



City of Port Phillip

# Waterfront Place Precinct Design Guidelines

## WORKSHOP NO. 2

24th November 2016

This report is a summary of participant notes produced at the workshop and compiled by the facilitator for the evening.

### WORKSHOP PURPOSE

To refine project parameters and test possible scenarios or options for the Waterfront Place precinct.



# Theme Feedback

Participants worked together to review and comment on five design principles themes for Waterfront Place Precinct.

## BUILDINGS

### PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK

#### BUILDINGS

The size, shape, material and design of buildings impact on the experience of the public realm, including the level of activity, shade and interaction between people inside and outside.

*Considerations within the precinct:*

- The location and size of new buildings (including height, scale and massing)
- The design of new buildings and their architectural style (e.g. active frontages, respond to maritime history and character/contemporary style etc.)
- Heritage buildings



■ Potential development site (Design Guidelines already in place)  
■ Potential development site (Design Guidelines to be developed as part of this project)

1. How can the heritage of the area be protected and enhanced?



Retain heritage buildings

Improve visual connections

Interpretive Material

2. What is the preferred building material and character for the precinct (e.g. maritime influence, contemporary character)?



Existing

Eclectic

Contemporary

3. How could building heights be used successfully to define sense of place and create more activity?



Low rise

Mid rise

High rise

4. How should new buildings respond to the precinct's surrounds?



Beach Street

Waterfront Place

Heritage building

# BUILDINGS

Have ability to adapt heritage structure.

Respect the changing nature of P.M.

Need a residential hotel.

Building should work with seaside weather.

Working class history (unions).

Retain history through buildings?

Buildings should respect "arrival".

Covenants - retain heritage, protection.

High rise - no.  
Mid and low - yes.

Maritime and railway history.

More height in iconic structure.

Immigration history will die?

New buildings should respond to the old.

Buildings should be flexible in design.

# CONNECTIONS

## PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK

### CONNECTIONS

Connections are the physical and visual links between different places within a space.

Considerations within the precinct:

- Pedestrian connections and cycling paths
- Number of crossing points / interruptions and weather conditions affect bike and pedestrian environment
- Arrival and departure to/from the precinct
- Conflict between types of travel (roads and vehicle traffic, pedestrians and cyclists, cruise ship coach tours)
- Convenient public transport hub (109 tram route duplication)
- Wide car parking area
- Views and sightlines



1. Can legibility and wayfinding be improved?



Way finding



Well defined routes and pathways



Landmark buildings

2. Which pedestrian and cycle crossing points need to be improved?



Freight yard entrance



East-west connection



Connection to the north

3. How can the pedestrian connection between Station Pier and the tram terminus be improved?



Direct connection



Meandering connections



Weather proof canopy

4. How to reduce conflicts between traffic types?



Existing road scheme



Extending the potential queuing lane



Separate local & pier traffic

# CONNECTIONS

Separate pedestrians and cyclists from cars and trucks.

Can we use the freight yard to connect the area?

Recognisable bike way and promote bike path and access.

Palm tree in the way of shared path corners on path, need to eliminate.

Retain commercial access for vehicles.

Wi-Fi.

Way finding to show you local sights and keep you in Port Melbourne.

Queuing lanes provide numerous positive local benefits.

One-way traffic flow.

Meandering connections with meaningful art exhibitions.

Shared bike / walk path by tram stop is a death trap.

Direct connections good, but needs to incorporate shade and wind protection.

On Station Pier when get off cruise ship - signage re distances to train station, taxis

Pedestrian permeability and connections and paths.

Need to think what users / visitors of the space need from the space?

Direct connections good, but needs to incorporate shade and wind protection.

Wind / weather protection could be designed as a baffle

Duplication of tram line.

Activate the area as a place to gather as well as a connected area.

Underground car parking at plaza and pier approach.

Access to waterfront from part to west side important access way, need to be wider (remove garbage storage).

Extra car parking - next to TT line.

Physical links not just signs.

Cycle / ped - different speeds. Clearer signage.

Multi-language signs.

Shaded pathways.

Currently limited access to water, improve marina access.

Signage on bike path to discourage pedestrians and encourage them to use pedestrian paths.

# EXPERIENCE

## PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK

### EXPERIENCE

Experience is people's experience of the space as they arrive into the space, pass through and spend time in the space. This ranges from overseas visitors arriving on a cruise ship, to locals meeting friends for coffee or for shopping.

