

**Privacy acknowledgement:** I have read and acknowledge how Council will use and disclose my personal information.

\*

**Name: \*** Marcia Shindler

**Email address: \*** [marcia.shindler@gmail.com](mailto:marcia.shindler@gmail.com)

**Date of meeting: \*** Tuesday 19 October 2021

### Your question

Regarding the 41 story development that will destroy Blender Lane. Do we really need another retail, office, apartment space in the city when there are so many empty shop fronts and apartments? Change for the sake of change is not always a good thing. The pandemic has changed the way we live and it is likely not going to return to pre-Covid "normal." Would it make more sense to wait on developments like this until we see what our "new normal" looks like? When I moved here from the US 14 years ago, I had a choice between Sydney and Melbourne. I chose Melbourne specifically for the arts and character of the city. We cannot afford to lose the things that give the city its character like Blender Lane. Are we not able to choose projects that benefit the city but not at the expense of its character and quality of life? I hope you reconsider the proposal or require changes to ensure the Lane is kept in its current state. Thank you for your consideration.

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\*

**Name: \*** Tristan Davies

**Email address: \*** [trist14222@gmail.com](mailto:trist14222@gmail.com)

**Date of meeting: \*** Tuesday 19 October 2021

**Agenda item title: \*** 6.1 Ministerial Planning Referral: Tmpr-2021-10 100-106 Franklin Street, Melbourne

Alternatively you may attach your written submission by uploading your file here:



[6.1\\_ministerial\\_planning\\_referral\\_tmpr\\_2021\\_10\\_melbourne\\_heritage\\_action\\_submission.doc](#)

139.78 KB · DOC

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \***

Yes

Melbourne Heritage Action wishes for the City of Melbourne to object to this planning application, unless additional conditions are added that ensure Blender lane's unique street art and heritage lane-scape, soon to make an important link into the Munro Site and Queen Victoria market, are retained and enhanced.

We have no issue with the heritage treatment of heritage listed Burbank House, with good setback and some restoration, this development presents a great outcome for this heritage place, we do however want to see a better scheme on the Blender Lane end, so that the new gateway into the Queen Victoria Market can have an amazing new 'Melbourne' style enhancing the northern CBD, rather than one that ignores what's great about Melbourne.

Councillors and Officers will be aware that the City of Melbourne recently added extra conditions as part of approval for the development at 432-450 Queen Street, around the corner and connected via laneways to this site, also designed by Bates Smart Architects, which have ensured extra brick laneway heritage and iconic street art will be retained as part of the development,, enhancing the entire precinct in a way that is to the long term benefit of all Melbournians while not greatly affecting the bottom line of the developers. This outcome is also easily achievable here with a bit of creative thinking.

While the front facade of the altered 1920's factory isn't particularly noteworthy, its more intact brick laneway facade still retains much of its historic character, as well as some of Melbourne's best street art, for which Blender Lane gets its name . For many years this laneway was also home to the Blender Lane Artist Market, which greatly added variety and street life to the entire precinct running in sync with the QVM Night Market.

One such example of what we would like to see achieved here sits on Casamento Place and Elgin Street, Carlton, where a laneway side wall has been successfully retained alongside the modern development on the main street. We see no reason why this cannot also be achieved in this instance. Many of Melbourne's best retail and hospo experiences come from walking into discreet doorways on brick walls, something which could be replicated here by careful insertion of entrances through a retained brick wall.



In the past few years Melbourne has lost a number of street-art filled laneways, notably recently with Metro Tunnel construction destroyed an entire laneway network between La Trobe and Little La Trobe Street, and in recent months with half of Union Lane disappearing for another scheme that prioritises generic glass shopfronts and laneway widening sold as 'activation' over a more genuine Melbourne laneway experience. We can also point to origin of Melbourne Heritage Action's founding, the loss of half of Caledonian Lane for a shopping centre loading dock in 2009, where the loss of half of an iconic street art laneway led to the transformation of the laneway as one of Melbourne's most interesting lanes into a lifeless space.

While Bates Smart's scheme is of high quality, and its interface with Burbank House is a great result, the building to replace half of Blender Lane is a lazy design choice that could be seen in any city in the world, and its demolition of Blender Lane is an enormous missed opportunity which will leave us with a much less interesting experience in entering the renewed QVM precinct.

Tristan Davies,  
Melbourne Heritage Action



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**Name: \*** Mia Zar

**Email address: \*** [mzar@tract.net.au](mailto:mzar@tract.net.au)

**Date of meeting: \*** Tuesday 19 October 2021

**Agenda item title: \*** Agenda Item 6.1 – Ministerial Planning Referral: TPMR–2021–10 100–106 Franklin Street, Melbourne

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.**

Attached.  
I will also speak at the meeting.  
I note that Cian Davis has also been registered to speak to this agenda item. We request that I speak first and Cian second.

Many thanks

Mia

**Alternatively you may attach your written submission by uploading your file here:**

 [20211018\\_tract\\_submission\\_to\\_fmc\\_19\\_oct\\_2021\\_agenda\\_item\\_6.1.pdf](#)  
31.59 KB · PDF

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \*** Yes

Dear Lord Mayor, Deputy Lord Mayor and Councillors

Future Melbourne Committee - Agenda Item 6.1 – Ministerial Planning Referral: TPMR-2021-10  
100-106 Franklin Street, Melbourne

Tract Consultants acts for Landream Franklin Pty Ltd, the permit applicant in the above matter which is due to be heard at the Future Melbourne Committee (FMC) on Tuesday 19 October 2021.

As you may be aware, 100 Franklin Street benefits from an existing permit for a multi-storey mixed-use building.

Landream purchased the site along with 104 Franklin Street and have reimagined the development as a purpose-built build-to-rent proposal which embraces the Site's history and direct abuttal to Blender Lane.

The project team comprised (inter alia): Bates Smart (Architecture); Lovell Chen (Heritage), Eckersley Garden Architecture (Landscape); ADP Consultants (ESD); Tract (Planning); Ratio Consultants (Traffic & Waste) and Mel Consulting (Wind).

On behalf of our client and the entire project team we wish to thank the City of Melbourne officers, and in particular the planning, urban design, traffic and waste departments, for their comprehensive and diligent assessment of the proposal.

The FMC agenda papers and Delegate Report provide an excellent summary of the project and its compliance with the relevant provisions of the *Melbourne Planning Scheme*.

The proposal builds upon the City of Melbourne's revitalisation of the Queen Victoria Market (QVM) precinct, providing for the redevelopment of a significant piece of Melbourne's heritage whilst improving local connectivity and access to amenities.

In summary we note:

- The proposal provides for an attractive, high quality, architecturally designed, and energy efficient residential building comprising ground floor retail abutting Blender Lane, publicly accessible co-working space, publicly accessible basketball facility, 267 build-to-rent apartments (ranging in size from studio to 3-bedroom), and associated amenities (such as gym and activity spaces, private dining areas, dog wash various meeting rooms, communal open spaces and the like).
- The aforementioned basketball facility will be managed by an experienced third-party operator such as Hoop City, and will be bookable for use 24 hours per day 7 days per week with secure access provided via unique digital QR access codes.
- The proposal has been specifically designed to conserve and reinvigorate the existing heritage building (the former Burbank House), retaining the first 12m of the building in a manner consistent with the City of Melbourne's heritage policy.
- The traffic and waste arrangements have been carefully planned to utilise the existing Burbank House façade openings, ensuring that the heritage façade is not altered and that the activation of Blender Lane is not compromised by vehicular movements.
- Blender Lane is proposed to be partially widened to encourage pedestrian use and facilitate laneway activity and dining. Whilst Blender Lane is currently a dead-end lane, the QVM Munro development to the north includes an arcade connection at this point and Blender Lane will therefore provide access between Franklin and Therry Streets / the QVM.
- The widening of Blender Lane comprises a 103sqm 'open to sky' area, which equates to a \$2,550,000 public benefit. This exceeds the amount required for the modest floor area uplift sought (noting that the proposed Floor Area Ratio is 19.54:1). It is noted that the publicly accessible co-working space (office) and basketball facility are additional public benefits which are not relied upon for Floor Area Uplift.

Thank you for your consideration of this matter. The project team looks forward to delivering this exciting development for the City of Melbourne.

Yours sincerely

Mia Zar  
Principal  
Tract  
[mzar@tract.net.au](mailto:mzar@tract.net.au)

Daniel Soussan  
Senior Principal  
Tract  
[dsoussan@tract.net.au](mailto:dsoussan@tract.net.au)



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**Name: \*** Cian Davis

**Email address: \*** [cdavis@batesmart.com](mailto:cdavis@batesmart.com)

**Date of meeting: \*** Tuesday 19 October 2021

**Agenda item title: \*** 6.1

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting.** Verbal submission accompanied by attached slides.  
Request to be second speaker on this agenda item for the applicant (Tract Consultants to go first)  
**Submissions will not be accepted after 10am.**

Alternatively you may attach your written submission by uploading your file here:



[2021.10.18\\_bates\\_smart\\_fmc\\_presentation\\_meeting\\_19.10.21\\_agenda\\_item\\_6.1.pdf](#)

3.61 MB · PDF

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \*** Yes

# 100 Franklin Street FMC Presentation

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Landream

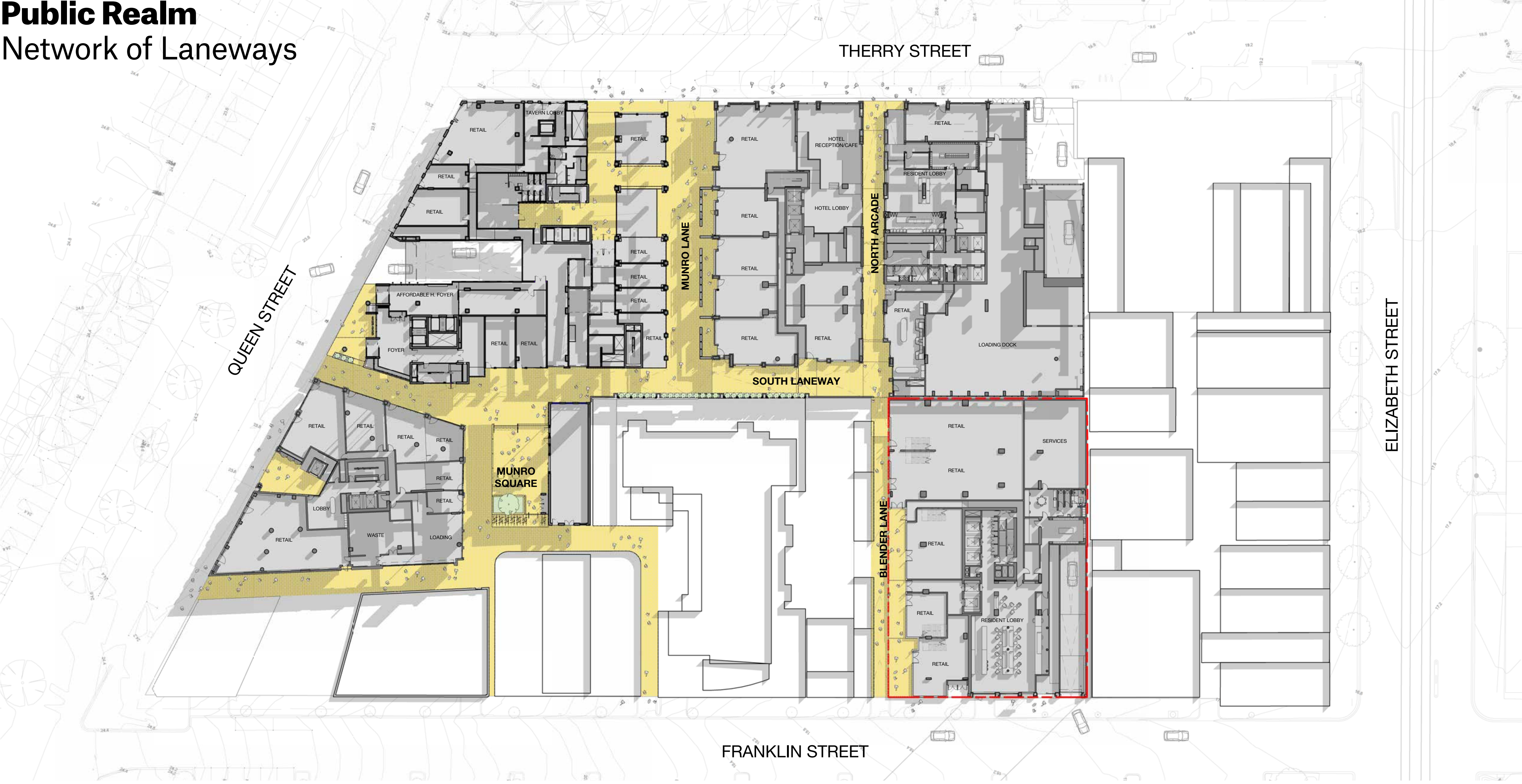
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19 October 2021

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# Public Realm Network of Laneways



