

# COMMUNITY ENGAGEMENT SUMMARY

## PHASE TWO: 'IDEAS FOR WEST MELBOURNE DISCUSSION PAPER'

### WEST MELBOURNE STRUCTURE PLAN

FEBRUARY-MARCH 2017



CITY OF MELBOURNE



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July 2017

### **Disclaimer**

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# EXECUTIVE SUMMARY

This document is a summary of the findings from phase two of the broader engagement on the West Melbourne Structure Plan project. This second phase of engagement sought feedback on the *Ideas for West Melbourne discussion paper*, available on the Participate Melbourne website.

## How did we engage?

The second phase of engagement involved three workshops as well as opportunities for people to input at Pop-Up Park events and online via the interactive plan on the Participate Melbourne page.

Participants were asked to respond to three overall strategies for West Melbourne and 12 ideas.

- **Strategy 1: Create great local places**
- **Strategy 2: Support good growth**
- **Strategy 3: Improve main streets**

Approximately 150 community members attended the Saturday workshops and 2227 visited the Participate Melbourne page.

### STRATEGY 1: CREATE GREAT LOCAL PLACES

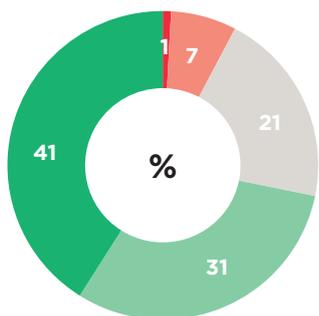


Figure 1.1: Combined feedback results for Strategy 1 'Create great local places'. Total of 117 responses.

## What were the findings

Overall, there was generally a strong level of support received for the strategies and ideas in the discussion paper.

Participants emphasised the importance of mixed use, improved built form outcomes and certainty for the community and developers. Key concerns related to reduced car parking and the impact of the West Gate Tunnel.

The transformation of Spencer Street into a local centre and the ideas to green local streets, were well received.

As well as responding to the content, overall comments were made on the format of the *Ideas for West Melbourne discussion Paper* and the process of engagement.

These findings have shaped the content and actions of the *Draft West Melbourne Structure Plan*.

### STRATEGY 2: SUPPORT GOOD GROWTH

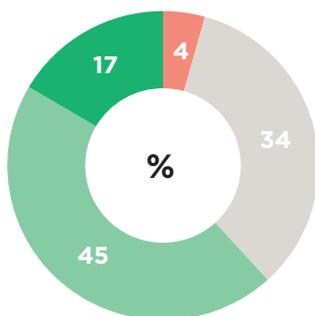


Figure 1.2: Combined feedback results for Strategy 2 'Support good growth'. Total of 115 responses.

### STRATEGY 3: IMPROVE MAIN STREETS

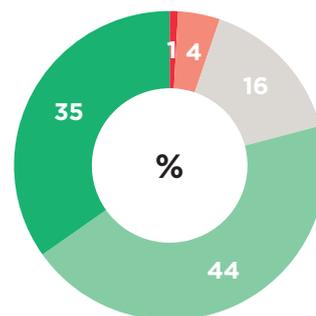


Figure 1.3: Combined feedback results for Strategy 3 'Improve main street'. Total of 115 votes responses.

- Strongly support it all
- Support most parts of it
- Support some parts of it but not others
- Do not support most parts of it
- Do not support it at all

# INTRODUCTION

## West Melbourne Structure Plan

The City of Melbourne is drafting a structure plan to guide future growth and development in West Melbourne for the next 10 to 15 years. The structure plan will ensure that West Melbourne continues to grow as a sustainable, liveable and diverse neighbourhood into the future.

The structure plan will be informed by the community engagement findings and extensive research and analysis. Background studies on transport, parking, economics and employment, heritage, urban design and character have been commissioned to build an evidence base to guide change in West Melbourne.

## Where are we in the process?

This document is a summary of the findings from Phase Two of community engagement which sought feedback on the *Ideas for West Melbourne discussion paper*.

There are three phases of community engagement to guide the development of the structure plan. Phase One of engagement asked the community about their likes, concerns and priorities for the area in order to inform the *Ideas for West Melbourne discussion paper*.

## What did we set out to achieve in Phase 2?

Phase 2 engagement on the *Ideas for West Melbourne discussion paper* had three clear objectives:

1. To provide the community and other key stakeholders with an update on the progress of the new structure plan.
2. To test and review the proposed strategies and ideas in the 'Ideas for West Melbourne' discussion paper.
3. To inform the development of the *Draft West Melbourne Structure Plan*.

## What were people responding to?

People were asked to respond to three strategies and 12 detailed ideas for West Melbourne.

The following is a brief overview of the three strategies:

### Strategy 1: Create great local places

Make street places for people with local shops and services, new open spaces, more street trees, water sensitive urban design and better walking and cycling routes.

### Strategy 2: Support good growth

Ensure growth relates better to its context, includes complementary forms of development and incorporates a range of uses to support a growing population.

### Strategy 3: Improve main streets

Transform Spencer Street into a high mobility street, increase the amenity of King and Dudley Streets while maintaining their role as key traffic routes and improve walking, cycling and public transport.



Figure 1.5: West Melbourne Structure Plan project timeline

## Promotion and media

The *Ideas for West Melbourne discussion paper* was promoted through various media and communications channels, including:

- Postcards dropped in every letter box in West Melbourne;
- Letters mailed out to every land owner in West Melbourne;
- Social media advertisements and activity on the City of Melbourne’s corporate accounts via Facebook, Twitter, Google+ and LinkedIn;
- Two Pop-Up Park events to help raise awareness of the discussion paper and promote the engagement period.

The Age newspaper featured an article in the print edition on Friday 24 February 2017 titled ‘Spencer Street at heart of plans to reform West Melbourne’. The article also featured online on Thursday 23 February 2017 titled ‘Spencer Street tram extension at heart of council plan to fix West Melbourne’ and included a link to the Participate Melbourne website.



Figure 1.7: Postcard dropped in every letter box in West Melbourne, January 24 2017

**Spencer Street tram extension at heart of council plan to fix West Melbourne**

Adam Carey

SHARE TWEET MORE

Grey, industrial and choked with cars and trucks, Spencer Street in West Melbourne would be few people’s idea of a pleasant place to stroll or spend time.

The City of Melbourne wants to change that, and has proposed to transform the grimy thoroughfare into West Melbourne’s “high street”, a retail strip with shops, bars, cafes, bike lanes, wider footpaths and even a tram service up the median in the long term.

