

DEVELOPMENT
OF THE
SANDRIDGE SITE,
PORT MELBOURNE

TABLE OF CONTENTS

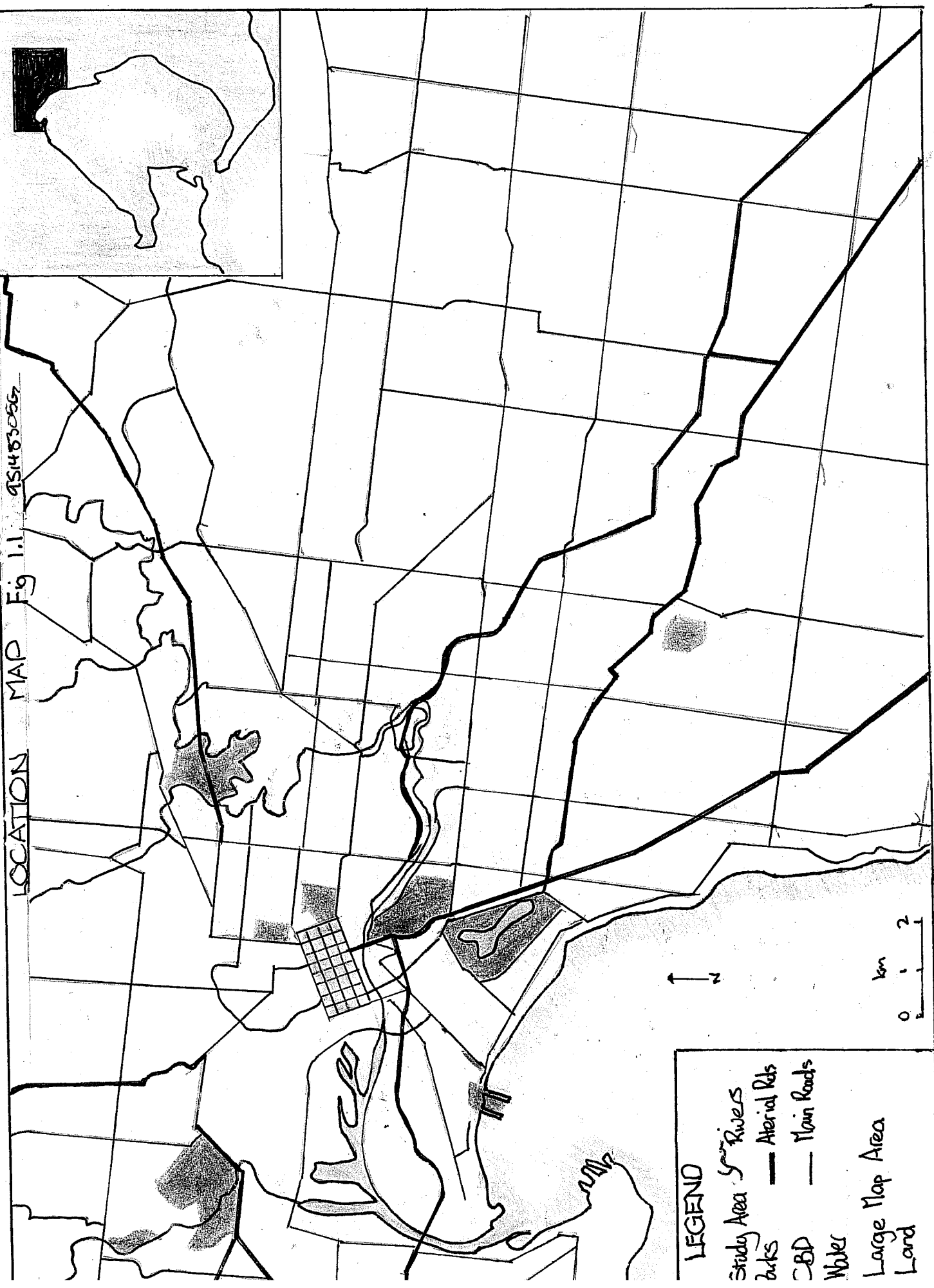
9514830507

1. Location Map
2. Location Map showing Study Area for CAT2
3. Criterion 1 - Introduction
4. Photos showing the nature of the site
5. Map - Nature of the Surrounding Area.
6. Criterion 2
7. Photos of Historic Buildings
8. Map - Spatial Distribution of Factors
9. Criterion 3
10. Criterion 3
11. Timeline
12. Graph - Unemployment Statistics in Port Melbourne...
13. Graph - Income Distribution in Port Melbourne....
14. Graph - Age Distribution in Port Melbourne.
15. Criterion 4. Option 1
16. Criterion 4. Option 2 & 3
17. Map - Option 1 and Overlay
18. Map - Option 2 and Overlay
19. Map - Option 3 and Overlay
20. Criterion 5
21. Criterion 6
22. Criterion 7
23. Criterion 7 - tables
24. Criterion 8 and Acknowledgements
25. Appendix A - Survey Sheet.

LIST OF ABBREVIATIONS

Rd. - Road	pop - population
Pd. - Parade	Fig. - Figure
St. - Street	p. - page
Soc. - Social	
Pol. - Political	
Hist. - Historical	
Econ. - Economical	







LOCATION MAP Fig 1.1. 45463067



LEGEND

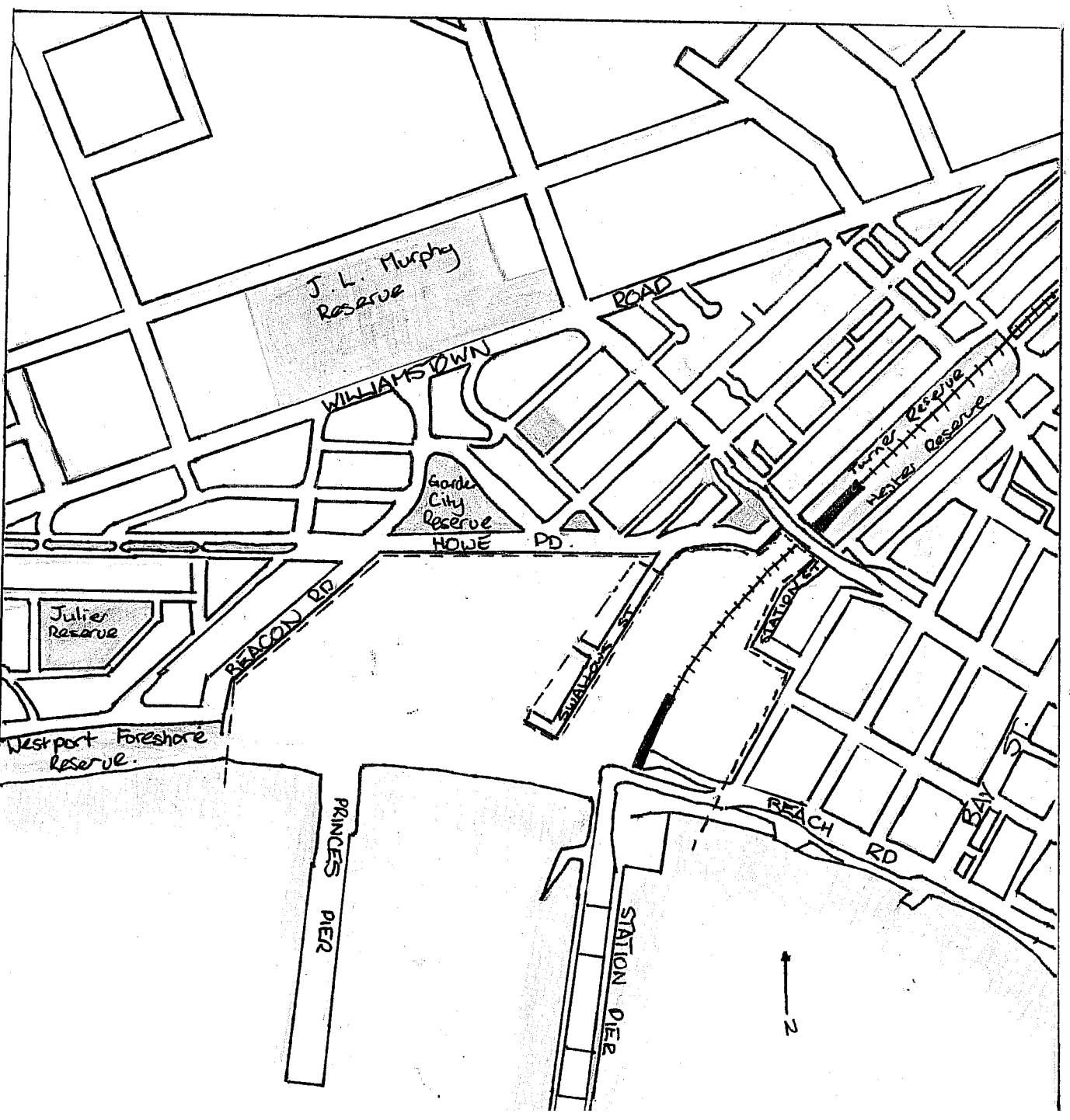
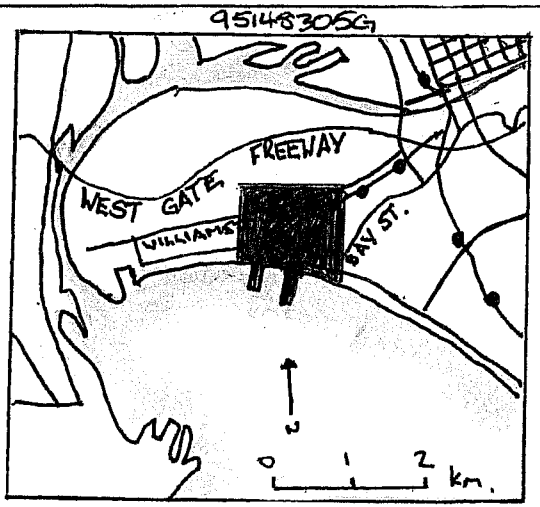
- Study Area Rivers
- Parks CBD
- Aterial Rds
- Main Roads
- Water
- Large Map Area
- Land

LEGEND

-  Parks & Reserves
 -  Water
 -  Large Map area
 -  Light Rail Station
 -  Light Rail
 -  Border of Study area
- Study area

LOCATION MAP SHOWING STUDY AREA FOR CAT2

Fig 1.2



CRITERION 1
INTRODUCTION

The issue is development at the Sandridge site in Port Melbourne. This site is bounded by Port Phillip Bay, Beacon Road, Garden City Reserve, Tucker Avenue, and Railway Crescent. The area is 28 hectares in size. The site is located in the suburb of Port Melbourne, approximately 4 kilometres from the city centre, 3.25 kilometres south-east of the Westgate Bridge, and 3 kilometres west of Albert Park Lake.

