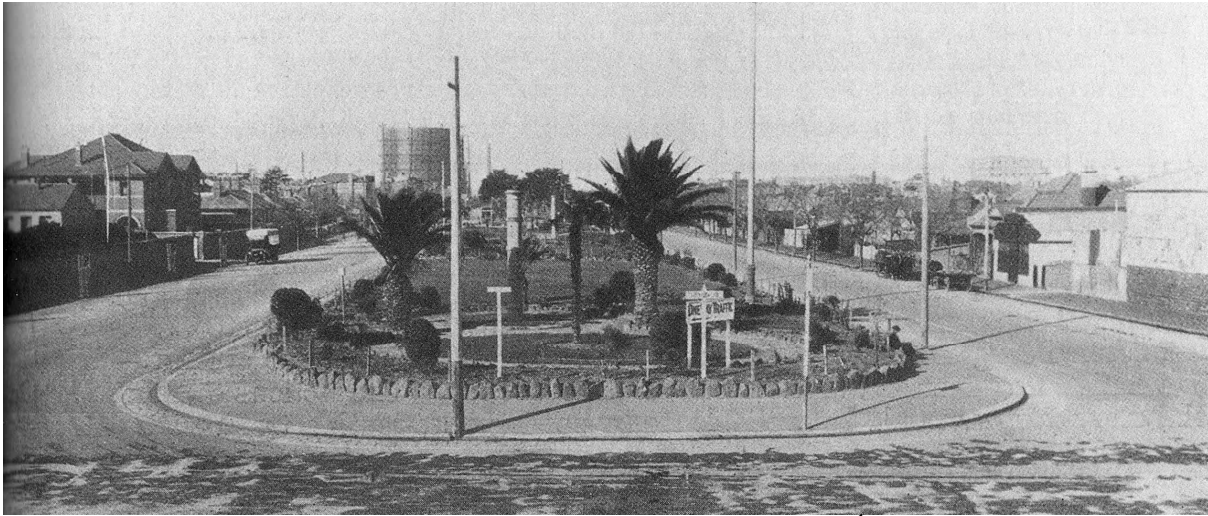


The 3068 Group's Submission on the Gasworks Draft UDF.

June 21st 2008



Alexandra Parade view to the Gasworks - 1929¹

This submission is made by The 3068 Group . Our aim is to conserve the heritage and amenity of our area and to protect it from the encroachment of unsympathetic development. Postcode 3068 includes both Clifton Hill and Fitzroy North.

CONTENTS

<i>Introduction</i>	<i>2</i>
<i>Consultation</i>	<i>2</i>
<i>Policy.....</i>	<i>3</i>
<i>Policy Context.....</i>	<i>4</i>
<i>Economic Context.....</i>	<i>4</i>
<i>Integrated Plan - Getting the mix right.....</i>	<i>7</i>
<i>Open Space.....</i>	<i>7</i>
<i>Bus Depot</i>	<i>8</i>
<i>Physical Context</i>	<i>8</i>
<i>Proposed Tunnel</i>	<i>9</i>
<i>Retail Planning.....</i>	<i>13</i>
<i>Performing Arts</i>	<i>19</i>
<i>Indoor Sports Centre</i>	<i>21</i>
<i>Affordable Housing</i>	<i>22</i>
<i>REFERENCES.....</i>	<i>22</i>

¹ Metropolitan Town Planning Commission plan of general development 1929 Reproduced in Planting the Nation, Robert Freeston Author, Georgina Whitehead ed. 2001.

Introduction

This submission is in response to the Former Gas & Fuel Draft Urban Design Framework (UDF) exhibited by Council in May 2008.

We submit the following issues with the Draft UDF:

- Community consultation is severely lacking in the development of the Draft UDF.
- The process for developing the UDF has not followed the guidelines prepared by the Department of Planning.
- The Draft UDF is lacking in strategic vision.
- The proposed UDF will not achieve State policy objectives in Melbourne 2030.
- The proposed uses are unlikely to be built unless the site is made attractive to investment, and that the UDF must consider alternate land-use options.
- The Gasworks Draft UDF cannot be completed until the future of transport infrastructure surrounding the site is resolved.
- The Draft UDF does not adequately address the wider context of the site.

The Draft UDF should not be supported by Council in its present form.

Council should go back to the starting point and follow the process. This failure to follow accepted process also led to the disastrous Smith Street Urban Design Framework which was prepared without community input, then used by VCAT panel to override the Council's plans that reflected community aspirations.

Council should appoint an independent review of strategic planning processes to determine the root cause for omitting such obvious and important step in both projects.

Consultation

The Draft UDF is based on a brief provided to consultant urban designers without any community consultation, and no identified stakeholder consultation. The brief has not even been released to the stakeholders.

This contravenes Yarra's [COMMUNITY CONSULTATION POLICY 2005](#)

It is Council policy that it will:

1. Consult to help it plan and make informed decisions on major strategic, planning permit, policy and service provision issues and be open to new ideas and information.
2. Consult in time to use the results to inform decision-making processes and early enough to help identify issues **at the beginning of the process when major strategies, policies and decisions are involved.**

It is simply too late in the process to start the consultation process after consultants have already been engaged to prepare plans at ratepayers expense.

Stakeholders are not identified in the Draft UDF, nor are stakeholder issues.

The Victorian Government *Planning Note: Preparing a UDF*, gives 'guidelines for preparing [URBAN DESIGN FRAMEWORKS](#) (UDF).

The GasWorks Draft UDF skipped an 'important step' from this planning note:

"IMPORTANT STEPS IN THE FRAMEWORK STUDY PROCESS
Community involvement should be sought early in the process and at all relevant stages. A typical process could include the following steps:

Stage I. Preliminary actions

- *Identify and define project objectives, scope, boundaries and the significant influences within the region, including population projections.*
- *Identify stakeholder issues.*
- *Milestone: sign off the Study Brief.”*

3068 wrote to Yarra’s planning department about concerns over the process .

Policy

The *Melbourne 2030 Audit Expert Group (AEG) Report* includes just three imperatives and a number of recommendations: Imperative two is:

“Adequate and ongoing funding (AEG Recommendation 3.1.2)

That the State Government ensures sufficient resources are allocated to the implementation of *Melbourne 2030*. This could be done by:

Investing in improvements to community infrastructure and services in areas accommodating significant levels of growth in population and employment and

ensure that before any sale of State Government land or assets is carried out, full consideration is given to opportunities to use publicly owned land for public benefits, such as social housing or community facilities. Disposal of land should occur on terms that produce the greatest overall community benefit.”