SHARE

Your SMSF. Your way.

2,400 investments. All in one place.

Find out more

BT

Figure 1.6: The Age online ‘Spencer Street tram extension at heart of council plan to fix West Melbourne’, February 23 2017

# ENGAGEMENT ACTIVITIES

## Workshops

Three workshops were held to engage broadly with local residents, businesses, government and private sector stakeholders. The first two workshops were independently facilitated and summary reports are available online at [www.participate.melbourne.vic.gov.au/westmelbourne](http://www.participate.melbourne.vic.gov.au/westmelbourne).

### West Melbourne Ideas Workshop Saturday 18 February 2017

This public workshop was attended by around 150 members of the community and included opportunities for any issues, concerns, ideas and comments to be raised.

### Business, Landowner and Built Environment Workshop Tuesday 14 March

This workshop was attended by representatives of locals businesses, landowners, community stakeholders and built environment professionals.

### Government and Policy Workshop Thursday 16 March

This workshop was attended by representatives from government departments, authorities, universities and other key policy thinkers.

Each of the three workshops followed a similar format:

- A presentation from the City of Melbourne providing background and context of the West Melbourne Structure Plan process and introducing the draft vision for West Melbourne.
- An exhibition of the three strategies and twelve ideas in the discussion paper. This exhibition included opportunities to explore the content and to speak with City of Melbourne officers.
- A chance to indicate initial levels of support for the three strategies and twelve ideas. This feedback was providing using electronic 'clickers' which allow participants to vote anonymously and provide instantaneous results.
- An opportunity to provide further written feedback on the three strategies, including suggestions for how the strategies could be improved to make participants more comfortable with them.
- Evaluation of the workshop.

## Pop-up Parks

Two Pop-Up Parks were held to help raise awareness of the West Melbourne Structure Plan project and provide more opportunities for people to provide their insights and views on the *Ideas for West Melbourne discussion paper*. The following Pop-Up Parks were held:

- **Thursday 2 March 5pm to 8pm**  
Corner of Dryburgh and Adderley Streets (opposite North Melbourne Station)
- **Wednesday 8 March 11am to 2pm**  
Corner of Roden and Adderley Streets (opposite Toasta & Co.)

The Pop-Up Parks created a space for people to informally drop in to discuss the strategies and ideas for West Melbourne with City of Melbourne officers. Copies of the *Ideas for West Melbourne* discussion paper and feedback forms were available.

Hundreds of postcards were handed out to passers-by informing them of the engagement period and directing them to Participate Melbourne to provide input via the online 'Ideas for West Melbourne' interactive plan.

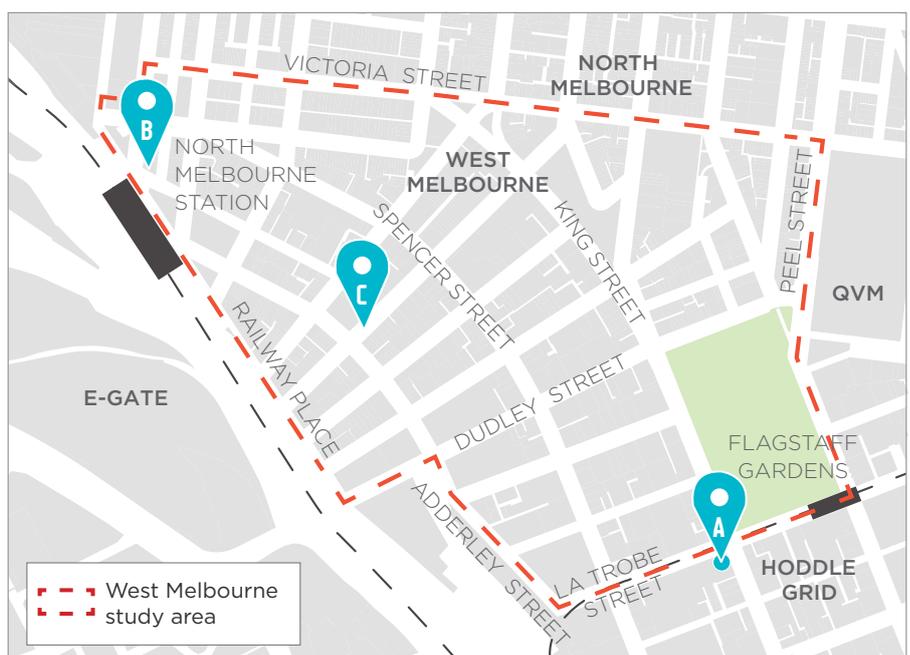


Figure 1.9: West Melbourne study with pinned locations of pop-up parks and workshops.

- A Three workshops**  
Saturday 18 February 2017  
Tuesday 14 March 2017  
Thursday 16 March 2017
- B Pop-up park**  
Thursday 2 March 2017
- C Pop-up park**  
Wednesday 8 March 2017

# Participate Melbourne

The 'Ideas for West Melbourne' interactive plan was open for five weeks from **Monday 20 February to Monday 27 March** on the Participate Melbourne online engagement portal. Visitors to the site could review relevant content for each of the strategies and ideas in the discussion paper, read comments posted by other users and fill out a feedback form.

Respondents could indicate their level of support for each strategy (from 'do not support it at all' to 'strongly support it all'), rate each idea on a five star scale and provide further comments on how the strategies and ideas could be improved to make them more comfortable with them.

Overall, there were 2227 people who visited the Participate Melbourne page and 50 people who completed the feedback form.

**2 227**

People visited the Participate Melbourne page

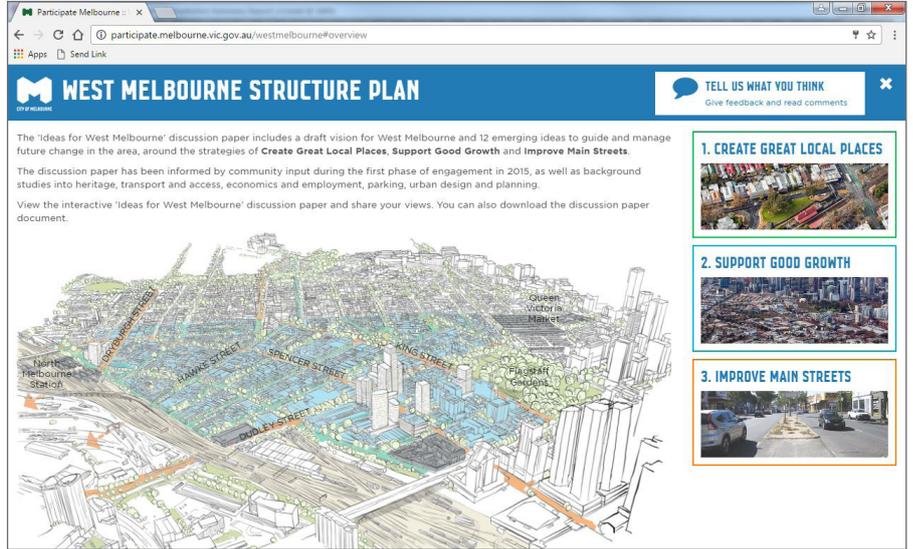


Figure 1.11: 'Ideas for West Melbourne' interactive plan.



