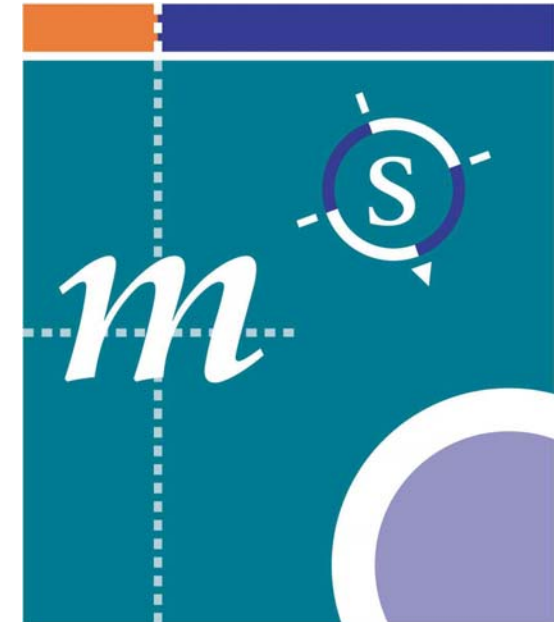


South Melbourne Central



Structure Plan & Implementation Strategy



City of Port Phillip

Aug 2007

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EXECUTIVE SUMMARY

The SMC Structure Plan sets out a vision for how the area should evolve over the next 15 years. It has been prepared in response to increasing pressure for development within the area, recommendations of the council's Industry and Business Strategy (2003) and in view of the Clarendon Street shopping centre being nominated as a Major Activity Centre in the State Government's metropolitan strategy, *Melbourne 2030 – Planning for Sustainable Growth*.

The Structure Plan follows a process of community consultation and background research and analysis. It is a comprehensive and holistic study of the SMC area that examines in detail all aspects of its urban form and activity.

The Structure Plan identifies what is highly valued about SMC and provides recommendations on how to ensure that these elements are retained for the benefit of all. At the same time, the Structure Plan examines how SMC can embrace opportunities for growth and change, and evolve as a vital inner urban area of the 21st century. Importantly, it outlines strategies on how the pressure for development within the area can best be managed.

The future direction of SMC is detailed in its Strategic Directions and Strategies, which are based around the six key themes. These include guidance on its land use patterns, built environment, its economy, the area as a place to live, its community and cultural role, its retail function and its movement networks. The Structure Plan then makes recommendations for the key areas and precincts within SMC that have been identified.

An implementation section is included which sets out how the recommendations of the Structure Plan can be achieved.

Ultimately, the recommendations of the Structure Plan aim to see SMC fulfil its potential as a truly mixed use inner urban village, based around

the principles of sustainability of the council's Corporate Plan and the metropolitan strategy.

The key recommendations of the Structure Plan are:

- Identifying the role of the South Melbourne Activity Centre, in the local context and as a Major Activity Centre in the context of metropolitan Melbourne.
- Strengthening connections and networks within and to SMC, for all modes of transport. Importantly, this includes enhancing and promoting sustainable transport options.
- Protecting heritage areas.
- Providing opportunities for residential growth.
- Protecting the important economic role of SMC's business areas, including its traditional industries and its growing role in knowledge-based industries.
- Balancing the mix of day time workers and residents supporting and being supported by the Activity Centre.
- Balancing the opportunities for new housing, economic growth and employment, and identifying where new development should occur.
- Defining a preferred new character for areas that will undergo change, including maximum building heights, and promoting excellence in design of new buildings and the public realm.
- Protecting and enhancing the diversity and cultural vitality of SMC; including that of its population, housing stock, land uses and activities.
- Developing the network of cultural, educational and community uses in SMC and strengthening the role of the Emerald Hill community hub.



Section 1

VISION AND STRATEGIES

1 Introduction

Three documents make up the South Melbourne Central (SMC) Study:

1. SMC Background Report
2. SMC Structure Plan & Implementation Strategy (this document)
3. SMC Urban Design Framework

The documents are designed to be read independent of each other.

The Background Report provides detail on the South Melbourne area, its history, geography, people, economy, shopping, heritage, culture, community, movement and access, urban form and image and open space. It outlines the methodology of the project and details the consultation processes. This report included detailed strategic investigations, drew on specialist consultant reports as well as consultation with the community and key stakeholders, and addresses the issues and opportunities identified as a part of that information gathering process.

The South Melbourne Central Structure Plan and Implementation Strategy (referred to as the “Structure Plan”) provides the vision and strategies for SMC and sets out how we would like to see both the South Melbourne Activity Centre and the larger South Melbourne Central area develop and grow over the next 10 –15 years. The Structure Plan and Implementation Strategy then details how we will achieve this.

The South Melbourne Central Urban Design Framework is the third document in the series. This document sets out the 12 urban design principles and objectives and built form guidelines and requirements. The report goes on to analyse the areas of change, identify preferred character, specify design objectives and built form guidelines.

SMC Structure Plan and Implementation Strategy

Underlying the Structure Plan are the Melbourne 2030 ‘Principles’ of sustainability and the Four Pillars of Council’s Corporate Plan – Economic Viability, Environmental Sustainability, Cultural Vitality and Social Equity. These fundamental principles are discussed further in Section 1.

The Structure Plan includes an overarching Vision that sets out a desired future for South Melbourne Central. It is then set out in detail around the following 6 themes:

- Activity, Vitality and Diversity
- Supporting the local economy
- A great place to live
- Culture and community
- Movement Networks
- The built and natural environment

Each theme includes ‘Strategic Directions’, or what we want to achieve, and ‘Strategies’, or how we want to achieve these things.

The strategies in each theme are grouped, with the key strategies highlighted and the supporting strategies outlined underneath them. In some cases, there are also ‘Specific Opportunities’ that highlight identified and potential opportunities for implementing the strategies.

Section 2, Precincts and Key Sites, sets out further information that is more specific to individual precincts of SMC. The Urban Design Framework provides greater detail and direction on built form.

The SMC Precincts referred to throughout the Structure Plan are set out in the following map – Map 1: South Melbourne Central Precincts.

MAP 1: South Melbourne Central Precincts

1. Clarendon Street Core Local Shopping Strip
2. Emerging Activity Precinct
3. Northern Mixed Activity Edge
4. Southern Mixed Activity Edge
5. Coventry Street Specialty Shopping Precinct
6. South Melbourne Market
7. Eastern Business Precinct
8. Western Business Precinct
9. Kings Way Mixed Use Corridor
10. City Road Wedge
11. Ferrars Street Light Rail Corridor
12. Heritage Overlay Residential Areas
13. Emerald Hill Civic, Cultural and Community Hub



Source: City of Port Phillip and Land Victoria Vicmap data.
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The vision for SMC

South Melbourne Central will be a sustainable mixed use precinct focussed on the South Melbourne Activity Centre. It will continue to provide a unique urban village character and street life, while the number of residents, workers and visitors continue to grow.

2 Activity, Vitality and Diversity

SMC as we see it today supports a unique range of people and activities within a distinct urban environment. The South Melbourne Activity Centre is an inner city hub and the focus of the immediate and surrounding communities.

Strategic Directions (What we want to achieve)

The activity, vitality and diversity that are characteristic of SMC will be strengthened with new layers of development, land uses and people occupying the area over time. This will present many exciting opportunities and potential for growth to both residents and businesses within SMC.

- SMC will continue to embrace the diversity of its population.
- SMC will continue to evolve as a unique mixed use precinct, supporting a wide range of land uses and activities, including residential, business and retail.
- The community, leisure and cultural role of SMC will be promoted and developed.
- Residents, workers and visitors to SMC will enjoy the lively ambience and vibrant street life of the area, particularly within the Activity Centre.

Strategies (How we can achieve it)

2-1 Strengthen and support the unique range of people and activities within SMC.

- Continue to support the diversity of both the resident and worker populations, including the various age, socio-economic, cultural or ethnic groups, for example, that exist within SMC.
- Strengthen and diversify the economic base of SMC.
- Develop the strong community, leisure and cultural role of SMC.
- Provide a greater range of housing types, affordability and tenure.
- Ensure the area continues to provide affordable and budget shopping that serves the diverse needs of the local community, particularly through the South Melbourne Market and Opportunity Shops.
- Encourage further affordable and budget shopping facilities to serve the local community and complement the South Melbourne Market.

Specific opportunities include:

- Retain and enhance the role of the South Melbourne Market in providing a range of budget shopping and as a place where a diverse range of people meet and socialise.
- Investigate the potential for a small scale budget supermarket.

2-2 Consolidate and expand SMC as a genuine mixed use precinct and Activity Centre.

- Encourage a variety of land uses around the South Melbourne Activity Centre to promote integrated social, cultural, economic and environmental outcomes for the entire SMC area.
- Encourage mixed use developments that have a vertical layering of different land uses.
- Ensure that new development contributes to the fine grain complexity and layering of the urban fabric that has been evolving for 150+ years.
- Ensure that a balance between the activities of workers, residents and visitors is sought and maintained.
- Encourage and protect the genuine mixed use nature of the Activity Centre by discouraging the over development of particular uses, such as cafes/restaurants and late night entertainment venues.
- Protect the genuine mixed use nature of the precinct by discouraging the clustering of particular uses, such as brothels and sexually explicit entertainment venues.
- Make provision for the reduction and management of the impact and interface between different uses, especially in the mixed use areas of the Activity Centre and Mixed Use precincts.

Specific opportunities include:

- In reference to work that has been undertaken by the City of Melbourne, develop and introduce a quota for café / restaurant use frontages in the Activity Centre.

2-3 Foster a lively ambience and a vibrant street life within SMC, particularly around the Clarendon Street and Coventry Street spines of the Activity Centre.

- Provide attractive and sunny outdoor settings for people to stop and relax or meet and socialise, such as kerbside dining or small public spaces.
- Maintain an environment within the South Melbourne Activity Centre that is conducive to walking and window shopping. In particular, ensure that buildings have active street frontages.
- Encourage some activity beyond traditional shopping and business hours within the Activity Centre. This might include activity at the corner pubs, cafes and restaurants, along with extended shopping hours, and would be clustered around Clarendon Street in the Northern Mixed Activity Edge of the Activity Centre. It should not be to the detriment of the current core local retail, the activity mix or residential opportunities.

2-4 Embrace the attributes and uniqueness of SMC.

- The attributes that make SMC distinctive and different within the context of the metropolitan network of Activity Centres, such as its successful mix of uses, broad demographic profile, heritage buildings, open spaces and vibrant street life, should be strengthened and promoted.
- Recognise and capitalise on SMC's strategic inner city location and its proximity to the CAD, Albert Park Lake, the beach, major transport networks, the Southbank arts precinct and Docklands.

2-5 Foster the individuality of the SMC precincts.

- The various precincts within SMC are distinct in their urban form and function, yet remain interconnected parts of the SMC area. The individual role and identity of each precinct should be promoted and developed to foster the area's overall diversity.
- At the same time, the different precincts will develop and function within the context of the overall SMC strategy, each making a vital and unique contribution to the success of the area.



3 Supporting the local economy

South Melbourne is the fourth largest employment hub within the metropolitan area and South Melbourne Central makes a significant contribution to Melbourne's competitive position within the global economy. It enjoys a strategic inner city location that contributes to its economic strengths. While the area traditionally supports a diverse range of business and retail activity, new economic directions are strongly emerging, particularly in 'advanced business services'.

Strategic Directions (What we want to achieve)

The role of SMC as a principal retail and business location within Port Phillip and the Melbourne metropolitan area will be strengthened and consolidated and SMC will continue to prosper economically.

- South Melbourne Central will grow as a business and retail location that buzzes with activity and creativity.
- Employment and business opportunities will continue to provide jobs and services and contribute to a more robust and dynamic local economy, as well as helping to consolidate Melbourne's position in the global economy.
- The SMC economy will be expanded by embracing new, knowledge based business opportunities.
- At the same time, existing services and industries will be supported and enabled to remain in the area and continue to prosper.
- The Activity Centre will grow as a strategic retail hub, for local convenience and weekly shopping needs (focused around Clarendon Street) and as a sub regional and regional shopping destination (focused around the South Melbourne Market and Coventry Street).



Strategies (How we can achieve it)

3-1 Embrace the strategic location of SMC as a key driver of its economic success.

- Promote the benefits of SMC's proximity to the inner city, Southbank and Docklands, the Fisherman's Bend industrial area, the Port of Melbourne and key transport links.
- Encourage businesses to engage with the adjacent Activity Centre as their meeting, entertainment and services focus.
- Promote the opportunity for workers to live near their workplace, either within new mixed use developments or adjacent residential areas.

3-2 Consolidate the role of the Activity Centre as the principal retail destination both within the local area and for the expanded catchment base of the adjacent neighbourhoods.

- Capitalise on the Activity Centre's growing residential and business catchments.
- Promote SMC as a strategic retail hub, with its core local retailing, extensive range of quality specialty shopping, the South Melbourne Market and the vibrancy of the Activity Centre as the key attractors.
- Reinforce Clarendon Street as the principal retail thoroughfare within SMC and as the heart and identity of the South Melbourne Activity Centre.
- Strengthen the role of the South Melbourne Market as a principal retail, activity and cultural focus of SMC and improve its links to the activity of Clarendon Street.
- Consolidate growth of the Activity Centre along York and Coventry Streets to reinforce links between Clarendon Street and the South Melbourne Market.

- Consolidate and protect the important core local convenience and weekly shopping role of the South Melbourne Activity Centre to service the needs of the local community, including the worker population who contribute significantly to the daytime vibrancy of the centre.
- Enhance the role of the South Melbourne Activity Centre as a sub regional shopping destination, particularly for the growing residential populations of Kings Way, St Kilda Road, Southbank and Docklands.
- Strongly discourage out-of-centre retail development and ensure that core retailing activities, such as supermarkets, locate within the Activity Centre.
- The preferred locations for supermarket development / re-development are Clarendon Street (existing Coles site) and adjacent the South Melbourne Market (Red Bears site).

