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Name: *

ANTHONY MSONDA-JOHNSON

Email address: *

anthony.msonda-johnson@hatch.com

Date of meeting: *

Tuesday 15 February 2022

Agenda item title: *

6.2

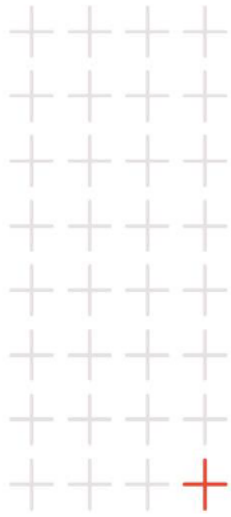
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[13_hartley_st_docklands_agenda_item_6.2.pdf](#) 886.07 KB · PDF

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

No



Dear Councillor,

RE: 13-33 HARTLEY STREET, DOCKLANDS
PLANNING REFERRAL: ID-2021-3
AGENDA ITEM 6.2 | FUTURE MELBOURNE COMMITTEE | 15th FEBRUARY 2022

Hatch Roberts Day act on behalf of Claric Ninety Nine Pty Ltd, the landowner of 13-33 Hartley Street, Docklands, in respect to the above-mentioned planning matter.

Our client agrees with the Delegate's recommendation to support the proposal, however, wish to have the opportunity to workshop a number of conditions set out within the draft Incorporated Document, representing Appendix 1 of the Delegate's report. Two of these conditions are proposed conditions 4.2 b) and 4.17, which are of critical importance to Claric Ninety Nine Pty Ltd and to the project, and we request that Council reconsider these conditions on the basis of our submission below.

Project Background

Claric Ninety Nine Pty Ltd has been engaging with government agencies in respect to the proposed redevelopment of their site since 2013, providing submissions to Places Victoria in respect to the subject site's classification within the Fishermans Bend Urban Renewal Area – Draft Vision (September 2013).

As identified in Section 2.3 of the Delegate's report, Council has been providing feedback on the proposed redevelopment of this site since June 2016. Claric Ninety Nine Pty Ltd has therefore long been invested in and committed to working with local, metropolitan and state government to deliver upon the vision for Fishermans Bend. Of note, Claric Ninety Nine Pty Ltd addressed the Council on 5th December 2017 in respect to their earlier proposal (refer to Agenda Item 6.3, Future Melbourne Committee Meeting).

Community Contributions and Public Benefit

Whilst not explicitly outlined in a single section of the Delegate's report, the proposal would make the following social and civil infrastructure contributions to the Docklands community:

- 4,610sqm of employment generating floor space.
- **Gifting 2% (7 dwellings) of the proposed dwellings for social housing**, which is the equivalent of setting aside 6% of the proposed housing for affordable housing based upon supporting economic analysis.
- **Setting aside approximately 40%** of the site in order to:
 - Construct 922m² of a **12m wide New Street** (or **13.7% of the subject site**) that integrates with the smaller portion of the same street, to be delivered by the approved development at 85-93 Lorimer Street.
 - Deliver **1,785m² of open space** (or **26.6% of the subject site**) that integrates with open space being delivered by the approved development at 85-93 Lorimer Street, and the open space required to be delivered by the abutting property at 95-97 Lorimer Street.

Figure 1 demonstrates the land takes associated with these contributions, leaving only approximately 60% of the site set aside for the proposed development, in-keeping with the requirements of the Fishermans Bend Framework Plan.