Figure 1.10: The Pop-Up Park held on Wednesday 8 March at the corner of Roden and Adderley Streets (opposite Toasta & Co.).



**WEST MELBOURNE  
IDEAS WORKSHOP  
18 FEB 2017**

**STRATEGY 1:  
CREATE GREAT LOCAL  
PLACES**

	<b>DO NOT SUPPORT IT AT ALL</b> I am 0-20% comfortable. It needs an overhaul, I can't see it working at all.		<b>DO NOT SUPPORT MOST PARTS OF IT</b> I am 20-40% comfortable. There are lots of changes required.		<b>DO NOT SUPPORT PARTS OF IT BUT NOT OTHERS</b> I am 40-60% comfortable. Some changes are required but I can accept it.		<b>SUPPORT SOME PARTS OF IT</b> I am 60-80% comfortable. Small changes required.		<b>SUPPORT MOST PARTS OF IT</b> I am 80-90% comfortable. I'm mostly happy.		<b>STRONGLY SUPPORT IT ALL</b> I am 90-100% comfortable. I'm very happy.
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*I would be more comfortable if spaces for parking*

*Mapping of parking spaces.*

*Key 6 Millers*

*Key 6 Millers*

# ENGAGEMENT FINDINGS

The community engagement findings were in response to the three strategies and 12 ideas for West Melbourne outlined in the *Ideas for West Melbourne discussion paper*. The following pages will provide a detailed summary of their responses.

In general, there was strong support to transform Spencer Street into a local centre and the ideas to green local streets. Participants emphasised the importance of mixed use, improved built form outcomes and certainty for the community and developers. Key concerns related to reduced car parking and the impact of the West Gate Tunnel.

As well as responding to the content, overall comments were made on the format of the *Ideas for West Melbourne discussion paper* and the process of engagement.

## Comments on the format of the Ideas for West Melbourne: Discussion Paper

The following concerns were raised by some participants about the format of the discussion paper.

1. More detail required to understand the projects and how they will be implemented
2. Structure of the document is too piecemeal, needed to understand the how ideas would work together
3. Too much jargon, language needs to be simplified so it can be easily understood
4. More information about how the City of Melbourne will work with State Government and other key stakeholders to deliver these ideas.

## How have we responded to this feedback?

Engagement with the West Melbourne community has shaped the content of the Draft West Melbourne Structure Plan. More information on how this has been shaped is provided in the following pages.

In response to Concern 1, the need for more detail, the *Draft West Melbourne Structure Plan* is a much more detailed document, which progresses the ideas from the discussion paper. The information is presented more holistically rather than as a series of separate ideas for West Melbourne.

In response to Concerns 2 and 3, requesting a clearer structure and less jargon, the draft Structure Plan has been organised in a way that makes it clear and easy to understand. The workshop and pop-up events provide an opportunity to ask questions about any of the proposals that remain unclear.

In response to Concern 4, seeking information on how the City of Melbourne will work with Stakeholders, and implementation chapter has been added to the *Draft West Melbourne Structure Plan* includes an implementation program. This chapter, *Part Four: Making it Happen*, articulates the proposals and actions necessary to implement the structure plan and identifies the stakeholders who will be required to support, authorise and deliver each of the proposals.

## What was feedback on the engagement process?

At the workshop, participants were asked about their thoughts and feedback on the session. In general, many participants felt the session was well facilitated, liked the emphasis on visual communication and were glad to have the opportunity to vote on the ideas.

The key concern from the workshops was that the *Ideas for West Melbourne discussion paper* wasn't provided until the day of the workshop. Participants would have liked to read the document prior to the workshop so they could make an informed response to the content.

Suggestions on how it could be improved:

- Longer sessions to allow more time to understand the information
- Breaking into smaller groups to facilitate more in depth discussions
- Discussion paper to be provided prior to the session to ensure participants could read the document beforehand
- More time dedicated to addressing citizen's concerns
- Clearer visuals, some of the maps were confusing

## How have we responded to this feedback?

We have responded to this feedback by modifying the workshop format in the following ways:

- Workshop extended from two hours to three hours
- Two workshops with less participants per workshop to allow for more in depth discussions
- *Draft West Melbourne Structure Plan* available online three weeks prior to the workshop
- Panel discussion at the end to allow participants to ask the experts questions and discuss their concerns in depth
- Providing clearer maps and visuals.



# STRATEGY 1 CREATE GREAT LOCAL PLACES

'Strategy 1: create great local places' looked to make streets places for people with local shops and services, new open spaces, more street trees, water sensitive urban design and better walking and cycling routes.

## What did we hear?

Strategy 1 generally received a high level of support, with 41 per cent of respondents strongly supporting it all and 31 per cent supporting most parts of it.

The identification of West Melbourne's wide local streets as an area of opportunity for increased greening was supported by the community. The benefits this strategy would provide to improved pedestrian and cycling amenity, environmental performance and increased open space were well understood.

Eight per cent of respondents did not support most or all of the strategy. The key concerns raised were related to the potential loss of on-street car parking as a result of street greening.

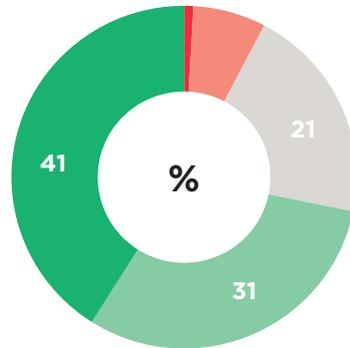


Figure 1.14: Combined feedback results for Strategy 1 'Create great local places'. Total of 117 responses.

