

Public Engagement Report

FISHERMANS BEND

RECAST VISION

AND

FERRARS STREET EDUCATION AND COMMUNITY PRECINCT



VICTORIA

State
Government

SEPTEMBER 2016

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EXECUTIVE SUMMARY

Fishermans Bend is an unparalleled renewal opportunity at the heart of Melbourne. An area more than twice the size of the CBD, Fishermans Bend is the next chapter in Melbourne's growth story.

In 2015, the Victorian Government announced details of recasting the planning of Fishermans Bend, putting people back into the decision making process while ensuring the area becomes a vibrant and sustainable community that supports jobs and economic growth.

From 27 May to 1 July 2016, the *Fishermans Bend Recast Vision* was released for public consultation with the community, industry, stakeholders and local government through the following approaches:

- Written submissions
- Community Survey
- Community Pop-up Hubs
- A major public conversation.

A total of 769 participants (including 396 people via community pop-ups, 307 from a public event, 24 via community survey and 42 submissions) contributed to the discussion about the *Fishermans Bend Recast Vision*.

Through the engagement, 28 ideas were submitted via the Fishermans Bend website.

Each comment has been coded to form an analysis against the three questions raised in the recast vision document.

The majority of public feedback supported the recast vision. A number of key themes also emerged from the public feedback:

- **Make Fishermans Bend a place for world-class leadership in innovation and sustainability**
- **Place greater emphasis on a good transport network**
- **Provide further information on sustainability**
- **Increase the response to climate change**
- **Work with developers and land owners**
- **Create planning certainty**
- **Develop an appropriate funding strategy**
- **Create affordable housing**
- **Cultivate biodiversity and**
- **Establish healthy communities.**



The draft *Fishermans Bend Recast Vision*

This report brings together the feedback on the recast vision document and key aspects that Victorians see as important for the vision and strategic directions that will guide planning for the precinct.

The final vision will provide the underlying basis for the development of detailed strategic plans for the area.

Written submissions together with the final vision and this public engagement report are available on the Fishermans Bend website at www.fishermansbend.vic.gov.au.

1. INTRODUCTION

1.1 PURPOSE OF THIS REPORT

This *Public Engagement Report* summarises the feedback received on the recast vision document that was released in May 2016. It adds to the evidence base that will help determine the final vision that will form the basis for the strategic plans for Fishermans Bend.

1.2 PROJECT CONTEXT

The *Fishermans Bend Recast Vision* as prepared by the Fishermans Bend Taskforce (the Taskforce) proposes a future for Fishermans Bend and its distinctive precincts.

The *Fishermans Bend Recast Vision* responds to a recommendation from the Ministerial Advisory Committee (MAC) to refresh and redefine the vision for Fishermans Bend. The MAC recognised the community's broad support for the *Fishermans Bend Urban Renewal Area Draft Vision 2013* (*Draft Vision 2013*).

The MAC advised that any new vision should use the *Draft Vision 2013* as a baseline and draw on wider economic, social and environmental influences on Fishermans Bend.

The Taskforce consulted with officers from the City of Port Phillip, City of Melbourne and a range of government departments and agencies to prepare the *Fishermans Bend Recast Vision*.

The recast vision builds on the *Draft Vision 2013* but recognises the changed context, including:

- Acknowledging job diversity with the addition of the Employment Precinct
- Aligning with the refresh of *Plan Melbourne*, our city plan to 2051 by including transport initiatives, building resilience to climate change, addressing housing supply, diversity and choice, sustainability and energy efficiency measures
- The changing built form environment including scale and density, ensuring the liveability of Fishermans Bend.

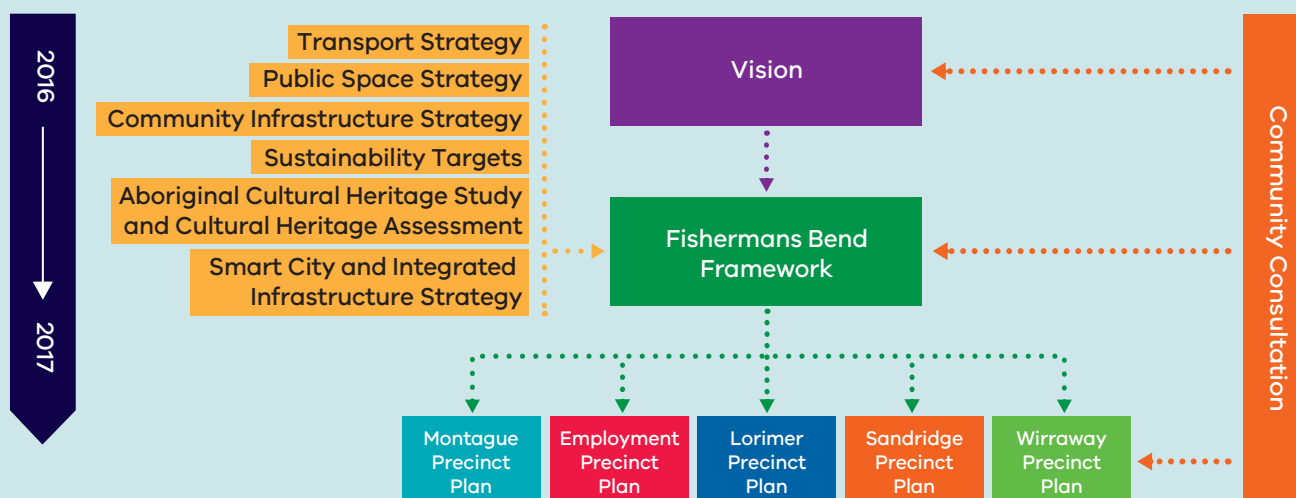
The recast vision document includes the recast vision, the 10 Strategic Directions and the vision for each precinct to 2050. Community feedback was sought on three key questions:

1. Is this a vision that reflects your own aspirations for the future of Fishermans Bend?
2. Are the 10 Strategic Directions still relevant today?
3. What can be changed or improved about the vision?

1.3 ENGAGEMENT PROGRAM

The Fishermans Bend Taskforce is committed to ongoing engagement at each stage of the project (see Diagram 1). A comprehensive program of engagement will be delivered over the next

Diagram 1: Project Phases



Planning phases for Fishermans Bend

A Planning Scheme Amendment will be required to implement the *Fishermans Bend Framework* and precinct plans in the planning schemes of the City of Melbourne and the City of Port Phillip.

few months as we progress through the public participation approaches of informing, consulting and involving to the collaborative end of the consultation spectrum as part of our public promise.

A range of workshops, information sessions, round tables, speaker panels and other events will be held over coming months as part of consultation on the draft *Fishermans Bend Framework*.

The latest project and event updates and the ability to register interest in particular topics is available on the Fishermans Bend website www.fishermansbend.vic.gov.au.

Further opportunities to have a say will be available at each release of the individual precinct plans during 2017.

2. HOW WE ENGAGED

2.1 ENGAGEMENT FRAMEWORK

The engagement activities undertaken for the *Fishermans Bend Recast Vision* have been oriented on the International Association of Public Participation's (IAP2) Public Participation Spectrum (see Table 1). The spectrum is based on the premise that different stakeholders have different levels of involvement in decision making.

The engagement intent for the recast has been on the 'Inform', 'Consult' and 'Involve' end of the spectrum. It is intended that at the end of the project, participants will be informed about how their involvement has or has not influenced the final *Fishermans Bend Vision*.

The Victorian Auditor-General's Office (VAGO) public participation in government decision-making guidelines were also referenced in designing the engagement approach for the recast vision.

Table 1: IAP2 spectrum of participation

	PUBLIC PARTICIPATION GOAL	PROMISE TO THE PUBLIC
INFORM	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	We will keep you informed.
CONSULT	To obtain public feedback on analysis, alternatives and/or decisions.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.
INVOLVE	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.
COLLABORATE	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
EMPOWER	To place final decision making in the hands of the public.	We will implement what you decide.

