

22.1124/04/2008
C52**SOUTH MELBOURNE CENTRAL**

This policy applies to all land in the South Melbourne Central (SMC) area, being the area bounded by the Westgate Freeway, Kings Way, Park Street, and Ferrars Street as shown on Map 1 - South Melbourne Central Study Area and Activity Centre.

The term “Activity Centre” applies to the Business 1 zone along Clarendon Street and Park Street, the South Melbourne Market and the Retail / Commercial area between Clarendon Street and the South Melbourne Market as shown on Map 1 of this policy.

22.11-124/04/2008
C52**Policy Basis**

The City of Port Phillip adopted the South Melbourne Central (SMC) Structure Plan in September 2004. The Structure Plan was prepared in response to increasing pressure for development in the area, to implement some of the recommendations of Council's *Industry and Business Strategy 2003* and the metropolitan strategy *Melbourne 2030 – Planning for Sustainable Growth*.

The South Melbourne Central Urban Design Framework adopted by Council in October 2005 was prepared to provide more detailed urban design directions on how to achieve the vision of the SMC Structure Plan ‘on the ground’ by guiding the design of buildings, streets and spaces.

The Structure Plan and Urban Design Framework identify what is valued in South Melbourne Central. They develop strategies to ensure these elements are retained while directing growth and change in the area as it evolves as a vital urban centre of the 21st century.

The Structure Plan and Urban Design Framework envisage South Melbourne Central as a sustainable mixed use precinct focussed on the South Melbourne Activity Centre. They aim to retain the unique urban village character and street life of the Activity Centre while the number of residents, workers and visitors in the wider area continues to grow. The vibrant and diverse retail and community core is to be supported by the surrounding areas of business and industry, heritage residential, opportunities for bulky goods development and substantial residential opportunities.

22.11-224/04/2008
C52**Objectives**

To provide for opportunities and locations for growth and development in the South Melbourne Central area that:

- Protect and enhance the active street life of the Activity Centre.
- Protect and enhance the core retail role of the Activity Centre in providing both local and specialised shopping and the South Melbourne Market.
- Strengthen the movement connections and networks within and to South Melbourne Central, particularly by sustainable transport modes.
- Protect and conserve heritage places.
- Encourage opportunities for residential growth.
- Contribute to residential amenity.
- Protect and enhance the important economic role of South Melbourne Central’s business and commercial areas.
- Reflect the preferred new character in areas undergoing change.
- Promote excellence in the design of new buildings and the public realm.

- Promote all development and redevelopment to be based on the best current architectural design practice and environmentally sustainable design techniques.
- Protect and enhance the diversity and cultural vitality of South Melbourne Central.
- Encourage the network of cultural, educational and community uses and strengthen the role of the Emerald Hill community hub.

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It is policy to:

- Ensure that use and development of land is consistent with the South Melbourne Central Structure Plan, 2005 and the South Melbourne Urban Design Framework, 2005.
- Promote activity, vitality and diversity by:
 - Promoting the community, leisure and cultural role of SMC.
 - Encouraging the provision of active streetscapes, outdoor living and vibrant “people spaces”. In particular, active ground level frontages are encouraged within the Activity Centre.
 - Encouraging diversity of the economic base of SMC.
 - Supporting the provision of affordable and budget shopping, particularly through the South Melbourne Market and opportunity or discount shops.
 - Encouraging a diversity of housing types, affordability and tenure.
 - Continuing to embrace the diversity of SMC’s population.
 - Encouraging the provision of additional open space opportunities, particularly within the wide footpaths of SMC.
 - Encouraging mixed use developments, including vertical layering of land uses.
- Support the local economy by:
 - Supporting the development of SMC as an active and creative business and retail location.
 - Expanding the role of SMC as a location for knowledge based and creative industries, exploiting its strategic location adjacent to the Melbourne CAD.
 - Continuing to support the existing economic base of SMC in business services and light industry.
 - Reinforcing Clarendon Street as the principal retail strip in SMC.
 - Reinforcing the role of the South Melbourne Market as a principal retail, activity and cultural focus and strengthening its pedestrian links to Clarendon Street.
 - Consolidating retail growth of the Activity Centre along Clarendon Street, and York and Coventry Streets between the South Melbourne Market and Clarendon Street.
 - Ensuring that core retail activities, such as supermarkets, locate within the Activity Centre.
 - Identifying suitable locations for ‘out-of-centre’ and restricted retail premises within SMC.
- Create a great place to live by:
 - Ensuring a high level of residential amenity is maintained and enhanced.
 - Ensuring a range of living environments and housing types are provided.