- Strongly support it all
- Support most parts of it
- Support some parts of it but not others
- Do not support most parts of it
- Do not support it at all

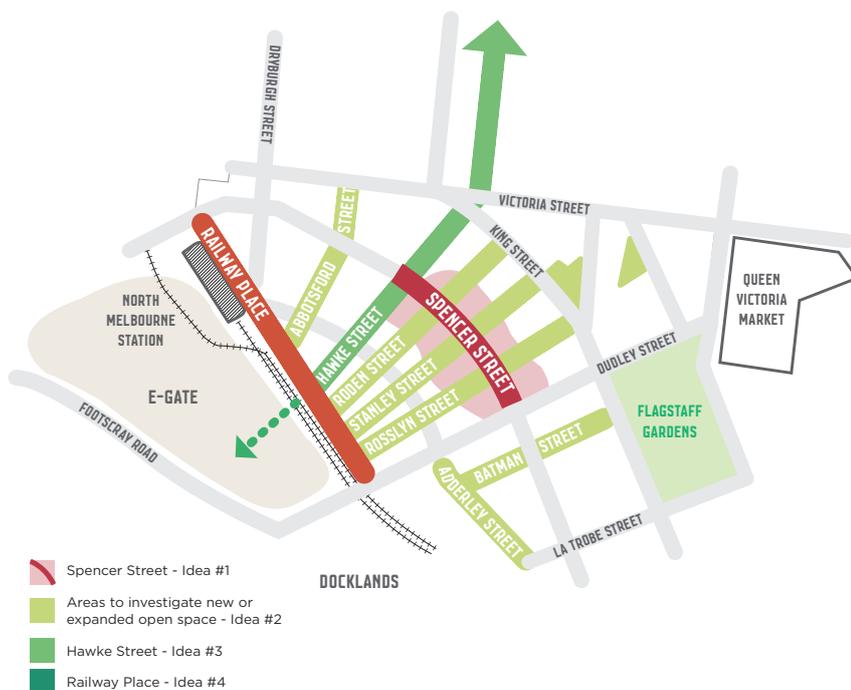


Figure 1.13: Strategy 1 map from the *Ideas for West Melbourne discussion paper*

## Idea 1: Spencer Street as a local centre

Redesign Spencer Street as the 'high street' and local centre of West Melbourne.

### What did we hear?

Idea 1 'Spencer Street as a local centre' was strongly supported. Almost three quarters of people supported most or all of this idea. There was a general view that focusing retail and commercial uses on or near Spencer Street and improving the streetscape would change the perception of West Melbourne as a local neighbourhood, for the better.

Twelve per cent of people did not support most or all of this idea and 14 per cent were unsure. Concerns were raised about the potential of increased retail and commercial activity creating more parking and traffic issues.

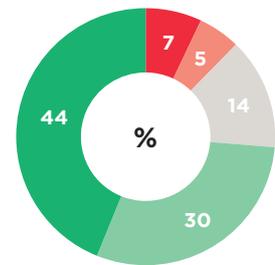


Figure 1.15: Combined feedback results for Idea 1 'Spencer Street as a local centre'. Total of 114 responses.

## Idea 2: Grey to green streets

Better utilise street space to reallocate a proportion of asphalt to open space, more street trees and water management.

### What did we hear?

Idea 2 'Grey to green streets' was supported by more than 80 per cent of respondents.

Many of the concerns raised related to car parking and the potential impact street greening could have on on-street parking access. These concerns were raised by both people who supported the idea and those who did not.

Participants wanted to see more tree planting and greening across the neighbourhood. There was a belief that providing a network of smaller open spaces throughout the neighbourhood would create local meeting places to support community cohesion.

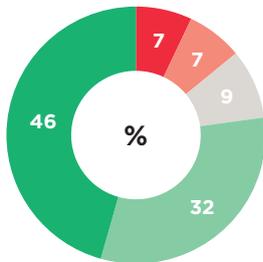


Figure 1.18: Combined feedback results for Idea 2 'Grey to green streets'. Total of 113 responses.

## Idea 3: Hawke Street

Create a linear park between Errol Street and Railway Place using part of the road reserve with the potential for a future link to E-Gate and Docklands.

### What did we hear?

This idea received a high level of support with 78 per cent of respondents supporting most or all of it, particularly the greening of the street as a linear park through West Melbourne to Errol Street.

Several comments were made about the potential future link to E-Gate and Docklands and the best alignment.

There were some concerns about the potential impacts that street improvements on Hawke Street would have on local traffic and parking issues.

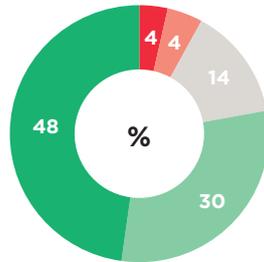


Figure 1.17: Combined feedback results for Idea 3 'Hawke Street'. Total of 113 responses.

## Idea 4: Railway Place

Design a high amenity shared street to improve pedestrian connections to North Melbourne Station and the future Arden precinct.

### What did we hear?

More than three quarters of respondents supported most or all of Idea 4 'Railway Place'. The potential for this street to provide a new kind of recreation space in West Melbourne was recognised.

Fourteen per cent of respondents did not support some or all of this idea and a further nine per cent were unsure about it. Several comments indicated that the idea had merit, but was not a priority considering other opportunities in West Melbourne.

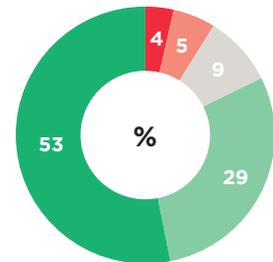
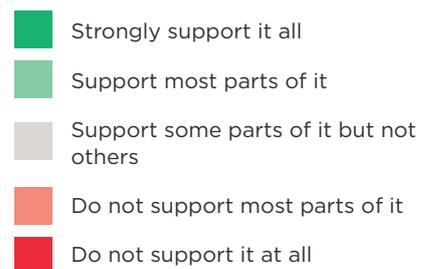


Figure 1.16: Combined feedback results for Idea 4 'Railway Place'. Total of 114 responses.





# STRATEGY 1

## CREATE GREAT LOCAL PLACES

### What needs to be improved?

Creating great local places was a sentiment that was largely supported through the feedback. What makes a great place and how this could be realised in West Melbourne was a point of contention for some respondents.

### Implementation and detail

Further detail on how the ideas in the discussion paper would translate into policy, design and capital works was requested. There was also a desire to see more consideration of essential infrastructure such as sewer, water and communications infrastructure.

