



City of Port Phillip

Waterfront Place Precinct Design Guidelines

WORKSHOP NO. 1 AT PORT MELBOURNE TOWN HALL

22nd August 2016

6pm to 8.30pm

WORKSHOP PURPOSE

To update participants on the project progress and to explore the key priorities, challenges and opportunities within the Waterfront Place Precinct.



Key Take Outs

Participants offered the following reflections having spent some time discussing the context materials prepared by Council.

Difficulties associated with getting to and from the precinct. Improving this is challenging considering the significant diversity of the key stakeholders but also exclusions from process.

Frustrated by council buses taking people out of the precinct. Cannot park to attend restaurants with traffic jams. No parking for people attending receptions. No shelter from inclement weather.

Frustrated parking? Integrated approach to the flow of visitors (locals and others). Walkways from tram to other amenities.

Best use of land. Layer - under or over. State government. Needs to be a community hub. Needs integrated promotion (109 Tram oldest railway line in southern hemisphere). 20 steps from Garden City.

Transport connectivity. Tram duplication. Car parking disincentive. Potential ferry link to city.

Competing land uses / transport 'needs' impacting local precinct. Competing uses - buses / coaches, vehicles on / off ferry, trucks / freight, car parking frustration. Gateway to Melbourne.



Change

Participants spent time considering what needs to change, be done more and considered when working towards the precinct design plans.

CHANGE...

Parking issues.	A redevelopment of the use of the current building.
Council attitudes toward waterfront place.	Better flow of access into the area.
Public transport.	More than one entrance and exit to the area.
Amenities.	Opening up visuals from passenger visitor perspective to offer outdoor dining experience.
More activities at station pier attract people.	Cleaning up welcoming area - eradicate debris, fill vacant buildings, utilize dormant crane.
Community bus to St Kilda build on strengths i.e. local history integrated approach to the flow of people and traffic.	Build weather responsive shelters along foreshore.
Attitudes and obligations of cruise ship and ferry operators towards sharing space and collaborating with others re use of pier and minimizing disruption to car parking for patrons of businesses at Waterfront place.	Enhance destination for 38 year old males.
Create a public attraction e.g. outdoor art gallery depicting history of station. Destination for school holidays / school projects / groups. Make it feel friendly.	Council / port authority need to work consultatively for maximizing area in totality, not just one area they control.
More emphasis on bringing Melburnians to waterfront, not just focusing on cruise ship passengers.	Enhancing visitor experience (capturing visitors) on arrival in Port from overseas (within local areas).
More greenery - retain natural landscape.	Council bureaucracy reduction signage - lighting - permits.
Approach!!	Station pier wasn't the first pier, but a major contributor in the gold rush, Town Pier and Railway Pier and beyond need pointing out, Captain Wilbraham Liardet and family need more pointing out.
Integrated means nothing is off the table.	Plaques about origin of Port Melbourne along the beach.
Deeper thought of how the place fits into Port Melbourne, Melbourne, Victoria and Australia.	Establish a local museum / public attractor that is relevant to station pier / Port Melbourne history. Interpretation of history - legibility for visitors.
Innovative approach to ensuring the area adds to the pier and vice versa.	Place for Melbourne visitors as well as interstate and international.

MORE...

Effective community involvement and consultation re the potential for the precinct.	Provide for future public transport infrastructure and services.
Exploit the potential for the waterfront.	Increased / changes of land uses / density.
Make the community feel welcome to enjoy the precinct.	Active edges.
Ease of access during peak periods - required.	Sunshine in winter.
Promote the potential to the broader community.	More frequent public transport at night.
Develop - festivals, markets, competitions to attract crowds.	Attractions in area as well as restaurants e.g. photo displays, art exhibitions, art competitions - public voting.
Revenue raising activities required.	Precinct-wide free Wi-Fi.
Bike racks - end of trip.	Attractions for children and teenagers.
Covered platform for tram.	Art, theatre, music, film.
Make '109' better understood as port tram.	Public toilets.
Activation / activity / vibrancy / warm / inviting.	Bike hire / racks near to tram stop.
Integration of adjacent land uses.	More focus on Melburnians finding Port Melbourne an interesting destination.
Walkability.	Play area for children, then parents will be relaxed.
Weather protection.	2 more levels of car parking under car park in front of station pier (as per St Kilda Sea Baths).
Retain existing land uses for diversity.	More outdoor cafes for residents and visitors.
Community infrastructures.	More protection (verandahs) for pedestrian movement in hot or rainy weather.
More efficient use of existing spaces.	Clear connections of shared pedestrian / bicycle paths / disability access / amenities such as toilets.
Integrated traffic management plan for all uses.	Public transport coming to the area from more than one direction i.e. trams.
Parking plan (sufficient supply and pricing).	Greening.
Connectivity in between modes of public transport.	Make art display more permanent (art can change).
Accommodate increasing and changing no. and type / length of vehicles (rules/access).	Make art display more prominent - old photos of Port Melbourne.
Increasing walkability / cyclability.	St Kilda / Port Melbourne link needed (past Bay St)
Making it feel safe at all times, day / night.	Docking area for river transport.
Challenge the existing use of the car park.	Connections - legibility for visitors, bikes, pedestrians, to other parts of COPP.
Consider how to make freight operation spatially and operationally efficient.	

