

# FORESHORE MANAGEMENT PLAN 2012



Hehir, D, March 2012, *Foreshore Management Plan, City of Port Phillip*.

Printed & published by the City of Port Phillip, March 2012.

© COPYRIGHT City of Port Phillip 2011.

All Rights Reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval, without the written permission of the publisher.

## DISCLAIMER

The City of Port Phillip Foreshore Management Plan 2012 was prepared for the City of Port Phillip. This plan was developed using background material contained in a number of supporting documents. The information contained in this plan is as accurate as the information contained in the background material at the time of writing. The information contained in this plan is presented in good faith to improve the Port Phillip foreshore and surrounds. Due to differences in individual circumstances and the dynamic nature of coastal environments, the people, institutions and organisations involved in the production of this document cannot be held responsible for any loss, damage or injury as a result of the use of information contained in this document. Individuals must accept responsibility for their own situation and comply with relevant legislation. Whilst all care is taken to ensure a high degree of accuracy, users are invited to notify the author of any map or information discrepancies. The plans, maps and imagery are courtesy of the City of Port Phillip. Copyright of all cadastral map data resides with the Crown.

## ACKNOWLEDGEMENTS

This Foreshore Management Plan was initially drafted by URS Australia Pty Ltd in collaboration with the City of Port Phillip with significant input from David Hehir, Foreshore Coordinator and Fiona Blair, Manager Parks and Open Spaces. Wallis Consulting undertook the foreshore user survey consultation.

The City of Port Phillip appreciates the input received from the community and stakeholder consultation activities throughout 2010 and 2011 and would like to acknowledge all the people who contributed to the development of this Plan. The extensive consultation undertaken with Council staff and Councillors also informed the preparation of the Plan through the internal Council Reference Committee. The efforts of the external Foreshore Community Reference Committee are especially acknowledged for their role in guiding the development of the Plan. These representatives are listed below.

## Foreshore Community Reference Committee Members

Name	Role	Organisation
Councillor Judith Klepner	Reference Committee Chair and Councillor	City of Port Phillip
Councillor Janet Bolitho	Councillor	City of Port Phillip
Nick Aagren	Community representative, Port Melbourne	N/A
Guy Boston	Community representative, Middle Park	N/A
Rose Capp	Community representative, Elwood	N/A
Luke Thomas	Community representative, Albert Park	N/A
Edena Critch	Ranger in Charge, North Port Phillip	Parks Victoria
Paula Butler	General Manager, Life Saving Club Development	Life Saving Victoria
Nicola Prior	Environmental Planner, Public Land Services	Department of Sustainability and Environment (DSE)
<b>Supporting Council Officers:</b>		
Fiona Blair	Manager of Parks and Open Space	City of Port Phillip
Sandra Wade	Manager of City Strategy	City of Port Phillip
Laraine Elliott	Business Support Officer	City of Port Phillip
David Hehir	Foreshore Coordinator	City of Port Phillip

# Table of Contents

<b>1</b>	<b>Context</b>	<b>8</b>	<b>2</b>	<b>Community and Stakeholder Consultation</b>	<b>26</b>
1.1	Background	8	2.1	Community Profile	26
1.2	Purpose and Objectives of the Port Phillip Foreshore Management Plan	8	2.2	Population Forecasting	26
1.3	Study Area and Significant Features	9	2.3	Council Internal Foreshore Stakeholders	27
1.4	Development of the Port Phillip Foreshore Management Plan	11	2.4	Foreshore Community Stakeholders	27
1.5	Planning Framework	11	2.5	Foreshore Community Reference Committee	28
1.5.1	<i>Coastal Management Act 1995</i>	12	2.6	Community Consultation Activities	28
1.5.2	<i>Crown Land (Reserves) Act 1978</i> and Reservations within Port Phillip	12	2.6.1	'Your Bay Your Say' Public Consultation – 17 November, 2010	28
1.5.3	Leasing Policy for Crown Land in Victoria 2010	13	2.6.2	Foreshore User Surveys Findings	29
1.5.4	<i>Victorian Coastal Strategy 2008</i>	13	2.7	Consultation emerging themes	29
1.5.5	<i>Flora and Fauna Guarantee Act 1988</i>	13	<b>3</b>	<b>Vision and Principles for the Port Phillip Foreshore</b>	<b>30</b>
1.5.6	Victoria's Native Vegetation Management: A Framework for Action 2002	13	3.1	Introduction	30
1.5.7	Applicable Coastal Action Plans: Boating Coastal Action Plan 2007	14	3.2	Vision Statement	30
1.5.8	Boating and Swimming Zones	15	3.3	Port Phillip Foreshore Management Plan Guiding Principles	31
1.5.9	National Coastal Climate Change Risk Assessment and the Victorian Future Coasts Program	15	<b>4</b>	<b>City of Port Phillip Foreshore Strategic Direction</b>	<b>32</b>
1.5.10	City of Port Phillip Community Plan 2007–2017	16	4.1	Introduction to Strategic Direction	32
1.5.11	City of Port Phillip Council Plan 2009-2013	16	4.2	Value Criteria	32
1.5.12	Port Phillip Planning Scheme including Municipal Strategic Statement	16	4.3	Theme 1: Community Participation and Support	32
1.5.13	Port of Melbourne Planning Scheme	17	4.3.1	Existing Conditions and Values	32
1.5.14	Land Use Zones and Overlays	17	4.3.2	Challenges	32
1.5.15	Climate Adaptation Plan: Climate Adept City 2010	20	4.3.3	Objectives and Actions – Community Participation and Support	33
1.5.16	Open Space Strategy 2009	20	4.4	Theme 2: Management	33
1.5.17	Water Plan – Toward a Water Sensitive City 2010	20	4.4.1	Existing Conditions and Values	33
1.5.18	Open Space Water Management Plan 2010	21	4.4.2	Challenges	34
1.5.19	Sustainable Transport Strategy: A Connected and Liveable City	21	4.4.3	Objectives and Actions - Management	35
1.5.20	Feet First – Making Pedestrians the Priority, City of Port Phillip Walk Plan 2011-2020	21	4.5	Theme 3: Vegetation and biodiversity	36
1.5.21	Get on your bike and go! Make bike riding better in Port Phillip, City of Port Phillip Bike Plan 2011-2020	21	4.5.1	Existing Conditions and Values	36
1.5.22	Economic Development Strategy 2012-2016	22	4.5.2	Challenges	36
1.5.23	Local Master Plans and Urban Design Frameworks	22	4.5.3	Objectives and Actions – Vegetation and biodiversity	37
1.5.24	Outdoor Commercial Recreation Activities and Outdoor Events Policies 2011	23	4.6	Theme 4: Recreation	38
1.5.25	St Kilda Festival Development Strategy 2010-2013	23	4.6.1	Existing Conditions and Values	38
1.5.26	Aboriginal Recognition	24	4.6.2	Challenges	38
<b>1.6</b>	<b>Foreshore Management Arrangements</b>	<b>24</b>	4.6.3	Objectives and Actions - Recreation	38
1.6.1	Department of Sustainability and Environment	24	<b>4.7</b>	<b>Theme 5: Accessibility</b>	<b>39</b>
1.6.2	City of Port Phillip	24	4.7.1	Existing Conditions and Values	39
1.6.3	Parks Victoria	24	4.7.2	Challenges	40
1.6.4	Melbourne Water	24	4.7.3	Objectives and Actions – Accessibility	40
1.6.5	Port Melbourne Corporation	25	<b>4.8</b>	<b>Theme 6: Infrastructure</b>	<b>41</b>
1.6.6	Central Coastal Board and Victorian Coastal Council	25	4.8.1	Existing Conditions and Values	41
1.6.7	Leases and Licences	25	4.8.2	Challenges	42
			4.8.3	Objectives and Actions - Infrastructure	43
			<b>4.9</b>	<b>Theme 7: Diversity of Activities</b>	<b>44</b>
			4.9.1	Existing Conditions and Values	44
			4.9.2	Challenges	44
			4.9.3	Objectives and Actions – Diversity of Activities	44
			<b>4.10</b>	<b>Theme 8: Place / Character</b>	<b>45</b>
			4.10.1	Existing Conditions and Values	45

# Table of Contents (cont.)

4.10.2	Challenges	45
4.10.3	Objectives and Actions – Place / Character	46
<b>4.11</b>	<b>Theme 9: Coastal Sustainability</b>	<b>47</b>
4.11.1	Existing Conditions and Values	47
4.11.2	Challenges	47
4.11.3	Objectives and Actions – Coastal Sustainability	48
<b>4.12</b>	<b>Theme 10: Economic</b>	<b>49</b>
4.12.1	Existing Conditions and Values	49
4.12.2	Challenges	50
4.12.3	Objectives and Actions – Economic	50
<b>5</b>	<b>City of Port Phillip Foreshore Areas</b>	<b>52</b>
<b>5.1</b>	<b>Activity and Recreational Nodes</b>	<b>52</b>
5.1.1	Activity Nodes	52
5.1.2	Recreation Nodes	52
5.1.3	Port Phillip Foreshore Areas	52
<b>5.2</b>	<b>Sandridge</b>	<b>53</b>
5.2.1	Area Description, Existing Conditions and Values	53
5.2.2	Challenges	53
5.2.3	Actions	53
<b>5.3</b>	<b>Port Melbourne</b>	<b>55</b>
5.3.1	Area Description, Existing Conditions and Values	55
5.3.2	Challenges	55
5.3.3	Actions	55
<b>5.4</b>	<b>South Melbourne and Middle Park</b>	<b>57</b>
5.4.1	Area Description, Existing Conditions and Values	57
5.4.2	Challenges	57
5.4.3	Actions	57
<b>5.5</b>	<b>St Kilda</b>	<b>59</b>
5.5.1	Area Description, Existing Conditions and Values	59
5.5.2	Challenges	60
5.5.3	Actions	60
<b>5.6</b>	<b>Elwood</b>	<b>62</b>
5.6.1	Area Description, Existing Conditions and Values	62
5.6.2	Challenges	62
5.6.3	Actions	62
<b>6</b>	<b>Foreshore Investment (Business Plan)</b>	<b>64</b>
6.1	Introduction	64
6.2	Leases and Licences	64
6.3	Estimated foreshore revenue and expenditure	65
<b>7</b>	<b>Monitoring of the Foreshore Management Plan</b>	<b>66</b>
<b>8</b>	<b>References</b>	<b>67</b>

## Appendices

Appendix A	Abbreviations and List of Terms	68
Appendix B	Consultation Summary	69
Appendix C	'Wordle' of stakeholder and public consultation responses	88
Appendix D	Foreshore On-site and Telephone Survey Summary	95

## Figures

Figure 1-1	Foreshore Management Plan Implementation Process	8
Figure 1-2	Port Phillip Foreshore Management Plan Study Area Map	10
Figure 1-3	Approach to developing the Port Phillip Foreshore Management Plan	11
Figure 1-4	Foreshore Plan relationship to Council and State Policies and Strategies	11
Figure 1-5	Hierarchy of coastal legislation, organisations and plans	12
Figure 1-6	Map Showing Port Phillip and Port of Melbourne Planning Scheme Controls	19
Figure 2-1	City of Port Phillip – Neighbourhood Boundaries	26
Figure 3-1	Foreshore Management Plan components	30
Figure 4-1	Impact of Yarra River flows on the Bay's water quality and level of debris on Port Phillip's Beaches.	34
Figure 4-2	Foreshore Area Destinations Connectivity	39
Figure 4-3	Current areas with stormwater litter traps flowing onto Port Phillip's Beaches.	42
Figure 5-1	Sandridge Area Map	54
Figure 5-2	Port Melbourne Area Map	56
Figure 5-3	South Melbourne and Middle Park Area Map	58
Figure 5-4	St Kilda Area Map	61
Figure 5-5	Elwood Area Map	63

## PURPOSE AND OBJECTIVES OF THE PORT PHILLIP FORESHORE MANAGEMENT PLAN

The purpose of the Port Phillip Foreshore Management Plan (FMP) is to provide guidance for the future use, development and management of the Port Phillip foreshore. The Foreshore Plan provides a long term strategic vision and direction for the foreshore by identifying coastal values that need protecting, maintaining and enhancing, whilst responding to current and future management issues. The Plan will also help to inform Council's future management and budgeting for the foreshore.

The Foreshore Management Plan is a public document adopted by Council and approved by the Victorian Minister for Environment and Climate Change.

The objectives of the Port Phillip Foreshore Management Plan are to:

- Provide a long term strategic vision and direction for the foreshore.
- Identify coastal values that require protection, management and enhancing.
- Provide a framework for future use and development along the foreshore.
- Guide future management, works programming and budgeting.
- Identify current and future management issues.
- Increase the community understanding and awareness of the range and complexity of coastal issues and details how Council will manage the foreshore.
- Provide a defined and prioritised implementation plan that outlines responsibilities, priorities and cost estimates for future management.

## STUDY AREA AND CONTEXT

The foreshore is Port Phillip's most outstanding natural and cultural asset and plays a very important social and recreational role for the local and wider population. The Port Phillip Foreshore Management Plan covers the 11 kilometres of coastline of the City of Port Phillip between Sandridge and Elwood. This includes the coastal Crown land reserved under the *Crown Land (Reserves) Act 1978* that the City of Port Phillip is the delegated Committee of Management.

In addition, the study area refers to Crown land within Port Phillip that is managed by the Department of Sustainability and Environment (DSE) such as the St Kilda Sea Baths, piers and jetties managed by Parks Victoria and the freehold land owned by Port of Melbourne Corporation (PoMC) including Webb Dock Trail and Perc White Reserve.

Since the development of the previous 2004 Foreshore Management Plan a number of factors are having an impact on Port Phillip's foreshore. Some of these include:

**Ageing infrastructure** – many of Port Phillip's paths, lights, playgrounds and other assets are ageing at an accelerated rate. The maintenance and replacement costs are significantly higher along the foreshore compared to other parts of the city due to the salty seaside conditions and increasing usage.

**Declining vegetation** – our coastal vegetation, dunes and reserves are feeling the effects of drought, extreme weather conditions from climate change and the increasing population and usage pressures.

**Demands for upgraded facilities** – several of Council's Life Saving Club buildings require major capital investment to support the community volunteers.

**Demands for additional facilities** – population growth and increasing usage along the foreshore is resulting in rising demands for new facilities such as more toilets and beach showers.

**A changing climate** – the average sea level within Port Phillip Bay has already risen over 3cm during the 1990's with a rise of no less than 80cm predicted by 2100\*. Storm surges and stormwater flows are also expected to increase the risk of flooding to several parts of our highly valued foreshore. Development approvals along the foreshore are increasingly being tested against sea level rise modelling and are required to demonstrate 'coastal dependency'.

**24 hour culture over summer** – the competing demands for improved residential amenity, passive recreation and more active recreational opportunities continue to grow. The expectation for improved swimming safety and long term education programs is also rising in Port Phillip.

## CONSULTATION APPROACH AND PLAN DEVELOPMENT

The beaches, bay and foreshore environment is highly valued by the Port Phillip community. It was therefore important that Council consulted the community, so that their values and interests influence the future management of our foreshore. Initial community consultation occurred during October and November 2010. In order to ensure that a representative number of individuals, groups and opinions were captured, Council sought information from the community and business through a variety of mediums. This included stakeholder workshops, telephone surveys with residents, on-site survey along the length of the foreshore, online forum, public consultation event on November 17, 2010 and Foreshore Management Plan Community Reference Committee. Each type of consultation identified different opinions and competing needs associated with managing the foreshore.

## VISION STATEMENT

The vision for Port Phillip foreshore has been developed through the community and stakeholder engagement process and the detailed background analysis undertaken. The vision aims to reflect the aspirations of the community, key stakeholders and Council. The vision for the Port Phillip foreshore is:

“The Port Phillip foreshore is a vibrant, inspiring, accessible and connected open space destination that provides a wide range of experiences for local, national and international visitors. It is renowned for its unique local character, significant vegetation and its rich cultural history.”

\* Source: CSIRO

# Executive Summary (cont.)

## PORT PHILLIP FORESHORE MANAGEMENT PLAN GUIDING PRINCIPLES

The following guiding principles update the previously adopted foreshore principles and are based on the current stakeholder and community expectations as well as the policy and legislative direction relating specifically to the Port Phillip foreshore.

These principles are not presented in any priority order. The guiding principles for the Port Phillip Foreshore Management Plan are:

Principle	Principle explanation
<b>Principle 1:</b> Public Access and Positive Community Benefit	Ensure that new and ongoing use and development make a positive contribution to the coast. To do this it should provide a positive community benefit based on public access and coastal dependence or supporting use.
<b>Principle 2:</b> Public Open Space, Recreational Activities and Events	The foreshore is public open space managed for a range of public use opportunities. The foreshore should be promoted as an important social and recreational destination with a variety of active and passive recreational uses that are coastal dependent and attract both residents and visitors.
<b>Principle 3:</b> Coastal Sustainability, Vegetation and Heritage Values	Protect and enhance the natural environmental and cultural values of the foreshore and ensure its sustainability.
<b>Principle 4:</b> Climate Change and Adaptation Strategies	Plan for the environmental, social and economic impacts associated with climate change to implement adaptation strategies to deal with beach erosion, flooding, storm surges and sea level rise. Consider the 'carbon cost' to help mitigate further climate change.
<b>Principle 5:</b> Diversity of Foreshore Environments and Character	Manage the foreshore having regard for a diversity of landscapes and areas with a unique sense of place, including natural, manmade and cultural aspects that contribute to the character of the local area and overall coastal character of the foreshore. The Port Phillip foreshore reserve should not be managed as a uniform, single environment.
<b>Principle 6:</b> Safe and Equitable Use	Provide a safe foreshore environment with a predominance of free and accessible use for all foreshore users.
<b>Principle 7:</b> Community Participation and Support	Provide opportunities for ongoing community participation and support community initiatives to progress a range of foreshore management issues.
<b>Principle 8:</b> Connectivity to Activity Centres and Public Transport	Promote safe and attractive pedestrian linkages, cycle and disabled access between the foreshore environment, urban activity centres and public transport of Port Phillip.
<b>Principle 9:</b> Buildings and Car Parking	Aspire towards foreshore buildings that are multi-purpose in design to encourage shared-use and fulfil a range of community uses and needs. Increases in building footprints or increases to the foreshore car park net footprint will not be allowed. There should be no loss of open space.
<b>Principle 10:</b> Economic Sustainability	Recognise the economic value and contribution of the foreshore and only encourage investment in foreshore activities that will provide long-term economic sustainability, balanced use of foreshore public land and net community benefit.

## STRATEGIC DIRECTIONS

The key management issues that emerged from the Background Review and consultation during development of the Port Phillip Foreshore Management Plan were grouped into the following ten general themes:

1. Community participation and support	6. Infrastructure
2. Management	7. Diversity of activities
3. Vegetation and biodiversity	8. Place / character
4. Recreational	9. Coastal sustainability
5. Accessibility	10. Economic

Objectives and actions relating to each theme were developed in order to provide strategic direction. Full details of the all the objectives, actions, existing conditions, values and challenges are provided in Section 4.

The following tables summarise the themes and related 'high' value actions relevant to the entire foreshore area, followed by the high value actions relevant to just specific locations. Refer to Section 4.2 for full details of the 'value' criteria.

### Theme 1: Community Participation and Support – High Value Actions

#### Community Participation and Support – High Value Actions

1. Support 'friends' and other 'Coastcare' type community groups to assist in the care of the foreshore environment.
2. Provide support to community groups through various Council financial initiatives and educational programs i.e. 'Small Poppy Grants Program'; environmental building retrofit program.

### Theme 2: Management – High Value Actions

#### Management – High Value Actions

1. Provide an annual summer public education program on beach litter, recycling, heatwaves, expected behaviours, foreshore events and promotion of community group's activities.
2. Provide opportunities for a coordinated management and investment of the foreshore with neighbouring authorities such as Bayside City Council and Port of Melbourne Corporation, DSE, Parks Victoria and Melbourne Water.
3. Review the beach cleaning operations, frequency and quality to implement updated service specifications that respond to peak usage, increasing storm impacts and reduce seaweed stockpiling.
4. Proactively plan and coordinate the preparation and management of key foreshore sites attracting large crowds in busy periods.
5. Provide annual summer education programs with Beach Rangers.
6. Review the level of regulatory foreshore patrols to manage animals, parking, events and other local laws.
7. Continue to liaise with Victoria Police as the primary agency for delivering community safety to reduce anti-social behaviour including New Years Eve and extreme weather events.
8. Continue to liaise with Parks Victoria and Water Police to reduce infringements by PWC operators and increase the safety amenity of swimmers and other users of the foreshore.
9. Develop and implement an upgrade program for high demand public toilets.
10. Schedule independent assessments of the pedestrian and bike path condition against current national standards and usage trends.
11. Review and implement improved asset life management and renewal programs of foreshore infrastructure.

### Theme 3: Vegetation and biodiversity – High Value Actions

#### Vegetation and biodiversity – High Value Actions

1. Develop and implement a Vegetation Management Plan to protect and enhance vegetation along the foreshore including dune areas.
2. Implement strategies that achieve high quality ecological values, shade and use of drought tolerant species including relevant actions within the:
  - Park Tree Planting Program
  - Greening Port Phillip Street Tree Strategy
  - Catani Gardens and Southern Foreshore Management Plan.
3. In line with local master plans, provide shade species along the foreshore including high use areas such as playgrounds, BBQ and seating areas.

### Theme 4: Recreational – High Value Actions

#### Recreational – High Value Actions

1. Maintain existing areas of organised sports and individual recreational activity.
2. Review consistency of policies to manage competing demands of on-water and land activity areas i.e. kiteboarding areas and swimming/boating zones near activity centres.
3. Continue monitoring of dog owner compliance in approved dog leash/off leash beach areas.
4. Upgrade amenities to support increased demand for recreational activities i.e. seating, bicycle and pedestrian paths, bicycle racks, signage, mains power supply for community events etc.
5. Review and maintain sustainable levels of foreshore commercial recreation consistent with the the Principles and Council's Commercial Recreation Policy.
6. Maintain ongoing investment towards swim safety education programs and Life Saver training, including Cultural and Linguistically Diverse (CALD) communities.

# Executive Summary (cont.)

## Theme 5: Accessibility – High Value Actions

### Accessibility – High Value Actions

1. Implement Council's Sustainable Transport Strategy, Walk and Cycle Plans to improve foreshore accessibility and connectivity from adjoining activity centres and public transport, including access across Beaconsfield Parade, Pier Road and Ormond Esplanade.
2. Improve access to the sand and water for people with disabilities or limited mobility.
3. Continue the installation of swim safety signage as recommended in 'Coastal Risk Assessment and Treatment Plan – City of Port Phillip 2010'.

## Theme: 6 Infrastructure – High Value Actions

### Infrastructure – High Value Actions

1. Maintain foreshore buildings to be fit for purpose and meet or exceed relevant environmental standards. New buildings/ refurbishments should be high quality urban design in keeping with coastal environment, local character and multi-use and will not increase the net footprint or cause any loss of open space.
2. Upgrade and standardise the design, location and labelling of all foreshore general waste and recycling bin housings and wheelie bins.
3. Provide additional exercise stations and drinking/water bottle refill stations at appropriate locations.
4. Develop a renewal program for aging infrastructure.
5. Upgrades and provision of new infrastructure designed and located to adequately consider climate change risk, including coastal hazard vulnerability assessments.
6. Relocate stormwater drainage outlets from the sand and filter stormwater pollutants from entering the Bay.
7. Upgrade ageing stormwater drainage infrastructure and litter traps with consideration to climate change and increasing storm flows.

## Theme 7: Diversity of Activities – High Value Actions

### Diversity of Activities – High Value Actions

1. Maintain coastal dependent commercial activities that benefit the diversity of foreshore users in accordance with the guiding Principles.

## Theme 8: Place / Character – High Value Actions

### Place / Character – High Value Actions

1. Implement the specialist maintenance program to ensure ongoing maintenance and upgrade of foreshore monuments.
2. Maintain areas of cultural identity.

## Theme 9: Coastal Sustainability – High Value Actions

### Coastal Sustainability – High Value Actions

1. Plan for a sea level rise of not less than 0.8m by 2100 and allow for the combined effects of tides, storm surges, coastal processes and location conditions, such as topography and geology when assessing risk and impacts associated with climate change.
2. Consider the results of Council's Coastal Hazard Vulnerability Assessment (CHVA) to develop 'coastal action' and 'structure' plans to integrate drainage and manage climate impacts along the foreshore.
3. Implement Council's Climate Adaptation Strategy and Community Climate Plan to manage the impact of climate change along the foreshore.
4. Work with Melbourne Water to improve the water quality in Port Phillip Bay.
5. Increase the total area covered by litter traps and filtering of stormwater to improve water quality in line with Council's Water Plan.
6. Implement the Council's Environmental Building Improvement Program to improve the energy and water efficiency of Community Club buildings.
7. Increase the use of coastal vegetation planting to improve natural shade and increase green spaces along the foreshore.

## Theme 10: Economic – High Value Actions

### Economic – High Value Actions

1. Support and enhance sustainable commercial uses that achieve a balanced use of foreshore public land and net community benefit in accordance with Principles 9 and 10.



## PORT PHILLIP FORESHORE AREAS

To assist with identifying and locating specific strategic objectives and actions throughout the Port Phillip foreshore, a geographic approach has been adopted whereby five foreshore areas have been identified. These are:

- |                                    |             |
|------------------------------------|-------------|
| 1. Sandridge                       | 4. St Kilda |
| 2. Port Melbourne                  | 5. Elwood   |
| 3. South Melbourne and Middle Park |             |

An area description with existing conditions, values and challenges plus high value actions for each of these five foreshore areas is provided in Section 5, while Figures 5-1 to 5-5 are included to enable a visual expression for the high value actions. The local area 'high' value actions are:

### Sandridge – High Value Actions

#### High value actions for Sandridge:

1. Develop a long-term management agreement for PoMC land at Perc White Reserve and Webb Dock Trail.
2. Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.

### Port Melbourne – High Value Actions

#### High value actions for Port Melbourne:

1. As part of the Port Melbourne Urban Design Framework, progress traffic management solutions to reduce congestion at Station Pier and improve connectivity to the light rail reserve shared path.
2. Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.
3. Advocate for the appropriate use and development of Princes Pier to balance recreational, visitor and residential needs.
4. Develop and implement an upgrade program for high demand public toilets.
5. Provide more shade in high use areas and along the foreshore.
6. Install new beach showers and drinking/water bottle refill stations at Port Melbourne.
7. Upgrade the Life Saving Club building.

### South Melbourne and Middle Park – High Value Actions

#### High value actions for South Melbourne and Middle Park:

1. Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.
2. Work with the Life Saving Club and LSV to provide a new building
3. Install new beach showers and drinking/water bottle refill stations.
4. Provide more shade in high use areas and along the foreshore.

### St Kilda – High Value Actions

#### High value actions for St Kilda:

1. Install new beach showers and drinking/water bottle refill stations at West Beach, St Kilda and Marina Reserve.
2. Support appropriate plans for the redevelopment of St Kilda Pier, sailing boat harbour and construction of the separated penguin boardwalk to match stakeholder aspirations with clear public benefits.
3. Develop and implement an upgrade program for high demand public toilets.
4. Work with the Life Saving Club and LSV to provide new accommodation

### Elwood – High Value Actions

#### High value actions for Elwood:

1. Develop vegetation management plan for the Elwood foreshore reserves.
2. Provide shade species along the foreshore in line with Elwood Masterplan.
3. Develop and implement an upgrade program for high demand public toilets.

## I.1 BACKGROUND

The City of Port Phillip is a bay side municipality located on the northern shore of Port Phillip Bay. The foreshore is Port Phillip's most outstanding natural and cultural asset and plays a very important social and recreational role for the local and wider population. The foreshore contains some of Melbourne's most popular beaches and is well known for its historic and dynamic urban environment. The Port Phillip foreshore environment is highly modified with most beaches being artificially created and renourished to maintain a sanded beach experience for users.

The Port Phillip foreshore is well serviced by a number of varied and substantial retail, entertainment and leisure precincts due to its close proximity to Bay Street (Port Melbourne), Clarendon Street (South Melbourne), Fitzroy and Acland Streets (St Kilda), Carlisle Street (Balaclava) and Ormond Road (Elwood). The foreshore is reasonably well served by public transport with access for foreshore users by tram, light rail and bus.

Council is responsible for managing a significant amount of infrastructure and facilities located within the foreshore environment including buildings, waste and recycling bins, BBQ's, picnic tables, seats and benches, public toilets and showers, playgrounds, exercise stations, pathways, car parks, cycling facilities, drains, drinking fountains, access ways, lighting, parks and trees. Council also has primary responsibility for beach cleaning, protecting foreshore vegetation and cultural heritage values and managing the demand for recreational activities, festivals and events along the foreshore.

A previous Foreshore Management Plan (FMP) to guide decision making of the foreshore reserve was prepared in 2004. Many of the actions recommended in this 2004 Plan have been completed or are underway. Several factors since 2004 have warranted the development of a new foreshore plan. These include ageing infrastructure, declining vegetation, demands for upgraded facilities, demands for additional facilities, a changing climate and a 24 hour culture over summer. This project seeks to review and update the 2004 Plan to provide ongoing management direction for Port Phillip Council as the delegated Committee of Management for the foreshore.

## I.2 PURPOSE AND OBJECTIVES OF THE PORT PHILLIP FORESHORE MANAGEMENT PLAN

The purpose of the Port Phillip Foreshore Management Plan is to provide guidance for the future use, development and management of the Port Phillip foreshore. The Plan provides a long term strategic vision and direction for the foreshore by identifying coastal values that need protecting, maintaining and enhancing, whilst responding to current and future management issues. The Plan will also help to inform Council's future management and budgeting for the foreshore.

The Foreshore Management Plan is a public document that will ultimately be adopted by Council and approved by the Victorian Minister for Environment and Climate Change. The plan establishes agreement between a Committee of Management, Department of Sustainability and Environment (DSE) and the community as to how the foreshore area will be managed.

The main objectives of this Port Phillip Foreshore Management Plan are to:

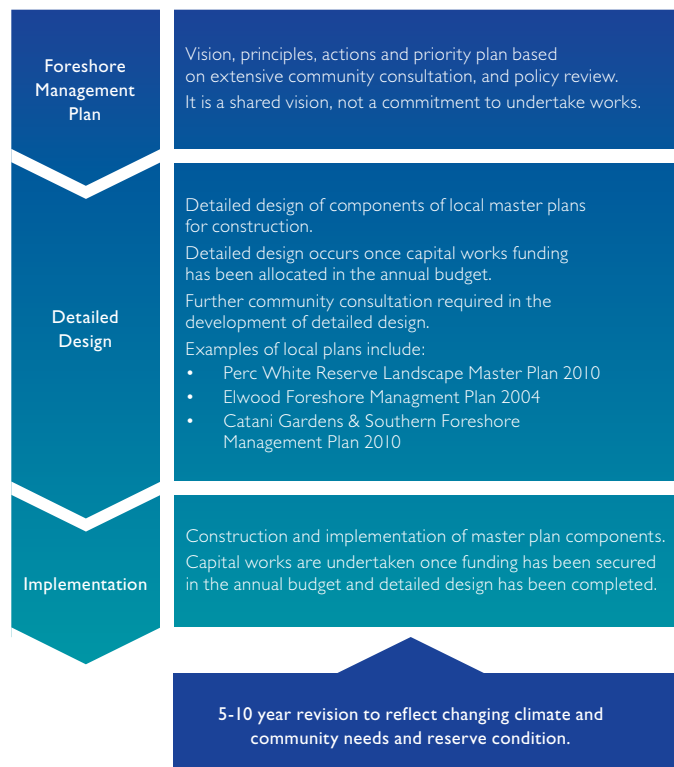
- Provide a long term strategic vision and direction for the foreshore.
- Identify coastal values that require protection, management and enhancing.
- Provide a framework for future use and development along the foreshore.
- Guide future management, works programming and budgeting.
- Identify current and future management issues.
- Increase the community understanding and awareness of the range and complexity of coastal issues and details how Council will manage the foreshore.
- Provide a defined and prioritised implementation plan that outlines responsibilities, priorities and cost estimates for future management.

The actions contained within the Foreshore Plan will be used to guide subsequent development of works programs for the area and provide support for future funding applications to Government agencies or other funding sources.

Once adopted by Council, the 2011 Port Phillip Foreshore Management Plan supersedes the 2004 version. The revised Plan takes into account changes in Government policy, an updated Victorian Coastal Strategy in 2008, emerging data regarding climate change issues and the changes to local issues including increasing population pressure and a 24 hour culture of foreshore usage.

