St Kilda Triangle
Design Feasibility for a Live Music and Performance Venue

CITY OF PORT PHILLIP

Council respectfully acknowledges the Traditional Owners of this
land, the people of the Kulin Nations. We pay our respect to their
Elders, both past and present. We acknowledge and uphold their
continuing relationship to this land.

Contents

Date	Status	Compiled by	Authorised
19.06.2023	DRAFT V1	JB	RM
21.07.2023	DRAFT V2	JB	RM
24.08.2023	DRAFT V3	JB	RM

Executive summary
St Kilda Triangle transformed

The St Kilda Triangle, home of the iconic and thriving Palais Theatre, has been at the forefront of the live music and performance scene in Melbourne for over a century.

CONTEXT AND OPPORTUNITY

The Palais de Danse III (later renamed the Palace Entertainment Centre) opened on the site immediately adjacent to the Palais Theatre in 1972 and was destroyed by fire in 2007. The site, now an ageing car park, presents a once-in-a-generation opportunity to create something unique and special for Melbourne.

In September 2022, the City of Port Phillip ('Council') elected to progress with a feasibility study for the St Kilda Triangle to assess the viability of a live music and performance venue at this site. The declaration of St Kilda as Victoria's first live music precinct in July 2023 enhances the opportunity for the St Kilda Triangle to play a key role in the future of St Kilda's live music scene.

Previous proposals for the St Kilda Triangle explored development options that were not broadly supported or are no longer feasible in the current context. Notwithstanding this, these proposals helped clarify what is important to the local community and have been supported by a context analysis. These priorities have underscored this feasibility study and have formed a series of design principles to guide the project throughout its evolution.

OUR PROCESS

Feasibility works commenced with a market sounding exercise to investigate the demand for a live music venue. Specialist consultants engaged with the live music industry to obtain its views on whether there is any demand that is not currently being met by the range of venues in Melbourne. Industry input was also sought to define the requirements of a venue in terms of size (i.e. building area), capacity (i.e. patron numbers), format (i.e. seated, standing, or flexible), critical infrastructure or design features, and their views on the inclusion of complementary uses or facilities.

These works were accompanied by a usage assessment of the St Kilda Triangle car park, which incorporated intercept surveys and a revenue analysis, to investigate how car park usage could be impacted by potential development of the site.

Together, this information has underpinned the design feasibility process, with the aim of investigating how a live music venue might be accommodated on the site.

THIS REPORT

The Design Feasibility for a Live Music and Performance Venue presents the results of an iterative design process. It summarises key material that has informed the evolution of several design options, exploring variations in venue capacity, car parking, ancillary uses, and the public realm. The report also details the process for arriving at a preferred option that illustrates the viability of a live music and performance venue at the St Kilda Triangle.

This report is not intended as a final design solution or masterplan for the site. Instead, the feasibility study provides an indication of how a live music and performance venue that meets market demand can be accommodated on this site. It also demonstrates how this venue integrates with and enhances the surrounding context. It is hoped that this document will generate interest and valuable feedback that can be used to inform any subsequent work.

While feedback is being sought on the work done to date, a commercial analysis is progressing, which will assess the financial viability of the design options. This analysis will be used to inform the development, operating, and contracting strategy that would be best suited to deliver this project.

Fig. A.1 Luna Park, Palais Theatre and Lower Esplanade [ca. 1948]
Source: State Library of Victoria

Fig. A.2 St. Kilda Triangle today
Source: City of Port Phillip

Artist's impression of the indicative site concept for a live music and
performance venue at the st kilda triangle.
Source: MGS Architects

Project overview
Indicative site plan

This project is anchored in the concept of a live music and performance venue that should be delivered within the spirit and intent of the 2016 St Kilda Triangle Masterplan. The core venue has been tested and developed to complement the Palais Theatre as part of a successfully reinvigorated St Kilda Triangle precinct.

SITE APPROACH

The site plan addresses the requirements of the live music and performance venue that were identified through the market sounding process. The area allocated for the venue is indicative of the space required for a facility with a 5000 audience capacity. The site arrangement prioritises public open space, while accommodating a significant amount of car parking and allowing opportunities for potential complementary facilities on the site.

The venue aligns with the frontage of the Palais Theatre to reinforce the creation of a pedestrian link extending from Luna Park to the existing plaza on the foreshore side of Jacka Boulevard. Consideration of the existing balcony views from The Esplanade as well as views of the Palais Theatre and Luna Park has informed the siting and height of all indicative buildings.

The site plan respects the existing lease boundary of the Palais Theatre and assumes no works can occur within this zone. While there may be an opportunity to integrate the development with the Palais, this has been excluded from the scope of this feasibility study, but it can be explored if the project progresses to further stages.

THE VENUE

The site plan is anchored around the provision of a 5000 audience capacity double-level live music and performance venue. The venue includes an upper level designed to accommodate 1000 of the 5000 audience capacity.

The venue includes a multi-purpose space on the upper level with a capacity of approximately 350 people. This space can function independently as a performance and event space when required. This space is adjacent to an outdoor terrace which affords views towards The Esplanade and the Bay, enhancing the connection of the venue to the outside.

The venue contains amenities that are in line with market expectations of a venue of its size. To minimise the visibility of back-of-house facilities on the site, loading and unloading have been consolidated to the rear of the venue, adjacent to the existing back-of-house facilities for the Palais. The venue utilises Cavell Street as a service entrance to separate this from the principal vehicular access off Jacka Boulevard. In addition to these requirements, the site plan indicates potential spaces for additional tenancies which can complement the core usage of the venue and increase the vitality and activation of the site.

CAR PARKING

The site plan incorporates approximately 200 car spaces in a semi-basement contained within the footprint of the venue. The size of this footprint allows for 200 cars on a single level. Due to the existing fall across the site (from the Lower Esplanade towards Jacka Boulevard), a semi-basement enables on-grade entry from Jacka Boulevard and requires partial excavation near the Lower Esplanade. This arrangement has the benefit of minimising excavation on the site, which is preferable given the cost and existing site conditions.

PUBLIC REALM

The indicative site plan creates a generous amount of new public space that includes a range of flexible landscaped spaces that allows for passive, active and contemplative enjoyment, and can host events and performances. The design centres upon a pedestrian link connecting the foreshore with Luna Park, the Palais Theatre and on to Acland and Fitzroy Streets.

FUTURE DEVELOPMENT SITE

To the south of the Palais Theatre, a portion of the site is proposed as an on-grade car parking area to accommodate approximately 40 car spaces. This area of the site will supplement the car parking provided beneath the venue. There is an opportunity for this area to be developed at a later stage.

Fig. A.3 Indicative site plan
Source: MGS Architects & GLAS Landscape Architects

An important site located within a passionate and engaged community.

Photo: St Kilda Festival 2023 by Josh Braybrook

Context

1

Introduction
Design Feasibility for a Live Music and Performance Venue

St Kilda Triangle is a key part of St Kilda's story, situated within a passionate and engaged community. This project provides an exciting opportunity to implement the key ideas from the previous 2016 St Kilda Triangle Masterplan, alongside current ambitions. If successfully realised, it will result in a thriving community precinct anchored by performance and event infrastructure.

Fig. 1.1 St Kilda Triangle Feasibility timeline

PROJECT OVERVIEW

The core aim of this project is to identify and assess the feasibility of development options for the site, anchored by the concept of a live music and performance space. The intention of this process is to investigate how such a venue could be delivered in the context of the Council's endorsed 2016 St Kilda Triangle Masterplan (2016 Masterplan) and current ambitions, considering the specific requirements of such a venue, probable costs, and delivery models.

PROJECT TEAM

In early 2023, the Council undertook a competitive tender process to solicit proposals from suitably qualified parties to undertake the feasibility study. The successful team for the Design and Feasibility Report comprised MGS Architects in conjunction with sub-consultants with expertise in landscape architecture, Indigenous engagement, environmentally sustainable design, traffic engineering, and cost planning.

The design team also drew upon the expertise of a 'Challenge Panel' with experience in the fields of events, music promotion, and development. This panel provided input into the design feasibility work as it progressed.

A strategic commercial consultant and a music industry specialist were also engaged by the Council to carry out a market sounding exercise with the live music and performance industry.

PROJECT TEAM

MGS Architects
Lead master planner, architects, project management

GLAS Urban
Landscape architecture and public realm

Waters Consultancy
Indigenous engagement

HIP V. HYPE
Sustainability

Movement and Place
Transport

WT Partnership
Cost planning

PARTNERS

M21 Advisory
Commercial feasibility

Patrick Donovan Creative Consulting
Creative industry strategy

CHALLENGE PANEL

Jaddan Comerford
Director and CEO, Unified Music Group

Kate Brennan
Former CEO of Federation Square

Kate Duncan
CEO, The Push
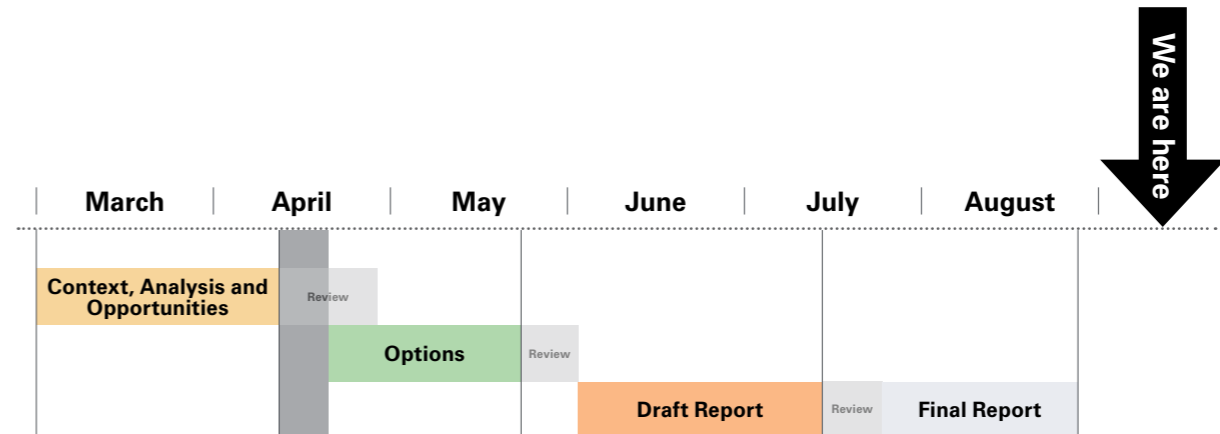

Fig. 1.2 St Kilda Triangle precinct study area
Note: While the site of the Palais Theatre is not within the formal scope of the project, it is considered as a core anchor within the larger redevelopment zone.
Source: MGS Architects

Project methodology
Design process

The design feasibility utilised an iterative process to investigate different options for the venue and car parking, and from this, develop an indicative site plan. This process focused on a series of workshops with Councillors held between March and August 2023.

KEY MOVES

The feasibility study is grounded in a set of design principles derived from an analysis of the 2016 Masterplan for the site. These principles have guided the evolution of the project and form a series of 'Key Moves' which rationalise these principles into ideas to direct the design. These are as follows:

Music and entertainment heart – A precinct that welcomes the St Kilda community into an inclusive, creative, and vibrant place that is active throughout the day, night and year.

Connecting to the foreshore – A high quality pedestrian connection that builds on public realm upgrades and improves connections to the foreshore.

Engagement with culture and community – A gathering place that celebrates First Nations cultures and connection to Country.

A connected landscape – A connected and activated landscape that responds to its coastal location.

A balcony to the bay – A series of elevated terraces, balconies and rooftops that celebrates the foreshore setting.

Views and sightlines – A precinct that respects views towards the bay, foreshore and horizon, alongside the key heritage fabric of the Palais Theatre and Luna Park.

Access and parking – A pedestrian priority precinct, connected to public transport, with consolidated and screened car parking, loading and servicing.

Sustainability – A precinct that enables sustainability and liveability outcomes which benefit local residents, visitors and the natural environment.

DESIGN PROCESS

The design process focused on a series of workshops with Councillors held between March and August 2023. At the first workshop, the findings of the market sounding, occupancy surveys of the existing car park, and site analysis were presented. The site analysis indicated that the St Kilda Triangle presents opportunities for greater integration with surrounding context and is underutilised for much of the time.

The second workshop focused on presenting a range of design options for different audience capacities within the live music and performance venue. The options presented included single-level venues of 4000, 5000, and 6000 capacity and a double-level venue of 5000 capacity with 1000 patrons on the upper level. In tandem with this work, the design team explored options for accommodating car parking within the footprint of the venue. These options included a minimum of 25 car spaces, an option for 200 car spaces within a single-level basement, and an option for 400 car spaces within a double-level basement.

The third workshop presented developed proposals for the single-level 4000 and 5000 capacity venues and the 5000 capacity double-level venue. At this workshop, further analysis of the car parking revenue was presented. This analysis showed that peak usage of the car park occurs on the weekends and during summer and coincides with events held near the site. This workshop also included an assessment of the statutory planning pathways for delivering the project. This recommended that two possible pathways could be investigated further, should the project progress beyond this stage.

As the design feasibility work progressed beyond the market sounding undertaken in early 2023, changes in the live music scene necessitated additional market sounding. Festival Hall entered a new lease with a top-tier promoter, Live Nation, and the Port Melbourne Industrial Centre for the Arts (PICA) increased its opportunities to stage shows with audiences of 5000+. Notwithstanding this, the promoters surveyed for this analysis advised that both these venues are compromised by aspects of their location and design, and there remains a strong demand for a new purpose-built venue at the St Kilda Triangle.

The final workshop included an assessment of the design options against criteria derived from the design principles. This assessment made apparent that the option of a 5000-capacity double-level venue with 200 car spaces best demonstrated the viability of a live music and performance venue on the site. This option has several advantages over the others. It most closely aligns with the capacity preferred by the market, as it is the same as venues in Sydney (i.e. the Hordern Pavilion) and Brisbane (i.e. Fortitude Music Hall), which increases the appeal of this venue to artists touring these cities. In addition, the inclusion of a mezzanine level allows for scalability of the audience capacity, enhancing the suitability of the venue for different types of performance. The mezzanine optimises the spatial efficiency of the venue, increasing the proportion of the site available for public open space and landscaping around the perimeter of the building. The inclusion of 200 car spaces maximises the provision of car parking within the footprint of the building, with the benefit of minimising excavation and visibility of parking on the site.

Understanding the context
St Kilda's community and culture today

The following provides an overview of the project context, key drivers and changes in focus since the completion of the 2016 St Kilda Triangle Masterplan.

1

Greater support for First Nations recognition

Council respectfully acknowledges the Traditional Owners of this land, the people of the Kulin Nations. We pay our respect to their Elders, past and present. We acknowledge and uphold their continuing relationship to this land.

The land now known as the St Kilda Triangle was once shrubland, lagoons, dunes and swamps.

Celebrating First Nations voices in the built environment is a key opportunity for this project, alongside ensuring access for First Nations artists and performers to key cultural facilities.

2

Alignment with Port Phillip's sustainability goals

The City of Port Phillip has implemented a range of strategies aimed at making St Kilda environmentally sustainable.

This project provides an opportunity to showcase the City of Port Phillip's Act and Adapt: Sustainable Environment Strategy 2018-28, providing a pathway for greening, emissions reductions, climate change adaptation and resilience, water efficiency and reuse, and waste solutions.

3

Alignment with the Live Music Action Plan

The Live Music Action Plan 2021–2024 outlines what Council can and will do to future-proof live music in Port Phillip and ensure it remains a priority among competing interests and the pressures of gentrification and a growing community.

St Kilda was declared a Live Music Precinct in June 2023, with the ultimate intent of enriching and growing live music activity in St Kilda now and into the future.

4

Commitment to design excellence and inclusion

Since 1998, The City of Port Phillip has encouraged and celebrated design excellence in the locality.

Recent developments, such as the award winning Pride Centre on Fitzroy Street, have set a new benchmark for design excellence, supporting a diverse and safe neighbourhood.

5

Continued community interest in the site

St Kilda residents have a strong community spirit, with many actively engaged in promoting and preserving the area's unique character and heritage.

St Kilda Triangle site has been the subject of controversy and debate for many years, with some residents and community groups concerned about the impact of large-scale commercial development on the site.

There is an opportunity to deliver a project that finds the right balance of enhanced foreshore venue and public realm infrastructure and benefit for all.

6

Continued celebration of cultural identity

Located on the foreshore of Port Phillip Bay, St Kilda Triangle has a rich history.

The site is a popular destination for tourists and locals alike, with a range of attractions, including Luna Park, the Sunday Esplanade Market, and a range of cafes, bars, and restaurants.

The site has long represented an important bridge between the activity centre, The Esplanade and the St Kilda foreshore.

7

Contribution to economic and cultural regeneration

Following COVID-19, City of Port Phillip has implemented a number of initiatives aimed at supporting local businesses, revitalising local retail and promoting community wellbeing.

One key development has been the opening of the St Kilda Pride Centre, a purpose-built community hub for the LGBTQIA+ community that offers a range of services and resources.

St Kilda Triangle is a once-in-a-generation opportunity to boost the positive trajectory of social, cultural and economic recovery in the area.

Key documents
Strategies, plans and background documents

There are a number of important strategies, plans and background documents that are of relevance to this project. These documents have informed the thinking and development of this report.

CITY OF PORT PHILLIP DOCUMENTS

2023	Port Phillip Planning Scheme
2023	St Kilda Live Music Precinct Policy
2023	Creative and Prosperous City Strategy 2023-26
2023	Car Park Intercept Survey
2021	Council Plan 2021-31
2021	Live Action Music Plan
2018	Act and Adapt: Sustainable Environment Strategy
2017	Reconciliation Action Plan (17-19)
2017	Public Art Guidelines
2016	St Kilda Triangle Masterplan
2012	St Kilda Triangle Shared Vision
2002	St Kilda Foreshore Urban Design Framework

Draft St Kilda Live Music Precinct Policy (2023)
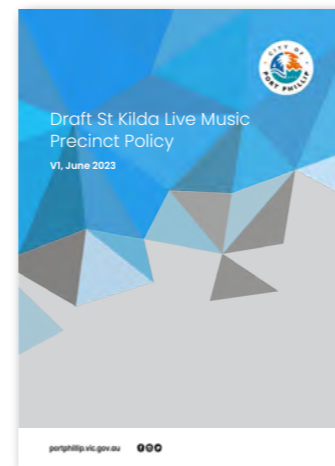
The policy formally designates a precinct to recognise the importance of the St Kilda live music scene.

This policy seeks to take the next step in finding balance between the vibrancy and vitality of a thriving live music scene, and protection of residents and their amenity.

It demonstrates Council's commitment to best practice customer service.

It will serve as a roadmap for next steps, including working with State Government.

Places for People: Public Space Strategy (2022-32)
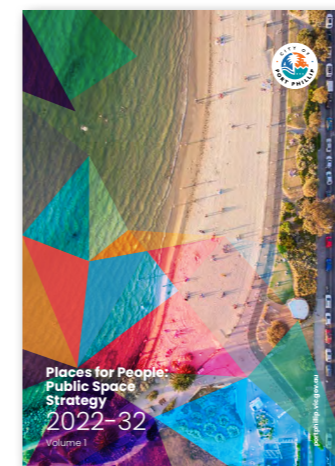
This strategy has been prepared in close collaboration with community to deliver outcomes such as:

– diverse, attractive and inclusive spaces
– blue-green spaces
– active spaces
– better access to public spaces
– sustainable spaces
– vibrant and adaptable spaces
– cultural spaces

Live Music Action Plan (2021-24)

This document outlines Council's strategy to formally future-proof live music in Port Phillip.

It aims to ensure that live music remains a priority among competing interests and the pressures of gentrification.

It recognises the vital role that live music plays in the everyday life of Port Phillip.

It acknowledges the need for an 'ecology' of spaces that support music and performance.

Act and Adapt (2018-28)

This document outlines Council's commitment to environmental sustainability for the organisation and the community

It responds to Council Plan priorities of:

– a greener, cooler and more liveable city
– a city with lower carbon emissions
– a city that is adapting and resilient to climate change
– a water sensitive city
– a sustained reduction in waste.

St Kilda Triangle Shared Vision (2012)
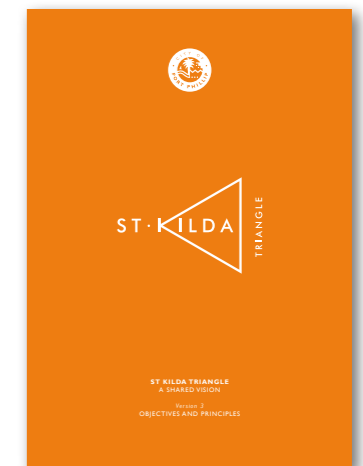
This document provides a summary of engagement undertaken in 2011 before the 2016 Masterplan. This document identifies the following as priorities for the community:

– public space
– a green landscaped space
– sustainable development
– respect surrounding context
– a strong creative arts focus
– improved beach access
– optimised public transport
– live music opportunities
– views

Key documents
St Kilda Triangle Masterplan 2016

This project builds upon previous work outlined in the endorsed 2016 St Kilda Triangle Masterplan which may underpin future stages of the project.

Fig. 1.3 St Kilda Triangle Masterplan 2016
Source: City of Port Phillip

DESIGN PRINCIPLES

The 2016 Masterplan was reviewed in the context of Council's recent direction to assess the viability of a live music and performance venue on the site. This review yielded a set of principles that embody the spirit of the Masterplan and will guide the design work when determining options for the venue and the wider Triangle precinct. The principles are as follows:

1. St Kilda Triangle is foremost a location for cultural production.
2. New facilities should complement the operation of the Palais Theatre and Luna Park and define this as a cultural precinct.
3. New facilities should be sited within an integrated landscape that allows for passive, active and contemplative enjoyment.
4. New facilities should be sited to enhance existing 'balcony' views from The Esplanade (i.e., the higher portion of the site) towards Port Phillip Bay and to maintain views of the Palais Theatre and Luna Park.
5. Connections both from and through the site to the foreshore (i.e., across Jacka Boulevard) should be improved.
6. Activation of the site should be increased, throughout the day and night and independent of the season and weather.
7. Any substantial vertical built form should be concentrated near the Palais Theatre and the height, mass and location should be respectful of the Theatre's prominence and specifically of the height of the Theatre's distinctive barrel roof.
8. New facilities should be integrated with the design of the new forecourt to the Palais Theatre and Luna Park.
9. Landscaping should be sympathetic to the existing St Kilda and coastal landscape character.
10. New facilities should incorporate active frontages where fronting public space.
11. Visible car parking, loading and servicing on the site should be minimized.
12. The built form envelopes should be shaped to minimise overshadowing of the foreshore side footpath along Jacka Boulevard.

In addition, further principles have been determined to support the project's alignment with Council's broader evolving values and in recognition of significant changes to the context since 2016. They are as follows:

13. Alignment with the City of Port Phillip's sustainability goals (i.e., a water sensitive city; a city with lower carbon emissions; a city that is adapting and resilient to climate change; a greener, cooler, more liveable city; a sustained reduction in waste).
14. Alignment with the Live Music Action Plan, and acknowledgement of the site's location within St Kilda as a broader live music precinct.
15. Design quality is to be commensurate with the importance and prominence of the foreshore site.
16. Utilisation of universal design principles and gender impact assessments to ensure the site and facilities can be used by everyone, to the greatest extent possible, without adaptations.
17. Consideration of the impacts of COVID-19 and future pandemics upon the design.
18. Consideration of the site's potential to contribute to the economic revitalisation of Fitzroy St and St Kilda.

While this design feasibility is consistent with the ethos of the 2016 St Kilda Triangle Masterplan, it also recognises the opportunity to rethink the design of the St Kilda Triangle, in response to changes in program, policy, precinct imperatives, and the context of the site.

Key documents
Market Sounding Report

The Market Sounding Report, completed in early March 2023 by M21 Advisory and Patrick Donovan Creative Consulting, provides industry opinion and advice regarding the state of the live music industry, market demand for a new venue, viability and key operational requirements for a live music and performance venue in St Kilda on the Triangle site.

This diagram shows the approximate dimensions of a 3000 to 5000 standing capacity venue.

This map demonstrates the scale of the Hordern Pavilion in Sydney located next to the Palais Theatre on the St Kilda Triangle site.

The Hordern Pavilion has a standing capacity of 5500 people.

OVERVIEW

In September 2022, Council resolved to assess the viability of a live music led and performance venue development on the St Kilda Triangle site.

Patrick Donovan Creative Consulting (PDCC) and M21 Advisory (M21) were appointed by Council to engage the creative industries sector as the first step in progressing the project objectives and informing future steps as part of Stage 1 of the project - the feasibility study that assesses the viability of a live music and performance venue development on the St Kilda Triangle site. The market sounding surveyed a range of promoters in the live music scene in Melbourne in early 2023.

This survey found that there is currently a gap in the market for a purpose-built indoor venue with a general admission (standing) capacity of between 3,000 and 5,000 patrons. Those surveyed indicated that a 5,000 standing capacity venue would best fit the market gap. Respondents believe the St Kilda Triangle is a compelling location for such a venue, due to St Kilda's vibrant music and arts scene, the site's proximity to complimentary entertainment and hospitality options and good access to public transport.

The survey respondents recommended that any new venue would need to incorporate some seating to address accessibility requirements, but the provision of parking for patrons at the venue would not be essential. This venue would appeal most to promoters looking to stage live music events.

Key takeaways from the report are summarised below:

– Melbourne is well served with a range of smaller venues and small stadiums, but lacking something in the middle.
– A key gap in Melbourne is an indoor venue of 3,000 to 5,000 standing capacity.
– The Hordern Pavilion and the Fortitude Valley Music Hall are rated as ideal comparably sized benchmark venues.
– There is a preference for an indoor venue primarily for standing while allowing for some seating capacity.
– Designed for easy reconfiguration and adaption to flexibly accommodate a range of different crowd sizes and event types.

Fig. 1.5 Fortitude Music Hall, Brisbane, QLD
Source: Concrete Playground

Fig. 1.4 Market Sounding Report
Source: City of Port Phillip, Patrick Donovan Creative Consulting (PDCC) and M21 Advisory (M21)

Fig. 1.6 Hordern Pavilion, Sydney, NSW
Source: Ticketek Australia

Challenge Panel
Industry discussions

The design team and City of Port Phillip officers met with the project Challenge Panel on the 24th of March and 29th of May to discuss the evolution of the design and feasibility study. The Challenge Panel brought music industry expertise as well and deep experience within the creative arts sector.

CHALLENGE PANEL MEMBERS

Jaddan Comerford
Director and CEO, Unified Music Group

Jaddan Comerford is the Founding CEO of UNIFIED Music Group, a globally renowned multi-service music company. From its suburban Melbourne bedroom beginnings as Boomtown Records to its stake as one of Australia's largest independent music companies, UNIFIED now offers a full suite of artist and music services across the globe.

Kate Brennan
Former CEO of Federation Square

Kate Brennan has extensive executive and board experience in civic, cultural and community organisations and projects, working both as a team member and client in capital infrastructure projects and the design and management of the public domain. This has included leading Federation Square and the Adelaide Festival Centre Trust and senior roles at Melbourne City Council.

Kate Duncan
CEO, The Push

Kate Duncan is the CEO of The Push, an Australian youth music organisation and registered charity based in Melbourne. Kate leads the strategic planning and implementation of both whole of organisation and internal strategies Over three decades the organisation has supported millions of young people with access to contemporary music programs and events.

SUGGESTIONS AND OPPORTUNITIES

The opportunity for the site to be both more politically attractive and impactful through design that facilitates all-ages events and supports the regeneration of live performance pathways and engagement in the music and events industries for young people.

Use of the VIP/multipurpose space as a smaller music venue able to meet the needs of smaller acts and pathways in performance.

Explore the opportunity to arrange, program and manage the facility as a venue that enables younger people to share engagement with their own music making and peer group stories.

The project represents a significant opportunity to enhance live music and performance offerings south of the Yarra River. This will benefit not just the surrounding area but the broader metropolitan.

Explore opportunities for the venue to engage with the place and be vibrant throughout the day.

Consider the need for significant storage if the space is to be used for sit down events as well as stand up performance.

Value in sharing back-of-house facilities with the Palais Theatre if the leaseholder is amenable to reasonable terms.

1

Understanding Melbourne's music and performance industry needs

St Kilda has a nationally significant music history with a range of venues and performances central to the history of live music in Australia.

However, the usability of the St Kilda foreshore for performance and events can be challenging given the exposure of the site to variable weather and the impacts of noise upon neighbours.

Community uses and programs are required to support broader music initiatives and St Kilda's community ecology.

Reference to flexible indoor/outdoor venues that can adapt to a range of weather conditions such as Mega Corp Pavilion in Kentucky, USA.

2

Understanding Melbourne's music and creative community needs

Consider Indigenous-led music and performance spaces.

The opportunity for a unique value proposition to add an all ages venue to the site.

There is a need for low-cost space for musicians, artists and creatives.

There is a need for local government youth services provision reflected in this ecology of uses to connect to St Kilda's broader community needs.

3

What makes a successful and active arts and performance precinct?

A venue needs to have cultural meaning – it can't be a standalone item.

