A UNIQUE LOCATION

Melbourne’s population is projected to reach six million people over the next 30 to 40 years. As the population grows and city living intensifies so does the demand for new public open space. St Kilda Triangle is a 15,000 m² parcel of Crown land situated in the heart of one of Melbourne’s most well-known suburbs. As a beachside suburb, St Kilda has a distinctive built heritage, diverse community and vibrant atmosphere.

Only 6 km from Melbourne’s CBD, the St Kilda Triangle site is an important public place for residents, businesses and visitors. It has the potential to be one of Melbourne’s great cultural precincts, where the city meets the sea.

A RICH HISTORY

Before European settlement, the area now known as St Kilda was largely shrubland, lagoons, sand dunes and swamplands. To the people of the Yalukit Wilam and the Kulin Nation it was called Euroe Yroke and provided them with seasonal shelter, food and ceremonial grounds.

After European and Asian arrivals in the 1840s, the swamps were gradually reclaimed. By 1884 the foreshore was drained to become a vibrant seaside entertainment precinct including the Palais Theatre, Luna Park, Catani Gardens, St Kilda Pier and the St Kilda Sea Baths.

The St Kilda Triangle site was once occupied by Little Luna Park until it closed in 1967, and was also home to the popular Palais de Danse and the Palace Nightclub, both destroyed by fire. Today the site is primarily used as a car park.

A COMMUNITY BEACON

After the successful community campaign against the previous development proposal in 2008, Council initiated a new conversation with the community about the St Kilda Triangle site in 2011.

Most respondents said they wanted a green, landscaped space – contemporary in feel yet reminiscent of the original seaside vision for St Kilda foreshore, as developed in the early 1900s. They also said they wanted a cost-effective development with a creative arts focus that maintained views of the foreshore, improved pedestrian access and was resilient to climate change.
COUNCILLORS’ MESSAGE

In 2008 the community led a successful campaign to oppose the proposal to develop the St Kilda Triangle site. After some time to reflect, Council started a new conversation about the site in 2011. We heard from the community about how important the St Kilda Triangle is to them and the people of Melbourne. Since then extensive community input has helped shape a new vision and planning framework for the site.

Called St Kilda Triangle 2012, the framework outlines an exciting future for the St Kilda Triangle and commits to securing a sustainable, operating Palais Theatre. This framework will form the basis for a Planning Scheme Amendment that will seek to rezone third party rights. The Planning Scheme Amendment process will be initiated after the adoption of St Kilda Triangle 2012.

The following is a summary of the main points contained in St Kilda Triangle 2012. We welcome your comments as we move towards implementing this vision. A full copy of St Kilda Triangle 2012 can be found at www.stkildatriangle.com or at any City of Port Phillip libraries or ASSIST counters.

FROM LEFT & RIGHT: Cr Frank O’Connor, Cr Judith Klepner, Cr John Middleton, Mayor Cr Rachel Powning, Cr Serge Thomann, Cr Jane Touma, Cr Janet Bolitho

AN EXCITING FUTURE

“St Kilda Triangle is a unique site in Australia. It is where Melbourne and St Kilda meet the sea in all its urban, quirky and engaging form.

St Kilda has always been a place for going out, gathering and having fun. Parity a 19th century seaside resort, partly the result of urban intensification after two World Wars and successive waves of migration, St Kilda is more than a beach or swimming destination. Any new development at St Kilda Triangle provides an opportunity to transition from the urban grff to the beach. It is a place to arrive, pause, gather, reflect and promenade. The vision for the future of St Kilda Triangle was developed during forums, workshops and consultation activities in 2011 and 2012.”

A NEW LOOK

St Kilda Triangle will be developed as a new seaside cultural precinct in the heart of St Kilda. To the casual observer it will look and feel a bit like a park but will include exciting cultural spaces and activities. It will be landscaped with areas for recreation, hanging out and staging events. There will be structures to provide shade, weather protection, public art and infrastructure for projections and nighttime activities.