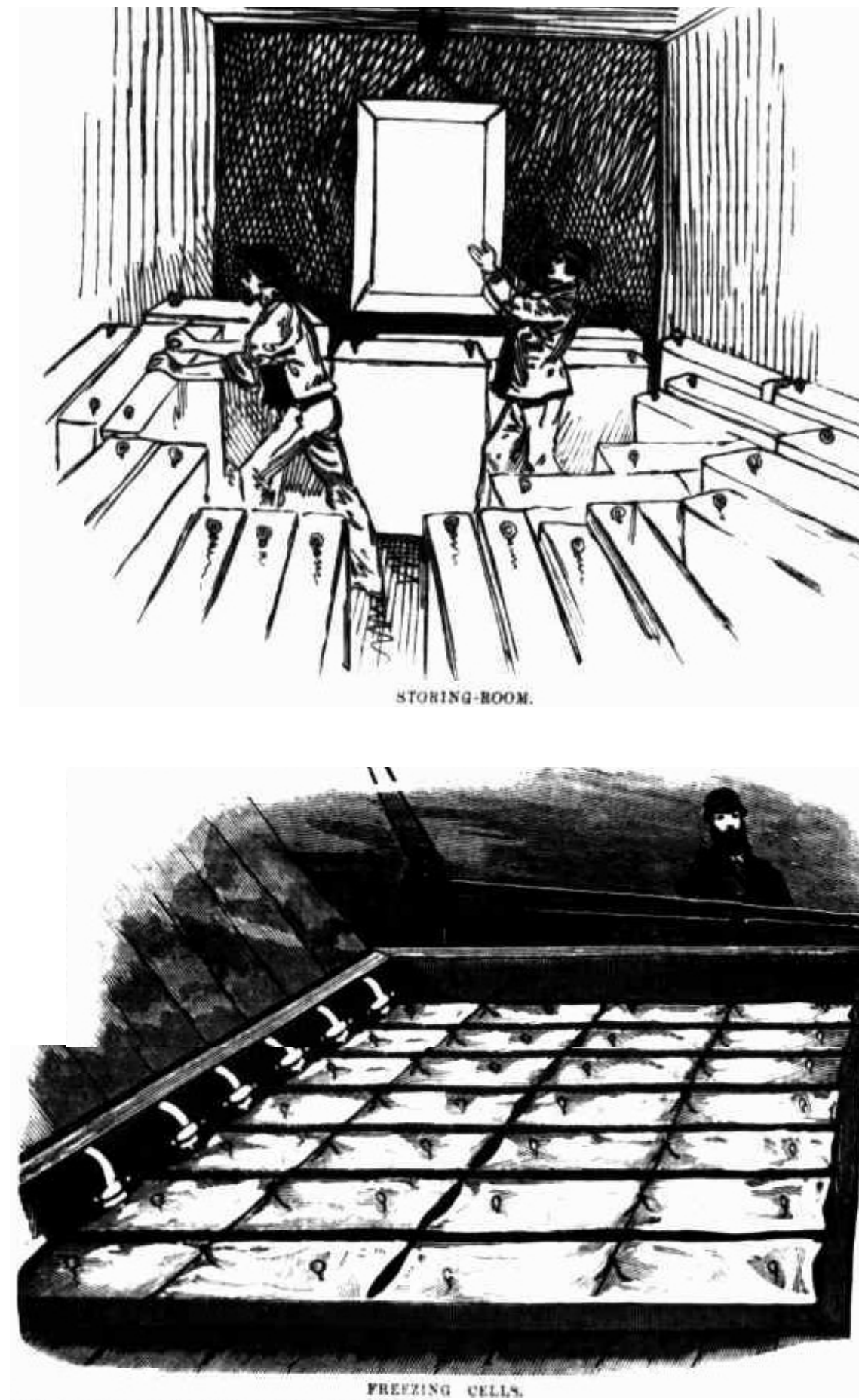
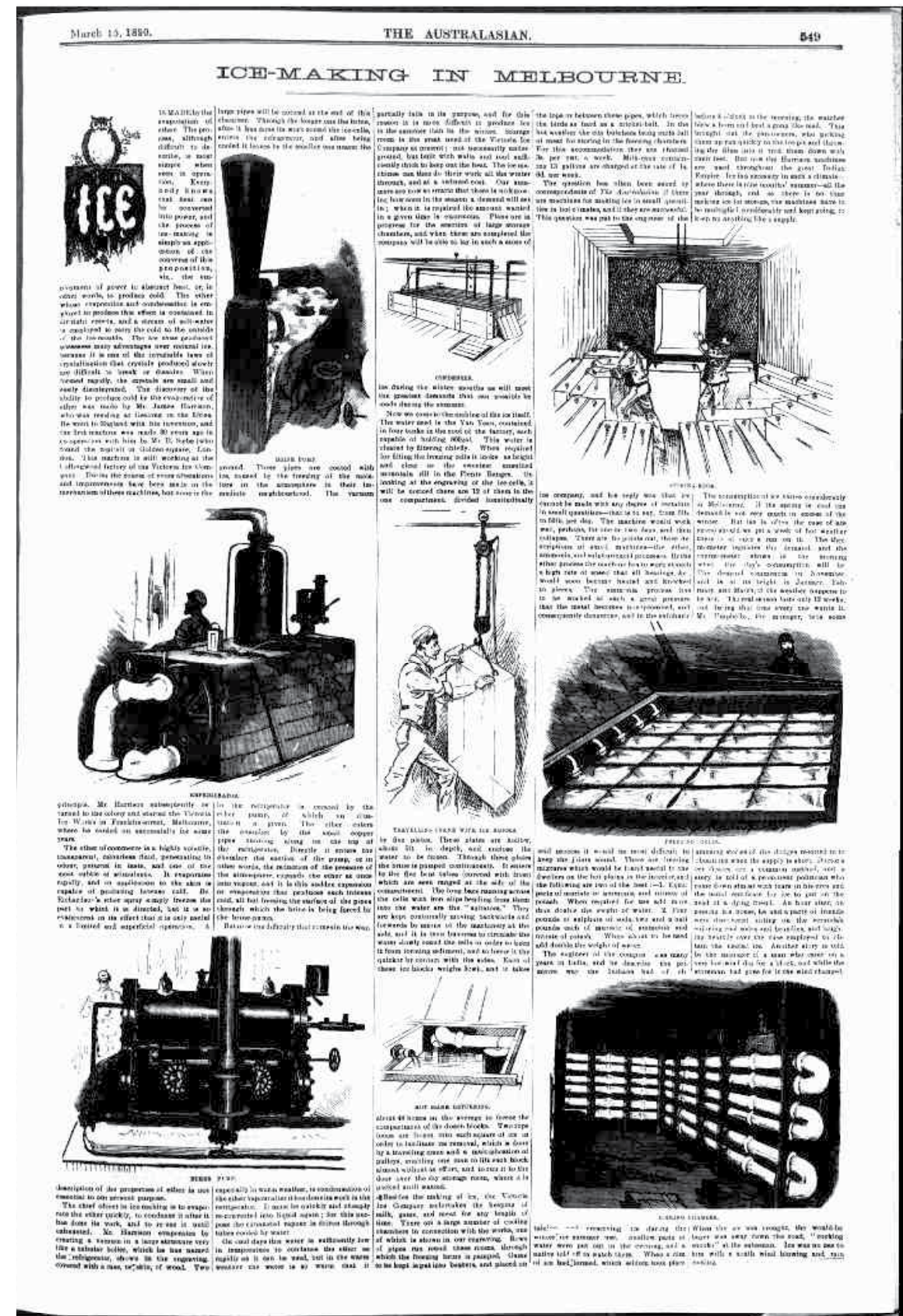
# History

## The Victoria Ice Works

"From 1859, the site was occupied by the ice works of James Harrison, the inventor of the refrigeration process... in 1885 the site was identified as being occupied by an 'Ice Co.' with brick ice workshops, stabling etc... The Victoria Ice Works, and later the Co-operative Ice & Refrigeration Association of Victoria works, remained in occupation of the site until the late 1880s"

An article in The Australasian dated March 15, 1890, details the process of freezing, travelling and storing ice at the Franklin Street site.

Sketches depict the size and proportion of ice blocks and the arrangement of these objects both in production and storage.