A place where existing and emerging artists can be brought together.

Spaces should not be cost-prohibitive and should be accessible to a broad range of community members.

Music and cultural spaces need to reflect the values and diversity of the broader community.

A strong governance structure needs to be established from the outset with clear terms of reference to ensure community access and benefit.

First Nations history

St Kilda was and is known as 'Euro-Yroke' meaning 'grinding stone place' in reference to the red brown sandstone found along the beach of St Kilda. St Kilda continues to be a gathering place for Indigenous communities, who form an integral part of the local cultural fabric.

MEETING PLACES

St Kilda is the site of historical and contemporary gathering sites and significance for Indigenous communities.

The St Kilda Ngargee or Corroboree Tree is located in the south-east corner of Albert Park between Albert Park Lake and Fitzroy Street at St Kilda Junction. It has an estimated age of 300-500 years.

Since 2006, O'Donnell Gardens has been a key location of the Yalukit Willam Ngargee Festival as part of St Kilda Festival. This is now the First Peoples opening day of the Festival, held at O'Donnell Gardens and South Beach Reserve.

TRADITIONAL OWNER GROUPS

The Bunurong Land Council Aboriginal Corporation (LCAC) are the recognised Registered Aboriginal Party (RAP) for the land that the Triangle sits on, however, the Boonwurrung Land and Sea Council are also recognised Traditional Owners and have a native title claim currently being considered that would encompass this land. Other Traditional Owner groups in the City of Port Phillip include the Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation.

Fig. 1.7 Yalukit Willam camp c1837 beside the Yarra River (near today's Queens Bridge)
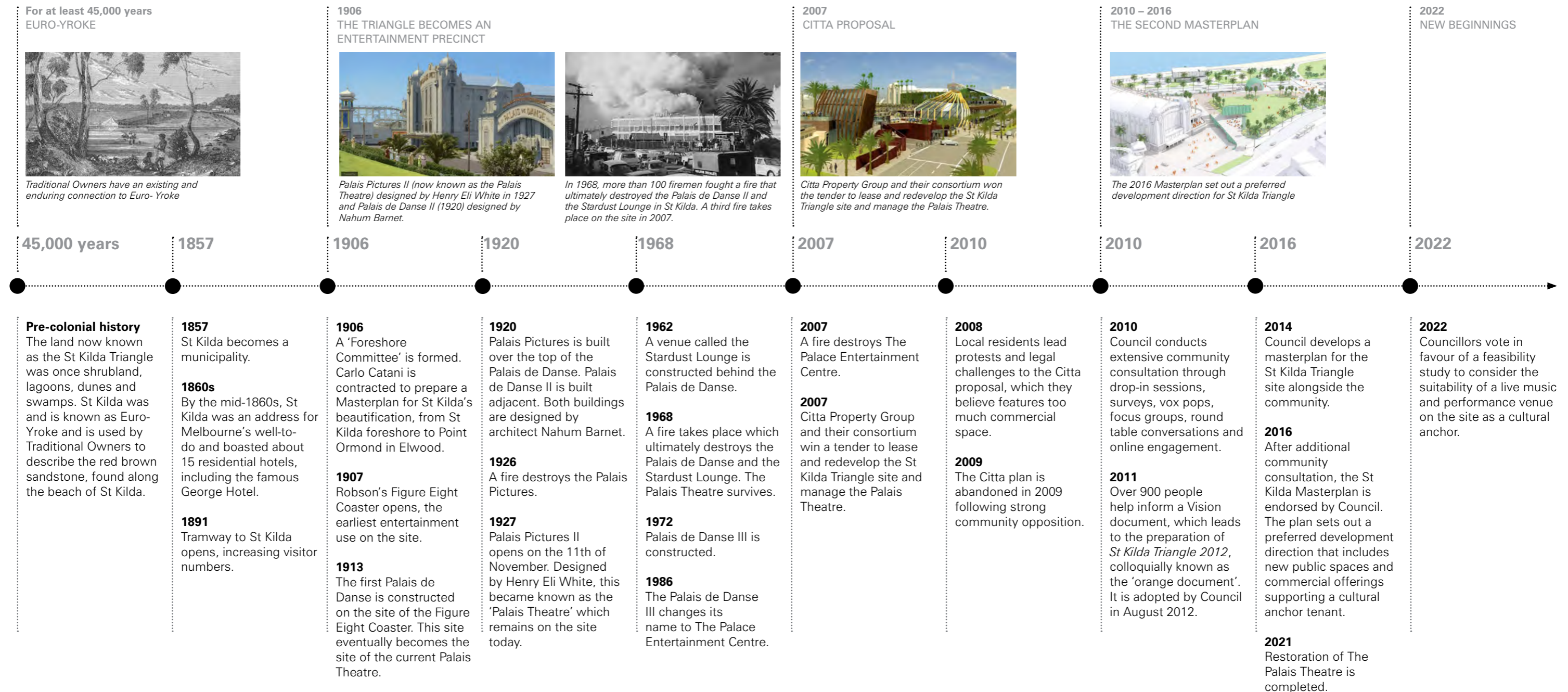*Source: Yalukit Willam - The River People Of Port Phillip, Meyer Eidelson*

Fig. 1.8 Ngargee Tree – an ancient ceremonial red gum – is the City's oldest living entity and overlooks what is now St Kilda Junction.
Source: Yalukit Willam - The River People Of Port Phillip, Meyer Eidelson

Fig. 1.9 St. Kilda foreshore and Point Ormond, Red Bluff 1862 (Wilbraham Liardet)   *Source: Yalukit library of Victoria (H13197)*

Development timeline

St Kilda Triangle is an important site with an important cultural history of music, performance, dance, protest and community resilience.

For at least 45,000 years
EURO-YROKE

Traditional Owners have an existing and enduring connection to Euro- Yroke

1906
THE TRIANGLE BECOMES AN ENTERTAINMENT PRECINCT

Palais Pictures II (now known as the Palais Theatre) designed by Henry Eli White in 1927 and Palais de Danse II (1920) designed by Nahum Barnet.

In 1968, more than 100 firemen fought a fire that ultimately destroyed the Palais de Danse II and the Stardust Lounge in St Kilda. A third fire takes place on the site in 2007.

2007
CITTA PROPOSAL

Citta Property Group and their consortium won the tender to lease and redevelop the St Kilda Triangle site and manage the Palais Theatre.

2010 – 2016
THE SECOND MASTERPLAN

The 2016 Masterplan set out a preferred development direction for St Kilda Triangle

2022
NEW BEGINNINGS

45,000 years	1857	1906	1920	1968	2007	2010	2010	2016	2022

Pre-colonial history
The land now known as the St Kilda Triangle was once shrubland, lagoons, dunes and swamps. St Kilda was and is known as Euro-Yroke and is used by Traditional Owners to describe the red brown sandstone, found along the beach of St Kilda.

1857
St Kilda becomes a municipality.

1860s
By the mid-1860s, St Kilda was an address for Melbourne's well-to-do and boasted about 15 residential hotels, including the famous George Hotel.

1891
Tramway to St Kilda opens, increasing visitor numbers.

1906
A 'Foreshore Committee' is formed. Carlo Catani is contracted to prepare a Masterplan for St Kilda's beautification, from St Kilda foreshore to Point Ormond in Elwood.

1907
Robson's Figure Eight Coaster opens, the earliest entertainment use on the site.

1913
The first Palais de Danse is constructed on the site of the Figure Eight Coaster. This site eventually becomes the site of the current Palais Theatre.

1920
Palais Pictures is built over the top of the Palais de Danse. Palais de Danse II is built adjacent. Both buildings are designed by architect Nahum Barnet.

1926
A fire destroys the Palais Pictures.

1927
Palais Pictures II opens on the 11th of November. Designed by Henry Eli White, this became known as the 'Palais Theatre' which remains on the site today.

1962
A venue called the Stardust Lounge is constructed behind the Palais de Danse.

1968
A fire takes place which ultimately destroys the Palais de Danse and the Stardust Lounge. The Palais Theatre survives.

1972
Palais de Danse III is constructed.

1986
The Palais de Danse III changes its name to The Palace Entertainment Centre.

2007
A fire destroys The Palace Entertainment Centre.

2007
Citta Property Group and their consortium win a tender to lease and redevelop the St Kilda Triangle site and manage the Palais Theatre.

2008
Local residents lead protests and legal challenges to the Citta proposal, which they believe features too much commercial space.

2009
The Citta plan is abandoned in 2009 following strong community opposition.

2010
Council conducts extensive community consultation through drop-in sessions, surveys, vox pops, focus groups, round table conversations and online engagement.

2011
Over 900 people help inform a Vision document, which leads to the preparation of *St Kilda Triangle 2012*, colloquially known as the 'orange document'. It is adopted by Council in August 2012.

2014
Council develops a masterplan for the St Kilda Triangle site alongside the community.

2016
After additional community consultation, the St Kilda Masterplan is endorsed by Council. The plan sets out a preferred development direction that includes new public spaces and commercial offerings supporting a cultural anchor tenant.

2021
Restoration of The Palais Theatre is completed.

2022
Councillors vote in favour of a feasibility study to consider the suitability of a live music and performance venue on the site as a cultural anchor.

A history of music, performance and events

St Kilda has a long history of music and performance, from its early days as a seaside cultural destination to its reputation as a home for art, music and activism.

CONTEMPORARY MUSIC LINEAGE

St Kilda's strong music reputation began in the 1920s, when a mix of artists, musicians and immigrants moved to the suburb and began shaping the area's eclectic, loud and creative identity.

From the 1960s to 1990s St Kilda gained cult-status for its counter-cultural music and arts scenes. St Kilda embraced the fringe and transformed into an incubator of legendary musicians and artists.

The scene has changed markedly since the punk and post punk hey days of the 1980s and 1990s, with changes to venues, music styles and demographics all contributing to a new, diverse scene across a range of venues that vary in size, style and offering.

The renowned St Kilda Festival was first held in 1980, and showcased St Kilda's creative and music scene to combat its bad reputation.

Today, The St Kilda live music scene is rebounding strongly after the Covid-19 pandemic, and has been declared Victoria's first designated Live Music Precinct.

ST KILDA LIVE MUSIC PRECINCT

Council has designated St Kilda as a Live Music Precinct, which aims to protect and future proof live music in St Kilda and encourage investment from more live music venue operators in the vicinity. This precinct proposes to tie together current venues, performance and event spaces across the suburb. In particular the following streets include key performance, music and event anchors:

– **Fitzroy Street:** The George, Prince Bandroom, the Pride Centre, hospitality and nightlife.

– **The Esplanade:** The Espy, St Kilda Esplanade Market and active beach side events.

– **Acland Street:** local retail network, pedestrian focus, boutique music and arts venues such as Memo Music Hall.

Fig. 1.10 The St Kilda Festival, held every February, is a free celebration of Australian music. Programming includes music, dance, children's activities, comedy, poetry, visual art, theatre, outdoor cinema and beach sports.
Source: City of Port Phillip

PRELIMINARY ST KILDA LIVE MUSIC PRECINCT

Fig. 1.11 St Kilda Draft Live Music Precinct Strategy
Source: City of Port Phillip

The Prince Bandroom, Fitzroy Street

Catani Gardens

The Esplanade Hotel, The Esplanade

The Espy

South Beach Reserve

Memo Music Hall, Acland Street

St Kilda Triangle

Port Phillip Bay

The Palais Theatre, St Kilda Triangle

Peanut Farm Reserve

Fitzroy Street

The Esplanade

Acland Street

Legend:
⟷ Cultural spine
▨ Cultural precincts
🎵 Key music venues
🎨 Key art galleries
🎭 Key theatres
👥 Key community hubs

Fig. 1.12 St Kilda's music spine
Source: MGS Architects

SCALE 1:7500 @ A3
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Local context

St Kilda Triangle is located at the geographic and cultural heart of St Kilda. The site is easily accessible from surrounding key destinations including The Esplanade, Acland Street, Fitzroy Street, Catani Gardens and the foreshore.

PALAIS THEATRE AND LUNA PARK PRECINCT

The St Kilda Triangle is located in a historic entertainment precinct, featuring the iconic Palais Theatre and Luna Park. The Palais Theatre and Luna Park forecourts are currently being revitalised.

THE FORESHORE

The St Kilda foreshore embraces the St Kilda Seabaths, St Kilda Life Saving Club, The Stokehouse and Donavans restaurant. Walkers and joggers enjoy the promenade, while kite surfers, windsurfers and all-weather swimmers make the waters their playground.

Pedestrian connections to the beach and foreshore are via signalised crossings along Jacka Boulevard. There is also a pedestrian bridge over Jacka Boulevard further north near the Esplanade Hotel.

The St Kilda Pier is currently under redevelopment and is a key tourist attraction in St Kilda, drawing over 1 million visitors per year.

THE ESPLANADE

Up to 9.8 metres above sea-level, the Esplanade links Acland Street at the south to Fitzroy Street at the north. The street features high density residential development and the iconic Esplanade Hotel. The St Kilda Esplanade Market takes place every Sunday.

FITZROY AND ACLAND STREET

St Kilda Triangle sits between two activity centres: Acland Street and Fitzroy Street. Acland Street is the cosmopolitan centre of St Kilda. Famous for historic cake shops, outdoor dining and bars. Fitzroy Street comprises a mix of 19th and 20th century buildings and contemporary mixed-use apartment buildings. Key landmarks include Ritz Mansions, Former Wesleyan Church, George Hotel, Seaview Ball Room, Prince of Wales Hotel and the recently completed Victorian Pride Centre.
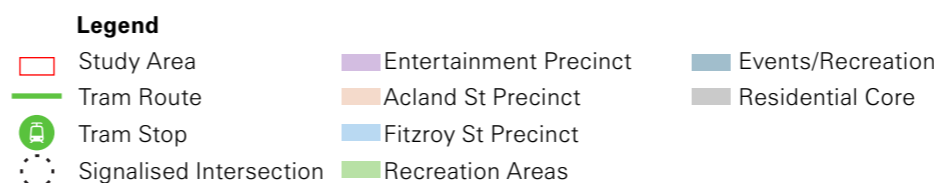

Fig. 1.13 St Kilda foreshore
Source: 2016 St Kilda Triangle Masterplan

Fig. 1.14 Acland Street
Source: McGregor Coxall

Fig. 1.15 Local context
Source: MGS Architects

Legend

- Study Area
- Tram Route
- Tram Stop
- Signalised Intersection
- Entertainment Precinct
- Acland St Precinct
- Fitzroy St Precinct
- Recreation Areas
- Events/Recreation
- Residential Core

SCALE 1:5000 @ A3

Landscape context

The St Kilda Foreshore displays a patchwork of historical landscape layers: from Catani's Mediterranean gardens through to contemporary materialities and indigenous planting.

CATANI GARDENS

Carlo Catani was influential in the landscape of St Kilda and key elements of his design included formal, axial pathways and avenues of trees set in lawns mixed with informal, densely planted rockeries along perimeters, on slopes and at entrances.

Catani had a broader vision for St Kilda: *"...broad avenues, and plenty of shade trees, ample seating accommodation, paddling pools and shell sheds for the little ones, gymnasiums for adults...and a long promenade"*

Figure 1.16 Catani Archway, built in 1916.
Source: Mike Stevens

CATANI ARCH

The Archway is emblematic of the site's patchwork of European formal elements and a more contemporary use of native and indigenous plantings, which are layered/blended within the European traditional layout.

WEST BEACH NATURAL HISTORY RESERVE

The park is a re-creation of a typical salt-marsh landscape before European settlement (Coastal Dune Scrub and Grassy Woodland Plains). The park features Indigenous grasses and plants such as pigface used by the Yalukit Willam.

Figure 1.17 West Beach Natural History Reserve (Yalukit Willam)

ST KILDA PROMENADE

St Kilda promenade is a diverse, democratic and unprogrammed space for strolling and people watching. Recent refurbishments were done to accommodate increased pressures from public use. Multiple materials are displayed; timber decking, hexagonal concrete pavers and a hybrid planting style.

Figure 1.18 St Kilda Promenade Upgrade (2009)
Source: Site Office

Fig. 1.19 Tree species and coverage
Source: GLAS Landscape Architects

- Eucalyptus
- Corymbia, Angophora
- Lophostemon
- Grevilleas, proteas, banksias
- Melaleucas and callistemons
- (Allo)Casuarinas
- Other natives
- Planes
- Elms
- Oaks & maples
- Palms
- Conifers
- Pears, plums and other fruits
- Figs, olives
- Ashes
- Other exotics

SCALE 1:5000 @ A3

Transport and access context
Overview

Six kilometres from Melbourne's CBD, St Kilda Triangle is supported by a highly connected public and active transport network. It is serviced by tram routes 3, 16 and 96 and is in close proximity to Balaclava Railway Station. The Bay Trail provides an extensive north-south bicycle connection to the site. Extensive bus services are also available within easy walking distance.

CAR PARKING

A large proportion of the site is currently used as a paid car park of approximately 418 on-grade spaces.

The Esplanade, Carlisle Street and Jacka Boulevard are key access routes. Most nearby streets offer paid or time restricted on-street parking. High private vehicle usage has led to heavy traffic on arterial and local streets, particularly during peak hours and weekends.

WALKING ACCESS

The broader St Kilda precinct is highly walkable although The Esplanade and Jacka Boulevard are barriers to pedestrian movement.

BICYCLE ACCESS

Most major roads provide on-road bicycle lanes, although there are gaps to the east and west. The Bay Trail is a coastal off-road path that runs between Port Melbourne and Mordialloc. The site currently provides bike parking with bike hoops located nearby, but no end of trip facilities.

PUBLIC TRANSPORT

Tram Routes 3, 16, and 96 stop along The Esplanade. Weekday services operate for 18-hours, with day-time services every 5-minutes (single direction) and every 10-minutes at all other times. Weekend services operate frequently with a near 24-hour service span. On-road priority is afforded to facilitate tram movements along The Esplanade and Acland Street.

Whilst bus route 606 is the only service to directly access the site, a number of additional bus services in Barkly Street provide 5 minute walking access to the site.

Balaclava Station is the closest train station, on the Sandringham Line. Services are typically provided every 10-minutes during peak times. Several stations are connected to the site by trams and buses.

Figure 1.20 The Triangle is currently used for car parking.

Figure 1.21 Acland Street is highly activated. *Source: Concrete Playground*

Figure 1.22 The Bay Trail is an attractive and safe bicycle riding path. *Source: Josie Withers*

Fig. 1.23 Transport context
Source: Movement & Place Consulting

SCALE 1:50,000 @ A3

Transport and access context
Parking overview

There are approximately 2,000 publicly available paid car parks within 500 metres of the St Kilda Triangle. Currently, parking on the site comprises approximately 400 car spaces or 20% of paid parking within the study area.

OVERVIEW

St Kilda Triangle currently provides 418 on-grade car spaces (including the Lower Esplanade). Historically, the site has not been used for parking but rather for community and entertainment uses.

There are significant numbers of existing car parks within easy walking distance of the site, including the Belford Street car park, the St Kilda Sea Baths car park and the Shakespeare Grove car park, with approximately 2,000 publicly available paid car parks within 500 metres of the St Kilda Triangle.

Construction of a basement car park at St Kilda Triangle will cost significantly more than a typical above ground parking lot, due to a combination of factors including on-site contamination remediation, excavation costs and the site's relative proximity to sea-level. Significant investment is typically adopted in areas with high land value and civic and pedestrian amenity alignment.

CAR PARKING ANALYSIS

Engagement consultant Conversation Co surveyed users of the existing car park at the St Kilda Triangle during the peak summer period of January and February 2023. The survey included a range of times and days including weekdays, weekends, evenings, during events and public holidays. This survey revealed that there was no prevailing destination or reason why people were parking at the St Kilda Triangle. The results of the survey indicated that similar percentages of people were parking at the site to visit Luna Park, the Palais Theatre and the St Kilda beach. A slightly lower percentage indicated that they were visiting The Stokehouse. The majority of those surveyed said that they would park in another location or take public transport if they were unable to park at the site.

Comprehensive car parking revenue analysis by City of Port Phillip can be found in the appendix to the report.

Figure 1.24 Belford Street car-park
Source: Google Street View

Figure 1.25 St Kilda Sea Baths car-park
Source: Google Street View

Figure 1.26 Shakespeare Grove car-park
Source: Google Street View

Fig. 1.27 Parking dominated site today
Source: Google Maps

Fig. 1.28 Entertainment uses across the site [ca. 1948]
Source: State Library of Victoria

Paid Parking

- St Kilda Triangle managed by Council
- Off-street managed by Council
- On-street managed by Council
- Off-street manged by others

- - - - 500m from Palais

Total 2008

Fig. 1.29 Nearby paid parking
Source: City of Port Phillip

Planning context
Summary

St Kilda Triangle is currently zoned Special Use Zone (Schedule 3) and is subject to Heritage Overlays and a Development Plan Overlay. The Port Phillip Planning Scheme refers to the incorporated *St Kilda Foreshore Urban Design Framework (2002).*

SPECIAL USE ZONE (SUZ3) AND ST KILDA FORESHORE URBAN DESIGN FRAMEWORK (2002)

The St Kilda Triangle is within a Special Use Zone (SUZ3), which implements the Incorporated Document *St Kilda Foreshore Urban Design Framework* (2002). This document envisages the integrated renewal of the St Kilda Triangle site to provide a variety of public spaces, and entertainment and cultural venues. It also identifies a number of specific design principles including:

– Improve the attractiveness of places that embody the cultural heritage of St Kilda and ensure the continued viability of existing landmarks and attractions including the Palais Theatre.

– Encourage new uses that will support existing attractions and assets including the Palais Theatre.

OVERLAYS

The adjoining sites of the Palais Theatre and Luna Park are both affected by heritage overlays (schedules HO184 and HO545 respectively) and sites are also on the Victorian Heritage Register (VHR0947 and VHR H00938 respectively). The Lower Esplanade slopes are affected by schedule HO5 of the planning scheme.

The site is also subject to a Development Plan Overlay. In assessing a Development Plan or an amendment to a Development Plan, the responsible authority must consider consistency with the Incorporated Document *St Kilda Foreshore Urban Design Framework* (2002).
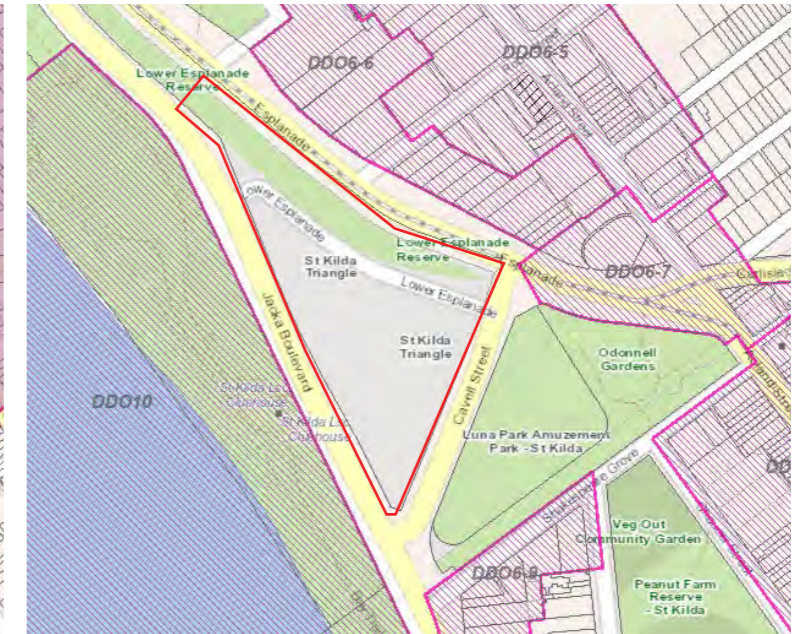

Fig. 1.30 Heritage surrounds including Luna Park and the Palais Theatre.
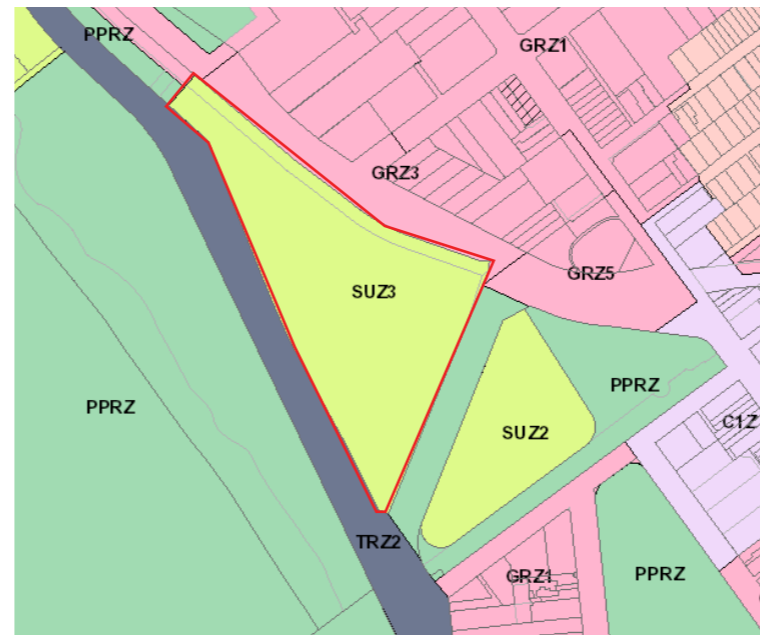*Source: Realestate.com.au*

Fig. 1.31 Views to the foreshore should be maintained, while overshadowing of the foreshore should be limited.
Source: Alex Coppel

Fig. 1.32 Heritage overlays

Fig. 1.33 Design and Development Overlays

Fig. 1.34 Zones

Legend

- ▮ SUZ3/SUZ2 - Special Use Zone
- ▮ PPRZ - Public Park Recreation Zone
- ▮ CZ1 - Commercial 1 Zone
- ▮ GRZ1 - General Residential Zone 1
- ▮ NRZ - Neighbourhood Residential Zone

Fig. 1.35 Development Plan Overlay

Planning context
Implications of the proposed design feasibility against policy ambitions

The proposed development of a live music and performance venue of metropolitan and local significance on the site is supported by policies addressing views, uses, open space and the Palais Theatre.

Matters that require further review and testing:

VIEWS

The nature of guidance for views of significance outlined in the planning scheme are broad and does not incorporate mapping.

Views to the foreshore key landmarks are noted.

This feasibility incorporates a framework that maintains unobstructed views between the northern end of The Stokehouse and the north west corner of the commercial property at 24 The Esplanade as the primary zone for new development with only pavilion forms and development lower than RL8 to the northwest of this alignment.

Views from The Esplanade to the primary facade of the Palais, Luna Park, Catani Gardens, the foreshore and St Kilda Sea Baths would remain largely unobstructed.

The northwest façade of the Palais would be largely concealed by the abutment of new built form in a manner similar to that envisaged in the endorsed 2016 Masterplan.

The acceptability of this rationale will need to be agreed but is critical in accommodating the ambitions outlined for the site.

THE EXTENT OF SYNERGISTIC USES

The policies provide ambition for the site to not only perform a regionally significant entertainment function but also to provide for substantive community uses that meets growing community needs at a location that is highly accessible and vibrant for extended times of the day and year.

Council is currently considering a range of options each with different levels of response to this local community role. Council's final decision should be informed by this policy ambition balanced against its other precinct goals.

OPEN SPACE

The proposed extent of open space and links through the site between the foreshore, Acland Street and The Esplanade, and the flexibility of this open space is consistent with policy goals.

The proposal seeks to leverage off improved amenity and investment outcomes resulting from recent foreshore upgrades as well as the unique qualities of the precinct.

THE PALAIS THEATRE

A considerable amount of policy was written in the context of uncertainty about the future of the Palais. This uncertainty has been resolved with the restoration of the facility.

SUMMARY OF RELEVANT POLICY

Document/Policy	Key points as relevant to St Kilda Triangle
Port Phillip Planning Scheme	
Cl 02.03 STRATEGIC DIRECTIONS	
Cl 02.03-1 Settlement	Key actions sought in the policy include revitalising the St Kilda Foreshore (including the development of the 'Triangle' site).
Cl 02.03-3 Environmental risks and amenity	Ensuring development responds to a changing climate and helps mitigate against its impacts by: – Incorporating environmentally sustainable design. – Prioritising walking, cycling and use of public transport – Increasing canopy cover and diversity of tree species in public open spaces, road reserves and transport corridors. – Use and development of the foreshore that responds to the impacts of climate change.
Cl 2.03-4 Built environment and heritage	Key goals of the policy include: – Protecting and enhancing the varied, distinctive and valued character of neighbourhoods across Port Phillip, and the physical elements therein. – Supporting development along the foreshore that enhances its significance as a natural, recreational and tourism asset by reinforcing the predominately low-rise scale of development (except where directed by a Design and Development Overlay) and avoids overshadowing the foreshore.
Cl 02.03-6 Economic development	Port Phillip has a strong tourism industry, with St Kilda foreshore a key tourist attractor. The range of entertainment uses, facilities and festivals provided across key precincts are an important part of the local economy and contribute to the municipality's strong cultural identity Council supports: – An environment in which arts and creative industries can flourish. – A local tourism industry and entertainment precincts that respect safety, amenity and the natural environmental and flexible creative workspaces.