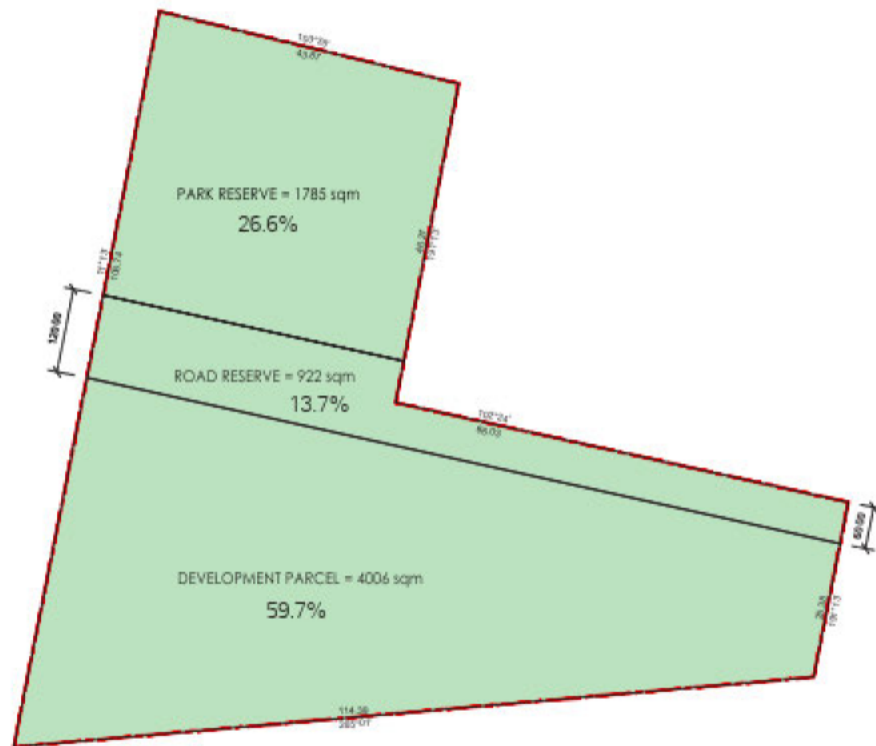


Figure 1 – Site Allocation Plan

Two Proposed Conditions to Reconsider

- **Condition 4.2 b)**

Based upon Claric Ninety Nine Pty Ltd’s interpretation of this condition, the report is recommending that any future planning application for subdivision of the land will trigger an 8% open space contribution, as per Clause 53.01 of the Melbourne Planning Scheme.

Claric Ninety Nine Pty Ltd opposes this condition for the following reasons:

- As a starting point, Figure 1 above demonstrates that the proposal sets aside a physical allocation of land the equivalent of approximately **26.5%** of the subject site’s site area. When having required to the applicable 8% open space contribution provision within Clause 53.01 (Public Open Space Contribution and Subdivision) of the Melbourne Planning Scheme, it is evident the proposal is already providing over 3 times the specified amount of open space for land within the Fishermans Bend.

As is referenced within the Delegate’s report, an Economic Report formed part of the documentation Council received from the Department of Environment, Land, Water and Planning (DELWP). This particular report refers to a property valuation that was undertaken

for the land in 2017 by Charter Keck Cramer, who valued the land at \$22.5 million. For the purposes of providing some financial context in respect to the financial implication associated with an 8% open space contribution for this site, it would trigger a contribution of **\$1.8 million**.

- Based upon other conditions within the Delegate’s report, Claric Ninety Nine Pty Ltd is also required to:
 - Construct that portion of the New Street on their land (representing approximately **13.5%** of the site area), transfer or vest the land to Council, and pay for all of the Council’s reasonable legal costs associated with the process, including preparation, execution and registration on title (refer to Condition 4.10).
 - Construct that portion of the park on their land (representing approximately **26.5%** of the site area), have an environmental audit statement prepared for the land, transfer or vest the land to Council, and pay for all of the Council’s reasonable legal costs associated with the process, including preparation, execution and registration on title (refer to Condition 4.11).
 - Pay a monetary contribution of over **\$6.3 million** as part of a Development Contribution payment (refer to Condition 4.12).

Apart from the proposal providing over 3 times as much open space as is required by the Planning Scheme, Claric Ninety Nine Pty Ltd wish to make the Council aware of the project viability issues that arise from the conditions being proposed within this Delegate’s report.

Claric Ninety Nine Pty Ltd have articulated this issue in the multiple submissions and planning proposals they have lodged with Government (and therefore assessed by the Council) over the years, with economic advice provided to highlight how precariously placed this project is because of the significant allocation of land for the purposes of open space and a New Street, along with the payment of development contributions and setting aside social / affordable housing and employment generating floor space.