2.2 ENGAGEMENT PRINCIPLES

In addition to the above engagement framework, community consultation on Fishermans Bend is also based on the following principles:

- **Engage and inspire** wider Melbourne about the potential of the area as well as seek the international attention the project warrants
- **Acknowledge and build** on the community input at each stage of engagement
- **Work collaboratively** with the diversity of views and interests by actively engaging with the range of stakeholders who are impacted by and should inform the planning process
- **Respect** the knowledge and aspirations of existing community members
- **Acknowledge** the voice of future communities of Fishermans Bend and their role in shaping the place in which they will live and work
- **Enunciate** clear policy positions on the fundamentals of the project (eg. transport, sustainability, liveability, density and population growth)
- **Facilitate** well-informed dialogue and decisions from a strong evidence base.
- **Build understanding** of and confidence in the project outcomes through accurate and timely information, transparent decision-making and mechanisms for implementation
- **Flexible and creative** by ensuring communication and engagement approaches are responsive to change over time as the place/precincts and community evolve.

2.3 FISHERMANS BEND RECAST VISION ENGAGEMENT PURPOSE

The purpose of the engagement was to:

- Provide information about the scope of the recast vision
- Use the recast vision as an informative tool about the recast vision changes
- Seek feedback from the community on the recast vision and any changes to the strategic directions.

2.4 ENGAGEMENT ACTIVITIES

A range of techniques were used to reach a variety of people and encourage participation.

The public engagement process was advertised through the media, including social media, the Fishermans Bend website and through general email and postal correspondence, as well as through the *Fishermans Bend e-News*.

Engagement on the recast vision primarily occurred through face to face activities including a series of community pop-up hubs and at a large public event.

A list of event dates is provided on the following page.

An online engagement hub was specifically developed for the *Fishermans Bend Recast Vision* at www.fishermansbend.vic.gov.au and included two different engagement methods to seek participation from the broader community – via an online survey or through providing ‘brainstorming ideas’.

A) Pop-up hubs and open house

Five pop-up community hubs and one open house were held across Fishermans Bend and neighbouring areas including South Melbourne, Port Melbourne and Docklands.

These provided an opportunity for community members to meet the Fishermans Bend Taskforce and discuss their views on the draft *Fishermans Bend Recast Vision*.

Close to 400 community members took the opportunity to speak with the Taskforce and the most popular feedback location was South Melbourne Market.

These face-to-face activities gave the Taskforce an opportunity to hear first-hand what the issues and concerns were from the local community, as well the key themes that people wanted to see incorporated into the future planning of Fishermans Bend.

B) Fishermans Bend Vision

Public Conversation:

Big ideas, new frontiers

Thursday 30 June, 6.30pm to 8.30pm
at Zinc, Federation Square

Over 300 community members braved Melbourne's cold snap on Thursday 30 June to hear a panel of planning industry experts share their vision for Fishermans Bend.

A diverse group of panelists were involved in live Q&A with the audience on a variety of topics that included the importance of good transport infrastructure, innovation and big thinking, diversity and choice in housing and sustainability.

Panelists included:

- Chris Riddell, Melbourne futurist and global emerging trend commentator
- Kate Roffey, Kontakt Strategic Advisory and former CEO Committee for Melbourne
- John Stanley, Adjunct Professor, Institute of Transport and Logistics Studies, University of Sydney
- Anneke Thompson, National Director Research, Colliers
- Sheryl Thai, Young Entrepreneur of the Year 2013 and CEO of The League of Extraordinary Women
- Dr Karl Braganza, Head of Climate Monitoring, Bureau of Meteorology
- Professor Rob Adams AM, Director of City Design, City of Melbourne
- Professor Billie Giles-Corti, Director of the McCaughey VicHealth Community Wellbeing Unit
- Trudy-Ann King, Executive Director, Green Building Council of Australia
- Professor Michael Trudgeon, Deputy Director of the Victorian Eco-Innovation Lab at Melbourne University

The event was highly interactive including real time online polling, the ability to pose questions and comments as well as Twitter commentary, through using #FB2050.

Engagement activity dates

Tuesday 31 May

Pop-up at The Dock, 4pm to 7pm

Saturday 4 June

Pop-up at South Melbourne Market, 10am to 1pm

Tuesday 7 June

Pop-up at Boyd Community Centre, 10am to 1pm

Saturday 18 June

Open House at the Fishermans Bend Community Centre, 11am to 4pm

Saturday 25 June

Pop-up South Melbourne Market, 10am to 1pm

Monday 27 June

Pop-up at Port Education Centre, 11am to 2pm

Thursday 30 June

Fishermans Bend Vision Public Conversation, Zinc, Federation Square, 6.30pm to 8.30pm

Online discussions and questions from this event have been included as part of the overall consultation feedback on the recast vision.

C) Written submissions

Written submissions could be made online via the Fishermans Bend website, emailed or hard copy provided to the Taskforce.

A total of 42 written submissions were received with the majority of responses from community members/groups, followed by industry, peak bodies and local government.

This summary does not report the details of submissions. Submissions are available on the Fishermans Bend website and can be read in conjunction with this report.

D) Community survey

A community survey was made available online and at community events asking the three questions from the recast vision document.

A total of 24 responses were received and 28 ideas via the brainstorming section of the website with the majority of responses from the community.



SNAPSHOT OF #FB2050 TWEETS DURING THE FISHERMANS BEND VISION PUBLIC CONVERSATION

Adam Mills
@adamjmills1



Set high target of 70% for public transport in and out of FB says John Stanley – needs early investment #fb2050

The League
@TheLeagueWomen



The answer to my poll question tonight is overwhelmingly entrepreneurs need Collaborative spaces to meet with like-minded people #fb2050

City of Port Phillip
@cityportphillip



#FB2050 @fishermans_bend great public Conversation and inspiring panelists sharing their bold but sensible ideas #MayorCoPP @Fed_Square

Elanor Parsons
@elanorjade

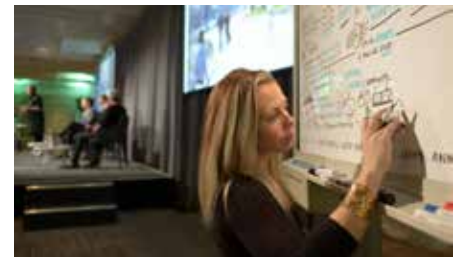


@Kate_Roffey making some great points about the need to plan to support a diverse population in Fishermans Bend #fb2050

2.5 FISHERMANS BEND VISION PUBLIC CONVERSATION: BIG IDEAS, NEW FRONTIERS



A key part of the event was interacting with the audience



Artist Jessamy Gee at work



Audience members voting on the online poll



Adjunct Professor John Stanley providing his transport vision for Fishermans Bend



Kate Roffey describing what she thinks Fishermans Bend could be in 2050

3. WHO WE ENGAGED

There were 769 participants involved in the face-to-face and online engagement activities, representing community members, industry, peak bodies and local government.

During the engagement period approximately 6,580 people visited the website. Of these, 280 engaged with the site by completing an online survey or contributing ideas to the brainstormers section.

2,580 were informed by the project site by downloading a document, viewing the Frequently Asked Questions (FAQ) page and visiting multiple project pages.

4,709 people became aware of the project through the site visiting at least one project page.

Visitors generally came to the recast vision engagement hub directly through the dedicated website www.fishermansbend.vic.gov.au

4. WHAT WE FOUND

Through the engagement activities comments have been coded to form an analysis against the three questions raised in the recast vision document:

1. Is this a vision that reflects your own aspirations for the future of fishermans bend?
2. Are the 10 strategic directions still relevant today?
3. What can be changed or improved about the vision?