Planning context
Local policy

Document/Policy	Key points as relevant to St Kilda Triangle
Port Phillip Planning Scheme	
CI 02.03 STRATEGIC DIRECTIONS	
CI 02.03-9 Open space	Establishing and improving open space linkages to connect public open space throughout Port Phillip. – Pursuing opportunities to increase the amount of useable open space – Ensuring open spaces are safe, inclusive and accessible to all users. – Ensuring development on or adjacent to the foreshore is sympathetic to the surrounding coastal landscape and does not diminish its environmental, amenity, social or recreational values.
CI 11.03 PLANNING FOR PLACES	
CI 11.03-6L-01 St Kilda Foreshore Policy	Ensure an integrated approach to the revitalisation of the St Kilda Foreshore area, including any development of the Triangle site through the activity mix, built form and improvements to the public realm. The Triangle site is identified for special attention in the scheme. A key objective is to encourage the integrated renewal of the site for a variety of public spaces, and entertainment and cultural venues. The policy aims to ensure that future use and development on the St Kilda Triangle site: – Enhances local liveability and creates a hub focused on the arts, entertainment and leisure. – Provides a multipurpose community space. – Includes limited commercial and retail land uses – Creates large areas of open space. – Links Acland Street, Fitzroy Street and the foreshore through a highly pedestrianised environment. – Links new and existing buildings.

Document/Policy	Key points as relevant to St Kilda Triangle
Port Phillip Planning Scheme	
CI 11.03 PLANNING FOR PLACES	
CI 11.03-6L-01 St Kilda Foreshore Policy	Consider as relevant: St Kilda Foreshore Urban Design Framework (City of Port Phillip, 2002) Port Phillip Urban Art Strategy (City of Port Phillip, 2002) Port Phillip Urban Iconography Study (City of Port Phillip, 2001) Recreational Boating Facilities Framework (Central Coastal Board, 2014)
CI 15.01 BUILT ENVIRONMENT	
CI 15.01-1L-02 Urban design landmarks, views and vistas	Seeks to maintain the visual prominence of and protect primary views to valued landmarks in Port Phillip and improve pedestrian and urban amenity and safety.
CI 15.01-2S Building design	Seeks to ensure buildings and their interface with the public realm support personal safety, perceptions of safety and property security and that they are designed to protect and enhance valued landmarks, views and vistas.
CI 15.01-2L-01 Building design	Seeks to ensure that carparking and vehicle access is sited and designed to minimise their impact on and visibility from the streetscape and that sunlight access to public open space is maintained through the sensitive design and siting of new development.
CI 15.01-2L-02 Environmentally sustainable development	Seeks to achieve best practice in environmentally sustainable development from the design stage through to construction and operation.
CI 15.03-1S Heritage conservation	Seeks to ensure the conservation of places of heritage significance by encouraging appropriate development that respects places with identified heritage values.
CI 17.04 TOURISM	
CI 17.04-1L Tourism and the arts	Seeks to promote Port Phillip as a premier tourist and arts destination through tourist attractions with local, national and international appeal, that offer local community benefits and limit negative amenity and environmental impacts
CI 19.02 COMMUNITY INFRASTRUCTURE	
CI 19.02-3S Cultural facilities	Establish new facilities at locations well served by public transport.

Planning context
Zones and overlays

Document/Policy	Key points as relevant to St Kilda Triangle
Port Phillip Planning Scheme	
CLAUSE 37.01 SPECIAL USE ZONE	
SCHEDULE 3 TO Cl 37.01 SPECIAL USE ZONE	The purpose of the SUZ3 is: To implement the Incorporated Document St Kilda Foreshore Urban Design Framework (2002), which envisages the integrated renewal of The Triangle site to provide a variety of public spaces, and entertainment and cultural venues. To facilitate new buildings and complementary land uses which supports the continued viability of the Palais Theatre. To ensure the conservation and refurbishment of the Palais Theatre building and ensure that any new adjacent development is respectful of (whilst not replicating nor dominating) this significant heritage place. To ensure architectural and urban design outcomes associated with new development, complement and contribute to the established architectural themes of St Kilda, and the layered history and culture of the area. To maximise public accessibility and use of the land through the creation of versatile public space to support a variety of activities, with active edges and a high level of pedestrian connectivity to adjoining public spaces and destinations, in particular the Foreshore Reserve. To ensure that the height, siting and design of new development protects and enhances important views and vistas, including: – Panoramic views of Port Phillip Bay and the horizon from The Upper Esplanade. – Direct views of the Foreshore Reserve from The Esplanade. – Views to The Esplanade and St Kilda Hill from the Foreshore Promenade. – Views towards landmark buildings and structures from The Esplanade, and the Foreshore Promenade including the Palais, Luna Park, and Catani Arch. – To encourage new development which creates new vistas to and from the Triangle site. To ensure that the design of new buildings responds positively to their siting as 'buildings in space', ensuring roof forms which create visual interest when viewed from elevated public areas, and that all plant and equipment are internalised so as not conspicuous from public view. To protect the environmental values of the Bay and Foreshore.

Document/Policy	Key points as relevant to St Kilda Triangle
Port Phillip Planning Scheme	
CLAUSE 43.01 HERITAGE OVERLAY	
	The adjoining sites of the Palais Theatre and Luna Park are both affected by Heritage Overlays (HO184 and HO545 respectively). These sites are also on the Victorian Heritage Register (VHR0947 and VHR H00938 respectively). The Lower Esplanade slopes are affected by HO5.
CLAUSE 43.04 DEVELOPMENT PLAN OVERLAY	
SCHEDULE 1 TO THE DEVELOPMENT PLAN OVERLAY	Aims to ensure that the future use and development of the land occurs in an integrated manner and to provide certainty as to the scale and form of development of the land. To provide a framework to achieve the purpose set out in Schedule 3 to Clause 37.01. In assessing a Development Plan or an amendment to a Development Plan, the responsible authority must consider: Consistency with the Incorporated Document St Kilda Foreshore Urban Design Framework (2002), including but not limited to: – Retention, renewal and refurbishment of the Palais Theatre building. – Private development and public works that support but do not detract from the viability of existing attractions and environmental assets. – Improved pedestrian and visual connections between the Triangle site, the Foreshore and The Esplanade. – Builds on the existing landscape, character and themes prevalent in the precinct. – The impact on existing view-lines to and from the Palais Theatre, Luna Park and important seascape views to and from The Esplanade. – The appearance/treatment to the rear of the Palais Theatre building. – The treatment of the forecourt space to the Palais Theatre to support improved pedestrian connection to The Esplanade and access to the Triangle precinct – The provision of a major public plaza and public spaces. – Design solutions which ensure that the height, siting and design of new development avoids any further overshadowing after 10am of the foreshore reserve (defined by the western curb of Jacka Boulevard) at the winter equinox. – The adequacy of car parking provision. – The adequacy and effect of increased vehicular, bicycle and pedestrian movement on the surrounding road network including connections to and from the land.

Options

2

Photo: St Kilda Festival 2023 by Josh Braybrook

Site analysis
Existing conditions

Fig. 2.1 Site photos
Source: MGS Architects

St Kilda Triangle is currently dominated by on-grade car parking and vehicular infrastructure. Council is currently in the process of upgrading the Luna Park and the Palais Theatre forecourts.

KEY CHARACTERISTICS

1 On grade parking dominant across the site (418 cars, including Lower Esplanade).

2 'The Slopes' are a well loved public space with views to foreshore. There is an 8m topographic change in level from Jacka Boulevard to The Esplanade.

3 Heritage listed Palais Theatre (approximately 3000 person seated capacity).

4 An unfriendly and inactive back of house zone behind the Palais Theatre.

5 Cavell Street – Back of house loading for the Palais Theatre and Luna Park.

6 Existing signalised pedestrian crossing from the site to St Kilda foreshore.

7 Planned upgrades to the Palais Theatre and Luna Park forecourts.

8 The site's early history as a tip and subsequent fires has also resulted in on site contamination requiring remedial action in any upgrade.
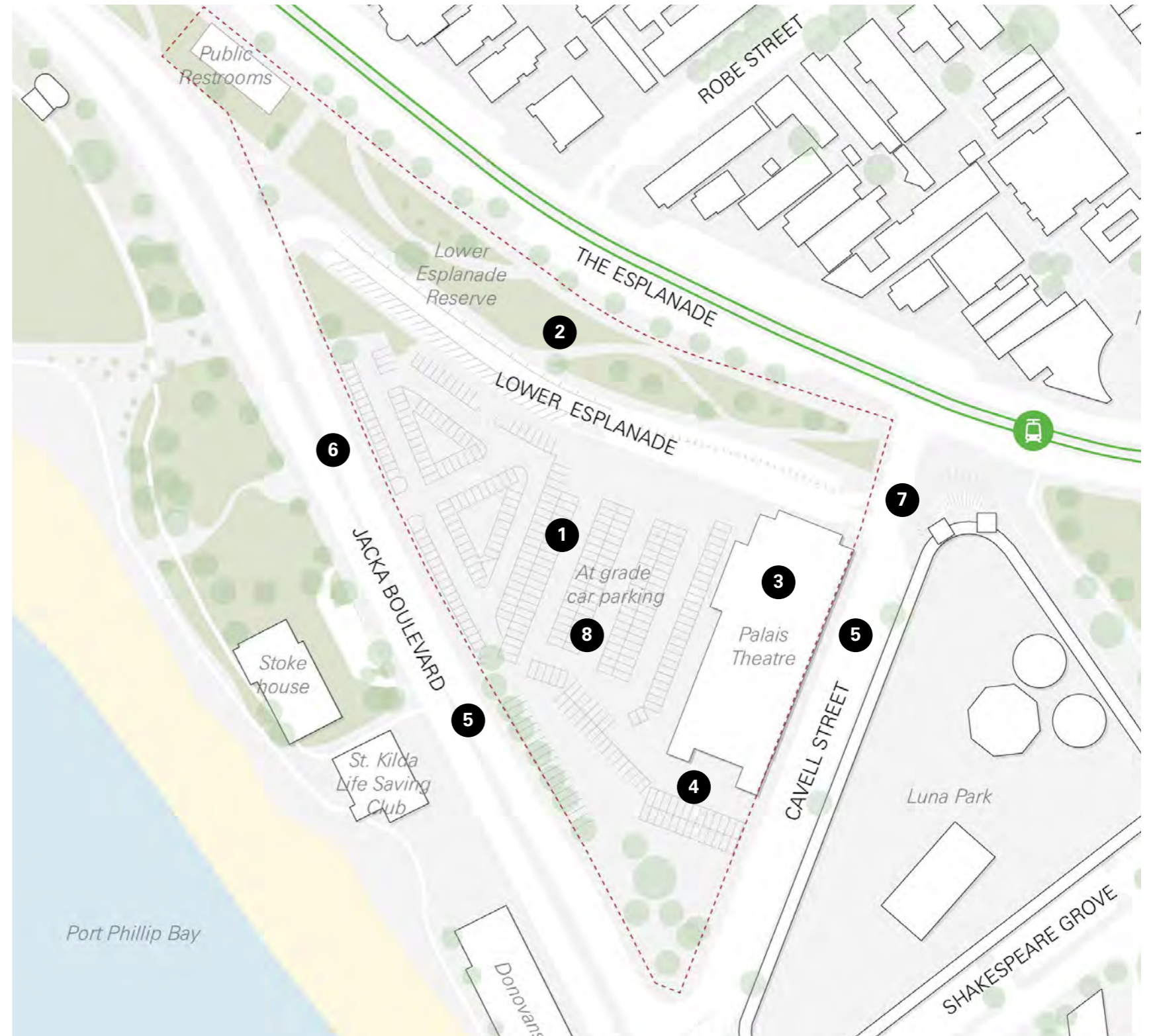

Fig. 2.2 Existing site condition
Source: MGS Architects

SCALE 1:2000 @ A3

Indicative building envelope
Establishing venue siting and constraints

This site has been chosen as the most appropriate location for a large performance venue based on historical uses of the site and the need to respect key views from The Esplanade to the north and west. An indicative envelope has been developed to test venue capacity and car parking options.

KEY CHARACTERISTICS

1 Frontage to align with the Palais Theatre, ensuring legibility along the Lower Esplanade 'street wall', in keeping with historical uses of the site, such as the Palais de Danse.

2 3m building offset from the Palais Theatre lease boundary, providing required room for emergency egress and back of house servicing. It is not proposed to be publicly accessible.

3 3m building offset from Jacka Boulevard, providing space for landscaping.

4 A preferred building height of AHD 20.00 preserving views of the Palais' roofline and facade from the north.

5 Reasonable respect for key views from The Esplanade to the west, reducing visual bulk at the building's north-west corner.
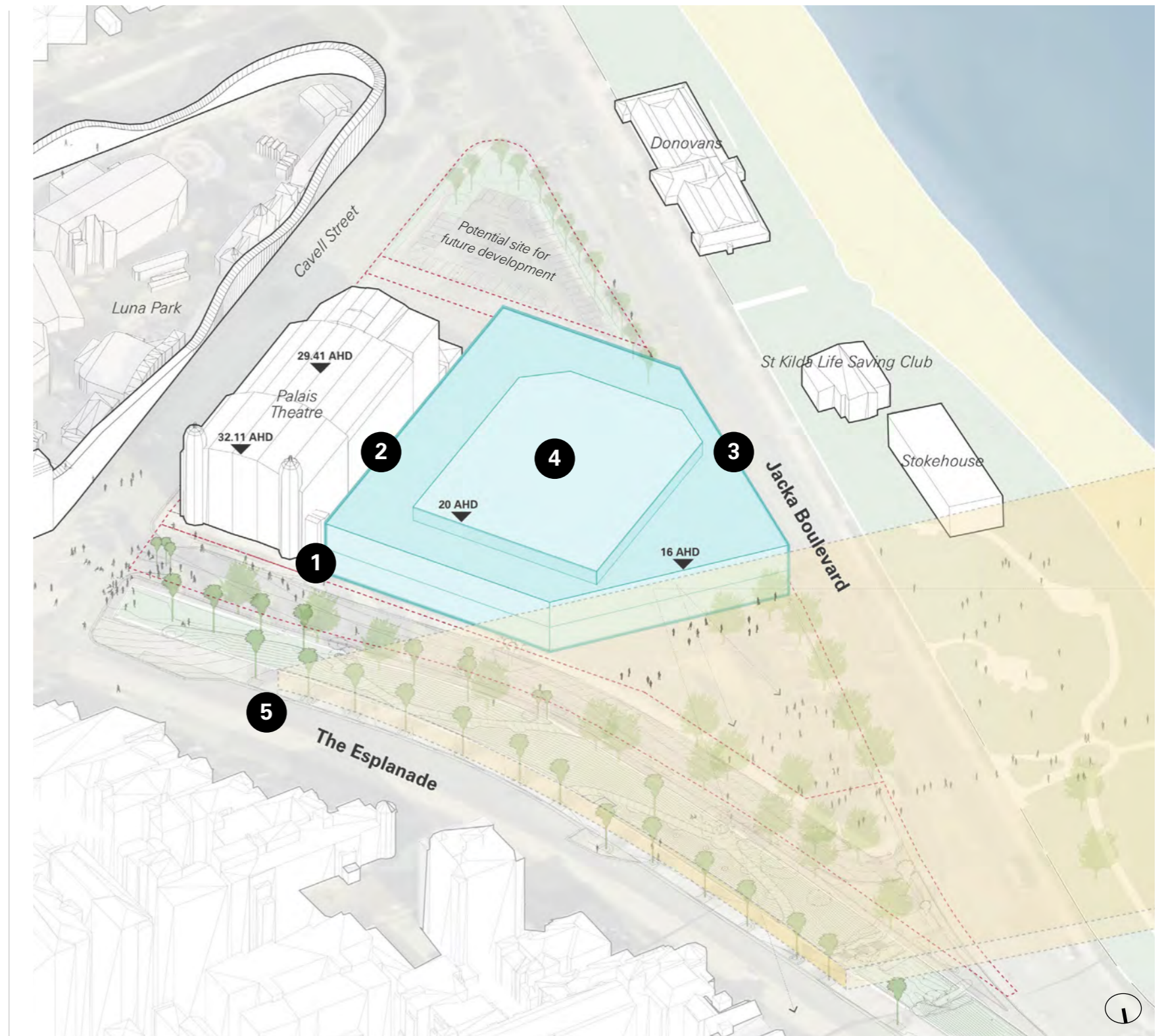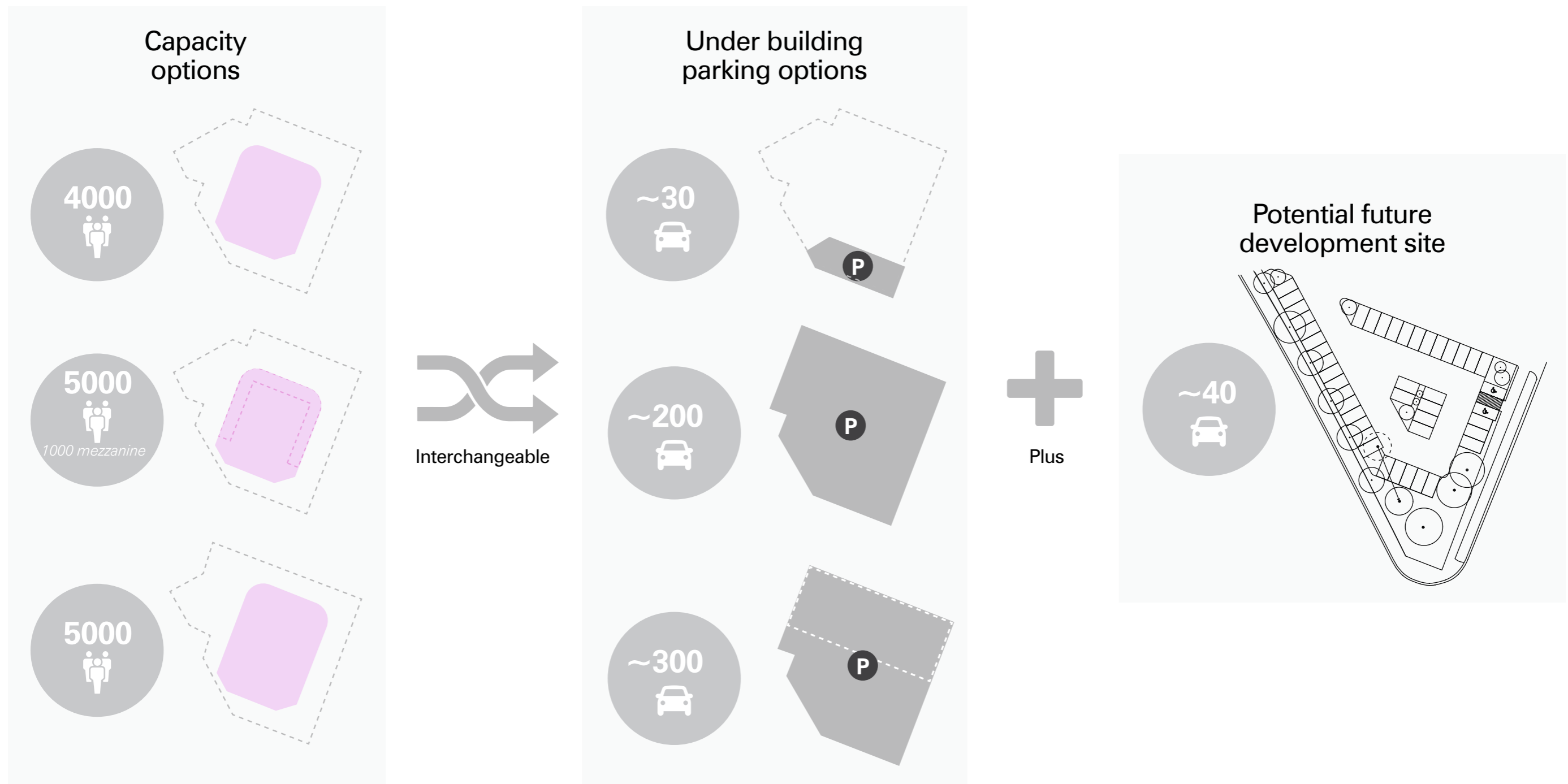
Fig. 2.3 Indicative building envelope
Source: MGS Architects

Design options
'Options Toolkit'

Following the establishment of a building envelope, interchangeable venue capacities and parking capacities have been tested as discreet elements of an 'Options Toolkit'. Suitable pairings have been selected for benchmarking against one another in further analysis (Options 1, 2 and 3). In addition, the identified 'Potential Future Development Site' at the site's southern corner provides approximately 40 supplementary at-grade car spaces.

Capacity options

4000

5000
1000 mezzanine

5000

Interchangeable

Under building parking options

~30

~200

~300

Plus

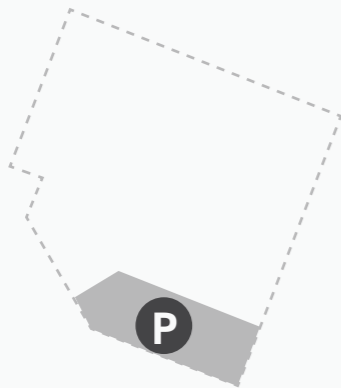Potential future development site

~40

Parking options
Overview

Parking options have been assessed based on their capacity, impact on surrounding parking infrastructure, impact on surrounding transport networks, and risks associated with basement construction.

LOWEST COST   HIGHEST COST

**Recommended Option**

1 SMALLER SEMI-BASEMENT

SUMMARY

~ 30 car spaces*

Approx. 920 sqm

KEY CHARACTERISTICS

Lower cost due to smaller parking provision.

Minimal excavation and reduced project risks associated with contamination.

A 28 car facility will not meet the combined needs of the major venues and foreshore and fails to leverage the opportunity for well concealed parking below the venue that can be shared.

A 28 car facility is likely to undermine the visitation to the foreshore suite of destinations.
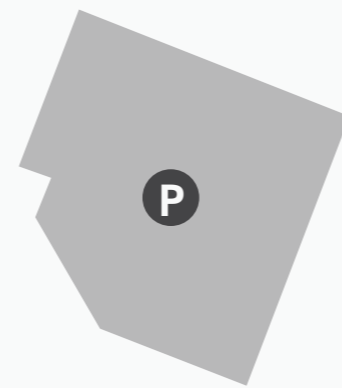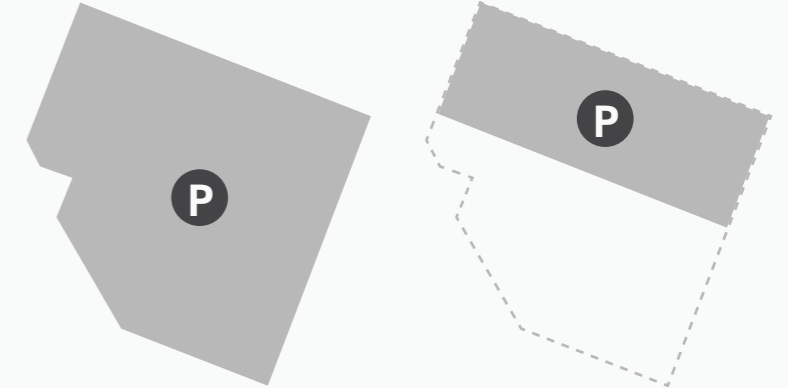
2 1 X SEMI-BASEMENT

SUMMARY

~ 200 car spaces*

Approx. 6,400 sqm

KEY CHARACTERISTICS

Optimised use of the building footprint coverage for managed parking as a resource for the precinct.

Introduces additional project risk in 'cut' and excavation for semi-basement into a site with potential contamination.

3 1 X SEMI-BASEMENT, 1 X FULL BASEMENT

SUMMARY

~ 300 car spaces*

Approx. 9,800 sqm

KEY CHARACTERISTICS

Increased parking will assist the venue in meeting peak summer foreshore demand.

The development of an additional basement will significantly increase project risks and cost per car space through a combination of:

– Increased probability of contamination

– Necessary water table and resilience response measures and excavation time and technical complexity

– Additional ramps, stairs and lift extensions

*Refers to under-building parking. Temporary parking on future development site can be included in all options.
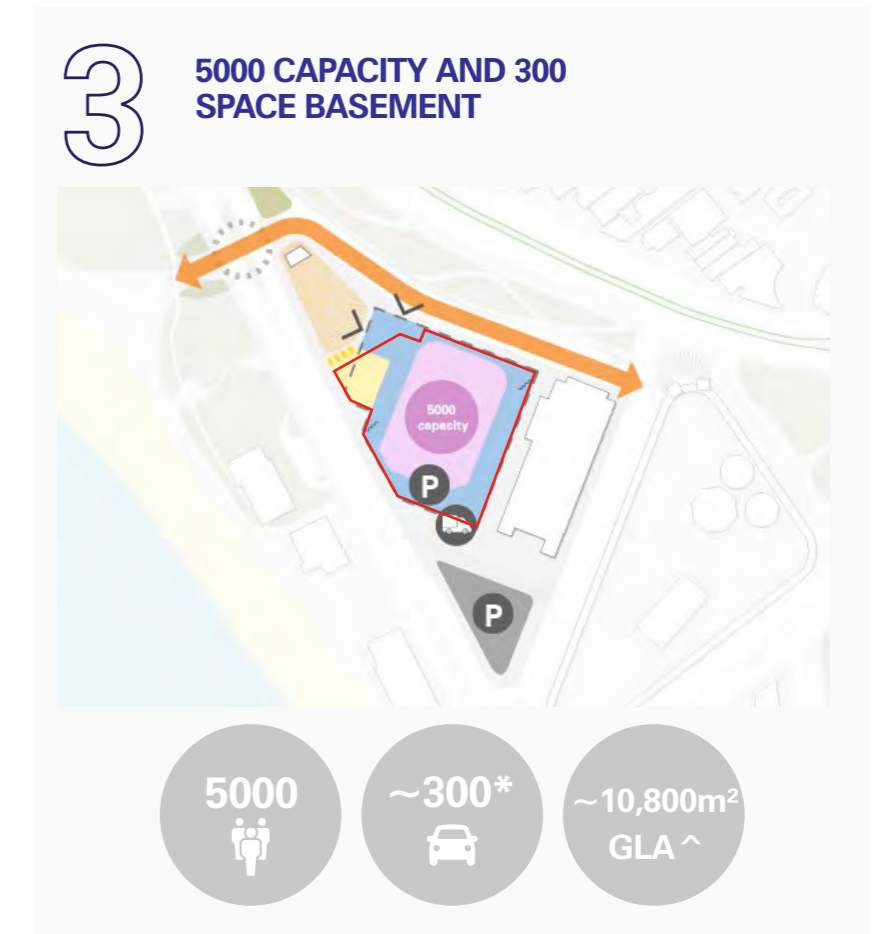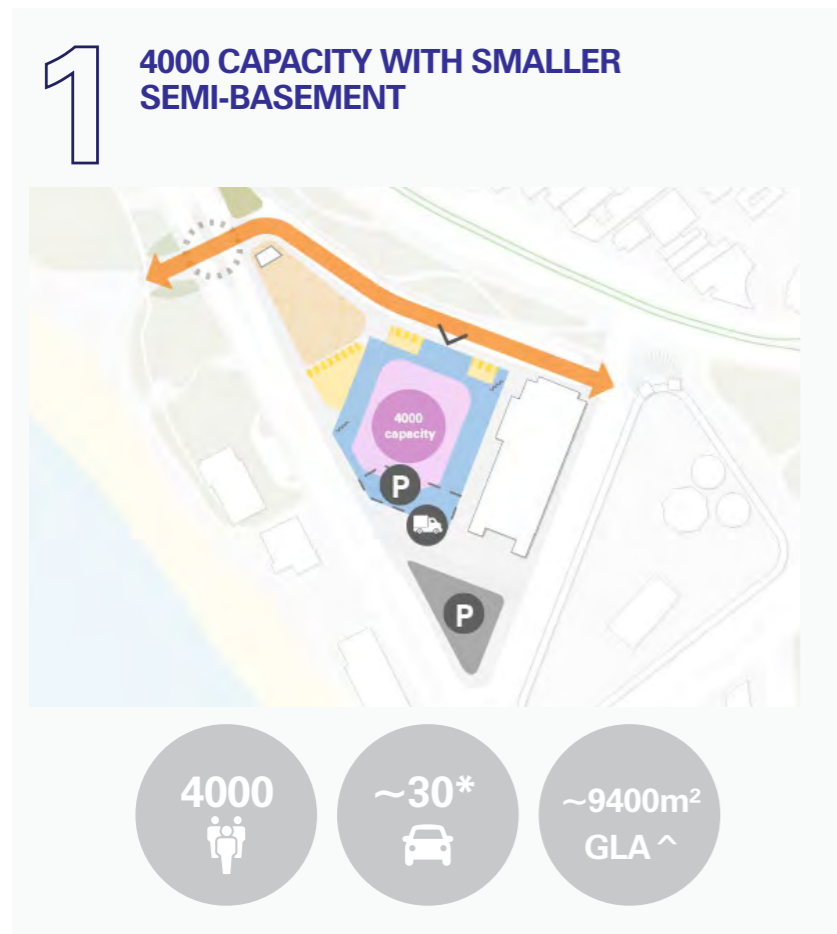
Design options
Overview

Design options were tested to assess what capacity venue fits on the site as well as what parking configuration is most suitable. Functional building plans for each option can be found in the appendix to the report.