The Triangle site will have viewing platforms for people to watch the sea or look out over St Kilda. In summer and underneath the green space there will be commercial spaces and car parking. St Kilda Triangle will be anchored by a refurbished and enlarged Palais Theatre, with programming that extends to the site.

A GREAT FIT

St Kilda Triangle will draw in its surroundings. The Lower Esplanade will become a place for people to stroll and soak up the atmosphere around them. Similarly, an open balustrade along The Esplanade will create better views of the bay and allow people to watch activities on the Triangle site.

Improved access will better link the upper and lower parts of The Esplanade. Crossing points for Jacka Boulevard will be reconstructed to improve access and make a more pleasant boulevard along this edge of the site. Other potential improvements include:

- THE PALAIS: Some land on the St Kilda Triangle site could be reserved to ensure the ongoing access and commercial viability of the Palais Theatre.
- THE ESPLANADE: The Esplanade has a series of key points of interest and views. These could be further improved by replacing the existing concrete block edge of the street with a more transparent or see-through barrier around key monuments.
- THE SLOPES: The community passionately argued for the retention of the grassy slopes between The Esplanade and the Lower Esplanade. Although these largely follow the early 1900s layout, judicious trimming and species replacement could improve this area, while parts of the grassy slopes could be reimagined to encourage more year-round use.
- LOWER ESPLANADE: Although under-utilised at present, the Lower Esplanade has great potential as an active forecourt for St Kilda Triangle. From here people can access the site’s attractions, and also pass through to the foreshore.
- JACKA BOULEVARD: Jacka Boulevard is a barrier for pedestrians trying to access the foreshore from St Kilda Triangle. While it is not part of the Triangle site itself, Council’s long-term vision is to see a pedestrian connection to the foreshore over or under Jacka Boulevard.

CHARACTER AREA PLAN

1. POTENTIAL BUILDING FORM
2. NEW ACCESS ZONE
3. AMPHITHEATRE
4. GATHERING SPACE
5. PALAIS SPACE
6. LUNA PARK FORECOURT AND CROSSING ZONE
7. THE PROMENADE
8. PALAIS EDGE
9. PLAZA
10. CROSSING ZONES
11. LANDSCAPE / PLANTING ZONE
12. JACKA BOULEVARD SCREENING
13. NEW BALUSTRADE
A COMMUNITY-LED CONVERSATION

St Kilda Triangle 2012 was developed after extensive community engagement, designed to capture a broad range of views.

This process involved ‘spiral sets’, questionnaires, pop-ups, roundtables, social media, a website and focus groups with hard-to-reach community members. Over 900 people actively participated in the consultation process, while many more obtained printed information or visited the website. Four Ideas Forums with key stakeholders have also informed the development of St Kilda Triangle 2012.

St Kilda Triangle 2012 is a synthesis of Council’s consultation activities and technical studies to provide an exciting roadmap for the future of the St Kilda Triangle. The framework is currently in draft form. Council is seeking feedback on the document, particularly its proposed design requirements and implementation program.

A NEW FRAMEWORK

St Kilda Triangle 2012 is a community-driven framework intended to guide future development of the St Kilda Triangle site, which is bounded by Jacka Boulevard, The Esplanade and Cavel Street. With the addition of Lower Esplanade and the slope, the area is currently named Public Use Zone 3. The framework seeks to:

- outline Council’s vision and design philosophy for the site
- clearly identify constraints and opportunities
- define the extent of any possible future Palais expansion on the Triangle site
- map out an implementation process for development
- outline various funding scenarios
- inform a planning scheme amendment.

A CLEAR DESIGN PHILOSOPHY

St Kilda Triangle 2012 sets out a series of objectives and principles for the future development of the St Kilda Triangle site. These objectives and principles reflect community expectations for the site and outline issues that need to be addressed by any future development of the St Kilda Triangle site. Future development proposals must address and be consistent with these objectives and principles, which have been grouped into seven categories.