Specific opportunities include:

- The Coles site on Clarendon Street offers the opportunity for an improved supermarket development with speciality shops fronting Clarendon Street and car parking underground, thereby strengthening the Clarendon Street shopping street edge and improving the existing facility.
- The Red Bears site on the corner of York, Cecil and Market Streets, diagonally opposite the South Melbourne Market, provides the opportunity for development of a second supermarket in the Activity Centre, thereby enabling a second supermarket that can achieve synergies with the Activity Centre and South Melbourne Market.
- Expand the role of the South Melbourne Market. The Market could include additional car parking, new public spaces (particularly on the northern York Street frontage) and a greater range of services.

3-3 Foster and promote the role of SMC as a specialist business and employment hub for Port Phillip and Melbourne.

- Foster the emerging role of the Eastern and Western business precincts as a hub of activity in business services and advanced business services, such as marketing, business management, information technology, human resources and research services.
- Promote the emerging reputation of SMC as a pre-eminent location for advanced business services, or the 'high knowledge' end of the industry spectrum, and small start up businesses, clustered within the Eastern Business Precinct. Specifically, this includes creative and problem solving enterprises such as firms specialising in logistics and financial assets.
- Establish a balance between these business and advanced business services, ensuring that they complement and support each other and the range of functions within the Business Precincts and the Activity Centre.
- Realise the Business Precincts' potential to provide a significant support role to Central Melbourne's capital city business functions and to enhance Melbourne's competitive edge in the global economy, due to its proximity to the CAD and its emerging advanced business service focus.
- Facilitate a diversification of business activity and incremental change within the Eastern and Western Business precincts to better reflect their shifting role and current market forces.

3-4 Support the retention of traditional service businesses and industries of SMC as a vital component of its economic base.

- Manage the shifting economic focus of the area so that change occurs incrementally and the traditional service businesses, showrooms and industries that have a strategic benefit to the area continue to be supported.
- Minimise the impact of change on traditional industries to provide certainty and continued viability for these businesses. Minimise the extent to which existing uses become 'non-conforming'.
- Maintain the substantial service business and employment role of the Eastern and Western Business Precincts as a service base for the local and broader economy.
- Retain opportunities for existing traditional industries, warehousing and commerce within the Business Precincts to benefit from the strategic locational advantage of proximity to major arterial roads, the CAD, the Fisherman's Bend industrial area, the Port of Melbourne and the South Melbourne Activity Centre.
- Consolidate the commercial, industrial and showroom role of SMC within the Western Business Precinct.
- Review the caretaker's house provisions to ensure that criteria for a caretaker's house include a demonstrated need for the residential component based on the nature of the business or industry.
- In the vicinity of the Market, north of York Street, retain the existing peripheral retail/hire function.

3-5 Accommodate bulky goods retail outlets in appropriate locations within SMC if it can be demonstrated that they will complement the viability, activity, urban design and traffic management objectives of the Activity Centre and the SMC precinct.

- Ensure that the design of bulky goods premises responds to the urban context and that they are in the form of a 'shopfront' rather than a 'big box'. They should provide active ground floor frontages, respect the prevailing lot size of the area and ideally be a component of a mixed use development.
- Encourage bulky goods premises to locate within or immediately adjacent to the Emerging Activity Precinct of the South Melbourne Activity Centre if they can meet certain criteria based on that they will have:
 - a relationship with other uses in the Activity Centre;
 - an anticipated local custom of at least 50%;
 - an urban design outcome that reflects the inner context and urban fabric of the location.
- Consider allowing development of bulky goods retail outlets outside of the Activity Centre in the City Road Mixed Use Wedge and Kings Way Mixed Use Corridor areas, if they can meet certain criteria including that:
 - they compliment rather than compete with and don't impact on the primary retail role of the Activity Centre;
 - they genuinely sell bulky goods that have a relatively low value to bulk relationship;
 - by the nature of the goods, they attract a majority of customers by car and can resolve parking and traffic management issues;
 - it is generally a single destination retail business providing little or no flow on custom to other local businesses.

Specific opportunities include:

- The Port Phillip Activity Centres Strategy and Department of Sustainability Out-of-centre assessment criteria projects will provide further input in relation to locations and criteria for bulky goods premises.

4 A great place to live

SMC currently embraces a diverse population and offers a high amenity residential environment, much of which is in a heritage setting. There is however, still potential for the area to provide additional housing to contribute to the achievement of Melbourne 2030 objectives, enhance the mixed use base of the Activity Centre and to broaden the range of housing opportunities.



Strategic Directions (What we want to achieve)

SMC will provide a high quality and inclusive living environment, fostering a strong sense of community well-being among its residents.

- The rich diversity of SMC will continue to be embraced and strengthened.
- SMC will offer a range of living environments which are attractive, well designed, safe, accessible to all and close to local services.
- SMC will provide a range of cultural, recreational and educational facilities and activities for all groups within the community.
- While working to achieve an increased residential density and accommodate a greater range of housings types, the high amenity currently enjoyed by SMC will be maintained and enhanced.

Strategies (How we can achieve it)

4-1 Strengthen community well-being and engagement in SMC.

- Consider the needs of all community groups.
- Enhance the vitality of SMC, with cultural activity, focussing around the Emerald Hill civic, cultural and community hub and the activity nodes.
- Ensure that quality public open spaces are provided, particularly in view of the likely increase in housing densities. These spaces should offer a variety of recreational activities; including opportunities for relaxation away from the bustle of inner city activity, or places to meet other people.
- The activity and accessibility of the Emerald Hill community hub will provide a point of contact for people who live in SMC and encourage residents to become involved in community, cultural and municipal activities.

4-2 Provide a range of facilities for the people who live in and around SMC.

- Examine the need for, and encourage provision of, quality educational and child minding facilities.
- Ensure the Clarendon Street shopping centre and the South Melbourne Market remain important focal points of social life and activity for people living in SMC, as well as providing local convenience and weekly shops and services.
- Ensure that new higher density residential development is accessible to a range of sustainable transport options.
- Foster a sense of neighbourhood for residents and workers by providing small scale local convenience shops, services, cafes etc. within the new mixed use precincts on the edge of SMC.
- Work with external organisations such as the Office of Housing and local church groups to provide a comprehensive network of social services within SMC.

4-3 Ensure that SMC provides a high quality living environment for all its residents.

- Enhance the safety, amenity and accessibility of the streets, laneways and open spaces in SMC.
- Ensure that all new residential development is of a consistently high design quality.
- Ensure that new residential development within or adjacent to the Activity Centre protects itself from noise and other anticipated impacts of the location.
- Minimise the impact of new non residential uses upon residential development (either current or potential future) through initiatives such as noise abatement measures.
- Housing should be attractive, functional and employ ESD techniques to reduce energy consumption and create more comfortable living environments.
- Within the existing heritage residential areas, conserve and enhance the distinct heritage setting.

Specific opportunities include:

- Council is currently developing policies on the location, operation and licensing of evening or late night entertainment venues. This will be of particular relevance to the mix of uses encouraged around the Clarendon Street shopping area.

4-4 Retain and enhance the recognised and valued social and cultural diversity of SMC.

- Provide for a mix of housing types, tenure and affordability.
- Identify specific opportunities to address local housing needs.
- Further investigate the use of Development Contributions, 'Inclusionary Zoning' or any other mechanisms for the provision of and/or collection of funds for social and affordable housing as part of new housing developments.
- Investigate ways in which to ensure an adequate supply of 'moderate affordability' housing, to avoid polarisation of the residential population between low and high incomes. This will include those who are unable to purchase or rent a property in the area, yet do not have access to public housing.

Specific opportunities include:

- The Port Phillip Residential Strategy and the Regional Housing Statement will further address the issues of housing affordability and diversity.

4-5 Provide further housing opportunities and a greater range of housing options within SMC.

- Provide additional opportunities for residential development in nominated parts of SMC where it will not compromise the heritage and character of the precinct.
- Ensure that the pressures to increase residential density within SMC are balanced with other planning objectives, in particular, providing employment opportunities, protecting heritage, maintaining land use diversity and enhancing urban amenity.
- Provide new housing opportunities in response to local housing needs.

Specific opportunities include:

- Above ground level shops and businesses within the South Melbourne Activity Centre.
- On the upper floors of medium to large sites in the expanded area of the Activity Centre (i.e. the Emerging Activity Centre and the Clarendon Street northern Mixed Activity Edge).
- Community and / or affordable housing on Council owned or managed sites or church sites.
- On the upper floors as part of higher density mixed use development in the City Road Mixed Use Wedge and Kings Way Mixed Use Corridor.



An illustration from the SMC Planning Forum of new medium density housing showing how it can provide quality accommodation within the Activity Centre and be well integrated into the streetscape.

5 Culture and community

The cultural and artistic hub emerging within the Emerald Hill precinct, around the South Melbourne Town Hall, is a valuable focus for the South Melbourne community, and beyond. Additionally, SMC supports important educational facilities for a wide range of age and interest groups within the community. As the residential population grows and the area diversifies its activities and land use base, the cultural and educational facilities of SMC will become an increasingly important community resource.

Strategic Directions (What we want to achieve)

SMC will foster an expanding network of cultural, community and educational facilities, with the Emerald Hill community hub as its focus.

Strategies (How we can achieve it)

5-1 Strengthen the cultural and educational role of the Emerald Hill precinct.

- Develop the Emerald Hill hub as a place where people can meet and exchange ideas, and become involved in artistic, educational or creative activities.
- Encourage cultural and educational activities to establish in or adjacent to the Emerald Hill hub. The Victorian Tapestry Workshop in Park Street, the National Academy of Music in part of the Town Hall and the Emerald Hill library are important existing facilities which can form the basis of this creative cluster.
- Investigate opportunities for community, educational and cultural uses to co-locate at the South Melbourne Town Hall or on nearby properties owned by Council, the State Government or churches.

5-2 Expand the cultural and educational activity offered throughout SMC.

- Build upon the creative energy that exists within SMC to establish a cluster of cultural activities, attract a more diverse population and add to the street life of SMC.
- Foster fringe arts celebrations and provide more gallery, exhibition or performance spaces.
- Encourage the clustering of arts administration, film and television and other multi media services within the Business Precincts as a part of the expansion in the creative industries sector.
- Encourage the existing corner pubs in SMC to accommodate arts uses such as performances.
- Encourage a network of small gallery spaces or a public art program within SMC to show the work of local artists.
- Ensure that SMC continues to provide community, cultural and educational facilities and activities for the local community.

Specific opportunities include:

- The potential for establishing an urban history centre as an adjunct to the Emerald Hill precinct.
- The proposed possible use of the former St Vincent's orphanage property in Cecil Street (between Napier and Raglan Streets) for a primarily State Government funded cultural and community precinct.

5-3 Develop SMC's role as a cultural precinct within the broader cultural network.

- Foster the cultural activity of SMC to develop a role as part of the cultural network anchored by the Southbank arts precinct.
- Investigate the potential for SMC, and the Emerald Hill precinct in particular, to provide a community focus for residents of adjacent neighbourhoods, such as Docklands, Southbank, Kings Way and St Kilda Road, which may be lacking in cultural or educational facilities.
- Promote SMC as a cultural and educational focus within a broader metropolitan context. This could be achieved by developing an offer of unique cultural activities, such as the Tapestry Workshop.

6 Movement networks

SMC is connected by a range of integrated and sustainable transport options - public transport networks, a cycling environment and an Activity Centre that can be easily reached by foot for many residents and workers. The proposed intensification of activity within the area as a place to live, conduct business or work will see many opportunities emerge to implement Council's sustainable transport objectives.

Strategic Directions (What we want to achieve)

The movement networks of SMC will be efficient, sustainable and equitable.

- Residents, workers and visitors to SMC will all have access to a wide range of transport options.
- As opportunities for residential consolidation and new business activity are taken up within SMC, increasingly people will be moving about or commuting to and from the area by transport modes other than the car.
- With its public transport, pedestrian and cycling networks, SMC will become a sustainable transport hub. This will be one of the main reasons for its vibrant street life and its success as a Major Activity Centre.

Strategies (How we can achieve it)

6-1 Continue to actively promote sustainable transport options as a vital component of SMC's viability

- Improve the access to and within SMC for all modes of transport.
- Optimise the implementation of sustainable transport principles in SMC.
- Implement Council's draft Sustainable Transport Framework Policy, 2003 through walking, cycling, public transport, road user safety and car parking strategies.
- Promote SMC's excellent sustainable transport options as a major part of the attraction for employers, residents and visitors to the area.
- Provide easy connections to adjacent neighbourhoods and the CAD by all transport options.
- Maintain a strong mix of uses within the South Melbourne Activity Centre so that it serves a range of needs within walking or cycling distance for residents and workers within SMC, and minimises the need for multiple trips in the car.
- Maximise the opportunity presented with new developments to better integrate transport and land use planning objectives to ensure a more efficient and sustainable environment.
- Link and integrate walking and public transport signage and information displays.

Specific opportunities include:

- Work with the South Melbourne Business Association and the City of Melbourne to implement a signage strategy for SMC, including directions to key activity nodes and travel time estimates for pedestrians and cyclists.

6-2 Promote walking

- Ensure a high degree of pedestrian permeability and connectedness is provided from, to and throughout SMC.
- Make continual improvements to the urban environment and street network of SMC to ensure safe, attractive, comfortable and efficient pedestrian routes.
- Investigate further traffic calming in the main activity nodes of the centre during peak times.
- Ensure that key walking routes are legible and accessible to people of limited mobility.

Specific opportunities include:

- Council's Sustainable Transport Unit is currently developing a Walking Strategy. Work with stakeholders in SMC to implement its recommendations.
- Work with City of Melbourne and public transport operators to link walking and public transport service information.
- Work with the City of Melbourne to establish or improve principle pedestrian links to Southbank and the city. This will include public realm treatments and directional/information signage. The key walking routes are Clarendon Street, Moray Street (with particular upgrading required under the Westgate Freeway), Sturt Street, Coventry Street and City Road.
- Improved pedestrian connections will also link SMC to Albert Park, via Clarendon Street and Moray Street, and the Domain via Coventry Street.
- Public realm improvements will see the streets between the Market and Clarendon Street become a pedestrian enclave.
- Traffic management initiatives, public realm improvements and new signage will be necessary to reduce pedestrian-vehicular conflict at the intersection of Moray Street and City Road and Sturt, Coventry and Kings Way.
- Introduction of pedestrian priority crossings adjacent the South Melbourne Market on Market days.