The Port Phillip Foreshore Management Plan does not replace any existing Council plan, policy, master plan or Urban Design Framework (UDF). Rather the Foreshore Plan is a shared vision with principles, and associated actions including a priority plan that functions to complement other existing Council documents that provide detailed guidance within specific areas. Figure I-1 illustrates this.

Figure I-1 Foreshore Management Plan Implementation Process



## 1.3 STUDY AREA AND SIGNIFICANT FEATURES

The Port Phillip Foreshore Management Plan covers the 11 kilometres of coastline of the City of Port Phillip between Sandridge and Elwood. This includes the coastal Crown land reserved under the *Crown Land (Reserves) Act 1978* that the City of Port Phillip is the delegated Committee of Management.

In addition, the study area gives reference to Crown land within Port Phillip that is managed by DSE as lessor such as the St Kilda Sea Baths, piers, jetties and waterway managed by Parks Victoria and the freehold land owned by Port of Melbourne Corporation (PoMC) including Webb Dock Trail and Perc White Reserve. Although the St Kilda breakwater also falls outside Council's direct responsibility, the Foreshore Management Plan does give consideration to the Little Penguin colony and Council's shared responsibility as part of the St Kilda Breakwater Wildlife Management Co-operative Area (WMCA).

Sites of Aboriginal and post-settlement cultural heritage are valued and protected within the Port Phillip foreshore. The significant number of monuments, memorials and other public art along the foreshore are highly valued and well maintained. These features provide the resident and visitors with a unique sense of connectedness to the foreshore.

The beaches covered by this Plan include the Sandridge, Port Melbourne, South Melbourne, Middle Park, St Kilda and Elwood foreshore reserves. The foreshore is comprised of many landscapes and uses ranging from long sanded beaches to formal parks and built-up activity areas. The landscape and environment is highly modified, having evolved over time through land reclamation and beach renourishment, park development and built structures such as groynes and bluestone sea walls. The majority of the landscape represents a cultural landscape design to support intensive levels of inner-city activity.

The length of Port Phillip's foreshore is connected by the Bay Trail recreational path. The Bay Trail is extremely popular for bike riders, walkers, roller bladders and commuter cyclists and forms a key recreational path within the metropolitan trail network

The foreshore is well known and recognised for its distinctive and definable landscape character which varies from the Norfolk Island Pines on Elwood foreshore to the distinctive Canary Island Date Palms at St Kilda beach. South Melbourne and Middle Park have a relatively structured and exposed urban form complemented with sand dune formations. While Port Melbourne is identifiable by its extensive higher density residential redevelopment and the Sandridge area is considered to provide more natural coastal values.

Although the full foreshore extent is highly modified and urbanised, the Port Phillip foreshore does have some unique areas of original native vegetation including the regional ecologically significant Perc White Reserve and areas of dune systems. Other vegetated areas contain primary and secondary coastal vegetation communities which contribute to the coastal visual amenity and

provide habitat areas for native fauna and birds.

The Elster Creek catchment in Melbourne's inner south eastern suburbs is a tributary of Port Phillip Bay, stretching 15-20 kilometres from Bentleigh to Elwood. It is the most significant waterway within the City of Port Phillip entering the Bay. Beginning in Bentleigh, it flows underground to McKinnon and East Brighton. It continues above ground at Gardenvale and East Brighton to then enter the Bay north of Point Ormond. The most well known point of the Elster Creek is at what is commonly called the Elwood Canal. The Elster Creek catchment collects rainwater that falls in this area and, via the creek, carries this water down to Port Phillip Bay.

Although the Foreshore Plan does not specifically include water environments and offshore activities such as boating, the Plan takes into account the impacts of offshore activities such as jet skiing, recreational fishing and boating on the foreshore reserve.

The Foreshore Plan considers interface issues with the adjacent municipality of City of Bayside to the south of the study area at Head Street, Elwood and the Port of Melbourne Corporation to the north of the study area in Sandridge and with State Government agencies such as Melbourne Water relating to stormwater drains. Collaboration between agencies is essential to improve consistency between management practices and maintenance regimes for the benefit of foreshore users.

Figure 1-2 on the following page shows the study area subject to this Foreshore Management Plan.

### 1.3.1 Aboriginal Recognition

The Port Phillip coastline was particularly significant to Aboriginal people, and remains so. The route along the foreshore is considered to be both an historic clan border as well as an historic trail used by the Boon Wurrung on their annual travels from Port Phillip Bay to Mornington.

The City of Port Phillip acknowledges that Indigenous Australians were the first people of this land and have survived European settlement for more than two centuries

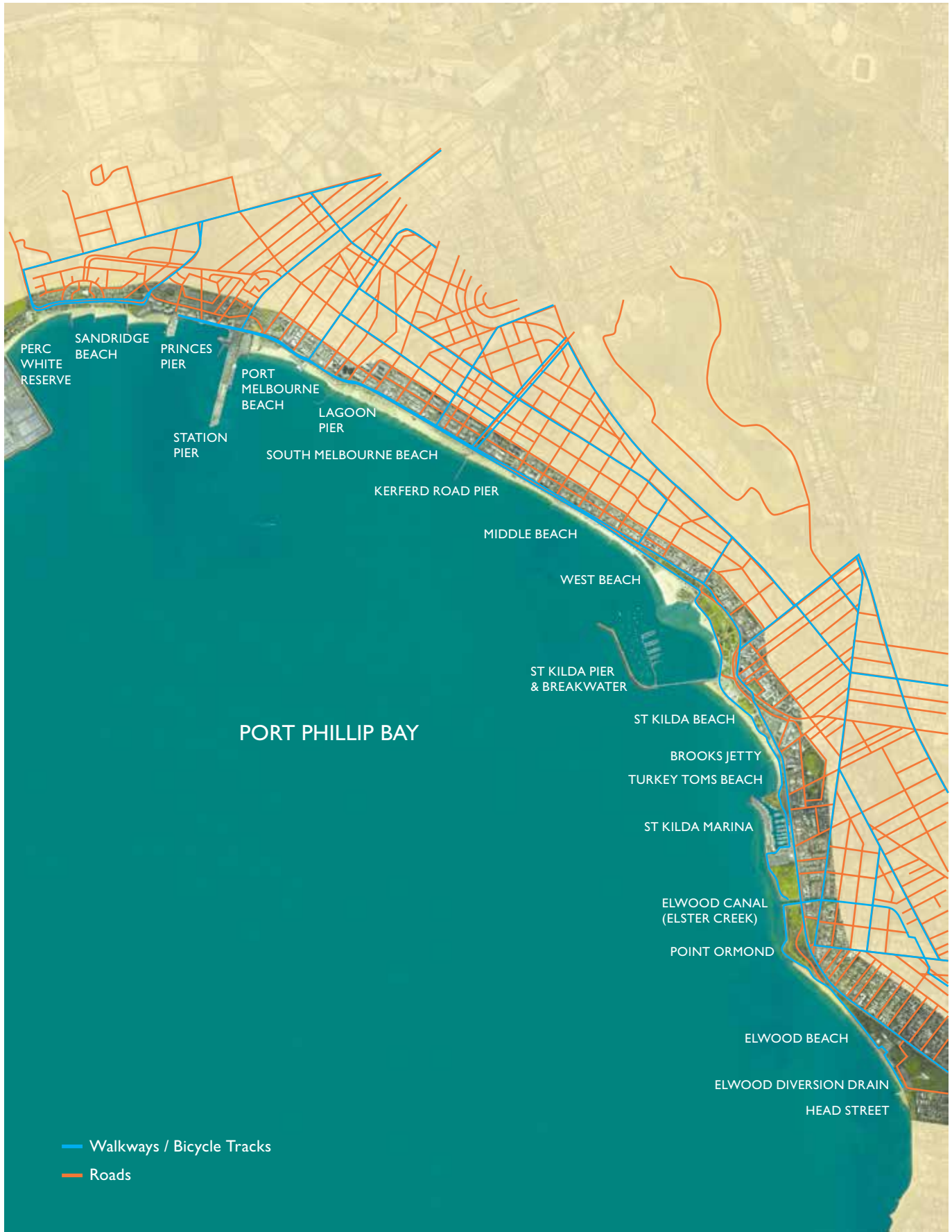
Aboriginal community representatives and leaders and the City of Port Phillip signed a memorandum of understanding (MoU) on September 11, 2002 at the St Kilda Town Hall. A key characteristic within the MOU, of relevance to the Port Phillip Foreshore Plan, is in regards to the management and protection of sites of Indigenous cultural significance, in which it states:

'Public land for which Council is the responsible authority, and that is an identified site of cultural significance, or that may be site of cultural significance, subject to native title interest, is required to be protected by Council according to relevant legislation.'

Within the Port Phillip foreshore there is one Aboriginal archaeological site recorded at Point Ormond.

# I Context (cont.)

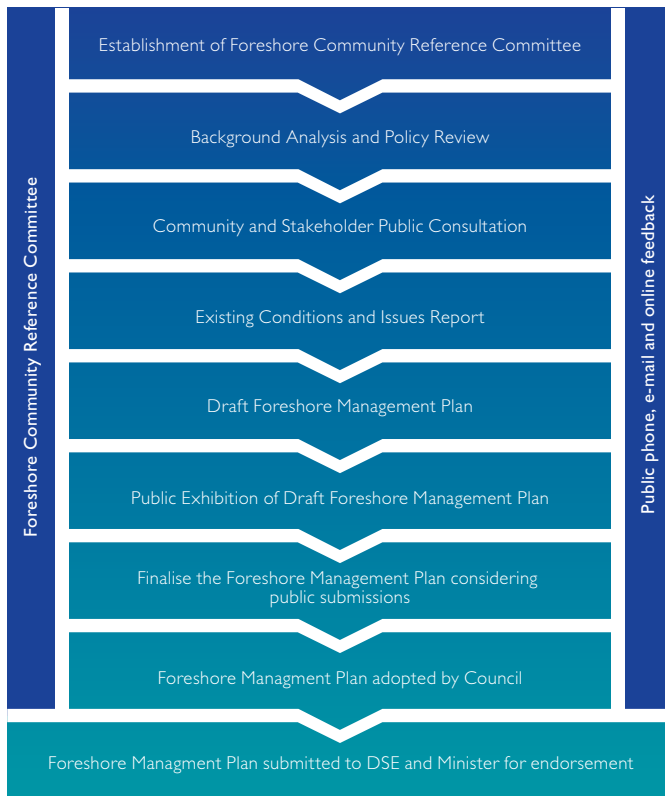
Figure I-2 Port Phillip Foreshore Management Plan Study Area Map



## 1.4 DEVELOPMENT OF THE PORT PHILLIP FORESHORE MANAGEMENT PLAN

As shown diagrammatically in Figure 1-3, the Port Phillip Foreshore Management Plan has been prepared in accordance with the requirements of the *Coastal Management Act 1995* and relevant State and Local Government policy and guidelines.

Figure 1-3 Approach to developing the Port Phillip Foreshore Management Plan



As key stakeholders of the foreshore, City of Port Phillip Council Officers, representatives from clubs, community organisations, friends volunteer groups, State government agencies and foreshore users provided early input into the development of the Foreshore Management Plan through the identification of key issues, values and opportunities. To capture opinions from Council Officers, agency and community organisations and the foreshore users, a variety of mediums were applied to ensure a representative number of individuals and groups were surveyed. Participation by the community in the various types of consultation included telephone and on-site surveys along the foreshore, 'Your Bay Your Say' community consultation, workshops, video interviews, emails and online discussion forums.

The Foreshore Management Plan Community Reference Committee was formed to draw on the experience of the community and assist Council in the development of the Plan. The Committee provided guidance to Council in the development of the foreshore principles and actions whilst also considering the feedback received via the various consultation activities.

The Background Review included research of other State and international related trends. This information provided an understanding of the best practice examples and case studies on key management trends relating to a range of aspects on the foreshore and facilities in other jurisdictions.

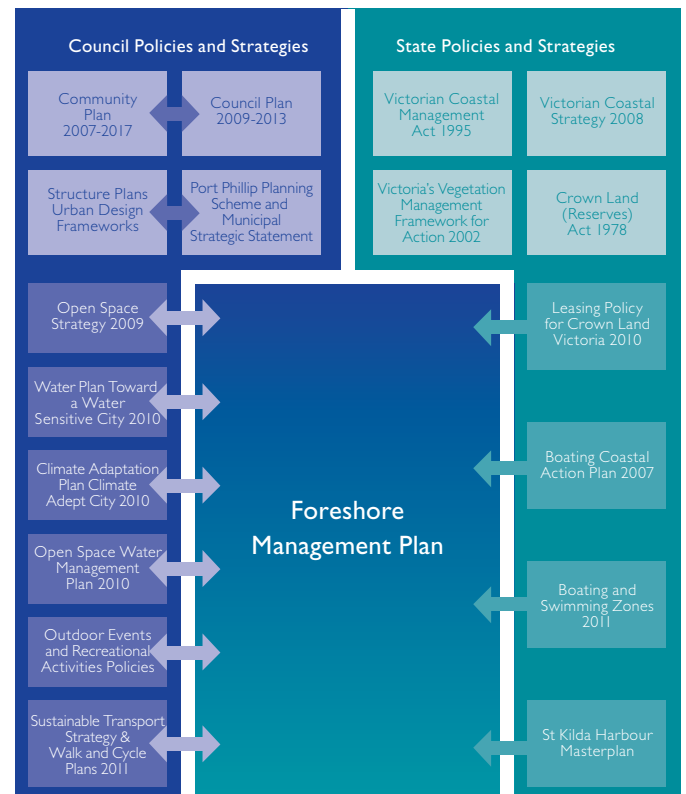
## 1.5 PLANNING FRAMEWORK

A range of legislative, policy and guideline instruments are used to manage, administer and develop the foreshore reserve managed by the City of Port Phillip. These documents cover a broad spectrum of issues. The function of the Port Phillip Foreshore Management Plan is to utilise these instruments in a way that provides an integrated and comprehensive management tool for Council and the broader community. This will also provide clear agreement on the future strategic direction of the foreshore reserve.

This section outlines the policy and planning framework in which the Plan has been prepared with reference to the significant Council and State strategies and policies. Comprehensive details of these and other strategies and policies are examined as part of the Foreshore Background Review.

Figure 1-4 shows the relationship of the Foreshore Management Plan to the major Council and State policies and strategies.

Figure 1-4 Foreshore Plan relationship to Council and State Policies and Strategies



# I Context (cont.)

## 1.5.1 Coastal Management Act 1995

The *Coastal Management Act 1995* provides for the coordinated strategic planning and management of the Victorian coast. The Act establishes the Victorian Coastal Council (VCC) and three Regional Coastal Boards to coordinate planning and management of the coast. It also provides for the coordinated approach to approvals for use and development of coastal Crown land, including the preparation and implementation of Coastal Action Plans (CAP) (see Section 1.5.7) and Coastal Management Plans (CMP) or Foreshore Management Plan (FMP) in this instance.

As set out in Section 30 of the Act, the relevant Committee of Management of coastal Crown land reserved under the *Crown Land (Reserves) Act 1978* may determine whether to prepare a CMP and is empowered to prepare this Plan.

A CMP must set out the land management requirements for the area and include a business plan describing the proposed works.

A CMP for an area must be consistent with and give effect to:

- The Victorian Coastal Strategy;
- Any Coastal Action Plan applying to the area (Central Boating CAP in this instance); and
- Any relevant coastal recommendation.

A completed CMP must be referred to the Minister for approval. Importantly, land managers, public authorities and Committee of Management, must take all reasonable steps to give effect to an approved CMP applying to the Port Phillip foreshore reserve. Every three years the CMP must be reviewed and a new plan developed for the area.

The *Coastal Management Act 1995* is also the legislative instrument to provide consent for the use and development of coastal Crown land. This consenting process applies to all coastal Crown land, regardless of status in a planning scheme and ensures that DSE has the opportunity to represent the broader public interest in matters affecting the coast and seabed.

When considering an application, DSE must have regard to:

- The Victorian Coastal Strategy.
- Any Coastal Action Plan applying to the land.
- Any relevant coastal recommendation.
- The purpose of the reservation under the *Crown Land (Reserves) Act 1978*.

Figure 1-5 illustrates the connection and hierarchy of the Victorian coastal legislation and organisations to the state, regional and local level plans. Port Phillip Council as the ‘Committee of Management’ is responsible for the implementation of the local level Foreshore Management Plan and relevant aspects of the higher level *Victorian Coastal Strategy 2008*.

Figure 1-5 Hierarchy of coastal legislation, organisations and plans



## 1.5.2 Crown Land (Reserves) Act 1978 and Reservations within Port Phillip

The *Crown Land (Reserves) Act 1978* provides for the reservation of Crown land for various purposes and its management. The Act also provides an instrument for leasing and licensing of reserved Crown land, revocation of Crown reservations and sale of Crown land. The Minister for Environment and Climate Change appoints Committee of Management, under the Act, to manage reserves on behalf of all Victorians, outlines committee powers and establishes regulations for land reserved under this Act.

Table 1-1 outlines the Crown land reservations located within the foreshore reserve and the responsible authority for management of this land.

Table 1-1 Crown Land Reservations on Port Phillip Foreshore

Crown Reserve	Management
Elwood Park and Elwood Foreshore Reserve	City of Port Phillip
St Kilda Marina and surrounding foreshore	City of Port Phillip
Elwood Canal	Melbourne Water
Shakespeare Grove Recreation and Drainage Reserve	City of Port Phillip
St Kilda Foreshore Reserve/Catani Gardens	City of Port Phillip
St Kilda Sea Baths (Unreserved Crown land)	DSE
St Kilda Pier and Breakwater	Parks Victoria
South Melbourne Foreshore Reserve	City of Port Phillip
Port Melbourne, South Melbourne and Middle Parks Foreshore Reserve	City of Port Phillip
Public Purposes Reserve (near intersections of Bay Street, Port Melbourne and Johnston Street, South Melbourne)	City of Port Phillip
Port Melbourne Foreshore Reserve	City of Port Phillip

### 1.5.3 Leasing Policy for Crown Land in Victoria 2010

The Leasing Policy for Crown Land in Victoria 2010 is the State Government's recognition of the importance of having a robust and relevant policy for the leasing of Victoria's valuable Crown land to manage impacts from increasing pressures of population growth and environmental stress.

This policy applies to leasing under the *Crown Land (Reserves) Act 1978* and is relevant to land managers, tenants and prospective tenants. The policy applies to Crown land leasing by the Department of Sustainability and Environment (DSE), Parks Victoria, trustees and committees of management appointed under the *Crown Land (Reserves) Act*. It also applies to the granting of new leases and the renewal of leases.

The objective of the Crown land leasing policy is to provide a consistent framework for the leasing of Crown land by formalising 'Crown Land Leasing Principles' at a State-wide level. These principles guide land managers, existing tenants and prospective tenants, help inform decision making around leasing and improve community awareness of government policy for the leasing of Crown land.

The three Crown land leasing policy principles are:

- To provide benefits to the public through leasing.
- To ensure consistency and transparency in leasing.
- To manage leased Crown land in an ecologically sustainable manner.

### 1.5.4 Victorian Coastal Strategy 2008

The Victorian Coastal Strategy (VCS) 2008 provides a comprehensive integrated management framework for the coast of Victoria. It is established under the *Coastal Management Act 1995*. The Act directs the VCS to provide for long-term planning of the Victorian coast for the next 100 years and beyond.

The purpose of the 2008 strategy is to provide:

- A vision for the planning, management and use of coastal, estuarine and marine environments.
- The government's policy commitment for coastal, estuarine and marine environments.
- A framework for the development and implementation of other specific strategies and plans such as Coastal Action Plans, management plans and planning schemes.
- A guide for exercising discretion by decision-makers, where appropriate.

The VCS addresses four hierarchy of principles for coastal, estuarine and marine planning and management. The principles set the foundation of the strategy and provide a basis for a series of policies and actions to guide planning, management and decision making on coastal private and Crown land.

The hierarchy of principles are:

1. Provide for the protection of significant environmental and cultural values.
2. Undertake integrated planning and provide clear direction for the future.
3. Ensure the sustainable use of natural coastal resource.
4. Ensure development on the coast is located within existing modified and resilient environments where the demand for development is evident and the impact can be managed.

The following key actions from the VCS apply to the Port Phillip Foreshore Management Plan:

- The City of Port Phillip contains Coastal Acid Sulphate Soils (CASS). The VCS notes it is policy to avoid CASS and ensure any development proposed near or on CASS demonstrates that it will avoid any disturbance.
- Consider a precautionary principle approach to planning in the coastal environment when considering risks associated with climate change.
- Consider management responses and adaptation strategies to vulnerable areas as a result of climate change impacts in Port Phillip. These may include whether to protect, redesign, rebuild, elevate, relocate or retreat coastal Crown land buildings and infrastructure.
- Apply the criteria for use and development on coastal Crown land as outlined in the VCS.

### 1.5.5 Flora and Fauna Guarantee Act 1988

The purpose of the *Flora and Fauna Guarantee Act 1988* (Vic) is to establish a legal and administrative structure to promote the conservation of Victoria's native flora and fauna (including those relevant to the marine environment and coastal habitats). The Act provides procedures which can be used for the conservation, management or control of flora and fauna and the management of potentially threatening processes.

Use and management of the Port Phillip foreshore reserve should incorporate sound principles of flora and fauna management. The Foreshore Management Plan should recognise any potential threats to native flora and fauna and include management strategies to mitigate these threats.

### 1.5.6 Victoria's Native Vegetation Management: A Framework for Action 2002

Victoria's Native Vegetation Management: A Framework for Action 2002 is the State government's strategy to protect, enhance and revegetate Victoria's native vegetation. It addresses native vegetation from a whole of catchment perspective but with a focus on private land where the critical issues from past clearing and fragmentation of native vegetation exist. The Framework's main goal is to achieve a reversal, across the entire landscape, of the long-term decline in the extent and quality of native vegetation, leading to a net gain.

# I Context (cont.)

Net gain is where overall gains in native vegetation are greater than overall losses and where individual losses are avoided where possible. This recognises that although it's better to retain existing native vegetation, it is possible to partially recover both amount and quality by active work and therefore improve the result as a whole. Net gain will be achieved as a result of landholder and government-assisted efforts to protect and improve native vegetation. In addition, permitted clearing must be offset in a way that adequately addresses the future impacts of such clearing.

The 'Framework' is one of the Victorian State Policies guiding decisions through the municipal planning schemes. The purpose of Clause 52.17 of the Port Phillip Planning Scheme is to protect and conserve native vegetation to reduce the impact of land and water degradation and provide habitat for plants and animals, whereby the following objectives apply:

- To avoid the removal of native vegetation.
- If the removal of native vegetation cannot be avoided, to minimise the removal of native vegetation through appropriate planning and design.
- To appropriately offset the loss of native vegetation.

## 1.5.7 Applicable Coastal Action Plans: Boating Coastal Action Plan 2007

The *Coastal Management Act 1995* refers to Coastal Action Plans (CAP) as part of a framework to provide strategic regional policy. A Coastal Management Plan (CMP) (or Foreshore Management Plan (FMP) in this instance) sits under the CAP to provide localised management and decision making guidance for a smaller geographic area.

The only applicable CAP that is of direct relevance to the preparation of the Port Phillip FMP is the Boating Coastal Action Plan (BCAP), prepared by the Central Coastal Board (2007). The Boating Coastal Action Plan (BCAP) 2007 is a strategic planning tool that provides a vision for the future use and improvement of the boating network. Together with a series of guiding principles and specific policies, the Boating CAP identifies immediate priorities for upgrading and managing existing facilities and a planning framework for new facilities. The primary outcome from implementation of the Boating CAP will be a network of boating facilities in 2030 that provides a level of service that reflects the needs of the community.

The Boating CAP and its policy direction have been considered during the development of the Port Phillip FMP.

The Boating CAP divides the central coastal region into ten boating area planning precincts within Port Phillip Bay, for which specific local objectives and policies are identified for implementation. The Boating CAP identifies the City of Port Phillip within the 'North Port Phillip' boating area planning precinct. These boating area planning precincts define policy for boating facilities at a local level. Each boating area planning precinct has specific boating functions, and a mix of local, district, regional and national functions/roles.

The North Port Phillip Boating Area policies relevant to the City of Port Phillip Foreshore Plan include:

Area /No.	North Port Phillip Boating Area Policies
A5.1	In this Boating Area, the strategic focus for investment to significantly upgrade facilities will be at St Kilda, Williamstown and the Yarra River facilities that compose the State Marine Precinct.
A5.4	Any new boating facilities south of the Yarra River to Ricketts Point will be provided within existing harbours, or near Princes Pier. The primary use of those harbours will be for boating activity.
A5.5	A coordinated liaison group of boat clubs, commercial operators and state government agencies will be established to plan for the provision of boating facilities and services expected in the State Marine Precinct (which comprises the Williamstown, Yarra River and Port of Melbourne areas).
A5.6	Any new or reconfigured boating facilities will be required to provide berths and moorings available to the public and visiting boaters during peak season demand.
A5.8	Any new boating facilities must not interfere with the operation of the commercial shipping channels or Port of Melbourne, particularly inside the State Marine precinct area. Any new proposal in this area must receive the endorsement of the Port of Melbourne Corporation.

A Boating Hierarchy was applied to all existing and proposed boating facilities in accordance with the criteria for upgrade of existing or provision of new facilities. The criteria included function and location, environmental impacts, social and cultural impacts, and economic and financial impacts.

There are six facilities identified in the Central Boating CAP within the 'North Port Phillip Boating Area', which are managed by Parks Victoria or the City of Port Phillip. The exception is Princes Pier which is managed by Major Projects Victoria and under reconstruction. It is also recognised that some of these facilities form part of the State Marine Precinct. The boating facilities and their current and future role are:



Name	Type	Current Role	Future Role
Princes Pier	Pier/Jetty	Closed	TBC
Port Melbourne Yacht Club	Yacht Club	Local	Local
Lagoon Pier	Pier/Jetty	Local	Local
Kerferd Road Pier	Pier/Jetty	Local	Local
St Kilda Harbour (includes St Kilda Pier, St Kilda Harbour and Royal Melbourne Yacht Squadron)	Yacht Club	Regional	Regional
St Kilda Marina	Multipurpose	Regional	Regional

The Boating Hierarchy for the region recommends no change from the current role to the future role of these boating facilities within the network in 2030. This indicates that the level of services and facilities provided at each of these boating facilities now is not expected to alter significantly over this period. This does not prohibit ongoing maintenance and facility renewal.

In 2008 a Concept Plan for the St Kilda Harbour Precinct was prepared by Parks Victoria. The Royal Melbourne Yacht Squadron has planning approval to replace the St Kilda boat harbour marina, construct a breakwater extension and wave attenuator.

### 1.5.8 Boating and Swimming Zones

Parks Victoria is progressively introducing new boating and swimming zones to improve safety across Port Phillip and Western Port. The purpose is to separate activities such as swimming from boating to create a safer and more enjoyable environment for boaters and swimmers.

The new zones are:

- **No Boating** – Swimming zone where boating is not permitted.
- **Boating Only** – Boating zone where swimming is not permitted.
- **5 knot zone** – where boating speed is limited 200 metres from shore.

Other specific zones such as Personal Water Craft (PWC) or sailboard zones are now incorporated into the 'Boating Only' category.

The new zone changes between Port Melbourne and St Kilda came into effect in September 2010. The changes include:

- Revised kite board operating area near West Beach.
- Swimming only zone in front of Port Melbourne and South Melbourne Life Saving Clubs.
- Swimming only zone between Wright and Armstrong Street in Middle Park.
- Boating only zone at St Kilda Marina and entrance.
- Swimming only zone between St Kilda Marina and St Kilda Pier.
- Improved visibility of aids to navigation and easy to understand signage.

Parks Victoria is expected to implement the remaining new zones in Port Phillip and Western Port progressively over the coming years.

### 1.5.9 National Coastal Climate Change Risk Assessment and the Victorian Future Coasts Program

The national coastal climate risk assessment or 'first pass' assessment drew together existing and new information to highlight the scale and range of issues Australia faces as a vulnerable coastal nation. The report identifies the key risks to Australia's coastal areas and outlines the role of adaptation.

The objectives of the first pass national assessment were to:

- Provide an assessment of the implications of climate change for nationally significant aspects of Australia's coast, with a particular focus on coastal settlements and ecosystems.
- Identify areas at high risk to climate change impacts.
- Identify barriers or impediments that hinder effective responses to minimise the impacts of climate change in the coastal zone.
- Help identify national priorities for adaptation to reduce climate change risk in the coastal zone

The Future Coasts Program is part of the Victorian Climate Change Adaptation Program. Future Coasts is led by the Department of Sustainability and Environment (DSE) in partnership with the Department of Planning and Community Development (DPCD) to provide a 'second pass' Victorian coastal climate assessment dataset.

The Future Coasts Program provides high resolution 3D representations of the land and sea floor using Light Detection and Ranging (LIDAR) optical remote sensing technology and Digital Elevation Models (DEM). The second pass assessment examines sea level rise, storm tide and land instability (erosion) along the entire Victorian coastline based on the State Government's policy of planning for sea level rise of no less than 0.8m by 2100. This work is currently being processed and quality assured for release as a Geographic Information System (GIS) dataset.

The Future Coasts Program is also developing Victorian coastal hazard guide. The guide will provide technical input to support local planners and land managers to undertake a consistent approach to planning for and managing the impacts of climate change on coastal hazards on the Victorian coast. This guide was due to be released in 2011.

Additionally, a project is underway in association with the Municipal Association of Victoria (MAV) to develop a Coastal Asset Database for Victoria. The Asset database will be designed for coastal land managers to view and interrogate a series of spatial data layers to assist them in their planning and decision making process. The project will work with key coastal stakeholders to identify and collate key asset datasets. The database aims to include information about buildings and infrastructure on public and private land, as well as ecological and heritage assets.

Together with the first and second pass data and mapping inputs, Port Phillip's climate change adaptation planning will produce a 'third pass' assessment. The localised Coastal Hazard Vulnerability Assessment (CHVA) will also use Port Phillip's recent flood modelling to determine the local impact of climate change. The third pass assessment will directly influence key local strategic policy and statutory tools, support monitoring and evaluation of change in coastal hazards over time and provide data for risk assessment and scenario planning. When completed, these resources will provide Port Phillip Council with the tools to better plan decision-making and manage the predicted coastal vulnerability including the impacts of climate change on the foreshore.

## 1.5.10 City of Port Phillip Community Plan 2007–2017

The City of Port Phillip Community Plan 2007-2017 is a planning and action framework intended to respond to community agreed priorities for a ten year period. The priorities came out of the 'Port Phillip Speaks Community Summit' held in April 2007 and attended by 750 people who actively discussed a range of complex topics and explored different opinions.

The Summit discussion focused on five key topics which included parking, community building, urban planning and development, entertainment and residential amenity and public open space. The Community Plan outlines the priorities to assist in protecting what the community identified as valuing the most.

Key priorities with relevance for the Port Phillip Foreshore Plan are to:

- Manage water use and re-use, planting and park usage for prolonged drought.
- Encourage environmentally sustainable design, while advocating for mandatory State government controls to reduce greenhouse emissions and water consumption.
- Make the physical environment support the community – "claim our streets", e.g. street parties, better lighting (to improve safety at night), spaces for young people, extend community bus, use public gardens, better public transport, better spaces for pedestrians.
- Improve event management to reduce environmental impacts and better manage the effect on the community.

## 1.5.11 City of Port Phillip Council Plan 2009-2013

The City of Port Phillip Council Plan 2009-2013 sets out Council's strategic directions and actions, and provides progress measurement indicators over a four year period. The Council Plan four key strategic directions are:

- Engaging and governing the city.
- Taking action on climate change.
- Strengthening our diverse and inclusive community.
- Enhancing liveability.

The objectives of the Foreshore Plan reflect the key strategies and directions in the City of Port Phillip Council Plan 2009-2013.

## 1.5.12 Port Phillip Planning Scheme including Municipal Strategic Statement

Planning schemes set out policies and provisions for the use, development and protection of land. Each local government area in Victoria and some special planning areas are covered by a planning scheme. Planning schemes are legal documents prepared by the local council or the Minister for Planning, and approved by the Minister. The administration and enforcement of the Port Phillip Planning Scheme is the duty of the City of Port Phillip.

The following clauses from the Port Phillip Planning Scheme have particular relevance for planning and land use management along the Port Phillip foreshore.