A CHANGING VISION

1. OPEN SPACE AND LANDSCAPE

The open space and landscape of the St Kilda Triangle reflects its unique location as a seaside urban place surrounded by medium density residential development. Landscape, open space and any buildings are all carefully considered to create an integrated whole. Important views are clearly defined to allow for positive additions as well as prevent unsightly obstructions.

PRINCIPLES

1.1 The St Kilda Triangle is a public place supported by cultural uses and limited built development.
1.2 The St Kilda Triangle has a green, urban character and a landscape that reflects its seaside location and history.
1.3 Indigenous heritage and European social history (as a seaside entertainment precinct) are interpreted in the landscape, open space and plantings.
1.4 Key views are defined to allow for positive additions.
1.5 A network of spaces create physical and visual links to and from the foreshore, Acland and Fitzroy streets and The Esplanade.

2. BUILT FORM AND HERITAGE

Any buildings and landscaping on the St Kilda Triangle respect the architectural and cultural history and context of St Kilda, the Palais Theatre, Luna Park and the Esplanade.

PRINCIPLES

2.1 Any new built form on St Kilda Triangle respects the Palais Theatre as the dominant built form.
2.2 Any new built form activates, contributes to and is a part of the landscaped public place character.
2.3 Any new built form creates a variety of indoor and outdoor spaces that are activated and encourage year-round use.
2.4 Any new built form recognises and enhances the qualities and originality that give St Kilda and the St Kilda Triangle their valued identity.

3. A PLACE FOR EVERYONE

All of St Kilda’s residents and visitors are welcome at the St Kilda Triangle site. The spaces and experiences are safe, diverse and allow people to use them freely.

PRINCIPLES

3.1 The St Kilda Triangle is a public place that welcomes locals and visitors.
3.2 The St Kilda Triangle provides diverse opportunities for people to visit, enjoy and explore.
3.3 The St Kilda Triangle is designed to be safe and accessible both day and night, and throughout the year.
3.4 The St Kilda Triangle adapts to new technologies and social changes.

4. CULTURE AND RECREATION

Any new uses for St Kilda Triangle support adjacent attractions such as the Palais Theatre, Luna Park and the Esplanade Market. The St Kilda Triangle provides new opportunities for cultural activities that may include events, gallery, stage or entertainment spaces.

PRINCIPLES

4.1 The St Kilda Triangle is a place where you can just hang out.
4.2 The St Kilda Triangle reflects the creative, inclusive spirit and heritage of St Kilda.
4.3 Uses at the St Kilda Triangle support community and cultural activity.
4.4 The design of the St Kilda Triangle engages with the Palais Theatre.

5. TRANSPORT AND ACCESS

Walking, bike riding and public transport are easy first choices to get to St Kilda and the Triangle.

PRINCIPLES

5.1 The St Kilda Triangle encourages access by walking, bike riding and public transport.
5.2 Any car parking on the St Kilda Triangle is out of view.

6. COMMERCIAL LIMITS AND OPPORTUNITIES

St Kilda Triangle includes a mix of uses that make it active and interesting, and contributes to the surrounding area. New opportunities complement the surrounding attractions and the foreshore, as well as Fitzroy and Acland streets.

PRINCIPLES

6.1 New commercial activities on St Kilda Triangle are subordinate to the primary purpose of the site as a public place.
6.2 Any commercial development is small scale and not visually dominant. It complements the public space and the recreational and cultural character of the site.
6.3 The mix of commercial uses helps activate the space day and night, year-round and creates a vibrant and safe environment.
6.4 Social enterprise business is encouraged as a part of the site’s mix of activity.

7. SUSTAINABILITY

St Kilda Triangle demonstrates leadership in environmental, economic and social sustainability for new public spaces. Green technologies and design are used to reduce St Kilda Triangle’s impacts, and to integrate against future energy and water needs, climate change and storm surges.