- Ensuring a range of cultural, educational and recreational facilities is provided for all groups of the community.
- Ensuring new residential development is of a consistently high design quality and will enhance the visual and streetscape amenity of the area.
- Requiring new residential development within or adjacent to the Activity Centre to be sited, designed, and constructed in such a manner as to minimise the impacts of noise from nearby activities.
- Encouraging environmentally sensitive design techniques to reduce energy consumption and create comfortable living and working environments.
- Conserving and enhancing the distinct heritage setting of the existing heritage places in accordance with Council heritage policies.
- Encouraging residential opportunities that do not compromise the heritage and character values of the precinct or building.
- Encourage cultural and community development by:
 - Encouraging cultural and educational facilities to establish in and adjacent to the Emerald Hill community hub.
 - Encouraging existing corner hotels in South Melbourne Central to accommodate arts uses such as performances.
 - Encouraging the provision of small gallery spaces.
 - Supporting the establishment of an Urban History Centre in the Emerald Hill precinct.
- Improve movement networks by:
 - Supporting the implementation of sustainable transport principles and initiatives in South Melbourne Central.
 - Ensuring a high degree of pedestrian and cyclist permeability and connectedness from, to and throughout South Melbourne Central.
 - Continuing to improve the urban environment and street network to ensure safe, attractive, comfortable, accessible and efficient pedestrian routes.
 - Supporting continual improvement to public transport services.
- Enhance the built and natural environments by:
 - Ensuring the valued elements of the urban fabric that give South Melbourne Central its character and distinctiveness are retained and enhanced.
 - Encouraging contemporary and innovative approaches to integrating new built form into a heritage context through contextual analysis.
 - Ensuring a sympathetic building height, scale and massing within designated Heritage Overlay areas.
 - Ensuring the retention of sunlight to footpaths of key pedestrian streets and public spaces.
 - Incorporating environmental sustainable design (ESD) in all new development and redevelopment.
 - Applying a storey height sufficient to incorporate ESD in all new buildings or additions to existing buildings. For the purpose of this policy a storey height is defined as 3.8 meters above ground level, and 4.5 meters at ground floor level.

Precincts

See Map 1 South Melbourne Central Study Area and Activity Centre

1. *Clarendon Street Core Retail Strip*

In addition to the General Policies, in the Clarendon Street Retail Strip it is policy to:

- Ensure that Clarendon Street Retail Strip continues to be the heart of the South Melbourne Activity Centre's role and identity, and remains the retail focus of SMC.
- Maintain the vibrant streetscape, the range of shops and the cafes and restaurants for which Clarendon Street is renowned.
- Encourage residential use or small offices above shops.

2. *Emerging Activity Precinct*

In addition to the General Policies, in the Emerging Activity Precinct it is policy that:

- The Emerging Activity Precinct will become an active connection between the Clarendon Street Activity Centre and South Melbourne Market. Activities within this precinct should complement and not compete with the core retail function of Clarendon Street.
- The built form and public realm of York, Coventry and Market Streets will enhance these routes' role as key pedestrian thoroughfares in SMC, connecting Clarendon Street to the South Melbourne Market. This can be achieved by providing awnings, verandahs, active ground floor frontages, planting and streetscape improvements.
- The range of land uses within this precinct will be diversified to include mixed use development with retail or commercial frontages at ground level and office and/or residential above.
- This precinct will be a suitable 'in-centre' location for restricted retail premises, subject to meeting the architectural and urban design criteria of the South Melbourne Central Structure Plan and Urban Design Framework.