The Government’s formal response to this recommendation states only that

“The 2008/09 State Budget builds on these significant investments with: \$88.7 million additional funds for urban renewal initiatives”, and “...Prepare integrated infrastructure plans for urban areas experiencing substantial growth and key strategic activity centres to ensure more timely delivery of State and local government investments, overseen by a Cabinet Committee.”²

The Audit Expert Group’s Report acknowledges that planning for growth in inner Melbourne should be treated separately from established suburbs and urban fringes.

Regarding Central and Inner Melbourne, the Audit Expert Group recommended:

“That the State Government places a high priority on resourcing the planning, infrastructure and community services necessary to improve the jobs–housing balance within inner Melbourne.”

“That the State Government develops a strong partnership with the inner Melbourne councils to provide financial support and coordination to assist them to implement the *Inner Melbourne Action Plan*, including the proposal to accommodate more than 90,000 additional dwellings in inner Melbourne by 2030.”³

The 3068 Group submits that strategic planning for the Gasworks precinct must respond to Melbourne 2030 policies including the AEG imperative to invest in community services in this area of high population growth.

² PLANNING FOR ALL OF MELBOURNE, The Victorian Government response to the Melbourne 2030 Audit, June 2008

³ AEG Recommendation 3.2.2, March 2008

Policy Context

The The [*Planning Note: Preparing a UDF*](#), guidelines states:

“look beyond the individual project and seek to coordinate across projects and opportunities, setting a project in its broader context”.

We submit that

- The Draft UDF ignores the East West Link Needs Assessment Report. While not government policy, the government will respond to the study later in 2008.
- The Draft UDF ignores the adjacent Smith Street Structure Planning process, despite obvious contextual opportunities and the continuation of Smith Street into the Gasworks precinct and related retail and open space issues
- The Draft UDF does not respond to the still incomplete Clifton Hill Needs Analysis report called for by Council in 2007.
- The Draft UDF does not respond to the City of Yarra Arts Plan.
- The Draft UDF does not respond to the recommendations of the Open Space Strategy. The site is adjacent Collingwood, which has the least open space in Yarra.
- The Bus Depot can only be considered in context of redevelopment of the Nicholson St Dept – which has not been exhibited.

Economic Context

The 3068 Group does not support the mix of land use options described in the Draft UDF.

The [*Planning Note: Preparing a UDF*](#), states:

“Unlike a master plan...an Urban Design Framework should provide flexibility by identifying key principles rather than finite solutions. It is not a fixed view of the future nor is it a land-use report. It includes a design vision for how a place might develop and should include sufficient detail at key locations so that the vision can be tested for economic and functional viability.”

The economic viability of this proposal must now be tested.

The development lobby claims without evidence that Councils, Resident groups, and ‘red tape’ are the main obstacle to achieving Melbourne 2030 outcomes. This was not a finding of the Melbourne 2030 Audit report.

In fact the Minister for Planning, Panels Victoria and VCAT all have existing powers to override any Council’s planning decision.

So there must be another reason that Melbourne 2030 has failed to achieve objectives. There is evidence to suggest a main cause is the investment decisions of developers.

Developers prefer to develop in or adjacent to established activity centers than former industrial ‘bomb’ sites. It is easier to sell of the plan, and facilities are provided by the existing centers.

Although the land values are relatively high in this area, a site adjoining the gasworks (Former K.G. Luke factory) has sat idle and undeveloped on its permit for 174

dwellings since 2003.⁴ Neither Red tape nor residents groups can be blamed for this five year delay.

Amendment C42 rezoned the 'McDonalds triangle' of Queens Parade, Hoddle Street and Dummet Crescent, Clifton Hill, to MUZ in 2002 but no redevelopment has occurred in the precinct in six years⁵.

The gasworks site contains a high decontamination cost over the entire site. This is an added disincentive to investment on a site that is seriously impacted by heavy traffic on all sides, and likely to remain so.

Why would an investor be interested in developing housing on this site, when much simpler adjacent sites are sitting idle? This question should be considered when framing the UDF.

The site is too large for most single uses. Exceptions would be a *Victoria Gardens* style or *Bunnings Warehouse* style development. Neither outcome should be supported.

If not a single use, how can the various proposed individual developments of the site and precinct share the cleanup cost?

One of the nine directions in Melbourne 2030 is to concentrate housing in Activity Centers. This is problematic in Yarra because all its activity centers are already developed historic shopping streets. Yarra's policy is to direct major housing developments to former industrial sites. This policy is included in the new Municipal Strategic Statement C84. The site has been identified as a location for housing in Yarra's response to Melbourne 2030.

The Draft UDF, and perhaps also the design brief for the gasworks site includes a great deal of housing, so intended to comply with Melbourne 2030 Direction 1 '*A more compact city*'.

However, if the investment does not stack up for a developer then the housing is never built and the site will remain undeveloped, thwarting the original intentions.

We submit that the design brief for the Draft UDF will not attract investment unless it can also address the Melbourne 2030 Direction 5 - '*A great place to be*'.

Making the site attractive to a significant population, will secure investment both on and adjacent to the site.

All sites are unique, but this site is special for a number of reasons:

- The site is completely isolated by boulevards to the north and south, and busy roads to east and west.
- Smith Street is one of Melbourne's best shopping streets, serviced by the 86 tram.
- There are no existing uses on the site, restricting incompatible uses.
- The site's isolation reduces overshadowing and overlooking constraints.
- A large excavation is required to decontaminate the site, leading to high initial cost and an opportunity for underground parking.
- The surrounding streets are congested; Alexandra Parade and George St are heavily congested.
- The site may be impacted by tunnel exists and entrances for Queens Pde. A road tunnel may reduce the number of large trucks on the surface route.
- Alexandra Parade is very busy and noisy and generates significant air pollution from six lanes of surface traffic affecting the entire site. It will remain busy, despite the tunnel proposal, and is a disincentive for

⁴ **C20** NOV 2003 Rezoned 8-72 Queens Parade North Fitzroy from the Business 3 Zone to the Mixed Use Zone.

⁵ **C64** 20 APR 2006 Rezones land that forms part of 14-20 Alexandra Parade, Clifton Hill from Residential 1 Zone to the Business 3 Zone to ensure the whole of the site is contained within a Business 3 Zone.

pedestrians to tackle the crossing. Activating Alexandra Parade frontages will be problematic.

- There is little heritage fabric remaining on the site which would significantly constrain redevelopment.
- Adjacent commercial precincts to east and west are rundown, with low grade commercial and light industrial activity with considerable vacancies.
- Around 200,000 people travel past the site each day.
- There are no convenient east-west public transport routes near the site.
- East-west traffic is heavily congested
- The site is large. At 4.3 Hectares, it is
 - comparable in size to Victoria Gardens, Docklands Stadium
 - comparable to Victoria Market deli and lower grocery sheds;
 - more than twice the size of the Nicholson St Bus Depot (2ha);
 - more than twice the size of the South Melbourne Market (2ha);
 - twice the area of the St Kilda Triangle Development (2.5ha).