PRINCIPLES

7.1 St Kilda Triangle demonstrates excellence in sustainable design, form and function of its structures, public spaces and landscape.
7.2 The concept and construction of St Kilda Triangle creates a legacy for many generations.
7.3 Designs anticipate future climate change and storm surges.
7.4 Stormwater is captured on-site and from the Palais Theatre, for non-potable uses and to irrigate landscaping.
7.5 Green waste is recycled and reused on-site where practicable, and all other waste is minimised.

ACHIEVING THE VISION
In addition to the objectives and principles, Council has developed a detailed set of design requirements for St Kilda Triangle to ensure community issues and expectations are respected in any future proposals. The design requirements make up Part 2 of St Kilda Triangle 2012.

**WHY ARE THEY NEEDED?**

The purpose of these design requirements is to ensure any future proposals for the St Kilda Triangle site reflect the design philosophy, objectives and principles developed by Council and the community. They will also ensure any future works are of a high quality, contribute to a sense of place and balance the need for a strong iconic identity with local character and heritage.

**HOW WILL THEY BE USED?**

The St Kilda Triangle 2012 design requirements have been grouped into three categories: 1) built form and landscape, 2) access and movement and 3) land use and activity. These will also be reflected in a future Planning Scheme Amendment and planning controls for the site. All future development proposals will be assessed against these requirements and any future planning controls, whether the proposal is prepared by Council or the private market.
PLANNING SCHEME AMENDMENT
Council will prepare and submit a Planning Scheme Amendment to implement the vision and design philosophy identified in St Kilda Triangle 2012, and will seek to reinstate third party rights. Upon gazettal, the amended planning controls will control all development within the designated St Kilda Triangle area.

FURTHER CONSULTATION AND STUDIES
Council will continue to engage with the community on the design of the St Kilda Triangle site, and the design and programming of any new open space, cultural or community facilities. Council will also undertake additional studies as required such as car parking investigations, environmental audits, archaeological studies and vegetation assessments.

FINDING ADVOCATES AND PARTNERS
Council will work with all levels of government to investigate options for delivering on the preferred concept design for the St Kilda Triangle site and its future management. Council will also engage with representative groups such as unChain Incorporated (formerly unChain St Kilda), Esplanade Alliance, Community Alliance of Port Phillip, Luna Park, The Esplanade Market, St Kilda Tourism Association and other local arts and community groups.

FUNDING OPTIONS
To develop the St Kilda Triangle site in line with St Kilda Triangle 2012 funding will be required across all levels of government and possibly from the private sector and the community. Council will seek Federal and State government funding for public infrastructure as well as public-private partnerships and rate levies. Other funding options include:

- borrowing funds or raising a public bond issue
- non-profit or corporate philanthropy
- a ticketing levy (on sales at the Palais Theatre)
- public subscription or community fundraising

DEVELOPING A CONCEPT
Council will write a comprehensive design brief based on St Kilda Triangle 2012 before undertaking any design work. Further work to investigate this and to identify a preferred process will occur in 2013.

For more information about St Kilda Triangle 2012 or to view a copy of the full framework contact visit www.stkildatriangle.com or your local library, or contact ASSIST on 9209 6777.

HAVE YOUR SAY
St Kilda Triangle 2012 outlines the vision for the St Kilda Triangle site. It includes design development requirements and an implementation plan.

HAVE YOUR SAY IN PERSON
- Saturday 23 June 12 noon – 3 pm St Kilda foreshore (next to Donovans)
- Saturday 7 July 9 am – 12 noon Veg Out Farmers’ Market
- Thursday 12 July 4 pm – 7 pm St Kilda Town Hall foyer

HAVE YOUR SAY ONLINE
Join an online forum or complete a survey at www.stkildatriangle.com
Check out our information display at St Kilda Library.
This consultation will close on Thursday 20 July 2012.

For more information visit www.stkildatriangle.com or contact ASSIST on 9209 6777.

NEXT STEPS
Through St Kilda Triangle 2012, Council aims to create an enduring, sustainable public asset for the people of St Kilda and Melbourne, and for regional, interstate and international visitors. A number of tasks and planning decisions will be required to transform the vision into reality. Some of these include: