of important historical football club
- Hands off Port Oval
- No development on PMFC oval
- Port Melbourne Football Oval fence – leave it!
- Don't touch Port Melbourne oval
- Keep parks (don't let be given to development)
- Enough sports grounds?!
- Where has Elder Smith Reserve gone on the plans?
- Sports grounds already at capacity – we need a lot more!