The site is surrounded directly by residential and recreational areas, while industrial and commercial areas are located nearby i.e. within a 1 kilometre radius. (See Fig. 1-3)

Movement in the region is done mainly by commuters and residents along Bay St., on their way to the Westgate Bridge, and by travellers and trucks boarding and leaving the "Spirit of Tasmania". (See photos 1 & 2)

Due to change over time, the site has had a number of uses, such as including a fuel depot, which caused the soil to become contaminated.

The site is located in a coastal area, fronting onto Port Phillip Bay. The site is vacant at the moment, leaving it bare and susceptible to erosion (see photos 3 and 4)

Word count : 180

1.



2.





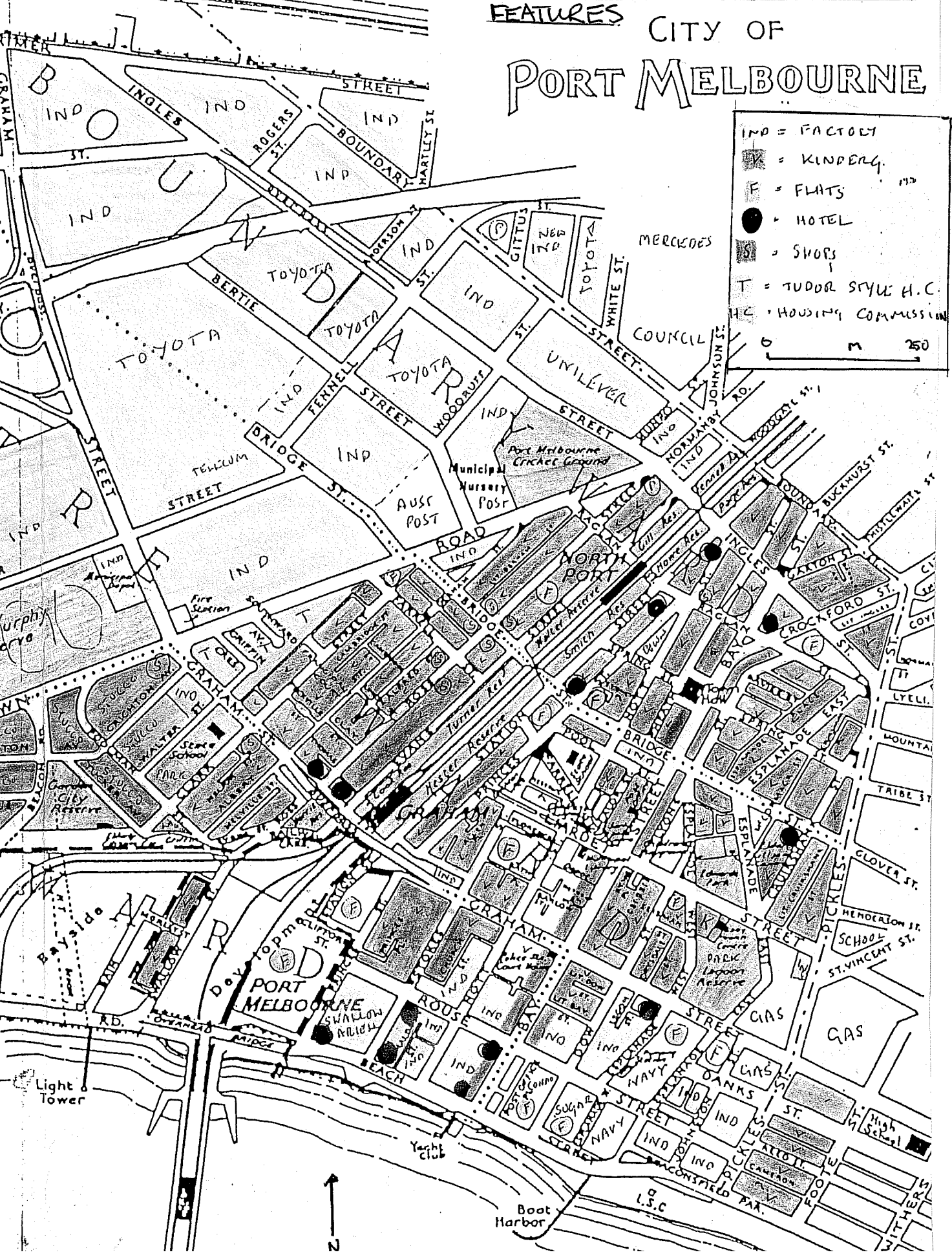
↑
Navigation Beacon

↑
Missions to Seaman's Building

↓
CBO in distance



SPATIAL DISTRIBUTION OF LOCAL FEATURES CITY OF PORT MELBOURNE



IND = FACTORY
 [Shaded Rectangle] = KINDERG.
 F = FLATS
 [Solid Black Circle] = HOTEL
 [Square with Cross] = SHOPS
 T = TUDOR STYLE H.C.
 H.C. = HOUSING COMMISSION

0 250 M

CRITERION 2

(see map Fig 1.4)

SOCIAL : Port Melbourne residents (i.e. located within a 3 km radius) oppose any tourist orientated development, as well as a development involving canals or high cost residential areas. These residents would be happy with a development that doesn't change the character of the area or the social make up of proudly industrialised Port Melbourne. Previous development was cancelled partly as a result of strong public opposition by residents.

POLITICAL : Previous government devised first scheme, which was cancelled due to lack of money and public approval. When the Liberal Government was elected the development of the Sandridge site was one of the first problems they dealt with. At the moment the project lies in the hands of the Office of Major Projects, Department of Planning and Development, located in Treasury Place, Melbourne.

ECONOMIC : Previous development would have cost \$700 million. Government spent \$20 million cleaning up the soil to make it safe for people to live on as it was contaminated from the site's use as a fuel depot. Then came the recession which left the government little money to spend on such a project. Strong public disapproval and lack of money forced the government to abandon the project

HISTORICAL : The site houses several remainders of Melbourne's heritage. This includes the old Port Melbourne Railway Station, built in 1854, the "art deco" Missions to Seamen's Building, and two old navigation beacons. Another historical aspect of the site is the Centenary Bridge which was demolished by the previous Government to make way for a development that was never built. The National Trust is very keen to save many of these buildings. (See photos 8-10)

Word Count : 267

SPATIAL DISTRIBUTION OF FACTORS Fig. 1.4

95148305G

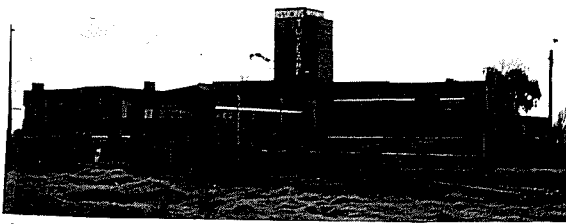
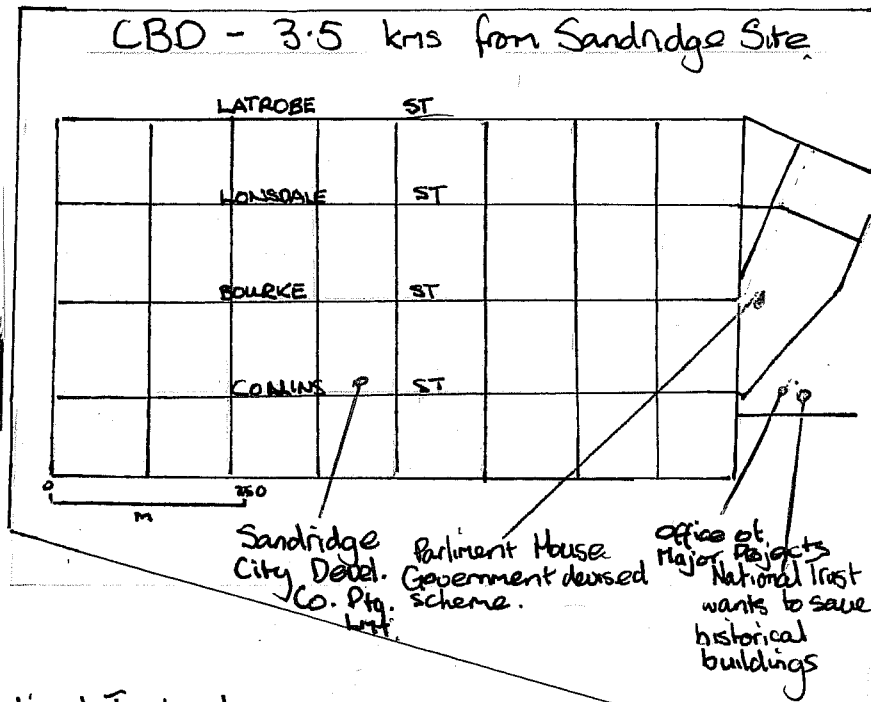