The draft plan proposes the delivery of new open spaces in Flagstaff and Spencer neighbourhoods (Proposal 16 of the *Draft West Melbourne Structure Plan*) and the creation of linear open spaces through West Melbourne (Proposal 15). This responds to the community's call for a diversity of open spaces that connect with surrounding areas.

Proposal 17 includes targets for the provision of street trees and understory planting. This forms part of a broader proposal to create high quality green streets.

Proposal 18 of the draft structure plan centres on incorporating integrated water management into West Melbourne to meet the infrastructure needs and sustainability aspirations of the community now and into the future.

### Schools and kindergartens

There was a desire for more schools and kindergartens to support the growing population and provide facilities for the broader community. It was suggested that the draft structure plan should include greater direction on where this infrastructure should be located and when it could be delivered.

Proposal 6 is about access to community and creation infrastructure. This proposal includes an Action (6.7) to work with the Department of Education and Training to ensure new schools in Arden and Docklands are well connected to West Melbourne and consider the need/potential of a primary school in West Melbourne in the longer term.

### Parking

A number of ideas were put forward to suggest ways of addressing parking issues more directly, while still allowing for increased greening in local streets. Car parking is a contentious issue and there was no single consensus on how it should be approached. Most parking issues in West Melbourne arise from residents competing with visitors for free and/or unrestricted spaces at peak times.

The *Draft West Melbourne Structure Plan* proposes updated parking controls which will improve access to on-street parking for local residents, support local businesses and create more opportunities for street greening. The off-street car parking requirements in the planning scheme will also be reviewed and updated to support West Melbourne as a place for people to live or work without owning a car.

For more information see Proposal 12 and Proposal 13 in the *Draft West Melbourne Structure Plan*, available on [participate.melbourne.vic.gov.au/westmelbourne](https://participate.melbourne.vic.gov.au/westmelbourne).

Your feedback on Strategy 1 of the *Ideas for West Melbourne Discussion Paper* has informed the following proposals in draft structure plan:

**Proposal 6:** Ensure good access to community and creative infrastructure within and around West Melbourne

**Proposal 12:** Update the supply and management of on-street parking spaces to meet the changing needs of residents, workers and visitors (page 60)

**Proposal 13:** Update off-street private car parking requirements to support a less car dependent transport system (page 61)

**Proposal 15:** Create linear open spaces through West Melbourne to enhance connectivity with surrounding areas (page 66)

**Proposal 16:** Deliver new open spaces in Flagstaff, Spencer and Adderley to meet the different needs of the growing community (page 67)

**Proposal 17:** Create high quality green streets (page 68)

**Proposal 18:** Ensure Integrated Water Management (IWM) is incorporated into West Melbourne to support a resilient and liveable neighbourhood (page 69)



### STRATEGY 1 CREATE GREAT LOCAL PLACES

Make streets places for people with local shops and services, new open spaces, more street trees, water sensitive urban design and better walking and cycling routes.

As a growing neighbourhood, West Melbourne will require additional public places for the community and an increasing population to exercise, play, shop, meet and relax. West Melbourne's streets present a variety of opportunities to provide for a greater diversity of uses and activities.

Many of the 30 metre wide local streets in West Melbourne have central median parking rather than trees and nature strips as is typical in other neighbourhoods, reflecting the area's industrial past. West Melbourne also has less street life as it lacks a local centre or place of focus for people to walk to shops and services.

West Melbourne's local streets, with activity focussed around Spencer Street, can become a network of accessible, safe, green and thriving public spaces for the community to enjoy, while still maintaining local vehicle access and parking for residents and businesses.



IDEA #1 SPENCER STREET AS A LOCAL CENTRE  
IDEA #2 GREY TO GREEN STREETS  
IDEA #3 HANKE STREET  
IDEA #4 RAILWAY PLACE



### IDEA #1 SPENCER STREET AS A LOCAL CENTRE

WHAT IS THE IDEA?  
This idea proposes to redesign Spencer Street as the 'high street' of West Melbourne and to create a local centre for the area. It includes a mix of uses, including shops, services, and public spaces. The idea also includes a mix of housing, including a mix of tenures and a mix of housing types. The idea also includes a mix of public spaces, including a mix of public spaces and a mix of public spaces.





# STRATEGY 2 SUPPORT GOOD GROWTH

'Strategy 2: support good growth' looked to ensure growth relates better to its context, includes complementary forms of development and incorporates a range of uses to support a growing population.

## What did we hear?

Strategy 2 'Support good growth' was somewhat supported by 79 per cent of respondents and strongly supported by 17 per cent. Interest was expressed in maintaining and enhancing the character of West Melbourne.

There was some debate over what constitutes 'good' growth but generally, respondents were seeking clear and enforceable controls that could influence development trends. People commented that it was difficult to provide specific feedback when the strategies and actions were still relatively general.

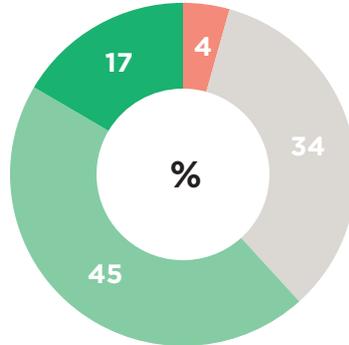


Figure 1.20: Combined feedback results for Strategy 2 'Support good growth'. Total of 115 responses.

- Strongly support it all
- Support most parts of it
- Support some parts of it but not others
- Do not support most parts of it
- Do not support it at all

