



10.1 PLACES TO LIVE: CITY OF PORT PHILLIP HOUSING STRATEGY - DISCUSSION PAPER AND PHASE 2 COMMUNITY ENGAGEMENT

EXECUTIVE MEMBER: BRIAN TEE, GENERAL MANAGER, CITY GROWTH AND DEVELOPMENT

PREPARED BY: ALAYNA CHAPMAN, PRINCIPAL STRATEGIC PLANNER

1. PURPOSE

- 1.1 To seek Council endorsement for public engagement of the *Places to Live: City of Port Phillip Housing Strategy - Discussion Paper*.
- 1.2 The Discussion Paper and feedback received through proposed community engagement will inform preparation of the draft Port Phillip Housing Strategy.

2. EXECUTIVE SUMMARY

- 2.1 As more people choose to call Port Phillip home, housing growth and change will need to maintain the city's liveability, accessibility, and diversity.
- 2.2 Council is developing a new Housing Strategy for Port Phillip (the Strategy). The Strategy is a local planning document, which will outline the actions and implementation mechanisms required to accommodate the projected population and household needs of future residents, including:
 - a) Ensuring a range of housing opportunities are available to our diverse community across the municipality
 - b) Identifying suitable locations for housing growth to facilitate a more sustainable City and enhance neighbourhoods.
- 2.3 The Strategy will apply to all land where residential development may occur in Port Phillip (refer to **Attachment 1**).
- 2.4 The preparation of a new Housing Strategy is a key initiative of the *Council Plan 2021-31* and will help Council effectively manage growth, land use change and support community sustainability, health, and wellbeing.
- 2.5 Council officers have prepared a Discussion Paper (refer to **Attachment 2**) outlining Council's analysis of current and future housing needs in Port Phillip and its strategic directions on how to respond to identified housing issues and opportunities.
- 2.6 Phase 2 community engagement is proposed for 4 weeks from mid-April to mid-May and will seek community feedback on the vision and draft strategic directions outlined in the Discussion Paper. It will build on previous Phase 1 engagement undertaken and inform the preparation of the draft Housing Strategy.



3. RECOMMENDATION

That Council:

- 3.1 Notes the report on the *Places to Live: City of Port Phillip Housing Strategy – Discussion Paper*.
- 3.2 Endorses the *Places to Live: City of Port Phillip Housing Strategy – Discussion Paper* at **Attachment 2** for the purposes of community consultation to inform preparation of the Port Phillip Housing Strategy.
- 3.3 Authorises the Chief Executive Officer (or delegate) to finalise and make minor changes that do not materially alter *Places to live: City of Port Phillip Housing Strategy - Discussion Paper* at **Attachment 2** for the purposes of enabling community consultation.

4. KEY POINTS/ISSUES

A new Housing Strategy for Port Phillip

- 4.1 State planning policy requires Council to plan for projected population growth over a 15-year period and provide clear direction on locations where growth should occur.
- 4.2 Council housing strategies need to address key housing matters such as:
 - a) Projected population and housing growth
 - b) Housing delivery trends
 - c) Location of new housing
 - d) Provision of affordable housing
 - e) Housing supply and residential land capacity
 - f) Environmentally sustainable design and climate change adaptation
 - g) Preferred neighbourhood character
 - h) Design quality and housing diversity.
- 4.3 In 2018, an audit of the Port Phillip Planning Scheme recommended that Council undertake a new housing strategy to plan for current housing issues, trends, and demand.
- 4.4 Council's existing Housing Strategy was finalised over 15 years ago and lapsed in 2017. Since it was adopted in 2007, there have been significant changes to Port Phillip's planning framework, which have significant local implications, including:
 - a) Rezoning the Fishermans Bend Urban Renewal Area ('Fishermans Bend') in 2012 to accommodate residential land uses and development. It is anticipated that the Port Phillip portion of this area will accommodate 68,000 people
 - b) Release of Melbourne's *Metropolitan Planning Strategy, Plan Melbourne 2017-50*, which outlines how Melbourne will meet the demand for housing diversity and growth, including by accommodating an increased percentage of new housing in established areas and activity centres
 - c) Introduction of a new residential zones in 2013, which provided local government with the opportunity to better direct the location and scale of residential change



- d) Updated State Government population and household projections.
- 4.5 The new Port Phillip Housing Strategy will help guide and manage housing growth and change in Port Phillip over the next 15 years, providing certainty and consistency of housing outcomes across residential areas of the municipality.
- 4.6 Officers have commenced a three-year program of work to develop a strategic framework to guide the location and type of housing in Port Phillip (refer **Figure 1**). Councillors will be regularly updated on the progress of the program before considering adoption of the final Strategy (scheduled for mid-2024).