Photo 5. Missions to Seaman's Building

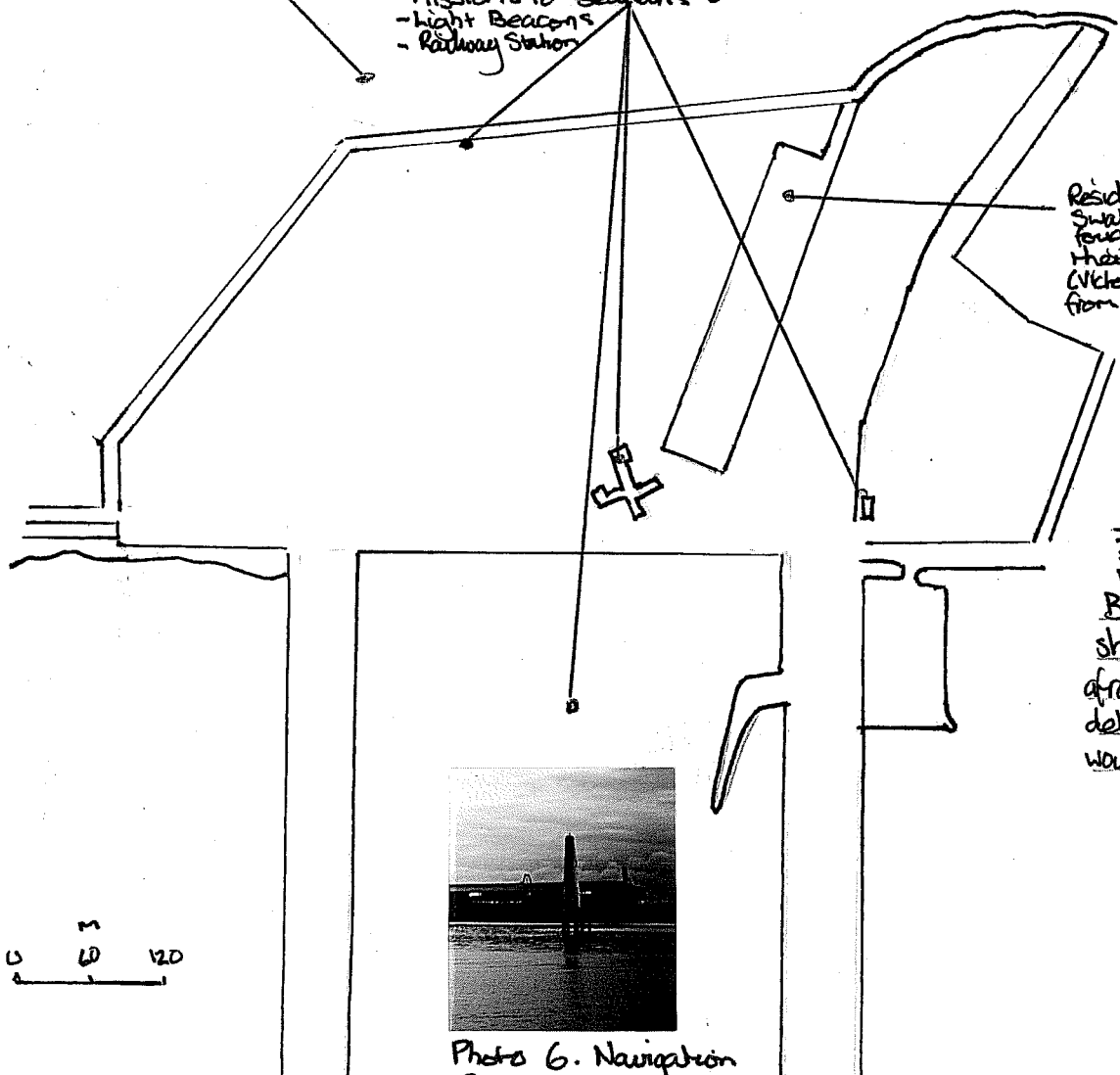


Residents don't like old development as it will change character of area

National Trust and Residents would like to save historic buildings

- Missions to Seaman's
- Light Beacons
- Railway Station

Residents of Swallows St fought to save their houses (Victorian Era) from demolition



350m along Beach Rd. Bay St. shop owners afraid new development would compete

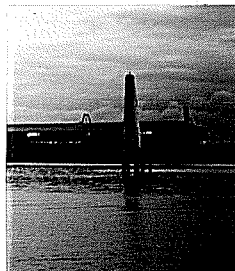


Photo 6. Navigation



Photo 8. Missions to Seaman's Building



Photo 9. Old Station Platform showing Light Rail



CRITERION 3

GROUP	RESPONSE	CONTEXT	SOC/ POL/ HIST/ ECON
Victorian Labour Government	Sees need to develop site. Tests soil, Cleans soil. Spent \$20 million. Demolishes Centenary Bridge	Economic benefit, creating jobs	Pol.
Residents of Swallows St.	Protests to save Victorian Era houses	Local Heritage Region	Hist.
Victorian Liberal Government	Calls for expressions of interest about site. Consults residents about site.	Developing a site that the local residents are happy with	Soc.
Residents of Port Melbourne	Angry over demolition of Centenary Bridge and general dislike of the project. Forms B.D.A.G	Keeping the heritage and character of the region.	Hist. /Soc.
Sandridge City Development Pty. Ltd.	Proposes plan involving canals, hotels	Economic benefit for locals and tourism	Econ.
Port Melbourne Council	Annoyed not consulted about project, helps B.D.A.G. organize forum	Preventing project from going ahead	Pol.

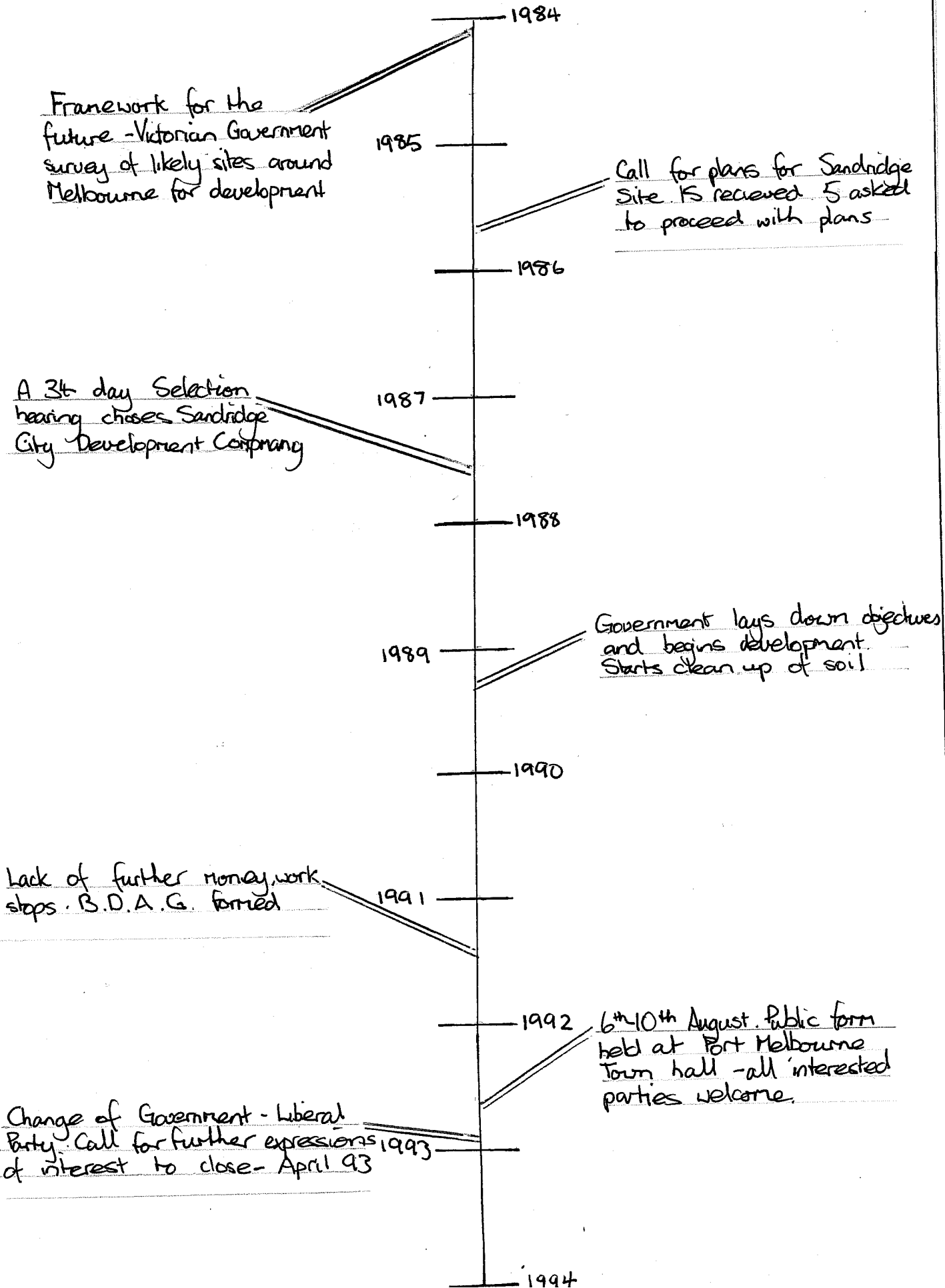
B.D.A.G	Formed by residents unhappy about the project and about not being consulted. Holds forum at Port Melb. town hall to voice public opinion.	Preventing project from going ahead	Pol.
National Trust	Wants to save Beacons, Missions to Seamans Building and Railway Building	Heritage	Hist.