CONSIDER...

<p>Make the area (all of it) as accessible as possible - cyclists, pedestrians, vehicles. Bike parking, bike racks.</p>	<p>Don't want developments blocking off area - needs to be sympathetic to attractions.</p>
<p>Keep built form in keeping with the history of the place - period architecture, low-mid rise. Preserve access to sun / sky.</p>	<p>Architecture needs to better reflect history of place.</p>
<p>Involve the community in each step so that it reflects Port Melbourne and not just a transit area. Place for locals to enjoy and stay. Local atmosphere to enjoy.</p>	<p>Metrics to objectively analyse how things are working.</p>
<p>Remove double decker red buses from area - is it taking people away from area.</p>	<p>Duplicate tramline.</p>
<p>Maintain solar amenity in winter.</p>	<p>Covered walkways.</p>
<p>Better utilize area in terms of attractions and encourage things like competition on beach e.g. volleyball etc.</p>	<p>Much improved landscaping.</p>
<p>Duplicate the single tram line with a new platform to facilitate movement of people.</p>	<p>More and cheaper car parking.</p>
<p>How to activate the area to make it accessible and user friendly for locals and visitors to the area.</p>	<p>Regular public transport St Kilda to Port Melbourne.</p>
<p>Activity breeds activity.</p>	<p>Drop parking fees - Saturday night free, Sunday all day free.</p>
<p>Locals on waterfront may need to allow noise (more of) in a vibrant village setting. Might enjoy a market.</p>	<p>Planning zoning to promote business / commercial activities.</p>
<p>Greater variety of attractants in cooler part of year - needs to be accessible, comfortable (weather protection if needed), bike racks, more frequent public transport, car parking.</p>	

Priorities

Participants worked together to highlight some of the key priorities emerging from the collective thinking on moving forward...

MORE

Active frontages

More intimate scale of cafes.

CHANGE

Local destination

Become a community heart for locals and visitors.

CONSIDERATION

External connections

Accessibility to area via multimode facilities and routes. Changing TT-Line access - impacts on beach. More transport modes - ferry, water taxis.

MORE

Car parking

2 more levels of car parking under carpark in front of station pier (as per St Kilda Baths).

CHANGE

Cultural attractions

Establish a local attractor / museum that reflects and interprets the local history - gold rush, town pier, migration, port, development of Port Melbourne, wars, military. Make area more attractive to visit and to create attractions.

MORE

Cultural attractions

Attractions in area as well as restaurants - e.g. photo displays, art exhibitions etc.

MORE

Commercial planning zones

Planning zones facilitate bus / commercial activities / uses.

CONSIDERATION

Heritage buildings

Retain historic buildings. A place for locals and visitors to enjoy and stay.

CHANGE

Multi-agency planning.

Council / Port authority need to work consultatively and collaboratively for maximizing area in totality - not just one area they control - for speedy result. Better flow of access into the area. Redevelopment of the use of current buildings. More integrated precinct plan - traffic management, fine tune traffic, public transport.