#### Considerations within the precinct:

- Wind impacts
- Solar access
- Localised climatic conditions due to proximity to the Port Phillip Bay
- Visitor's arrival experience into Port Melbourne from Cruise Ships and the Spirit of Tasmania
- Locals experience of the precinct as a local convenience centre
- Expression of area's heritage

1. How could the sense of arrival into Port Melbourne be enhanced?



Physical marker



Major space or plaza



Landmark buildings

2. How could the local experience of the precinct be enhanced?



Weather protection



Access



Mix of uses

3. How can the site be protected from prevailing southerly winds?



Vegetation



Orientation of public spaces



Structures

4. How can the sense of connection with the water be improved?



Views and visual connection



Access to water's edge



Use of the water

# EXPERIENCE

Relationship of Station Pier and Princes Pier as a pair

Open gap between buildings and water.

Shelter pier to station.

Wi-Fi.

Station prominence.

Tie separate areas together.

Railway station heritage.

Palm trees - shade trees.

TT lines passengers opportunities.

Pier buildings.

Intimate experiences.

Sitting in cars.

Access to sun.

Loading cars and dock activities transport.

People who stay are thirsty.

Improve pedestrian linkages.

Art / culture local connection.

Shade structures and trees vs view lines.

Multi-lingual signage.

Original vegetation types.

Green and shade.

# FUNCTIONS

## PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK

### FUNCTIONS

Functions are the uses and activities within buildings and public spaces, which influence the level of activity in a place and people's experience of the place.

*Considerations within the precinct:*

- Land uses within buildings
- Functions/uses within public space
- Level of activity throughout the day and night
- Management of amenity impacts of Port activities on residential uses

1. What is the potential for a broader range of land uses within the precinct?



Cafe with outdoor seats



Hotel



Local museum

2. How could ground floor building uses improve street and public space activity?



Cafe / restaurant



Market



Community

3. What activities could improve Port Plaza?



Seating / people watching



Playspace



Performance space

4. How can more be made of the water side location?



Boardwalk



Boating



Watersports



# FUNCTIONS



# PUBLIC SPACE

## PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK

### PUBLIC SPACE

Public space is the space around buildings and can include open spaces, streets, cycling and walking paths, public car parks and other areas adjacent to buildings.

*Considerations within the precinct:*

- The location and size of public spaces.
- The function of public spaces (e.g. playspaces, relaxing, walking, etc.).
- The design/look and feel of public spaces, including paving, planting, landscaping, seating, bins, lighting and furniture.
- Public art.



— Waterfront Place precinct    ■ Public realm

1. What kind of space should Port Plaza become?



Existing incidental space



Local meeting place / village green



Civic square for events

2. Where should activity be encouraged?



Around the plaza



Along Waterfront Place



Between the pier and the plaza

3. How should sunlight and shade be managed?



Full sun



Part shade



Shade trees

4. How can the interface with the TT-Line Freight Yard be improved?



Planted screen



Attractive fence



Active built edge

# PUBLIC SPACE

TT line route -  
footway surface  
no good, smooth  
out approaching.

Look  
at areas  
with natural  
protection -  
work with  
weather.

Better quality  
TT Line frontage  
with some  
heritage display.

Wedding  
photos apps  
- backdrop of  
ships.

Tram  
relocation -  
opportunity for  
wider public  
transport.

Celebrate  
migration  
history.

No  
soul - like  
docklands.

Freight yard  
could be utilised  
to connect to  
underground  
carpark.

Wind  
protection  
more important  
where people  
are sitting.

Make nicer  
places to sit  
and eat lunch.

Trees,  
wind  
breaks.

Need to  
activate the  
public area /  
gathering space.

Noise?

Cultural  
legacy - cost  
of maintenance,  
buy a plaque /  
paving.

Wind,  
lack of car  
park spots and  
lack of active  
frontage.

Softer  
material in  
front of TT Line  
freight yard.

5 different  
public spaces -  
not connected.

Photo  
exhibition -  
could change  
quarterly?

Children's  
playground.

TT Line  
- watching  
the activity,  
industrial.

Very  
busy  
at the  
moment.

Nothing to hold  
visitors - not  
inviting.

Like to stay  
sunny in winter  
- no over  
shadowing.

Car parking  
underground.