- Relocate some car parking spaces adjacent to the South Melbourne Market on Cecil Street and York Street in order to maximise access.
- Further investigate provision of an additional east–west crossing over Kings Way, potentially at either Bank Street or Dorcas Street.
- Work with the City of Melbourne to further investigate improvements to Kings Way amenity, particularly for pedestrians. This may include further discussion of the potential for relocating the Kings Way tram route to Park Street and Clarendon Street, in order to allow for more pedestrian crossing points and improvements to the streetscape amenity through landscaping and other treatments.



A sketch from the SMC Planning Forum showing how the South Melbourne light rail stop and the Market can be better integrated with pedestrian connections and greenspace. There is also the opportunity to locate medium density housing near this transit stop.

6-3 Encourage safe and easy cycling

- Ensure a high degree of cyclist permeability and connectedness is provided from, to and throughout SMC.
- Improve the safety, quality and extent of cycle routes in SMC.
- Ensure cycle paths are clear, safe, accessible and have adequate signage.

Specific opportunities include:

- Council's Sustainable Transport Unit is currently developing a Cycling Strategy. Work with stakeholders in SMC to implement its recommendations and improve cycling as a mode of transport in this area.
- Work with the City of Melbourne to connect SMC to the Central City Trail, the CAD, Docklands and Southbank.
- Improve connections from SMC to the Port Melbourne Light Rail Trail and the Bay Trail.

6-4 Encourage public transport use

- Work with service providers to ensure that the public transport network provides optimum service and connections when travelling within or to and from SMC. This should include weekend services to support the recreational, cultural or educational activities in SMC.
- Enhance pedestrian and cycle connections to public transport stops.
- Ensure public transport stops are well signed, have up to date timetable information (preferably real-time information which shows actual transport waiting times), are adequately lit at night, are kept clean and provide seating where appropriate.

Specific opportunities include:

- Lobby for the introduction of a tram connection between St Kilda Road and Clarendon Street along Park Street to enable access to and from the eastern suburbs to SMC shopping and employment.

- Lobby for new generation, high quality tram stop facilities to improve service efficiency, profile and safety. Installation of new tram stops should incorporate well considered urban design treatment (in accordance with the public realm strategy to be developed for SMC). In particular, the main shopping section of Clarendon Street is an ideal location for improved tram stops.
- Improve the pedestrian link to the South Melbourne light rail stop, giving it greater visibility from Coventry Street. Also improve its appearance, amenity and accessibility for people with limited mobility.



6-5 Provide adequate parking for the activity of SMC, in balance with the area's sustainable transport objectives, Council's 'Parking Plan: Towards 2010' policy and Council's draft 'Sustainable Transport Framework' policy

- New development in SMC is to provide parking consistent with Council policy for the following uses (acknowledging that visits to supermarket, market and some bulky goods uses have practical requirements for driving as the main means of access):
 - supermarket;
 - market;
 - some types of bulky goods;
 - cafés/restaurants;
 - residential.
 - Discourage long term commuter car parking in SMC by:
 - establishing a commercial parking limitation policy and a reduced car parking rate for new development of office uses;
 - implementation of Travel SMART and similar programs;
 - discouraging the development of new car parking facilities for commuters.
 - Prepare a parking and transport strategy for SMC to investigate initiatives such as:
 - making better use of office car parks by allowing public access to car spaces after hours;
 - funding a new public carpark and sustainable transport infrastructure through Development Contributions Plan/s;
 - establishing a cash-in-lieu scheme for new office developments whereby funds are transferred to such projects, based on the shortfall between the demand carparking rate and the actual carparking provided.
- Maximise the efficiency of car parking in current and proposed developments through development of appropriate car park management plans, including coordination of access to car parks between uses, both in the same development and within the Activity Centre.
 - Provide a reasonable amount of visitor car parking for SMC, focussing on shoppers and short term business and other visitors.
 - Review the efficiency of on-street car parking in SMC, particularly in relation to time limits, parking rates, turnover, location and the accessibility of on-street parking. Consider expanding on-street paid parking in non-residential locations to increase parking turnover and improve attractiveness of sustainable transport modes.
- Specific opportunities include:**
- Investigate the potential for development of a new public car park facility on York Street, adjacent to the South Melbourne Market, to provide additional short term car parking for the Activity Centre in conjunction with additional car parking for the South Melbourne Market.
 - The Red Bears redevelopment will see the creation of short-term carparking spaces within the Activity Centre.



This sketch from the Planning Forum shows how carparking can be designed to complement the appearance and activity of the streetscape.

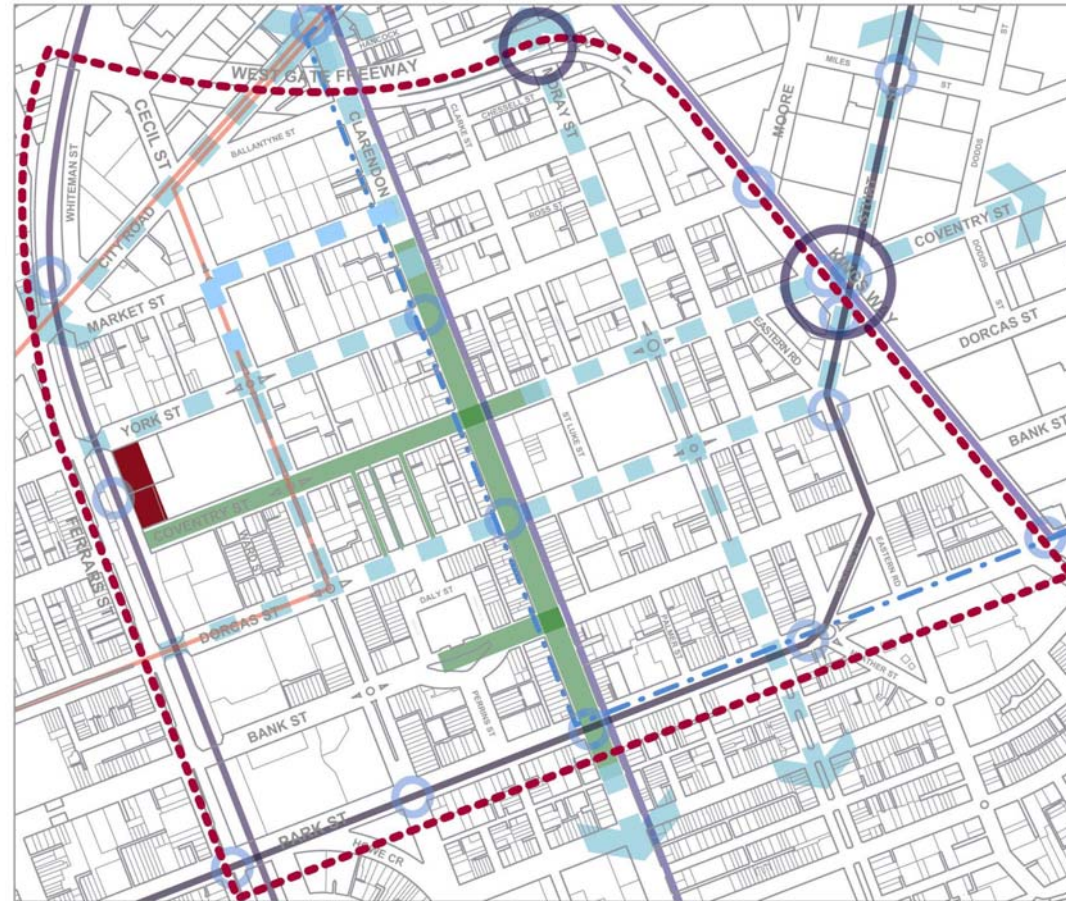
6-6 Aim to achieve a balance between the different transport options of SMC

- Ensure that sustainable transport objectives are achieved in the parking and traffic management outcomes for SMC.
- Review the traffic management approach for the precinct in the context of:
 - Council’s recently approved draft Sustainable Transport Framework Policy;
 - the completion of City Link (such as the need for the current one way systems);
 - future increases in density and development;
 - increased commercial demands;
 - the Movement Network strategies outline above.

The following map – Map 2: Improved Movement Networks - summarises the strategies and initiatives of section 6.

MAP 2: Improved Movement Networks

- - - POTENTIAL NEW TRAM ROUTE
- EXISTING TRAM ROUTES
- TRAM - LIGHT RAIL STOPS
- BUS ROUTES
- TRAFFIC BARRIER TO PEDESTRIANS REMOVED
- EXISTING PEDESTRIAN SPINES
- PROPOSED PEDESTRIAN SPINES
- POTENTIAL NEW PUBLIC CAR PARK



Source: City of Port Phillip and Land Vicmap data. Copyright Land Victoria and City of Port Phillip

Source: City of Port Phillip and Land Victoria Vicmap data. Copyright City of Port Phillip and Land Victoria.

7 The built and natural environments

The urban fabric of SMC is rich and diverse. The many layers of development within SMC reflect the different people who have lived here and the activities that have taken place over its 150+ year history.

The gradual shift in land use patterns evident in parts of SMC will be the catalyst for further changes to its urban environment. While the qualities that are valued within the SMC environment must be preserved and enhanced, there will be exciting opportunities to introduce new buildings and spaces through both private and public realm developments or improvements.

An Urban Design Framework has been prepared for SMC. This includes the detailed requirements for development on private land, such as building heights and setbacks, as well as strategies for improving the public realm. The Strategic Directions and Strategies of the Structure Plan form the basis of this Urban Design Framework.

Strategic Directions (What we want to achieve)

The high quality of both the built and natural environments will provide an attractive, functional and sustainable setting for life in SMC.

- The valued elements of the urban fabric which give SMC its character and distinctiveness will be retained and enhanced.
- At the same time, the opportunities for development arising within SMC will bring about many positive changes to its environment.
- A sustainable urban environment will be created for SMC.

Strategies (How we can achieve it)

7-1 Protect the built and natural heritage of SMC as a significant part of its urban identity.

- The heritage areas within SMC will see limited change. New development in these areas will be guided by the heritage controls and relevant policies of the Port Phillip Planning Scheme.
- Where new development is permitted, encourage contemporary and innovative approaches to the challenge of integrating new built form into a heritage context through contextual analysis.
- Retain the existing building height, scale and massing within Heritage Overlay areas as key components of the area's significance. In most cases, this will see a maximum building height of 3 storeys, depending on the site context.
- Ensure that the indigenous and civic significance of the Emerald Hill heritage precinct is recognised.
- Reveal, where possible, the original street surface such as the bluestone kerbs and laneways as an important element of townscape heritage.

Specific opportunities include:

- Within the business precincts where there is a distinct industrial character, recycle existing building stock, where desirable and practical, and adapt it to new uses. This could allow valued elements of a building's character to be retained, while introducing contemporary but contextually consistent additions.

7-2 Within the growth areas of SMC, embrace the opportunities for change to continually improve the environment.

- The areas of SMC that will see significant changes are the business precincts outside the retail area and the proposed extensions and edges of the existing retail core.
- Reflect in the built form and streetscape character of these parts of SMC the new, incremental layers of development, people and activity.
- Use the opportunity presented through new development projects to positively guide and shape the urban environment. For example, create new outdoor spaces, include landscaping or introduce street level activity to transform blank façades.
- Investigate the need for Environmental Audit Overlays in relation to those areas proposed for re-zoning.

7-3 Ensure that the scale of new buildings in SMC complements the existing natural features of the area and the character and quality of its built form.

- Acknowledge the topography of Emerald Hill as the high point in SMC, and the visual pre-eminence of the South Melbourne Town Hall at its peak.
- Maintain the lower scale built form of the Heritage Overlay areas within SMC, which is a traditional and distinct characteristic of its environment.
- The lower scale heritage areas will act as a contrast to the high-rise development occurring on the northern and eastern perimeter of SMC and beyond. This contrast in scale between SMC and the neighbouring areas to the north and east ('the bowl' of SMC) will be highlighted by the viewlines across SMC to Southbank, Docklands and Kings Way/St Kilda Road.

7-4 Incorporate energy efficient design techniques in all new development to produce buildings that are environmentally progressive.

- Meet Council's Sustainable Design Policy requirements, as a minimum.
- Work with developers and builders to produce buildings that are environmentally efficient, with the objectives of:
 - providing healthier and more productive living and working environments.
 - reducing the amount of materials and energy required in the construction of new developments.
 - reducing the energy and resource requirements of buildings over their life span, also creating long term economic benefits.

Specific opportunities include:

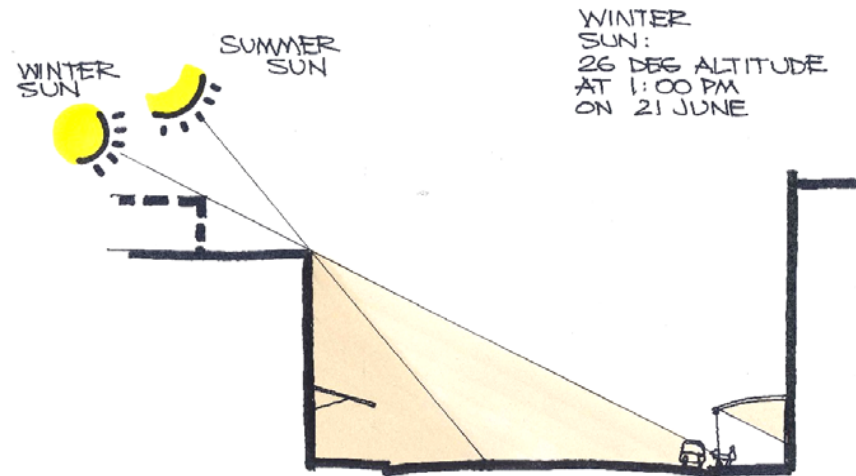
- As the location for new development within SMC, use the business precincts to promote innovative, cutting edge sustainable architecture and urban design.