### State Planning Policy Framework

#### Clause 13 Environmental Risks

##### *Climate Change – Clause 13.01-1 Coastal inundation and erosion*

###### Objective

**'To plan for and manage the potential coastal impacts of climate change.'**

Key strategies to achieve this objective are to plan for sea level rise of not less than 0.8 metres by 2100; apply the precautionary principle to planning and management decision-making, and to ensure that new development is located and designed to take account of the impacts of climate change on coastal hazard or avoid development in areas susceptible to inundation.

##### *Clause 13.03-2 Erosion and landslip*

###### Objective

**'To protect areas prone to erosion, landslip or other land degradation processes.'**

Key strategies to achieve this objective are to identify areas subject to erosion or instability in planning schemes and when considering the use and development of land; prevent inappropriate development in unstable areas or areas prone to erosion and promote vegetation retention, planting and rehabilitation in areas prone to erosion and land instability.

### Local Planning Policy Framework

The Port Phillip Municipal Strategic Statement (MSS) sets out Council's strategic planning objectives, based on input from the community, and underpins the land-use and development provisions of the Port Phillip Planning Scheme.

The policies and objectives of the MSS and the Local Planning Policy Framework (LPPF) must be taken into account when preparing planning scheme amendments and considering planning permit applications.

The MSS highlights key issues for the Port Phillip foreshore:

- ‘There is a range of programmed activities in public open space areas in Port Phillip, including beach and foreshore events, supervised playground activities, horticultural activities and arts programs. The impacts of these events upon public access to open space needs to be monitored and managed.
- As the population increases, the public open space areas in Port Phillip will experience greater demand for use by residents and visitors alike. Existing public open space areas will need to be optimised, and new open space created where possible, to address this demand.
- The public realm is more inclusive, useable, safe and enjoyable if it is accessible to everyone. Changes to the physical environment which create access and equity are the key to inclusion of people with a disability in the community.
- The foreshore, from Webb Dock in Port Melbourne to Head Street in Elwood, is Port Phillip’s most outstanding natural and cultural asset and plays a very important social and recreational role for the local and wider population. Sensitive environmental management is essential in ensuring that the foreshore remains an attractive destination and continues to support a range of local flora and fauna.
- The foreshore and Albert Park Reserve are significant public open space assets and host a wide range of entertainment, sport and recreational activities. This influences the infrastructure needs of these areas and can impact on access to open space for local users.’

### Municipal Strategic Statement Objectives

The MSS identifies objectives for the long term direction of land use and development. The following objectives relate specifically to public open space and foreshore and are of direct relevance to the Foreshore Management Plan:

- ‘To create a public open space network that caters for a diverse range of users and is accessible to all.
- To ensure the retention and optimum provision of high quality public open space.
- To protect and enhance the physical and cultural heritage values, and environmental attributes of public open space.
- To achieve a sustainable balance between preserving public open space, including the foreshore, and meeting the needs of users.
- To protect, manage and enhance the foreshore as an important natural, recreational and tourism asset.
- To maintain an active waterfront of relevant coastal dependant uses.
- To recognise the economic value and contribution of the foreshore to both the local and regional economy.’

### 1.5.13 Port of Melbourne Planning Scheme

At the far western boundary of the City of Port Phillip foreshore the Perc White Reserve and Webb Dock Trail is located. This freehold land is owned by Port of Melbourne Corporation and is within the Port of Melbourne Planning Scheme, however as outlined in Section 1.6 is under the caretakership of the City of Port Phillip.

Specific objectives within the Port of Melbourne Planning Scheme describe the future intent for the Perc White Reserve.

#### Municipal Strategic Statement Objectives and Strategies

##### Clause 21.04 Objectives, Strategies and Implementation

###### Clause 21.04-4 Visual Impact, Amenity and Buffers

‘Existing open space areas are to be retained as landscaped buffers between sensitive land uses and the Port, including the Williamstown Foreshore, Perc White Reserve, Westgate Park and other key coastal parklands. PoMC is committed to retaining these areas and where it is consistent with Port planning, providing new opportunities for open space along the foreshore and river.’

The key objective is:

**‘To retain existing open space and park areas as landscaped buffers between sensitive land uses and the operational Port.’**

###### Clause 21.04-5 Open space and recreation

‘Perc White Reserve is a nature reserve located to the north-east of the Webb Dock precinct. The PoMC supports the long term protection of the reserve for its environmental values and as a valuable landscape buffer (between residential areas and the Port).

Management of the foreshore areas will involve consultation with Parks Victoria and local councils.’

The key open space and recreation strategy for Perc White Reserve is to improve its role as open space and a buffer to the Port.

### 1.5.14 Land Use Zones and Overlays

The Port Phillip and Port of Melbourne Planning Schemes indicate a number of zones and overlays applicable to the land within the Port Phillip foreshore. The zones and overlays specify particular requirements that must be met for use and development of land. An important feature, reflected in the first purpose of each zone, is that they are to be administered to implement the State Planning Policy Framework (SPPF) and Local Planning Policy Framework (LPPF), including the Municipal Strategic Statement (MSS) and Local policies. Generally, overlays apply to a single issue or related set of issues, such as heritage, environmental concern or flooding. Where more than one issue applies to land, multiple overlays can be used.

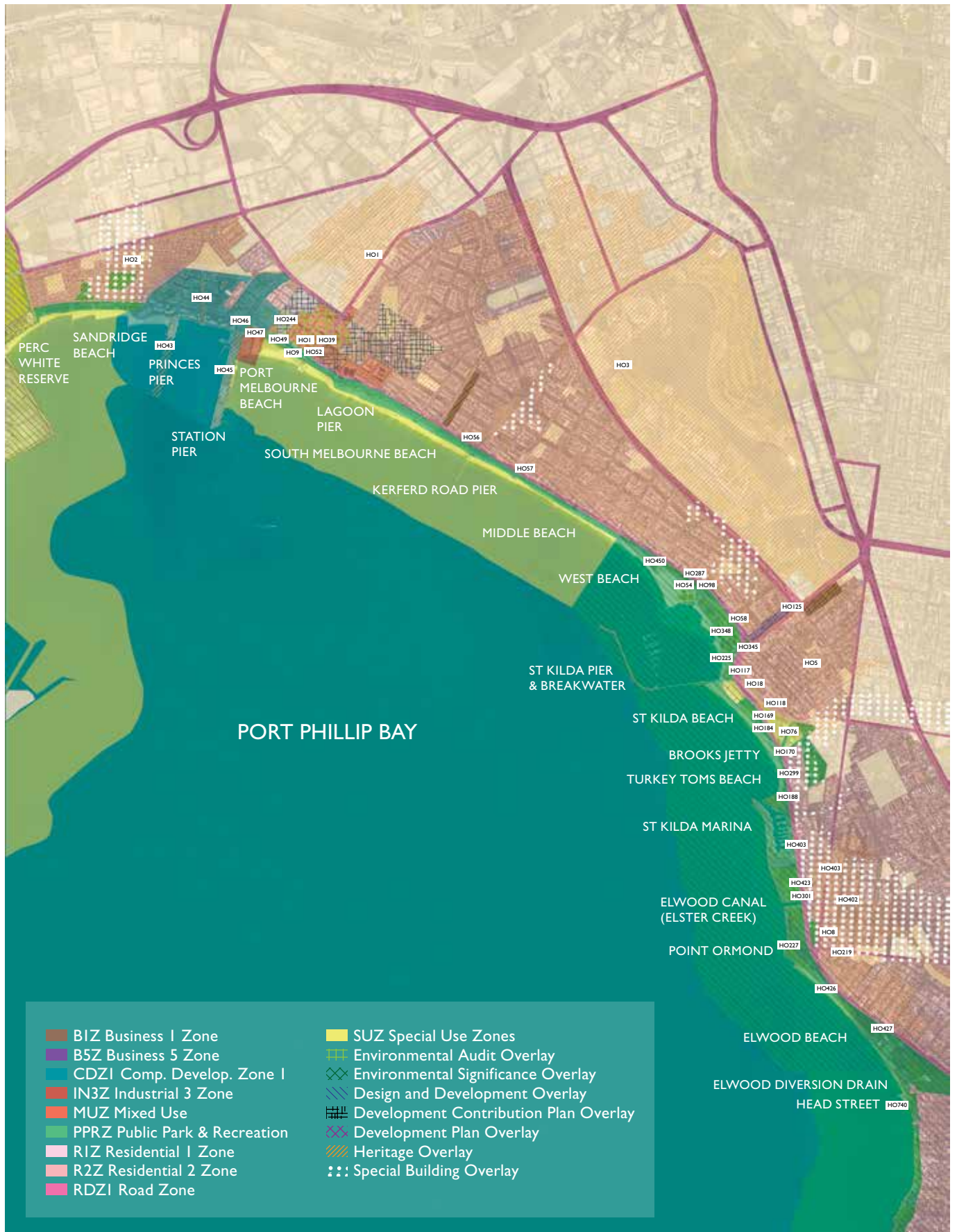
Table 1-2 lists the Port Phillip foreshore zones and overlays including the particular purpose or area that applies. Figure 1.6 illustrates the areas of the Planning Zones and Heritage Overlays.

# I Context (cont.)

Table I-2 Port Phillip Foreshore Zones and Overlays

Port Phillip Planning Scheme
<b>Zones</b>
<p><b>Public Park and Recreation Zone (PPRZ)</b></p> <ul style="list-style-type: none"> <li>To recognise areas for public recreation and open space.</li> <li>To protect and conserve areas of significance where appropriate.</li> <li>To provide for commercial uses where appropriate.</li> </ul>
<p><b>Comprehensive Development Zone Schedule 1 (CDZI)</b></p> <ul style="list-style-type: none"> <li>Beacon Cove Port Melbourne</li> </ul>
<p><b>Road Zone Category 1 (RDZI)</b></p> <ul style="list-style-type: none"> <li>To identify significant existing roads.</li> <li>To identify land which has been acquired for a significant proposed road.</li> </ul>
<p><b>Industrial 3 Zone (IN3Z)</b></p> <ul style="list-style-type: none"> <li>Tasmanian Ferry Terminal</li> </ul>
<p><b>Mixed Use Zone (MUZ)</b></p> <ul style="list-style-type: none"> <li>To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.</li> <li>To encourage residential development that respects the neighbourhood character.</li> </ul>
<b>Overlays</b>
<p><b>Design and Development Overlay Schedule 1-1c (DDOI-1C)</b></p> <ul style="list-style-type: none"> <li>Port Melbourne Mixed Use Growth Area</li> </ul>
<p><b>Design and Development Overlay Schedule 10 (DDO10)</b></p> <ul style="list-style-type: none"> <li>Port Phillip Coastal Area</li> </ul>
<p><b>Environmental Audit Overlay (EAO)</b></p> <ul style="list-style-type: none"> <li>To ensure that potentially contaminated land is suitable for a use which could be significantly adversely affected by any contamination.</li> </ul>
<p><b>Environmental Significance Overlay Schedule 3 (ESO3) – West Beach Natural History Reserve</b></p> <ul style="list-style-type: none"> <li>To conserve and maintain the indigenous vegetation and habitat values.</li> <li>To continue revegetation works on the site using indigenous species of local provenance.</li> <li>To continue weed control and other horticultural maintenance works.</li> </ul>
<p><b>Heritage Overlay (HO)</b></p> <ul style="list-style-type: none"> <li>To conserve and enhance heritage places of natural or cultural significance.</li> <li>To conserve and enhance those elements which contribute to the significance of heritage places.</li> <li>To ensure that development does not adversely affect the significance of heritage places.</li> <li>To conserve specifically identified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.</li> </ul> <p><i>Areas covered by Heritage Overlay include:</i></p> <p>Princes Pier (HO43), Leading Lights (HO44), Station Pier (HO45), Centenary Bridge Pillar (HO47), Maskell and McNab Memorial (HO48), Band Rotunda opposite Stokes St (HO49), Public Toilets opposite Stokes St (HO50), Bi-centennial Memorial (HO51), WWI Memorial (HO362), Port Melbourne Yacht Club (HO52), Kerferd Road Pier (HO174), Cast Iron Lamp Standards, Beaconsfield Parade (HO53), Catani Gardens (HO348), Open Sea Bathing House (West Beach Pavilion) (HO54), St Kilda Seabaths (HO168), Catani Arch (HO169), Obelisks (HO170), The Stoke House (HO171), Dressing Pavilion, Jacka Boulevard (HO172), Beacon, Point Ormond (HO187), Royal Melbourne Yacht Squadron (HO225) and Parers Pavilion, St Kilda Pier (HO226).</p>
<b>Port Phillip Planning Scheme</b>
<p><b>Special Building Overlay (SBO)</b></p> <ul style="list-style-type: none"> <li>To identify land in urban areas liable to inundation by overland flows from the urban drainage system as determined by, or in consultation with, the floodplain management authority.</li> <li>To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.</li> <li>To protect water quality in accordance with the provisions of relevant State Environment Protection Policies, particularly in accordance with Clauses 33 and 35 of the State Environment Protection Policy (Waters of Victoria).</li> </ul>
<b>Port of Melbourne Planning Scheme</b>
<b>Zones</b>
<p><b>Special Use Zone Schedule 1 (SUZ1)</b></p> <ul style="list-style-type: none"> <li>To provide for the ongoing operation and development of the Melbourne Port as a key area of the State for the interchange, storage and distribution of goods.</li> <li>To provide for uses which derive direct benefit from co-establishing with a port.</li> </ul>
<p><b>Public Park and Recreation Zone (PPRZ)</b></p> <ul style="list-style-type: none"> <li>To recognise areas for public recreation and open space.</li> <li>To protect and conserve areas of significance where appropriate.</li> <li>To provide for commercial uses where appropriate.</li> </ul>
<b>Overlays</b>
<p><b>Design and Development Overlay Schedule 2 (DDO2)</b></p> <ul style="list-style-type: none"> <li>Webb Dock Precinct</li> </ul>
<p><b>Heritage Overlay (HO) – (purpose as for Port Phillip)</b></p> <p>Areas covered by Heritage Overlay include:</p> <ul style="list-style-type: none"> <li>Kerferd Road Pier (HO01), Port Melbourne Yacht Club (HO09) and Beach Shelters (HO10)</li> </ul>

Figure I-6 Map Showing Port Phillip and Port of Melbourne Planning Scheme Controls



## 1.5.15 Climate Adaptation Plan: Climate Adept City 2010

The 'Climate Adaptation Plan: Climate Adept City 2010' builds on the 2007 report 'Climate Change in the City of Port Phillip – An Initial Perspective'. The two reports concluded impacts will need to be managed to develop a city that is more resilient to a changing climate. The Adaptation Plan is expected to drive the future direction of foreshore planning in a significant way.

A climate adept city is one that is resilient to changing climate and extreme weather. The Port Phillip Climate Adaptation Plan outlines five key actions to climate proof the municipality. These actions are focused on flood management, beach protection, climate proof buildings, city climate and access and safety.

The key objectives to achieve Port Phillip's vision for a climate adept city include:

- Climate Resilient Buildings
  - Foster adaptive building design and development across the city.
  - Restrict coastal development that is assessed as vulnerable.
- Flood Management
  - Realise an effective drainage network for an increasingly flood prone city.
  - Ensure that this drainage network is integrated and properly blended with both coastal protection mechanisms and increasing inland freshwater reserves.
- Beach Protection
  - Properly blend with both the city's expanding drainage network and an integrated bay-wide coastline protection strategy.
  - Provide protection to inland water reserves and development.
  - Enhance new and climate smart opportunities for uses and functions of our coastline.
- City Climate
  - Realise new building, streetscape and public/green space design that influences local climate positively, increases thermal comfort and ventilation indoors, and reduces power use.
- Access and Safety
  - Maintain excellent health, access and safety standards and services while enhancing community capacity to respond during emergency and health risk/pest events, particularly through the Municipal Health Plan.

A Community Climate Action Plan will be developed to achieve the above objectives. Community participation and input will guide the development of this Plan to focus on practical local actions to build community resilience to a changing climate.

## 1.5.16 Open Space Strategy 2009

The 2009 Open Space Strategy is focused on Council continuing to offer open space that is diverse and can accommodate the future needs of a growing population in a sustainable way within an established urban environment. Extensive community and stakeholder consultation provided input to the development of the strategy.

As public expectation related to open space has increased, the demand for social sport opportunities have changed along with an additional range of sand and water based leisure pursuits. Development of the strategy was also driven by a number of demographic and social factors such as high population density, high visitation to the foreshore, high community value on public open space, and high use of key open spaces.

The objectives of the Open Space Strategy are:

- To devise a strategy for effective planning, monitoring and evaluation of open space across the city to ensure its appropriate provision and development.
- To set a program of priority actions for each neighbourhood.
- To respond to new or changed demands for open space provision and use.
- To provide clarity and reasonable certainty for developers and land owners in relation to the requirements and expectations of planning authorities for the provision of open space.

To achieve the above objectives the strategy utilises nine guiding principles to assist in the planning, development and management of open space within the City of Port Phillip. The nine principles are:

<b>Principle 1:</b> Optimum provision of open space	<b>Principle 6:</b> Streetscapes as public open space
<b>Principle 2:</b> Commercial events in public open space	<b>Principle 7:</b> Public open space managed by others
<b>Principle 3:</b> New residential development and public open space	<b>Principle 8:</b> Supply of public open space
<b>Principle 4:</b> Safe access to public open space	<b>Principle 9:</b> Sustainable open spaces
<b>Principle 5:</b> Access for all	

## 1.5.17 Water Plan – Toward a Water Sensitive City 2010

The City of Port Phillip sustainable water management principles seek to address the affects of drought conditions, stormwater impacts on local water quality, and the increasing demand for mains water from a growing population. Council's 'Water Plan – Toward a Water Sensitive City 2010' sets out targets and strategies to transition to a 'water sensitive city'. The implementation of sustainable water management practices aims to mitigate the effects of low water availability and climate change impacts.

The vision for a water sensitive city will be achieved through the implementation of five strategies for integrated water management:

- Make water sensitive urban design standard practice for Council.
- Implement water efficiency in parks, gardens and public facilities.
- Implement water sensitive urban design in roads, drainage and streetscape works.
- Implement stormwater harvesting for open space.
- Facilitate the application of water sensitive urban design by the community.

The Water Plan sets integrated water management targets for 2020 in the areas of mains water conservation, use of alternative water sources, and stormwater quality improvement. The recommended key targets of relevance to the Port Phillip foreshore open space are:

- **Mains water conservation** – Retain existing targets of a 70% reduction in Council mains water use, and 50% reduction per capita in community mains water use by 2020.

- **Alternative water sources** – 50% of open space irrigation, or approximately 80 Mega Litres (ML) with alternatives to mains water such as rainwater, stormwater and wastewater.
- **Stormwater quality improvement** – Remove the suspended solids and nutrients contaminating stormwater, to protect the waterways and the bay.

The Water Plan will assist to protect the ecological health of the Bay by minimising litter, sediment and nutrient discharge through stormwater along its beaches.

### 1.5.18 Open Space Water Management Plan 2010

The purpose of the Open Space Water Management Plan 2010 is to assist Council better manage existing water sources, find and use alternative water sources, and adapt the city's open spaces to a drier and hotter climate.

The key objectives for the Open Space Water Management Plan are to:

- Maintain and improve the health of trees.
- Maintain and improve the health and liveability of our parks and open spaces, now and into the future.
- Find and use alternative water sources, and increase water efficiency.
- Use innovative water sensitive urban design and other adaptation measures to adapt to a drier and hotter climate.

The Open Space Water Plan provides guidance on alternative water source options which may be suitable for parks and open space within the municipality including both rainwater and stormwater harvesting.

### 1.5.19 Sustainable Transport Strategy: A Connected and Liveable City

The Sustainable Transport Strategy is the City of Port Phillip's decision making framework to address growing traffic congestion and unsustainable parking pressures by improving sustainable transport choices within the municipality. It notes roads such as Beaconsfield Parade, which carries 35,000 cars per day, is unsustainable and affects the safety of people using or crossing these roads as well as the liveability of nearby residents.

The Transport strategy seeks to achieve a connected and liveable city while reducing greenhouse gas emissions. The strategy provides a hierarchy for the entire city and foreshore that prioritises walking, bike riding and public transport above private car use. It also provides guiding principles to progressing sustainable transport, rather than prescribing isolated actions or particular programs.

### 1.5.20 Feet First – Making Pedestrians the Priority, City of Port Phillip Walk Plan 2011-2020

Building from the City of Port Phillip first Walk Plan 2005-2010, Feet First is part of a wider effort to increase sustainable transport use across Port Phillip, with a focus on further improving walking infrastructure while continuing to motivate more people to walk more often and to more places. It recognises Port Phillip remains one of Melbourne's most popular destinations, with millions of people visiting its retail, leisure and entertainment precincts each year.

The Walk Plan has four key goals and sets out a series of strategies and actions to achieve them:

- **Goal 1** – Create a destinations-based walking network that connects destinations and neighbourhoods across Port Phillip.
- **Goal 2** – Provide a high quality local walking environment.
- **Goal 3** – Better integrate walking with the transport network.
- **Goal 4** – Build a culture of walking in Port Phillip.

The Walking Plan also identifies principles to providing high quality pedestrian routes.

### 1.5.21 Get on your bike and go! Make bike riding better in Port Phillip, City of Port Phillip Bike Plan 2011-2020

The Bike Plan seeks to assist in the planning of bike infrastructure so that bike riding is a convenient, safe, efficient and enjoyable way of travelling. The Bike Plan also seeks to provide education and promotion opportunities to increase bike ridership.

The Bike Plan has four key goals and sets out a series of strategies and actions to achieve them:

- **Goal 1** – Improve bike riding infrastructure in Port Phillip based on a network that connects and links local and regional destinations.
- **Goal 2** – Better integrate bike riding with public transport and walking networks.
- **Goal 3** – Change people's travel behaviour to take up bike riding.
- **Goal 4** – Build a bike riding culture in Port Phillip so it is seen as a legitimate use of the road with mutual respect between riders and drivers.

The Bike Plan also identifies principles to improving bike paths and connecting destinations.

## 1.5.22 Economic Development Strategy 2012-2016

The draft Economic Development Strategy 2011-2015 is a key strategic document that seeks to deliver Council's vision by presenting a coherent and actionable plan for the next five years. The purpose of the Economic Development Strategy is to identify practical strategies that enhance competitive advantage for businesses in the municipality, increase connections between the business, visitor and residential communities, and drive prosperity across the entire Port Phillip community.

The following key economic development objectives relate to the Foreshore Management Plan:

- Seek to achieve social, environmental and cultural sustainability objectives, not just economic growth at whatever cost.
- Provide a business environment in Port Phillip that is attractive to green businesses.
- Promote environmentally friendly business practices.
- Maximise tourism yield from existing assets and increase visitation dispersal throughout the municipality.
- Educate local tourism operators on the need to balance visitation against amenity and environmental impacts.

There is a multiplier effect when considering the foreshore and local economic precincts, such as Port Melbourne, South Melbourne, Albert Park, Middle Park, St Kilda and Fitzroy Street. Foreshore visitors also spend in these adjacent precincts, contributing to the growth of small businesses, jobs and the overall vibrancy and attractiveness of the area.

## 1.5.23 Local Master Plans and Urban Design Frameworks

### Local Management and Master Plans

#### *Elwood Foreshore and Recreation Reserve Management Plan 2005*

The Elwood Management Plan provides recommendations to the management and upgrade of five key foreshore areas. It provides detailed recommendations for: Moran, Point Ormond and Robinson Reserves; Elwood Foreshore and Beach; Elwood Beach café, Club Houses and Car Parks; and Elwood car park. The major works implemented as part of this plan included: Elwood Sports Club redevelopment; stage 1 and 2 of the 3 stage Elwood Foreshore redevelopment and re-surfacing of the Point Ormond car park.

#### *Perc White Reserve Landscape Management Plan and Master Plan 2010*

The Perc White Reserve is located on freehold land owned by the Port of Melbourne Corporation (PoMC) and is maintained by the City of Port Phillip as a natural heritage area for passive recreation. The reserve has been identified as having both significant local and regional conservation status. The community volunteer group Friends of Port Melbourne's Foreshore is also actively involved in maintaining and upgrading the reserve.

The 2010 Master plan provides a holistic landscape design and direction for the reserve. The key elements to be implemented have been developed around the values and principles for the reserve which include protection of important native plants and animals, enhancement of the rare coastal ecosystem, access to and through the reserve and safety and accessibility for all.

#### *Catani Gardens and Southern Foreshore Management Plan 2010*

The Catani Gardens and Southern Foreshore Management Plan 2010 seeks to reinforce the importance of the precinct in terms of its contribution to the character of the City of Port Phillip and Melbourne whilst responding to regional tourism and recreational pressures. The Plan provides operational guidance on the maintenance and management of the reserve as well as the longer term direction.

Strategic objectives for the Catani Plan seek to:

- Guide use, maintenance and management of the precinct to create a balance between local community needs and the regional tourism role of the St Kilda Foreshore area.
- Manage and enhance the foreshore as an important tourism asset which appeals to local, national and international visitors.
- Enhance management practices to have a positive impact on the public realm.
- Enhance leisure opportunities and experiences through improved management practices.
- Maintain views and vistas.
- Balance commercial events on public land with needs of residents and visitors.
- Ensure open space and facilities are accessible for use by people of all ages and abilities.

#### *St Kilda Marina Reserve Masterplan*

The Marina Reserve master plan provides for an upgraded park with new pathways, open lawn area, increased native vegetation, active recreation and skateable infrastructure, amenities and reduced car park. Council adopted the master plan at its meeting of the 11 October 2010 following consideration of public submissions. The Minister for Environment and Climate Change provided consent for the reserve plan in June 2011 under the *Coastal Management Act 1995*. At the time of writing Council was developing detailed designs of the master plan for implementation.

### Urban Design Frameworks

Urban design frameworks (UDF) are high level planning tools that guide the purpose and type of future developments within a specific area. Once endorsed by Council, an urban design framework becomes a strategic planning framework. It is aimed to ensure that future improvements and (or) development occur in accordance with the values of the place and the people who use it.

#### *St Kilda Foreshore Urban Design Framework 2003*

The St Kilda Foreshore UDF was developed in 2003. It aimed to give direction to the St Kilda's foreshore areas that needed repair or undergo change. The framework resulted in the implementation of several projects under the banner of 'St Kilda's edge'. Some of these past projects included: St Kilda foreshore promenade redevelopment; Luna Park intersection redevelopment; Fitzroy Street connections project; and Catani Gardens Management Plan.

One project from the UDF that didn't proceed after community opposition was the St Kilda Triangle. This was ended in 2009 after Council signed an exit agreement with the developer. From mid 2011, Council re-started a conversation with the community about this significant site with a view to securing its long term future. Based on this conversation with the community Council will develop a new vision and subsequently amend the policy and controls in the Port Phillip Planning Scheme to reflect this vision.



### Port Melbourne UDF (under development)

The Port Melbourne UDF covers the land previously developed by Major Projects Victoria including: Beach Street, Waterfront Place, Station Pier, Princes Pier, foreshore promenade and beach area. Within the Station Pier area the UDF proposes to address issues such as bike and pedestrian access and links, traffic congestion, parking, restaurants, and future building developments with consideration to over shadowing and better managing congestion from the increasing cruise ships.

## 1.5.24 Outdoor Commercial Recreation Activities and Outdoor Events Policies 2011

Council's Outdoor Commercial Recreation Activities Policy (June 2011) provides a framework for Council's consideration of commercial recreational activity proposals on the foreshore and in parks, so that:

- Residents and visitors are encouraged to participate in a diverse range of sporting and recreational activities.
- Health and safety of users of the foreshore and parks is encouraged.
- Commercial activities do not detract from the recreational values of the foreshore and from parks.
- Impact on local amenity is managed appropriately.

Council define 'Commercial recreational activity' as being recreational and sporting activities conducted outdoors on beaches, foreshore areas, parks and other public places from temporary or permanent facilities, and for which a commercial fee is charged. Examples of commercial recreational activity include skydiving, kiteboarding instruction and hire, kayaking instruction and hire, and commercial fitness training.

The June 2011 Outdoor Events Policy provides a framework for the City of Port Phillip to assess and approve applications for outdoor events, including the foreshore open spaces.

Council define an 'event' as being an organised sporting, recreational, cultural, commercial or social gathering of people which is held on land managed by the Council. A 'major event' is an organised sporting, recreational, cultural, commercial or social gathering of people which involves an estimated participation or attendance of more than 1000 people, and a road closure requiring additional approvals from governing bodies i.e. Victoria Police or Vic Roads.

Commercial recreational activity and event applicants should demonstrate a number of measures in their application for permit or licence in order to gain approval to operate on the foreshore or in garden areas. These include:

- **Community Benefit demonstrated through** – improving the health and wellbeing of the community; delivering social and/or cultural outcomes; encouraging participation of the community including children, older adults, women and people with disabilities; sustainable tourism; an economic benefit, and partnerships with existing local clubs, businesses and community interests.
- **Control of Community Impact demonstrated through** – managing competing demands for use of the public domain, so a balance of opportunities are provided for the whole community; limited disruptions for local community accessing space; protection of the amenity of residents in event locations and impacts ameliorated for residents as far as practicable.

- **Control of Environmental Impact demonstrated through** – minimal and temporary impact on environment; minimal use of heritage gardens including St Vincent's Gardens, St Kilda Botanical Gardens, Catani Gardens and O'Donnell Gardens; the sustainable use of public space; protection of fauna and flora, and avoiding the overuse of any open space.
- **Ability to manage activities or produce an event demonstrated through** – the history of operators; risk management and safety practices, and other endorsements or certification where relevant.
- **Site suitability demonstrated through** – availability of suitable amenities as relevant, and where possible, choice of a relatively less activated site.

The current temporary licence and permits for the foreshore include: four kiteboarding operators, beach tennis, beach volleyball, skydiving and for the first time personal training and group fitness with groups of three up to a maximum of fifteen.

## 1.5.25 St Kilda Festival Development Strategy 2010-2013

Created following the 2009/2010 public review of the St Kilda Festival by the City of Port Phillip, the St Kilda Festival Development Strategy is a key tool in the future development of the event.

The strategy seeks to define the benefits of the Festival and the reasons why the City of Port Phillip is committed to the Festival and its future as a flagship event for the municipality.

The Festival Strategy outlines goals, strategies and performance indicators to measure the festival's success. Also included in the strategy is the program philosophy, information on sponsorship, financial plan, and an overview of Council governance and operations to manage the Festival.

During Festival week Council issue specific permits to festival participants, ranging from commercial (kiteboarding, beach volleyball, etc.) through to community use (musical groups, local fishing clubs, etc.). These applicants are selected and approved on published criteria.

The festival goals are:

- To provide an opportunity for people to access a wide variety of music for free in an outdoor setting.
- To provide an opportunity for new and emerging bands to access new and large scale audiences.
- To unite, connect and engage the community in an outdoor celebration of emerging Australian music.
- To provide active benefits to participants through professional development and skills training.
- To provide an event that has a diverse audience and diverse performers, including youth, indigenous and multicultural groups.
- To produce an event that celebrates the vitality and culture within St Kilda, and preserves the area's position as a fundamental breeding ground for live music in Australia.
- To maintain and continually improve safety and access, and reduce risk at the festival.
- To secure long term sustainability for the festival through collaborative partnerships and revenue.
- To balance protection of amenity and business opportunity with production of a large scale event.

## 1.6 FORESHORE MANAGEMENT ARRANGEMENTS

Several agencies have roles and responsibilities in the management of the Port Phillip foreshore. Whilst there is also an increasing shared responsibility for Council and the community in finding ways to improve the environment that fosters community building to make local spaces, safer, more accessible, attractive and user-friendly.

The agencies with the most significant roles in the management of the Port Phillip foreshore are:

### 1.6.1 Department of Sustainability and Environment

The Department of Sustainability and Environment (DSE) oversees management of Crown land on the coast. The Minister for Environment and Climate Change delegates management of coastal Crown land to various bodies under the *Crown Land (Reserves) Act 1978*. Local Committees of Management include Local Government, Parks Victoria or volunteer groups.

These Committees of Management then have the responsibility to manage, improve, maintain and control their reserve. In addition to unreserved Crown land on the seabed, DSE also have direct management responsibility for an area of unreserved Crown land where the St Kilda Sea Baths is located.

DSE is responsible for major repairs to the sea walls and renourishment of beaches around Port Phillip Bay. In 2001 the Department commissioned the 'Beaches at Risk' study to assess the condition of the 25 nourished beaches. In collaboration with Council, DSE undertook the re-nourishment of Middle Park in 2009. Elwood beach was also identified as a high priority with works undertaken during 2011.