Important to  
understand and  
be reminded of  
port's industrial  
history, immigration  
significant too.

Wind  
factor port  
plaza.

TT - improve  
visual aspect.

Not  
connected  
- public  
spaces.

# Scenario Feedback

Participants considered a range of possible scenarios (4) containing and offered an indication of the following support levels and comments. See Appendix 1 for full scenarios descriptions.

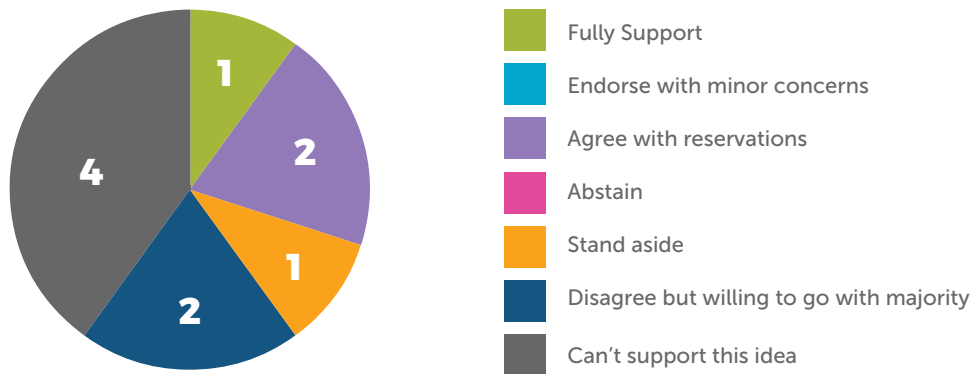
## SCENARIO 1

### BUSINESS AS USUAL/MANAGE PRESSURES

This scenario envisages little change within the precinct. There would be some investment to increase the attractiveness of the public realm and to improve the management of traffic and pedestrian access to the pier to alleviate existing pressures. There would be no reconfiguration of land parcels or ownership in this scenario and redevelopment of private sites would be limited generally to the existing scale and density. This scenario provides the opportunity to address current issues of traffic and parking but would not increase the range of activities in the precinct.

**COMMENTS:** Is there a budget? No budget has been allocated as yet, the cost will be dependent on the scale of change to the public realm and the funding source will be dependent on the scale of change.

THE MINIMAL LEVEL OF CHANGE SHOWN IN SCENARIO 1



# SCENARIO 2

## LIMITED CHANGE

This scenario envisages similar investment in the public realm and circulation arrangements to those in Scenario 1 to improve attractiveness and improve accessibility. In addition it considers the potential for a modest increase in building scale (1 or 2 levels above existing) on private development sites, which could provide additional residential, commercial or hospitality floorspace. This scenario provides the opportunity to address current issues of traffic and parking and enable a modest increase in activity.

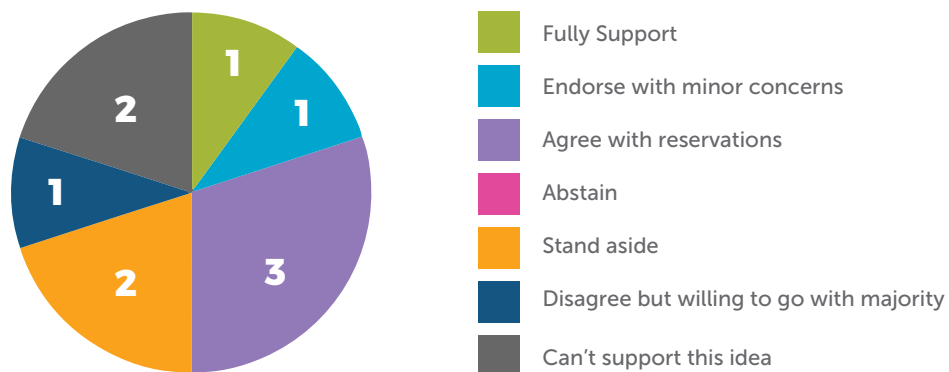
**COMMENTS:** Suggestion that we need a crossing point from the southerly entrance/exit to Station Pier to the footpath on the restaurant side if we are removing the footpath on the eastern side of the Station Pier car park. This will require behaviour change as currently most people use this eastern side footpath.

Question about whether the landscaping along the freight yard would remain with this scenario.