Word Count : 175



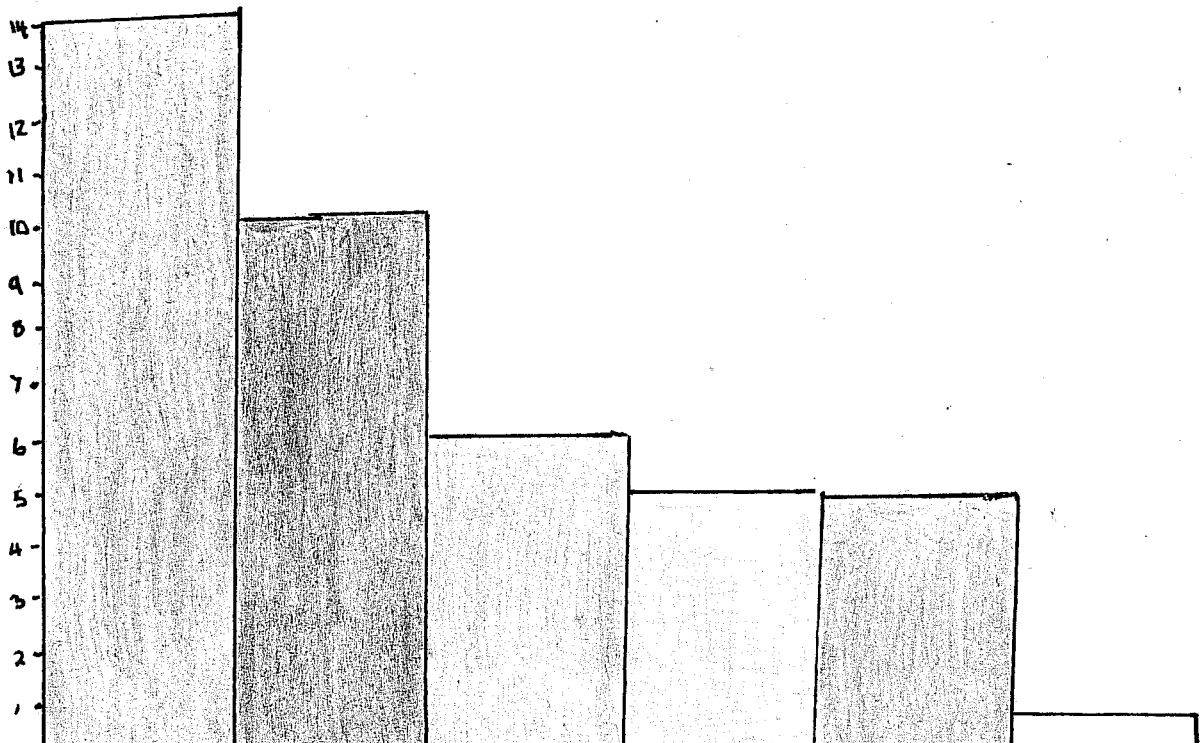
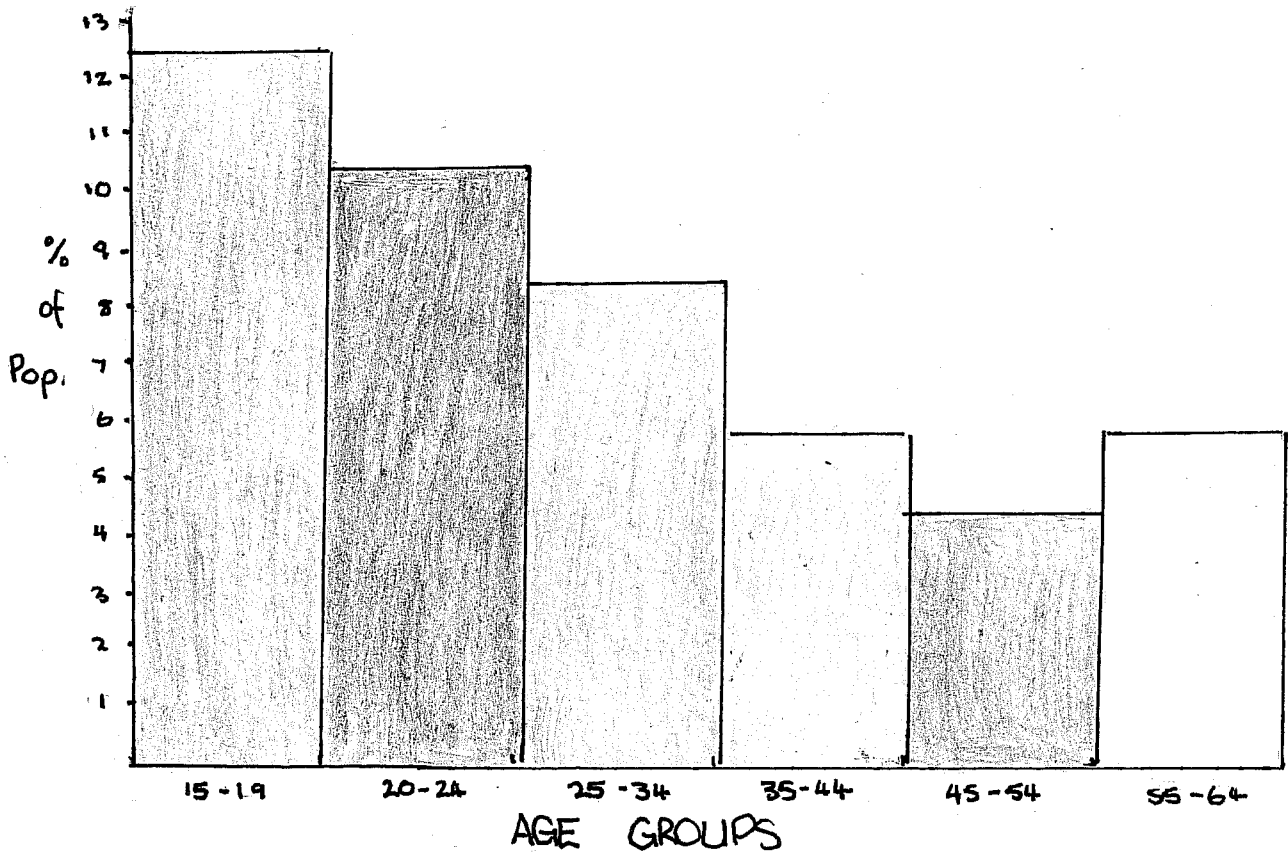
Photo 11. Swallows St.

TIME LINE



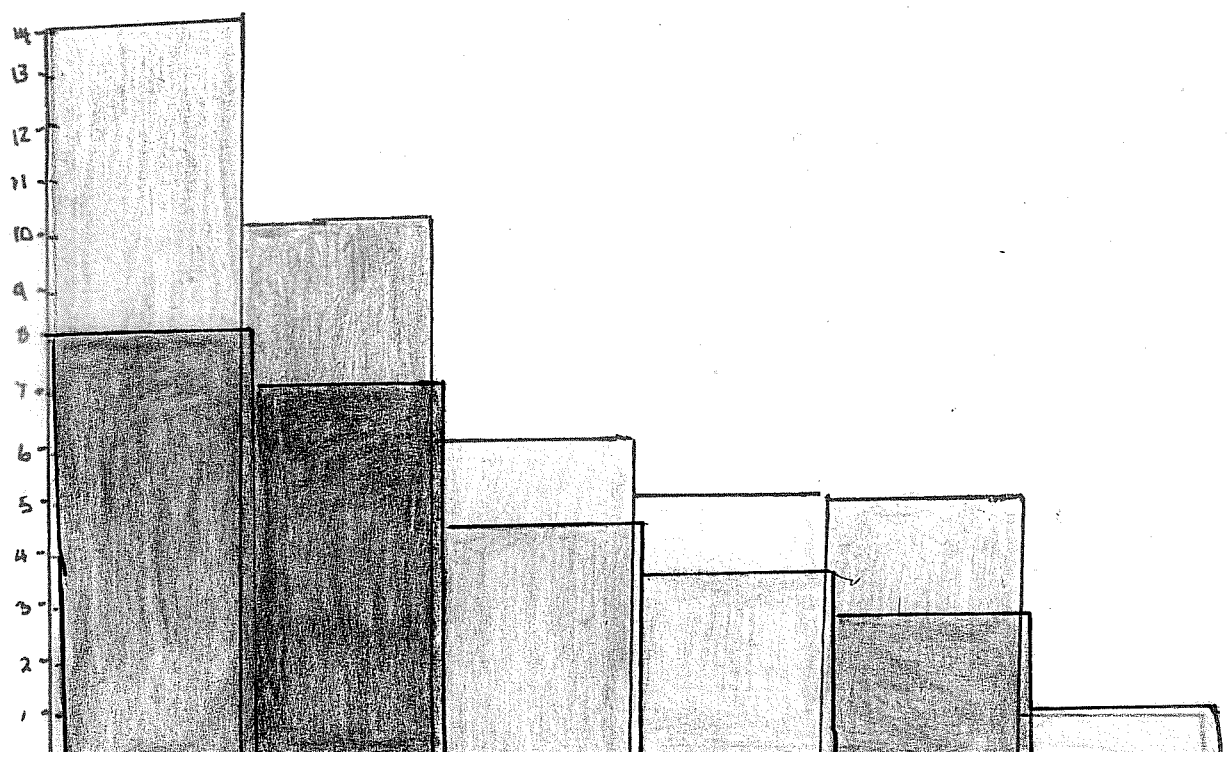
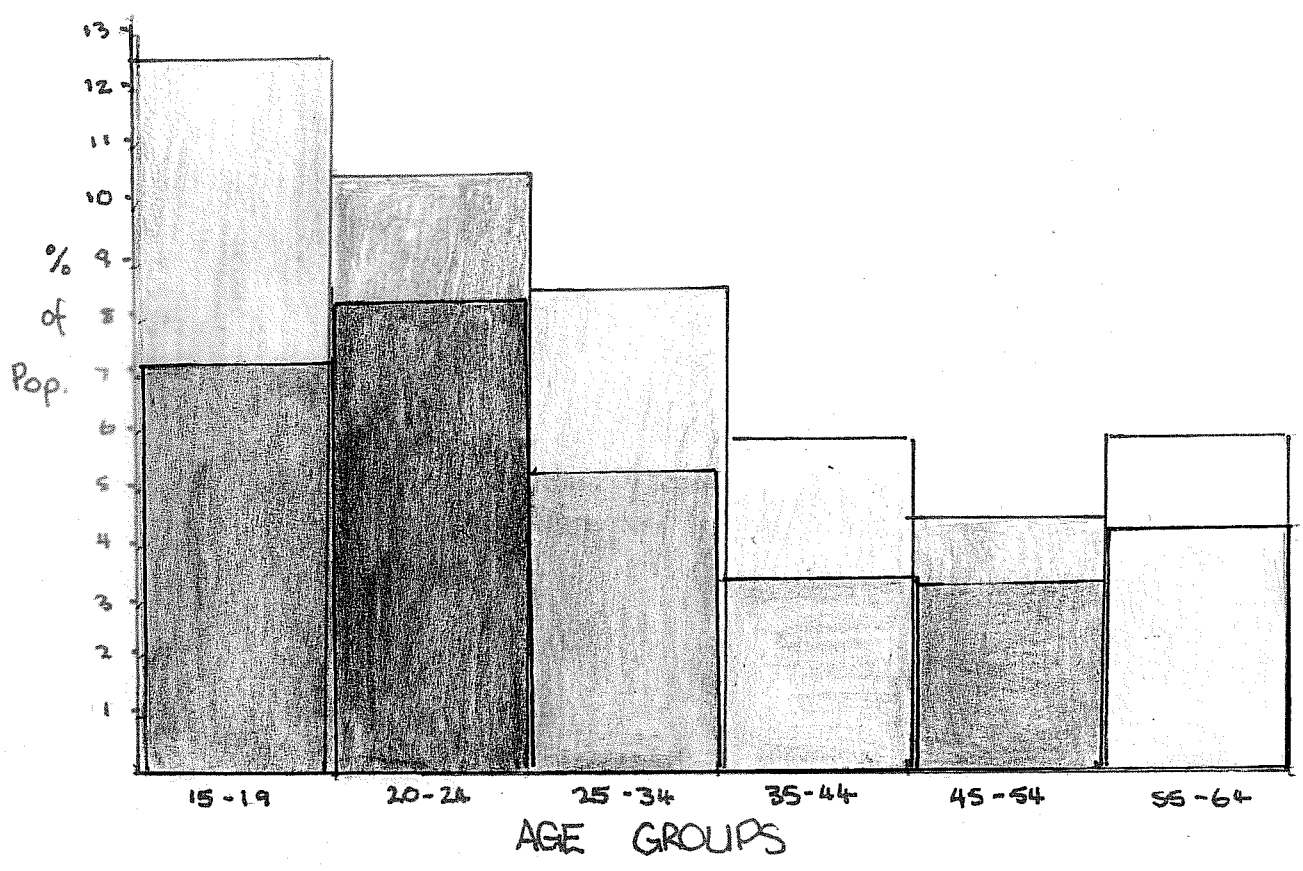
UNEMPLOYMENT STATISTICS IN PORT MELBOURNE