### 1.6.2 City of Port Phillip

The City of Port Phillip (CoPP) has been delegated the Committee of Management responsibility through the *Crown Land (Reserves) Act 1978* of the Port Phillip Foreshore Reserve from Sandridge Beach in the north to the Elwood Diversion Drain at Head Street in the south.

The Perc White Reserve and Webb Dock Trail, are both freehold land owned by the Port of Melbourne Corporation (PoMC) and currently managed through a licence agreement by the City of Port Phillip.

Council is responsible for managing a significant amount of infrastructure and facilities located within the foreshore environment including buildings, waste and recycling bins, BBQ's, picnic tables, seats and benches, public toilets and showers, playgrounds, exercise stations, pathways, car parks, cycling facilities, drains, drinking fountains, access ways, lighting, parks and trees. Council also has primary responsibility for beach cleaning, protecting foreshore vegetation and cultural heritage values and managing the demand for recreational activities, festivals and events along the foreshore.

The City of Port Phillip supports a wide range of volunteer community groups, clubs and businesses that have an interest in the foreshore. Some of the activities to support community groups have included initiatives to achieve energy savings, reduce greenhouse gas emissions and improve sustainability. Council also provides assistance to each of the Life Saving Club's to support their vital volunteer services on the beaches throughout summer.

### 1.6.3 Parks Victoria

Parks Victoria (PV) is both a land manager as Committee of Management for several piers and jetties and local port manager of the Port Phillip Bay waterway under the Port Management Act. Within the Port Phillip foreshore area, Parks Victoria is responsible for managing the St Kilda Pier and Breakwater, Lagoon Pier, Brooks Jetty, and Kerferd Road Pier. As the local port manager, PV is also responsible for the safe and efficient operations of Port Phillip Bay as a waterway and is therefore responsible for implementing the new Recreational Boating and Swimming Zones, navigation aids and signage on the water.

Led by Parks Victoria, the St Kilda Breakwater Wildlife Management Co-operative Area (WMCA), was formed through an agreement to protect the flora and fauna including the Little Penguin colony of the without impeding its primary function to provide a safe harbour for vessels. The WMCA is represented by Parks Victoria, Royal Melbourne Yacht Squadron, Earthcare St Kilda Inc., Department of Sustainability and Environment and the City of Port Phillip. The St Kilda Breakwater WMCA meet bi-monthly to provide advice to Parks Victoria on the management requirements for habitat protection. In 2008 a Concept Plan for the St Kilda Harbour Precinct was prepared by Parks Victoria. This Plan proposes to update the pier and marina infrastructure including the installation of a boardwalk to separate the penguins from visitors to the breakwater.

### 1.6.4 Melbourne Water

Melbourne Water manages Melbourne's water supply catchments through the treatment and supply of drinking water as well as the removal and treatment of most of Melbourne's sewage. It also provides recycled water for non-drinking purposes and manages rivers, creeks and major drainage systems throughout the Port Phillip and Westernport region.

Within the Port Phillip foreshore reserve, Melbourne Water owns and manages the following major stormwater outlet drains to the Bay. These are located at the rock groyne in Sandridge, Princes Street Port Melbourne, Lagoon Pier, Kerferd Road Pier, Cowderoy Street in St Kilda West, Brooks Jetty, Elwood Canal and Head Street Main Diversion Drain.

### 1.6.5 Port of Melbourne Corporation

The Port of Melbourne Corporation (PoMC) is responsible for commercial shipping in the waters of Port Phillip, Melbourne and Geelong. Freehold land owned by the PoMC within the Port Phillip foreshore environment includes the Webb Dock Trail and Perc White Reserve.

Station Pier is Victoria's premier sea passenger terminal, mainland terminal for the Spirit of Tasmania and also accommodates visiting cruise ships and navy ships. Station Pier consists of a finger-pier structure with four operating berths (two on each side) and two terminal buildings. Station Pier and surrounding waterway is managed by the PoMC.

## 1.6.6 Central Coastal Board and Victorian Coastal Council

The Central Coastal Board (CCB) was established under the terms of the *Coastal Management Act 1995*. Its responsibilities cover the whole of Port Phillip and Western Port Bays. The CCB is a strategic coastal planning advisory body to the relevant State Minister and Victorian Coastal Council (VCC). The VCC is appointed under the *Coastal Management Act 1995* as the peak body for the strategic planning and management of the Victorian coast and to provide advice to the Minister for Environment and Climate Change. One of the core functions of the CCB as defined in the Act is to liaise with and encourage the cooperation of government departments, municipal councils, public authorities, industry, community groups and persons and bodies involved in the planning and management of the central coastal region.

## 1.6.7 Leases and Licences

A number of buildings are located on Crown land within the Port Phillip foreshore reserve which the City of Port Phillip issue leases or licences to vendors such as restaurants or community based clubs. Other licences are issued as a way of managing uses on the foreshore such as kiosks and commercial recreational operators.

Leasing foreshore buildings to tenants is a source of significant annual revenue for Council. The funds generated from these leases and licences are reinvested back into Council operations and contribute to the building maintenance and capital works investment required on the foreshore.

# 2 Community and Stakeholder Consultation

## 2.1 COMMUNITY PROFILE

One of the distinguishing features of the City of Port Phillip is its neighbourhood profiles. Port Phillip is home to seven distinct neighbourhoods that members of the community identify with, especially in terms of where they live. Four of these neighbourhoods, specifically Port Melbourne, Middle Park-Albert Park, St Kilda and Elwood/Ripponlea have portions of their boundaries located within the foreshore study area (refer to Figure 2-1).

Figure 2-1 City of Port Phillip – Neighbourhood Boundaries



(Source: City of Port Phillip 2010)

## 2.2 POPULATION FORECASTING

As outlined in Table 2-1, in 2006 the most populous age group in City of Port Phillip was 25-39 year olds, with 36,328 persons. In 2021 it is forecast the most populous age group will continue to be 25-39 year olds, with 37,288 persons. The number of people aged under 15 is forecast to increase by 1,577, representing a rise in the proportion of under 15 year olds to 9.7%. The number of people aged over 65 is expected to increase by 2,641 and estimated represent 11.3% of the population by 2021.

Table 2-1 City of Port Phillip – Forecast Age Structure 2006-2021

Forecast age structure, City of Port Phillip (persons)	2006		2021		Change 2006 to 2021
	Number	%	Number	%	
0-4 years	4,099	4.5	4,611	4.4	512
5-14 years	4,602	5.1	5,667	5.4	1,065
15-24 years	10,225	11.3	11,796	11.2	1,571
25-39 years	36,328	40.0	37,288	35.4	960
40-54 years	17,775	19.6	23,927	22.7	6,152
55-64 years	8,269	9.2	10,237	9.7	1,968
65-74 years	4,650	5.2	6,607	6.2	1,957
75 years and over	4,605	5.1	5,289	5.0	684
<b>Total Persons</b>	<b>90,553</b>	<b>100.0</b>	<b>105,422</b>	<b>100.0</b>	<b>14,869</b>

Source: forecast.id® 2006 (City of Port Phillip 2010)

Table 2-2 outlines population forecasting for the City of Port Phillip neighbourhoods which have portions of their boundaries located within the foreshore study area. Population forecasting to the year 2021, is expected to see a growth in population to 65,537, an increase of 5,655 persons from 2006. Forecast population increases within the individual neighbourhoods is revealed with the highest increase expected for St Kilda at 14.5% between 2006 and 2021, in contrast Middle Park-Albert Park is expected to increase by 1.8% between 2006 and 2021.

**Table 2-2 City of Port Phillip – Forecasting 2006 to 2021 of neighbourhood foreshore suburb populations**

Neighbourhood Population	Forecast Year		Change between 2001 and 2016	
	2006	2021	number	% change
Port Melbourne	14,169	15,773	1,604	11.3
Middle Park-Albert Park	11,468	11,669	201	1.8
St Kilda	19,941	22,823	2,882	14.5
Elwood/Ripponlea	14,304	15,272	968	6.8
Total City of Port Phillip (foreshore neighbourhoods)	59,882	65,537	5,655	34.4

Source: forecast.id© 2006 (cited in City of Port Phillip 2010)

All areas in the City of Port Phillip are expected to increase in population to 2021, with the largest gains expected in Port Melbourne and St Kilda. The population increases are based on household growth, which in turn relates to new residential opportunities. To accommodate these increases in population, large development sites have been identified in Port Melbourne, while Middle Park-Albert Park and Elwood/Ripponlea are expected to grow more moderately with most development coming from small sites and infill type developments.

The population forecasting tables summarise the data from residents in adjacent suburbs to the foreshore, as they were considered to be within a walkable catchment to the foreshore reserve. It is acknowledged that other users of the foreshore visit from a wider catchment area within the Port Phillip municipality and beyond.

The Foreshore Users Survey undertaken as part of the consultation for the development of this Plan provides an indication of the range of locations visitors travel from to utilise the Port Phillip foreshore including wider metropolitan Melbourne, inter-state and international (refer to summary of foreshore user surveys in Appendix D).

Based on over 200 face to face on site surveys, the overwhelming majority of participants were non-residents. Within the non-residents grouping 80% were from Victoria, 6% interstate and 14% international visitors. This representative sample provides an indication of the broad users who visit the foreshore beyond the neighbourhood population forecasts outlined above. By drawing a correlation based on the survey results, it is anticipated the Port Phillip foreshore will continue to be a destination for both residents and visitors. With increasing resident population and non-resident visits to the foreshore, flow-on effects can be anticipated that will influence the direction of future foreshore management.

## 2.3 COUNCIL INTERNAL FORESHORE STAKEHOLDERS

The foreshore relates to several different internal departments within the Council. Council established an internal Reference Committee to contribute to the development of the Foreshore Management Plan and recognise the contribution these departments have on the foreshore. The input of Council staff and contractors was considered essential to building ownership and responsibility to the wide range of foreshore actions identified.

Whilst a major part of the foreshore directly relates to the Foreshore and Parks and Open Space Department, input was sought from the other Council staff units that also influence the community's foreshore experience. Workshops and numerous individual meetings were held with the following Council units: Art and Festivals, Communications and Engagement, Economic Development, Asset Services, Events, Operations, Local Laws and Animal Management, Planning, Property Services, Sport and Recreation, Sustainability and Tourism. Council's contractors Citywide and StreetsAhead, who service Council's parks and beach cleaning requirements, also provided input to the Plans development.

## 2.4 FORESHORE COMMUNITY STAKEHOLDERS

Table 2-3 lists the agencies, community groups, clubs and businesses that are considered to be key community stakeholders in relation to the foreshore. These stakeholders participated in a range of consultation activities to contribute to the development of the Foreshore Management Plan.

## 2 Community and Stakeholder Consultation (cont.)

Table 2-3 List of Stakeholders

List of Stakeholders	
3184 Beach Patrol	Major Projects Victoria
3206 Beach Patrol	Marine Safety Victoria
3207 Beach Patrol	Melbourne Water
Albert Park Yachting and Angling Club	Parks Victoria
Bayside City Council (adjacent municipality)	Portabella Café (now called The Noshery)
Beacon Cove Neighbourhood Association	Port of Melbourne Corporation
Bicycle Victoria	Port Melbourne Life Saving Club
Caffe di Lido	Port Melbourne Yacht Club
Department of Sustainability and Environment	Republica Restaurant
Donovans Restaurant	Royal Melbourne Yacht Squadron
Earthcare St Kilda	St Kilda City Junior Football Club
Elwood Angling Club	St Kilda Earthcare
Elwood Beach House Café	St Kilda Life Saving Club
Elwood Cricket Club	St Kilda Marina
Elwood Croquet Club	St Kilda Seabaths
Elwood City Soccer Club	St Kilda Stand Up Paddling
Elwood Life Saving Club	Sails on the Bay Restaurant
Elwood Park Tennis Club	Sandridge Life Saving Club
Elwood Sailing Club	South Melbourne Life Saving Club
Elwood Sea Scouts	Stokehouse Restaurant
EPA Victoria	Royal Melbourne Yacht Squadron
Friends of Port Melbourne's Foreshore	Victoria Police
Kite Republic	West Beach Bathing Pavilion
Life Saving Victoria	West St Kilda Residents Association

### 2.5 FORESHORE COMMUNITY REFERENCE COMMITTEE

The Foreshore Management Plan Community Reference Committee was formed to draw on the experience of the community and assist Council in the development of the Plan. The Committee provided guidance to Council in the development of the foreshore principles and actions whilst also considering the feedback received via the various consultation activities.

### 2.6 COMMUNITY CONSULTATION ACTIVITIES

Consultation with the community occurred in October and November 2010. As key stakeholders of the foreshore, representatives from clubs, community organisations, friends groups and State government agencies, provided early input into the development of the Foreshore Management Plan through identification of key issues, values and opportunities.

A variety of methods were applied to ensure a representative number of individuals, groups and opinions were captured. Participation by the community in the various types of consultation included:

- 80 (approx.) participants at the 'Your Bay Your Say' public consultation.
- Direct emails.
- Online discussion forum.
- 380 telephone surveys.
- 202 on-site surveys along the foreshore.
- Video interviews from along the foreshore.
- 32 attendees at two separate workshops from agencies, community groups and businesses.

#### 2.6.1 'Your Bay Your Say' Public Consultation – 17 November, 2010

The open-invitation public consultation 'Your Bay Your Say' event held on November 17, 2010 attracted approximately 80 participants. Appendix B of this report presents a summary of the raw data collected at the consultation event as well as highlighting some of the key themes that emerged during the preliminary analysis of the data.

The public consultation summary along with the original data collected on the evening event was reported to all the participants for their review and comment.

## 2.6.2 Foreshore User Surveys Findings

Surveys were completed with a variety of foreshore users as part of the consultation. Two types of survey approaches were used to collect the consultation data:

- 202 interviews conducted face-to-face along the length of the foreshore.
- 380 telephone interviews conducted with City of Port Phillip residents who use the foreshore.

The face-to-face surveys captured perspectives from any foreshore users including visitors and residents, while the telephone survey was designed to capture the views of residents who use the foreshore. The total number of surveys conducted is considered to be a statistically representative sample against the population and ages across the city. The total survey sample is accurate to  $\pm 3\text{-}5\%$  level of confidence based on a random population sample.

The detailed survey findings addressed the following topics:

- Usage.
- The best and worst aspects of the foreshore.
- Importance.
- Overall satisfaction with Council management.
- Suggested areas for improvement.

Appendix D includes the summary of key issues raised from the Foreshore on-site and telephone surveys undertaken.

## 2.7 CONSULTATION EMERGING THEMES

Ten major themes were identified during the analysis of the consultation activities and background review. The themes identified below incorporate the issues raised during the background review, public consultation, on-site and telephone surveys, agency and community workshops, online and direct emails as well as the Reference Committee meetings.

During the background review and discussions by the Foreshore Reference Committee it was recognised there was an overall gap across the previous themes published as part of the public consultation (Appendix B). It was highlighted Council needed to enhance and continue its support for community participation on the foreshore. The foreshore stakeholders consistent feedback relating to this issue drew out the need to add a dedicated theme for 'community participation and support' in the development of the Foreshore Plan. The two previous themes of 'maintenance' and 'management' were combined due to the close relationship and connection of these topics.

The major themes identified in the development of the foreshore management plan are:

**Community participation and support** – Opportunities were sought to increase and better coordinate the support for non-profit foreshore community volunteer activities, such as the beach cleaning, sporting and environmental groups. It was noted areas of foreshore vegetation lacked the support from dedicated community groups to care for and assist in the protection and enhancement of

the significant coastal environment. Improved communication and public awareness actions were also consistently raised to increase community understanding of coastal processes, native vegetation and level of public investment on the foreshore.

**Management** – Expectations of both maintenance and management of the foreshore was identified as a major theme. This included issues relating to Council presence, integrated planning, litter collection and prevention, open space and beach maintenance.

**Vegetation and biodiversity** – Improvements were sought in the condition and coverage of vegetation along the foreshore with particular emphasis on increased shade and habitat values.

**Recreation** – There was range of expectations seeking a balance between active and passive recreational pursuits. Actions were also sought to reduce swim safety risks.

**Accessibility** – There were consistent expectations for Council to improve accessibility and connectivity to and along the foreshore. This included water access for mobility challenged as well as directional and information signage for pedestrians and bike riders. Improved traffic management around Pier Road and Station Pier was also identified.

**Infrastructure** – There were numerous expectations relating to improvements to infrastructure along the length of the foreshore. This included items such as drinking fountains, waste bins, bike rider and pedestrian paths, litter traps, stormwater drainage, lighting, buildings, toilets and playgrounds. Major upgrades to Life Saving Club buildings, toilets and stormwater infrastructure were seen to be of significant importance for the Port Phillip community.

**Diversity of activities** – There was support for a wide range of foreshore activities including permitted events. Expectations highlighted the need for maintaining the diversity of leisure, cultural and sporting activities and balancing the differing values of foreshore users.

**Place/ Character** – Comments related to the protection and enhancement of each foreshore areas unique values. Expectations in regard to cultural heritage, public art, public views, foreshore dependant developments compatibility with the surrounding landscape and improved amenity were of particular importance.

**Coastal Sustainability** – The community identified consistent issues seeking improved environmental sustainability of our bay, beaches and buildings including responses to predicted climate change impacts.

**Economic** – Economic development to achieve a balanced use of the foreshore public land for both residents and visitors was the final theme identified as part of the consultation.

Appendix C provides a 'wordle' of the ideas generated at both the stakeholder workshops and the November 17, 2010 public consultation. The 'wordle' pages help to illustrate the range of suggestions and most frequently repeated topics according to text size. This visual representation illustrates the tally of comments raised in via: brainstorming ideas for the foreshore, responses to what was the favourite part of the foreshore, what they would like to see on the foreshore, as well as the expectations in what people want to keep, chuck, change and add to the foreshore.

# 3 Vision and Principles for the Port Phillip Foreshore

## 3.1 INTRODUCTION

The development of the Foreshore Management Plan involved a number of steps which were founded on the community's input. The steps range from the 'vision' which is the overarching aspiration for the Port Phillip foreshore to the 'actions' that provide the specific measurable detail for implementation. Figure 3-1 describes the Plan's components.

Figure 3-1 Foreshore Management Plan components



## 3.2 VISION STATEMENT

The vision for Port Phillip foreshore has been developed through the community and stakeholder engagement process and the detailed background analysis undertaken. The vision aims to reflect the aspirations of the community, key stakeholders and Council. The vision for the Port Phillip foreshore is:

“The Port Phillip foreshore is a vibrant, inspiring, accessible and connected open space destination that provides a wide range of experiences for local, national and international visitors. It is renowned for its unique local character, significant vegetation and its rich cultural history.”



## 3.3 PORT PHILLIP FORESHORE MANAGEMENT PLAN GUIDING PRINCIPLES

In comparison to the foreshore principles adopted in 2004 the new principles include an emphasis on:

- Climate change impacts and adaptation strategies.
- Ensuring an appropriate balance is struck between active and passive recreational pursuits.
- The need to improve public accessibility to the foreshore and proactively manage commercialisation.
- Consider the State government policy as articulated in the *Victorian Coastal Strategy 2008*.

The following guiding principles update the previously adopted foreshore principles and are based on the current stakeholder and community expectations as well as the policy and legislative direction relating specifically to the Port Phillip foreshore.

These principles are not presented in any priority order. The guiding principles for the Port Phillip Foreshore Management Plan are:

Principle	Principle Explanation
<b>Principle 1:</b> Public Access and Positive Community Benefit	Ensure that new and ongoing use and development make a positive contribution to the coast. To do this it should provide a positive community benefit based on public access and coastal dependence or supporting use.
<b>Principle 2:</b> Public Open Space, Recreational Activities and Events	The foreshore is public open space managed for a range of public use opportunities. The foreshore should be promoted as an important social and recreational destination with a variety of active and passive recreational uses that are coastal dependent and attract both residents and visitors.
<b>Principle 3:</b> Coastal Sustainability, Vegetation and Heritage Values	Protect and enhance the natural environmental and cultural values of the foreshore and ensure its sustainability.
<b>Principle 4:</b> Climate Change and Adaptation Strategies	Plan for the environmental, social and economic impacts associated with climate change to implement adaptation strategies to deal with beach erosion, flooding, storm surges and sea level rise. Consider the 'carbon cost' to help mitigate further climate change.
<b>Principle 5:</b> Diversity of Foreshore Environments and Character	Manage the foreshore having regard for a diversity of landscapes and areas with a unique sense of place, including natural, manmade and cultural aspects that contribute to the character of the local area and overall coastal character of the foreshore. The Port Phillip foreshore reserve should not be managed as a uniform, single environment.
<b>Principle 6:</b> Safe and Equitable Use	Provide a safe foreshore environment with a predominance of free and accessible use for all foreshore users.
<b>Principle 7:</b> Community Participation and Support	Provide opportunities for ongoing community participation and support community initiatives to progress a range of foreshore management issues.
<b>Principle 8:</b> Connectivity to Activity Centres and Public Transport	Promote safe and attractive pedestrian linkages, cycle and disabled access between the foreshore environment, urban activity centres and public transport of Port Phillip.
<b>Principle 9:</b> Buildings and Car Parking	Aspire towards foreshore buildings that are multi-purpose in design to encourage shared-use and fulfil a range of community uses and needs. Increases in building footprints or increases to the foreshore car park net footprint will not be allowed. There should be no loss of open space.
<b>Principle 10:</b> Economic Sustainability	Recognise the economic value and contribution of the foreshore and only encourage investment in foreshore activities that will provide long-term economic sustainability, balanced use of foreshore public land and net community benefit.

# 4 City of Port Phillip Foreshore Strategic Direction

## 4.1 INTRODUCTION TO STRATEGIC DIRECTION

This section details the 'strategic direction' which will guide the future management and use of the Port Phillip foreshore. The strategic direction details how the overarching vision and principles will be achieved.

The following ten major themes emerged from the background review and consultation during development of the Port Phillip Foreshore Management Plan:

1. Community participation and support	6. Infrastructure
2. Management	7. Diversity of activities
3. Vegetation and biodiversity	8. Place / character
4. Recreation	9. Coastal Sustainability
5. Accessibility	10. Economic.

The following pages document the existing conditions, values and associated challenges relating to each of the ten foreshore themes.

Objectives and actions were developed in order to provide strategic direction to progress each of the themes.

Each action is accompanied by details of the organisation responsible for implementation, value level, expenditure type and the relevant foreshore area it is applicable to. The value level identifies the importance of each action, based on a 'low', 'medium' and 'high' scale for implementation, as explained in the following section. The 'expenditure type' provides an indication of whether the funding required for each specific action is a strategic capital investment or will be an ongoing operating expense. The 'foreshore area' relates to an individual geographic area or the entire Port Phillip foreshore.

## 4.2 VALUE CRITERIA

The value criteria provide an indication of the level of implementation value for each issue relative to other foreshore issues. The rationale for the value level assigned to each foreshore action is detailed below:

Value Level	Criteria
High value actions (High)	Should be given the first and highest level of value for implementation. May carry a high and immediate associated risk with not implementing the action promptly. Implementation of the action is likely to be of high value and produce immediate and far reaching net benefit to the community.
Medium value actions (Medium)	Should be given the standard level of value for implementation. May carry an associated risk with not implementing the action; however the risk is likely to be minimal or can be easily mitigated. Implementation of the action is likely to be of average value and benefit to the community.
Low value actions (Low)	Should be given the least value for implementation. May carry an associated risk with not implementing the action; however the risk is likely to be low. Implementation of the action is likely to be of some value and benefit to the community, however can be deferred as its impact may be limited to a small audience of foreshore users.

## 4.3 THEME 1: COMMUNITY PARTICIPATION AND SUPPORT

### 4.3.1 Existing Conditions and Values

The contribution of local community groups to planning and management of the foreshore is one of the key reasons why the Port Phillip foreshore is interesting and diverse. The foreshore community groups tend to have specific interests ranging from protecting the environment through to protecting cultural and heritage values.

Since 1999 the City of Port Phillip has supported numerous initiatives that have assisted to improve the foreshore environment, lifestyle of the community and create a more viable future for Port Phillip. For example, in 2010/11 Council provided one-off funding to enable over 1,300 people participate in swim safety education programs as well as the training of six life saving patrollers. Whilst other initiatives have assisted to achieve energy savings, reduce greenhouse gas emissions and improve sustainability.

There is an increasing shared responsibility for Council and the community in finding ways to improve the environment that fosters community building to make local spaces, safer, more accessible, attractive and user-friendly. Beach cleaning groups have made a positive impact by involving the community and added value to Council's ongoing investment.

In 2011 the current Port Phillip foreshore community groups that function to enhance the foreshore values include:

- 3184 Beach Patrol
- 3206 Beach Patrol
- 3207 Beach Patrol
- Coast Monkeys
- Earthcare St Kilda
- Beacon Cove Neighbourhood Association
- Friends of Port Melbourne's Foreshore
- West St Kilda Residents Association.

### 4.3.2 Challenges

Key challenges for community participation and support include:

- The volunteer sporting and community groups contribute enormously to the diversity of activities available on the foreshore. Council provides support to the foreshore groups in several different ways including community grants and via the use and upgrade of the foreshore buildings. There is an opportunity to provide a more coordinated effort to support the various foreshore community group activities.
- Some areas of foreshore vegetation lack support from dedicated community groups to care for and assist in the protection and enhancement of the significant coastal environment.
- There are opportunities to increase the public's involvement and connection to the foreshore including the area's heritage and environmental significance.

### 4.3.3 Objectives and Actions – Community Participation and Support

#### Objective 1a – Community Participation and Support

Support and promote public awareness activities to increase understanding of coastal processes, importance of the foreshore native vegetation and Council investment to improve the environmental outcomes.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Support community participation in planting and weed clearing and beach cleaning projects along the foreshore i.e. Clean Up Australia Day and National Tree Day, marine and historical education programs for residents and visitors.	Parks and Open Space, Culture and Leisure Departments	Medium	Operating Expense	All
2.	Provide interpretative / educational signage of the natural environment to increase foreshore users understanding and ownership.	Parks and Open Space, Culture and Leisure Departments	Medium	Capital Expense	All

#### Objective 1b – Community Participation and Support

Support community volunteer groups in beach cleaning, environmental and sporting needs.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Support 'friends' and other 'Coastcare' type community groups to assist in the care of the foreshore environment.	Parks and Open Space Department	High	Operating Expense	All
2.	Provide support to community groups through various Council financial initiatives and educational programs i.e. 'Small Poppy Neighbourhood Grants Program'; environmental building retrofit program.	Culture and Leisure Department	High	Capital Expense	All
3.	Improve the physical environment to support community i.e. infrastructure, use of public gardens, better spaces for users along the foreshore, better support for children's nippers and youth through Life Saving Clubs.	Parks and Open Space, Culture and Leisure Departments	Medium	Capital Expense	All
4.	Investigate opportunities for community groups to work in partnerships with government agencies such as Parks Vic, DSE and PoMC, to enhance the diversity of activities along the foreshore.	Parks and Open Space, Culture and Leisure Departments	Low	Operating Expense	All

## 4.4 THEME 2: MANAGEMENT

### 4.4.1 Existing Conditions and Values

Council is responsible for maintaining all infrastructure and assets on the foreshore. This includes all buildings, pedestrian and cycle paths, bike hoops, roads and car parks, waste bins, playgrounds, exercise stations, BBQ's, seats and benches, lights, signage, shade structures and drinking fountains. The foreshore infrastructure and assets are maintained under a regular works maintenance and renewal program.

The beaches of Port Phillip provide a significant recreational resource and are used extensively by swimmers, walkers, sunbathers, dog walkers and for water based recreation. Council's beach management aims to ensure the beaches are cleaned to best

practice. Beach cleaning is considered by the community to be one of the most significant management functions of the Council in the management of the foreshore. Currently the St Kilda beach is cleaned mechanically every day during summer, while the other Port Phillip beaches are mechanically cleaned once a week. All beaches are cleaned manually each day.

The Department of Sustainability and Environment (DSE) is responsible for beach protection works, where the provision for funding is seen as benefiting the wider State public interest. Renourishment of the foreshore sandy beaches is undertaken in response to the impacts of natural coastal processes on this side of the Bay. Effective partnership arrangements between Council and DSE have enabled the successful implementation of the Middle Park and Elwood Beach renourishment projects in which the State invested a total of \$8 million to rebuild these two Port Phillip beaches.

# 4 City of Port Phillip Foreshore Strategic Direction (cont.)

## 4.4.2 Challenges

Key challenges for management include:

- Regulatory patrols have been a significant community expectation. This requires ongoing effort from Council as the community expects more of a foreshore presence to deal with animal management, parking and local law issues than is currently available. Over the 2009/10 summer period Council Beach Rangers were on the foreshore (depending on temperature) three days per week giving away rubbish bags, replacing bin stickers, surveying littering behaviours and educating the public. They also attend major events, handing out education material and providing advice on keeping the beach clean. Future initiatives could improve community awareness in terms of the types of activities and behaviour that are not acceptable on the foreshore.
- Demand for recreational usage of the foreshore has increased based on population growth pressures and a 24 hour, 7 day a week culture on the beach and foreshore reserves. Enhancements to Council's existing infrastructure and maintenance program needs to keep pace with this growing demand.
- Greater recognition is needed to understand the significant investment to provide the diversity of recreational activities with both infrastructure renewal and ongoing maintenance. There are opportunities for Council to better communicate these activities with the community. The community is often unaware of Council's foreshore maintenance and upgrade activities which may sometime create unrealistic or unwarranted perceptions about Council's level of foreshore investment.
- There are opportunities to implement improved asset life management and renewal programs which are better linked to budget planning. Structured opportunities for ongoing dialogue regarding foreshore matters of interest should be created for Council Officers.
- The beach cleaning regime with service providers requires further refinement so that seaweed is not stockpiled for extended periods on the beach and cleaning is more responsive to severe weather conditions. There are opportunities to provide a more qualitative rather than frequency based service whilst still matching the community expectations.

- There is currently limited stormwater pit and drain cleaning across the municipality with the exception of flood prone areas.
- The recent introduction of bans to cigarette smoking and glass on the foreshore are positive signs that will contribute to improving litter management.
- There has been a gradual increase in foreshore maintenance demand due to increased usage. The number of asset and infrastructure related requests have risen by 31% between April 2003 and March 2011. Litter, dumped waste and beach cleaning requests increased 10% during the same period. There was a strong correlation following heavy rainfall and intense storm events and requests for improved beach cleaning. A noticeable rise in maintenance requests from the local community during 2010/2011 has been a challenge to Council in maintaining the level of service expected by foreshore users.
- There are challenges with the existing maintenance program where the foreshore assets are subject to different user pressures than other Council facilities and activity areas (e.g. during warm weather usage significantly increases on the foreshore). Further enhancements to coordinate the maintenance program could be applied to showers, toilets, BBQ's, drinking water fountains, seating, lighting, signage and bins.
- Collection and disposal of waste and recycling along the foreshore is of significant concern to the community and stakeholders. There are opportunities to improve the way this is undertaken by Council including improvements to ensure the consistent labelling of bins and provision of additional recycling.
- There are opportunities to build on existing relationships with external agencies to improve foreshore management and on-ground investment. Collaborative efforts between agencies such as DSE, Parks Victoria, Victoria Police and Melbourne Water will be essential to achieving many of the foreshore actions.

Figure 4-1 illustrates much of the debris and varying water quality in the Bay and Port Phillip's Beaches is due to heavy rain and storm flows from the Yarra River. The constant southerly and south westerly winds push much the flows from the Yarra River and stormwater drains back onto Port Phillip's Beaches.

Figure 4-1 Impact of Yarra River flows on the Bay's water quality and level of debris on Port Phillip's Beaches.