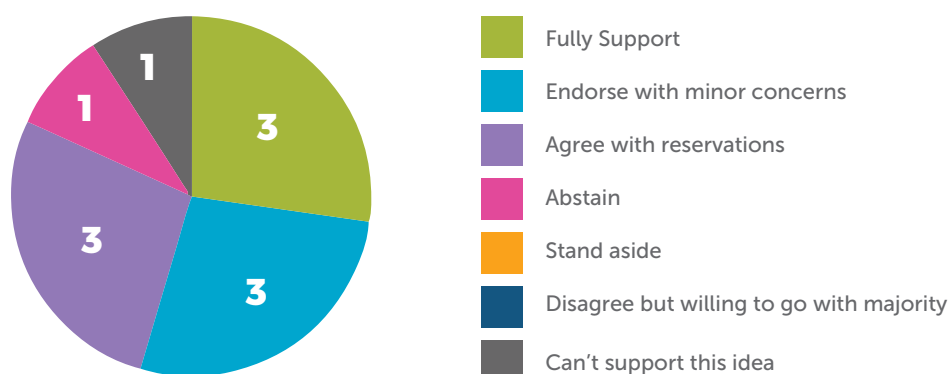
Question about whether this scenario would connect to the Beach Street queuing lane?

Comment that the attractiveness of the precinct will be affected by cars queuing in the car park space.

### THE LEVEL OF CHANGE SHOWN IN SCENARIO 2



### RECONFIGURING THE CAR PARK TO PROVIDE A GREEN PEDESTRIAN CONNECTION TO THE TRAM STOP



# SCENARIO 3

## DENSIFY AND RE-PLAN

This scenario envisages a more substantial replanning of the precinct and an increase in development density. This could enable a more thorough reconfiguration of the pier car park to create a larger 'port plaza' public space and a re-alignment of land ownership parcels to provide opportunities for an improved network of open spaces and additional development opportunities. This scenario offers the potential for a more logical arrangement of open space, improved circulation movement and for additional development to accommodate more commercial space, residences or accommodation for visitors (e.g. hotel) within mid-scale buildings (4-6 storeys).

**COMMENTS:** Landowner of 103 commented that to reconfigure 103 Beach Street is a complex thing to do (Crown land).

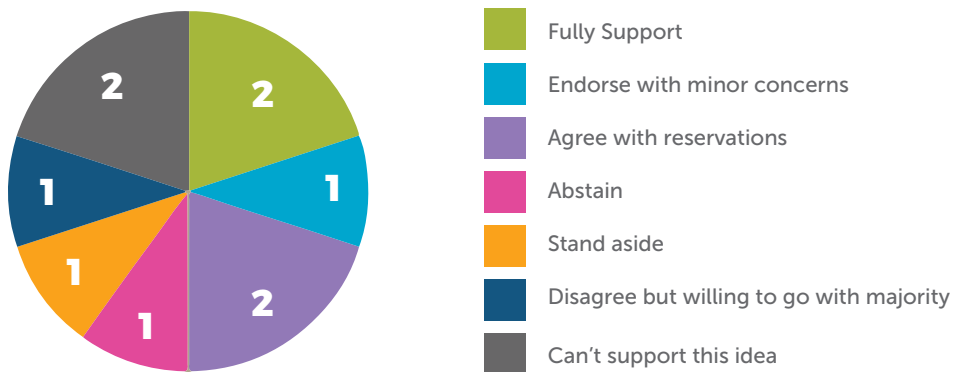
Question about whether the scenario to include additional retail/commercial in the precinct will create competition to Bay Street. Discussion was that it would be recreation/leisure, instead of retail so not in direct competition with Bay Street.

The proposed level of change to the buildings is pretty minimal, a couple of additional storeys, not 10 storeys.

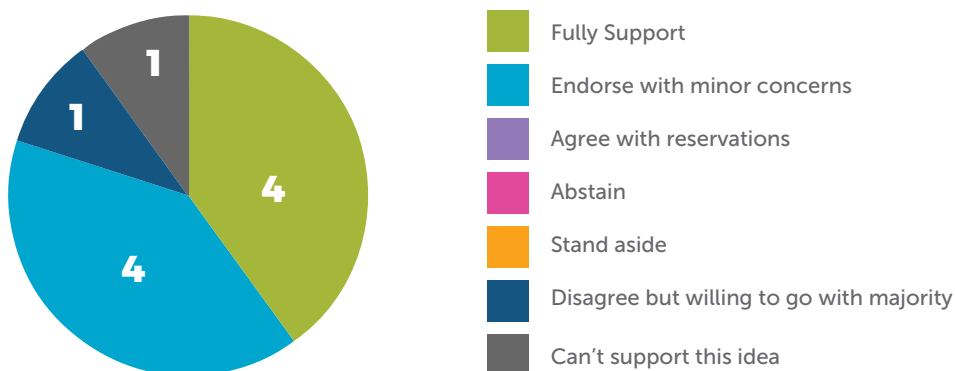
Reservations were expressed about maintaining the character of the precinct if you increase heights.