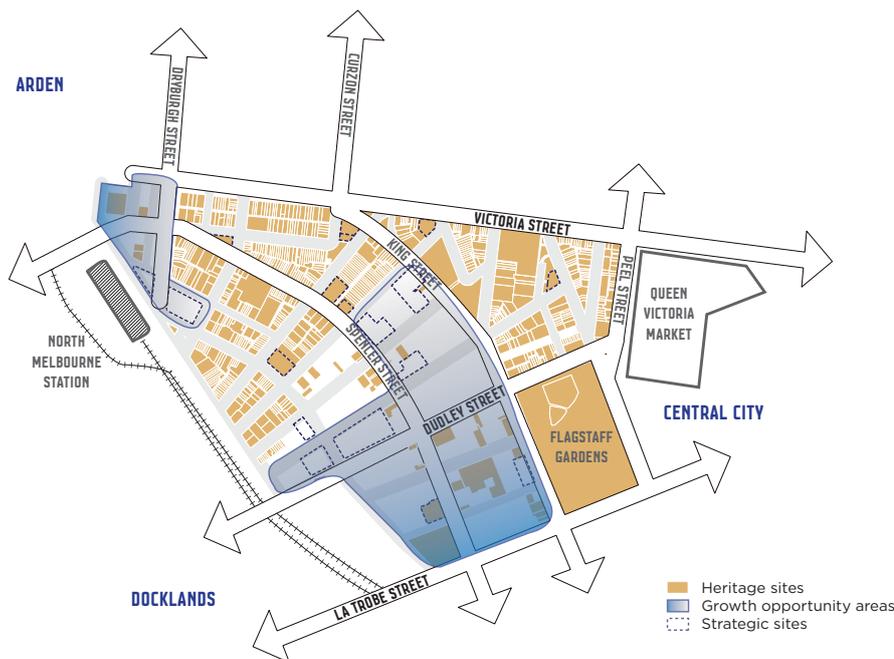


Figure 1.19: Strategy 2 map from the *Ideas for West Melbourne discussion paper*

## Idea 5: Built form

Create more responsive controls that directly address the attributes of a site and its context.

### What did we hear?

Idea 5 'Built form' was somewhat supported by most respondents. There was general support for the idea of built form controls being more responsive to the specific context of local areas and the attributes of the site. The introduction and enforcement of mandatory height limits was a repeated theme.

Concern was raised over the current dominance of tower developments and there is a desire for a greater number of new developments to be low and medium density.

There was consensus that more detailed information was required on what constituted good growth for people to be able to provide substantive feedback.

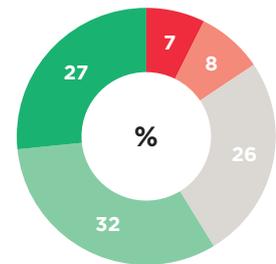


Figure 1.21: Combined feedback results for Idea 5 'Built form'. Total of 109 responses.

## Idea 6: Community benefit

Develop ways to help deliver community benefits.

### What did we hear?

Idea 6 'Community benefit' was mostly supported by 42 per cent of respondents and largely unsupported by 29 per cent.

This idea received a weaker level of support compared to other ideas, but the comments revealed there was a lack of clarity about what constituted community benefit and how it could be achieved. Respondents were also concerned that floor area uplifts and similar mechanisms would be exploited by developers - used as a loophole to secure additional height without delivering an appropriate amount of benefit.

Housing and community infrastructure to support ageing and homelessness was also raised as a priority.

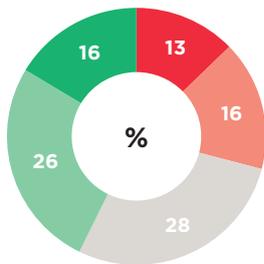


Figure 1.22: Combined feedback results for Idea 6 'Community benefit'. Total of 110 responses.

## Idea 7: Mixed use

Encourage a diverse range of building types and a mix of uses through policy.

### What did we hear?

Idea 7 'mixed use' was mostly supported by 69 per cent of respondents. There was support for businesses to be located on the ground floor of new developments and for small business to be priorities over large businesses.

Some respondents expressed a desire to retain commercial uses in West Melbourne, and not just support retail and food and beverage. Increasing the retail offer around North Melbourne station was another suggestion.

Some respondents expressed concern over the impact of mixed use on traffic, car parking and noise.

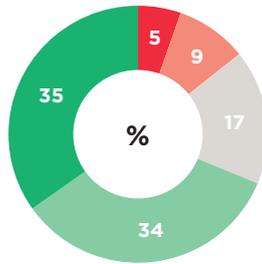


Figure 1.23: Combined feedback results for Idea 7 'Mixed use'. Total of 112 responses.

## Idea 8: Sustainable neighbourhood with adaptable buildings

Help enable a sustainable neighbourhood with adaptable buildings to accommodate a range of uses over time.

### What did we hear?

Idea 8 was mostly supported by 71 per cent of respondents.

Comments on this action centred on how the neighbourhood could be made more sustainable. Suggestions included harvesting rainwater from streets and buildings, adapting existing buildings for entrepreneurial uses and converting biomass for energy use.

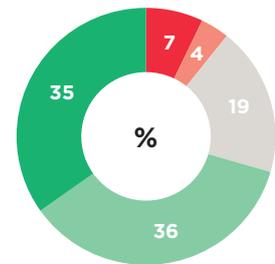
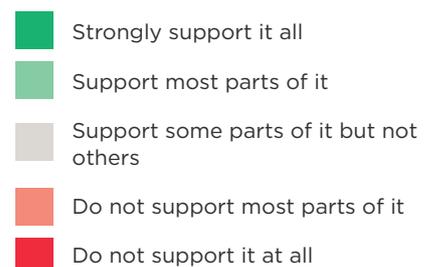


Figure 1.24: Combined feedback results for Idea 8 'Sustainable neighbourhood with adaptable buildings'. Total of 112 responses.





# STRATEGY 2

## SUPPORT GOOD GROWTH

### What needs to be improved?

A key message from the engagement on Strategy 2 'support good growth; was that the strategies in the draft structure plan need to be more specific and measurable than the ideas proposed in the discussion paper. There are also elements of the other ideas that need to be improved.

#### Responding to place

We heard that height and density needs to be place specific and consider the character of the different areas within West Melbourne.

In response, the *Draft West Melbourne Structure Plan* has been structured using a 'place based' approach - identifying five distinct places in West Melbourne, each with its own character and qualities. This approach allows the vision for West Melbourne to be translated into separate visions for the five places. These then shape proposals and actions that are tailored to each place.

#### Building height, scale and quality

There was a lot of concern about the height and scale of development currently occurring in West Melbourne. Respondents are seeking clear and enforceable parameters for growth to create greater certainty for future development in West Melbourne. There was also concern around design quality and diversity of new housing. The dominance of new residential podium-towers was largely unsupported.

The place based approach was intended to address the community's desire for the structure plan to be detailed and area specific. Clearly defined area-based height and density controls further contribute to this requirement. The introduction of floor area ratios are intended to set clear parameters for density and ensure that discussions with developers focus on design quality. Each area will be supported by place specific design objectives (Proposal 1).

These proposed controls will allow for high quality mid-rise developments and ensure that the podium-tower buildings associated with the central city are not supported in this neighbourhood (Proposal 1).