Of note, Claric Ninety Nine Pty Ltd has not been approached by any level of government in respect to the possibility of compensation for the approximately 40% of the site that is undevelopable, which is valued at approximately \$9 million based upon the 2017 property valuation referenced above.

Although the Council received the documentation from the DELWP on 18 October 2021, the Council has not engaged with Claric Ninety Nine Pty Ltd or their representatives to discuss the proposed conditions. This appears to be a missed opportunity for the Council to better understand the project viability implications arising from the suite of conditions listed above.

For the Fishermans Bend Framework to be realised, it is vital that a balanced approach be taken by all relevant stakeholders to ensure projects remain viable whilst ensuring the development industry make the necessary contributions to ensure the broader community also benefit from these new developments.

For the above reasons, Claric Ninety Nine Pty Ltd strongly recommend that Condition 4.2 b) is deleted because the proposal is already:

- making an open space contribution of **26.5%**,
- required to construct the open space and the New Street to Council’s satisfaction, and

– required to pay development contributions.

▪ **Condition 4.17**

Based upon Claric Ninety Nine Pty Ltd's interpretation of this condition, the report is recommending that 6% of the proposed dwelling yield of 370 be transferred / gifted to registered housing agency (as per Condition 4.17 a), or be subject to a 30 year lease whereby rent is at 35% cheaper than market rate and the dwellings be managed by a registered housing agency (as per Condition 4.17 b), or an equivalent monetary contribution (as per Condition 4.17 c).

If this is correct, it appears the gifting of 6% of the proposed housing stock gives rise to a considerably different financial outcome than simply retaining ownership of the dwellings but leasing it for 30 years at 35% below market rate. Claric Ninety Nine Pty Ltd seek clarity as to what is the equivalent monetary contribution when having regard to sub conditions a) and b).

Claric Ninety Nine recommend Condition 4.17 be replaced with the draft condition prepared by Council's City Strategy Team within Section 6.9 of the Delegate's report. In general terms, Council's City Strategy Team have accepted the findings within the Economic Report supporting the proposal and have drafted a requirement that is in line with the proposal's proposed social housing offering:

"unencumbered ownership of not less than 2% of all dwellings or 7 dwellings (whichever is greatest and rounded to the nearest whole number) to be gifted and transferred to the registered housing agency and/or Homes Victoria for nil consideration and costs."

As identified above in respect to Condition 4.2 b), it is extremely important to have regard to the proposal's viability when conditioning this proposal. It is evident from the comments prepared by the City Strategy Team that they have taken a balanced approach to assessing the proposal to ensure an important form of housing (in the form of social housing) is able to be delivered by this development, and Claric Ninety-Nine Pty Ltd.

We thank you for your time to review and consider this submission. Our client has worked closely and collaboratively with the government agencies, including Council, since November 2013 to ensure this gateway site makes a positive contribution to the realisation of the Fishermans Bend Urban Renewal Area. They look forward to a supportive Council resolution that facilitates a viable mixed use development, including the delivery of key civic infrastructure at 13 Hartley Street and welcome the opportunity to continue working with Council as DELWP's assessment of the proposal progresses.

Should you have any queries, please contact the undersigned on _____

Yours faithfully,
HATCH | ROBERTSDAY

Anthony Msonda-Johnson
Senior Associate

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*

Name: * Nicholas Dow

Email address: * nik@nikdow.net

Date of meeting: * Tuesday 15 February 2022

Agenda item title: Code of Practice for Building, construction and Works

*

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.

p33, please include Bike Melbourne in list of orgs to consult.

sec. 15.7.4 is a big improvement on current practices. However: remove "where-ever possible" replace with:

(a) where a bicycle lane is provided, and equivalent must be available at all times during works, e.g. painted lane replaces painted lane; protected lane replaces protected lane (e.g. using water filled barriers).

(b) above should be carried out at the expense of a traffic lane unless there is only one traffic lane.

(c) In the event (a) is not possible because of (b), traffic controller on duty at all times (24x7) to hold cars when bikes are present. There should be no cars present when a bicycle is using the car lane.