Question about where a hotel could be situated, discussion was that there would be a number of suitable sites.

### THE LEVEL OF CHANGE SHOWN IN SCENARIO 3



### RECONFIGURING THE PUBLIC REALM TO A LARGER PORT PLAZA AREA AND SEPARATE CAR PARK AREA



### THE INCREASED BUILDING HEIGHTS



- Fully Support
- Endorse with minor concerns
- Agree with reservations
- Abstain
- Stand aside
- Disagree but willing to go with majority
- Can't support this idea

### HOTEL AND RESIDENTIAL USES



- Fully Support
- Endorse with minor concerns
- Agree with reservations
- Abstain
- Stand aside
- Disagree but willing to go with majority
- Can't support this idea



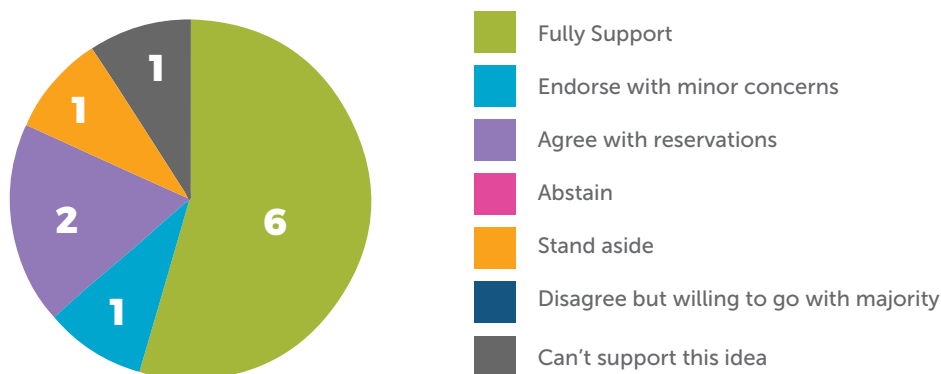
# SCENARIO 4

## TRANSFORM

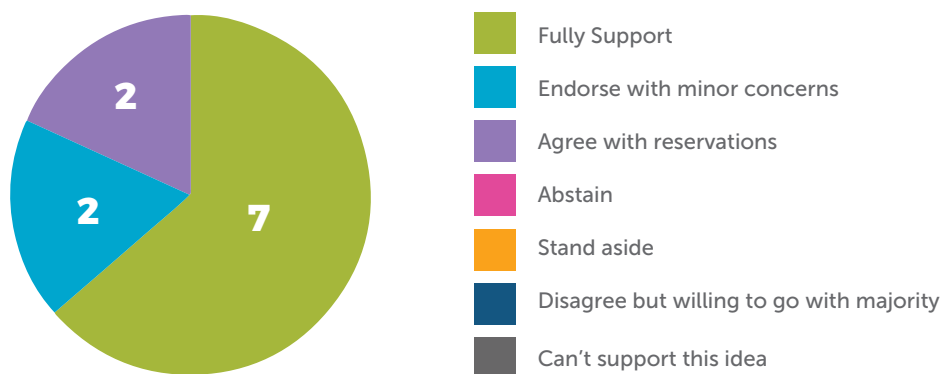
This scenario represents the most ambitious vision for the area which would involve a comprehensive replanning of the area, its land uses, circulation, buildings and public spaces. This scenario would require a multi-agency approach involving Council, the Port and State Government to re-imagine the precinct and fund the investment in infrastructure. This scenario offers the potential to plan for a major visitor attraction such as a museum or gallery and create a striking gateway to Melbourne around a reconfigured port where the existing freight yard is removed and freight and car parking are placed below ground or decked over.

COMMENTS: There were no questions/discussion on this scenario.