7-5 Retain sunlight access to principal activity streets all year round.

- For the principal east-west streets within the South Melbourne Activity Centre ensure that new development does not impact upon the sense of openness, sky visibility and sunlight access to footpaths on the southern side of the street. This will apply to:
 - Coventry Street - between the light rail and St Luke Street.
 - York Street - between the light rail and Yarra Street.
 - Market Street – between Cecil Street and Clarke Street.

In these east-west streets, solar access should be maintained to the southern footpath of these streets, between 11am and 2pm on 21 June. The southern footpath is defined as the space extending 6 metres from the property line of buildings on the southern side of these streets.

- For the key north-south streets of Clarendon Street (the entire length of the street within SMC) and Cecil Street opposite the Market sunlight should reach the western footpaths by 10am. The eastern footpaths should receive sunlight between 2pm and 4pm.
- Solar access studies should be undertaken to ascertain whether new development in the principal activity streets will still allow sunshine to fall on the footpaths as required on 21 June.



Solar access diagram showing sunlight to the southern footpath of an east-west street.

7-6 In considering the proposed height of new development, a comprehensive planning and urban design analysis will need to be undertaken to assess its suitability in relation to the following matters:

- the form, massing, profile, material finishes and detailed design of the proposed building.
- any existing buildings on the site of heritage, architectural or cultural significance.
- the predominant neighbourhood and streetscape character and the degree to which it should guide new built form.
- off-site impacts such as overshadowing or overlooking.
- in particular, overshadowing of important public spaces and/or main streets.
- the appropriate street wall height for a particular location, and setback of upper levels from the street frontage.
- impacts on views to and from the site.
- opportunities for new landmark structures, whether at street scale or 'city scale', and how they might relate to existing landmarks and important views.
- the size and dimensions of the site.
- the overall site yield/floorspace, and the effects on services, traffic generation and parking demand.
- access to and circulation through/around the site for vehicles, pedestrians and cyclists.
- land use at the ground level, and how the building engages with and contributes to the activity of the street.





7-7 Facilitate a consistently high standard of architectural design which complements the diversity of the urban fabric and the character of SMC.

- Ensure that the materials and finishes of new development contribute to the texture and grain of the surrounding area.
- New development should be of a scale, massing, form and articulation that respects and reinforces the existing or emerging streetscape context.
- Maintain the established pattern within SMC of buildings composed of fine grain architectural elements and forms.

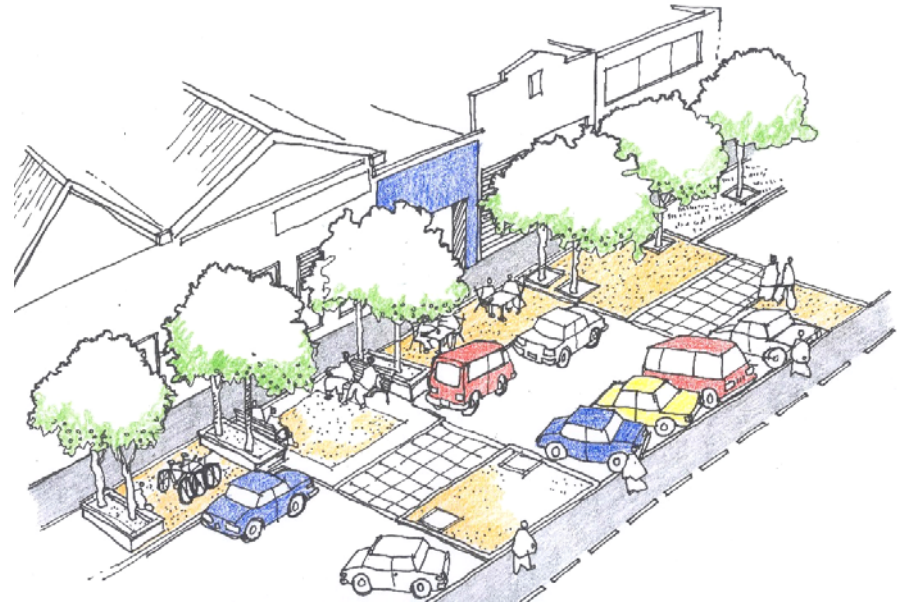
- Avoid monolithic structures that do not add value or interest to the streetscape.
- Reinforce the zero frontage setbacks and hard streetscape edges which are an important character element within the Activity Centre and the business precincts.

7-8 Reinforce the hierarchy of the street network, which is an important element of SMC's urban fabric.

- Maintain the sky visibility and sense of openness of the wide main streets through careful siting and design of new development.
- As a contrast, maintain the network of laneways throughout SMC with their more intimate spaces as an important part of the traditional street pattern. Specifically:
 - maintain the public role of laneways.
 - maintain laneways for circulation, service access and through block pedestrian connections.
 - enhance the pedestrian amenity of laneways.
 - encourage small scale activity on laneway frontages, including residential, retail, commercial, community or service uses.
 - take advantage of the important role the laneways can perform in providing pedestrian access (or limited vehicular access), open space and light to future developments.

7-9 Encourage a vibrant street life and outdoor activity within SMC by maintaining a high amenity public realm, with a particular emphasis on pedestrian friendliness and sunlight access.

- New development within commercial, retail or mixed use precincts should engage with the activity of the street and include pedestrian scale design elements at ground level.
- Create public spaces and streetscapes within SMC which encourage people to spend time outdoors. This includes parks, piazzas and streetscape activity such as kerbside dining.
- Ensure that public realm design includes a high standard of detailing, materials and finishes.
- Investigate the establishment of a Development Contributions Plan for implementing public realm and infrastructure improvements.
- Carefully consider how the use of soft landscaping in public realm design could provide shade, enhance the appearance of a space or be used to re-introduce indigenous or more appropriate vegetation.
- Provide comfortable, durable and well designed street furniture.
- Ensure streets, public spaces, transport stops and car parks are well-lit at night, in the interest of safety and to add to the night time ambience.
- Design lighting schemes for the principal buildings and streetscapes of SMC as a feature of their night time appearance. This could include a range of schemes suited to different parts of SMC such as the Emerald Hill civic precinct or the Westgate Freeway underpass.



A sketch from the Planning Forum – landscaping, extended pavements and seating encourage people to spend time in the street. Traffic calming measures have created a street that is successfully shared by cars, bicycles and pedestrians.

7-10 Develop the public and open space network of SMC.

- Identify opportunities for providing new open space and improving existing open space.
- Maximise the provision of open space that is accessible at all times to the public.
- Wherever possible, provide small and interesting open spaces in the form of new piazzas or spaces between buildings.
- Encourage the provision of public and/or semi-public open space on key development sites in SMC.
- Encourage integrated urban art in public spaces.
- Investigate the establishment of a Development Contributions Plan for new open spaces or improvements to existing open spaces, especially in coordination with higher density residential development potential.

Specific opportunities include:

- A new public outdoor space in the redevelopment of the Coles supermarket site on Clarendon Street.
- Redesigning the space around the South Melbourne Town Hall, particularly to improve the amenity and appearance of the forecourt on Bank Street.
- Encourage the Office of Housing to improve the open space around Park Towers and give a greater definition of public and private areas.



*COLES SQUARE
LOOKING SOUTH EAST*

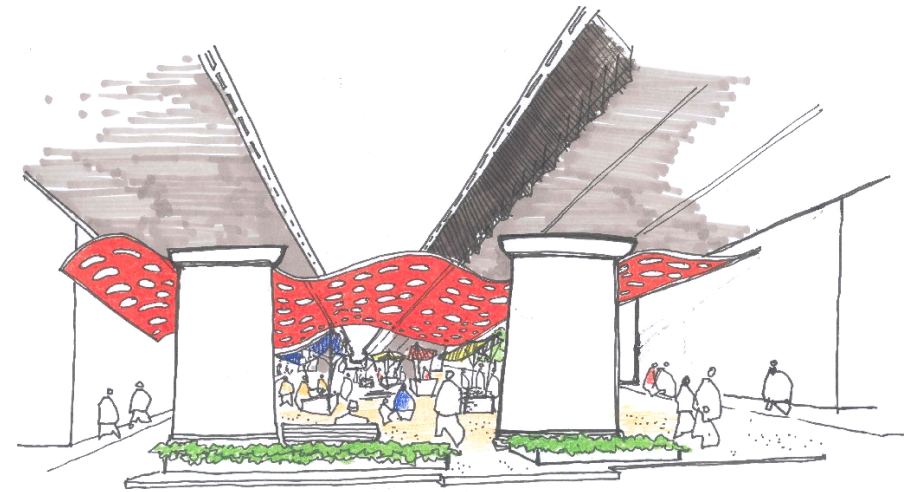
A plaza on the Clarendon street Coles site



Sketches from the SMC planning forum

7-11 Enhance the principal landmarks and viewlines of SMC which add to the area's identity and assist in orientation.

- Principal landmarks and viewlines which should be protected include:
 - the clock tower of the South Melbourne Town Hall
 - the three historic bluestone bridges located in the rail cutting between Coventry Street and Park Street, including the expanses of open sky in between
 - the cluster of high rise buildings in the CAD
 - the 'wall' of high rise buildings in Southbank
 - the vista towards the Shrine of Remembrance along Bank Street.
- Ensure that these are retained through the careful siting and design of new development. In the vicinity of viewlines or landmarks, the existing street width and building scale should be maintained.
- In other instances, urban elements that may be considered landmarks due to their visual prominence, rather than their aesthetic or historic significance, should be visually enhanced wherever possible. For example, the Westgate Freeway viewed from Clarendon Street is the type of landmark which could be enhanced through public art or lighting.



A sketch from the Planning Forum shows how the inhospitable space of the Westgate Freeway underpass could be transformed through landscaping, urban design measures and public artwork.



Section 2

PRECINCTS & KEY SITES

1 South Melbourne Activity Centre

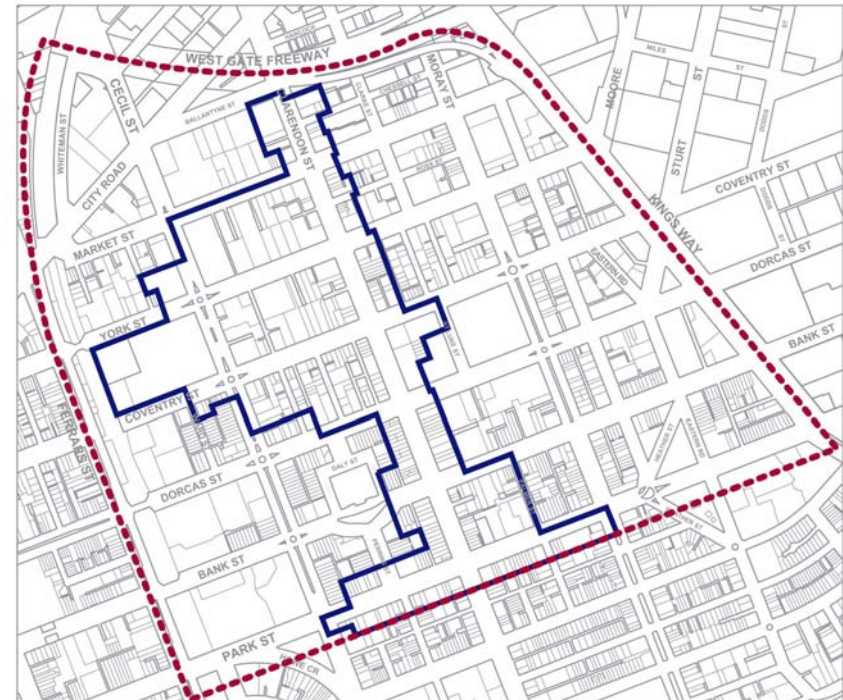
Context

The South Melbourne Activity Centre comprises the Clarendon Street shopping spine, and the commercial or retail area extending east to the Market.

Identified as a Major Activity Centre in Melbourne 2030, the South Melbourne Activity Centre is a regionally significant business and employment base, connected into the principal public transport network, and has a unique character and identity.

The Activity Centre boundary has been defined:

- to include the main areas of retail and business activity in South Melbourne.
- to concentrate the Activity Centre role within an appropriately sized area that will ensure it remains contained, viable and sustainable.
- to provide a focus and anchor for the surrounding business, industrial and residential areas of the SMC study area and beyond.
- to concentrate activity, growth and development within an area of a pedestrian scale, so that walking is the main form of transport around the Activity Centre.
- to provide a clear distinction between the Activity Centre with its range of land uses, and the focussed roles of areas outside its boundary of heritage residential, specialist business or industry.



Source: City of Port Phillip and Land Vicmap data. Copyright Land Victoria and City of Port Phillip



Map 3: Study Area & Activity Centre

There are significant opportunities to strategically respond to M2030 by expanding the existing role of the South Melbourne Activity Centre. This includes growing the mixed use retail activity, increasing employment and economic activity, consolidating the residential population and better linking sustainable transport modes.

The SMC Structure Plan identifies five precincts within the South Melbourne Activity Centre, distinct for their land use patterns and urban character:

- Clarendon Street Core Local Shopping Strip
- Emerging Activity Precinct.
- Northern and Southern Mixed Activity Edges
- Coventry Street Specialty Shopping Precinct
- South Melbourne Market



Future direction of the South Melbourne Activity Centre

The status of the South Melbourne Activity Centre in terms of its retail, employment and economic function are detailed in Sections 2 and 3 of the Structure Plan. The key issues affecting the future direction of the Activity Centre are identified as:

- Currently there are a number of pressure points for growth and intensification of the centre. These need to be carefully managed in order to maintain its vitality and attractiveness and a balance of complementary land uses.
- A hierarchy of retail functions across SMC must be established to maintain the Activity Centre, and Clarendon Street in particular, as the retail focus of the area.
- While the Activity Centre can support some intensification of uses and built form, this needs to be managed in such a way that the needs of both workers and residents of SMC are met, the valued urban scale and character of the area is not compromised and the pressures of the property market are directed to enhance its overall function and vitality.