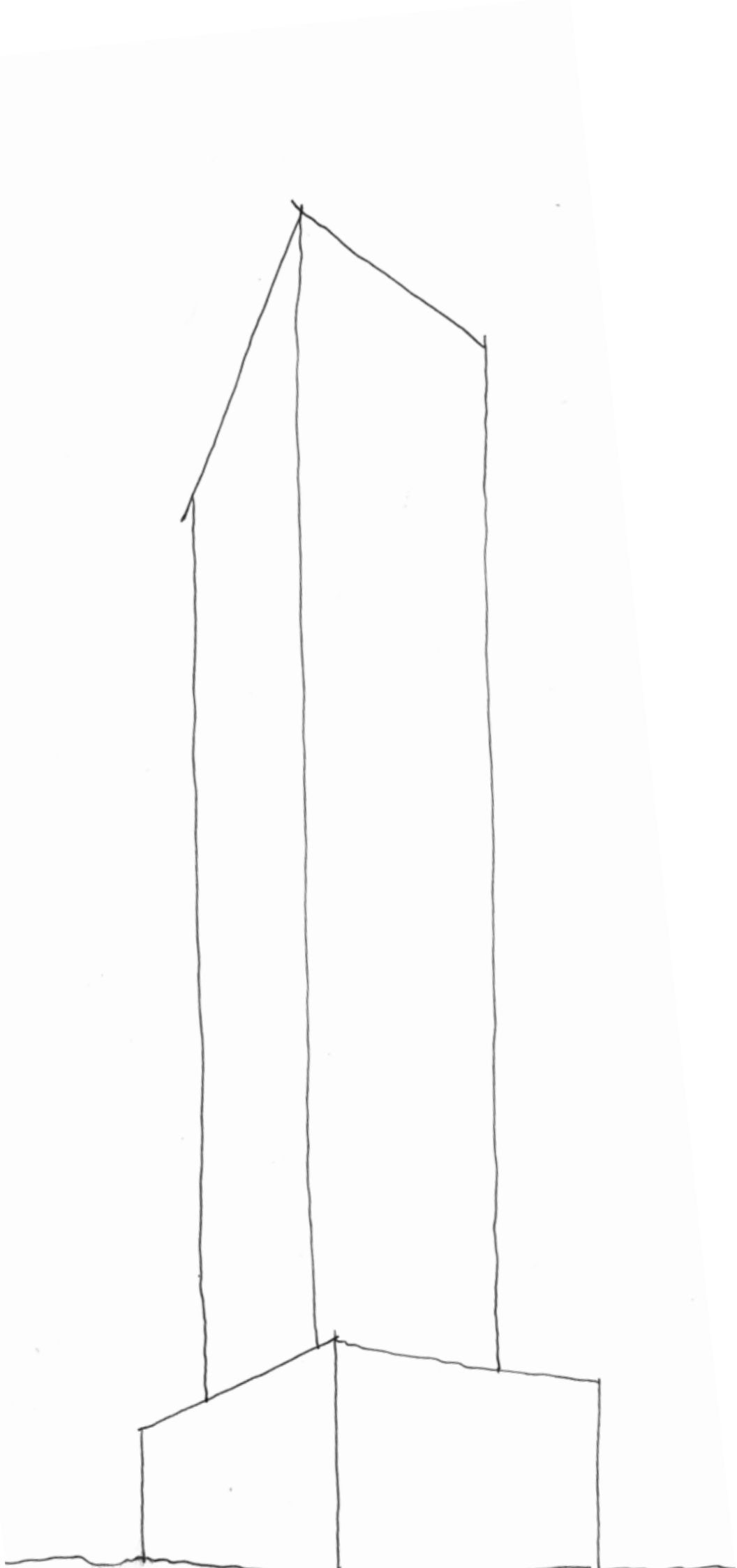
# Form and Proportion

## Collection of Objects

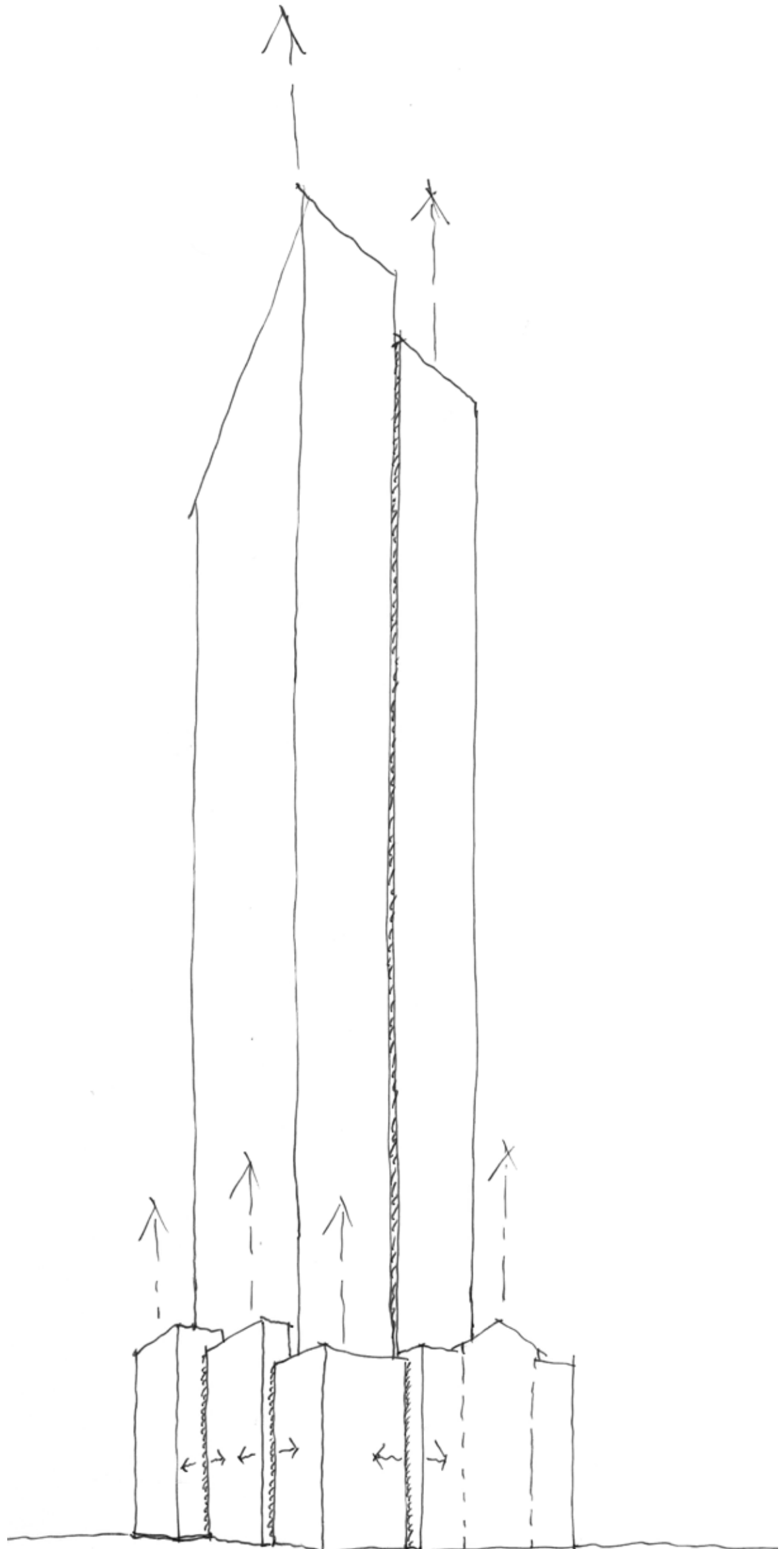
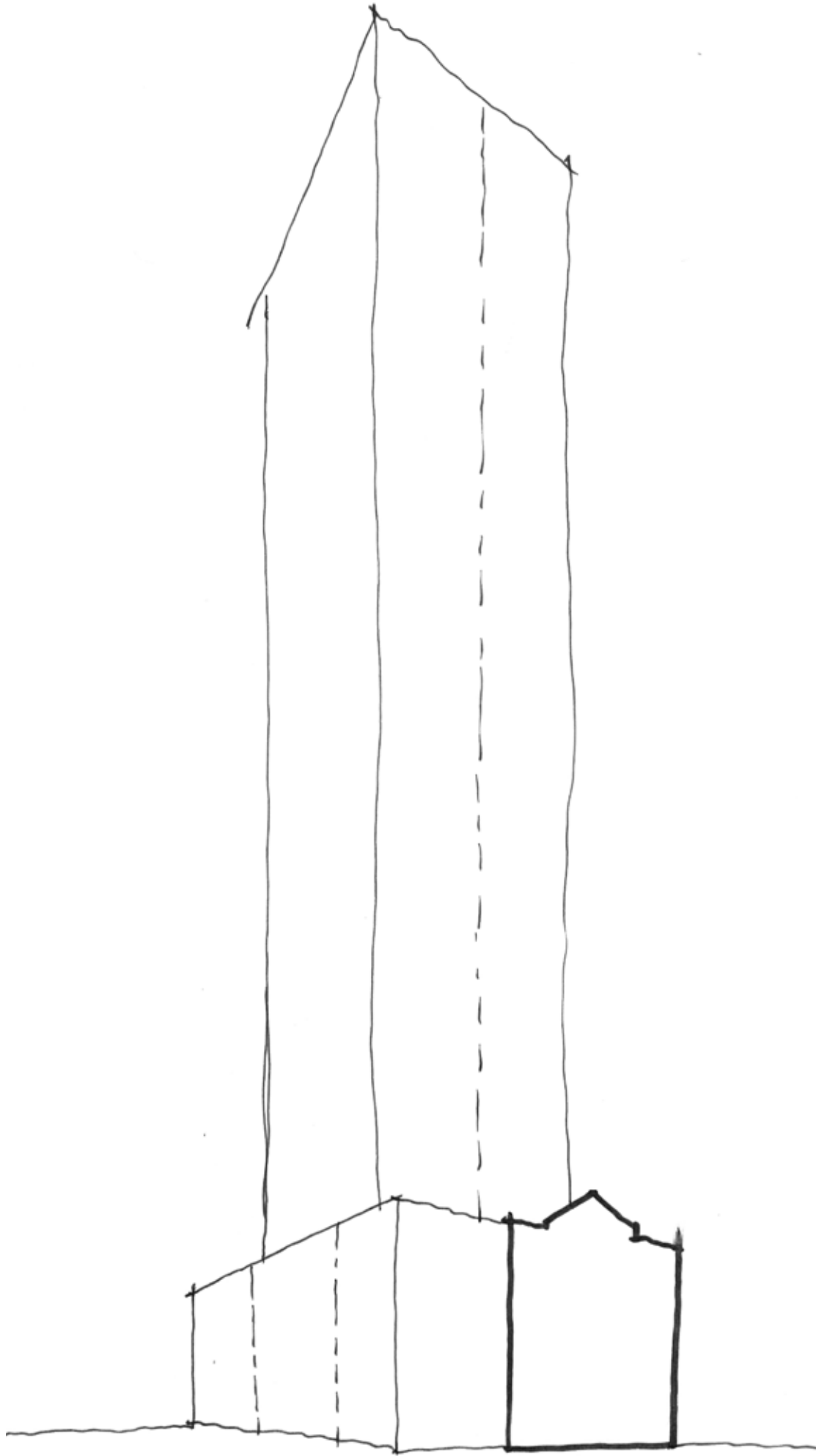
The typical tower-podium approach is broken apart to create an assembly of separated objects, with 'Burbank House' anchoring the collection.