LOWEST COST ←┈┈┈→ HIGHEST COST

Recommended Option

1 — 4000 CAPACITY WITH SMALLER SEMI-BASEMENT

- 4000 🚶
- ~30* 🚗
- ~9400m² GLA ^

2 — 5000 CAPACITY WITH MEZZANINE AND 200 SPACE SEMI-BASEMENT

- 5000 🚶 *1000 mezzanine*
- ~200* 🚗
- ~9700m² GLA ^

3 — 5000 CAPACITY AND 300 SPACE BASEMENT

- 5000 🚶
- ~300* 🚗
- ~10,800m² GLA ^

Shows Option 1 and 2 building footprint compared to Option 3. Increased ground floor venue capacity results in increased building footprint and reduced public realm.

Legend
- ▰ Core venue
- ▰ Services and amenities
- ▰ On-grade car park
- ❭ Primary building entry
- ▰ Ancillary uses
- ▰ Landscape
- ▦ Activated public realm
- ┅ ┅ Parking footprint

*Refers to under-building parking. Temporary parking on future development site can be included in all options.
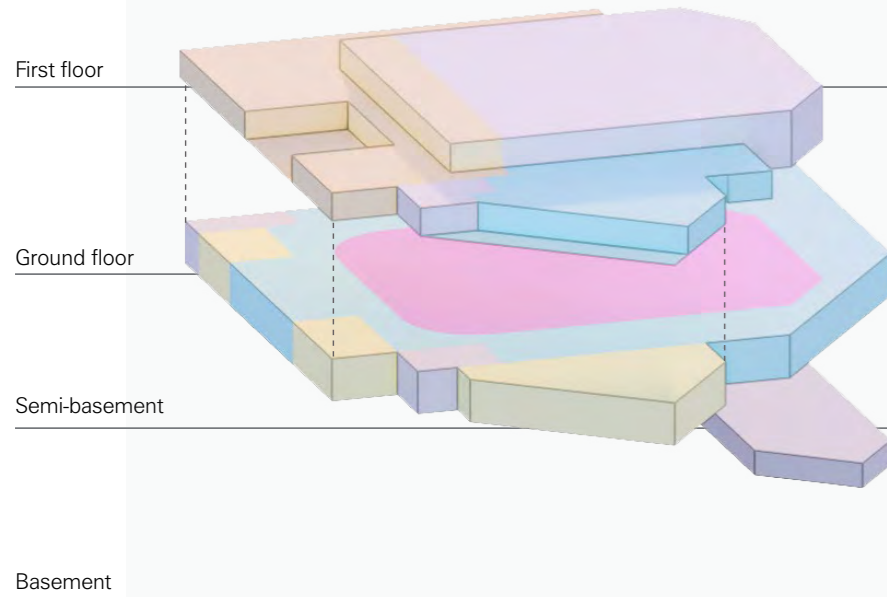
^ Gross Lettable Area (GLA) excludes basement areas.

Design options
Spatial configuration

Recommended option

1 **4000 CAPACITY WITH SMALLER SEMI-BASEMENT**

2 **5000 CAPACITY WITH MEZZANINE AND 200 SPACE SEMI-BASEMENT**

3 **5000 CAPACITY AND 300 SPACE BASEMENT**

First floor

Ground floor

Semi-basement

Basement

KEY CHARACTERISTICS

A capacity of 4000 fails to meet industry 'sweet spot' (5000) with implications for reduced utilisation, precinct activation and positive impact.

A sub-optimal facility is less likely to attract co-investment.

Lower cost due to smaller venue size.

Smaller development footprint and site coverage leaves a larger area available for external landscaped space.
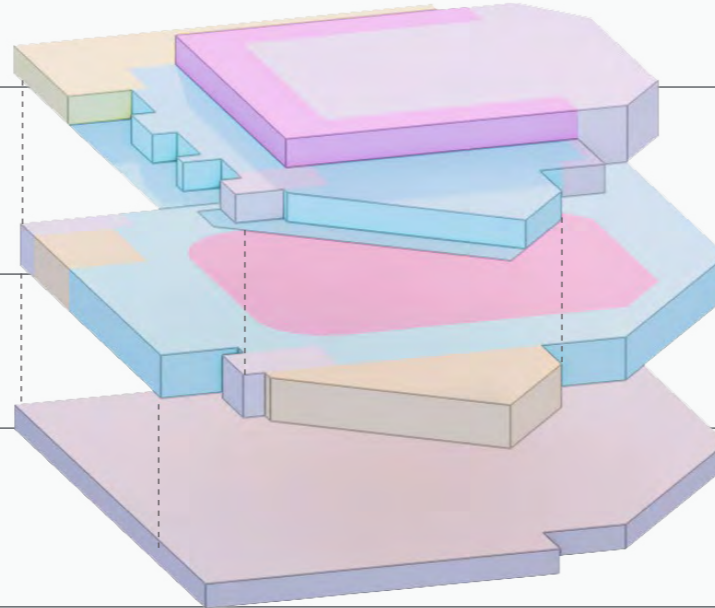
Strengthens the site's role as destination and hub for community life by balancing the built and external events/ public space footprints.

Delivers a project scale and response aligned with site attributes and policy ambitions.

Retains key views.

KEY CHARACTERISTICS

Provides an optimized new hub for live music and events by aligning with industry capacity sweet spot (5000).

Mezzanine provides additional capacity without expanding the building footprint.

Smaller development footprint and site coverage leaves a larger area available for external landscaped space.
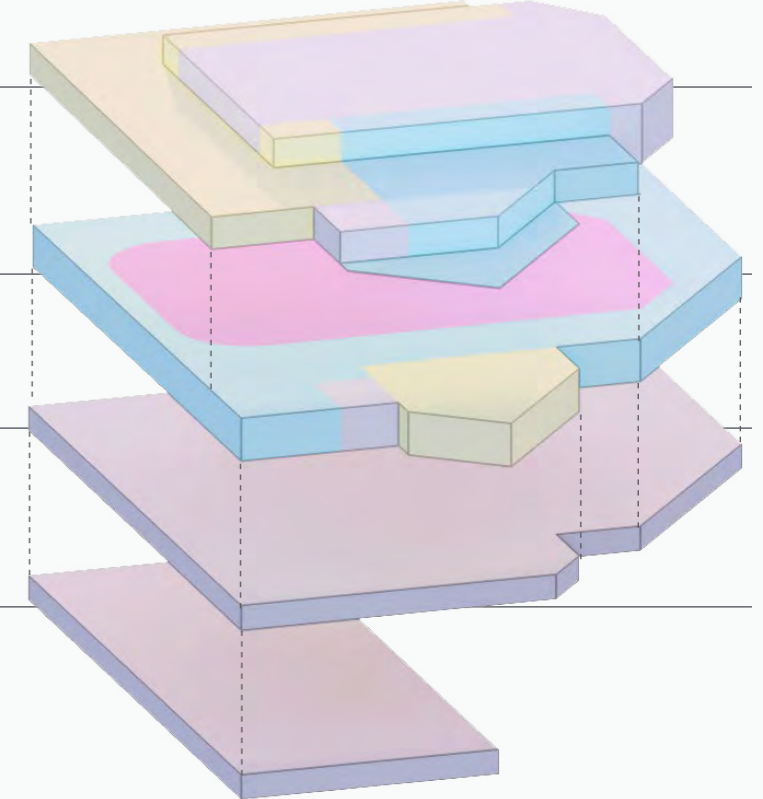
Strengthens the site's role as destination and hub for community life by balancing the built and external events/ public space footprints.

Delivers a project scale and response aligned with site attributes and policy ambitions.

Retains key views.

Optimized value for money and likelihood of co-investment.

KEY CHARACTERISTICS

The expanded footprint extends into view line areas and increased bulk at the interface with the Lower Esplanade.

The expanded footprint provides limited opportunities for activation with Lower Esplanade and public realm and increases congestion at entries.

Legend

- Core venue
- Ancillary uses
- Services and amenities
- Under-building parking

Assessment criteria
Design options

Assessment criteria have been established under key themes to capture project feasibility, alignment with local policy and the spirit of the 2016 Masterplan. Each option has been traffic-light-assessed to ensure they are understood holistically. In consultation with WT Partnership and M21, options have been costed, enabling the assessment of each option's 'Value for Money'.
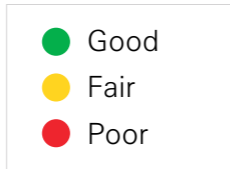
	OPTION 1	OPTION 2	OPTION 3
Music, performance and events			
Provides a new hub for live music and events, deepening the impact and value of St Kilda within the local, metropolitan and national music, performance and events economy.	🟡	🟢	🟢
Aligns with recent St Kilda Live Music Action Plan	🟢	🟢	🟢
Creates a vibrant cultural precinct, welcoming and inclusive to music fans of all ages and the needs of local and touring performers and the events industry.	🟡	🟢	🟢
Community life, activation and safety			
Strengthens the site's role as destination and hub for community life, amenity, celebration and wellbeing.	🟢	🟢	🟢
Provides an active, highly used and safe destination throughout the day, night and year.	🟡	🟢	🟢
Supports community wellbeing by providing a precinct and venues that are welcoming, inclusive and safe for all.	🟢	🟢	🟢
Access and movement			
Prioritises safety, accessibility and amenity for pedestrians of all abilities across the site, connecting The Esplanade to the foreshore.	🟢	🟢	🟢
Provides well screened and separated back of house loading and service areas.	🟢	🟢	🟢
Provides economically viable integrated parking to meet precinct needs whilst promoting PT, walking and cycling as preferred access modes.	🟡	🟢	🔴
Buildability and implementation			
Delivers a project scale and response aligned with site attributes and policy ambitions.	🟡	🟢	🟡
Provides a precinct solution that integrates the Palais facility and forecourt and foreshore renewal projects.	🟢	🟢	🟡
Value for money			
Provides a financially sustainable and fit-for-purpose model for redevelopment.	🔴	🟡	🔴
Provides opportunities for shared and stagable delivery in partnership with State Government and industry.	🟡	🟢	🟢
Prioritizes enduring investment in project elements that maximize flexibility, quality of experience and positive community, economic and environmental impact.	🟡	🟢	🟡
ESD and Sustainability			
Ensures the proposed design is built and operates with a small environmental footprint through the application of best practice ESD principles.	🟢	🟢	🟡
Addresses heat island effects, enhanced precinct landscape integration and biodiversity through increased tree canopy cover, deep soil planting and WSUD.	🟢	🟢	🟡
Designed to accommodate sea level rise and be climate resilient.	🟢	🟢	🟡
ASSESSMENT SUMMARY Note: Percentage value refers to proportion of criteria that are green (exceeds criterion).	50%	95%	45%

Legend:
- 🟢 Good
- 🟡 Fair
- 🔴 Poor

Recommended option
Option 2

Option 2 best aligns with the assessment criteria and has been selected for incorporation into the indicative site plan. This option splits 5000 standing capacity across 2 levels and provides a 200 car semi-basement.

INDICATIVE VENUE FEATURES

Provides an optimized new hub for live music and events by aligning with industry capacity sweet spot (5,000).

Mezzanine provides additional capacity without expanding the building footprint.

Smaller development footprint and site coverage leaves a larger area available for external landscaped space.

Strengthens the site's role as destination and hub for community life by balancing the built and external events/public space footprints.

Delivers a project scale and response aligned with site attributes and policy ambitions.

Retains key views.

Optimized value for money and likelihood of co-investment.

INDICATIVE PARKING FEATURES

Optimised use of the building footprint coverage for managed parking as a resource for the precinct.

Introduces additional project risk in 'cut' and excavation for semi-basement into a site with potential contamination.

INDICATIVE BUILDING FEATURES

5,000 person standing venue, including a 1000 capacity upper mezzanine.

First floor community tenancy (e.g. project and rehearsal spaces, multi-cultural facilities, local creative incubator).

First floor 900 sqm multi-purpose space (e.g. functions, VIP events, all ages performance).

Ground floor small food and beverage tenancy along the Lower Esplanade (e.g. kiosk) ensuring an active boulevard.

Ground floor 700 sqm food and beverage tenancy that engages the surrounding public realm and pedestrian boulevard.

200-capacity semi-basement car park with access via Jacka Boulevard or Cavell Street.

Core Venue

First floor
Ground floor
Semi-basement
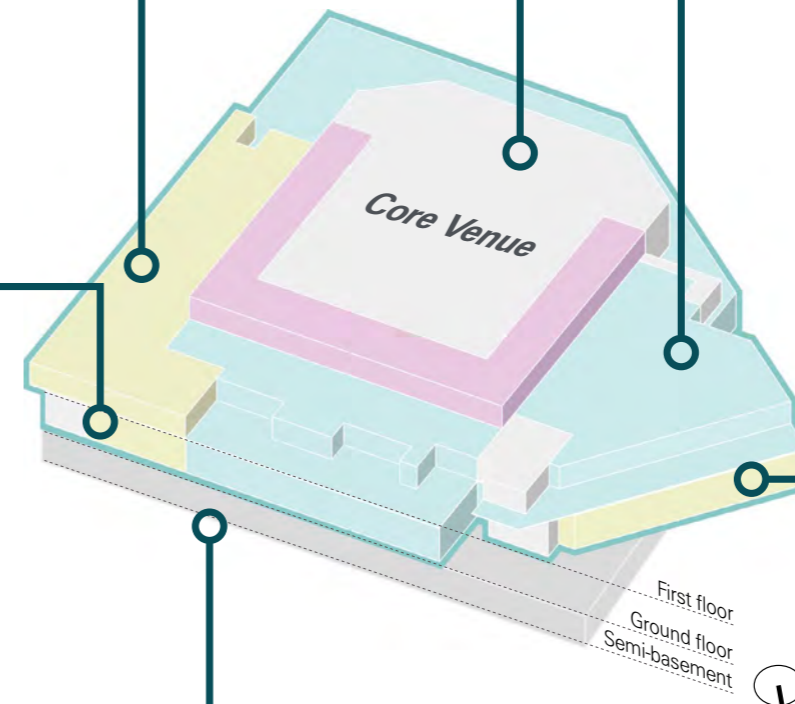
Legend
Core venue
Services and amenities
Ancillary uses
Parking

Indicative Site Concept

3

Photo: St Kilda Festival 2023 by Josh Blashki

Key moves

The key moves translate the relevant 2016 Masterplan principles into spatial ideas.

While the key moves are consistent with the ethos of the 2016 Masterplan, they also recognise the opportunity to rethink the design of the St Kilda Triangle, in response to changes in the site's program and context.

1
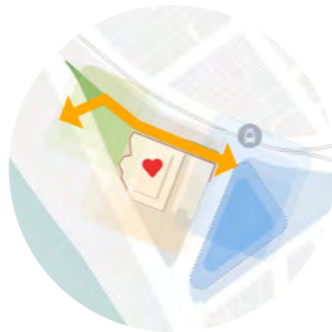
MUSIC AND ENTERTAINMENT HEART

A precinct that welcomes the St Kilda community into an inclusive, creative, and vibrant precinct active throughout the day, night, and year.

2

CONNECTING TO THE FORESHORE

A high quality pedestrian connection that builds on public realm upgrades and relocates the pedestrian crossing to align with the foreshore arrival zone.

3

ENGAGEMENT WITH CULTURE AND COMMUNITY

A gathering place that celebrates First Nations cultures and connection to Country.

4

A CONNECTED LANDSCAPE

A connected and activated landscape that responds to its coastal location.

5

A BALCONY TO THE BAY

A series of elevated terraces, balconies and rooftops that celebrates the foreshore setting.

6
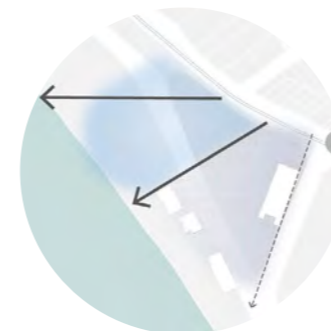
VIEWS AND SIGHTLINES

A precinct that respects views towards the bay, foreshore and horizon, alongside the key heritage fabric of the Palais Theatre and Luna Park.

7

ACCESS AND PARKING

A pedestrian priority precinct, connected to public transport, with consolidated and screened car parking, loading and servicing.

8

SUSTAINABILITY

A precinct that enables sustainability and liveability outcomes which benefit local residents, visitors and the natural environment.

Site response
Responding to context

This design feasibility proposes a live music and performance venue which will serve as a destination for locals, music enthusiasts and tourists alike. The site will serve as the primary pedestrian link between Acland Street and Luna Park and the St Kilda Foreshore Promenade.

KEY OPPORTUNITIES

1 Investigate opportunities for a north facing terrace that provides new views to the Bay and Esplanade.

2 Create clear arrival moments and entries through breaking down visual bulk and dominant built form especially near the Palais Theatre.

3 Engage The Esplanade through upper level terraces, glazed foyers and lounges.

4 Reimagine the Lower Esplanade as an iconic promenade linking Luna Park to the foreshore.

5 Configure the public realm spaces to facilitate a range of organised festival and performance events, informal play and passive recreation.

6 Relocate the pedestrian crossing to align with recent foreshore public realm upgrades.

7 Promote design excellence through careful use of materials and composition and application of environmentally sustainable design, water sensitive urban design, universal access, integrated art, effective First Nations engagement and safety by design principles. (Not shown on diagram)
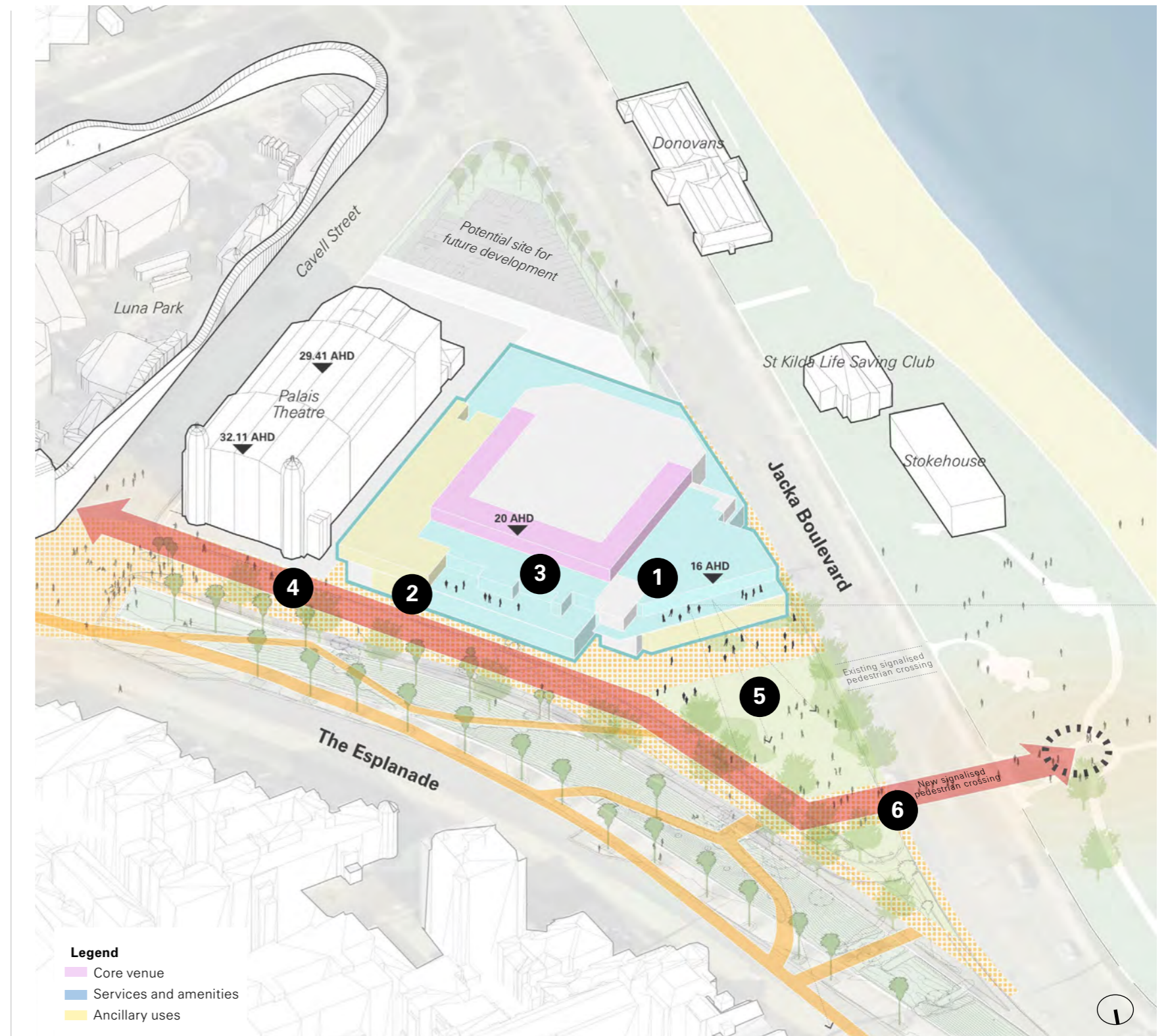

Legend
- Core venue
- Services and amenities
- Ancillary uses

Fig. 3.1 Building Envelope
Source: MGS Architects

Indicative site plan
An integrated precinct

This indicative site plan integrates landscapes, program, movement, and activity with the new music and performance venue at its core. Surrounded by the Palais Theatre to the east and a flexible pavilion to the west, this precinct will function as an active and vibrant whole.

KEY CHARACTERISTICS

1 A new 5000 capacity live music and performance venue situated beside the Palais Theatre.

2 A new pedestrian prioritised promenade that stitches together the surrounding landscape and builds upon current and planned upgrades to the Palais and Luna Park forecourts.

3 The Jacka Boulevard pedestrian crossing relocated to the north to align with the foreshore arrival plaza.

4 A vibrant music and cultural precinct that is active throughout the day, night, and year through a diversity of uses on the site, including a multi-purpose pavilion which can be used as a stage.

5 Consolidated loading and car parking zone in a less visible location, with 200 underground car spaces.

6 The Slopes retained and preserved as important heritage landscape.

7 Potential future development site to be investigated at a later stage. Interim use as an on-grade parking lot (approx. 40 spaces).

Fig. 3.2 Indicative site plan
Source: MGS Architects & GLAS Landscape Architects

SCALE 1:2000 @ A3

Indicative site section
Utilising existing topography

A 2 metre fall across the site significantly reduces excavation work needed to construct a semi-basement on the site.

Jacka Boulevard

Landscape berm to separate footpath from parking structure.

Recommended building height AHD 20.00

Primary entry at AHD 5.00

Pedestrian promenade to extend upon current Palais forecourt upgrades.

'The Slopes' retained as key landscape feature.

32.11

29.41

Palais Theatre

20.0

ARRIVAL

STAGE

VOID

PERFORMANCE

5.0

NATURAL GROUND LINE

NATURAL GROUND LINE

CARPARKING

2.0

0.0

Bicycle lane

Footpath

Landscape berm

Jacka Boulevard

Loading and car park

Performance space

Arrival

Pedestrian boulevard

Rain gardens and native vegetation

'The Slopes'

The Esplanade

Fig. 3.3 North-south section
Source: MGS Architects

0   10   20m

SCALE 1:400 @ A3

Indicative landscape concept
An integrated landscape

Building upon public realm upgrades currently underway, the landscape plan introduces new generously scaled shared pedestrian and slow speed cycle paths. The Lower Esplanade Promenade will feature engineered paving, new plaza, play and water sensitive urban design areas, garden beds, tree canopy shading and raised lawn areas to enable flexible use. Public realm areas to the north will cater for outdoor festivals and cultural events.

KEY OPPORTUNITIES

1   Proposed pedestrian promenade connecting the foreshore and The Esplanade. Landscaping respects the edge of 'The Slopes' and introduces a linear integrated green system.

2   Sloping lawn to accommodate informal gatherings as well as formally programmed events. Road traffic noise from Jacka Boulevard may be buffered by a raised landscape zone along the edge of the site.

3   Terraced steps from venue level to the level of the lawn, creating an 'amphitheatre' experience.

4   Pavilion for use by broader St Kilda community and for significant cultural events.

5   Weather protected terrace to overlook public realm and stage, with views to Port Phillip Bay.

6   Native landscape zone.

7   Historic landscape feature known as 'The Slopes'. Grass surface with existing pedestrian connections between the pedestrian promenade and The Esplanade.

Fig. 3.4 Landscape plan
Source: MGS Architects & GLAS Landscape Architects

SCALE 1:2000 @ A3

0   50   100m

Indicative landscape section AA
Outdoor festival and events

The sloping lawn stitches together the new venue with an outdoor events and passive recreation space, building upon the site's current use as a location for St Kilda Festival. With a flexible pavilion situated at the site's north, spectator views will be orientated to the palm tree lined foreshore and glimpses of the Bay. The approximately 2000sqm site provides flexible space for significant outdoor events.

Native landscape zone. Access to public restrooms.

Proposed pedestrian promenade connecting the Palais Theatre to St Kilda foreshore.

Pavilion for use by broader St Kilda community and for significant cultural events.

Sloping lawn to accommodate informal gatherings and events.

Terraced steps from venue level to lawn.

