



MEETING OF THE PORT PHILLIP CITY COUNCIL

SUPPLEMENTARY AGENDA

20 MARCH 2024



Please consider
the environment
before printing



Consider carefully how
the information in this
document is transmitted



MEETING OF THE PORT PHILLIP CITY COUNCIL

SUPPLEMENTARY AGENDA

Meeting of the Port Phillip City Council

Wednesday, 20 March 2024

7 Petitions and Joint Letters

7.2 *Petition: Esplanade Hotel Grand Prix Street Party 22-24 March 2024* 3



7.2 Petition - Esplanade Hotel Grand Prix Street Party 22-24 March 2024

A Petition containing 26 signatures was received from local residents.

The Petition states the following:-

Petition for residents to sign in protest at proposed Esplanade Hotel Grand Prix Street Party from Friday 22nd March to Sunday 24th March 2024.

I/We strongly object to the proposed function mentioned above going ahead.

Supporting information:

From: Property owners at Espy Apartments, Victoria Street, St Kilda.

Please find attached petition from home owners who are strongly opposed to the CoPP granting a permit for the Hotel Esplanade to conduct a Grand Prix Street Party to be held in Pollington Street over the period of Thursday 21st March to Monday 25th March.

This event has absolutely no benefit to the ratepayers who reside in this area. The result will be further traffic disruption/ congestion, loud noise, from music and hotel's patrons etc over a five day period.

The only people who benefit from this is the Esplanade Hotel through increased revenue.

We sincerely hope that CoPP will see common sense, and carry out one of the Council's primary functions, that being the welfare of its ratepayers.

OFFICER COMMENT

Australian Venue Company (AVC) applied for an event permit to hold the *Espy Grand Prix Street Party*, using the section of Pollington St, St Kilda that is adjacent to the Esplanade Hotel.

The event described is a pop-up activation with free entry, set up inside a marquee featuring F1 activities, food and beverage offerings in a licenced area and a big screen to watch the Grand Prix live. The event does not include any outdoor live music but does include low level background music while the race is not on (all noise must comply with EPA regulations). Portable toilets are included in the set up.

The event aims to attract 300 attendees from local residents, visitors to Melbourne, and Grand Prix racegoers.

The event permit application was assessed by officers in accordance with the [Events Strategy 2023 – 26](#) and [Outdoor Events Policy 2023 - 26](#). The community is consulted as part of the formation of these documents and as such, consultation is not done on individual events.

In the 5 July 2023 Ordinary meeting of Council, Councillors voted to:

Acknowledge the opportunities that the holding of the Australian Formula One Grand Prix in Albert Park presents for the City of Port Phillip's local economy and encourages Officers to work with the relevant stakeholders to capitalise on these opportunities.

This event is a trial, providing opportunity for local business to leverage from the Grand Prix.

MEETING OF THE PORT PHILLIP CITY COUNCIL

20 MARCH 2024



The event permit application was approved to operate on Friday 22, Saturday 23 and Sunday 24 March 2024 from 10.00am to 11.00pm. Event set up was approved from 7.00am on Thursday 21 March and event pack down was approved to be completed by 3.00pm on Monday 25 March.

As part of the event permit application process, an operational event plan was assessed and approved by all relevant internal and external authorities (including Victoria Police). The event plan includes the following plans:

- Risk management plan
- Emergency management plan
- Wind management plan,
- Traffic management plan,
- Pedestrian, crowd and security management plan,
- Waste management plan,
- Noise management plan
- Alcohol management plan

The event road closure was assessed by Council's traffic team and approved to be in place from 6.00am on Thursday 21 March until 3.00pm on Monday 25 March 2024. Accredited traffic marshalls are approved to monitor and direct traffic and pedestrians while the road closure is in place. The venue will also have a dedicated Site Manager onsite from set up, during the event and pack down, to assist with safety and directions to suppliers and pedestrians.

Access to residential properties is maintained via The Esplanade, and Pollington Street (via Victoria Street).

During the event, parking loss includes:

- 13 Permit Zone parking bays
- 7 x 2P parking bays
- 1 x loading zone
- 1 x disabled bay.

We understand that there may be regular users of the Permit Zone parking who will need to seek alternate parking arrangements.

Footpath access along Pollington Street will be maintained however any non-resident pedestrians will be directed not to walk up Pollington Street.

All nearby residents including Victoria Street residents, were notified of the event via a letter notification (reviewed and approved by Council) which outlined the event details, dates and timings. The letter was distributed on Friday 8 and Saturday 9 March 2024. The event and road closure details were listed on Council's website and on the opt-in major event notification email.

AVC has confirmed that if the permit is withdrawn at this late stage, they will incur losses of approximately \$80,000 (hire of infrastructure, staffing, marketing and traffic management).

MEETING OF THE PORT PHILLIP CITY COUNCIL

20 MARCH 2024




RECOMMENDATION

That Council:

1. Receives and notes the Petition.
2. Proceeds with the issuance of an event permit for the Australian Venue Company to operate the *Espy Grand Prix Street Party* event from Friday 22 March to Sunday 24 March 2024 (including set up and pack down days of Thursday 21 March and Monday 25 March).
3. Monitors the event over the 5 day period and responds immediately to any breaches of permit conditions.
4. Conducts a post event debrief with the Australian Venue Company and relevant stakeholders to note any concerns that arise from the event.
5. Based on the findings of this debrief, considers whether the event be permitted again in future years.