Urban form and image of the South Melbourne Activity Centre

The distinctive character and ambience of the South Melbourne Activity Centre is largely attributable to the rows of low-rise heritage buildings, the Victorian era shopfront verandas and a fine grain subdivision pattern, particularly evident around the shopping strips of Clarendon, Park and Coventry Streets.

The Emerging Activity Precinct in the expanded South Melbourne Activity Centre has larger lot sizes with zero street setbacks. Heritage buildings here are often isolated amongst more recent structures. This precinct will develop a new character as it transitions from commercial and industrial use to a wider mix of uses.



South Melbourne Market precinct

The South Melbourne Market is an important community and Council asset. A significant (\$5M) investment is currently being made to bring the existing Market facilities up to contemporary standards, providing practical evidence of Council's commitment to the site and its associated activity.

There are two areas of the land bounded by Cecil, York, Coventry Streets and the light rail line, namely:

- the Market buildings covering the bulk of the site to the eastern edge; and
- the western portion of the site currently occupied by the Coventry Street Child Care Centre and the York Street car park.

In contemplating potential development options over the next 15 years, the prime purpose of any such development should be to maintain the Market as the dominant land use and presence on the Market site.

It is not envisaged at this time that any significant development, other than works directly associated with the Market's operation and improvement, such as the current upgrade works, will occur in the next 15 years on the land currently occupied by the Market buildings.

On the western portion of the site, there is a possibility for some redevelopment to occur. The primary purpose of such development would be to provide additional parking to support the operation of the Market and the broader precinct. The development could also include other land uses, such as housing, community or commercial development, providing their inclusion does not detract from the operation of the Market.

Strategic Directions (What we want to achieve)

- The South Melbourne Activity Centre will be highly sought after as a place to live, shop, conduct business or socialise.
- The role of the South Melbourne Activity Centre as the principal location for retail activity within SMC will be consolidated.
- Focussed on sustainable transport links and encompassing a wide range of services and activities, it will be the model of a sustainable inner urban village.
- South Melbourne Activity Centre will be a place for people. It will retain its historic and distinctive character and pedestrian scale environment. Its authentic, lively atmosphere will continue to evolve over time.

Strategies (How we can achieve it)

Reinforce the role of the South Melbourne Activity Centre as the principal activity hub of SMC.

- Build the South Melbourne Activity Centre as an active, cosmopolitan place both in the daytime and during the evenings.
- Promote the Activity Centre for its distinctive character, eclectic mix of shopping and cultural experiences, the diversity of business opportunities and its renowned street life.
- Develop the South Melbourne Activity Centre on principles of sustainability. Expand the Activity Centre as a mixed use urban village, offering a range of activities and residential consolidation, based around sustainable transport options.
- Manage the potential growth and intensification of the Activity Centre so that its unique character and ambience are retained.

Restrict 'out-of-centre' development.

- Protect and promote the continued vitality and viability of the Activity Centre by ensuring that core local convenience and weekly shopping activities, including supermarkets, locate within the Activity Centre, preferably within the Clarendon Street core retail strip and / or adjacent to the South Melbourne Market.

8.1 Clarendon Street Core Retail Strip

Strategic Directions (What we want to achieve)

- The Clarendon Street Core Retail Strip will continue to be at the heart of the South Melbourne Activity Centre's role and identity, and remain the retail focus of SMC.

Strategies (How we can achieve it)

- 8-1.1 *Maintain the vibrant streetscape, the range of shops and the cafes and restaurants for which Clarendon Street is renowned.*
- 8-1.2 *Protect the distinctive heritage qualities of this Victorian era shopping strip.*
- 8-1.3 *Encourage residential use or small offices above shops.*
- 8-1.4 *New development is to be directed by Council's heritage policy.*
- 8-1.5 *Maintain the existing building height of 2-3 storeys.*



Specific opportunities include:

- The Coles site on Clarendon Street is a key site in this precinct with significant redevelopment potential. The site could support an upgraded or rebuilt supermarket, with infill specialty shops and businesses along the Clarendon Street frontage. By undergrounding the carpark on Clarendon Street, the street frontage could be reinstated. This could include a modern interpretation of the tower structure that existed in the Victorian era on the corner of Dorcas Street and was a local landmark. The redevelopment of this site is also an opportunity to create a new public open space on Clarendon Street, which would become a vital asset to the Activity Centre.

8.2 Emerging Activity Precinct

Strategic Directions (What we want to achieve)

- The Emerging Activity Precinct will become an extension of the Clarendon Street Activity Center.
- York and Market Streets will become key pedestrian thoroughfares in SMC, connecting Clarendon Street to the Market.

Strategies (How we can achieve it)

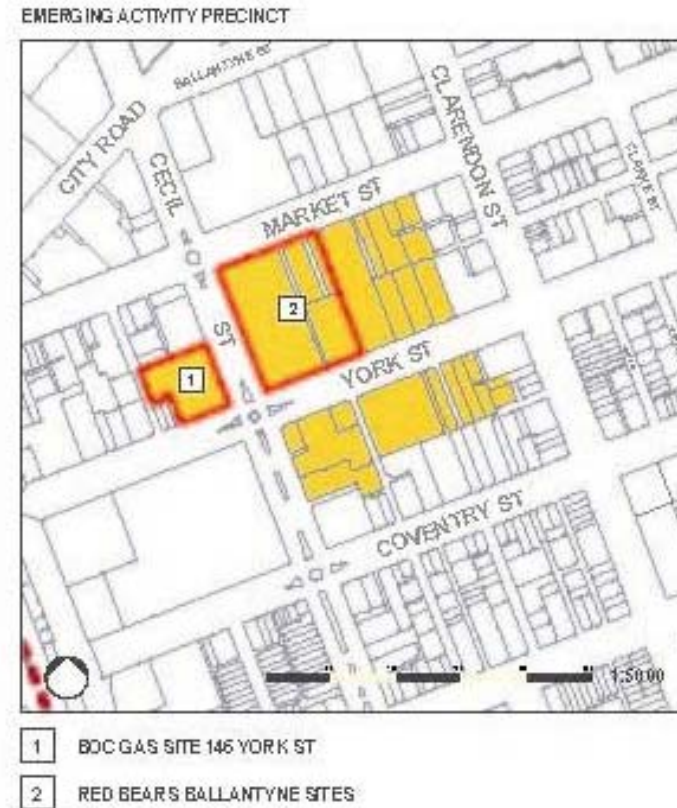
8-2.1 *Diversify the range of land uses within this precinct to include mixed use development.*

- *Introduce retail or commercial frontages at ground level and office and/or residential above.*
- *Promote as a suitable 'in-centre' location for restricted retail premises.*

8-2.2 *Enhance the pedestrian experience of York and Market Streets between Cecil and Clarendon Streets as principle pedestrian spines with well designed new buildings, active frontages, public realm improvements and street planting.*

8-2.3 *Ensure that year-round sunlight access to important activity spaces is retained.*

- *The southern side of York Street between should receive sunlight between 11am and 2pm midwinter.*
- *The footpath in Cecil Street adjacent to the Market should receive sunlight from 10am midwinter.*



8-2.4 *Realise the development potential of large sites within this precinct without adversely impacting upon streetscape character or amenity.*

8-2.5 *Foster a new and distinct urban character in the Emerging Activity Precinct that complements the remnant industrial nature of this precinct.*

- Ensure that new buildings respond to the essential character elements of the Activity Centre and include active street frontages, a hard street edge and vertical articulation.
- New development should also complement the scale and presence of nearby heritage buildings.
- Ensure that large or consolidated sites express the 'fine urban grain' through detailed articulation and varied streetscape frontages.

8-2.6 *Ensure ground floor design contributes to interaction with streetscape activity and encourage balconies or terraces at the upper levels which overlook the street.*

8-2.7 *Refer to the SMC Urban Design Framework for detailed built form and public realm requirements in this precinct.*

Specific opportunities include:

- The Red Bears site on the north-east corner of York and Cecil Streets provides a supermarket development opportunity within the Emerging Activity Precinct. The large area of the site is suited to this type of retail development and it could potentially support the retail role of the Market and the rest of the Activity Centre.
- Redevelopment of the former BOC Gases site (subject to an environmental audit) could anchor the York and Cecil Street corner. A low scale, mixed use development could include cafes or shops at ground level with non-residential uses above. Residential uses would also be acceptable, providing amenity considerations are adequately addressed due to the proximity to the Market, and that there is no conflict with the Market operations. This would add to the street life and create a pedestrian scale connection between the Market and the Emerging Activity Precinct.

8.3 Northern Mixed Activity Edge

Strategic Directions (What we want to achieve)

- The role of the Northern Mixed Activity Edge will be expanded to accommodate a greater variety of uses that will complement the Activity Centre and take advantage of the precinct's proximity to the CAD.
- This part of Clarendon Street will become a key pedestrian thoroughfare, connecting SMC and the CAD.

Strategies (How we can achieve it)

8-3.1 Introduce new land uses within this precinct that promote a greater range of activity.

- Promote as a suitable 'in-centre' location for restricted retail premises.
- Encourage uses that bring activity to the street such as restaurants, cafes and bars.
- The larger lot sizes could support conference or function centres.
- In spaces above the street level encourage office or residential development.
- Encourage a variety of night time uses, in balance with achieving an adequate level of amenity for residential uses within the Activity Centre.

8-3.2 Create a vibrant and active pedestrian environment.

- Well designed new buildings and public realm improvements such as additional landscaping or street furniture will support the retail and business role of this section of Clarendon Street, and provide an attractive gateway into the municipality.



8-3.3 *Ensure ground floor design contributes to interaction with streetscape activity and encourage balconies or terraces at the upper levels which overlook the street.*

8-3.4 *Ensure that sunlight access is retained:*

- *to the western footpaths between 10am and 12pm midwinter.*
- *to the eastern footpaths between 2pm and 4pm midwinter*

8-3.5 *Ensure that the scale and design of buildings in this precinct will make a visual transition between the Victorian era shopfronts of Clarendon Street and the CAD-edge development to the north of the Freeway.*

Specific opportunities include:

- The Mixed Activity Edge precinct at the northern end of the Clarendon Street strip could be a suitable location for a new conference or function centre.

Refer to the SMC Urban Design Framework for detailed built form requirements in this precinct.

8.4 Southern Mixed Activity Edge

Strategic Directions (What we want to achieve)

- The existing range of uses in the Southern Mixed Activity Edge will be supported, including retail, service business, small-medium or home offices and residential.

Strategies (How we can achieve it)

- 8-4.1** *Ensure that the amenity of established residential sites is protected.*
- Discourage late night entertainment uses or a proliferation of restaurants that could impact upon residential amenity.
- 8-4.2** *On sites that have the capacity for new development, the heritage context must be respected and the current level of amenity retained.*
- Explore opportunities for introducing new uses and activity to this part of the South Melbourne Activity Centre in balance with heritage and amenity considerations.
 - On non-heritage sites, more intensive development must respond appropriately to the surrounding heritage context.
- 8-4.3** *Encourage well designed new development that is a contemporary approach within this heritage context, in accordance with Port Phillip’s heritage policy.*

8-4.4 *Investigate ways in which the public realm can be improved to enhance the street life of this precinct.*

8-4.5 *Refer to the SMC Urban Design Framework for detailed built form and public realm requirements in this precinct, particularly in relation to the sites not included in the Heritage Overlay.*



8.5 Coventry Street Specialty Shopping Precinct

Strategic Directions (What we want to achieve)

- The existing range and quality of specialty shopping in Coventry Street will be supported and promoted as a unique retail offer.
- Coventry Street will be reinforced as a vital pedestrian link between Clarendon Street and the Market.

Strategies (How we can achieve it)

- 8-5.1** *Recognise further opportunity for specialist or restricted retail shops within existing built form on the northern side of the street.*
- Ensure that new restricted retail stores respect and express the heritage context and ‘fine urban grain’ of this precinct.
- 8-5.2** *Encourage well designed new development that has a contemporary approach within this heritage context, in accordance with Port Phillip’s heritage policy.*
- 8-5.3** *Investigate ways in which the public realm can be improved to enhance the street life of this precinct.*

COVENTRY STREET SPECIALTY SHOPPING PRECINCT



8.6 South Melbourne Market Precinct

Strategic Directions (What we want to achieve)

- The vital retail, economic, community and social role that the Market performs in SMC will be reinforced.
- Programs to boost the performance of the Market in the immediate term will be implemented, while investigating how the Market can evolve in the future.

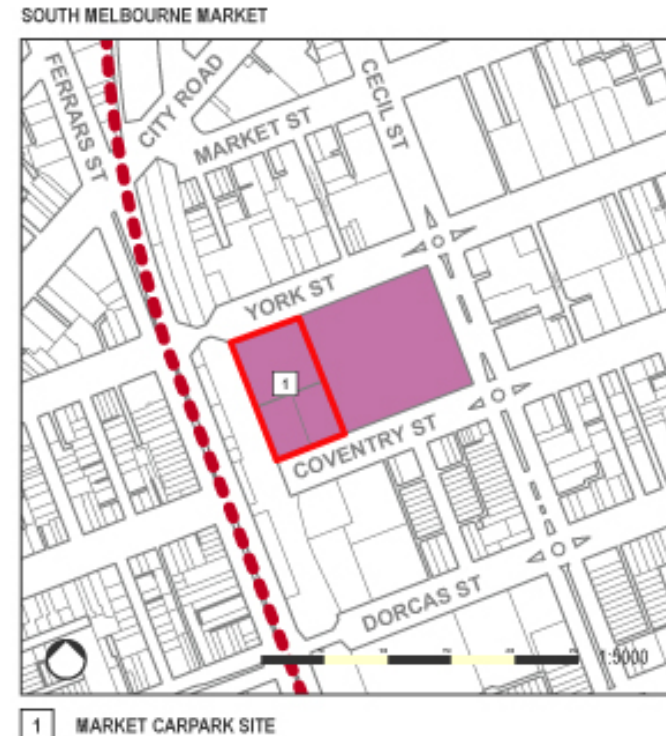
Strategies (How we can achieve it)

8-7.1 *Maintain the Market as the dominant land use and presence on the Market site.*

8-7.2 *Improve the appearance and function of the Market's ground level frontages.*

- In particular, investigate the potential in the long-term to provide an active market frontage to York Street to profit from the northern sunny aspect.
- Improve the design quality and amenity of public spaces around the Market to encourage street life and activity.
- Encourage opportunities for integrated urban art with respect to both the Market and its surrounds.