The sites isolation from existing uses and relatively blank canvas is the sites greatest opportunity.

The isolation, congestion and pollution are the sites main challenges.

The Tunnel and growth in traffic is the main threat to any use or development.

One possible development model would be to have a single developer with multiple projects. Each project is designed by individual but collaborating architects and their clients. This model was used to develop the QV site.

An integrated plan is required to make the precinct attractive enough that developers would wish to invest there. A good balance of uses is a precondition for ensuring the community embraces the site as residents, tenants, local and regional visitors.

An attractive precinct in the gas works would make residential developments in adjacent industrial sites more attractive to developers add value to the adjacent. This is consistent with the Ratio [Yarra Industrial and Business Land Strategy Review](#), which recommends:

“Rezone the area zoned Business 3 on the north side of Alexandra Parade, between Smith and Wellington Street, to a Mixed Use Zone to provide the opportunity for upper level office or residential activities along main road frontages or for the residential use of under utilized sites in local streets abutting residential uses.”

An active precinct could also attract residential development in the industrial zones to the west of George Street. It could make the dormant K.G. Luke development on Queens Parade feasible.

Demand for light industrial areas is falling because new outer industrial areas have become more accessible to the inner urban area due to City Link, East Link and the Western Ring Road.

A key finding of the Ratio Industrial Review was:

“The rezoning of industrial land to a zone that allows higher order uses such as offices or residential uses, has the potential to change the character of an area, to change activity levels and traffic patterns, to create demands for improvements to the amenity of the area, and create a need to upgrading or provide new public infrastructure, services and facilities.”

“Large, strategically located sites are limited [in Yarra] and they play an important role as a catalyst for redevelopment of business precincts, therefore an integrated approach to change or redevelopment is required.”

Integrated Plan - Getting the mix right

Melbourne 2030 principles should be utilized to make this site “A great place to be”.

By creating a high quality public realm, the site can function as a Community Activity Centre that complements Yarra's historical shopping streets and shopping villages.

The Draft UDF provides some open space and high pedestrian permeability through the site. This is a good start.

The Draft UDF includes some retail shops along Smith Street, with some 7 storey residential apartments. It is difficult to see that these would significantly lift the area by drawing sufficient visitors.

The 3068 Group submission is that the land-use options in the design brief reflected in the Draft UDF lacks strategic vision and does not embrace the opportunities presented by the site to cater for unmet community needs.

We are proposing more priority for community uses for the site.

This may seem like it equates to less housing being provided on the gasworks site. This lack could be more than made up for by making it attractive to develop housing in the adjacent precincts to the east of the site if rezoned to Mixed-Use.

To accommodate a greater population density in the inner region, the public realm must be improved. There are a local and regional community needs that are not being met.

The site presents a never to be repeated opportunity to provide community services that are always constrained due to a lack of facilities caused by high land values.

We argue for new Draft UDF that considers incorporating the following:

- A Fresh Food Market – most likely on the northwest corner of Smith and Alexandra;
- A small complementary supermarket possibly on the east side of Smith St;
- A large modern library with associated meeting rooms and children's spaces, on the corner of Smith St and Queens Pde, with housing above.
- Retail spaces along both sides of Smith Street and around the market, under management of the Market, with solar and rain collection above;
- A performing arts centre, to support children and young adults in non-competitive creative pursuits. The centre will facilitate live music, theater, dance and circus, and could be located near Alexandra Pde and George Street;
- A centrally located high quality imaginative playground integrated into the design;
- A sports centre along George St – to serve regional demand for organized regional court-based competitions;
- An aged-care centre;
- Housing would be designed to be compatible with these uses and wherever possible, public and affordable housing would be supported as a major component of the mix.
- Open spaces that link these facilities as parks, plazas, courtyards, forecourts and play spaces while providing pedestrian permeability.

Much of these proposed land-uses could be incorporated into the framework of the Draft UDF. Some already have.

Open Space

We support open space in the gas works. Underground parking and Gore Street services will make it difficult to plant large trees.

The 3068 does not support in principle the suggestion that open space made available in one location justifies removal of open space in another location. This argument is often used to justify alienation of public gardens and public space, most recently to justify alienating 'primary' heritage significant landscapes in the Edinburgh Gardens.

'The Island' park plays an important visual role for the thousands of commuters who pass by every evening, and it is integral to 'Elizabeth Terrace' overlooking the park.

It is also integral to the Queens Parade and Alexandra Parade historic landscape.

The substation polychromatic building is also an important part of Melbourne's retained 19th century built form.



The park is Crown Land 'Public Purposes Reserve',⁶

Bus Depot

The proposed bus depot would be an auxiliary use. Its location on the site could detract from the sites attractiveness for other purposes, through large crossovers and diesel fumes, and loss of parking. It may not coexist well with new residents.

It is not clear that the bus operator supports this relocation, as routes would be impacted by significant congestion and increase route lengths.

Busses are receiving higher Government priority than they have for decades. This dynamic situation makes it hard to predict routes or required depot capacity.

There are no plans for the Nicholson St Bus Depot. It is not fair for the community to consider a bus depot on the Gasworks without knowledge of the future of the Nicholson St site. It is not even stated that the Gasworks depot would replace or augment the Nicholson St depot.

Is it just moving a problem without solving it? Could the depot in Nicholson St also be buried for similar cost and provide similar opportunities to alleviate the residential impacts.

However, if routes were reconfigured, and these problems can be solved, then there is potential for the site to nr served by the buses at the depot. This needs consideration in a wider context of public transport provision in the north and north eastern suburbs.

Physical Context

The lanes, walkways and open space proposed in the Draft UDF should be supported.

The significant slope of the site does not seem to be fully considered into the UDF. For instance, the Plaza at Hodgkinson and Council Street would have a slope towards the south, which could be similar to Federation Square, modeled on the piazza at Sienna.

⁶ SPI A3\PP2796E SPI code 102

Utilising Hodgkinson St as a cycling and walking route between Mayors Park, Collingwood Leisure Centre and Fitzroy Pool is supported. However, significant redesign of the roundabouts at Gold St and Wellington St would be needed. These roundabouts were designed when traffic calming was the sole criteria. There is no pedestrian access across Gold Street on the South Side of Hodgkinson St. Redesign of these roundabouts should be part of the overall precinct plan and part of the Yarra Bicycle and Walking strategy.

Similarly, pedestrian access across Alexandra Parade will be impacted by the high levels of traffic and the proposed tunnel works and tunnel entrances and exits at this point.