MORE

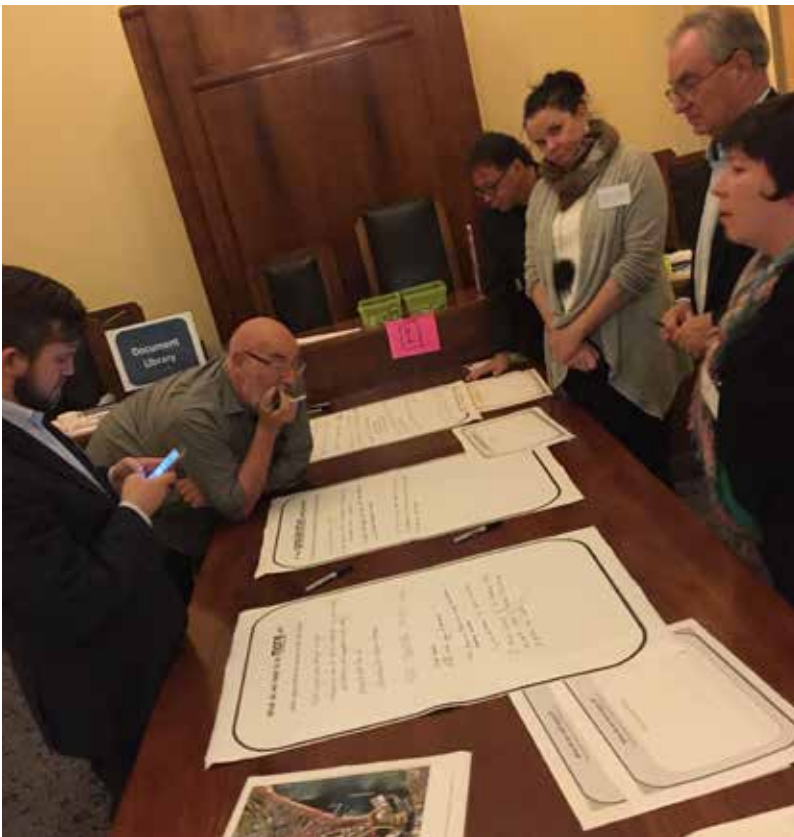
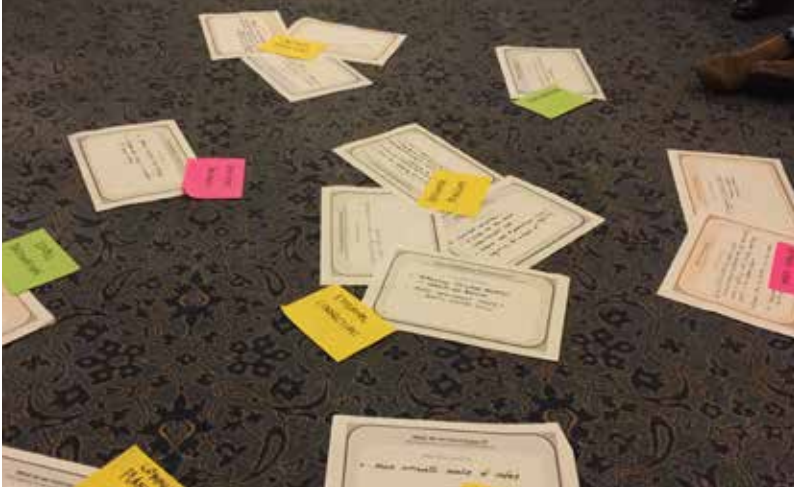
Integrated transport

Improved connections - St Kilda to Port Melbourne. Water transport hub. Clearer bike and pedestrian links. Legibility for visitors.

