Extracts from documents referenced in SIN 2, footnote 15
Part B submissions
Foreword

**Premier of Victoria**

I am pleased to invite your comments on the Fishermans Bend Draft Vision.

Melbourne is widely recognised as a great place to live and invest, and the Victorian Coalition Government has sought to build on this reputation. Our strategy is to continue to stimulate sustainable economic growth. An element of this is achieved via our evidence-based planning policies, which promote flexible land use and economic adaptability. Accordingly, this Interim Strategic Framework Plan for Fishermans Bend will unlock and maximise the economic value inherent in Victoria’s land assets, while maintaining our high liveability.

Fishermans Bend is the jewel in the State’s crown of urban renewal opportunities. Its large area (250 hectares) and proximity to Melbourne’s central business district (1 kilometre) make it an unrivalled redevelopment site in Australia. It is anticipated within 50 years, Fishermans Bend will provide homes for more than 80,000 residents and a new workplace for up to 40,000 people. This urban renewal will involve a variety of residential developments ranging from warehouse lofts, to townhouses and high rise towers, while continuing to encourage the operation of businesses, creating local employment opportunities.

Fishermans Bend will be served by public transport and an extensive network of walking and bicycle paths. Additional amenities such as schools, child care centres, parks, shopping precincts and other community facilities will create a destination with a unique character and sense of place.

Places Victoria has been co-ordinating the master planning for the area, overseen by a project control group with membership from the City of Port Phillip, the City of Melbourne, the Port of Melbourne and the Department of Transport, Planning and Local Infrastructure. This group provides strategic advice on the physical and social infrastructure required to develop the area to meet community expectations.

I look forward to receiving your views on the Fishermans Bend Draft Vision.

The Hon Dr Denis Napthine MP
Premier of Victoria

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**Places Victoria CEO**

The government created Places Victoria to specifically address strategic population growth, maintain liveability, provide a greater mix of housing and improve housing affordability in well-serviced locations across Melbourne and key regional cities in Victoria.

The Minister for Planning has charged Places Victoria with the responsibility of overseeing the strategic planning for the redevelopment of Fishermans Bend; the largest urban renewal project in Melbourne since creating Docklands. This is a marvellous opportunity for Victoria.

Places Victoria is developing a Strategic Framework Plan for the Project and chairing a Project Control Group to support development of the Plan which includes the Department of Planning and Community Development, the Department of Transport, the Office of the Victorian Government Architect, the City of Melbourne, the City of Port Phillip and the Port of Melbourne Corporation.

The Strategic Framework Plan will help guide future development in the area and set out a development framework that encourages housing diversity for different life stages and affordability levels, existing and new employment opportunities, and community services and infrastructure. This Draft Vision brings together the results of Places Victoria’s early investigations and is designed to help stimulate conversations with stakeholders and the community about the future of the area. We want to hear what people like about Fishermans
Introduction

This document 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.

The Fishermans Bend Urban Renewal Area (as shown below) provides a unique opportunity to expand Melbourne’s central city to the south-west, connecting the existing Central Business District to Port Phillip Bay. By 2050, Fishermans Bend could accommodate up to 40,000 new jobs and 80,000 residents.

This growth has to occur in a way that protects what Melburnians love about their city and lives up to our reputation as one of the world’s most distinct, vibrant and liveable places. This Draft Vision outlines a proposal that will meet this objective and enhance Melbourne’s position in the global economy.

Places Victoria, together with key local and state government stakeholders, have prepared this Draft Vision to generate discussion about the role that the Fishermans Bend Urban Renewal Area will play in the future of Melbourne.

We invite you to participate and share your views on this city-shaping project.

Figure 1: Fishermans Bend Urban Renewal Area location plan
The opportunity for renewal

On average, more than 80,000 people move to Melbourne each year. Over the next 40 years, Melbourne’s population is expected to grow from 4.1 million to 6.5 million. It is anticipated that Melbourne will eventually overtake Sydney as Australia’s most populated city.

The significant growth in Melbourne’s population in recent years has resulted in increasing land prices in the inner city, driving population growth to the middle and outer suburbs. The Fishermans Bend Urban Renewal Area project will provide an unparalleled opportunity for people of all ages to live closer to existing jobs, services, public spaces and transport connections.