(Source Ker, P, The Age newspaper, February 10, 2011)

### 4.4.3 Objectives and Actions – Management

#### Objective 2a – Management

Improve Council communications to provide better integrated planning and management of the foreshore.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Provide an annual summer public education program on beach litter, recycling, heatwaves, expected behaviours, foreshore events and promotion of community group's activities.	Parks and Open Space, Operations and Sustainability Departments	High	Operating Expense	All
2.	Provide opportunities for a coordinated management and investment of the foreshore with neighbouring authorities such as Bayside City Council and Port of Melbourne Corporation, DSE, Parks Victoria and Melbourne Water.	Parks and Open Space Department	High	Operating Expense	All
3.	Provide regular information briefings/training sessions on coastal management issues and client expectations to develop proactive strategies within Council.	Parks and Open Space Department	Medium	Operating Expense	All
4.	Continue to monitor all Port Phillip beach profiles and advocate for appropriate strategies for beaches threatened by erosion and climate change.	Assets, Parks and Open Space, Sustainability Departments	Medium	Operating Expense	All

#### Objective 2b – Management

Improve the management of waste disposal, litter removal and cleaning of the foreshore to provide a clean and attractive environment to community expectations.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Review the beach and drainage cleaning operations, frequency and quality to implement updated service specifications that respond to peak usage, increasing storm impacts and reduce seaweed stockpiling.	Operations Department	High	Operating Expense	All
2.	Proactively plan and coordinate the preparation and management of key foreshore sites attracting large crowds in busy periods.	Operations Department	High	Operating Expense	All
3.	Investigate recycling of seaweed and removal of contaminant to reduce landfill costs and impacts.	Operations Department	Medium	Operating Expense	All

#### Objective 2c – Management

Provide continual education and provision of local law enforcement on the foreshore, including evenings and weekends during the summer peak.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Provide annual summer education programs with Beach Rangers.	Operations Department	High	Operating Expense	All
2.	Review the level of regulatory foreshore patrols to manage animals, parking, events and other local laws.	Local Laws, Animal Management and Parking Enforcement Departments	High	Operating Expense	All
3.	Continue to liaise with Victoria Police as the primary agency for delivering community safety to reduce anti-social behaviour including New Years Eve and extreme weather events.	Culture and Leisure Department	High	Operating Expense	All
4.	Continue to liaise with Parks Victoria and Water Police to reduce infringements by PWC operators and increase the safety amenity of swimmers and other users of the foreshore.	Local Laws, Animal Management and Parking Enforcement Departments	High	Operating Expense	All

#### Objective 2d – Management

Improve the capacity of the public toilets and other foreshore public infrastructure through an ongoing maintenance and upgrade program.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Develop and implement an upgrade program for high demand public toilets.	Property Department	High	Capital Expense	Port Melbourne, St Kilda, Elwood
2.	Schedule independent assessments of the pedestrian and bike path condition against current national standards and usage trends.	Parks and Open Space Department	High	Capital Expense	All

## 4.5 THEME 3: VEGETATION AND BIODIVERSITY

### 4.5.1 Existing Conditions and Values

The City of Port Phillip has a mix of landscape types including unique open space areas, coastal gardens, formal landscapes, native areas and dune systems that are well known to local residents and the broader Melbourne community.

Although the Port Phillip foreshore is highly modified, a considerable quantity of native vegetation exists within the Port Phillip foreshore including areas of regional ecological significant vegetation. Sensitive environmental management is essential in ensuring that the foreshore remains an attractive destination and continues to support a range of local flora and fauna.

The City of Port Phillip is located within the Gippsland Plain Bioregion. The primary Ecological Vegetation Class (EVC) found along the foreshore is Coastal Banksia Woodland/Coastal Dune Scrub Mosaic, which has a conservation status of 'vulnerable'. Key sites of natural heritage significance within the Port Phillip foreshore include:

- **Perc White Reserve** – has 'regional significance' for conservation, makes a substantial contribution to biodiversity in both the City of Port Phillip and the Gippsland Plain Bioregion. The Reserve is a unique example of a maturing revegetation project providing habitat for a range of fauna species. It also contains extensive areas of coastal dune Grassland, saltmarsh and woodland.
- **Princes and Pickles Street Foreshore, Port Melbourne** – has 'high local ecological significance' and makes a substantial contribution to biodiversity in the City of Port Phillip. It consists of coastal dune grassland.
- **West Beach and Fraser Street dunes** – has 'high local ecological significance' and makes a substantial contribution to biodiversity in the City of Port Phillip. It contains remnants of coastal dune grassland and naturalising areas of planted native vegetation, including saltmarsh.
- **Point Ormond Reserve** – has 'high local ecological significance' indicating that it is particularly important in the local context. It contains the closest example of remnant coastal dune scrub in proximity to Melbourne.
- **Tea Tree Reserve, Elwood Foreshore Reserve** – has 'local ecological significance' particularly as a foraging and shelter resource for fauna and habitat link in the local area. Much of the planted vegetation has regenerated naturally.

The foreshore vegetation and biodiversity has many social, environmental and economical benefits for the community, foreshore visitors and Council.

Council retain a Parks and Open Space team who are responsible for the management and maintenance of parks, gardens, reserves, sports fields, street trees and foreshore. The open space planners

provide the strategic direction for the open space network through the development of policy, procedures and master plan design. The three principal functions of parks and open space department are planning, capital works and maintenance.

The Council Parks and Open Space Department manages its areas of responsibility through formal contracts to address the specialised management required. Those that currently relate to the foreshore are:

- Parks and open space maintenance contract
- Tree maintenance contract
- Natural heritage areas maintenance contract
- Sports field maintenance contract.

The value of the Port Phillip foreshore is the retention of a diversity of landscapes. The community values this diversity that includes the: open sanded beaches, exotic Canary Island Date palms and Norfolk Island pines, formal parks, gardens, open lawn areas and representative native environmental areas.

### 4.5.2 Challenges

- Drought, increasing beach attendance and maturing vegetation have resulted in a decline in the foreshore reserves, reduced vegetation condition and changes to the areas habitat values.
- Weeds and pests animal species (such as rabbits and Indian Myna birds) are also contributing to a decline in the condition of foreshore reserves vegetation and biodiversity.
- There is currently no overall strategy and planting guide for the foreshore vegetation based on balancing the Ecological Vegetation Classes and other factors such as erosion protection for the dune system. Unlike other City of Port Phillip parks and Perc White Reserve, the dune and foreshore native vegetation areas do not have management plans.
- There is significant community demand for additional natural shade areas provided through appropriate tree species selection i.e. 'the right tree for the right place' and reduce the 'heat island effect' of the urban environment.
- Sand drift is smothering vegetation and drifting onto paths causing a subsequent pedestrian and bike rider hazards. This issue could be designed out in some areas through the use of sea walls or improved lawn management.
- The Canary Island Date Palms are impacted by a fungus Fusarium wilt with no known cure. Replacement palms cannot be of the same species. Council manage the fungus through early detection, strict equipment hygiene between pruning each palm and removal of all infected material with appropriate disposal. Jubaea Chilensis Palms are a different species, grow to a similar size and are fusarium resistant. Substantial capital investment would be required to enable the replacement of the affected Canary Island Date Palms.

### 4.5.3 Objectives and Actions – Vegetation and biodiversity

#### Objective 3a – Vegetation and biodiversity

Protect and enhance vegetation condition to provide an overall coordinated approach within the foreshore that achieves high quality ecological values and increased shade.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Develop and implement a Vegetation Management Plan to protect and enhance vegetation along the foreshore including dune areas.	Parks and Open Space Department.	High	Capital Expense	All
2.	Implement strategies that achieve high quality ecological values, shade and use of drought tolerant species including relevant actions within the: <ul style="list-style-type: none"> <li>• Park Tree Planting Program</li> <li>• Greening Port Phillip Street Tree Strategy</li> <li>• Catani Gardens and Southern Foreshore Management Plan.</li> </ul>	Parks and Open Space Department	High	Capital Expense	All
3.	In line with local master plans, provide shade species along the foreshore including high use areas such as playgrounds, BBQ and seating areas.	Parks and Open Space Department	High	Capital Expense	All
4.	Upgrade median strip planting along the foreshore including Point Ormond Esplanade, Marine Parade and Beaconsfield Parade.	Parks and Open Space Department	Medium	Capital Expense	All

#### Objective 3b – Vegetation and biodiversity

Seek long term management and investment agreement for Perc White Reserve and better respond to community expectations.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Develop long-term management agreement for PoMC land at Perc White Reserve and Webb Dock Trail.	PoMC, Parks and Open Space Department	High	Operating Expense	Sandridge
2.	Implement Perc White Reserve Landscape Management Plan and Master Plan to improve access, safety and awareness of the Reserves significance (e.g. interpretative signage).	Parks and Open Space Department	Medium	Capital Expense	Sandridge

#### Objective 3c – Vegetation and biodiversity

Recognise and protect the Canary Island Palm Trees for the unique sense of place they provide within the foreshore.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Continue to implement the management plan to preserve the Canary Island Palm Trees and control Fusarium wilt.	Parks and Open Space Department	Medium	Operating Expense	Port Melbourne, South Melbourne & Middle Park, St Kilda

#### Objective 3d – Vegetation and biodiversity

Retain the beach dunes by protecting and enhancing the existing vegetation system.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.	Parks and Open Space Department	High	Capital Expense	Sandridge, Port Melbourne, South Melbourne & Middle Park
2.	Implement strategies to reduce sand drift.	Parks and Open Space Department	Low	Capital Expense	All

# 4 City of Port Phillip Foreshore Strategic Direction (cont.)

## 4.6 THEME 4: RECREATION

### 4.6.1 Existing Conditions and Values

The Port Phillip foreshore is highly used and valued as a recreational asset for both the local community and visitors. Recreation along the foreshore takes many forms and can extend from being very active to passive.

The infrastructure along the foreshore caters well for recreational use. These include the provision of: buildings to house foreshore activities such as sailing, life saving and angling; pedestrian and bike path infrastructure; BBQ and playground facilities; and provision of sites for approved organised events like triathlons.

The foreshore currently has 7 playgrounds between Elwood and Sandridge Beach. All of these playgrounds are highly used throughout the year.

Active recreation enjoyed along the foreshore includes: swimming, walking, dog walking, bike riding, rollerblading, jogging, kiteboarding, sailing, boating, beach tennis, beach volleyball and events such as triathlons. While passive recreation includes sunbathing, promenading, picnicking, fishing and peaceful enjoyment of the expansive views and spaces.

Council's existing strategies present opportunities to improve recreational activities and infrastructure along the foreshore to cater for the different age and interest groups. These include the Port Phillip Kid's Plan i.e. coastal themed playgrounds and the Accessible Beaches on the Bay Project which identifies areas for improved disability access on the foreshore.

The Council permit system provides approval for commercial recreational operators to conduct business along the foreshore. This system helps to ensure an appropriate mix of active recreational activities along different areas of the foreshore such as beach volleyball, beach tennis, kiteboarding, skydiving, pedicabs and fitness training.

### 4.6.2 Challenges

- There is a growing demand for new and emerging recreational activities competing for space with existing foreshore users.
- There needs to be a balance between providing for organised, active recreational activities and more passive, informal recreational pursuits. In doing so, conflicts between foreshore users will be reduced and community expectations met.
- There is an increasing demand for private operators to use public Crown land on the foreshore reserve for recreational business purposes. Consideration is needed to evaluate the sustainable level of commercial recreational activities on the foreshore.

### 4.6.3 Objectives and Actions – Recreation

#### Objective 4a – Recreation

Provide and maintain the diversity of active and passive recreational uses of the foreshore.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Maintain existing areas of organised sports and individual recreational activity.	Culture and Leisure Department	High	Operating Expense	All
2.	Review consistency of policies to manage competing demands of on-water and land activity areas i.e. kiteboarding areas and swimming/boating zones near activity centres.	Culture and Leisure Department, Parks Victoria and relevant stakeholders	High	Operating Expense	All
3.	Continue monitoring of dog owner compliance in approved dog leash/off leash beach areas.	Local Laws and Animal Management Departments	High	Operating Expense	All
4.	Upgrade amenities to support increased demand for recreational activities i.e. seating, bicycle and pedestrian paths, bike racks, signage, mains power supply for community events etc.	Operations, Parks and Open Space Departments	High	Capital Expense	All
5.	Install new beach showers and drinking/water bottle refill stations at Port Melbourne, West Beach, St Kilda and Marina Reserve.	Parks and Open Space Department	High	Capital Expense	Port Melbourne, St Kilda
6.	In line with the local Master Plan, upgrade the Moran Reserve exercise station with drinking/water bottle refill stations and consider the installation of a new exercise station near Point Ormond.	Parks and Open Space Department	Medium	Capital Expense	Elwood
7.	Implement strategies that will allow for a diversity in organised sports and increase individual recreational activity including relevant actions within the: <ul style="list-style-type: none"> <li>• Open Space Strategy</li> <li>• City of Port Phillip Kid's Plan.</li> </ul>	Parks and Open Space, Culture and Leisure Departments	Low	Capital Expense	All
8.	Investigate the provision of shelters at Port Melbourne for 'boat watchers'.	Parks and Open Space Department	Low	Capital Expense	Port Melbourne



### Objective 4b – Recreation

Manage foreshore commercial recreation operator permits to achieve a balanced use of the foreshore and reduce conflicts between users.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Review and maintain sustainable levels of foreshore commercial recreation consistent with the Commercial Recreation Policy.	Culture and Leisure Department	High	Operating Expense	All

### Objective 4c – Recreation

Improve existing foreshore recreation buildings whilst ensuring multi-use for community groups.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Upgrade the Life Saving Club buildings to: <ul style="list-style-type: none"> <li>Operate as community hub.</li> <li>Satisfy the level of community use.</li> <li>Encourage people to use safer parts of the beach.</li> <li>Increase the capacity of the public toilets.</li> <li>Reduce energy use by implementing improvements such as shade, solar panels, wind energy and water re-use.</li> </ul>	Culture and Leisure, Property Departments	High	Capital Expense	Port Melbourne, South Melbourne, St Kilda
2.	Investigate opportunities to improve the condition of other foreshore recreation buildings and encourage multi-use.	Culture and Leisure, Property Departments	Medium	Capital Expense	All

### Objective 4d – Recreation

Reduce swim safety risks by providing appropriate levels of support to volunteer Life Saving Clubs and Life Saving Victoria.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Maintain ongoing investment towards swim safety education programs and Life Saver training, including Culturally and Linguistically Diverse (CALD) communities.	Culture and Leisure Department, Life Saving Victoria	High	Operating Expense	All

## 4.7 THEME 5: ACCESSIBILITY

### 4.7.1 Existing Conditions and Values

The Port Phillip foreshore is one of the more easily accessible foreshore areas in the whole of Port Phillip Bay in being narrow, flat and within close proximity to roads, parking and public transport. This contributes to the foreshore attracting a significant number of visitors.

The foreshore is well serviced by pedestrian, bicycle and shared use paths. The Bay Trail located along the length of Port Phillip foreshore forms a key recreational path within the metropolitan trail network. Public transport via tram and buses is accessible at various locations along the foreshore. As illustrated in figure 4-2 from the 2011 Walk Plan, the foreshore is also connected to several major activity centres.

Figure 4-2 Foreshore Area Destinations Connectivity



## 4 City of Port Phillip Foreshore Strategic Direction (cont.)

Signage along the foreshore is an important function providing direction, place names, information, interpretation, and regulation to the use of the foreshore. The current signage along the foreshore is limited and inconsistent. Whilst lights cover most parts of the foreshore to enable use at night, gaps remain which limit accessibility. There are also large variations in the style and condition of lights.

Disabled accessibility along the foreshore is provided in the form of disabled car parking, hard infrastructure pathways and accessible disabled public toilets. The provision for the disabled to access the water is currently limited.

Hot summer days are noted to result in the inadequate supply of car parking which is perceived to limit accessibility to the foreshore, particularly at St Kilda. The Station Pier precinct deals with congestion at departure times for the daily trans-Tasman sailings. Council's transport strategy seeks to address the growing traffic congestion and unsustainable parking pressure by improving sustainable transport choices within the municipality. The transport strategy and associated plans will work to prioritise walking, bike riding and public transport above private car use.

### 4.7.2 Challenges

- Unsustainable demand for car parking is expected to continue to rise without improvements to transport choices.
- There are significant opportunities to improve access and connectivity along the foreshore for pedestrians and bike riders. There are also opportunities to improve the connectivity of public transport and activity centres to the foreshore.
- The existing conditions and access on Pier Road, St Kilda creates conflict between vehicles, bike riders and pedestrians.
- Traffic congestion from caravans waiting to board the Trans-Tasman ferry limits access to the Station Pier precinct. There are also opportunities to improve pedestrian and bike rider connectivity to the light rail reserve shared path and pedestrian access throughout the Station Pier area.
- Signage to provide accessibility along and to the foreshore environment is currently inconsistent and unsatisfactory. There are opportunities to provide signage that integrates safety, locality and directional information for both pedestrians and bike riders. Improved signage needs to cover the length of the foreshore as well as connecting public transport and activity centres.
- The varying type and number of roadside temporary signs advertising upcoming triathlon, community or cruise ship events is impacting the visual amenity of the area. There are opportunities to reduce the number and variety of event signs and provide more consistent messaging.
- The varying size and number of foreshore building or commercial advertising is impacting the visual amenity and accessibility of the public to foreshore services. There are opportunities to evaluate the existing mixture of permanent signs against current planning standards to improve visual amenity and accessibility to the foreshore.
- Further consideration is required to develop a coordinated strategy to improve disabled access at key destinations or major points of interest along the foreshore. This includes installation of handrails and tactiles for vision impaired. There are currently no locations for the disabled access to the water across the sand.

### 4.7.3 Objectives and Actions – Accessibility

#### Objective 5a – Accessibility

Improve accessibility along the foreshore and create better connections to both activity centres and public transport.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	As part of the Port Melbourne Urban Design Framework progress traffic management solutions to reduce congestion at Station Pier and improve connectivity to the light rail reserve shared path.	City Strategy Department, PoMC	High	Capital Expense	Port Melbourne
2.	Implement Council's Sustainable Transport Strategy, Walk and Cycle Plans to improve foreshore accessibility and connectivity from adjoining activity centres and public transport, including access across Beaconsfield Parade, Pier Road and Ormond Esplanade.	Sustainability, Assets and Operations Departments	High	Capital Expense	All

#### Objective 5b – Accessibility

Improve the opportunities for people with disabilities to better access the foreshore and marine environment.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Improve access to the sand and water for people with disabilities or limited mobility.	Projects, Property and Operations Departments	High	Capital Expense	All
2.	Provide a suitable level of disabled car parking access along the foreshore.	Projects, Property and Operations Departments	Medium	Capital Expense	All
3.	Increase disabled access to key foreshore destinations.	Projects, Property and Operations Departments	Medium	Capital Expense	All

## Objective 5c – Accessibility

Provide a coordinated foreshore signage strategy to achieve clear and safe access for all users.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Continue the installation of swim safety signage as recommended in 'Coastal Risk Assessment and Treatment Plan – City of Port Phillip 2010'.	Parks and Open Space Department	High	Capital Expense	All
2.	Implement the signage suite for the whole foreshore to provide directional, cultural and amenity information. Consider suitably located Council branded roadside and electronic signage for upcoming events, cruise ships and other information.	Parks and Open Space, Culture and Leisure Departments	Medium	Capital Expense	All
3.	Review existing building and commercial advertising along the foreshore to planning standards.	City Strategy Department	Medium	Operating Expense	All

## 4.8 THEME 6: INFRASTRUCTURE

### 4.8.1 Existing Conditions and Values

#### Piers/jetties

The piers and jetties on the Port Phillip foreshore serve as both functional assets and valued recreational structures. Although various State government agencies are responsible for this foreshore infrastructure, the City of Port Phillip's role is to ensure suitable access is maintained up to these structures, including disability access. The piers and jetties located on the Port Phillip foreshore include: Princes Pier, Station Pier, Lagoon Pier, Kerferd Road Pier, St Kilda Pier and Breakwater, Brooks Jetty and Elwood Diversion Drain (Head Street).

Parks Victoria prepared a concept plan for the St Kilda Pier and Breakwater, which proposes to update the pier and marina infrastructure. A separated boardwalk is also included in the plan to provide greater protection to the penguin colony. The reconstruction of Princes Pier is under the management of Major Projects Victoria with its future use to be confirmed.

#### Community based clubs and commercial buildings

The Port Phillip foreshore contains a number of Life Saving, Sailing and Angling Club buildings with associated infrastructure. These community based clubs include Sandridge Life Saving Club, Port Melbourne Yacht Club, Port Melbourne Life Saving Club, South Melbourne Life Saving Club, Albert Park Yachting & Angling Club, Royal Melbourne Yacht Squadron, St Kilda Lifesaving Club, Elwood Sea Scouts, Elwood Angling Club, Elwood Sailing Club and Elwood Life Saving Club. It is estimated these Clubs support nearly 6,000 members on Port Phillip's foreshore. With the exception of the Elwood Sea Scouts, Council is responsible for the maintenance or upgrade of these buildings.

The foreshore commercial buildings provide significant revenue to Council. Lessee's are responsible for internal maintenance and upgrades to the buildings whilst Council is responsible for these buildings exterior maintenance.

#### Car parking

During peak times the foreshore is a key area where the excessive demand above supply is highlighted by limited visitor car parking. Council is committed to addressing growing traffic congestion and unsustainable parking pressures by providing alternative transport choices to increase the uptake of walking, bike riding and public transport.

#### Public toilets/beach showers

Council manages numerous public toilets and beach showers along the foreshore. Many of these public amenities are part of existing Club buildings. Preventative maintenance is undertaken prior to and during summer peak usage.

#### Sea wall

The bluestone sea wall divides the sanded and non-sanded areas at various locations along the Port Phillip foreshore and is a highly valued heritage asset. The Foreshore Erosion Board (1936) found that from 1865 the lower esplanade at St Kilda had been repeatedly washed away by storms. A stone wall was then built, and improved and extended in 1889. Some coastal land was reclaimed in 1892, and a new sea wall added in 1899. East of Station Pier to St Kilda the sea walls were constructed from 1898 onwards to control coastline recession. A retaining wall was built to protect Elwood Park in 1908 and subsequently reinforced.

In 1934 a storm surge resulted in sand being swept across Beaconsfield Parade. A sea level rise of 1.23 metres above the normal calm weather high tide limits was recorded at the Williamstown tide gauge during this 1934 storm event. This large storm surge was the result of an intense barometric depression creating a raised sea level, associated storm with westerly gales backing south-west then south producing strong wave action and prolonged heavy rain leading to extensive Yarra River flooding. This high tide remains the highest on record.

The bluestone sea walls were constructed in an effort to buffer coastal processes with the sea wall between Port Melbourne and St Kilda heritage listed. DSE's Infrastructure and Risk Management Unit now manage major sea wall maintenance works whilst Council is responsible for minor repairs.

#### Stormwater drains

The Port Phillip foreshore is a highly urbanised environment with an ageing stormwater infrastructure. Designed to specifications of previous decades, the stormwater system in several locations is no longer effectively functioning to the increasing storm severity and heavier rainfall from a changing climate.

Currently stormwater drainage outlets within the Port Phillip foreshore include 34 Council outfalls and eight Melbourne Water drains including Elwood Canal. Elwood Canal forms part of the highly modified Elster Creek urban catchment.

#### Children's playgrounds & all abilities exercise stations

The Port Phillip foreshore provides 7 playgrounds and 2 exercise stations. At the time of writing a concept plan for the Plum Garland Playground was underway to upgrade the play space. The City of Port Phillip Playground Strategy 2007 provides a guide for the provision of playground facilities and infrastructure over a 5 year period. It proposes a number of recommendations for the upgrade of these facilities including the provision for shade to protect children from heat and sunburn.

# 4 City of Port Phillip Foreshore Strategic Direction (cont.)

## Footpaths and cycle paths

The Bay Trail provides a scenic off-road recreational route along the Port Phillip Foreshore between Todd Road in Port Melbourne and Head Street, Elwood. The path is generally aligned parallel to the beach along The Boulevard, Beach Street, Beaconsfield Parade, Jacka Boulevard, Marine Parade and Ormond Esplanade. The bicycle path is separated from the pedestrian footpath along much of the route with 'shared zones' at various locations to accommodate the intersecting path users in a low speed environment.

## Lighting

The foreshore lighting is located along pathways, car parks, and outside buildings and facilities where people congregate to allow evening use. The condition of these lights is reducing at a faster rate and significant cost compared to other areas of the municipality due to the seaside conditions. Whilst lights cover most parts of the foreshore, gaps remain which limit accessibility. There are also large variations in the style and condition of lights.

## Other public amenities infrastructure

Other public infrastructure located within the Port Phillip Foreshore include BBQs, picnic tables, seating, shelters, drinking fountains, waste bins and bike hoops.

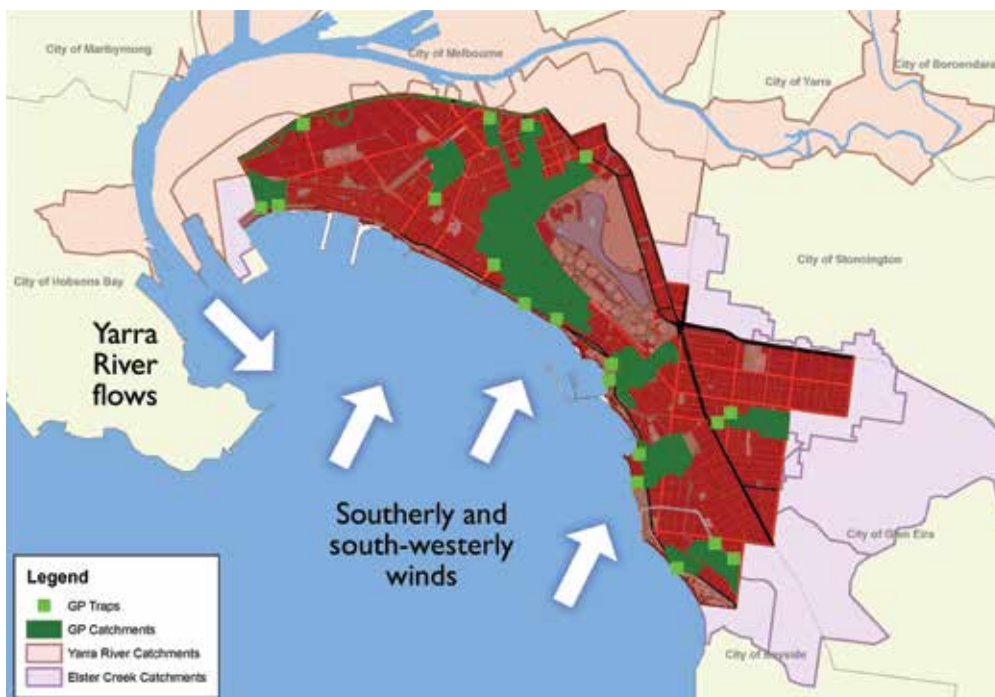
## 4.8.2 Challenges

- Existing sea walls and boulder ramparts are expected to be submerged with a rising sea level. The beaches can be renourished at higher sea levels and may provide a better long-term strategy to halt coastline recession compared to solid structures.
- There are opportunities to standardise the design and location of waste bins to reduce litter and better control exotic pest species such as Indian Myna birds.
- Due to the increasing foreshore usage and population pressures, there is a need to upgrade public toilet, shower, drinking fountain and exercise station infrastructure for all abilities. The provision of exercise stations is valuable in protecting other Council assets such as seats from damage associated with exercise routines.

- The condition of the foreshore infrastructure is reducing at a faster rate and significant cost compared to other areas of the municipality due to the salty seaside conditions.
- There are opportunities to improve the condition and type of foreshore lighting to better meet increasing usage demands whilst improving energy efficiency.
- Climate change risks and coastal hazard vulnerability assessments need to be considered in the installation and design life of new or upgraded infrastructure.
- Investment would be needed to upgrade Pier Road and the adjoining paths to compliment Parks Victoria's proposed St Kilda Pier and Harbour redevelopment.
- Brooks Jetty is a swim safety risk due to the submerged objects and shallow seabed.
- Odour and litter from stormwater drains owned by Melbourne Water and Council is an ongoing issue. There are high expectations for Melbourne Water and Council to remove exposed stormwater drain outlets from the beaches and filter pollutants from entering the Bay.
- Substantial infrastructure investment is required and must be designed to fully respond to the predicted storm flows and sea level rise in a changing climate.
- There are opportunities to upgrade the foreshore club buildings to better meet community needs and consider the climate change risks. Commercial buildings should be leased to better consider energy efficiency, waste management, best practice urban design and climate change risks.

Figure 4-3 illustrates in green the area with litter traps within the City of Port Phillip and the wider catchment areas flowing into the Bay. Substantial investment is required to replace and upgrade the City's ageing drainage infrastructure to the predicted storm flows and sea level rise. The litter traps catch gross pollutants during normal rainfall events. The filtering of sediment and pollutants from stormwater flows is also required to improve water quality on Port Phillip's Beaches.

Figure 4-3 Current areas with stormwater litter traps flowing onto Port Phillip's Beaches.



## 4.8.3 Objectives and Actions - Infrastructure

### Objective 6a – Infrastructure

Ensure foreshore infrastructure is fit for purpose and maintained to a good condition.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Maintain foreshore buildings to be fit for purpose and meet or exceed relevant environmental standards. New buildings/refurbishments should be high quality urban design in keeping with coastal environment, climate risk, local character and multi-use and will not increase the net footprint or cause any loss of open space.	Property, Culture and Leisure, Sustainability Departments	High	Capital Expense	All
2.	Upgrade and standardise the design, location and labelling of all foreshore general waste and recycling bin housings and wheelie bins.	Operations, Parks and Open Space Departments	High	Capital Expense	All
3.	Provide additional exercise stations and drinking/water bottle refill stations at appropriate locations.	Parks and Open Space Department	High	Capital Expense	All
4.	Develop a renewal program for ageing infrastructure.	Assets, Operations, Parks and Open Space Departments	High	Operating Expense	All
5.	Upgrade existing public toilets to match demand including increased capacity and consideration to Crime Prevention Through Environmental Design (CPTED) principles.	Property Department	Medium	Capital Expense	All
6.	Install additional 'Tangler' bins in appropriate locations for anglers to reduce waste and tangled fishing lines in the marine environment.	Parks and Open Space Department	Low	Capital Expense	All

### Objective 6b – Infrastructure

Manage the foreshore to provide a safe environment.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Upgrades and provision of new infrastructure designed and located to adequately consider climate change risk, including coastal hazard vulnerability assessments.	Sustainability, Property, Parks and Open Space Departments	High	Capital Expense	All
2.	Support Parks Victoria to improve water user safety on and around Brooks Jetty through its removal to reduce swimming incidents.	Parks Victoria, Parks and Open Space Department	Medium	Capital Expense	St Kilda
3.	Develop a lighting renewal and upgrade program that considers Council's new public lighting guidelines and priority locations.	Assets Department	Medium	Capital Expense	All

### Objective 6c – Infrastructure

Provide for the ecological health of the foreshore and marine environments through management of stormwater and litter along the beaches.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Relocate stormwater drain outlets from the sand and filter stormwater pollutants from entering the Bay.	Melbourne Water, Assets Department	High	Operating Expense	All
2.	Upgrade ageing stormwater drainage infrastructure and litter traps with consideration to climate change and increasing storm flows.	Melbourne Water, Assets Department	High	Capital Expense	All

# 4 City of Port Phillip Foreshore Strategic Direction (cont.)

## 4.9 THEME 7: DIVERSITY OF ACTIVITIES

### 4.9.1 Existing Conditions and Values

The Port Phillip foreshore is a key area where people frequent for a number of pursuits. The foreshore open spaces play host to many different types of leisure, cultural or sporting activities.

Council has a history of hosting independently managed events along the foreshore for over 20 years. The types of events the Council supports include: triathlons, fun runs, marathons, outdoor concerts, arts performances, community festivals, St Kilda Festival, community sporting events, social functions, beach tennis, beach volleyball, product promotions/launches, sailing events, cycling and on-roads events.

The St Kilda Festival is financially produced and presented by the City of Port Phillip as the municipality's annual flagship event. At the heart of the festival its mission is to present Australian music, free of charge. During St Kilda Festival week, Council issue specific permits to Festival participants, ranging from commercial (e.g. kiteboarding, beach volleyball, etc.) through to community use (e.g. musical groups, local fishing club, etc.).

A good balance between organised, active recreational and more passive activities is currently provided on the Port Phillip foreshore. A diverse range of interest groups are represented with designated spaces and operating times for organised activities to reduce conflicts with other foreshore users.

Council policy governs the selection and approval of foreshore leased sites, their tenants and the use of Crown land open spaces. The current temporary licensing and permitting recreation sites include:

- kiteboarding
- beach tennis
- beach volleyball
- personal training
- skydiving
- group fitness (for the first time) with groups of three up to a maximum of fifteen.

### 4.9.2 Challenges

- There are increasing demands for more commercial activities such as mobile food vendors, product advertising and promotions and large commercial sporting activities. However residents are concerned with the over commercialisation of the foreshore and possible effect on the areas amenity and local character.
- There are currently seasonal peaks in organised recreational activities on the foreshore with opportunities to develop more individual activities such as the installation of public art for passive recreation all year round.
- With the exception of recently complete Middle Park Beach landscape upgrade, there is no acknowledgement of indigenous occupation and their relationship to Port Phillip's foreshore. There are opportunities to promote indigenous heritage and connection to the foreshore and Bay.
- Council needs to balance residential amenity and traffic impacts from external providers wanting to run major events. Over recent years, the Council has reduced the overall number to have fewer and higher quality events.

### 4.9.3 Objectives and Actions – Diversity of Activities

#### Objective 7a – Diversity of Activities

Maintain and improve recreational amenity balancing the foreshore users differing values.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Upgrade large lawn areas to have full coverage for passive recreation, festivals and events.	Parks and Open Space Department	Medium	Operating Expense	All
2.	Upgrade a variety of quiet contemplative spaces and consider cultural differences.	Parks and Open Space Department	Low	Operating Expense	All
3.	Support public art to encourage year-round passive recreation which suits the areas character and history. Includes the incorporation of art into landscape, building upgrades or new developments.	Culture and Leisure Department	Low	Capital Expense	All

#### Objective 7b – Diversity of Activities

Maintain and enhance coastal dependent commercial usage of the foreshore.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Maintain coastal dependent commercial activities that benefit the diversity of foreshore users in accordance with the guiding Principles.	Culture and Leisure Department	High	Operating Expense	All

## 4.10 THEME 8: PLACE/CHARACTER

### 4.10.1 Existing Conditions and Values

The coastal character of the Port Phillip foreshore is a significant value and must be protected. Each of the five foreshore areas offers a different sense of place and character. For instance, Sandridge contains a wide foreshore and Perc White Reserve with large area of coastal native vegetation, whereas the St Kilda foreshore is urbanised, busy and vibrant with an air of excitement.

Council and foreshore users recognise that the Port Phillip foreshore has a unique sense of place and character. It is important to also acknowledge that each precinct along the foreshore has particular features and distinguishing characteristics that help define its unique sense of place. These should be enhanced and protected rather than homogenised.

The Sandridge foreshore is a family friendly beach and recognised for its natural coastal values. Retaining these values in the future is highly desirable.

Port Melbourne foreshore has generous space for cycling, walking and beach activities, although traffic congestion requires addressing around Station Pier to improve accessibility and connectivity. Bay Street is the main shopping strip in Port Melbourne connecting retail and commercial activities with the foreshore, however the approach to the waterfront lacks active ground floor usage. The Port Melbourne Urban Design Framework, currently being developed, proposes to address these issues by redesigning of the public realm, activating the public space and better connecting the activity centres to the foreshore.

The character of the South Melbourne and Middle Park foreshore exhibits itself through the sweeping expanses of beach and the long rows of Canary Island Date Palms. Grand heritage is displayed in the buildings lining the foreshore, the long bluestone sea wall and the Edwardian sun shelters on the beach. This part of Port Phillip foreshore is very popular with demand for improved public amenity expected in the future.

With its built heritage and ambient coastal setting, St Kilda local residents are passionate about their foreshore. This area is much loved and valued highly as one of Melbourne's favourite places to visit, both nationally and internationally, especially in summer. A concept plan for the St Kilda Pier and Breakwater has been developed which proposes to update the pier and marina infrastructure. Parks Victoria developed the concept plan in collaboration with community groups, Council and State agencies. A separated boardwalk is also included in the plan to provide greater protection to the penguin colony.

The Elwood foreshore is less urbanised with a more natural environment than the Port Melbourne to St Kilda foreshore areas. This uniqueness adds to its popularity and is highly valued as urban coastal parkland with strip of sanded beach. This area is continuing to see an increase in patronage. It is highly valued by the public for passive and active recreation as well as members and visitors from the Life Saving, Sailing and Angling Clubs, Sea Scouts, restaurants and major triathlon events.

Sites of Aboriginal and post-settlement cultural heritage are valued and protected within the Port Phillip foreshore. The significant number of monuments, memorials and other public art along the foreshore are highly valued and well maintained. These features provide residents and visitors with a unique sense of connectedness to the foreshore.

For many regular users, the foreshore is a place for "time out", relaxation, recreational activities, thinking or for some a place of spiritual connection. This contributes to the cultural identity of the foreshore as a place where the community can find retreat and re-energise.

The City of Port Phillip foreshore meets the open space needs of much of the community which is different to many other municipalities as it provides a central focal point for community uses and activities.

The values detailed above should be carried forward into the implementation of the Foreshore Management Plan.

### 4.10.2 Challenges

- There are opportunities to better define the characteristics of each foreshore area through urban design, place-making and landscaping improvements.
- The foreshore landscape and vegetation contribute significantly to its sense of place and character and within such an urbanised environment. There is a gap in the community's understanding of how the places and spaces along the foreshore are generally modified and artificial forms of the original foreshore natural environment.
- There are opportunities to promote Port Phillip's indigenous heritage, connection and value for the foreshore and Bay.
- The area adjoining Turkey Toms Beach, immediately south of Brooks Jetty, is considered to be a "missing link" between the St Kilda Promenade and Marina Reserve areas. There is an opportunity to upgrade the pathways, lighting, seating and shade, leading to improved safety and amenity.
- The upgrade of Pier Road would improve Pier entry, accessibility along the foreshore, tourism and amenity values adjoining the proposed St Kilda Harbour redevelopment.
- To be able to meet the community's expectations of the type of foreshore they desire (i.e. wide sandy beaches, shady vegetation), it must be more widely understood that these highly valued features come at a significant cost and ongoing investment in infrastructure is required.
- The future role and ownership of Princes Pier is yet to be confirmed. The pier is currently unsuitable for modern boats requiring lower level landings or pontoons for land access. The future role and use of Princes Pier is expected to influence residential and visitor amenity as well as Port Melbourne's local character.

## 4 City of Port Phillip Foreshore Strategic Direction (cont.)

### 4.10.3 Objectives and Actions – Place / Character

#### Objective 8a – Place / Character

Maintain the unique urban beach identity and further enhance the diversity of each individual beach within the Port Phillip foreshore.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Develop unique identity records for each of the 5 foreshore areas. Make this study accessible to relevant foreshore agencies and stakeholders to assist understanding and maintain the diversity for each area.	City Strategy, Culture and Leisure Departments	Low	Operating Expense	All
2.	Determine and implement enhancement strategies to improve the amenity of foreshore areas including Pier Road, St Kilda.	Parks and Open Space Department	Low	Capital Expense	St Kilda

#### Objective 8b – Place / Character

Preserve and promote the cultural heritage of the foreshore to ensure the ongoing protection of heritage sites.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Implement the specialist maintenance program to ensure ongoing maintenance and upgrade of foreshore monuments.	Culture and Leisure Department	High	Operating and Capital Expense	All
2.	Provide educational information describing Indigenous historical use and significance of foreshore and Bay environment with involvement of indigenous groups.	Culture and Leisure Department	Medium	Operating Expense	All

#### Objective 8c – Place / Character

Protect the foreshores existing public views, areas of open space and cultural identity to retain the highly valued public amenity.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Maintain areas of cultural identity.	Parks and Open Space Department	High	Operating Expense	All
2.	Maintain areas of open space (i.e. foreshore sanded areas and Elwood Reserve).	Parks and Open Space Department	Medium	Operating Expense	All
3.	Implement Council strategies to maintain key observation points along the foreshore including relevant actions within the: <ul style="list-style-type: none"> <li>Perc White Reserve Landscape Management Plan and Master Plan</li> <li>Elwood Foreshore and Recreation Reserve Management Plan.</li> </ul>	Parks and Open Space Department	Medium	Operating Expense	All



## Objective 8d – Place / Character

Develop a renewal program at suitable locations within the foreshore to provide for better public realm outcomes.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Support appropriate plans for the redevelopment of St Kilda Pier, sailing boat harbour and construction of the separated penguin boardwalk to match stakeholder aspirations with clear public benefits.	City Strategy Department, Parks Victoria	High	Operating Expense	St Kilda
2.	Advocate for the appropriate use and development of Princes Pier to balance recreational, visitor and residential needs.	City Strategy Department, Major Projects Victoria	High	Operating Expense	Port Melbourne
3.	Implement relevant actions within Council masterplans and Urban Design Frameworks to protect and enhance vegetation, improve lighting and path connections and provide interpretative signage.	Parks and Open Space Department	Medium	Capital Expense	All
4.	Continue the St Kilda boardwalk south of Brooks Jetty and provide increased shade.	Parks and Open Space Department	Medium	Capital Expense	St Kilda
5.	Identify options to alter Beaconsfield Parade for improved foreshore use and connectivity to activity centres.	Assets, Parks and Open Space, Sustainability Departments	Medium	Capital Expense	South Melbourne & Middle Park
6.	Support the upgrade of kiosks and surrounding paved area landscape at Point Ormond and St Kilda, while improving shade protection.	Parks and Open Space Department	Medium	Capital Expense	St Kilda, Elwood
7.	Support plans for the Triangle car park to match stakeholder aspirations, St Kilda Urban Design Framework and future planning controls.	City Strategy Department	Medium	Capital Expense	St Kilda

## 4.11 THEME 9: COASTAL SUSTAINABILITY

### 4.11.1 Existing Conditions and Values

Port Phillip foreshore experiences a high demand for car parking particularly over the summer period and during high profile events such as the St Kilda Festival. However, more sustainable modes of transport are well used within the foreshore. This is highlighted by the increasing and significant number of pedestrians and bike riders accessing the foreshore paths.

Energy usage along the foreshore is noted from the buildings and night lighting of pathways and car parks. Potable water is currently used for the public toilets, beach showers, drinking fountains and some foreshore parks and gardens. There are significant opportunities to retrofit buildings and harvest stormwater to reduce consumption and improve sustainability.

The water quality in Port Phillip Bay is dependent on levels of stormwater runoff and the considerable Yarra River flows. The EPA maintains a Beach Report Program over the summer period, providing current water quality information and forecasts for beach users. There are 16 Gross Pollutant Traps and 150 smaller litter traps across 20% of the Port Phillip Council area (4.2km<sup>2</sup> of 20.6km<sup>2</sup>). It is not known the area of the surrounding councils that have litter traps connecting to City of Port Phillip/Melbourne Water drains. Assuming these areas do not have litter traps, it is estimated only 11% of the Port Phillip Council's entire catchment contains litter traps.

Although uncertainties exist around the severity of climate change impacts, there is now sufficient information to enable Council to factor climate change risks into current planning and decision making. The Port Phillip Climate Adaptation Plan outlines five key areas of action to provide flood management, beach protection, climate proof buildings, city climate, access and safety.

### 4.11.2 Challenges

- According to CSIRO studies the average sea level within Port Phillip Bay has already risen over 3cm during the 1990's with a rise of no less than 80cm predicted by 2100.
- Information on the ability to protect foreshore assets and infrastructure from climate change impacts such as sea level rise and storm surge is emerging. Existing sea walls and boulder ramparts are expected to be submerged with a rising sea level. The beaches can be renourished at higher sea levels and may provide a better long-term strategy to halt coastline recession compared to solid structures. Any engineering works will require significant state or federal investment.
- 'Soft' engineering with the use of vegetation, beach renourishment and community participation will be essential to achieving a climate adept and resilient city.
- The water quality from stormwater and considerable Yarra River flows affect swimmers as well as the marine environment. Substantial Council and State investment is required to upgrade litter trap and stormwater infrastructure but must first be designed to fully respond to the predicted storm flows and sea level rise in a changing climate.
- Long-term measures are required to mitigate coastal erosion from climate impacts and natural processes on this side of the Bay.
- Opportunities exist to improve the pedestrian and cycle paths including end of trip facilities such as bike racks and water bottle refill stations.
- Significant opportunities exist to demonstrate renewable energy and water saving technologies as part of upgrades to Council's club buildings and commercial properties with broad sustainability and community benefits.

## 4 City of Port Phillip Foreshore Strategic Direction (cont.)

### 4.11.3 Objectives and Actions – Coastal Sustainability

#### Objective 9a - Coastal Sustainability

Protect the foreshore and coastal infrastructure against the effects of climate change in line with current and emerging science.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Plan for a sea level rise of not less than 0.8m by 2100 and allow for the combined effects of tides, storm surges, coastal processes and location conditions, such as topography and geology when assessing risk and impacts associated with climate change.	Assets and Sustainability Departments	High	Operating Expense	All
2.	Consider the results of Council's Coastal Hazard Vulnerability Assessment (CHVA) to develop 'coastal action' and 'structure' plans to integrate drainage and manage climate impacts along the foreshore.	Assets and Sustainability Departments	High	Capital Expense	All
3.	Implement Council's Climate Adaptation Strategy and Community Climate Plan to manage the impact of climate change along the foreshore.	Assets and Sustainability Departments	High	Capital Expense	All

#### Objective 9b – Coastal Sustainability

Improve the water quality along the Port Phillip foreshore and Bay to provide a healthier marine environment.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Work with Melbourne Water to improve the water quality in Port Phillip Bay.	Assets and Operations Departments, Melbourne Water	High	Operating Expense	All
2.	Increase the total area covered by litter traps and filtering of stormwater to improve water quality in line with Council's Water Plan.	Assets, Operations and Sustainability Departments, Melbourne Water	High	Capital Expense	All
3.	Implement strategies to inform the public of the potential health risks from exposure to the marine environment after significant rainfall events.	Assets and Operations Departments, EPA	Medium	Capital Expense	All

#### Objective 9c – Coastal Sustainability

Sustainably manage future growth pressures for recreational use and development along the foreshore.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Implement strategies that will allow for the sustainable use of the foreshore including relevant actions within the: <ul style="list-style-type: none"> <li>Open Space Strategy</li> <li>Open Space Water Management Plan</li> <li>Climate Adaptation Plan.</li> </ul>	Parks and Open Space, Sustainability Departments	Medium	Capital Expense	All
2.	Develop a strategic plan to manage future growth impacts on recreational use of the foreshore.	Culture and Leisure Department	Low	Operating Expense	All

## Objective 9d – Coastal Sustainability

Incorporate ecological sustainable development (ESD) principles into all aspects of the foreshore.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Implement the Council's Environmental Building Improvement Program to improve the energy and water efficiency of Community Club buildings.	Property and Sustainability Departments	High	Capital Expense	All
2.	Increase the use of coastal vegetation planting to improve natural shade and increase green spaces along the foreshore.	Parks and Open Space Department	High	Capital Expense	All
3.	Encourage the upgrade of playgrounds with more environmentally sustainable materials and coastal themed infrastructure in line with Council's play space Strategy.	Parks and Open Space Department	Medium	Capital Expense	All
4.	Apply Water Sensitive Urban Design (WSUD) principles for landscaping in line with Council's Open Space Strategy, Open Space Water Management and Council Water Plans.	Parks and Open Space, Sustainability Departments	Medium	Capital Expense	All
5.	Implement flagship sustainability projects within the foreshore to demonstrate renewable energy and water saving technologies.	Property, Culture and Leisure, Sustainability Departments	Medium	Capital Expense	Port Melbourne, South Melbourne & Middle Park, St Kilda
6.	Provide advice to foreshore businesses to improve energy and water efficiency and climate resilience in line with Council's Greenhouse Action and Water Plans.	Property, City Strategy and Sustainability Departments	Medium	Operating Expense	All

## 4.12 THEME 10: ECONOMIC

### 4.12.1 Existing Conditions and Values

The City of Port Phillip has a unique, vibrant and diverse business and tourism industry. Situated adjacent to Melbourne's CBD the municipality enjoys privileged access to local, regional, national and international markets while its position abutting Port Phillip Bay allows it to take advantage of a range of natural and man-made tourism assets.

Port Phillip contains extensive tourism assets and is home to some of Victoria's leading attractions including Luna Park, St Kilda Foreshore, Station Pier and popular beaches along Port Phillip Bay. Port Phillip Council is part of the Inner Melbourne region (made up of the municipalities of Melbourne, Port Phillip, Stonnington and Yarra) which is the second largest tourism market in Australia. During 2008 the number of visitors to the Inner Melbourne Region totalled 11.25 million. In comparison, Sydney received 11.8 million visitors over the same period.

Tourism is a significant industry in Victoria and accounts for 7.1% of all jobs in the Port Phillip municipality. Visitors spend considerably more when visiting Inner Melbourne than other destinations in Victoria. On average, domestic daytrip visitors spend \$126 per day, domestic overnight visitors spend \$770 per visit and international visitors spend \$2,291 when visiting Inner Melbourne. In comparison, visitors to the Mornington Peninsula would spend per visit \$1,717 in total.

Daytrip visitors mainly come for holiday/leisure, while overnight domestic visitors predominantly come for holiday/leisure, or visiting friends and relatives. International visitors largely come for holiday/leisure, business and visiting friends and relatives. More than half of domestic and international visitors choose to stay in hotel and motel accommodation, while a third stayed with friends and relatives.

A breakdown of visitor origination follows:

- Daytrip visitors are predominantly from Victoria
- Almost one third of overnight visitors come from New South Wales
- Almost a further third are from Victoria.
- Key international markets are the United Kingdom, New Zealand, Continental Europe, China and the USA.

A recent survey found that the key visitor attractions for Port Phillip were its diversity, atmosphere, range of retail and tourist attractions and quality of service.

The Port Phillip foreshore contains a number of leased buildings. The tenancies serve the purpose of providing active recreational access to the beach environment, or enhancing people's coastal experience, by providing services such as cafes and restaurants.

# 4 City of Port Phillip Foreshore Strategic Direction (cont.)

## 4.12.2 Challenges

- Leasing foreshore buildings to tenants and licence agreements for activity on the foreshore is a source of significant annual revenue for Council. It is important to protect and maximise this revenue base from commercial operators at appropriate market rates. This allows funds to be re-invested into Council services and infrastructure provision and discourages the use of coastal Crown land as a cheaper alternative to private land.
- Economic development in City of Port Phillip should seek to achieve social, environmental and cultural sustainability objectives, not just unchecked economic growth. Visitation to Port Phillip needs to be carefully managed to balance economic benefits against amenity and environmental costs.
- Economic development should reduce car dependence and encourage sustainable transport modes whilst creating functional, vibrant recreational activity areas.
- Economic development should manage tourism i.e. consider amenity and environmental impacts when assessing the potential economic benefits of increased tourism. Prioritising increasing yield from existing tourism assets and infrastructure should happen above the creation of new tourism attractions and/or increased visitation.
- A 'Visitor Profile and Satisfaction' survey undertaken for the City of Port Phillip in July 2009 revealed key areas for improvement include improving signage to local attractions and popular tourist destinations such as St Kilda Foreshore/ Pier Area, history, beach activities and public transport options; increasing the availability of car parking facilities; improving value for money particularly in the St Kilda Foreshore/Pier area; improving personal safety and security, and providing more public amenities.
- There are increasing demands for more commercial activities such as mobile food vendors, product advertising and promotions and large commercial sporting activities. However residents are concerned with the over commercialisation of the foreshore and possible effect on the areas amenity and local character.
- A balance must be struck between the level of commercial activity on the foreshore to provide places/events of interest and contribute to foreshore funding with maintaining free and public access so as not to over commercialise the Crown land to be used for public purposes. The litmus test of broad and net community benefit must be applied when considering land use and development on the foreshore.
- State and Federal Government grant and funding arrangements and processes should be taken into account when assessing the viability of financial needs in the Foreshore Management Plan.
- There are significant community expectations for Council foreshore buildings to provide high quality urban designs outcomes to match their visual prominence along the highly valued foreshore. This includes improved public access and use, as well as incorporation of environmental design and retrofits to improve lessee waste management and energy efficiency.

## 4.12.3 Objectives and Actions – Economic

### Objective 10a – Economic

Support and enhance sustainable commercial uses that achieve a balanced use of foreshore public land, net community benefit and economic value.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
1.	Evaluate balance of commercial activity and funding for Council to not over commercialise Crown land.	City Strategy Department	Medium	Operating Expense	All
2.	Evaluate event permit and commercial recreation activity fees for community foreshore sporting programs.	Culture and Leisure Department	Medium	Operating Expense	All
3.	Support ecologically focussed tourism along the foreshore for example walking tours.	City Strategy Department	Medium	Operating Expense	All
4.	Educate foreshore tourism operators on environmentally sustainable practices to balance visitation against amenity and environmental impacts.	City Strategy Department	Medium	Operating Expense	All

### Objective 10b – Economic

Develop Council property management plans for Council owned buildings on the foreshore to meet community demand.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
I.	Implement Council's Property Strategy to ensure leases and licences meet community demand for public access and use, commercial services and environmental improvements.	Property Department	Medium	Operating Expense	All

### Objective 10c – Economic

Continue to reinvest in foreshore infrastructure which supports recreational activity and provides revenue for the entire municipality.

No.	Actions	Implementation Responsibility	Value	Expenditure Type	Foreshore Area
I.	Support and enhance sustainable commercial uses that achieve a balanced use of foreshore public land and not community benefit in accordance with Principles 9 and 10.	Property, Parks and Open Space Department	High	Operating Expense	All

# 5 City of Port Phillip Foreshore Areas

## 5.1 ACTIVITY AND RECREATIONAL NODES

Underpinning the *Victorian Coastal Strategy 2008* (VCS) are four hierarchy of principles which sets the strategies foundation and guides planning and decision-making about land use and development on coastal private and Crown land, as well as estuarine and marine waters.

Decision-making for the Port Phillip foreshore should be consistent with the VCS hierarchy of principles. When the first three principles have been considered and addressed (see Section 1.5.4), Principle 4 direction is to:

‘Ensure development on the coast is located within existing modified and resilient environments where the demand for development is evident and the impact can be managed.’

This principle aims to ensure that:

- Urban development on the coast is directed to appropriate areas within existing settlements and activity centres.
- Development on coastal Crown land is coastal-dependent or closely related to coastal-dependent uses and is directed to activity nodes and recreation nodes.
- Impacts associated with the current or proposed use of coastal land are identified, addressed and managed.

Principle 4 seeks to direct development away from sensitive coastal areas and significant landscapes and manage it within existing settlements and activity centres, and within activity and recreation nodes.

### 5.1.1 Activity Nodes

The purpose of ‘activity nodes’ are to provide a focus area for access to the coast, services, and social interaction within existing settlements and to link and integrate the public and private realms within this area. Activity nodes are located within existing coastal settlements and correlate with existing activity centres under Melbourne 2030 which:

- Contain both public and private land.
- Provide community recreation facilities and opportunities which enhance the coastal experience.
- Provide appropriate areas for commercial uses, including ports and fishing.
- Provide tourist accommodation and activities.
- Have an increased density of development and range of uses.
- Provide for public transport and traffic needs.
- Contain development which exhibits excellence in design and complements or integrates with the coastal landscape and setting.
- Contain development which is of a scale appropriate to the local context.
- Complement and benefit from adjacent private land use and development.

St Kilda and Bay Street in Port Melbourne are identified in Melbourne 2030 as a Major Activity Centres within the foreshore area. Since the VCS 2008 was adopted, Melbourne 2030 is being reviewed. The new Melbourne metropolitan planning strategy to be developed is expected to include a comprehensive community and stakeholder consultation process.

### 5.1.2 Recreation Nodes

‘Recreation nodes’ provide access to recreation and water-related activities where a genuine need is identified through a strategic assessment, at the same time limiting the scale and intensity of development to that which is appropriate to the area.

Recreation nodes are areas that:

- Are located on coastal Crown land, outside of activity nodes.
- Exhibit a high level of use and visitation for recreation and water-related activities.
- Offer foreshore and marine access, and may contain boat ramps.
- Contain recreational infrastructure such as piers, fishing platforms, walking tracks, picnic and camping grounds, and lifesaving clubs.
- Have identified strategic priorities for the provision of existing recreation facilities and provide opportunities for the redevelopment or expansion of facilities for the net community and public benefit.

Any development on coastal Crown land within an activity node, and within a recreation node should satisfy the Criteria for use and development on coastal Crown land contained within the VCS.

In accordance with the VCS, activity and recreational nodes have been considered throughout the recommendations for any use and development along the Port Phillip foreshore reserve.

### 5.1.3 Port Phillip Foreshore Areas

To assist with identifying and locating specific strategic objectives and actions throughout the Port Phillip foreshore, a geographic approach has been adopted whereby five foreshore areas have been identified. These are:

1. Sandridge	4. St Kilda
2. Port Melbourne	5. Elwood
3. South Melbourne and Middle Park	

An area description with existing conditions, values and challenges plus high value actions for each of these five foreshore areas is provided below, while Figures 5-1 to 5-5 are included to enable a visual expression for the high value actions.

## 5.2 SANDRIDGE

### 5.2.1 Area Description, Existing Conditions and Values

The Sandridge foreshore area is situated at the northern end of the Port Phillip foreshore and

Port Phillip Bay. The western boundary interfaces with the Webb Dock Trail while the eastern boundary partly includes Beacon Cove, a multi-storey residential development, and up to but not including the Princes Pier (refer to Figure 5-1).

Situated at the extreme western end of Sandridge foreshore is the start of the Webb Dock Trail and adjacent to this is the Perc White Nature Reserve. From within Perc White Reserve there are a range of exceptional environmental, industrial and urban views, offering an escape from the everyday urban scene. The Reserve contains one of the largest areas of established coastal vegetation in the City of Port Phillip, and is an area of regional ecological significance due to the presence of remnant dune vegetation in deep silica sand that pre-dates European settlement in Port Phillip Bay. It provides an important habitat for native wildlife, in particular the Superb Fairy-Wren and New Holland Honey Eater. Seven regionally significant species that are thought to be naturally occurring in the reserve are:

- *Altriplex cinerea* (Coast Saltbush)
- *Carex pumila* (Strand Sedge)
- *Distichlis distichophylla* (Australian Salt Grass)
- *Myoporum insulare* (Common Boobialla)
- *Spinifex sericeus* (Hairy Spinifex)
- *Sporobulus virginicus* (Salt Couch)
- *Zoysia macrantha* (Prickly Couch)

The Reserve forms an important natural buffer between the recreational uses of the Sandridge foreshore area and the industrial uses associated with the operations of Webb Dock. Both Perc White Nature Reserve and Webb Dock Trail are freehold land owned by the PoMC and currently managed by the City of Port Phillip through a licence agreement. In 2010 Council commissioned a Landscape Management Plan and Master Plan for Perc White Reserve. The master plan provided several recommendations to protect and enhance the significant vegetation, improve access and increase awareness of the Reserves significance.

Sandridge Beach is a family friendly beach area recognised for its natural coastal values and view of the city. It is heavily used during summer by families including culturally and linguistically diverse community members. The built environment within the Sandridge foreshore includes the Life Saving Victoria Headquarters, Sandridge Life Saving Club, public toilets and beach showers, free car parking facilities, the Bay Trail and three rock groynes for sand protection.

The Westport and First Point Reserves are unique in providing such a wide public space adjoining the beach. The grassed areas contain recently upgraded lighting, BBQ's, picnic facilities and playground, whilst the coastal native vegetation has been enhanced and requires ongoing protection.

New boating and swimming zones implemented in September 2010 have introduced a 'swimming only zone' between Life Saving Victoria and Sandridge Life Saving Club to improve safety for swimmers. A section of Sandridge Beach between the rock groyne opposite Barak Road and the rock groyne opposite Cumberland Road allows for dogs to be off leash all year round.

The Friends of Port Melbourne's Foreshore is an environmental care and lobby group for the area. Members are involved in the conservation and protection of the natural environment with a particular focus on the protection and enhancement of the Perc White Nature Reserve.

### 5.2.2 Challenges

The following challenges have been identified within the Sandridge Foreshore Area:

- Increased usage of Sandridge foreshore is expected with the increasing population in neighbouring Port Melbourne.
- Many visitors to Sandridge Beach are not aware of the swimming hazards that can be encountered there. Council should implement appropriate mitigation actions to alleviate the risks.
- PoMC plan to develop Webb Dock as an international container terminal by 2035, and it is expected it will have a capacity to handle a similar number of containers to Swanson Dock. Both short term planning and long term vision identify Perc White Reserve remaining as a buffer zone.
- The 2010 Master Plan provides a holistic landscape design and direction for the reserve. Council is seeking a long-term management agreement to upgrade the PoMC freehold land, buffer the port operations and protect the regionally significant vegetation.

### 5.2.3 Actions

#### High value actions for Sandridge:

1. Develop a long-term management agreement for PoMC land at Perc White Reserve and Webb Dock Trail.
2. Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.

# 5 City of Port Phillip Foreshore Areas (cont.)

Figure 5-1 Sandridge Area Map





## 5.3 PORT MELBOURNE

### 5.3.1 Area Description, Existing Conditions and Values

The Port Melbourne foreshore area is bounded by Princes Pier to the North and Pickles Street to the south (refer to Figure 5-2). It includes the Waterfront Place restaurants and bars servicing local residents, pier users and visitors and connects to Bay Street.

Port Melbourne is noted to be rich with history and monuments due to its early settlement within Melbourne. Council has a monuments policy with budgeted funds to implement a specialist program to ensure the ongoing maintenance and upgrade of these important historical features.

Located within the Port Melbourne foreshore area is the Princes Pier currently under restoration, Station Pier with car parking and truck loading provision for the 'Spirit of Tasmania' and terminals for international cruise ships. Lagoon Pier is a smaller over-water structure that is popular with anglers. The built environment also includes the Port Melbourne Yacht Club and Port Melbourne Life Saving Club. The Port Melbourne foreshore toilets built in 1902 are heritage listed. Council also lease modern public toilet facilities behind the 109 tram stop on the opposite side of the foreshore reserve at Waterfront Place to cater for increased demand from visitors arriving at Station Pier.

The Bay Trail continues along the length of this area and is popular with walkers, bike riders and rollerbladers. Public transport services include the 109 tram line which commences alongside Waterfront Place. Beach tennis is played on the sanded area to the south of Station Pier and dogs are allowed off leash all year round between Dow Street and Lagoon Pier.

The last decade has seen extensive redevelopment of the land adjacent to the Port Melbourne foreshore including higher density residential living with better public transport connections. Station Pier's use as a national and international water gateway contributes to Port Melbourne becoming a more urbanised leisure and entertainment area with important links to the promenade. The Bay Street retail and commercial activity centres are within reach of this major activity area.

Wide sandy beaches and dunal areas are separated from the foreshore landscape by a bluestone sea wall, while Canary Island Date Palms with grass road verges line Beach Street at the southern end.

3207 Beach Patrol is comprised of volunteers who are proud of their local beaches and wish to make a difference. The group's beach cleaning efforts are making a positive impact to involve the community and added value to Council's ongoing investment.

### 5.3.2 Challenges

The following challenges have been identified within the Port Melbourne Foreshore Area:

- Management for the Pickles Street dunes is currently compromised due to uncontrolled dune access. These dunes would benefit from appropriately located fencing and implementation of a vegetation management plan to protect and enhance the highly valued public natural asset.
- Maintenance and renewal works are required for the Port Melbourne Life Saving Club building. Upgrade works will ensure the building is fit-for purpose, multi-use and improve its functionality for the community.
- Traffic congestion surrounding Station Pier during departure times affect the approach roads and the Waterfront Place car park. Conflicts between vehicles queuing, including caravans staying overnight on the roads, with pedestrians, bike riders and freight is causing disruption to the local area.
- Demand for public toilet facilities in Port Melbourne outweighs the existing supply. Visitors to the foreshore would benefit from directional signage to the rented public toilets behind the 109 tram terminal and increased capacity.
- A large geographic gap currently exists in the availability of foreshore drinking fountains and beach showers in the Port Melbourne area. Concepts are currently under development based on community feedback for new beach showers and a drinking fountain between Bay Street and Station Pier.
- The Princes Street stormwater outlet is often raised by local residents as having a visual amenity and odour impact on the Port Melbourne foreshore.
- There are opportunities to improve the connectivity and accessibility around Station Pier and between the foreshore and the Bay Street retail precinct.

### 5.3.3 Actions

#### High value actions for Port Melbourne:

1. As part of the Port Melbourne Urban Design Framework, progress traffic management solutions to reduce congestion at Station Pier and improve connectivity to the light rail reserve shared path.
2. Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.
3. Advocate for the appropriate use and development of Princes Pier to balance recreational, visitor and residential needs.
4. Develop and implement an upgrade program for high demand public toilets.
5. Provide more shade in high use areas and along the foreshore.
6. Install new beach showers and drinking/water bottle refill stations at Port Melbourne.
7. Upgrade the Life Saving Club building.

## 5 City of Port Phillip Foreshore Areas (cont.)

Figure 5-2 Port Melbourne Area Map



### HIGH VALUE ACTIONS – PORT MELBOURNE FORESHORE AREA

- 1 As part of the Port Melbourne Urban Design Framework, progress traffic management solutions to reduce congestion at Station Pier and improve connectivity to the light rail reserve shared path.
- 2 Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.
- 3 Advocate for appropriate use and development of Princes Pier to balance recreational, visitor and residential needs.
- 4 Develop and implement upgrade program for high demand public toilets.
- 5 Provide more shade in high use areas and along the foreshore.
- 6 Install new beach showers and drinking / water bottle refill stations.
- 7 Upgrade the Life Saving Club building.

