

# Be informed. Know the issues. Have your say.

Fishermans Bend is in play. Your business can't afford to be in the dark when it comes to the planning process and decisions being made now for the future. They will affect your business one way or another. Now is the time to be involved.

## How much do you know already?

The State Government, City of Port Phillip and the City of Melbourne have commissioned consultant reports on everything from traffic, planning schemes, amenity (noise, dust, light intrusion, fumes, vehicle movements).

Where has the voice of business been heard in all of this? Certainly not as strongly as the residents groups.

The Minister for Planning has established a Ministerial Advisory Council. They need to hear from business on the issues that will impact them.

When consultations were held in November fewer than 10 local businesses attended each session. Most of the discussion was on apartment development – floor area ratios, floor area uplifts and public transport.



## Join FBBF and be heard.

We will act for your business concerns, run working groups, analyse issues and bring these forward to members for discussion.

**Join with us today. Go to our website [fishermansbendbusinessforum.com.au](http://fishermansbendbusinessforum.com.au) fill in the contact form and one of our team members will contact you.**



**FISHERMANS BEND  
BUSINESS FORUM**

REPRESENTING THE VIEWS OF BUSINESS

## 1. CONFLICT ISSUE



# Transport

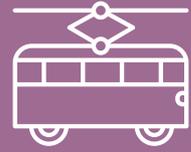
Do you know that the Fishermans Bend Strategy states that 80% of all trips in the future will be public transport, cycling and walking? Yes 80%.

Road access is vital for many of the businesses in Fishermans Bend. Many businesses based themselves in the area because of access to the Port of Melbourne.

There is much reference to increased open space and landscaping, with significantly more tree planting, to co-exist with the road network. While some main roads in the area are reasonably wide, they will be significantly reduced when divided for bikes, cars, trams and buses.

What about the trucks? How will that affect your business if it is reliant on the activities of the port and requires trucks to transport your goods?

## 2. PRIORITY ISSUE



# Public Transport

The Framework Plan Draft released in late 2017 states the objective is to, "locate the majority of employment opportunities close to public transport to ensure easy access to these jobs from within and outside Fishermans Bend."

The public transport options are yet to be settled apart from increased bus services.

The Report recommends two preferred alignments for new light rail routes to service Fishermans Bend, however, there are many unresolved issues, some with impacts on current business operators.

The plan for a light rail that traverse the eastern end of Lorimer Street will only cause more congestion.

Business must be vocal in options that would benefit their staff, clients and suppliers.

## 5. ISSUE OF CONCERN



# Transition

One of the solutions put forward by consultants and planners is the relocation of facilities and industries where the land use is incompatible with the vision for a future focused Fishermans Bend.

Business understands that to maximise the development potential of Fishermans Bend and, to attract the industries of the 21st Century, will ultimately involve some businesses relocating; however, before these decisions are mandated, careful analysis of the economic impacts to the Victorian economy must be quantified.

FBBF will work with its members to ensure that government commits to appropriate analysis. Where 'transition' (which is another word for relocation), is the only option, that compensation is part of the agreed outcome.

## 6. HAVE SOME INPUT



# Future Direction

Fishermans Bend has been nominated as one of seven National Employment and Innovation Clusters (NEIC) in Victoria. This will be enhanced by the decision of the University of Melbourne to develop part of the old GMH site into a campus for engineering research.

Current businesses will, through FBBF, engage with the opportunities that can evolve over time through the innovation clustering and key education institutions.

The Fishermans Bend Taskforce has reviewed international models that make for successful innovation hubs. This includes the amenity that will bolster a sense of collaboration and sharing.

Amenity generates vitality and that is key when creating places where innovators, thinkers and entrepreneurs want to work.

### 3. UNRESOLVED ISSUE



## Parking

The Fishermans Bend Integrated Transport Plan (Oct 2017) is specific when it states, "On-street and off-street car parking provision will be minimised."

Parking is already at a premium. If, like many businesses in Fishermans Bend, your employees find public transport inadequate and parking at crisis level, how will this be improved in planning?

Imagine when there are 3 x as many workers and 80,000 residents living in apartments that have been approved for half a car parking space per apartment?

What will be the impact on your business if the State Government Congestion Levy is applied to the existing car parks that your business owns or leases - \$1400 per space?

Congestion charges should only apply where there is adequate alternatives for car use.

### 4. RISK TO BUSINESS



## Buffer Zones

Most of the Employment Precinct is zoned industrial and historically has been home for industries that support city construction sites. The Buffer Assessment Report (Oct 2016) highlights issues to be considered in the planning process – noise, vibration, dust and light spill.

The zonings of areas in the redevelopment will determine how conflicts between resident and industry will be resolved or inflamed.

Our members are making a strong argument regarding what is technically known as "reverse amenity" - where existing uses are not disadvantaged by new neighbours and where the new neighbours are informed in advance of the current occupation of adjoining sites.

Resident groups are very organised and active; FBBF will be the voice on behalf of business.

### 7. ISSUE OF CONCERN



## Higher Rents

The Fishermans Bend Taskforce is aligning the planning framework with the principles and credits of Green Star Communities. Planning for Fishermans Bend will address the Green Star - Communities categories of governance, liveability, economic prosperity, environment and innovation.

Since Fishermans Bend was nominated as Australia largest urban redevelopment project land values have seen a dramatic increase. This will ultimately flow through to rents.

While we cannot turn our back on market forces, to achieve the government's vision of a start-up culture, innovative industries and micro-manufacturing rents will play an important part in business decision making.

Established businesses could be under short term threat before longer term benefits are achieved.

### 8. ISSUE OF CONCERN



## Higher Rates

The State Revenue Office website states, "Land tax is calculated using the appropriate rate and applying this to the total taxable value (site value) of land holdings."

The three-yearly council valuation assessments were conducted in 2016. This will see an increase in 2017 land tax assessments. It will also impact on Council rates in 2017 and beyond.

The increase in site valuations that have resulted from development applications for higher use of existing sites will flow through to all businesses in both Council Rate and Land Tax.

FBBF cannot change the basis of valuation but we can keep members informed so that you can make informed decisions and plan ahead.



## We represent the views of business.

As the planning process of Fishermans Bend has evolved there are currently 23 Background Reports that inform the Draft Framework, (that's over 1,000 pages of reading) available on the website [fishermansbend.vic.gov.au](http://fishermansbend.vic.gov.au).

### How much have you read or are aware of?

Business today is fast paced and ever-changing. If you are like me, your focus is on servicing your customers, keeping the bills paid and staying ahead of all of the regulations and compliance.

That is why a group of us came together to create a collective voice.

FBBF is pro business, pro-development and one that can speak independently and collectively to government, the planners and other stakeholders.



Stephane Fayd'herbe  
FBBF Chair

## Join FBBF. Be heard. Have your say.

Go to [www.fishermansbendbusinessforum.com.au](http://www.fishermansbendbusinessforum.com.au) fill in the contact form and send. One of our team will be in touch with you.



## FISHERMANS BEND BUSINESS FORUM

REPRESENTING THE VIEWS OF BUSINESS

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