#### Floor Area Uplift

Adding value to the community with additional community infrastructure and facilities is important, but floor area uplift was largely unsupported as a tool for meeting this objective. The community was concerned that this mechanism might result in inappropriate building heights without delivering appropriate infrastructure. Therefore an alternative approach has been proposed.

Proposal 6 of the draft structure plan centres on ensuring good access to community and creative infrastructure within and around West Melbourne. The development of a Development Contribution Plan (DCP) will ensure private developers in West Melbourne make an equitable contribution to fund local infrastructure including improvements to streets and local connections.

#### Mixed Use

There was a desire to see a genuine mix of uses in West Melbourne - not just the retail and food and beverage uses that currently dominate at ground level or buildings that provide nothing other than residential uses. The draft structure plan proposes the rezoning of some Mixed Use Zone areas to Special Use Zone to ensure that a decent proportion of floorspace will be dedicated to non-residential uses. This will allow different types of businesses to be accommodated in new developments (Proposal 4).

#### Housing affordability

There was a desire to address issues with homelessness in West Melbourne. Affordable housing delivered in new developments will help provide housing for low and moderate income households (Proposal 7).

**Your feedback on Strategy 2 of the *Ideas for West Melbourne discussion paper* has informed the following proposals in draft structure plan:**

**Proposal 1:** Introduce Floor Area Ratio controls and accompanying built form controls that better address West Melbourne's diverse character (page 38)

**Proposal 4:** Support mixed use development to facilitate a range of business and employment opportunities (page 48)

**Proposal 6:** Ensure good access to community and creative infrastructure within and around West Melbourne (page 51)

**Proposal 7:** Help deliver affordable housing in West Melbourne (page 52)



### STRATEGY 1 GREAT LOCAL PLACES

Great local places are places for people with local shops, new open spaces, more street trees, great urban design and better walking routes.



### STRATEGY 2 SUPPORT

Ensure growth includes jobs and income growing routes.



### STRATEGY 3 IMPROVE MAIN ST

Transform Spencer Street into a main street that increases the amenity while maintaining the character of the street.





# STRATEGY 3

## IMPROVE MAIN STREETS

'Strategy 3: improve main streets' looked to transform Spencer Street into a high mobility street, increase the amenity of King and Dudley Streets while maintaining their role as key traffic routes and improve walking, cycling and public transport.

### What did we hear?

Strategy 3 'Improve main streets' received a strong level of support with 79 per cent of people responding favourably.

There was a desire to reduce traffic, particularly on local streets, and concern over the impact of trucks in the neighbourhood. The impact of new dwellings on local traffic was also raised as a key issue for respondents.

It was suggested that future proposals should concentrate upgrade efforts on strategic routes, rather than dispersing improvements to lots of routes at a lower quality.

One per cent of respondents did not support the Strategy 3 at all and four per cent did not support most parts of it.

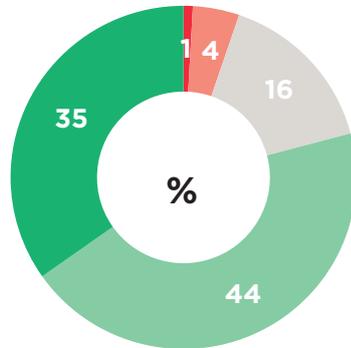


Figure 1.26: Combined feedback results for Strategy 3 'Improve main street'. Total of 115 responses.

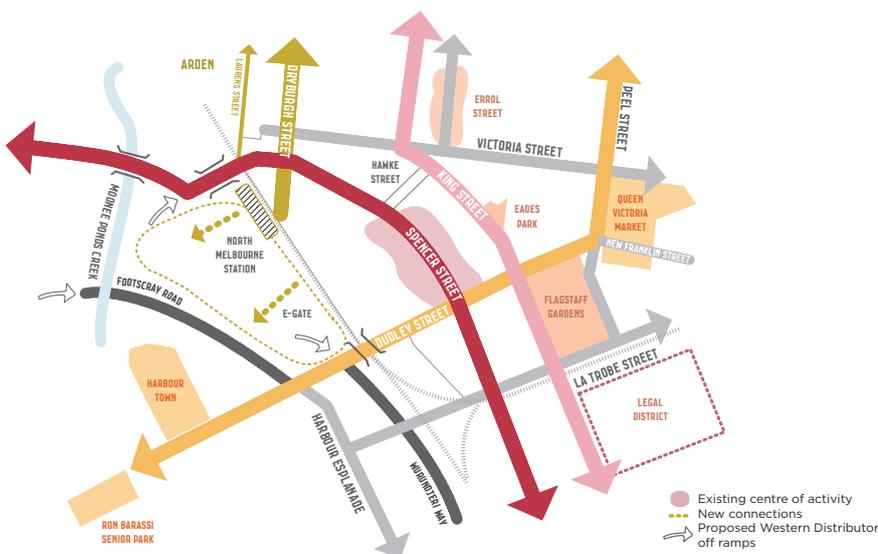
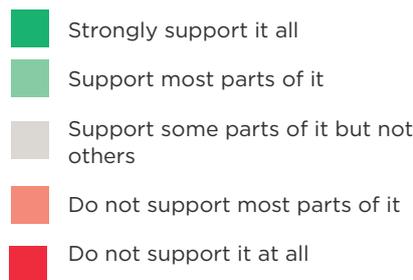


Figure 1.25: Strategy 3 map from the *Ideas for West Melbourne discussion paper*

### Idea 9: Spencer Street as a high mobility street

Transform Spencer Street into a high mobility public transport, walking and cycling street.

### What did we hear?

Idea 9 'Spencer Street as a high mobility street' was well received with 71 percent of respondents supporting all or most parts of it.

Comments relating to this idea centred on how the idea could be improved and translated into a design for a street. This included making pedestrian crossing safer, building separated bicycle lanes, introducing priority bus lanes and diverting traffic off Spencer Street.

Some respondents felt more detail was required to properly understand how vehicles, bikes and pedestrians would work together if Spencer Street were to function as a high mobility street.

There was also concern that Spencer Street would function as a thoroughfare in future, rather than a place.

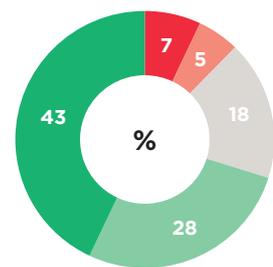


Figure 1.27: Combined feedback results for Idea 9 'Spencer Street as a high mobility street'. Total of 114 responses.