8-7.3 *The existing scale of the Market building should be maintained.*



8-7.4 Improve access to the Market by sustainable transport modes.

- Improve the walkability for pedestrians to and from the Market.
- Improve the connection for pedestrians between the Market and the adjacent light rail stop.

8-7.5 Improve access to the Market for visitor, stallholder and delivery vehicles.

- Ensure that adequate stallholder parking and unloading bays are provided for the continued operation of the Market.
- Provide additional parking for Market customers on the western portion of the site in order to achieve as much parking as is practicable for the Market and to support its future prosperity.
- Recognise the potential of the western portion of the site to provide a new public car parking facility for the precinct as well as the Market, subject to the Market's operations not being adversely affected

8-7.6 Investigate the potential for the western portion of the site to include other land uses, such as housing, community or commercial development.

- The development of these sites must not detract from the operation of the Market.
- The maximum building height for these sites should be 4 storeys / 13.5 metres. This is complementary to the scale of development to the north and south of the site and provides an acceptable transition in scale to the two storey Market building.
- This building scale recognises the site's strategic location adjacent to the South Melbourne light rail stop and the importance of encouraging higher density development alongside sustainable transport connections.

Specific opportunities include:

- Investigate the potential for development of a new public car park facility on York Street, adjacent to the South Melbourne Market, to provide additional short-term car parking for the Activity Centre in conjunction with additional car parking for the South Melbourne Market. The site could also include other land uses, such as housing, community or commercial development, providing their inclusion would not detract from the operation of the Market.
- Discuss a facilitation role in the development of the western portion of the Market site with VicUrban and / or Department of Sustainability and Environment.
- Further investigate the potential for Development Contributions to assist with the funding of a new public car parking facility on the western portion of the Market site.

2 SMC Business Precincts

Context

The SMC Business Precincts are the industrially zoned areas to the north and north-east of the SMC area. This includes:

- Eastern Business Precinct
- Western Business Precinct
- City Road Mixed Activity Wedge
- Kings Way Mixed Use Corridor
- Mixed Activity Edge (northern section of Clarendon Street)
- Emerging Activity Precinct.

While these precincts have historically had an industrial focus, there are many other business types emerging, particularly the small 'creative industry' businesses.

The SMC Business Precincts are located on the edge of the CAD, adjacent to Southbank, and have excellent access to key public transport routes and arterial roads.



Source: City of Port Phillip and Land Visions data. Copyright Land Visions and City of Port Phillip



Industry and business

The SMC Business Precincts constitute the main business and employment base of the South Melbourne area, as detailed in Section 2.1 of this report.

A key finding of this background analysis is that small to medium business enterprises are emerging within SMC. Notably, this includes advanced business services, such as creative and problem solving enterprises, that demand a highly skilled work force. This transition in industry type is reflective of wider trends and is recognised as a sustainable future for the area.

As a consequence, the ‘Port Phillip Industry and Business Strategy, 2003’ recommended that the zoning of the land within the SMC Business Precincts should be changed from industrial to business better reflect its economic base and prevailing market pressures.

Managing change

The research and analysis undertaken as a part of the structure plan and the community consultation have identified that the primary planning objectives for the SMC Business Precincts should be to strengthen their economic and employment role and appropriately manage residential development.

As an area that will undergo significant change in its land use and urban form, it is essential that strategies are established to guide this change and maximise the opportunities being presented through new development. The Structure Plan and SMC Urban Design Framework have been prepared for this reason.



Urban form and image

The SMC Business Precincts have a distinctive urban character which reflect its established industrial and service business role. The Eastern Business Precinct has retained the original, fine grain subdivision pattern, while the Western Business Precinct and City Road Wedge include larger lot sizes. As with most parts of SMC, there is a network of wide main streets and narrow laneways.

Most of the buildings are low rise, comprising one or two storeys, with the occasional corner building of three or more storeys. In contrast, the scale of development along Kings Way includes higher scale buildings up to 8-15 storeys in height, reflecting the very different nature of this corridor.

Many of the industrial buildings are of heritage significance or contribute to the character of the area. Several have been converted to new uses such as office. The quality of the public realm within the SMC Business Precincts is not high, however, in some parts mature street trees add greatly to the amenity and appearance of the streetscapes.

From within the SMC Business Precincts there are very close range views of the modern high rise development of the CAD and Southbank. The heavily trafficked peripheral roads and the Westgate Freeway form a visual and audible backdrop to the area.

Strategic Directions (What we want to achieve)

The SMC Business Precincts will:

- be the focus of change and intensification of land use and development in SMC.
- consolidate as an employment and economic base for SMC and the region.
- emerge as a principal location for business services and advanced business services within Melbourne.
- continue to support its traditional industries that have a strategic advantage to SMC.
- in the mixed use and activity areas, be the focus for residential consolidation within SMC.
- be the location for cutting edge, contemporary architecture and urban design in SMC.

Strategies (How we can achieve it)

Diversify land uses and activity within the SMC Business Precincts.

- Promote the key role that the Eastern and Western Business Precincts within the SMC Business Precincts will perform in developing the business and employment base of SMC.
- Support the traditional service businesses, commercial outlets, showrooms and industries.
- Encourage mixed use development within the precincts on the edge of the area, namely the City Road Mixed Use Wedge, the Northern Mixed Activity Edge (the northern section of Clarendon Street) and the Kings Way Mixed Use Corridor.
- Increase the opportunities for residential consolidation within the mixed use areas.
- Within the area to be rezoned to Business 3, manage the establishment of caretakers' dwellings so that they are only included where genuinely required as an adjunct to a business or industrial land use.
- Accommodate restricted retail within the mixed use precincts, where it can be shown that they meet location and design criteria detailed in Strategy 3.2.5 of the Structure Plan and aren't appropriate for in-centre location.

Improve the efficiency, design and equity of access of the major movement links.

- Improve the accessibility and safety of east-west pedestrian crossing points to better link SMC to the Kings Way and St Kilda Road communities, the Domain and Southbank.
- Improve the amenity and appearance of Kings Way, as a major traffic artery connecting into the CAD and Southbank.

Specific opportunities include:

- Support and participate in the preparation of an integrated transport and urban design plan for Kings Way with the City of Melbourne.

Guide and direct the evolution of a new urban character within the SMC Business Precincts, building on the existing valued character elements, while encouraging new, innovative design.

- Maintain the historic, fine urban grain of the SMC Business Precincts.
- Encourage corner cafes and shops to add streetscape activity and provide services for residents and workers.
- Ensure that new development includes active frontages.
- Improve the public realm and streetscape amenity.

Refer to the SMC Urban Design Framework for detailed built form requirements in the SMC Business Precincts.



2.1 Eastern Business Precinct

Strategic Directions (What we want to achieve)

- The Eastern Business Precinct will be an eclectic, vibrant and attractive business area.
- A range of businesses will be encouraged in this area, from the established industries to more advanced business types. In particular, it will become an important location for start-up and emerging businesses and the creative industries.

Strategies (How we can achieve it)

- 9-1.1** *Ensure that new architecture, refurbishment schemes for industrial buildings and public realm improvements complement the range of businesses that are attracted to this precinct, including many creative industries.*
- 9-1.2** *Encourage the development of small scale offices to accommodate start-up and emerging businesses.*
- 9-1.3** *Maintain the traditional mix of old and new buildings within an urban environment that is compact and fine grained.*
- Discourage site consolidation so that the small scale of development that characterises most of the area is maintained. Importantly, this type of environment is conducive to smaller business enterprises.
 - Ensure that large or consolidated sites express the 'fine urban grain' through detailed articulation and varied streetscape frontages.
 - New development should respect the scale and form of significant and contributory heritage buildings.



- 9-1.4** *Encourage development of underused or vacant sites.*

Specific opportunity:

- The surface carpark in Moray Street is a significant gap site. It could be redeveloped for a range of uses and new built form introduced to redefine the streetscape.

- 9-1.5** *Enhance the walkability and public amenity of this area through public realm improvements and active ground level frontages, as well as the other initiatives in Council's Walking Strategy.*

2.2 Western Business Precinct

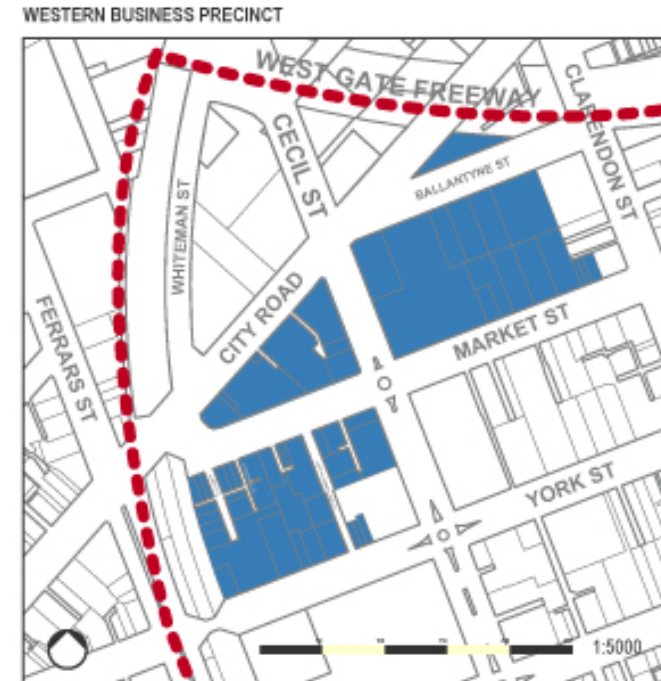
Strategic Directions (What we want to achieve)

- The role of the Western Business Precinct will become increasingly diverse as it emerges as an important inner city location for a range of business activity.
- The Western Business Precinct will become an attractive business area while retaining its industrial heritage.
- Market Street between Cecil and Clarendon Streets will be an attractive and vibrant interface between this precinct and the Activity Centre.

Strategies (How we can achieve it)

9-2.1 Support a range of business and industrial uses in the Western Business Precinct including:

- the existing industrial, business services and showroom role of the precinct.
- restricted retail premises, subject to meeting the assessment criteria detailed in Strategy 3.5 of the Structure Plan.
- new office development.



9-2.2 *New or revitalised buildings and public realm improvements will see the Western Business Precinct become an attractive business area while still retaining its present 'hard edge', industrial feel.*

- The high quality of new architecture, refurbished industrial buildings and the public realm will complement the range of businesses, including larger scale offices and showrooms, which are attracted to this precinct.
- Ensure that new buildings respond to the essential character elements of the Activity Centre and include active street frontages, a hard street edge and vertical articulation.
- Where possible, retain the traditional industrial character of the area by adapting the existing industrial building type for new uses, taking advantage of the high floor to ceiling heights and zero frontage setbacks.

9-2.3 *Realise the development potential of large sites within this precinct without adversely impacting upon streetscape character or amenity.*

- Ensure that large or consolidated sites express the 'fine urban grain' through detailed articulation and varied streetscape frontages.
- Provide a transitional building scale from the South Melbourne Activity Centre towards the City Road Mixed Use Wedge to the north.
- New development should complement the scale of nearby heritage buildings.

9-2.4 *Ensure that year-round sunlight access to important activity spaces is retained.*

- The southern side of Market Street and York Street (the frontage of the South Melbourne Market) should receive sunlight between 11am and 2pm midwinter.

9-2.5 *Market Street between Cecil and Clarendon Streets will be an attractive and vibrant interface to the Activity Centre.*

- This part of Market Street is an appropriate 'out of centre' location for restricted retail premises.
- Enhance the pedestrian experience of Market Street between Cecil and Clarendon Streets as one of the principle pedestrian spines of SMC, with well designed new buildings, public realm improvements and street planting.

2.3 City Road Wedge

Strategic Directions (What we want to achieve)

- The City Road Wedge will become a dynamic mixed use precinct with the capacity for quality, higher density development.
- The precinct will be a point of transition from SMC to Southbank and the CAD to the north.

Strategies (How we can achieve it)

9-3.1 Support a range of land uses within the City Road Wedge that can be mixed across the precinct or layered vertically in multi-level developments.

- The City Road Wedge has the capacity for higher density residential or office development in the form of tower blocks with supporting mixed use development at street level.
- Other potential uses for the lower levels in this precinct are those which are outside the range of core Activity Centre functions. For example, this could include a motel or hotel, a conference, function or exhibition centre, a school or university campus, indoor recreation or leisure facilities or a health club.

9-3.2 Establish a scale of built form in the City Road Wedge that makes a transition between the low-medium rise buildings of SMC and the high-rise towers of Southbank.

9-3.3 New or revitalised buildings and public realm improvements will see the City Road Wedge become an attractive mixed use business area while still retaining its present 'hard edge', industrial feel.

CITY ROAD MIXED USE WEDGE



9-3.4 Retain the significant elements of the City Road Industrial Area Heritage Overlay, in balance with the objectives of achieving the potential for residential consolidation within this precinct.

9-3.5 Encourage street level activity by improving pedestrian amenity through public realm works, landscaping and including active frontages in new developments.

Specific opportunities include:

- Encourage innovative, adaptive re-use schemes for heritage buildings in the City Road Industrial Area Heritage Overlay.
- Work with Yarra Trams to improve the City Road light rail stop in terms of its appearance, amenity access for pedestrians or cyclists and its visibility on City Road. This could be achieved in conjunction with development occurring within the City Road Wedge precinct, and is an opportunity to increase residential densities and other land use activities in this area alongside a sustainable transport node.

2.4 Kings Way Mixed Use Corridor

Strategic Directions (What we want to achieve)

- The Kings Way Mixed Use Corridor will grow as a regionally significant mixed use precinct with the capacity for quality, higher density development.
- Excellence in the design of new buildings and the public realm will see the Kings Way Mixed Use Corridor transformed as an attractive boulevard and transitional space between the CAD and the City Port Phillip, reflecting its status as a regional thoroughfare.