BATES SMART



FRANKLIN STREET



**Streetscape Scale**  
Collection of Objects



**Activated Podium**  
Scale and articulation



**Response to Heritage  
and Urban Context**  
Proportion and materiality





**Form and Proportion**  
Transition of Scale



**Thank you.**

**BATESSMART™**

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**Name: \***

James Stuart-Menteth

**Email address: \***

[james@askplanningservices.com](mailto:james@askplanningservices.com)

**Date of meeting: \***

Tuesday 19 October 2021

**Agenda item title: \***

Agenda Item 6.2 – 57 Lothian Street, North Melbourne

Alternatively you may attach your written submission by uploading your file here:



[57lothianwrittensub.pdf](#) 104.10 KB · PDF

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \***

No

Future Melbourne Committee  
19 October 2021  
Agenda Item 6.2 - 57 Lothian Street, North Melbourne

Written submission on behalf of the Permit Applicants, Mr Damian Plummer and Ms Linh Plummer

### **Key points**

- Pre-application consultation with Council has influenced the design.
- Context Pty Ltd heritage consultants were engaged to provide detailed design advice as summarised in the supporting memorandum of advice.
- The design retains the original heritage dwelling. Demolition is limited to a deteriorating skillion roof along with non-contributory and outbuildings and boundary fencing.
- The proposal successfully balances heritage considerations with external amenity objectives.
- No objections were received.

### **Submission**

Key to the design has been to retain the existing dwelling in a three dimensional form while ensuring the new addition is designed to appear as a separate entity, well removed from the heritage place.

The proposal includes partial demolition of the rear portion of the dwelling, including internal walls and a deteriorating skillion roof, however the proposal retains the front two rooms fronting Lothian Street including gable roof, along with the building's Little Dryburgh Street North façade being retained in its entirety, including the existing window. The height of the parapet to the boundary wall along Little Dryburgh Street North means that the skillion roof proposed to be removed is generally concealed from the public realm.

The new addition is sited and massed to appear visually recessive from Lothian Street. Its relationship is instead with the more robust forms to the north and west.

Where visible, the proposed extension is contemporary and clearly distinguishable from the heritage fabric but sympathetic in appearance, material and form. The massing of the new addition and siting in the northwest corner, allows for the single storey presentation of the original section of the house to be maintained and for the three-storey component to be setback 6.5 metres between the original hipped roof form of the existing dwelling.

The design response considers features present on adjacent properties and seeks to protect the reasonable standards of amenity experienced by existing residents.

While a new section of wall is proposed along the southern boundary, it is designed with an average height of 3.16m in accordance with the relevant ResCode Standard.

Visual bulk impacts to the south are managed through a raked wall generally following the ResCode setback profile at first and second floors as well as through the use of soft materials, specifically slate and timber cladding.

Habitable room windows have been thoughtfully positioned to ensure that there are no overlooking opportunities while ensuring there is no reliance on screening.

Overall, the proposal successfully balances heritage objectives with amenity considerations and is an appropriate development outcome for the site.

We support the recommendation as printed.

**Privacy acknowledgement: \***

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**Name: \***

Joanna Black

**Email address: \***

[joannarablack@gmail.com](mailto:joannarablack@gmail.com)

**Date of meeting: \***

Tuesday 19 October 2021

**Agenda item title: \***

TP-2021-245 47 Arnold St, South Yarra

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting.**

I am Joanna Black and my partner is Juan-Jose Zentner. We are the owners of the property and wish to address the meeting on the evening of 19.10.21.

**Submissions will not be accepted after 10am.**

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \***

Yes

**Privacy acknowledgement: \***

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**Name: \***

Stephen O'Connor

**Email address: \***

[stephen@oconnorandhoule.com](mailto:stephen@oconnorandhoule.com)

**Date of meeting: \***

Tuesday 19 October 2021

**Agenda item title: \***

TP-2021-245 47 Arnold St, South Yarra

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting.**

I am the Architect and Applicant and wish to address the meeting on the evening of October 19.

**Submissions will not be accepted after 10am.**

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \***

Yes

**Privacy acknowledgement:** I have read and acknowledge how Council will use and disclose my personal information.

\*

**Name: \*** Ann Mulcahy

**Email address: \*** [anntmulcahy4@gmail.com](mailto:anntmulcahy4@gmail.com)

**Date of meeting: \*** Tuesday 19 October 2021

**Agenda item title:** 47 Arnold Street, SOUTH YARRA Objection

\*

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.**

My concern is that a 3 storey garage will set a precedent in the immediate area. A garage is designed to house a car. If this proceeds, a garage is being redefined to have bathroom facilities, a study, gym, rumpus room and sleeping facilities, suggesting a separate dwelling. The note for 'non-food prep' areas is the only differentiating factor from the garage having the same features and facilities of a house.

Whilst I have lived in a heritage overlay area I am concerned that the original architecture and charm is being destroyed. 71 Bromby Street, the adjacent property is also a potential development site and no doubt would take advantage of an excessive height approved for a garage next door. I believe only 2 storeys for a garage is reasonable.

Will there be a pump for the pool and where will it be located? How loud will it be and at what times will it run?  
The back entrance has a sliding gate, will this be noisy automatic and/or noisy?

**Please indicate whether you would like to address the Future** No



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**Melbourne**

**Committee live via  
phone or Zoom in  
support of your  
submission: \***

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**Privacy acknowledgement:** I have read and acknowledge how Council will use and disclose my personal information.

\*

**Name: \*** Mary-Lou Howie

**Email address: \*** [howie.marylou@gmail.com](mailto:howie.marylou@gmail.com)

**Date of meeting: \*** Monday 18 October 2021

**Agenda item title:** Agenda 6.5: Draft Inclusive Melbourne Strategy 2021–31 for community engagement

\*

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. Submissions will not be accepted after 10am.**

Dear Lord Mayor Sally Capp and Councillors,

Inclusive community engagement is to be applauded and supported.

However additional specific inclusions, such as heritage, which seems to have been excluded but is a major feature of the CoM , its lands, liveability and its management responsibilities, is as well as a significant priority to many in the community.

Recommendations:

– an inclusive approach to the decision-making on sites of heritage significance such as Queen Victoria Market that includes a Stakeholder Reference Group made up of representatives from the National Trust, Royal Historical Society of Victoria, residents, QVM traders and Friends of Queen Victoria Market along with a Community Advisory Group for Heritage. This kind of inclusivity and representation would engender trust in Council decisions within the community on heritage matters.

– More time is required to read, analyse and respond to agenda items at FMC meetings. It is hardly inclusive if the community does not have the time and space to discuss important agenda items between themselves before making comment.

Note: The heritage inclusion is for assurance that heritage considerations will occur so that heritage places and greenspaces will not be considered general open space for events, for recovery or other etc ... but afforded the protections warranted by their heritage listing, and activities in their sites and land spaces considered under Heritage policies and planning dedicated to the heritage place itself and its values and attributes, as discrete heritage-place-specific management.

Heritage must be given separate, elevated status and managed independent of general events and recovery plans.

Thank you.

Mary-Lou Howie

**Please indicate**      No  
**whether you**  
**would like to**  
**address the Future**  
**Melbourne**  
**Committee live via**  
**phone or Zoom in**  
**support of your**  
**submission: \***

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## Draft Inclusive Melbourne Strategy 2021-31 for community engagement

Agenda item 6.5, 19 October 2021

Presenter: Linda Weatherson, General Manager Community and City Services

Submission: B. McNicholas, heritage, marketing and planning professional; Director. Walk in St Kilda Rd & Environs

18 October 2021

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Dear Lord Mayor Sally Capp and Councillors,

Of course, the principles in this draft Strategy for inclusive community engagement are applauded and supported.