CONSIDERATION

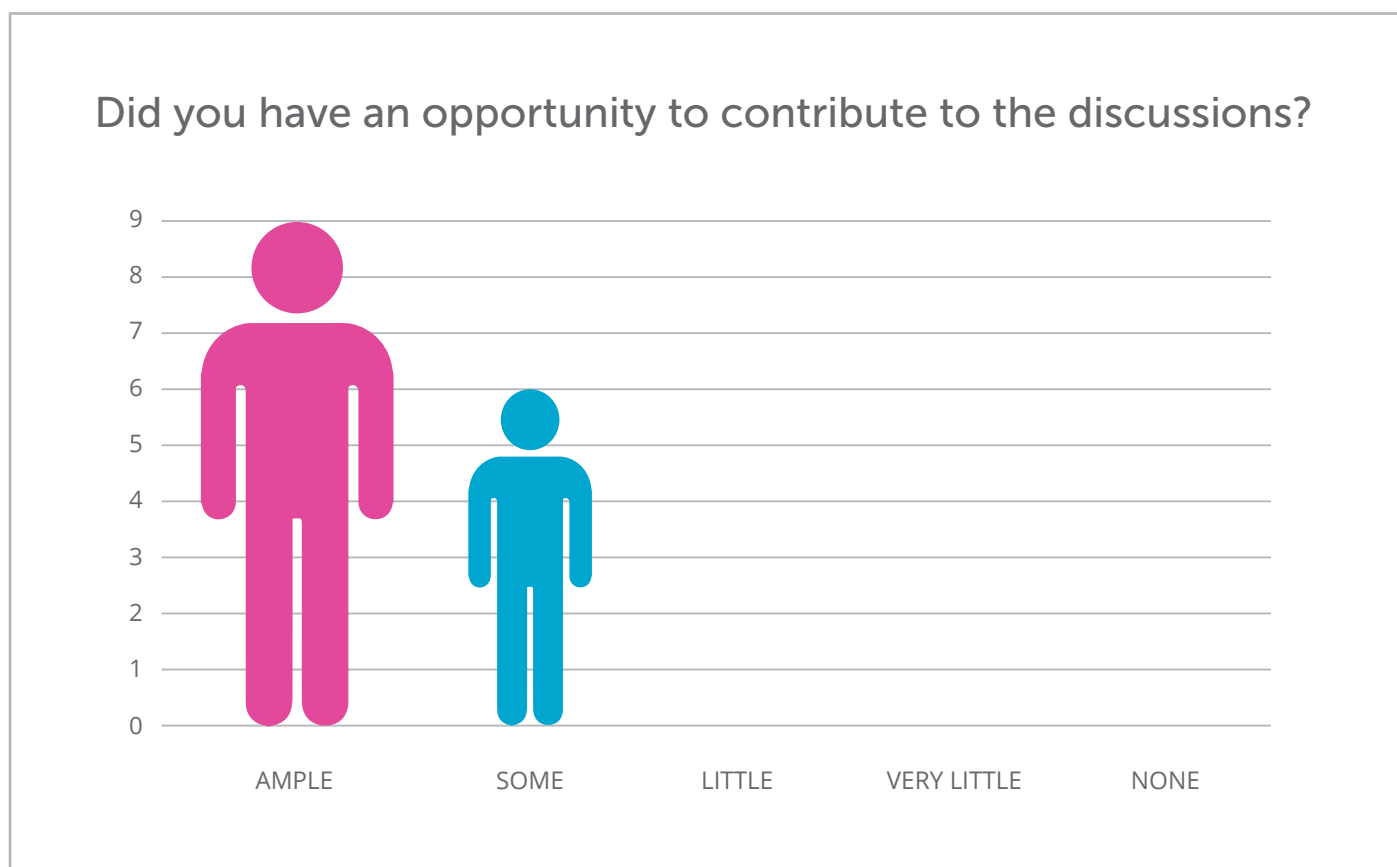
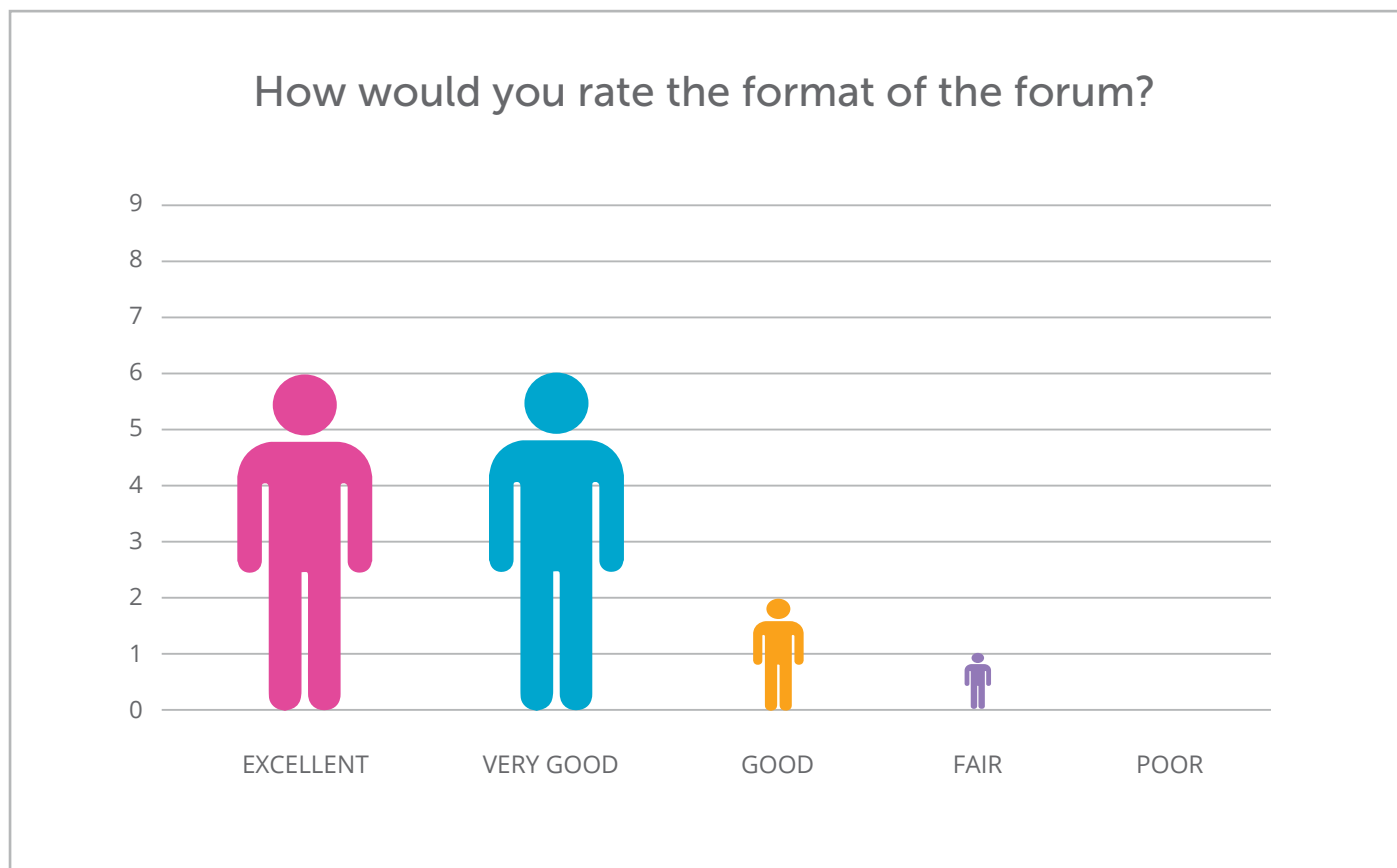
Integrated transport