Noted that "block and hold" traffic controller is an option, it must be the minimum option and a last resort.

Please remove reference to "cyclists dismount" as this is discriminatory and may not be possible for all people, e.g. disabled cyclists, heavy cargo bikes etc.

4m shared roadway lane is not an adequate replacement for a bicycle lane. Delete this option except with 24x7 traffic control to block and hold motor traffic when bikes are present.

In particular, a protected bike lane is a promise which should never be broken, otherwise the primary purpose of

the lane, which is to encourage less confident cyclists to ride, is destroyed and not only during the works. One scare is enough to deter a person from ever cycling in the City again. Closures are not known to the road user until they arrive and alternative routes cannot be planned therefore the works must provide an equivalent replacement.

Please add a new requirement to always position a gantry to encompass any existing bicycle lane. Any deviation must receive explicit approval from CoM and an equivalent provided as above.

Suggest CoM publishes proposal from construction before approved, e.g. as soon as received and establishes an email notification option for the public to receive these. Very often the changes are made without any notification of interested parties and there is no opportunity to make submissions.

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submission: *

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*

Name: * Tony Penna

Email address: * president@southbankresidents.org.au

Date of meeting: * Tuesday 15 February 2022

Agenda item title: * 6.3 Code of Practice for Building, Construction and Works

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

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



[fmc meeting 28 agenda item 6.3 code of practice for building construction and works.pdf](#)

206.95 KB · PDF

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Submission to Future Melbourne Committee

City of Melbourne, Melbourne Connect, Carlton
15 February 2022, 5.30pm – Meeting No.28
Agenda Item FMC 6.3 Code of Practice for Building, Construction and Works

The SRA supports the concerns of residents expressed as part of the community consultation, in particular those in regard to noise.

These include:

- Noisy work between 7:00am and 9:00am in Sensitive Zone 1,
- Expanding the Sensitive Zone 1 from 200m to 400m and
- Issuing of out of hours permits.

However the draft Code of Practice provides a realistic model for construction work to continue in a residential area.

Section 13 of Building Work

Section 13.1 specifies the permitted hours to be from 7am to 7pm for Monday to Friday. This is reasonable, although there does seem to be a fudge factor allowed in the draft where the time is expressed as 7am and not 7:00am. SRA does not know the legal status of the expression of the time of day, but it would seem in the interests of accuracy, that a more precise statement of time is used in the draft.

Council officers are also aware of the practice of some developers starting work considerably earlier than 7:00am, for example at 6:30am or even earlier, knowing that if a local resident complains to the council, that an officer will not be able to get to the site before 7:00am.

So this is a genuine problem that needs to be seriously addressed.

It is also worthy of note that the City of Melbourne itself is in breach of this regulation with garbage trucks starting as early as 6:15am. The noise from such trucks is a perennial nuisance to those in Southbank who happen to reside within two or three floors of street level.

It would not take much effort to identify the buildings that have apartments at these levels and then construct a garbage truck route that visits these buildings after 7:00am.

Section 13.2 is concerned with Out of Hours Work. The constraints on builders seeking to work out of hours are precisely worded and give very little wriggle room. The instances where out of hours work can be permitted are reasonable.

However the Draft Code seems quite vague about financial penalties for any breach of a permit. The penalty needs to be specified and at such an amount that it causes a builder to think twice, rather than being so small the builder passes it off as a minor expense/cost of business.

Section 14 on Noise and Nuisance.

A resident suggested increasing the Sensitive Zone from 200m to 400m. The comments by CoM staff in the Action statements are reasonable given the complexity of the built environment. However, there is a point of the concern and a compromise should be possible.

The nature of the acoustic environment in Southbank is such that sound echoes repeatedly off the flat surfaced buildings as it ricochets through the canyons. The direction of the source of the sound is often impossible to detect. For example, the buskers on Southbank Promenade in front of the old Esso building can be easily heard at the City Rd end of Cook St.