Strategies (How we can achieve it)

9-4.1 *Encourage development that will contribute to the emerging role of Kings Way as a high profile mixed use precinct.*

- Kings Way is an appropriate location for larger scale ground level commercial development. This type of use must make a positive contribution to the streetscape, in both the day and night time, with active facades that have well designed displays.
- High rise podium blocks with towers above can achieve high density residential or office in upper levels.

9-4.2 *The design of buildings and the public realm, new planting and the rationalisation of the various types of transport carried by Kings Way will eventually see it transformed into a major boulevard. The pedestrian amenity of Kings Way will be significantly enhanced as a result.*

KINGSWAY MIXED USE CORRIDOR



9-4.3 *Introduce well designed built form along Kings Way to strongly define this principal gateway to the CAD.*

- The building scale on the western side of Kings Way should complement that of the eastern side, thereby creating a coherent built form along the corridor.
- Development on Kings Way should respect the amenity of adjoining business and residential areas.

2.5 ***Emerald Hill Civic, Cultural and Community Hub***

Council has nominated Emerald Hill as a community hub, building upon the community and cultural activity which clusters around the South Melbourne Town Hall. With the planned centralisation of Council's administrative functions in the St Kilda Town Hall, the South Melbourne Town Hall will potentially be available to use for community activities.



Strategic Directions (What we want to achieve)

The Emerald Hill precinct will grow as the 'heart and soul' of the SMC community, with the South Melbourne Town Hall as the focus of an integrated network of civic, cultural and community facilities.

Strategies (How we can achieve it)

9-5.1 *Develop the role of the Emerald Hill precinct as a community hub and as a place for service delivery to the local community, and beyond.*

- Promote civic connections, viable community groups and effective citizen engagement through the Emerald Hill community hub.
- Plan for future community facilities and services to be provided within the Emerald Hill precinct. This should be undertaken with regard to the current and predicted demographics of SMC and the region, and in consultation with State Government and key stakeholders.
- Consider the needs of all groups within the resident and worker communities. In particular, investigate youth service access opportunities such as expanding the activities at Skinners playground, creating a greater range of music venues, providing internet cafes and establishing potential links with the music or multi-media industries based in SMC.

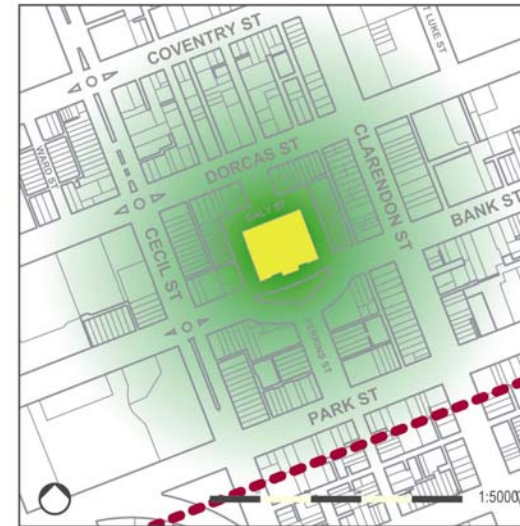
9-5.2 Foster the role of the Emerald Hill precinct as the cultural and creative focus of SMC.

- Build upon the existing cultural and creative network which has emerged in the Emerald Hill precinct. This includes a diverse range of facilities such as the National Academy of Music, the Emerald Hill Library, the Victorian Tapestry Workshop, the Butterfly Club on Bank Street and the International College of Professional Photography, off Coventry Street.
- Expand the role of the Emerald Hill precinct as a cultural hub with the development of new facilities such as the Urban History Centre, or re-use of the St Vincent's orphanage site or the Town Hall for arts based activities.
- Ensure that new and existing creative and cultural facilities are accessible for all members of the community.

9-5.3 Create a vibrant, engaging environment which supports the community, cultural and civic activities of the Emerald Hill precinct.

- Consider how the South Melbourne Town Hall could be established as a centre for community, cultural and civic activities.
- Implement public realm improvements to encourage outdoor community activities within the Emerald Hill hub.
- Investigate the potential to create additional open space within the precinct, in the form of a park or plaza adjacent to the South Melbourne Town Hall.

EMERALD HILL CIVIC, CULTURAL & COMMUNITY HUB



2.6 Ferrars Street Light Rail Corridor

Views and vistas from and between the three historic bluestone bridges located in the rail cutting between Coventry Street and Park Street, including the expanses of open sky in between, should be protected. The environmentally significant areas of vegetation along the rail cutting are also important for protection.

In this precinct however, there are also a number of properties with a frontage to Ferrars Street that back onto the light rail line, adjacent to the SMC study area. This 'sliver' of former railway land comprises allotments that are leased from VicTrack or in private ownership and are covered by a variety of zones.

Strategic Directions (What we want to achieve)

- Views, vistas and significant vegetation along the light rail corridor will be protected.
- New and innovative developments will be encouraged along the Ferrars Street light rail corridor.



FERRARS STREET LIGHT RAIL CORRIDOR



Strategies (How we can achieve it)

9-6.1 *Ensure that the use and development of the land along the Ferrars Street light rail corridor supports the strategic planning direction for the adjacent South Melbourne Market and Western Business precinct. Investigate options for new land uses such as:*

- secondary or niche retail uses that complement the role and function of the South Melbourne activity centre and, more particularly, support the adjacent South Melbourne Market.
- industrial uses (such as small scale warehouse, storage or distribution facilities or service industries) that support the South Melbourne Activity Centre and surrounding business precincts.
- small scale convenience retail clustered around the Whiteman Street light rail interchange.

9-6.2 *Facilitate better connection between the City Road and South Melbourne light rail stations and SMC.*

- Public realm improvements and directional signage will better integrate the stations with surrounding areas and link into key pedestrian routes.

9-6.3 *Ensure new design responds to the unique site layout and context.*

- Take advantage of the location next to a transport corridor and the South Melbourne Activity Centre to introduce sustainable transit-based development.
- Design solutions will be inspired by the linear nature of the land.
- Respect and complement the established South Melbourne residential area on the western side of Ferrars Street.

9-6.4 *Protect views of the three historic bluestone railway bridges between Dorcas and Park Streets.*

- Development over the railway track that blocks views to the bridges must be prohibited.



Specific opportunities include:

- Continue the community planting that is now established in the light rail cutting, particularly with respect to the light rail stop at the Market.

2.7 Heritage Overlay areas & sites

The Heritage Overlay areas of SMC are an integral part of its urban character and identity. They comprise the established residential areas of SMC, the Emerald Hill precinct, most of the South Melbourne Activity Centre and the City Road Industrial Area. There are also a number of significant buildings outside of heritage areas.

Strategic Directions (What we want to achieve)

The heritage places of SMC will be protected and enhanced, as an important part of the area's history and identity and for the value that they add to its unique urban character.

Strategies (How we can achieve it)

9-7.1 **Conserve significant and contributory heritage places.**

- The Port Phillip Heritage Review lists buildings within SMC that are of individual significance or make a contribution to the overall significance of a heritage area.
- Development in heritage places within SMC will be determined in accordance with the Heritage Policy of the Port Phillip Planning Scheme.

9-7.2 **Encourage the adaptive re-use of heritage buildings.**

- While allowing a change of use for a heritage building, this would also ensure the preservation of significant elements of architectural or historic significance within the urban fabric of SMC.
- In particular, there will be opportunities for creative re-use of former industrial buildings within the City Road Industrial Area Heritage Overlay.

9-7.3 **Consult with local indigenous representatives on how the indigenous, historic, architectural, cultural and social significance of the Emerald Hill Estate can be celebrated.**



Section 3
IMPLEMENTATION

1 Implementation

The South Melbourne Central Structure Plan will be implemented via a number of initiatives by the City of Port Phillip and other bodies.

The initial method of implementation will be through the Planning Scheme. This will require the preparation of a Planning Scheme Amendment to embed to the Structure Plan's strategic planning directions in Council's planning policy. The administration of the Planning Scheme will then influence development outcomes on the ground, in terms of land use and built form.

The strategic directions of the Structure Plan will also be realised over the next 15 years through a wide range of ongoing supporting projects. This will include initiatives such as sustainable transport infrastructure, capital works or further detailed studies that need to be undertaken.

1.1 The Planning Scheme

The Structure Plan sits within an existing planning policy framework. This includes:

- State Planning Policy Framework (SPPF);
- Melbourne 2030
- Local Planning Policy Framework (LPPF);
- Zones;
- Overlays.

Implementation of the SMC Structure Plan will include the need to amend the LPPF, rezone some areas of land, and introduce new overlays.

Local Planning Policy Framework

Changes to the LPPF will be critical in terms of establishing the strategic directions for SMC and providing guidance for the exercise of related discretionary planning controls. The SMC strategic planning directions for implementation in the Local Planning Policy Framework will be given effect via changes to the Municipal Strategic Statement (MSS) (Clause 21) and the Local Planning Policies (Clause 22). The details of these changes will need to be further determined during the course of preparing a Planning Scheme Amendment.

In addition, there are several other important strategic planning projects that are currently underway within Council that may also influence the LPPF. These include:

- Activity Centres Strategy;
- Residential Strategy;
- Economic Development Strategy;
- Sustainable Design Strategy and Scorecard;
- Sustainable Transport Framework including Walking Strategy, Public Transport Strategy and Cycling Strategy;
- Port Phillip Industry and Business Strategy;
- Inner Melbourne Action Plan.

The existing MSS municipal wide objectives and strategies generally provide a sound foundation for many of the strategic planning directions for SMC. However, some of the South Melbourne neighbourhood strategies in the MSS will require amendment.

The following Local Planning Policies are generally complementary to the strategic planning directions for SMC: Residential Neighbourhood Character Policy (Clause 22.01), Port Phillip Heritage Policy (Clause 22.04), Urban Design Policy for New Residential Development (Clause 22.05), Urban Design Policy for Non-Residential Development and Multi-Unit Residential Development (Clause 22.06), Gaming (Clause 22.07), Outdoor Advertising (Clause 22.08) and Housing (Clause 22.09).

The following Local Planning Policies will require amendment to encapsulate the strategic planning directions for SMC, particularly at the relevant neighbourhood policy level: Retail Centres Policy (Clause 22.02) and Industrial Areas Policy (Clause 22.03).

At this stage, it is proposed the LPPF amendment would include:

- An amendment to the relevant clauses of the MSS to reflect the strategic planning directions for SMC.
- A new SMC policy in Clause 22 and remove the superseded SMC (South Melbourne East) references in the existing Clause 22.

This approach would include the overarching SMC strategic planning directions at the higher order level (i.e. MSS) and provide policy to guide discretion to implement the strategy in Clause 22. This approach is consistent with VPP practice notes for policy writing.

Zones






A number of zone changes are proposed to facilitate changes in land use in accordance with the vision and objectives of this document. These rezonings, along with changes to the LPPF, are intended to reflect the identification of the SMC Business Precincts as an area where managed land use, development and character change should occur. They are intended to support the mix of uses in these precincts: with the predominant uses being business, industry and showrooms in the proposed Business 3 areas, potential for intensification of retail, commercial and residential uses in the proposed Business 1 and Mixed Use Zone areas and commercial uses in the proposed Business 2 area.

In other areas, the current zoning was considered to support the strategic directions of the Structure Plan, such as the existing areas of the Business 1 Zone, where intensification of the retail, commercial and residential uses is supported under the current zoning.

The proposed rezonings are considered the most appropriate for Council to be pro-active in planning for an integrated outcome that best manages State, local and community planning objectives and market forces within the existing VPP toolkit.

The rezonings proposed in the Structure Plan will be implemented through a Planning Scheme Amendment. The proposed zonings of SMC are shown in Map 4 on the following page.

MAP 4: Proposed Rezoning

-  MIXED USE ZONE
-  BUSINESS 1 ZONE
-  BUSINESS 2 ZONE
-  BUSINESS 3 ZONE
-  PUBLIC USE ZONE 4 (TRANSPORT)



Source: City of Port Phillip and Land Victoria Vicmap data. Copyright Land Victoria and City of Port Phillip

Source: City of Port Phillip and Land Victoria Vicmap data.
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The rationale for specific elements of the proposed rezonings is discussed further below on a precinct by precinct basis (refer Map 1 – SMC Precincts and Key Areas and Map 4 – Proposed Rezonings).

City Road Mixed Use Wedge:

It is proposed to rezone the Industrial 1 areas of this zone to Mixed Use Zone. This is intended to consolidate the Mixed Use Zoning of this area and reflects the recommendations of the City of Port Phillip Industry and Business Strategy. In conjunction with the proposed preferred height limit, this will support the potential for increased residential densities in this area of SMC.

Ferrars Street / Light Rail Corridor:

It is proposed to rezone the area of the light rail corridor between Whiteman Street and Ferrars Street to Public Use Zone 4 (Transport) to reflect the light rail corridor use and be consistent with the existing zoning of the light rail corridor to the south.

It is proposed to rezone the small area of land between the light rail corridor, Ferrars Street, York Street and Market Street to Business 2 Zone to reflect the existing and potential uses of this land for niche retail, office and industrial uses.

Western Business Precinct:

It is proposed to rezone the Industrial 1 Zoned land in this precinct to Business 3 Zone. This consolidates the existing Business 3 Zoning in this area, reflects the recommendations of the Industry and Business Strategy and implements the strategic directions for change in the SMC Business Precincts.

This proposed zoning, in conjunction with LPPF changes, will ensure the operation of the South Melbourne Market is not threatened by residential development adjacent to its northern side – where it is proposed service vehicle (over extended hours) and car parking access is to be consolidated in the future.

It will also support the existing service and other businesses in this area by avoiding the extent to which they become non-conforming and hence support incremental change.

Emerging Activity Precinct:

It is proposed to rezone the existing Business 3 Zoned land in this precinct to Business 1 in order to accommodate growth and change through an expansion of the Activity Centre towards the South Melbourne Market. It is proposed to rezone the Industrial 1 land in this precinct to Business 1 in order to reinforce the intersection of York and Cecil Streets as a new / reinforced activity node within the Activity Centre.