3. *Northern Mixed Activity Edge*

In addition to the General Policies, in the Northern Mixed Activity Edge, it is policy that:

- The role of the precinct 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 could include:
 - restricted retail premises, subject to meeting the architectural and urban design criteria of the South Melbourne Central Urban Design Framework;
 - land uses that bring activity to the street such as cafes, bars and restaurants;
 - conference or function centres suitable to the larger lot sizes;
 - office or residential development above street level;
 - a greater range of night time uses, in balance with achieving an adequate level of amenity for residential uses within the Activity Centre.
- Clarendon Street will be strengthened as a key pedestrian thoroughfare, connecting SMC to the CAD.

4. *Southern Mixed Activity Edge*

In addition to the General Policies, in the Southern Mixed Activity Edge, it is policy that:

- The existing range of uses in the precinct will be supported, including retail, service business, small-medium or home offices and residential.
- The mix of uses will be managed to ensure that late night entertainment uses or a proliferation of restaurants or bars does not impact upon residential amenity of this area.

5. *Coventry Street Specialty Shopping Precinct*

In addition to the General Policies, in the Coventry Street Specialty Shopping Centre, it is policy that:

- The existing range and quality of specialty shopping in the precinct will be supported and promoted as a unique retail experience.
- Coventry Street will be reinforced as a vital pedestrian link between Clarendon Street and the Market.
- This precinct will be a suitable ‘in-centre’ location for specialist or restricted retail premises, subject to meeting the architectural and urban design criteria of the South Melbourne Central Structure Plan and Urban Design Framework.

6. *South Melbourne Market*

In addition to the General Policies, in the South Melbourne Market Precinct, it is policy that:

- The vital retail, economic, community and social role of the Market will be reinforced.
- The Market will be maintained as the dominant land use and presence on the Market site.
- The western portion of the site could include housing, community or commercial development, provided that they do not detract from the operation of the Market.

7. *Eastern Business Precinct*

In addition to the General Policies, in the Eastern Business Precinct, it is policy that:

- The precinct will be an eclectic, vibrant and attractive business area that retains its unique industrial urban character.
- A range of business will be encouraged within the precinct, from the established industries to more advanced business types. This will be an important area for start-up and emerging businesses and the creative industries.
- The development of small scale offices to accommodate start-up and emerging businesses will be encouraged.

8. *Western Business Precinct*

In addition to the General Policies, in the Western Business Precinct, it is policy that:

- The role of the precinct will become increasingly diverse as it emerges as an important inner city location for a range of business activities. This could include:
 - ‘out-of-centre’ or restricted retail premises that will not impact upon the core retailing role of the Activity Centre, subject to meeting the architectural and urban design criteria of the South Melbourne Central Structure Plan and Urban Design Framework.
 - new office development.
 - supporting the existing industrial, business services and showroom uses of the precinct.
- The precinct will be an attractive business area while retaining its industrial built form heritage.
- Market Street between Cecil and Clarendon Streets will be an attractive and vibrant interface between this precinct and the Activity Centre.

9. *Kings Way Mixed Use Corridor*

In addition to the General Policies, in the Kings Way Mixed Use Corridor, it is policy that:

- The precinct will grow as a regionally significant mixed use area with the capacity for quality, higher density development.

- Kings Way is an appropriate location for larger scale commercial development, with high density residential or office use above.
- Excellence in the design of new buildings and the public realm will see the transformation of the precinct to an attractive boulevard and transitional space between the CAD and the City of Port Phillip, reflecting its status as a regional thoroughfare.

10. City Road Wedge

In addition to the General Policies, in the City Road Wedge, it is policy that:

- The precinct will be a dynamic mixed use area with the capacity for quality, higher density development.
- The precinct is the point of transition from SMC to Southbank and the CAD to the north.
- A mix of land uses are encouraged. These could be mixed across the precinct or layered vertically in multi-level development.
- Higher density residential development will be encouraged, with retail or commercial at ground level.

The City Road Wedge is an appropriate location for 'out-of-centre' or restricted retail premises that will not detrimentally impact upon the core retailing role of the Activity Centre, subject to meeting the architectural and urban design criteria of the South Melbourne Central Structure Plan and Urban Design Framework.