— Port Melbourne Foreshore Area

## 5.4 SOUTH MELBOURNE AND MIDDLE PARK

### 5.4.1 Area Description, Existing Conditions and Values

Bounded by Beaconsfield Parade to the north-east, the South Melbourne and Middle Park foreshore area extends from Pickles Street in the north to Fraser Street in the south (refer to Figure 5-3).

The South Melbourne and Middle Park foreshore area is a long, straight stretch of foreshore highly used and highly regarded as a recreational area for sunbathing, swimming, beach volleyball, walking/jogging and cycling/blading. The majority of this foreshore area is regulated by new swimming only and boating zones that exclude boating, power skis and sailboards for the protection of swimmers. The Bay Trail traverses the length of the area and is extremely popular, while other recreation includes promenading and all year round dog off-leash area.

Synonymous with this area the distinctive Canary Island Date Palms continue along Beaconsfield Parade. With its wide centre median strip Beaconsfield Parade is a dominant boundary of the South Melbourne and Middle Park foreshore area. It functions as a key arterial to Melbourne's Central Business District (CBD) from the southern suburbs and carries significant volumes of traffic.

The built environment includes the South Melbourne Life Saving Club, Albert Park Yachting and Angling Club, a kiosk, two cafes, Kerferd Road toilets, beach showers, and the recently built Middle Park public toilets with adjacent landscaping. The new landscaping includes beach showers, rain garden, native groundcovers, removal of the metal railing, new seating and tables, plus a small exercise station. A concept plan to renew and upgrade the Plum Garland Memorial Playground is currently underway. Heritage listed sites include the bluestone sea wall, two Edwardian sun shelters, and the picturesque Kerferd Road Pier. The Pier is a significant coastal heritage structure popular with anglers and a key feature to this foreshore area.

Overlooking the foreshore is a number of medium-high rise residential towers, dating from the 1960s onwards. This neighbourhood is also well known for its Victoria-era terrace housing. The limited opportunities for redevelopment relative to other areas within Port Phillip have contributed to a static population from 1996 to 2001.

Middle Park beach sand has been artificially maintained since the 1970's. Prior to the manmade intervention, it was typically rocks with interspersed sand which was extremely mobile due to natural coastal processes. The 2009 renourishment of Middle Park beach was undertaken by DSE in partnership with Council. Depending on sand quality and availability, topping up the beach with sand from offshore sources will be undertaken approximately every two years to maintain the beach.

3206 Beach Patrol is a community organisation of approximately 100 members whose voluntary efforts help South Melbourne and Middle Park beaches cleaner and safer. 3206 Beach Patrol members commit one hour of voluntary cleaning per month within their selected zone. The groups also hold major cleanup events in during spring and summer.

The South Melbourne and Middle Park foreshore will continue to be recognised for its passive and active recreational activities, outstanding views of iconic sites across Melbourne and the wide, open and often exposed, sandy beach overlooking Port Phillip Bay. It will continue having regard for the local heritage values that link the foreshore to the surrounding residential properties and urban activity centres.

### 5.4.2 Challenges

The following challenges have been identified within the South Melbourne and Middle Park Foreshore Area:

- Sand drift build up and the formation of tracks on the high use grass areas along Middle Park is reducing some sections visual amenity.
- The South Melbourne foreshore requires more shade, landscaping upgrades, and proactive management for sand drift issues.
- South Melbourne Life Saving Club building has been found to require major redevelopment at significant cost with the scale of the redevelopment yet to be determined.
- Inadequate equipment storage and lack of drinking fountains affect beach volleyball activities.

### 5.4.3 Actions

#### High value actions for South Melbourne and Middle Park:

1. Install dunal fencing where appropriate to manage pedestrian access, drainage, beach cleaning and habitat values.
2. Work with the Life Saving Club and LSV to provide a new building.
3. Install new beach showers and drinking / water bottle refill stations.
4. Provide more shade in high use areas and along the foreshore.

## 5 City of Port Phillip Foreshore Areas (cont.)

Figure 5-3 South Melbourne and Middle Park Area Map



## 5.5 ST KILDA

### 5.5.1 Area Description, Existing Conditions and Values

The St Kilda foreshore area is bounded by West Beach in the north and St Kilda Marina to the south. The streets Beaconsfield Parade, Jacka Boulevard and Marine Parade are on the eastern boundary (refer to Figure 5-4).

Developed in the 19th century as Melbourne's seaside resort, St Kilda Beach is one of Melbourne's most popular attractions and is the most visited part of Port Phillip's foreshore. Over summer many events and festivals are hosted in St Kilda, including the weekly St Kilda Esplanade Art and Craft Market and the extremely popular annual St Kilda Festival. St Kilda Pier and Pavilion is a local landmark popular for promenading, while the pier breakwater harbours the boats and penguin colony.

Earthcare St Kilda has contributed to improving the environment of St Kilda since it was established in 1989. The efforts of community group members led to the formation of the St Kilda Breakwater Wildlife Management Conservation Area (WMCA). The WMCA is now led by Parks Victoria, was formed through an agreement to manage the St Kilda breakwater to protect the flora and fauna of the breakwater without impeding its primary function to provide a safe harbour for vessels. In 2000 the area was extended to include the entire breakwater to better protect the breakwater penguin colony.

Earthcare St Kilda work closely with specialists and the Council to improve the environment in the City of Port Phillip. Since 1989 the penguin colony has increased in size; this can be attributed to the both the reduction of harmful litter and improved breeding conditions. Earthcare are also committed to several ongoing revegetation projects with native plant species, and voluntary monitoring of the penguin colony and the Rakali (native water-rat) populations.

In the City of Port Phillip Rakali can be found in St Kilda Harbour, Elwood Canal, Albert Park Lake and Port Melbourne foreshore. The Rakali don't stray too far from water but have been observed on the top of the St Kilda Breakwater, St Kilda Pier and on Elwood Canal footpath.

Parks Victoria has prepared a concept plan for the St Kilda Pier and Breakwater that proposes to update the pier and marina infrastructure, with connection to an upgraded Pier Road. A separated boardwalk is also proposed to provide protection for the Little Penguins.

Areas of significant open space within the St Kilda foreshore include Catani Gardens with children's playground and picnic facilities, and Cummings Reserve which has public toilet facilities. The St Kilda promenade and boardwalk is a recent development combining architecture, landscaping and urban design to successfully enhance the space between the sanded areas and non-sanded areas of the foreshore. The Canary Island Date Palm street tree theme continues through the St Kilda foreshore area.

The West Beach dunes are a 1.2 hectares highly popular area of open space that contains ecologically significant native coastal vegetation. The area has been recently upgraded to see the installation of an environmentally friendly boardwalk, recycled plastic benches and planting of native groundcovers. The raised boardwalk design allows for sand and wildlife to move through the area.

Further, the built environment includes the Royal Melbourne Yacht Squadron, St Kilda Life Saving Club, St Kilda Sea Baths, Brooks Jetty and the St Kilda Marina offering extensive motor boat facilities including public launching ramp. A number of commercial operations include Katani, Donovan's and the Stokehouse restaurants which are located on Crown land along the St Kilda foreshore. Department of Sustainability and Environment (DSE) have direct management responsibility for an area of unreserved Crown land within the St Kilda foreshore area and this land is currently leased by the St Kilda Sea Baths.

Following consideration of public submissions, Council adopted a master plan for the St Kilda Marina Reserve at its 11 October 2010 meeting. The Minister for Environment and Climate Change provided consent for the master plan in June 2011 under the *Coastal Management Act 1995*. At the time of writing Council was developing detailed designs of the master plan for implementation. The master plan provides for an upgraded park with new pathways, open lawn area, increased native vegetation, active recreation park and skateable infrastructure, toilets and reduced car park.

Recreational activities include kiteboarding at West Beach, swimming and sunbathing with supporting public amenities of showers, seats and drinking fountains spread along the St Kilda foreshore. The Bay Trail path continues to connect the Port Phillip beaches. All year round dog off-leash areas are provided on the open sanded area within West Beach, the beach along Pier Road to the drainage channel at the northwest end of Pier Road as well as Turkey Toms Beach, south of Brooks Jetty.

The new Boating and swimming zones have now excluded boats from Turkey Toms Beach removing the conflicts between boats, jetskis and swimmers. Council have installed permanent gates at the entrance to the beach to control illegal access and encourage the use of the public boat ramp and trailer parking in the St Kilda Marina.

Bordering the foreshore area, the cosmopolitan suburb of St Kilda is a major local and international tourist destination, well known for its retail and entertainment districts. Well connected with Melbourne's CBD via road and public transport, the attractions of St Kilda include Luna Park, the Palais Theatre and other music venues, cafes and restaurants and the famous Acland Street cake shops. The diversity of activities within and surrounding the St Kilda foreshore area creates a sense of vibrancy and excitement that has continued to attract Melbournians and visitors for over a century.

Local residents are passionate about their foreshore, with its natural and built heritage and ambient coastal setting. This area is much loved and valued highly, both nationally and internationally, as one of Melbourne's favourite places to visit, especially in summer.

The West St Kilda Residents Association is a community of residents in West St Kilda, who seek the protection of residential amenity in their area, and contribute to the enhancement of the St Kilda foreshore values.

## 5 City of Port Phillip Foreshore Areas (cont.)

### 5.5.2 Challenges

The following challenges have been identified within the St Kilda Foreshore Area:

- The investment to develop the St Kilda promenade and boardwalk has removed the previous conflicts with intersecting path networks. This project has led to a significant increase in visitors to the foreshore and growth of a 24 hour culture during summer. Considerations should be given to extending the St Kilda Promenade boardwalk feature.
- The area adjoining Turkey Toms Beach is largely underprovided in terms of infrastructure when compared to other areas along the foreshore. Sand drift is smothering vegetation and there are currently no management plans for the protection and upgrade of vegetation in this area. Separation of pedestrians and bikes along this narrow section should be maintained.
- Brooks Jetty is considered to be a swim safety risk due to the submerged objects and shallow seabed.
- The St Kilda Life Saving Club building requires major redevelopment at significant cost with the scale of the redevelopment yet to be determined.
- Despite a scheduled preventative program, the current capacity of the existing St Kilda public toilets is not meeting local and visitor demand.
- The grass verges along the St Kilda foreshore are popular with picnickers. Priority should be given to provide for shade on these grassed areas.
- Surveys indicate a high level of community satisfaction with the West Beach upgrade. There are further opportunities for additional works include fencing, planting, sea wall path connection and disability access near the existing gate.
- The timing to implement the State government concept plans to upgrade the St Kilda Pier and Harbour are yet to be confirmed. The conceptual plan has highlighted the need for Council to upgrade the connecting space at the entrance to the Pier and the length of Pier Road to improve public access.
- Implementation of the Marina Reserve Master Plan will increase the diversity of recreational activity in St Kilda.
- A new master plan is required for the St Kilda motor boat Marina and surrounding car park area.

### 5.5.3 Actions

#### High value actions for St Kilda:

1. Install new beach showers and drinking/water bottle refill stations at West Beach, St Kilda and Marina Reserve.
2. Support appropriate plans for the redevelopment of St Kilda Pier, sailing boat harbour and construction of the separated penguin boardwalk to match stakeholder aspirations with clear public benefits.
3. Develop and implement an upgrade program for high demand public toilets.
4. Work with the Life Saving Club and LSV to provide new accommodation

Figure 5-4 St Kilda Area Map



# 5 City of Port Phillip Foreshore Areas (cont.)

## 5.6 ELWOOD

### 5.6.1 Area Description, Existing Conditions and Values

The Elwood foreshore area extends from Moran Reserve in the north to Head Street in the south and is bordered by Marine Parade and Ormond Esplanade to the east.

The Elwood foreshore area is less urbanised with a more natural environment than the Port Melbourne to St Kilda foreshore areas. This uniqueness adds to its popularity and is highly valued as urban coastal parkland with strip of sanded beach. Although significantly altered as a landscape, Elwood still retains remnant Coast Tea-tree specimens and re-established Coast Saltbush communities and other native coastal vegetation plantings, which are locally significant. Elwood foreshore contains the largest area of native coastal vegetation in the City of Port Phillip, and the nearest example of such coastal vegetation to central Melbourne. The Norfolk Island Pines along the Elwood foreshore lend a distinctive flavour whilst native species are more prominent around the Point Ormond area.

Significant features within the Elwood foreshore area include: locally ecologically significant native coastal vegetation; Elwood Canal (Elster Creek) with twin bridges; Moran Reserve; and the Point Ormond Reserve situated on a raised headland providing views across the Melbourne CBD skyline and beaches to the south.

The Elwood Sports Park supports a significant amount of the City's formal sporting activity, catering for touch football, cricket and tennis. Infrastructure supporting recreational activities within Elwood foreshore include several playgrounds, Moran Reserve exercise station, Point Ormond car park and public toilets, Elwood Park car park, and the Bay Trail continuing through Elwood. Seating, beach showers and drinking fountains are located throughout the area. Moran Reserve is popular for kite carting and permitted skydiving.

The built environment includes Elwood Life Saving Club, Elwood Beach Community Centre, plus other club buildings for sailing, angling and Sea Scouts. A changing pavilion and dining opportunities in Elwood kiosk, cafe and Sails on the Bay restaurant are also well recognised. The Head Street drain bordering the City of Port Phillip municipality with Bayside City Council is owned by the Melbourne Water and doubles as a pier which is popular with promenaders and wedding ceremonies.

The proportion of older residents in this area is quite low, offset by a high number of children aged under ten. Elwood is one of the more densely settled neighbourhoods within the City of Port Phillip. Elwood Beach is continuing to see an increase in patronage and highly valued for passive and active recreation with the public, members and visitors from the Life Saving, Sailing and Angling Clubs, Sea Scouts and restaurants as well as major triathlon events.

3184 Beach Patrol is a community organisation whose voluntary efforts aim to help Elwood Beach become cleaner and safer. Members of 3184 Beach Patrol pick up and dispose of all types of rubbish on the promenade and sand, from the stone wall to the edge of the water. The group adds value to Council's daily services by providing an extra set of hands to improve the Elwood foreshore environment.

The DSE Elwood beach renourishment has been implemented in partnership with Council. In addition to rebuilding of the beach with quarried sand, the works will include the reconstruction of the shared Sailing Club and pedestrian access ramp, widening of the pedestrian ramp near the Life Saving Club, replacement of Council's beach cleaning access ramp, and construction of a combined rock groyne and boat ramp in front of the Angling Club.

At the time of writing, stage 3 of the Elwood foreshore redevelopment was expected to start in 2012 upon the completion of detailed designs and public tender process. The project is currently expected to include relocation and native vegetation screening of the litter transfer station, renewing a portion of car park asphalt, diverting and filtering stormwater flows from the newly completed works to the north and bike path improvements treatment in front of Sails on the Bay restaurant.

Port Phillip Council is partnering with Bayside Council to undertake the Elsternwick stormwater harvesting project to supply sports ground irrigation water and water for the foreshore. This project is expected to reduce Council's potable water use for Elwood Park and watering trees across the city, whilst also reducing sediment and nitrogen flows into the Bay.

### 5.6.2 Challenges

The following challenges have been identified within the Elwood Foreshore Area:

- The native vegetation within the Elwood foreshore is highly valued, yet the impacts of drought, water restrictions and ageing vegetation have all contributed to a decline in this natural asset. Vegetation management plans should be prioritised for the protection and upgrade of the Elwood vegetation.
- A lack of shade area along the length of the Port Phillip foreshore is a recurring theme and it is one that is commonly identified by the local Elwood community.
- Despite a scheduled preventative program the current capacity of the existing Point Ormond and Elwood public toilets and showers is not meeting local and visitor demand.

### 5.6.3 Actions

#### High value actions for Elwood:

1. Develop vegetation management plan for the Elwood foreshore reserves.
2. Provide shade species along the foreshore in line with Elwood Masterplan.
3. Develop and implement an upgrade program for high demand public toilets.



Figure 5-5 Elwood Area Map



# 6 Foreshore Investment (Business Plan)

## 6.1 INTRODUCTION

In accordance with the requirements of the *Coastal Management Act 1995*, a three year Business Plan has been prepared as part of the Foreshore Management Plan.

The Business Plan details the revenue and expenditure of the foreshore and provides a budget estimate for the cost of implementing the high value actions.

This Business Plan will be used to guide Council's budgeting related to the capital works and operational management program to enable effective implementation of the Foreshore Management Plan. All proposed operating and capital works estimates are subject to Council's annual budgetary approval. Implementation will also be subject to collaborative efforts between Council

departments and external agencies such as DSE, Parks Victoria and Melbourne Water.

## 6.2 LEASES AND LICENCES

The foreshore club buildings service various community sporting needs. Council's commercial property leases provide an important revenue stream which is distributed across the entire municipality to the benefit of all residents and visitors. The existing Crown land leases and licences on the foreshore are outlined in Table 6-1 below.

There are significant community expectations for all the buildings to be fit for purpose and upgraded to consider the local character, energy efficiency and coastal climate risks.

Table 6-1 Current Crown Land Leases and Licences on the Foreshore

Name/Description	Agreement Type	Agreement Length	Expiry Date
Kiosk 9 (Beaconsfield Parade, Port Melbourne)	Licence	1 year	1 November 2013
Kiosk 8 (South Melbourne Life Saving Club)	Licence	1 year	10 November 2013
Kiosk 2 (cnr. of Pier Road)	Lease	5 years	28 February 2016
Kiosk 3	Lease	5 years	28 February 2016
Kiosk 5 (29A Ormond Esplanade, Elwood)	Lease	5 years	17 December 2015
Mobile Food Service (Elwood Foreshore Car Park)	Licence	3 years	30 November 2013
Mobile Food Service (Point Ormond Car Park)	Licence	3 years	30 November 2013
129 Beaconsfield Parade, South Melbourne	Lease	10 years	30 June 2015
Elwood Sailing Club	Lease	14 years	20 November 2017
Elwood Angling Club	Lease	14 years	18 September 2017
Elwood Sea Scouts	Lease	9 years	30 April 2020
Elwood Life Saving Club	Lease	14 years	1 August 2016
St Kilda Life Saving Club	Lease	14 years	1 August 2016
South Melbourne Life Saving Club	Lease	14 years	1 August 2016
Port Melbourne Life Saving Club	Lease	14 years	1 August 2016
Sandridge Life Saving Club	Lease	14 years	1 August 2016
Port Melbourne Yacht Club	Lease	21 years	31 December 2012
Albert Park Yachting and Angling Club	Lease	14 years	31 December 2012
Elwood Cricket Club	Licence	3 years	26 September 2012
Elwood Croquet Club	Lease	14 years	1 August 2016
Elwood City Soccer Club	Licence	3 years	19 May 2013
Elwood Park Tennis Club	Lease	14 years	1 August 2016
Touch Football Australia	Licence	3 years	31 March 2013
St Kilda City Junior Football Club	Licence	3 years	31 March 2013
Sails on the Bay Restaurant	Lease	21 years	30 September 2025
Stokehouse Restaurant	Lease	13 years	28 June 2033
Donovans Restaurant	Lease	17 years	28 February 2016
Elwood Beach House Café	Lease	14 years	28 February 2020
Clubrooms for the RMYS	Lease	21 years	9 February 2016
Sandbar Café	Lease	15 years	13 March 2020
Seabaths car park	Lease	45 years	20 February 2045
St Kilda Marina	Lease	50 years	30 April 2019
West Beach Bathing Pavilion	Lease	21 years	30 November 2024

## 6.3 ESTIMATED FORESHORE REVENUE AND EXPENDITURE

	Description	2011/12	2012/13	2013/14*	2014/15*
<b>Income</b>	Foreshore parking revenue	\$1,776,366	\$1,865,184	\$1,958,443	\$2,056,365
	Foreshore property leases	\$1,562,677	\$1,583,211	\$1,662,372	\$1,745,490
	Foreshore Commercial activity permits and licences	\$29,420	\$30,891	\$32,436	\$34,057
	DSE beach cleaning subsidy**	\$288,349	\$288,349	\$288,349	\$288,349
	Marina Reserve implementation State grant	-	\$273,000	-	-
	South Melbourne Life Saving Club redevelopment State grant	-	-	\$1,000,000	-
	<b>Total Foreshore Income*</b>	<b>\$3,656,812</b>	<b>\$4,040,635</b>	<b>\$4,941,600</b>	<b>\$4,124,261</b>
<b>Operating Expenditure</b>	Foreshore parking machine maintenance and enforcement	\$313,296	\$328,961	\$345,409	\$362,679
	Property management	\$100,000	\$105,000	\$110,250	\$115,763
	Foreshore Commercial activity permits and licences management	\$10,484	\$11,008	\$11,559	\$12,137
	Foreshore building maintenance	\$595,751	\$625,539	\$656,815	\$689,656
	Beach cleaning and management	\$950,000	\$997,500	\$1,047,375	\$1,099,744
	Foreshore public toilet cleaning	\$121,345	\$127,412	\$133,783	\$140,472
	Foreshore management	\$138,866	\$142,748	\$149,885	\$157,380
	Removal of beach litter and debris via street cleaning***	\$2,525,000	\$2,651,250	\$2,783,813	\$2,923,003
	<b>Operating Expenditure Sub Total*</b>	<b>\$4,754,742</b>	<b>\$4,989,418</b>	<b>\$5,238,889</b>	<b>\$5,500,834</b>
<b>Capital Expenditure</b>	Capital improvements to Beacon Cove promenade and carpark	-	\$300,000	-	-
	CoPP and Bayside Council Stormwater harvesting partnership	\$642,000	-	-	-
	DDA compliance retrofits***	\$200,000	\$300,000	\$300,000	\$300,000
	Drainage renewal program***	\$845,000	\$920,000	\$960,000	\$1,000,000
	Elwood Beach Community Centre	-	\$300,000	-	-
	Elwood Foreshore stage 3 implementation	\$1,000,000	-	-	-
	Environmental building retrofits***	\$500,000	\$500,000	\$515,000	\$530,000
	Foreshore bicycle path renewal	\$170,000	\$120,000	\$25,000	\$25,000
	Foreshore renewal	\$150,000	\$155,000	\$160,000	\$165,000
	Litter Bin replacement***	\$70,000	\$75,000	\$80,000	\$80,000
	Memorials and Monuments renewal***	\$50,000	\$50,000	\$50,000	\$50,000
	Public place recycling***	\$50,000	-	-	-
	Sustainable transport***	200,000	2,300,000	\$3,500,000	\$3,500,000
	St Kilda Beach ramp	-	\$210,000	-	-
	Sandridge Life Saving Club upgrade	-	-	-	\$70,000
	Port Melbourne Life Saving Club upgrade	-	\$120,000	-	-
	South Melbourne Life Saving Club redevelopment	\$269,000	\$500,000	\$1,500,000	-
	St Kilda Life Saving Club redevelopment**	-	-	\$500,000	\$500,000
	Marina Reserve Masterplan Implementation	\$1,407,000	\$2,498,000	-	-
	<b>Capital Expenditure Sub Total*</b>	<b>\$5,553,000</b>	<b>\$8,348,000</b>	<b>\$7,590,000</b>	<b>\$6,220,000</b>
	<b>Total Foreshore Expenditure*</b>	<b>\$10,307,742</b>	<b>\$13,337,418</b>	<b>\$12,828,889</b>	<b>\$11,720,834</b>

\* Figures are estimated and subject to Council's annual budgetary approval. Due to the susceptibility of the foreshore to natural events such as severe storms, incomes and expenditure can change unexpectedly during any year.

\*\* Dependant on future State Government funding contribution.

\*\*\* Expenditure linked to other parts of the municipality beyond the foreshore.

## 7 Monitoring of the Foreshore Management Plan

This section outlines Council's statutory obligation as the Committee of Management to review the Port Phillip Foreshore Management Plan and the importance of monitoring the Plans implementation.

The City of Port Phillip has a statutory obligation, under Section 35 of the *Coastal Management Act 1995* to review the Plan once every three years from the date it is published in the Government Gazette. It is therefore anticipated that the Port Phillip Foreshore Management Plan will be reviewed in 2014-2015. The foreshore plan actions will also require revision based on outcomes the Coastal Hazard Vulnerability Assessment (CHVA) to plan for a sea level rise of not less than 0.8 metres.

The review should include an assessment of the current Plan to ascertain its effectiveness and identify objectives and actions that need to be updated. It should also record the outcomes of the actions already implemented. It is important that the review process will consider any relevant changes in existing and new government policy, updates of the Victorian Coastal Strategy, specialist reports and public consultation that may have taken affect during this three year period.

Section 35(1)(a) of the *Coastal Management Act 1995* also enables City of Port Phillip as the Committee of Management relevant to the Port Phillip foreshore to review and amend the Foreshore Management Plan at any time.

Under Section 36 of the *Coastal Management Act 1995* it is required that the City of Port Phillip, as the municipal council, must take all reasonable steps to give effect to an approved management plan applying to the land. It is therefore recommended that ongoing monitoring and review of the Plans implementation is undertaken with consideration to emerging trends or additional data.

It is recommended that the Council's Foreshore Coordinator within Council's Parks and Open Space Department will play a leading role to initiate and provide ongoing stewardship for the monitoring and implementation of the Foreshore Management Plan. In addition, it is recommended that the collaborative efforts of Council's internal working group set up for the development of this Plan are maintained on finalisation of the Plan. This group should continue to meet to assess and track the progress of the Plan's objectives and actions against the assigned priorities. Where any hold points may be identified, these should be explored for further resolution.

The multi-agency approach with Reference Committee of stakeholders and regular communication with internal Council departments on the development of the Plan has increased the opportunities to successfully deliver the Plans actions. The success of several actions will depend on continued collaboration and supporting investment from agencies such as DSE, Parks Victoria and Melbourne Water.

## 8 References

- Australian Government Department of Climate Change, November 2009, *Climate Change Risks to Australia's Coasts*.
- Biosis Research Pty Ltd, June 2003, *Natural Heritage Assessment of Sites within the City of Port Phillip*, Prepared for the City of Port Phillip.
- Bird, E, Department of Sustainability and Environment, March 2011, *Changes on the Coastline of Port Phillip Bay*.
- Central Coastal Board, March 2007, *Boating Coastal Action Plan*.
- Cities of Melbourne, Port Phillip, Stonnington and Yarra, October 2009, *Inner Melbourne Region Value of Tourism Snapshot*.
- City of Port Phillip, 2002, *Memorandum of Understanding between City of Port Phillip and its Indigenous Community*.
- City of Port Phillip, December 2003, *St Kilda Foreshore Urban Design Framework*.
- City of Port Phillip, 2004, *Foreshore Management Plan*.
- City of Port Phillip, 2005, *Elwood Foreshore and Recreation Reserve Management Plan*.
- City of Port Phillip, 2007, *Public Toilet Strategy 2007-2011*.
- City of Port Phillip, January 2007, *Climate Change in the City of Port Phillip: An Initial Perspective*.
- City of Port Phillip, April 2007, *Playground Strategy*.
- City of Port Phillip, 2009, *Council Plan 2009-2013*.
- City of Port Phillip, August 2009, *Open Space Strategy*.
- City of Port Phillip, October 2009, *Open Space Strategy: Implementation Plan Framework*.
- City of Port Phillip, 2010, *Catani Gardens and Southern Foreshore Management Plan*.
- City of Port Phillip, 2010, *Greening Port Phillip: Street Tree Planting Guide 2010 – 2015*.
- City of Port Phillip, 2010, *Greening Port Phillip, An Urban Forest Approach 2010*.
- City of Port Phillip, 2010, *Map: City of Port Phillip Neighbourhoods*.
- City of Port Phillip, 2010, *Open Space Water Management Plan: Toward a Water Sensitive City*.
- City of Port Phillip, 2010, *Pathway CRM System – Customer Requests in Foreshore Locations*.
- City of Port Phillip, 2010, *Perc White Reserve: Landscape Management Plan and Masterplan*.
- City of Port Phillip, 2010, *St Kilda Festival Development Strategy 2010-2013*.
- City of Port Phillip, 2010, *St Kilda Marina Reserve Masterplan*.
- City of Port Phillip, 2010, *Water Plan: Toward a Water Sensitive City*.
- City of Port Phillip, March 2010, *Catani Gardens and Southern Foreshore Management Plan*.
- City of Port Phillip, October 2010, *Climate Adaptation Plan, Climate Adept City*.
- City of Port Phillip, October 2010, *Annual Report 2010*.
- City of Port Phillip, 2011, *Economic Development Strategy 2012-2016*.
- City of Port Phillip, 2011, *Feet First – Making Pedestrians the Priority, City of Port Phillip Walk Plan 2011-2020*.
- City of Port Phillip, 2011, *Foreshore consultation*, <[www.haveyoursayatportphillip.net.au/foreshore-consultation](http://www.haveyoursayatportphillip.net.au/foreshore-consultation)>.
- City of Port Phillip, 2011, *Foreshore Management Plan Community Reference Committee*, <[www.portphillip.vic.gov.au/3807.htm](http://www.portphillip.vic.gov.au/3807.htm)>.
- City of Port Phillip, 2011, *Get on your bike and go! Make bike riding better in Port Phillip, City of Port Phillip Bike Plan 2011-2020*.
- City of Port Phillip, 2011, *Sustainable Transport Strategy: A Connected and Liveable City*.
- City of Port Phillip, January 2011, *City of Port Phillip population forecasts*, <[www.portphillip.vic.gov.au/foercast\\_data.htm](http://www.portphillip.vic.gov.au/foercast_data.htm)>.
- City of Port Phillip, June 2011, *Outdoor Commercial Recreation Activities Policy*.
- City of Port Phillip, June 2011, *Outdoor Events Policy*.
- City of Port Phillip, September 2011, *Foreshore Management Plan: Background Review*.
- Department of Planning and Community Development, 2010, *Port Phillip Planning Scheme*, <[www.planningschemes.dpcd.vic.gov.au/portphillip/home.html](http://www.planningschemes.dpcd.vic.gov.au/portphillip/home.html)>.
- Department of Planning and Community Development, 2010, *Port of Melbourne Planning Scheme*, <[www.planningschemes.dpcd.vic.gov.au/portofmelbourne/home.html](http://www.planningschemes.dpcd.vic.gov.au/portofmelbourne/home.html)>.
- Department of Sustainability and Environment, 1995, *Coastal Management Act 1995*.
- Department of Sustainability and Environment, October 2010, *Leasing Policy for Crown Land in Victoria 2010*.
- Department of Sustainability and Environment, 2011, *GIS Mapping of Port Phillip Foreshore Reserves*. Developed by GIS Unit DSE.
- Ker, P, The Age newspaper, February 10, 2011, *It never rains but it plumes*, <<http://www.theage.com.au/environment/water-issues/it-never-rains-but-it-plumes-20110209-1an33.html#ixzz1Uy9PbCa3>>.
- Life Saving Victoria, 2010, *Risk Assessment and Treatment Plan – City of Port Phillip: Part A – Risk Management Plan – Final Report*, Prepared on behalf of City of Port Phillip.
- Life Saving Victoria, 2010, *Coastal Risk Assessment and Treatment Plan – City of Port Phillip: Part B – Risk Register and Treatment Options-Final Report*, Prepared on behalf of City of Port Phillip.
- Life Saving Victoria, 2010, *Coastal Risk Assessment and Treatment Plan – City of Port Phillip: Part C – Signage Schedule and Access Plan*, Prepared on behalf of City of Port Phillip.
- Melbourne Water Corporation & EPA, 2009, *Better Bays and Waterways: A Water Quality Improvement Plan for Port Phillip Bay and Western Port*.
- McInnes, K. L., O'Grady, J, Macadam, I, November 2009, *The Effect of Climate Change on Extreme Sea Levels in Port Phillip Bay*, CSIRO Marina and Atmospheric Research, Aspendale, Victoria.
- Parks Victoria, 2002, *Linking People and Spaces*, <[www.parkweb.vic.gov.au/resources/07/07\\_2056.pdf](http://www.parkweb.vic.gov.au/resources/07/07_2056.pdf)>.
- Parks Victoria, 2008, *St Kilda Harbour Concept Plan*.
- Parks Victoria, 2010, *New recreational boating and swimming zones for Port Phillip and Western Port*, <[www.parkweb.vic.gov.au/3zones.cfm](http://www.parkweb.vic.gov.au/3zones.cfm)>.
- Parks Victoria, March 18 2010, *Map: Boating Zones Recommendations – St Kilda 2010*, <[www.parkweb.vic.gov.au/resources/mresources/boat\\_zones/04\\_Port\\_Melb-St\\_Kilda.pdf](http://www.parkweb.vic.gov.au/resources/mresources/boat_zones/04_Port_Melb-St_Kilda.pdf)>.
- Parks Victoria, September 2010, *New Port Melbourne – St Kilda Boating and Swimming Zones*. <[www.parkweb.vic.gov.au/resources/mresources/boat\\_zones/Port\\_Melbourne-StKilda\\_new\\_zones\\_flyer.pdf](http://www.parkweb.vic.gov.au/resources/mresources/boat_zones/Port_Melbourne-StKilda_new_zones_flyer.pdf)>.
- Scott, R., 2003, *Environmental Audit of Sanded Beaches in the City of Port Phillip: A Report on the Ecological Assessment of Sanded Beaches*. Naturelinks Landscape Management, August 2003.
- Stone, J., November 2007, *City of Port Phillip Community Plan 2007-2017*.
- Trafficworks Pty, May 2010, *The Bay Trail Port Melbourne – Elwood: Bicycle Path Audit and Treatment Plan*, Prepared for City of Port Phillip.
- Victorian Coastal Council, December 2008, *Victorian Coastal Strategy 2008*.
- Victorian Government, *Crown Land (Reserves) Act 1978*.
- Victorian Government, 1988, *Flora and Fauna Guarantee Act 1988*.
- Victorian Government, 2002, *Victoria's Native Vegetation Management: A Framework for Action 2002*.
- Victorian Government, 2011, *What is future coasts doing*, <[www.climatechange.vic.gov.au/adapting-to-climate-change/future-coasts/what-is-being-done](http://www.climatechange.vic.gov.au/adapting-to-climate-change/future-coasts/what-is-being-done)>.