By transforming approximately 250 hectares of low intensity industrial land into a thriving network of urban villages between the CBD and the bay, the Fishermans Bend Urban Renewal Area will be one of Australia’s largest urban renewal projects and play a vital role in consolidating Melbourne’s position as the world’s most liveable city.

Figure 5: Aerial photograph of Fishermans Bend Urban Renewal Area today looking towards Port Melbourne and Beacons Cove.
Through new office, retail and commercial development, grow the local economy by an additional 12,000 jobs by 2025 and 40,000 new jobs by 2050.

Accommodating a diversity of employment uses that complement the CBD, including growing the established cluster of creative industries and small and medium enterprises that are already located in Fishermans Bend.

Melbourne remains competitive by attracting investment and providing high productivity employment opportunities through an extension of CBD activities into the Lorimer and Sandridge precincts.

This means:

- Key community facilities and services are available and accessible to attract and support a diverse community at the early stages of development.
- Consideration of a range of funding options to meet the cost of essential infrastructure.
- Existing businesses continue to operate as change occurs.
- New schools built to serve new neighbourhoods.
- Taking an integrated approach and linking all modes of transport.
- The preferred choice for getting to and around Fishermans Bend will be by walking, cycling and public transport.
- Go anywhere, anytime public transport to the CBD and surrounding suburbs.
- People can work, shop and socialise locally.
- Establishing compact neighbourhoods where people can walk to schools, community facilities, open space and public transport.
- Providing diverse and affordable housing choices.

Creating an excellent and safe walking environment for residents, workers and visitors, with seamless high-priority links between centres, public spaces and public transport.

Create strong connections to adjoining neighbourhoods and the bay.

Delivering key transport links, including a new tram line, underground rail line with two new stations and new and improved bus routes.

Upgrading existing open space and creating sufficient new open space to match population growth.

Infrastructure such as public transport, community facilities, schools and open space is delivered in a timely way to match population growth.

Providing diverse and affordable housing choices.

Through new residential development, the opportunity to increase the population by 24,000 new residents by 2025 and 80,000 new residents by 2050.
THE CONTEXT: BACKGROUND

Fishermans Bend is one of the largest urban renewal areas in Australia and provides a unique opportunity to extend Melbourne’s central city to Port Phillip Bay.

The Fishermans Bend Urban Renewal Area will accommodate at least 60,000 new jobs and 80,000 residents, by 2050 with a projected development timeframe of over 35 years.

On 2 July 2012, the Minister for Planning announced a new vision for Fishermans Bend and rezoned the urban renewal area to the Capital City Zone (CCZ), signifying the national importance of the project.

In September 2013, the Victorian Government released a Draft Vision and Interim Design Guidelines for Fishermans Bend and commenced a program of community consultation.

A diverse range of views was expressed and many complex issues considered through the program. Overall, there was strong support for the transformation of Fishermans Bend into a new generation business and residential extension of Melbourne’s CBD.

In February 2014 the Minister for Planning tasked the Metropolitan Planning Authority (MPA) with finalising the Strategic Framework Plan and Design Guidance. This document is the statutory planning framework that will inform land use planning decisions in response to the Draft Vision outlined by the Minister for Planning. It is incorporated into the Melbourne and Port Phillip Planning Schemes in the Schedule to Clause 81.01.

The Fishermans Bend Taskforce was established in January 2016 comprising members of Places Victoria, Department of Environment, Land, Water and Planning, Victorian Planning Authority, Department of Economic Development, Jobs, Transport and Resources, the City of Melbourne and the City of Port Phillip.

Fishermans Bend is Australia’s largest urban renewal area. When the project was declared in July 2012, the renewal area amounted to 250 hectares. In April 2015 the Victorian Government announced a recast of the project, which included the addition of the Employment Precinct. Following consultation on the Recast Vision, the study area for the Employment Precinct was amended to protect the operation of the working port and include Westgate Park. This brings the total renewal area to 485 hectares.

More information
The Fishermans Bend Website
www.fishermansbend.vic.gov.au
contains extensive background information about the Fishermans Bend project.