“Activating” Alexandra Parade frontages is unlikely to be successful given the extreme traffic levels. It may be better to isolate the site from Alexandra Parade, reducing the noise and pollution as much as possible.

The open Gore Street alignment in the Draft UDF will make it difficult to isolate the site from the traffic on Alexandra Parade. It could be preferable for the site to ‘turn its back’ on Alexandra Parade, with a high ‘mural’ wall that blocks fumes and noise. A Gore street pedestrian crossing is not essential. Goerge Street is also likely to remain busy, depending on the outcome of the Eddington report, and may need to be isolated from the site.

The proposed open lane on the Gore Street alignment, while a welcome addition to the permeability of the site, detracts pedestrian traffic from Smith Street – which is correctly identified as the retail focus.

Proposed Tunnel

The Eddington Study recommended a tunnel interchange at Queens Parade near the Gas & Fuel site, and an off ramp stretching from the Gas & Fuel to Hoddle St.

Since the exhibition of the UDF, research into the tunnel proposals by 3068 and the City of Yarra has caused some further clarification from the Eddington Study team.

We believe the following diagram shows the outcome currently envisaged by the study team.



A high resolution copy of this diagram, with additional notes and updates is published by The 3068 Group at home.vicnet.net.au/~grp3068/tunnel.htm

The 3068 Group made a submission to the East West Link Needs Assessment and will submit a detailed response arguing against the tunnel proposal.

In respect of the Gasworks, the study team insists that no overpass or flyover is proposed along George Street however, there is a likely impact on the gas works.

“It is not particularly clear how traffic heading west along Queens Parade would enter the tunnel - that may be via George Street but also it may need to be a **road connection further to the east** to enable the necessary radii of a road connection to go into a portal to the tunnel “

– Andi Diamond, CEO City of Yarra , email to The 3068 Group, June 19

If this eventuated, it would cut through the middle of the site, making the Draft UDF obsolete.

The Gasworks would be impacted by the tunnel:

- Construction impacts such as diversions
- Contamination and Excavation
- Significant Drainage issues related to the former creek and Reiley's drain
- George St traffic may cut through the site permanently or impact the western edge
- Tunnel exits and entrances impede pedestrians
- Tunnel exits impede the Napier St Cycling path
- Additional surface traffic on Queens Parade heading in and out of the tunnel as well as the city.
- Trucks leaving the tunnel heading for Hoddle St.

- Location of Ventilation shaft is unknown.
- Queens Pde, Fitzroy, is projected to have a moderate increase in noise levels. - Tunnel portal to Queens Pde, protecting about 15 residences,"⁷

Unfortunately, Council recently alienated part of the Alexandra Parade reserve for car parking opposite Fitzroy Pool. This makes it more difficult to defend the reserve.

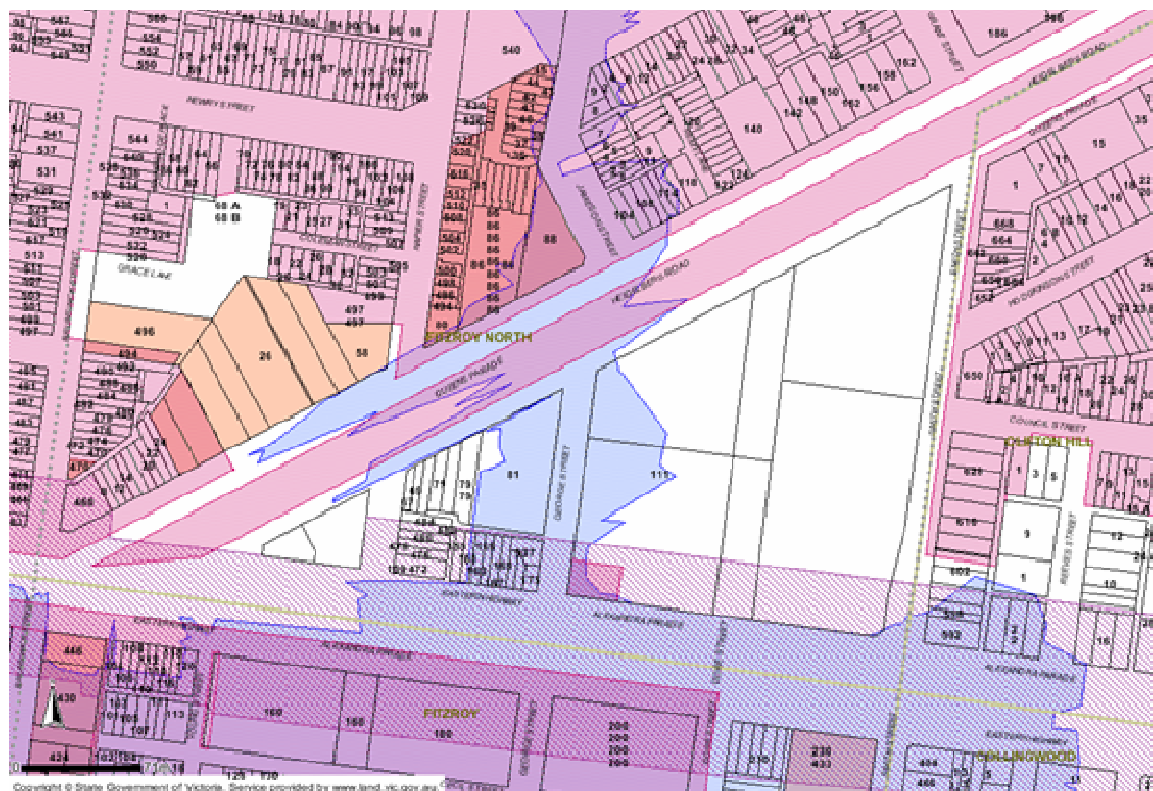
The 3068 Group did not support this car park as it was contrary to Yarra's sustainable transport policy. This car park will be unlikely to survive with the current plans.

The tunnel would have a profound impact on Clifton Hill, North Fitzroy and the entire precinct. Not least the increase in traffic on Queens Parade, which the report admits would be Moderate:

Yarra should measure the noise levels on the site to see if they comply with current and accepted practices by VicRoads.

The increase in traffic will further isolate the suburbs of Fitzroy North and Clifton Hill from Collingwood, Fitzroy and the rest of the city of Yarra.

Heritage



Heritage overlays in purple. The blue overlay follows the former creek from Edinburgh Gardens to Goshes Paddock and Reiley's drain.

The following significant fabric should be considered in any redevelopment. Not all these sites are protected by Heritage legislation.

- 476-482 Napier Street 'Elizabeth Terrace' – not protected by overlay!