The SRA recommends that table 14.1 be modified as below, but further, as with loudness rule for buskers, the draft rules must specify a dB level above which there is a financial penalty:

Table 14.1 - Noise-sensitive zones

ZONE	LAND USES	TYPICAL SENSITIVE PERIODS	LIKELY AREA FOR CONSIDERATION	PROPOSED
Sensitive Zone 1	Residential buildings, homes, hotels and motels	7am-9am, Mon-Fri 8am-10am, Sat-Sun	Within 200m from site boundary	Within 300m from site boundary
Sensitive Zone 2	Crèches, schools, hospital wards, nursing homes and other noise sensitive areas (such as law courts)	Case specific, will require consultation with the affected premises	Within 100m from site boundary	Within 150m from site boundary
Sensitive Zone 3	Office buildings	Will generally be equally sensitive during business days (9am-5pm, Mon-Fri)	Within 50m from site boundary	Within 75m from site boundary
Sensitive Zone 4	Restaurants or cafes	12pm-2pm for lunchtime trade	Within 50m from site	Within 75m from site

Section 6.5 Consultation

SRA feels the requirement that the builder ‘must’ consult is commendable and the matters on which written advice must be provided is comprehensive.

Kind regards

Tony Penna
President



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Name: * Tony Penna

Email address: * president@southbankresidents.org.au

Date of meeting: * Tuesday 15 February 2022

Agenda item title: * 6.4 Inclusive Melbourne Strategy 2022 – 32

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. Please find attached. We will NOT be speaking to this item.

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



[fmc_meeting_28_agenda_item_6.4_inclusive_melbourne_strategy_2022__32.pdf](#)

170.79 KB · PDF

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Submission to Future Melbourne Committee

City of Melbourne, Melbourne Connect, Carlton
15 February 2022, 5.30pm – Meeting No.28
Agenda Item FMC 6.4 Inclusive Melbourne Strategy 2022 – 32

The SRA supports the Inclusive Melbourne Strategy 2022-32 document.

As society comes out of lockdowns and slowly opens up after COVID, it is important that links within the community are re-established and re-imagined to ensure their impact is effective and long lasting.

Initial planning of Southbank placed impediments in the way of building a community. Towers were permitted to be built with no street activation, there were no set-backs, buildings came right to the edge of the footpath, but even worse the street frontage consisted of ground floor car parking, foyers and car park entrances. There was no incentive for local residents to wander the streets, to meet and chat. The street scape became an unfriendly environment.

Active steps need to be taken to overcome this built-in disadvantage.

The SRA supports priority 3 of ‘Empowered, participatory communities’ and is keen to partner with the City of Melbourne in exploring possible initiatives.

Kind regards

Tony Penna
President

Privacy acknowledgement: *

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Name: *

Trisha Avery

Email address: *

community@southbank3006.com

Date of meeting: *

Tuesday 15 February 2022

Agenda item title: *

Agenda Item 6.4 Inclusive Melbourne Strategy 2022–32

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



[southbank3006_submission_to_fom_15_feb_2022_agenda_item_6.4.pdf](#)

354.11 KB · PDF

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: *

Yes

If yes, please indicate if you would like to make your submission in person, or via a virtual link (Zoom) to the meeting. Please note, physical attendance will be limited in accordance with City of Melbourne security protocols and COVID-safe plans and be allocated on a first registered, first served basis. *

I wish to make my submission in person



Subject: Inclusive Melbourne Strategy 2022-32

Purpose: To outline the perspectives of Southbank3006 Inc, as a resident community group based in Postcode 3006, on the Inclusive Melbourne Strategy, in particular the requirement to address the needs of some other groups not covered in the report but also how to implement.

Key Issues:

Southbank3006 supports the strategic focus of Council to address key issues of inclusiveness and disadvantage across the city.

1. As the plan notes the events in the past 2 years have exacerbated the problems faced by people integrating into their local communities.
2. The issues flagged in the Council's strategy paper are exacerbated in those neighbourhoods dominated by high rise apartment building development. These are frequently inadequately designed for vertical living with little focus on community.