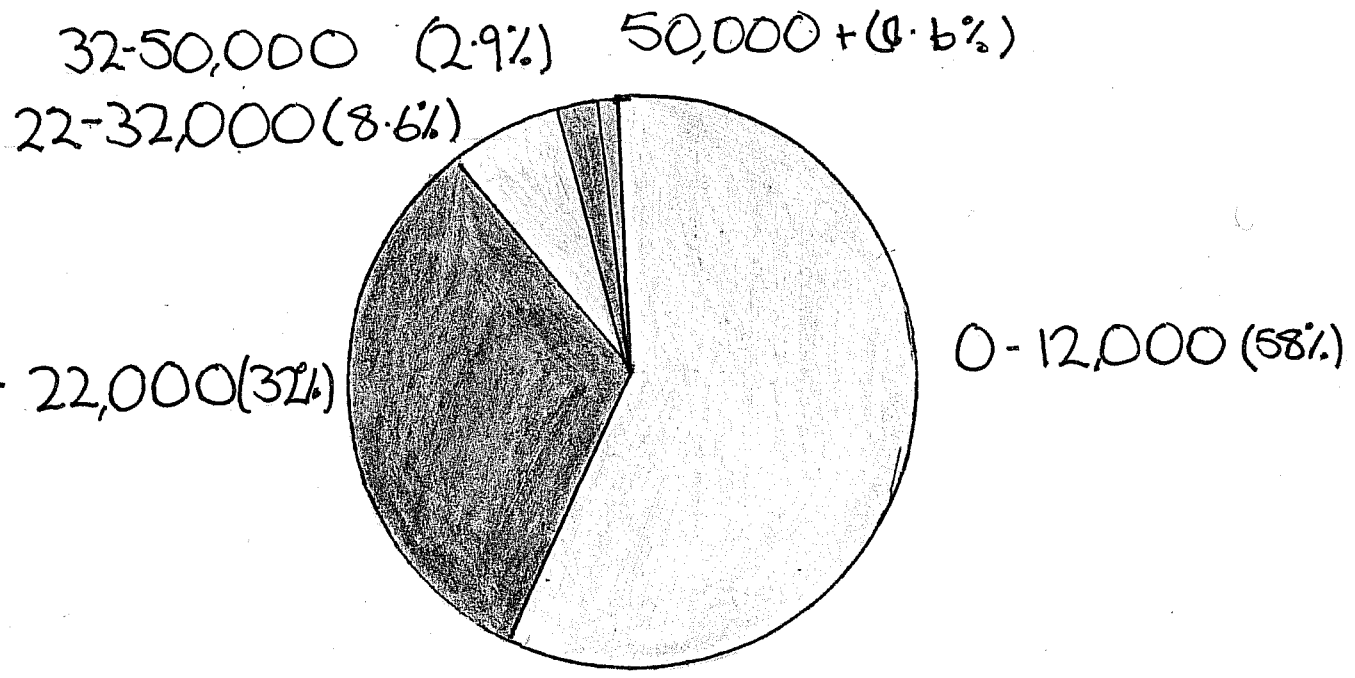
Q38
9514 8305G



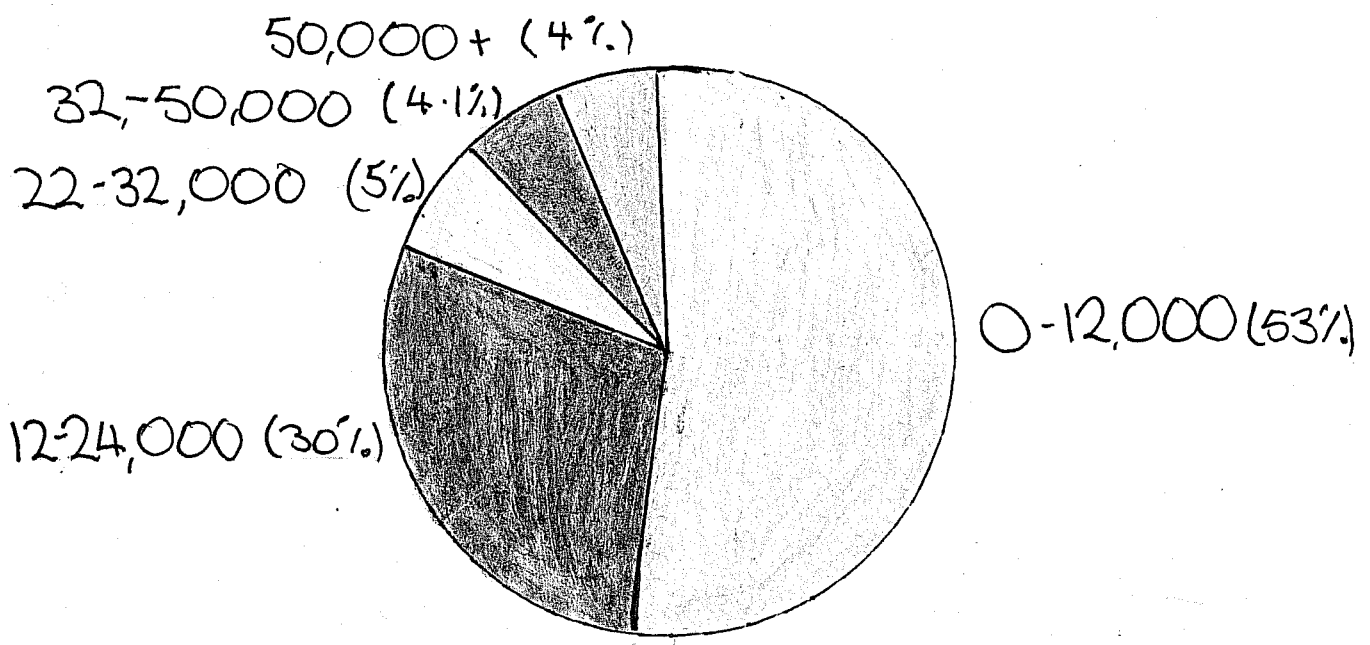
UNEMPLOYMENT STATISTICS IN PORT MELBOURNE & MELBOURNE AVERAGE (Overlay)

9514 83059
9514 83059





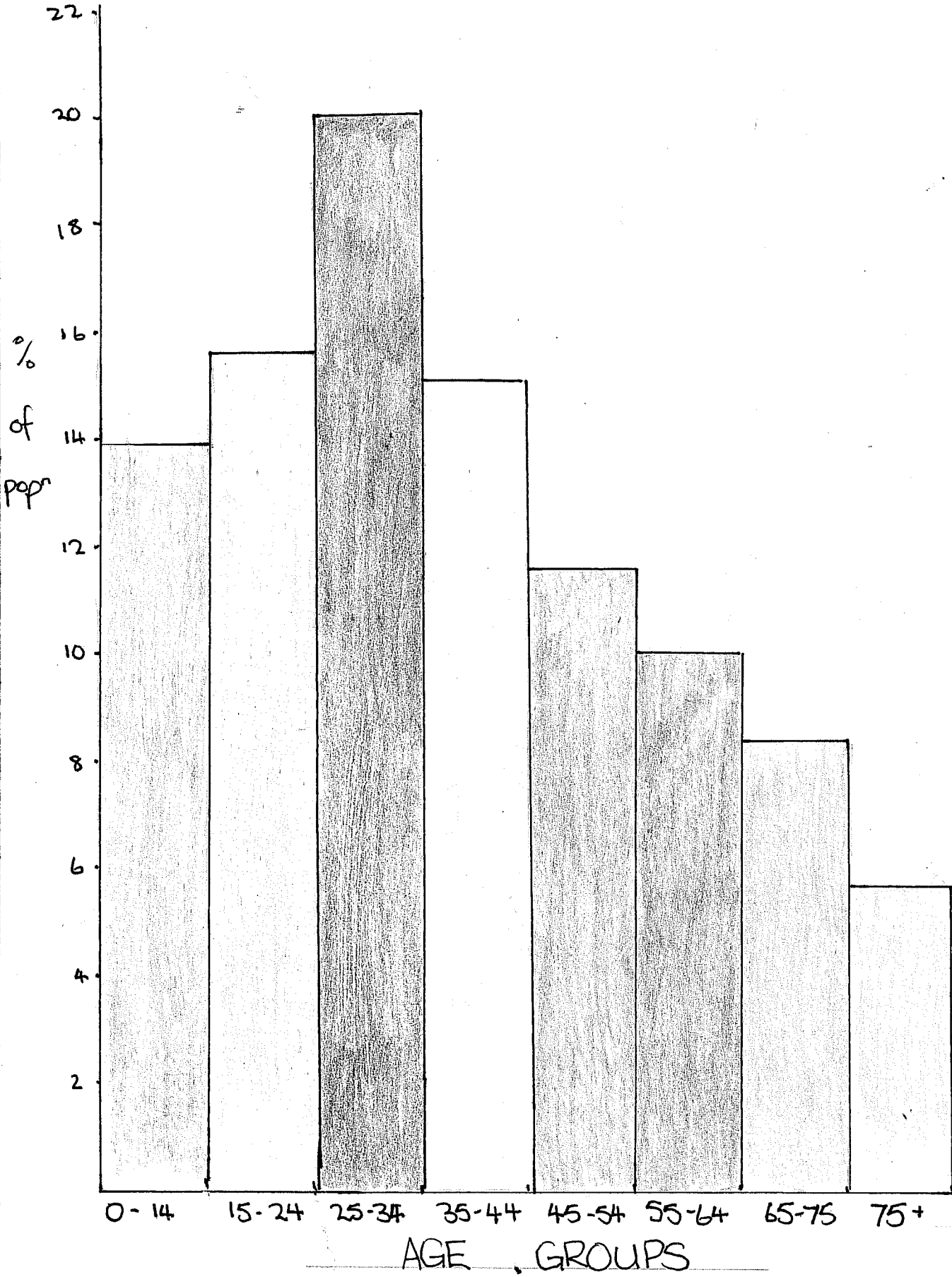
INCOME DISTRIBUTION IN MELBOURNE
 (Average)



AGE DISTRIBUTION IN PORT MELBOURNE

Fig 1-8

951483056



CRITERION 4

OPTION 1 : This plan involves developing the site as a tourist/ shopping based type area with residential allotments available at cheap, medium and high cost. This proposal will bring in high returns to the government and the suburb, as well as increasing employment in the area, which it needs (see figure 16)

Features of this development are the shopping complex, as a number of interviewees said they would like to see more shops or a shopping complex. Restaurants and tourist shops along the waterfront edge of the complex, which will greet tourists as they leave Station Pier.