It is requested that you **add to the Strategy document** some additional specific inclusions, such as **heritage considerations**, which seem to have been excluded but heritage is a major feature of the CoM, its lands, liveability and its management responsibilities, as well as a significant **priority** to many in the community, meriting inclusion to specify that heritage places are discretely managed for their specific listed attributes and values, and are not part of non-heritage listed place recovery plans and general events.; and some specific **outcomes** such as a **Community and Stakeholder Reference Group for Queen Victoria Market** and a **Community Advisory Group for Heritage**, both which have already been long requested by community members, stakeholders and committed resident, friends and community groups who have been seeking inclusion and participation in planning and decision making. Formation and embedding of these Committees into city decision-making processes would be a welcome addition to this document, belonging there as demonstrated Outcomes of this Strategy work for inclusive, responsive community engagement implementation to embed community decision-making at Council.

Whilst social, economic and environmental are listed as the three integrated considerations, heritage should be considered as a **fourth key parameter or priority**, but it is important to note that heritage needs to be considered in terms of excluding heritage places from general events and general open space areas.

**Note:** The heritage inclusion is for assurance that heritage considerations will occur so that heritage places and heritage greenspaces **will not** be considered general open space for events, for recovery or other etc ... but afforded the protections warranted by their heritage listing, and activities in their sites and land spaces considered under Heritage policies and planning dedicated to the heritage place itself and its values and attributes, as discrete heritage-place-specific management.

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## For Priority One:

- “● Our services, programs and places are responsive to the evolving priorities of our diverse communities.
- Our services, programs and places are welcoming, safe, accessible and affordable for all.
- Our information is accessible, and messaging is inclusive.”

## Priority 3:

**Empowered, participatory communities** We want to encourage participation from all community members, ensuring that people feel heard and their needs are addressed.

- People have the capacity to identify local needs and are empowered to lead change in their neighbourhoods.
- People and communities are connected and participate fully in community life.
- **All people can participate in city decision-making**.”

Page 14: “The community engagement provided valuable insights centred on themes of **representation, opportunity, accessibility and participation**. People understood inclusion as feeling a sense of belonging, **having a voice** in community decisions, and visible diversity in the community.”

Page 16: “Our services, programs and places We commit to making all services, programs and places delivered by the City of Melbourne accessible and equitable. Accessibility includes physical access, as well as making everyone feel secure, comfortable and welcomed. Our programs will support the needs and priorities of all communities.” ...

“We will create safe, inclusive recreation facilities and programs that support the community’s physical health and mental wellbeing. We will improve the accessibility of our facilities...”

Page 21: “**Priority 3. Empowered, participatory communities**

This priority aims to **build connection and empowerment**. We want to encourage participation from all members of our community.”

“We will foster reciprocal relationships with different parts of our communities, including Traditional Custodians, community organisations, residents, workers, businesses, students and other precinct and neighbourhood-based stakeholders. We will bring groups together to forge connections, share ideas and learn from each other.”

## Outcomes:

“**People** have the capacity to identify local needs and are **empowered to lead change in their neighbourhoods**.”

“**All people can participate in city decision-making**”.

Page 23:

“**Working in partnership will be vital to creating a genuinely Inclusive Melbourne.**

In implementing the strategy, we will collaborate with Traditional Owners, government, business, community organisations and stakeholder groups. We will achieve the priorities and outcomes through delivering them ourselves, **collaborating with others and advocating for change**. We will advocate with all levels of government and other partners to deliver this strategy acknowledging our shared **responsibilities in progressing inclusion. We**

Embedding a community development approach”

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**Recommendation:**

We have already requested this year, and now recommend these be included in Outcomes in this Strategy, that for accessibility, safety, community participation, health and well-being and in response to community request, that CoM:

- makes documentation for FMC available to the community and stakeholders (and Councillors) one month prior to the FMC at which it will be presented.
  - Currently documentation, amounting sometimes to hundreds of pages of complex maps and materials, is listed late on Thursday for public submissions by 10.00am Tuesday. This effectively amounts to two business days for the community, and limits community participation in council decision-making.
  - Community groups are volunteer based, often have other jobs and occupations, and much greater time is often needed for submissions to be discussed amongst community groups and associations and submissions prepared.
  - **Best practice** community consultation and opportunity for participation and inclusion in decision-making such as this requested extension of time between document provision by Council and deadline for submissions to council (FMC) will allow greater time for consultation, result in more participation by community, enable more of the inclusion this Strategy states it seeks, and you will end up with better submissions and better outcomes for Council, for Melbourne and for communities.
- As requested, limiting Future Melbourne Committee meetings to once a month will enable community, stakeholders and Councillors time to prepare, consult and research, rather than being overwhelmed by the current system which hardly allows a break between meetings and their significant agenda items. Best practice would provide the space and time for more effective considerations and best practice outcomes.
- Allow community to attend FMC and ask questions in person
- When using zoom for FMC meetings, allow visuals of community members and allow community members who have presented the right of reply to comments by Councillors.
- Officers and Councillors should be contactable. That Council officers and Councillors have a telephone number that is accessible to the community (in lockdown and outside of it).
- That all Councillors should be available to meet with community, by zoom or in person (now that lockdown is ending)
- That a draft is circulated for comment before the final document is sent to FMC
  - This would allow for the identification of any errors before it goes to council – and is an avenue for greater participation for the community in decision-making as you state is a strategy here. It would be a best practice, inclusive approach.

- We have requested a **Community Advisory Group for Heritage**, which considers proposals and plans for heritage listed lands/parks and places before they are finalised or presented to FMC, for a new Heritage area at the City of Melbourne, for some time now.
  - This is supported by this draft document and the listed Priorities in this draft Strategy, for example Priority 3 Outcomes and the other priorities listed above. This will help embed community participation in city decision-making.
- We have requested a **Community and Stakeholder Reference Group for Queen Victoria Market**, which considers plans and proposals before they are finalised, presented to FMC or enacted, and that it includes representation from The Friends of Queen Victoria Market, the Royal Historical Society of Victoria, Protectors of Public Lands, Walk in St Kilda Rd & Environs, the National Trust of Australia (Vic.), the Queen Victoria Market Traders, experts in heritage, marketing, planning and markets, and community members.
  - This is supported by this draft inclusion Strategy document and the Priorities, for example Priority 3 Outcomes and the other priorities listed above. It will help embed community participation in city decision-making.

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### **Greater Privacy provision will assist Inclusion and Participation**

That CoM also respect the right of community members to choose privacy.

e.g. In a recent CoM submission age/DoB was requested, yet some people do not want their age registered with the City of Melbourne, and this can discourage community participation, inclusion, messaging and submissions.

### **Medical Health Privacy**

Similarly, it is known that some people in the community who are eligible for reduced rates of Fire and other services no longer claim them since the City of Melbourne has added them to their Rates accounts as they feel it is humiliating for them to be declared and listed formally in their community, at their Council, as *'disabled'* or a *"pensioner"*. Some do not claim these, Rates discounts and other services and discounts they are entitled to at CoM as a disabled person or vulnerable pensioner, again, because they do not want to be listed in their community, at their local council, as such and fear, feel, it would affect their standing and may impact opportunities. For example, Disabled or pensioner discount is listed on Rates information documents and that is included in documentation for home sales and becomes part of a publicised record widely distributed. Perhaps the words could be excluded on the Rates documentation, or, for example, using *'discounted rate'*, if it is necessary to even list that rather than simply an amount.

### **Recommendation:**

That you add:

- CoM will organise to provide secured privacy eg options on not having to record, submit or publicise personal identifying and medical health information. This will enable greater inclusion and participation.
- CoM will consider ways to allow disabled community members and pensioners to access their offered Rates discounts, Fire Services Property Levy discount (State Government but

now added to Rates, CoM) and services in a way that restricts that information in a 'ring of steel' and does not share it throughout the CoM or with the general public or list it on Rates notices, (which are published for property sales, sometimes shared and used for other purposes... )

- CoM may consider separation of Fire Services Property Levy from Rates accounts etc ...