⁷ East-West Link Needs Assessment, Technical Report - Heritage & Environment Report.



Elizabeth Terrace - Not Protected

- 1986 “Women’s” Mural on Smith St, opposite Hodgkinson St, with explanatory signage. Painted on boards fixed to the concrete wall of Gas & Fuel shed ‘4.’ Not protected by overlay!



- Queens Parade Boulevard (landscape) – Heritage overlay, tree controls



- Alexandra Parade Boulevard, No overlay for residences and elms Identified as a significant heritage landscape in the NCCC report.



- The Island Park (landscape) No overlay



- Former Fitzroy Gas Works Valve House and Store c1890 Recommended for National Estate by AL. (HO211)
- Smith Street East side – partly protected by heritage overlay.
- Fitzroy Pool
- 118 Queens Pde, Fitzroy North, Vic
- 1948 British United Shoe Machinery Company, Alexandra Parade, Fitzroy.
- Art Deco Façade of Former K.G. Luke



British United Shoe Machinery Company, Alexandra Parade, Fitzroy - once a quiet Boulevard.

Retail Planning

Site Magnets

To activate the commercial precinct requires site attractors, otherwise known as magnets or anchors. Otherwise the residential developments will languish.

Anchors can be retail or non-retail. Retail anchors are either food or non-food based as shoppers typically separate these trips.

To vitalize this section of Smith street would require:

- A magnet on the south east corner of the Gasworks – such as a market.
- A magnet on the north-east corner of the Intersection of Alexandra Pde and Smith street – such as a complementary supermarket.
- A magnet on the north-east corner of the gasworks site, such as a library

Creating a retail hive north of Alexandra Parade would vitalize Smith St south of the parade only if there is a strong magnet on the south side. At the moment there is

Office-works and a pub. Neither would be compelling enough to get shoppers to cross the street.

A complementary super market would be one that:

- Is not a full service (containing butcher, baker grocer)
- Is not 24 hours, but does operate longer hours than the market.
- Could rely on gasworks for parking

New Shops on the gasworks site should be managed by the market management board, to ensure that they contain an attractive mix of uses, and operating hours that complement the market. Shops on the other side of the street would be independently owned and managed or could join a Smith Street Business Group.

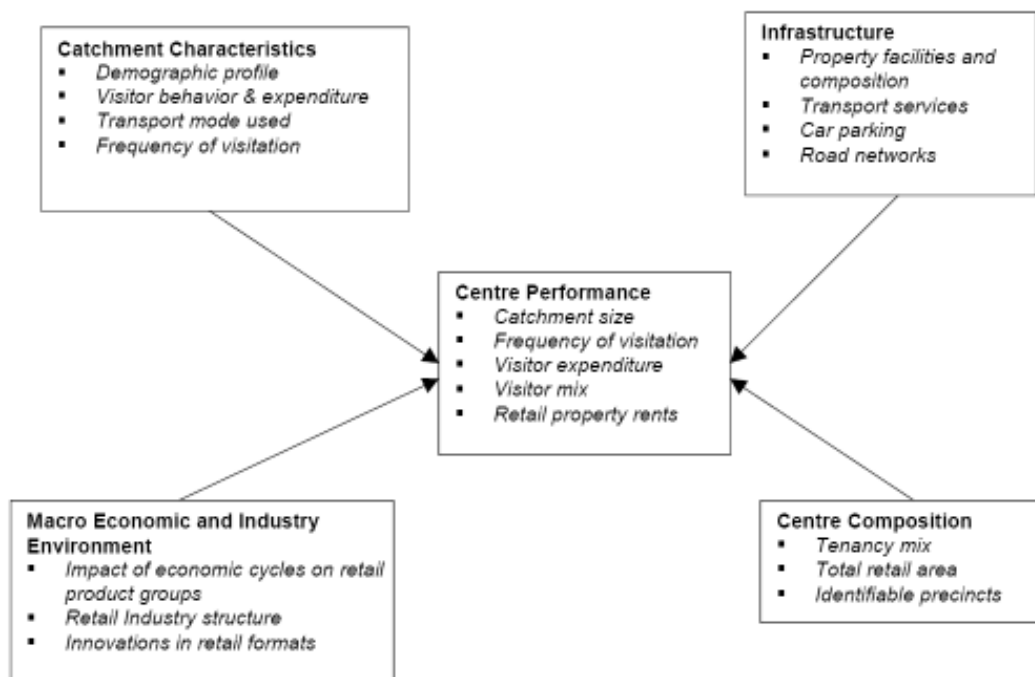
Neither the market nor supermarket should be contemplated in isolation, as they combine to be greater than the sum of parts.

Aligning Pedestrian desire lines with Smith St residential frontages would assist the retail function. The Gore St pedestrian alignment would detract from the Smith St retail function.

See: Attracting a diverse retail mix – Smith Street panel Report, Nigel Flanigan.

“The penetration of the combined centres catchment beyond the local area is strongest across Melbourne’s northern and eastern suburbs, reflecting extensive freeway and public transport services. At the local level, it is notable that Hoddle Street forms a division in local residents’ use of centres, although this is probably also a reflection of the ability to source regularly purchased goods locally.”⁸

Figure ES1: Key Factors Influencing Activity Centre Performance



From Retail Activity Centres, City of Yarra⁹

“Local residents only accounted for 39% of total visitors surveyed across the five centres, compared to visitors from the remainder of Melbourne who accounted for 48% of respondents. Significantly, regional, interstate and international visitors are prevalent in Bridge Road, Brunswick Street and Smith Street, highlighting the role of these centres as tourist attractions. Similarly, local

⁸ Retail Activity Centres 2002

⁹ Retail Activity Centres: Performance, Function and Future Directions, May 2002, Charter Keck Cramer Strategic Research, in association with Virginia Kneebone and Associates (VKA), for the City of Yarra

workers account for 10-15% of visitors at the individual centre level, and are likely to increase their representation as office precincts continue to develop within the municipality.”¹⁰

“Transport Usage -

Traffic congestion is a critical factor determining the longer-term growth of activity centres in the City of Yarra with motor vehicles being relied upon by over 40% of visitors. The next most popular mode of transport is walking (33% of visitors) followed by trams (19%). Local residents are the least car dependent with only 16% driving to their destination centre.

While visitors from outside the City of Yarra are the most car-dependent, this group is also the source of the great diversity that characterises centres. Consequently, the management of traffic issues is of critical importance to the longer-term viability and sustainability of centres.”

A Modern Library

A Library creates huge traffic (over 200,000 visits per quarter to Yarra's four libraries) as users borrow and return material and use the other facilities for study. Library visits are commonly combined with shopping or other purposes.