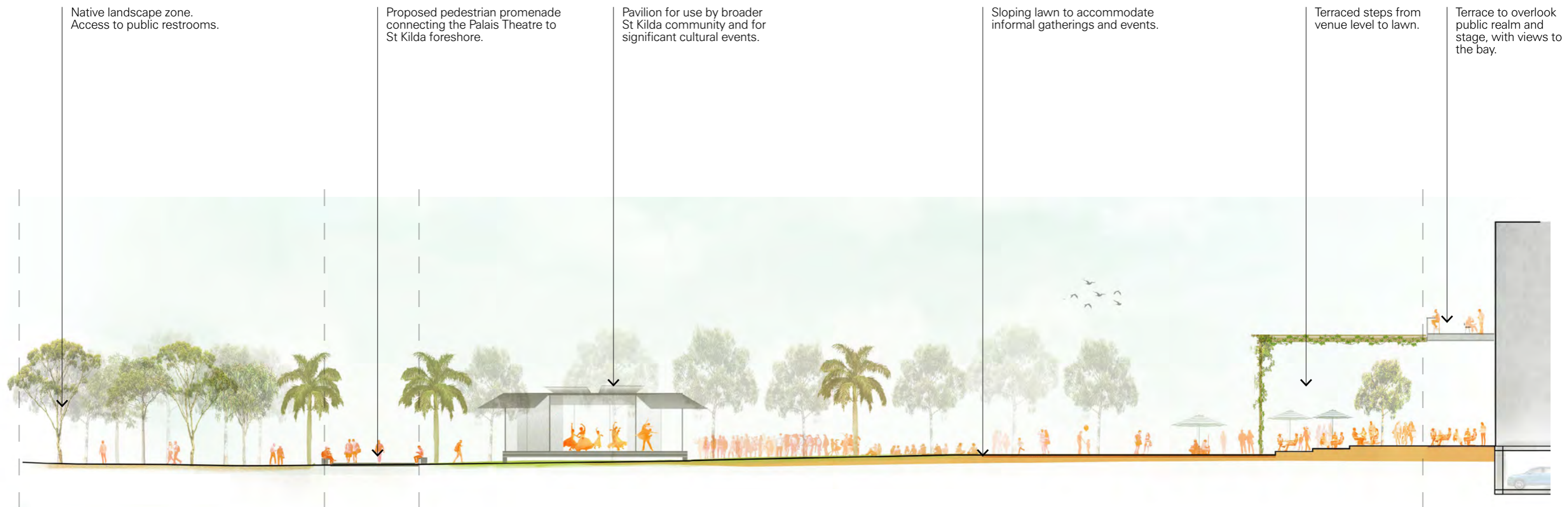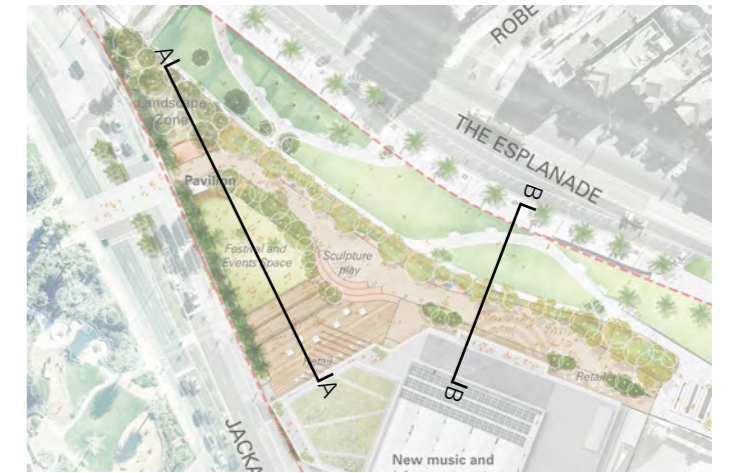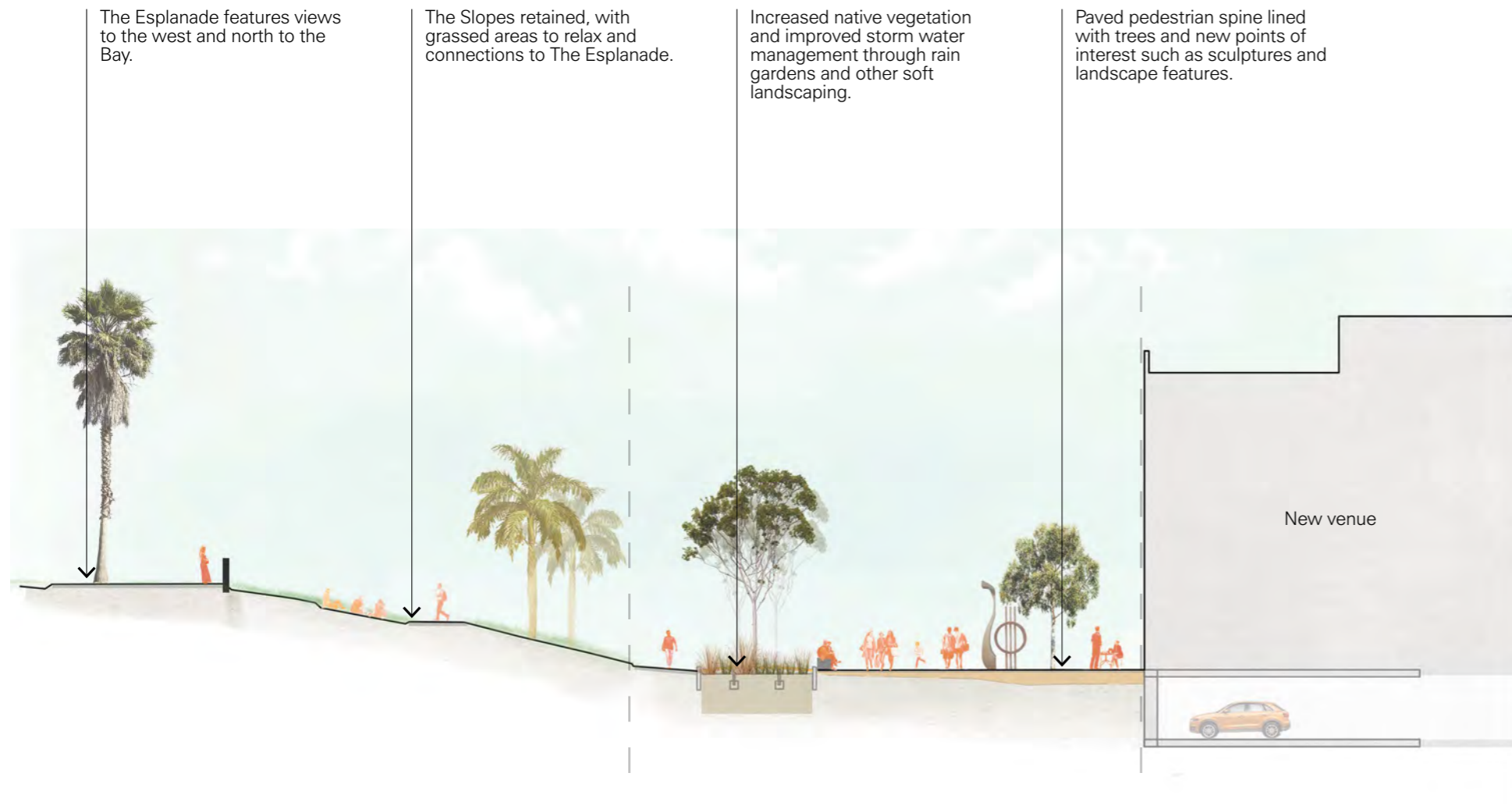Terrace to overlook public realm and stage, with views to the bay.

Fig. 3.5 Landscape section AA
Source: Glas Urban

0   10   20m
SCALE 1:400 @ A3

Indicative landscape section BB
Pedestrian promenade

Pedestrianising the Lower Esplanade will provide the missing link to the St Kilda Foreshore and Catani Gardens, building upon public realm works currently underway at the Palais Theatre and Luna Park forecourts.

The Esplanade features views to the west and north to the Bay.

The Slopes retained, with grassed areas to relax and connections to The Esplanade.

Increased native vegetation and improved storm water management through rain gardens and other soft landscaping.

Paved pedestrian spine lined with trees and new points of interest such as sculptures and landscape features.

New venue
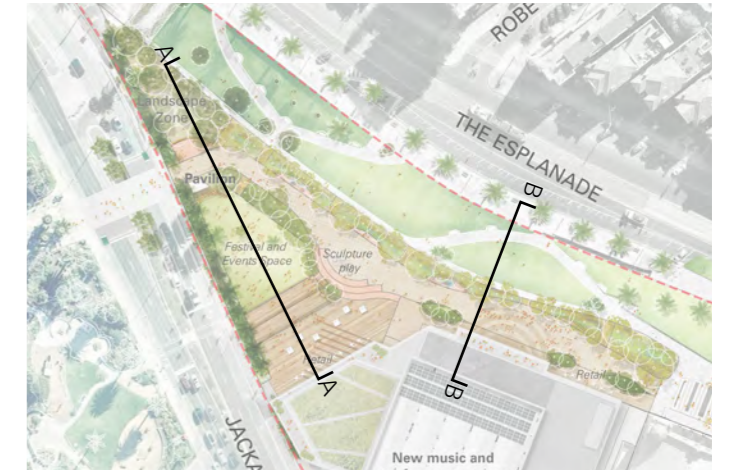
Fig. 3.6 Landscape section BB
Source: Glas Urban

0   10   20m

SCALE 1:400 @ A3

Indicative transport strategy
Walking, cycling and public transport

A new pedestrian promenade provides comfortable pedestrian prioritised movement which connects the foreshore to Luna Park, Acland Street and The Esplanade with direct access to high quality public transport and bicycle networks.

WALKING

Improve pedestrian permeability and safety across Jacka Boulevard, between the foreshore and the proposed venue, by realigning the Pedestrian Operated Signal (POS) in line with the Lower Esplanade pedestrian spine.

Due to the substantial pedestrian volumes expected and the significant number of key destinations in the immediate area, safe pedestrian movements will need to be prioritised. Providing direct and seamless connections will be vital. The POS connecting Catani Archway to the car park should be moved approximately 50m north west.

Develop Lower Esplanade into a tree-lined pedestrianised promenade between the Palais Theatre and the foreshore with strong landscaping and high-quality public realm. This pedestrianised spine will support the combined gathering requirements of the proposed venue and Palais and the pedestrian traffic between the foreshore to the activity centre and other destinations.

Ensure strong wayfinding and signage within and in the vicinity of the site, with clear distances and directions to nearby activity centres, destinations, and transport options.

Increase planting of canopy trees within and in the vicinity of the site to improve protection from weather and comfort of pedestrians, particularly along the pedestrian spine.

Increase lighting and passive surveillance opportunities through activated ground floors and clear sightlines throughout the site.

Ensure signage along Bay Trail provides clear and legible access to the St Kilda Triangle.

Maintain emergency egress path located in between the Palais Theatre and proposed development.

CYCLING

Ensure bicycle end-of-trip facilities, including lockers, showers, and change rooms are provided within the commercial development on the site.

Provide a secure bicycle parking facility with a capacity for 100 to 300 bicycles within the development site. Access to the facility should be provided:

At ground level, close to the building entrance, with clear wayfinding signage with direct access from the Bay Trail

Were bicycle parking to be provided in the basement, clear wayfinding signage, dedicated bicycle riding infrastructure along the entry/exit will be needed

Strengthen bicycle access between the site and Bay Trail, including a dedicated bicycle crossing with bicycle lanterns at the realigned POS.

Install 10km/h slow riding zone signs along the pedestrianised Lower Esplanade to promote pedestrian safety.

PUBLIC TRANSPORT

Ensure wayfinding signage providing intuitive navigational direction from the proposed venue to major public transport stops and vice versa.

Maintain the high-level of pedestrian permeability from The Esplanade to the venue.

Legend

- 🟢 Tram network
- 🟠 Bus network
- 🟢 Tram stop
- 🟠 Bus Stop
- 🟧 Pedestrianised zone
- ▨ Alternative surface treatment
- 🟦 Bicycle movement
- 🟠 Pedestrian movement
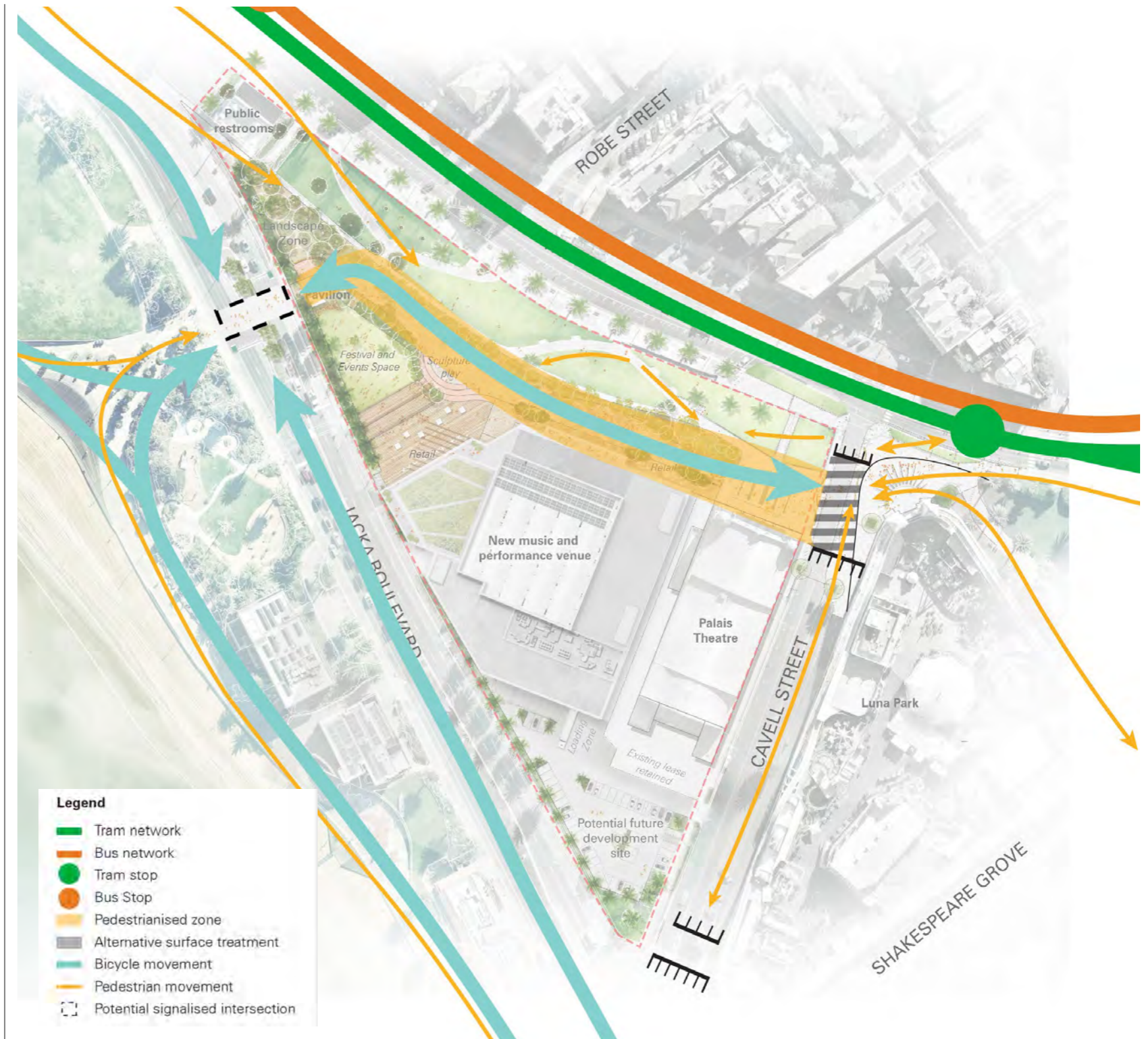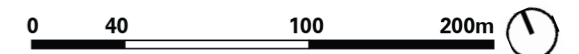- ⬚ Potential signalised intersection

Fig. 3.7 Transport Strategy
Source: Movement & Place Consulting

0 40 100 200m

Indicative transport strategy
Parking and vehicular access

A simplified vehicle experience, minimising impact on the existing road network while maintaining emergency and freight vehicle access

SERVICING, LOADING AND EMERGENCY ACCESS

Ensure emergency vehicle access to the venue is maintained via the Lower Esplanade pedestrian spine from both Cavell Street and Jacka Boulevard through the use of retractable bollards

Retain service and loading vehicle access to Palais Theatre and the future commercial development from Cavell Street

ROAD

Reconfigure the northern end of Cavell Street, between The Esplanade and the Palais forecourt (approximately 35m), to include the following threshold treatments:

– A pavement threshold to prioritise pedestrian movement across Cavell Street and reduce vehicle speeds

– Lane narrowing through the use of kerb outstands

– Differentiated surface treatments including coloured and textured treatments to indicate slow travel speeds

– Clear signage indicating pedestrian priority

– 10km/h speed limit for vehicles

Advocate for a reduced vehicle speed limit to 40km/h on Jacka Boulevard from the St Kilda Sea Baths complex to Cavell Street

Facilitate and maintain pick up/drop off opportunities along Cavell Street (time restriction of five minutes should be applied)

Restrict vehicle movements in and out of Cavell Street, at the intersection of The Esplanade, to left in/left out only to reduce movement complexity and queuing into Cavell Street

Realign current POS approximately 55m north west to be flush with the Lower Esplanade pedestrian spine. Maintain vehicle U-turns - investigate queuing and lane length requirements for U-turn movements. Provide a Keep Clear zone on Jacka Boulevard to facilitate U-turn movements

PARKING

Basement parking to be provided off Cavell Street.

Parking facility to cater for 200 to 250 car parking spaces that is accessible by the public and boosts the pool of public parking in the area

Parking in the venue to be priced on a per-use basis in line with current market rates in the local area

Legend
- Freight movements
- Vehicle movements
- Emergency vehicle movements
- Alternative surface treatment
- (P) Potential underground parking entrance
- Freight loading zone
- Retractable bollards
- (U) U-turn movement
- Potential signalised pedestrian crossing
- Pick up/drop off zone

Fig. 3.8 Transport Strategy
Source: Movement & Place Consulting

0   40   100   200m
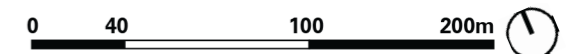
Indicative ESD and sustainability strategy
Primary sustainability actions

The project's design process has produced opportunities for elevated outcomes relating to biodiversity, urban cooling and integrated water management.

PRIMARY SUSTAINABILITY ACTIONS

Embedding sustainability throughout the design and operation of the music venue is driven by a place-based implementation of the City of Port Phillip's Act and Adapt Strategy, with a focus on the following five pillars under the strategy:

1. A greener, cooler, more liveable city
2. A city with lower carbon emissions
3. A city that is adapting and climate resilient
4. A water sensitive city
5. A sustained reduction in waste

For a facility of this function and scale, the built form and associated infrastructure must be designed to effectively support the venue's operational energy and waste systems from the outset. The operational management of these systems is also critical to ensure sustainability can be practically implemented.

The project's masterplan design process so far has produced opportunities for elevated outcomes relating to biodiversity, urban cooling and integrated water management. Together with the design of the venue's built form (which will drive the carbon implications of the precinct), this has culminated into a set of primary actions which will set the St Kilda Triangle music venue apart from other projects of a similar typology.

**Act and Adapt
Sustainable Environment Strategy (2018-28)**

Pillar 1: Design the public realm's landscape with plant species selected for their local significance in proximity to Port Phillip Bay, combined with a significantly increased tree canopy coverage across the precinct to boost biodiversity and mitigate urban heat.

Pillar 2: Commit to a zero-carbon, all electric approach to the design and operation of the venue by installing rooftop solar with battery capacity, with a commitment to managing energy efficiency and building performance over time including how the venue scales up and down its operations depending on its occupation. The energy approach is supported with key initiatives to reduce private vehicle dependence to access the venue.

Pillar 5: Commit to a 21st century zero waste precinct waste management approach that eliminates single-use items through buy-in from the venue's operators and acts as an educational experience for venue attendees and performers.

Pillar 3: Mitigate the impacts of future sea-level rise and flooding to on-site services through the multi-functional use of the venue and the basement as resilience measure. The venue can potentially form part of community resilience infrastructure during periods of extreme weather.

Pillar 4: Incorporate water run-off from hardscaping and roofing into the precinct's integrated water management approach which captures all available stormwater and celebrates it through the project's WSUD approach.
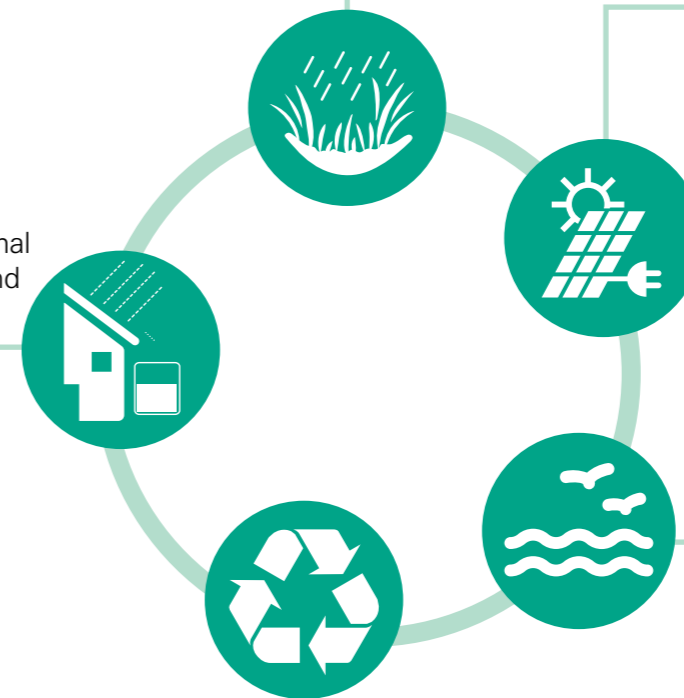
Indicative ESD and sustainability strategy
Site opportunities

A broad range of sustainability actions can be implemented for this project, relating to liveability, climate resiliency and adaptability, energy efficiency, integrated water management and waste management.

KEY OPPORTUNITIES

1   Increase and diversify onsite tree canopy coverage along the pedestrian spine and vegetated areas in the public realm.

2   Provide landscaped areas designed with endemic mid-strata shrubbery and vegetation to promote species diversity.

3   Water is celebrated by incorporating WSUD elements into the public realm and directing flood/stormwater away from built infrastructure assets.

4   Install shelters and shading over hard surfaces in the public realm and balcony areas to provide relief from hot conditions and maximise utility year round.

5   Maximise site permeability in the public realm to reduce stormwater runoff and promote passive irrigation.

6   Encourage the use of public and active transport options to and from the site.

7   The venue's roof structure should be designed with a high Solar Reflective Index (SRI) to reduce urban heat.

8   Install onsite power generation (i.e. solar PV) and battery storage conducive to energy demands associated with use of the site as a music venue.

9   Onsite EV fast-charging capabilities (min. 2 chargers) in an easily accessible location within the below ground car park

10   Use of the venue as a piece of community resilience infrastructure during extreme weather (with support infrastructure e.g. battery for critical functions).

11   Install adequate water tank capacities conducive to the operation of the venue.

Fig. 3.9 ESD and sustainability strategy
Source: MGS Architects & GLAS Landscape Architects

SCALE 1:2000 @ A3

Appendix

Indicative functional building plans
First Nations engagement approach
Comparison to 2016 Masterplan
Venue benchmarking
Car park survey report
Parking analysis

4

Indicative functional building plans

Option 1

Indicative functional plans
Option 1 - Semi-basement

CARPARK 26 CARS
940 SQM

AHD 2.70

RAMP 1:10

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking

0 5 10 25m

SCALE 1:500 @ A3

Indicative functional plans
Option 1 - Ground floor

TENANCY
LIFTS 105 SQM

TENANCY
170 SQM

MAIN ENTRY

CARPARK /
TENANCY
LIFTS 80 SQM

FOYER, SERVICES
& BOH 2660 SQM
AHD 4.75

SHOP

TENANCY
115 SQM

TENANCY
520 SQM

BAR

AHD 5.25

AHD 5.25

AHD 5.25

TOILETS

TOILETS

BAR

3800 (STANDING)
1:40 FLOOR DANCE

AUDITORIUM 2600 SQM
CAPACITY 3800 (STANDING)
200 (SEATED)

STORE

FLAT FLOOR DANCE
AHD 4.75

TOILETS

TOILETS

STAGE
AHD 5.75

STORE

AHD 5.75

GREEN

CREW

VIP

DR

DR

DR

LOADING

DR

DR

DR

RAMP 1:10

AHD 4.50

AHD 4.75

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking
- Building entries

0   5   10   25m

SCALE 1:500 @ A3
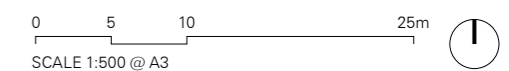
Indicative functional plans
Option 1 - First floor

TERRACE
160 SQM

TENANCY
LIFTS 105 SQM

TERRACE
285 SQM

FUNCTION
810 SQM
AHD 11.25

TENANCY
1815 SQM
AHD 11.25

VOID

VOID

PLANT

ROOF
AHD 11.25

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking

0 5 10 25m

SCALE 1:500 @ A3
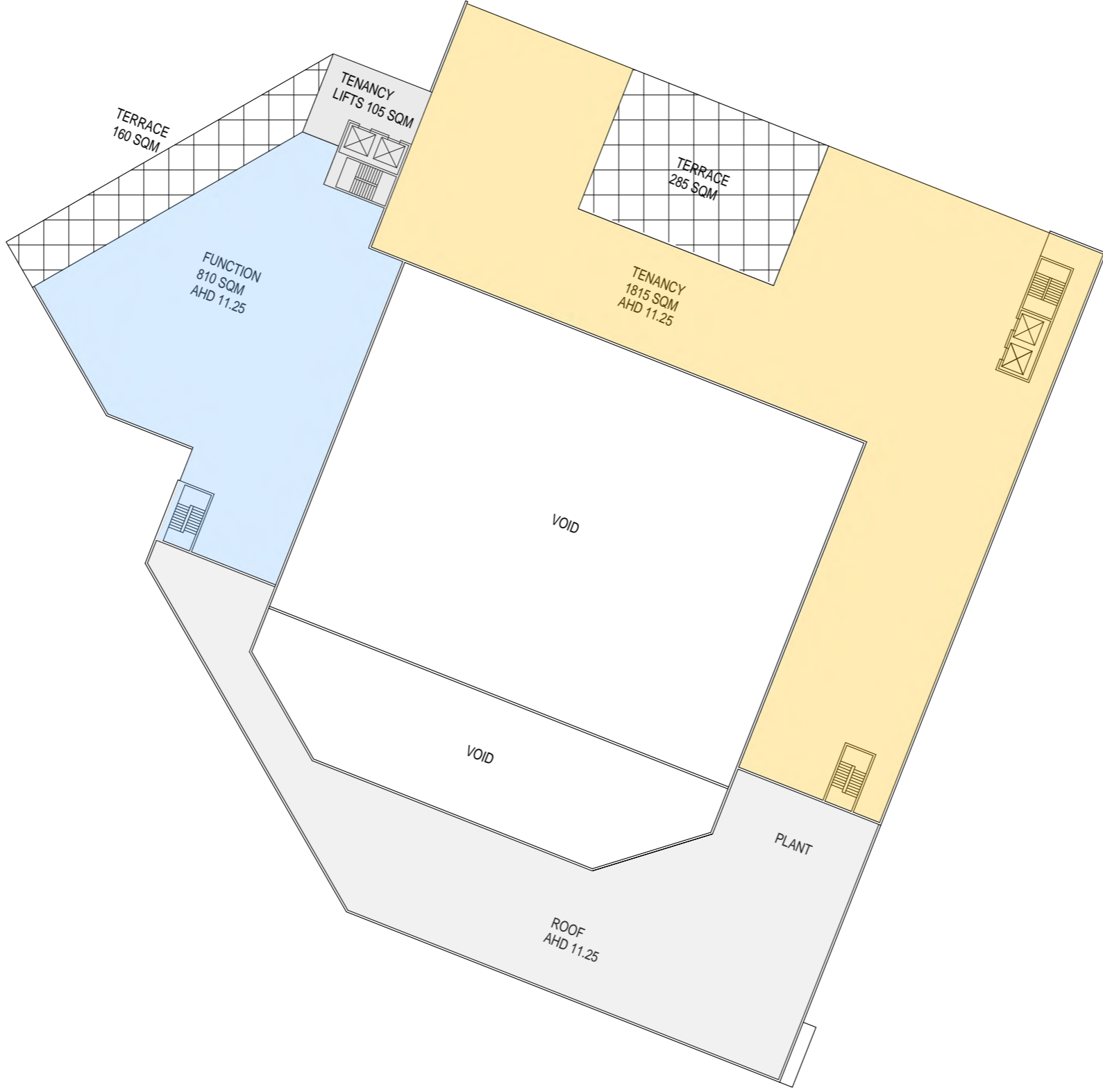
Option 2 (Recommended)

Indicative functional plans
Recommended: Option 2 - Semi-basement

CARPARK
6440 SQM

CARPARK 200 CARS
AHD 1.70

AHD 2.70

RAMP 1:10

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking

0   5   10   25m

SCALE 1:500 @ A3

Indicative functional plans
Recommended: Option 2 - Ground floor

LIFTS
120 SQM

MAIN ENTRY

CARPARK /
TENANCY
LIFTS
80SQM

TENANCY
535 SQM
AHD 4.75

BAR

AHD 5.25

FOYER, SERVICES
& BOH 2880 SQM
AHD 4.75

SHOP

TENANCY
160 SQM

TOILETS

TOILETS

AHD 5.25

1:40 FLOOR DANCE

AHD 5.25

STORE

AUDITORIUM 2500 SQM
4000 CAPACITY
(STANDING)

BAR

FLAT FLOOR DANCE
AHD 4.75

TOILETS

TOILETS

STAGE
AHD 5.75

STORE

AHD 5.75

GREEN

CREW

VIP

DR   DR   DR

LOADING

DR

DR   DR   DR

DR

RAMP 1:10

AHD 4.50

AHD 4.75

LOADING /
SERVICE YARD

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking
- ● Building entries

0   5   10   25m

SCALE 1:500 @ A3

Indicative functional plans
Recommended: Option 2 - First floor

TERRACE
215SQM

LIFTS
110 SQM

VOID

TERRACE
190 SQM

UPPER FOYER
430 SQM

BAR

FUNCTION
780 SQM
AHD 11.25

BALCONY
925 SQM
1000 CAPACITY
(800 STANDING)
(200 SEATED)

VOID

TENANCY
900 SQM
AHD 11.25

VOID

PLANT

ROOF
AHD 11.25

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking

0   5   10   25m

SCALE 1:500 @ A3
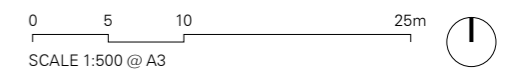
Option 3

Indicative functional plans
Option 3 - Full basement
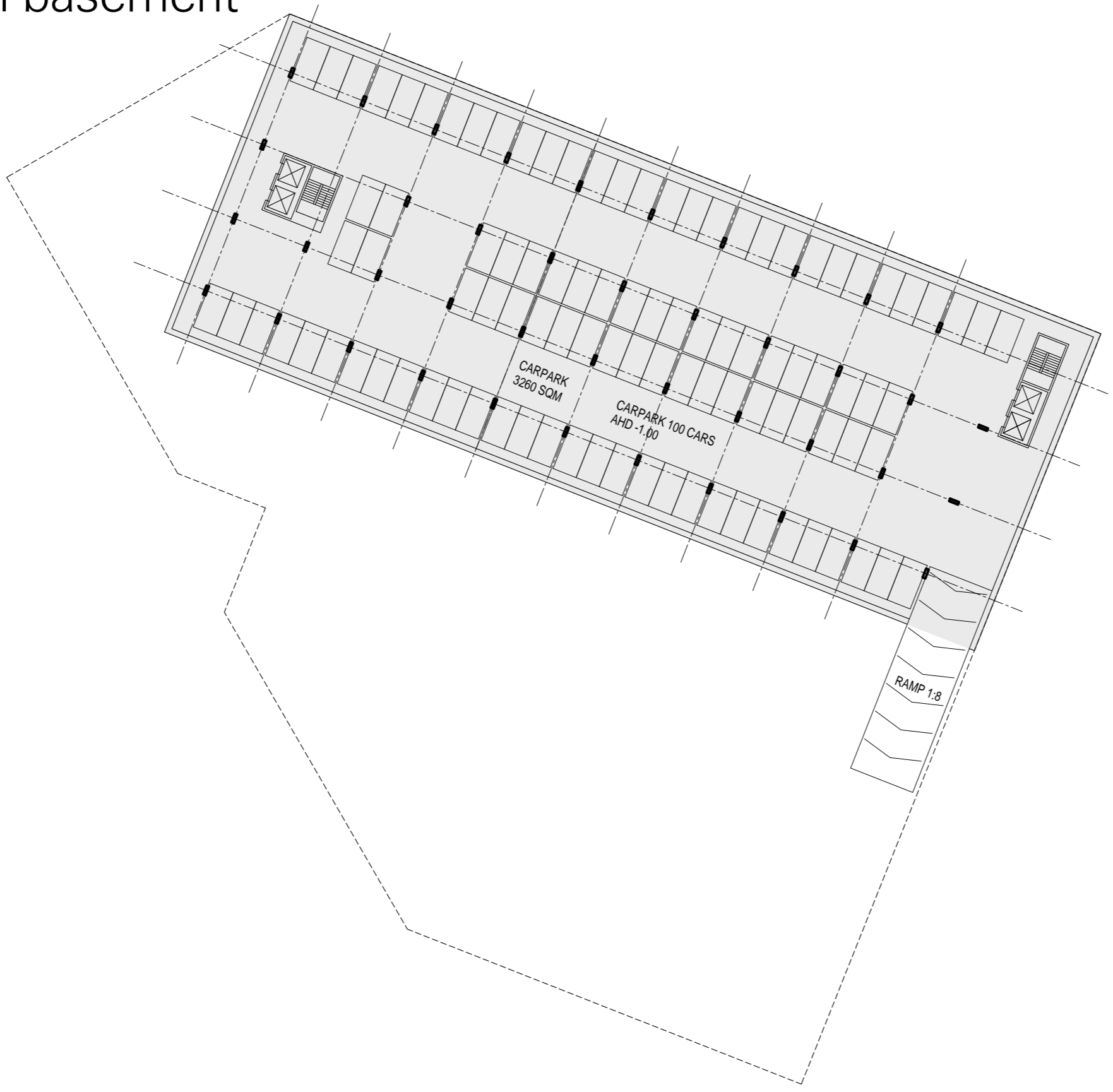
CARPARK
3260 SQM

CARPARK 100 CARS
AHD -1.00

RAMP 1:8

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking

SCALE 1:500 @ A3

0   5   10   25m

Indicative functional plans
Option 3 - Semi-basement

CARPARK
6745 SQM

CARPARK 200 CARS
AHD 1.70

RAMP 1:8

RAMP 1:20

AHD 2.70

RAMP 1:10

AHD 4.50

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking

0   5   10   25m

SCALE 1:500 @ A3

Indicative functional plans
Option 3 - Ground floor

MAIN ENTRY

FOYER, SERVICES
& BOH 2880 SQM
AHD 4.50

LIFTS
AHD 4.50
90SQM

SHOP

AHD 5.00

AHD 5.25
BAR

TENANCY
600 SQM
AHD 4.50

TOILETS

TOILETS

STORE

200 (SEATED)

AHD 5.50

1:30 FLOOR DANCE

AHD 5.00

1:30 FLOOR DANCE
AUDITORIUM 3116 SQM
4800 CAPACITY
(STANDING)

FLAT FLOOR DANCE
AHD 4.50

STAGE
AHD 5.50

CARPARK/TENANCY
LIFTS
85SQM

AHD 5.00

BAR

TOILETS

TOILETS

STORE

AHD 5.50

GREEN

CREW

VIP

DR

DR

DR

DR

DR

DR

DR

DR

DR

RAMP 1:10

AHD 4.50

AHD 4.50

LOADING

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking

0 5 10 25m

SCALE 1:500 @ A3

Indicative functional plans
Option 3 - First floor

TERRACE
370SQM

LIFTS
110SQM

TENANCY
700 SQM
AHD 11.25

TERRACE
210SQM

FUNCTION
1000 SQM
AHD 11.25

VOID

TENANCY
1400 SQM
AHD 11.25

VOID

PLANT

ROOF
AHD 11.25

Legend
- Core venue
- Services and amenities
- Ancillary uses
- Parking

0   5   10   25m

SCALE 1:500 @ A3

First Nations
engagement approach

First Nations engagement approach

Successful engagement requires transparency regarding the opportunities available for input and the approaches that will be taken to ensure all First Nations voices are heard.