Empowered Participatory Communities are Key – Should be Priority 1 NOT Priority 3 in the Strategy

3. At its core as an organisation Southbank3006 is focused on the creation of processes in our neighbourhood that align with the Council's objectives in this regard.
4. We would argue that in a 10-year strategy this should be Priority 1 and NOT Priority 3. It is the processes engendered by this that will address the other strategies. Arguably the impacts of Covid will have passed and the driver for overcoming them will be by way of a primary focus by Council on Priority 3 as the mechanism to deliver change.
5. Implementation of the strategy is going to require a matrix of interest group verticals (e.g. LBGTIQ+, or First Nations) and geographic neighbourhoods. Working across will be key but also essential to make Council relevant to people at a local level. A "one size fits all" approach will not work and interacting with "agencies" will miss the granularity of the neighbourhood. Council is going to require a suite of mechanisms to interact with the community.

The Neighbourhood empowerment challenge in Southbank – it needs to be a priority for Council as an area

6. Southbank is a location that has been left to private brown fields development. Accordingly, the level of community infrastructure and processes designed at supporting different, communities, networks and individuals is limited.
7. Southbank is the most densely populated community in Melbourne but with the least facilities. Much of the accommodation was created ahead of the Apartment Design Guidelines coming into force.
8. We know that people in Southbank are searching for ways of meeting their neighbours and freeing themselves from the constraints of their vertical villages. This is evidenced by the reasons that the people give for joining Southbank3006 but also for joining the Bankers Facebook group.
9. The impacts of the physical constraints and the limited community resources is exacerbated by the diverse ethnicity in this community which changes rapidly. We believe that since the 2016 Census date, on which the plan is based, that we shall see not only a significant increase in the number of residents in Southbank but also the emergence of a significant cohort of
 - i. young Indian families and
 - ii. families from South America.
 - iii. Separately we are seeing single retirees downsizing and moving into this area.
10. These demographic shifts highlight the need for the Council's strategy to be dynamic and able to quickly respond to key shift. and adjust to meet the needs of new communities that emerge especially in an area such as Southbank.

11. It is concerning that in formulating the Strategy it was not possible for Council to specifically interact with Southbank. Hopefully Southbank3006 now provides Council with a partner to foster and empower communities in this area, something that has been lacking in the past.

Making Southbank the geographic priority for neighbourhood development

12. Southbank3006 recognises that as a neighbourhood it poses the most significant challenges for Council in the implementation of its **Inclusive Melbourne Strategy 2022-32**.
13. But it is the very challenge that this neighbourhood poses that means that it should be a priority for council to target its Social Development resources. Unlike the planned neighbourhood of Docklands, which by comparison abounds in resources, or the residential neighbourhoods of Flemington/Kensington/North Melbourne/Carlton/Parkville/East Melbourne that have benefited from decades of community development and support; Southbank has been deprived. This is not because the Council is unaware of the issues as its other Southbank Strategy, City Road plan, Urban Forest plan, and its commitment to open spaces attest but because the Council has been a bystander in the development process.
14. Whilst in the main it cannot change much of the physical environment; Council can now work actively to minimise the social flaws and dysfunction that arise from the unplanned growth creating an *Empowered Participatory Community* in 3006. The **Inclusive Melbourne Strategy 2022-32** provides the platform for Council to redress the failures of the past and devote the resources needed to empower our neighbourhood and address the social and economic issues 3006 confronts.
15. We look forward to working with Council to refocus the neighbourhood development in Southbank.

Recommendation:

That the Future Melbourne (Planning Committee) request the Director Community at the MCC engage Southbank3006, to incorporate the matters set out in this submission.

Trisha Avery
Secretary
Southbank3006 Inc
www.southbank3006.com
community@southbank3006.com

14 February 2022

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Name: *

Miriam Faine

Email address: *

miriam.faine@bigpond.com

Date of meeting: *

Monday 14 February 2022

Agenda item title: *

Item 6.4 Inclusive Melbourne Strategy 2022–32

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



[2022_2_14_inclusion_strategy_submission_.docx](#) 554.28 KB ·

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Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: *

No



'to keep QVM alive as an everyday shopping space for the people of Melbourne'

FOQVM (Friends of Queen Victoria Market) submission to FMC 15/2/2022 in relation to Agenda Item 6.4 Inclusive Melbourne Strategy 2022-32

(Please note page numbers refer to report not separate documents)

1. FOQVM notes with interest the reference on p.1 to ... *'the importance of inclusion, [which the community reiterated] describing it as 'important' and 'essential' and 'the right way forward'.*

We would add that even Councillors have recently suggested that the failure to pay attention to this has negatively impacted the QVM redevelopment process.