Fishermans Bend:
SIZE: 485ha
MUNICIPALITIES: City of Melbourne, City of Port Phillip
PLANNING SCHEME ZONING: Capital City Zone (CCZ), Industrial 1 (IN1)
EXISTING POPULATION: 200
EXISTING JOBS: 30,200
PROJECTED POPULATION: 80,000
PROJECTED JOBS: 60,000
EXISTING USES: Light and heavy industrial, manufacturing, creative, convenience retail, residential
FUTURE USES: Employment, residential, retail, community, civic

Figure 2: Fishermans Bend in the urban renewal context
THE OPPORTUNITY

Fishermans Bend has the opportunity to become a new generation business and residential extension of Melbourne’s CBD, taking it from Spring Street to the Bay, via Docklands.

JOBS AND ECONOMIC PROSPERITY

Plan Melbourne aims to ensure that the expanded Central City, including Fishermans Bend, will become Australia’s largest commercial and residential centre.

It envisages central city jobs growing from 435,000 jobs in 2011 to almost 900,000 jobs by 2051. Fishermans Bend has a vital role to play in the delivery of new space for office, retail, tourism, education, health and cultural activities needed to support this growth. It is expected that Fishermans Bend can deliver upwards of 60,000 jobs, more than double its existing employment base. Opportunities already present themselves to harness the growing creative industry sector as well as find solutions to grow and transition other industries and employment sectors.

URBAN RENEWAL

As Victoria’s economic base changes and industrial uses relocate to strategic locations identified in Plan Melbourne, many inner city locations have become available for renewal.

Fishermans Bend is the largest of these, and is particularly well-located to play a role in growing the central city. The large land parcels of many former industrial sites are well suited to redevelopment with high-density commercial to meet the requirements of knowledge-intensive and high-skilled firms, and high-density residential to help meet Melbourne’s continuing growth.

The legacy of former industrial development has also provided Fishermans Bend with a type of urban character that warrants protection, where practical. The fine grain lot patterns of Montague Precinct, if retained, can build on that character and integrate Fishermans Bend into the urban fabric of Melbourne.

The urban renewal opportunity will be realised by significant private sector investment alongside coordinated public investment.

HOUSING

On average, more than 80,000 people move to Melbourne each year. Over the next 35 years, Melbourne’s population is expected to grow to 8 million people.

Fishermans Bend is projected to accommodate at least 40,000 dwellings. This will be achieved in a variety of forms, from high-density and high-rise in the most accessible locations to three and four level apartments and townhouses at interfaces with existing residential areas and open space. Housing variety and flexibility in design will be important in creating a diverse community.
The Opportunity

Transport

Fishermans Bend was identified due to its proximity to the CBD and the potential to connect the city to Port Phillip Bay.

New tram and bus routes and improved services will integrate Fishermans Bend with the Central City and beyond. Strong walking and cycling connectivity are central to the success of Fishermans Bend. Considering the anticipated densities, limited road space and associated health and congestion concerns, it is important to encourage public and active transport.

Community

With an anticipated population of 80,000, Fishermans Bend will require an extensive array of new community infrastructure including schools, kindergartens, libraries and health centres.

Urban renewal has rarely been of such a scale that so many new facilities are required. Consequently both the private and public sectors have an obligation to work together to efficiently meet these requirements. Importantly, innovation will be required and Fishermans Bend represents an opportunity for delivery models to be rethought. Facilities of all types and scales will need to be effectively integrated into new high-density mixed-use development. This may lead to outcomes of shared public and private spaces, vertical schools, and other currently unexplored opportunities. While the SFP provides direction, decisions will need to be made on a case-by-case basis between service providers and development proponents as development occurs.
LAND USE CONSIDERATIONS

The following provides a summary of the main considerations for the key land uses in Fishermans Bend and how they should be considered during the planning process.

HOUSING

Fishermans Bend contains relatively little housing at present. Over the 40+ year lifespan of this urban renewal area, at least 40,000 dwellings will be constructed.

A major objective for Fishermans Bend is the significant intensification of land use via high density built form, particularly housing. This will enable the best and most efficient use of land and infrastructure.

