

**AGENDA
JOINT SITTING OF PORT PHILLIP AND
MELBOURNE CITY COUNCIL
THURSDAY, 11 MARCH 2004**

STATEMENT No. 1



Joint Sitting of Port Phillip and Melbourne City Councils

Joint Action Plan for St Kilda Road

Background:

Both Councils recognise the need for enhanced management of the St Kilda Rd precinct irrespective of the location of the municipal boundary. The precinct is a diverse and viable area with a growing population, economic activity and demand for services and amenity. It is a premier street in Melbourne with an international reputation. In the past this has led to calls for renaming of the street to St Kilda Road Boulevard. Following discussions between the Councils, it is proposed that the Joint Sitting affirm the retention of the internationally recognised name of St Kilda Rd.

The St Kilda Road/Southbank neighbourhood audit, undertaken as a joint Melbourne/Port Phillip project, provided a snapshot of social infrastructure capacity and identified some of the key issues facing this neighbourhood. In particular, the audit identified the need for better community information, affordable local meeting spaces, availability of open space, diverse recreation and cultural opportunities, the provision of life cycle specific services and access issues.

Information from neighbourhood forums has reinforced some of the same issues, particularly access/transport barriers, and lack of engagement with other members of the neighbourhood due to the shortage of meeting spaces and opportunities. Lack of neighbourhood convenience shopping is also a concern of both business and residents.

Research and discussions with the St. Kilda Road Precinct group has also confirmed the importance of the above issues, along with parking, traffic, access, legibility, planning issues (retail/residential/commercial mix), the cultural issues concerning the built form and the way in which the environment can promote community connectedness.

Key Components of Proposed Joint Action Plan :

It is proposed that a Joint Action Plan for St Kilda Road be developed and address the following key areas:

- Parking, Access and Transport
- Streetscape Design & Maintenance
- Signage and street numbers

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- Communication and access to council support services
- Urban Design
- Community Capacity Building & Social Connection
- Land-Use Planning at the Neighbourhood Level

Recommendation to Joint Sitting :

That the Joint Sitting

- Endorse the development of a Joint Action Plan for St. Kilda Rd as a basis for collaborative management of the St Kilda Rd precinct; and
- Affirm the retention of the internationally recognised name of St Kilda Rd