In subsequent project phases engagement with First Nations stakeholders will occur to ensure:

– that detailed design of the built environment and landscape incorporate culturally appropriate interpretative elements to reflect Country and culture and reflect the traditional, historical, and shared histories of place, and

– that the built environment includes culturally safe and accessible spaces for First Nations artists and community.

STAGE 1: TRADITIONAL OWNER ENGAGEMENT

Initial engagement should occur with the two key Traditional Owner groups, the Bunurong Land Council Aboriginal Corporation, as the Registered Aboriginal Party for the area, and the Boonwurrung Land and Sea Council, who assert their right to be recognised as Traditional Owners for the area. This engagement should consider opportunities for input to detailed design and review and expand on the key themes to be explored:

– Deep time history and the formation of the Bay
– The resource richness of this Country and the cultural gatherings it supported traditionally.
– The ongoing importance of the Bay and St Kilda as a historical and contemporary gathering place for First Nations people.

STAGE 2: FIRST NATIONS ARTISTS ENGAGEMENT

Engagement with First Nations artists to respond to opportunities for embedding culturally safe design within the redevelopment's performance spaces.

STAGE 3: CONCEPT DEVELOPMENT

Following these two rounds of engagement development of detailed designs will be undertaken by the project team to embed the concepts, themes, and principles identified during the Traditional Owner and First Nations artists engagement. The First Nations stakeholders consulted in Stage 1 and 2 to be provided with an opportunity to review and revise the detailed design concepts.

STAGE 4: BROAD FIRST NATIONS COMMUNITY ENGAGEMENT

An opportunity for the broader First Nations communities with an association with the St Kilda area and/or the performance industries to consider and have input to the revised detailed design concepts reflecting the input of the Traditional Owners and First Nations artists into potential interpretative elements, performance space design, and landscape design.

Fig. 4.1 Yaluk-ut Weelam Ngargee in O'Donnell Gardens, St Kilda
Source: Wayne Quilliam, Yaluk-ut Weelam Ngargee Gallery, CoPP

Comparison to 2016 Masterplan

Comparison to 2016 Masterplan

KEY CHARACTERISTICS	2016 MASTERPLAN	2023 – RECOMMENDED OPTION (5000 CAPACITY INCL. MEZZANINE)
Area (m2) – public open space	19,835	7,250
Area (m2) – built form	21,310 (inc. 14,085 cultural facility, 4,650 hotel, 2,575 activation uses)	9,650 (inc. 7,000 live music and performance venue, 2,650 activation uses)
Area (m2) – car parking (underground)	17,100	6,400
Car parking – number of spaces	350	200 + 40
Nominated primary facility	Major cultural institution	Live music and performance venue
Capacity – primary venue (standing and seating)	N/A	5,000 (including 1,000 at mezzanine level)
Capacity – secondary venue (multi-purpose space)	N/A	350
Overshadowing of foreshore-side footpath on Jacka Boulevard at 10am (22 June)	Overshadowing is increased, especially south of The Palais.	None
EVALUATION CRITERIA INCLUDED IN THE 2016 MASTERPLAN		
Will this be a locally loved place with everyday activities that locals can enjoy?	Yes	Yes
Will this be a destination for visitors from Melbourne and to Melbourne?	Yes	Yes
Will this create a cultural marketplace; a place that generates culture and production and is not just about consumption?	Yes	Yes
Is there a desirable crossing(s) of Jacka Boulevard for a high volume of people?	Yes	Yes
Are there good connections across the site?	Yes	Yes
Are there panoramic views of the bay maintained from The Esplanade 'balcony'?	Yes	Yes
Does the built form/public realm provide shelter from the variable weather and allow enjoyment in all seasons?	Yes	Yes
Does this provide a new forecourt for the Palais Theatre?	Yes	Yes
Is the carparking on the site and out of sight?	Yes	Yes
Are the development envelopes (scale and placement) respectful of and complementary to the Palais Theatre?	Yes	Yes

Venue benchmarking

Benchmarking
Overview

Benchmarking provides key insights into various types of music venues and their functionality. Themes and assessment criteria have been established to understand what is relevant to the St Kilda Triangle site.

THEMES

Benchmarks have been broken down into a series of themes that directly relate to the emerging Design Brief, the gap identified in the Market Sounding report and key ambitions of Council and key stakeholders

Indoor music venues

Indoor or 'traditional' music venues are generally designed as an inward facing boxes catering to live music performances with a range of seated and standing configurations. Some examples are purpose built, while others have been converted into their current music performance use. Examples provided range from standing capacities of 3000 to 5400.

Indoor/outdoor music venues

Indoor/outdoor venues can function as a traditional indoor music venues, but feature a performance interface to an outdoor area. This type of venue offers flexibility in an unpredictable climate, able to adapt and create an outdoor 'festival' atmosphere when required.

Cultural hub and public squares

Cultural hubs and public squares are urban precincts with a strong programmatic emphasis on culture, performance and music. In these examples outdoor stages and public realm and outdoor stages can be used as lively 'festival' environments.

Music maker hubs

Music maker hubs feature dynamic configurations of studios, rehearsal rooms and creative project space, often operated with assistance from government and not-for-profit organisations. Some examples also feature performance space.

Ancillary uses

A series of ancillary uses that support a broader music ecology will be crucial in supporting a diverse, creative, inclusive community. Benefits include creating an activated site at different times of the day and in all seasons, ensuring community use of the site, and supporting the broader vibrancy of St Kilda.

CRITERIA

Benchmarks have been assessed at a high level according to a range of criteria that reflects key aspirations of the project and brief.

❶ Standing capacity

Standing capacity is a key metric in the Market Sounding Report, with industry interest in a venue with 3000-5000 person standing capacity.

❷ Indoor stage

An indoor stage is a necessity in a 'traditional' music venue, however can also be present in indoor/outdoor venue. Indoor stages offer quality control around factors such as acoustics.

❸ Music ecology

Music ecology refers to a mix of programmes which contribute to the development of a vibrant music culture and community, beyond the 'traditional' music venue.

❹ Community ecology

Community ecology refers to a mix of programme which contributes to the development of a vibrant and inclusive local community.
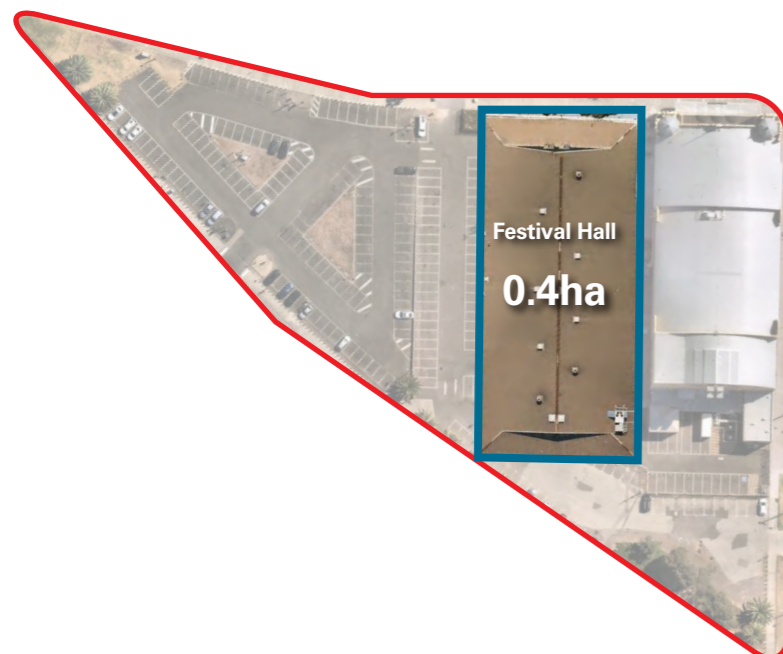
Benchmarking
Indoor music venue

### Festival Hall, Melbourne
Victoria, Australia

Historic rock 'n' roll venue, previously a boxing arena

DESCRIPTION	Originally built in 1915 as a boxing venue, Festival Hall is a heritage- listed venue, renowned for hosting large rock shows. The venue is owned by Hillsong Church and has recently been leased by Live Nation for weekday use.
DESIGN CONSIDERATIONS	– Hostile boundaries and interface conditions – Inward looking venue with little connection to broader context – Poor acoustics due to not being purpose built – Constrained accessibility
STANDING CAPACITY	5400
INDOOR STAGE	Yes
ON-SITE CAR PARKING	No
MUSIC ECOLOGY	No
COMMUNITY ECOLOGY	No

Festival Hall
0.4ha

ST KILDA TRIANGLE: **1.6HA**

FESTIVAL HALL: **0.4HA**

PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO INDICATE POTENTIAL VENUE SIZE OVERLAID ON CURRENT SITE
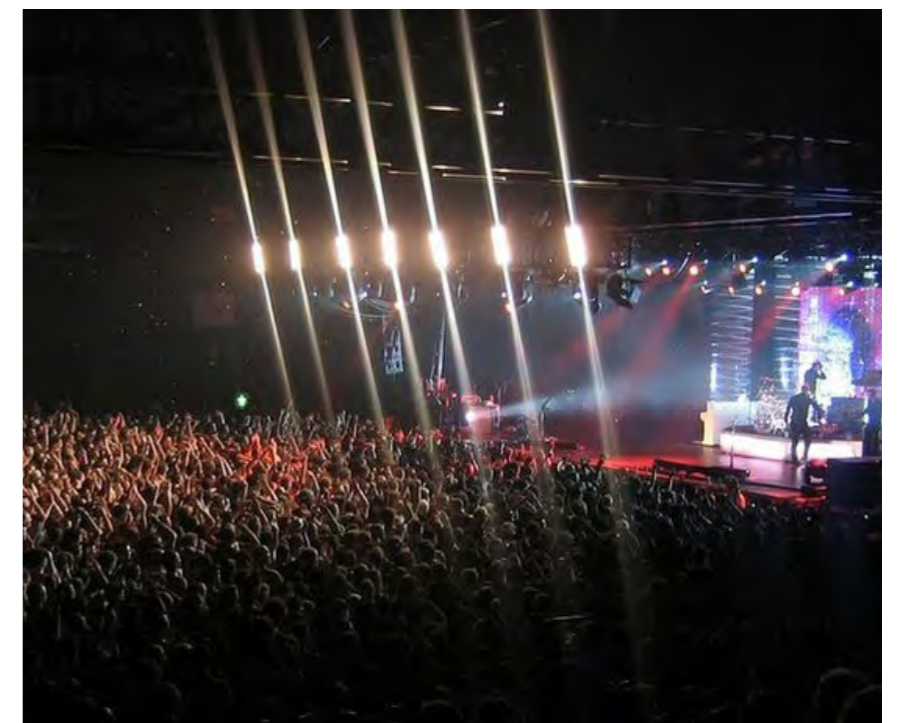
Benchmarking
Indoor music venue

Fortitude Music Hall, Brisbane
Queensland, Australia

DESCRIPTION	Constructed in 2019, The Fortitude Music Hall is the largest ballroom/theatre-styled venue in Australia, with a 3,000 person standing and a 1,200 seated theatre style capacity.
DESIGN CONSIDERATIONS	– Successful interface with Brunswick Street – Purpose built with good acoustics
STANDING CAPACITY	3000
INDOOR STAGE	Yes
ON-SITE CAR PARKING	No
MUSIC ECOLOGY	No
COMMUNITY ECOLOGY	No

Recently renovated and locally celebrated large music hall

The Fortitude Music Hall

0.25ha

ST KILDA TRIANGLE: **1.6HA**

FORTITUDE MUSIC HALL:**0.25HA**

PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO INDICATE POTENTIAL VENUE SIZE OVERLAID ON CURRENT SITE

Benchmarking
Indoor music venue

Hordern Pavilion, Sydney
New South Wales, Australia

DESCRIPTION	Opening in 1929, the Horden Pavilion was designed in the Inter-War Academic Classical Style. It features tiered seating on three sides and a central moshpit. The venue is highly regarded for uninterrupted views throughout.
DESIGN CONSIDERATIONS	– Inward looking venue with little connection to broader context – Good acoustics and 'uninterrupted views'
STANDING CAPACITY	4300
INDOOR STAGE	Yes
ON-SITE CAR PARKING	No
MUSIC ECOLOGY	No
COMMUNITY ECOLOGY	No

Inter-war landmark that hosts dance events and rocks shows

Horden Pavilion

0.5ha

ST KILDA TRIANGLE: **1.6HA**

HORDEN PAVILION: **0.5HA**

PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO INDICATE POTENTIAL VENUE SIZE OVERLAID ON CURRENT SITE

Benchmarking
Indoor/outdoor music venue

### MegaCorp Pavilion, Newport
Kentucky, USA

DESCRIPTION	MegaCorp Pavilion is an indoor/outdoor concert venue. The venue features state-of-the-art lighting, acoustic systems, and an innovative reversible, movable stage. The structure and outdoor amphitheatre are elevated above on-site parking.
DESIGN CONSIDERATIONS	– Decked car-park with venue situated on top – Poor street interfaces as car park is not sleeved
STANDING CAPACITY	2700 indoor, 7000 outdoor
INDOOR STAGE	Yes
ON-SITE CAR PARKING	3000 at ground/underground
MUSIC ECOLOGY	No
COMMUNITY ECOLOGY	No

Indoor/outdoor venue with reversible stage

Megacorp Pavilion
1ha

ST KILDA TRIANGLE: **1.6HA**

MEGACORP PAVILION: **1HA**

PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO INDICATE POTENTIAL VENUE SIZE OVERLAID ON CURRENT SITE
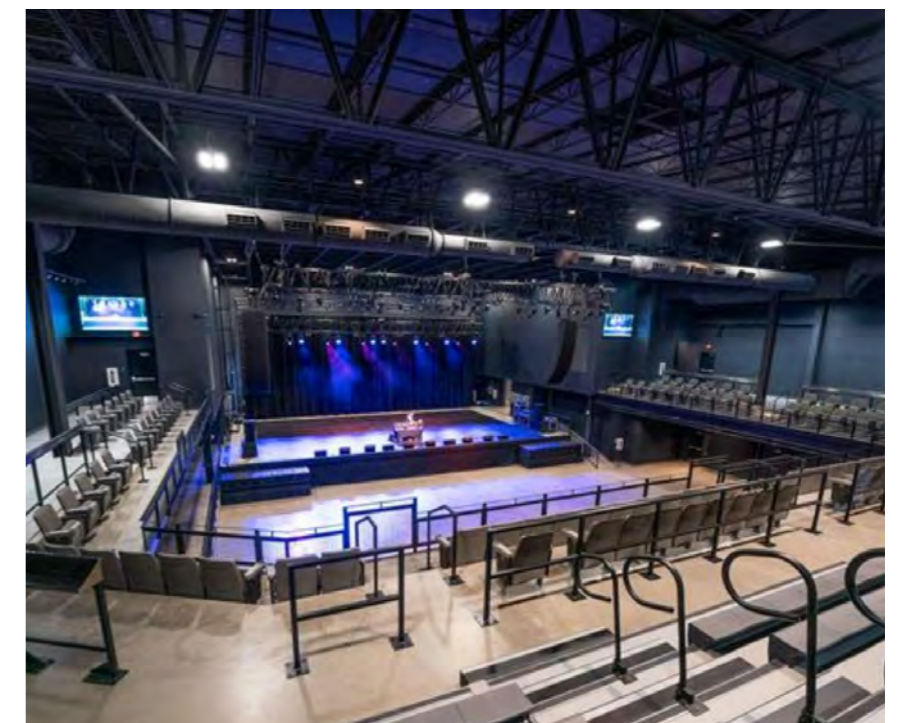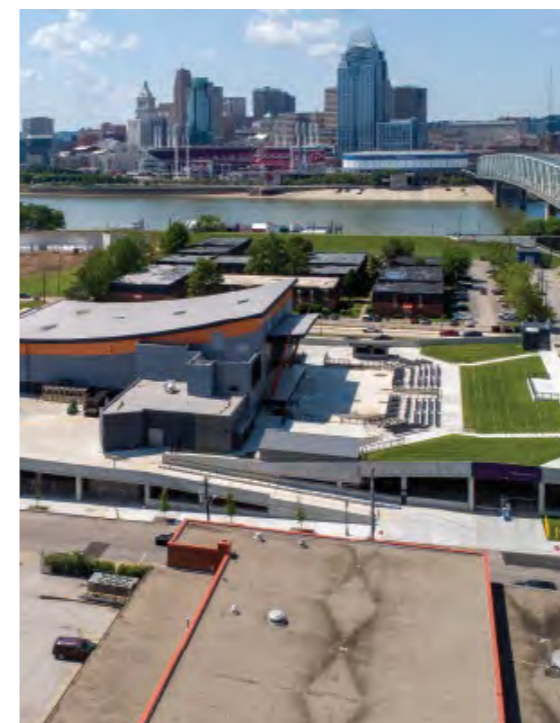
Benchmarking
Indoor/outdoor music venue

New World Centre and Soundscape Park, Miami
Florida, USA

DESCRIPTION	New World Center is a music academy and concert hall, designed by Frank Gehry. Adjacent is SoundScape Park, a 1ha urban park where indoor performances are projected onto the building's facade for free viewing and listening.
DESIGN CONSIDERATIONS	– Successful use of building interface for projection – Significant allocation of public space – Seated music hall with smaller capacity
STANDING CAPACITY	Not known, 750 seated
INDOOR STAGE	Yes
ON-SITE CAR PARKING	No
MUSIC ECOLOGY	Yes, Academy of music, performance hall
COMMUNITY ECOLOGY	Yes, Educational use, public park

Music academy, concert hall and urban park

Miami New World Centre and Soundscape Park
1.8ha

ST KILDA TRIANGLE: **1.6HA**

NWC AND SOUNDSCAPE PARK: **1.8HA**

PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO INDICATE POTENTIAL VENUE SIZE OVERLAID ON CURRENT SITE

Benchmarking
Cultural hub and public square

Federation Square, Main Square, Melbourne
Victoria, Australia

DESCRIPTION	The Main Square has a 10,000 person capacity, features a digital facade, and stage area with a state of-the-art sound system. The plaza is regularly programmed with community, performance and live music events.
DESIGN CONSIDERATIONS	– Multi-purpose space accommodating events and gatherings – Civic heart surrounded by cultural institutions – Excellent public transport access
STANDING CAPACITY	10,000
INDOOR STAGE	No
ON-SITE CAR PARKING	Yes, 500
MUSIC ECOLOGY	Yes, Diversity of music and cultural events
COMMUNITY ECOLOGY	Yes, Mix of key cultural institutions and successful governance

Multi-purpose public square used for live shows

Fed Square, Main Square

0.7 ha

ST KILDA TRIANGLE: **1.6HA**

FEDERATION SQUARE, MAIN SQUARE:**0.7HA**

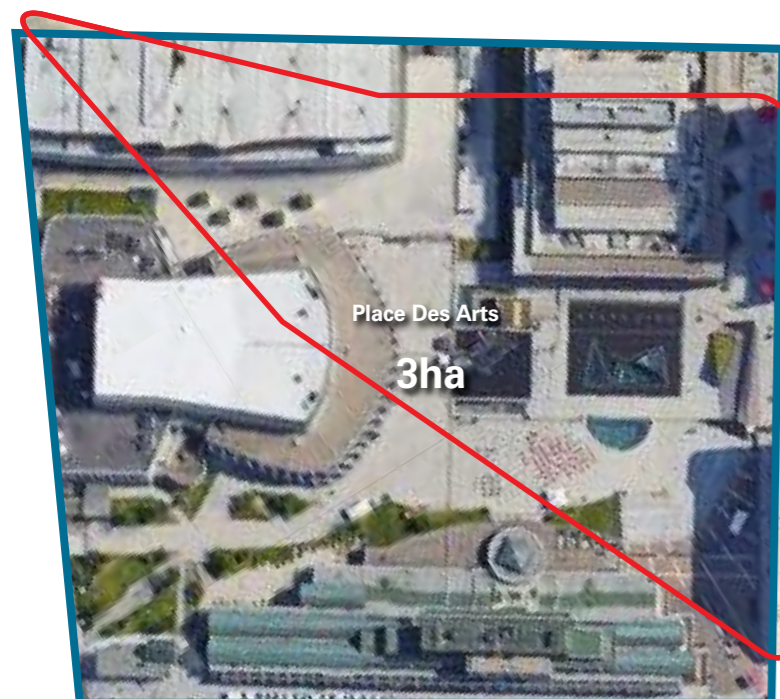PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO INDICATE POTENTIAL VENUE SIZE OVERLAID ON CURRENT SITE

Benchmarking
Cultural hub and public square

Place des Arts, Montreal, Quebec, Canada

A major performing arts precinct

DESCRIPTION	Place des Arts is a major performing arts centre in Montreal and the largest cultural and artistic complex in Canada.
DESIGN CONSIDERATIONS	– The Place des Arts includes six halls of various sizes: Montreal Symphony House, Salle Wilfrid-Pelletier, Théâtre Maisonneuve, Théâtre Jean-Duceppe, Studio-théâtre, Cinquième salle
STANDING CAPACITY	N/A
INDOOR STAGE	Yes
ON-SITE CAR PARKING	Yes, Number not known
MUSIC ECOLOGY	Yes, Several co-located music halls and venues on site
COMMUNITY ECOLOGY	Yes, Inclusive public realm featuring a range of cultural events

Place Des Arts
3ha

ST KILDA TRIANGLE: **1.6HA**

PLACE DES ARTS: **APPROX. 3HA**

PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO INDICATE POTENTIAL VENUE SIZE OVERLAID ON CURRENT SITE

Benchmarking
Music maker hub

City of Sydney Creative Studios, Sydney
New South Wales, Australia

Affordable short term recording and rehearsal studios

DESCRIPTION	Spanning 5 storeys within the Greenland Centre, the Creative Studios feature 30 creative spaces, including 2 double height rehearsal studios, 5 soundproof recording and rehearsal studios for musicians production and editing suites for filmmakers and new media artists.
DESIGN CONSIDERATIONS	– Sleeves parking structure – Prioritises equitable access – Priced on a sliding scale or subsidised with an Artist Pass subscription.
STANDING CAPACITY	N/A - not a performance venue
INDOOR STAGE	No
ON-SITE CAR PARKING	Yes, Creative Studio sleeves a car park in residential tower
MUSIC ECOLOGY	Yes, 2000sqm of creative space. Sliding scale affordable pricing
COMMUNITY ECOLOGY	Yes, Diversity of cultural uses within a shared facility

Creative Studios

approx. 300SQM

ST KILDA TRIANGLE: **1.6HA**

CREATIVE STUDIOS: **APPROX. 300SQM**

PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO INDICATE POTENTIAL VENUE SIZE OVERLAID ON CURRENT SITE

Benchmarking
Music maker hub

Big Fan, Morningside
Auckland, New Zealand

A new not-for-profit, multi-purpose music space

DESCRIPTION	BIG FAN is a new not-for-profit, multi-purpose music space located in Morningside, New Zealand. Offering three world-class recording studios and a live music venue all under one roof, the team at BIG FAN are dedicated to helping people fulfil their ambitions through music. "Our goal is to create a community that brings people together, supports the role of music in the betterment of people's lives, and fosters the talents of musicians"
DESIGN CONSIDERATIONS	– Project space and performance space housed within a single building – Small facility to cater to suburban context
STANDING CAPACITY	200
INDOOR STAGE	Yes
ON-SITE CAR PARKING	No
MUSIC ECOLOGY	Yes, 3 affordable music studios
COMMUNITY ECOLOGY	Yes

Big Fan
approx.
350 SQM

ST KILDA TRIANGLE: **1.6HA**

CREATIVE STUDIOS: **APPROX. 350SQM**

PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY TO
INDICATE POTENTIAL VENUE SIZE OVERLAID ON
CURRENT SITE

Parking analysis

ST KILDA TRIANGLE CAR PARKING ANALYSIS

SURROUNDING CONTEXT

Paid Parking

- St Kilda Triangle managed by Council
- Off-street managed by Council
- On-street managed by Council
- Off-street manged by others

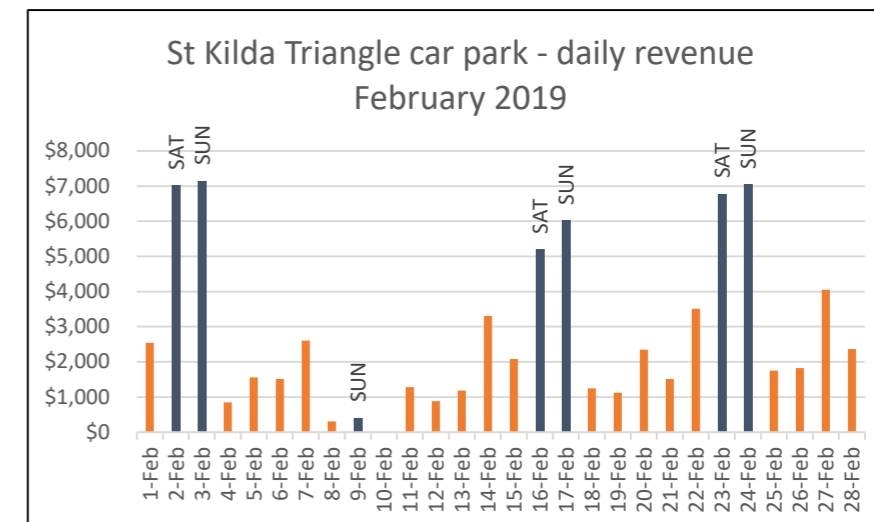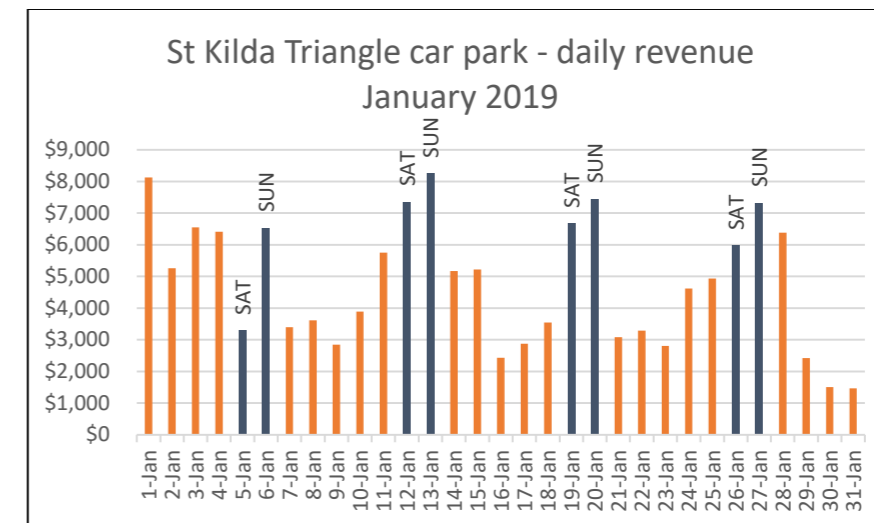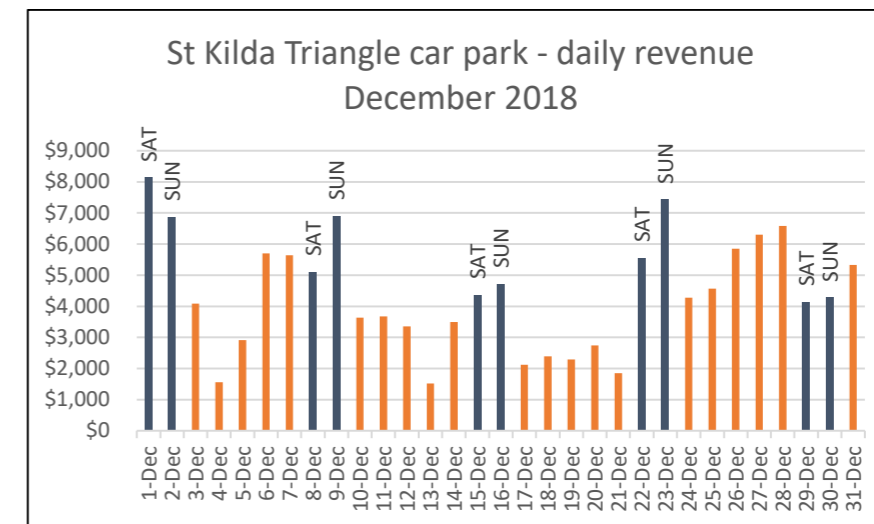- - - - 500m from Palais

<u>Total 2008</u>

- There are approximately 2,000 publicly available paid car parks within 500 metres of the St Kilda Triangle. Currently, parking on the site comprises close to 400 car spaces or 20% of paid parking within the study area.