2. We note the reference to the *'importance of partnerships with communities and organisations to achieve outcomes'* (p1) and wonder when the CoM will take this seriously in terms of their plans for the Market?

We understand the changes to the market are mostly being made to improve its commercial value. This is not what the people of Melbourne expect; they see the 'old' QVM as a heritage institution, a public asset, and Melbourne's premier tourist attraction.

'Partnerships' do not mean bringing the community with you through PR and spin but rather, following the community's lead in developing policy and projects. Who determines these 'projects', the Council or the community? Whose vision determines the future of Melbourne, and in our case, the QVM?

3. *'Social inclusion is defined as the process of improving the terms of participation in society through enhancing opportunities, access to resources, voice, and respect for rights (United Nations, 2016).'* (p.9)

However, the graphic on p.35 suggests that *Community Vision* and *Council Plan* are equal in access to resources; it represents Council as a neutral bureaucracy, whereas Councillors are actually elected through a gerrymander which prioritises property and big business interests over the rest of the community. These groups have far greater opportunities and access to resources and voice than other community members, whose votes count for less.

Any serious attempt to foster an inclusive Melbourne has to start with electoral reform.

4. On p.35 the graphic suggests *'Community vision'* and *'Council plan'* have equal status in guiding CoM strategies and plans. We question this as the whole CQVM Redevelopment Plan has been Council led.

Traders' modest requests to improve weather protection in the sheds has somehow morphed into a monstrous, extravagant 'Renewal' (aka redevelopment) that is eating up our market.

President: Mary-Lou Howie Secretary: Miriam Faine gvmfriends@gmail.com 1
Website: Friends of Queen Victoria Market
Facebook: Friends of Queen Victoria Market

The reality is that the market community of traders and customers and indeed the wider community of Melbourne are against making the kind of wholesale changes to the market that are being pushed through by Council – and everybody knows it. Nor does the Council taken guidance from the people who know the market best, as evidenced by the litany of expensive failures of projects – the Glasshouse, the Social Kitchen, the skating rink, String Bean Alley, the Basement and more.

5. P10 states:

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.*

If this is the case, why are FMC agendas and other c'tee papers circulated for comment just 2 working days before the meetings? People need time to read, digest and discuss these before submitting – assuming you genuinely want them to participate in decision-making.

And just as important, what is the value in circulating submissions such as this one, to Councilors the same day as the meeting? Will any Councilor actually read this submission?

6. P14 claims that according to the City of Melbourne's Policy: *"whenever the City of Melbourne is planning, delivering a project or making a decision that significantly impacts the way our community experiences the city or their interaction with our organisation, the community must have the opportunity to participate in that process meaningfully."*

This is not FOQVM experience of CoM policy making to date. Market consultations have been stage-managed by the renewal team to deliver the answers they want to hear. This includes the deliberative engagement process (p.34) in 2018 that was called the Peoples Panel. The panel, which did include a real mix of community voices, made 14 recommendations. Only 3 of them have been fully addressed and nearly all the rest have been effectively disregarded entirely or contradicted (carpark; gold-plating the facilities, security of tenure for traders, weather proofing etc.).

Other examples include the contracting of consultancy firms to 'manage' community consultation processes instead of inviting direct input from the community.

7. *Meaningful participation* means the power to not only speak, but be heard and to be acted on. That is not our experience of Council consultation.

In particular, p.39 suggests *'All people can participate in city decision-making'* via *Participate Melbourne online engagement platforms*. By their very nature, these are not inclusive. They limit participation to an exercise in box ticking from among whatever limited choices are presented. Most people do not participate in online policies, and some people do not even go online!