ATTACHMENTS

1. Notification Letter - Esplanade Hotel  [Download](#)



8th March 2024

Dear Neighbour,

This letter is to notify you that Esplanade Hotel will be holding an event on Pollington Street from Friday 22nd March to Sunday 24th March 2024. During the Grand Prix, Esplanade Hotel will be presenting, to locals and visitors, a Grand Prix Street Party adjacent to the venue on Pollington Street. Come join us and relax with live entertainment, F1 activities, food and beverage, activities for kids and the race on our big screen. This pop-up provides fun for the whole family with free entry, casual dining areas, and kid-friendly activities all weekend long.

We will not obstruct pedestrian access to any residence in Pollington Street.

EVENT DETAILS

Day & Date: Friday 22nd March – Sunday 24th March

Start & Finish Times: 10:00am – 11:00pm

Set Up Timings: Thursday 21st March from 7:00am

Pack Down Timings: Monday 25th March 7:00am – 3:00pm

Road Closure Details, including all affected roads and timings:

- Pollington Street in both directions between The Esplanade and the T-junction of Pollington Street will be closed to vehicle traffic from 7:00am Thursday 21st March – 3pm Monday 25th March
- Access to Pollington Street from Victoria Street will be maintained to local traffic. Local Traffic Only' traffic signs will be in place at the Victoria Street entrance to Pollington Street.
- Parking on Pollington St will be unavailable between 6:00am Thursday 21st March – 3:00pm Monday 25th March. Access to all driveways and residences in Pollington St will be maintained throughout. Please ensure all vehicles are removed from the attached site area by no later than 6:00am Thursday 21st March.

A copy of the site plan for the activation is attached for your reference.

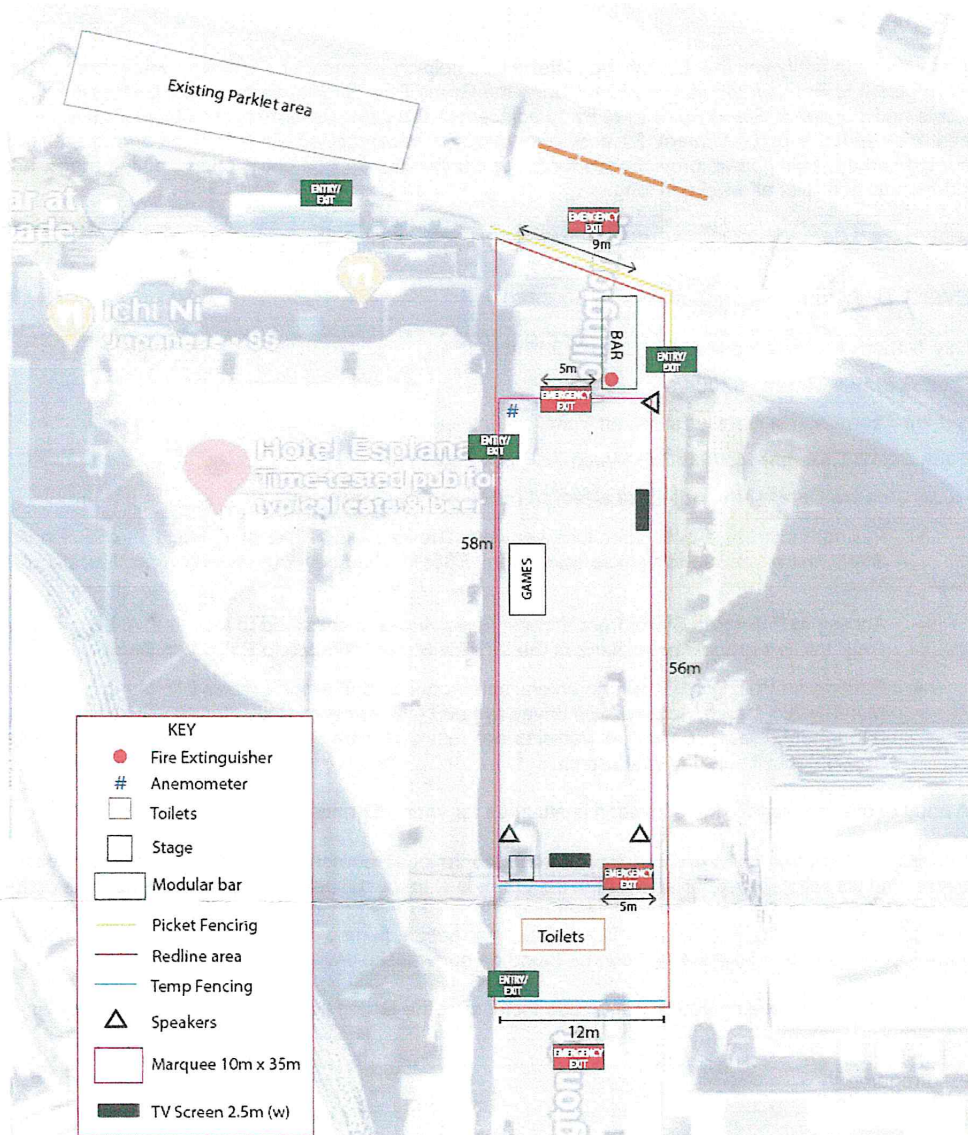
Esplanade Hotel has been granted a provisional approval agreement from City of Port Phillip for this event, and we will conduct our activities in accordance with the associated terms and conditions of that approval. City of Port Phillip can be contacted on 9209 6777 or at eventpermits@portphillip.vic.gov.au during business hours. If you would like further information, please call Chad Kaya on 0406 059 498. Additional information on the event can be found on our website www.hotelesplanade.com.au

We look forward to seeing you at Esplanade Hotel over the Grand Prix weekend, and hope you enjoy the event.

Kind regards,

Chad Kaya
Venue Manager
Esplanade Hotel

Esplanade Hotel
11 The Esplanade, St. Kilda, Vic 3182



Esplanade Hotel
 11 The Esplanade, St. Kilda, Vic 3182