The Port Melbourne Railway Station will be restored as a part of this plan. This will please the residents and National Trust. (see C2)

As we found in the interviews with people in Bay Street, quite a few people would like to see some kind of sports complex incorporated into the development, which is what has been done here.

The seawall between the two piers will be destroyed and replaced with sand to reclaim the beach. (see photo 7)



Photo 7. Sea wall to be demolished and replaced with beach.

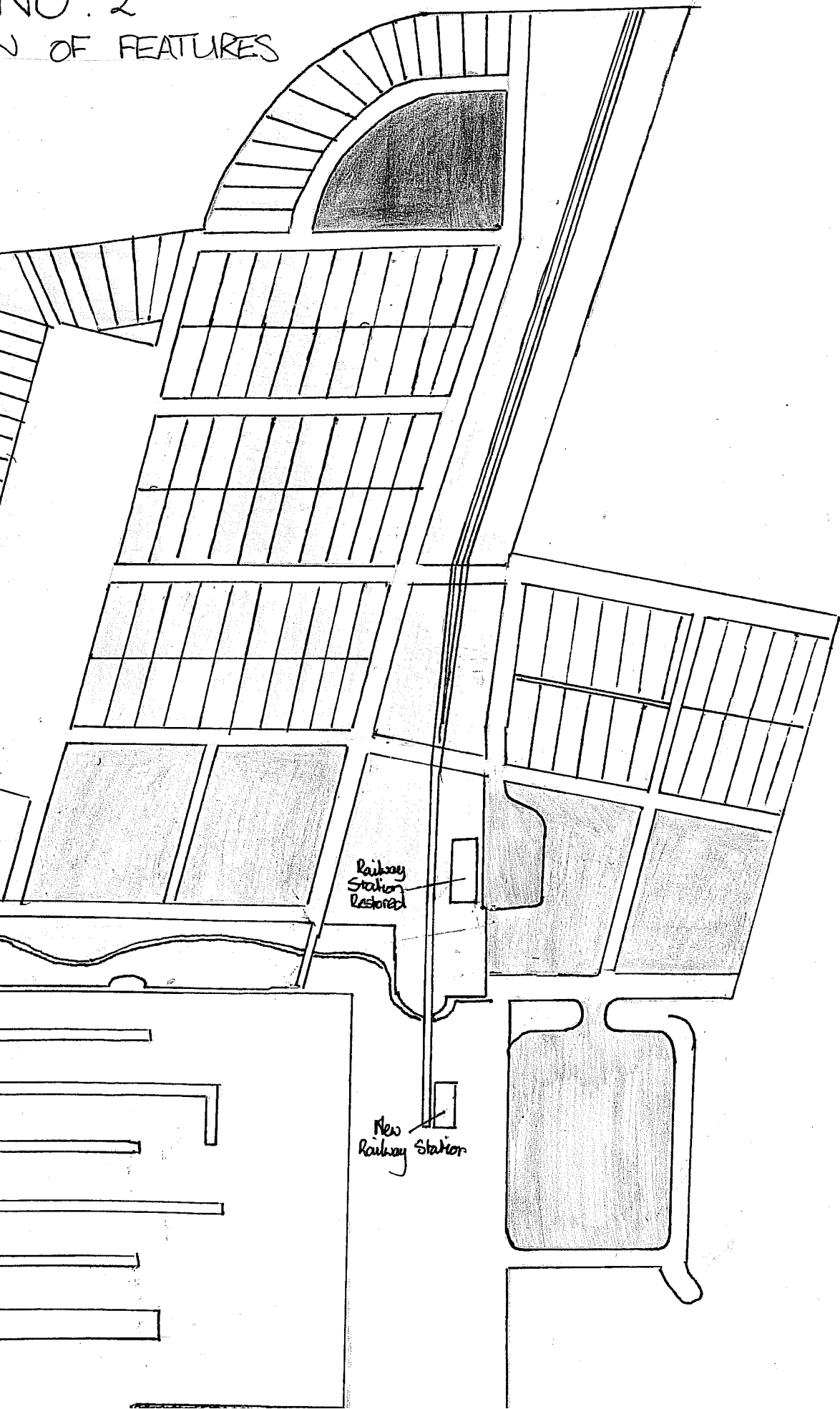
OPTION 2 : This plan is involves developing the site as a residential type area, incorporating a marina into the scheme. The residential areas in this development will mostly be terrace-type housing , all at medium cost. This will please the residents as they don't want a change in the character of the area or the social make up of the area.(see C2) Along the waterfront will be built a number of multi-storey apartment buildings, while the others will have first floor commercial, with either shops or restaurants occupying the ground floor, and residential occupying the rest of the building. Housing for the aged is also a feature of this plan, with 25% of Port Melbourne residents being 60+.(See Fig 1.8) The Missions to Seamans building will be restored, along with the railway station. This will please the residents and National Trust. The railway line will be extended further up the Station Pier so that tourists leaving the ships only have a short walk to the station for a quick ride into the city. This will please the tourists.

OPTION 3 : This plan is an almost exact replica of the original plan drawn up by Sandridge City Development Pty. Lmt. The plan involves developing the area as a tourist type area with a alot of commercial development. This plan also features canals and a large marina with a Yacht Club. This plan would please the government as it would bring in tourists and high returns. Houses would be built in a terrace style, similar to those in the surrounding region. These would blend with the area, which will please the residents. Prices of houses would vary, depending on location. There will be two hotels, and as a tourist attraction, an aquarium will be built. This will interest tourists and increase spending in the area as well as employment which it needs(see fig 1.6). Quite a bit of land is set aside for commercial areas in this plan, for the same reason. The Missions to Seamans building will be restored, as well as the railway station. This will please the National Trust and residents.