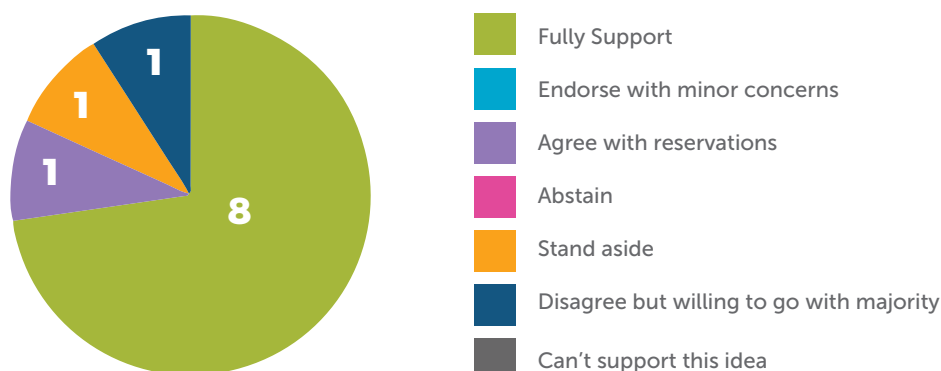
### THE LEVEL OF CHANGE SHOWN IN SCENARIO 4



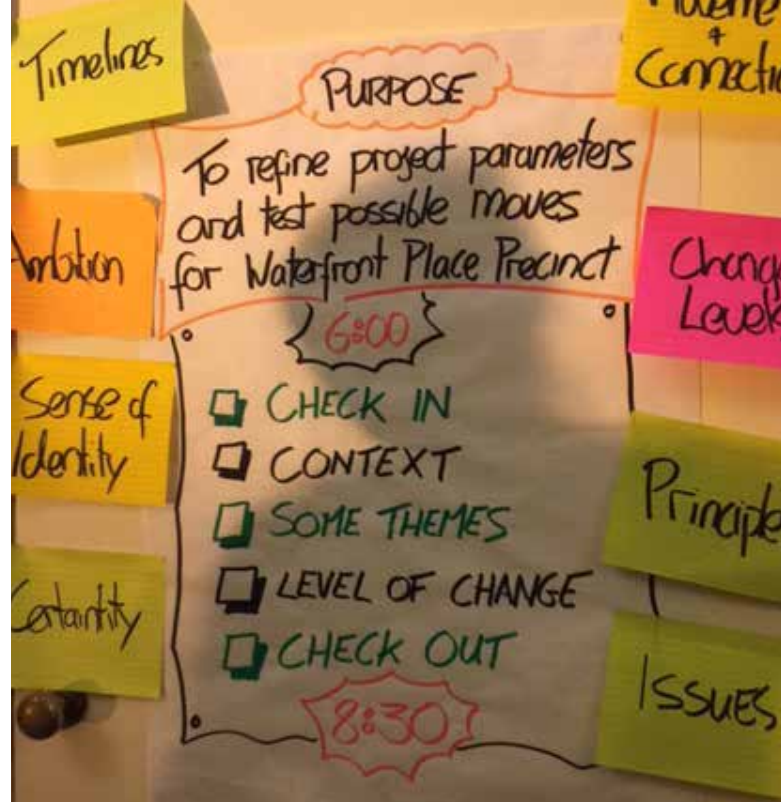
### WATERFRONT PLACE BEING A DESTINATION WHICH IN ITSELF ATTRACTS VISITORS



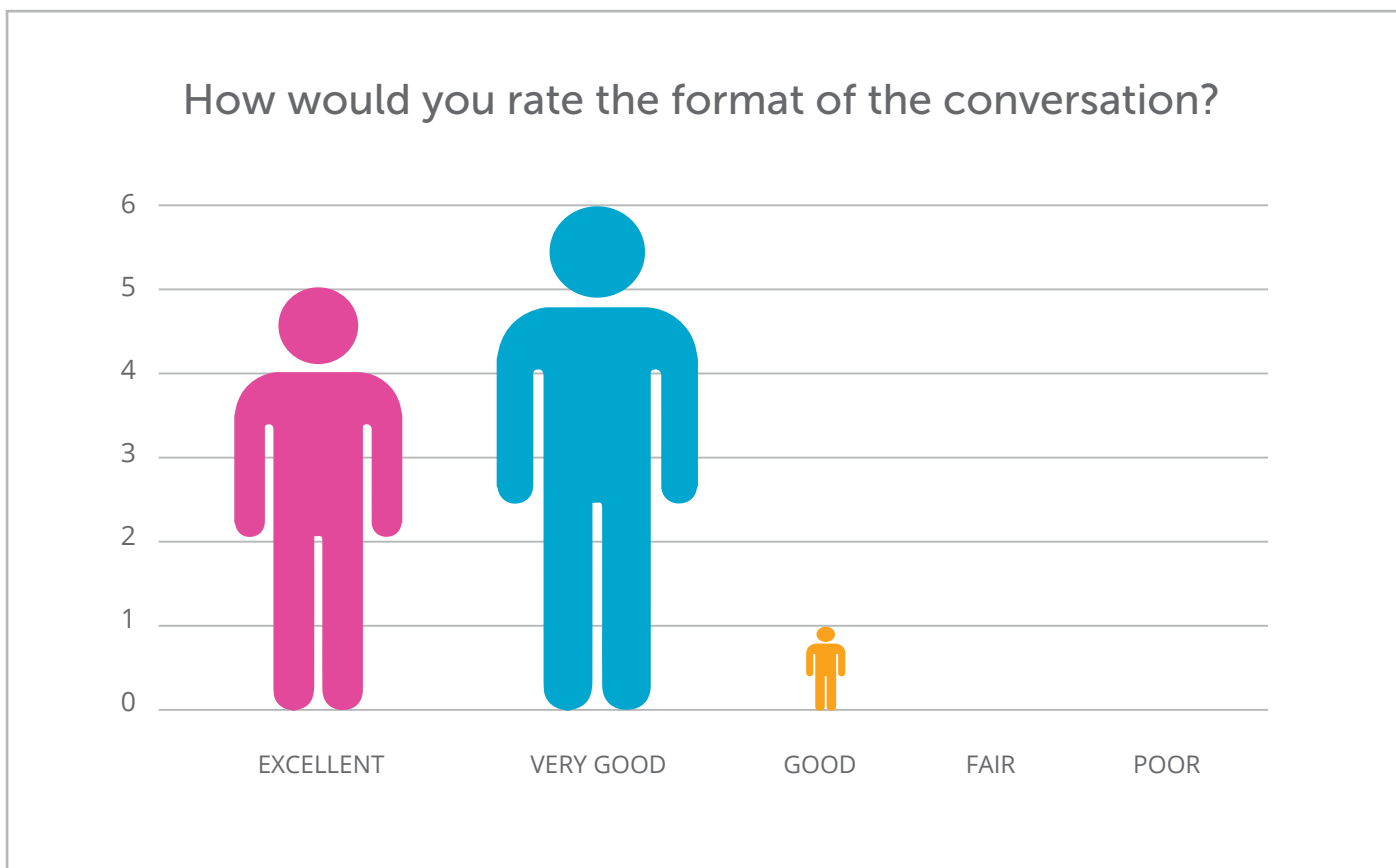
### A LONG TERM VISION TO RECONFIGURE THE STATION PIER AND FREIGHT YARD AREA WHILE ACCOMMODATING PORT ACTIVITIES







# Evaluation



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

Plenty of chance to get involved and express and understand the issue.

Consideration of previous discussion and acknowledgement that something needs to change.

Small groupings.

Open forum and brainstorming session.

Informal, encouraging of views.

Opportunity to feedback.

Courtesy shown by all to each other no matter the views held.

There was a lot of constructive imagination / suggestion.

The fact that COPP are engaging with the community.

Small groups.

More formalised and structured. The clickers.

Amiable despite disparate views.

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

Not the best venue for this type of exercise.

I like it.

Larger sample run at Waterfront.

Provision of information.

Some moderators were more open to suggestions than others - less biased, neutral. The last session with scenarios too rapidly gone through - better to have supplied these in advance so people could think more about them.

More scenario discussions to derive some design principles.

More time (or discipline) to stick to designated concepts.

Nothing obvious

Not sure where it is leading.

Can't think of any.



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聯繫菲利普港市政廳時如需要翻譯的協助，請撥：9679 9810 (Cantonese 廣東話) 或 9679 9858 (Mandarin 普通話)

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](mailto:keith@mosaiclab.com.au) for any suggested additions.

Summary report prepared for  
City of Port Phillip  
by MosaicLab



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