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Page 17:

"Our services, programs and places are responsive to the evolving priorities of our diverse communities. Our services, programs and places are welcoming, safe, accessible and affordable for all".

"Our information is accessible, and messaging is inclusive."

- Add – **Messaging and communications to be secure and private for the community when requested.**

### **Recommendations:**

**Increased security for personal information at Council**

**Greater security of personal email addresses and community contact information at Council.**

**Formal Council Blocking and Prohibition of email (and other community personal data) harvesting from Council.**

'Messaging' is two -way and is currently not assured as safe and secured for community participation, limiting inclusion.

- It was requested early in 2021 at FMC, that the CEO CoM formally regulates that LM and Councillors and prospective LM and Councillors (or others) may not harvest email addresses or other community personal information from Council.
  - o eg Harvesting of community email addresses from Council communications by Team Capp at the end of 2020 for private campaigning purposes may act as a deterrent for community participation and messaging, hence acting against inclusion and this Strategy.
  - o It is again requested to the CEO and in this Strategy that an outcome be that community email addresses are given greater IT protection in the form of **blocking from harvesting** and are thus offered more security at CoM.
  - o This assurance that community email addresses and other personal information will not be appropriated from Council for other purposes is best practice and will result in more confidence of community in communicating and messaging with Council and making submissions ie will result in greater participation and more inclusion.

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Page 20:

"Our Council Plan initiatives deliver a long-term, sustainable recovery through integrating social, economic and environmental priorities."

### **Recommendation:**



**Note** that heritage must be given separate, elevated status and managed independent of general events and recovery plans. This must be clear and considered. The many heritage-listed places and parklands in the City of Melbourne need to be discretely considered under specific heritage management plans for each heritage listed place. When you state in this draft Strategy that: *'Our Council Plan initiatives deliver a long-term, sustainable recovery through integrating social, economic, and environmental priorities'*, this must be clear.

---

Thank you for this opportunity to make a submission to this draft Strategy, albeit, given the very limited time frame provided, a hurried one. I hope it is helpful.

It reflects broad community feedback and requests for inclusion and accessible, embedded participation.

**Privacy acknowledgement: \***

I have read and acknowledge how Council will use and disclose my personal information.

**Name: \***

Vaughn Allan

**Email address: \***

[vaughn@sensibletransport.org.au](mailto:vaughn@sensibletransport.org.au)

**Date of meeting: \***

Tuesday 19 October 2021

**Agenda item title: \***

6.9 Independent Transport Review

Alternatively you may attach your written submission by uploading your file here:



[independent\\_transport\\_review\\_feedback\\_vaughn\\_allan.docx](#)

40.68 KB · DOCX

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \***

Yes

My feedback relates specifically to proposed Intervention 6: trialling on-street parking management through demand pricing. This action could undermine the long-term success of other interventions proposed, such as Intervention 12: Reallocate road and parking space for local activation, and limit the ability to use that kerbside space for other uses, both now and in the future.

Should increased turn-over for on-street parking bays be a policy objective Council wishes to pursue, there are more effective mechanisms for increasing turn-over available, namely reducing the time limit for parking and increasing enforcement of time limits. Demand pricing does not in itself increase turn-over. Rather, it provides a price barrier to access the space. Should demand pricing be implemented and time limits remain the same, the overall number of cars using those on-street parking bays across the course of the day will reduce, because the price signal disincentivises people to use those bays. Occupancy will increase, giving people who wish / need to park on-street greater opportunities to park. This is an important distinction to make when considering the role of price signals versus time-based restrictions.

However, space is at a premium in the CBD. Footpath overcrowding and competing demands for kerbside space were highlighted as major challenges in CoM's Transport Strategy. Analysis undertaken as part of the Transport Strategy's background paper on city space found that only 26% of street space was provided for footpaths, though 90% of trips in the CBD were undertaken on foot. In order to safely, and successfully, reopen Melbourne this kerbside space is even more important for the cafés, bars, and restaurants that line our city streets.

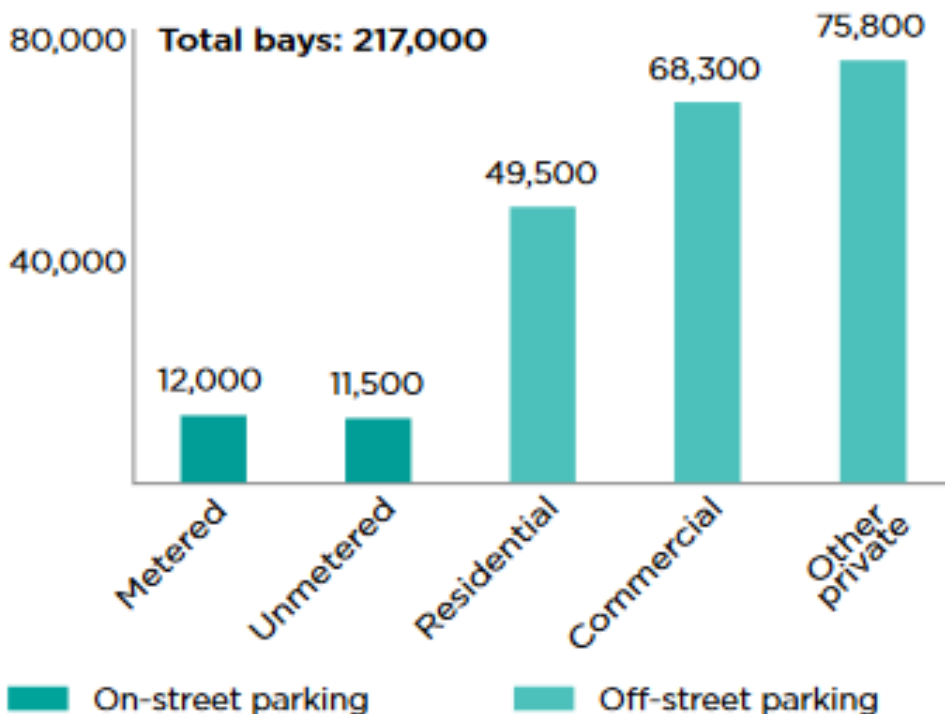
If the intention is to maximise the opportunities for people to come into the city and reinvigorate the economy, allowing people to stay as long as possible should be the priority. Applying pricing signals to facilitate turn-over may cut short how long visitors will want to stay in the CBD and how much they spend during their visit.

Conversely, the Transport Strategy highlights the large supply of off-street parking in the CBD (shown below). Unfortunately, this was not picked up in the Independent Transport Review.

These off-street parking lots are spread across the CBD. Many are difficult to spot from the street. It is even more difficult to know how many available spaces there are, and how much it costs to park.

## Off-street car parking is oversupplied

Figure 10: Parking supply in the municipality



### Recommended Intervention: Lead drivers to off-street parking

Council should instead pursue a program that encourages drivers to park in one of the CBD's many off-street parking lots. This would more effectively allow people to stay as long as they want, rather than being pressured to vacate their parking spot. It would also reduce pressure for on-street parking, ensuring more of that kerbside space can be given over to reactivating the CBD and creating a buzz on the streets. Remaining on-street spaces can then be prioritised for accessible parking, loading zones, and pick-up / drop-offs.

Successfully leading drivers to off-street parking bays would require the following actions:

- Work with private operators to implement consistent pricing to prevent price shopping.
- Identify lots that do not use dynamic signage and work with operators to provide it.
- Install new dynamic signage, visible from the street, that easily directs drivers to available off-street parking.
- Create a standalone website and mobile app that shows the location of public off-street parking lots, the real-time availability of spaces, and the price for parking.

Demand-pricing kerbside parking bays would hamper Melbourne's goal to reactivate the CBD. It would further lock-in the use of kerbside space for on-street parking, limiting the ability to be flexible to consider those spaces for other uses, both now and into the future. It also overlooks the bigger opportunity for drivers: the large supply of off-street parking. Let's make it as easy as possible for people, even drivers, to stay and enjoy the reopened CBD, and turnover on-street space to welcoming them back to the city.