Libraries provide services for children, students and aged and also for culturally and linguistically diverse communities. They are integral to a creative economy or education revolution.

The North Fitzroy Library is site constrained and there is a strong desire to find a new building for the library. There is a controversial proposal to place the library in the Edinburgh Gardens. This is not supported by Council or the 3068 Group as it would encroach on a primary heritage garden of State significance and valued open space.

Clifton Hill is completely lacking in a library. Residents have campaigned for years to have this need addressed. A lack of a suitable site has always been the main blocker.

A modern library on the site could service Fitzroy North and Clifton Hill, as well as the northern parts of Collingwood and Fitzroy.

The library should not be considered on this site unless there other complementary services are also sited there. 3068 would not support a library on this site if it was an isolated service. If this was to be the case, a library would be better sited in existing shopping villages.

A Library on the north-east corner of the Gasworks would be the only Yarra library accessible from the 86-Tram, as well as existing and proposed bus routes. This would vitalize the retail function along Smith Street, provide a library service near the junction of Clifton Hill, North Fitzroy, Fitzroy and Collingwood and save the historic Edinburgh gardens from the encroachment of a new building.

The library would have the benefit of northerly views across the boulevard and proximity to Edinburgh gardens, public transport and (proposed) shops.

What services would a 21st century library offer?

- Lots of books on display
- High quality purpose designed space for children and young people
- Meeting rooms for community use or for hire
- Staff on hand to help, not behind counters
- The latest equipment
- Book lending service to adults and children, covering fiction, non-fiction and large print.
- Homework or Study area
- Enquiries
- Book Club

¹⁰ Retail Activity Centres 2002

- Gay & Lesbian collection
- Graphic Novels and Comics
- Childrens posters
- Language CDs collection
- Foreign Language books
- Newspapers and magazines
- Foreign language newspapers and magazines
- CDs, Videos and DVD for hire or loan
- Computers for adults and children
- Internet Access computers
- Printer / Photocopier
- Secure display space - for Council's heritage collection
- Class visits
- Minibus visits
- Play and Learn sessions
- Activities and events for adults and children.
- Council, Community and welfare information service and leaflets



Children's' room in the Stirling Library, Adelaide Hills

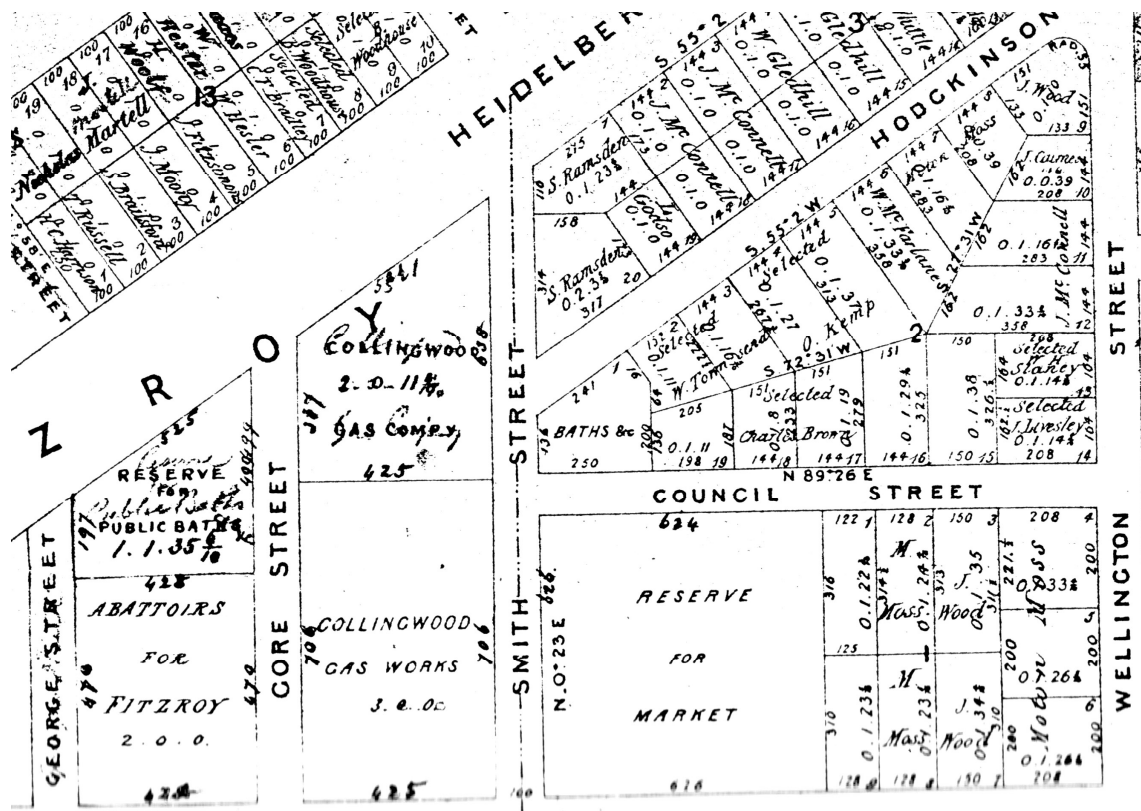
Fresh Food Market:

Part of the site should be reserved for a fresh food market.

Maps of the original 1864 land subdivision of Fitzroy North and Clifton Hill show a market on Smith adjacent to the site. In those days, Smith Street was the major route to Heidelberg and a major shopping street. The market was never built.

A Market is commonly raised in community consultations and surveys.

Historical Precedent



A "RESERVE for MARKET" and "RESERVE FOR PUBLIC BATHS" were part of the original land uses planned by Clement Hodgkinson in the 1865 plan of subdivision.

Given the amount of public land already alienated by the Government since the 1980's, The City of Yarra must demand the government does not sell off the remaining government owned land as it is desperately needed for community purposes.

Market benefits:

A Fresh food market has incredible health, community and economic benefits:

- Promote Fresh unprocessed food
- Promote small family businesses
- Promote competition to keep prices reasonable
- Promote reduced packaging
- Reduce monopoly of supermarkets
- Attracts busking, community stalls, community times to shope
- Attract local traffic
- reduced food miles
- Makes the site economically viable to support community facility

A market would be compatible with a plaza, underground parking, adjacent to transport and major bus routes.

Major car-commuting routes pass the site and traffic would be attracted to the market if it has parking. This would not increase overall traffic as it is already fully congested.

This would give a boost to visitors and turnover in Yarra.

The market also benefits from nearby Sports, Arts and Library visitors and the increased residential density.

A Market will not be introduced by the free market without strong Council support and leadership.

A fresh food market would activate Smith Street as a retail precinct – providing the complementary services are also included in the precinct.

Smith Street's current and historical function is a shopping street. A market would return this function to the northern section of the street.

