

**PORT PHILLIP PLANNING SCHEME**  
**AMENDMENT CXXX**  
**PLANNING PERMIT APPLICATION PA1600106**  
**EXPLANATORY REPORT**

**Who is the planning authority?**

This amendment has been prepared by the Minister for Planning who is the Planning Authority for this Amendment.

The Amendment has been made at the direction of the Minister for Planning pursuant to the permanent planning controls introduced under Amendment GC81 on behalf of Samma Group Pty Ltd and Spec Property Developments Pty Ltd.

**Land affected by the Amendment**

The Amendment applies to the land comprised of 272-280 Normanby Road, South Melbourne. The land is legally known as and comprised of the following:

- Land in Plan of Consolidation: 161638A

**What the Amendment does**

The Amendment seeks to apply a Specific Controls Overlay that will be supported by an Incorporated Document titled *No.272-280 Normanby Road, South Melbourne* to the land at 272-280 Normanby Road, South Melbourne.

Specifically, the Amendment will result in an updated Schedule to Clause 45.12 (Specific Controls Overlay) and Clause 72.04 (Incorporated Documents) to the Port Phillip Planning Scheme.

The inclusion of such controls will facilitate the future mixed-use development at the land, which is located within the Montague Precinct of the Fishermans Bend Urban Renewal Area.

**Why is the Amendment required?**

As a result of Amendment GC81, which introduced permanent planning controls to Fishermans Bend, a Planning Scheme Amendment is required to obtain approval for the proposed development under Section 20(4) of the *Planning and Environment Act 1987* prior to the Infrastructure Contribution Plan being approved.

The amendment seeks approval for a mixed-use development at 272-280 Normanby Road, South Melbourne. The development will consist of a single tower to comprise ground level retail tenancies and residential apartments above, inclusive of 8% affordable housing provision.

It is considered that the proposed development is in accordance with the future direction of the Montague Precinct, which is to become a diverse and well-connected mixed-use precinct.

**How does the Amendment implement the objectives of planning in Victoria?**

The Amendment implements the objectives of planning in Victoria pursuant to Section 4 and Section 12(1)(a) of the *Planning and Environment Act 1987* as follows:

The Amendment supports the key policy directions of the Planning Policy Framework and Local Planning Policy Framework. Specifically, the Amendment acts in accordance with the Fishermans Bend Framework and facilitates the transition of an area, which has typically been identified as an industrial area, into a diverse and lively, mixed-use environment.

The Amendment will deliver a significant portion of dwellings including affordable dwellings targeted towards key workers, which is a key objective for planning in Victoria.

## **How does the Amendment address any environmental, social and economic effects?**

### Environmental Effects

The proposed development will not result in significant environmental impacts. The proposed development seeks to work within the existing parameters and adopt environmentally sustainable design principals throughout the development and promote the sustainable use of transport.

It is noted that the land is affected by an Environmental Audit Overlay (EAO) pursuant to the Port Phillip Planning Scheme. The required environmental audit procedures will be completed to ensure that potentially contaminated land (if any) is suitable for a use which could be significantly adversely affected by any contamination.

### Social and Economic Effects

The economic benefits associated with the development are significant, both during and post construction. The ground level retail tenancies will provide an opportunity for small business to establish and contribute to a meaningful lifestyle and amenity for future residents. The success of these tenancies will be realised through active facades and fine grain activity, and a strong relationship with the proposed Johnson Street park and Munro Street to Normanby Road through-block link.

As part of the development's residential component, 8% affordable housing is proposed, catering to the city's key workers. The inclusion of 8% affordable housing represents a significant contribution to building a community that is diverse and caters to a wider segment of society.

The location of the proposed development is favourable and is closely located to public transportation, freeways and an array of walking routes to the Central City.

## **Does the Amendment address relevant bushfire risk?**

The amendment will not result in any increase to the risk to life as a priority, property, community infrastructure or the natural environment from bushfire.

## **Does the Amendment comply with the requirements of any Minister's Direction applicable to the amendment?**

The Amendment is consistent with the Ministerial Direction No. 9 – Metropolitan Strategy, which refers to *Plan Melbourne 2017-2050*.

The proposal accords with the vision for Melbourne, which is for *Melbourne to continue to be a global city of opportunity and choice*. More specifically, the proposal will facilitate the future growth and development of the Fishermans Bend Urban Renewal Area, which is Victoria's largest area for urban renewal.

In addition to the above, the explanatory report supporting this amendment addresses the required strategic assessment guidelines discussed in this report, in accordance with Ministerial Direction No.11 – Strategic Assessment of Amendments.