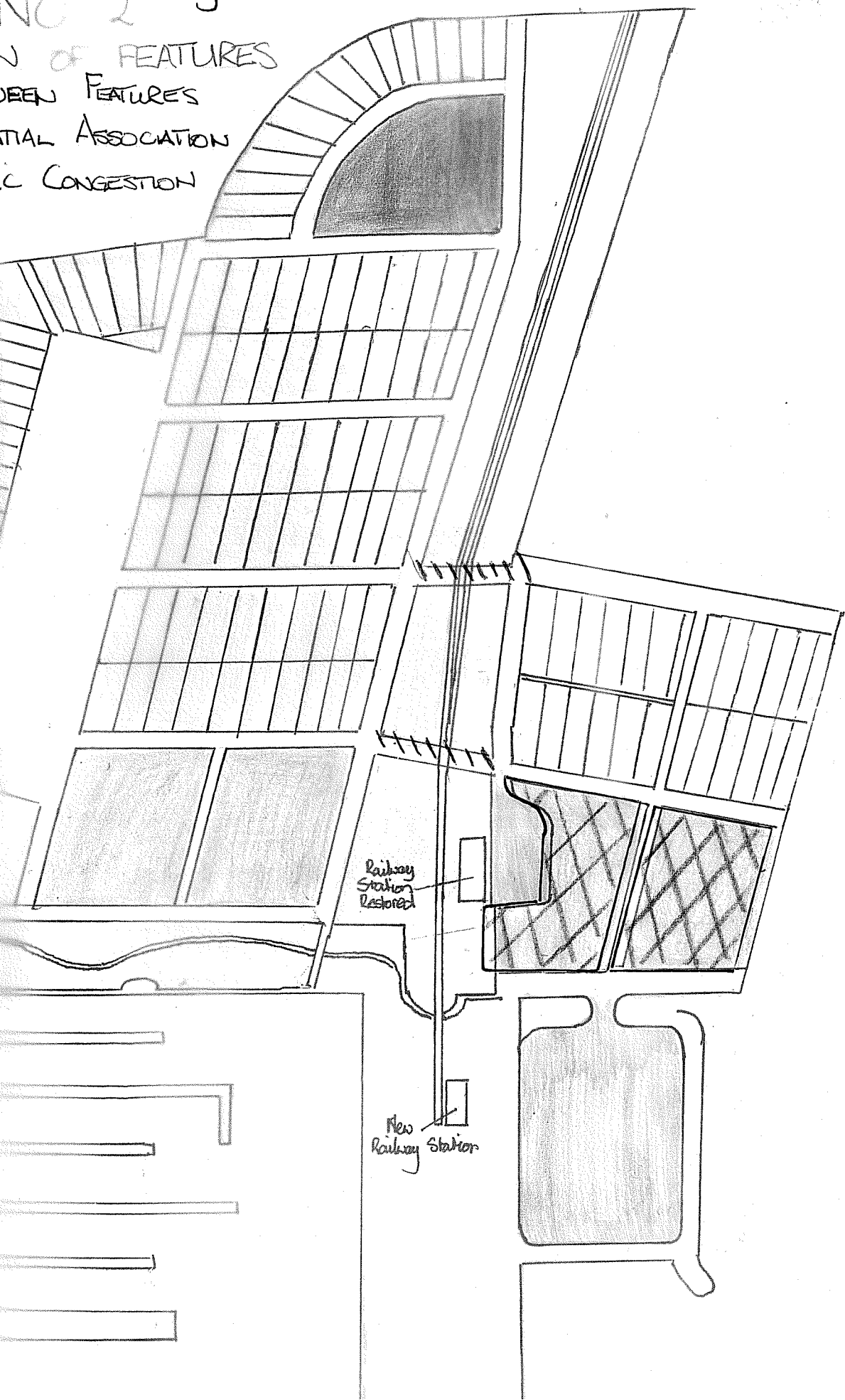
Word count : 522

NO. 2
OF FEATURES

9514830567

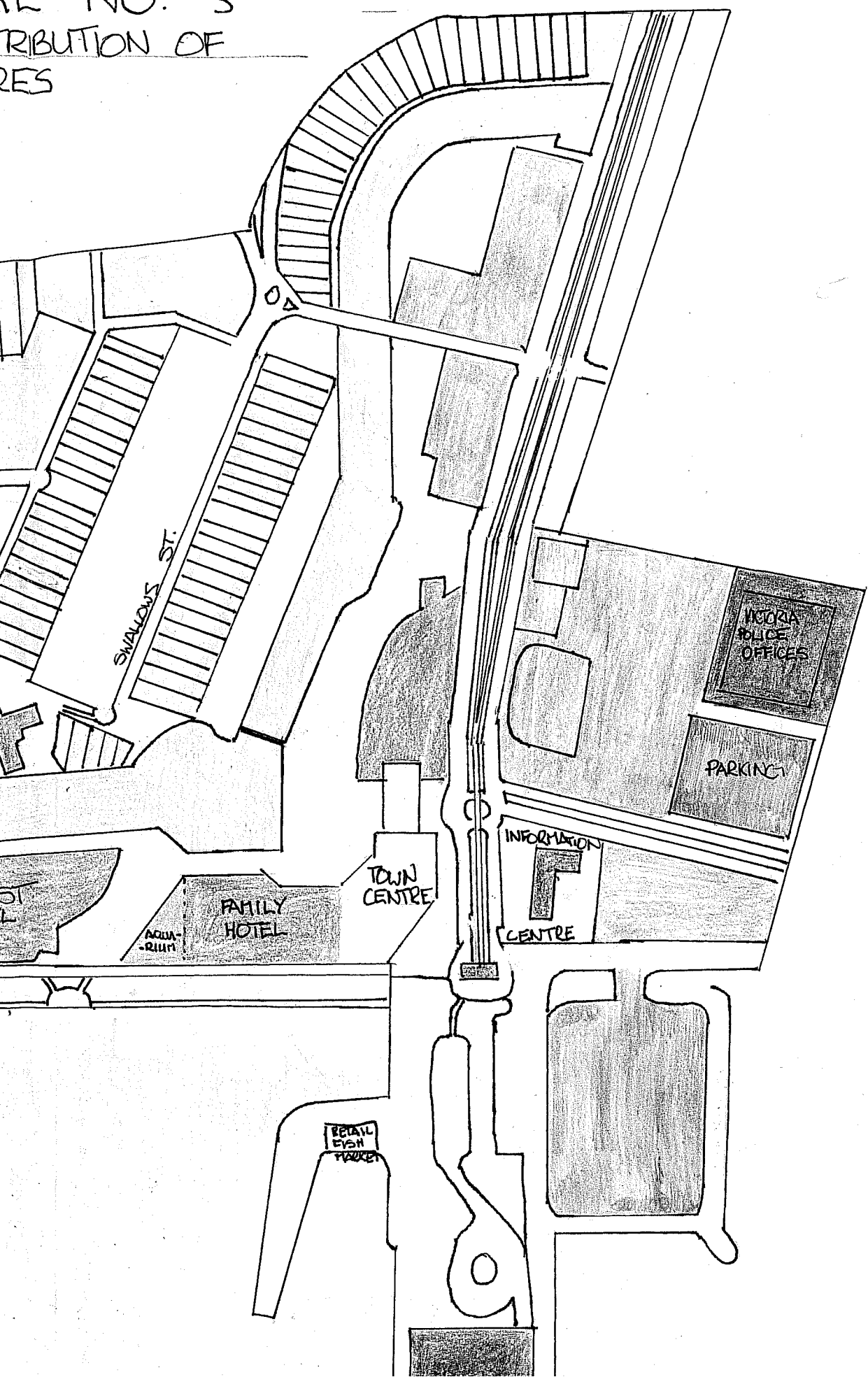


OF FEATURES
BETWEEN FEATURES
INITIAL ASSOCIATION
CONGESTION






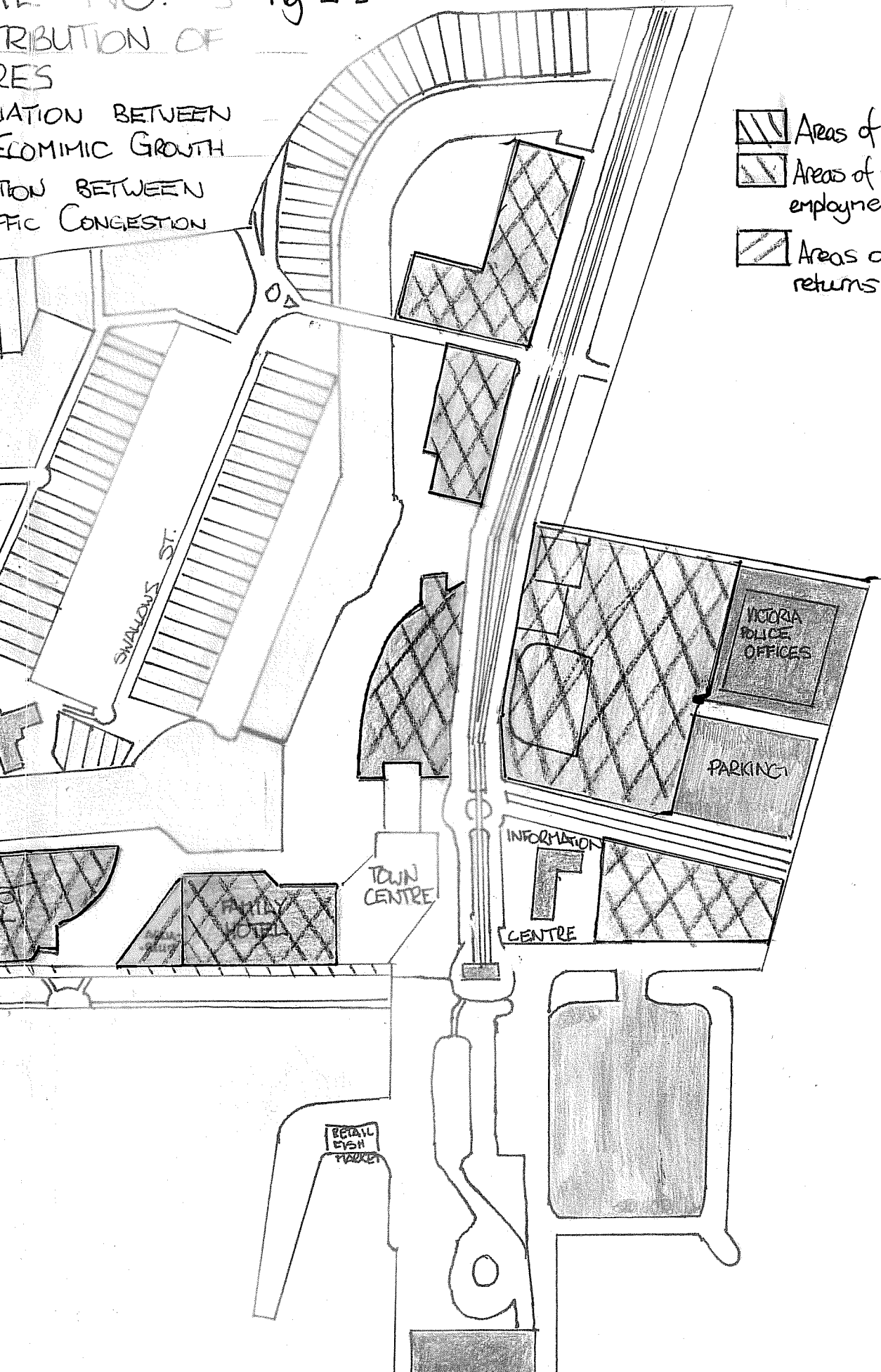
AL NO. 3
DISTRIBUTION OF
RES

95148305 G

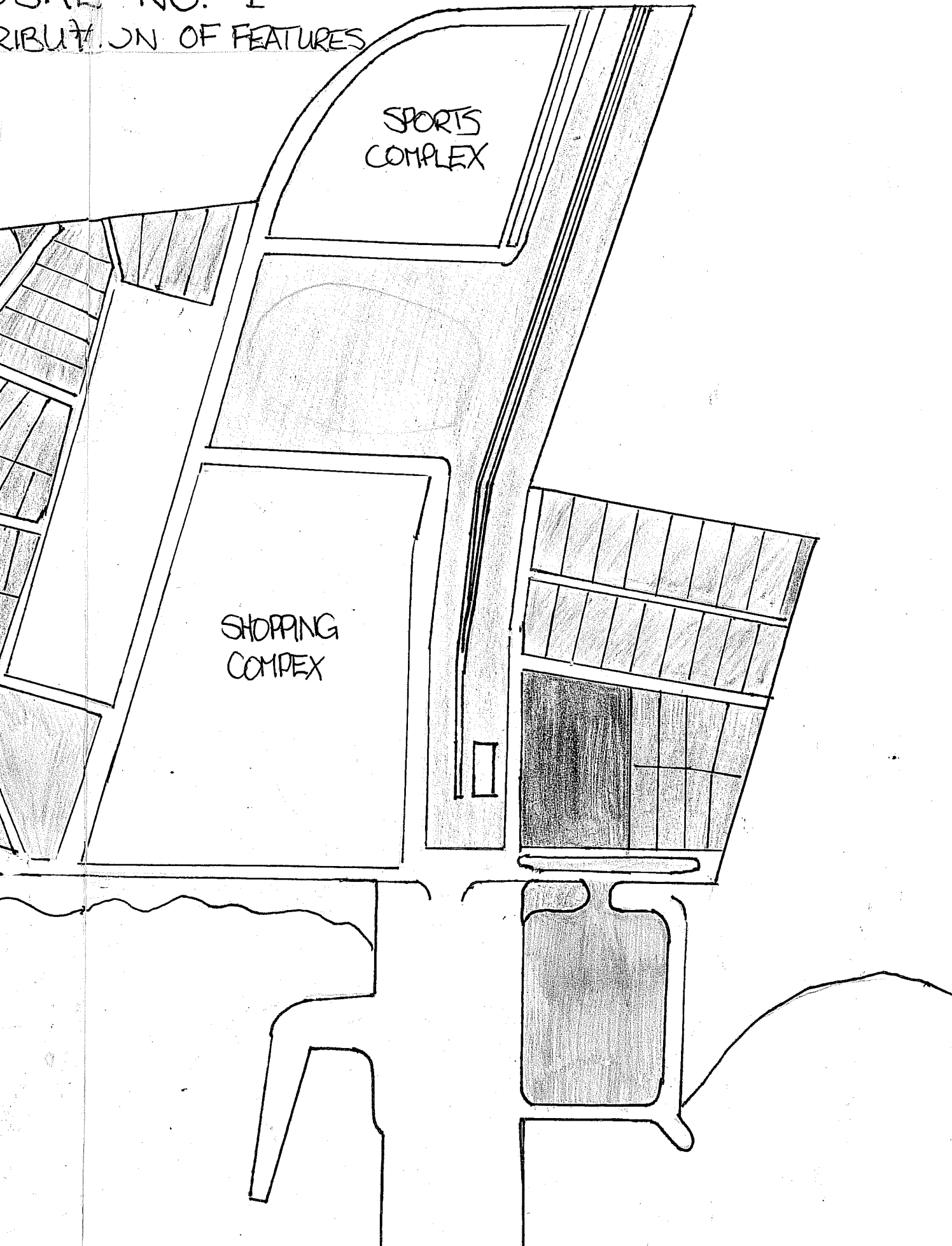


DISTRIBUTION OF
RES
ATION BETWEEN
ECOMIC GROWTH
TION BETWEEN
FFIC CONGESTION

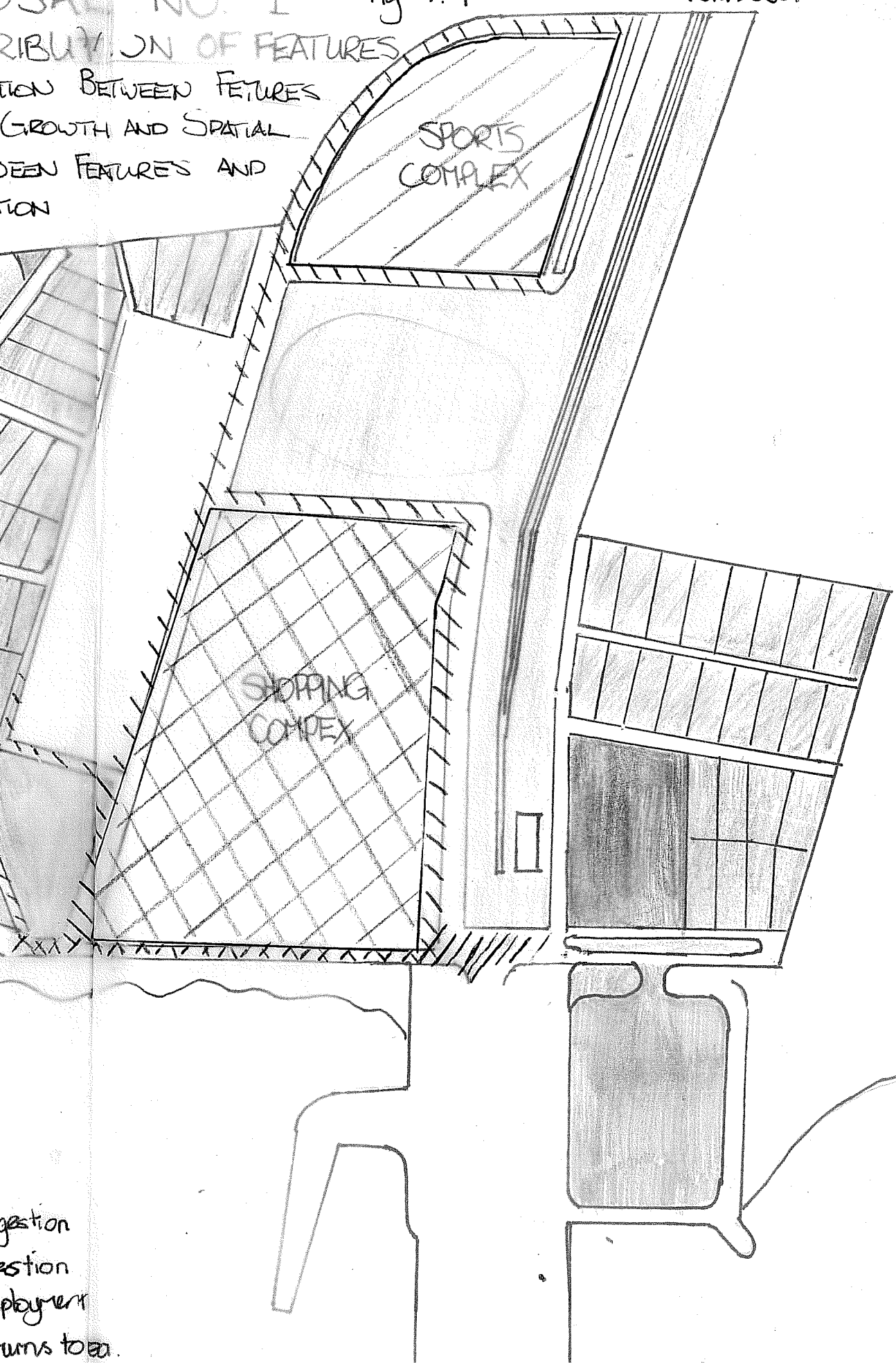
-  Areas of Parking Congestion
-  Areas of increased employment
-  Areas of increased returns to area



DISTRIBUTION OF FEATURES



DISTRIBUTION OF FEATURES
RELATIONSHIP BETWEEN FEATURES
GROWTH AND SPATIAL
RELATIONSHIP BETWEEN FEATURES AND
FUNCTION



generation
generation
playment
turns to a.

CRITERION 5

OPTION 1 : There would be various problems facing this development. The car park that would be used by people using the shopping complex is too small, and this would cause parking pressures on the surrounding region (see fig 1.9) and the shopping centre itself would create traffic increases in the surrounding region. The different price ranges would change the social make up of the area as well as the character, and the residents strongly oppose this sort of development. (see C2) The shopping centre would also compete with the shops in Bay Street and could ruin many businesses there.

On the other hand, the development would increase employment and earnings in the region (see overlay) as well as bring tourism with the establishment of the hotels.

OPTION 2 : There is no major problems facing this development, as it does not change the character of the area or cause traffic problems. There is a chance, though that the shops could compete with those in Bay St, although not to the extent of Option 1. This plan however, does not offer the same economic returns to the area as Option 1. It offers a little in increased employment (see fig 2.1) but not increased tourism. This is the kind of the development the residents would be happy with. (see C2)

OPTION 3 : This plan would offer alot in economic returns to the surrounding region, with the hotels and aquarium bringing in tourist dollars. The commercial side of the development could compete with Bay Street, (see fig 2.2) and the different price ranges would change the social make up of the area as well as changing the character. The residents also dislike the idea of canals. (see C2)

Although this plan would increase employment in the area, it would certainly be very unpopular with the locals, which it has proven to be in the past.

Word count : 310



CRITERION 6

SELECTION CRITERIA	WHY A GOOD ONE TO CHOOSE	FIELD EVIDENCE
TOURISM	As the development lies in an area which is a sea-faring tourist's first glimpse of Melbourne	See location map
RESIDENTS APPROVAL	As public disapproval was partly reason why last development didn't go ahead	History
CHANGE OF CHARACTER	As residents proud of their heritage and don't want drastic changes	History
ECONOMIC RETURNS	As area is not wealthy, and could do with increased income	See graph
RETENTION OF HISTORICAL BUILDINGS	As the site contains quite a few significant old buildings	See location map
COMPETITION WITH SURROUNDING AREA	If to many shops are built on the site then Bay Street will lose its business	History

Word Count : 114

CRITERION 7 :
OPTION 1
SELECTION OF MANAGEMENT OPTION