Market Issues

- Noise
- Litter
- Traffic
- Parking

Each of these can be fully addressed on the Gas works site and only on this site.

There will never be another opportunity for a fresh-food market in the City of Yarra.

Market Need

Is there a Need for a market?

“At many of the neighbourhood forums prior to the preparation of the MSS, many people highlighted the fact that the activity centres do not adequately serve community needs such as groceries and fresh food. While the Planning Scheme cannot prescribe specific retail”

- Council Planning Report on MSS C84 Consultation, December 2006 [Att1-3](#)

Vic market is not accessible from Clifton Hill train group or convenient east-west routes or any of Yarra's tram routes. It is also difficult to reach by car, and beyond riding distance for many.

Gleadel St Market is not accessible from the northern suburbs and would have few visitors from north of Victoria St..

The Childrens' Farm is reachable, Although car parking is restricted and days of operation are restricted it is popular and growing.

There are a few super markets such as Northcote Plaza, Piedimontes, and Smith St Safeway. Some new supermarkets planned (Banco in Smith St, & Johnston St).

Large supermarkets promote car-based shopping, with their reliance on large car parks, fuel discounts and strategies to keep shoppers in the store as long as possible to fill the trolley.

Large supermarkets support large scale fossil-fuel driven agribusiness. They are not consistent with Yarra sustainability policy.

There are significant small shopping villages, in the area, and a market would need to complement these.

A significant issue in Yarra retail strategy is to manage the “Lygonisation” of shopping strips, where an entire street supports a very narrow regional niche, such as restaurants, bars or cafes. This is already an issue in Queens Parade and Brunswick St and a major threat to Smith Street.

The retail development in the gasworks should be consistent with policies for the development of (north) Yarra's retail villages and historic shopping streets.

South Melbourne Market

Port Philip Council brands its profitable South Melbourne market “The local Economy”.

South Melbourne market covers almost 2 hectares (171m by 114m), including car park. This includes both a fresh food market and a general market. It is adjacent to light rail and a super market, and close to Clarendon St shopping village.

A GasWorks market could have a similar size for food as South Melbourne but a much reduced general market. Non-food traders could be based external to a food-hall. As metered customer parking would be underground, the market would be a more open and appealing built environment than the South Melbourne configuration.

A permanent fresh-food market would take no more than a quarter of the gasworks site, and only some of this would be undercover. Land used on market days, adjacent to the plaza could be used as informal open space when the market is closed.

South Melbourne market is Open Wednesday, Saturday & Sunday: 8.00am - 4.00pm, Friday: 8.00am - 6.00pm.

South Melbourne Market is run by a committee of management, separate from the local council.

Market Economics

Initial modest capital outlay would be for the buildings and infrastructure.

Significant Operating Costs (Management, rubbish, cleaning, maintenance, marketing, power and water)

Ongoing revenue to City of Yarra

Stamp duty to Government would be less than for residential development.

There are many impacts which must be considered as part of the social cost benefit analysis. These include:

- Travel congestion, efficiency and sustainability.
- Enhanced international / interstate tourism.
- Stimulus to music industry.
- Heritage value preserved.
- Improved employment opportunities for people with lower employment prospects.
- Culture at the juncture of Clifton Hill, North Fitzroy, Collingwood and Fitzroy.
- Crime & safety.
- Food security.
- Public open space.
- Recreation

Because redevelopment of the Gas & Fuel site is many years away, Council with Cooperation of the State Government should investigate adapting one of the existing sheds into a temporary Saturday food market to test the validity, viability and value of a market on the site.

Performing Arts

The site provides a magnificent opportunity for a Performing Arts Centre. There is not one theatre in the City of Yarra.

A Performing Arts Centre could provide the proper conditions for actors, dancers and musicians and acrobats to prepare rehearse and perform. It would provide flexible audience space, change rooms, sprung dance floors, rehearsal rooms, and acoustics to eliminate off-site impacts.

It would primarily cater for young people, and audiences are drawn from the local metropolitan, indigenous, disabled, ethnically and sexually diverse communities.

Performance venues within the site could be at relatively large distances from dwellings. This will assist in the mitigation of noise and other residential amenity impacts. The loss of live music venues in the city is well documented

Yarra Policy

Supporting a diversity of uses such as live music venues, performance spaces, galleries and artist studios in Urban Design Frameworks is Council Policy:

From [Arts and Culture Plan 2005-2009, City of Yarra](#), p28.

DESCRIPTION	ACTION	RESPONSIBLE UNIT	TIMELINE S	FINANCIAL CONSIDERATION
Yarra Activity Centre Review and Urban Design Framework Plans	16. Work with Urban Planning to ensure Council's Activity Centre Review and Urban Design Framework Plans support a diversity of uses such as live music venues, performance spaces, galleries and artist studios.	Urban Planning (Strategic) and [Arts & Cultural Services Unit] ACS	2005/06 (Activity Centre Review) 2005/09 (Urban Design Framework Plans)	Within existing resources.

Benefits

A performance space is essential for the physical and mental health of a great part of the community who are not involved in competitive sport.

It would enhance the cultural life of Yarra and the northern region.

Education and Employment

Strengthen the Community

Need

"The one thing we need is a THEATRE, with proper conditions for actors, dancers and musicians to prepare rehearse and perform"
- a local resident.

There is a lack of space and facilities for non-competitive physical activities.

Rehearsal rooms for youth who can't make noise in crowded inner city flats and terraces.

Pubs next to residential areas are forced to turn down the music, Many music venues are closing or converting to gambling.

Space for Circus rehearsal and performance.

A home for choirs to rehearse and perform.

Westside Circus shows there really is a need.

The 2006 Census shows growth in the 'creative' professions in Yarra.

The Abbotsford Convent provides spaces for writers, playwrights and filmmakers, it only provide temporary rehearsal spaces, and cannot handle music.

The Convent is constrained by acoustics to do performance. There is no proper theatre in the whole of Yarra.

Performing Arts are not catered for in either the Fitzroy Town Hall 'cultural centre' or the Abbotsford Convent or even the proposed artist's precinct in Gertrude Street.

Such places as there have been, such as the Universal Theatre, were hell to work in. The small Organ Factory is no longer available for the community or performing arts.

Westside Circus

Westside Circus demonstrates the need for better facilities for children and performing arts

The community is concerned for the future of Westside Circus as they have been evicted from their shed in the Gasworks.