In an urban environment where the predominant form of housing is likely to be apartment style dwellings, people will rely on the spaces outside a building as both their ‘backyard’ and to deliver the ‘street appeal’ of their home. It will be the quality of these spaces that will determine liveability and the overall success of Fishermans Bend as a high-density mixed-use environment. Planning decisions will focus heavily on the way in which a building both responds to and enhances its location.

The need to make the best use of land will not be sufficient justification to allow homogenous and repetitive podium and tower format development. High quality, varied built form will be sought, that can deliver housing to suit all needs, including families. All permit applications of scale will be assessed using a design review process.

The Design Guidance provides more information on specific considerations that new proposals will need to respond to.

The most intensive locations for housing will be those best served by public transport and cycling routes and with convenient access to shops, open space and services. In particular, land between Buckhurst Street and the 109 light rail corridor in Montague and much of Lorimer and the eastern portion of Plummer Street present significant opportunity for growth. The west of Fishermans Bend, which is further from the existing city centre and high-capacity public transport, may be appropriate for a greater mix of housing densities, in particular fronting Williamstown Road.

Affordable housing, including housing managed by Registered Housing Associations, will be strongly encouraged in Fishermans Bend to provide a diverse range of people with access to central city jobs, services and infrastructure. Flexible application of development contributions can be used to encourage affordable housing (see Design Guidance for further details).

Social infrastructure will be required to support urban intensification and will need to be regularly reviewed as the population and its demographics emerge.

EMPLOYMENT

There are currently approximately 30,200 jobs in Fishermans Bend in a range of industrial and commercial uses. In addition to the economic benefit, employment is important because it creates vitality and vibrancy during daytime hours and supports work close to home.

With a projected population of 80,000+ people, it is estimated that an additional 28,800 jobs will be created across a much broader spectrum of industry and skills. More recently, there has been an emergence of the creative industries sector, largely based in the Montague precinct owing to its access to the CBD. There is significant opportunity to increase the presence of this sector and its role in the economy, and character of Fishermans Bend.

Fishermans Bend is unlikely to become a location for high intensity office use until other recognised central city locations reach capacity, in particular Docklands. Public transport access will be important to create appropriate market conditions for employment uses and the new Montague Station will be a catalyst for creating a new high density employment hub. This in conjunction with the Plummer Street Civic Boulevard will activate and give vibrancy to Fishermans Bend.

Preserving opportunities for employment uses in major new development will be important, particularly in highly accessible locations, such as the proposed Montague Station District and other transport nodes along the urban spine. While residential development is not precluded in the short-term, it is important that new development in these locations consider adaptability and long-term evolution to ensure employment opportunities are not missed. Developments should consider adaptable lower level floor plates and ceiling heights that can accommodate a range of future commercial needs.

Consequently, government and both councils will work with business groups and developers to encourage employment growth in their respective areas. Innovative solutions will be required to incentivise growth.

RETAIL

Fishermans Bend will require a significant amount of retail floor space. As an extension of the central city, there is opportunity for discount department stores (DDS), food and grocery retailing, specialty retail and leisure and entertainment.

Fishermans Bend does not currently contain any significant retail floorspace. At present Bay Street, Port Melbourne and Clarendon Street, South Melbourne are closest in terms of convenience retailing. A small local centre on Centre Avenue in Garden City provides a limited offer.

Initially, retail activity will be expected to locate in the identified activity centres and along Plummer Street which is envisaged as a new civic boulevard. Because supermarkets play a role as a catalyst and anchor to activity centres it will be important in the early years of Fishermans Bend to discourage their location outside the defined activity centres, until these activity centres are well established.

Delivery of retail, particularly supermarkets, in a standalone format will also be discouraged. The preference will be for their incorporation with a mixed-use development. Locally, Bay and Clarendon Streets are examples of the preferred retail outcome, representing the traditional high street for which Melbourne’s inner neighbourhoods are renowned.

In other parts of Fishermans Bend, small scale retail will generally be acceptable where it provides a local function to support residential mixed use schemes. The informal creation of retail destinations caused by cumulative grouping (of retail) outside main centres will be discouraged until such time as these centres are well established.