4.1 ALIGNMENT TO VISION

The majority of feedback supported the recast vision. Key themes from feedback included:

- **Make Fishermans Bend a place for world-class leadership in innovation and sustainability**
- **Place greater emphasis on a good transport network**
- **Provide further information on sustainability**
- **Increase the response to climate change**
- **Work with developers and land owners**
- **Create planning certainty**
- **Develop an appropriate funding strategy**
- **Create affordable housing**
- **Cultivate biodiversity and**
- **Establish healthy communities.**

KEY THEMES FROM CONSULTATION



4.2 STRATEGIC DIRECTIONS

Overall, the majority of feedback supported the 10 Strategic Directions. The following provides a snapshot of comments for each.

10 Strategic Directions	What we heard	The amended Strategic Direction
1. The creation of 21st century jobs Fishermans Bend enhances its competitive economy through the creation of additional jobs and businesses by capitalising on its strategic location between the CBD and the Port	<ul style="list-style-type: none"> Expand Melbourne's CBD with a mix of government interventions, private sector investment and community organisations delivering high quality service outcomes Provide good transport to maximise proximity to CBD Improve the amenity of the waterfront beyond Lorimer Look at strategic use of the the port. 	1. The creation of 21st century jobs Fishermans Bend enhances Victoria's economy through the creation of additional high-value jobs and businesses, capitalising on its strategic location close to the CBD and the Port. Major connections to Melbourne Airport and the city's growth areas are complemented by new and improved active and public transport to support jobs growth.
2. The timely provision of infrastructure Fishermans Bend is supported by a funding model that promotes early delivery of catalyst infrastructure and balances transitioning of existing industries	<ul style="list-style-type: none"> Require early infrastructure delivery to keep pace with growth in population and economy Include key infrastructure in masterplan Consider community infrastructure such as schools, not just transport Replicate Ferrars Street Education and Community Precinct across the entire area Learn from Docklands in relation to providing community and transport infrastructure Consider extension of Collins Street tram Provide clearer vision for funding models, especially for early strategies to fund infrastructure and sustainability systems. 	2. The timely provision of infrastructure Fishermans Bend is supported by a holistic infrastructure plan and funding model that promotes the early delivery of catalyst projects, co-ordinates the staged delivery of key infrastructure by all levels of Government and the private sector and balances the transition of existing industries.
3. A place that is easy to get around Fishermans Bend is a connected and legible precinct where peoples' preference for getting around is by walking, cycling and public transport networks that are integrated into the CBD and surrounding suburbs.	<ul style="list-style-type: none"> Maintain strong emphasis on tram lines and bike lanes Include future possible train connection Reconsider the tram crossing across the Yarra River. Emphasise walking, riding and public transport and prioritise health, wellbeing and low emissions for the future Create a cycling facility that will help build a happy sustainable community Investigate water transport similar to Sydney is essential as an extra transport option Consider driverless cars. 	3. A place that is easy to get around Fishermans Bend is underpinned by an integrated and sustainable transport network that provides ease of movement, both within the district and to surrounding areas, including the CBD. Walking, cycling and public transport infrastructure ensures that people use sustainable transport modes as their first choice

4.2 STRATEGIC DIRECTIONS – CONTINUED

10 Strategic Directions	What we heard	The amended Strategic Direction
<p>4. A vibrant mix of uses and activities</p> <p>Fishermans Bend supports a vibrant mix of uses by providing a balance of employment generation, housing choice and community facilities that are accessible to Fishermans Bend residences and their surrounding neighbours.</p>	<ul style="list-style-type: none"> • Employment precinct is isolated and not connected to Melbourne’s growth area • Need balance of high rise to low rise and town houses • Consider precinct as functioning space for all hours of day and days of the week • Value capture the increase in land value caused by rezoning to make a contribution to community infrastructure including affordable housing outcomes. • Focus on housing affordability. 	<p>4. A vibrant mix of uses and activities</p> <p>Fishermans Bend supports a vibrant mix of uses across its precincts, including employment.</p> <p>A mix of well-designed and located housing, employment opportunities, retail and community facilities are integrated with the design of streets and public spaces to provide a strong foundation for community life.</p>
<p>5. Distinctive and diverse neighbourhoods</p> <p>Fishermans Bend has a unique public realm situated between the Yarra and the Bay with diverse and distinctive neighbourhoods that foster a sense of place through their safe, and inviting streets.</p>	<ul style="list-style-type: none"> • Precincts should be distinctly Australian and Melbourne • Embrace natural Australian design elements and construction materials and draw on parts of the culture and heritage of the area • Recognise Indigenous culture in built form • Great to highlight inviting streets and moving away from Southbank design elements • Ensure development at the right scale • See that density doesn’t equal high rise • Look at connectivity, mixed use, adaptability, valuable local character including heritage elements, high quality public realm, both open space and streets are reflected through the precincts and fine grain urban elements. 	<p>5. Distinctive and unique neighbourhoods</p> <p>Fishermans Bend is home to a series of distinctive neighbourhoods that reflect their unique locations, histories and urban form.</p> <p>The planning and design of each precinct responds to elements such as proximity to the CBD, Yarra River, Port and the Bay, as well as a rich layering of Indigenous, natural and industrial heritage.</p> <p>A grid of safe and inviting streets and public spaces is complemented by well-designed buildings of different types and scales.</p>

4.2 STRATEGIC DIRECTIONS – CONTINUED

10 Strategic Directions	What we heard	The amended Strategic Direction
<p>6. A great place for families</p> <p>Fishermans Bend is a place for people of all ages through the creation of diverse, liveable and family friendly communities.</p>	<ul style="list-style-type: none"> Families in 2050 will be very different than they were in 1950. Thought needs to go into facilities like skate parks, youth, arts and culture centres The housing stock will largely be occupied by smaller households and have greater appeal to the ageing population rather than families Plan facilities in advance Each development should allow either for open space or contribute towards community facilities Medium density building, thinking European style cities and terraces Introduce mechanisms to ensure housing diversity The existing nursery within Fishermans Bend is a good example of a family focussed place Schools and parks are vital. 	<p>6. Diverse communities</p> <p>Fishermans Bend is a place for a diverse range of people at all stages of life. A variety of housing types, including higher density and medium scale apartments, are complemented by community services, well-designed open spaces and tree-lined streets. This creates a place where families of all types can live fulfilling lives. Affordable housing is provided as part of the residential mix.</p>
<p>7. A high quality built environment</p> <p>The neighbourhoods of Fishermans Bend have a high quality built environment that promotes best practice environmentally sustainable design with compact, high density urban form at human scale.</p>	<ul style="list-style-type: none"> This Strategic Direction is a central premise for delivering Fishermans Bend Planning needs to look at renewable energy generation within Fishermans Bend and incorporating rooftop solar panels, as well as rooftop gardens The precinct masterplan should be reviewed in terms of all environmental aspects such as wind, solar access and thermal comfort conditions, which is based on international best practice Strict design rules should be applied to make sure we are not creating low quality areas Further work should be done to encourage best design practices 	<p>7. A high quality built environment</p> <p>Fishermans Bend has a high quality built environment that incorporates best practice environmentally sustainable design and adaptable use into compact urban form, developed to recognise the importance of human scale.</p>

4.2 STRATEGIC DIRECTIONS – CONTINUED

10 Strategic Directions	What we heard	The amended Strategic Direction
<p>8. Smart environmental solutions</p> <p>Fishermans Bend delivers integrated and efficient energy, water and waste infrastructure through cost effective, modern and sustainable environmental solutions.</p>	<ul style="list-style-type: none"> • Six star efficiency should be mandated, as carbon emissions should continue to be minimised • Place importance on the use of native plants and incorporate green roof designs where practicable • Local native plants should also be used in Water Sensitive Urban Design • Contamination issues are not fully understood in terms of the extent and options for management • There is an opportunity to be a green neighbourhood - the largest and greenest in Australia in terms of buildings. 	<p>8. A sustainable and resilient place</p> <p>Fishermans Bend is sustainable and resilient. The principles of Green Star - Communities are embedded in the planning and design of the project, and sustainability commitments and outcomes will be independently certified. Integrated design of energy, water and waste infrastructure supports sustainable and resilient living.</p>
<p>9. Environmental constraints addressed</p> <p>Fishermans Bend allows for the early consideration of precinct-scale environmental constraints with cost effective, collaborative solutions to achieve a more efficient outcome.</p>	<ul style="list-style-type: none"> • By considering the overall masterplan, it will help to reduce inefficient design practices to simply achieve the desired outcomes on a site by site basis. This would also help to encourage information sharing by all stakeholders for the precinct • Look at renewable energy, plus battery storage solutions • Waste management is crucial. Embrace modern technologies that pay long term dividends and don't just dump rubbish in tips in Melbourne's east and west. 	<p>9. Manage industrial legacy and ground conditions</p> <p>Precinct planning allows the early consideration of environmental constraints and implementation of cost effective, collaborative solutions to achieve safe outcomes for the community.</p> <p>Development controls take into account local ground and flood conditions.</p>
<p>10. Strong partnerships and effective governance</p> <p>Governance structure and approval processes will promote best-practice design and construction methods and gives planning certainty to the development industry.</p>	<ul style="list-style-type: none"> • Partnering with Melbourne's west is critical if this precinct is to succeed • This area should benefit the needs of the community first and not developers • An agreed, clearly defined and thought-out structure of what is the design outcomes for the overall precinct, bearing in mind all constraints should be considered • Clear rules, market certainty, non-negotiable process for calculating value of the contribution towards community infrastructure including affordable housing • Approval process needs streamlining to allow a central "One Stop Shop" for development approvals. This should encourage all elements of good design and environmental best practice. 	<p>10. Strong partnerships, effective governance and civic leadership</p> <p>Most of the developable land in Fishermans Bend is privately owned, making it distinct from many other high-profile urban renewal projects around the world.</p> <p>Fishermans Bend is underpinned by collaborative, strong partnerships and a clear governance framework. Plans and approval processes promote best-practice design and construction methods and provide certainty to the development industry.</p>

4.3 KEY FEEDBACK FOR EACH PRECINCT

The following is a summary of key themes from respondents regarding each precinct. Feedback has either been reflected in the final vision, or will be considered as part of planning for the *Fishermans Bend Framework* or precinct plans.

MONTAGUE

- Mention Ferrars Street Education and Community Precinct
- There were mixed submissions regarding connections between Buckhurst Street spine to Bay Street shops
- Inclusion of a Highline Park concept similar to Manhattan for the Route 109 corridor.

EMPLOYMENT PRECINCT

- Plan for advanced manufacturing and smart technology
- Integrate with other precincts
- Public transport is required
- Port of Melbourne freight links, including Webb Dock, Station Pier and inter-port access are important
- Incorporate Westgate Park into the precinct

- Consideration of transition from existing uses to high-tech innovation.

LORIMER

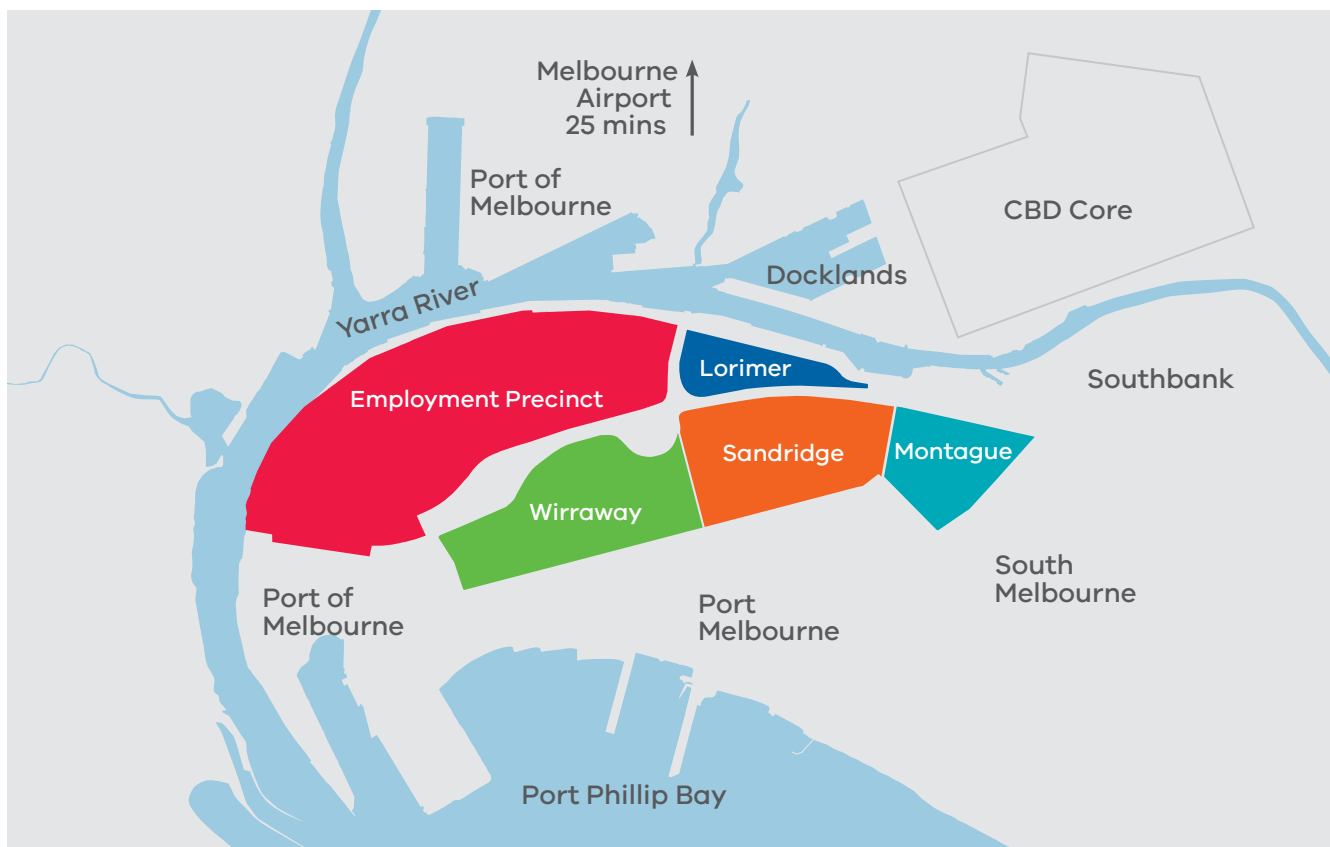
- Clarify neighbourhood heart
- Establish form and location of public transport.

SANDRIDGE

- Amend height controls along Plummer Street to coincide with public transport capacity
- Expansion of CBD concept supported but more focus required on retail and commercial uses
- Explore the opportunity larger lot sizes present.

WIRRAWAY

- Investigate opportunities to improve West Gate Freeway crossing connections linking with existing connections at Salmon Street
- Strengthen connections to Employment Precinct.



Map of Fishermans Bend precincts

4.4 DETAILED COMMENT ON THE VISION BY STAKEHOLDER CATEGORY AND TOPICS

LAND USE

Category	Topics raised	Response
Community	<ul style="list-style-type: none"> Plan for housing diversity, particularly family sized dwellings Create housing affordability and a target Consider West Gate Freeway undercrofts for various uses Provide for the arts and creative communities 	<p>Housing diversity and affordability is addressed in Strategic Direction 6.</p> <p>Land uses will be considered as part of the <i>Fishermans Bend Framework</i>.</p>
Industry	<ul style="list-style-type: none"> Implementation framework Feasibility of built form outcomes in context of neighbouring area Collaboration with the development industry 	Addressed in Strategic Direction 6.
Peak bodies	<ul style="list-style-type: none"> Inclusion of heritage both Aboriginal and European 	<p>Addressed in Strategic Direction 5.</p> <p>A cultural heritage study is being prepared to inform the framework.</p>
Local Government	<ul style="list-style-type: none"> Cater for different households and ages 	Addressed in Strategic Direction 6.
Pop-up hubs	<ul style="list-style-type: none"> Plan for housing diversity Create housing affordability 	Addressed in Strategic Direction 6.

TRANSPORT

Category	Topics raised	Response
Community	<ul style="list-style-type: none"> Build transport infrastructure early Transport option should include heavy rail, light rail and bus networks Create a link to the employment precinct, as well as link to surrounding areas Options for light rail route Consider the provision of walking and cycling infrastructure Consider freight transport and networks Transport options to Webb Dock and Station Pier is important Address the requirements for car parking 	<p>A Transport Plan that includes network options for different transport modes (ie. vehicles, trains and trams) will be included in the <i>Fishermans Bend Framework</i>.</p> <p>Transport connectivity is also reflected in Strategic Direction 3.</p> <p>Car parking rates in new developments will be addressed as part of design guidelines associated with the <i>Fishermans Bend Framework</i>.</p>

TRANSPORT – CONTINUED

Category	Topics raised	Response
Industry	<ul style="list-style-type: none"> • Build transport infrastructure early • Consider freight transport and networks • Transport options to Webb Dock and Station Pier is important 	<p>A Transport Plan that includes network options for different transport modes (ie. vehicles, trains and trams) and indicative staging will be released as part of the <i>Fishermans Bend Framework</i>.</p> <p>The timing and delivery of transport infrastructure will be informed by the Fishermans Bend funding strategy.</p> <p>Transport connectivity is also reflected in Strategic Direction 3.</p>
Peak bodies	<ul style="list-style-type: none"> • Build transport infrastructure early • Requirement for funding model for transport • Need implementation mechanism for transport 	<p>A Transport Plan that includes network options for different transport modes (ie. vehicles, trains and trams) will be released as part of the <i>Fishermans Bend Framework</i>.</p> <p>The timing and delivery of infrastructure will be informed by the Fishermans Bend funding strategy.</p> <p>Transport connectivity is also reflected in Strategic Direction 3.</p>
Local Government	<ul style="list-style-type: none"> • Further detail on transport is required • Include rail connection 	<p>A Transport Plan that includes network options for different transport modes (ie. vehicles, trains and trams), as well as a proposed underground rail line will be released as part of the <i>Fishermans Bend Framework</i>.</p> <p>Transport connectivity is also reflected in Strategic Direction 3.</p>
Pop-up hubs	<ul style="list-style-type: none"> • Build transport infrastructure (including active transport) early • Planning should incorporate a combination of heavy rail, light rail and buses • Underground infrastructure for roads and rail • Provide infrastructure for cyclists • Consider the importance of walking and cycling • Address the needs for car parking • Incorporate sharing options with vehicles and cycles 	<p>A Transport Plan that includes network options for different transport modes (ie. vehicles, trains and trams) will be included in the <i>Fishermans Bend Framework</i>.</p> <p>Transport connectivity is also reflected in Strategic Direction 3.</p> <p>Car parking rates in new developments will be addressed as part of design guidelines associated with the <i>Fishermans Bend Framework</i>.</p>

4.4 DETAILED COMMENT ON THE VISION BY STAKEHOLDER CATEGORY AND TOPICS

COMMUNITY INFRASTRUCTURE

Category	Topics raised	Response
Community	<ul style="list-style-type: none"> • Delivery of community infrastructure to be planned early • Provision of a purpose built cycling facility • Provision of education facilities – primary, secondary and tertiary • Provision of health facilities • Provision of additional recreational facilities, as many are already at capacity 	<p>A Community Infrastructure Plan, which includes the staging of community infrastructure delivery, will be included as part of the <i>Fishermans Bend Framework</i>, as well as the precinct plans for each neighbourhood</p> <p>The provision of community services is also reflected in Strategic Direction 4 and 6.</p>
Industry	<ul style="list-style-type: none"> • Consider the requirements of community services such as legal, welfare, community centres, voluntary and community organisations 	<p>Provision of community services is reflected in Strategic Direction 4 and 6.</p>
Peak bodies	<ul style="list-style-type: none"> • Need implementation model/framework for community infrastructure 	<p>A Community Infrastructure Plan, which includes the staging of community infrastructure delivery, will be included as part of the <i>Fishermans Bend Framework</i>, as well as the precinct plans for each neighbourhood.</p> <p>The provision of community services is also reflected in Strategic Direction 4 and 6.</p>
Local Government	<ul style="list-style-type: none"> • Support community hub at Ferrars Street 	<p>The delivery of the Ferrars Street Education and Community Precinct is currently underway.</p>
Pop-up hubs	<ul style="list-style-type: none"> • Provide community infrastructure early • Plan for an inclusive community of all demographic groups • Provide community infrastructure for an ageing population • Plan for education facilities – primary, secondary and tertiary • Provide health facilities • Need more recreation facilities 	<p>A Community Infrastructure plan, which includes the staging of community infrastructure delivery, will be included as part of the <i>Fishermans Bend Framework</i>, as well as each the Precinct Plans for each neighbourhood.</p> <p>The provision of community services, as well as the diversity of services required for mixed demographics is also reflected in Strategic Direction 4 and 6.</p>

SUSTAINABILITY

Category	Topics raised	Response
Community	<ul style="list-style-type: none"> • Support for sustainability measures and framework/regulations 	<p>The vision provides an outline of the sustainability goals that Fishermans Bend aims to deliver.</p> <p>Sustainability is also incorporated as part of Strategic Direction 8.</p>

SUSTAINABILITY – CONTINUED

Category	Topics raised	Response
Industry	<ul style="list-style-type: none"> Consider inundation in the area 	<p>Sustainability goals have been added to the vision to give an overview of handling inundation in the area.</p> <p>Inundation is also reflected in Strategic Direction 9.</p>
Peak bodies	<ul style="list-style-type: none"> Support for sustainability measure/framework/regulations Address climate change 	<p>The vision provides an outline of the sustainability goals that Fishermans Bend aims to deliver.</p> <p>Climate change is reflected in Strategic Direction 8 and climate change adaptation will be addressed as part of <i>Fishermans Bend Framework</i>.</p>
Local Government	<ul style="list-style-type: none"> Address climate change 	<p>Climate change is reflected in Strategic Direction 8.</p> <p>Climate change adaptation will be addressed as part of the <i>Fishermans Bend Framework</i>.</p>
Pop-up hubs	<ul style="list-style-type: none"> Look to implement green rooftops Address climate change 	<p>The vision provides an outline of the sustainability goals that Fishermans Bend aims to deliver.</p> <p>Climate change and the use of green roof tops is reflected in Strategic Direction 8.</p> <p>Climate change adaptation will be addressed as part of the <i>Fishermans Bend Framework</i>.</p>

OPEN SPACE

Category	Topics raised	Response
Community	<ul style="list-style-type: none"> Requirement for additional open space 	<p>As part of the <i>Fishermans Bend Framework</i>, an outline of additional public open space requirements will be provided.</p> <p>The need for additional public open space is also reflected in Strategic Direction 4.</p>
Local Government	<ul style="list-style-type: none"> Set open space targets 	<p>Open space targets will be provided in the <i>Fishermans Bend Framework</i>.</p>
Pop-up hubs	<ul style="list-style-type: none"> Requirement for additional open space 	<p>As part of the <i>Fishermans Bend Framework</i>, an outline of additional public open space requirements will be provided.</p> <p>The need for additional public open space is also reflected in Strategic Direction 4.</p>

DETAILED COMMENT ON THE VISION BY STAKEHOLDER CATEGORY AND TOPICS

DESIGN

Category	Topics raised	Response
Community	<ul style="list-style-type: none"> • Consideration of process for planning permits while planning for Fishermans Bend progresses • Concern regarding overshadowing and wind tunnels • Consider mid-rise development as well as towers 	<p>'A high quality built environment' is included as part of Strategic Direction 7.</p> <p>Precinct Plans and design guidelines will be delivered to complement the <i>Fishermans Bend Framework</i>.</p>
Industry	<ul style="list-style-type: none"> • Suggestions were provided for controls for specific sites 	<p>Suggestions for different area use will be reviewed as part of the <i>Fishermans Bend Framework</i>.</p>
Peak bodies	<ul style="list-style-type: none"> • Build in room for innovation • Emphasise heritage in the project's planning 	<p>Heritage, including Aboriginal and European is reflected in Strategic Direction 5.</p> <p>Design guidelines, incorporating heritage, will be developed that will complement the <i>Fishermans Bend Framework</i>.</p>
Local Government	<ul style="list-style-type: none"> • There should be minimum separation distances for building podiums • Use of laneways are important 	<p>Design guidelines will be developed to complement the <i>Fishermans Bend Framework</i>.</p> <p>The use of laneways will be reviewed as part of the precinct plans for each neighbourhood.</p>
Pop-up hubs	<ul style="list-style-type: none"> • Emphasise heritage in the project's planning • Concern was raised regarding heights • Implement minimum separation between buildings • Look at how rooftops can be used for different requirements 	<p>Heritage, including Aboriginal and European is reflected in Strategic Direction 5.</p> <p>Design guidelines, incorporating heritage and other design elements, will be developed to complement the <i>Fishermans Bend Framework</i>.</p>

4.5 TOP BRAINSTORMING IDEAS CONTRIBUTED ONLINE

The following ideas were contributed to the Fishermans Bend website and will be considered as part of the *Fishermans Bend Framework* and/or precinct plans where appropriate:

- Create a river front boulevard
- Incorporate indigenous culture in urban design
- Look to build cycle superhighways
- Create a community sustainability hub near Port Melbourne Oval (North Port Oval)
- Provide connectivity to Melbourne's West
- Look at public transport connectivity
- Create affordable and social housing
- Bring a Tesla factory to Australia
- Mandate carbon neutral and carbon negative development
- Off-road (criterium) cycling facility
- Extension of Collins Street tram over the river through Fishermans Bend.

5. EVALUATION

5.1 WERE THE ENGAGEMENT OBJECTIVES MET?

The purpose of the engagement was to:

- Provide information about the scope of the recast vision
- Use the recast vision document as an informative tool about the recast vision changes
- Seek feedback from the community on the recast vision and any changes to the Strategic Directions.

The Fishermans Bend Taskforce is confident that this has been achieved through the design of the engagement activities which were balanced to provide as much information about the recast vision as possible with many opportunities for participants to ask questions, as well as share their ideas and feedback.

Typically, each community pop-up hub session was designed with equal amounts of information sharing from the project team and the specialist consultants and time for group discussion through

the large public event as well as opportunities to ask questions and provide feedback. This approach reflects the goals and promises of the 'inform', 'consult' and 'involve' levels of engagement on the IAP2 Spectrum of Public Participation described in section 2.1 Engagement Framework of this report.

5.2 INSIGHTS AND OBSERVATIONS

The engagement process on the recast vision was welcomed, however participants wanted to understand and see the fine detailed planning and how those plans might impact them.

At times there was confusion among participants about why the government was releasing 'another vision' rather than releasing more detailed planning.

6. NEXT STEPS

The next step for the planning of Fishermans Bend is producing the *Fishermans Bend Framework*, which will be released for public consultation. This will outline the strategic direction for transport infrastructure, community infrastructure, public space and density.

It will also provide guidance on the strategic location of activity centres in each precinct, as well as strategies for sustainability.

A number of studies and expert reports will support the development of the Framework, these include:

A Transport Strategy

The successful delivery of transport infrastructure will be one of the key components to delivering a liveable, well-connected community in Fishermans Bend.

The Fishermans Bend Taskforce has commissioned a range of transport studies that will feed into an overall Integrated Transport Plan for the area.

This means that transport modelling will be undertaken for different travel methods, as well as developing road and street alignments for preferred methods of transport (such as public transport, cycling, walking and vehicles).

Additional studies are also looking at river crossings, car parking and water transport options.

Green Star – Communities

The Taskforce is aligning the planning framework for Fishermans Bend with the principles and credits of Green Star – Communities. Planning for Fishermans Bend will address the Green Star – Communities categories of governance, liveability, economic prosperity, environment and innovation.

A Public Space Strategy

An overarching public space strategy focuses on identifying funding models for public space and investigating potential opportunities for delivering additional open space in Fishermans Bend.

A Community Infrastructure Strategy

The Fishermans Bend Taskforce is identifying the future community facilities and services that will be required as the Fishermans Bend population grows.

Aboriginal and European Cultural Heritage

A study is being undertaken to identify and understand traditional historical and contemporary cultural values and meaning held by Aboriginal people in the area. A Cultural Heritage Assessment is also looking at European heritage associated with Fishermans Bend.

6.1 ADDITIONAL WORK

Work is currently underway to examine existing funding models that may be able to fund the infrastructure delivery requirements for the project. Some of the considerations will be developer contributions, state, local and federal funding, investigating value capture opportunities as well as identifying innovative funding models to deliver our public infrastructure.

Employment precinct

An employment and economic study has been commissioned to establish a current employment profile of the area, while outlining future employment scenarios to support the economic growth that underpins the development of Fishermans Bend.

A preliminary land contamination study undertakes a review of past and present land uses to identify potential strategies to manage contamination.

Also underway is a buffer separation study. This study will identify a suite of mitigation strategies to support the development and transition of this unique precinct.

Smart City and Integrated Infrastructure Strategies

An integrated infrastructure plan is being developed that will look at opportunities to embed smart city thinking into the design and operation of infrastructure to manage utilities and resources more efficiently and support increased resilience.

6.2 PRECINCT PLANS

Following the finalisation of the Framework, each neighbourhood will have its own Precinct Plan that will reflect the fine-grain detail of what has been outlined in the *Fishermans Bend Framework*. They will also provide the on the ground implementation plans and provide more detail on the staging and timing of Fishermans Bend development.

6.3 CHANGES TO COUNCILS' PLANNING SCHEME

A Planning Scheme Amendment will be prepared to implement the *Fishermans Bend Framework* in the City of Melbourne and City of Port Phillip planning schemes.

6.4 WORKING WITH THE COMMUNITY THROUGHOUT THE PROJECT

There will be a range of consultation activities as part of the release of the *Fishermans Bend Framework* and further engagement opportunities as part of the development of the precinct plans throughout 2017.

7. FERRARS STREET EDUCATION AND COMMUNITY PRECINCT

To transform Fishermans Bend from an industrial area to an extension of Melbourne's thriving central city, the proper delivery of public space and community infrastructure is critical for its success.

The Ferrars Street Education and Community Precinct is an exciting opportunity to showcase the first steps in Fishermans Bend's transformation.

The precinct will be home to a new vertical primary school with community facilities including multi-purpose sports courts, maternal and child health services and an early learning centre.

These new community resources will be managed by the City of Port Phillip and will provide much needed education and community services for Melbourne's inner urban growth.

To help facilitate the Ferrars Street Education and Community Precinct, a number of works will take place that include:

- A new primary school on Ferrars Street that integrates community facilities
- A new Montague community park
- Tram stop upgrades and/or relocation
- Intersection upgrades
- Public realm and/or streetscape works

A document outlining these key projects entitled the *Ferrars Street Education and Community Precinct – Draft program of works* was developed to raise awareness and gather feedback from the community regarding these works.

The document was put out for public consultation and feedback will help with planning the delivery of this project.

Summary of key feedback received from the community

- There was general support for all five projects and the school being built.
- Respondents indicated the key elements they would like to see included in Montague park

were grassed areas, seating and footpaths

- Planting for shade and Water Sensitive Urban Design were the top sustainable design features for consideration in the streetscape and open space design
- Landscaping for informal gathering and an outdoor teaching space were chosen as the key activities to help create a busy, attractive and safe space for pedestrians and Railway Place
- Active paths signage showing dedicated walking and cycling routes to the school in consultation with the school and parents was considered the most important way to encourage people to travel to the school by active and public transport. There was also support for Ride2School and Walk to School events.
- Improve active transport links and infrastructure and encourage community members to travel via active transport
- Minimise the impact of loss of car parking, especially for businesses, due to the street closures of Ferrars Street and Gladstone Street.
- Look to further increase the amount of open space that is currently within the Montague Precinct.

City of Port Phillip community engagement – Montague community park

From 15 June to 22 July 2016, the City of Port Phillip sought feedback on proposed rezoning and road closures required to create a new community park in the Montague Precinct.

The consultation was designed to ensure that affected property owners and occupiers, statutory authorities and infrastructure providers are aware of the proposal and its potential impacts and have an opportunity to comment.

All landowners and occupiers in the area bound by Montague Street, City Road, the Route 96 light rail and the 109 Light Rail were directly notified by the City of Port Phillip.

The Fishermans Bend Taskforce and the City of Port Phillip are working together collaboratively throughout this process.

To find out further about council's engagement please visit the City of Port Phillip's engagement website: haveyoursay.portphillip.vic.gov.au.

7.1 WHY AND HOW DID WE ENGAGE?

The Victorian Government is committed to ensuring that the community has an active role in planning for Fishermans Bend.

Community feedback was sought on the plans for this precinct, via the *Ferrars Street Education and Community precinct – Draft program of works* document and questions were posed to the community, via an online survey regarding feedback on particular aspects of the precinct.

Consultation took place over a four week period from Monday 6 June to Friday 1 July 2016 and feedback was provided via www.fishermansbend.vic.gov.au by completion of the online survey or submissions were provided via email to fishermansbend@delwp.vic.gov.au.

The public engagement process was advertised through the media, including social media, the Fishermans Bend website and through general email and a fact sheet letterbox drop, as well as through the *Fishermans Bend e-News*

Pop-up consultation hubs were held on Sunday 19 June, 10am to 1pm outside Coles in the Clarendon Centre, South Melbourne, as well as on Saturday 25 June, 10am to 1pm at the South Melbourne Market (outside the Neff Market Kitchen).

These pop-up hubs were an opportunity for community members to speak directly with project teams regarding the precinct.

Feedback has been considered from the 16 respondents, together with relevant comments from the 26 submissions made during the City of Port Phillip's proposed rezoning and closures consultation to create the Montague Community Park.

7.2 WHAT DID WE ENGAGE ON?

A series of question were posed to the community, these were:

1. Beyond 2018 what elements would you like to see included in the park to best serve the needs of the Montague Precinct community?
2. What sort of sustainable design features would you like to see considered in the streetscape and open space design?
3. What activities do you think would help to create a busy attractive and safe space for pedestrians in Railway Place?
4. In addition to the infrastructure upgrades what can the Victorian Government and the City of Port Phillip do to encourage people to travel to the school by active and public transport

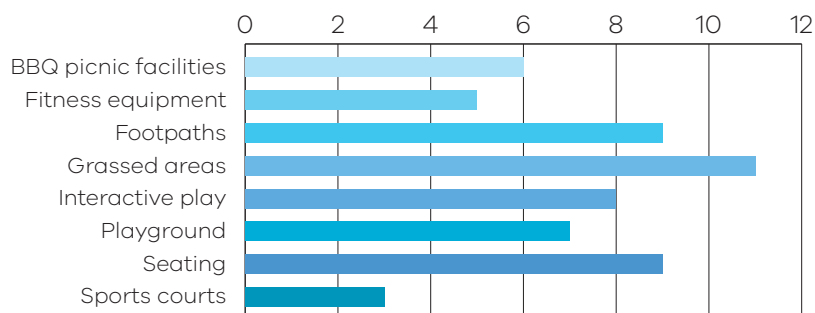


Port Melbourne Primary School children creating their own park

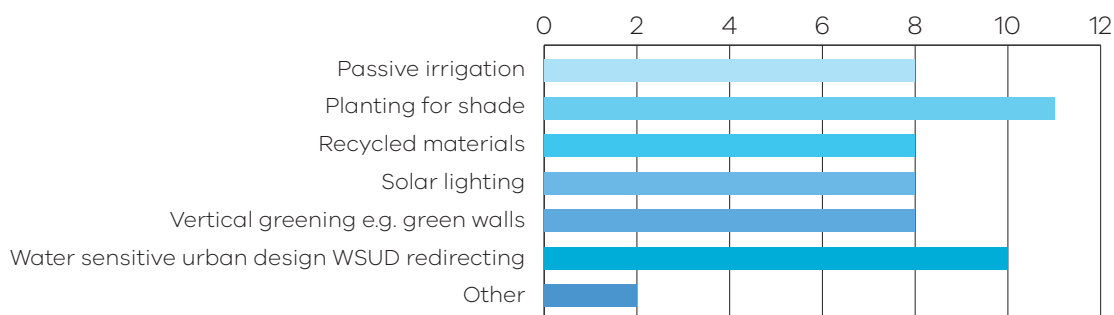
7.3 WHAT RESPONSES DID WE RECEIVE?

Responses to the survey questions can be found below in the survey responses.

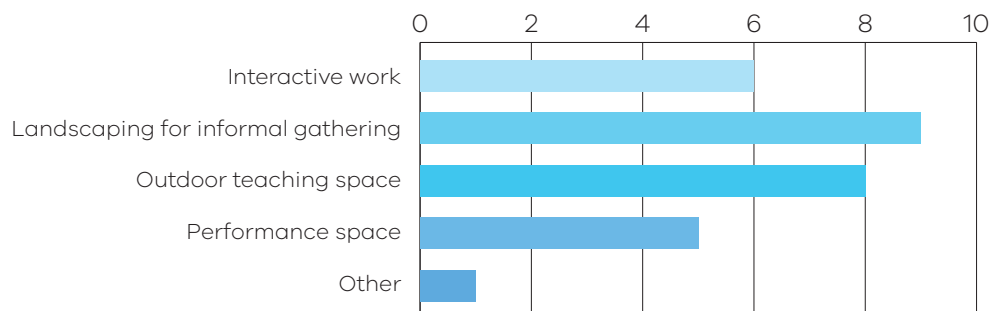
Beyond 2018, what elements would you like to see included in the park to best serve the needs of the Montague Precinct community?



