



VICTORIA STREET STRUCTURE PLAN

Stakeholder Group Terms of reference

1. Background

Yarra City Council is preparing a structure plan to meet the strategic planning objectives in its Municipal Strategic Statement and the Council Plan.

Victoria Street is one of the five strip shopping centres in the City of Yarra designated by *Melbourne 2030* as a 'Major Activity Centre'. The others are Smith Street, Brunswick Street, Bridge Road and Swan Street. *Melbourne 2030* calls for structure plans to be prepared for all designated 'activity centres' to guide development and change. The structure plan will focus on Victoria Street and include the study area bounded by Hoddle Street in the west, Langridge Street, Mollison Street and the Yarra River in the north, the Yarra River in the east and Highett Street in the south. The Structure Plan will also deal with the precincts shown on the attached Structure Plan Precincts and Study Area plan. These are the areas in and around the centre most likely to see significant change over the life of the Plan (the next 10 to 20 years).

The Victoria Street Structure Plan is intended provide Council with a framework and relevant planning tools to manage future development in and around the activity centre and will deal with a wide range of planning matters. The key themes of the Victoria Street Structure Plan, as derived from earlier work and recent public feedback will include:

- **Land use and activity** – focused on the identified precincts
- **Access and transport** – including pedestrians, bicycles, public transport, cars, trucks and car-parking
- **Public spaces** – parks, street and other public space and the Yarra River corridor
- **Building form** – dealing with appearance, location, form and height

Work on the Structure Plan started a number of years ago. An Urban Design Framework was prepared for the East Precinct (see the precinct areas east of Grosvenor Street and the CUB precinct on the attached plan) in 2005 - 2006. The State Government investigated this area through the Priority Development Panel in a staged process which was only recently completed. Decisions by the Minister for Planning have resulted in permits and amendments to the Yarra Planning Scheme in the East Precinct. These now set the planning framework

and scope for development in that area. The proposed Structure Plan is unlikely to recommend major changes in that area.

In mid 2008 Council released a 'Victoria Street Structure Plan Issues and Strategic Options Paper (May 2008)' for public comment. Public consultation included a four page brochure sent to all property owners and distributed across the study area. People were also invited to make submissions and register an ongoing interest in the Structure Plan process.

2. Purpose

The Victoria Street Stakeholder Group will help Council consult with key stakeholders, and facilitate public participation in the development of the structure plan.

The purpose of the Group will be to:

- Provide local information to help develop the Victoria Street Structure Plan; and
- Give feedback about proposals at key stages in the structure planning process.

3. Meetings

The Victoria Street Stakeholder Group will meet approximately 4 or 5 times over an 7 month period (June 2009 – December 2009). The first meeting is expected to be held in June 2009. This meeting will be held at the Richmond Town Hall at a time and venue to be notified. Subsequent meetings will be at a time and place agreed by the Group.

3. Process

The Structure Plan has been developed to a stage where analysis and key concepts were presented to Council in March 2009. This work is based on the Issues and Strategic Options Paper (May 2008) released in mid-2008 and the public comments in response. The Stakeholder Group is likely to meet at each of the following stages.

1. Briefing about analysis and concepts

1. Review of information, analysis and concepts developed to date and to be used in the next phase of public consultation
2. Provide feedback on the proposed public consultation about the concepts

2. Public consultation on analysis and concepts

1. Consider feedback from a proposed public workshop and related consultation
2. Consider implications and possible changes for the draft Structure Plan

3. Draft Structure Plan

1. Review and provide feedback on the draft Structure Plan
2. Provide feedback on proposed public consultation

4. Public consultation about draft Structure Plan

1. Consider public comment on the draft
2. Consider implications and possible changes to the final plan to be adopted by Council

4. Membership

Membership of the Stakeholder Group will be as follows:

- (a) Councillors (Langridge and Melba Wards)
- (b) 4 - 5 resident representatives (with a geographical spread across the study area)
- (c) 4 - 5 business representatives (with a geographical spread across the study area)
- (d) One or two representatives of the State Department of Planning and Community Development.

Selection criteria for resident and business representatives

A Group member must be; a resident, business operator, worker or a ratepayer within the study area as defined above.

If there are more people interested in membership than as outlined above the following criteria will be used to assess selection:

- Demonstrated knowledge of local issues
- A balanced or representative mix of interests (candidates showing an understanding of one or more of the following sets of interests):
 - Retailing
 - Industry
 - Commercial
 - Residential (owner and / or tenant interests)
 - Institutional or non government community services (including schools)

The following Council Officers will attend the meetings of the Group:

- Vivien Williamson, Manager Strategic and Economic Planning
- Peter Mollison, Senior Strategic Planner

Other Council Officers may attend the Committee meetings as necessary.

5. Period of Operation

The Stakeholder Group will operate during the period from June 2009 until the end of March 2010. It is anticipated the Structure Plan will be considered for adoption by Council late in 2009 or early 2010.

6. Member Responsibilities

In order to fulfil the Group's purpose, members are expected to:

- (a) Prepare for and actively participate in the meetings and attend the majority of meetings
- (b) Respect any issues of confidentiality arising in meetings or other proceeding of the Group
- (c) Respect and listen to the views and contributions of others in the Group.