
Request to be heard?: Yes

Precinct: Montague

Full Name: Alex Murphy

Organisation: Kembla No. 16 P/L

Affected property: 121-123 Ferrars Street, SOUTHBANK VIC 3000

Attachment 1:

Attachment 2:

Attachment 3:

Comments: Attached

27 December 2017

Department of Environment, Land, Water and Planning
The Fishermans Bend Taskforce
PO Box 500
East Melbourne VIC 8002

Via email: fishermansbend@delwp.vic.gov.au

Dear Sir/Madam,

Kembla No. 16 P/L ('Kembla') owns the property at 121-123 Ferrars Street, Southbank ('Site') which is located within the Montague Precinct of the Fisherman's Bend Urban Renewal Precinct ('FBURP').

Kembla has reviewed the draft framework and documentation for proposed Amendment GC81 to the Port Phillip Planning Scheme. In our submission the draft framework and Amendment GC81 seeks (and hopefully will) deliver a range of positive outcomes for the area. Notwithstanding, we have significant concerns about a number of the outcomes sought and make the following submissions:

1. **The proposed population/dwelling forecast for the FBURP are overly conservative** and fail to capitalise on the precincts locational and contextual benefits. Restricting the dwelling supply in a manner proposed by the draft framework and GC81 provisions will stagnate housing delivery through to 2051. Consequently, the FBURP will not suitably contribute to the 8 million people forecast under Plan Melbourne (i.e. less than 2.5%).
2. **The designation of the Site as one of 'non-core activity' is inconsistent with the draft framework, existing infrastructure and locational context of the FBURP.** Under Figure 13 (Activity Cores) of the draft framework the Site is nominated as 'Mixed-use High Intensity (core activity)' however this is not translated into the Amendment GC81 documentation. We submit that the Site should correctly be nominated as one of 'core activity' given (among other things):
 - The nomination of the Site's to the west (park) and south (school) as 'core activity';
 - The Site's location as a logical bookend of the Buckhurst Street activity spine;
 - The Site's beneficial location adjacent to two (2) existing tram routes;
 - The Site is located on a 'Strategic Cycling Corridor'; and
 - As a collective parcel with other properties in the 'Surveyors Place' complex, it would form a beneficial pedestrian thorough-fare from Normanby Road (Crown and Melbourne Convention and Exhibition Centre).

We submit the Site has the potential to provide a significant mixed-use offering that contributes to both housing and employment targets. Such an outcome is not possible given the current 'non-core' designation under Amendment GC81.

3. **The use of mandatory built form controls is unnecessarily restrictive given their statutory construction.** Although the controls (correctly) seek to achieve a level of uniformity for buildings and equitable development, we submit this is more appropriately achieved through contextual and performance-based requirements rather than prescriptive measures. By way of example, the wall on boundary and side/rear setback requirements are applied from the lot boundaries without any regard for their location/abuttal.

In the case of the Site, the west boundary abuts a significant common property car park. In the case of the Surveyors Place complex, the northern boundary abuts the Westgate Freeway and tram reserve. For both of these circumstances, significant (mandatory) setbacks would be required.

4. **The Floor Area Uplift model is ambiguous.** We note that the Port Phillip Planning Scheme does not have (existing nor proposed) a local policy dealing with floor area uplift and public benefit. The only guidance can be derived from the proposed Clause 22.15. Even if a policy equivalent to Clause 22.03 of the Melbourne Planning Scheme were to be implemented, this provides little guidance or certainty regarding how public benefit will be consistently calculated and equitably delivered across the FBURP.

The above submissions are not exhaustive. We reserve our right to make further submissions on the draft framework and proposed Amendment GC81.

Further to the above submissions, we wish to be heard at the Public Hearing scheduled the week commencing 12 February 2018. We anticipate our submissions will take 15-20 minutes and do not seek to call any expert witnesses.

Should you have any questions, please don't hesitate to contact me on 0413 732 661.

Kind regards,

A handwritten signature in cursive script, appearing to read 'A. Murphy'.

Alex Murphy
Director
Kembla No. 16 P/L

cc. Planning Panels Victoria
1 Spring St
Melbourne VIC 3000

Via email: planning.panels@delwp.vic.gov.au