Figure 1. Indicative Housing Strategy project timeline.

- 4.7 An up-to-date and robust Strategy that sets out clear direction for housing development across the City will place the City of Port Phillip in a better position to respond to and support population growth and change. The new Strategy will also enable Council to integrate the development of Fishermans Bend into its overall housing directions.
- 4.8 The Victorian Government’s current housing and population forecasts indicate that by 2036, there will be 38,290 new residents in Port Phillip, which would result in a demand for an additional 21,480 dwellings. Note that demographic projections have not been updated following the 2021 Census or potential impacts from the COVID-19 pandemic.
- 4.9 The Strategy will apply to all land where residential development may occur in Port Phillip (refer to **Attachment 1**).
- 4.10 The Strategy must comply with State Government requirements and provide adequate strategic justification for any proposed Planning Scheme changes.
- 4.11 Development of the Strategy will be supported by several technical investigations, including affordable housing provision, neighbourhood character, housing market and capacity and demographic studies. It will also align with other projects being undertaken by Council, including the municipal-wide Spatial Economic and Employment Framework and the new South Melbourne Structure Plan.
- 4.12 Once the Housing Strategy is finalised (expected mid-2024), it will be primarily implemented through an amendment to the Port Phillip Planning Scheme. A planning scheme amendment is a statutory process that takes up to 2 years. An amendment to the planning scheme requires both the support of Council and the Minister for Planning.



- 4.13 The Strategy will also have non-statutory implementation directions, which may include advocacy initiatives and improvements to internal operations.

Port Phillip Housing Strategy – Discussion Paper

- 4.14 A Discussion Paper (**Attachment 2**) has been prepared, which outlines Council's analysis of current and future housing in Port Phillip and its strategic directions on how to respond to identified housing issues and opportunities.

- 4.15 The first part of the Discussion Paper provides a snapshot of:

- a) Relevant State planning policy
- b) Current State Government population growth forecasts and demographic changes and housing delivery trends
- c) Relevant actions in the Council Plan 2021-31 and other Council strategies
- d) Comments received from the community during Phase 1 community engagement undertaken in September – October 2022
- e) Key housing issues and opportunities that the Housing Strategy will need to address to meet the needs of our growing community over the next 15 years.

- 4.16 The Discussion Paper has a proposed vision statement for housing in Port Phillip, based on the anticipated housing needs of our community over the next 15 years. The proposed statement is:

Port Phillip will be a City that supports places to live that meet the needs of our diverse and growing community through all stages of life.

- 4.17 The Paper proposes a range of strategic directions to help achieve the vision for housing in Port Phillip and to address identified issues and opportunities. They provide high-level guidance for developing future actions for inclusion in the Housing Strategy.

- 4.18 The draft strategic directions are grouped under the following housing themes:

- a) **Theme 1:** Ensuring adequate housing supply
- b) **Theme 2:** Appropriate location of future housing
- c) **Theme 3:** Achieving preferred neighbourhood character
- d) **Theme 4:** Providing housing diversity and accessibility
- e) **Theme 5:** Pursuing housing design quality
- f) **Theme 6:** Providing affordable housing choices.

- 4.19 These strategic directions will be refined in the draft Housing Strategy following Phase 2 community engagement and further technical analysis.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Development of the Port Phillip Housing Strategy includes engagement with the community and key stakeholders, such as residents, traders and business owners, community groups, State Government agencies and property owners.