‘to keep QVM alive as an everyday shopping space for the people of Melbourne’

These engagement platforms are *meaningless participation*, designed to justify decisions already taken.

8. According to p21, *‘Accessibility includes digital, physical access, as well as making everyone feel secure, comfortable, and welcomed. Our programs will support the needs and priorities of all communities.’*

However, Council is insisting on repurposing the comfortable, secure at grade parking facilities into an events space.

QVM should be accessible to customers of any age, including those who are not comfortable on bicycles. These people are not disabled and do not qualify for disabled parking – they are families and other individuals who buy large quantities which are difficult to carry on public transport. QVM requires *secure, comfortable and convenient* motor vehicle access and convenient parking, bearing in mind that most of Melbourne does not have good public transport links.

9. P9 refers to a *‘sustainable recovery’* including small and ethnic businesses.

At QVM, managements have discounted traders’ voices (p9) and are currently threatening them with new and deleterious lease conditions and in some cases termination, even as they try to recover from Covid.

9. According to p.19, *We strive to overcome barriers to employment for people from culturally diverse backgrounds and recognise the significant benefits of recruiting highly skilled, creative migrants and refugees who reflect the diverse people in our communities.*

The QVM Renewal process is doing the opposite: it is the smaller recently arrived immigrant traders who are most vulnerable to the changes and the gentrification being proposed for the market. This is awful, because for generations QVM has enabled new arrivals to start a small business with very low capital outlay.

We question the claim re COVID on p24 that *‘We are committed to building a more sustainable and fair recovery that ensures no one is left behind. We acknowledge that this is a dynamic, evolving, and complex challenge, and our focus is on how we engage, lead, partner, adapt and work together to work through this uncertainty.’*

Taking the outcomes specified on p28 seriously, would mean QVM Board and management rethinking the whole redevelopment to ensure that *‘City of Melbourne support for businesses ensures our systems, processes and procedures enable equal access to opportunities for all businesses; including social enterprises, socially responsible businesses and minority-owned businesses’.*

(Dr) Miriam Faine

President: Mary–Lou Howie Secretary: Miriam Faine

qvmfriends@gmail.com

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Website: [Friends of Queen Victoria Market](#)

Facebook: [Friends of Queen Victoria Market](#)

Secretary Friends of Queen Victoria Market
14.2.2022

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Name: *

Tony Penna

Email address: *

president@southbankresidents.org.au

Date of meeting: *

Tuesday 15 February 2022

Agenda item title: *

6.5 – Shopfront Activation

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.

Please find attached. We do NOT wish to speak to this item.

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



[fmc_meeting_28_agenda_item_6.5_shopfront_activation.pdf](#)

125.19 KB · PDF

Please indicate whether you would like to verbally address the Future Melbourne in support of your submission: *

No

Submission to Future Melbourne Committee

City of Melbourne, Melbourne Connect, Carlton
15 February 2022, 5.30pm – Meeting No.28
Agenda Item FMC 6.5 Shopfront Activation Program - Update

The SRA notes the impressive work the City of Melbourne has done over several months to keep businesses running and to assist those in difficulty.

SRA supports the recommendation:

That the Future Melbourne Committee:

- 20.1 *Notes the work underway to activate vacant shopfronts and ensure that retail and hospitality precincts remain active and vibrant, despite the challenges wrought by COVID-19.*
- 20.2 *Requests management review and further develop approaches to activate shopfronts at scale and further stimulate consumer demand.*

We also note in particular the reference to hospitality precincts.

The SRA would like to advise FMC that nearly all of the businesses in the Food Court in Southgate have not re-opened. There may be other commercial reasons for this, given that the site is to be redeveloped at some time in the distant future. However there are some businesses in that space that are currently trading well.

The main restaurants in Southbank have reopened and seem to be doing well, although there is little activation in The Arts Centre venues. However in the past the Food Court has provided a popular low cost option for families and others who visit Southbank as part of a casual weekend outing. Support for this sector will help bring people back to the city.

SRA does not know if the Southgate Food Court falls within the ambit of these programs, but it was thought appropriate to pass on our observations.

Kind regards

Tony Penna
President