# Appendix A Abbreviations and List of Terms

## ABBREVIATIONS AND LIST OF TERMS

Abbreviation	Description
CALD	Culturally and Linguistically Diverse
BCAP	Boating Coastal Action Plan
CAP	Coastal Action Plan
CASS	Coastal Acid Sulphate Soils
CBD	Central Business District
CCB	Central Coastal Board
CDZI	Comprehensive Development Zone Schedule 1
CHMP	Cultural Heritage Management Plan
CHVA	Coastal Hazard Vulnerability Assessment
CMP	Coastal Management Plans
CoM	Committee of Management
CoPP	City of Port Phillip
CPTED	Crime Prevention Through Environmental Design
DEM	Digital Elevation Model
DDOI-IC	Design and Development Overlay Schedule 1-Ic
DDOI10	Design and Development Overlay Schedule 10
DDO2	Design and Development Overlay Schedule 2
DPCD	Department of Planning and Community Development
DSE	Department of Sustainability and Environment
EAO	Environmental Audit Overlay
ESD	Ecological Sustainable Design
ESO3	Environmental Significance Overlay Schedule 3
EVC	Ecological Vegetation Class
FMP	Foreshore Management Plan
GIS	Geographic Information System
HO	Heritage Overlay
IN3Z	Industrial 3 Zone
LIDAR	Light Detection and Ranging
LPPF	Local Planning Policy Framework
MAV	Municipal Association of Victoria
ML	Mega Litres
MoU	Memorandum of Understanding
MSS	Municipal Strategic Statement
MUZ	Mixed Use Zone

Abbreviation	Description
MW	Melbourne Water
N/A	Not Applicable
PoMC	Port of Melbourne Corporation
PPRZ	Public Park and Recreation Zone
PPWCMA	Port Phillip and Westernport Catchment Management Authority
PV	Parks Victoria
PWC	Personal Water Craft
RDZI	Road Zone Category 1
SBO	Special Building Overlay
SPPF	State Planning Policy Framework
SUZI	Special Use Zone Schedule 1
UDF	Urban Design Framework
VCC	Victorian Coastal Council
VCS	Victorian Coastal Strategy
VPP	Victoria Planning Provisions
WMCA	Wildlife Management Co-operative Area
WSUD	Water Sensitive Urban Design
Coastal Crown Land	<p>(a) any land reserved under the <i>Crown Land (Reserves) Act 1978</i> for the protection of the coastline; and</p> <p>(b) any Crown land within 200 metres of high water mark of:</p> <ul style="list-style-type: none"> <li>(i) the coastal waters of Victoria; or</li> <li>(ii) any sea within the limits of Victoria; and</li> </ul> <p>(c) the sea-bed of the coastal waters of Victoria; and</p> <p>(d) the sea-bed of any sea within the limits of Victoria; and</p> <p>(e) any Crown land which is declared by the Governor in Council under subsection (2) to be coastal Crown land – but does not include any land which the Governor in Council declares under subsection (2) not to be coastal Crown land for the purposes of this Act.</p>

# Appendix B Consultation Summary



Foreshore Forum 2010 “Your Bay Your Say”



City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

## 1. Introduction

Port Phillip City Council is working to update its plan in how the foreshore is managed. The Foreshore Management Plan will guide how we protect, maintain, and manage our coastline and foreshore.

The new Foreshore Management Plan will cover the City of Port Phillip's 11km of coastline including the Sandridge, Port Melbourne, South Melbourne, Middle Park, St Kilda and Elwood foreshore reserves. The plan will also be developed to compliment Victorian Coastal Strategy 2008 and incorporate the requirements of the Coastal Management Act 1995 and Crown Land (Reserves) Act 1978.

The Foreshore Plan will provide a long term strategic vision and direction for the foreshore by identifying coastal values that need protecting, maintaining and enhancing, while responding to current and future management issues. Additionally, the plan will help to inform Council's future management and budgeting for the foreshore.

Since the development of previous 2004 Foreshore Management Plan several challenges are having an impact on the foreshore.

Some of the challenges on the foreshore include:

**Aging infrastructure** – many of Port Phillip's paths, lights, playgrounds and other assets are aging at an accelerated rate. The maintenance and replacement costs are significantly higher along the foreshore compared to other part of the city due to the salty seaside conditions and increasing usage.

**Declining vegetation** – our coastal vegetation, dunes and reserves are feeling the effects of drought, extreme weather conditions from climate change and the increasing population and usage pressures.

**Demands for upgraded facilities** – several of Council's Life Saving Club buildings require major capital investment to support the community volunteers.

**Demands for additional facilities** - population growth and increasing usage along the foreshore is resulting in rising demands for new facilities such as more toilets and beach showers.

**A changing climate** - the average sea level within Port Phillip Bay has already risen around 3cm with a further 80cm predicted by 2100. Storm surges and stormwater flows are also expected to increase the risk of flooding to several parts of our highly valued foreshore. Development approvals along the foreshore are



increasingly being tested against sea level rise modeling and are required to demonstrate 'coastal dependency'.

**24 hour culture over summer** – the competing demands for improved residential amenity, passive recreation and more active recreational opportunities continue to grow. With the impact of drownings at Port Phillip's beaches, the expectation for improved swimming safety and long term education programs are also rising.

## 2. Consultation approach

The beaches, bay and foreshore environment is highly valued by the Port Phillip community. It was therefore important that Council consulted the community, so their values and interests influence the future management of our foreshore. Initial community consultation occurred during October and November 2010.

In order to ensure that a representative number of individuals, groups and opinions were represented, council requested information from the community and business through a variety of mediums. To date this has included: stakeholder workshops; telephone survey with residents; on-site survey along the length of the foreshore; online forum; public consultation event on November 17 and Foreshore Management Plan Community Reference Committee. Each type of consultation identified different opinions and competing needs associated with managing the foreshore.

The consultation held to date has also been an opportunity for the public to 'have your say' at the start of the process and influence the development of the plan, prior to the preparation of the draft Foreshore Management Plan.

There were around 80 participants at the November 17 'your bay your say' public consultation. The purpose of this document is to present all of the information collected at the November 17 consultation back to the community members who participated as well as those who expressed interest in attending but were unable to make it on the night.

This document presents the raw data collected electronically and on butcher's paper, as well as highlighting some of the key themes that have emerged through the preliminary sorting and analysis of the data. This document is not meant to provide any detailed analysis of the data or any conclusions about what the community as a whole are saying they want. It is important to note that the 'your bay your say' public consultation is only one component of a comprehensive community consultation process that has been underway since October 2010.

City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

The extensive consultation was designed to ensure that all members of the community have an opportunity to contribute their ideas and opinions and to help the development of new foreshore management plan.

The data presented in this document reflects the views of the community members who participated on November 17 and does not include the views or opinions of other community members who were not in attendance.

A detailed report on all of the community consultation undertaken will be published by Council in the coming months and will include the results from the stakeholder workshops, telephone interviews, on-site surveys, online forum as well as the November 17 public consultation.

#### **Did you know?**

The community provided a large amount of information about the foreshore to Council from:

- stakeholder workshops with foreshore clubs, businesses, community groups and State agencies;
- 380 complete responses from telephone surveys;
- 200 complete responses from on-site surveys along the foreshore;
- 80 participants at the November 17 'your bay your say' public consultation;
- Video interviews from along the foreshore;
- online discussion forum;
- 4 community representatives on the Foreshore Management Plan Community Reference Committee.

### **3. Emerging themes**

Ideas and feedback provided by the November 17 participants were collected using keypads for electronic voting and texting as well as the written ideas and comments on butcher's paper at each of the tables. The information collected using the technology to vote was tallied on the night and the results are presented in this document. No further analysis of the electronic data was undertaken.

The information collected on butcher's paper was typed up after the event. Ten major themes were identified during the preliminary analysis of participant responses (Table 1). Each response was grouped according to the theme that it related to most strongly. The development of the themes and the grouping of the responses were undertaken using a qualitative approach.

Where responses were found to relate to several themes, the question was grouped according to the theme that was thought to

be most relevant. Some themes were broken down into sub categories where it was found that a particular issue within a theme was raised often. This report presents a summary of the raw data grouped according to major themes.

**Table 1 Emerging themes**

<b>Theme</b>	<b>Description</b>
Maintenance	Maintenance expectations along the foreshore including litter collection and prevention, open spaces and beach maintenance.
Vegetation and biodiversity	Expectations along the foreshore with existing and new vegetation as well as habitat improvements for native wildlife.
Recreational	Diverse range of expectations related to recreation such as safety signage, beach showers, seating, cycling and toilets.
Management	Expectations in the management of the foreshore including Council presence, life saving, integrated planning, partnerships with community groups and agencies as well as education and enforcement.
Accessibility	Expectations to improve accessibility and connectivity along the foreshore including water access for mobility challenged, directional signage for pedestrians and cyclists, traffic conflicts around Pier Rd and Stations Pier.
Infrastructure	Comments related to foreshore infrastructure such as drinking fountains, stormwater drains, litter traps, kiosks, lighting, buildings and jetties.
Diversity of activities	Support for a range of foreshore activities such as sporting events, beach clean-ups, planting days, tours and use of foreshore areas.
Place/Character	Comments related to protection and enhancement of different foreshore areas unique values such as public art, playgrounds and cultural heritage.
Sustainability	Comments regarding improving the environmental sustainability of our bay, beaches and buildings including impacts of climate change.
Economic	Economic development of the foreshore for visitors and residents

The full list of responses is contained in the appendices in Part B of the report.

City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

Part B is divided into the following:

- Appendix 1 details all the written ideas in what participants would like to see on the foreshore.
- Appendix 2 details all the written comments to 'renovating' the way we manage our foreshore, with comments arranged according to the headings of keep, chuck, change and add.
- Appendix 3 details all the texted comments in what participants considered to be their favourite part of the foreshore and what they would like to see on the foreshore.
- Appendix 4 details the electronic voting results to all the other questions presented to participants on the night.

Where there are multiple responses that are the same in the appendices, this shows that there were multiple comments or ideas by participants that were the same. All efforts were made to enter the comments and suggestions by participants on the butcher's paper verbatim. There were a number of responses that were illegible or very hard to read and these have been interpreted by the scribe as best possible.

## **4. Public consultation responses**

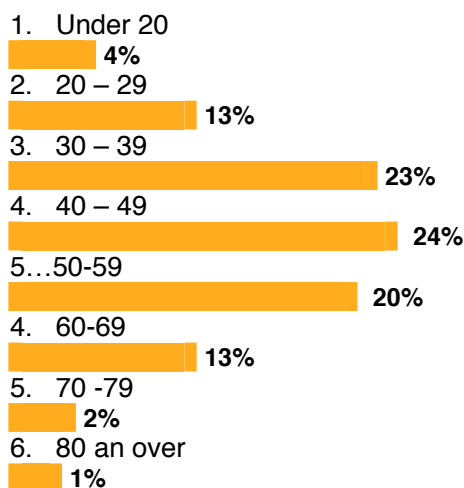
A summary of the information from the November 17 consultation is presented in this section and grouped according to the above themes that emerged during analysis. Examples of typical responses are also provided. The examples were selected based on the frequency of occurrence and if the response was thought to be representative or 'typical' of answers being given for a particular activity.

### ***4.1 Introduction to the technology***

Participants were asked three questions to introduce them to the keypads for the electronic voting and texting of ideas. The questions were: What is your age? What suburb do you live in? What is your favourite part of the foreshore?

There were 152 texted responses identifying participant's favourite part of the foreshore.

### What is your age ?



### What suburb do you live in ?



### What is your favourite part of the foreshore?

**Table 2 Examples of participants responses to their favourite part of the foreshore**

beach  
 bike paths  
 boardwalk  
 cafes  
 Elwood  
 Middle park  
 piers  
 Point Ormond

City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

Port Melbourne Beach  
sand  
Sandridge Beach  
South Melbourne Life Saving Club  
St Kilda  
St Kilda Pier  
walking  
water

---

## **4.2 Brainstorming ideas for the foreshore**

Participants were asked to imagine what they would "like to see on the foreshore". Each table was given butcher's paper and marking pens to record the ideas that were generated. The responses summarised in this section are those that were handwritten on the butcher's paper.

There were 183 separate written responses and suggestions recorded from the Brainstorming session. These comments are listed in Part B, Appendix 1. There were also 133 texted responses which mostly mirrored the responses written on the butcher's paper.

Some of the common and individual comments are listed below in table 3

### **Table 3 Examples of participant's responses to what they "would like to see on the foreshore?"**

ability to look out- telescope  
beach ambassadors – like the red jacket volunteers in the City of Melbourne  
beach showers (between Kerferd Rd and Port Melbourne)  
better lighting  
better quality cafes along the bay – good location so deserves good looking cafes and amenities  
bodies working together to address jet-skis (more education, enforcement, coordination, signs)  
continuation of boardwalk promenade to the marina  
drainage in car park Elwood car park – south restaurant  
give people something as they arrive, more visitor information!  
greater policing of local by-laws and boat laws  
high quality public assets- Community facilities: toilets, lockers, showers, life saving, - need minimum set of facilities at each beach  
higher level and more maintenance  
increase active community participation in vegetation restoration  
information signs about water quality  
keep lifesavers happy- support the life savers who are volunteering

maintaining sporting and recreation facilities – volleyball and kites  
 more friendly  
 more places to buy water/sunscreen along the beach  
 more seating  
 more shade  
 off shore swimming opportunities - like Geelong so you can swim out to a marker  
 public safety and security – informed public, respecting each others use of the area  
 swimming access for the disabled and mobile disadvantageous  
 water safety education for children  
 waves would be good  
 we need an education program – we all own it, locals and visitors and we all need to look after it

---

### **4.3 Renovating the way we manage the foreshore**

Participants were asked to consider how they would like to see the foreshore 'renovated'. Using the butchers paper and via text, participants detailed what they wanted to keep along the foreshore, what they didn't like (to be chucked), what they would like to be changed and what they would like to be added to the foreshore.

There were 718 written responses provided by participants. Of these 270 or 38% represented what participant wanted to 'keep'. There were 133 (19%) 'chuck', 160 (22%) 'change' and 155 (21%) 'add' written comments. All of the responses to the Keep, Chuck, Change, Add session are listed in Appendix 2.

#### **4.3.1 Renovation: Keep**

Table 4 below provides examples of the responses in what participants wanted to 'keep' and group according the broad themes.

**Table 4 Examples of 'keep' responses**

<b>Theme</b>	<b>Description</b>
Maintenance	beach cleaning bins keep it really clean
Vegetation and biodiversity	beach dunes coastal vegetation grass keep it natural keep the penguins Norfolk island pines trees
Recreational	BBQ's Beach

# Appendix B Consultation Summary (cont.)

City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

	bike paths public toilets sand showers
Management	free public access security
Accessibility	access to piers and pedestrian strips spaces for disabled and elderly
Infrastructure	drinking taps life saving clubs lots of car parking
Diversity of activities	active use of beach/organised activities angling clubs beach volleyball dog beaches fitness equipment free activities kite surfing triathlons, sailing clubs pony rides
Place/Character	boardwalk at West Beach bluestone walls bridge over Elwood canal Catani Gardens, rotunda, new playground clubs historic statues and monuments open spaces and natural feel piers and jetty St. Kilda boardwalk views
Sustainability	
Economic	Café coffee shops and restaurants

---



### 4.3.2 Renovation: Chuck

Table 5 below provides examples of the responses in what participants wanted to 'chuck' and group according the broad themes.

**Table 5 Examples of 'chuck' responses**

Theme	Description
Maintenance	broken glass cigarette butts dog poo litter litter bins off the sand rubbish
Vegetation and biodiversity	Jellyfish non indigenous plants vandals of penguin area
Recreational	old style 'closed' toilets speeding cyclists
Management	alcohol on beach helicopter noise hoon cars poor behaviour dog and owners
Accessibility	
Infrastructure	concrete un-renovated change rooms uneven pavement storm water outlet at Station Pier 'on beach'
Diversity of activities	jet skis
Place/Character	
Sustainability	dirty water erosion pollution from drains take away cups
Economic	

City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

### 4.3.3 Renovation: Change

Table 6 below provides examples of the responses in what participants wanted to 'change' and group according the broad themes.

**Table 6 Examples of 'change' responses**

Theme	Description
Maintenance	attitudes and practices to rubbish improve cleaning of sea weed and general beach cleaning
Vegetation and biodiversity	plantation areas to native plantations improve penguin habitat- separate pedestrians tree maintenance and replacement on the promenade – shade trees
Recreational	bike paths improve public toilet facilities Port Melbourne toilet – upgrade showers that work supporting family visitors toilet near Point Ormond
Management	increase policing people drinking too much/drugs strike a balance between passive/active, private/public the dog areas – review and enforce
Accessibility	access to beach for people with disabilities disabled toilet access encourage more public transport use public interface at Beacon Cove boardwalk
Infrastructure	change life saving club facilities- south Melbourne drainage from Cowderoy Street Elwood lifesaving club car parking floods improve facilities – life saving clubs quality of large assets i.e. Buildings (include public/private ownership) renovate Station Pier St Kilda life saving- upgrade St. Kilda pier – new plan ugliness of carpark behind Palais kiosk upgrade quality of outlet at Head Street
Diversity of activities	
Place/Character	more boardwalks like St. Kilda

	more shade around Elwood beach
Sustainability	better use of rainwater community education on beach sustainability – eco-centre, nippers how we handle storm water flow Lighting to solar more protection at Middle Park Beach
Economic	cafes along foreshore encourage traders to use plastic (or something more sustainable) over glass

#### **4.3.4 Renovation: Add**

Table 7 below provides examples of the responses in what participants wanted to 'add' and group according the broad themes.

**Table 7 Examples of 'add' responses**

<b>Theme</b>	<b>Description</b>
Maintenance	more bins recycling bins
Vegetation and biodiversity	more Acacia trees more grass and lots of trees shade
Recreational	beach signage awareness about water quality bench seats Elwood and Point Ormond add seating and BBQ areas entrance to beach – markers, a real visible point of entry historical /interpretative signage/sculptures e.g. solar system increase levels of information along the foreshore- directions/facilities increase open air showers more BBQ's more signage on bike paths Point Ormond needs WC near playground where lots of kids shelter with seats toilets
Management	education programs linked with regulation field rangers information booths, first aid Middle Park beach patrolling, life saving patrol through the week not just on weekends. Include Council backing and support law enforcement – by laws

City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

Accessibility	bike lights at pedestrian crossing along all areas
Infrastructure	active community facilities more accessible facilities – i.e. change rooms more maintenance to facilities shade cloth on the beaches in the summer months water drinking fountains
Diversity of activities	arts – outdoor movies, concerts, music beach activities for the general public early evening activities for kids more activities such as sporting events
Place/Character	drawing a crowd down to the Port Melbourne end of the beach – make it a destination, whatever infrastructure to match St Kilda innovative art/interactive on foreshore to engage people more greenery/trees/native and recreational space between Middle Park and Port Melbourne St. Kilda harbour and pool
Sustainability	beach education beach showers with water tank – solar powered monitor wave action, temperature of ocean, weather station, water quality and sea level more sand, especially at St. Kilda more Water Sensitive Urban Design (WSUD) sand at Elwood beach solar powered lights water tanks on foreshore buildings wind turbines
Economic	cafes restaurants/cafes - quality and affordable

---

#### **4.4 Guiding decision making**

Participants were asked to vote individually using the electronic key pads on several questions and statements that were presented. These related to a range of issues and expectations raised by the community. The voting results provided an indication of participant's views on particular issues and appreciation of the challenges for Council in managing competing expectations.

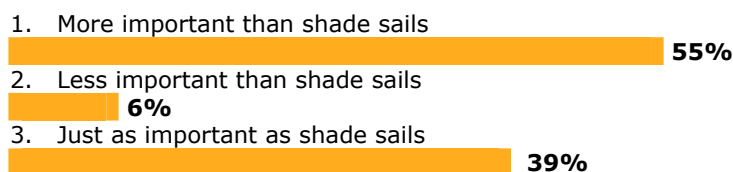
The voting results will be considered as part of the broader consultation process which to date has included: stakeholder workshops with foreshore clubs, businesses, community groups and State agencies; 380 telephone

surveys with residents; 200 on-site surveys along the foreshore; video interviews from along the foreshore; online discussion forum; and establishment of a foreshore management plan community reference committee. In the coming months, a report will be provided detailing the conclusions from each of these consultation efforts.

The questions and statements from the night along with the voting results are detailed below:

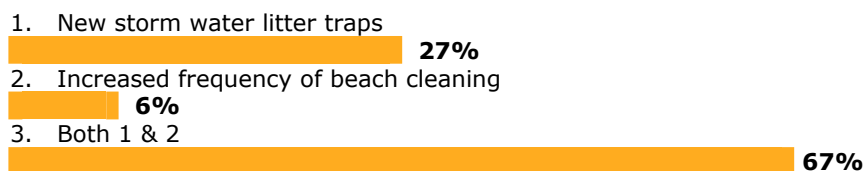
People have told us that shade on the foreshore is becoming increasingly important.

**Do you think tree shade is :**



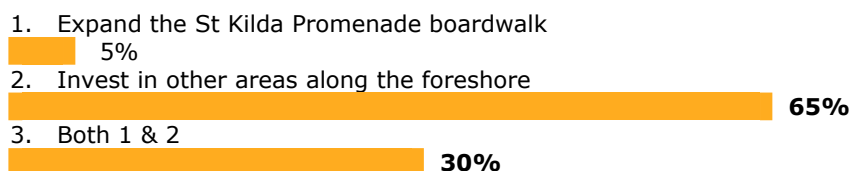
Litter flows into the bay via storm water drains and onto our beaches. Beach litter can be collected using storm water litter traps or beach cleaning.

**Do you think council should spend more money on :**



People have said they would like to see the St Kilda Promenade extended along the foreshore.

**Do you think council should :**






# Appendix B Consultation Summary (cont.)

City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

People have requested improved infrastructure on the foreshore, many of them include public toilets, lighting, pedestrian and bike paths.




## Rank in order of priority which of the following three options Council should spend money on:

1. Upgrade the foreshore public toilets  
 **33%**
2. Install new lights in unlit sections of pedestrian and bike paths  
 **34%**
3. Upgrade pedestrian and bike path  
 **33%**

---

There are five Life Saving Clubs in Port Phillip. Both St Kilda and South Melbourne Life Saving Clubs need major upgrades but require significant investment.

## Which of the following three options should council spend money on :

1. One major Life Saving Club facility development;  
 **13%**
2. Two minor Life Saving Club facilities developments  
 **23%**
3. All life saving clubs in equal amounts  
 **64%**

---

There are competing demands for use of the foreshore including: sporting, community and relaxation.

## Should council allow a greater number of organised recreational activities on the beaches which do not involve road closures?

1. Yes  
 **45%**
2. No  
 **46%**
3. Not Sure  
 **9%**

---

## Would it be reasonable for Council to increase rates to help maintain and improve the foreshore?

1. Yes  
 **46%**
  2. No  
 **42%**
  3. Not Sure  
 **12%**
-

**Should Council install more recycling bins along the foreshore?**



---

**Should Council spend more money on protecting beaches and dune vegetation from sea-level rise caused by climate change?**



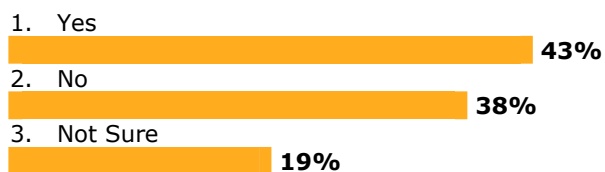
---

**Is it reasonable for Council to continue to include commercial activities (e.g. restaurants / cafes) in Council owned buildings to improve services and subsidise costs?**



---

**Should Council install more exercise stations along the foreshore for walkers and joggers?**

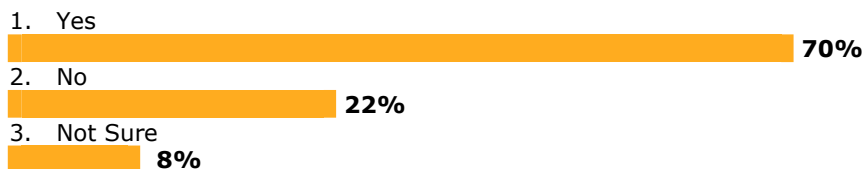


City of Port Phillip 'your bay your say' public consultation November 17, 2010 Part A Summary

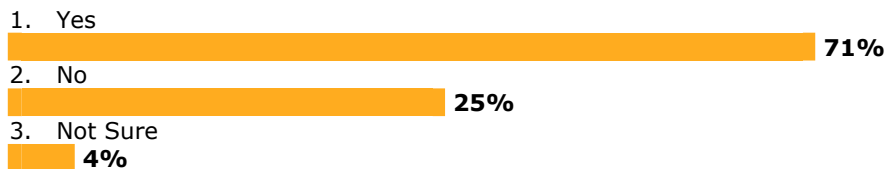
## Should Council spend more money on sustainability measures such as solar panels, water tanks and small wind turbines on foreshore buildings?



## Do you think more Council staff should be on patrol on the foreshore?



## If there was an opportunity would you volunteer to be involved in tree planting or beach clean-up events?



### 4.5 Evaluation

Participants were asked to vote on their level of satisfaction with the consultation, if they learnt anything new and if they changed their mind about anything as a result of the evening's event.

#### Did you have fun?





**Did you learn anything new?**



---

**Did you change your mind about anything tonight?**











# Appendix C 'Wordle' of stakeholder and public consultation responses (cont.)

## ADD

Total of 239 responses received for ADD

Keep, Chuck, Change, Add

City of Port Phillip

Stakeholder and public consultation responses









# Appendix D Foreshore On-site and Telephone Survey Summary

## FORESHORE ON-SITE AND TELEPHONE SURVEY SUMMARY

Along the foreshore 202 face to face on-site surveys were conducted. The telephone surveys involved 380 interviews with Port Phillip residents.

From the face to face surveys 88 were residents and 114 non-residents. Within the non-residents grouping 80% were from Victoria, 6% interstate and 14% international visitors.

### Usage:

St Kilda was found to be the most frequented area of the foreshore.

### Time spent at the foreshore:

- The majority of respondents visited the foreshore once a week.
- Younger respondents visited more often than older respondents.
- When at the foreshore the majority stayed from 1 to 2 hours, although 1 in 6 spent up to half a day.
- The length of time decreased with age.

### Reasons for visiting the foreshore:

- The initial reason in visiting the foreshore was walking. After walking the most popular activities were:
  - enjoying scenery/get out in the open;
  - swimming in the sea;
  - eating out;
  - walking the dog;
  - cycling/bike riding;
  - jogging/running;
  - socialising/catch up with friends & family;
  - sunbathing;
  - playgrounds;
  - Drinking; and
  - BBQing /outdoor eating/picnics.

### Best aspects of the foreshore:

- the beach (22%);
- easy to get to (15%);
- the view (14%);
- clean/well maintained (12%);
- bike paths/walking paths (11%);
- sense of space/ open space/ fresh air (10%);
- I like the nice atmosphere/ environment (5%);
- good facilities (5%).

### Worst aspects, importance and areas for action:

- Respondents were asked further open questions to identify what they thought to be the worst thing about the foreshore.
- Based on a list of items respondents were also asked to rate 'important' or 'unimportant' items related to Council's areas of responsibility.
- Later in the interviews, respondents were asked to suggest what action Council needs to take to improve the foreshore.

Response rankings to the three questions are detailed in the table below:

Worst aspects of the foreshore (percentage of respondents, total 582)	Importance of items related to Council areas of responsibility (average rating out of 10)	Suggested areas for Council action (percentage of respondents, total 582)
Cleanliness <b>(25%)</b>	Regular cleaning of the beach <b>(9.2)</b>	Cleanliness <b>(34%)</b>
Parking/ traffic management <b>(15%)</b>	Litter traps to catch rubbish from stormwater <b>(8.9)</b>	Enforce other local laws/ more Council presence <b>(14%)</b>
Issues with walking paths/ bike paths <b>(7%)</b>	Publicly owned facilities that are well maintained <b>(8.9)</b>	Regular maintenance of existing facilities <b>(12%)</b>
More/ better facilities/ development <b>(7%)</b>	Recycling and garbage bins <b>(8.7)</b>	Parking/ traffic management <b>(12%)</b>
Problems with Dogs <b>(6%)</b>	Native vegetation to stabilise beaches and dunes <b>(8.4)</b>	More Facilities <b>(11%)</b>
Overcrowding <b>(6%)</b>	Well maintained bike and pedestrian paths <b>(8.4)</b>	Issues with cycle paths/ walking paths <b>(8%)</b>
Dislike the people it attracts <b>(4%)</b>	Managing the effects of climate change <b>(8.1)</b>	Better shaded areas <b>(6%)</b>
Stormwater affects water quality <b>(4%)</b>	Information signage for pedestrians and cyclists <b>(7.4)</b>	More trees <b>(6%)</b>
Seaweed/ jellyfish clean up <b>(4%)</b>	Shade – on the beachfront paths and in the gardens <b>(7.0)</b>	Problems with dogs <b>(4%)</b>
Dislike the way the area has been developed <b>(3%)</b>	Council maintaining a constant presence in order to enforce local laws <b>(6.9)</b>	More sporting/ public events <b>(3%)</b>

### Overall importance of the foreshore:

- The majority of respondents rated the importance of the foreshore very highly at 9 out of 10 overall.
- The ratings of importance declined with usage. Those using the foreshore everyday awarded higher ratings (9.7) compared to those who use it less than weekly (8.4).

### Overall satisfaction with Council management:

- Respondents were asked from their knowledge about how the foreshore is managed, how they would rate this on a scale out of 10.
- The overall rating was 7.3 on average with little variation by respondent characteristics.
- Ratings awarded by respondents over 60 years of age were slightly higher (7.6) than those by younger respondents.
- Respondents interviewed face to face awarded slightly higher ratings (7.6) than those interviews over the telephone (7.2).

## DO YOU HAVE INFORMATION, REQUESTS, QUESTIONS AND FEEDBACK?

### Contact Council's ASSIST Service Centre

Telephone: (03) 9209 6777

Fax: (03) 9536 2722

Email: [assist@portphillip.vic.gov.au](mailto:assist@portphillip.vic.gov.au)

[www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au)

### You can visit your local ASSIST at:

**St Kilda Town Hall**, corner Brighton Road and Carlisle Street, St Kilda

**South Melbourne Town Hall**, 222 Bank Street, South Melbourne

**Port Melbourne Town Hall**, 333 Bay Street, Port Melbourne

## TALKING YOUR LANGUAGE

If you, or you know someone who would appreciate the information in this publication translated in another language, please telephone the Council's interpretation service:

Chinese: (03) 9679 9810

Greek: (03) 9679 9811

Polish: (03) 9679 9812

Russian: (03) 9679 9813

Other languages: (03) 9679 9814