Activity Centres:

- Main retail spine: Plummer Street Civic Boulevard (linear activity centre with nodes around potential future transport hubs).
- Principal commercial and retail centre: Montague Station District
- Secondary centres: Buckhurst Street (Montague) & Lorimer Urban Village (Lorimer)
2. SITE LAYOUT

INTRODUCTION:
Successful communities require access to a full range of local services and facilities. This will include residential, commercial, educational, health, spiritual, public and civic uses offering a mixture of housing and employment opportunities to ensure a vibrant community is created.

In addition to a residential population of 80,000, Fishermans Bend is expected to accommodate in excess of 60,000 jobs (including the Employment Areas) when fully developed and provide for a high level of activity throughout the neighbourhoods. Space for these jobs needs to be built into proposals from their inception.

Due to the degree of change anticipated, new developments need not necessarily conform to existing scale and use patterns, but existing and proposed future site context is critical and must be analysed to clearly inform design outcomes.

On larger sites, new streets or laneways, public infrastructure and/or community facilities may be required. A range of development typologies are expected to deliver this outcome, however all should reinforce a pedestrian friendly environment that does not prioritise cars.

OBJECTIVE 2.1
To ensure an accessible, pedestrian friendly precinct through the creation of new streets and laneways that extend existing routes, lead to key destinations, and provide mid-block connections between parallel streets.

Standard 1: Streets and laneways must not be more than 100 metres apart and should not be more than 50 metres apart in the vicinity of public transport stops, activity centres and ‘high streets’.

Standard 2: Pedestrian laneways and connections on smaller sites should be located along a side boundary to provide opportunity for integration and potential widening with adjoining sites.

Standard 3: New streets and laneways must be fronted with active uses at ground level.

Standard 4: The pedestrian amenity of primary street frontages must be protected from garages and service access ways which must be accessed from side and rear laneways where possible.

Standard 5: Laneways must be designed as pedestrian-friendly, low speed, shared zones with a maximum design speed of 10 km/h and be between 6-9 metres in final clear width.

Standard 6: For safety and wayfinding, laneways and pedestrian connections should be designed to enable views straight through the street block, be well-lit and open to the sky.

Standard 7: Developments must provide for universal access and ensure laneways and pedestrian connections reflect the access needs of all users.

OBJECTIVE 2.2
To ensure large developments are comprehensively planned to create integrated neighbourhoods and deliver high amenity, diversity and a good mix of land uses.

Standard 1: Development on sites greater than 3,000m² or proposing more than 300 dwellings or proposing more than 1 building or tower, must prepare a master plan for the whole site that includes provision for:

- Streets and laneways that connect the site to its surrounds in accordance with Objective 2.1;
- Publicly accessible spaces that accommodate local passive recreation that is consistent with the Open Space Key Element of the Strategic Framework Plan;
- Diversity of land uses, including non-residential floor space;
- Diversity of dwelling types and sizes, including an affordable housing component; and
- Diversity of built form typologies, including low and medium rise buildings.
FISHERMANS BEND VISION

The next chapter in Melbourne’s growth story

September 2016
Our urban growth areas have a significant role to play in the future prosperity of Melbourne. Fishermans Bend presents a strategic renewal opportunity. At 485 hectares, it is double the size of the CBD and is predicted to be home to 80,000 people and a base for 60,000 jobs.

The majority of land in Fishermans Bend is privately owned which necessitates a meaningful partnership with the private sector and state and local governments.

The City of Melbourne has a proven track record in urban renewal. Timely delivery of infrastructure and enabling strategic sites, along with design-led planning frameworks are critical precursors to future development.

Early developments must be high quality, with each stage of renewal contributing to a positive legacy for the City. The important river crossing to connect the established central city to Fishermans Bend must be urgently resolved.

Robert Doyle
Lord Mayor, City of Melbourne
6 September 2016

The City of Port Phillip welcomes the Fishermans Bend Vision as a ‘once-in-a-lifetime’ opportunity to set bold standards and innovative benchmarks in sustainability and liveability for the 80,000 residents and 60,000 workers expected there by 2050.

The Vision will seamlessly integrate modern design with the area’s rich cultural heritage. Fishermans Bend’s significance requires innovative and aspirational targets for housing diversity, building design, open space, walkability, sustainability, transport and economic development.