## **How does the Amendment support or implement the Planning Policy Framework and any adopted State policy?**

The Amendment supports and implements the following objectives and strategies of the Planning Policy Framework:

- Clause 11 (Settlement) and Clause 15 (Built Environment) seeks to ensure that development appropriately responds to the site context and setting. The proposed development seeks to capitalise on its unique location and present to all four interfaces, creating an aesthetically pleasing environment.
- Clauses 15.01-1R (Urban Design – Metropolitan Melbourne), 15.01-2S (Building Design) and 15.01-4R (Healthy Neighbourhoods – Metropolitan Melbourne) set out urban design principals to ensure an activated and safe environment is achieved, which is imperative in creating successful new communities.

- The proposal will contribute to the creation of a diversified economy within the broader area, providing for key amenity through ground level retail tenancies to support nearby workers and residents alike and takes advantage of the site's proximity to the proposed Johnson Street park (Clause 17.01-1R – Diversified Economy – Metropolitan Melbourne).
- Employment opportunities will be available as a result of the proposed development both during and post construction. The proposal will also enable a greater portion of people to live close to where they work (Clause 17.01 – Employment).
- The proposal capitalises on its location to walking routes, public transport, key road and freeway networks that connect the site to the Central City and beyond (Clause 18 – Transport).
- Bicycle parking and end of trip facilities are also proposed as part of the development, which seeks to promote the sustainable use of personal transport methods (Clause 18.02-1R – Sustainable Personal Transport – Metropolitan Melbourne)

### **How does the Amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?**

The amendment supports and implements the following objectives and strategies of the Local Planning Policy Framework:

- The proposal seeks to provide a truly mixed-use development, which will assist in Fishermans Bend's transition from what has typically been defined as an industrial area to a lively, diverse environment that co-located employment and residential land uses (Clause 21.06 – Neighbourhoods).
- A land uses proposed as part of the developments seek to respond to the existing and evolving neighbourhood context (Clause 21.04 – Land Use). Importantly, the architecture has adopted an industrial aesthetic as a modern interpretation and nod to the industrial character of Fishermans Bend (Clause 21.05 – Built Form).
- The proposal has been designed in accordance with Clause 22.06 - Urban Design Policy for Non-Residential Development and Multi-Unit Residential Development and seeks to provide pedestrian spaces, thoroughfares and activated edges at all four street interfaces. Such fine grain details ensure that the public realm is enhanced, along with passive surveillance.
- The development holds a strong focus on delivering environmentally sustainably design initiatives in accordance with Clause 22.13 (Environmentally Sustainable Development). Specifically, the proposed development will achieve a minimum 'best practice' rating.
- Clause 22.15 (Employment and Dwelling Diversity Within the FBURA) stipulates that Fishermans Bend will provide for 80,000 jobs and a range of well-serviced, high density housing options for 80,000 people. The proposed development will support this growth by providing a mixed-use development that incorporates 1, 2 and 3-bedroom apartments, and most critically 8% affordable housing, to accommodate key workers in the area.

### **Does the Amendment make proper use of the Victoria Planning Provisions?**

The amendment makes proper use of the VPPs by providing a site-specific control for a key redevelopment site, through an Incorporated Document. The Incorporated Document will ensure the redevelopment of the site is undertaken in way that provides high-quality built form that enhances the public realm and supports the transition of Fishermans Bend into a vibrant, mixed-use precinct.

### **How does the Amendment address the views of any relevant agency?**

The views of relevant agencies will be sought by the responsible authority through the assessment process.

### **Does the Amendment address relevant requirements of the Transport Integration Act 2010?**

The *Transport Integration Act 2010* establishes a framework for the provision of an integrated and sustainable transport system in Victoria. The amendment will facilitate development that supports a sustainable transport system.

### **Resource and Administrative Costs**

What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?

The Minister for Planning is the Responsible Authority for administering and enforcing Clause 45.12 (Specific Controls Overlay) and Clause 72.04 (Incorporated Documents) of the Port Phillip Planning Scheme in respect of the *No.272-280 Normanby Road, South Melbourne July 2019* and any other provisions of the Planning Scheme as it applies to the use and development of the subject land.

The Incorporated Document will facilitate the proposed development at 272-280 Normanby Road, South Melbourne without the need for planning permits pursuant to the Port Phillip Planning Scheme.

### **Where you may inspect this Amendment?**

The Amendment is available for public inspection, free of charge, during office hours at the following places:

- City of Port Phillip – 99A Carlisle Street, St. Kilda East
- The Amendment can also be inspected free of charge at the Department of Environment, Land, Water and Planning website at [www.delwp.vic.gov.au/public-inspection](http://www.delwp.vic.gov.au/public-inspection).