Indoor Sports Centre

Council reports investigate demand for a Sports Centre

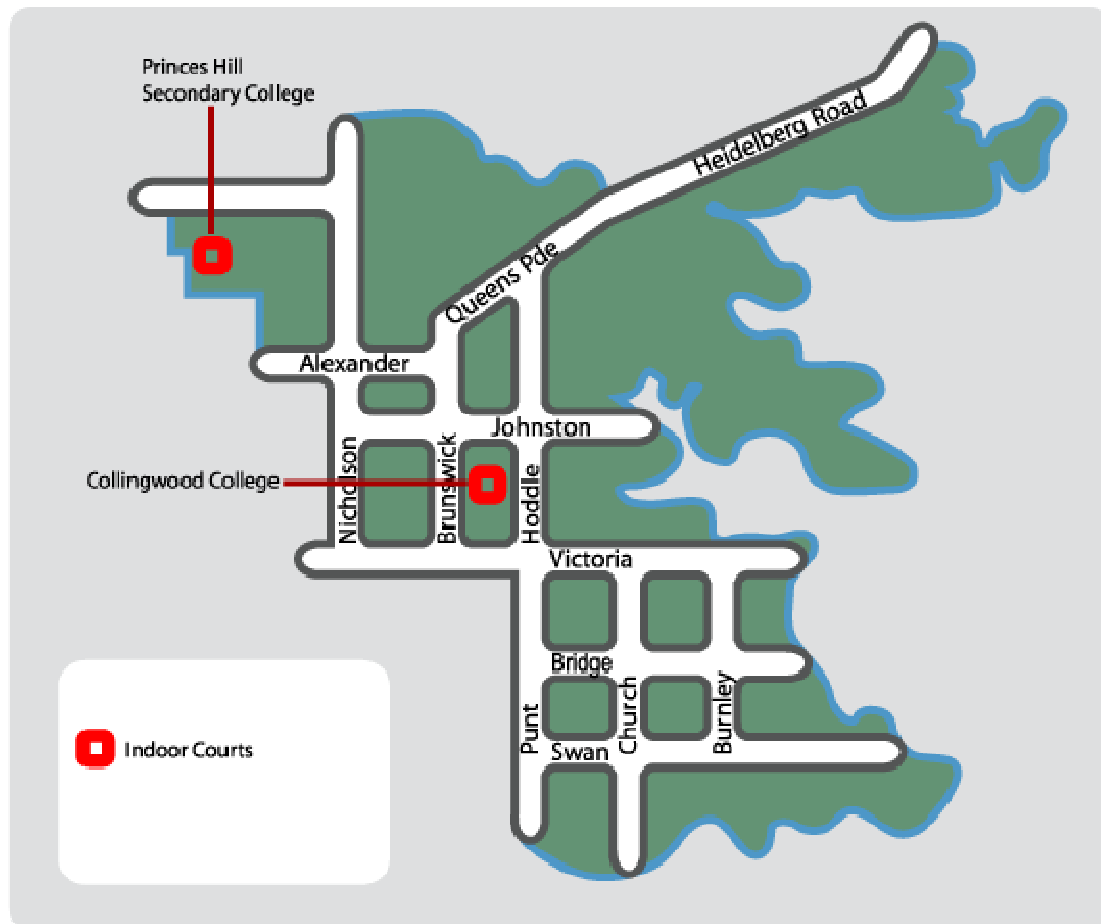
Fruit Group 2003, Indoor Sports Centre Feasibility Study, Planning & Community Development Committee Meeting Agenda, 1 June 2004. Item 2.3 (Original attachment is not online).

Fruit Group 2007, Review of Feasibility Study and Concept Planning For an Indoor Sports Centre For Yarra City Council. See Human Services Committee Minutes: 5 June 2007, Attachment 4.1. Yes it is a review of the original feasibility study.

Indoor Sports Facility Business Plan Review, Human Services and Community Development Committee Agenda Tuesday 5 June 2007, recommended that Council:

- (a) endorse the Gas & Fuel site as the preferred site for the Indoor Sports Facility for future planning and negotiations;
- (b) refer the Indoor Sports Centre to the Capital Works Budget process for consideration in the 2008/09 cycle;
- (c) continue negotiations with the State Government to identify opportunities to secure the Gas & Fuel site as the preferred location for the development of a six court multi-purpose indoor sports facility;
- (d) continue to investigate potential partnership and funding opportunities; and
- (e) continue discussions with sporting associations, user groups, schools etc to

determine the need of the community;



Map of Indoor Courts, City of Yarra

Affordable Housing

It is imperative to create more affordable housing in the inner urban area close to services for social, economic and environmental reasons.

It is also imperative to retain a community and retail services that support families living on lower income.

Providing low retail rents is a major issue for providing appropriate retail services in the inner area.

REFERENCES

MSS C84

Yarra Arts Plan

YARRA INDUSTRIAL AND BUSINESS LAND STRATEGY REVIEW
Hansen Partnership and Charter Keck Cramer For City of Yarra
www.yarracity.vic.gov.au/Planning/Strategic%20Planning/pdf/yiabrs.pdf

“- To identify the potential futures for the precincts in terms of viable and sustainable industries, opportunities for clustering certain industries, employment opportunities, and areas that are better converted to alternative uses and what these alternatives may be. Within metropolitan Melbourne recent transport infrastructure changes, such as the construction of the Metropolitan Ring Road and City Link, have significantly changed accessibility and industrial location patterns in Melbourne. New fringe industrial areas have

become more accessible to the wider metropolitan region and are the preferred locations for manufacturing industry, freight and distribution operations. These changes continue to have an impact on the types of industry and business that benefit from locating in Yarra.”.

Industrial and Business Activity: Trends and Opportunities Analysis Parts A and B,
prepared by Ratio Consultants, July 2000

Melbourne 2030 Audit Expert Group (AEG) Report March 2008

PLANNING FOR ALL OF MELBOURNE, The Victorian Government response to the
Melbourne 2030 Audit, June 2008

Retail Activity Centres: Performance, Function and Future Directions, May 2002,
Charter Keck Cramer Strategic Research, in association with Virginia Kneebone and
Associates (VKA), for the City of Yarra

Senate Select Committee on Housing Affordability in Australia

Smith Street Structure Plan, City of Yarra 2008

Eddington Report: East-West Link Needs Assessment

3068 Diagram of Tunnel Plans

Gas Works Site Dimensions:

The Gasworks site is about 4.3 Hectares
191m along Alexandra Pde, 293 along Smith St, 155m along George St and 245
along Queens Pde.

The site could accommodate the Telstra dome.

Size Comparisons

St Kilda Triangle Site - two and a half hectares

South Melbourne Market - 2ha including parking

Nicholson St Bus Depot - 2ha (160*120m) This includes The Lyceum on corner.

Victoria Gardens – Approx 6 ha - more if adjacent sites are developed.

QV (Swanston, Russell, Lonsdale, Little Lonsdale) about 2ha