MONTHLY REVENUE – JULY 2018-APRIL 2019 AND JULY 2022-APRIL 2023
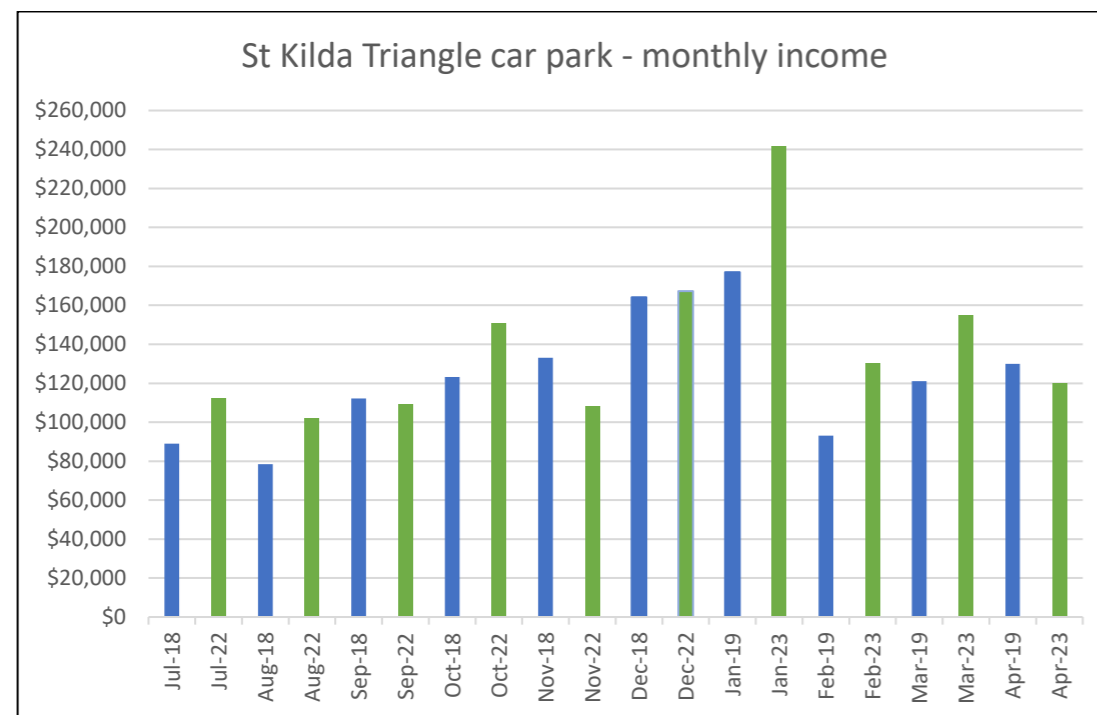
- Monthly revenue varies throughout the year and the graph above shows the greatest revenue during the summer months.
- There is a correlation between revenue and occupancy. The graph indicates that for several months of the year (July through to August and February) revenue is less than half of the peak month (January), which indicates reduced occupancy during these months.
- Data showing daily revenue for the months December through to February provides further insight into patterns of occupancy.
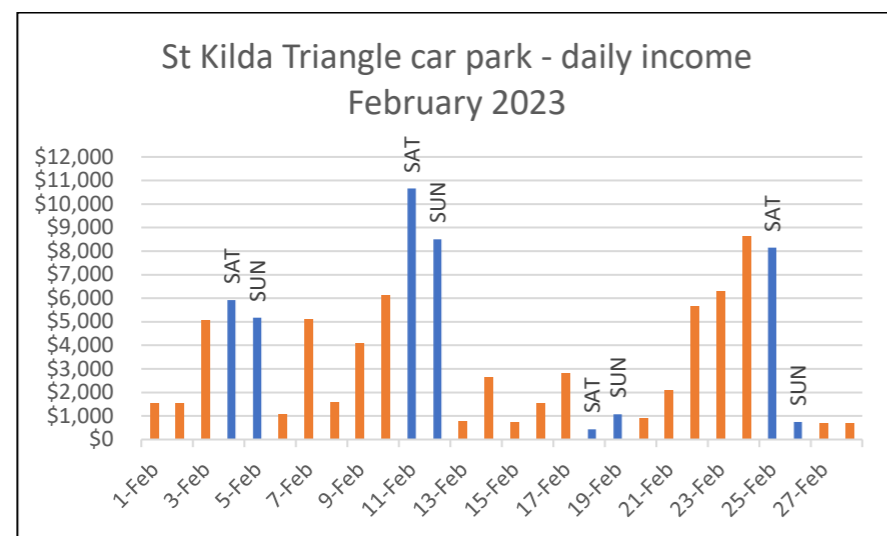
DAILY REVENUE (INCLUDING NIGHT-TIME) – DECEMBER 2018, JANUARY AND FEBRUARY 2019

- Daily revenue, **including night-time usage**, varies throughout each month with the greatest revenue generally during weekends.
- There is a correlation between revenue and occupancy. The three graphs above indicate that during the week revenue is typically less than half that of weekends, which indicates reduced occupancy on weekdays.
- Given the pattern of revenue, a smaller carpark would still meet current usage for the majority of the year. A reduction in capacity is most likely to impact the availability of carparking at peak times on weekends, event days and public holidays, particularly during summer.
- Obtaining more detailed data on the occupancy of the site will be needed to clarify the relationship between occupancy and revenue, and how any change to the carparking might impact local businesses.

DAILY REVENUE (INCLUDING NIGHT-TIME) – DECEMBER 2022, JANUARY AND FEBRUARY 2023

St Kilda Triangle car park - daily income December 2022

St Kilda Triangle car park - daily income January 2023

St Kilda Triangle car park - daily income February 2023

- Daily revenue, **including night-time usage**, varies throughout each month with the greatest revenue generally during weekends.
- There is a correlation between revenue and occupancy. The three graphs above indicate that during the week revenue is typically less than half that of weekends, which indicates reduced occupancy on weekdays.
- Given the pattern of revenue, a smaller carpark would still meet current usage for the majority of the year. A reduction in capacity is most likely to impact the availability of carparking at peak times on weekends, event days and public holidays, particularly during summer.
- Obtaining more detailed data on the occupancy of the site will be needed to clarify the relationship between occupancy and revenue, and how any change to the carparking might impact local businesses.

St Kilda Triangle Carpark Survey Report

City of Port Phillip

March 2023

Prepared by
Conversation Co.

Conversation Co.

Conversation Co. respectfully acknowledges the people of the Kulin Nations as the Traditional Custodians of the land and waterways in the area also known as the City of Port Phillip. We pay respects to their Elders past, present and emerging, as well as to all First Nations communities who significantly contribute to the life of the area.

1. Executive Summary

The City of Port Phillip is undertaking an analysis of how the St Kilda Triangle car park is used, and the direct and indirect impact of a possible reduction in car park capacity on local businesses and the broader community. It provides over 300 paid car parking spaces and is heavily utilised in peak periods. The area is also a highly sought-after site for temporary events and markets, with some the possibility of a longer-term venue and associated uses.

Project Overview
Council receives requests to use the St Kilda Triangle car park for one-off, seasonal or longer-term events and developments, and wants to understand the potential impacts of modifying the usage of this car park on visitors, workers and residents using this carpark.

A feasibility study is being conducted by Council to assess the viability of a live music on the site using the 2016 St Kilda Triangle masterplan as the basis. This assessment of carpark usage will be one of a number of studies informing the feasibility.

Participation
Face-to-face intercept surveys were conducted at the St Kilda Triangle car park. These roaming conversations took place within the boundaries of the car park, and targeted people using the space. Participants also had the opportunity to take a QR code home to complete the survey in their own time this resulted in an additional 20 surveys being completed outside of intercept sessions.

Feedback was received from car park users during the peak summer period of January- February 2023 across a range of times and days including weekdays, weekends, evenings, and during events and public holidays.

There were 363 intercept surveys completed, with 356 confirming parking at St Kilda Triangle. Close to half of those parking in this car park were aged 30 - 45 years and had a balanced gender profile. Of those that provided their residential postcode, 190 participants were from the Greater Melbourne region, 38 from the City of Port Phillip, 54 from the surrounding municipalities, 39 from regional Victoria and 21 were visiting from interstate or overseas.

Car park users
Participants were asked to select from a list of options or add their own explaining the key reason they chose this carpark. Of the 443 total responses, 293 (66.1%) participants chose this carpark as it was the closest to where they wanted to be and 86 (19.4%) found it to be the most convenient.

Participants were asked to provide their reason for visiting St Kilda on the day, and were able to select multiple reasons or provide a free-text response. Majority of participants were attending Luna Park, the Palais Theatre or visiting the beach.

Participants were asked about their frequency of visits to St Kilda, and details of their trip on the day including the length of visit and expected expenditure. The majority of participants using the carpark are visiting St Kilda one to six times per year.

More than half of participants (67.6%) are parking in this car park for periods longer than two hours. It can be assumed that those less familiar with St Kilda, are considering their parking options and looking for affordable and convenient parking suited to the length of stay required.

Parking in the St Kilda Triangle car park seems to be synonymous with a 'night out in St Kilda', being more favourable to those that live further away, come less often and come for a special event, a night out or to bring people to the area. This aligns with the amount people typically spend, or expect to spend with the majority spending at least 50 dollars and in most cases upwards of 100 dollars.

Local attractions and businesses
The demographic and behavioural characteristics of each user group is described in section Key Findings - local attractions and businesses of the report.

Visitors to specified restaurants
Should the car park be closed, 41.2% said that they would find another car park, 38.2% would find another place to visit and 11.8% would use an alternate mode of transport.

Visitors to Luna Park
Should the car park be closed, 54.3% said that they would find another car park, 19.1% would find another place to visit and 12.8% would believe it to be an inconvenience.

Visitors to Palais Theatre
Should the car park be closed, 41.3% said that they would find another car park and 29.3% would believe it to be an inconvenience.

Visitors to nearby shopping precincts
Should the car park be closed, 50.03% said that they would find another car park, 23.4% would find another place to visit and 14.1% would believe it to be an inconvenience.

Other observations
In addition to the online survey, Conversation Co. staff took note of other observations regarding the use of the St Kilda Triangle car park, and questions and assumptions heard during the consultation. These Other Observations may be useful for Council to consider.

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2. Introduction

The City of Port Phillip is undertaking an analysis of how the St Kilda Triangle car park is used, and the direct and indirect impact of reduced car park capacity on local businesses and the broader community.

The St Kilda Triangle car park is located in the heart of St Kilda, close to the iconic Palais Theatre and Luna Park. It provides over 300 paid car parking spaces and is heavily utilised in peak periods. The area is also a highly sought-after site for temporary events and markets, with some desire for an option for a longer-term venue.

In order to understand the best use of this space, including a potential redevelopment, Council sought data collection and analysis from Conversation Co. to gain an accurate picture of its current use in a peak season, the primary reason people are using it, and associated economic benefits.

2.1 Project Background

Council receives requests to use the St Kilda Triangle car park for one-off, seasonal or longer-term events and developments. Council wants to understand the potential impacts of closing this car park on visitors, workers and residents using this carpark.

Alongside this consultation, Council is carrying out a feasibility study to assess the viability of a live music-led development.

Residential location of car park users

Participants have been categorised into five groups based on their residential postcode, in order to understand the impacts of this car park possible change of use or arrangement on its variety of users. Participation has extended beyond the local area, to the borders of Victoria, interstate and overseas. A visual representation of groups within Victoria can be seen in map 1 and 2, with coloured areas demonstrating the local government areas of visitors. See Who Participated for more information on these areas.

Map 1. Residential location of car park users - City of Port Phillip and Greater Melbourne

City of Port Phillip and Surrounds   City of Melbourne   Other Greater Melbourne
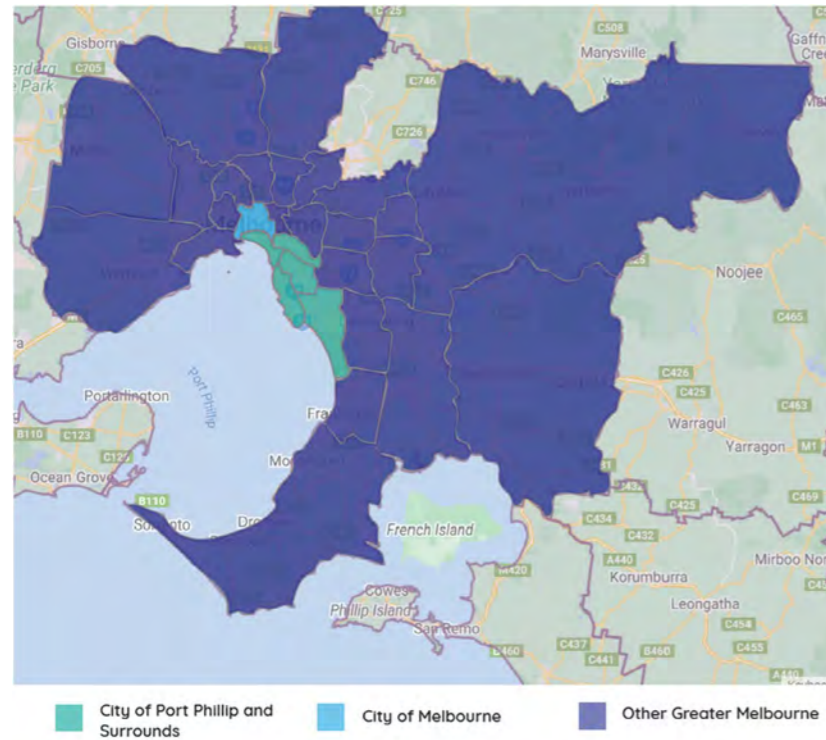
Map 2. Residential location of car park users - regional Victoria

Rural postcodes
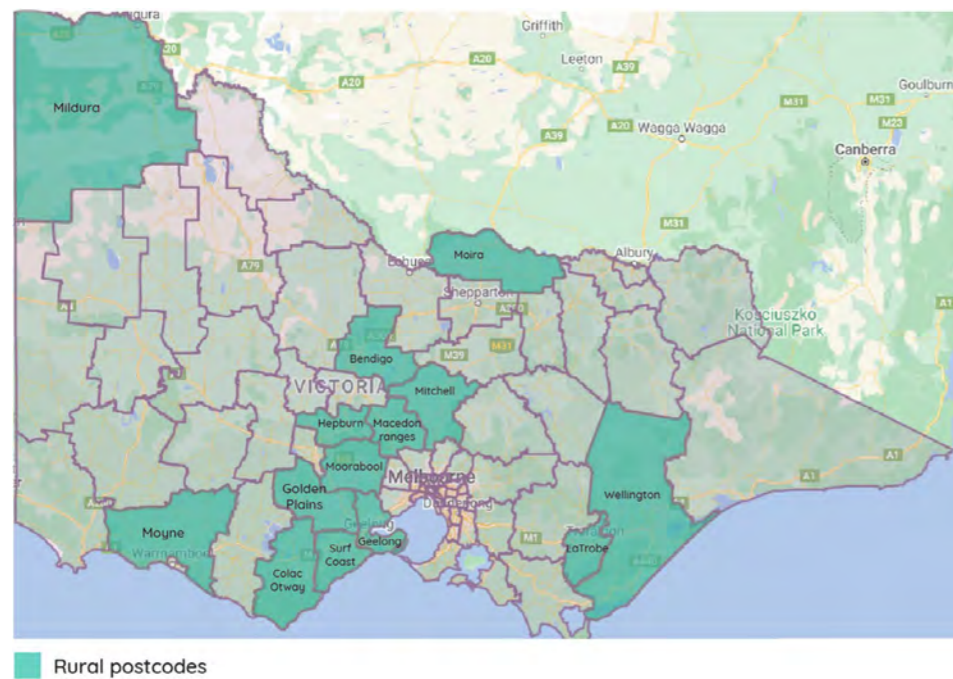
3. Engagement Methodology

This stage of the project 'Intercept survey delivery' required engagement to understand the current car park use, journey information, estimated expenditure and intentions for future visits and journey information.

Strategy to support participation
Face-to-face intercept surveys were conducted at the St Kilda Triangle car park. These roaming conversations took place within the boundaries of the car park, and targeted individuals using the space. Participants also had the opportunity to take a QR code home to complete the survey in their own time, this resulted in an additional 20 surveys being completed outside of intercept sessions.

Feedback was received from car park users during the peak summer period of January- February 2023 across a range of times and days including weekdays, weekends, evenings, and during events and public holidays (specific details are provided below).

Barriers to participation
Some participants were in a rush - either in or out of the car park - due to parking time limits or a pending meeting or event time and so did not have the time to complete the survey questions on-site. They were given a take away card promoting the project to encourage involvement.

Engagement questions
People parking their car at the St Kilda Triangle car park were approached by Conversation Co. staff and asked the following questions:
- Did you park in the St Kilda Triangle car park today? (observed, only asked if not clear)
- Why did you park in this car park?
- What is your reason for visiting St Kilda today?
- How often do you visit St Kilda?
- How long will you likely stay in St Kilda today?
- How much did you (and your passengers)/do you anticipate spending this visit (excluding car parking)?
- If this car park was unavailable, how would this change your travel to, or use of St Kilda?
- What is your home postcode? Gender? Age group? Do you have any mobility requirements?

Community engagement was conducted from 13 January to 14 February 2023. The program of engagement activities is shown in Table 1.

Table 1. Details of engagement activities

Date	Time of Day	Local Events	Weather conditions	Carpark occupancy (at start of shift)
Friday 13 January	1:00-2.30 pm	N/A	Fine	Low usage
Friday 13 January	3:30-5:00 pm	N/A	Fine	Low usage
Sunday 15 January	9:30-11:00 am	2XU Triathlon Series: Race 3 St Kilda Esplanade Market	Overcast	Full
Thursday 19 January	12:30-2:00 pm	Palais Theatre show	Fine	Mid range usage
Sunday 22 January	12:00-1:30 pm	St Kilda Esplanade Market Stokehouse Long Weekend Staycation	Fine	Full
Thursday 26 January	11:00 am-1:00 pm	Australia Day public holiday	Fine	Low usage (note it filled by end of shift)
Saturday 28 January	4:00-5:30 pm	Doomed Comedy at Palais	Fine	Full
Saturday 4 February	5:30-7:00 pm	Ballet at Palais	Overcast-Fine	Mid range usage (note it filled by end of shift)
Tuesday 7 February	5:30-7:00 pm	Ben Harper at Palais Live music Republica- St Kilda Beach Industry expo at Stokehouse (Hoteliers)	Fine	Low usage (note it filled by end of shift)
Tuesday 14 February	1:00-2:30 pm	N/A	Fine	Mid range usage (note partial closure for St Kilda Fest)
Tuesday 14 February	5:00-6.30 pm	Stokehouse Valentine's Day	Fine	High range usage (note partial closure for St Kilda Fest)

Note: Photos of the car park occupancy - taken at the start and end of each session - were provided to Council.

4. Who Participated?

There were 363 intercept surveys completed, with 356 confirming they had parked their car in the St Kilda Triangle car park. The majority of people using this carpark are from other areas of Greater Metropolitan Melbourne and Regional Victoria.

Aligning with commentary received during the consultation that for people out of town, the carpark is highly visible, or well-known given its positioning next to Luna Park and the Palais. Participants attending events at the Palais or visiting Luna Park planned their visit and parked in the suggested carparks being promoted see - https://lunapark.com.au/plan-your-visit/getting-here/ and https://www.palaistheatre.com.au/getting-here.

Table 2 shows a breakdown of the car park users' characteristics. Close to half of those parking in this carpark are aged 30 - 45. While there is an even split for gender, commentary collected during the engagement showed this carpark was considered a safer option given its openness and proximity to desired locations. Of those that provided their postcode (344), 10.4% were Port Phillip residents, 67.5% participants were from the Greater Melbourne area (including the 15.2% from the municipalities around Port Phillip), 10.7% were from regional Victoria and 5.8% were visiting from interstate or overseas.

Table 2. Characteristics of Participants

Participant characteristics	Total No.	%	Participant characteristics	Total No.	%
Gender	**362**	**100**	**Residential postcodes:**		
Male	179	49.4	City of Port Phillip	38	10.4
Female	176	48.6	Albert Park/Middle Park (3206)	3	
Prefer not to say	6	1.7	Balaclava (3183)	1	
Identify not specified	1	<1	Elwood (3184)	6	
Age Group	**375**	**100**	Port Melbourne (3207)	10	
17 years and under	7	1.9	Ripponlea (3185)	1	
18-24 years	17	4.5	South Melbourne (3205)	3	
25-29 years	54	14.4	St Kilda/St Kilda West (3182)	11	
30-45 years	162	43.2	St Kilda East (3183)	1	
46-59 years	85	22.7	St Kilda Road (3004)	2	
60-69 years	34	9.1	City of Bayside (3186, 3187, 3188, 3191)	15	4.1

Participant characteristics	Total No.	%
70-79 years	12	3.2
80+ years	2	0.5
Prefer not to say	2	0.5
Has mobility requirements	**361**	**100**
Yes	17	4.7
No	340	94.2
Prefer not to say	4	1.1

Participant characteristics	Total No.	%
City of Melbourne (3000, 3002, 3003, 3008, 3031, 3051)	10	2.8
City of Hobsons Bay (3012, 3015, 3016, 3018, 3025, 3028)	5	1.4
City of Stonnington (3141, 3142, 3143, 3144)	9	2.5
City of Glen Eira (3145, 3204, 3161, 3162, 3163, 3185, 3204)	16	4.4
Other Greater Melbourne	190	52.3
Regional Victoria	39	10.7
Interstate/overseas	21	5.8

Note: Some car passengers were also counted under Age Group.

Note: n=20 did not state their postcode. Six overseas participants provided a text answer.

Figure 1. Participation by suburb of City of Port Phillip and Surrounds
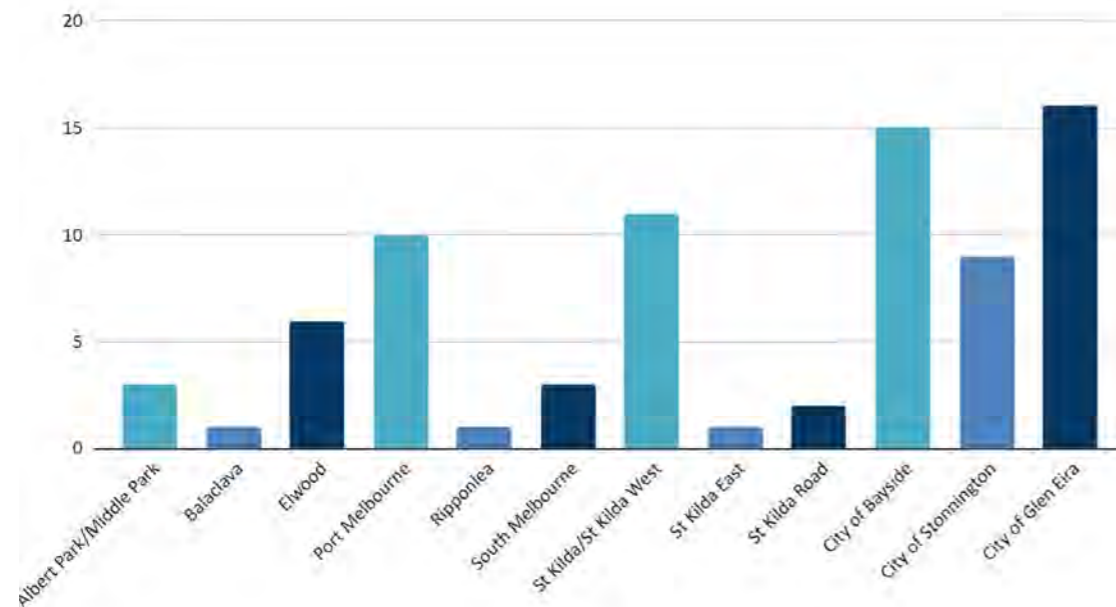
Figure 2. Participation by all postcode groups
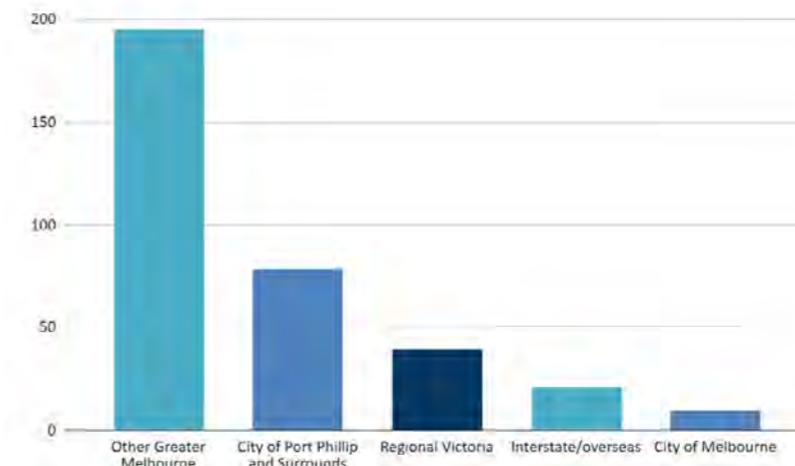
Note: City of Hobsons Bay is included in Other Greater Melbourne. City of Port Phillip and Surrounds includes other LGAs seen in figure 1.