## Idea 10: Dudley Street

Improve walking, cycling and street trees along Dudley Street, including upgrading the Dudley Street underpass.

### What did we hear?

Idea 10 'Dudley Street' was strongly supported by 49 per cent of respondents and mostly supported by 28 per cent. There were some concerns about the hostility of Dudley Street and how traffic could be successfully managed to improve the walking and cycling experience.

A tram link between Docklands and the Queen Victoria Market was suggested to improve connections between Docklands, West Melbourne and the Queen Victoria Market - an important landmark and destination for the city.

Bus priority lanes along Dudley Street were also suggested.

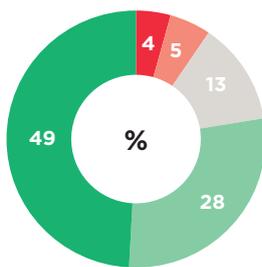


Figure 1.28: Combined feedback results for Idea 10 'Dudley Street'. Total of 116 responses.

## Idea 11: King Street

Make King Street safer, easier and more pleasant for people to access and cross, while maintaining its important traffic function.

### What did we hear?

Idea 11 'King Street' was strongly supported by 42 per cent of respondents and mostly supported by 34 per cent.

Some respondents did not consider King Street to be a high a priority as Spencer Street and were concerned that attempting to upgrade all three main streets through the structure plan may compromise the quality of the improvements made.

Suggestions to improve this idea included making bike paths permanent rather than part time and increasing and improving pedestrian crossings on King Street, particularly at the Errol Street intersection. Some respondents commented on the need to reduce traffic flow on King Street, whilst others expressed a desire to maintain flow to ensure traffic doesn't bank up.

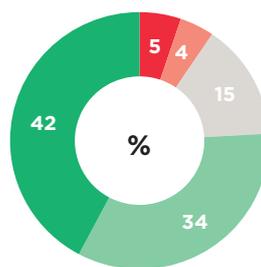


Figure 1.29: Combined feedback results for Idea 11 'King Street'. Total of 116 responses.

## Idea 12: Surrounding connections

Enable new and enhanced connections between Arden, West Melbourne, E-Gate and Docklands around North Melbourne Station.

### What did we hear?

Idea 12 'surrounding connections' was well supported with 49 per cent of respondents strongly supporting all of it and 33 per cent supporting most parts of it.

The Hawke Street pedestrian bridge idea generated a number of comments. Some people were concerned that it would carry vehicle traffic however, the proposed bridge would only allow for pedestrian and cycling access.

There was a desire amongst some to construct the bridge irrespective of the West Gate tunnel project.

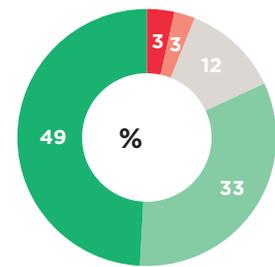
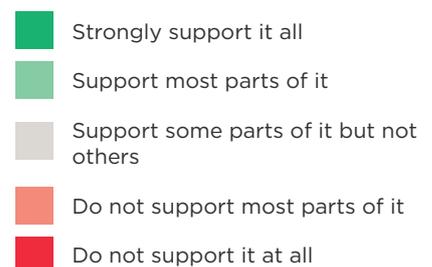


Figure 1.30: Combined feedback results for Idea 12 'Surrounding Connections'. Total of 116 responses.





# STRATEGY 3

## IMPROVE MAIN STREETS

### What needs to be improved?

As was the feedback for earlier strategies, respondents are seeking more detail on the ideas proposed in order to provide measured feedback. The future role and management of streets and laneways in West Melbourne requires further clarity.

#### Prioritising streets

There was some concern that dispersing upgrades across all of the main streets would reduce the quality of interventions in Spencer Street, which was the idea that garnered the most support. This idea has been continued through into the draft structure plan with the aim of transforming Spencer Street into a local centre and high mobility street (Proposal 8 and 11 of the *Draft West Melbourne Structure Plan*). The actions that sit under these proposals provide detail on how this will be achieved.

The issues on King Street and Dudley Street will still be addressed through upgrades to pedestrian and cycling connections, particularly at problem areas such as the Dudley Street underpass and the Hawke and King Street intersection (Proposal 9, 10 and Proposal 15).

#### Sustainable transport

The need to improve public transport services and infrastructure was a reoccurring theme. Respondents are seeking better walking and cycling connections and more sustainable transport options. This has been reflected in the draft structure plan.

Proposal 11 is to advocate for, and help deliver, public transport that meets the needs of the West Melbourne population. Expanding and upgrading the cycling network is detailed in Proposal 9 and 10 focus on improving pedestrian and cycling access at key intersections.

#### Traffic

Traffic management was repeated theme with comments and suggestions centred on reducing the impact of traffic on West Melbourne. Respondents queried how the structure plan could achieve this and sought greater detail on how many streets could be improved without additional traffic, congestion and amenity impacts.

Some comments around parking, traffic and public transport will be further addressed in the Transport Strategy Refresh which will be developed in the 2017/2018 financial year.

Your feedback on Strategy 3 of the *Ideas for West Melbourne discussion paper* has informed the following proposals in draft structure plan:

**Proposal 8:** Transform Spencer Street to become a local centre and high mobility street at the heart of the West Melbourne neighbourhood

**Proposal 9:** Improve walking safety, access and amenity

**Proposal 10:** Expand and upgrade the cycling network

**Proposal 11:** Advocate for, and help to deliver, public transport that meets the needs of the West Melbourne population

### West Gate Tunnel Project

The West Gate Tunnel project (formerly called Western Distributor) was an important topic for many respondents. At the time of this consultation period, the environmental effects statement (EES) for this proposed freeway had not been released but the City of Melbourne had expressed concerns with its design and impact on the municipality, including West Melbourne.

There was significant trepidation amongst respondents over the West Gate Tunnel Project's traffic impact on West Melbourne. There was also concern that the project would compromise the ideas for Spencer Street and increase the barrier between West Melbourne and the Docklands.

Removing the Spencer Street and Dudley Street connections from the project was proposed as a means of improving the projects impact on West Melbourne by participants.

This feedback will primarily be addressed through the City of Melbourne's submission on the EES, rather than the structure plan.

## IDEA #9

# SPENCER STREET AS A HIGH MOBILITY STR

Transform Spencer Street into a high mobility public transport, walking and cycling street.

### THE IDEA?

Proposes high mobility walking and cycling street to help improve public transport and help street mobility.



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## How to contact us

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