We understand that early investment in the right infrastructure is needed to generate highly liveable communities. The Ferrars Street Education and Community Precinct is an example. Together with the Victorian Government, Council has purchased land for a park and funded community, sporting facilities and upgrades to surrounding streets.

As a passionate advocate for achieving the best possible future for Fishermans Bend, the City of Port Phillip looks forward to continuing its partnership with the Victorian Government, the City of Melbourne and our community.

Cr Bernadene Voss
Mayor, City of Port Phillip
6 September 2016

Our ambition for Fishermans Bend revitalisation is one of astute planning, innovation and creativity. If we get it right, then Fishermans Bend will become an exemplar for urban renewal.

Robert Doyle
Lord Mayor, City of Melbourne
6 September 2016
Fishermans Bend is Australia’s largest urban renewal area. When the project was declared in July 2012, the renewal area amounted to 250 hectares. In April 2015 the Victorian Government announced a recast of the project, which included the addition of the Employment Precinct.

Following consultation on the Recast Vision, the study area for the Employment Precinct has been amended to protect the operation of the working port and include Westgate Park. This brings the total renewal area to 485 hectares.

**THE NEXT CHAPTER IN MELBOURNE’S GROWTH STORY**

Fishermans Bend will need to be more than just a great place to work, invest and do business – it must also be a great place to live.

We know that Melbourne’s acclaimed liveability gives our city a valuable advantage in attracting and retaining talent from an increasingly mobile global workforce.

Latest projections show that Victoria is on track to have a population of 10.1 million by 2051, with 8 million people living in Greater Melbourne.\(^1\)

Fishermans Bend will play an important role in Melbourne’s growth and prosperity, supporting 80,000 residents and 60,000 jobs.

The way Fishermans Bend is planned and developed will have a significant influence on the future liveability of our city.

That is why it is so important that good transport, community infrastructure, public spaces and high quality design is incorporated into the planning for Fishermans Bend.

Planning for Fishermans Bend will be complemented by Plan Melbourne 2016, Better Apartments and learnings from the Central City Built Form Review.

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\(^1\) Victoria in Future 2016
SECURING OUR ECONOMIC FUTURE

Australia operates in an increasingly competitive global economy, where cities compete for investment and talent. Melbourne is fortunate to have a pipeline of urban renewal projects within close proximity to the CBD. This ensures that well-located land is available to support increased commercial and residential growth.

A range of employment opportunities will be supported across Fishermans Bend, with each precinct establishing its own unique sectoral mix. Economic activity will be an integral part of the social and cultural success of Fishermans Bend.

The addition of the Employment Precinct, with its rich manufacturing legacy and renewed focus on design, engineering, education and advanced manufacturing, provides an opportunity to attract new jobs to Victoria – helping to grow and diversify our economy.

MAKING FISHERMANS BEND SUSTAINABLE AND RESILIENT

Planning for Fishermans Bend will be based on principles of social, economic and environmental sustainability.

Sustainability is embedded in the planning process and the planning framework will be developed and independently accredited using the Green Star – Communities tool.

Australia's largest Green Star – Community

Home to 80,000 residents and 60,000 jobs, Fishermans Bend will be Australia's largest Green Star – Community. Developers and the community can have confidence that the important elements of an engaging, liveable, prosperous and environmentally sustainable community have been embedded in the planning for Fishermans Bend.

Green Star – Communities is a tool developed by the Green Building Council of Australia to guide the development of sustainable communities and provide independent certification of outcomes.

The tool has five categories: governance, liveability, economic prosperity, environment and innovation. In order for a project to be certified, it must demonstrate a minimum of Australian Best Practice.

The Taskforce is developing a planning framework for Fishermans Bend that embeds the requirements of Green Star – Communities.

DESIGN AND BUILT FORM

Fishermans Bend will build on Melbourne's legacy of good planning and design, and will support a range of medium and higher density built form.

The scale of Fishermans Bend is an opportunity to influence positive changes in the Victorian higher density apartment market – in areas such as design and sustainability. As such, a high standard of site responsive and sustainable design will be required and supported through appropriate design guidance.