**Privacy acknowledgement: \*** I have read and acknowledge how Council will use and disclose my personal information.

**Name: \*** Stuart Norman

**Email address: \*** [snorman@parking.asn.au](mailto:snorman@parking.asn.au)

**Date of meeting: \*** Tuesday 19 October 2021

**Agenda item title: \*** Independent Transport Review (ITR), Transport to Aid City Recovery and Reactivation plan

Alternatively you may attach your written submission by uploading your file here:



[submission\\_to\\_city\\_of\\_melbourne\\_independent\\_transport\\_review\\_2021.pdf](#)

166.62 KB • PDF

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \***

No

Lord Mayor – Sally Capp  
Future Melbourne Committee  
City of Melbourne  
Ground Floor, 111 Bourke Street, Melbourne Victoria 3000  
By email: [com.meetings@melbourne.vic.gov.au](mailto:com.meetings@melbourne.vic.gov.au)

19 October 2021

Dear Lord Mayor and Councillors,

## **Independent Transport Review**

Parking Australia is responding to the City of Melbourne's Independent Transport Review (ITR) and the potential endorsement by the City of Melbourne in relation to the Transport to Aid City Recovery and Reactivation plan, to be discussed by the Future Melbourne Committee on 19 October 2021.

Parking Australia is the national peak representative body for the parking industry. The City of Melbourne is a founding member of the association which also includes other local governments, private car park operators, universities, shopping centres, entertainment facilities and parking suppliers.

Parking Australia is supportive of the City of Melbourne's efforts to revitalize the city and get people back into the city as soon as is safe and practical. We are cognisant that for the CBD to be revitalised it needs people back into offices which then translates into these workers spending at retail and hospitality outlets. We are also mindful that it is people that will revitalise the city and not the transport network. Transportation is an important tool to get people back to work and all modes of transport should be a priority to get people back into the city anyway possible.

While the ITR has some valid research and sound recommendations in terms of Demand Responsive on-street parking, through traffic and removal of bike lanes, it is severely lacking in any analysis of comparative cities transport trends. With Melbourne having experienced the world's longest lockdown it is thus in the best position to understand what has occurred internationally and in Australia post lockdowns.

The ITR clearly stated that commuters are reluctant to take public transport and will choose to either drive, ride, walk or use a combination of these when returning to work. The report does not provide any analysis on how many or the frequency of people returning the CBD to work.

Internationally car traffic post lockdowns have increase. For example, London is at 120% of pre lockdown traffic levels while off-street parking is about 80% occupied which is below pre-covid levels. In the USA over half of office workers who use to work 5 days a week in the office, now say they'll only be going to the office 2-3 days per week. This trend is evident right around the world.

In Brisbane office workers are also adopting the hybrid home/office method as well. With off-street parking at capacity in the middle of the week but not on Mondays or Fridays. This is also evident in Adelaide and is anticipated to occur in Sydney as well.

In addition to this the Deloitte PBA Transit Planning (PBA) have only made one reference in their 85-page report to off-street parking. This is a significant oversight and with approximately 60,000 off-

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street parking spaces in the City of Melbourne there will be demand for off-street parking upon the return of workers in the coming weeks/months.

The provision and access of off-street parking post lockdown will be crucial to the revitalisation of Melbourne and should have been a priority of the report. The evidence is clear that people around the world are reluctant to take public transport and are driving. As such recommendations should reflect this reality and not work against the public but work with them to make their travel as efficient as possible.

Parking Australia is supportive of the trial of Demand Responsive on-street parking, but this is only a trial and will have little impact on the return of workers to the CBD. On-street parking is predominately short-term parking for those who have an appointment, want to eat in the city or need to attend a specific retailer.

Parking Australia is also supportive of the removal of bike lanes to increase traffic flow as a possible intervention to address transport bottlenecks. The report states bike travel has remained stable but there will be increase car usage.

It is clear that the morning traffic peak is an issue as is the 43% of through traffic that do not support the reactivation of Melbourne's CBD. As such, the lengthening of the morning peak as identified in the report is a priority. In addition to this the removal of the Melbourne Congestion Levy and the implementation of road pricing for through traffic is the most important measure which the City of Melbourne and the Victorian Government need to address.

With these points in mind and understanding what traffic and parking trends are internationally and in Australia, Parking Australia is of the view that the City of Melbourne look to implement the following as part of their Transport to Aid City Recovery and Reactivation plan:

1. Encourage the return of workers back into the city via all methods of transport, including motor vehicles.
2. Encourage the efficient utilisation of Melbourne's 60,000 off-street parking spaces.
3. Promote the planning, pre booking and use of parking apps to assist motorists locate, pay and enter/exit off-street parking.
4. Promote the benefits of workers attending work on Mondays and Fridays.
5. Work with off-street car park operators on measures that may assist the lengthening the morning peak.
6. Incentivise and implement measures for vehicles or have more than one occupant (car sharing with a co-worker).
7. Deliver real-time off-street parking availability information to motorists.

As always Parking Australia is more than happy to work with the City of Melbourne and even more so now as we look to revitalise the city in the wake of the pandemic.

Kind Regards

Stuart Norman  
CEO Parking Australia

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**Date of meeting: \***

Tuesday 19 October 2021

**Agenda item title: \***

Transport plan review

**Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting.**

See attached.

Please delete previous submission

**Submissions will not be accepted after 10am.**

Alternatively you may attach your written submission by uploading your file here:



[skyportz\\_mcc\\_submission\\_re\\_transport\\_plan.pdf](#) 5.30 MB ·

PDF

**Please indicate whether you would like to address the Future Melbourne Committee live via phone or Zoom in support of your submission: \***

Yes





## **Submission to City of Melbourne re Independent Transport Review 19 October 2021**

The Transport Review was an opportunity for Melbourne City Council to fill in the gaping hole in long term Transport strategy - the role of electric air taxis.

In this covid impacted world there has been a well documented shift to regional living which is likely to be permanent and connecting the regions to Melbourne has never been more important as the City struggles to survive.

The title of "World's Most Liveable" is sadly a distant footnote in our history.

While CASA, Air Services Australia, Federal and State Governments are preparing for a new era in clean, green, electric aviation the City of Melbourne has been caught flat footed. Council could have used this document to catch up and set the scene to become a world leader in innovative transport ecosystems.

Most experts predict this industry to be globally worth in excess of a trillion dollars by 2040.

At a time when Melbourne desperately needs investment in a destroyed CBD this is a lost opportunity which other Capital Cities are now enthusiastically embracing.

Docklands and Fisherman's Bend should have been earmarked by now for electric air taxi hubs yet Council has not even got a policy on electric aviation let alone a plan.

The Yarra River helipad at Batman Park should have been secured as a permanent and magnificent showcase to the world of the potential for electric aviation. It could be an attractor of visitors to the city and to the Greenline project.

Yet rather than welcome back the 20 000 tourists that used to fly from this helipad to the Melbourne Cup, Grand Prix, and regional tourist attractions the Council policy is to remove this piece of important transport infrastructure.

With Melbourne on its knees it is madness to be discouraging long established businesses and industries which can help the City recover and thrive once again.

This Transport Plan should have considered the potential for incorporating electric air taxis into the mix of transport options.

Last week Melbourne based air taxi infrastructure developer, Skyportz, announced our first electric air taxi hub will be in Brisbane, with enthusiastic support from the Moreton Bay industrial regeneration precinct known as the Mill.

Plans are progressing to link Brisbane, Gold Coast and Sunshine Coast in Australia's first air taxi network. Hundreds of millions of dollars will now be invested in not only the transport infrastructure but all the associated high tech industries.

It could have and should have been Melbourne, Geelong, Ballarat and Bendigo.

It is respectfully suggested that Council needs to start with a report to this Committee on the potential for this new industry and to then make a decision as to whether to lead (or at the very least join) the rest of the world.

<https://www.theurbandeveloper.com/articles/air-taxis-skyportz-electric-olympics>

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**The Mill, Moreton Bay.**