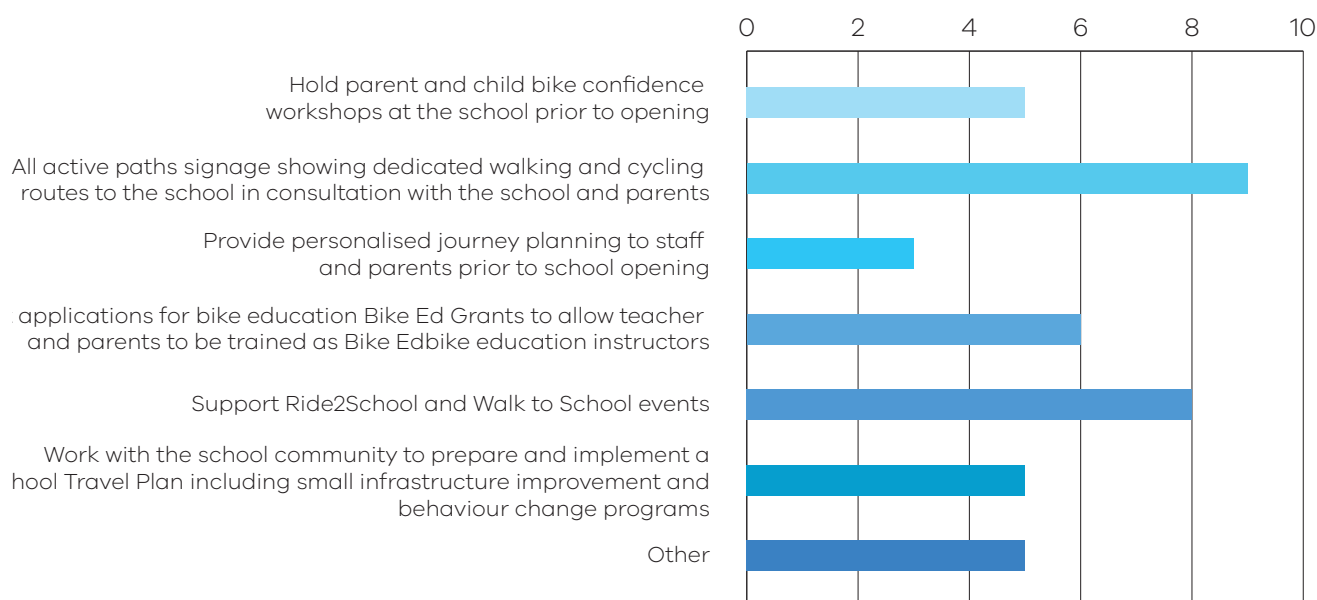
What sort of sustainable design features would you like to see considered in the streetscape and open space design?



What activities do you think would help to create a busy attractive and safe space for pedestrians and Railway Place?



In addition to the infrastructure upgrades what can the Victorian Government and the City of Port Phillip do to encourage people to travel to the school by active and public transport?



7.4 FEEDBACK FROM SUBMISSIONS

The following summary of comments were made during the City of Port Phillip's consultation on proposed rezoning and road closures to create the Montague Community Park. To read the full summary of submissions go to haveyoursay.portphillip.vic.gov.au.

- The delivery of the Ferrars Street Education and Community Precinct should be in line with the *Fishermans Bend Recast Vision*.
- Transport planning for the precinct needs to reflect the overall transport plan for Fishermans Bend.
- Introduce traffic calming measures to manage traffic speeds and provide safe pedestrian zones around the school and park.
- The *Fishermans Bend Vision* is in line with the vibrant and diverse commercial hub that is Surveyors Place.

7.5 NEXT STEPS

Feedback gathered from this consultation, will help inform the delivery of these projects.

The South Melbourne Ferrars Street Primary School and integrated community facilities are expected to open in early 2018.

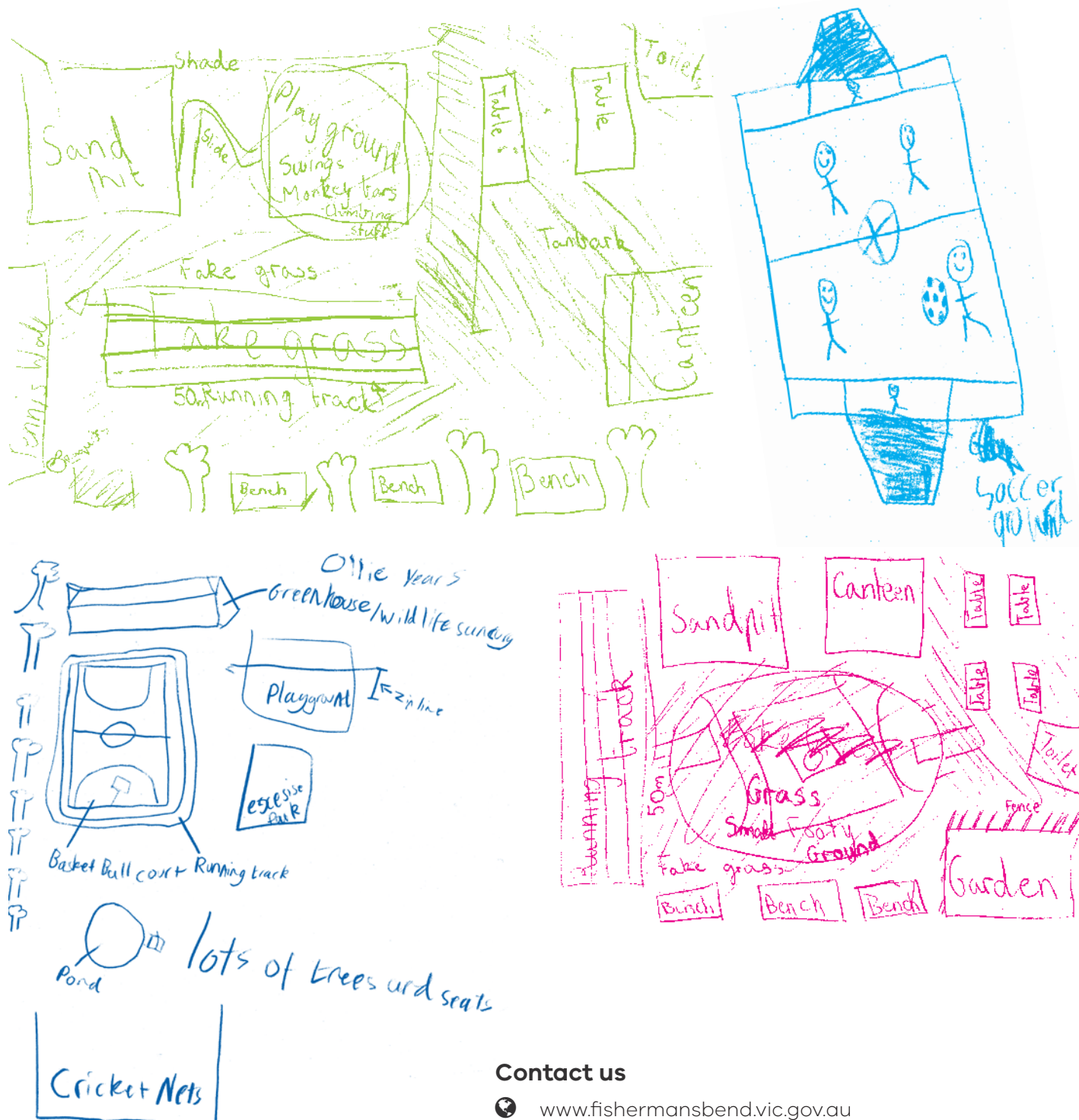
The associated tram stop and intersection upgrades, as well as the streetscape works are anticipated to be completed in conjunction with the opening of the primary school.

These projects are being managed by Public Transport Victoria, VicRoads and the City of Port Phillip respectively.

The Montague community park will be turned into open space in time for the opening of the primary school. The delivery of the open space will be managed by the City of Port Phillip.

Beyond January 2018, the open space will be further developed in consultation with the community to provide for a range of recreational activities.

Drawings from Port Melbourne Primary school children illustrating their design for a future park



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