How to activate the area to make it accessible and user friendly for locals and visitors to the area. Better utilize the area in terms of attractions and encourage things like competitions on beach e.g. volleyball etc.



How did our session go

Participants offered the following feedback on the evenings workshop



What did you like most about the forum today and why?

Managed well. Councillors well aware of the process.

Fairness in all ideas being heard.

Meeting some of the people / stakeholders.

Active facilitator.

The speed and movement.

Passion of the community. Willingness and respectfulness of shared / different views. Facilitator brought out / drew out variety of views.

Meeting the other stakeholders like Port of Melbourne, TT-Line and local businesses and architects.

Diversity of representation. Co-operative / collaborative.

Early engagement with community / stakeholders.

Great activities which elicited discussion - loved the quick pace.

Progressed quite well in terms of pace.

Great set of activities to encourage discussion

Got to hear the opinions and concerns of other stakeholders.

Interaction of the participants. Ability to have a say.

Good facilitator.

What improvements, if any, could be made to how we worked together today?

Unsure.

I cannot think of anything! Copp officers and facilitator well done!

None to add.

Make things happen quickly.

Introduction of all involved at the opening.

It felt like we'd gone backwards as the issues have been raised multiple times in the past - very nebulous process - seems repetitive.

More time.

Seemed to have a lot of info that was unnecessary in today's session.

To actually make sure these sessions do follow changes and improvements to the area.

Scoping exercise could have been open to stakeholders.

Better lighting in the room.



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Per parlare con un funzionario del Comune di Port Phillip attraverso un interprete chiamate 9679 9814.

All other languages: 9679 9814.

PLEASE NOTE: While every effort has been made to transcribe participants comments accurately a small number have not been included in this summary due to the legibility of the content. Please contact Keith Greaves at keith@mosaiclab.com.au for any suggested additions.

Summary report prepared for
City of Port Phillip
by MosaicLab



mosaic LAB
www.mosaiclab.com.au