This zoning, along with the proposed building heights for this area, will best accommodate the strategic planning directions for the Activity Centre, including active retail uses at ground floor with commercial and residential development above.

South Melbourne Market Precinct:

It is proposed to rezone the western portion of land (between the South Melbourne Market and the light rail corridor) from Public Use Zone to Business 1 Zone in order to consolidate the existing zoning of the Market and the rest of the Activity Centre. This will also better reflect existing use on this site, including the Food Court, Child Care Centre and car parking.

Coventry Street Speciality Shopping Precinct:

It is proposed to rezone a limited number of Residential 1 Zoned properties on Coventry Street opposite the South Melbourne Market to Business 1 Zone. This is intended to reflect the existing use of these properties.

Eastern Business Precinct:

It is proposed to rezone the existing Industrial 1 and Industrial 3 zoned land in this area to Business 3 Zone. This is consistent with the recommendations of the City of Port Phillip Industry and Business Strategy and supports the evolution of this area from industrial towards business and advanced business services.

This zoning was considered necessary in order to support the existing businesses in this area and avoid them becoming non-conforming, protect South Melbourne's role as an important employment hub (4th largest in metropolitan Melbourne), support Melbourne's competitive edge in the global economy (due to strategic location to Central Activities District for small and medium advanced business enterprises), support the true mixed use of the precinct and protect and strengthen the worker base supporting the Activity Centre itself.

It is also proposed to rezone the Commonwealth Land in this area to Business 3 as it is no longer in Commonwealth ownership.

Kings Way Mixed Use Corridor:

It is proposed to rezone the existing Industrial 1, Industrial 3 and Business 2 Zoned land in this precinct to Mixed Use Zone. This further refines the recommendations of the City of Port Phillip Industry and Business Strategy in order to reflect the strategic planning directions of the Structure Plan to provide a true mixed use area with opportunities for increased population. This zoning is also intended to reflect the Mixed Use Zone on the other side of Kings Way in the City of Melbourne.

It is proposed that this zoning, along with changes to the LPPF and the proposed building scale, will direct development along Kings Way to have an active ground floor with more intensive commercial and / or residential above.

It is also proposed to rezone two Residential 1 Zone properties on the corner of Kings Way and Park Street to Mixed Use in order to consolidate the Mixed Use zoning along Kings Way.

Activity Centre Southern Mixed Activity Edge:

It is proposed to rezone the Residential 1 Zoned properties in this precinct, on the southern side of Park Street, to Mixed Use Zone. This is intended to reflect the range of existing uses in this part of Park Street which includes residential, home office and retail. It will also ensure that residential amenity issues are taken into consideration in determining planning applications.

Overlays

This Structure Plan supports retention of the existing overlays in South Melbourne Central, including Heritage, Design and Development and Environmental Audit Overlays, and no changes are suggested to these overlays.

Much of the northern area of SMC is not covered by overlays. As an area that will undergo land use, development and character change, it is important to develop a framework to guide such change. Implementation of the strategic planning directions of the Structure Plan will therefore require investigation and potential implementation of a number of new overlays, including the following.

Design and Development Overlay/s:

To reflect and implement urban design and built form directions for the area, including proposed building scale. It is intended the proposed building scale will be expressed in metres in a Planning Scheme Amendment for consistency with other Design and Development Overlays in Port Phillip (for example, DDO6) and with recommendations of Planning Panels Victoria in reports on Amendments proposed by other Councils (such as Melbourne Amendment C20). It is also not intended that there will be any distinction made between preferred and maximum heights in the Planning Scheme Amendment.

Environmental Audit Overlay/s:

For investigation for those areas of land being rezoned from Industrial to Mixed Use, in order to ensure that potentially contaminated land is suitable for a sensitive use which could be significantly adversely affected by contamination

Development Contribution mechanisms:

To identify areas requiring the preparation of a Development Contributions Plan for the purpose of levying contributions for the provision of works, services and facilities before development can commence. The potential to use this tool for implementation of strategic planning directions in the Structure Plan should be investigated, including provision of a new public car park, public realm improvements, sustainable transport initiatives and social and affordable housing provision.

Further investigation of this mechanism will form part of the implementation of the Structure Plan and will also be undertaken as part of the current Activity Centres Strategy and Residential Strategy.

The inclusion of a Schedule to Clause 52.01 Public Open Space Contribution and Subdivision is proposed as part of the amendment process in order to help fund improvements to public open space in South Melbourne to offset the increasing housing densities and subsequent increase in population numbers in this area.

Reference document

It is proposed that the adopted version of the Structure Plan should be included as a Reference Document to the Planning Scheme, so that it can be readily identified and accessed if anyone is seeking to understand the strategic justification for the SMC policy and controls in the Planning Scheme.

1.2 Other implementation measures

The Structure Plan will also be implemented through a wide range of programs and initiatives of Council. They may also be carried out in conjunction with the State Government, adjoining municipalities, the private sector and other key stakeholder groups.

As a part of the implementation process, a detailed Implementation Program will be developed. This will include prioritised actions with allocated timelines, resources and responsibilities. It will be updated annually to reflect Council's strategic resource plan, service planning responsibilities and capital works program. Following is an outline Implementation Program which will form the basis of this.

Short term (to end 2006)

A number of key starter projects have been identified for SMC. These will be initiated within 12 months of the Structure Plan being finalised. Along with the changes to the Planning Scheme, they will be instrumental in seeing the desired outcomes of the Structure Plan working on the ground.

- articulates desired built form and public realm outcomes for SMC, and how urban design will reinforce the land use strategies of the Structure Plan.
 - sets out overarching urban design principles that will apply to the SMC area as a whole, as well as providing guidance for individual precincts or key sites as necessary.
 - discusses heritage issues, where relevant.
 - provides the detailed strategic basis for the Design and Development Overlay to be introduced to SMC, particularly in relation to establishing maximum building heights and desired streetscape character.
- Preparation of a Public Realm Strategy for SMC, as a part of the Urban Design Framework. This will include strategies relating to the design and activity of streets, creation of new open spaces and improving pedestrian/cycle routes. The Public Realm strategy will contain an action plan prioritising planting and capital works projects. Starter projects arising from this strategy should be included in the capital works program for 2006-2007 that will be approved by Council mid 2006.
- Preparation of more detailed guidelines for laneways, including maintenance, design of new buildings on laneways, appropriate land uses and access.
- Adoption of the Urban Design Framework (UDF) for SMC. This Framework will build upon the strategic directions of the Structure Plan and articulate how these can be realised 'on the ground'. The Framework:
 - analyses the existing built form and public realm of SMC in detail.
 - identifies the highly valued elements of SMC's urban character and make recommendations on how these can be retained and enhanced.
 - establishes how the area can be improved through change, and how this change should be managed.

- Preparation of a parking and transport plan for SMC. This will:
 - establish parking rates that should apply within SMC.
 - develop a commuter parking limitation policy and cash-in-lieu schemes.
 - investigate the statutory mechanisms for transferring the funds collected by cash-in-lieu schemes to sustainable transport initiatives or to establish a carparking reservoir for SMC, and on what basis the funds will be allocated.
 - set out guidelines on the location, construction, operation and ownership of the parking reservoir.
 - set out priorities and guidelines for sustainable transport initiatives.
 - investigate the use of voluntary agreements in new developments to achieve public access to office car parks after hours.
- Sustainable transport initiatives, following the finalisation of Council's walking, cycling and public transport strategies. Most initiatives will be carried out in conjunction with the State Government, VicRoads, public transport service providers or the City of Melbourne. They will include:
 - improved pedestrian and cycle connections between SMC and the CAD and Southbank arts precinct – via Clarendon Street, Moray Street and Sturt Street.
 - improved pedestrian connections between SMC and Albert Park, via Clarendon Street and Moray Street, and the Domain via Coventry Street. This will include public realm treatments and directional/information signage.
 - working with the City of Melbourne and Bicycle Victoria to connect SMC to the Central City Trail, Port Melbourne Light Rail Trail, the Bay Trail, Docklands and Southbank.
 - introduction of 'new generation' tram stops in the main retail area of Clarendon Street and traffic management initiatives to establish a pedestrian priority zone.
 - introduction of pedestrian crossings at the Market roundabouts on Cecil, York and Market Streets.
 - work with Yarra Trams to improve City Road and South Melbourne light rail stops, in terms of access, appearance and amenity. Investigate potential for development of land adjacent to light rail stops for high density housing and local convenience retail.
 - work with the City of Melbourne and public transport operators to link walking and public transport service information.
 - reduce pedestrian-vehicular conflict at the intersection of Moray Street and City Road and Sturt, Coventry and Kings Way through traffic management initiatives, public realm improvements and new signage.
- Capital works programmed for SMC for 2004-2005 are:
 - South Melbourne Market masterplan – capital improvement works.
 - South Melbourne Town Hall façade restoration.
 - Clarendon Street pedestrian improvements, as part of the pedestrian link from Albert Park to Spencer Street.
- Working with Council's Community and Cultural Vitality division to see the development of the Emerald Hill civic, cultural and community hub. This will include providing strategic planning advice, input and support to projects, namely:
 - Council's accommodation strategy which will see the South Melbourne Town Hall refurbished for community and civic use with a Council information point.
 - the development of the Urban History Centre behind the Emerald Hill Library.
 - the redevelopment of the St Vincent's Orphanage as an arts and cultural centre (outside the SMC boundary yet potentially making a significant contribution to the cultural hub).
 - community festivals, such as the inaugural Jewell of the South Music Festival, held in Bank Street outside the Town Hall.

- Council's landlord committee will continue to consider development options for the Council owned land within SMC.
- The Port Phillip Residential Strategy and the Regional Housing Statement will provide strategies to further address the issues of housing affordability and diversity within the municipality, which is of particular relevance to SMC. Mechanisms to increase the level of affordable housing within SMC, such as developer contributions or inclusionary zoning, will be investigated. This will be carried out in conjunction with Council's Housing Officer and Neighbourhood Development Unit.
- Encourage the Office of Housing to improve the open space around Park Towers and to provide a greater definition of public-private use of this space.
- Preparation of a municipal-wide policy on caretaker's dwellings, particularly in relation to Industrial or Business 3 zoned land, where this is the only type of residential use permitted. Such a policy would outline exactly what constitutes a caretaker's dwelling, where it would be appropriately located and the type of business or industry it should be associated with. The SMC Structure Plan could present an opportunity to approach the State Government on clarification of state-wide controls on caretaker's dwellings.
- Establishing a working group with the State Government and City of Melbourne on issues of joint concern, such as on improvements to Kings Way and pedestrian/cycle links with Southbank.
- State Government out-of-centre retail guidelines finalised. These will assist in determining retail applications in SMC and the South Melbourne Activity Centre.
- Investigate the potential for a small scale budget supermarket within the South Melbourne Activity Centre.
- Preparation of policies and strategies in response to various issues which affect all Activity Centres within Port Phillip, in addition to SMC:
 - guidance on the design of canopies and footpath trading.
 - guidelines for the design, location and access of restricted retail premises. The Port Phillip Activity Centres Strategy and DSE out-of-centre assessment criteria projects will provide further input.
 - guidelines detailing necessary noise abatement measures for residential development within Activity Centres or adjacent to high traffic routes such as Kings Way or City Road.
 - a policy regarding the location, operation and licensing of entertainment venues. Additional policy to address issues specific to SMC may need to be completed.

Medium term (2006-2008)

- Capital works, including actions prioritised in public realm and open space strategy and sustainable transport initiatives.
- Commence implementation of developer contributions schemes.
- Commence implementation of mechanisms to increase affordable housing in SMC.
- Ongoing co-ordination and strategy development with the City of Melbourne, with a view to implementation of strategies for Southbank pedestrian/cycle connections and Kings Way.
- Investigate the potential to create a public open space around or in front of the South Melbourne Town Hall.

- A municipal-wide project will set guidelines on establishing quotas for cafés and restaurants and will investigate the potential to introduce statutory controls to ensure that proliferation of these uses does not occur (in reference to work that has been undertaken by the City of Melbourne on this issue). Applied to SMC, this will assist in ensuring a balance of uses within the South Melbourne Activity Centre.
- Ongoing consideration of development options for Council owned land in SMC.

Long term (2009 onwards)

- Capital works, including public realm and open space improvements, and sustainable transport initiatives.
- Work with the City of Melbourne, the State Government and VicRoads to implement design, development and traffic management strategies to improve the amenity of Kings Way. This would include reduction of traffic impact and creation of a boulevard, new planting and increased pedestrian amenity.
- Work with the City of Melbourne, State Government, Yarra Trams and Vic Track to construct Park Street tram link from Eastern Road to the Domain.
- Ongoing consideration of development options for Council owned land in SMC.

1.3 Ongoing implementation

- Economic development initiatives, such as new signage, marketing of the activity centre and trader liaison.
- Working with the South Melbourne Market committee to continually improve the Market as both a local and regional attractor, in terms of its retail provision, economic viability, amenity and ambience. Retain and enhance the role of the South Melbourne Market in providing a range of budget shopping and as a place where a diverse range of people meet and socialise.
- Working with Council's Community and Cultural Vitality department to implement programs relating to community well-being and inclusion, provision of services and cultural initiatives.
- Seeking to proactively engage land owners in the development of key sites and the potential for land assembly to facilitate these proposals.
- Funding mechanisms, for example, to support cultural and community activities.

1.4 Monitoring and review

Monitoring of the implementation of the Structure Plan and the strategic planning directions is an essential part of the Implementation Program.

This should include:

- Review and updating of the Structure Plan to ensure its strategic directions remain up to date.
- Review of Planning Scheme zones, overlay controls and policies to ensure that the desired outcomes of the Structure Plan are being successfully implemented. This will be conducted with Senior Statutory Planners and include a review of Council's success in negotiating positive development outcomes and at VCAT.
- Providing additional guidance on key sites as required.
- Monitoring of the residential and worker population of the precinct and Activity Centre and the ratio between these.
- Monitoring of land uses and activity within the Activity Centre.
- Ongoing assessment of community needs and services, particularly in relation to affordable housing.

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