11. Ferrars Street Light Rail Corridor

In addition to the General Policies, in the Ferrars Street Light Rail Corridor, it is policy that:

- The precinct will consolidate as an area of niche retail, office and industrial uses.
- The Light Rail Corridor will be an appropriate location for 'out-of-centre' or restricted retail premises that will not impact upon the core retailing role of the Activity Centre, subject to meeting the architectural and urban design criteria of the South Melbourne Central Structure Plan and Urban Design Framework.
- Small scale convenience retail uses are clustered around transport stops.
- Transit based development, such as mixed use retail and increased density residential, are encouraged.

12. Heritage Overlay Residential Areas

In addition to the General Policies, in the Heritage Overlay Residential Areas, it is policy that:

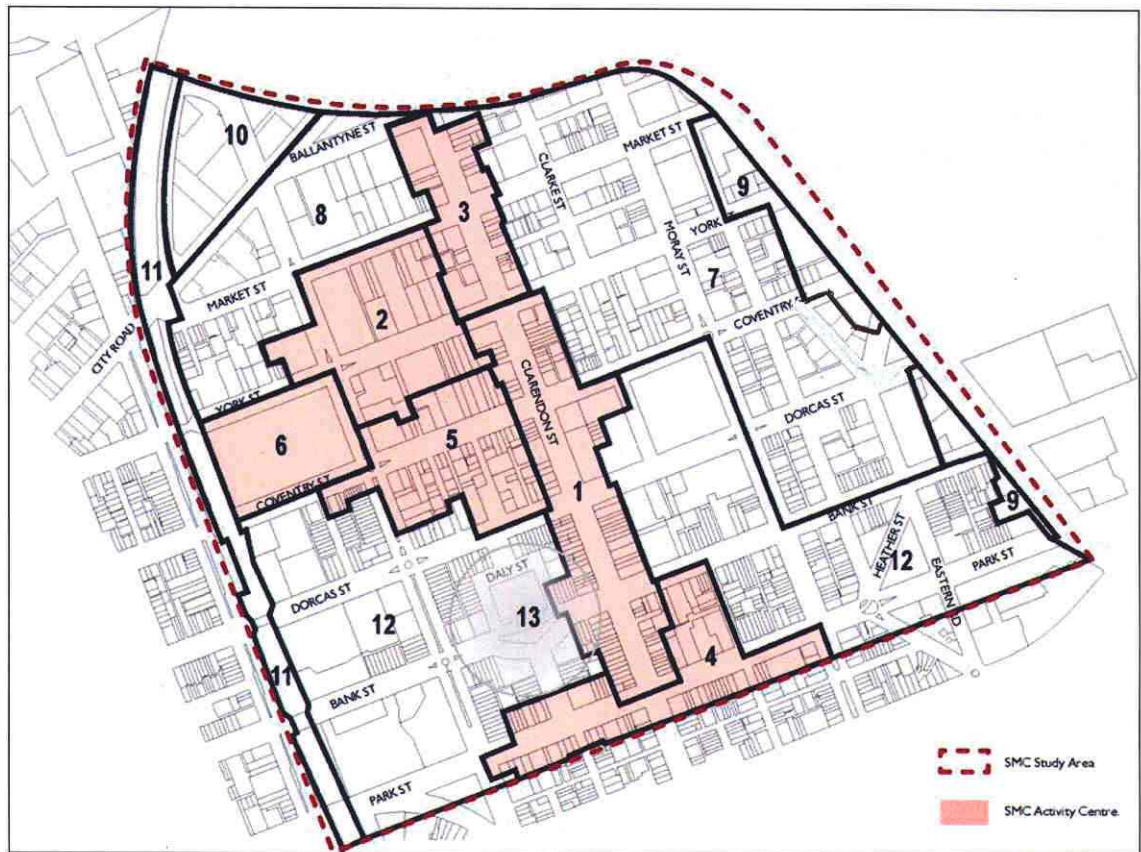
- The heritage residential area will be protected and enhanced as an important and valued part of the area's identity and its unique urban character.

13. Emerald Hill Civic, Cultural and Community Hub

In addition to the General Policies, in the Emerald Hill Civic, Cultural and Community Hub, it is policy that:

- The 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.

Map 1 - South Melbourne Central Study Area and Activity Centre



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

Policy References

South Melbourne Central Structure Plan (City of Port Phillip, 2007)

South Melbourne Central Urban Design Framework (City of Port Phillip & David Lock Associates, 2007)