5.2 Feedback will be sought at key milestones of the project:

	Purpose	Timing
Phase 1	High level engagement to introduce the project to the community and understand their values and concerns related to housing	September – October 2022 (completed)
Phase 2	Comment on the Discussion Paper	Mid-April to mid-May 2023
Phase 3	Comment on the draft Housing Strategy	1 st quarter 2024

5.3 Outside of these phases, informal consultation will continue with stakeholders and community members as required.

Phase 1 Community Engagement

5.4 Phase 1 community engagement was undertaken over six weeks, in September – October 2022. The objectives for this first phase of engagement were to:

- a) Introduce the project and build knowledge within the community and stakeholders
- b) Gain project ‘buy in’ and generate interest
- c) Inform the community and other stakeholders about why the project is being undertaken
- d) Understand community sentiment regarding housing.

5.5 The engagement program consisted of seven community conversation pop-up sessions at key locations across Port Phillip. There was also a survey on Council’s online engagement platform (*Have Your Say Port Phillip*).

5.6 During Phase 1 community engagement, a total of 354 responses were received from people who live, work, study or visit the City of Port Phillip. The pop-up sessions resulted in a total of 231 surveys being completed. The online survey received 65 responses.

5.7 The key findings from Phase 1 were:

- a) Our community most valued housing that is well-designed, energy efficient and affordable
- b) Trees and landscaping within front gardens were identified as neighbourhood character elements most important to Port Phillip
- c) Most people believed new housing should be located close to public transport, parks, open space and local shops
- d) The community indicated that they would like more affordable and social housing, followed by increased protection of neighbourhood character and more focus on green / open space.



Phase 2 Community Engagement

- 5.8 Phase 2 community engagement on the Discussion Paper is proposed for 4 weeks from mid-April to mid-May this year. Phase 2 engagement seeks community feedback on the draft vision and strategic directions that will form the basis for the draft Housing Strategy. It will continue to build knowledge within the community and enable engagement on the development of the draft Housing Strategy.
- 5.9 The proposed engagement program will consist of:
- a) A survey and other engagement activities on Council's Have Your Say online engagement platform. Hardcopy surveys will be available where appropriate
 - b) Community conversation pop-up events at key locations in the municipality
 - c) Targeted stakeholder workshops (including Council-facilitated advisory committees / groups).
- 5.10 Phase 2 engagement will continue conversations with stakeholders such as, residents, community groups, traders and business owners, government agencies and property owners.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Preparation of the Housing Strategy accords with Council's obligations under the *Planning and Environment Act 1987*.

7. FINANCIAL IMPACT

- 7.1 Development of the Housing Strategy is budgeted over 3 years, from FY2022/23 to FY2024/25.

8. ENVIRONMENTAL IMPACT

- 8.1 The Housing Strategy aims to ensure that new housing will be able to adapt and cope with our future environment. The Strategy will aim to ensure housing is energy efficient, climate resilient and located to encourage sustainable and active modes of travel.

9. COMMUNITY IMPACT

- 9.1 The Housing Strategy is being prepared to ensure the current and emerging housing needs of the community will be met over the next 15 years.
- 9.2 The Housing Strategy aims to provide a robust strategic framework for the management of housing growth and change in the municipality, thereby providing greater certainty and consistency for all participants in the planning process.
- 9.3 The Strategy is being developed with extensive input from the community.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The Port Phillip Housing Strategy will contribute to achieving all strategic directions of the *Council Plan 2021-31*. Specifically, the preparation of a new Housing Strategy is a key initiative of Strategic Direction 2: *Liveable Port Phillip*.
- 10.2 The Strategy will also help achieve outcomes and key actions of Council's core strategies; *Act and Adapt: Sustainable Environment Strategy 2018-28*; *Move, Connect, Live: Integrated Transport Strategy 2018-28*; and *Places for People: Public Space Strategy 2022-32*.



11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 Phase 2 community engagement on the Discussion Paper will occur in mid-April to mid-May this year.

11.1.2 Consultation on the draft Port Phillip Housing Strategy is scheduled for the first half of 2024.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS

- 1. Residential land affected by the Housing Strategy**
- 2. Places to Live: City of Port Phillip Housing Strategy - Discussion Paper**