Tourism : The option should include tourist attracting facilities, due to it's ideal location for such facilities, at the stop off point for sea travellers. The more stars indicate the more Tourist facilities incorporated into the scheme

Residents approval : The residents approval of the project is rather important as if the locals are unhappy about the project, it will be unlikely to go ahead. The more stars, the more likelihood that the locals will be happy with the scheme

Change in character : The development should blend in as much as possible with the surrounding area, so that the residents and council will remain happy with the scheme. The more stars, the less it will change the character of the area.

Economic Returns : The development should generate alot of money and employment in the area as it is not a wealthy area and the money would give the suburb a boost. The more stars, the more returns the proposal will give th area

Retention of Historical Buildings : The site contains many historical buildings which should be kept and restored if possible. More stars mean more buildings are saved

Competition with the surrounding area : The development should not compete with shops in Bay St as this will cause businesses to close down. Many stars indicate that the development will not cause competition with the surrounding area.

Word Count : 225

CRITERIA FOR OPTION 1	
TOURISM	* * * *
RESIDENTS APPROVAL	* *
CHANGE IN CHARACTER	*
ECONOMIC RETURNS	* * * *
RETENTION OF HISTORICAL BUILDINGS	*
COMPETITION WITH THE SURROUNDING AREA	*

Total number of stars : 13

CRITERIA FOR OPTION 2	
TOURISM	*
RESIDENTS APPROVAL	* * * *
CHANGE IN CHARACTER	* * * *
ECONOMIC RETURNS	* *
RETENTION OF HISTORICAL BUILDINGS	* * * *
COMPETITION WITH THE SURROUNDING AREA	* *

Total number of stars : 17

CRITERIA FOR OPTION 3	
TOURISM	* * * *
RESIDENTS APPROVAL	*
CHANGE IN CHARACTER	*
ECONOMIC RETURNS	* * * *
RETENTION OF HISTORICAL BUILDINGS	* * *
COMPETITION WITH THE SURROUNDING AREA	*

Total Number of stars : 14

Word Count : 72

CRITERION 8

As we can see from the above tables, Option 2 is the best possible proposal for the Sandridge site. Although it is not going to be a large money generator and please the government, being a mostly residential based plan, it will please the locals by not altering the nature of the region. The proposal will pay itself off over time as it contains commercial space for shops and these would create employment in the area, as well as increased earnings. This option will also satisfy the National Trust by retaining all historical buildings.

This development partially resolves the issue, as there is no way that one development could please everyone.

Word Count : 111

ACKNOWLEDGEMENTS

Teacher, Mr Barry Pemberton
Class Members
Residents of Port Melbourne
Mr John Shields, Office of Major Projects, Department of Planning
and Development.

Word Count : 1998

APPENDIX "A"
SURVEY SHEET

CAT 2 FIELDWORK REPORT SANDRIDGE DEVELOPMENT SITE.

1. OCCUPATION: GENDER:
AGE GROUP: 0 - 10; 10 - 20; 20- 30; 30- 40, 40 +
2. ARE YOU A RESIDENT OF PORT MELBOURNE? FOR HOW LONG ?
ELSEWHERE: HOW FREQUENTLY DO YOU VISIT?
HOW DO YOU USE THE AREA ?

3. WHAT ARE THE ADVANTAGES OF PORT MELBOURNE ?

{ WHAT ARE THE DISADVANTAGES, IF ANY ?
ARE THERE ANY FACILITIES OR SERVICES LACKING IN P.M. ?

4. ARE YOU IN FAVOUR OF THE ORIGINAL PLAN FOR THE SANDRIDGE DEVELOPMENT ? (WHY ?)

HOW DO YOU THINK THE SITE SHOULD BE USED OR DEVELOPED ?

5. CAN YOU SEE ANY PROBLEMS THIS DEVELOPMENT MIGHT CAUSE ?

6. DO YOU THINK THIS DEVELOPMENT SHOULD BE FOR LOCALS OR