5.   Key Findings

Feedback from the consultation is presented in two key sections - findings for all car park users then findings based on the question about potential car park closure. As Council is keen to understand the impacts of a potential closure - part, seasonal or permanent, we have grouped participants together by the impact of this decision on their stated behaviour. This is explored in section 5.2 Potential impact of car park closure and beyond.

5.1 Responses from all car park users

Reasons for selecting the car park
Participants were asked to select from a list of options or add their own explaining the key reason they chose this carpark. Table 3 shows a breakdown of this feedback, the majority of participants chose this carpark as it was the closest to where they wanted to be, or the most convenient. Other reasons given include possessing a foreshore parking permit (n=4), being directed to the space via Google Maps or online (n=2), unexpected road works or inability to park elsewhere (n=2) and working nearby (n=1).

Table 3. Factors influencing choice of car park

Factors	Total No.	%
Closest to where I want to be	293	66.1
Most convenient	86	19.4
Visibility of available car park/known car park	45	10.2

Length of visit and expenditure

Participants were asked about their frequency of visits to St Kilda, and details of their trip on the day including the length of visit and expected expenditure. The majority of participants using the carpark are visiting St Kilda 1 - 6 times per year. During the consultation some participants expressed that this was a more well-known carpark, that typically had vacancies and so they planned their visit around this carpark. Conversely this carpark was not prioritised by people who use this carpark daily unless they have a Foreshore Permit. Table 5 provides this breakdown.

Table 5. Frequency of visiting St Kilda

Frequency	Total No.	%
First time	33	9.1
Daily	16	4.4
1 - 3 times a week	27	7.4
1 - 3 times a month	71	19.6
1 - 6 times a year	207	57.0
Not sure	9	2.5
Total Respondents	**363**	**100**

Table 6 and Figure 3 shows that the majority of participants are parking in this car park for periods longer than two hours. It can be assumed that those less familiar with St Kilda, are considering their parking options and looking for affordable and convenient parking suited to the length of stay required. Conversation Co recommends Council undertakes a cost and time comparison of other nearby car parks, to prove or disprove this assumption.

Table 6. Length of stay for visit to St Kilda

Length of visit to St Kilda	Total No.	%
< 15 minutes	2	<1
< 60 minutes	18	5.0
< 2 hours	97	26.9
2 - 8 hours	216	59.8
Full day	28	7.8
Total Respondents	**361**	**100**

Table 7. Likely expenditure in St Kilda

Likely expenditure in St Kilda	Total No.	%
Zero	18	5
Less than 50 dollars	48	13.4
50 - 100 dollars	55	15.3
101 - 200 dollars	83	23.1
Over 200 dollars	105	29.2
Prefer not to say	31	8.6
Unsure	19	5.3
Total Respondents	**359**	**100**

Parking in the St Kilda Triangle car park seems to be synonymous with a 'night out in St Kilda', being more favourable to those that live further away, come less often and come for a special event, a night out or to bring people to the area. This aligns with the amount people typically spend or expect to spend with the majority spending at least 50 dollars and in most cases upwards of 100 dollars (see Table 7 and Figure 4).

Figure 3. Likely expenditure in St Kilda
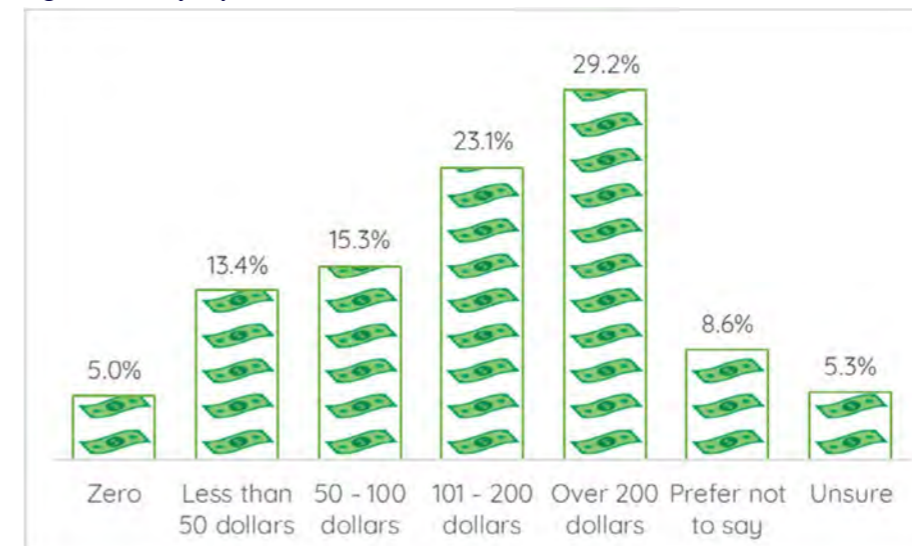
We also looked more closely where people were travelling from and the activities and spend. There were no obvious patterns with location travelled from. Rather the activity dictated the likely spend.. People that were attending an event at the Palais or visiting Luna Park commonly spent 100 to 200 dollars, or upwards of 200. People eating out at Donovans or Stokehouse spent or anticipated spending upwards of 200. Appendix 1 shows a breakdown of spend, location and activity.

5.2 Potential impact of car park change of use or reduce availability on users

Participants were asked to consider how a potential car park closure would impact their travel to, and visitation of St Kilda. Of the 363 survey respondents, 347 provided feedback to this question giving the project team a reasonable sample size in which to understand the impact on spend and behaviour. Table 8 shows the potential impacts of a car park closure, as expressed by the current car park users.

Table 8. Impacts of possible car park closure

Impacts	Total No.	%
People that would find another place to park	173	48.2
People that would find another place to visit	71	19.6
People that would be inconvenienced	55	15.2
People that would use another transport mode	29	8.0
People that would not be affected	13	3.6
People that were not sure	13	3.6
Other comments	7	1.9
Total Responses	**363**	**100**

Note: Some comments identified more than one impact, multiple responses.
The additional comments made were about users' safety concerns about night-time parking, needing a disability parking spot, or were a foreshore permit holder.

Following is a breakdown of information by the impact it would have on visitors - under each section we present the demographics and participant characteristics of each sub-group to enable Council to see who is most impacted by future decisions and car park changes. The gender of the car park users has not been presented in these tables as it was considered not relevant to Council's decision making process.

Data is grouped by:
- People that would find another place to park.
- People that would find another place to visit.
- People that would be inconvenienced.
- People that would use another transport mode.
- People that would not be affected and People that were not sure.

5.3 Car park unavailable - people that would find another place to park

In response to the open-ended question "If this car park was unavailable how would this change your travel to, or use of St Kilda?", 173 participants (48.2%) said that they would find another car park or space. Their characteristics are shown in Table 9

In comparison to total participation rates, there was a 9.4% increase in those travelling from Other Greater Melbourne, and a 5.5% increase in those visiting 1 -3 times per month. 13.7% more participants found the car park to be closest to where they wanted to be, and 6.4% less people found it to be the most convenient.

Here is are some verbatim quotes from engagement participants:
"I'd keep looking for a car park elsewhere." - Female, 25 - 29 years old, Other Greater Melbourne
"I would park elsewhere that allows me to visit Luna Park for long periods." - Male, 60 - 69 years old, Other Greater Melbourne
"Would have to park on the street." - Female, 18 - 24 years old, City of Port Phillip and Surrounds

Table 9. Characteristics of people who would find another place to park

Characteristics	People who would find another place to park (%)			
Where they live	Port Phillip	10.3	Regional Victoria	8.6
	Surrounding LGAs	7.4	Interstate/overseas	6.9
	Other Greater Melbourne	61.7		
Their age group	<=17 yrs	2.2	46-59 yrs	20.4
	18-24 yrs	5.0	60-69 yrs	7.2
	25-29 yrs	13.8	70-79 yrs	5.0
	30-45 yrs	45.3	80+ years	1.1
Why they visited St Kilda	Luna Park	27.3	Sea Baths precinct	8.0
	Palais	16.6	Exercise	6.4
	Beach	15.5	Donovans	2.7
	Stokehouse	12.3	Fitzroy St precinct	1.6
	Acland St precinct	9.1		
How often they visit St Kilda	First time	9.7	1-3 times/month	25.1
	Daily	1.7	1-6 times/year	57.1
	1-3 times/week	5.7	Not sure	<1
Why they chose Triangle car park	Closest	79.8	Visibility/known	6.2
	Most convenient	13.0	Most affordable	1.0
Their length of stay	< 15 mins	<1	< 2 hrs	27.4
	< 60 mins	4.0	2-8 hrs	64.6
			Full day	3.4
Their estimated expenditure	$0	4.0	$101-200	26.9
	<$50	16.0	$200+	25.1
	$50-100	17.7	Prefer not to say	5.1
			Unsure	4.6

Note: Percentages of responses not provided are not shown in this table.

5.4 Car park unavailable - people that would find another place to visit

In response to the same question 71 participants (19.6%) said that they would find another place (suburb/location) to visit. Their characteristics are shown in Table 10 however it should be noted that

with only a total of 71 respondents in this sub-group, these low percentages reflect a small number of survey respondents.

In comparison to total participation rates, participants in the 25 - 29 year old age group were significantly more likely to find another place to visit, and those in the 30 - 45 years of age were less likely to find another place to visit. Participants were less likely to be attending an event at the Palais theatre and more likely to be dining at the Stokehouse. There is a decrease in first time visitors to St Kilda, and in those visiting between 1 - 3 times per month, and an increase in those visiting 1 - 6 times per year. Slightly more participants were seen to stay for between 2 - 8 hours and slightly less would stay for two hours or less.

Here are some verbatim quotes from engagement participants:
"Go elsewhere. In November the car park was closed and I did not bother coming to St Kilda as it was nearly impossible to park!"
"I would not come back as it is already so hard to find a car park at the moment." - Male, 30 - 45 years old, City of Port Phillip and Surrounds
"I would leave my job." - Male, 30 - 45 years old, Other GM

Table 10. Characteristics of people who would find another place to visit

Characteristics	People who would find another place to visit (%)			
Where they live	Port Phillip	11.3	Regional Victoria	9.9
	Surrounding LGAs	12.7	Interstate/overseas	1.4
	Other Greater Melbourne	53.5		
Their age group	<=17 yrs	1.4	46-59 yrs	24.7
	18-24 yrs	8.2	60-69 yrs	11.0
	25-29 yrs	53.4	70-79 yrs	1.4
	30-45 yrs	24.7	80+ years	-
Why they visited St Kilda	Luna Park	19.1	Sea Baths precinct	3.2
	Palais	9.6	Exercise	3.2
	Beach	21.3	Donovans	6.4
	Stokehouse	21.3	Fitzroy St precinct	1.1
	Acland St precinct	13.8	Live music	1.1
How often they visit St Kilda	First time	1.4	1-3 times/month	14.1
	Daily	2.8	1-6 times/year	70.4
	1-3 times/week	5.6	Not sure	5.6
Why they chose Triangle car park	Closest	58.0	Visibility/known Most affordable	13.6
	Most convenient	23.9		3.4
Their length of stay	< 15 mins	-	< 2 hrs	21.1
	< 60 mins	2.8	2-8 hrs	64.8
			Full day	9.9
Their estimated expenditure	$0	4.2	$101-200	15.5
	<$50	8.5	$200+	59.2
	$50-100	4.2	Prefer not to say	7.0

Characteristics	People who would find another place to visit (%)
	Unsure -

Note: Percentages of responses not provided are not shown in this table.

5.5 Car park unavailable - people that would be inconvenienced

In response to the same question 55 participants (15.2%) said that a car park closure would cause them inconvenience. Their characteristics are shown in Table 11 and again with only a total of 55 respondents in this sub-group, these low percentages reflect a small number of survey respondents.

In comparison to total participation rates, those travelling from rural Victoria and those aged between 25 - 29 more often said they would be inconvenienced. Whereas there were less participants from the 60 - 69 year old age group that felt inconvenienced. More participants were attending the Palais, and fewer were visiting the beach and Stokehouse.
Fewer participants were visiting with a frequency of 1 - 3 times per month, and more participants had parked in this location due to its convenience. There was a lower number of participants spending more than 200 dollars, and more that had preferred not to say or were unsure.

Here are some verbatim quotes from engagement participants:
"We would still attend the Palais although would be inconvenient as we travel almost 200 kms to see live music." - age 30 - 45, rural Victoria.
"Unfortunately as I work have to come to unable to not come to St Kilda, so not having this carpark is incredibly inconvenient." - City of Port Phillip and surrounds
"There is no direct train line to St Kilda. if you take public transport it will be very hard and will add more than 2 hours to my daily commute." - age 30 - 45, Other Greater Melbourne

Table 11. Characteristics of people who would be inconvenienced

Characteristics	People who would be inconvenienced (%)			
Where they live	Port Phillip	7.3	Regional Victoria	20.0
	Surrounding LGAs	18.2	Interstate/overseas	1.8
	Other Greater Melbourne	52.7		
Their age group	<=17 yrs	-	46-59 yrs	25.9
	18-24 yrs	3.7	60-69 yrs	1.9
	25-29 yrs	24.1	70-79 yrs	3.7
	30-45 yrs	38.9	80+ years	1.9
Why they visited St Kilda	Luna Park	20.3	Sea Baths precinct	3.4
	Palais	37.3	Exercise	5.1
	Beach	8.5	Donovans	-
	Stokehouse	6.8	Fitzroy St precinct	6.8
	Acland St precinct	10.2		
How often they visit St Kilda	First time	5.5	1-3 times/month	14.5
	Daily	7.3	1-6 times/year	58.2

Characteristics	People who would be inconvenienced (%)			
	1-3 times/week	9.1	Not sure	5.5
Why they chose Triangle car park	Closest	51.9	Visibility/known Most	14.8
	Most convenient	32.1	affordable	1.2
Their length of stay	< 15 mins	-	< 2 hrs	29.1
	< 60 mins	1.8	2-8 hrs	58.2
			Full day	9.1
Their estimated expenditure	$0	1.8	$101-200	18.2
	<$50	12.7	$200+	21.8
	$50-100	14.5	Prefer not to say	16.4
			Unsure	12.7

Note: Percentages of responses not provided are not shown in this table.

5.6 Car park unavailable - people that would use another transport mode

If the car park was unavailable 29 participants (8.0%) said they would use alternate modes of transport, either public transport (n=20), an Uber, taxi or rideshare (n=5) or active transport (n=4). Their characteristics are shown in Table 12 and again with only a total of 29 respondents in this sub-group, almost all of the percentages reflect a small number of survey respondents.

In comparison to total participation rates, more were local to Port Phillip or visitors from surrounding areas, with zero participation from those living interstate or overseas. Participants with higher participation rates were aged between 60 - 69 years old, visited 1 - 3 times per week or 1 - 3 times per month, were visitors of Luna Park, the beach and the Stokehouse. Participants with lower levels of participation were those visiting the Palais Theatre, Sea Baths Precinct, or exercising, first time visitors, and those visiting 1 - 6 times per year. Participants more often found this car park to be the closest to where they needed to be, and were more likely to spend the full day, but less likely to spend 2 - 8 hours. Participants were less likely to spend less than 50 dollars and more likely to spend between 101 - 200 dollars.

Here are some verbatim quotes from engagement participants:
"I would have to look at alternative modes of transport." - Female, 30 - 45 years old, Other Greater Melbourne
"Park at the hotel and catch an Uber." - Female, 30 - 45 years old, Rural Victoria
"go home and use bike." - Male, 30 - 45 years old, City of Port Phillip and Surrounds

Table 12. Characteristics of people who use another transport mode

Characteristics	People who would use another transport mode (%)			
Where they live	Port Phillip	17.2	Regional Victoria	6.9
	Surrounding LGAs	20.7	Interstate/overseas	-
	Other Greater Melbourne	55.1		

Characteristics	People who would use another transport mode (%)			
Their age group	<=17 yrs	-	46-59 yrs	25.8
	18-24 yrs	3.2	60-69 yrs	16.1
	25-29 yrs	9.7	70-79 yrs	3.2
	30-45 yrs	38.7	80+ years	3.2
Why they visited St Kilda	Luna Park	30.0	Sea Baths precinct	-
	Palais	10.0	Exercise	-
	Beach	26.7	Donovans	3.3
	Stokehouse	23.3	Fitzroy St precinct	-
	Acland St precinct	6.7		
How often they visit St Kilda	First time	3.4	1-3 times/month	27.6
	Daily	6.9	1-6 times/year	44.8
	1-3 times/week	17.2	Not sure	-
Why they chose Triangle car park	Closest	75.0	Visibility/known Most	6.3
	Most convenient	18.8	affordable	-
Their length of stay	< 15 mins	-	< 2 hrs	27.6
	< 60 mins	6.9	2-8 hrs	48.3
			Full day	17.2
Their estimated expenditure	$0	3.4	$101-200	44.8
	<$50	3.4	$200+	27.6
	$50-100	13.8	Prefer not to say	-
			Unsure	6.9

5.7 Car park unavailable - people that would not be affected

If the car park was unavailable 13 participants (3.6%) said that they would not be affected by this change. Their most common characteristics were as follows:
- They lived across the Greater Melbourne area.
- They were between 30-45 years of age.
- They visited St Kilda to visit the beach and the Palais Theatre.
- They visited St Kilda between 1-6 times a year.
- They chose the Triangle car park because it was closest to where they wanted to be.
- Their length of stay was less than two hours.
- Their estimated expenditure was between $50-200.

Here are some verbatim quotes from engagement participants:
"Wouldn't affect my visiting St Kilda." - Male, 30 - 45 years old, Other Greater Melbourne
"Wouldn't really bother me." - Female, 30 - 45 years old, Other Greater Melbourne
"It doesn't. I am reliant on my car and prefer not to catch public transport." - Male, 30 - 45 years old, Melbourne

5.8 Car park unavailable - people who were not sure about potential impact

If the car park was unavailable 13 participants (3.6%) said that they were unsure what they would do given this change. Their most common characteristics were as follows:

- They lived across the Greater Melbourne area and some interstate.
- They were between 30-45 years of age.
- They visited St Kilda to visit the beach and the Palais Theatre.
- They visited St Kilda between 1-6 times a year or were first-time visitors.
- They chose the Triangle car park because it was closest to where they wanted to be.
- Their length of stay was between two-eight hours.
- Their estimated expenditure was varied, between $10-200.

Here are some verbatim quotes from engagement participants:

"Not sure this was the closest and first available." - Male, 30 - 45 years old, Other Greater Melbourne
"First time to St Kilda, so am unsure." - Male, 30 - 45 years old, Other Greater Melbourne
"We're from Canberra and are not familiar with the area." - Female, 25 - 29 years old, Interstate/Overseas

6.   Key Findings - local attractions and businesses

6.1 Characteristics of visitors to specified restaurants

Who are they

When asked about their reason for visiting St Kilda, 67 respondents said they were visiting either the Stokehouse (n=55), or Donovans (n=12). Most were aged in their thirties, forties and fifties. They commonly visited St Kilda either 1-6 times a year (56.7%) or 1-3 times a month (31.3%). Of these visitors, 30.6% lived locally (City of Port Phillip and surrounds), and 69.4% were visitors from further away. They typically stayed in St Kilda between two to eight hours. The majority of restaurant visitors had expected to spend over 200 dollars (61.2%), followed by 101 - 200 dollars (22.4%).

What decision would they take if there is a change of use or reduced car park availability

The majority of participants said they chose the Triangle car park because it was closest and most convenient. Should the car park be closed, 41.2% said that they would find another car park, 38.2% would find another place to visit and 11.8% would use an alternate mode of transport.

6.2 Characteristics of visitors to Luna Park

Who are they

When asked about their reason for visiting St Kilda, 85 respondents said they were visiting Luna Park. Most were aged 30-45 years of age. They commonly visited St Kilda either 1-6 times a year (61.2%) or 1-3 times a month (17.6%). Of these visitors, only a small percentage (8.2%) lived locally in the City of Port Phillip and surrounds) with the remainder coming from a large catchment across Victoria and interstate. They typically stayed in St Kilda between two to eight hours. The majority of Luna Park visitors had expected to spend between 101-200 dollars (35.3%) or over 200 dollars (29.4%).

What decision would they take if car park closes

The majority of participants said they chose the Triangle car park because it was closest and most convenient. Should the car park be closed, 54.3% said that they would find another car park, 19.1% would find another place to visit and 12.8% would believe it to be an inconvenience.

6.3 Characteristics of visitors to Palais Theatre

Who are they

When asked about their reason for visiting St Kilda, 74 respondents said they were visiting the Palais Theatre. Most were aged in their thirties, forties and fifties. They commonly visited St Kilda 1-6 times a year (68.9%). Of these visitors, only a small percentage (5.4%) lived locally in the City of Port Phillip and surrounds) with the remainder coming from Greater Melbourne and Geelong. They typically stayed in St Kilda between two to eight hours.

The majority of Palais visitors had expected to spend over 200 dollars (37.8%) or between 101-200 dollars (23.0%).

What decision would they take if car park closes

The majority of participants said they chose the Triangle car park because it was closest and most convenient. Should the car park be closed, 41.3% said that they would find another car park and 29.3% would believe it to be an inconvenience, and 12.2% said that they would find another place to visit.

6.4 Characteristics of visitors to nearby shopping precincts

Who are they

When asked about their reason for visiting St Kilda, 66 respondents said they were visiting the nearby shopping and dining precincts at the Sea Baths, Fitzroy Street and Acland Street. Most were aged in their thirties, forties, and fifties. They commonly visited St Kilda 1-6 times a year (57.6%) or 1-3 times a month (21.2%). Of these visitors, only a small percentage (7.6%) lived locally in the City of Port Phillip and surrounds) with the remainder coming from a large catchment across Victoria and interstate. They typically stayed in St Kilda between two to eight hours (43.9%) or one to two hours (40.9%). These visitors had expected to spend anything from less than 50 dollars, to over 200 dollars at these precincts.

What decision would they take if car park closes

The majority of participants said they chose the Triangle car park because it was closest and most convenient. Should the car park be closed, 50.03% said that they would find another car park, 23.4% would find another place to visit and 14.1% would believe it to be an inconvenience.

7.   Other observations

During the engagement activities, Conversation Co. staff made the following observations which may be of interest to Council:

- During the consultation people noted that this car park is the only car park that remains accessible (entry and exit) during a road closure event of Jacka Boulevard (e.g. triathlon). At other car parks visitors are blocked in until the event concludes.

- During the consultation parking tickets remained in the ticket machine, with visitors not knowing they needed to place the ticket in their window. Participants were confused by the need to put in their number plate and then assuming it was linked to their car.
- During the consultation it was observed that the car park was being used by people informally watching foreshore events (e.g. triathlon) from their car parked in the Triangle car park.
- During the consultation it was observed that the car park was being used by taxis as a drop off zone, so consideration to how a drop off zone may be safely incorporated.
- During the consultation, conversation facilitators were asked about the parking zones and there seemed to be a lack of clarity around car park zones and if they needed to pay at a particular station, that corresponded to where they parked. Council could consider colour blocking in any future designs or changes.

8. Appendices

Appendix 1 Breakdown of spend by location and activity

Nothing to less than 50 dollars

Activity	Spend	Location
Attend Luna Park	Less than 50	Cardinia Shire Council Maroondah City Council Overseas Port Phillip City Council Whittlesea City Council Yarra Ranges Shire Council
Attend Luna Park	Nothing today	Melton City Council
Attending a wedding	Less than 50	Glen Eira City Council
Eat/Drink at Seabaths Precinct	Less than 50	Banyule City Council Casey City Council Interstate
Eat/Drink/Shop at Acland Precinct	Less than 50	Boroondara City Council Wyndham City Council
Enjoy the beach	Less than 50	Casey City Council Greater Geelong City Council Hume City Council Interstate Kingston City Council Monash City Council Moonee Valley City Council Overseas Port Phillip City Council
Enjoy the beach	Nothing today	Merri-bek City Council Overseas

Event at the Palais	Less than 50	Alpine Shire Council Golden Plains Shire Council Knox City Council Monash City Council Overseas Port Phillip City Council
Exercise	Less than 50	Greater Geelong City Council Kingston City Council Maribyrnong City Council Moonee Valley City Council Port Phillip City Council
Exercise	Nothing today	Port Phillip City Council Stonnington City Council
I work at Stokehouse	Less than 50	Port Phillip City Council
Seeing the sights	Less than 50	Overseas
Working	Less than 50	Darebin City Council

Spend 50 - 100 dollars

Activity	Location
Attend Luna Park	Greater Geelong City Council Hume City Council Moonee Valley City Council Mornington Peninsula Shire Council Port Phillip City Council Whitehorse City Council Wyndham City Council
Catching up with friends	Melton City Council
Eat/Drink at Donovans	Overseas

Eat/Drink at Seabaths Precinct	Knox City Council Maroondah City Council Yarra Ranges Shire Council
Eat/Drink at the Stokehouse	Port Phillip City Council Darebin City Council Glen Eira City Council
Eat/Drink/Shop at Acland Precinct	Boroondara City Council Interstate Maribyrnong City Council Moorabool Shire Council Port Phillip City Council
Eat/Drink/Shop at Fitzroy Precinct	Melton City Council Interstate
Enjoy the beach	Ballarat City Council Bayside City Council Brimbank City Council Melton City Council Merri-bek City Council Port Phillip City Council Yarra City Council Hume City Council Interstate
Event at the Palais	Baw Baw Shire Council Frankston City Council Greater Geelong City Council Hepburn Shire Council Hume City Council Merri-bek City Council Mitchell Shire Council Wellington Shire Council Wyndham City Council
Exercise	Maroondah City Council Whittlesea City Council Wyndham City Council
Just to get out the house	Hobsons Bay City Council

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Live music (excluding the Palais)	Hobsons Bay City Council

Spend 101 - 200 dollars

Activity	Location
Attend Luna Park	Ballarat City Council Bayside City Council Boroondara City Council Brimbank City Council Casey City Council Frankston City Council Glen Eira City Council Greater Bendigo City Council Hume City Council Interstate Kingston City Council Melbourne City Council Monash City Council Moonee Valley City Council Port Phillip City Council Wellington Shire Council Whittlesea City Council Yarra City Council Wyndham City Council
Eat/Drink at Donovans	Maroondah City Council Monash City Council
Eat/Drink at Seabaths Precinct	Brimbank City Council Interstate
Eat/Drink at the Stokehouse	Bayside City Council Glen Eira City Council Kingston City Council Manningham City Council Monash City Council Port Phillip City Council Queenscliffe Borough Council Whittlesea City Council

Eat/Drink/Shop at Acland Precinct	Brimbank City Council Cardinia Shire Council Hume City Council Port Phillip City Council
Eat/Drink/Shop at FitzroyPrecinct	Moyne Shire Council Port Phillip City Council Kingston City Council Interstate
Enjoy the beach	Banyule City Council Greater Dandenong City Council Knox City Council Merri-bek City Council Whittlesea City Council
Event at the Palais	Ballarat City Council Bass Coast Shire Council Bayside City Council Boroondara City Council Brimbank City Council Casey City Council Glen Eira City Council Greater Geelong City Council Hume City Council Kingston City Council Macedon Ranges Shire Council Merri-bek City Council Port Phillip City Council Yarra Ranges Shire Council
Family day	Port Phillip City Council
Live music (excluding the Palais)	Glen Eira City Council Hobsons Bay City Council
Visiting friend	Bayside City Council

Spend over 200

Activity	Location
Attend Luna Park	Banyule City Council

	Bayside City Council
	Boroondara City Council
	Brimbank City Council
	Casey City Council
	Greater Geelong City Council
	Hobsons Bay City Council
	Interstate
	Latrobe City Council
	Melton City Council
	Monash City Council
	Moorabool Shire Council
	Port Phillip City Council
	Stonnington City Council
	Yarra Ranges Shire Council
	Melbourne City Council
	Stonnington City Council
	Darebin City Council
Eat/Drink at Donovans	Glen Eira City Council
	Knox City Council
Eat/Drink at Seabaths Precinct	Yarra Ranges Shire Council

	Ballarat City Council
	Banyule City Council
	Bayside City Council
	Darebin City Council
	Glen Eira City Council
	Hume City Council
	Macedon Ranges Shire Council
	Melbourne City Council
	Merri-bek City Council
	Monash City Council
	Moonee Valley City Council
	Mornington Peninsula Shire Council
	Mornington Peninsula Shire Council
	Port Phillip City Council
	Stonnington City Council
Eat/Drink at the Stokehouse	Whitehorse City Council

Eat/Drink/Shop at Acland Precinct	Boroondara City Council Melbourne City Council Kingston City Council Moonee Valley City Council Yarra City Council Bayside City Council Casey City Council Knox City Council Port Phillip City Council Whitehorse City Council
Eat/Drink/Shop at FitzroyPrecinct	Wyndham City Council
Enjoy the beach	Brimbank City Council Maribyrnong City Council Melton City Council Yarra Ranges Shire Council
Event at the Palais	Hume City Council

	Wyndham City Council Ballarat City Council Banyule City Council Bayside City Council Boroondara City Council Casey City Council Darebin City Council Glen Eira City Council Greater Geelong City Council Hume City Council Kingston City Council Manningham City Council Merri-bek City Council Mildura Rural City Council Moira Shire Council Monash City Council Mornington Peninsula Shire Council Port Phillip City Council Whittlesea City Council

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